

**The Conscious Consumer Report:**  
**An Inventory of Fair Trade, Alternative Trade,**  
**Organic and Locally Grown Food Products**  
**Available in Fort Collins**

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## **Conscious Consumerism in Fort Collins, Colorado**

Conscious consumption is growing across the global North as consumers increasingly look for assurances that the products they buy are produced and traded under socially just and environmentally sustainable conditions. Growing consumer consciousness is supporting a range of fair and alternative trade initiatives in international, national, and local agro-food systems. It is also fueling changes in retail patterns as Fair Trade, Organic, and other "alternative foods" enter the mainstream market.

The Conscious Consumer project raises public awareness of conscious consumption issues, provides information exchanges, and fosters social engagement. This report analyzes the rise of ethical consumption in our local community of Fort Collins, Colorado. Our research is intended to raise awareness of the strengths and weaknesses of ethical consumer practices and facilitate dialogue between local organizations, individuals, and businesses about this issue. Local engagement also fosters citizen input in defining our future research and policy agenda.

This report is an inventory of the availability of Fair Trade, alternative trade, organic and locally grown food products in the Fort Collins community. The report maps the retailing of ethical consumer products and serves as a guide to conscious consumption in the area. All information gathered for this inventory has been self-reported by the merchants of the retail locations included. This report is an inventory only. We are not endorsing one type of product or brand over another.

### **The Center for Fair & Alternative Trade Studies**

The Center for Fair & Alternative Trade Studies (CFATS) is a multidisciplinary program to study the pursuit of social justice and environmental sustainability through fair and alternative trade initiatives. The Center is not engaged in advocacy. Instead, we believe the critical assessment of this emerging global phenomenon will provide scholars, practitioners, conscious consumers and progressive producers with much needed insights into the options and potential for market based initiatives for social change.

The Center is working in three basic areas: research, education and outreach. The Center staff has organized and continues to work with an international network of scholars, practitioners and policymakers, along with Center Associates, Center Fellows, students and community members to provide timely research on cutting edge questions; workshops and seminars on issues identified by the many different stakeholders and interested parties; and local, national and international outreach initiatives to advance the understanding of fair and alternative trade.

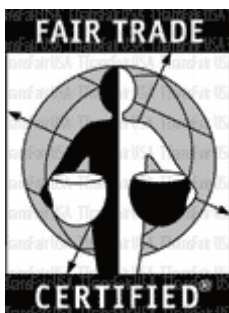
## Categories of the Inventory

### Fair Trade Certified

Fair Trade is a market-based approach to sustainable development. Fair Trade helps farmers in developing countries gain direct access to international markets, as well as to develop the business capacity necessary to compete in the global marketplace. By learning how to market their own harvests, Fair Trade farmers are able to bootstrap their own businesses and receive a fair price for their products. This leads to higher living standards, more stable communities and more sustainable farming practices - without developing dependency on foreign aid ([www.transfairusa.org](http://www.transfairusa.org)).

Products become eligible for Fair Trade certification by meeting the requirements of an independent third-party certifying body: Fairtrade Labelling Organizations International (FLO). The following criteria must be met: 1) Producers must be small, family-based growers (coffee and cocoa only). 2) Producers must be organized into politically independent democratic associations. 3) Producers must pursue ecological goals by conserving natural resources and limiting chemical input use. 4) Purchases must be made directly from grower organizations using purchasing agreements that extend beyond one harvest cycle. 5) Importers must guarantee the FLO minimum price (differs by commodity) (see Murray, Reynolds and Taylor 2003, available at: [www.colostate.edu/Depts/Sociology/cfats/index.html](http://www.colostate.edu/Depts/Sociology/cfats/index.html)).

FLO certifies the commodities as Fair Trade and then they are sold through different national initiatives. In the United States, TransFair USA, regulates the sales of Fair Trade Certified items. Below is the Fair Trade Certified label that TransFair USA has adopted. Any item that contains this label is Fair Trade Certified.



## **Alternative Trade**

Alternative trade is a more nebulous category than the others used in this report. Alternative trade is an umbrella term which refers to many different initiatives that use various types of certification schemes to communicate the environmental, ecological and social aspects of the product. Some example in the coffee sector would include Rainforest Alliance, Utz Kapeh and Bird Friendly coffee (coordinated by the Smithsonian Migratory Bird Center). Items that are referred to as “fair trade,” but are not certified (do not have the TransFair USA label), would also fall into this category. Many of these products are first party certified (by representatives of the company making the claim) or second party certified (by organizations not independent of the companies making the claim). This does not necessarily mean the claims are untrue. It simply means the claims are not independently verified. Many of these initiatives are moving toward third party verification.

For an in-depth discussion of different types of certification including Fair Trade, Organic and other Alternative Trade initiatives see Reynolds, Murray and Heller forthcoming in *Agriculture and Human Values*, 2007.

## **Organic**

Products are certified organic when their production meets the standards created by the International Federation of Agricultural Movements (IFOAM). Strict rules regulate the environmental standards that must be upheld for products to receive organic certification. For example, chemical fertilizers, pesticides and pharmaceuticals are rejected in favor of natural methods of enhancing soil fertility and resisting disease. In addition, farmers must keep detailed records of all farm input use and activities in order to comply with the IFOAM standards.

## **Locally Grown**

Locally grown food products are those produced by farmers in the greater Fort Collins area. Locally grown produce represents an opportunity for conscious consumers to use their purchasing power to bring increased benefits to their local communities, while consuming agricultural products that are often fresher and arguably healthier than products that have been shipped from great distances. Generally, more of the end price of locally produced goods remains in the local community than products imported from outside the community. The income generated by these purchases also has broader benefits to the community through employment, tax revenues and other multiplier effects.

## **Organization of the Inventory**

The Conscious Consumer Report is organized into four sections: supermarkets, coffee shops, farmer's markets, and local farms and dairies. In the first section, supermarkets, each of the above categories serve as subheadings under which the products are listed. The Fair Trade Certified (FTC) and Alternative Trade categories list the product and what brands each supermarket carries. If a FTC product carries additional certification, that is also listed. Due to the large volume of organic products for sale, often times the percentage is reported for the amount of organic produce and the total number of organic items in the store. Finally, under the local category, a rough estimate of what locally grown products each store carries is listed. In the coffee shop section a list, sometimes accompanied by an estimate, is provided for how much of their products fall into the four categories. The farmer's market section provides a short discussion as to when and where the local markets operate, and lists the local merchants that participate. Finally the local farms and dairies section provides a list of some of the community supported agricultural farms around the Fort Collins area that sell their products locally.

## Supermarkets

The following supermarkets agreed to participate in the conscious consumer inventory. As was noted in the introduction, all of the information was self-reported from store managers or in some cases, the corporate offices.

### Albertsons

**3660 S. Mason**

#### Fair Trade Certified

Coffee

- Millstone – FTC and Rainforest Alliance certified
- The Organic Coffee Company - FTC and organic
- Newman's Own - FTC and organic

Organic - Around 10% of the produce is organic and close to 10 % of the rest of the products they offer in the store are also organic.

Locally Grown – Carry several local items in different departments and carry Colorado produce during the summer month.

**731 S. Lemay**

#### Fair Trade Certified

Coffee

- Newman's Own - FTC and organic
- The Organic Coffee Company – FTC and organic

#### Alternative Trade

Coffee

- Café Richesse – Socially Conscious Coffee and organic

Organic - Produce is around 5%.

Locally Grown – They carry Colorado produce during the summer months, and locally grown beef.

**Albertsons** (con't)

**1636 N. College**

Fair Trade Certified

Coffee

- Newman's Own - FTC and organic
- The Organic Coffee Company - FTC and organic
- Millstone – FTC and organic, and Rainforest Alliance Certified.

Alternative

Coffee

- Café Richesse – Socially Conscious Coffee and organic

Organic - 3-5 % of the produce.

Locally Grown – Sell some produce grown in Colorado when it is in season, and locally produced cheese and beef

**Beavers' Super Market**

Alternative Trade

Coffee

- Café Richesse

Organic - Less than 10% of produce is organic and they also carry organic dairy products and a few other items in the store

Locally Grown - During the summer they carry approximately 4 local farmers' products that the farmers bring directly to the store and also carry many other local products in other departments through out the year such as local beef, salsa, tortillas, and cheese.

## **Sunflower Market**

### **Fair Trade Certified**

#### Coffee

- Kind Coffee – from Estes Park- says it is fairly traded but no label, organic
- Sunflower market Brand- FTC and organic
- Silver Canyon – from Boulder, FTC and organic

#### Teas

- Guayaki - Fair Trade Federation certified, organic

### **Alternative**

#### Coffee

- Café Richesse – Socially Conscious Coffee and organic

**Organic** - Around 12-15% of the produce is organic. About 30-40% of items in the grocery, bakery, and bulk sections are organic.

**Locally Grown** - Some items such as crackers, cheeses, produce when in season, and meats.

## **Vitamin Cottage Natural Groceries**

### **Fair Trade Certified**

#### Coffee

- Nectar of Life – FTC and organic
- Green Mountain – FTC
- Equal Exchange – FTC and organic
- Altura – FTC and organic

#### Chocolate

- Divine Chocolate- FTC and organic
- Endangered Species Chocolate Company – FTC and organic
- Green and Black's - FTC and organic
- Equal Exchange - FTC and organic

#### Teas

- Choice Brand- FTC and organic

### **Alternative**

#### Chocolate

- Repunzel – Hand in hand fair trade, organic

**Organic** – All of their produce is organic and about 1/3 of the rest of the products in the store are organic.

**Locally Grown** – Stock lots of Colorado produce during the growing season.



## Fort Collins Co-op

### Fair Trade Certified

#### Coffee

- Thanksgiving Brand – FTC, shade grown, and organic
- Equal Exchange – FTC, shade grown, and organic
- Café Fair – FTC, shade grown, and organic
- Café Canopy Company – FTC, shade grown, and organic

#### Chocolate

- Dagoba – cocoa powder and hot chocolate – FTC and organic
- Mayan Hazelnut – FTC, organic
- Divine Chocolate- FTC and organic
- Endangered Species Chocolate Company – Chimp Mints – FTC and organic
- Shaman Chocolates - FTC and organic
- Equal Exchange - FTC and organic
- Art Bar- FTC and organic

#### Teas

- Choice Brand- FTC and organic
- Equal Exchange - FTC and organic
- Guayaki – Fair Trade Federation certified and organic
- Frontier - FTC and organic

### Alternative

#### Coffee

- Café Richesse
- Zapatista – fairly traded, shade grown, organic

Organic - They buy organic when available – about 95% of produce, around 65% of grocery items, and about 75% of bulk items. Almost all dairy items are organic. Carry both organic and non-organic varieties of products sometimes.

Locally Grown – They buy lots of Colorado produce during the growing season. In addition every department carries some local products. They have a color coding label system that labels products as local and organic. Some of the many local products they carry include flours, honey, herbal teas, cheese, meats and bread.

## **King Soopers**

**1015 S. Taft**

### **Fair Trade Certified**

Coffee

- Seattle's Best – FTC and organic

Teas

- Traditional Medicines – FTC and organic
- Numi Brand – FTC and organic

### **Alternative**

Coffee

- Millstone – Rainforest Alliance

Chocolate

- Repunzel – Hand in hand fair trade, organic – baking chocolate, cocoa powder, and corn starch

**Organics** - Around 30% of their produce is organic and a smaller percentage of other products are organic.

**Locally Grown** - Carry Colorado products during the summer and a few other items such as dairy throughout the year.

## **Harmony and College**

### **Fair Trade Certified**

Coffee

- Seattle's Best – FTC and organic
- Equal Exchange – FTC and organic
- Millstone – FTC

Teas

- Traditional Medicines – FTC and organic
- Numi Brand – FTC and organic

### **Alternative**

Coffee

- Café Richesse

Chocolate

- Repunzel – Hand in hand fair trade, organic – baking chocolate, cocoa powder, sugar, and corn starch

## **King Soopers** (con't)

**2325 S. College**

### **Fair Trade Certified**

Coffee

- Seattle's Best – FTC and organic
- Equal Exchange – FTC and organic
- Millstone – FTC

Teas

- Traditional Medicines – FTC and organic
- Numi Brand – FTC and organic

### **Alternative**

Chocolate

- Repunzel – Hand in hand fair trade, organic – baking chocolate, cocoa powder

**Organic** - Estimates are approximately 10 % of produce and about 10 % of other products.

**Locally Grown** - Carry some products such as dairy and Colorado produce during the summer.

## **Ten Thousand Villages**

### **Fair Trade Certified**

Teas

- Just us - FTC

Chocolate

- Divine - FTC
- Equal Exchange hot cocoa- FTC

### **Alternative Trade**

Coffee

- San Miguel - Level Ground Trading

Dried Fruit

- Various fruits - Level ground trading

Nuts

- Candela Peru

Nut oil

- Equo Brand

Pancake mix and jams

- White Earth Recovery Project through Native Harvest

## Whole Foods Market

### Fair Trade Certified

#### Chocolate

- Green and Black's - FTC and organic
- Lake Champlain hot chocolate – FTC and organic
- Dagoba hot chocolate - FTC and organic

#### Teas

- Rishi tea - FTC and organic
- Third Street Chai - FTC and organic
- Guayaki - Fair Trade Federation certified, organic

#### Coffee

- Altura – FTC and organic

### Alternative

#### Coffee

- Allegro

#### Chocolate

- Repunzel – Hand in hand fair trade, organic

Organic - 60% or more of the produce that is sold is organic, depending on availability. A few examples of other organic products are: coffee, bulk nuts and snacks, flours, juice, canned and frozen fruits and vegetables, condiments, breads, beef, turkey, chicken, dairy items such as cottage cheese, milk, cream, chocolates and desserts.

Locally Grown – Feature many local products including produce, dairy items such as milk, cream and cheeses and meat.

## Wild Oats

### Fair Trade Certified

#### Coffee

- Wild Oats Brand – FTC and organic
- Altura – FTC and organic
- Newman’s Own – FTC and organic
- Green Mountain – FTC
- Equal Exchange – FTC and organic

#### Chocolate

- Green and Black’s - FTC and organic
- Equal Exchange - FTC and organic

#### Fruit

- bananas
- mangoes

#### Teas

- Zhen’s Gypsy Tea - FTC and organic
- Choice Brand- FTC and organic
- The Original Ceylon Tea Company- FTC and organic

### Alternative

#### Chocolate

- Repunzel – Hand in hand fair trade, organic

#### Tea

- Guayaki - Fair Trade Federation certified, organic

Organic – About 70% of produce is organic, they carry organic in all of their other departments. The majority of other products are organic or natural.

Locally Grown - Carry some local produce when in season, lots of Colorado produce, and milk.

## Coffee Shops

**Starbucks** (There are eight Starbucks in Ft. Collins, all have the same info)  
Starbucks carries one line of FTC coffee: Café Estima Blend™. They have also developed their own first-party certification scheme in conjunction with Conservation International, called C.A.F.E. (Coffee and Farmer Equity Practices). C.A.F.E. falls under our “Alternative Trade” category. In addition, they sell several organic teas and coffees.

**Everyday Joe's Coffee House**

144 S. Mason St, Fort Collins, CO

The majority of their teas and coffees are fair trade and a few are organic. They use locally produced milk.

**Mugs Coffee Lounge**

4050 Timberline Rd, Fort Collins, CO

All of their teas are fair trade as well as most of their coffees. Most of their coffees and teas are organic. They use local ingredients in their cooking

**Mugs Coffee Lounge**

261 S. College Ave, Fort Collins, CO

They would say about 25% of their coffees and teas are FTC and organic. All of their loose leaf teas are fair trade and organic. They also carry local beers.

**Mugs Coffee Lounge**

1033 S. Taft Hill Rd, Fort Collins, CO

All of their loose leaf teas are fair trade and organic and they rotate a few organic and Fair Trade Certified coffees. There is always one available. They also use locally produced milk.

**Koffee Kettle**

749 S. Lemay Ave, Fort Collins, CO

They would say about 25% of their coffees and teas are fair trade and organic. They carry local milk.

**Dazbog Coffee**

4532 McMurry Ave, Fort Collins, CO

They carry approximately 6-8 varieties of organic coffee.

**Wired Bean Coffee House**

1240 W. Elizabeth St, Fort Collins, CO

They have natural pesticide free Café Richness and some organic teas.

## Coffee Shops

### **Bean Cycle**

144 N. College Ave, Fort Collins, CO

All of their coffees and teas are Organic and Fair Trade. They also use locally produced milk.

### **Starry Night Coffee Co**

112 S. College Ave, Fort Collins, CO

All coffee is Fair Trade Certified and organic. Some teas are Fair Trade Certified and organic. They also use locally produced milk.

### **Colorado Coffee Exchange**

215 E. Foothills Pkwy # B4, Fort Collins, CO

Around 25% of their coffees are fair trade. All the coffees are organic and shade grown. They also buy locally produced milk.

### **Beatnik Coffee**

144 N. Mason St # 3, Fort Collins, CO

One organic coffee brand and they also use locally produced milk.

### **The Alley Cat**

120 1/2 W. Laurel St, Fort Collins, CO

All coffees are Fair Trade Certified and organic as well as a handful of teas. They also use locally produced milk and meat.

### **Deja Vu Coffeehouse Inc**

646 1/2 S. College Ave, Fort Collins, CO

They have a couple Fair Trade Certified coffees and a couple organic coffees and teas. They get most of their products locally. They use local milk, bread, and get local fresh produce through local farmers in the summer.

### **Buzz Stop**

1600 Specht Point Rd, Fort Collins, CO

They have a few Fair Trade Certified coffees.

### **Bean Trees Drive Thru Coffee Cafe**

432 12th St, Fort Collins, CO

All of their teas and coffees are organic.

### **Catalyst Coffee LLC**

1003 W. Horsetooth Rd # 2, Fort Collins, CO

All of their coffees are Fair Trade Certified and organic. They offer many Fair Trade Certified and organic teas. They try to buy all their products locally including milk.

## Coffee Shops

### **Joyce's Java**

1001 E. Harmony Rd, Fort Collins, CO

They buy locally produced milk.

### **Cool Bean Café**

1721 W. Harmony Rd, Fort Collins, CO

They sell organic coffee for retail and sometimes have it to sale as drinks. In addition, they sell some organic teas.

### **Café Ardour**

255 Linden Street

Fort Collins, CO 80524

They have some fair trade and organic coffee, as well as organic teas. They make everything with as many local and organic ingredients as possible. In addition they purchase local eggs, deli meat and milk through Colorado Crop to Cuisine and Guidestone.



## **Farmer's Markets Where Can You Buy Local Food Products**

This section of the inventory provides a short description of where the local farmer's markets are located; when they are open, as well as what local products can be found at the markets.

The farmers market times and locations have changed a little from last year. This year the Harmony and Lemay location will be the same for the Sunday and Wednesday markets. The Sunday market will begin the first Sunday in May and will run through October. The Wednesday market will begin in June 14th and also run through October. Tuesdays in Loveland will begin the second Tuesday in May and run through October, but the location has changed. We will now hold the market at the Hobby Lobby parking lot at N. Garfield and Orchards in Loveland. All markets will continue to operate from 11 - 3 on their given days.

The Oak and Peterson Market will open in July and close in September.

### **Members of the Cooperative**

#### **Fruit & Vegetable Growers**

C & R Farms - Peaches, Pears, Apricots, Plums, Nectarines, Cherries, Apples

Green Thumb Gardens - Various produce

D&H Farms - Chicken Eggs, Root Crops, Berries, Herbs, Tomatoes, Peppers, Wide Variety of Greens, Cabbages, Squashes & More

Eden Valley Institute - Raspberries

Fritzler Farms - Beets, Melons, Cucumbers, Squash, Green & Yellow Wax Beans, Turnips, Cut Flowers

HoneyAcre Enterprises - Greenhouse Tomatoes, Sweet Peppers & English Cucumbers, Grass-Fed Beef & Free-Range Chickens

Monroe Organic Farms LLC - Green & Yellow Beans, Tomatoes, Cucumbers, Carrots, Peppers, Eggplants, Corn, Garlic, Herbs, Squash, Melons, Potatoes, Pumpkins, Beets, Lettuces & Radishes

Miller Farms - Asparagus, Corn, Tomatoes, Peppers, Carrots, Beets, Cucumbers, Onions, Melons, Beans, Cabbages, Roasted Chilies & More

Morton's Organic Orchards - Cherries, Apricots, Peaches, Plums, Pears & Jams from these Fruits

## Members of the Cooperative

### **Fruit & Vegetable Growers (con't)**

Oberle Botanical - Spring Produce: Lettuces & Salads, Sugar Snaps, Green Onions, Bedding Plants, Summer Produce: Basil, Heirloom Tomatoes, Peppers, Eggplants, Tomatillos, Squash, Herbs, Flowers Fall Produce Pumpkins, Dried Flower Arrangements, Wreaths

Owens Farm - Gladioli, Sunflowers, Fava Beans, Garlic, Okra, Tomatoes, Peppers, & Shallots

Pothook Farms - Peaches

Pope Farm Produce - Chile Peppers-Fresh & Roasted, Sweet Corn, Cucumbers, Squash, Cabbage, Melons, Beans-Fresh & Dried & More

Hazell Dell Mushrooms - Organic Shitake, Oyster, King, Lion's Mane & Maitake mushrooms

### **Honey Sellers**

Marshall's Organic Acres - Organic Honey & Vegetables, Handmade Soaps & Beeswax Lip balm, Cashmere goats & their wool.

### **Other/Specialty Items**

*It should be noted that there are other members of the cooperative that are not listed here. We only list items that are locally grown; no value added products are part of this category.*

Arrowhead Dahlias - Dahlias and other flowers

Colorado Caprine - Goat Dairy & Farmstead Cheeses

Hi Ho Sheep Farm - Colorado Lamb, and Lambskins & Wool.

Long Family Farms - Pork, Lamb & Beef. No Antibiotics or Growth Hormones

## Local Farms & Dairies

The following are Community Supported Agriculture (CSA) farms and dairies that are located in the greater Fort Collins area. Briefly defined, CSAs: “consist of a community of individuals who pledge support to a farm operation so that the farmland becomes, either legally or spiritually, the community's farm, with the growers and consumers providing mutual support and sharing the risks and benefits of food production. Typically, members or "share-holders" of the farm or garden pledge in advance to cover the anticipated costs of the farm operation and farmer's salary. In return, they receive shares in the farm's bounty throughout the growing season, as well as satisfaction gained from reconnecting to the land and participating directly in food production. Members also share in the risks of farming, including poor harvests due to unfavorable weather or pests. By direct sales to community members, who have provided the farmer with working capital in advance, growers receive better prices for their crops, gain some financial security, and are relieved of much of the burden of marketing.” (DeMuth, 1993)

### **Community Supported Agriculture Farms**

#### **Guidestone**

5943 N. County Road 29  
Loveland, CO 80538

#### **Happy Heart Farm**

2820 W. Elizabeth St.  
Ft. Collins, CO 80521

#### **Cresset Community Farm**

503 S. County Road  
Loveland, CO 80537-8863

#### **Monroe Organic Farms, LLC.**

25525 Weld County Road 48  
Kersey, CO 80644

#### **Blacksmith Ridge Farms**

5093 Nelson Rd.  
Longmont, CO

#### **Gabriel Farm**

7979 North 41<sup>st</sup>  
Longmont, CO

### **Community Supported Agriculture Farms**

#### **Pachamama Organic Farm**

10771 N. 49th Street,  
Longmont CO 80503

#### **Stonebridge Farm**

5169 Ute Highway  
Longmont, CO

#### **Cure Organic Farm**

P.O. Box 19913  
Boulder, CO 80308

### **Local Dairies**

#### **North County Farm**

North County Farm provides raw goats milk through client shares and also offers natural raised lamb, rabbit, and goat.

#### **Morning Fresh**

100% natural dairy  
Morning Fresh Dairy  
5821 W1 County Road 54 E  
Bellvue, CO 80512

#### **Taft Hill Dairy**

Taft Hill Dairy provides raw milk shares.

#### **Windsor Dairy**

A CSA farm and dairy, on-farm sales include: beef (organic), lamb (natural), chicken (organic), wild salmon, eggs (organic).  
6427 Weld County Road 68.5  
Windsor

**More local food resources may be found at the Colorado Proud listing:**

<http://www.ag.state.co.us/mkt/coproud/CO%20Proud%20Program.html>

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