

**UBC Fair Trade Week Survey Results**

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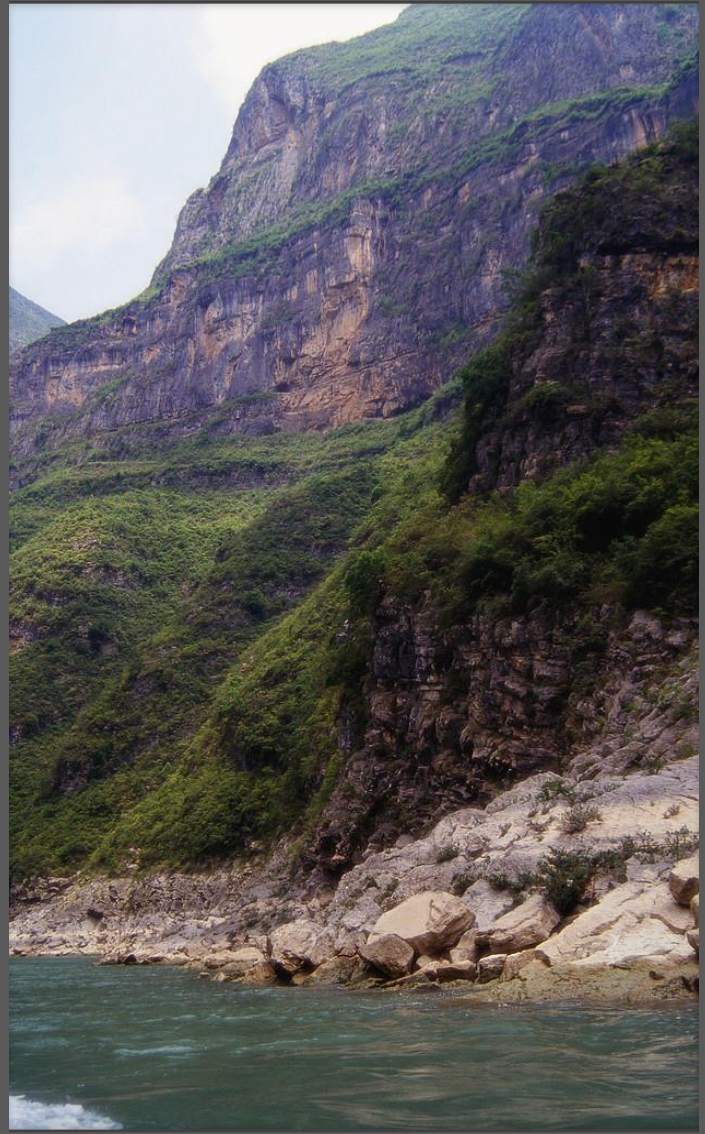
**March 28, 2012**

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LFS 350: Group Project Report  
Community Food System Project

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March 28, 2012



**UBC FAIR TRADE WEEK**  
**SURVEY RESULTS**

## **LFS 350 Group Project Report for SEEDS/UBC's Fair Trade Week: Pre- and Post-Fair Trade Week Survey Results**

### **Summary**

**Introduction:** As the first Canadian university to be titled a “Fair Trade Campus,” the University of British Columbia (UBC) launched its first ever Fair Trade Week (FTW), March 5-9, 2012, in order to raise awareness on the importance of the Fair Trade (FT) movement and promote its plethora of Fairtrade certified (FC) products across campus. We have set out to determine the degree to which this FTW has impacted students, staff, and faculty members through administration of surveys. We hope the results from this survey will be used by SEEDS and the Fair Trade Week Committee of UBC to purchase and sell more desirable FC products to students, further reinforcing its stance as a FT campus.

**Methods:** The pre-event surveys (March 2 and March 5, 2012) and post-event surveys (March 12 and March 13, 2012) were conducted at the UBC Bookstore, Irving K. Barber Learning Centre, and the Student Union Building. These surveys were distributed at random to 187 students, staff and faculty members, and data was entered into an online Google document as an electronic reference. Additionally, we created a Scavenger Hunt activity sheet to promote students' discovery of different types of FC products available on campus. The team liaisons were responsible for attending FTW Committee meetings, and meeting minutes were shared with the rest of the group through online communication networks.

**Results:** We found no statistically significant difference between respondent awareness of FC products or availability at UBC. However, we recognize limitations to our surveyed population, as it does not account for a large enough proportion of the UBC community. Most surveyors felt they had a ‘mediocre’ understanding of FT; a large proportion of individuals could not recognize a FC product based on labeling. Few individuals knew FC coffee is available on campus, while fewer still were aware of other FT products. A valuable result involved suggestions on which FC products students would like to see more of in UBC outlets, including food, clothing, and beverages.

**Recommendations:** From our findings, we recommend increased advertisement of FC products at UBC food-service outlets, and more accessible methods of obtaining information on FTW. We encourage the FTW Committee to utilize suggestions from survey respondents pertaining to FC products. For future LFS 350 students conducting this CFSP, we recommend increasing the number of surveyed individuals to obtain more accurate results. Furthermore, we believe the findings from the surveys may be made more valid if the same respondent were to participate in both the pre- and post-event surveys.

## **Introduction**

Our research group consists of 6 undergraduate students at the University of British Columbia (UBC) within the faculty of Land & Food Systems. This research project is part of the series of Community Food System Projects (CFSPs) that seek to promote sustainable food system practices within local communities. The focus of this research paper is the food system of UBC, with Fairtrade certified products on campus as the topic of concern.

Fairtrade certified (FC) products are defined by the principle that producers in developing countries should be fairly compensated for their products, with a right to acceptable working conditions<sup>1</sup>. Consumers who wish to support this cause may opt for FC products, identifiable by a label bearing the International Fair Trade Certification Mark (Appendix 1)<sup>2</sup>. This mark indicates that the product's related companies meet Fairtrade standards: workers are paid at least the national minimum wage, the safety of workers is emphasized, and environmental standards are met<sup>2</sup>. FC products are closely associated with the concept of sustainable agriculture—remote communities often receive support for financial and environmental concerns<sup>3</sup>. There is evidence that smaller family farms have greater access to international markets through Fair Trade (FT) partnerships; knowledge and regulation from partnerships also aids these communities in achieving a greater level of food security<sup>4</sup>.

UBC is Canada's first FT campus, and adheres to standards set by TransFair Canada<sup>5</sup>. As per the FT Campus agreement (Appendix 2), FC products must be readily available around campus; university-owned food outlets may only serve FC coffee while at least three FC teas must be available at tea vendors<sup>6</sup>. Popular FC products available on campus include *Zhena's Gypsy Tea*, *Ethical Bean* coffee, and *Cadbury Dairy Milk* chocolate; the UBC bookstore sells a variety of non-food FC products such as jewelry and greeting cards. Visibility is also taken into account, as vendors of FC products must display signs that indicate the availability of these items<sup>6</sup>. A committee within UBC oversees these functions, and is composed of representatives from both the faculty and student body<sup>6</sup>.

This research project is fashioned in collaboration with two socially aware UBC groups: Social Ecological Economic Development Studies (SEEDS) and the Fair Trade Week Committee of UBC. Within the UBC community, there are three main stakeholders of FC products—the UBC Bookstore, Food Services, and the AMS student society. The broader communities of Vancouver, are increasingly supportive of ethical products: Vancouver is home to the *Ethical Bean* company, which distributes FC coffee, while *Happy Planet* uses FC bananas and other fruits (when available) to produce their certified organic juices<sup>7,8</sup>. Canadian consumers have also shown a steadily increasing demand for FC products; from the period of 2008 to 2010, sales of FC cocoa have increased by over 100%, while FC coffee has shown a steady growth of approximately 17%<sup>9</sup>.

As of the 2011/2012 school year, the UBC Vancouver campus has 56,204 active students<sup>10</sup>. Many food inventory managers and chefs at UBC food outlets are also concerned with the ethical selection of food; restaurants such as *Point Grill* on campus opt for FC fruit when they are available (Chef Josh, personal communication, February 7, 2012). The following questions are addressed by this research project:

1. What is the level of understanding and awareness of FT products within the UBC community, before and after FTW?
2. What are the preferences and behaviour of UBC community members towards FT products, before and after FTW?
3. How can we raise awareness of FT issues within the UBC community?

## **Research**

### **Methodology:**

The framework for our CFSP focused on the promotion of equitable food systems through FT, and our methodology involved the creation and implementation of pre-event and post-event surveys to understand the impact of UBC's inaugural FTW. These surveys assessed the knowledge, attitudes, and behaviours of the UBC community towards FC products and allow the FTW Committee to gain a better understanding of which products students' desire. Additionally, we created a scavenger hunt to allow students to discover the different types of FC products available on campus (Appendix 4).

Two group members were elected to be liaisons with the UBC FTW Committee. Survey and scavenger hunt questions were designed online by group work through the UBC Vista and Google Documents websites, while feedback from the FTW Committee was taken into account during the editing process. We surveyed 187 participants at three locations: 1) the UBC Bookstore, 2) the Student Union Building (S.U.B.), and 3) the Irving K. Barber Learning Centre. Pre-event surveys were conducted on March 2<sup>nd</sup> and 5<sup>th</sup>; post-event surveys were on March 12<sup>th</sup> and 13<sup>th</sup> (see Appendix 5 for schedule). On the first day of pre-evaluation surveying, we surveyed students face-to-face. We obtained verbal consent and had consent forms on hand in case participants further inquired; we did not outline risks and benefits since was not recorded. Two investigators surveyed each participant, with one member asking questions and the other recording responses on information sheets (Appendix 6). Redundant questions were skipped when interviewing participants who were unfamiliar with the concept of FT.

After the first day of surveying, we met as a team to reflect on how our role as investigators could impact the results and opted to change our methodology (see Appendix 7 for meeting dates). FT is a

value-based concept and the process of in-person interviewing may have made participants uncomfortable, providing us with inaccurate results. We analyzed the way we negotiated entry and decided to re-define our role as investigators <sup>11</sup>. Our initial questionnaire was shortened (Appendix 8), printed out, and distributed to people who could choose to return them. The data collected was compiled on a Google Documents spreadsheet and sorted by date of surveying (Appendix 9).

### **Community:**

Our experience reflected community-based research as we acquired research skills and implemented a research project within our community. With regards to community service learning (CSL), the data we collected provides the FTW Committee with information on the UBC population; this data may be used to order more desirable FT products and encourage greater support of FT within the UBC community. Our community partners did not create CSL opportunities, but we were encouraged to attend the events held during FTW. We experienced some barriers because we felt that we had limited time to explore other options for integrating CSL into our role since the tasks were already well defined. We valued the experience and opportunity to participate in FTW since many of us were not very knowledgeable in FT issues; in order to truly understand the inner-workings of something, one needs to delve into the issue first-hand <sup>12</sup>. A challenge we faced was when communicating with individuals who were vehemently opposed to the FT movement; as researchers, it was important to keep an open mind and take criticism lightly, and without rebuttal.

### **Findings: Results**

FT epitomizes the importance of consumer knowledge and awareness; by supporting FT, consumers address the lack of workers' rights in certain markets by supporting impoverished communities <sup>13</sup>. Fairtrade certification begins on the production level, in which small-scale farmers provide raw ingredients that follow a set of FC criteria. These criteria include standards for labour, sustainable farming, governance, and democratic participation <sup>2</sup>.

### **Survey Details:**

Graphs were developed from the information gathered during the pre- and post-event surveys; accompanying the graphs are n-values indicating the number of respondents (Appendix 3). A greater number of respondents were accessible with the distribution of paper-based surveys, as opposed to the initial verbally conducted surveys. To accommodate this discrepancy in n-values, we analyze the results using percentage comparison as opposed to analyzing frequency values. Surveyors were also given the liberty to omit questions they felt uncomfortable answering, further altering n-values for all sections.

### **Core Findings (Appendix 3):**

**Background Respondent Information:** The majority of the surveyed population does not live on campus (~75% in both pre- and post-event surveys; Figure 11), with the greatest representation from the Faculty of Arts (36% pre-event, and 43% post-event survey; Figure 12).

**General Understanding on the FT Issue:** One noticeable survey result was that most participants did not know about FTW, and many did not attend the FTW activities. In addition, approximately 20% of the UBC community was unaware of how to identify a FC product (Figure 5). Most respondents claimed a ‘mediocre’ understanding of what FT means (Figure 4). Regarding FC products available at UBC, 40-50% of the surveyors knew that UBC carries FC coffees; however many respondents, prior to and proceeding FTW, were unaware of other FC products on campus (21% and 36%, respectively; Figure 6).

**Importance of FT to Respondents:** Few students were uninterested in FT and did not seem eager to learn more regarding the initiative (3% pre-event, and 4% post-event surveys; Figure 7). However, many pre- and post-event surveyed individuals seemed very curious to learn more about FT: most students rated the importance of FT as “neutral” (52% and 37%, respectively), 30% claimed FT is “important” (in both pre- and post-event surveys), while 7% and 6%, respectively, claimed FT was “very important” to them (Figure 7). To these curious individuals, we provided small resource pamphlets (Appendix 10). These resource pamphlets were also provided to individuals that claimed to be not familiar with FT at all (7% pre-event, and 22% post-event surveys; Figure 7).

**Preferences for FC Products:** Most surveyed individuals claimed to be willing to pay five to ten percent more for a FC product as compared to a conventional product (37% pre-event, and 42% post-event surveys; Figure 8). FC products also scored roughly the same as conventional products on taste and quality (approximately 50% in both pre- and post-FTW surveys), but many have yet to try FC products (25% pre-event, and 30% post-event surveys; Figure 9). Respondents in pre- and post-FTW surveys mainly want to see more FC food (40% in both) and clothing (26% and 41%, respectively) available at UBC (Figure 10); many surveyed individuals were open to seeing any variety of FC products on campus.

**Respondent Participation in FTW:** Fewer than 10% of the post-event respondents attended FTW events compared to the 62% of respondents that were initially interested in attending FTW events when asked in the pre-FTW survey (Figures 14 and 13, respectively).

### **Findings: Discussion**

The following discussion will focus on the results deemed most relevant for reflection, as all results are included in graphical form in the appendix of this report. In comparing results from the pre- and post-event surveys, we found no statistical significant difference in respondents' FT awareness. However, this conclusion cannot be correlated to the effectiveness of FTW in fostering awareness at UBC as there are some flaws in our process; most importantly, our sample size is far too small in comparison to the UBC population. To ensure a random sampling of the UBC population, we conducted surveys in a variety of UBC on-campus locations and we did not survey at any FTW events. As a result, many of our surveyors likely did not participate in FTW— this is evident in that 94% of the *post*-survey respondents claimed to have *not* participated in “Happy Hours” (a FTW promotion that distributed free FC coffee and tea at specified UBC Food Services locations to raise awareness; Appendix 3, Figure 14).

To improve our experiment, our surveyed population must account for a larger portion of the UBC community. Furthermore, as highlighted by Checkland and Holwell (2007), this action research project demonstrates the complexities of creating perfectly replicable results; within a dynamic community, such results are not consistent throughout time. Despite these conditions, we feel the surveys provide us with helpful insight regarding desirable FC products and customer willingness to pay more for such equitable products.

From Figure 4, regarding how respondents would rate their FT knowledge (5 being highly knowledgeable), the mean response in the pre- and post-event surveys was “3”, and the distribution of results between the two surveys was relatively equal (Appendix 3). This ‘neutral’ stance indicates that many consumers may not be actively interested in seeking out information on FT issues; however, these respondents did seem interested in educating themselves on the FT movement when information was provided in a quick and easy manner (such as distribution of information pamphlets).

When asked how one would identify a FC product, the majority of respondents were aware that a ‘logo’ would be visible on the product (Figure 5). However, even in the *post*-event surveys, 24% of respondents did not know how to recognize a FC product, and 42% were unaware that FC coffee is available on campus (Figure 5 and 6, respectively). We recognize a need for printed information notifying students on what FT products are available to them; students will likely be more educated on an issue if information and facts are provided in a manner that is quick and efficient to learn. This information could be provided on coffee or tea sleeves and cups, on menu bulletin boards for food and drinks sold by that UBC Food Services location, and on large printed signs or posters in noticeable locations. We further asked respondents if they were willing to pay more if a product that is FT certified: nearly all respondents said they would pay more to some degree— the distribution of results remained



unchanged prior to and proceeding FTW (Figure 8). The mean response was a willingness to pay 12% more for a FT product; 27% were willing to pay 25% more, while 8% were willing to pay up to 50% more for FT.

A particularly valuable question was regarding which FC products respondents would like to see more of on campus. The most common response was a desire for more FC food (40% pre-event, 43% post-event), followed by clothing (26% pre-event, 41% post-event) and beverages (26% in both pre- and post-event surveys). We also encountered some great ideas from this question; for example, one interviewee claimed that they would like to see more FC products in vending machines, while another asked for FC products to be served at UBC Food Service sites that are open late. Another recommendation was for FC gifts to be made available, such as body butters, purses, stationary supplies (such as homemade paper), or art supplies (such as oil paints and watercolors). Providing consumers with alternative commodities—those that are fresh, safe, create jobs and promote entrepreneurship—bring consumers and producers of these products closer together <sup>14</sup>.

Our survey has demonstrated that the general UBC population still lacks knowledge about the availability and meaning of FC products. This issue is not unique to the UBC community alone: a survey by Transfair Canada found this lack of information to be even stronger among the broad Canadian population. In 2002, a survey of 1487 coffee drinkers found that only 11% of respondents were aware of FT coffee, and only 4% had ever purchased it <sup>13</sup>.

### **Recommendations & Conclusion**

Our research concludes that UBC's first annual FTW was certainly a success. Aside from the success of FTW events alone, we strongly feel that by surveying 187 UBC community members, we were able to raise awareness in at least these 187 individuals. As a FT Campus, UBC has a responsibility to further educate its students, faculty members, staff and visitors about the FT movement; the results from our surveys indicate that many individuals lack awareness of the FT movement and availability of FC products on campus. Although the number of individuals we were able to survey was minimal, together with SEEDS and the FTW Committee, we hope to have inspired curiosity and fostered discussions about FT between survey participants and their communities.

Based on our findings, we recommend increased advertisement of FC products at UBC Food Services outlets; results from our survey clearly indicated that not many individuals are aware what the Fairtrade certification logo looks like. Therefore, displaying larger posters in more noticeable locations at Food Services sites with this emblem may increase awareness. The areas where sugar, cream, and other condiments for coffee and tea are placed would be ideal locations, as well as areas near line-ups for café

items. Coffee sleeves and cups could also feature information on FT, or indicate that the product is FC. Furthermore, staff at these outlets can be encouraged to verbally inform each student that purchases FC products that they are indeed purchasing items that are FT.

The FTW Committee can certainly utilize suggestions provided by respondents, if they should choose, which include an increased desire for readily available FC food, clothing, and beverages. However, it is important to note that most of these individuals are willing to spend 5-10% more for FC products, in comparison to conventional products (appendix 3, Figure 8).

We were able to deduce from respondents that most individuals were not aware of FTW simply due to a potential lack of advertising prior to the event. We feel this may have been the case as most information pertaining to FTW was posted on the UBC Food Services website and UBC Bookstore website (which many students do not frequent). We recommend that signs be set up in high traffic locations on campus, such as the S.U.B., prior to and during FTW to raise awareness. Social media can also be used more effectively through the use of Twitter or Facebook. Advertising that prizes or free samples will be provided for participation in events can draw a larger number of students. Within the faculty of Land and Food Systems, there are weekly e-newsletters with information on events and opportunities; if other faculties also have newsletters, it would be effective to promote through this channel.

In order to further improve this UBC CFSP for future LFS 350 students, we suggest increasing the number of the people surveyed in order to obtain more accurate results. We also suggest, if possible, that interviewers obtain the pre- and post-event survey results from the *same* individuals in order to determine if the event had any impact on *individual* awareness; this can be achieved by perhaps emailing surveys to individuals that agree to participate both prior to, and proceeding FTW. These individuals can still remain anonymous when discussing the results of the study; future groups may wish to consider using incentives for participation.

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**APPENDICES**

**APPENDIX 1: Fairtrade Logos**



**Figure 1: The Current Fairtrade Certification Mark (Fairtrade Canada)**



**Figure 2: The Previous Fairtrade Certification Mark-- This is Still Found on Some Fairtrade Products (Fairtrade Canada)**

APPENDIX 2: Fair Trade Campus Agreement

Fair Trade Campus

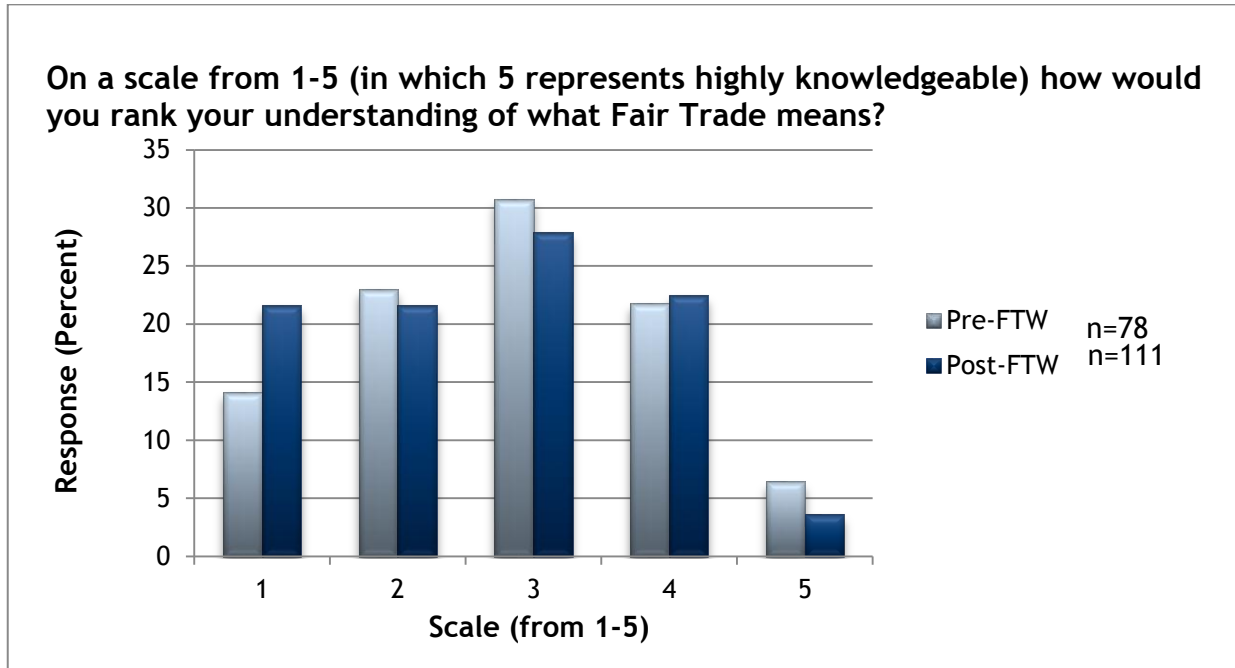
(Published Standards ver. 1.1)



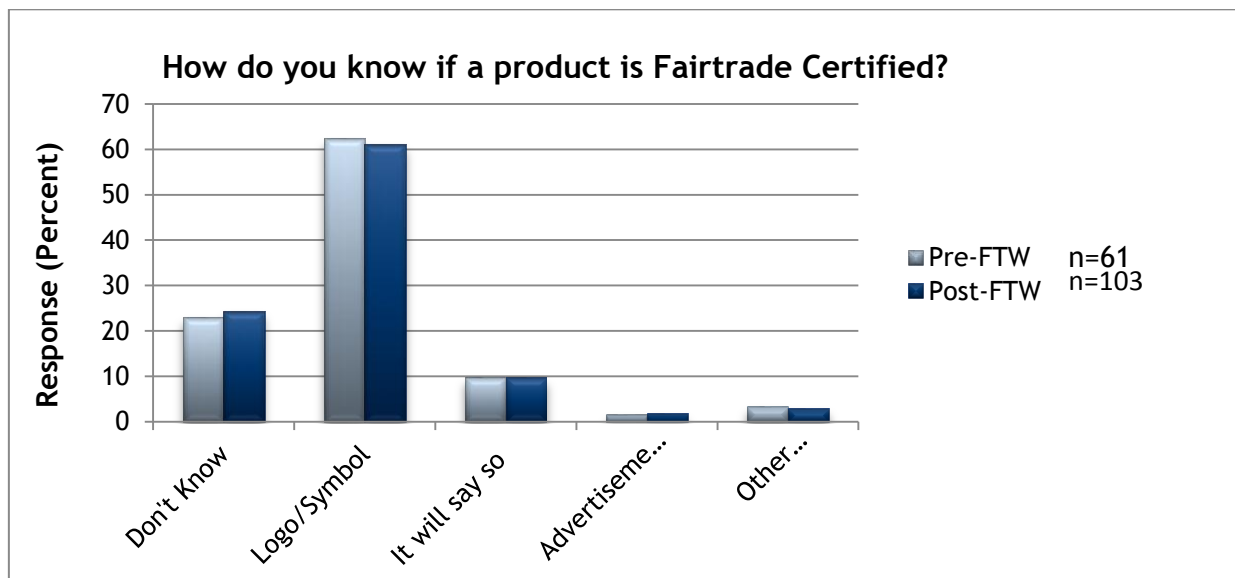
Category	Standard	Notes
Availability	<ul style="list-style-type: none"> <li>All coffee served on campus is Fair Trade certified (FTC)</li> <li>At least three (3) FTC teas are available wherever tea is served</li> <li>At least one (1) FTC chocolate bar is available at every location selling chocolate bars</li> <li>All coffee and tea served at university/college and students' union meetings, events and offices is FTC. Effort is made to serve other FTC foods as well</li> <li>A demonstrable effort is made by purchasing managers to increase the number and type of FTC products they purchase/sell</li> <li>The university/college and students' union encourage independent businesses, departments, and societies on campus to meet FT Campus criteria</li> </ul>	<p>Sourcing standards apply to:</p> <ul style="list-style-type: none"> <li>purchasing under the direct control of the university/college, and students' union (if applicable)</li> <li>purchasing of companies working on the university/college/students' unions' behalf (e.g. catering company)</li> </ul> <p>Sourcing standards do not apply to:</p> <ul style="list-style-type: none"> <li>businesses operating independently on campus</li> <li>non-centralized purchasing (e.g. individual departments, university clubs/societies)</li> </ul>
Visibility	<ul style="list-style-type: none"> <li>All locations selling FTC products have prominent signage indicating such.</li> <li>All locations selling FTC products will have ancillary information about Fair Trade</li> <li>A page on the university/college website explicitly indicates the university is a Fair Trade Campus and contains information about Fair Trade</li> <li>Campus administration participates (at least) annually in a public celebration of its Fair Trade Campus status</li> </ul>	<p>Where prominent signage is not possible, there must be at least some indication of FT availability.</p> <p>Webpage and celebration standards apply post designation.</p>
Committee	<ul style="list-style-type: none"> <li>A FT Campus committee is struck by the university/college President, Board or Senate</li> </ul>	<p>The committee shall be responsible for:</p> <ul style="list-style-type: none"> <li>monitoring continued compliance with FT Campus standards,</li> <li>setting annual goals and measuring performance,</li> <li>reporting to Fairtrade Canada</li> </ul> <p>The committee must have <i>at least</i>:</p> <ul style="list-style-type: none"> <li>1 top-level university/college VP or their designate,</li> <li>1 purchasing or retail manager from the university/college (and one (1) from the students' union, if applicable),</li> <li>1 member of faculty, and</li> <li>1 student representative</li> </ul>

Figure 3: UBC's Fairtrade Campus Agreement (Fairtrade Canada)

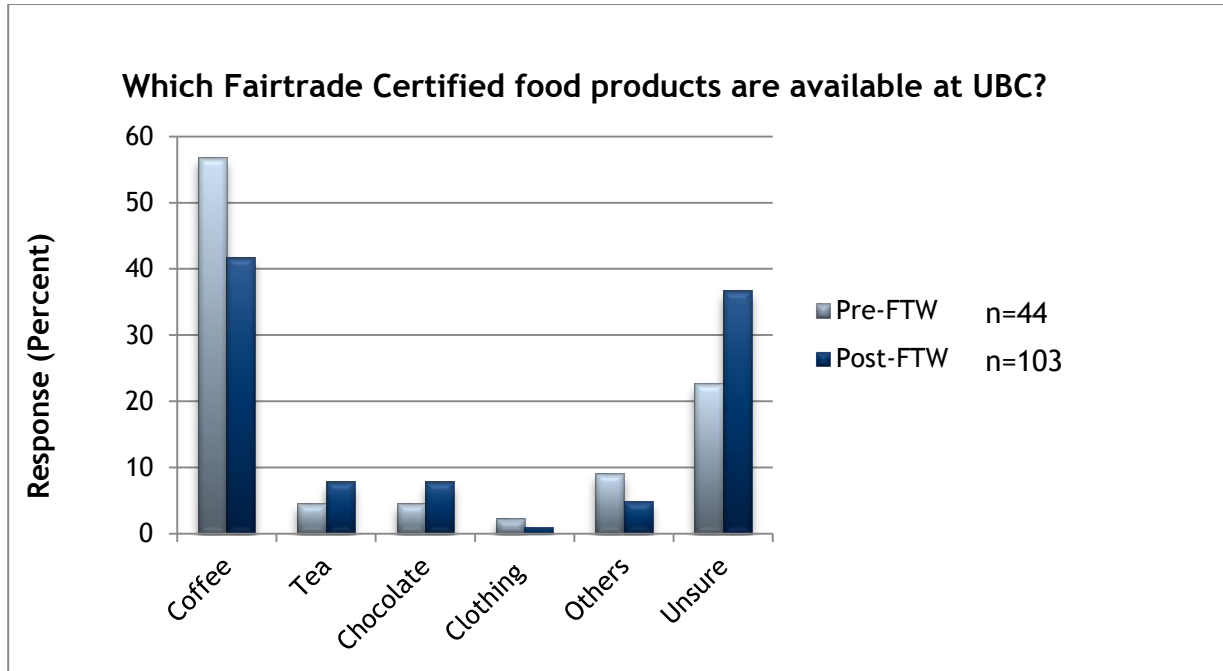
APPENDIX 3: Survey Results



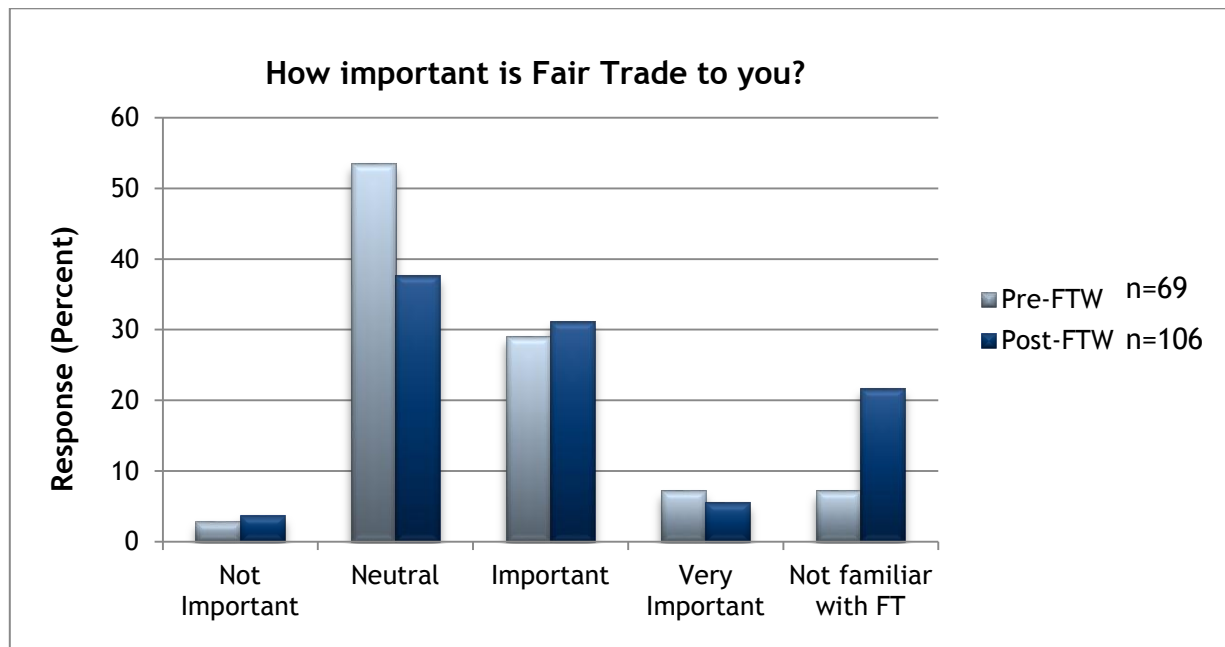
**Figure 4: Question #1 Asked**



**Figure 5: Question #2 Asked**

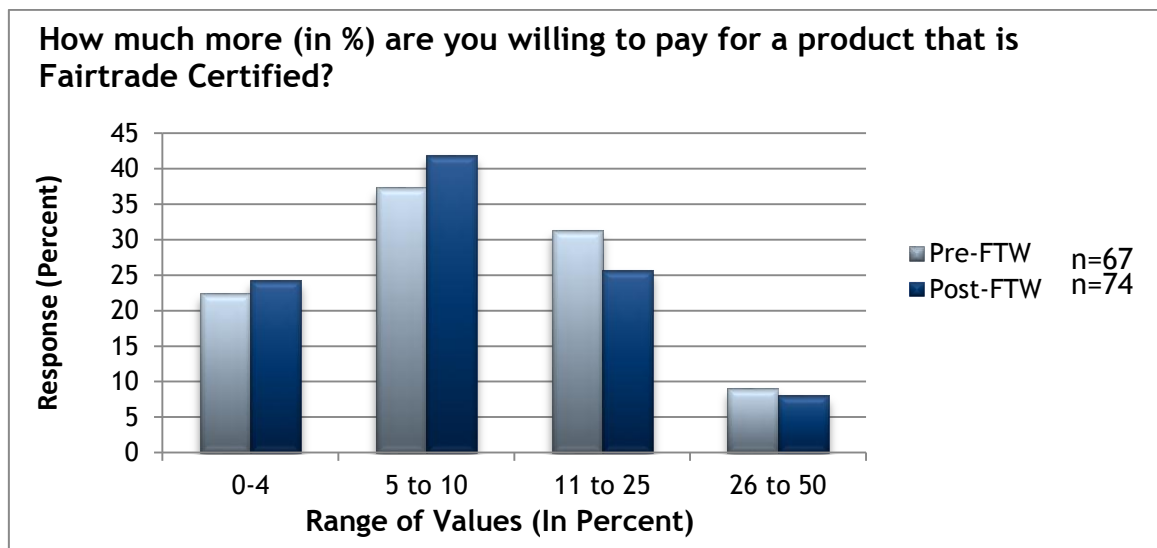


**Figure 6: Question #3 Asked**

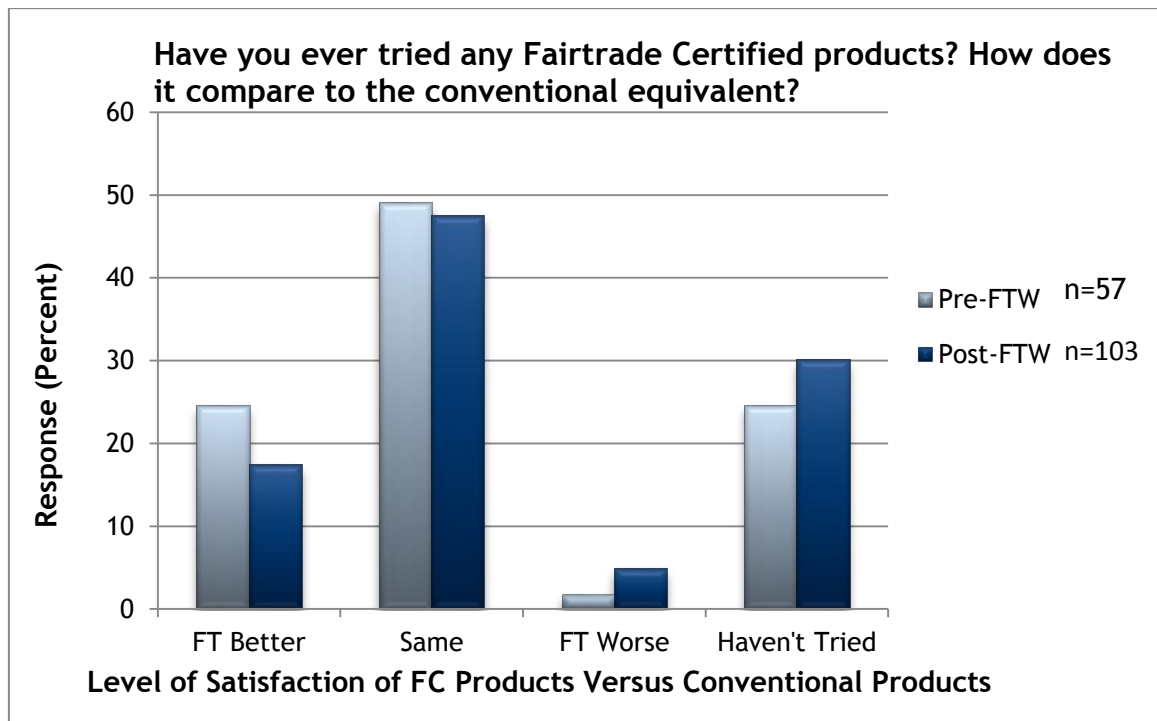


**Figure 7: Question #4 Asked**





**Figure 8: Question #5 Asked**



**Figure 9: Question #6 Asked**



Figure 10: Question #7 Asked

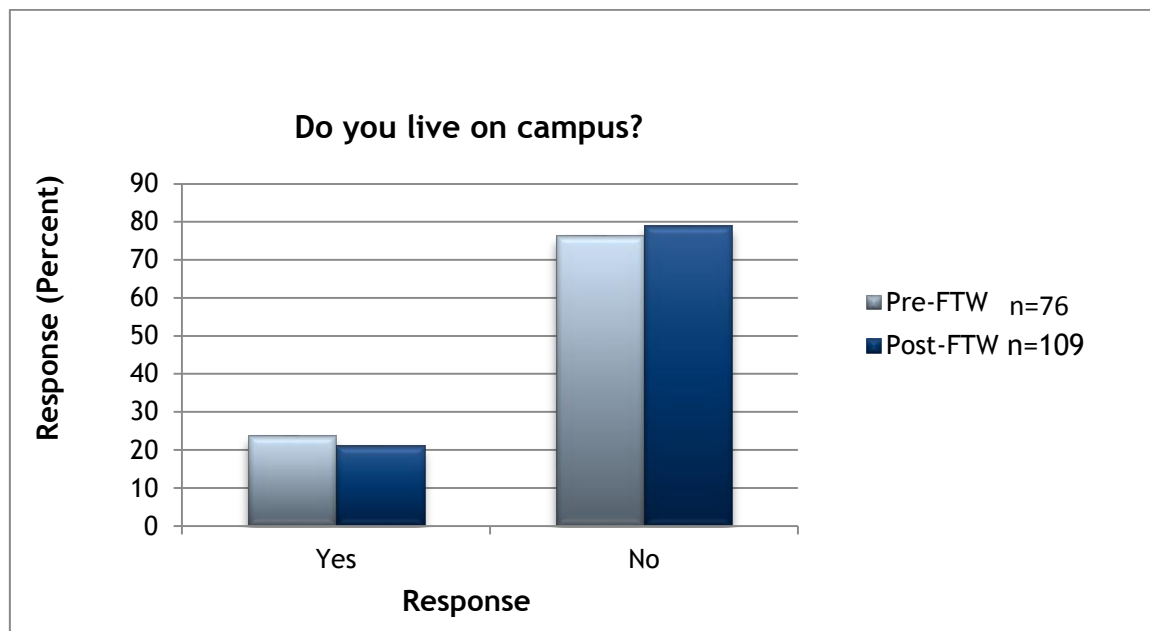
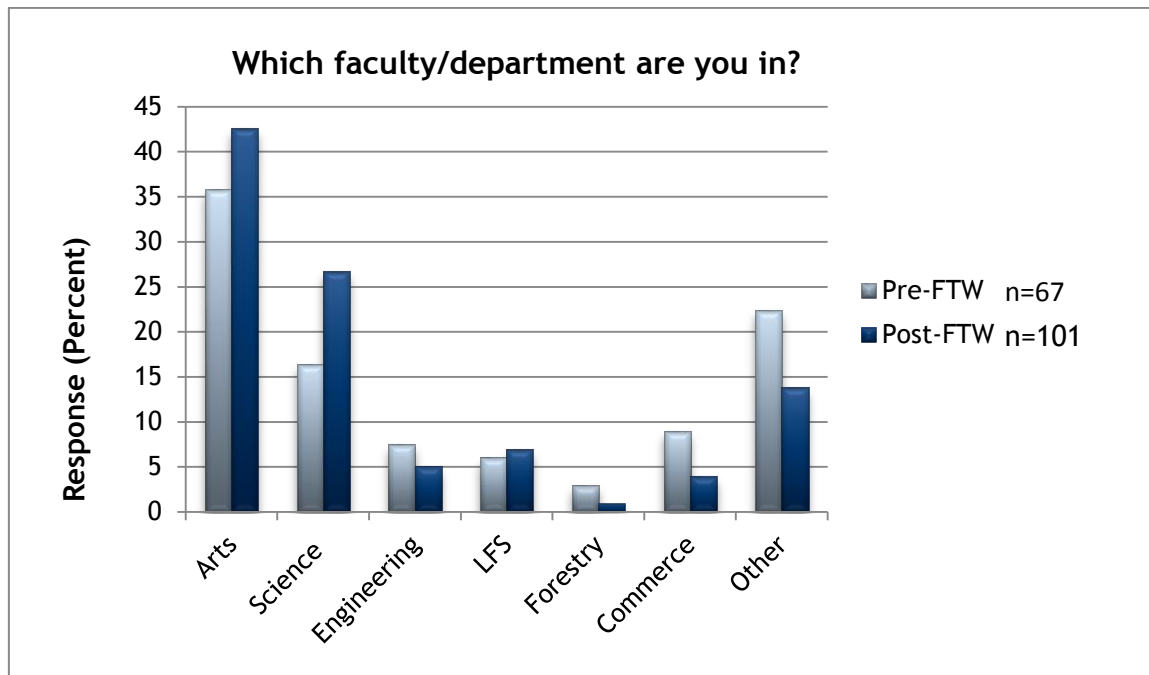
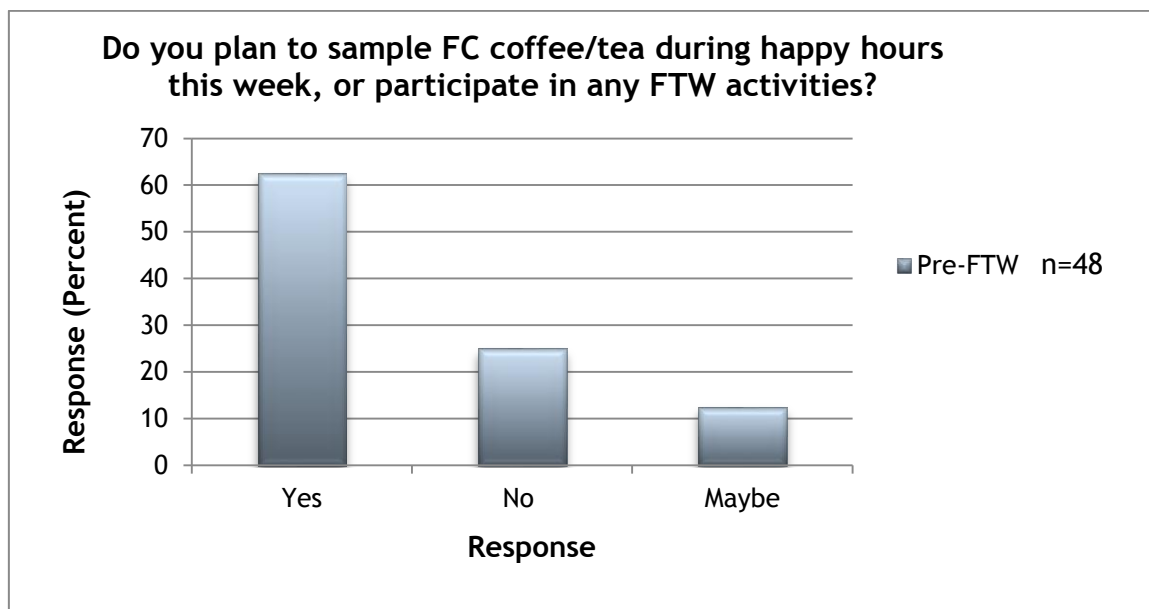


Figure 11: Question #8 Asked



**Figure 12: Question #9 Asked**



**Figure 13: Question #10 Asked (Pre-Survey)**

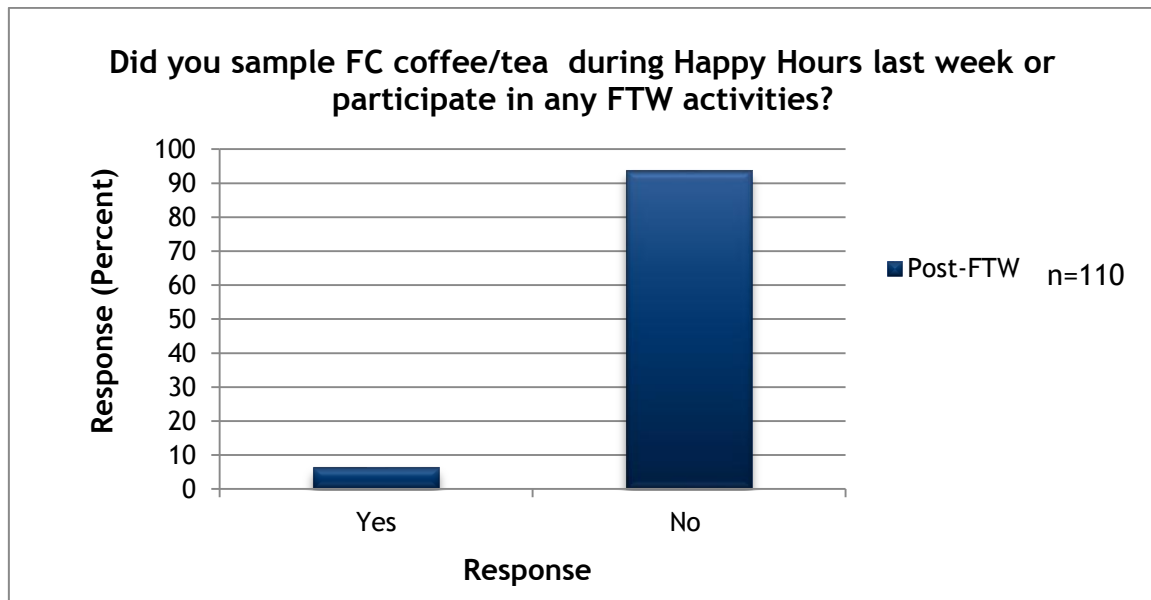


Figure 14: Question #10 Asked (Post-Survey)


APPENDIX 4: Side Project: Formulation of Scavenger Hunt Questions for FTW

**Scavenger Hunt Questions**


1. What flavour is the Fair Trade iced tea available in the milk vending machine in the SUB entranceway?
2. Which country are the Fair Trade mints in the Bookstore from?
3. How much does a Camino chocolate bar cost at Sprouts in the SUB?
4. What are the names of the Fair Trade coffees available to drink at Starbucks, White Spot, and Tim Hortons?
5. Identify the colours on the Fair Trade soccer ball in the UBC Joma Sports Shop at the Student Recreation Centre or the Old Barn Community Centre.
6. What are two flavours of Fair Trade tea that Sauder Exchange Café sells? What is the name of the company that sells these teas?
7. The Fair Trade greeting cards at the Bookstore are made from which type of plant? Why is this important?
8. Reboot Café and IRC Snack Bar both sell Fair Trade coffee, but the coffee choices at these two locations differ. Other than the "Classic Medium Roast," what is the other coffee that these two locations offer, respectively?
9. Are Odwalla and Happy Planet juices Fair Trade certified?
10. Name a Fair Trade fruit or vegetable available at Vanier.

*\*Submit answers to the drop box at the UBC Bookstore for a chance to win a Fair Trade gift basket!*

*Deadline: Friday, March 9, 2012, 5:00pm | Draw Date: Monday, March 12, 2012*



Guarantees a better deal for producers in developing countries



**Figure 15: Scavenger Hunt Questions**  
**Available at the UBC Bookstore and Online on the UBC Food Services Website**

APPENDIX 5: 2012 Survey Schedule & Information

Note the following abbreviations:

- Student Union Building (S.U.B.)
- Irving K. Barber Learning Centre (Irving)
- University of British Columbia's Bookstore (Bookstore)

Date	Surveyors	Time	Location	Method of Surveying
Friday March 2	Linda & Kristin	2-4pm	Irving	Verbal
	Yoon & Peter	2-4pm	Bookstore	
Monday March 5	Yoon & Kristin	2-4pm	S.U.B.	Paper
Monday March 12	Sadia & Linda	2-4pm	S.U.B.	Paper
Tuesday March 13	Helen & Peter	12-2pm	Irving	Paper
	Sadia & Helen	2-4pm	Bookstore	

The same time was picked as consistently as possible within each group member's schedule. We did this so that the number of individuals on campus would remain rather static (not susceptible to diurnal variations). Furthermore, no two group members were paired together more than once so as to avoid any statistical error that may have arisen.

APPENDIX 6: Pre- and Post-Event Survey Questions— Friday March 2, 2012Pre- and Post- Survey Questions

1. On a scale from 1-5 (in which 5 represents highly knowledgeable) how would you rank your understanding of what Fair Trade means?
  - 1
  - 2
  - 3
  - 4
  - 5
2. Define Fair Trade to the best of your ability.
3. Do you know what Fair Trade certification looks like? In other words, how do you verify the fair trade status of products you buy?
4. Can you name any countries that that produce fair trade products?
5. Can you name any 3 types of Fair Trade food products that are easily found in UBC (i.e. Answers should be coffee, tea, chocolate, etc.)?
6. Where in UBC can you find fair trade tea or coffee (Answer is every UBC-owned food outlet)?
7. Are you *aware* of fair trade items when you are in UBC stores, shops, eateries, cafe's, etc.?
8. How important is fair trade to you?
  - Very important,
  - Important,
  - Mediocre,
  - Not so Important,
  - Not important,
  - Don't Care.



9. Would you go out of your way to purchase Fair Trade products? Why or why not?

10. How much of a price increase are you willing to pay over non-fair trade products, in order to buy fair trade? Select from:

- Any,
- 50-100%,
- 25-50%,
- 10-25%,
- 5-10%,
- I wouldn't buy it.

11. Have you ever tried any Fair Trade products? If yes, how does it compare to the conventional equivalent?

12. Do you live on campus?

13. What faculty are you in?

14. PRE-SURVEY: Do you plan to get free coffee/tea during Happy hours this week?  
POST-SURVEY: Did you get free coffee/tea during the Happy Hours last week?

\*\*\*Other comments:

**Figure 16: These Survey questions were found to be not only too long, but were also formatted so that the questions would be asked verbally. This format was later changed to a short, paper-based survey sheet (see Appendix 7)**




APPENDIX 7: Meeting Dates

LFS 350 Group 4 Meeting	UBC Fair Trade Committee Meetings
February 5, 2012	February 2, 2012
February 16, 2012	February 21, 2012
March 2, 2012	March 1, 2012
March 28, 2012	April 12, 2012

APPENDIX 8: Revised Pre- and Post-Event Survey Questions— Monday March 5, 2012 and Onwards

**Pre- Survey Questions**

1. On a scale from 1-5 (in which 5 represents highly knowledgeable) how would you rank your understanding of what Fair Trade (FT) means?
2. If you have heard about FT, where & when did you hear about it first?
3. How do you know if a product is Fair Trade Certified?
4. Which Fair Trade food products are available at UBC?
5. How important is fair trade to you? Very important, Important, Neutral, Not important, I'm not familiar FT.
6. How much more (in %) are you willing to pay for a product that is Fair Trade Certified, if any?
7. Have you ever tried any Fair Trade products? If yes, how does it compare to the conventional equivalent?
  - Fair Trade product was better; Both products felt the same; Fair Trade product was not as good.
8. What kind of fair trade products would you like to see more of? Beverages, Food, Clothing, Other? If so, which specific products?
9. Do you live on campus? Are you faculty, staff, resident...?
10. What faculty/department are you in?
11. Do you plan to sample FT coffee/tea during Happy hours this week, or participate in any FT week activities?



Guarantees  
a **better  
deal** for  
*producers in  
developing  
countries*

**Figure 17: Pre-Survey Questions**

**Note: All questions are the same as the post-survey questions with the exception of Question #11**

### Post- Survey Questions

1. On a scale from 1-5 (in which 5 represents highly knowledgeable) how would you rank your understanding of what Fair Trade (FT) means?
2. If you have heard about FT, where & when did you hear about it first?
3. How do you know if a product is Fair Trade Certified?
4. Which Fair Trade food products are available at UBC?
5. How important is fair trade to you? Very important, Important, Neutral, Not important, I'm not familiar FT.
6. How much more (in %) are you willing to pay for a product that is Fair Trade Certified, if any?
7. Have you ever tried any Fair Trade products? If yes, how does it compare to the conventional equivalent?
  - Fair Trade product was better; Both products felt the same; Fair Trade product was not as good.
8. What kind of fair trade products would you like to see more of? Beverages, Food, Clothing, Other? If so, which specific products?
9. Do you live on campus? Are you faculty, staff, resident...?
10. What faculty/department are you in?
11. Did you get a chance to try the FT coffee/tea during Happy Hours last week, or participate in FT week activities?



**Figure 18: Post-Event Survey Questions**

**Note: All questions are the same as the pre-survey questions with the exception of Question #11**

APPENDIX 9: Online Google Document for Inputting Survey Information

	A	B	C	D	E	F	G	H	I	J
1		1. On a scale from 1-5 (in which 5 represents highly knowledgeable) how would you rank your understanding of what Fair Trade (FT) means?	2. If you have heard about FT, where & when did you hear about it first?	3. How do you know if a product is Fair Trade Certified?	4. Which Fair Trade food products are available at UBC?	5. How important is fair trade to you?	6. How much more (in %) are you willing to pay for a product that is Fair Trade Certified, if any?	7. Have you ever tried any Fair Trade products? If yes, how does it compare to the conventional equivalent?	8. What kind of fair trade products would you like to see more of? Beverages, Food, Clothing, Other? If so, which specific products?	9. Do you live on campus? Are you faculty, staff, resident...?
2	Number									
2	1	2	A few years ago, Trader Joes	Don't know. Shop says so.	UBC Sprouts.	Neutral	5	FT not as good	Food	Yes, student
3	2	1	Don't know	Will it have a sign on it?	I don't know	Neutral	10	I don't know	Beverages, food	No, student
4	3	4	Mother	The logo	I don't know	Neutral	15	Same	N/a	No, student
5	4	2	Don't know, various sources	Labelling	I don't know	I am not familiar with FT	5 to 10	Same	Beverages, food	No, student
6	5	3	UBC Food Services	UBC food services says so	Coffee/ Tea	Neutral	10% to a max of \$1	Same	Food	No, student
7	6	1	N/a	N/a	I don't know	Neutral	0	No- haven't tried	Food, clothing	No, student
8	7	3	Lime/ Coffee, 2 years ago	Labelling	I don't know	Important	10	No- haven't tried	I don't know	No, student
9	8	2	News	It says on the product	Coffee?	Neutral	25	Same	Clothing	No, staff
10	9	1	Undergrad class	Words, Justice Scales	A&W	Neutral	0		I don't care	No, student
11	10	3	Undergrad class	Words	Coffee, cars	Other- Actively don't like	0	FT not as good	Maybe clothing. Not food and beverages	No, student
12	11	1	N/a	N/a	N/a	I am not familiar with FT	N/a	FT not as good	N/a	No, student
13	12	1	I see it on posters, but am unfamiliar beyond that	Words	There seems to be a high level in UBC	I am not familiar with FT	Depends on if I'm working, a student, or how much the product is	No- haven't tried	Beverages, food, clothing	No, student
14	13	2	News, few years ago	Usually says so on the package	Coffee, chocolate, candy, bananas	Important	5	Same	Food, clothing	No, staff
15	14	3	Starbucks & in class	By the certificate sticker on the produce	I don't know	Neutral	1	Same	N/a	No, student
16	15	4	UBC residence	The logo	Tea and coffee?	Important/ Neutral	10	Better	No idea	No, student
17	16	3	Coffee brands	The logo	Starbucks coffee?	Neutral	5	Same	Beverages, food, clothing	No, student

**Figure 19: Example of one tab on the Google Document Excel spreadsheet with respondent's answers**

APPENDIX 10: Resource Pamphlets Distributed by Surveyors



Figure 20: Front & Back of the Pamphlet Distributed



Figure 21: Inside the Pamphlet Distributed