Council Meeting Speaking Notes – Fair Trade Winnipeg Designation, April 12, 2017
510 Main Street – West Committee Board Room 8:50 am.

I would like to thank you for the opportunity to speak in support of a decision to make Winnipeg a Fair Trade City. My name is Donna Dagg and I work in the field of Sustainable Development for Manitoba Liquor & Lotteries and more importantly today, I am speaking to you as a Steering Committee member supporting the Campaign to Make Winnipeg a Fair Trade City.

Just as a bit of background,

In 2013, The Manitoba Council for International Cooperation (MCIC), a coalition of organizations involved in international development, conducted a review of the support for Fair Trade through a Probe Research Study in the City of Winnipeg. Based on the positive results of the review, MCIC's Outreach Coordinator Zack Gross approached me at Liquor & Lotteries to determine if I would help to develop and participate in a Steering Committee with the goal of achieving and maintaining "Fair Trade City" Status for the City of Winnipeg. I said YES as did a number of individuals committed to promoting Fair Trade within our organizations and within our communities. Our committee is currently made up of 15 members, with representation from Sparrow Hotels, Canadian Museum of Human Rights, Cancer Society, several fair trade brokers including a flower distributor, and a number of Fair Trade advocates including the University of Manitoba the WAA and Red River College. We are a fun group of people who meet on a monthly basis and work to advance Fairtrade within our city by supporting FT product availability, education and awareness and community support opportunities.

Why are we promoting fair trade? Fair trade is "A market-based system that uses consumer support to influence international trade practices toward greater social and environmental sustainability".... It is about better prices, decent working conditions, local sustainability, and fair "terms of trade" for farmers (mostly small holder farming) and workers located in the global south -producing coffee, tea, cocoa, sugar cane, bananas etc. ....and we know that there are numerous individuals (stores, restaurants, suppliers, businesses, schools) all across this province promoting fair trade.... and using their purchasing power to influence the world around us.

Based on our committee activities and observations, the support for fair trade in our city is high and continues to grow. Since 2013, Probe Research conducted a follow-up study to determine Manitobans views on Fairtrade products. The study which took place in April 2016 consisted of a telephone interview with 1000 adults and asked four questions to determine A) the Fair Trade argument strength in product procurement, b) the inclination to pay a premium to buy Fairtrade goods, C) reported consumption of Fair trade goods and finally d) demand for fair trade products in Workplaces and Restaurants. Based on study results, 55% of people found Fair Trade certification a compelling rationale for procurement, 67% of people were inclined to pay a premium for a fairtrade product when shopping (much more 23% and somewhat more 44%), 4 out of 10 responders noted the consumption of fairtrade goods on a regular basis and finally 50% of the responders were interested or very interested in being offered fairtrade products in workplaces and restaurants.

Support for fairtrade in our City was also evident during the National Fairtrade Conference which was held here in Winnipeg in February 2016. The three day conference was very successful attracting over 350 delegates from across Canada and attracting key note speakers from South Africa, Guatamala and Tanzania to name a few. Having the conference here in Winnipeg provided an opportunity for local business, individuals and schools to participate and learn more about fair trade. The trade show associated with the conference was also a big success with many many local citizens coming to the trade show to learn about fairtrade and buy items.

So what is a Fair Trade City? - A "Fair Trade Town/City" is a designation program. In Canada it is awarded through Fair Trade Canada and the Canadian Fair Trade Network (CFTN). The designation recognizes municipalities that can demonstrate a strong commitment to fair trade from its community stakeholders, including local municipal authorities (city council), businesses, community groups, and individual members.

Currently 22 towns have received this designation in Canada. Cities such as Toronto, Vancouver, Edmonton and Ottawa to name a few. In this province, both Gimli and Brandon have received "Fair Trade Town" designations with Selkirk on the cusp of achieving their designation. The Fair Trade Town program in Canada is part of a global movement that, as of 2015, recognizes more than 1,500 communities in 32 countries.

What are the Requirements? In order to achieve Fair Trade Town/City status, the following five requirements must be met and maintained, just briefly they are:

1. A Fair Trade City Steering Committee must be developed and maintained to support Fairtrade within the city.
2. We must demonstrate the availability of Fairtrade certified products in proportion to the size of our population.
3. Demonstrate and Support Public Awareness and Education for Fair Trade in proportion to the size of our population
4. Demonstrate and Advance Community Support for fairtrade in our City
5. And finally obtain political support.

In our City, we currently meet the first four requirements. We are here today to show our support for the motion to endorse an application and obtain the last of the requirements, Political support.

Political Support for the designation includes commitments to:

- Amend purchasing to require Fairtrade certification for coffee, tea, and sugar served by municipal food services **managed** by municipal administration
- Identify future goals for sourcing Fairtrade certified products
- Designate a municipal council or staff member to participate in the Steering Committee to ensure the municipality's ongoing commitment to its Fair Trade Town status are being met.....
- Publish campaign/designation information on the municipality's website.

Our Steering Committee has been very lucky receiving guidance from both Lindsay Mireau and Kristine Kostner, Environmental Coordinators within the City to help in our review of the OurWinnipeg Plan and its strategies so we could ensure the Fairtrade Town designation is in line with City's vision. Most notably in the OurWinnipeg Plan is the enabling strategy " Support community-led initiatives aimed at fostering equity and inclusion or at opposing discrimination. – supporting the Fairtrade Town Designation is a concrete goal to assist with achieving this strategy and affirms city's values such as sustainability, economic fairness at both local and global levels.

I mentioned at the onset that I work at Manitoba Liquor & Lotteries. We support Fairtrade through retail sales at our Liquor Marts, where we offer about 30 fair trade beverage products- the bulk of which are wines. We have seen the volume of fair trade product sold double since 2012. This is partially due to increase product selection but we also have customers that specifically request and purchase fair trade product. We also support fair trade by offering only Fairtrade coffee in the staff coffee rooms, kitchenettes and cafeterias and provide only Fairtrade coffee to patrons at the Casinos. Similar to the Procurement department at the City, we rely on internationally recognized third party certifications when purchasing products such as requesting Forestry Stewardship Council certified paper products, Ecologo certified cleaning products, Marine Stewardship Council certified fish and EPEAT certified computers. These certifications are requested by procurement professionals to ensure they are buying products from manufacturers and producers that follow defined criteria to reduce impacts to our ecosystems, support human rights and labour laws and advance sustainable development. Requesting Fairtrade certification is no different.

In closing, myself along with all members of the Fair Trade Winnipeg Steering committee are very excited about achieving the requirements to designate Winnipeg as a Fair Trade City. We appreciate the opportunity to speak to you today in support of making Winnipeg a Fair Trade City and supporting Winnipeg, a great place to live.

Thank-you