

# 41 tons sold—49 tons to go

## LWR's 90 ton coffee challenge is on track to goal

Lutheran World Relief reports that the LWR/Lutheran Women Today—90 Ton Challenge: *Pour Justice to the Brim*, is on track to reach its goal. At the current pace (41 tons sold as of March 1), sales of over 49 tons are expected by the halfway point of April 1. By the time you read this in June the total will near or top 65 tons.

Even without the challenge, the sale of fair trade products is skyrocketing. Nearly 60 percent more fair trade products were purchased through the Lutheran World Relief Coffee Project in 2003 than in 2002.

The current total of 1,891 participants in the project represents a 34 percent growth for the year. Growth has been strong in the ECSW with new congregations joining the Coffee Project every month.

The LWR project and other initiatives inspired by it are “a powerful model of faithful engagement with the world around us,” said Erbin Crowell, Interfaith Program Director at Equal Exchange, LWR’s fair trade

partner and supplier of coffee, tea and cocoa. Equal Exchange reports that its overall sales of fairly traded products through such projects grew by 70 percent in 2003.

But it is faith-based projects like the LWR-Equal Exchange partnership that are playing the key role in expanding demand. Churches are acutely aware that fair trade is a lifeline for coffee farmers battling to survive three years of record low coffee prices.

To join the LWR Coffee Project and help reach the 90 ton goal, call 1-800-LWR-LWR2 or visit their web site at [www.lwr.org/coffee](http://www.lwr.org/coffee).

**H**ow many cups of coffee can you brew with 90 tons of beans? It depends on how strong you like it, but the editor calculates that using his recipe of a heaping tablespoon per cup you get 4 cups per ounce, 64 cups per pound, 128,000 cups per ton, 11,520,000 cups from 90 tons!



**FOR JUST \$10 YOU CAN PURCHASE A SIMPLE CARDBOARD DISPLAY KIOSK from Equal Exchange. At St. John's of Morgan, sales of LWR Coffee Project products quadrupled since setting up the kiosk. Not only are the products easily accessible to members of the congregation, but since they are always on display it is obvious when supplies are running low. A kiosk like this holds about 24 bags of coffee, six cans of cocoa and six boxes of tea. It costs about \$175 to purchase enough product to fill the kiosk. After about three months the sales generated enough cash flow to restock the kiosk. At St. John's, all Equal Exchange products are sold at the Interfaith wholesale cost which is about \$3.00 an item less than the retail cost.**



## Look for the fair trade label

Oh no! You are just about out of Lutheran World Relief Coffee and you forgot to order a new case. And you are hosting a dinner party tomorrow evening. What to do now? Serve conventional coffee? Or is there another option?

One of the advantages of the Lutheran World Relief Coffee Project is that you can buy top notch gourmet coffee at wholesale prices. But a disadvantage is that you must place your order by mail, phone or internet and it takes five days or so to arrive.

But for those who are committed to only using fair trade coffee, there are other options when you have an emergency shortage of LWR Coffee.

Many grocery stores, coffee shops, and specialty coffee roasters offer certified fair trade coffee and it is easy to identify. Just look for the “Fair Trade Certified” logo.

Only a few companies are committed to ensuring that 100% of their products are fair trade certified (LWR’s partner Equal Exchange is one of them). But no matter what brand you buy, if it has the fair trade logo affixed you can be sure the farmers are receiving their share of the profits.

By the way, coffee is not the only product that can be fair trade certified. Look for the logo on tea, cocoa, chocolate, bananas, pineapples, mangos and grapes too.

