



Ideas for Action

As part of Oxfam America's Check Out Fair Trade campaign, Fair Trade organizers from across the country have planned creative strategies to raise awareness of Fair Trade and engage their own communities. Below are two of our favorites. We encourage you to use the ideas below or create your own. Holidays such as Valentine's Day, Mother's Day, or Thanksgiving are always great times to promote Fair Trade, but the activities below work all year round. Be sure to contact us so we can provide you with organizing materials for your event. And let us know what you are up to. Send us an email at supermarket@oxfamamerica.org.

Supermarket Day of Action

Dozens of fair trade organizers from Boston, Washington, DC and San Francisco handed out fair trade recipes in front of supermarkets on November 20th, 2004, and received almost 250 requests from regular people who wanted their supermarkets to stock more Fair Trade Certified™ products. Oxfam America worked with Co-op America, the Fair Trade Resource Network and United Students for Fair Trade to establish the Day of Action.

Plan your own Day of Action!

All you need is a core group of committed friends. Choose one or more local supermarkets that you shop at. Set up a team of people (2-4 at a time) to stand outside of the store on a busy shopping weekend, and hand out information on Fair Trade. Ideas include Oxfam America Fair Trade recipe cards, customer comment cards requesting Fair Trade, and information about where to buy Fair Trade in your community. Remember, you want to demonstrate to the store manager that there is a real local demand for Fair Trade. Collect the names of people who support Fair Trade, and submit to these the store. You might want to set up a meeting with the store manager ahead of time, so that you can submit the collected names in person. After the day is over, get together with the group and talk about how it went! You can continue to check in on the store and see if they do begin to stock more Fair Trade products. Not only are you demonstrating positive consumer demand for Fair Trade at your store, you are also spreading the word about Fair Trade in the most effective way- person to person.

Fair Trade Scavenger Hunt

The Bay Area Fair Trade group came up with this fun, interactive way to identify local 'hotspots' for Fair Trade, and engage the community in a Fair Trade activity at all different levels.

Get together as many friends as you can, and divide them into groups of 2-4 people. Each group has a map to follow, marked with target cafes, markets, high traffic points, etc. You'll have to do some homework up front to put together this information. The objectives of this scavenger hunt are the following:

- 1. Map out the neighborhood:** We want to learn where Fair Trade is being served and where it is not. We want to learn where management is interested in learning more. We want to learn which supermarkets might be interested in seeing Fair Trade made available.



2. Deliver a message and leave information with management, clients, and people: We want to educate—to create as much awareness among businesses and people as possible. We do that by speaking to people in a clear and concise manner, listening to their feedback, answering their concerns, and leaving them with good information that can further their understanding and excitement about Fair Trade.

3. Develop a grassroots tool: This is a new and promising approach to Fair Trade outreach and organizing. Be an observer of how this model works so that we can come back, reflect, make improvements and replicate this process in communities around the region and the country.

Your job is to walk your map with your group and collect the following items or complete the following tasks (these are ideas, feel free to add your own, too):

- Collect at least two business cards from managers interested in learning more about Fair Trade coffee, tea, and cocoa.
- Collect at least one business card from a produce manager that is interested in learning more about Fair Trade bananas or other products.
- Fill out one Oxfam America Consumer Report Card at every supermarket location you visit, and send it back to Oxfam.
- Convince at least one individual to invite you to give a presentation to a church, school, business, organization, etc.
- Convince at least one person to buy Fair Trade coffee in a supermarket aisle, and take a picture with that person.
- Fill out at least five comment cards or Oxfam Recipe Cards (one for each person) in a supermarket, and bring one of them (not filled out) back with you. If the supermarket you visit does not have comment cards, ask why they do not, and let the large group know how they collect info from clients when you get back.
- Pass out 50 Fair Trade business cards (10 for each person), and ask people to give them to the employees at the cafés that they visit
- Document 1) where Fair Trade is being sold, 2) where it is not, 3) where management is interested in Fair Trade, 4) the name of the manager in each café/market 5) what roasters or coffee brand is being served

Remember...Document as much as you can with your digital camera so you have proof and can share stories when you come back.