



# Why It Matters



TALKING POINTS TO GET YOU STARTED



## Your Community

DELICIOUS COFFEE, TEA, CHOCOLATE & FOODS THAT MAKE A DIFFERENCE.

*Through Equal Exchange you can:*

- Transform your coffee hour, holiday fair, fundraiser or office coffee into a delicious, inviting expression of your values
- Increase your impact: Have direct, positive impact on farming families and forest areas all over the world
- Make really delicious fairly traded coffee, tea, chocolate and foods available to your community at wholesale prices
- Your community will appreciate you for it!



## The Farmers

A FAIR DEAL, STRONGER COMMUNITIES.

*Through Fair Trade, small-scale farmers are better able to:*

- Support their families and stay on their land with better income and support from their co-operatives
- Build their own businesses: As members of democratically run co-operatives, farmers gain control of their own livelihoods and make strides together in agriculture and quality control
- Improve their communities: With Fair Trade premiums farming communities make investments in education, health programs, and social services



## our Planet

KEEPING IT GREEN—HEALTHY FORESTS AND HEALTHY COMMUNITIES.

*Most Equal Exchange products are organic. This means that with their deep knowledge and hard work, coffee farmers are restoring and preserving our planet. Farmers are:*

- Protecting and improving forest cover and habitat for migratory birds and other wildlife through shade farming
- Preserving local river water quality
- Improving the soil and preventing erosion
- Keeping toxic pesticides and chemical fertilizers out of the land and water

*for all who love making a difference*

*Now put that in your cup and drink it!*

[www.equalexchange.coop/community](http://www.equalexchange.coop/community)



# Why Equal Exchange?



EQUAL EXCHANGE'S MISSION is to build long-term trade partnerships that are economically just and environmentally sound, to foster mutually beneficial relationships between farmers and consumers and to demonstrate, through our success, the contribution of worker co-operatives and Fair Trade to a more equitable, democratic and sustainable world.

## EQUAL EXCHANGE'S GUIDING PRINCIPLES ARE TO:

- Trade directly with democratically organized small farmer cooperatives.
- Facilitate access to credit for producer organizations.
- Pay producers a guaranteed minimum price that provides a stable source of income as well as improved social services.
- Provide high quality food products.
- Support sustainable farming practices.
- Build a democratically-run cooperative workplace.
- Develop more environmentally-sound business practices.

Equal Exchange founded the U.S. Fair Trade coffee movement in 1986 and continues to be a 100% fair trade food company.

Equal Exchange is a worker-owned co-operative, an alternative business model based on democratic principles:

• one-person /one-vote equality

• open access to information  
(open-book management)

• the equitable distribution of resources  
(such as income)

These concepts are basic pillars of our country; in fact, they're in every grade school civics book.

$\frac{5}{1}$

Equal Exchange's top-to-bottom pay ratio is 5-to-1.

$\frac{344}{1}$

In 2008 the ratio of CEO pay to average worker pay was 344-to-1.\*

\* Source: United for a Fair Economy

Now put that in your cup and drink it!

for all who love  
making a difference