



# WHY EQUAL EXCHANGE?



## It's better for our planet

**KEEPING IT GREEN:  
HEALTHY FORESTS AND  
HEALTHY COMMUNITIES.**

Most Equal Exchange products are organic. This means that coffee farmers are using their deep knowledge to restore and preserve 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.



## It's better for your family & friends

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

Through Equal Exchange you can:

- Transform your coffee hour, holiday fair or fundraiser 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 case prices.

Your family and friends will appreciate you for it!



## It's better for farmers

**A FAIR DEAL:  
BUILDING STRONGER  
LOCAL 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.



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## 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-scale farmer co-operatives
- 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 consumers with 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.*

## IN OUR CO-OPERATIVE:

- Each worker-owner gets one vote.
- We use open-book management, so all employees have access to information.
- We distribute resources (such as income) equitably.

In contrast to the general trend of rising income inequality, the gap between the highest paid and lowest paid employee at Equal Exchange is shrinking.



Equal Exchange's top-to-bottom pay ratio is 4-to-1



In 2018, the ratio of CEO pay to average worker pay was 361-to-1\*

\* Source: Forbes