



Make Fair Trade Certified™ Coffee Your Congregation's Coffee of Choice

1. Identify the appropriate committee sponsor and a person with vision, energy and time to provide leadership.
2. Develop a process to learn about Fair Trade coffee, such as how coffee is grown and produced for market, what certification means, and the benefits of certification for farmers and the environment. For resources see <http://www.transfairusa.org/content/resources/index.php>
3. Learn about the coffee your congregation currently uses: the brand and price, the quantity used, who provides it, and who makes the decision about what to buy.
4. Determine your goals. Examples include:
 - Use only Fair Trade Certified coffee at all church functions and offices.
 - Educate the congregation and ask people to use Fair Trade coffee at home and work.
 - Sell Fair Trade coffee to members of the congregation.
 - Encourage local cafés, grocery stores and restaurants to use Fair Trade coffee.
5. Develop an education plan for the congregation and especially for those involved in making decisions related to your goals. The plan can include:
 - film showing and speaker
 - coffee tasting
 - visit from a coffee farmer
 - literature display
 - dialogue to listen to concerns about switching to Fair Trade coffee
6. Research the steps necessary to switch to Fair Trade coffee:
 - Who are possible suppliers/roasters? (Join your faith group's partnership if appropriate, or see the list of TransFair licensees in your area: <http://www.transfairusa.org/content/certification/licensees.php>)
 - How will costs be affected?
 - How will equipment and service affect the choices?
 - What is the fundraising potential?
7. Make a proposal to the appropriate decision-makers in the congregation.
8. Designate a person who will do the coffee ordering and sales, if appropriate.
9. Inform the congregation of the decision and the reasons for making the decision.

****Note: The same process applies for tea and cocoa, and many companies offer all three products.**