



# Why It Matters



## Your Community

DELICIOUS COFFEE, TEA,  
CHOCOLATE & FOODS THAT  
MAKE A DIFFERENCE.

*Through Equal Exchange you can:*

- Transform your coffee hour, holiday fair or fundraiser into a delicious, inviting expression of your values.
- Increase your impact: Have direct, positive impact on farming families and forest areas all over the world.
- Make really delicious fairly traded coffee, tea, chocolate and foods available to your community at wholesale prices.

Your community will appreciate you for it!



## The Farmers

A FAIR DEAL,  
STRONGER  
COMMUNITIES.

*Through Fair Trade, small-scale farmers are better able to:*

- Support their families and stay on their land with better income and the support from their co-operatives.
- Build their own businesses: As members of democratically run co-operatives, farmers gain control of their own livelihoods and make strides together in agriculture and quality control.
- Improve their communities: With Fair Trade premiums farming communities make investments in education, health programs, and social services.



## Our Planet

KEEPING IT GREEN—  
HEALTHY FORESTS AND  
HEALTHY COMMUNITIES.

*Most Equal Exchange products are organic. This means that with their deep knowledge and hard work, coffee farmers are restoring and preserving our planet. Farmers are:*

- Protecting and improving forest cover and habitat for migratory birds and other wildlife through shade farming.
- Preserving local river water quality.
- Improving the soil and preventing erosion.
- Keeping toxic pesticides and chemical fertilizers out of the land and water.

*for all who love  
making a difference*

*Now put that in your cup and drink it!*

[www.equalexchange.coop/community](http://www.equalexchange.coop/community)