

Fair Trade USA Hosts 140,000+ Zoom Monthly Meeting Minutes to Bring Products from Harvest to Store Shelves

Customer: Fair Trade USA, a nonprofit organization that sets standards, certifies, and labels environmentally and economically-friendly products

Challenge: Issues with troubleshooting and inconsistent video quality

Solution: Zoom has the smoothest user experience for people starting and joining a meeting, even for first time users

Result: Zoom meetings are in full use by every department, including those who work with farmers, brands, consumers, donors, and more. In a single month, the team has had 3,000 meeting participants, almost 1,000 meetings, and 140,000+ meeting minutes



Customer

Founded in 1998, Fair Trade USA is an independent, nonprofit organization that sets standards, certifies, and labels products that promote sustainable livelihoods for farmers and workers and protect the environment.

Ranging from coffee to body care and from apparel to seafood production, Fair Trade USA ensures that the workers are treated fairly and the negative impact of production on the environment is minimal. Fair Trade USA was recognized as a leading social venture by the Clinton Global Initiative, World Economic Forum, and Ashoka.

Headquartered in Oakland, CA, Fair Trade USA operates in 45 countries worldwide. The Fair Trade label is steadily growing, and currently over 60% of Americans are aware of the brand. Producers have earned a total financial benefit of more than \$500 million through sales of Fair Trade Certified products.

Challenge

Much of Fair Trade USA's extended team consists of farmers, fishermen, and agriculture inspectors. It is crucial for the long chain of involved employees and partners - farmers, exporters, importers, manufacturers, brands, distributors, and retailers - to communicate in a timely manner.

The Fair Trade supply chain used Skype for one-on-one conversations, yet because many of the field workers aren't tech-savvy, troubleshooting was a major issue. It often took 7-10 minutes to join a meeting while making sure the participants had

the same video meeting solution, getting everything plugged in, and dealing with inconsistent video/audio quality.

In low-bandwidth environments, video quality was getting worse. "I work remotely and have a satellite internet at my home office - being on video via internet and using voice over the phone wasn't a smooth experience at all," said Bennett Wetch, VP of Tech Innovation for Fair Trade USA.

Fair Trade USA employees tried a variety of other video communications tools, including Webex, GoToMeeting, Join.me, and legacy conference room solutions. However, as they started consolidating, there was a strong preference for Zoom among the team, based on a detailed company-wide survey.

Solution

"As a non-profit with limited resources, it was important to find efficient tools for our needs, and other solutions weren't cost-effective. Zoom's free accounts under the basic licenses made a huge difference when we were having thousands of conversations with people around the globe," said Wetch.

Fair Trade USA has an average of 60 meetings a day with an average of 5 participants - with various communications services, the organization was spending close to \$500,000 a year in staff time to simply start meetings.

"We've used almost every video communications solution on the market, and Zoom had the smoothest user experience for people starting and joining a meeting. Particularly, if one doesn't have a Zoom client installed in advance, joining a call is still easy and practically instant" said Wetch.

Result

Fair Trade USA uses Zoom to the fullest. In just one month, the team had over 3,000 meeting participants, almost 1,000 meetings, and 140,000+ meeting minutes. They also conducted four webinars for the past four weeks using Zoom Video Webinars. Zoom meetings are in full use by human resources, remote employees, the board of directors, and many other stakeholders.

The Fair Trade human resources department is using Zoom to conduct interviews. "It was so helpful to have the interviewees join a meeting by simply sending them a link. Moreover, the HR and Talent team is using Zoom Video Webinars to conduct onboarding trainings," said Wetch.

Remote employees benefit from Zoom by being just a click away from their colleagues. Wetch said, "As a leader of our emerging technology team, it was imperative for me to be as present as possible when I wasn't able to be in the same physical room." Zoom enabled the Fair Trade USA team to work even when at home or traveling."



About Zoom

Zoom is the leader in modern enterprise video communications, with an easy, reliable cloud platform for video and audio conferencing, chat, and webinars across mobile, desktop, and room systems. Zoom Rooms is the original software-based conference room solution used around the world in board, conference, huddle, and training rooms, as well as executive offices and classrooms.

Founded in 2011, Zoom helps businesses and organizations bring their teams together in a frictionless environment to get more done. Zoom is publicly traded on Nasdaq (ticker: ZM) and headquartered in San Jose, California.