



FAIR TRADE @JCU

JCU OFFERS 100% FAIR TRADE COFFEE

University Heights – John Carroll University, announced today that it will offer 100% Fair Trade Certified coffee and espresso throughout its two Java City locations, catering services, food court, and residential restaurant, Schott Dining Hall. This plan is a cooperative between John Carroll University, Java City Eco-Grounds and food service management leader ARAMARK, Inc.

John Carroll University, Java City and ARAMARK are supporting coffee growers around the world who promote a sustainable social, ecological, and economic model for the production and trade of coffee that benefits the farmers, their families, their communities and the natural environment.

Incorporating Fair Trade Certified products into the university's dining services follows the mission of John Carroll University which is committed to inspiring "individuals to excel in learning, leadership, and service in the region and around the world."

Grown in developing countries around the globe, coffee is the sole source of income for entire farming communities. With a rising world demand for coffee, plantations have begun to overproduce Arabica coffee, sacrificing quality and sustainable practices - a trend that results in plummeting coffee prices. Through the sponsorship of Fair Trade Certified™, as well as direct relationships with various farms, Java City's Eco-Grounds joins forces with coffee growers to guarantee a fair price for their coffee - a price that contributes to creating a better quality of life for those working on the farms and to improving farming practices for higher quality crops, cultivated with sustainable practices that promote ecosystem conservation. Java City's Eco-Grounds program offers several Fair Trade certified coffees in a variety of taste profiles.

Java City and ARAMARK are proud to supply John Carroll University with a high quality, eco-friendly product. Chuck Van Vleet, Java City's CEO states "This is an important component to our growing program of socially and environmentally responsible coffees that meet the taste standards our customers have come to expect."

The transition to 100% Fair Trade coffee and espresso was led through advocacy of the student organization Jesuit Universities Standing Together in Concerned Empowerment (JUSTICE). Annie Schaeffing, President of JUSTICE, comments "Java City and Aramark, Inc. offering entirely Fair Trade coffee and espresso products is a great step for John Carroll University. It is the success of the hard work and cooperation of John Carroll students, faculty, and staff working together to fulfill the Jesuit commitment to social justice. Even the simplicity of a morning cup of coffee can have a great effect on someone a world away. With the purchase of Fair Trade coffee, we recognize our ability to create positive change through daily socially conscious habits that ensure a living wage for the labor of others. By serving exclusively Fair Trade coffee in the cafeteria and at the Java City locations on campus, we more completely realize the dedication of the John Carroll community to be 'men and women for others.'"

**“We all have to go shopping...
...FAIR TRADE is just shopping with respect.”**