

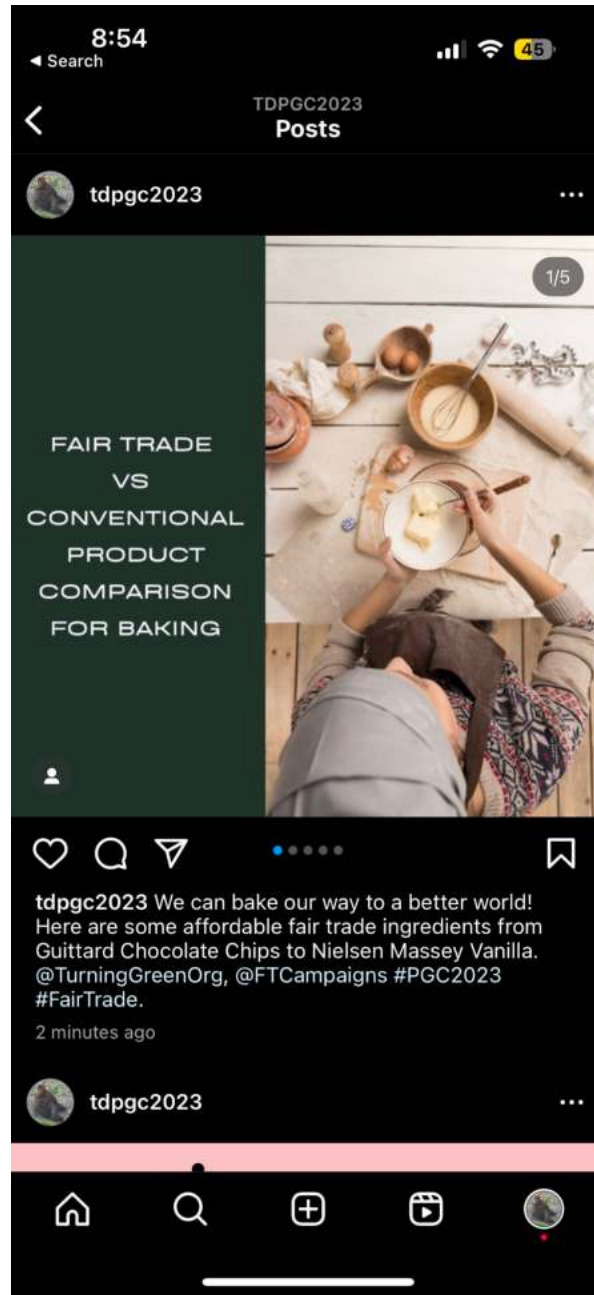
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PGC 2023 Day 17 Greener

Instagram Link:

https://www.instagram.com/p/CyhU40luJXm/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==

Instagram Post:



Caption:

I first learned that Fair Trade products are not significantly more expensive as I found that Fair Trade products only marginally surpass the cost of their conventional counterparts after completing today's challenge. I also found out that I already use two Fair Trade items in my baking: Fair Trade light brown sugar and chocolate chips. Furthermore, completing this challenge has pushed me to make the decision to switch to Fair Trade vanilla extract, as the price difference was small, not exceeding a dollar in comparison to my existing vanilla extract. I was pleased by the level of transparency in the Fair Trade option. Additionally, the Fair Trade extract has a higher level of purity, explicitly stating its use of bourbon vanilla.

Moreover, my desire to support Fair Trade has been amplified after looking over relevant readings and videos. I've come to understand that Fair Trade transcends just fair wages for workers; it also covers environmental sustainability. Fair Trade is against the use of chemicals and genetically modified organisms (GMOs) which aligns with my personal beliefs and ones I am determined to support through my consumer choices.

My habit for baking chocolate chip cookies every other week prompted a closer examination of the key ingredients: vanilla extract, chocolate chips, and brown sugar. Vanilla extract finds its way into nearly every baked good, chocolate chips are the star ingredient in chocolate chip cookies, and brown sugar is a key component in a various amount of cozy fall desserts. I considered these ingredients to be particularly significant for my fellow baking enthusiasts to explore fair trade options.

Chocolate Chips:

The ones I already use are Fair Trade in origin. Guittard chocolate chips have become my choice when baking chocolate chip cookies, replacing the previously used and famous Ghirardelli chocolate chips. Notably, Guittard is not only Fair Trade but also non-GMO certified, setting it apart from Ghirardelli. Both chocolate brands originate from San Francisco, California, and are similar in cost, with Ghirardelli priced slightly lower at \$4.74, compared to Guittard at \$4.99. However, Guittard offers transparency in its sourcing, with cacao beans hailing from nations such as Ghana, the Ivory Coast, Nigeria, and Indonesia. In contrast, Ghirardelli's sourcing information is vague, displaying only images of Africa and referencing an "independent third-party provider" on its website. Additionally, Guittard shows a commitment to environmentally friendly packaging by utilizing Forest Stewardship Council (FSC) certified corrugate for packaging materials when available, whereas Ghirardelli does not outline any such efforts. Both brands are readily available, both online and in physical stores. Guittard can be found at Whole Foods, while Ghirardelli is distributed at stores like Walmart.

Vanilla Extract:

Turning to vanilla extract, my initial choice lacked Fair Trade certification. I have been using Frontier Co-op Organic Vanilla extract, procured from my local grocery store, Takoma Park Co-op. While this vanilla extract is organic, it lacks Fair Trade certification. However, my research led me to discover a Fair Trade Certified Vanilla extract by Nielsen-Massey, which is also certified as organic. The two products bear similar price tags, with the Fair Trade option slightly edging ahead at \$42.95 versus the \$42.15 of the former. The added value of the Fair Trade product lies in its transparency as it says that it derives its vanilla from Madagascar and its water from Lake Michigan. Notably, the vanilla in the Fair Trade extract appears to be of purer quality, as it specifies a particular vanilla strain, a feature absent in the Frontier Co-op product. However, Frontier Co-op donates 4% of its profits to social causes, an aspect that garnered my initial interest in the brand. Furthermore, the convenience of availability in my local grocery store (less than 1 mile), which reduces carbon emissions associated with travel also made it a good option for me in the past. However, after considering all factors, I have chosen to go with the Fair Trade option from now on. This choice is about my commitment to supporting Fair Trade that prioritizes liveable wages and environmental sustainability.

Sugar:

I also realized that I had been using a Fair Trade product when it comes to sugar. The sugar I use is certified as Fair Trade, non-GMO, and organic. It is sourced sustainably from Latin America, and it is pure brown sugar. Previously, I had baked using non-Fair Trade organic brown sugar, priced slightly lower at \$3.79 compared to the \$4.89 of the Fair Trade brown sugar. The non-Fair Trade product's origin was undisclosed, and it was not a pure product but rather sugar blended with molasses. Thus the Fair Trade brown sugar wins my favor due to its pureness, transparency and only slightly higher cost. The non-Fair Trade alternative can be found at Whole Foods, whereas the Fair Trade brown sugar is available both at Whole Foods and my local grocery store, Takoma Co-op.

We can bake our way to a better world! Here are some affordable fair trade ingredients from Guittard Chocolate Chips to Nielsen Massey Vanilla. @TurningGreenOrg, @FTCampaigns #PGC2023 #FairTrade.

Photos:

FAIR TRADE
VS
CONVENTIONAL
PRODUCT
COMPARISON
FOR BAKING





- FAIR TRADE AND NON-GMO PROJECT CERTIFIED
- AVAILABLE IN STORES AND ONLINE
- \$4.99 FOR 12 OZ
- CACOA SOURCED FROM GHANA, THE IVORY COAST, NIGERIA AND INDONESIA
- USE FOREST STEWARDSHIP COUNCIL (FSC) CERTIFIED CORRUGATE FOR PACKAGING MATERIALS WHEN AVAILABLE.
- COMPANY FOUNDED IN SAN FRANCISCO, CA



- NOT FAIR TRADE, NON-GMO PROJECT, OR ORGANIC CERTIFIED
- AVAILABLE IN STORES AND ONLINE
- \$4.74 FOR 12 OZ
- CACOA SOURCED FROM "INDEPENDENT THIRD PARTY"
- PACKAGING IS NOT RECYCLED OR DESIGNED TO BE ENVIRONMENTALLY FRIENDLY
- COMPANY FOUNDED IN SAN FRANCISCO, CA



- FAIR TRADE CERTIFIED
- NOT NON-GMO CERTIFIED
- ORGANIC CERTIFIED
- AVAILABLE ONLINE
- \$42.95 FOR 8 OZ
- VANILLA BEANS CULTIVATED ON THE BOURBON ISLAND OF MADAGASCAR
- WATER IN EXTRACT COMES FROM LAKE MICHIGAN



- NO FAIR TRADE CERTIFICATION
- NON-GMO PROJECT CERTIFIED
- ORGANIC CERTIFIED
- AVAILABLE ONLINE AND IN STORES
- \$42.15 FOR 8 OZ
- DOES NOT SPECIFY WHERE THE VANILLA IS FROM OR WHAT SPECIES IT IS
- DOES NOT SPECIFY WHERE WATER IS FROM



- FAIR TRADE CERTIFIED
- ORGANIC CERTIFIED
- NON-GMO CERTIFIED
- SUGAR SUSTAINABLY SOURCED FROM SOUTH AMERICA
- PURE BROWN SUGAR
- \$4.89 FOR 1.5 POUND OR 24 OZ
- FOUND IN STORES AND ONLINE



- NOT FAIR TRADE CERTIFIED
- ORGANIC CERTIFIED
- NON-GMO CERTIFIED
- SUGAR SOURCE LOCATION CANNOT BE FOUND
- NOT PURE BROWN SUGAR; ADDED MOLASSES
- \$3.79 FOR 1.5 POUNDS OR 24 OZ
- FOUND IN STORES AND ONLINE

