Fair Trade on Campus
Who is CRS?

What is Fair Trade?

Fair Trade and Sustainability

Fair Trade and Catholic social teaching

The CRS Fair Trade program

Fair Trade on Campus
Who is Catholic Relief Services?

- Catholic Relief Services
- Official relief & development agency
- Established in 1943 by U.S.C.C.B.
- Serves poor overseas, Catholics in United States
- Support to 100 countries
- $700 million annual budget
- “Solidarity will transform the world.”
Injustice in the global economy

- Exploitation
- Inequality
- Anonymity
**Fair Trade** is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South.

Fair Trade organizations (backed by consumers) are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade.
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>1946</td>
<td>Edna Ruth Byler establishes Ten Thousand Villages.</td>
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<td>1949</td>
<td>Church of the Brethren establish SERRV International.</td>
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<td>1972</td>
<td>First Ten Thousand Villages store opens.</td>
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<td>1989</td>
<td>IFAT established by Fair Trade pioneers.</td>
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<td>1994</td>
<td>Fair Trade Federation formed.</td>
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<td>1995</td>
<td>CRS and SERRV create Work of Human Hands.</td>
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<td>1996</td>
<td>LWR and Equal Exchange launch coffee initiative.</td>
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<td>1997</td>
<td>Fair Trade Labelling Organizations formed.</td>
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<td>2000</td>
<td>LWR launches Interfaith Fair Trade Initiative.</td>
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<td>2001</td>
<td>Fair Trade Resource Network is established.</td>
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<td>2003</td>
<td>CRS launches Fair Trade Coffee Project.</td>
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<td>2004</td>
<td>CRS generates more than $1 million in Fair Trade sales.</td>
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<td>2004</td>
<td>United Students for Fair Trade Converge!</td>
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<td>2005</td>
<td>CRS launches Raise Project.</td>
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<td>2005</td>
<td>750 Fair Traders participate in Fair Trade Futures.</td>
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<td>2005</td>
<td>USCCB endorses Fair Trade.</td>
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<td>2006</td>
<td>Fair Trade Fund tops $200,000 grant mark.</td>
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<td>2007</td>
<td>Word of Mouth Marketing pilot launched!</td>
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<td>2009</td>
<td>More than 50,000 people take a World Fair Trade Day beverage break in May.</td>
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Means…the ability to meet the needs of the present without compromising the ability of future generations to meet their own needs.

Aims…for a perpetually stable resource base, and for a perpetually stable social system predicated upon just standards of living and security for all

At its root…to sustain. A process that needs tangible actions and tasks to make the achievement possible.
Economic Justice: A Catholic Perspective

The economy should serve people, and not the other way around.
—Economic Justice for All
...it can be helpful to promote new ways of marketing products from deprived areas of the world, so as to guarantee their producers a decent return. However, certain conditions need to be met: the market should be genuinely transparent; the producers, as well as increasing their profit margins, should also receive improved formation in professional skills and technology; and finally, trade of this kind must not become hostage to partisan ideologies. A more incisive role for consumers, as long as they themselves are not manipulated by associations that do not truly represent them, is a desirable element for building economic democracy. Caritas in Veritate (66)
CRS Fair Trade Program

Crafts
1995
Give gifts that give hope.

Coffee
2003
Drink great coffee you can feel good about.

Chocolate
2005
Make the world sweeter for cocoa farmers.
PEOPLE are paid fairly in a safe and decent working environment
PLANET is protected through sustainable production methods
PARTNERSHIPS restore equity in trade and promote the common good
Partnership Standards

Fair Trade Federation: fully committed

TransFair USA: product specific
CRS Fair Trade Fund

- Every purchase = contribution
- Development Grants Overseas
- Market-Building Grants
Fair Trade on Campus

Have a strategy.
• Immediate Awareness
• Education
• Long-term Engagement

Who are your stakeholders/allies?
• Students
• Campus Ministry/Students Groups
• Procurement/Food Services
• Faculty/Staff/Board
• Diocese/External Community
Closing Thoughts

• Everyone else is doing it…and they’re not even Catholic
• Fair Trade isn’t the only answer, but it’s a step and it’s an easy one
• Food Service Providers are your friends, and you can be theirs
• Learn how to take the “trade” out of Fair Trade

For information on bringing CRS Fair Trade to your campus contact,

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312.733.5124

or visit www.crsfairtrade.org.