

FAIR TRADE: A TASTE OF JUSTICE

The Presbyterian Coffee Project offers a new link between our congregations and people in other countries. We can reach out to our neighbors overseas with the things we purchase as well as the offerings we give. In addition, for each case of coffee purchased through the project, Equal Exchange makes a contribution to the Presbyterian Small Farmer Fund which further supports coffee farmers and their families. Listen to the difference fair trade makes:

"We used to live in houses made of corn husks," says Don Miguel Sifontes, president of a coffee cooperative in El Salvador that sells to Equal Exchange. "Now we have better work, better schools, homes of adobe, and a greater brotherhood of decision-makers."

In Nicaragua, Equal Exchange helped small farmers to organize their own co-op, called PRODECOOP. By participating in the Coffee Project, Presbyterians can help the co-op invest in farm improvements, reduce debt, improve nutrition, and provide administrative training for members. "It is very important for you to know that fair trade leads to better roads, better health and better lives for farmers, not just in Nicaragua, but around the world," says Rosario Castellon, former director of PRODECOOP.

In Tanzania, Equal Exchange worked with the Kilimanjaro Native Cooperative Union (KNCU) to export their coffee directly to the U.S. for the first time. Gabriel Ulomi of KNCU thanked Presbyterian churches for getting involved in the project: "By drinking a cup of fairly traded coffee, you're giving small farmers in poor countries an opportunity to plan their own futures."

THE EQUAL EXCHANGE COMMITMENT

The Presbyterian Church (USA)'s partner in this project, Equal Exchange, is an employee-owned Fair Trade Organization committed to the following principles:

TO PAY A FAIR PRICE with a guaranteed minimum, ensuring the farmers a fair return for their labors.

TO WORK WITH COOPERATIVES that are owned and governed by the farmers themselves.

TO BUY DIRECTLY FROM THE FARMERS so the benefits of trade go to the farmers and their communities.

TO PROVIDE CREDIT that farmers can afford, helping them to break the cycle of debt.

TO ENCOURAGE ECOLOGICALLY SUSTAINABLE FARMING PRACTICES such as organic and shade-grown agriculture which build a long-term economic base for farmers while protecting community health and the environment.

As a fair trade organization, Equal Exchange follows these standards on 100% of their products. Through its INTERFAITH PROGRAM, thousands of places of worship have become involved in fair trade, helping small farmers build a better life for themselves and their families. For more information, contact:



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GOOD COFFEE FOR A GOOD CAUSE



*A Presbyterian
project linking
congregations with
small farmers
and their families
through fair trade*

COFFEE: A BITTER CUP?

Coffee is big business — it's the second most heavily traded commodity in the world. But for the majority of small coffee farmers, the benefits are small. The chain of events that leads from the coffee farm to your cup is long and expensive, often leaving the farmer with very little to live on.

Most small coffee farmers live in isolated communities in some of the poorest countries in the world. They usually sell their coffee through middlemen, known to Latin American farmers as "coyotes." With world prices in constant flux and coyotes offering the lowest price possible, farmers never know how much they'll get for their crops.

Some 20 million people near the equator depend on coffee for their livelihood. In their struggle just to make a simple living, the producers of a rich crop are often trapped in poverty.

But there is an alternative: FAIR TRADE. Fair trade shares the bounty of the coffee trade with those who grow the crop, helping them build a better future for themselves and their communities.



Picking coffee at a farmers' cooperative in El Salvador. Photo by Equal Exchange.

WHAT IS THE PRESBYTERIAN COFFEE PROJECT?

The Presbyterian Coffee Project—part of the Enough For Everyone program of the PC(USA)—is a new way to help people in need while enjoying fellowship and an excellent cup of coffee. As Christians we can address a consumer dilemma by buying coffee that is fairly traded. Presbyterian congregations that participate are supporting practices which help farmers in Latin America, Africa and Asia earn a fairer share of income, obtain access to credit and technical support, and gain a trading partner they can trust, a Fair Trade Organization called Equal Exchange.

"Being a good steward and a lover of good coffee co-exist wonderfully when you drink a cup of Equal Exchange."

*Pastor Paul Lang
Peace Presbyterian Church, Winterville, NC*

In your congregation, a women's group, youth group, mission committee or peace and justice committee might sponsor the Presbyterian Coffee Project. Then, as your congregation enjoys this high-quality coffee, take time to learn more about its impact on the people who grow it. Read about coffee farmers and the ways in which the church is helping people like them. Discuss issues of justice in the global marketplace and take action in the spirit of love. Long-term congregational commitment has sustained Presbyterian and ecumenical ministries of relief and development for more than 50 years. With such commitment, we can also make a difference in this new way.

For more information, visit www.pcusa.org/coffee, call 1-888-728-7228 x5626 or write the Presbyterian Church (USA) at 100 Witherspoon St., Louisville, KY 40202-1396.

WHAT YOUR CHURCH CAN DO

SERVE FAIRLY TRADED COFFEE & TEA at church events and during fellowship hour, and make it available to members for home use. For ordering information, see the "How to Order" section of this pamphlet.

OFFER GIFT BASKETS of fairly traded coffee and tea for new members, as Christmas presents, or on other occasions.

DESIGN FUND-RAISING PROJECTS in your church offering fairly-traded coffee and tea.

DISCUSS FAIR TRADE ISSUES in Sunday school and study groups. Provide local businesses with information about offering fairly traded coffee from Equal Exchange.

ORDER ADDITIONAL RESOURCES For copies of this brochure, call 1-800-524-2612 and request PDS#74360-01-316. Table tents, posters and other educational materials are available from Equal Exchange or by calling 1-888-728-7228 x5626.

HOW TO ORDER

The easiest way to order is online at <http://store.yahoo.com/equalexchange>. To receive an order form for placing orders by mail or fax, please call 781-830-0303 x228, e-mail interfaith@equalexchange.com, or visit www.equalexchange.com. Equal Exchange offers a full line of fairly traded coffees in bulk whole bean, packaged whole bean and drip grind, percolator grind and pillow pack varieties, as well as fairly traded teas. A range of educational materials are available with orders.