



Fair Trade Foods

Fair Trade Product Catalogue

April 2009 V1.0



Contents

Description	Page No
How to order	3
Universal Village & Fair Trade	4
Universal Village Tea	5
Qi Tea	6
Alter Eco Rice & Quinoa	7
Cocolo Chocolate	8
Republica Coffee & Toby's Estate Coffee	9

Printed on 100% recycled paper

How to Order

Send orders to:

 03 8812 2950
 03 8812 2961
 info@universalvillage.com.au
 17 Shawlands Ave
Blackburn Sth VIC 3130

Postal rates

METRO MELBOURNE

Free delivery for orders over \$150
\$7.20 for orders under \$150

WA/QLD/NT

Charged at cost

COUNTRY VICTORIA

\$5.10 for orders over \$100
\$12.20 for orders under \$100

(all prices include GST)

SA/NSW/ACT/TAS

\$12.20 for orders over \$150
\$19.50 for orders under \$150

Terms

Payment required with first order.

25 days net.

(No credit application).

Delivery

Please allow 3 working days for delivery.

Returns policy

- If you buy anything from us and are not completely satisfied with it we will happily exchange it for another product(s).
Please return product in saleable condition.
- If the product is faulty or damaged in any way Universal Village will provide replacement products or a refund.

Minimum purchase

\$150.00 (ex GST). No minimum amount for first orders.

(There is no minimum purchase amount for any product although units per carton are listed for your convenience).

Payment methods

Direct deposit, credit card or Cheque. Bank details for EFTs are on all invoices).

Please make cheques payable to **Universal Village** and post to the address above.

Universal Village & Fair Trade

Welcome to Universal Village Fair Trade Foods.

Fair Trade retail sales are growing by 40% YOY worldwide and we are working hard to ensure Australia isn't left behind.

We look forward to being of service and working together to offer your customers the best value Fair Trade products.

With regards

Nicole, Corinne & Mike

Universal Village at a glance...

- **Fairtrade chocolate, tea & coffee**
- We support **10 producer** co-ops
- Supply partners to over **180 retailers**

Fairtrade Facts

- Fairtrade is improving the security and incomes of over **5 million** people in over 50 countries throughout the developing world.
- **Australian** Fairtrade wholesale sales have grown from **\$1.1 million** in 2004, to over **\$20 million** in 2007/08.
- Worldwide Fairtrade **retail** sales in 2006/07 were estimated at **US\$2.5 billion**
- The yearly Fairtrade **benefit** to growers is in excess of **US100 million**

(Source: FLO International Annual report & FTAANZ)

Organic

In addition to Fair Trade, Universal Village believes it is paramount to protect the environment and that food should be as pure as possible; free of pesticides, herbicides and chemical fertilisers.

All organic products are certified by an IFOAM accredited certifier.

**Only products with
this label are
CERTIFIED Fairtrade**



Fairtrade Standards

- Paying fair prices to farmers for crops
- Paying fair wages to plantation labourers
- A Fairtrade Premium is paid to the farmers co-operative in addition to the price of the crop
- Ensuring decent working conditions according to certain International Labour Organisation's Conventions
- Ensuring no child or bonded labour occurs on plantations
- Developing long term trading relationships.
- Incorporating environmental sustainability

Universal Village Tea

Universal Village teas are made from premium quality, single origin leaf grown on small family farms located in the lush, central highlands of Sri Lanka.

The small-holder farmers who grow our tea are paid around 75% more than market price. This enables them to improve their livelihoods and to reinvest in their farms and grow tea that they can be proud of. These farmers are members of the Small Organic Farmers' Association (SOFA) and they are a highly motivated group of people working hard to improve their social and financial security.

In addition, for every kg of Universal Village tea purchased, a Premium of approximately \$1 goes to the farmers' cooperative. This Premium is spent on various development activities which are decided by the farmers at their AGM. Activities include agricultural education and inputs, a women's development program, education and preschool facilities, organic fertilisers and seedlings for the members and cultural activities.

- ✓ Certified Fairtrade
- ✓ Certified Organic
- ✓ Low food miles (tea is processed close to the tea gardens and comes directly to Australia)
- ✓ Single Origin premium tea
- ✓ Value adding is done in Sri Lanka—creating valuable employment

Tea Bags

Universal Village black tea bags makes a rounded and refreshing cup. These single origin teas are popular staples.

- No formaldehyde (chemical used on the tea bag paper to stop it from disintegrating in hot water)
- Unbleached tea bags

(Please note that we are now recommending Qi Green Tea Bags and Leaf tea.. We have found Qi to be more popular and better suited to the Australian palette).



Item Code	Promotional Material								
POSW01	POS Shelf Wobbler—Fairtrade Tea Available Now	\$0.00	-	-	-	-	-	-	-
FTABr02	Fairtrade Certification Foldlet Brochure	\$0.00	-	-	-	-	-	-	-
FTACLS	Fairtrade Certification Label Window Sticker	\$0.00	-	-	-	-	-	-	-
FTAPost1	Fairtrade Promotional Poster A3	\$0.00	-	-	-	-	-	-	-

*If you would like any promotional materials please add them to your order.

Qi Tea (pronounced Chee)

Qi works in a spirit of true friendship and partnership with mountain communities in China to bring you some of the finest organic China green and white teas. This innovative range of teas offers good value and high levels of natural, healthy herbs, fruits and spices.

Qi teas are grown by the Xitou Farmers' Association in the remote Yellow Mountains. The Xitou farmers and their families have benefited through Fairtrade by using the Fairtrade Premium to fund road repairs to the remote villages, health insurance for the farmers, street lighting in Xitou, a new school and education grants for children whose parents have either died or are disabled. In efforts to secure their future and improve their capacity for value-adding, the farmers have also used funds to make repairs and improvements to tea processing buildings and machinery.

- ✓ Qi are white & green tea specialists
- ✓ The leaves and buds are processed within hours after picking for optimal freshness
- ✓ Certified Fairtrade
- ✓ Certified Organic
- ✓ Low food miles (tea comes directly from China)

White Tea

- Qi white tea has the highest level of antioxidants compared to other white teas (as tested by the Tea Research Institute of China)
- Gently sweet and delicate taste
- The brew is light with a yellow/orange brown colour.
- Only the very small leaves and bud are used
- Leaves are naturally sun dried

Green Tea

- Harvested from our top of the mountain tea garden, this tea is rich in flavour.
- Pleasant mellow taste and golden yellow colour
- Rich in antioxidants

Detox Tea

- A refreshing fruity beverage containing cleansing dandelion root and milk thistle
- Qi Detox tea has the 'fresh in the morning' taste of lemon and orange
- Enhanced with fennel seeds to regulate energy together with ginger, liquorice and peppermint leaf.



Alter Eco Rice

Farmers of the Agrarian Cooperative of Surin Cultivate the Alter Eco Thai rice using traditional farming methods that ensure quality and respect for the environment. Alter Eco takes fair trade a step further by supplementing the fair trade minimum revenue paid to farmers with an additional 'Alter Eco Development Premium' paid to their cooperative. At the Agrarian Cooperative of Surin, this premium, managed by the members, was invested in a factory for the processing and packaging of rice. They can now export directly, no longer having to rely on costly middlemen. In addition, profit from sales is being used to obtain organic certification and provide training programs.



Thai Jasmine Rice

Alter Eco Thai Rice (Hom Malce variety) is a rain-fed grain that has a soft delicate texture and a natural jasmine fragrance.

Thai Coral Rice

Coral Rice (Khao Deng variety) is an ancient red grain that has been polished using an innovative technique. The polished grains remain red at the tips and have a natural coral color in the middle. The grains retain all the riches and minerals of whole grain rice but are light and easy to digest.

Thai Purple Jasmine Rice—Phakao Co-operative

Purple Rice (Khao Gram variety) is a unique purple grain that is glutinous (sticky) when cooked and has a delicate, sweet palate. Due to its rich taste and aesthetic appeal, this traditional rice is used by local communities for feasts and celebrations.

***Alter Eco rices are now only available in bulk.**

Alter Eco Quinoa

Quinoa is an ancient whole grain that has been cultivated in the Andes Mountains of South America for more than 5,000 years. As a 'protein powerhouse', it kept the Incan armies strong and robust. Quinoa is considered one of the best sources of protein and amino acids by the Food and Agricultural Organisation of the United Nations. Nutty and wholesome, Quinoa is light and fluffy when cooked.

The national Association of Quinoa Farmers (ANAPQUI) was created in 1983 in order to improve the income of local communities who had been abandoning their farmers due to low prices. In addition to paying Fair Trade prices, Alter Eco pays the co-op a Development Premium which contributes directly to sustainable development. This premium was invested in a processing facility that enables them to export directly, part of their profits are used for organic farming and certification programs.



Red Quinoa

White Quinoa

Cocolo Chocolate

Cocolo is a **premium Swiss chocolate** made from the very finest quality organic cocoa. Velvety, smooth and delicious, Cocolo contains absolutely no refined sugar, only evaporated cane juice. Cocolo is made in Switzerland from the finest organic and Fairtrade ingredients—both the cocoa and evaporated cane juice come from Fairtrade cooperatives. These communities are able to reinvest in their farms, their schools and their communities by selling their beans through the Fairtrade market. Only ingredients that are produced in the traditional way, with special attention to purity of the product and sustainability of production are considered.

- ✓ Certified Fairtrade
- ✓ Certified Organic
- ✓ No refined sugar
- ✓ GMO Free
- ✓ Australian owned
- ✓ Made in Switzerland (the Swiss really know how to make chocolate!)



Cocolo Chocolate

70% Dark Chocolate

The ultimate in bittersweet chocolate—70% cocoa!

Dark Chocolate

Contains 58% cocoa solids and the unrefined soft flavours of organic evaporated cane juice—this is a dark chocolate everyone will love!

Ingredients: cocoa liquor (El Ceibo or Conocadeo - fairtrade & organic), evaporated cane juice (altertrade—fairtrade & organic), cocoa butter (El Ceibo or Conodaco—fairtrade & organic, ground vanilla).

Dark Orange Chocolate

Cocolo's famous dark chocolate laced with real orange essence. Delicious!

Ingredients: as per dark chocolate, plus Natural orange essence.

Dark Mint Crisp Chocolate

Cocoa solids 61% minimum.

Ingredients: organic fairtrade cocoa mass (Bolivia and Peru), organic Fairtrade evaporated cane juice (Philippines), natural peppermint crisps 10%(organic fairtrade cane sugar, Paraguay; natural organic peppermint flavour), organic fairtrade cocoa butter (Bolivia and Dominican Republic).

Dark Almond Chocolate

Cocoa solids 58% minimum.

Ingredients: As per Mint Crisp, organic almonds 12% (Italy).

Milk Chocolate

Smooth, light and orgasmic! Made to Cocolo's special recipe.

Ingredients: Evaporated cane juice (Altertrade—fairtrade & organic), cocoa butter (El Ceibo or Conocado—fairtrade & organic), whole milk powder (organic), cocoa liquor (El Ceibo or Conocado—fairtrade & organic) Milled hazelnuts (organic), Vanilla extract (organic)

Milk Hazelnut Chocolate

Cocolo's special milk chocolate recipe with generous quantities of large, whole, roasted hazelnuts.

Ingredients: As per milk chocolate plus roasted whole hazelnuts (organic)

White Chocolate with Almond Crunch Chocolate

Creamy white chocolate with almond pieces.

Ingredients: TBA



Item Code	Promotional Material								
CPOS01	Cocolo Counter Top Display Box	\$0.00	-	-	-	-	-	-	-
CPOS02	Cocolo POS Brochure	\$0.00	-	-	-	-	-	-	-

Republica Coffee

Republica® are passionate about great tasting coffee and have worked hard to create their Signature Blend™ and Timor single origin coffee. Republica® coffees are 100% FAIRTRADE and 100% organic. Coffees come in either Plunger grind (plungers & dripolators), Espresso grind (stove top or bench top espresso machines) or beans.



Signature Blend

Grown with passion by thousands of proud farmers, these premium Arabica beans showcase some of the world's finest coffees.

Full buttery body, exquisite aroma with sweet nutty chocolate notes.

Timor

This vibrant premium grade Arabica coffee is grown with pride and expertise by more than 19,000 farmers on the lush green hillsides of the world's newest nation.

The hand-picked beans are gently roasted to bring out their full body, fruity aroma and delicious subtle dark chocolate notes.

Toby's Estate Coffee

Toby's selects and roasts very distinctive, high altitude coffees from around the world. Like grapes used to make wine, coffee beans have distinct qualities unique to each coffee plantation or estate, arising from differences in climate, situation and processing methods. The 'single origin' coffees stand on their own: they don't need blending. As in the vintage wine industry, you can distinguish one bean from another, and also notice subtle changes that occur in flavour and aroma from season to season. All the Toby's coffees are certified Fairtrade and organic.



Fairtrade Blend

A coffee with earthy, woody low tones, a smooth spicy middle and a clean, lemon-zesty finish. Will satisfy your palette and your sense of social justice.

East Timor

East Timor has always been highly regarded for the quality of its beans however troubled times have made it difficult to reach, now Toby's Estate has brought in this Fairtrade coffee which has an earthy spice with a lovely smooth acidity and full-bodied richness.

Cascadia Blend—Swiss Water Decaf

A flavoursome decaf blend made with beans sourced from Brazil, Guatemala and Ethiopia.