



WHY FAIR TRADE?



**QUALITY PRODUCTS. IMPROVING LIVES.
PROTECTING THE ENVIRONMENT.**

Fair Trade

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Overview

Fair trade is a policy in which the laborers are paid fair prices. Currently, there are only certain fields of the economy that fair trade is feasible for.

25 Fair Trade Field Examples:

1. Sugar
2. Tea
3. Coffee
4. Cotton
5. Bananas
6. Flowers
7. Rice
8. Vanilla
9. Herbs
10. Granola
11. Honey
12. Candy
13. Lipstick
14. Bedding
15. Face Masks
16. Cereal
17. Chips
18. Dessert mixes
19. Quinoa
20. Planter kits
21. Body oils
22. Cooking Oils
23. Towels
24. Clothing
25. Oatmeal

I decided to go visit my student center and school store to see what fair trade certified products we sell.

My Inventory:

- At least three fair trade clothing brands(Patagonia)
- 1 coffee brand (Starbucks coffee company)
- 1 candy brand (Hersey)
- 3 tea brands (Stash, Bigelow, and Harney & Sons)
- 1 snack brand (but covers a lot of snacks)(General Mills).
- All cereal under General Mills umbrella.
- (We also offer trips to stores that sell many fair trade products)

These metrics surprised me as I did not think we would have this many fair trade certified products. However, the most popular items purchased (or consumed) were not fair trade. The most purchased item (from my observations) is ice cream.

Specifications

I thought about how to change some of our products to be fair trade

Possible Changes

1. The ice cream sold could be Ben and Jerry's. More students would buy it because of the general high regard for the brand on campus. Not to mention it would also make our milkshakes fair trade as well.
2. The chips we sell could be Lundberg Family Farms which would provide a healthier and more diverse variety.
3. Clothing could all be fair trade products. For comparable prices brands like vineyard vines can be switched to patagonia.
4. The bags made could be HAE Now bags. HAE Now is a brand that uses 100% organic cotton and is fair trade.
5. The accessories such as scarves can be made using the Shupaca brand which is alpaca fur (very soft) and a fair trade brand.

With further research, I realized we do not have a fair trade campaign. Therefore, making due with the resources we have, I worked on a process that we can easily follow to achieve our first objective and to form our team. I decided to start theorizing a plan for how to change our retail approach so that we are a fair trade school. I first identified who I needed to talk to; then, I set up a plan for what we are going to do.

Goals

1. Who would you need to talk to? What stakeholders would you need to engage?

I would need to talk to the staff members who run the school store and the student center. I would need to engage as much of the faculty population as possible but especially the chair of our environmental sustainability department.

2. Define a part of the problem: limitability
 - a. As a high school there are only two main places to shop the school store which is normally only open until one and the student center (open until 6)
3. Steps for our campaign
 - a. Step 1: Research Ben and Jerry's bulk pricing and our schools budget
 - b. Step 2; poll the school for interest in proposed change
 - c. Step 3; set up an interest meeting for feedback and ideas from the community
 - d. Step 4: write pitch deck including all projected benefits and financial projections
 - i. [Our presentation](#) (This is an actual pitch deck made for this purpose. However, not all metrics have been completed)
 - e. Step 5: organize a meeting with faculty members who can help impose the change
 - f. Step 6: Work on compromises and modifying plan with faculty
 - g. Step 7: propose again