



## CRS FAIR TRADE COFFEE HOUSE

Have you ever been to a coffee house event on your campus? You know...music, poetry, bad comedy, etc... Why not hold a similar event, plus help educate your community about Fair Trade at the same time? Well here it is, the **CRS Fair Trade Coffee House**. It's one of the few places where you can both hear your favorite Bon Jovi covers, and serve small-scale farmers around the world!

### How to do it...

- 1) Organize a coffee house as you regularly would; reserve the space, sign-up performers etc...
- 2) Pre-order Fair Trade coffee and chocolate to serve that night. (See below for info.)
- 3) Publicize the event.
- 4) As you line-up the performers, schedule the scenes from this script in between your other acts.
- 5) Remember to request donations at the door to cover your expenses.

### Items Needed:

- Event space, tables, chairs, coffee pot, cups, snacks, etc...
- At least (1) pound of Fair Trade coffee for the audience to drink: [www.crsfairtrade.org](http://www.crsfairtrade.org), click on "coffee." It's typically \$7-\$10 a piece, and less if you buy in bulk.
- At least (1) box of Divine Fair Trade chocolate bars (typically \$23) for audience prizes: [www.crsfairtrade.org](http://www.crsfairtrade.org), click on "chocolate."
- Approximately (6) pieces of white poster board, magic markers, and string.
- (10) clear plastic cups.
- (3) copies of this script for the actors and the host.
- CRS Fair Trade print materials for decoration and education: [http://www.crsfairtrade.org/what\\_is/order\\_resc.htm](http://www.crsfairtrade.org/what_is/order_resc.htm)

## Welcome talking points:

- *In this script, the host of the CRS Fair Trade Coffee House will walk the audience through each of the scenes. The (▶) symbol designates a spoken talking point.*
  - *It would be appreciated if the host could give a quick thanks to Catholic Relief Services for supplying this presentation. Muchas Gracias!*
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- ▶ Welcome everyone to our Fair Trade Coffee House.
  - ▶ We are serving Fair Trade coffee this evening.
  - ▶ In between our coffee house performances, we'll be taking some time to learn a bit about Fair Trade coffee.
  - ▶ We'll talk about what Fair Trade is, who it affects, and why it's important.

## SCENE 1

### FROM THE FARMER TO THE STORE, THE CONVENTIONAL WAY

- *Prior to the coffee house, you will need to create 8 different signs that can hang around people's necks using poster board and string.*
- *On each sign, label them with one of the following titles: Farmer, Buyer, Coffee Processor, Exporter, Importer, Roaster, Coffee Company, and Retailer.*
- *During this skit, ask for 8 volunteers to help tell the story of conventional coffee.*
- *Line the volunteers in a row. One at time, give the volunteer their sign, and mention the following talking points.*

▶ Let's now take a look at the journey of a coffee bean, from the Farmer to our cup.

#### **The FARMER**

- ▶ Here's where it begins. You grow the coffee bean.
- ▶ You spend endless hours fertilizing, pruning, and caring for the coffee plants.
- ▶ You typically live in isolated and mountainous regions with your family.
- ▶ You often have no electricity.
- ▶ You have no ability to stay on top of current coffee market values.
- ▶ You have to live on the value of this once a year crop, all year long.
- ▶ From you, the coffee beans then go to...

#### **The BUYER**

- ▶ You come to the farmers and buy the coffee.
- ▶ You have a truck to transport the coffee, which the farmer doesn't have.
- ▶ You have enough cash on hand to buy the coffee.
- ▶ From you, the coffee beans then go to...

## Scene 1 cont.

### **The COFFEE PROCESSOR**

- ▶ You're a company, with massive start-up costs far beyond farmers' means.
- ▶ You have an industrial plant with heavy equipment and machinery.
- ▶ You dry, "thresh," sort, and package the beans
- ▶ From you, the coffee beans then go to...

### **The EXPORTER**

- ▶ You're based in the country of origin, such as Nicaragua or El Salvador.
- ▶ You're the legal expert, and you process the paperwork.
- ▶ From you, the coffee beans then go to...

### **The IMPORTER**

- ▶ You're based in U.S.
- ▶ You process the paperwork on this end.
- ▶ From you, the coffee beans then go to...

### **The ROASTER**

- ▶ You're a company based in U.S.
- ▶ You have a processing plant with large coffee roasters.
- ▶ From you, the coffee beans then go to...

### **COFFEE COMPANY**

- ▶ You give the bean its brand
- ▶ You package, promote, market, and distribute the beans.
- ▶ From you, the coffee beans then go to...

### **The RETAILER**

- ▶ You are supermarkets, specialty shops, and everybody who sells the coffee to us, the consumers.

### Scene 1 cont.

- *Now give each volunteer an empty clear plastic cup.*
  - *Take one full cup of coffee (not hot), and starting with the retailer, distribute the coffee to each volunteer. Give the largest portion to the Retailer, which each following volunteer getting less and less. The Farmer should receive the least amount of coffee. A few drips would be a good visual.*
  - *As you pour, use the following talking points.*
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- ▶ As you can see, there are a number of different people between the farmer who grows the bean, and we who drink the coffee.
  - ▶ With each person in the chain, they all take a piece of the action.
  - ▶ In the conventional model for selling coffee, Farmers are lucky if they see 20 cents for every \$10 pound of coffee.
  - ▶ The Fair Trade model says there's a better way to do it. Stay tuned...

## SCENE 2

### FROM THE FARMER TO THE STORE, THE FAIR TRADE WAY

- *Prior to the coffee house, you will need to create 2 different signs that can hang around people's necks using poster board and string.*
- *On each sign, label them with one of the following titles: Farmer Cooperative and Coffee Company/Roaster*
- *During this skit, ask for 2 volunteers to help tell the story of Fair Trade coffee.*
- *Line the volunteers in a row. One at time, give the volunteer their sign, and mention the following talking points.*

▶ Before we saw the conventional model for selling coffee. Here's the alternative that's working to benefit the lives of thousands of farmers around the world.

▶ This is the Fair Trade Model...

#### **The FARMER COOPERATIVE**

- ▶ You're a whole group of farmers pulling together the volume of what you grow.
- ▶ You are farmer owned and have a democratically elected leadership.
- ▶ You can negotiate stronger prices, and trade directly with Coffee Companies
- ▶ You give a portion of every pound sold to community development projects run by the cooperative, such as building schools or roads.
- ▶ From you, the beans then go to...

#### **FAIR TRADE COFFEE COMPANY/ROASTER**

- ▶ You're a mission driven company.
- ▶ You build direct relationships with farmers.
- ▶ You visit the farmers each year.
- ▶ You only buy from cooperatives of small-scale farmers, no big plantations.
- ▶ Unlike many big players, you pay a fair price for every pound of coffee bought from farmers.

**Scene 2 cont.**

- *Now give each volunteer an empty plastic cup.*
  - *Take one full cup off coffee (not hot). Pour a little over half to the Fair Trade Coffee Company/Roaster, and the rest to the Farmer.*
  - *As you pour, use the following talking points.*
- ▶ Now through the Fair Trade model, farmers are able to receive a just wage for their hard work, and consumers can feel good about the coffee they're drinking.
- ▶ Cheers!

## SCENE 3

### FAIR TRADE TRIVIA

- *The following is a list of Fair Trade related questions. At various points during the night, feel free to ask these questions of the audience, and then reward correct answers with a bar of Divine Fair Trade chocolate. Feel free to give hints as need be.*

1) **Question:** What is the second largest traded commodity behind oil?

**Answer:** Coffee

2) **Question:** The United States typically spends how much each year on coffee?

**Answer:** \$20 Billion

3) **Question:** Fair Trade offers us the opportunity to honor core principles of Catholic Social Teaching on economic justice. Name a Catholic Social Teaching principle that is highlighted in Fair Trade.

**Answer:** *Audience members can present one of the following...*

- Exalt the **HUMAN DIGNITY** of small-scale producers overseas
- Exercise a preferential **OPTION FOR THE POOR**
- Act in **SOLIDARITY** with our brothers and sisters in need
- Ensure that farmers and artisans earn a **JUST WAGE**
- Contribute to a more just **DISTRIBUTION OF WEALTH**
- Apply the principle of **SUBSIDIARITY**
- Practice responsible **STEWARDSHIP** of our natural resources

4) **Question:** What are the world's top 5 cocoa-producing countries?

**Answer:** Cote D'Ivoire (*aka Ivory Coast*), Ghana, Indonesia, Nigeria and Brazil.

5) **Question:** Approximately how many beans does an average coffee plant produce?

**Answer:** 4,000

6) **Question:** Roughly how many beans are needed to produce a single pound of roasted coffee? **Answer:** 4,000

7) **Question:** Chocolate comes from cocoa. Cocoa is A) a root, B) a bean, C) a fruit or D) a Willy Wonka invention.

**Answer:** B) a bean. Cocoa beans grow inside pods that grow on cocoa trees. The pods are plucked from the tree, and the cocoa beans are then removed and dried.

8) **Question:** Quién es más macho, el cafetalero (ka-fay-ta-LAIR-o) o el cacaotero (ka-kow-TAY-ro?) *Use the attached photos. This one is for all those vintage SNL geeks.*

## SCENE 4

### FAIR TRADE COFFEE COMMERCIAL

- *The following is a corny, 1950's style coffee commercial spoof, written in "Mad-Lib" format.*
- *Invite two actors to place the parts of Husband and Wife. Encourage them to ham it up. The host plays the narrator.*
- *Go through the blank spaces of the script, and ask the audience for suggestions on the type of word required, eg adverb, adjective etc... Don't read the full dialog to the crowd.*
- *Have the actors write in the suggestions.*
- *Start the skit from the beginning with the new words.*

NARRATOR

It's an early Saturday morning in a suburban family's kitchen. A husband and wife greet each other.

HUSBAND

Good morning darling.

WIFE

Good morning dear.

HUSBAND

I was about to (adv.)\_\_\_\_\_ pour some coffee. Would you like some?

WIFE

That would be wonderful (*pet name for someone*)\_\_\_\_\_.

HUSBAND

Here you go

(HUSBAND hands WIFE a cup of coffee.)

WIFE

Thanks.

(WIFE drinks.)

**Fair Trade Coffee Commercial Cont.**

WIFE Cont.

(*Exclamation*) \_\_\_\_\_, this tastes a (*number*) \_\_\_\_\_ times better than the coffee we usually have. Where on planet (*fictional planet*) \_\_\_\_\_ did you get it?

HUSBAND

Oh, that was easy. Last week while you were (*verb ending in "ing"*) \_\_\_\_\_, I ordered some off the internet. It's Fair Trade coffee!

WIFE

Did you say "free" trade coffee?

HUSBAND

No you, (*adj*) \_\_\_\_\_ (*thing*) \_\_\_\_\_, Fair Trade coffee. Think "Fair" Trade coffee is "fair" to farmers.

WIFE

Oh, I get it. Fair Trade coffee is fair to farmers. Plus it tastes great!

HUSBAND

It sure does.

WIFE

You'd have to be a real (*adj.*) \_\_\_\_\_ (*thing*) \_\_\_\_\_ not to appreciate that.

HUSBAND

Oh (*pet name for someone*) \_\_\_\_\_, you make me happier than a (*animal*) \_\_\_\_\_ (*verb ending in "ing"*) \_\_\_\_\_ on a (*thing*) \_\_\_\_\_.

NARRATOR

And they all lived happily ever after. The end.

## Closing talking points:

- *Congratulations on hosting a great event!*
  - *What's next? You may have some audience members that are interested in getting more involved in the Fair Trade movement. For instance, as a group you could organize your campus and/or community to serve Fair Trade certified coffee.*
  - *If you want to keep the Fair Trade ball rolling, post a sign up sheet as people leave, and hold a Fair Trade follow-up meeting. Feel free to contact [campus@crs.org](mailto:campus@crs.org) for more resources.*
  - *Please also contact CRS at [campus@crs.org](mailto:campus@crs.org) to tell us about your event, and to send us photos. Thanks!*
- ▶ Thanks to everyone for coming out tonight, and to everyone who helped make it possible.
- ▶ Hopefully you've learned a little more about fair trade. If you'd like to learn even more, visit [www.CRSfairtrade.org](http://www.CRSfairtrade.org). While you're there you can sign up for the CRS Fair Trader, an electronic newsletter that lists opportunities to promote Fair Trade.
- ▶ *(If you've ordered CRS Fair Trade hand outs)* There's also more information about CRS Fair Trade on the table in the back of the room.
- ▶ *(If you decide to host follow-up meeting)* Please sign up to be involved with our Fair Trade action group. We'll be meeting to discuss ways to get Fair Trade coffee on campus.