

Project Green Challenge 2017

Day 18 - GREENEST

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*A photograph of a child cotton worker.
With FairTrade, child labor would be eliminated.*

Team Information

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5 PRODUCTS THAT SHOULD BE FAIR TRADE

We found 5 products in our school that could be fair trade certified but are produced by large corporations

**Largest and
sweetest of
them all!**



**Lowest offer
on the
market!**

We then pictured each of the products above being advertised in "flashy" lettering and dressed up with typical claims of quality and price, as you would see on an advertisement.

But then, one of our team members suggested:

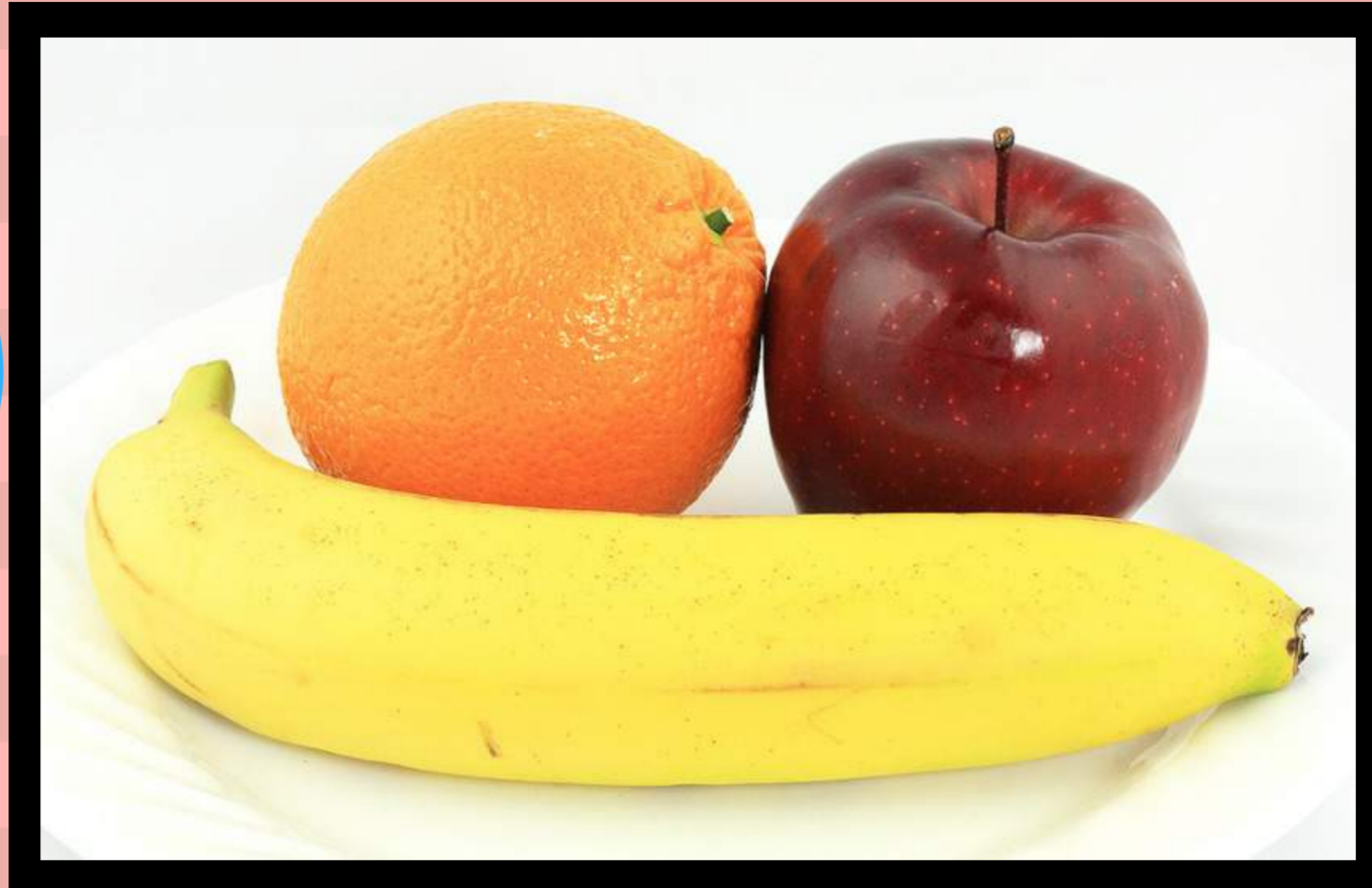
***Why don't we look at them being labelled
with honest facts instead of claims?***

...

And that is what we did today - with all five
products!

FRUIT

**Two Way Discount!
20% off for you, and
20% off labor
wages!**



**No more insects on
your food. Sprayed with
the finest pesticides and
herbicides!**

By selling fair trade fruits, our school will no longer be funding corporations that give their workers meager wages, but funding cleaner, pesticide free farms.

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COFFEE

**Longer Hours,
Better Coffee!**



**Less Soil,
MORE COFFEE!**

If our school sources its coffee from fair trade farms, we are only supporting companies that assign their farmers reasonable work hours. By making the switch, we are also casting a vote for farms that farm coffee beans responsibly and do not deplete nutrients from their soil.

CHOCOLATE

**Grown by
children**



**our secret
ingredient...
GMOS!**

Did you know that an estimated 250 million children are forced to work long wage-less hours on cocoa plantations? If schools instead, buy non GMO chocolate from farms that meet all labor requirements, we will no longer rely on underaged workers for our chocolate, and will mitigate the environmental risks associated with GMO-grown crops.

MEATS (IN SCHOOL LUNCH)

**our animals crave
clean air and light...
Just like how you
crave our delicious
meats!**



**Antibiotics - our
animals NEVER get
sick... you might
from eating them**

If we were to avoid products from industrial meat farms, we are doing ourselves and the animals a favor. Fair trade meat does not contain significant amounts of antibiotics for us to ingest, nor will its practices have a lasting harm on millions of animals and their offspring.

COTTON T-SHIRTS

our farmers are left neglected - it is only the t-shirt that really matters

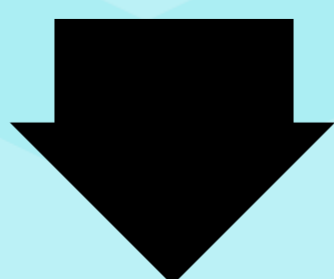


You contribute to our company, we contribute to water pollution!

Large scale growth of cotton requires a large workforce, low wages to make the cotton cheaper, and often pollutes nearby water supplies. If our school were to switch to fair trade cotton shirts, we will significantly reduce our water footprint, and while doing so, fund only the companies that treat their workers well.

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What can we do to change this?



STEPS TO STARTING A FAIR TRADE CAMPAIGN

1. Find a rationale for our movement. Why are we doing this?
2. Gather a team of students and teachers who are willing to promote the campaign causes
3. Hold meetings where members can get to know each other and the common cause that we all will work towards
4. Spread the word to others in our school; hold presentations and assemblies where we can educate others about the rationale behind this campaign
5. Reach out to supervisors, directors, and other faculty members to register the school as a participant in the campaign
6. Seek permission to either hold a fundraiser, sale, or restock vending machines with fair trade products

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REFLECTIONS

As consumers in the age of environmental crises and corporate giants, we can no longer look at our food and products the same. Looking at a tomato, we can no longer only ask, Does it have any spots?, Is it the largest on the shelf?, Is it sweet enough?, and no longer: Is it cheap?

We must instead think of not the fruit itself, but the story behind it. *Where* was it grown? *Who* was this grown by?

How was it grown? *What* impacts will it have on the environment? Should we really cast our dollar to vote for this?

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Choosing the right product to buy is no longer trivial; it is now our obligation. In fact, there has rarely been a time before when we consumers had an obligation to fulfill in even the smallest everyday choices: an obligation to our wellbeing, others around the world, and to a sustainable planet.