

Hazon CSA Program Bank

Title: Fair Trade Tu Bishvat Seder

Location: Hazon CSA Long Island, Reconstructionist Synagogue of the North Shore

More info / Questions: Cantor Eric Schulmiller– rsncantor@gmail.com

Program Description

A Tu Bishvat seder featuring fair trade coffee and chocolate.

Program Objectives

- Create awareness of the connection between an ancient ritual and current ethical challenges
- Discover a fun, delicious, family-friendly way to celebrate a Jewish holiday
- Provide visibility for your CSA in the general congregation
- Spotlight a few neglected “tree foods”
- Engage people in conversations about ethical eating, including locally grown food and fairly traded food products.

Planning Timeline

8 weeks before: Decide on program and lead organizers, and set timeline.

6 weeks before: Identify an instructor, identify a location for the event, identify a lead contact person

4-6 weeks before: Create the flyer and blurb, begin marketing

2-4 weeks before: Follow up marketing, instructor prepares session

1 week before: Send reminder to confirmed participants, coordinator confirms details and materials with instructor, coordinator confirms space set up and details with contact at location

1-2 days: Final reminder to participants (last minute participant add/drops), purchase all food items: chocolate, coffee, and other snacks

Day of: Arrive at location two hours early to prep food, set up room, greet instructor, etc.

Marketing

Marketing methods included:

- Flyers hung around the synagogue
- E-mails sent to members
- Blurb in synagogue e-newsletter
- Word of mouth

Program Details

About 75 people participated in a traditional Tu Bishvat seder, complete with songs, poetry, and modern environmental readings (see the haggadah we used in the Program Bank). The “twist” is that instead of four cups of wine/grape juice moving from all white to all red, which is the practice at most Tu Bishvat seders, we used four cups of fair trade coffee, adding more and more organic chocolate milk each time. We also dipped our fruits and nuts into fondue made from fair-trade, kosher, organic chocolate.

Educator

The seder was primarily led by the Cantor Eric Schulmiller, who is the cantor of the shul and also lead staff of the Hazon CSA. The haggadah was put together by the shul’s Rabbinical fellow. A guest speaker from Hazon was brought in to speak about the Hazon CSA program (which meant the event served as a marketing night, because many of the participants were not already members).

If a group wanted to bring in an outside speaker, that would be great – but the haggadah is fairly complete and could be led by the synagogue/JCC's education director, Rabbi, or a group of lay leaders.

Location

The fair trade Tu Bishvat seder took place in our synagogue social hall. Depending on the size of your event, you may want to meet in a member's home. It is important that the kitchen used by kosher so that all members are able to attend, regardless of their eating habits.

Materials

- **Produce:** organic fruits and nuts (you need at least a few items from the following three categories: edible inside and inedible outside (peel, shell, etc.), edible outside and inedible inside (pit, etc.), and entirely edible.
- **Fair trade coffee:** A great one for this type of event is Mirembe Kawomera (“delicious peace”), a fair trade coffee made by a cooperative of Jewish, Muslim and Christians from Uganda.
- **Fair trade chocolate:** We recommend the semi-sweet chocolate chips from Sunspire. They are organic, fair-trade, kosher, and melt very easily in the microwave for the bowls of fondue.
- **Dishware/napkins:** We used recycled disposable dishware, but if you have the capacity to use reusable plates, that's a great option.
- **Program materials:** Haggadot were provided for each participant. The final page was printed on seeded paper (paper embedded with seeds), which participants could take home and plant following the seder.

Costs

Space - \$0

Haggadot printing costs - \$50 (we printed these in-house at our synagogue, so there was no direct cost besides the seeded paper, which we bought specially. This cost would go up if you were printing out-of-house)

Educator - \$0

Produce, coffee and chocolate - \$300

Other snacks and drinks - \$132

Total: \$482

Revenue

Guests were charged a small amount (about \$10/family) and the rest of the costs were covered by a matching grant. The amount charged should be adjusted according to the expected costs of the evening.