



TUV HASHAVUA

BEST OF THE WEEK

When a Banana Isn't Just a Banana: Equal Exchange and the Drive to Change the World *Martha Merzig, Tuv Ha'Aretz CSA Member*

**MANY THANKS
TO OUR
VOLUNTEERS !**

7/14 [Week #8 – B]

5-8pm Pick-up

Jeremy Wimmer

Robert Schwartz

Jesse Shapiro

1pm Truck Unloading

Valeria Vavassori-Chen

Marci Birnbaum

Laurie Duke

Min Kuo

8pm Unclaimed Shares

Lenny Fuchs

7/21 [Week #9 – A]

5-8pm Pick-up

Katy Chiu

Valentina Clementi

Marci Birnbaum

1pm Truck Unloading

Judy Trupin

Marci Birnbaum

Laurie Duke

8pm Unclaimed Shares

Dina Katz

TUV HA'ARETZ CSA at the
Forest Hills Jewish Center

106-06 Queens Blvd.
Forest Hills, NY 11375
tuv@fhjc.org

- **Tuv Ha'Aretz CSA:**
foresthilstuvcsa.com
- **Facebook:**
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- **Golden Earthworm Farm:**
goldenearthworm.com
- **FHJC:** www.fhjc.org
- **Hazon:** www.hazon.org

Coffee, tea, cocoa, bananas. What do they have in common? They are all commodities whose markets have been directly affected by Equal Exchange, a Boston-based cooperative driven to directly affect the way we source, farm, and buy goods.

Founded in 1986 by Jonathan Rosenthal, Rink Dickinson, and Michael Rozyne, Equal Exchange has made an indelible mark on the food industry, introducing US markets to the idea of Fair Trade and ethical sourcing. A testament to their success and cutting-edge business model, Equal Exchange has managed to achieve that rare combination of conventional financial success coupled with rigorous supply chain standards: profitable 25 of the last 26 years, the worker-owned cooperative boasts over \$60 million in annual sales.

Fair trade emphasizes the importance of small, local farms and prioritizes farm-to-market delivery, thereby helping growers gain control over their prices and earn a living wage. "Fair trade is a whole economic model based on direct trade, fair price, dignity, and collaboration," says Rosenthal. "With fair trade, small farmers are getting a higher price and they're getting it directly."

Fair trade also aims to remind consumers where their products came from and who created them. In the US, "products exist for consumers as consumers; they are not associated with the dirt, noise, trucks, boats, exploitation or the mindless repetition that created them," says Dickinson. "It is our job to understand how products are produced and to educate our fellow citizen consumers. Or better yet, to ask the questions that will allow all of us to better connect our consumer lives with our worker lives and with our citizen lives."

This idea is not new. "The struggle to connect social and economic justice has been a core theme in religious, spiritual and revolutionary communities for millennia," says Rosenthal. Thirty-five years before the Civil War, in an effort to challenge the economic feasibility of farms and factories that used slave labor, Quakers founded the Free Produce Society, boycotting slave-made goods and offering alternatives sourced from free laborers. Equal Exchange carries on that tradition, adapting those ideas to today's markets and economic realities.

The organization's first success came with coffee. "Coffee is a fairly magical product that has a high price point, a high margin, and high turns or

We will once again be placing an order for Equal Exchange Coffee and Tea. The choices are:

- **3 x 10 oz. bags of Love Buzz Coffee (ground) - \$20**
- **3 x 12-oz. bags Cozy Cup Decaf (ground) - \$21.50**
- **2 x one-pound bags Congo Coffee (whole bean) - \$17**
- **3 boxes Chai Tea - \$9**
- **3 boxes Green Tea - \$9**
- **3 boxes English Breakfast Tea - \$9**

CHECK YOUR EMAIL FOR DETAILS!

ORDERING DEADLINE:

****THURS 7/16, 5:00 PM****

movement as well. So almost by luck it was the product that allowed fair trade to work well and deliver real benefits to farmers while slowly building the supply chain," says Dickinson. "We were at the right place at the right time." Nearly strangled by a trade embargo, the three partners managed to source their first roast from Nicaragua in 1988, just when US interest in specialty coffee was beginning to blossom. By 1991, Equal Exchange offered a full line of coffee beans and roasts. In 2005 it became the largest worker-owned coffee roasting operation in the US.

Later they applied the same model to tea, cocoa, chocolate, nuts, avocados, and most recently, bananas, America's most popular fruit. "The banana industry is a pretty brutal industry," says Rosenthal. "In Ecuador, a typical banana worker earns a couple of dollars a day, and if you get sick or someone in your family gets sick, you're in trouble." Rosenthal's latest endeavor, Oké USA, focuses exclusively on the banana trade and has partnered with Equal Exchange to expand the availability of ethically sourced fruit.

Currently directed by Rob Everts and co-founder Rink Dickinson, Equal Exchange is run by more than 100 domestic worker-owners and sources goods from over 40 farmer organizations across the Americas, Africa, and Asia. Their official 20-year vision statement, adopted in 2009, continues the organization's ambitious legacy, aiming to create "a vibrant mutually cooperative community of two million committed participants trading fairly one billion dollars a year in a way that transforms the world."



Martha Merzig is a graphic designer and avid food lover. Raised in upstate New York near dairy and fruit farms, her perfect summer morning includes picking blueberries with family. She lives in Forest Hills with her husband and pet cockatiel.

WHAT'S IN THE BOX??

Lettuce, Swiss Chard, Parsley, Scallions, Kohlrabi, Zucchini, Basil, Cucumber, Beets
FRUIT: Gooseberries, Apricots

CHOPPED CHARD SALAD WITH APRICOT PRESERVES VINAIGRETTE

myrecipes.com | Serves 4-6

- 1 bunch scallions, thinly sliced
- 2 tbsp extra-virgin olive oil
- 2 tbsp white wine vinegar
- 1 1/2 tablespoons apricot preserves
- 1 tsp whole-grain Dijon mustard
- 6 cups chopped Swiss chard
- 1 (15.5-ounce) can chickpeas (garbanzo beans), rinsed, drained
- 2 tbsp walnuts, toasted
- 1 tsp freshly ground black pepper
- 1/2 oz goat cheese, crumbled

Combine first 5 ingredients in a large bowl, stirring with a whisk. Let stand 10 minutes. Set aside half of scallion mixture. Add remaining to chard in bowl; toss to coat. Place chard mixture on a serving platter. Return reserved half of scallion mixture to bowl. Add chickpeas; toss to coat. Top chard mixture with chickpea mixture. Sprinkle evenly with walnuts and remaining ingredients.

DRIVERS WANTED!

We are still in need of a few additional volunteers for some unclaimed shares delivery slots:

09/01 (A-week)

10/27 (A-week)

If you have access to a car, please email me directly with the date(s) you can help.

Even if you have already fulfilled your volunteer requirement by doing another task, you can still take one of these shifts. Any volunteers are greatly appreciated!

IWARCH@GMAIL.COM

Do your work-out with the TRUCK UNLOADING volunteer shift!

We need volunteers for August, September, and beyond.

This is a wonderful shift for those who want a mid-day volunteer task: it is from 1-2pm on Tuesdays.

Sign up for 4 shifts; however, they need not be in a row.

Questions? Contact Alexa:

alexaweitzman@gmail.com

Thank you for fulfilling your mandatory volunteer commitment!

GOOSEBERRY FOOL

bbcgoodfood.com | Serves 4-6

Whip up this British-style yogurt-based fruity syllabub dessert in only 20 minutes - great for a last minute dinner party.

- 8 oz gooseberries, trimmed
- 3 tbsp granulated white sugar
- 1 cup Greek yogurt
- 1-2 tbsp powdered sugar
- 1 tsp vanilla extract
- 1 cup whipping cream

Put the gooseberries and sugar in a pan with a splash of water. Heat gently, stirring, then bring to a simmer and cook until the fruit starts to burst. Squash the gooseberries with a potato masher until pulpy. Cool to room temperature, then chill till cold.

Put the yogurt in a bowl and beat with the powdered sugar and vanilla until smooth. Gently whisk in the cream (it will thicken as you whisk so don't overdo it). Ripple the gooseberry pulp through the yogurt mixture, and spoon into pretty glasses or bowls to serve.