

LWR FAIR TRADE LEADER GUIDE



Jake Lyell for LWR



Lutheran World Relief
SUSTAINABLE DEVELOPMENT. LASTING PROMISE.



Lutheran World Relief is a ministry of U.S. Lutherans, serving communities living in poverty overseas.

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WELCOME

Thank you for being part of LWR Fair Trade and for your interest in serving as a Fair Trade leader in your congregation.

As a Fair Trade leader, you play a vital role in the relationship among small-scale farmers, Lutheran World Relief and your congregation:



Small-scale farmers receive a fair price for their coffee, tea, cocoa or other crops, along with social premiums that their cooperatives can use to make community improvements like new roads, schools and health clinics.

Lutheran World Relief works with small-scale farmers around the world to improve the quality, yield and value of their crops so that they can earn more income to support their families and communities.

Your congregation stands with the farmers by serving, selling and celebrating Fair Trade.

This guide will act as a resource to help you get started with LWR Fair Trade or give you some extra inspiration and encouragement if your congregation is already involved. If you have ideas to share or questions, please contact LWR at fairtrade@lwr.org.



LWR Fair Trade is a partnership between Lutheran World Relief and Equal Exchange.

HOW DO I ORDER FAIR TRADE PRODUCTS?

The availability of Fair Trade products in your own local grocery and specialty stores has grown significantly since Lutherans began their support of Fair Trade farmers! LWR Fair Trade, a partnership between Equal Exchange and Lutheran World Relief, continues to provide congregations and individuals with an easy and impactful option for accessing these great products!

For every pound of Fair Trade coffee, tea, chocolate and select food products purchased through our partner, Equal Exchange, 20 cents is directed to LWR's Small Farmer Fund. The fund helps small-scale farmers earn a fair price for their crops, learn sustainable farming techniques, support their families and invest in their communities.

Here are some tips to remember when placing an order in preparation for the Sundays on which you sell Fair Trade products, for coffee hour and for any other special events, such as your congregation's Christmas bazaar:

- Order your Fair Trade purchase online at lwrcoffee.com or call **774.776.7340**.
- Contact customer service directly by phone at **774.776.7340** for special requests or time-sensitive questions or issues.
- Register as an organization at lwrcoffee.com and remember to indicate "LWR Project" as your Interfaith Group when prompted. Wholesale pricing is available to congregations, as well as free shipping for orders of \$135 or more.
- Wondering which coffee and chocolate your congregation members will like most? Let them help decide: Congregations are able to purchase single items, at retail price, before buying an entire case.
- LWR offers several free promotional Fair Trade resources. Go to lwr.org/resources or call **800.597.5972** to place an order. Equal Exchange also offers some free educational resources, including pamphlets, posters and stickers, available at lwrcoffee.com under Gifts & More or by calling **774.776.7340**.
- Visit lwrcoffee.com/shipping-and-returns for detailed order and shipment information.
- The summer chocolate shipping policy is in effect from May 1 through September 30. Visit lwrcoffee.com/summer-chocolate-shipping for detailed information about the policy.
- Remember to unpack your orders as soon as you receive them and cross-reference with the packing list!

WHAT IS FAIR TRADE?

Fair Trade ensures that small-scale farmers — men and women — are given a fair and dependable price for their crops. They gain access to fair credit that helps in creating a more sustainable livelihood. Their cooperatives, democratically run organizations, give farmers a stronger voice to negotiate fair prices and make sure children are protected from forced labor.

Farmers reinvest social premiums from Fair Trade into their communities through projects such as clean water systems, disaster response and solar power. Fair Trade uplifts not only the farmers but also entire farming communities!

Fair Trade encourages more ecologically sustainable farming practices, which cares for God's creation and ensures that the farmers' land will be rich and fruitful for generations to come.

WHY DOES FAIR TRADE MATTER TO LWR?

Lutheran World Relief has been working since 1945 to bring an end to poverty, injustice and human suffering around the world. One of the most powerful ways we do that together is by working with smallholder farmers so that they can increase their ability to provide for their families and communities. We have seen around the world that Fair Trade can be an important tool in that mission, and Fair Trade also provides you and your community with an easy way to be directly involved as conscious consumers.

WHY BRING FAIR TRADE TO MY CHURCH?

Fair Trade delivers delicious high-quality coffee and chocolate that reflects our faith and how we live in community with all God's children. Whether served at church or purchased by members to use at home or as gifts for loved ones, Fair Trade products offer opportunity to be good stewards for all God's creation.



HOW TO ENGAGE YOUR CONGREGATION: FOUR STORIES

From using Fair Trade products during fellowship events to buying products to enjoy at home or give as gifts, congregations and their members support farmers overseas through their Fair Trade ministries.

As a Fair Trade leader, you help guide your church's ministry, which faithfully serves our brothers and sisters in need. Every congregation's program is different and is based on its time, talent and treasures. For inspiration, read how four leaders are engaging their congregations to be faithful stewards through Fair Trade.

Trinity Lutheran Church, Ann Arbor, Mich.

Kay Hurst has led the Fair Trade ministry at Trinity Lutheran for the past 12 years. Her leadership and background in retail has brought creativity to the congregation's efforts.

Kay began the Coffee Corner and operates it on the honor system. Fair Trade coffee and snacks are displayed, along with prices, allowing members and visitors to purchase their favorites every day. During the holiday season, chocolate is also available to make special gifts for family and friends.

Each September, Trinity Lutheran hosts an Empowerment Fair where parishioners are given the opportunity to become ministry volunteers. Kay organizes a Fair Trade table at the fair and displays educational materials and offers coffee tasting for the attendees.

Kay's leadership has highlighted the importance of Fair Trade and has given so many the opportunity to help small-scale farmers.

"It's so important to help individuals receive a fair wage for their product. Everyone doesn't know how to help at first — all you need to do is change your coffee."

— Kay Hurst



Christ Lutheran Church, Whitefish, Mont.

Greg Kasper has led the Fair Trade ministry at Christ Lutheran for seven years. Every third Sunday, he sets up an area where members and visitors are greeted with Fair Trade coffee, chocolate, tea and foods that they can purchase before, between and after both worship services. Occasionally, he offers parishioners a Fair Trade chocolate sample, which helps many discover their favorite items. Greg helps the congregation remember Fair Trade Sunday through announcements in the PowerPoint presentation during worship and in the church bulletin.

For years, this Fair Trade ministry has made many visitors feel welcome and has strengthened bonds among church members while providing an opportunity to help farmers in developing countries. While most purchases occur in church, Greg uses his talent for building relationships to engage members of the local business community, too. He has placed notecards with information about the church and its ministry on the counter at his dentist's office and sells Fair Trade products there. He has also encouraged his local optometrist to use single-serve Fair Trade coffee cups for the office Keurig machine and has set up a Fair Trade table during the Christmas holiday season for his own co-workers.

"This ministry has helped me build a stronger sense of community in my church in a fun way while seeking to fulfill the word of God by supporting those less fortunate than myself."

— Greg Kasper, Fair Trade Leader



Christ Lutheran Church, Baltimore

Al Miller is always quick to give credit to Pastor Duke Fries, his previous pastor, as the moving force behind bringing Fair Trade to Christ Lutheran, but for the past nine years, the congregation has had a fruitful Fair Trade ministry under Al's creative leadership.

On the first Sunday of every month, members can buy Fair Trade coffee, tea and chocolate after all three worship services. The Fair Trade table not only holds items for sale; it also displays a lovely trifold presentation board that highlights recipes using Fair Trade products and stories about smallholder farmers that Al found on the websites of LWR and Equal Exchange.

In addition to Fair Trade Sunday, Al operates a Fair Trade cabinet for members to visit and restock their favorite items, especially in between first Sundays. Using his organizational skills, he has developed an inventory sheet to keep track of purchases and recognize which items are the most popular. During the busiest time of year, Advent and Christmas, he also makes and sells Fair Trade gift baskets — doubling sales and, consequently, the impact on farmers and their families, a wonderful holiday gift!

Al's dedication has reached other local congregations as he has helped interested leaders become engaged in their own Fair Trade ministry.

"We are putting our faith into action by supporting Fair Trade ... It connects our church and the communities in which LWR works ... we are part of LWR's light of compassion and light of hope, and therefore a way in which caring people help to extend that light on impoverished communities around the world."

— Al Miller



Salem Evangelical Lutheran Church, Catonsville, Md.

The Fair Trade ministry at Salem Evangelical Lutheran began with an adult forum to educate members on the connection between Fair Trade and faith. This led to a Fair Trade coffee tasting during the forum, followed by the congregation's commitment to use only Fair Trade coffee in its office and during fellowship events. Then, congregation members presented a resolution to the Delaware-Maryland Synod asking for the use of Fair Trade products at the synod office — and it passed!

Enthusiastically, Ed and Vicky Whetstone head the ministry and organize Fair Trade Sunday each month, in addition to the Fair Trade table at Salem's Marketplace, a fall mission festival. At that event, parishioners can purchase an assortment of Fair Trade products, including not only coffee and chocolate but also Fair Trade foods and handcrafts.

Members of Salem use Eco-Palms, another product available through LWR, in each Palm Sunday service. Worshippers wave Eco-Palms for their procession and use them to decorate the altar and line the main aisles as members reenact the events of Holy Week during their Passion play. Eco-Palms are brought to market by using many of the same principles: Harvesters are paid fairly, and purchases protect important forests and sustainable livelihoods in the harvesting communities. You can learn more about Eco-Palms at lwr.org/palms.

"Commonly I go through the hours and activities of my days altogether mindless of the way I benefit from so many advantages and entitlements. Buying Fair Trade coffee and chocolate enables me in one small way to redress that mindlessness and injustice. Taking charge of selling to our congregation gives me the satisfaction of providing that opportunity to others and enlarging my impact."

— Ed Whetstone

SERVE, SELL AND CELEBRATE FAIR TRADE ALL YEAR LONG!

JANUARY



Next month is **Valentine's Day!**
Order your chocolate now.



Is your annual congregational meeting coming up? Write a resolution that your congregation will support smallholder farmers and serve only Fair Trade coffee and tea for coffee hour.

FEBRUARY



Sell Fair Trade chocolate the Sunday or two before Valentine's Day and share some love with small-scale cocoa farmers.



Host an adult forum on the topic of Fair Trade.

MARCH



Easter is coming! Did you know that more chocolate is sold in the U.S. at Easter than at any other time of the year except Halloween? Make sure Easter baskets are brimming with Fair Trade chocolate with a pre-Easter sale.



March 8 is **International Women's Day.** Create a display for your Fair Trade sale table or coffee service area celebrating the fact that about half the world's farmers are women, many of them growing coffee, tea and cocoa to support their families and communities.

APRIL



Increased summer shipping costs start next month — plan ahead and order extra Fair Trade chocolate now to last until September.



Earth Day is April 22. Fair Trade is great for the environment because it encourages more ecologically sustainable farming practices.

MAY



Host a **Mother's Day** salad luncheon — get creative with Fair Trade nuts and dried fruits for delicious salads and serve with Fair Trade iced tea and coffee.



World Fair Trade Day is the second Saturday of May every year. Schedule a temple talk for the two or three Sundays leading up to the big event to share more with your congregation about how Fair Trade is helping small-scale farmers rise up out of poverty.

JUNE



It's wedding season! Encourage the couples in your congregation who are getting married to serve Fair Trade coffee and tea at their reception, or to use Fair Trade chocolate as wedding favors.



Create your own "farmers market" throughout the summer months featuring Fair Trade products.



JULY



Mix things up a bit during coffee hour and serve Fair Trade iced tea and coffee.



Have some fun with a **Christmas in July** sale — decorate a Christmas tree and display the Fair Trade items for sale underneath it.

AUGUST



In honor of **World Friendship Day** (August 2), have a special buy one, give one sale. Encourage members to buy two bags of Fair Trade coffee or two Fair Trade chocolate bars — one for themselves and one to give to a friend.

What better way to celebrate the spirit of friendship with farmers worldwide than to buy Fair Trade products that improve their income and quality of life?

SEPTEMBER



Is your congregation hosting a fall youth event? How about serving gourmet s'mores made with Fair Trade chocolate bars?



Put together Fair Trade care packages with lots of great snacks to sell to moms and dads whose kids are away at college.

OCTOBER



There's a chill in the air — add Fair Trade hot cocoa to your coffee hour lineup.



It's **Fair Trade Month**. Celebrate farmers with a special Harvest Festival sale. Try adding a few new Fair Trade products to your inventory to see how members like them.

NOVEMBER



Stock up on Fair Trade products for holiday shoppers — lots of Fair Trade coffee and tea to serve at **Thanksgiving** gatherings and Fair Trade chocolate for stocking stuffers.



Write an article for your church newsletter that highlights the importance of Fair Trade, to promote your holiday sales.

DECEMBER



Include farmer project stories in Sunday's church bulletin and share the impact that Fair Trade has around the world. Christmas bulletin inserts are available online at lwr.org/fairtrade.





THE FAIR TRADE LEADER'S ROLE

GENERALLY SPEAKING, THE ROLE OF A FAIR TRADE LEADER IN A CONGREGATION INVOLVES THREE THINGS:



SERVING FAIR TRADE PRODUCTS AT CHURCH, typically coffee and tea during fellowship hour and other events.



SELLING FAIR TRADE products to congregation members and visitors to use in their homes and offices, or as gifts.



CELEBRATING FAIR TRADE by educating members about what Fair Trade is and why it is important.

The specifics, though, of your role as Fair Trade leader can be defined to match your skills, interests and available time. Work through these six steps to determine what being a Fair Trade leader looks like for you:

- 1 **Create your Fair Trade vision.** How would you like to see Fair Trade supported in your congregation? Would you like Fair Trade coffee and tea served during every fellowship hour and other events at your church? Would you like congregation members to use Fair Trade products in their homes and offices? Browse through this Fair Trade leader Guide for ideas from other congregations. Knowing what you want to achieve is the first step in creating a plan for achieving it.
- 2 **Ask others to join you.** Forming a small Fair Trade team will make it more fun and also spread the work out to more people so that it doesn't become burdensome for any one person. Who else in your congregation has a heart for social justice? Are there some newer members who would like to get more involved? Or maybe someone has a special skill that would be helpful – for instance, maybe there's a member who is particularly creative and would do great at designing an attractive display for the Fair Trade sale table on Sunday mornings.

3 Set your specific goal(s). With your vision in mind, set your goal or goals for supporting Fair Trade in your congregation. Consider these factors:

Time: How much time do you and your Fair Trade team members have available to commit to promoting Fair Trade in your congregation?

Money: What startup funds are available? Is there money in the church budget to cover the initial purchase of products, or is a group in the congregation (e.g., the women's group) interested in sponsoring the Fair Trade ministry monetarily?

Skills: What type of skills will be necessary to achieve the goals? Do you or your team members have those skills, or will you need to recruit someone to help?

4 Map out your next steps and timeline. Now it's time to determine what steps you need to take and when. Consider using the reverse engineering approach, in which you start at the end and work backward, to allow enough time for each step in your process. Here are a few steps you may need to include, depending on your goal(s):

- Order Fair Trade products
- Reserve a space or request a table for your sale
- Gather supplies (a money bag, coins/small bills to make change, garbage can, etc.)
- Make advance promotions of your sale (through posters, fliers, church bulletin announcements, etc.)
- Recruit volunteers to help set up and clean up

5 Execute your plan. This is the fun part! **Enjoy!**

6 Reassess periodically. How are things going? Is the congregation responding well to Fair Trade? What tweaks to your plan might make things easier for you? If your first attempt didn't go as planned, don't get discouraged! Make some adjustments and try again.

PASS IT ON

The time may come that — due to a relocation, change in personal circumstance or other factor — you will pass on your duties as Fair Trade leader to another member of the congregation. Good planning and organization from the start will make a future transition much easier. Keep these tips in mind:

▶ **IDENTIFY A SUCCESSOR BEFORE YOU NEED ONE, AND MENTOR HIM OR HER.** As you involve others in Fair Trade, keep an eye out for someone who is especially committed and enthusiastic. Ask if they would be interested in taking on more leadership and perhaps one day stepping up as Fair Trade leader if you are no longer able to do so.

▶ **KEEP GOOD NOTES.** Just as keeping good records will make your role as Fair Trade leader easier, it will also help tremendously in passing the duties on to another person. As you establish your routine for placing orders, maintaining inventory and managing the money coming from sales, document your various procedures so that someone can easily understand them. (This is also helpful even when just temporarily passing on the Fair Trade torch while you are on vacation.)

MORE TIPS FOR SUCCESS AS A FAIR TRADE LEADER

Keep thorough records. This will be a great time-saver later on and will make it much easier for you to share your Fair Trade leader duties with others. If you are serving Fair Trade coffee and tea every week at fellowship hour, track how much you use on average each month. That way you can easily time your future orders to know you won't run out. And keep track of the best-sellers at your regular Fair Trade sale table so that you can always have them in stock. If a particular item doesn't sell well, you'll know not to order it again.

Keep your congregation informed and inspired. Make sure they know why the church supports Fair Trade. Some might be put off by the idea of selling items in the church, until they understand how Fair Trade links to their faith as a way of supporting economic and social justice. Use all channels of communication

available to tell the Fair Trade story: the church newsletter, website, social media channels and more. Ask to present an occasional temple talk during worship services to tell the story of a small-scale farmer and how Fair Trade is helping him or her raise up out of poverty.

Have fun! Don't let your work as a Fair Trade leader turn into drudgery. This is a chance to use your creativity, move outside of your comfort zone and get to know more members of your congregation. If your enthusiasm starts to lag, change things up a bit — add some new products to your sale or serve samples of new coffee flavors during fellowship hour. And always remember the small-scale farmers and their families whose lives are being changed by your efforts to promote Fair Trade in your congregation!

A FAIR TRADE BIBLE STUDY

When leading your congregation's support of smallholder farmers through Fair Trade, it is important to ground your endeavors in God's word. Although the specific principles of Fair Trade aren't found in scripture, many Bible stories tell about how God's people are called to a life that brings a newness of relationship to all creation.

The following Bible study focuses on two such stories. In Paul's second letter to the Corinthians, he addresses that congregation's contribution to the collection on behalf of the church in Jerusalem, which was facing economic hardship as the result of a famine. Paul's teaching moves the community from seeing this as purely a financial transaction to an expression of the abundance that Jesus makes possible in the world. And in the second chapter of Ruth, we find Ruth gleaning from Boaz's fields to help provide for herself and her mother-in-law, Naomi. The extravagant generosity that Boaz extends to Ruth goes well beyond what was required of a wealthy landowner to a foreign laborer and reflects the extravagance of God's love for all his creation.

As part of your preparations, make copies of the Fair Trade Federation Principles found at fairtradefederation.org. (LWR's partner Equal Exchange is a member of the Fair Trade Federation.) Look especially at the sections about how Fair Trade supports safe and empowering working conditions and ensures the rights of children.

Please structure the Bible study for the timing and format that works best for your group; discussion questions and other information below will help guide you. Questions throughout the study will prompt you to invite participants to share connections they see between these stories and your congregation's Fair Trade relationships. (Note: This study uses the New Revised Standard Version translation of the Bible.)

2 CORINTHIANS 8:1-15

- Paul begins by lifting up the example of the church in Macedonia and how much they have given to the collection for the saints in Jerusalem. (Macedonia was a very impoverished area at the time, probably much more so than Corinth.) Why do you think Paul started by using them as an example? When we work as Christians to lift others out of financial poverty, why might it be helpful to include those who are affected by poverty as part of the solution?
- Paul writes that the church in Macedonia begged him “earnestly for the privilege” of contributing. Having been freed in Jesus, how do actions like giving to others and focusing our actions on the well-being of the poor become a “privilege” and not merely a duty or responsibility?
- In verse 7, Paul heaps praise on the Corinthians by listing things they excel in. Many of these gifts, such as faith, love and generosity, are evident in the life of a disciple of Jesus. Is it difficult to see what we do with our money, whether as a charitable giver or as a consumer, as something we should “excel” in as Christians? If so, why?
- Paul's ultimate example of giving, as in all things, is Christ. Paul uses the financial metaphor of Christ's redeeming act in verse 9 to place it in a context that the Corinthians would understand. Unlike everyday transactions that are zero-sum games, in Christ's transaction both sides come out of it having gained more than they could have imagined. We come out with the grace and redemption of Christ, and Jesus comes out in deeper relationship with God's people. In gratitude for this love, we search for ways to reflect Jesus' world-changing economy in all we do. How does the relationship created between us and Fair Trade farmers reflect this grace-filled economy?
- In verse 14, Paul talks about “fair balance” between the abundance of the Corinthians and the need of the church in Jerusalem, then vice versa when the time comes. How does our contribution to the needs of those living in poverty and our Fair Trade connections to smallholder farmers create a “fair balance” and address needs in our own lives and community?



RUTH 2

- What does it tell us about Ruth that she is referred to as Ruth the Moabite? (It means that living in Bethlehem with Naomi, she is an outsider both in nationality and in faith.) What does it tell us that she is taking part in the practice of gleaning? (To learn more about gleaning, refer the group to Leviticus 19:9-10 and Deuteronomy 24:19-22.)
- How would you describe the measures of what Boaz offers Ruth in verses 8 and 9? Is he following the letter of the law for what a landowner is required, or is he exceeding what is necessary? What relationships do you have in the world like the one between landowner and gleaner? How do you go above and beyond in any of these relationships? Are there ways that we as a community could follow Boaz's example?
- What are Boaz's reasons (found in verses 11 and 12) behind being so generous to Ruth? Are they simply grounded in gracious charity, or do they have anything to do with Ruth's hard work to care for Naomi? How is this similar to the relationship we are invited into with smallholder farmers around the world through Fair Trade? Does it make any difference that it takes hard work to become Fair Trade-certified and to continue to meet those standards?
- There is also an element of protection offered to Ruth by Boaz, when he instructs his young men to "not reproach her" (verse 15). What elements of protection for farmers, their families and their communities can you find in the Fair Trade Federation Principles?
- By the end of this chapter, it is not only Ruth's future that is more secure thanks to Boaz's action, but Naomi's as well. And this is achieved in part by Ruth's being invited to gather alongside the other young women. The community-based aspect of Fair Trade means that Fair Trade-certified farmers and their communities benefit through the investment of Fair Trade premiums in projects like clinics, schools and clean water. How does it reflect who we are, as people called to be disciples of Jesus, to be involved in a relationship like Fair Trade, which engages an entire community in the fight against poverty?



WRAP-UP QUESTIONS

- Where did you see our community's generosity reflected in the stories of the Corinthians and Ruth? Where did you see lessons that we can learn from and build upon?
- How does the grace we've received from Jesus Christ free us to see these stories as part of our own story and to spread that generosity around the world through projects like Fair Trade and other ministries we support?

FAIR TRADE PRAYERS

FAIR TRADE SUNDAYS

God of grace and abundance, thank you for the opportunities to be in relationship with those around the world who work to bring an end to poverty in their communities. Especially today we are thankful for the farmers and communities we work alongside through our Fair Trade relationships. We pray for good conditions for their harvest and that they have all they need to live out their vocations to provide for their families and communities. Through the grace that you have given us, open our hearts to the needs of those suffering from poverty around the world and open our eyes to creative and life-giving ways to meet those needs. All of this we ask in the name of your son, Jesus. AMEN!

God of mercy and hope, thank you for the privilege of working with communities around the world to bring flourishing life to all. Today we give thanks for those communities we are brought into deeper relationship with through our participation in Fair Trade. Bless the work of their hands as they labor in fields. Bless the minds of their young as they are free from work to learn for the future. Bless the bonds of their communities as they discern paths forward out of poverty. And move us so that we may continue to be partners whose works of mercy deliver hope. Through the power of the Holy Spirit and in the name of Jesus, AMEN!

PRAYER AROUND LOCAL TIME OF HARVEST OR THANKSGIVING

God of creation, as we gather to thank you for the abundance of the harvest that you have provided this community, keep us ever mindful of those who work the land to provide for their families and communities. Especially we remember those who we are in relationship with through Fair Trade. May they find abundance in your creation, and in those places where sin and brokenness keep us from a fullness of life, may we be led to offer service in your name. Through the work of the Holy Spirit and in the name of the one who for our sake became poor, Jesus Christ. AMEN!

PRAYER FOR GIFTS AROUND THE HOLIDAYS

Holy Father, who sent down his son as a gift to the world, we pray for all those who provide the many gifts we give one another this season. May their callings and vocations help to provide sustainable livelihoods for their families. Especially today we pray for the farmers and communities we are in relationship with around the world through Fair Trade. As the gifts of their hands fill our lives during this season, may our stewardship of all you have given contribute to the uplifting of all. All this we ask in the name of your Son, the gift from Heaven, Jesus Christ. AMEN!



LWR FAIR TRADE: DOUBLING YOUR SUPPORT FOR FARMERS

When your congregation participates in LWR Fair Trade, you create a double benefit for small-scale farmers. First, your sales create vital income for the Fair Trade farmers who produce the items you sell. And second, a portion of every LWR Fair Trade purchase goes to Lutheran World Relief's **SMALL FARMER FUND**, designated to support LWR's work with small-scale farmers worldwide.

IN 2014 ALONE, LUTHERANS GENERATED MORE THAN \$37,000 FOR LWR'S SMALL FARMER FUND THROUGH THEIR FAIR TRADE PURCHASES!

Lutheran World Relief has a long history of working with small-scale coffee farmers to help them grow better coffee and more of it. By training farmers in the latest coffee farming techniques, better management of their farms and more effective marketing of their coffee, LWR's work leads to coffee farming as a viable family business. Instead of eking out a meager living from their farms, farmers reap not just bigger and better coffee yields and higher prices for their crops, but also greater dignity as they can now send their children to college, build a better house or simply save for future needs.



As a Fair Trade Leader, the sales you generate through LWR Fair Trade make it possible for LWR to reach more small-scale farmers around the globe:

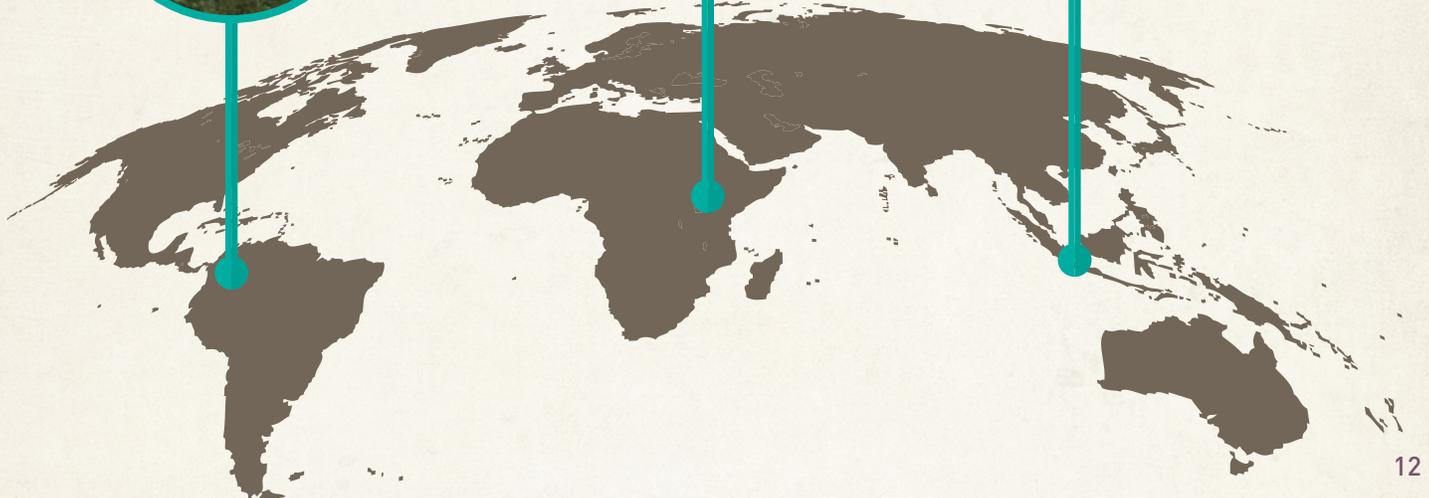
IN COLOMBIA, Lutheran World Relief provides resilient coffee seeds and training in better soil management to farmers in indigenous communities.



IN KENYA, Lutheran World Relief helps farmers jointly market their coffee on the global market to break free from the low prices offered locally by middlemen.



IN INDONESIA, Lutheran World Relief trains farmers in organic farming and provides upgraded equipment to protect the quality of the coffee during processing.



PRODUCER PARTNER PROFILE: CONACADO



PRODUCT: CHOCOLATE AND COCOA

The National Confederation of Dominican Cacao Producers (CONACADO) is an organization of small-scale cacao producers in the Dominican Republic. It was started with 700 members in 1985 during a low in the global cocoa market in order to improve the standard of living for small cacao farmers, support sustainable community development and preserve the environment.

Before the formation of CONACADO, 100 percent of Dominican cacao production was low-quality beans, purchased by the four major exporters who held a strong grip over the local market. Now with 9,500 members throughout the Dominican Republic, CONACADO produces approximately 25 percent of the exported cacao, providing a powerful alternative for small-scale farmers to market their crop. Because of the cooperative's success in quality improvement and marketing, 40 percent of its cacao is sold on the Fair Trade market.

One of the biggest challenges facing CONACADO today is generational turnover. Because young people are not interested in taking over the family farm, the cooperative invests some of its Fair Trade income into training the farmers' children in administration to prepare and encourage them to continue their families' farming traditions.

Each year, the cooperative also commits to using a portion of its Fair Trade income to support local communities through projects such as:

- Building roads to connect isolated farms with their neighbors
- Repairing medical clinic buildings and purchasing medicines
- Developing an ecotourism project to diversify the farmers' income

PRODUCER PARTNER PROFILE:

WUPPERTHAL ORIGINAL ROOIBOS COOPERATIVE



PRODUCT: TEA

The mountainous areas of the Western Cape and Northern Cape provinces of South Africa are the only places in the world where the rooibos herb grows. Although the dry, rocky soil of the Cederberg Mountains makes it hard to grow most crops, it actually proves beneficial for the quality of the rooibos.

Said to have medicinal properties — good for stomach ailments and skin conditions — rooibos is packed with potassium, iron, zinc and other vitamins. But more important than its health benefits, rooibos tea provides vital income to farmers who otherwise would struggle to earn a living.

While 98 percent of rooibos tea is grown on large plantations, the Wupperthal Original Rooibos Cooperative was established in 1998 to create market access for small-scale farmers who have grown rooibos for generations.

Now with entrée to international markets and higher Fair Trade prices, the 170 members of the cooperative have

dramatically improved their incomes. Farmers are saving for the future, sending their children to college and accessing health-care services that were once considered luxuries outside their reach.

Wupperthal members also use their Fair Trade income to reinvest into their cooperative and their community, including:

- Renovating an old factory to create office space, guest housing and a storage facility for dried tea
- Providing scholarships for local students
- Contributing toward additional teachers' salaries at the local primary school to reduce classroom crowding

PRODUCER PARTNER PROFILE:

FAIR TRADE ALLIANCE KERALA (FTAK)



PRODUCTS: CASHEWS

The small-scale farmers of Kerala, India, struggled for years trying to earn a living from coffee and spices. Unstable international markets left them with little more to show for their hard work than mounting debt and increasing poverty. Because the prices on the global market for these crops fluctuate dramatically, the farmers had no ability to withstand these cycles, plan for their futures or make investments in their farms.

In the mid-2000s, Fair Trade Alliance Kerala (FTAK) formed to help the farmers earn a stable and dignified livelihood by accessing Fair Trade markets, diversifying their crops and improving their own food security. Today, the 4,500 FTAK members produce a wide range of crops for export as well as domestic sale and personal consumption.

Among those crops are cashews. Kerala is known as the cashew capital of the world, with 60 percent to 70 percent of

its cashew production being sold on the international market. Despite previous struggles with fluctuating cashew prices, by selling their cashews on the Fair Trade market, FTAK members now have a viable livelihood in farming this product.

Guaranteed a minimum above-market price for their cashews, the farmers plan more confidently for their future and also reinvest in their farms and social projects to support their wider community, including:

- A disaster response fund to assist farmers who lose their homes and crops during monsoon season
- Solar panels for electric fences to protect farms from the elephants that destroy their crops and sometimes injure the farmers or their families
- Financial assistance for farmers to convert to organic farming

PRODUCER PARTNER PROFILE:

GUMUTINDO COFFEE COOPERATIVE ENTERPRISE



PRODUCTS: COFFEE

Coffee farming is a main source of income for farmers living on Mount Elgon, Uganda's highest mountain along the Kenya border. Coffee is also Uganda's most important export crop. Yet low prices, low yields and poor product quality left small-scale farmers struggling to make a profitable living in coffee farming.

Gumutindo Coffee Cooperative Enterprise Limited formed in the late 1990s to help coffee farmers improve the quality of their crop, which would, in turn, increase the farmers' income.

Now numbering more than 6,000, Gumutindo members participate in quality-improvement seminars and practice traditional cultivation and processing methods to produce the highest-quality coffee. This includes proper pruning, picking and drying techniques, as well as the use of organic fertilizers and terracing to prevent soil erosion and water runoff. Mount Elgon's rich, fertile soil and subtropical climate create an ideal

environment for growing high-quality coffee, but farmers also "intercrop" with cassava, beans, banana, sweet potato and avocado for their own use. This intercropping helps improve the quality of the land and creates shade for the coffee trees.

Gumutindo is also strongly committed to gender equity and has women serving at all levels of leadership in the organization.

With profits from Fair Trade sales, Gumutindo:

- Builds warehouses for securely storing coffee harvests
- Distributes farming tools and coffee seedlings to its members
- Installs solar panels and water tanks

PRODUCER PARTNER PROFILE:

MOUNTAIN FRUITS GROWERS ASSOCIATION

Photo courtesy of Fulwell Mill



PRODUCTS: APRICOTS

Despite the fact that apricots are a delicacy around the world, the living and working conditions for apricot farmers in northern Pakistan are incredibly harsh. Extreme temperatures in summer and winter make life difficult for the farmers and their families.

In addition, with no access to a wider market, apricot growers — many of them women — end up forced to sell their fruit crops to local traders at any price.

Mountain Fruits Growers Association started in 2000 to give farmers more options for selling their apricots. During apricot harvest time, more fruits are produced than can be consumed or sold while fresh, so Mountain Fruits (now with a membership of more than 6,000) trains farmers to use

solar energy to dry the fruit to preserve it for a longer selling season. Farmers also learn how to increase production through better farming practices, which increases their income and improves their living conditions.

THE ASSOCIATION DEDICATES A PORTION OF ITS INCOME FROM FAIR TRADE TO:

- Providing books and other teaching materials to local schools
- Paying school fees for children who cannot afford them
- Building playgrounds



Lindor Wisly, a member of the Gabart LeVaillant coffee cooperative, poses for a portrait in a storehouse containing sacks of coffee beans at the cooperative in Dondon, Haiti, June 18, 2015. The cooperative, which began in 1955, is one of eight members of RECOCARNO, (Réseau des Coopératives Caféières de la Région Nord), the Network of Northern Coffee-Growing Cooperatives, representing more than 5,000 members who grow coffee on small-scale farms. LWR has partnered with RECOCARNO to improve its members' production and post-production processing of coffee.

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