

Action Steps to Promote Fair Trade in Your Congregation

In addition to purchasing Equal Exchange Coffee, Tea and Cocoa for your church fellowship hour, and use in the home or office, there are many other ways to promote fair trade and improve the lives of small farmers.



- Place an announcement in your local newspaper about your church's commitment to fair trade. A sample press release is available from Equal Exchange or UUSC.
- Involve your church youth group by encouraging their participation in this project.
- Offer coffees, teas and cocoa at a community event, farmers' market, or church or youth fundraiser, and sell it during church auctions or other events. Congregations can purchase coffee, tea and cocoa at wholesale prices to offer at community events or holiday bazaars to raise funds for UUSC programs, congregational projects, or youth programs, such as service and learning initiatives.
- Talk to other places of worship and businesses in your town or region about the project, and urge them to buy fair trade coffee, tea and cocoa.
- Request a poster from Equal Exchange or UUSC to promote awareness of the project in your church.
- Organize to put pressure on local supermarkets to place fair trade coffee on their shelves. Contact Equal Exchange for educational pamphlets and other materials to share with local grocers and cafes.
- Encourage other congregation members to purchase the coffee, tea and cocoa for home and office use, and to share it with relatives.
- Host an educational event at your church about the difference fair trade makes in the lives of small farmers with assistance from UUSC. Materials available include a slideshow about fair trade and its impact on small farmers and a video on fair trade coffee production. A speaker can also be requested.
- Pass a church board resolution to buy only fair trade coffee, tea and cocoa for all church functions.

For assistance, contact us by e-mail at coffeeproject@uusc.org or by calling 617-868-6600. Visit www.uusc.org/coffeeproject for more information and resources.