

equita

Catalogue 2008-2009



100%
FAIR TRADE
FUNDRAISERS



100% FAIR TRADE CERTIFIED PRODUCTS

COFFEE 170g bags



- House Blend *velvet*
- Dark Colombian *dark*
- Mocha Cream *light*

Discover a range of gourmet coffees freshly roasted in Canada.

New packaging with freshness valve.

COFFEE 400g bags



- Las Nubes *velvet*
- Talamanca *medium-dark*
- El Dorado *dark*

Lined with a plastic made out of corn, this coffee bag is 100 % biodegradable in 3 months.

Roasted by a social enterprise giving work to people living with a handicap.

Fair Trade and Organic certified Ecological packaging

Hand picked in the mountains and imported directly from Sri Lanka, the legendary Ceylon.



ORGANIC TEA 20 teabags

- Green
- Earl Grey
- Orange Pekoe
- Green Chaï
- Black Chaï

ORGANIC CHOCOLATE 100g

CHOCOLATE 45 g

Proudly made in Canada, Equita's small bars are an irresistible and healthy choice.



Peanut and nut free!

New!

- Dark 85 % cocoa
- Dark 70 % cocoa
- Dark with Almonds 70% cocoa
- Dark with Orange Peel 57% cocoa
- Milk



For lovers of true chocolate with high content of cocoa, these are organic bars manufactured in Switzerland.

- Dark 72 % cocoa **New!**
- Dark with Coffee Nibs 51% cocoa
- Dark with Tea leaves 51% cocoa
- Milk

Our chocolates respect the new Quebec schools' Health policy!

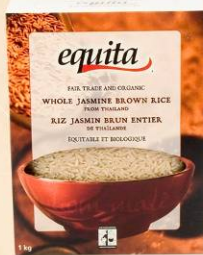
1st ingredient = cocoa except for milk chocolate



equita
 THE WIDEST CHOICE OF FAIR TRADE CERTIFIED PRODUCTS IN CANADA

ORGANIC JASMINE RICE

500g / 1kg



- White Rice
- Brown Rice
- Red Rice



ORGANIC SPICES 30g

- Whole Black Pepper
- Whole Nutmeg
- Whole Cloves
- Cinnamon
- Curry
- Ginger

Straight from the gardens of Sri Lanka, the first Fair Trade and organic spices available in Canada!

Discover the quality and the unique scent of jasmine rice from Thailand.

New!



Healthy: our dried fruit are rich in vitamins and fairness!

The ideal snack: Fair Trade and organic! The sun ripe fruits are dried and packed locally by the cooperatives of West Africa.

DRIED FRUITS

- Organic Mangoes
- Pineapples
- Bananes *available soon*

CHOCOLATE COVERED COFFEE BEANS 80g



Little bits of heaven that make them a perfect gift: fair, green and social.

Packaging 100 % biodegradable Plastic made out of corn

HOT CHOCOLATE 250g



PURE CANE SUGAR 454g

Imported directly from CoopeAgri, in Costa Rica, this 100 % natural sugar was produced using environmentally responsible methods.





The TransFair Canada logo is your guarantee for an independent control system.

PIONEERS of Fair Trade !

Founded in 1997 by Oxfam-Québec, EQUITA is a company with people who are **passionate** about Fair Trade and the fine quality of its' products.

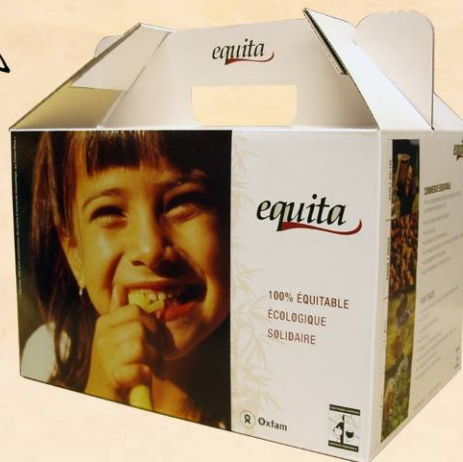
Our only objective is to promote Fair Trade, a form of exchange that respects both the **people** and the **environment**, as well as the products of the cooperatives with which we work directly.

EQUITA : made in **dignity**

- Practical suitcase
- delivered already assembled
 - different combinations possible
 - contact us for more info

E.g.: Suitcase Trio

- 4 coffee bags
- 2 tea boxes
- 20 chocolate bars



What is **FAIR TRADE**?

For the cooperatives of small producers in the South, it is:

- Direct trade with EQUITA
- A fair price
- Respect for the environment
- Positive impacts for the community in education, health, etc.
- Long term commitment
- No exploitation, no forced labour

EDUCATION on Fair Trade

- **Conferences** in your school
- Pedagogical activity **toolkits**
- **Video** : The route of Fair Trade chocolate **New!**

It **EASY** and **PROFITABLE**!

Choosing EQUITA as the partner for your fundraising projects, is the guarantee of a **successful** campaign that fits with your **values**.

- Fine quality products, easy to sell
- Free shipping (certain conditions apply)
- Refund of unsold product according to our return policy
- **Profit margins going up to 50%**

Bonus !

Eco-friendly packaging.
Products grown in the respect of the environment.

Partnerships with local social economy organizations, offering work to people living with a handicap, for example.

Photo captions :
Meet our partners from the South!

Photos : © Éric St-Pierre / Oxfam-Québec
Page 1 : Tea gardens (SOFA, Sri Lanka); School (Conacado, Dominican Republic); Rice (Green Net, Thailand).
Page 2 : Rice producer (Green Net, Thailand); Drying coffee (Coocafé, Costa Rica); Threshing rice (Green Net, Thailand); Cocoa fermentation (Conacado, Dominican Republic); Pamela, the daughter of a sugarcane producer (CoopeAgri, Costa Rica).
Page 3 : Cane sugar producer (CoopeAgri, Costa Rica); Cinnamon sticks (SOFA, Sri Lanka); Rice producer (Green Net, Thailand); Ripe coffee (URICI, Mexico); Pedro, a coffee producer (Coocafé, Costa Rica); Background image on pages 2, 3, and 4: Tea gardens (SOFA, Sri Lanka). Graphic design: Jessie Bordenleau. EQUITA: TM Commerce Equitable Oxfam-Québec Inc.

CONTACT US !

www.equita.ca • joannad@equita.ca
Toll-free number: 1-877-925-6001, ext. 285
2175, St-Patrick, suite 110, Montreal (Qc), H3K 1B4