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!

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

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

www.equalexchange.coop/community
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.

Equal Exchange’s top-to-bottom pay ratio is 5-to-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!

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**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 cooperatives 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.

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