

Ca\$h Money

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Champlain College

Day 18: Greenest

25 Fair Trade Products:

1. Green Mountain coffee
2. Ben & Jerry's ice cream
3. Patagonia clothing
4. REI clothing
5. 20 Below Coffee Company
6. General Mills food
7. Bridges produce
8. Eco Lips INC beauty
9. Terra Thread backpack
10. Tony's Chocoloney chocolate
11. World Market coffee
12. Conscious Step Socks
13. Trader Joe's brand sugar
14. London Tea Company
15. Various brands of FT bananas
16. Yerba Mate tea
17. Equal Exchange teas
18. Various FT flowers
19. 365 brand sugar from Whole Foods
20. FT cotton in various textiles
21. Nature's Path brand
22. The Raw Chocolate Company
23. Puro Coffee
24. Wild Harvest Organic
25. Wildly Organic brand food

5 Fair Trade Products in my Campus Bookstore:

1. Certain Speeder & Earl's coffee blends
2. Maine root drinks
3. Lake Champlain chocolates
4. Honest tea
5. Runa tea
6. T-shirts from Alta Gracia Apparel

Products that *could* be Fair Trade

1. The tea packets by the coffee/hot water
2. More apparel

3. Green Mountain coffee with the Speeder & Earl's
4. Snack section

Champlain College is already a Fair Trade college! We have already gone through the process, but this doesn't mean the journey stops there. Each month, we need one or two fair trade centered events, and, through my campus job and my personal passion, I am involved with the Fair Trade team on campus. A week ago today, I lead an event with Ben & Jerry's who kindly donated a large amount of ice cream. We then gave students ice cream to both teach them about fair trade and voter registration. I take the initiatives of Fair Trade very seriously, and I will be a big part of my school's team this semester and beyond. My goal is to get as many students involved or at least give them the knowledge about Fair Trade that empowers them. Just because our school is already certified doesn't mean our work is over.

To address the products that could be FT, I talked with the bookstore manager in person and he said I could email him suggestions which is shown below:

Holly Francis

Sent - ho...hamplain.edu October 18, 2018 at 5:12 PM



Fair Trade for our Bookstore

To: Kevin McCann

Hi Kevin!

It was great meeting you today, and I appreciate all of your help. I am doing this project for the international Project Green Challenge, and I am also on Champlain College's Fair Trade team. I came up with a few questions and looked into a few things for the store.

Tea bags for by the coffee area:

- Equal Exchange: <http://equalexchange.coop/ee-and-you> (they have black, green, and herbal and also have the option to order wholesale for a store. I believe their tea is in a lot of grocery stores as well and have more than just tea)
- Numi Organic Tea: <https://shop.numitea.com/Tea-Bags/c/NumiTeaStore@Teabag> (many kinds and you can order wholesale at <https://wholesale.numitea.com>)
- Bigelow Tea: <https://www.bigelowtea.com/Teas/Forms/Tea-Bags> (I am not sure if there is a wholesale option)

Coffee: How often do you have at least one blend of coffee out that is Fair Trade? If it's not almost always, I would recommend just making sure one of them is always Fair Trade! Easy fix.

Textiles: Are the t-shirts you showed me the only apparel from Alta Gracia? If they are, maybe some more clothing from that brand could be purchased. Additionally, I know the store has high-end clothing brands, and Patagonia has Fair Trade clothing if that is of interest. I can always look more into it if you want me to.

Food:

- Have you ever sold produce like bananas in the bookstore? I know bananas are an easy Fair Trade addition (the dining hall often has them)
- Would you be interested in adding some more snacks and food that are FT?

A couple small suggestions:

- Put small Fair Trade stickers on the signs for the products that are FT. This will easily allow students/customers to recognize those products as FT and draw their eye to them.
- Put out small fliers about what Fair Trade is and what products you have. A lot of people don't know much about it and it would bring in good publicity for the store.

Let me know what you think, and I will gladly do more research and logistical exploration for you!

Thank you,

Holly Francis
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I am thrilled to be able to continue the pursuance of FT on our campus, especially in our bookstore. The manager seems open to the idea of different products which is very exciting. It will definitely be on ongoing personal project of mine!