

HOW-TO GUIDE

February 2009

Don't Forget:

- ✓ Spread the word ahead of time.
- ✓ Consider extending the event over a week for maximum impact.
- ✓ Make copies of the Fair Trade fact sheet provided by Slow Food USA to have on-hand at the event.
- ✓ Follow up with dining services to determine how to source more responsibly in the future.
- ✓ Promote the chapter and encourage new faces to come to a meeting or another event.

Boycott. Boycott.

Shared by Slow Food USA

About

Boycotts encourage consumers to intentionally avoid purchasing products or services. Conversely, consumers support products or services that are socially and environmentally sound by organizing boycotts. Support Fair Trade by organizing a boycott or boycott in the dining hall to show increased student demand for these foods.

How-To

1. *Organize.* The first step towards making this event a success is finding out if the dining hall offers any Fair Trade food. If so, the event should be a boycott to show support for the efforts to source fairly. If not, the chapter should organize a boycott. Come up with a list of foods that are available in the dining hall that could be sourced fairly and currently are not. Those foods will be the focus of the boycott.
2. *Promote.* For the boycott or boycott to make a difference and promote different habits, lots of people must be aware of the issues and willing to participate. Be sure to educate the campus community about Fair Trade, the status of the dining halls on campus, and what can be done to alter or enhance current practices.
3. *Implement.* Select a date, or a couple of dates, for this event to ensure maximum impact and set tables up in the dining hall to remind people as they enter. Don't forget to have information about Fair Trade on hand for those that are interested but unaware.
4. *Follow up.* Once the event is over, be sure to follow up with the director of dining services to find out how the chapter can work with the dining hall to provide more, or any, Fair Trade options.



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Examples:

Roses are red, violets are blue...

Fair Trade chocolate reminds me of you!

... or ...

Fair Trade chocolate is better for you!

... or ...

Fair Trade chocolate is sweeter too!

... or ...

Fair Trade chocolate is more romantic for two!

P.S. I Love You

Shared by Slow Food USA

About

This year, make Valentine's Day cards with messages that involve a true lesson in love: Fair Trade.

How-To

1. *Host a card making party.* As your campus community prepares for the Hallmark holiday, organize a Valentine's Day card making party. Pick a time and a place and advertise to ensure that a wide array of supporters participate.
2. *Gather the necessary materials ahead of time.* Don't forget construction paper, scissors, glue (or tape), markers (or crayons or colored pencils), stickers, glitter and anything else you will need to make great Valentine's Day cards.
3. *Set up the space.* Arrive early to the card making locale and spread out the materials you've collected, so everyone will have her/his own creative space.
4. *Don't forget snacks.* All creative minds need a little sustenance; see what Fair Trade products are available on campus or at a local grocery store.
5. *Get writing.* Whether Fair Trade is the focus of your Valentine's Day card message or merely a P.S., make sure your cards include a little nugget of Fair Trade information this year.
6. *Distribute.* Once you've finished, make sure your cards get to the intended recipients by Valentine's Day.



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Chocolate Evaluation

Suggestions:

- ✓ **Appearance:** Look at the chocolate. Is it shiny and smooth? Is it discolored? Does it have pit marks? A good quality chocolate will have a glossy shine. It will have a consistent color and a smooth surface, both of which are signs of the quality of the chocolate-making process.
- ✓ **Snap:** A well-made, high cacao content bar should produce a loud, clean snap when broken in two.
- ✓ **Aroma:** The aroma of chocolate gives hints of the flavors that will be experienced once the chocolate has been tasted. Is it pleasant?
- ✓ **Flavor:** Take a bite of the chocolate, chew it several times, tasting each piece thoroughly. What flavors come out? Is it sweet? Salty? Sour? Bitter? The flavors should be pleasing and well balanced so that one flavor doesn't overpower the others.

Taste the Fair

Shared by Slow Food USA

About

In a blind taste test, would Fair Trade chocolate win? Organize a taste workshop (check out the How-To Guide in the Slow Food on Campus Leadership Guide) geared towards finding out if the tastiest chocolate around is fairly produced, while also informing participants about the issues surrounding Fair Trade chocolate.

How-To

1. *Locate a venue.* Whether the goal is to determine publicly if there is a taste difference between Fair Trade and conventional chocolate, or to develop serious tasting skills, pick a location that fits the group's needs. Be sure to advertise, ensuring interested students know where to go to test their taste buds.
2. *Advertise.* The more people present at the taste test, the more the Fair Trade message will get out into the campus community. Whether it's chalk on the sidewalk or posters in dorms and dining halls, make sure the word gets out about this challenge.
3. *Acquire the chocolate.* Does the dining hall have Fair Trade chocolate? If so, find out about sponsorship. If not, find out who you need to talk to about bringing Fair Trade to the dining program on campus. In the meantime find a local grocery store, or as a last resort an online retailer, to secure chocolate for the event. And don't forget the conventional competitor (e.g., Hershey's).
4. *Develop a tasting guide.* What is important to the chapter when it comes to chocolate? Develop a grading system for the chocolate tasting.
5. *Make it fun.* Do you know a charming and personable person to MC the event? Find someone to host the tasting who can articulate clearly what Fair Trade means and make the event enjoyable and educational for all.
6. *Evaluate the contenders.* Use the tasting guide you developed before the event to decide whether or not there is a taste difference between Fair Trade and conventional chocolate and which one the group likes best.
7. *Share the results.* Work together to write a review of the event, for the campus newspaper, including the overall chocolate of choice and recommendations for where to find Fair Trade chocolate on campus or in the community.



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