Achieving Viability Through
Utterly Unreasonable 
&
Idealistic Aspirations

Rodney North

The Answer Man & Worker-Owner
What’s more viable?

Aiming low

or aiming high?
More viable – more “reasonable”

OR

More audacious – more impact??
Impact / ambition
Impact / ambition

“Chance of Success”
Impact / ambition

“Chance of Success”
It’s a trade-off – right?
Impact / ambition

“The Equal Exchange Theorem

“Chance of Success”
Our “tool kit”
What if we try to ...
What if we try to ...

- Pioneer Fair Trade foods & beverages
What if we try to ... 

- Pioneer Fair Trade foods & beverages
  
  - ...& do it for 100% of our products
What if we try to ...

- Pioneer Fair Trade foods & beverages
  - …& do it for 100% of our products
- Source organic products
What if we try to ...

- Pioneer Fair Trade foods & beverages
  - ...& do it for 100% of our products
- Source organic products
- Advocate for farmers & Fair Trade
What if we try to ...

- Pioneer Fair Trade foods & beverages
  - ...& do it for 100% of our products
- Source organic products
- Advocate for farmers & Fair Trade
- Create a democratic worker co-operative
What if we try to ...

- Pioneer Fair Trade foods & beverages
  - ...& do it for 100% of our products
- Source organic products
- Advocate for farmers & Fair Trade
- Create a democratic worker co-operative
- Change the rules for capital
What if we try to ...

- Pioneer Fair Trade foods & beverages
- …& do it for 100% of our products
- Source organic products
- Advocate for farmers & Fair Trade
- Create a democratic worker co-operative
- Change the rules for capital
  
  Labor would hire Capital instead of vise-versa
What if we try to ...

- Pioneer Fair Trade foods & beverages
  - ...& do it for 100% of our products
- Source organic products
- Advocate for farmers & Fair Trade
- Create a democratic worker co-operative
- Change the rules for capital
- AND implement a “no exit” strategy
Has the job gotten *harder*?

Maybe *ridiculous*?
What are some of the consequences of...

- **Pioneering** Fair Trade foods & beverages
What are some of the consequences of...

- Pioneering Fair Trade foods & beverages
  - ...& doing it for 100% of our products
What are some of the consequences of...

- Pioneering Fair Trade foods & beverages
  - …& doing it for 100% of our products
- Sourcing organic products
What are some of the consequences of...

- Pioneering Fair Trade foods & beverages
  - …& doing it for 100% of our products
- Sourcing organic products
- Advocating for farmers & Fair Trade
What are some of the consequences of...

- Pioneering Fair Trade foods & beverages
  - …& doing it for 100% of our products
- Sourcing organic products
- Advocating for farmers & Fair Trade
- Being a worker co-operative
What are some of the consequences of...

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What are some of the consequences of...

- Pioneering Fair Trade foods & beverages
  - & doing it for 100% of our products
- Sourcing organic products
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- Being a worker co-operative
- Changing the rules for capital
- AND implementing a “no exit” strategy
The WHOLE Canoe

▪ 100% Fair Trade
▪ Affordable credit
▪ Advocate for farmers & fair Trade
▪ Worker co-op
▪ "No Exit" Strategy
ENDORSEMENTS

UNITED STUDENTS FOR FAIR TRADE

FAIR WORLD PROJECT

LUTHERAN WORLD RELIEF COFFEE PROJECT

CHRISTIAN CHURCH (DISCIPLES OF CHRIST) COFFEE PROJECT

AMERICAN JEWISH WORLD SERVICE FAIR TRADE PROJECT

Presbyterian COFFEE PROJECT

Catholic Relief Services COFFEE PROJECT

AMERICAN FRIENDS SERVICE COMMITTEE COFFEE PROJECT

UNITED METHODIST COMMITTEE ON RELIEF COFFEE PROJECT

CHURCH OF THE BRETHREN COFFEE PROJECT

UNITARIAN UNIVERSALIST SERVICE COMMITTEE COFFEE PROJECT
Equal Exchange stock vs. S&P 2000 to 2010
Rodney North

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