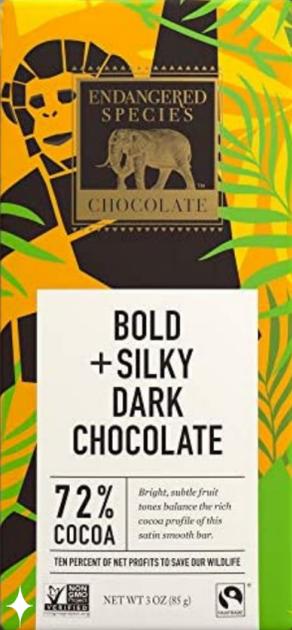


Lea Kyle, Matthew Taboni and Andy Whitehead, posting on @ubgreenteam on instagram from the University at Buffalo. Our Project Green Challenge username is bwhitehe.

For today's challenge, we explored 6 different items comparing the difference between fair trade products and non-fair trade products. We were surprised by the vast differences between the products and have some takeaways on each comparison below!



**Endangered Species Chocolate**

**BOLD + SILKY DARK CHOCOLATE**

**72% COCOA** *Bright, subtle fruit tones balance the rich cocoa profile of this satin smooth bar.*

TEN PERCENT OF NET PROFITS TO SAVE OUR WILDLIFE

NET WT 3 OZ (85 g)

**Fair Trade Cocoa**

- Price: \$3.49
- Fair Trade Cocoa
- Farmed in West Africa
- Produced in Indianapolis
- 10% of proceeds support endangered species

<https://www.chocolatebar.com/>

### Endangered Species Chocolate

Price: \$3.49

Fair Trade Cocoa

Farmed in West Africa

Produced in Indianapolis

10% of proceeds support endangered species

#### Takeaways:

- Besides making some of our favorite chocolate, Endangered Species Chocolate works with local farmers to produce fair trade cocoa used in every batch and continuously finds ways to support local farmers and endangered species across the globe



**Hershey's Chocolate**

**MILK CHOCOLATE**

NET WT 1.39 OZ (40 g)

Price: \$1.39

- Moving Towards Fair Trade
- Farmed in West Africa
- Produced in Hershey, PA
- Investing \$500 million in cocoa communities

<https://www.thehersheycompany.com>

### Hershey's Chocolate

Price: \$1.39

Has plans to be fair trade by 2030

Farmed in West Africa

Produced in Hershey, PA

Investing \$500M towards local farmers in the cocoa communities

#### Takeaways:

- Although Hershey's is a major corporation, it was exciting to see that they are beginning to move towards supporting local cocoa farmers and beginning to explore how to source fair trade cocoa for their products



# Fair Trade Tea

- Price: \$8.95
- Fair Trade Tea
- Farmed in Nantou, Taiwan
- Produced in Taiwan
- Women of Color Owned

<https://www.ustwotea.com/>

Us Two Tea  
 Price: \$8.95 for 5 bags  
 Fair Trade Tea  
 Farmed in Nantou county, Taiwan  
 Produced in Taiwan  
 Women of Color owned and operated

**Takeaways:**

- While more expensive, Us Two Tea works with second and third generation tea farmers to sustainably source their teas with traditional farming techniques. They also keep their teas fully leafed and non-toxic, preventing microplastic and chemicals from contaminating people and the earth.



# Lipton Tea

- Price: \$0.34
- Part of Major Corporations
- Farmed in China
- Produced in China
- Blend of 20 different teas

<https://www.lipton.com>

Lipton Tea  
 Price: \$0.34 for 5 bags  
 Part of PepsiCo and Unilever  
 Farmed in China  
 Produced in China  
 A blend of 20 different kind of teas to make black tea

**Takeaways:**

- This was the most surprising to us for many reasons. Not only is it not fair trade or sustainably sourced, but the tea itself is just the leftover of other manufacturing and poor in quality. The cheapness of the tea only leads to more problems for our health and the environment



# Fair Trade Oil

- Price: \$9.99
- Fair Trade Oils
- Farmed in Sri Lanka & Samoa
- Produced in Vista, CA
- Certified B Corporation

<https://www.drbronner.com>

Dr. Bronner's Lotion  
 Price: \$9.99  
 Fair Trade Oil  
 Farmed in Sri Lanka & Samoa  
 Produced in Vista, California  
 Certified B Corporation/Benefit Corporation

**Takeaways:**

- Dr. Bronner's lotion keeps sustainability and community at its core. Beyond having their major ingredients be fair trade, they focus on regenerative agriculture, reducing plastics, and reducing their carbon footprints with each product. They also fund dozens of organizations and activists.



# CeraVe Lotion

- Price: \$11.39
- Mostly Chemicals
- Farmed in Central America
- Produced in Canada
- No sustainable aspects

<https://www.cerave.com>

CeraVe Lotion  
 Price: \$11.39  
 Mostly made out of chemicals  
 Farmed in Central America  
 Produced in Canada  
 Focus on solving skin problems, but nothing more

**Takeaways:**

- While CeraVe has some great products on fixing skin, they are more expensive than fair trade products and are full of chemicals. Their company has no focus on sustainability or fair trade and are finding new ways to develop chemicals to address blemishes and dry skin

Us enjoying our Endangered Species Chocolate!

