



STUDENT AWARENESS TO ACTION KIT: EIGHT ACTION PLANS FOR CHALLENGING
THE BOTTLED WATER INDUSTRY AND BEVERAGE EXCLUSIVITY CONTRACTS

SEVEN: FIND OUT WHAT THE STUDENT BODY WANTS

**STUDENTS AT THE UNIVERSITY OF GUELPH VOTED 65% IN
FAVOUR OF REPLACING COKE PRODUCTS WITH ‘AN ALTERNATIVE
SUPPLIER’ IN APRIL, 2007...**

THIS CAME AFTER SEVERAL YEARS of campaigns targeting Coke and advocating for conscious consumer choices on campus. This vote was part of referendum the Central Students Association organized. Guelph’s 10 year contract with Coke expires August 2007; given this student mandate, it is unlikely it will be renewed.

As part of your campaign strategy, you may want to consider having your student union find out what the student body thinks of beverage exclusivity contracts. To do this, you can request that a referendum question be included in the next student union elections.

Here are a few things to consider before you go ahead with this action:

- This action tends to be more useful later on in a campaign. It may not be apparent to students not exposed to the campaign why a beverage exclusivity contract (Coke and Pepsi) may not be a desirable thing to have on campus.
- A negative vote can strike a blow to campaign moral; thoroughly discuss this implication with your group and whether or not you believe that a vote would likely be positive.

What does your
student body think of
exclusivity contracts?