

**Team Name:** Sustainable Urban Pioneers

**Name:** Lauren Kim, Yale University  
Jinno Vicencio, Orange Coast College

**Email Address:** [lkim97@gmail.com](mailto:lkim97@gmail.com)

**Username:** lkim97

Lauren's School Yale University:

On Yale's AASHE STARS score, Yale has a score of 0 for being a Fair Trade Campus. Starting in 2003, Yale started serving "Fair Trade" certified coffee in the dining hall. It was difficult to find any other information regarding fair trade at my school. Aside from the coffee, other items are not fair trade certified. I went to the convenience store at my school and took pictures of several items that are sold there and walked around other areas of campus to look at what other products could be fair trade.

5 Items that are commonly sold around my campus:

1. Chocolate in the Student Convenience Store
  - a. Ritter Chocolate- Ritter has started a project to harvest sustainable cocoa in Nicaragua, but fails to mention if payments for smallholder farmers and plantation workers are sufficient.



- b. TCHO Chocolate- From their website: “Many of our products are made with Fair Trade certified cacao beans and cocoa butter.”



- c. Many of their products are made with Fair Trade certified cacao beans and cocoa butter. However, not all of their products are and this company needs to continue to be held to a high standard.
- d. This lack of transparency is harmful for both producers and consumers. The price of cocoa beans has fallen and cocoa trees are being damaged by disease and climate change. These poor prospects discourage younger farmers from continuing this work.
- e. Purchasing chocolate like Belvas Chocolate or Chocolate and Love can empower farmers. Fair Trade chocolate can make cocoa farming more sustainable and the Fair Trade Minimum Price acts as a safety net for farmers.



2. T-shirts given out at events or sold at the Yale Bookstore



- a. Sustainable cotton is not used in Yale t-shirts and other gear. Lots of families and students purchase these items every year. However, not Fair Trade cotton hurts cotton farmers.
- b. Cotton farmers deal with the impacts of climate change, low prices for cotton, and competition from highly subsidized cotton from other countries.
- c. By making the switch to sustainable cotton sources to produce our gear, traders will pay transparent and sustainable prices. These better prices help farmer invest in more sustainable practices and help farmers have greater income stability.

3. Glutino Bars in the Dining Hall



- a. Serving granola bars that are not fair trade for their ingredients (ex. sugar and chocolate) sets a bad example for the university. The farmers that produce these ingredients are often underpaid and overworked.
- b. Making the switch to products that use fair trade ingredients can help farmers economically and encourage younger farmers to get involved in farming. Fair trade premiums can make a huge difference to cocoa and sugar farmers, their entire family, and even the surrounding community.

4. Tazo Tea offered in student study centers and the dining hall



- a. Small farm owners have to face challenges regarding changing prices for tea and the control that big companies have over tea supply chains. This can lead to worker exploitation with low wages and long hours.
- b. Making the switch to companies that meet Fair Trade standards like Organic India and Clipper can help farmers be paid directly for the work that they do. The Fair Trade Premium can empower farmers to take on business or community projects.



5. Sugar packets given out in the Center for Engineering, Innovation, and Design and around campus



- a. Yale uses these sweeteners throughout the campus. Students can grab as many as they want and don't think twice about the larger implications of the sugar industry.

- b. Smallholders have many difficulties because they need to deal with a wide range of difficulties like high use of hazardous agrochemicals, changing weather patterns, and volatile pricing. A lack of Fair Trade agreements hurt farmers and limits their export possibilities.
- c. Making the switch to purchasing Fair Trade sugar like Tate and Lyle Sugar would have positive impacts for both producers and consumers. Fairtrade sugar farmers would receive premiums and can use these premiums to implement more sustainable farming methods and improve other community services. Farmers and traders need to work with each other.

### **Becoming a Fair Trade College or University**

There is no campaign at my school. I would love to start one and the steps I would need to take are below:

#### 1. Build My Team

**GOAL:** Form a Fair Trade Committee with students, faculty, administration, and staff

- a. I will send emails to Yale Student Environmental Coalition, Yale Dining (in charge of the student store: Durfee's), Yale Sustainable Food Project, Yale Office of Sustainability
- b. I registered my school on the Fair Trade Campaigns website.

## Start a Campaign



It only takes one person to get started on making your community, congregation, school or university the next Fair Trade Campaign. Starting a Fair Trade Campaign is easy and fun and you can find all of the tools you need right here on our website. Ready to get started? Fill out the form below!

First Name	<input type="text" value="Lauren"/>
Last Name	<input type="text" value="Kim"/>
Phone	<input type="text" value="9496771644"/>
Email	<input type="text" value="lauren.kim@yale.edu"/>
Town or Institution Name	<input type="text" value="Yale University"/>

- c. I talked about this with my suitemate, Gabi, we want to start an organization next semester that will work on this Fair Trade campaign.
- d. I will email the Director of Environmental Studies, Amity Doolittle, Daniel Esty, Professor of introductory environmental studies class “Sustainability in the 21st Century”, John Wargo, Professor of “Environmental Politics and Law,” and several other professors that work in this field.
- e. I have a contact with Yale Dining whom I talked to for the “Better Burger” challenge. She is in charge of purchasing and sustainability.
- f. Reach out to Ten Thousand Villages (a free-trade retail store) in New Haven, CT and see if we can do a joint event or if a representative from their business can join our committee.



## 2. Host Events

**GOAL:** Show administration the wide range of support that we get from students and educate students about the importance of choosing Fair Trade

- a. Tabling event, start a petition asking Yale to make a shift in their purchasing to sell more Fair Trade items
  - b. I entered my school to host a Fair Trade Finals study break for this November/December  
(<http://fairtradecampaigns.org/2017/10/fuel-up-for-finals-with-fair-trade-fall-2017>).
  - c. Photo campaign “I choose Fair Trade products because...”
    - i. Photo with most likes on Facebook gets a fair trade prize
3. Talk with administrators to use Fair Trade products and develop a Fair Trade Resolution

**GOAL:** Get Yale to be a certified Fair Trade University!

Email Draft:

Hi,

My name is Lauren Kim and I am a sophomore in Silliman College. I am emailing because I have a passion for social justice and want to influence Yale to change their purchases to support Fair Trade products. Fair Trade products offer fair prices and wages to farmers and workers and ensure just terms of trade. Fair Trade products also give workers premiums to invest in their community through education, healthcare, and other projects.

Yale should be a Fair Trade Certified University. We can earn this title by “[supporting] equity in trade and promote sustainable development by raising awareness among students, faculty, administration and staff of the benefits of Fair Trade and by leveraging the significant buying power of academic institutions to purchase Fair Trade products”. Please let me know if you are interested in joining our committee to make this change on our campus.

Thank you.

Best,

Lauren