Making WKU a Fair Trade University

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MAKING WKU A FAIR TRADE UNIVERSITY

A Capstone Experience/Thesis Project

Presented in Partial Fulfillment of the Requirements for

the Degree of Bachelor of Arts in Anthropology and Political Science with

Honors College Graduate Distinction at Western Kentucky University

By

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Western Kentucky University

2011

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Matthew John Vaughan

2011
ABSTRACT

Many products consumed on college campuses such as coffee and chocolate come from developing countries where producers are often paid insufficiently and exploited. Fair Trade certification of products guarantees producers a fair price and other social benefits. The objective of my CE/T project is to initiate a successful campaign to increase awareness of Fair Trade among students at WKU and gain "Fair Trade University" recognition for WKU. My efforts have included establishing a permanent Fair Trade Steering Committee, organizing campus-wide awareness events and partnering with campus groups to promote Fair Trade education and awareness. In this final account, I review a yearlong awareness campaign and evaluate which strategies were most effective and which were least effective in our efforts to increase awareness of Fair Trade among undergraduates at WKU.

Keywords: Fair Trade, Capstone Experience, Social Justice, Activism, Poverty, Awareness Campaign, University, Equity, Fair Labor, Sustainability
ACKNOWLEDGMENTS

This project would not have been possible without the help, advice and support of so many people. I am grateful to my CE/T advisor, Sam McFarland, for his wisdom and support throughout the entire CE/T process. I also want to extend my gratitude to the members of my committee-Molly Kerby and Angela Jones-for their support.

I would like to thank the Honors College for offering me the opportunity to befriend a group of inspiring and committed global citizens. This core group of friends has been crucial both to my personal growth as a student organizer as well as the growth of student activism at WKU. My best friend and co-founder of WKUAID, Charlie Harris, has always been my greatest ally and pillar of support. The Fair Trade campaign at WKU was no different and it wouldn’t have been nearly as successful without Charlie’s dedication of time, passion and effort. I’m truly grateful for all of his support.

I’d like to thank the WKU ICSR and the Political Engagement Project for their generous financial support provided for me to attend the Fair Trade Futures Conference in Boston. This served as a gateway for me to connect the Fair Trade Campaign at WKU with the greater Fair Trade community. It was this network that made WKU’s proposal to host the annual United Students for Fair Trade National Convergence all the more competitive.
The Fair Trade Campaign could not have been successful without the full support of the Fair Trade Steering Committee members. I would like to acknowledge the dedication and commitment from Meredith Tooley from WKU Restaurant & Catering Group. Meredith served as our primary contact and advocate for increasing WKU’s Fair Trade offerings. I would also like to thank Tim Colley from WKU Restaurant & Catering Group as well as Jim Sears and Lacey Jackson from the WKU Store. Colton Jessie and the WKU Student Government Association also deserve special recognition for their support for our various Fair Trade awareness events on campus. I am also sincerely grateful for the support of Christian Ryan-Downing and the Office of Sustainability throughout all of our Fair Trade promotional activities.

My yearlong efforts with the Fair Trade campaign would be much less significant without a long-term, permanent support system in place to keep the momentum going on campus. I am extremely thankful to the new leadership of WKUAID including the new co-presidents, Abby Rudolph and Molly Kaviar, as well as other leaders who’ve dedicated a large sum of their time and effort to the Fair Trade Campaign including Elizabeth Beilman, Jaclyn Melcher and Meg Kennedy. I remain confident that these leaders and their peers will continue the Fair Trade legacy that we began this year.

Finally, I would like to thank my friends and family. I would like to thank my mother and father for always encouraging me to dream and for supporting all of my ambitions and efforts.
VITA

June 14, 1989……………..Born-Mexico, Missouri
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Outstanding senior in Anthropology (2011)
Hall of Distinguished Seniors Inductee (2011)
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CHAPTER 1

INTRODUCTION

I first became aware of Fair Trade during my junior year of high school. I was an active member of the ONE Campaign, a grassroots effort to raise awareness about global poverty. At first, I was only engaged with Fair Trade on an individual level, purchasing Fair Trade coffee and chocolate, and sometimes encouraging my family and friends to do the same. It didn’t take long for Fair Trade to play a greater role in my activist endeavors.

During high school, I found out about a film festival in a nearby city. A screening of a documentary about Fair Trade was scheduled and I thought it would be a good place to reserve a table to sign up new members to ONE. This was the second screening of Black Gold, and I unknowingly became one of many volunteers to table for ONE at a host of other Black Gold screenings across the nation. From that point on, I would integrate Fair Trade into many of my organizing efforts, but I never fully immersed myself into America’s Fair Trade movement until this past Fall.

Last Spring I spent most of my Spring Break at home contemplating what subject to choose for my senior CET project. Finally, during a conversation with my dad, the idea came to me. I should help organize a campaign to make WKU a recognized Fair Trade University. At that point there was only one Fair Trade University in the US while other countries, such as the UK, had over 100 Fair Trade Universities. One of my proudest
moments as a student organizer was during WKU’s successful win in the ONE Campaign’s Campus Challenge (OCC) my Freshman year. That success demonstrated the potential of student activism on a college campus, but we have since struggled with what to make our next campaign. The one real problem with the OCC was that, apart from the awareness raised and letters sent to Congress, there was no real, tangible impact from our efforts. What we achieved in 2007 was important, but it was only the first chapter of the story of global engagement at WKU. Finally, with the Fair Trade campaign, I had a good idea for Chapter 2.
CHAPTER 2

HISTORY OF FAIR TRADE

According to the Fair Trade Resource Network, the term “Fair Trade” comes with a number of different meanings and interpretations. One of the most widely accepted definitions is “Fair Trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South” (History of Fair Trade). This definition was agreed upon in 1998 by FINE, an informal association of the four major international Fair Trade organizations including the Fairtrade Labeling Organizations International (FLO), the International Fair Trade Association, the Network of European Worldshops and the European Fair Trade Association (History of Fair Trade).

The Fair Trade movement, as it is known today, began in America in the late 1940s when mainly faith-based organizations started the first Fair Trade Organizations (FTOs). These FTOs were established to help disadvantaged people around the world by bringing their handicrafts into the American market and returning the profits to the producers (History of Fair Trade). Then in the 1960s, European and North American Non-Governmental Organizations (NGOs), including Oxfam, opened storefronts that sold
fairly traded handicrafts, all the while raising awareness for global trade reform. In the
1980s, the focus of the Fair Trade movement expanded to include coffee as a fairly traded
product, and the first Fair Trade certification, Max Havelaar, began labeling products as
“Fair Trade certified” in the Netherlands (History of Fair Trade). Eventually, the Max
Havelaar Fair Trade certification model was adopted by other third party certifiers in
several different countries. In 1997 these different Fair Trade certifying organizations
came together to form the Fairtrade Labeling Organizations (FLO) in an effort to
consolidate the certification standards and to create a uniform and recognizable “Fair
Trade label” for products in multiple countries (History of Fair Trade). A year later,
TransFair USA (now Fair Trade USA) was formed as the national certifier of FLO Fair
Trade certified products. Fair Trade USA certifies all Fair Trade products in America
with an identifiable label indicating that the product guarantees producers a fair, living
wage and fair working conditions, contributes to local development projects, such as
health clinics and schools, and guarantees environmental sustainability (History of Fair
Trade).

In 2003, Oxford Brookes University in the United Kingdom (UK) realized the
potential for universities to help further the mission of the Fair Trade movement.
Students, professors and administrators at Oxford Brookes recognized the great buying
power that their university had to increase demand for Fair Trade certified products in the
UK. They also saw the connection between the academic goals of their university,
preparing students for a global world, and the goals of the Fair Trade movement.
Together with the Fairtrade Foundation, the UK’s FLO certifying organization, the university launched the “Fair Trade Universities” (FTU) initiative (Terry). Since then, over 120 other colleges and universities in the UK have joined the movement and declared themselves as “Fair Trade Universities” committed to Fair Trade procurement and education (Terry). In 2008 the University of Wisconsin Oshkosh (UWO) became the first FTU in the US (Terry). At the time, there was no official governing body for FTU recognition in America, so UWO adopted the five goals for recognition set forth by Oxford Brookes. A National Fair Trade University Coordinating Committee began in the US in Fall 2010 and has since formally adopted the five goals to FTU recognition as seen below:

1. Form a Fair Trade Committee.
2. Make Fair Trade products available in university-owned/operated outlets.
3. Use Fair Trade products at internal university meetings, events hosted by the university and in university offices.
4. Develop a Fair Trade Resolution.
5. Commit to Fair Trade education, awareness raising and growth of the Fair Trade campaign (Terry).

Since UWO’s declaration, there have been three other FTUs and one Fair Trade High School declared in the US.
CHAPTER 3
INITIAL GOALS AND EXPECTATIONS

When I initially decided to focus my CE/T project on the Fair Trade awareness campaign, I knew that becoming a recognized FTU would be both a means and an end to increasing overall awareness of Fair Trade at WKU. In setting out to gain official FTU recognition for WKU, I knew that we would need to meet the five basic criteria set out by the National FTU Coordinating Committee. All the other goals I set for my project stemmed from these original five goals as shown below.

1. Form a Fair Trade Committee.

Forming a Fair Trade Steering Committee was a crucial first step for a successful FTU campaign at WKU. We needed the Committee to draft the Fair Trade resolution and policy. The Committee was also key to reaching the greater goal of setting the foundation for a continued Fair Trade campaign at WKU. The original plan from Spring 2010 was to organize the Committee as a sub-committee of the existing campus Sustainability Committee. Furthermore, this committee would continue the legacy of our 2010-2011 Fair Trade Campaign and will help make and keep Fair Trade a key priority for the campus community long after I graduate in May 2011. Membership of the committee was to be 50% student-based to reflect the “student-run” element of the FTU campaign, and was also to consist of representatives from relevant campus organizations and
departments such as the Campus Activities Board, the Student Government Association (SGA), and the WKU Restaurant and Catering Group. The first task of the committee was to agree upon a Fair Trade Policy proposal after reviewing sample policies from other Fair Trade Universities.

2. **Make Fair Trade products available in university-owned/operated outlets.**

   Our initial goal for increasing the availability of Fair Trade products on campus was to focus on generating increased demand for current Fair Trade options, through promotions and events, and then use that demand as leverage to gain more options from WKU Restaurant & Catering Group. To reach this goal, our plan was to start by putting together a comprehensive list of current Fair Trade options available and start publicizing those options heavily. We also hoped to meet with representatives from WKU Restaurant & Catering Group at the start of the 2010-2011 academic year and invite them to have a seat on the Committee.

3. **Use Fair Trade products at internal university meetings, events hosted by the university and in university offices.**

   Our initial goal for Fair Trade products at catered events was to eventually make Fair Trade Coffee the standard catering option. Our plan to reach this goal was to approach departments and other campus organizations who currently purchase catered coffee and tea and convince them to request Fair Trade options.
4. Develop a Fair Trade Resolution.

Initially, we were hoping to have an official university policy for the procurement of Fair Trade products by the end of the academic year. This policy would include such things as the switch to Fair Trade Coffee as the new catered standard, requirements for publicity of Fair Trade products at campus outlets and much more. To pass this policy our goal was to first generate campus awareness and support. We would develop a petition, and our goal was to have a minimum of 1,000 signatures from students, faculty and staff in support of the policy and resolution before bringing it before the three governing bodies of the University.

5. Commit to Fair Trade education, awareness raising and growth of the Fair Trade campaign.

The fifth goal was in many ways the initial focus of my CE/T project. I believed that accomplishing this goal would be a prerequisite for eventually declaring WKU a Fair Trade University. We planned to reach this goal by organizing awareness events during October in celebration of Fair Trade month. We also hoped to host a Fair Trade producer on campus to provide a human face for the cause and to help provide a story to the campaign that would continue on throughout the year. I also intended to document the steps of our campaign with regular journal entries in order to aid other college groups interested in initiating a FTU campaign on their campus. I had also set out a vision for connecting WKU’s campaign to the greater Fair Trade movement. I wanted to share our
story with others working on Fair Trade, but the on-campus awareness initiatives took precedence over the off-campus involvement at this point. The main focus of this connection between WKU’s campaign and the greater movement started as a means for borrowing successful ideas and gaining support from other national groups like Fair Trade Towns USA and United Students for Fair Trade (USFT). I intended to reach out to both of these organizations for support in the initial stages of our campaign.

My plan to measure the success of the campaign awareness campaign was to distribute a pre-campaign survey in early September 2010 of a sample population of the student body to gauge general awareness about Fair Trade. We would then follow this up with a post-campaign survey in late spring 2011 to see if there was any significant increase in student awareness about Fair Trade and related issues. I drafted the survey in consultation with my thesis advisor, Sam McFarland. I proceeded to go through the process of gaining permission from WKU’s Human Subjects Review Board to administer the first survey in fall 2010 to a random sampling of 200 undergraduates at WKU. McFarland and myself worked with WKU’s Office of Institutional Research to generate the sampling and we distributed the surveys via email. Unfortunately we did not use any prizes or other incentives to increase the response rate of our sampling of WKU undergraduates in the fall’s pre-campaign survey. Only 34 students responded in full to the survey questions. For the spring’s post-campaign survey, we doubled the sampling size to 400 yet still had fewer than 50 responses. Unfortunately, due to the low response
rate, we were unable to identify any statistically significant variations between levels of awareness of Fair Trade in the two surveys. I have shared the survey questions with the new Fair Trade Steering Committee Chair, Molly Kaviar, for potential future use. (The survey questions are presented in Appendix C)

The main challenges I thought we would likely encounter would be dealing with some of the logistical boundaries of the WKU Restaurant & Catering Group operations. I was sure we’d be bogged down by issues of pricing and availability of Fair Trade products, but I felt the key here was to create a clear demand from the student body for Fair Trade products on campus and to stay in close communication with the WKU Restaurant & Catering Group. I believed we would achieve this by partnering with WKU Restaurant & Catering Group to promote the existing Fair Trade options across campus while keeping them up-to-date on the support on campus of our FTU five goals. I also thought we would have to deal with criticism from members of the campus community who have differing opinions about the politics and economics behind the Fair Trade. To overcome these challenges, we planned on hosting a forum at which these alternative viewpoints may be expressed.

By organizing a successful FTU campaign at WKU, I felt we would be filling an immediate need on campus. In Fall 2010, WKU Catering did not offer any Fair Trade coffee or tea options. By making Fair Trade coffee the default option for all official University events, we would immediately contribute to a large increase in our campus
consumption of Fair Trade coffee. This would, in turn, directly benefit farmers in the
developing world by increasing demand for their products, resulting in more income to
go towards local development initiatives, including health clinics and schools. By
increasing WKU’s procurement of Fair Trade products, our university would be directly
benefiting these farmers while making our campus food distributors and companies like
Java City more aware of a growing demand for Fair Trade certified products.

I also believed that an increase in awareness of Fair Trade products would likely
impact students’ consumer choices after they graduate, as our campaign was to focus on
generating recognition of the Fair Trade label while gaining a better understanding of the
multiple benefits of Fair Trade. By educating the student body on the benefits of Fair
Trade, and getting them accustomed to choosing Fair Trade options on campus, I hoped
to encourage them to keep these new shopping habits long after they graduate, further
contributing to a socially responsible consumerism in America. By publicly declaring
WKU a Fair Trade University, I also believed we would demonstrate to the U.S.
government that citizens in this country support fairer trade policies as a key solution to
reducing global poverty.

Finally, by going through the process of declaring ourselves a FTU, I hoped we
would encourage the formation of an official FTU governing body in America. Such a
body would be essential to contribute to the growing Fair Trade movement in America
just as the FTU campaigns in the UK have contributed significantly to the public
awareness of Fair Trade and the resulting increase in availability of Fair Trade products.
After coming up with the topic for my CE/T project during Spring Break of 2010, I began studying Fair Trade efforts at universities both in America and in the UK, where the Fair Trade Universities campaign is the largest in the world. I learned about elections for the coordinating committee for United Students for Fair Trade (USFT), America’s largest network of students working on Fair Trade. I decided to run for a regional coordinator position in the hope that I could better connect the campaign at WKU with similar campaigns on other college campuses. I also met with Christian Ryan-Downing, WKU’s Sustainability Coordinator, to discuss my plan for creating a Fair Trade Steering Committee as a sub-committee of the current Sustainability Committee. Ryan-Downing said she supported the idea and asked that I draft an official proposal to present to the committee at their first meeting in September. Ryan-Downing also suggested that I contact Meredith Tooley, WKU Restaurant & Catering Group’s Sustainability Champion, and request to meet with her before the semester ended to discuss next year’s FTU campaign plans. Unfortunately, Tooley and I were not able to meet before summer.

Over the summer, I continued my research, by examining Fair Trade campaigns at other universities. I also spent the summer traveling and volunteering in Guatemala,
where I was fortunate enough to visit a Fair Trade coffee cooperative. Though I didn’t actually get to see any real coffee farms on this journey, I did have the opportunity to speak to one of the cooperative’s managers, who conveyed to me the real world advantages of Fair Trade certification for *los pequeños productores*, “small coffee farmers” in Guatemala and in other developing countries.

**August 2010**

After my return from Guatemala, I learned that I had been elected as the Heartland Regional Coordinator for USFT. A training for the new Coordinating Committee had been set for the weekend of August 20. There I would learn more about USFT’s role within America’s Fair Trade movement, as well as about the current status of America’s Fair Trade Universities initiative. Prior to the meeting, I contacted David Barnhill, the main faculty champion of the University of Wisconsin Oshkosh’s Fair Trade declaration. I asked for advice for our FTU campaign at WKU. Barnhill advised that one of the most important things to do is to establish regular communication with our Food Service Provider, Aramark. Following the call I emailed Tooley, with whom I hadn’t been able to meet, last Spring, and requested to meet with her soon to talk about the FTU campaign goals. I was pleased to that she responded quickly, and we scheduled our first meeting for September 2. With the USFT training quickly approaching, I emailed Billy Linstead Goldsmith, the national coordinator for Fair Trade Towns, to introduce myself.
and state my goals for the year. Linstead Goldsmith quickly responded by introducing me to David Funkhouser, the main contact for the Fair Trade University initiative from Fair Trade USA. In fact, Funkhouser was scheduled to participate in a Skype discussion during the USFT training.

**USFT Training**

I arrived in Detroit knowing very little about USFT or the current, or previous, state of America’s Fair Trade movement. Throughout my years as a student activist, I’ve attended several national and regional conferences and training, both large and small, and was expecting a similar, well organized experience at the USFT training. To my surprise, what I experienced in Michigan was completely different. USFT is a “student-run” organization and the downsides of this became quite apparent at this training. There was little more than a loose agenda set for the weekend. This agenda was then only referenced sporadically as we went from one topic area to another, with several extended tangents in between each. Myself and most of the other four newly elected coordinating committee members had little to no background about USFT. Instead of giving us a bright picture of the mission and objectives of USFT, the two facilitators told us the grim story of USFT’s past faults with unreliable former national coordinators and bad bookkeeping practices. Both of these troubles had led to USFT’s current state as an underfunded and
understaffed organization with the mandate of being a resource for all the Fair Trade University and High School campaigns across the country.

The weekend training also served as my first introduction to the excessive internal conflict within America’s Fair Trade movement. Fuzzy, one of the facilitators of the training, described two current conflicts. The first was the introduction of a new, independent, Fair Trade Certification in the US called “Fair for Life.” This new certification was developed by the Swiss-based Institute for Marketecology (IMO). Before developing their new Fair Trade Certification standard, IMO was well known around the world for administering organic and other ecologically sound certification systems. The IMO Fair for Life standards went beyond the FLO standards of certifying a product at its source in a developing country and applied those same standards to the business, itself, throughout all levels of production including in America. This new certification was just starting to go more “mainstream” within the Fair Trade community during the summer when Equal Exchange, the largest importer of Fair Trade products into America, announced that it was switching its Fair Trade Certification from the FLO label to IMO’s new label. During our Skype video chat with Funkhouser from Fair Trade USA it became even clearer that the new certification was not being welcomed with open arms into the U.S. market by Fair Trade USA. David expressed several concerns that he, and Fair Trade USA, had with the IMO Fair for Life standards. This new label also meant that communicating the concept of “Fair Trade” to students at WKU would be even more
difficult. We could no longer simply say, “Look for the Label.” Instead, we had to say, “There are a few labels out there.”

The second contentious issue within the Fair Trade movement revealed during the weekend was the controversy behind Fair Trade USA’s new pilot project launching Fair Trade Certified cotton apparel in the US. This new program looked like a great idea in theory. The certification not only had standards for working conditions and pay in the cotton fields but also in the factories where the cotton apparel was made. However Fuzzy was quick to point out several objections to this program by mostly members of the “Sweatshop Free Movement,” who had already created their own living wage and fair labor standards when they established the Worker’s Rights Consortium. They believed that the “Fair Trade Cotton” standards did not go far enough and did not specify a “living wage” for workers in the cotton industry. David responded to these accusations by stating that the Worker’s Rights Consortium and past efforts by led by the “Sweatshop Free Movement” had simply not made significant progress over the years in transforming mainstream apparel production into a more sustainable and ethical practice. To my surprise, we learned that this issue was so heated that negotiations between Fair Trade USA and various representatives from various Sweatshop Free organizations had all seemingly broken down.
While all this talk of controversy within the Fair Trade movement was important to know, and would become more relevant as our WKU Fair Trade campaign began, I still felt like we should have spent more time during the training to address more practical concerns like the responsibilities of the USFT Coordinating Committee members and how many active affiliates USFT. Instead, I left the training without a good idea of who USFT was and of our goals as a national organization.

**Upon my return to campus**

I left the USFT training thinking I had left all the controversy behind. However, upon returning to campus, I was greeted with our own local “Fair Trade controversy” and the first major roadblock to WKU’s Fair Trade campaign. As Ryan-Downing had suggested to me in the Spring, I submitted my proposal to form a sub-committee of the Sustainability Committee to oversee the Fair Trade efforts on campus. This plan seemed consistent with what I had found in my initial research of other successful Fair Trade campaigns. Ryan-Downing had expressed her support and I had made it onto the official first meeting agenda for the committee. Ryan-Downing sent out an email with the agenda and a sentence about my proposal. It stated “student Matt Vaughan has some great ideas he would like present to the committee at our first meeting, including a proposal for making WKU a Fair Trade campus.” This information seemed harmless enough, so I was
quite shocked to receive an email the next day from Ryan-Downing with the “We Need to Talk” in the subject line.

When I met with Ryan-Downing, I quickly learned that she was contacted by the University administration the morning following the email announcement. Concern was expressed over the subject matter of my presentation. In the administration’s view, the subject of Fair Trade was outside the scope of the Sustainability Committee and should be promptly removed from the Committee’s meeting agenda. As I had worked directly with the administration on past efforts with the ONE Campaign, Christian suggested I respond to these initial concerns directly with an email to the President. Working with one of my close friends who is much more gifted with words, I drafted an email addressing any potential concerns with the agenda item and expressing my rationale for why the Fair Trade Committee should work under the umbrella of the existing Committee. I sent the email on August 31 and received a personal response by the President on September 2. Unfortunately, my email did little to ease the President’s worries. President Ransdell cited his concerns that the University and its partners, including WKU Restaurant & Catering group, would be unable to meet the commitments laid out by the FTU campaign. While the President, himself, did not make clear his thoughts on my presentation to the Sustainability Committee, Vice President for Campus Services and Facilities, John Osbourne, did in a phone call. Osbourne told me quite bluntly that neither the Office of Sustainability nor the Sustainability Committee would
have anything to do with the Fair Trade Campaign. I asked if I could at least make my presentation and see if there was significant support among Committee members for the campaign. Not only was I told no, I was told that I was assuming too much in my belief that Committee members would take interest in this initiative.

Following the phone call with Osbourne and the email from the President, I felt frustrated and overwhelmed. It seemed that the FTU campaign had been rejected by the administration before I could even get a chance to fully explain it. Our initial plans of waiting to approach the administration until I had significant support for the campaign from across campus were thwarted. I sought advice from several active members of the campus community. Some suggested that I put up a fight. After all, I had been denied my democratic right to present a proposal at a university committee meeting. I contemplated this direction, revisiting our initial campaign plans. In the end, I came to the conclusion that focusing on this small battle would only take attention, time and resources away from our real goal of becoming a FTU. After all, it wasn’t a requirement to host a Fair Trade Steering Committee under an existing committee. We just had to have some group of students, faculty and staff that met regularly to help develop our Fair Trade resolution. This was something I knew we could do, and while it may have been a less official committee, it would still be the same group of people meeting together and accomplishing the same tasks. One important thing that I learned from my efforts with the ONE Campaign during my freshman year was that sometimes you simply have to
initiate something unofficial on your own. Then, when it becomes successful, you’ll hopefully succeed in gaining official recognition and support from the University administration. This strategy worked for ONE and I hoped it would work for our Fair Trade campaign as well.

**September 2010**

After bypassing the first roadblock to our campaign, we hosted the first WKUAID meeting of the semester on September 1. Before the meeting I had consulted with Charlie Harris, my friend and the only other former WKUAID co-founder still actively involved in the organization. Together, we laid out a new strategy for WKUAID, which we hoped would lead to the successful transition of leadership to the incoming underclassmen. With the idea of “setting an example” for sustainable leadership within WKUAID, we decided to start the year holding the traditional leadership positions of President and Vice President for the Fall semester. This is something we’d never done before, but we thought that welcoming new members into an organization with official leadership would help legitimize WKUAID. We also hoped to demonstrate ourselves what the responsibilities of the President and Vice President included and how they should be conducted. After a semester of seeing what these positions looked like in action, we hoped that the new WKUAID members would be ready for elections during a WKUAID retreat in the early
Spring. We made this roadmap, together with our Fair Trade campaign goals, well known to all our new members at this first meeting.

The next day, I met with Meredith Tooley from WKU Restaurant & Catering Group. Right away I told her our goals for the FTU campaign, specifically paying attention to our focus on creating a demand and offering Fair Trade “options” without necessarily mandating a switch from non-Fair Trade to Fair Trade items. I could tell that Meredith was genuinely excited to be hearing that students would be leading this effort. She told me of her past efforts to get more sustainable options into the convenience stores on campus. The failure of such efforts came when there was simply no obvious demand for such products from students and, therefore, she was unable to continually offer these products. Meredith was extremely transparent about the current Fair Trade options around campus. At our meeting, in Java City, she even showed me information from Java City about where both their coffee and tea varieties come from. Interestingly enough, I learned that one of the only non-Fair Trade tea varieties at Java City was actually from the American West, in which case it was unable to receive Fair Trade Certification. This brought up a very important point: Just because a product is not “Fair Trade Certified,” does not mean it doesn’t meet the WKUAID’s standards of being ethically sourced and “fairly traded.” This complexity would continue to complicate our “Fair Trade” efforts throughout the year. One of the greatest achievements that came out of the meeting was Meredith agreeing to sit on the unofficial Fair Trade Steering Committee. She also
strongly endorsed bringing Fair Trade Divine Chocolate, my recommendation, onto campus.

Earlier in the Fall, I became aware of the Fair Trade Futures’ Conference. This event is held every five years and is consistently the largest gathering of members of Fair Trade movement in North America. I felt that if I was to connect WKU’s Fair Trade efforts to the greater movement, I should attend this event. I was fortunate to secure sponsorship funds to attend. On the weekend of September 11, I flew out to Boston to hear from the main leaders within America’s Fair Trade movement.

While I was looking forward to an inspired gathering of a unified Fair Trade movement, the majority of the conference seemed to focus once more on the divisions and differences in opinions of members within the Fair Trade community. This movement was clearly divided into two opposite ideologies.

The first, with which many smaller Fair Trade business owners seemed to align themselves, tended to be anti-corporate, anti-globalization. They objected to the FLO Fair Trade Label appearing on products sold at giant corporate stores like Walmart or including other Multinational Corporations (MNCs) such as Chiquita into the Fair Trade movement. They tended to see “Fair Trade” as a movement rather than a brand and many of these businesses, like Equal Exchange, began moving from the FLO certification to the
IMO certification in an effort to distinguish themselves from the corporate mainstream Fair Trade products sold by MNCs.

The second ideology of members of the American Fair Trade movement was the more “mainstream” approach. Fair Trade USA fell under this category with the focus being on increasing Fair Trade options where the majority of consumers are already buying other products. Their argument was that if the majority of Americans are currently shopping at Walmart then Fair Trade advocates should work with Walmart to provide Fair Trade options for their consumers. The bottom line, in the view of these activities, is increasing the consumption of Fair Trade products in an effort to extend the benefits of Fair Trade to more producers in developing countries around the world.

After returning to campus from my weekend at the Conference, WKUAID continued meeting weekly and preparing our plans for national Fair Trade Month in October. During this time, I was able to schedule a meeting with Karen Winkle, Director of Catering for WKU Restaurant & Catering Group. At this point, there was no “Fair Trade option” for coffee or tea on the main WKU Catering Guide, so if a department or campus organization wanted to request a Fair Trade option, it was a huge hassle. They had to specially request the Fair Trade option even though it was not included in the official catering guide. Additionally, I had heard of several incidents in which these special requests were not always honored. As the FTU campaign was still only in the
planning stages and hadn’t really begun, WKUAID members merely wanted to introduce ourselves to Karen and confirm that anyone can request Fair Trade coffee or tea for their event. The meeting, which I attended with one other WKUAID member, was short and to the point. We introduced the campaign, stated our goals, and Karen confirmed that any organization ordering through Catering can request a Fair Trade variety.

**October 2010 (Fair Trade Month)**

WKU began its FTU Campaign in October with a celebration of Fair Trade Month. WKUAID partnered with WKU Store and WKU Restaurant and Catering Group to organize “Fair Trade Fridays,” a special promotion for Fair Trade products across campus. Meredith also worked with us to add a new tasty Fair Trade options to the campus convenience stores, Divine Chocolate bars from Ghana. Divine Chocolate is even sweeter because the farmers in Ghana actually own 45% of the company.

The real star of this Fair Trade Month at WKU certainly was Francisco Ferreira. Ferreira, a Fair Trade, Organic sugar farmer from Paraguay, came to WKU as part of a national speaking tour organized by Fair Trade USA. He spoke about the impacts that Fair Trade Certification has had on his community in Paraguay. Ferreira participated in two events on campus on October 15. The first was an international video conference co-sponsored by Americans for Informed Democracy. Students from across America participated in a discussion with Ferreira about the importance of Fair Trade certification.
and how producers and consumers of Fair Trade products can work together to promote economic justice. Later that evening, Ferreira shared this same message with nearly 100 students and faculty at WKU in a keynote lecture.

WKU’s third annual “STAND UP Against Poverty” event was also held in October, this year focusing on Fair Trade. The event was sponsored by the Student Government Association (SGA), Campus Activities Board (CAB), Office of International Programs (OIP), Students in Free Enterprise (SIFE), Fair Trade USA, and Americans for Informed Democracy. Students, faculty and staff were asked to donate their old clothes to Bowling Green’s refugee community. In return, participants received a Fair Trade, Organic T-Shirt from India. This year’s STAND UP event was a huge success with over 300 members of the campus community participating and signing to pledge their support to WKU’s Fair Trade campaign. Several large boxes filled with donated clothes in good condition were then donated to Bowling Green’s International Center to support refugees from Burma, Cuba, Cambodia, Congo, and many other countries currently experiencing conflict.

October also saw many campus organizations and events start to “Go Fair Trade” to support the movement. The Wesley Foundation replaced their usual sweets for Fair Trade Chocolate from Ghana for their annual “Trunk or Treat” campus event. The Institute for Citizenship and Social Responsibility (ICSR) started serving only Fair Trade
tea at their monthly “Third Tuesday Tea” events. WKU’s Invisible Children Chapter also decided to “Go Fair Trade” by discontinuing their usual club shirts and replacing them with a Fair Trade, sustainable alternative from India. Other student organizations supporting Fair Trade Month at WKU included the WKU Students in Free Enterprise (SIFE) team and the Student Government Association (SGA).

**November 2010**

Following the success of the Fair Trade Month at WKU, I turned to my work as a regional coordinator with USFT. Working together with my fellow coordinator for the Midwest, we co-organized a regional convergence at Berea College on November 13. The full-day training finally gave me the opportunity to share my new insights from both the USFT training and the Fair Trade Futures Conference with the future leaders of WKUAID and with students from several other Kentucky colleges. I shared information about the new IMO Fair Trade certification as well as the conflict within Fair Trade movement. While these issues were certainly not a public focus of our awareness campaign, I felt this was important information to share with students who were becoming heavily involved in the Fair Trade movement. I was pleased to hear that the majority of students realized how trivial these conflicts were and were able to see the importance of keeping the goals of Fair Trade in focus.
Following my session on the background of Fair Trade, a former WKUAID member led a session on organizing, and WKUAID members began brainstorming and planning our FTU campaign goals and approach. It was also at this point that I brought up the initial resistance to the campaign from the WKU administration. I had previously chosen not to share this information with WKUAID members, as I feared it would discourage everyone from leading a successful FTU campaign kick-off during Fair Trade month. At this point though, everyone seemed in high spirits and took this news as a challenge to continue to work to make WKU a Fair Trade University.

Following the day’s sessions, the WKUAID delegation went to a local Fair Trade store and then ate at a local restaurant. During the meal, I brought up an idea that I had been brewing in my mind for a while. The issue at hand was that all the coffee at Java City on campus that was not Fair Trade certified was certified by Rainforest Alliance (RA) an alternative third-party certifier that tends to focus more on environmental sustainability and less on development. As a general rule, most seasoned Fair Trade advocates are adamantly opposed to RA certification as they see it as a kind of “Fair-light” certification. The bottom line for companies is that the RA certification is much cheaper than its Fair Trade counterpart as there is no licensing fee for use of the label. The standards are also very different from Fair Trade, and many would argue that they are less substantial. Nevertheless, the interesting case we had at WKU was that the RA certified coffee from Java City was specifically from one farm in Guatemala, Finca
Oriflama. This was a farm that I could simply Google and find out information about. The Fair Trade coffee, on the other hand, had no indication of where it was from other than the use of vague geographic references such as “Central America.” During my initial research into Fair Trade on other college campuses, I had learned that a few other Aramark campuses, namely John Carroll University in Ohio and Trinity University in Texas, had switched out all the RA coffee options at their Java City’s for Fair Trade alternatives. Given that one of the key defining factors of Fair Trade is building a “direct relationship” between producers and consumers, I didn’t feel comfortable calling for a replacement of the RA coffee at WKU, for which we knew its origin, to Fair Trade varieties from unknown producers. Ultimately, I thought, we really needed to visit Finca Oriflama and see firsthand if it matches up to our criteria of being “fairly traded and ethically and sustainably sourced.” I shared the idea of visiting Finca Oriflama along with some Fair Trade Certified coffee cooperatives in Guatemala with the other members of WKUAID and most seemed to be interested. This was no doubt a plan that would continue to be developed throughout the year.

November was also the month that I submitted my proposal to the USFT Coordinating Committee for WKU to host the annual USFT National Convergence in the Spring. I saw the Convergence as an opportunity to further our goal of educating the campus community about Fair Trade by bringing students and leaders from the Fair Trade movement directly to our campus. I also thought being a “National Convergence
Coordinator” would give me invaluable experience that would help me in future careers within the non-profit field. Other coordinating committee members originally met my proposal with some resistance. This was mainly over concerns about our location, an hour from a main airport, and far from any national Fair Trade businesses or other universities. I addressed these concerns by promising to ensure that we would have all expenses covered by WKU sponsors and have at least 100 students attend the event. In the end my proposal was accepted.

November also held the annual student organization Christmas tree decorating contest at the Kentucky Museum. WKUAID decided to use this contest as an opportunity to further promote Fair Trade on our club’s Christmas Tree, which would be publically displayed. We put photos of producers, “Fair Trade” spelled out in words, chocolate coins from Ghana and much more to communicate the message of Fair Trade. Though we didn’t win anything, we did see President Ransdell at the event. Though he didn’t really make any comment on the tree, it certainly was a reminder that the FTU campaign at WKU was well underway.

**December 2010-January 2011**

In December, WKUAID decided to commemorate World AIDS Day with a Fair Trade Holiday Market at the Downing University Center. We partnered with Bead for Life, an NGO based in Uganda that sells Fair Trade jewelry and soaps made by women
artisans in Uganda and returns the profits to those women and to their communities’ HIV/AIDS education and treatment efforts. The market was a huge success, with many different members of the community taking part in the festivities and learning about Fair Trade. Even more important was the unexpected press coverage generated by the event. Not only did we receive coverage in both the Bowling Green Daily News and the College Heights Herald, but the story was also carried by the Associated Press, landing it in news outlets across the nation.

In celebration for the holidays, and in an effort to remind President Ransdell that the FTU campaign was still active, WKUAID organized an evening of Fair Trade Holiday Caroling. We went from door to door at houses near campus singing holiday songs that had their words replaced with lyrics promoting Fair Trade. One of our last stops was the house of the Ransdells where both President Ransdell and wife his Julie answered. We sang for them and gave them information on Fair Trade. To our surprise, Julie mentioned that she had purchased some Fair Trade items from the WKU Store for her children. She said that she would like to see those options better publicized. It seemed that we had found ourselves as ally.

After the Fall semester ended, the majority of winter break was spent planning the upcoming USFT National Convergence. We decided to focus this year’s convergence on igniting America’s Fair Trade University campaign. At this point there were still only
three FTUs in America compared to over 120 in the UK. Most of this initial planning was spent on reaching out to potential presenters, attendees, sponsors, and donors. I had never sent so many emails in my life. Unfortunately, I was having little luck getting responses over the winter break. I was also flooded with several new people and organizations to contact. Because of winter break, I lacked sufficient help from other coordinating committee members within USFT. I contacted each potential sponsor individually, rather than sending out mass emails. This helped get a small number of responses, but it also took up a lot of time.

I also set up several new pages on the USFT website for Convergence information including a registration page and informational pages on conference logistics such as transportation to WKU and scheduling information. After investing so much time and effort into this part of the website, I discovered a need to update the rest of the website, which was very outdated. The changes I made included updating USFT’s “About Us” page with information on recent accomplishments, adding a page devoted to information and resources for the Fair Trade University campaign, linking the site to a new Wordpress blog, Twitter account and Facebook page, which I set up. This was a daunting task, as I had little previous experience working with websites. However, the changes I made improved the overall feel and look of the website and also increased the traffic to our site.
February 2011

After returning to WKU for the Spring semester, Charlie Harris and I focused on the upcoming WKUAID retreat set for Saturday February 5. We wanted to pass along all the information and advice we had learned in our three years of leading WKUAID to the new leadership and ensure a smooth transition to the new leadership. We led sessions and discussion documenting the history and origins of WKUAID, as well as the accomplishments and failures that we had over the years. We then led some less specific sessions on how to successfully organize a campus campaign.

With the start of the Spring semester, the WKU Fair Trade Steering Committee was under time pressure to agree on a final draft of the WKU Fair Trade Resolution to pass along to the three governing bodies at WKU, the Student Government Association, University Senate and Staff Council. I called a meeting with Committee members that was the most successful meeting yet. While there was a dialogue and debate about specific language in the resolution, which we had borrowed from UWO, we finally came to an agreement on a final draft of WKU’s resolution. (The resolution is presented in Appendix A.)

The resolution was then presented to the Student Government Association for first reading the following week. We also received official endorsement for the resolution both from WKU Restaurant & Catering Group, as well as from the WKU Store. Finally,
on Tuesday, February 15, the WKU Student Government Association unanimously passed the FTU resolution. Initially, the *College Heights Herald* presented the story as a small side note about the SGA meeting, but within the next week, the *College Heights Herald* was featuring continuing coverage on the progress of the FTU Campaign. Within a week, the paper’s editorial board had endorsed the campaign. (The *College Heights Herald’s* endorsement is presented in Appendix D.)

**March 2011**

At the beginning of March, we followed up the passage of the SGA resolution with the successful adoption of the resolution both by the WKU Staff Council on March 2 as well as the WKU University Senate Executive Committee on March 7. The final vote by the University Senate was scheduled for Thursday March 17, the day before the USFT National Convergence began. By this point, sleepless nights had become standard for me, as I struggled to respond to the many daily emails from market vendors, speakers, student guests, potential sponsors, donors and many more. By this point, I had recognized the skepticism of my peers in USFT about hosting a National Convergence in Bowling Green. It was incredibly difficult trying to find people, businesses and others to come to Kentucky for the weekend.

It became quite apparent that more delegation on my part would have helped. I did delegate the responsibilities of organizing transportation to/from the Nashville
Airport, as well as the hosting of out-of-town attendees. These were two huge tasks, and I was able to find three qualified and well-organized new leaders within WKUAID to take over these areas. Nevertheless, I still had to help these organizers with some logistics and I still had to manage several other aspects of the Convergence. In the end, we secured enough sponsorships from WKU and National Fair Trade organizations to cover the costs of the Convergence. In fact, we had a small surplus of funds, which we were able to use as travel scholarships for students to attend the Convergence.

With the Convergence taking most of my time and efforts, I had little time to contemplate the upcoming meeting to discuss our Fair Trade Campaign with President Ransdell. Wednesday, March 18, 2011 was the date that Charlie; Student Body President, Colton Jessie; the two new co-presidents of WKUAID, Abby Rudolph and Molly Kaviar; and I had scheduled a meeting with the President to discuss the FTU resolution. I went into the meeting with high nerves. I was worried that the optimism of Molly, Abby and Colton would be shattered by the concerns of the President about making a commitment to Fair Trade while the budget was tight. The first twenty minutes of the meeting was filled with irrelevant small talk between Molly, Abby and the President about restaurants in Louisville. Finally the President said, “So, tell me about Fair Trade.” The rest of the hour-long meeting was spent with the President offering his reservations about the FTU resolution and the rest of us offering explanations to calm his worries. By this point, we had shifted our FTU campaign strategy to focus on getting a minimal commitment to the
non-binding resolution before developing a more comprehensive and binding policy. We made this new approach clear to the President. We, at this point, were not suggesting a mandate of Fair Trade products. We were merely pushing for more Fair Trade options and a commitment from the University to the idea of Fair Trade. This was something the President told us that philosophically he could support. In the end, we expressed the urgency and opportunity to sign the FTU declaration that weekend during the Convergence. This opportune timing no doubt had an effect on the President’s final decision. After an hour of tense negotiations, the President agreed to speak at the opening of our Fair Trade Convergence on Saturday, March 18, 2011 and to sign the FTU declaration at that time.

After our successful meeting with Ransdell, we still needed one more ceremonial gesture of approval for the official declaration of WKU as the nation’s fourth Fair Trade University. Finally, on Thursday, March 17, 2011 the University Senate voted in favor of the resolution, and we knew we had achieved our goal of FTU status.

**National Convergence**

Over 150 students, faculty and staff from more than 40 colleges and high schools across the nation gathered at WKU for the United Students for Fair Trade 7th Annual National Convergence. The weekend-long event began the night of Friday, March 18, 2011 with an opening banquet featuring local food and Fair Trade ice cream from Ben &
Jerry’s, as well as vegan Coconut Bliss, Fair Trade roses from IN Bloom and Fair Trade balloons. The Beehive Design Collective also led an interactive presentation looking at globalization and free trade.

Saturday morning began with a welcome speech by WKU President Gary Ransdell and the recognition of WKU as the fourth Fair Trade University in the United States. Saturday morning also featured a keynote presentation by Isaac Zuñiga, general manager of the COOPAIN Fair Trade Coffee and Cocoa Cooperative in Peru.

The rest of the day was filled with workshops led by leaders in the Fair Trade movement, including representatives from such organizations as Fair Trade USA, IMO, Divine Chocolate and many more. Sessions ranged from how to make one’s school a Fair Trade institution to how to bring fairly traded apparel to one’s campus. Saturday also featured a Fair Trade Marketplace and Opportunity Fair with Fair Trade organizations from across the nation represented, as well as Fair Trade soccer games made possible with donations by Fair Trade Sports and Senda Athletics.

Sunday opened with an international video conference focusing on Fair Trade Universities with student organizers from Scotland’s first Fairtrade University as well as a club from the University of Auckland, New Zealand. The weekend ended with organizing workshops led by Roxanne Dawson from Consciousness Creates.
During the Convergence, USFT enrolled several new affiliates for our growing network of student groups working on Fair Trade campaigns at colleges and high schools across the country. After all the networking and informational sessions and the added inspiration from WKU’s FTU declaration, I hope to see several new Fair Trade Universities and High Schools emerge across the country. After all, news of the Convergence was covered by both the Associated Press and featured in the USA Today!
CHAPTER 5

CONCLUSION

A year of campaigning led to the successful recognition of WKU as America’s fourth Fair Trade University. Nevertheless, there is much that we could have done to make our efforts at WKU even more successful. To better analyze the outcomes, I’ve chosen to reevaluate the original goals we set for the campaign based on the five principles for becoming a FTU.

1. Form a Fair Trade Committee.

We did succeed at establishing a Fair Trade Committee at WKU, even though our initial plans for doing so within the Sustainability Committee were halted. Nevertheless, we could have done a few things differently. One main area that differed distinctly from the initial goals was membership. We didn’t manage to meet our 50% student membership goal, largely due to the fact that many students we invited to participate in the Committee frequently missed out on the meetings, usually because they were too busy. We also had to drop the original, ambitious goal of passing a comprehensive Fair Trade policy after running into initial administrative resistance. All in all, though, the Committee did manage to draft a meaningful and well-crafted resolution that was able to garner support from across campus.
2. Make Fair Trade products available in university-owned/operated outlets.

It is difficult to determine whether or not we met our original goal of generating demand for Fair Trade products on campus. We were able to organize some limited marketing campaigns with efforts like the “Fair Trade Fridays” special deal during Fair Trade Month. From feedback received from both the WKU Store and Meredith, this special didn’t seem to be quite as successful as we would have hoped, but it still managed to get more Fair Trade awareness out there on campus.

As for the advertising, we tried to create a “Marketing Sub-Committee” within the Fair Trade Committee, but in the end, we ended up giving the responsibility of the promotions over to two underclassmen in WKUAID. These students worked on the posters, but with the Convergence taking most of their time, this project was pushed aside and is still in the finalizing/developing stages.

Two of our greatest accomplishments with getting more Fair Trade products onto campus were the addition of Fair Trade Divine Chocolate to the campus convenience stores and the addition of a permanent Fair Trade Tribeca Blend option at Einstein Bros. The Tribeca blend was previously only available on campus sporadically. Now, after a meeting with the WKU’s Einstein Bros.’ manager, they received permission from the parent company to make the option permanent at WKU. Additionally, we are currently still in talks with WKU Restaurant & Catering Group about finding a Fair Trade coffee
option for Fresh Food Company, as well as potentially finding more profitable locations to sell the Fair Trade Divine Chocolate, such as coffee shops on campus.

3. Use Fair Trade products at internal university meetings, events hosted by the university and in university offices.

   Our original goal was to make Fair Trade coffee the default catering option for all WKU events. In the Fall, we started off with a catering guide that had no mention of the Fair Trade coffee option. In our meeting with Karen Winkle, Director of Catering, she confirmed that organizations that wanted Fair Trade coffee could have it at their event, they simply needed to ask for it. With this new knowledge we made it our goal to tell other organizations about it. Since then, we were able to convince the Kentucky Museum to request Fair Trade coffee for their annual Holiday Tree Decorating Competition. We were also able to get commitments from the Office of Sustainability, Facilities Management, and Women’s Studies to purchase exclusively Fair Trade coffee and tea for their events. WKUAID members also finalized a Departmental Fair Trade Catering Pledge and have begun meeting with department heads to pledge to source Fair Trade options at their meetings and events. (This pledge is presented in Appendix B.)

4. Develop a Fair Trade Resolution.

   Initially we were hoping to pass a comprehensive Fair Trade policy at WKU. After being met with initial administrative resistance, we soon realized that a policy was out of reach for the 2010-2011 school year. First, we had to gain grassroots support for
our movement and finally get a skeptical president to support our Fair Trade resolution. I heard from my professor about the “foot-in-the-door phenomenon, which states that a person is more likely to commit to a large request if they’ve previously committed to a smaller request. (Grinnell) With this new information, we reformulated our campaign strategy with the focus of simply getting the President to endorse our campaign before trying to pass a binding policy. My experience Freshman year with the ONE Campaign and our non-binding resolution declaring WKU a “Campus of ONE,” dedicated to fighting poverty, made me realize that the President would be much more inclined to sign a resolution than to agree to a more binding policy during a budget crisis. In the end, this approach led to our success. The real success, though, is still uncertain. The question remains whether or not the WKU Fair Trade Steering Committee will be able to win support for a binding University policy on Fair Trade.

5. Commit to Fair Trade education, awareness raising and growth of the Fair Trade campaign.

The focus on education and awareness is an interesting goal to evaluate now that the campaign is finished. 300 students took part in our Fair Trade t-shirt swap event. Nearly 100 students came to the Fair Trade producer talk with Francisco in October. 500 students signed our FTU petition. Nonetheless, we failed to meet our original goal of getting 1,000 signatures for our campaign. However, I would now argue that the
signatures, themselves, had little affect on the outcome of the campaign. After all, we didn’t bring the petitions with us to the presentations to any of the governing bodies or the meeting with the President himself. What I believe was important about the petitions was their impact on the attitudes and awareness about Fair Trade with the individuals who signed them. After all, this was a “small commitment” on their part to supporting Fair Trade. Ideally we would have had even more of these “small commitments” and this could have increased the demand for Fair Trade products at WKU.

In November, we decided to commit to hosting the USFT National Convergence at WKU. At the time I don’t think we realized what this meant for our campaign. On one hand the time and resources spent organizing the Convergence took a lot of time that could have been invested in creating the awareness and demand for Fair Trade at WKU. On the other hand, the Convergence provided us with both an ideal timing and outlet for President Ransdell to have an increased incentive to declare WKU as a FTU. It also provided extensive press coverage.

Whether or not the press coverage from the Fair Trade Convergence had an overall effect on the levels of awareness of Fair Trade among students at WKU is also hard to say. All in all though, the experience hosting the National Convergence helped increase my personal, as well as WKUAID’s, impact on the greater Fair Trade movement much more than we would have anticipated. This impact will hopefully amplify the goals
that we had for our campus nationally and internationally in ways we could not have imagined doing by exclusively focusing on our campus community.
BIBLIOGRAPHY


APPENDIX A

Fair Trade University Resolution

WHEREAS:

What students, faculty and staff at WKU choose to purchase, eat, and drink impacts people and the environment around the world.

Producers of coffee, tea, chocolate, handicrafts and other products in developing countries are often paid less than a living wage, and too often child labor is involved.

Conventional means of growing coffee are often damaging to the environment, harming local ecosystems and migrating birds.

The purpose of Fair Trade certification is to ensure a living wage, humane working conditions, no child labor, and environmental sustainability.

Faith communities and campus groups around the country and the world already have committed to supporting Fair Trade.

WKU is one of 350 universities that have endorsed the Talloires Declaration recognizing the role of universities in addressing environmental degradation and other environmental problems, and supporting Fair Trade is a way to meet the third action step to educate for environmentally responsible citizenship.

WKU is recognized by the ONE Campaign as a “Campus of ONE,” dedicated to raising awareness about global poverty and Fair Trade is focused on reducing poverty in developing countries.

Declaring itself a Fair Trade University is one way for WKU to further its mission statement of preparing students to be productive, engaged, and socially responsible citizen leaders of a global society.

By declaring itself a Fair Trade University, WKU would more effectively educate the campus community about Fair Trade.

By declaring itself a Fair Trade University, WKU would be promoting more
opportunities for students to engage in international experiences and research.

By declaring itself a Fair Trade University, WKU would be joining the ranks of over 120 Fair Trade Universities around the world including three American colleges.

By declaring itself a Fair Trade University, WKU would enhance its image as a Leading American University with International Reach.

BE IT RESOLVED: That WKU should declare itself to be a Fair Trade University consistent with the terms of the food service contract and other university contracts, which would consist of the following:

1. **Dining facilities:** The university will work with its food service contractor to make Fair Trade Certified coffee, tea, chocolate and other items available in its dining facilities and convenience stores.

2. **Catered events:** The university will work with its food service contractor to make Fair Trade Certified coffee, tea and other items available at catered meetings hosted by the university.

3. **Offices:** The university will work with its food service contractor to make Fair Trade Certified coffee, tea and other items available for university offices at the option of those offices whenever possible.

4. **Stores:** The university will include Fair Trade products such as handicrafts, jewelry and clothing at the WKU Store whenever possible.

5. **Education:** The university commits to integrating Fair Trade information and events into the programs and culture of the school, to ensure that the principles of Fair Trade continue to be part of the policy and social fabric of our community.

6. **Acknowledgment:** The university will identify and acknowledge Fair Trade Certified products at university functions and stores where appropriate (e.g. with signs noting that the coffee is Fair Trade Certified).

7. **Implementation:** The university, in consultation with WKU Restaurant and Catering Group, the WKU Store and the WKU Fair Trade Steering Group will oversee the implementation of the above commitments.
APPENDIX B

Fair Trade Support Pledge

WHEREAS:

What students, faculty and staff at WKU choose to purchase, eat, and drink impacts people and the environment around the world.

Producers of coffee, tea, chocolate, handicrafts and other products in developing countries are often paid less than a living wage, and too often child labor is involved.

Fair Trade certification ensures a living wage, humane working conditions, no child labor, and environmental sustainability.

The signing of this Fair Trade Pledge will help further WKU’s status as a Fair Trade University, by integrating Fair Trade education and awareness into the programs and culture of the university, to ensure that the principles of Fair Trade continue to be part of the policy and social fabric of our campus community.

BE IT RESOLVED: That this department pledges to support Fair Trade, which would consist of the following:

1. Catered events: The department will work with WKU Restaurant & Catering Group to make Fair Trade Certified coffee, tea and other items available at catered meetings and events hosted by the department.

2. Offices: The department will work to make Fair Trade Certified coffee, tea and other items available for its office(s).

3. Education: The department commits to integrating Fair Trade information and events into the programs and culture of the department.

Signature of Department Head

Date

Signature of Witness

Date
APPENDIX C

Survey on Attitudes and Awareness of Fair Trade Among WKU Undergraduates

Directions: Please fill out the following survey honestly and to the best of your ability. Your responses will remain confidential.

1. What is your Classification? (Freshman, Sophomore, Junior, Senior)

2. What is your gender? (Male, Female).

3. Do you consider yourself political? Please rate from 1 (not at all) to 5 (very).

4. Do you consider yourself religious? Please rate from 1 (not at all) to 5 (very).

5. What values are important to you? From the list below, type 1 by your most important value, 2 by your second most important and 3 by your third most important.

   Freedom
   Social Justice
   Meaning in Life
   Respect for Tradition
   Politeness
   National Security
   Wealth
   Intelligent
   Enjoying Life
   An Exciting Life

6. How would you describe your hometown? (Urban, Rural, Suburban, Other)
7. How frequently do you visit the following campus outlets? Please rate from 1 (never) to 5 (all the time).

The Fresh Food Company
Da Vinci’s
Red Zone
DUC Food Court
Garrett Food Court
Tower Food Court
South Campus Food Court
Java City in DUC
Java City in Craven’s Library
Einstein Bros. Bagels
Subway in DUC
Subway at Garrett
The Bate Shop
Pit Stop Convenience Store
Freshens
8. How frequently do you purchase the following items at WKU campus outlets? Please rate from 1 (never) to 5 (all the time).

- Coffee
- Tea
- Chocolate
- Bananas
- Rice
- Shampoo
- Sugar
- Handicrafts
- Clothing

9. What aspects most influence your purchasing decisions? Please rate each aspect from (1) no influence to 5 (very important influence).

- Brand reputation
- Product appearance
- Latest trends
- Product quality
- Purchasing convenience
- Company’s social responsibility

10. Please indicate the importance of the following factors to your purchasing decisions. Please rate each aspect from (1) not important at all to 5 (very important).

- Company’s environmental impact
- Company’s labor practices/employee treatment
- Company’s impact on local economy
- Company’s contribution to health causes
- Company’s contribution to other charitable causes
- Company’s empowerment of women / equal rights
11. Have you ever seen this label before? (Yes, No, Not Sure)
12. If yes to #11, can you describe in your own words what this label means?
13. Are you aware of Fair Trade products? (Yes, No, Not Sure)
14. If yes to #13, what Fair Trade products can you name?

Fair Trade is commonly defined as “a trading partnership, based on dialogue, transparency, and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, disadvantaged producers and workers—especially in the South (FINE, 1998).

14. Do you think Fair Trade is a good idea? (Yes, No, Not Sure)
15. Have you purchased Fair Trade products? (Yes, No, Not Sure)
16. If yes to #15, did you buy them because you knew they were fair trade or for another reason?

16. Would you be willing to purchase a Fair Trade product at the same price as a conventional product? (Yes, No, Not Sure)
17. Would you be willing to purchase a fair trade product at a higher price than conventional products? Please rate each price increase from 1 (never) to 5 (all the time).

- 5% higher
- 10% higher
- 20% higher
- 50% higher

18. How important are the following Fair Trade goals to yourself. Please rate each aspect from (1) not important at all to (5) important.

- Fair Price
- Fair Labor Conditions
- Direct Trade
- Democratic and transparent organizations
- Community development
- Environmental Sustainability

19. Do you know where commodities such as coffee and cocoa are grown? (select one answer)

- Yes, I know where these commodities are grown.
- I have some idea as to where these commodities are grown.
- No, I have no idea where these commodities are grown.

20. Do you find the Fair Trade mission compatible with WKU’s goal of being a Leading American University with International Reach? (Yes, No, Not Sure)

21. Will you buy Fair Trade products if they are sold on campus? (Yes, No, Not Sure)
APPENDIX D

EDITORIAL: Buying fair: 'International reach' can be reality by supporting fair-trade

The issue: WKU could do more to prove itself as a university with the best interest of international partners in mind.

Our stance: Administrators should accept the Student Government Association's bill to declare WKU a fair-trade university.

We've all heard and seen the infamous tagline: WKU is a leading American university with international reach. That's a great aspiration, but the SGA's recent bill to support purchasing fair-trade items for campus would make it more of a solid reality.

Sure, there are efforts in place now that aim to fulfill the globalization goal - a diverse international student presence, Chinese Flagship and other exchange programs - but declaring WKU a fair-trade institution would take international reach to a higher, less superficial level.

Fair-trade dealings are important because they imply more than academic excellence. Supporting the bill would show that WKU not only seeks to cultivate international students' education (ultimately for our nation's benefit), but also that the university cares about the everyday people in developing countries, whose farmers and manufacturers work hard to provide things we need to sustain our campus life.

Fair trade would ensure a fair price for international goods and services. It would be an expensive measure, but it would also mean WKU is committed to showing that international reach is more than just a slogan on the school's website. And purchasing fair-trade items for campus eateries and the WKU store is very doable.

Furthermore, enabling fair trade would be a chance for WKU to lead in a new area of university trends and social responsibility. There are only three institutions in the U.S. that have declared themselves fair-trade schools. The campus has done a good job with
energy conservation and LEED-certified building adjustments, and this would be another advancement in setting the university apart.

It is unreasonable to think WKU could ever reach the point where all products on campus were fair-trade items. But the fair-trade coffee and tea and the chocolate brand in the Pit Stop are a good start. And supporting the SGA Bill would be the next step in defining WKU as a leading university with international reach in an accurate, long-term and tangible way.

*This editorial represents the majority opinion of the Herald's 10-member editorial board.*
APPENDIX E

Photos from the Fair Trade WKU Campaign

Over 300 students, faculty and staff sign up to support a Fair Trade WKU in the first three hours of WKU AIDS’s Fair Trade WKU campaign launch.
Students receive Fair Trade Certified, organic shirts from India after donating their own clothes to the growing refugee population in Bowling Green, KY. The shirts feature WKU’s new Fair Trade Campaign logo on the front and the Fair Trade Certified label to look for on the back.
Students sign a petition to support the Fair Trade WKU campaign.
WKU’s mascot, Big Red, poses with a student “wearing” the Fair Trade Certified label at STAND UP Against Poverty! STAND UP for Fair Trade! event on Friday October 17, 2010.
STAND UP
AGAINST
POVERTY
STAND UP
FOR FAIR
TRADE!
Guerrilla marketing. Promos for the STAND UP Against Poverty! STAND UP for Fair Trade! event featured on sidewalks across campus.

A packed auditorium of nearly 100 students and faculty come to hear Francisco Ferreira speak about the importance of Fair Trade to communities in Paraguay.
WKU students talk Fair Trade campaign strategy at the USFT Regional Convergence in Berea, KY in November 2010.
Over 150 students from across the country join leaders in the Fair Trade movement for USFT’s 7th Annual National Convergence held at WKU from March 17-19, 2011.
WKU President Gary Ransdell signs the resolution making WKU the fourth Fair Trade University in the United States at USFT’s National Convergence on Saturday March 18, 2011.