

Case Study 4: Fair Trade Coffee Morning

The occasion and the Venue: Coffee mornings are held regularly on Saturday mornings in and outside the Undercroft of the Market House in the centre of Castle Cary, and have a regular clientèle regardless of the particular charity they support. This was a Christian Aid coffee morning, and we had been encouraged to run a Fair Trade stall. Our Global Bites were in conjunction with this.

The expected audience: The regular clientèle, plus supporters of Christian Aid and Fair Trade. Most of the attendees are usually over sixty, with a small sprinkling of young mums with their small children. Whether the events are crowded or not depends largely on the weather!

The message we were trying to put across: The Fair Trade message, plus general interest in Global Issues.



The bites we chose: Obviously, the **Whole World Cake**, although we had to be careful that the pieces we gave were very small, otherwise people wouldn't spend their money on the cakes for sale in aid of Christian Aid. We also put up a **Tip Tap**, and ran a **Coffee Quiz**. Because we knew there might be some mums and children, we put **Children's Books and Colouring Sheets** out, and the Fair Trade make-it-yourself little book to be made up. We also had a large map up, and the intention was to ask people to put spots on the map to represent where the food items they bought came from.

What happened and our evaluation:

- **The tip tap:** attracted attention, and to some extent got used.
- **The coffee quiz:** very slow to start with, until we realised that the coffee makers who said they would give them out consistently forgot to do so. Then it worked well and created a lot of discussion over the answers, just as planned.
- **The books and colouring in etc:** Although not many takers (as not many families with young children came) those that did use these appreciated them, and they are no trouble to put out on the tables at the start of the event. It is difficult to know how much discussion they engendered as they were used at the tables of course. Some of the parents commented that they did not know that books like this existed and I felt we should have had a book list to give them and/or appropriate publishers' websites. We would do this in future.
- **The Whole World Cake.** Very successful, with a lot of interest raised. The little cards with the ingredients on kept blowing away, and we have since developed larger, easier to read cards, with velcro to stick them down with.
- Mapping the food items bought didn't work – people were too intent on shopping.

What we would keep or change if we did it again: We needed to have briefed the servers better about giving out the quizzes. We could have sold the cake instead of giving it away, then it could have been more part of the cake and coffee area, along with the quiz, and the money raised could have gone to Christian Aid which would have satisfied everyone.