Chicago Fair Trade Outlets

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Table of Contents

Introduction

To main objective is to create a multi-layered map illustrating the precise location of every Fair Trade organization (FT outlets) in Chicago. These will be broken down into FT stores, FT cafes and restaurants, FT faith based organizations, FT organizations. Data requirements for this project are included in our need-to-know questions: the number of fair trade outlets per ward; the number of Fair Trade outlets per community area (FT outlets density). The population per ward will also be highlighted, as well as income levels. These questions will be implemented by collecting and deriving data from each type Fair Trade outlet, (stores, café and restaurants, faith based and miscellaneous).

In order to answer why Fair Trade options are available in some neighborhoods and not available in others, it is important to examine the need-to-know questions and relationship between fair trade outlet density; income level; and population density. The software requirements that will be our tools in answering these questions for our project include geocoding; digitizing; data transfer; data management; data manipulation; coordinate transformation; image georeferencing; analysis; overlay; and spatial interpolation.

This information is important because not only do we want to show where fair trade options are located, but we want to know why they are located where they are. The software functions listed above will make this map informative yet still relatively easy to understand.

Needs Assessment

Given the near endless possibilities of GIS applications, we have agreed on our initial meeting with Colin Woodrow (our Chicago Fair Trade representative) that we will attempt to meet on a weekly basis. In doing so, Chicago Fair Trade will be regularly updated on the progress of this project and Colin Woodrow will serve as the intermediary, providing us with feedback and any additional data. Initial data gathered included three sets of data that break down in two distinctive categories: selling outlets (cafes, stores, restaurants), and serving institutions (schools, universities, congregations, CFT member organizations, hospitals, and workplaces).

Combined with a set of layers of Chicago's wards and community areas, this has provided us with a clear illustration of Fair Trade outlets in the region. It has also built a solid foundation on which to expand the project to fully suit Chicago Fair Trade needs. Ultimately, Chicago Fair Trade's hope is that this information will spur further involvement of people in Fair Trade through these organizations, consumption of goods, and politicizing this issue. Similar to any retail business, Fair Trade establishments need a mechanism to analyze their markets as well as reach consumers. For the consumers/residents/voters who visit the Chicago Fair Trade website, GIS is the tool that will facilitate this interaction and provide solutions to questions like where can people buy Fair Trade items? Where are a majority of Fair Trade establishments located? What is the demographic in these areas? Are there areas are not being served by Fair Trade? Why is this? Political initiatives also play a role in making Fair Trade more accessible. What are some of the ways we can apply pressure to the alderman of theses wards to allow for fair trade establishments to open? The Bristol Fair Trade City campaign is an example of how fair trade

consumption can be spatially related and why it's crucial that the Alderman around Chicago feel pressured to be more progressive in implementing Fair Trade policies. "The campaign enlisted the jurisdictional governance of the local authority, including the introduction of the Fair Trade procurement practices. As a result, employees, residents and visitors became Fair Trade consumers, knowingly or unknowingly, when visiting the canteens and restaurants of the local authority and other significant sites and institutions in the city. The Fair Trade City campaign can therefore be seen to have deployed ideas of place, fairness and local–global relations" (Barrnett, 2007).

In addition to making an argument to open more Fair Trade establishments in a particular ward or community area, we want to make people feel that Fair Trade is progressive and ethically based through our map. The vehicle to deliver this message will be through faith-based organizations, schools and community groups looking to improve the area they live in. This will further grow the amount of Fair Trade establishments and organizations within wards and communities and make people want to go there.

Data Acquisition

Data Set Name: Fair Trade

> File Name: FT outlets
>
> Description: Data collected from Chicago Fair Trade, containing information from fair
> trade organizations, suppliers and retailer in Cook County. The data included names
> and street addresses.
>
> Source of the data: From Colin Woodrow at Chicago Fair Trade
>
>
> Processing steps:
>
> 1) Converted excel files to dbase files.
> 2) Geocoded the addresses
>
> Spatial object type: point
>
> Attributes:
>
> | Field name | Name of FT outlets |
> |---|---|
> | Addresses | Street name, number and city |
>
> Data format: shapefile

Data Set Name: Census Tracts

> File Name: 1. Census Tracts

2. Chicago city wards from city of Chicago GIS website
3. Chicago neighborhoods

Description: Census data obtained from US Census Bureau digital database for Cook County including information of FIPS State, County, Tract, Block Code, and demographic characteristics and TIGER/Line:
http://www.census.gov/geo/www/cob/bdy_files.html

The wards data set was obtained from the University of Chicago:
http://www.lib.uchicago.edu/e/su/maps/chigis.html
update (5/27/08):
http://egov.cityofchicago.org/city/webportal

The neighborhood dataset is from the city of Chicago:
http://egov.cityofchicago.org/city/webportal

Source of the data: 1. US Census Bureau
2. The University of Chicago
Census 2000 Gateway: http://www.census.gov/main/www/cen2000.html
Processing steps: 1) census data in tabular format was joined to census tracts cartographic boundaries files
2) geocoded addresses using a city street layer

Spatial object type: polygon

Attributes:

Field name	Description
STFIPS	State FIPS code
CTFIPS	County FIPS code
TRACT	Census Tract code (Primary Key)
Population	Population in year 2000
Household	The number of households in year 2000
Area	The area of census block in square feet
Household Inc	The income of households
Population Density	Populations divided by area (persons in square feet)

Data format: shapefile
Obtained ward and neighborhoods

3) Fitness for Use

State plane coordinate system had to be specified. The data given to us from Colin had to be corrected, street addresses and names were corrected in excel, names of stores corrected in excel. We normalized the data so that it was accurate and could be imported to GIS. The resolution is fine at this time but may need readjustment in the future as layers are added onto each other. We obtained shapefiles of the wards and community areas from the city of

Chicago website. As a whole the data is logically consistent and there no known issues thus far. The only limitation about the data set is incorrect information given to us about stores that are Fair Trade or not.

Data Analysis

In order to answer our client's questions we need to illustrate where Fair Trade products are sold. A thematic map that shows the location of Fair Trade outlets that sell Fair Trade products is therefore in order. GIS operations required to create the Fair Trade products availability map include normalization, geocoding, and thematic mapping to create a point map that will show the location of Fair Trade outlets, broken down in the following categories: FT stores; FT cafes and restaurants; FT faith based organizations; and FT miscellaneous organizations. The process diagram below summarizes how data is transformed to information product. Because the process diagram below is a summary, FT outlets represent all categories. In the final product, however, each category (stores, cafes and restaurants, and organizations) are respectively represented.

```
FT Outlets in        Normalization        FT Outlets
spreadsheet                               Data
                                          Normalized

Query  ←  FT Outlets Data  ←  Geocoding
          Geocoded

Outlets selling  →  Thematic  →  FT products
FT products         mapping       availability map
```
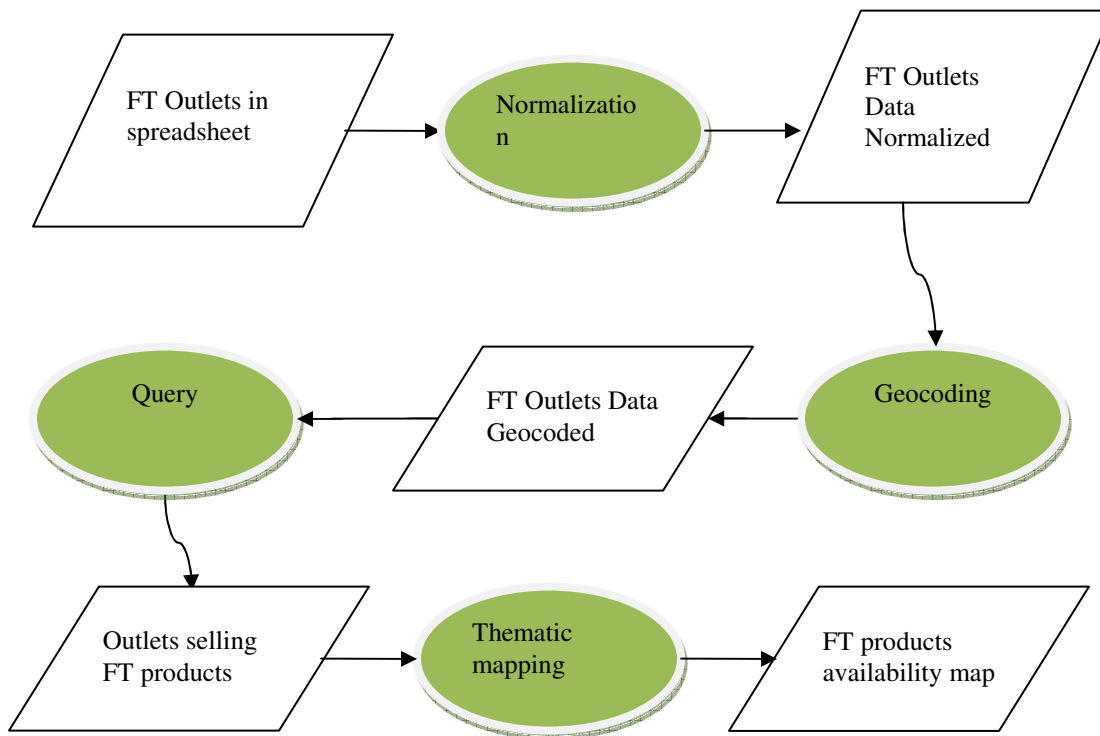
Additionally, we want to highlight population density and income levels to illustrate its relationship with FT outlets location. Population and income level per ward were drawn from the U.S. Census data for the city of Chicago. As this information came in the form of shape files, minimal data manipulation was required.
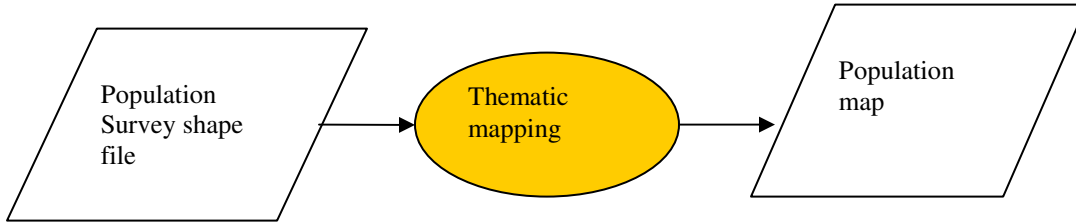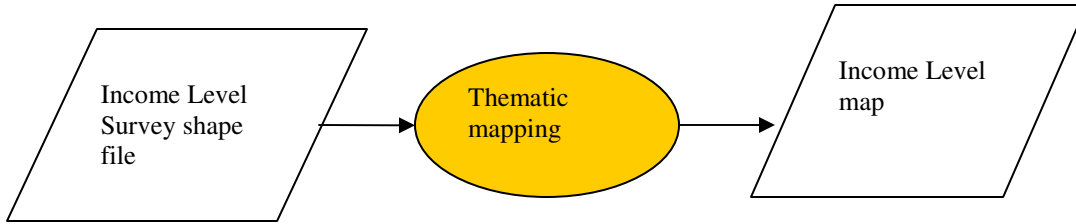
Project Results

Found in this section are the results of our analysis. For the most part the data developed much like we thought it would. Below is an explanation of the results as well as charts and maps to supplement our findings.

What we found is that fair trade organizations are concentrated in groups rather than spread throughout the city. The highest volume of fair trade organizations are in and around downtown Chicago, and also on the north side. With the exception of Hyde Park, fair trade outlets are few and far between on Chicago's south side. This can easily be seen in the map below.

Fair Trade Outlets Hyde Park
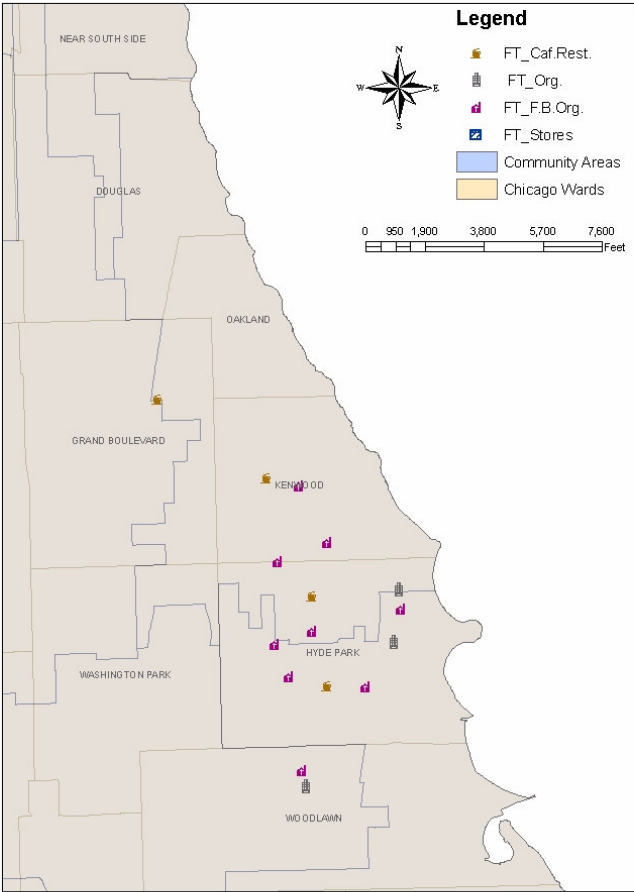
This image compared to the one of the north side (below) clearly exhibits the disparity of fair trade outlets on the opposite ends of the city.

Fair Trade Outlets North Side
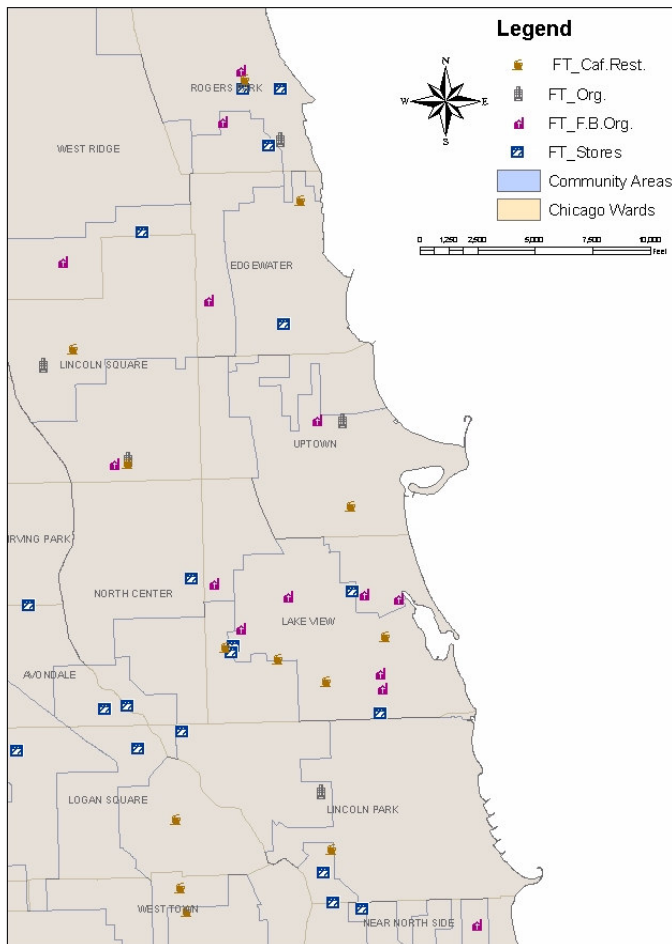
As for the loop (below) there is a dense concentration of fair trade cafés and restaurants, and sprinkled in are some stores and faith based organizations. When viewing these images as one collective image, it is apparent that although there are numerous fair trade outlets in Chicago they are definitely clustered.

Fair Trade Outlets Loop
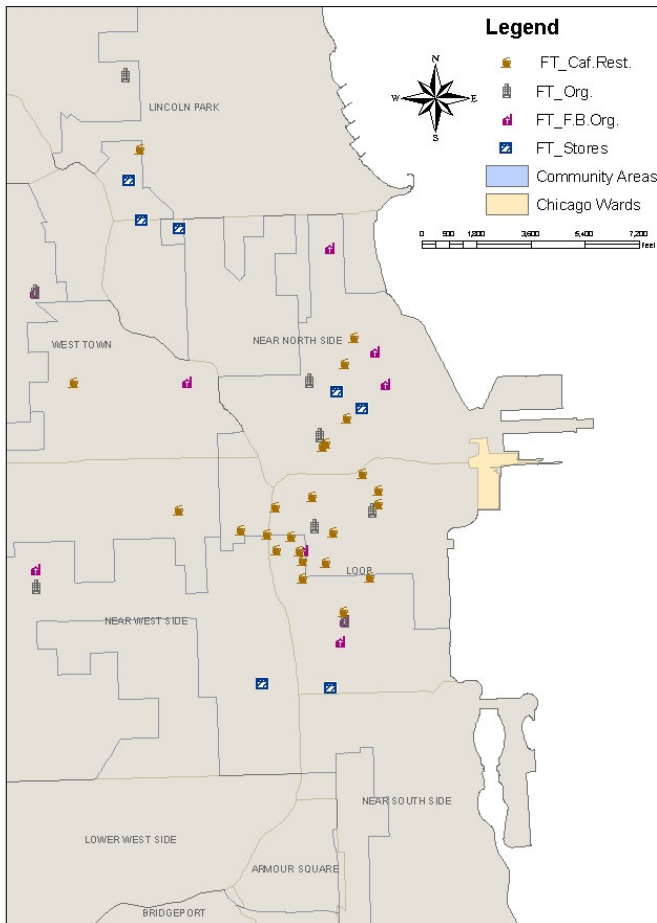
One thing we wanted to compare when we first started thinking about the project was the location of fair trade outlets with relation to average income in the respective community areas. We originally thought that fair trade outlets would be located in or near community areas with high average income; our line of thought was pretty much spot on. Below is a map of average family income in Chicago community areas. As the legend indicates, the darker community areas indicate high average income. The map shows fair trade outlets in and around the community areas with high average income compared to the rest of the city.

Fair Trade Outlets Chicago and Income
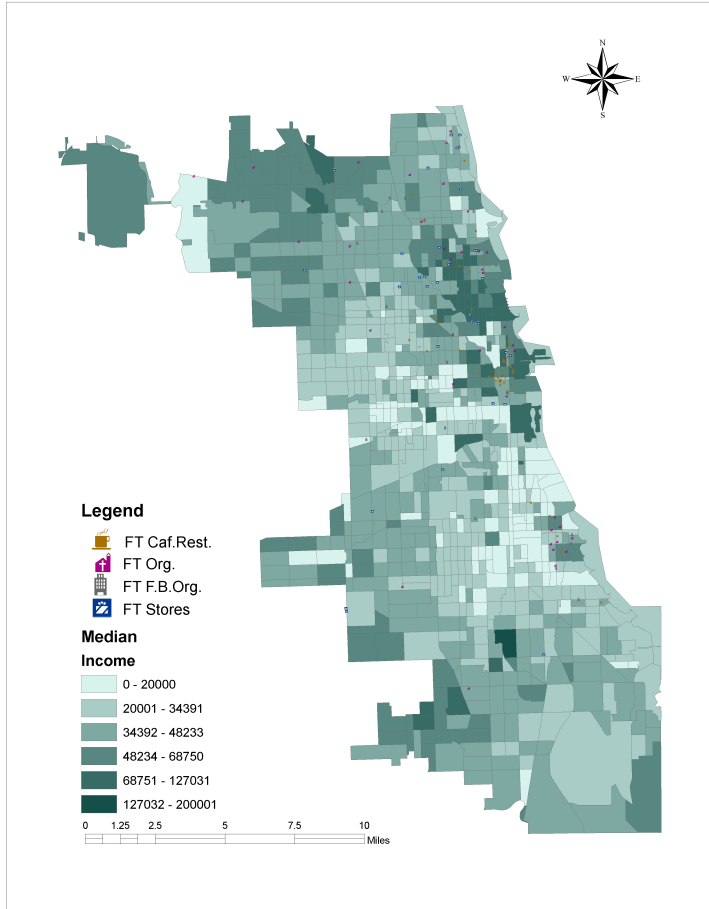
Conclusions and Recommendations

To conclude, this project involved analysis and GIS mapping of data provided us via Chicago Fair Trade. We separated fair trade outlets into four categories: fair trade cafés and restaurants, faith based organizations, fair trade stores, and other fair trade organizations. We then created maps using ArcGIS and those maps are seen in this report.

Our conclusions supported our hypothesis; that fair trade outlets would be found mostly in community areas with high average income. We feel that our approach to the task given to us by Chicago Fair Trade was effective. The only difficulties we encountered were geo-coding the fair trade outlets and producing a map of adequate size.

As for recommendations, we feel it would be beneficial to both Chicago Fair Trade and every Chicago citizen to keep these maps up to date in order to provide visual sense of where these outlets are located. Updating it every two years or so seems sufficient.

Technical Appendices

Appendix A.

Colin Woodrow (Chicago Fair Trade)
Nancy Jones (Chicago Fair Trade)

Appendix B.
Fair Trade Stores

NAME	STREET_ADD	CITY	STATE	ZIP	COMM
Target	2939 W Addison St	Chicago	Illinois	60618	Avondale
Target	2460 W George St	Chicago	Illinois	60618	Avondale
Whole Foods Market	2950 N Oakley Ave	Chicago	Illinois	60618	Avondale
Target	4433 S Pulaski Rd	Chicago	Illinois	60632	Brighton Park
Target	8560 S Cottage Grove Av	Chicago	Illinois	60619	Chatham
Trader Joe's	5714 W Belmont Ave	Chicago	Illinois	60634	Dunning
Whole Foods Market	6020 N Cicero Ave	Chicago	Illinois	60646	Forest Glen
Trader Joe's	3745 N Lincoln Ave	Chicago	Illinois	60613	Lakeview
Whole Foods Market	3626 N Halsted St	Chicago	Illinois	60613	Lakeview
Border's Books & Music	2817 N Clark St	Chicago	Illinois	60657	Lakeview
Dinkel's Bakery	3329 N Lincoln Ave	Chicago	Illinois	60657	Lakeview
Whole Foods Market	3300 N Ashland Ave	Chicago	Illinois	60657	Lakeview
Whole Foods Market	3241 N Lincoln Ave	Chicago	Illinois	60657	Lakeview
Costco	2746 N Clybourn Ave	Chicago	Illinois	60614	Lincoln Park
Trader Joe's	1840 N Clybourn Ave	Chicago	Illinois	60614	Lincoln Park
Malia Designs	2643 N Whipple St	Chicago	Illinois	60647	Logan Square
Target	2656 N Elston Ave	Chicago	Illinois	60647	Logan Square
Target	1940 W 33rd St	Chicago	Illinois	60608	Lower West Si
Whole Foods Market	30 W Huron St	Chicago	Illinois	60610	Near North Sic
Trader Joe's	44 E Ontario St	Chicago	Illinois	60611	Near North Sic
Target	1154 S Clark St	Chicago	Illinois	60605	Near South Sic
Costco	1200 N Clybourn Ave	Chicago	Illinois	60607	Near West Side
Whole Foods Market	1101 S Canal St	Chicago	Illinois	60607	Near West Side
Morse Fresh Market	1430 W Morse Ave	Chicago	Illinois	60626	Rogers Park
New Leaf Natural Foods	1261 W Loyola Ave	Chicago	Illinois	60626	Rogers Park
Rangi Mingi Gallery	1130 W Morse	Chicago	Illinois	60626	Rogers Park
Mata Traders	1203 W Balmoral Ave	Chicago	Illinois	60640	Uptown
Costco	7300 S Cicero Ave	Chicago	Illinois	60629	West Lawn
Target	7100 S Cicero Ave	Chicago	Illinois	60629	West Lawn
Target	2112 W Peterson Ave	Chicago	Illinois	60659	West Ridge
Sweet Cakes Bakery	935 N Damen	Chicago	Illinois	60622	West Town
Whole Foods Market	1000 W North Ave	Chicago	Illinois	60622	West Town

Fair Trade Organizations

NAME	STREET_ADD	CITY	STATE	ZIP	COMM
Ambassador Organics	1634 E 53rd St	Chicago	IL	60615	Hyde P…
The Fair Trader	1623 E 55th St	Chicago	IL	60615	Hyde P…
DePaul University	2320 N kenmore	Chicago	IL	60614	Lincoln …
Casa Guatemala	3460 W Lawrence	Chicago	IL	60625	Lincoln S…
Mexico Solidarity Network	4834 N Springfield	Chicago	IL	60625	Lincoln S…
North Park University	3225 W Foster	Chicago	IL	60625	Lincoln S…
Old Town School of Folk Music	4544 N Lincoln	Chicago	IL	60625	Lincoln S…
Swedish Covenant Hospital	5145 N California	Chicago	IL	60625	Lincoln S…
Concern America	3419 W Dickens	Chicago	IL	60647	Logan Sq…
DOE City of Chicago	30 N LaSalle St	Chicago	IL	60602	Loop…
Happytalk Projects/ Happytalk Products	130 N Garland Court	Chicago	IL	60602	Loop…
Heartland AllianceEnlaces America	208 S laSalle	Chicago	IL	60604	Loop…
National Mexican Fine Art Museum	1852 W 19th	Chicago	IL	60608	Lower Wes…
Center for Cultural Interchange	746 N LaSalle Dr	Chicago	IL	60610	Near North…
Reusablebags	116 W Illinois	Chicago	IL	60610	Near North…
AFSC	637 S Dearborn	Chicago	IL	60605	Near South…
Chicago Coalition for the Homeless	1325 S Wabash	Chicago	IL	60605	Near South…
Chicago Coalition for the Homeless	1325 S Wabash	Chicago	IL	60605	Near South…
Oxfam America Midwest	637 S Dearborn	Chicago	IL	60605	Near South…
Jobs with Justice	333 S Ashland Ave	Chicago	IL	60607	Near West…
Little Black Pearl	1060 E 47th St	Chicago	IL	60609	New C…
World Shoppe	3923 N Keeler	Chicago	IL	60641	Portage P…
Loyola University	6525 N sheridan	Chicago	IL	60626	Rogers P…
WomanCraft	4115 W Ogden	Chicago	IL	60623	South Law…
Black United Fund	1809 E 71st St	Chicago	IL	60649	South Sh…
EcoJustice Collaborative	839 W Lakeside Place	Chicago	IL	60640	Uptow…
Maya Works	1732 W Hubbard	Chicago	IL	60622	West To…
Mora&Mahogany	1242 N Bosworth	Chicago	IL	60622	West To…
University of Chicago	1210 E 62nd	Chicago	IL	60637	Woodla…

Fair Trade Cafes and Restaurants

NAME	STREET_ADD	CITY	STATE	ZIP	COMM
Metropolis Café	1039 W Granville Ave	Chicago	Illinois	60660	Edgewater
Bronzeville Coffee	528 E. 43rd St.	Chicago	Illinois	60653	Grand Boulevard
Hidden Pearl Café	1060 East 47th st	Chicago	Illinois	60653	Grand Boulevard

Third World Café	1301 E 53rd St	Chicago	Illinois	60615	Hyde Park
Dollop's	4181 N Clarendon Ave	Chicago	Illinois	60613	Lakeview
Coffee & Tea Exchan	3311 N Broadway	Chicago	Illinois	60657	Lakeview
Fixx Coffee Bar	3053 N Sheffield Ave	Chicago	Illinois	60657	Lakeview
Seattle's Best	1300 W Belmont Ave	Chicago	Illinois	60657	Lakeview
Wishbone	3300 N Lincoln Ave	Chicago	Illinois	60657	Lakeview
Art Gallery Kafe	1907 N Milwaukee Av	Chicago	Illinois	60625	Lincoln Square
Bistro Campagne	4518 N Lincoln Ave	Chicago	Illinois	60625	Lincoln Square
SoleLuna	5255 N Rockwell St	Chicago	Illinois	60625	Lincoln Square
Caffe De Luca	1721 N Damen Ave	Chicago	Illinois	60647	Logan Square
Coffee Beanery Café	2158 N Damen	Chicago	Illinois	60647	Logan Square
Café Ambrosia	1963 N Sheffield Ave	Chicago	Illinois	60201	Loop
Coffee Beanery	150 N Michigan Ave	Chicago	Illinois	60601	Loop
Starbucks Coffee Co	35 E Wacker Dr	Chicago	Illinois	60601	Loop
Starbucks Coffee Co	180 N La Salle St	Chicago	Illinois	60601	Loop
Starbucks Coffee Co	202 N Michigan Ave	Chicago	Illinois	60601	Loop
Starbucks Coffee Co	70 W Madison St	Chicago	Illinois	60602	Loop
Starbucks Coffee Co	105 W Adams St	Chicago	Illinois	60603	Loop
Starbucks Coffee Co	55 E Jackson Blvd	Chicago	Illinois	60604	Loop
Starbucks Coffee Co	400 W Madison St	Chicago	Illinois	60606	Loop
Starbucks Coffee Co	200 W Adams St	Chicago	Illinois	60606	Loop
Starbucks Coffee Co	303 W Madison St	Chicago	Illinois	60606	Loop
Starbucks Coffee Co	227 W Monroe St	Chicago	Illinois	60606	Loop
Starbucks Coffee Co	100 S Wacker Dr	Chicago	Illinois	60606	Loop
Starbucks Coffee Co	150 N Wacker Dr	Chicago	Illinois	60606	Loop
Starbucks Coffee Co	209 W Jackson Blvd	Chicago	Illinois	60606	Loop
Frontera Grill	449 N Clark St	Chicago	Illinois	60610	Near North Side
Starbucks Coffee	430 N Clark St	Chicago	Illinois	60610	Near North Side

NAME	STREET_ADD	CITY	STATE	ZIP	COM
Starbucks Coffee Co	828 N State St	Chicago	Illinois	60610	Near North Side
Starbucks Coffee Co	600 N State St	Chicago	Illinois	60610	Near North Side
Starbucks Coffee Co	932 N Rush St	Chicago	Illinois	60611	Near North Side
Starbucks Coffee Co	222 Merchandise Mart	Chicago	Illinois	60654	Near North Side
Starbucks Coffee Co	555 S Dearborn St	Chicago	Illinois	60605	Near South Side
Chicago Chocolate C	847 W Randolph St	Chicago	Illinois	60607	Near West Side
Starbucks Coffee Co	40 N Clinton St	Chicago	Illinois	60661	Near West Side
Heartland Café	7000 N Glenwood Ave	Chicago	Illinois	60626	Rogers Park
Exchange Cafe	7201 S Exchange Ave	Chicago	Illinois	60649	South Shore
Ear Wax Cafe	1561 N Milwaukee	Chicago	Illinois	60622	West Town
Flying Saucer Café	1123 N California Ave	Chicago	Illinois	60622	West Town
Swim Café	1357 W Chicago Ave	Chicago	Illinois	60622	West Town
Village Café	2304 W Chicago Ave	Chicago	Illinois	60622	West Town
Medici on 57th	1327 E 57th St	Chicago	Illinois	60637	Woodlawn

Fair Trade Faith Based

NAME	STREET_ADD	CITY	STATE	ZIP	COM
School sisters of Notre Dame	9535 S Loomis St	Chicago	IL	60643	Bev
Berry United Methodist	4020 N Monitor	Chicago	IL	60634	Dun
Old St. Patricks	6246 N Karlov Ave	Chicago	IL	60646	Forest
St. Mary of the Wood	6246 N Karlov Ave	Chicago	IL	60646	Forest
Church of the Bretheran	1439 N Springfield	Chicago	IL	60651	Humbo
3rd Unitarian	4733 S Woodlawn	Chicago	IL	60615	Hyde
Augustana Lutheran Church	5460 S Kimbark Ave	Chicago	IL	60615	Hyde
CTU	5401 S Cornell	Chicago	IL	60615	Hyde
Kam Isaiah Israel	1100 E Hyde Park Blvd	Chicago	IL	60615	Hyde
LSTC	1100 East 55th St	Chicago	IL	60615	Hyde
St. Paul's Episcopal	1325 E 50th St	Chicago	IL	60615	Hyde
Holy Trinity Lutheran	1218 W Addison	Chicago	IL	60613	Lake
St. Andrews Catholic	1710 W Waveland Ave	Chicago	IL	60613	Lake
Lakeview Presbyterian Church	716 W Addison	Chicago	IL	60613	Lake
2nd Unitarian	656 W Barry Ave	Chicago	IL	60657	Lake

4th Presbyterian	3500 N Lake Shore Dr	Chicago	IL	60657	Lake
St Alphonsus	1534 W Roscoe	Chicago	IL	60657	Lake
Wellington Ave. UCC	615 W Wellington Ave	Chicago	IL	60657	Lake
Queen of Angels	2330 W Sunnyside	Chicago	IL	60625	Lincoln
Unity Church on the North Shote	47 W Polk St	Chicago	IL	60602	Lo
8th Day Center	205 W Monroe	Chicago	IL	60606	Lo
St. Chrysostom's	1414 N Dearborn	Chicago	IL	60610	Near No
4th Presbyterian	126 E Chestnut Street	Chicago	IL	60611	Near No
CRS Diocesan Director	155 E Superior	Chicago	IL	60611	Near No
Our Lady of Peace Catholic Church	155 E Superior	Chicago	IL	60611	Near No
Grace Place	637 S Dearborn	Chicago	IL	60605	Near So
Epiphany Episcopal Church	201 S Ashland	Chicago	IL	60607	Near W
ELCA	8765 W Higgins Road	Chicago	IL	60631	Norwoo
New Hope UMC	7115 W Hood Ave	Chicago	IL	60631	Norwoo
St James Lutheran Church	7400 W Foster	Chicago	IL	60656	Norwoo
CRLN	2825 N Kenneth	Chicago	IL	60641	Portag
St. John's Episcopal Church	3857 N Kostner	Chicago	IL	60641	Portag
CRLN	6726 N Bosworth	Chicago	IL	60626	Roger
St Jerome	1437 W Greenleaf	Chicago	IL	60626	Roger
United Church of RP	1437 W Greenleaf	Chicago	IL	60626	Roger
CRLN	4750 N Sheridan Rd	Chicago	IL	60640	Upt
St. Gregory the Great Parish	5545 N Paulina	Chicago	IL	60640	Upt
Beth Shalom B'nai Zaken Ethiopian Hebrew Co	6601 South Kedzie	Chicago	IL	60629	West
Grace Lutheran	5837 N Talman	Chicago	IL	60659	West
CRS Mid west Office	770 N Halsted Suite	Chicago	IL	60622	West
Mora& Mahogany	1242 N Bosworth	Chicago	IL	60622	West
1st Unitarian	5711 S Harper Ave	Chicago	IL	60637	Woo
University Church	5655 S University Ave	Chicago	IL	60637	Woo
University Church	6104 S Woodlawn	Chicago	IL	60637	Woo

Appendix C.

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