Good Morning Your Worship and Executive members.

My name is Larissa Kanhai. I am a Winnipeg citizen, an MBA student at the Asper School of Business at the University of Manitoba, a member of Athena Leadership, and a mother of three small children. I am also a supporter of fair trade in Winnipeg as a member of both the Canadian Fair Trade Network for the past 5 years, and the Fair Trade Winnipeg Steering Committee for over two years.

This dedicated committee represents the voices of businesses and institutions across the city, all of whom have recognized the impact that fair trade already has in Manitoba, the positive symbiotic relationship that Winnipeg has with fair trade, and the further influence this would then have on our global impact as a community.

In fact, our community here in Winnipeg is envied across the nation for our current work in fair trade. We have had individuals, small businesses, and a crown corporation all win awards as leaders in fair trade. We have had fair trade designation achieved by offices like Fort Whyte Alive and 2 Manitoba towns with a third town, Selkirk, having designation approved just this past Monday night by coincidence. We have received support from the Winnipeg Chamber of Commerce and World Trade Centre Winnipeg (who are in fact hosting a fair trade workshop next month) and we have a number of schools like Viscount Alexander and St. James Collegiate exploring designation.

Last February, right here in downtown, Winnipeg hosted the largest recorded Canadian gathering for a Fair Trade Conference ever. Also, exactly one year ago Ms. Dagg, myself, and 8 other Manitobans formed a delegation to travel to Northern Peru, edifying our own development and knowledge in promoting fair trade and allowing us to better serve the committee. Fair trade is already a part of Winnipeg, the question left is whether we join the 22 other fair trade cities across Canada and the hundreds of other fair trade cities across the globe.

In my recent years promoting fair trade, I have had to work on my "elevator pitch" which is no simple task given the complexity of supply chains, and the multi-faceted aspects of human rights and social responsibility involved. Each pitch would vary with the audience.

- To the average consumer, I tell them that fair trade supports, "responsible shopping". It's going to specialty shops like Ten Thousand Villages or to commercial grocery stores like Sobeys and trusting that an item that has a third-party Flo-Cert certification label is giving a fair wage to the producer on the other end of the supply chain.
- To businesses, I tell them that fair trade is the epitome of the Triple Bottom Line by positively affecting the environment, society, and profits. It's not just about recyclable materials; it ensures worker's rights, gender equity, social premiums, and minimizing environmental impact. I can affirm the competitive advantage of ethical sourcing as well as an increasing expectation and desire for corporate social responsibility in business.
- Finally for those who are looking for tangible evidence of what fair trade certified means to the farmer, I tell them about Jose Cordova of the Norandino Co-op in Piura, Peru who

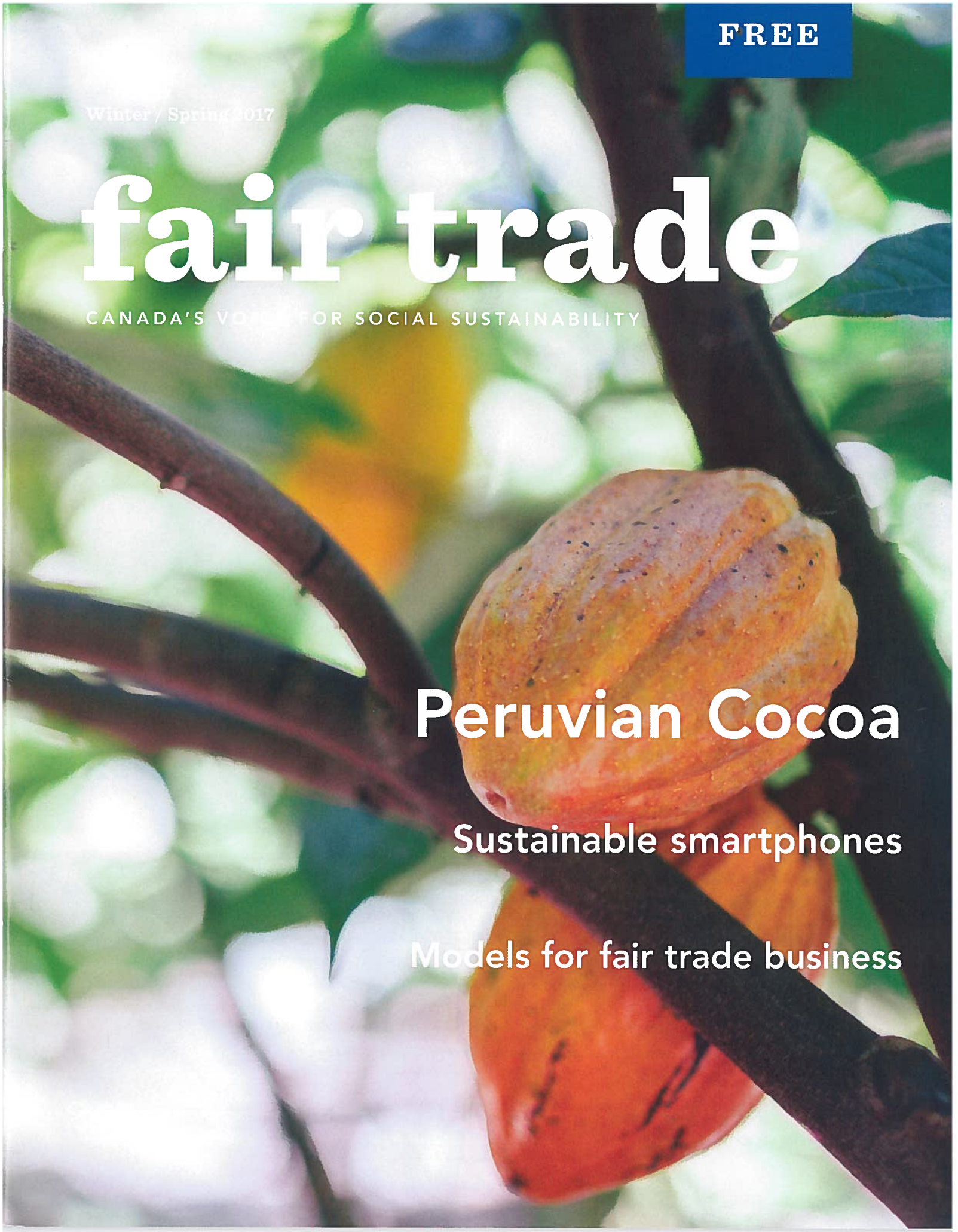
speaks about accountability and traceability of products with the motto: "un mundo justo y solidario es possible" which has translated over the years to a stability in prices for the cacao farmers and teaching the workers skills to add value to their products such that the raw coffee fruit they used to sell at 3,80 solas has improved to 12 solas for the finished and processed dry beans.

Understanding and demand for fair trade in the City is on the rise. For example, the Canadian Museum for Human Rights, while putting Winnipeg on the map, has had a relationship with fair trade from the very start. Its management has consulted with MCIC on ethical procurement before opening, the boutique frontline staff is trained in promoting fair trade, and the restaurant has a delicious and socially responsible menu with many fair trade items. The political support of the EPC and City Council would formalize an already existing link between Winnipeg citizens and the fair trade movement. Formalizing this link will advance Winnipeg amongst other fair trade Canadian cities like Toronto, Vancouver, and Edmonton. It will also bolster the City's pre-existing commitment towards a Sustainable Winnipeg.

I am honoured that my children are growing up in an exciting chapter of Winnipeg's story. They have seen the very skyline change before their eyes. They are also growing up in a time when they hear some pretty disheartening current events in the world, yet they always find safety and hope in their home and community. They have actively participated in the first four criteria of Winnipeg becoming an official fair trade designated city – from sitting in on at least one of our committee meetings, and getting their faces painted at fair trade events while chowing down on fair trade brownies, to kicking around a fair trade soccer ball at their old school.

They are not alone. All of the members of our committee represent a fraction of individuals and businesses across Winnipeg in support of this motion. We strongly believe that fair trade should be a part of this exciting chapter in Winnipeg's story. You will note in the report and documents submitted that this is a feasible action. The benefits of this commitment will be immediately evident as the Council aligns itself further with the City priorities to its people, its environment, and its reputation. But it is the long term impact of this decision that will usher in a sustainable future for Winnipeg and those who call it home.

Thank you for your time.


FREE
Winter / Spring 2017
fair trade
CANADA'S VOICE FOR SOCIAL SUSTAINABILITY
Peruvian Cocoa
Sustainable smartphones
Models for fair trade business





WRAPPED BOMBSHELL RING



BRAILLE LOVE BANGLE



ARROW'S END EARRINGS

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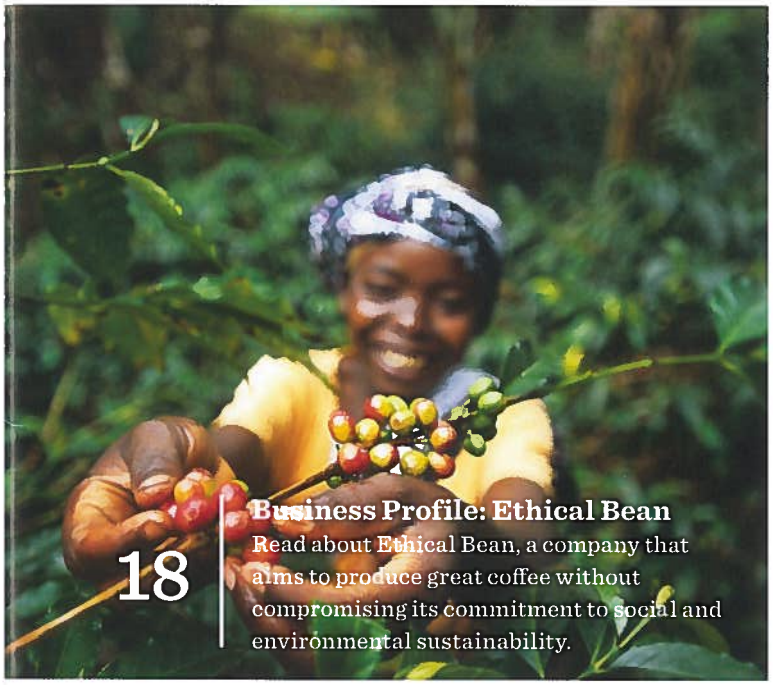
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Peruvian Cocoa
Learn how the fair trade system counters the cycle of poverty that traps many of the world's small-scale cocoa farmers.



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Fair Trade Business
Discover three growth-oriented business models that earn profit while valuing people and the earth.



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Business Profile: Ethical Bean
Read about Ethical Bean, a company that aims to produce great coffee without compromising its commitment to social and environmental sustainability.



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Sustainable Smartphones
Fairphone dials up a fairer future for the electronics industry, which is known for its murky supply chains and endless demands for new products.

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Finding Hope Along an Uncertain Road



There are two ways to look at 2016: The first is to focus on the key political decisions that shaped last year. Brexit, the US election, the approval of pipelines, these were just a few of the moments that surprised many of us. These developments were, in my opinion, driven by the fear and division that lingers in our society. 2016 saw race, gender, and cultural and environmental differences become points of contention. Even trade has come under fire, but for protectionist reasons rather than concerns about global labour, exploitation, and inequality. The year has been a tough one and I don't blame anyone for feeling down.

However, there is another way to see 2016: It was the year the world opened up. Fear and division have always existed, and they have always influenced our cultures, yet they have often done so behind the scenes.

The first step to addressing any issue is getting it on the table. After all that's happened in 2016, we can all agree that society's shortcomings are in the open. They are ready to be addressed. It's time to start talking about them so we can work toward resolutions. It hasn't been a pretty year, but I have hope that this new sense of openness can lead to better things in the long run.

People are talking about poverty, wages, and labour. People are talking about climate change. People are talking about global supply chains—how incredible!

The fair trade movement is as important now as it has ever been. We have an opportunity to participate in these conversations, take action, and make a positive impact. We must hold to our principles and ensure that our efforts are fair, transparent, and aware of the issues of the past.

2016 saw the Paris Climate Agreement come into effect; it also brought the UN's Sustainable Development Goals. These are not small accomplishments.

Here in Canada, some of us are urging governments to integrate fair trade into public procurement. Others are starting businesses that sell and promote fair trade products. These efforts are helping Canadians see sustainability as more than just a hollow slogan.

The road ahead will be long, and it definitely looks uncertain. If we all do our part—whether that's volunteering with organizations that advocate equality, pushing for change internally at our workplaces, purchasing products that benefit people at all stages of the supply chain, or investing our money in companies that respect people and the environment—we can replace fear and division with hope, unity, and generosity.

I have high hopes for 2017!



Sean McHugh
Publisher, Executive Director
Canadian Fair Trade Network

fair trade
CANADA'S VOICE FOR SOCIAL SUSTAINABILITY

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cftn·rccé
Canadian Fair Trade Network
Réseau canadien du commerce équitable

The Canadian Fair Trade Network (CFTN) is a non-profit organization that works with civil society and industry stakeholders to advance awareness and support for fair trade in Canada. It supports collaboration and best practices within the fair trade movement to increase Canadian commitments to international social responsibility. cftn.ca

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FAIR TRADE WORKPLACE

Why Fair Trade?

The fair trade movement exists because terms of trade are often unfair. This puts producers all over the world in disadvantaged positions.



How does it work?

Based on partnerships between producers and consumers, fair trade is an alternative approach to conventional trade. When farmers sell their products through fair trade, they receive a minimum price, improved terms, and a social premium that brings them the opportunity to improve their lives and plan for their future.

For us

Fair trade offers consumers a powerful way to reduce poverty through everyday purchases. Fair trade also helps us better understand where our products come from.

Standards

There are distinct sets of standards that ensure basic labour rights are respected for small-scale farmers, hired workers, and independent artisans.

Benefits

In the fair trade system businesses pay a minimum price and an additional premium, which is used to help fund education, healthcare, infrastructure, and business-improvement projects in the producers' communities. The producers form committees to decide how to spend the premium.

The bigger picture

Fair trade supports the UN's Sustainable Development Goals, addresses climate change through improved agricultural techniques, and encourages business practices that reduce poverty for producers in the global south.

Assurance

Third-party certifiers and membership-based organizations ensure that standards are met, often using a seal or a stamp of approval on product packaging. The Canadian Fair Trade Network currently recognizes the following certifiers and/or membership-based organizations: Fairtrade International, the Small Producers' Symbol, the Fair Trade Federation, and the World Fair Trade Organization.

FAIRTRADE

www.SPP.coop

FAIR TRADE FEDERATION

WORLD FAIR TRADE ORGANIZATION



fair trade program update

The **FAIR TRADE TOWN**, **CAMPUS**, **SCHOOL**, and **EVENT** programs, as well as the newly launched **WORKPLACE** and **FAITH GROUP** programs, recognized many Canadians for their commitments to fair trade. These programs aim to engage and educate individuals and communities, promoting awareness about fair trade and supporting the movement across Canada. Learn more and find the latest program guides at *CFTN.ca/programs*

- Canada has **22 FAIR TRADE TOWNS**. Chelsea, Quebec, (top left) is the latest, receiving its designation on June 4, 2016.
- Bringing the total to **19 FAIR TRADE CAMPUSES**, Concordia University, University of Toronto Mississauga Campus, and Memorial University of Newfoundland were among the nine campuses designated during 2016.
- Of Canada's **12 FAIR TRADE SCHOOLS**, eight were designated in 2016. They include École Secondaire des Grandes-Marées, Le Baie, Quebec; École Pensionnat du Saint-Nom-de-Marie, Montreal, Quebec (top right); and École Secondaire d'Oka, Oka, Quebec.
- **18 WORKPLACES** received Fair Trade designations in 2016, including Morrison Hershfield in Calgary, Alberta (bottom centre).
- During 2016, **18 EVENTS** were designated Fair Trade. Among them was the Fair Trade Show (bottom left), which was held in Toronto, Ontario, on June 4.
- **3 FAITH GROUPS** were awarded designations in 2016. Unity of Greater Hamilton was the first Fair Trade Faith Group in Canada (bottom right).

It's time for Just Us!

Just Us!
Coffee Roasters Co-op

We're Canada's first fair trade coffee roaster. For over 20 years our worker co-op has demonstrated that a successful business can be a vehicle for social and environmental change.

INTRODUCING THE SMALL PRODUCER SYMBOL (SPP en Español)

The only fair trade standard that is owned exclusively by democratically-organized small scale producers of the Global south.

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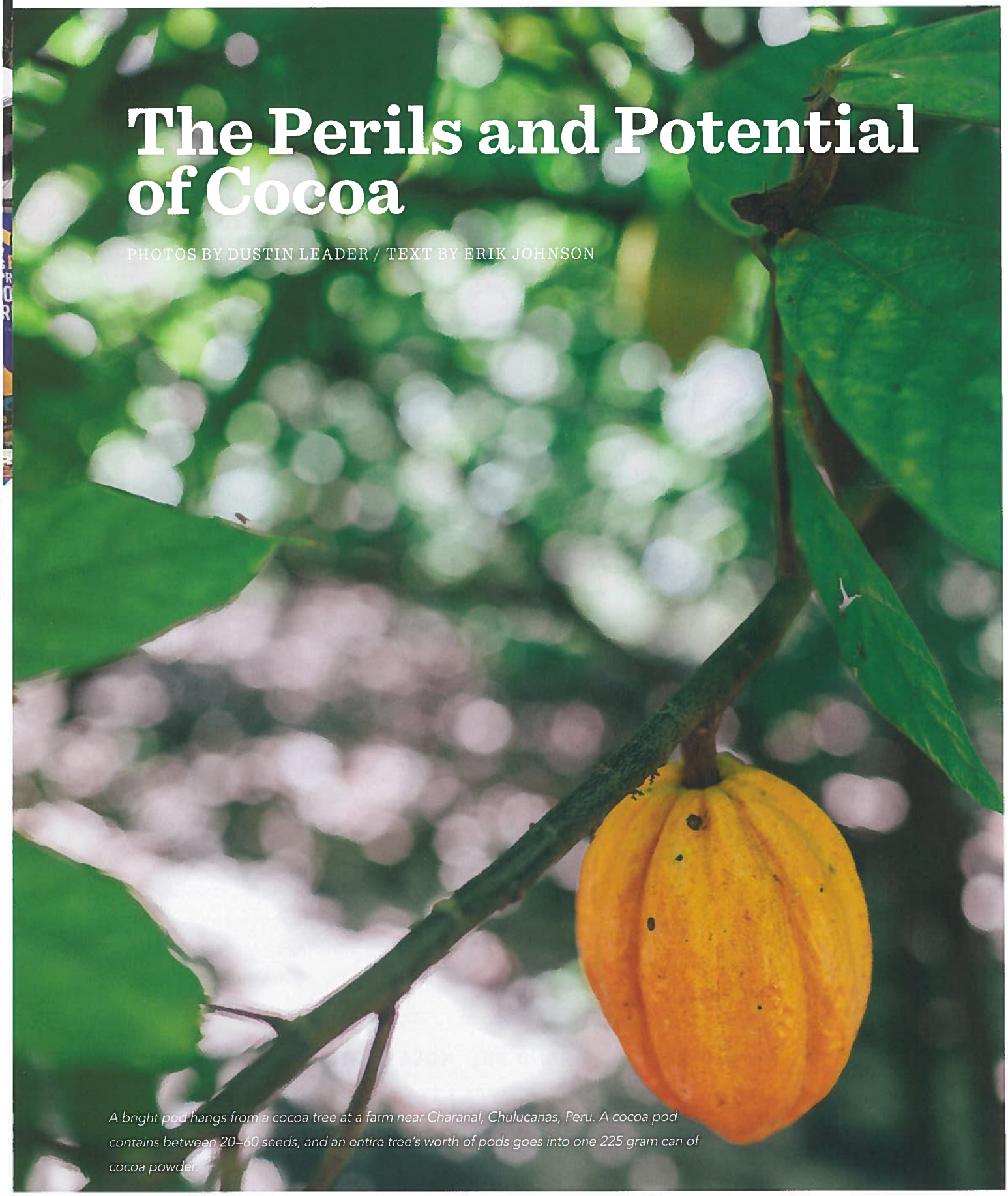
HAND ROASTED IN GRAND PRÉ, NOVA SCOTIA

GRASSROOTS FAIR TRADE & ORGANIC COFFEE | TEA | CHOCOLATE | SUGAR

justuscoffee.com

The Perils and Potential of Cocoa

PHOTOS BY DUSTIN LEADER / TEXT BY ERIK JOHNSON



A bright pod hangs from a cocoa tree at a farm near Charanal, Chulucanas, Peru. A cocoa pod contains between 20–60 seeds, and an entire tree's worth of pods goes into one 225 gram can of cocoa powder.

Every day, chocolate meets its potential, bringing joy to those who eat it. Pop a square or two in your mouth and test the theory. It cannot fail. Despite the happiness delivered by its final product, the mainstream cocoa supply chain is, for many, a source of hardship. Profitable for those at the top, conventional cocoa production is riddled with human rights violations and labour inequality, holding those at the bottom in poverty.

Child labour and human trafficking

Côte d'Ivoire and Ghana lead the world in cocoa production. The terrible labour conditions, including child and slave labour, in both nations' cocoa industries are well documented. In recent years, large cocoa companies have responded with efforts to improve transparency and eliminate trafficking and child labour in their supply chains. Industry giants have spent millions establishing codes of conduct, yield-improvement courses, and school and community building programs. Yet reports show that these efforts often stall at the pilot stage due to a lack of proper co-ordination among companies and with governments, and their failure to engage farmers. Ultimately, these company-led initiatives haven't addressed what's at the core of child labour and trafficking in the cocoa industry, and that's poverty.

Small farmers, Big Chocolate

Most cocoa is grown on small farms owned by families. These smallholders do business within a complicated supply chain, lacking the market information they need to guide their business negotiations. In many cocoa-producing regions, prices are controlled by the governments, and the industry in West Africa is dominated by a handful of large traders and processors; estimates suggest that 75 percent of the market is controlled by five companies.

With fewer buyers, competition withers—as do prices. To stay profitable, farmers employ their own children. While nobody knows for certain how many children work on West African cocoa farms, experts suggest that number could be as high as two million. Adding to this tragedy are reports of farmers using child slaves and victims of trafficking to harvest their crops. In Côte d'Ivoire, children are smuggled in from neighbouring Mali and Burkina Faso and put to work. Their duties include heavy lifting and using sharp tools. They work long hours under the hot tropical sun, exposed to herbicides, fungicides, pesticides, and fertilizers.

A fair trade alternative

In a tangle of sub-tropical vegetation, amid forest dwellers' chirps and trills, the sounds of working blades call out. Swift machetes free cocoa pods from their arboreal perches, sending them to the forest floor.

This cocoa farm looks and sounds like many others: It's small and family run. Its trees grow beneath the forest canopy alongside shrubs, vines, and other flora. Yet the farmers who yield these machetes aren't part of the conventional cocoa supply chain. They belong to a co-op, and they work together with other small farmers to grow, harvest, and process their beans. They sell to exporters, earn living wages, and reinvest in their businesses. They are part of the fair trade system.

In April 2016, a group of Canadians hosted by the Manitoba Council for International Cooperation travelled to northern Peru to meet producers and explore regions growing fair trade products.

In Chulucanas, the group visited the Asociacion de Pequeños Productores Agropecuarios, a co-op that produces around 14 tonnes of fair trade cocoa every year. The Canadians observed the farmers at work—harvesting pods, loading beans onto a new motor cart, transporting them to their processing facility to ferment, dry, and bag them.

When they sell their cocoa to Fairtrade buyers, these farmers receive the Fairtrade Premium in addition to the price they negotiate. They used the Premium to buy that new motor cart—and a new bagger. They've built a storage facility and upgraded their drying racks and fermenting bins. They are planning to increase annual production to 20 tonnes.

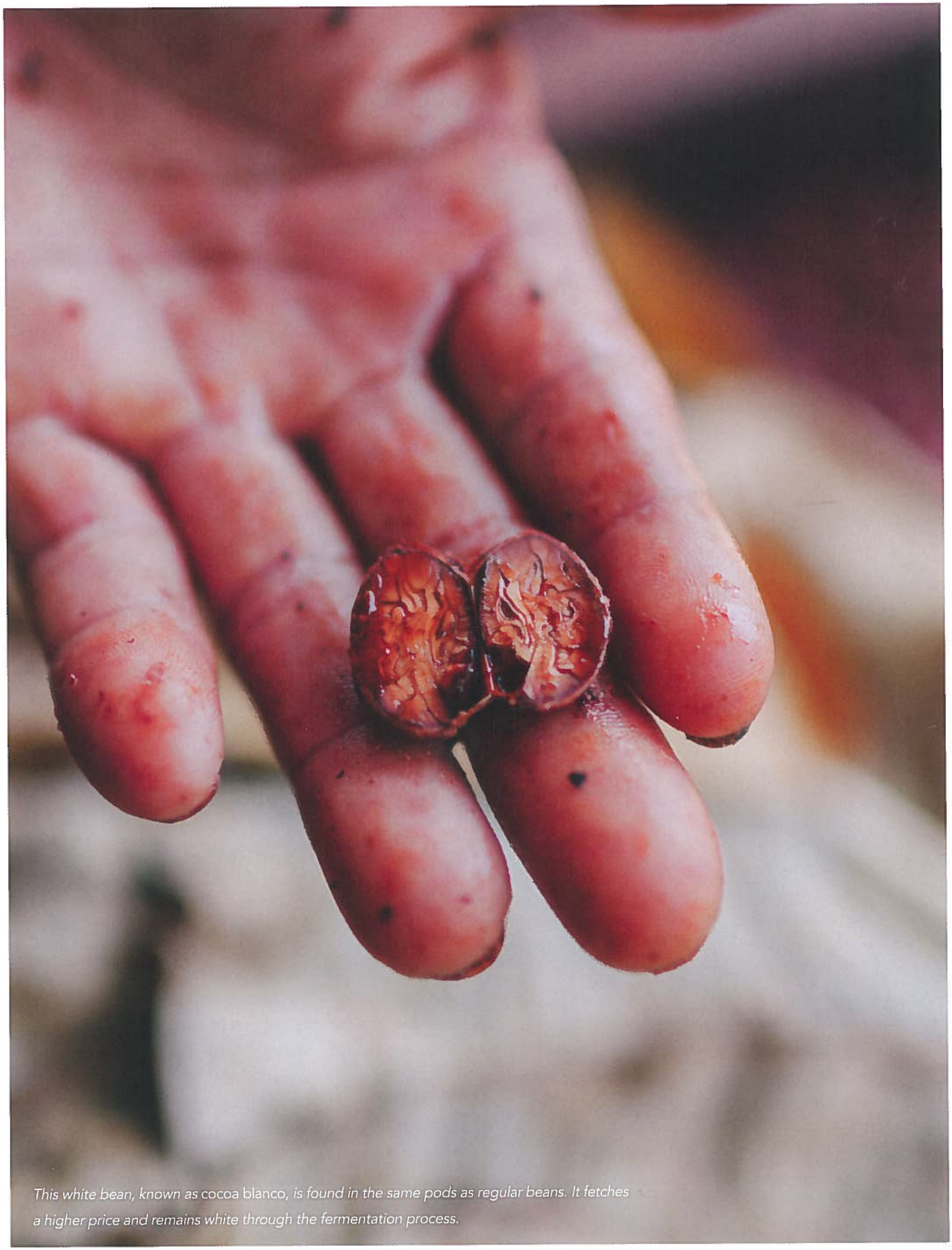
Can cocoa change?

These farmers show how our buying decisions can make a difference. But fair trade cocoa captures only 0.5 percent of the global cocoa market. There is much room to improve.

Despite attempts by cocoa conglomerates and West African governments to improve working conditions and eliminate child labour, poverty remains. More often than not, it's a constant. The co-ops in Chulucanas are among the exceptions.

Fair trade is part of a greater solution that certainly includes Big Chocolate and national governments. By embracing a transparent supply chain—where farmers have the chance to shape their own livelihoods, earn living wages, and build their businesses and communities—the cocoa industry could realize its potential to affect the cycle of poverty that oppresses the smallholders who grow this incredible crop.

Erik Johnson is managing editor of *Fair Trade Magazine*.



This white bean, known as cocoa blanco, *is found in the same pods as regular beans. It fetches a higher price and remains white through the fermentation process.*



In the field, farmers split the cocoa pods with machetes and remove the sticky white pulp. At their processing facility, the farmers prepare for export by fermenting, drying, and bagging the beans.



Cocoa beans ferment in wooden boxes, covered with banana leaves and turned every 24 hours for eight days. Farmers split several beans from each box, ensuring they are a dark reddish-brown throughout, an indicator of high quality and proper fermentation.



Fair Trade Business: Beyond profit

BY JENNIFER WILLIAMS

Classic business training teaches its students that the goal of business is to maximize profits. While it is absolutely true that businesses need to make profits to invest in growth, achieve goals, and save for a rainy day, making profits for the sake of profits alone may be one of the great flaws of our current economic paradigm.

Making profits for the sake of profits means putting owners before all the other stakeholders in your business, yet these stakeholders—suppliers, employees, and the environment—are critical to success.

Following a profits-first paradigm leads to low-paying jobs, exploitative working conditions, holes in the ozone, and polluted rivers and streams. It leads to worker apathy, contaminated food, and a race to the bottom.

I used to believe that business was greedy, irresponsible, and destructive at its very core, and I initially rejected the potential for business to do good.

Over the past 15 years I have observed and actively participated in businesses that have set their goals on not only generating profits, but also supporting local economies, creating equality, fostering opportunity, and sustaining local culture, food systems, and beliefs. These businesses maintain a profound connection to the earth and to people while also ensuring they earn sufficient profits to expand their impact and reach. How do these businesses maintain this balance? By embracing alternative models that value both profits and stakeholders.

Co-op to co-op businesses

In 2003 I joined La Siembra Co-operative, creators of the Camino brand of fair trade and organic chocolate, hot chocolate, and baking products. La Siembra, founded in 1999, is a for-profit, worker-owned co-operative. While it adheres to a for-profit model, La Siembra shares its profits among employees—after those profits are used for its fair trade mission and to reinvest in the business. Years ago, La Siembra's board of directors expressed their desire to keep profits between 3 and 8 percent. This target keeps the company focused on generating enough profit to ensure sustainability, and if profits rise beyond 8 percent, it indicates an opportunity to invest in the mission of the business and stay true to its origins.

La Siembra's mission centres on building vibrant sustainable economies and achieves this by selling fair trade–

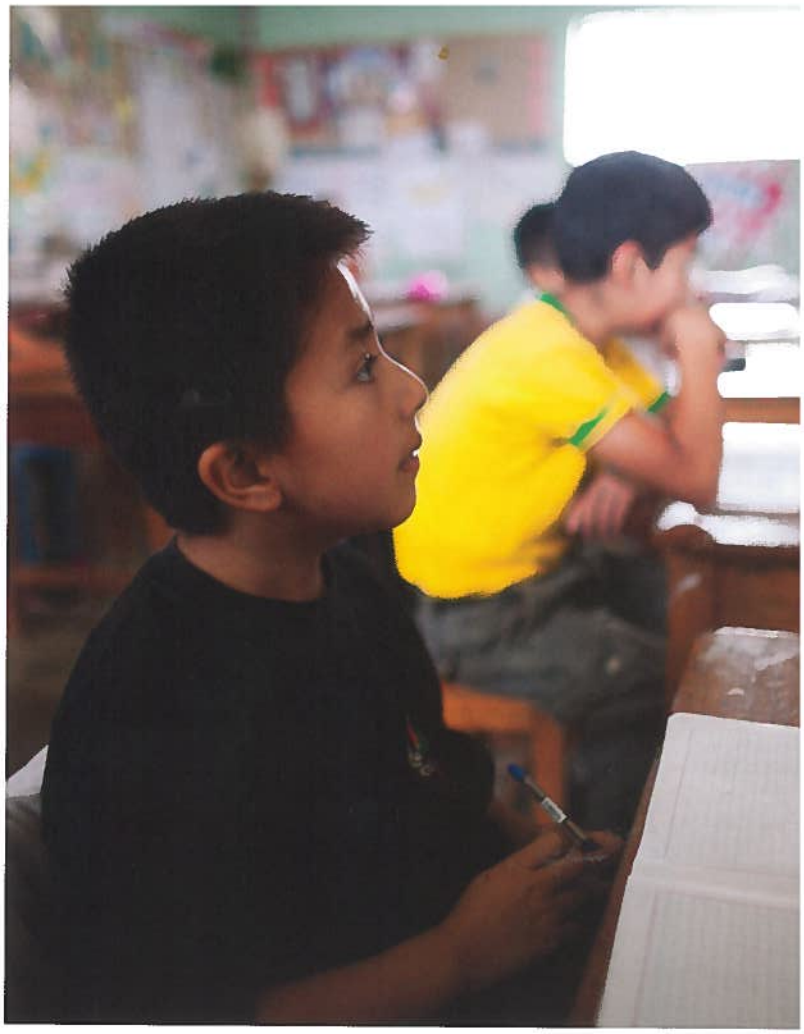
certified and organic-certified products. It sources these products from producer-led co-operatives, which are in turn focused on building their communities and preserving the environment.

This model, a co-op importing from fair trade–producing co-ops in the global south, has been embraced by other Canadian companies: Just Us!, CoopCoffees, and Planet Bean are examples of this co-op to co-op fair trade business model that puts people first.

Within fair trade there are many other successful business models that value connection, care, and the environment alongside profits. There are hundreds of Canadian companies, including importers, retailers, and food service companies, that understand the impact that fair trade can have on the lives of producers and workers. These businesses understand the importance of providing sustainable livelihoods and safe, environmentally responsible working conditions, and their purchasing decisions reflect this.

Local businesses serving local economies

Since 2013 my partner and I have owned and operated Goodfood2u, a local and organic home-delivery business that serves the Ottawa area. Our vision for this business is to create a vibrant local-food economy. As the mother of four young children, I want to ensure that my children have local food to eat in the future. We fulfill this vision by working year round with local farmers, bakers, food processors, and craftspeople to offer local products to Ottawa-area consumers. We sell food that isn't available in mainstream grocery stores. While some



of the big chains talk about selling local products, their size and distribution model inhibit them from buying from local farms.

Goodfood2u is a labour of love—it's not a high-tech firm that we are going to sell at a high multiple. We run this business to build the future we want to see. There are hundreds of thousands of businesses like this across Canada. I encourage you to get to know them.



Worker-owned businesses

I am also passionate about promoting the benefits of worker-owned businesses. Whether the employees own part of a



company or all of it, employee-ownership enables staff and owners to pull in the same direction, to work together to create a connected and caring business. This united approach can help keep businesses focused on making local impacts, keeping money flowing in local economies.

I think that active engagement in the workplace can help stem feelings of isolation and apathy experienced by many us. If we see work as just a means to a paycheque, we might feel disenfranchised, undervalued, and disconnected. When we feel this way, we get distracted, we disconnect. We might not be inspired to give back to our communities. Employee ownership makes it possible to share our voices and contribute to something larger than ourselves. It allows us to avoid being just a number in the system.

Businesses that value connection, care, and the environment alongside profits.

A choice for consumers and entrepreneurs

I've been fortunate to participate in three different business models that put people and the environment first. I share these experiences as a reminder for each of us to reflect on our choices as consumers and entrepreneurs. I encourage you to explore, discover, and support new business models that give equal value to profits, people, and the environment.

Each day we have a choice to make an impact beyond driving GDP, a choice to create the kind of world we want to live in. For me, that's a world where business has purpose beyond making profits, where employees, entrepreneurs, and students are actively committed to growing and supporting interconnected, interdependent businesses.

Jennifer Williams is a conscious entrepreneur who has been part of a fair trade worker-co-operative, works with businesses to implement employee-share ownership programs, and offers services to companies that want to create connected, impact-oriented businesses. You can reach Jennifer at jennifer@goodfood2u.ca

Fair Trade in Canada

FEDERAL SUSTAINABLE DEVELOPMENT STRATEGY (FSDS)

The CFTN asked the federal government to include a sustainability component in its green procurement policy. Adopting sustainable procurement would effectively support the FSDS's goal of advancing the UN's Sustainable Development Goals.

WORLD SOCIAL FORUM

Alongside tens of thousands of others, CFTN members attended the World Social Forum in Montreal, August 10–14, 2016, where they discussed strategies for improving sustainability and inclusiveness in our world.

4TH ANNUAL FAIR TRADE CAMPUS WEEK

An estimated 23,000 students and staff participated in Fair Trade Campus Week, an event celebrated at 43 Canadian campuses across all 10 provinces. Generous donations from 23 participating companies supported a variety of campus engagement and education activities.

MEETING AT EUROPEAN UNION PARLIAMENT

Hosted by the Fair Trade Advocacy Office, the CFTN joined leaders from Asia, Africa, Europe, and North America for the Fair Trade Advocacy Marathon, October 11–13, 2016, in Brussels.

ORIGIN TRIP: COSTA RICA

November 7–14, 2016, eight Canadians visited coffee, cocoa, and fruit growers in Costa Rica as part of the CFTN's first Origin Trip. Trips to Nicaragua and Ecuador are in the works for 2017. Want to come along? Learn more at *cftn.ca/origin-trips*



SFU celebrates Fair Trade Campus Week

FAIRTRADE CANADA

20
1997-2017





IN 2017 WE ARE CELEBRATING OUR 20TH ANNIVERSARY.

Campaigners, businesses, consumers and producers have shown that together we have the power to make trade fair.

THANK YOU FOR YOUR SUPPORT!









LEARN MORE AT FAIRTRADE.CA. FOLLOW US @FAIRTRADECANADA



Ethical Bean: Responsible Roasters

BY KIMBERLY LEUNG

Just. Better. They're two simple words, but they form the heart of Ethical Bean's purpose, mission, and vision. Founded in 2003 in Vancouver by Lloyd Bernhardt and his wife Kim Schachte, the company offers coffee beans, grounds, and pods that are not only fair trade–certified, but also carbon neutral, organic, and environmentally friendly. It's a high standard, but Lloyd and Kim wouldn't have it any other way.

After all, it takes a lot of beans, farmland, and workers to supply Canadians with the 2.3 billion cups of coffee we drank in 2015 alone, and any industry that large is one with room for change. Under the conventional model of production, coffee farmers are often subject to exploitation, crop prices are unstable, and farming practices archaic. With documented cases of child labour, threats and coercion made against workers, and wages well under the mandated minimums, harsh conditions are a reality on many coffee farms. One way to help empower coffee producers is through the purchase of fair trade coffee. Ethical Bean uses only fair trade–certified beans in its blends, ensuring that its products are not made at the expense of others.

A link to Guatemala

Ethical Bean was founded out of a desire to make things better, specifically, by building and strengthening communities in Guatemala. When Lloyd and Kim travelled to Guatemala in 1999 to adopt their daughter, they discovered a beautiful country struggling with social inequality. Over 50 percent of its population lives in poverty, and as a major producer and exporter of coffee beans, many of its people work in this industry. Wanting to stay connected to the country where their daughter was born, they began to look into ways to make this happen, eventually settling on starting a socially responsible coffee business. While Lloyd characterizes the overall process of setting up the company as fun, there's no denying it took a major shift in the couple's thinking to make it happen. Lloyd worked in the technology and software sector, while Kim worked as a graphic designer. It was years after the adoption that the company was launched. And from the beginning, it was focused on doing good.

Even in its first year, a portion of Ethical Bean's proceeds were sent to Child Aid, a program that helps finance education costs for Guatemalan children. Today, over CAD$64,000 has been raised, and a scholarship fund that bears the company's name helps rural children access schooling to improve their future prospects.

The company also funds Project Somos, a village community that provides housing and support to at-risk single mothers living in poverty, offering education and resources to help them better care for themselves and their children.

A bean's life

Because of the nature of the coffee harvest, with plants from different countries flowering at different times, the company blends beans from different regions to maintain consistency and quality in their final product. They use beans that hail from Central and South America, as well as Africa, and it's here that Lloyd and his team had a brainwave. What if coffee drinkers could connect in some way with the producers who grew their morning (or afternoon, or late night) brew? Because fair trade–certified coffee beans are carefully monitored at each stage of the growing and production process, Ethical Bean was able to take this information and share it with their customers. Through the magic of Ethical Bean's phone app, a scannable QR code on each package allows customers to get to know their coffee farmers, learn when and where their beans were planted, and track the path they took to get to the store shelf.

More to come

Ethical Bean strives to do good beyond fair trade. Their coffee is also organic, grown without pesticides or herbicides. In developing countries, workers are often forced to apply these toxic chemicals to crops without proper equipment or protection. Organic coffee means healthier coffee producers and a healthier end product. And even though Ethical Bean's roasting facility and cafe is LEED certified, and the company is B Corporation certified (a designation that recognizes businesses that meet high standards of social and environmental performance), on top of all this, they still believe there's room for improvement.

Their newest innovation? Compostable coffee pods that are compatible with single-serve coffee machines. Concerned about the impact that the growing popularity of coffee pod brewers was having on the planet, Lloyd and Kim began looking for ways to make the little plastic cups environmentally friendly. They partnered with a Toronto-based firm that had developed a compostable coffee pod, and went about tweaking their coffee formula to work in the cups. Now available in Canada and the US, the pods come in three different blends and are designed for disposal in the green bin, breaking down within 84 days in a municipal composter.

There's still a long way to go. While Ethical Bean strives to do better than conventional coffee companies by using fair trade beans and green practices, there are some cases where technology hasn't quite caught up. Its packaging, for example, optimized to prolong freshness and stability, is currently not recyclable. As a temporary measure, Ethical Bean suggests customers mail their used packaging back to the company for storage until a better disposal or recycling method can be found. For a bit of extra incentive, the company offers a free bag of coffee beans for every 12 packages returned.

It's another sign of the high standards Ethical Bean sets for itself. By constantly searching for ways to make coffee drinking a better experience for everyone—from growth and production to use and disposal—the company is working to make the world just, better, indeed.

Kimberly Leung is a social services coordinator and freelance writer based in Toronto. She moonlights as a volunteer for several health and community non-profits.



Ethical Bean, by the numbers

—5 million pounds of coffee roasted since 2003

—26 employees

—80% reduction in energy use and greenhouse gas emission after implementing their new coffee roasting equipment

—100% Canadian owned and operated



Together, with the Canadian Fair Trade Network and our Campus partners, Chartwells is working to achieve our common goal of building a just and sustainable food system.

We are proud to support College and University Campuses across Canada in meeting their sustainability goals, and becoming a designated Fair Trade Campus is one such touchstone. We congratulate all our partner campuses on accomplishing and striving for this worthwhile target!

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Fair Trade Myths: 5 common misconceptions

BY KYLE FREUND

Fair trade is growing by leaps and bounds. Many folks have heard about it and have a decent understanding that it's better than conventional trade, but misconceptions abound.

We've heard them all. The person in the cubicle next to you who says that free trade is fair trade. Your friend who believes it's a marketing scam to make people feel better about themselves. Or even people who think that buying fair trade solves all of the world's problems. With so much contradictory information floating around, it can be difficult to discern fact from fiction.

When I joined Fairtrade International, I was skeptical. I had worked with small-scale farmers in Guatemala while in the Peace Corps and then joined Coffee Kids, an organization dedicated to helping coffee-farming families improve their quality of life and reduce their reliance on the volatile coffee market. I knew that fair trade was a good thing, but I had also seen claims that appeared too good to be true. I figured jumping in was the best way to understand it.

Now, six years later, I've come to see that fair trade involves more than I realized, that it is one way we can bring more balance to trade and help farmers and workers improve their livelihoods.

Here are five fair trade myths I've encountered along the way.

Myth #1:
"Fair trade products are more expensive"

Are they really? By the time a bag of coffee with that proud little logo arrives on the shelf, nearly all of the magic has already happened. The Fairtrade minimum price (or higher depending on market conditions) and Fairtrade Premium are paid to producer organizations when a buyer purchases the coffee.

Quality attracts higher prices—so there is always an incentive for farmers to innovate and improve quality



The Mark assures us that the goods have been produced on fair terms, so you just don't have to take somebody's word for it

From there it goes to a warehouse, is shipped to a roaster, and then it's bagged and plopped on a shelf.

With coffee, cost reflects quality. You can find Fairtrade coffee of a quality (and cost) that would make a Q-grader swoon, affordable instant coffees that are great for grandma, and everything in between. In each case, the producer organization receives a minimum price, set by Fairtrade Standards, and the additional Fairtrade Premium, which farmers can use to invest in their communities or businesses.

Myth #2:
"Anyone can slap the Fairtrade badge on their product and claim it's ethical"

Nope! Companies can't just stick the FAIRTRADE Mark on their products willy-nilly and pretend to be ethical. The Mark is a registered certification label for products sourced from producer organizations that meet Fairtrade Standards. To use the Mark on a product, a company must also meet Fairtrade's Trader Standard.

All Fairtrade Standards are developed through rigorous research in consultation with Fairtrade stakeholders, including farmers and workers, traders, independent experts, and national Fairtrade organizations.

Myth #3:
"Only a small percentage of the price you pay for a fair trade product goes back to farmers"

This is based on the misunderstanding that farmers producing fair trade goods are paid a percentage of the retail price you pay in a shop. Yet this isn't the case. The price you pay as a consumer is determined by the retailer.

While paying farmers and workers a percentage of the retail price might appear to be a good way to improve equality for farmers from the consumer's perspective, it doesn't address the real inequities in conventional market arrangements or account for the added costs that companies put into their final products (special packaging, roasting processes, or otherwise).

Under the Fairtrade model, producers receive the price they negotiate plus the Premium during the first transaction in the supply chain, when they sell to international buyers or local exporters.

Myth #4:
"We always pay our farmers more than fair trade prices"

Occasionally you'll find companies making claims like "we always pay our farmers more than fair trade." But this can be unclear since there is no set fair trade price. The Fairtrade minimum price serves as a safety net and aims to cover the costs of sustainable production when prices fall below it. But if the market price is higher, then negotiations begin there.

The difference between a claim and a certification lies in who is checking the statement.

The FAIRTRADE Mark means that the Fairtrade ingredients in that product have been checked by FLOCERT, an independent certifier accredited to the International Organization for Standardization (ISO) 17065 Standard. FLOCERT can suspend or, in some cases, decertify Fairtrade producer organizations or traders if audits show that Fairtrade Standards are not being complied with.

The Mark assures us that the goods that bear it have been produced on fair terms, so you don't just have to take somebody's word for it.

Myth #5:
"Fairtrade doesn't encourage farmers to improve quality"

This myth is occasionally levelled at Fairtrade coffee or cocoa farmers. The argument goes that the safety net of the Fairtrade minimum price means there is little incentive for farmers to



improve the quality of their crop.

But as mentioned above, producer groups are not tied to the minimum price—higher quality can and does attract higher prices—so there is always an incentive for farmers to innovate and improve quality.

And farmers know this. According to Fairtrade's most recent Monitoring and Impact Report, producer organizations invest over 30 percent of the Fairtrade Premium they receive in quality or productivity improvements.

Quality is often the result of steady, long-term relationships between buyers and producer organizations, which Fairtrade wholeheartedly encourages.

Bonus Myth #6:
"Buying fair trade solves all of the problems farmers and workers face."

The reality of fair trade is that consumers have extremely high expectations. And that's justified. This is why Fairtrade works to bring businesses, producers, and stakeholders together to establish its Fairtrade Standards. This is why there is such a rigorous certification process backing up the FAIRTRADE Mark.

But that being said, the issues that farmers and workers face cannot be solved with the purchase of one Fairtrade-certified chocolate bar. Often, years of low prices have left farmers with little to invest in improving production and processes. Relying on a once-a-year paycheque with few other options leaves many farmers in precarious positions. Workers around the world continue to be exploited by conventional trade models.

This is why Fairtrade also works in program areas beyond the buying and selling of Fairtrade products to help farmers and workers confront child and forced labor, adapt to the real effects of climate change, access affordable financing options, and ensure their basic human rights.

Kyle Freund is the Digital Content Manager for Fairtrade America. This article is adapted from his post "5 things people get wrong about Fairtrade" that appears on the Fairtrade America blog, *www.fairtradeamerica.org/en-us/media-center/blog*

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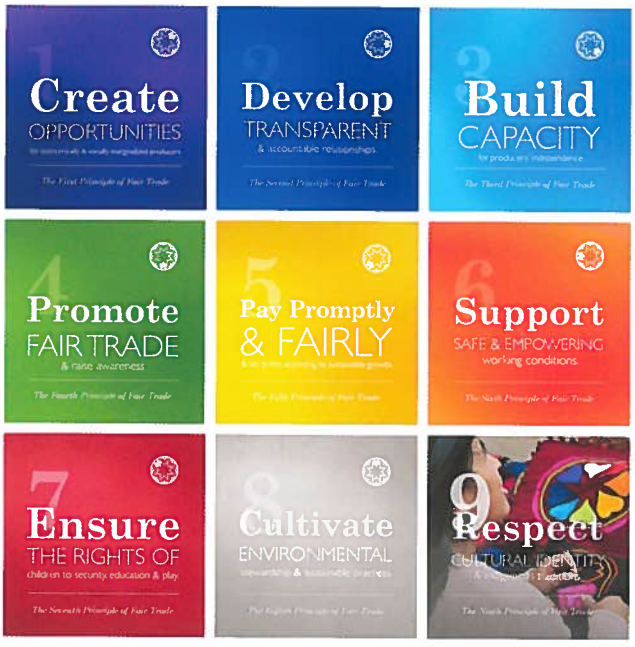
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The 9 Principles of Fair Trade





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Fairphone Dials up a Fairer Future for the Tech Industry

BY WILL RICHTER



Take out your smartphone and have a look. Do you know what you're holding? What's inside it? Where it came from?

Chances are, probably not. With hundreds, if not thousands of companies involved in the construction of a single phone, keeping track is a tough ask. Each smartphone is essentially a mystery box—traceable, at best, as far as the factory where it was assembled, but not much farther. And the deeper you go into the supply chain, the more any sense of accountability vanishes.



Fairphone 2 features a modular design, making it easy to repair and upgrade

Unfortunately a little accountability is exactly what's needed in the technology industry, where inhumane and exploitative practices, from gruelling working hours to slave labour, are commonplace.

Of particular concern are conflict minerals, minerals mined and smelted by armed groups in places like the Democratic Republic of the Congo (DRC), then sold to tech companies for use in everything from laptops to cell phones. In a recent analysis, Amnesty International found that nearly 80 percent of companies operating in areas of conflict did not meet minimum requirements of US laws governing the use of such minerals (see sidebar).

A fairer phone in an unfair industry

Into this milieu comes Fairphone, a Dutch social enterprise intent on reforming the tech industry. Started in 2010 as a campaign to raise awareness about conflict minerals, Fairphone put thought into action in 2013 and launched the world's first commercial attempt at a truly ethical smartphone.

The task was a daunting one, and Fairphone's approach

Workers crush tungsten in the hills of Rwanda



was, and is, multifaceted, extending from its sourcing practices to its design and manufacturing.

In sourcing ingredients for its phones, Fairphone seeks to use conflict-free and recycled materials wherever possible. Thus far, the company has established traceable supply chains for four conflict minerals and metals, including a first for the electronics industry: a Fairtrade-certified supply chain for gold. And on the manufacturing side, Fairphone has partnered with a Chinese manufacturing company, Hi-P, to improve conditions in the factory where Fairphones are produced, monitoring and advancing safety standards and endeavouring to reduce working hours.

Perhaps one of the most game-changing aspects of the Fairphone is its modular design, which allows users to replace parts as they break. No more trashing a phone just because of a cracked screen. And the modular design also makes it easy to upgrade certain components, such as the camera, eliminating the need to completely replace your phone every couple of years, as is currently the norm.

But is it fair trade?

With a name like Fairphone, one could be forgiven for thinking that the Fairphone itself is Fairtrade certified. It's not—a fact that Fairphone is quick to admit. As the organization describes it, their efforts are a "starting point," part of a long-term project to reform the industry. Still, when an independent assessment by industry observers compared the Fairphone to a Samsung "fair" phone certified by TCO Development, a sustainability certification body, Fairphone vastly outperformed the TCO product when it came to environmental stewardship, transparency, and advocacy for workers.



Installing displays on the Fairphone 2



Traceability tags help Fairphone ensure its raw materials, like this tungsten, are sourced and processed with sustainable methods.

IN FOCUS: Cobalt mining

ETHICAL PROBLEMS WITH CONFLICT MINERALS have received a great deal of attention in recent years, with the US government's 2010 Dodd-Frank Act seeking to bring more accountability to US public companies that benefit from the trade (albeit with limited success).

Unfortunately the minerals singled out by Dodd-Frank (tin, tantalum, tungsten, and gold) aren't the only ones in need of greater scrutiny. Cobalt, a component of rechargeable lithium-ion batteries such as those found in cell phones, is one example. A recent Amnesty International study of cobalt mining in the Democratic Republic of the Congo found, among other abuses, the widespread use of child labour. Children, some as young as seven, work up to 12-hour shifts carrying heavy sacks of cobalt, with no protective equipment to spare their lungs and skin from the harmful dust. For this they earn between one and two dollars per day. And adults in the industry don't fare much better, commonly suffering from "hard metal lung disease," a potentially fatal disorder, as well as other lung and skin ailments due to unsafe working conditions.

Also worth noting is Fairphone's extreme level of disclosure. Its website provides links to all of its suppliers, including notations beside those companies Fairphone has worked with directly to make improvements, such as to worker's welfare. Fairphone is also completely upfront about its challenges and failures, as well as its efforts to remediate them.

> *"There's not enough public outcry. People keep buying the stuff."*

So although the Fairphone is not yet truly fair trade, for the moment it's as close as you can get, and the folks at Fairphone deserve praise for their earnest and ongoing efforts to slash a trail for others to follow.

The Canadian conundrum

Unfortunately, at present the Fairphone isn't available to buy in Canada, and though there have been rumblings that it could be coming soon, Canadians in search of a more ethical phone option are presently out of luck.

So what should we do in the meantime?

According to Mac Balacano, a former sustainability analyst at Blackberry, the best course of action might be to turn up the heat on the bigger players in the smartphone business.

"The problem with big companies in general is there's not enough pressure to really look at these issues," says Balacano. "There's not enough public outcry. People keep buying the stuff."

From his time at Blackberry, Balacano has seen firsthand the kind of effect something as simple as a letter-writing campaign can have in the boardroom.

"Even just asking the question really has a profound effect within an organization—questions like, 'Where are your products coming from? Do you know what their practices are when it comes to labour and the environment?' I think those are really easy and effective ways to make a difference, whether it's asking at a store or writing a letter to the CEO."

Failing that, you could always call in a favour with that distant uncle in Berlin and have him ship you over a Fairphone.

Will Richter is a freelance writer living in Vancouver, BC.



Josiane and Isabel, worker-owners of La Siembra Co-op (Camino), at the home of Juanita Sanchez and Julio Lopez Solano, cocoa farmers in the Dominican Republic



What does "We support small-scale farmers" mean?

Most obviously, it means we are committed to paying fair trade and organic prices and premiums to the producers of all of our products. But it also means that we work hard to directly nurture our partnerships with the co-ops of the 36,000 small-scale family farmers with whom we trade.

We visit them on their farms as often as possible to gain a better understanding of their realities and needs. We give them direct feedback in order to help them to improve quality and to tailor products to our markets. We support their efforts to bring added value to their products as they assume more control of the refining and manufacturing processes.

And supporting small-scale farmers means that we ourselves have been organized as a co-op since our foundation in 1999 to reflect the democratic business structure that our partners model.

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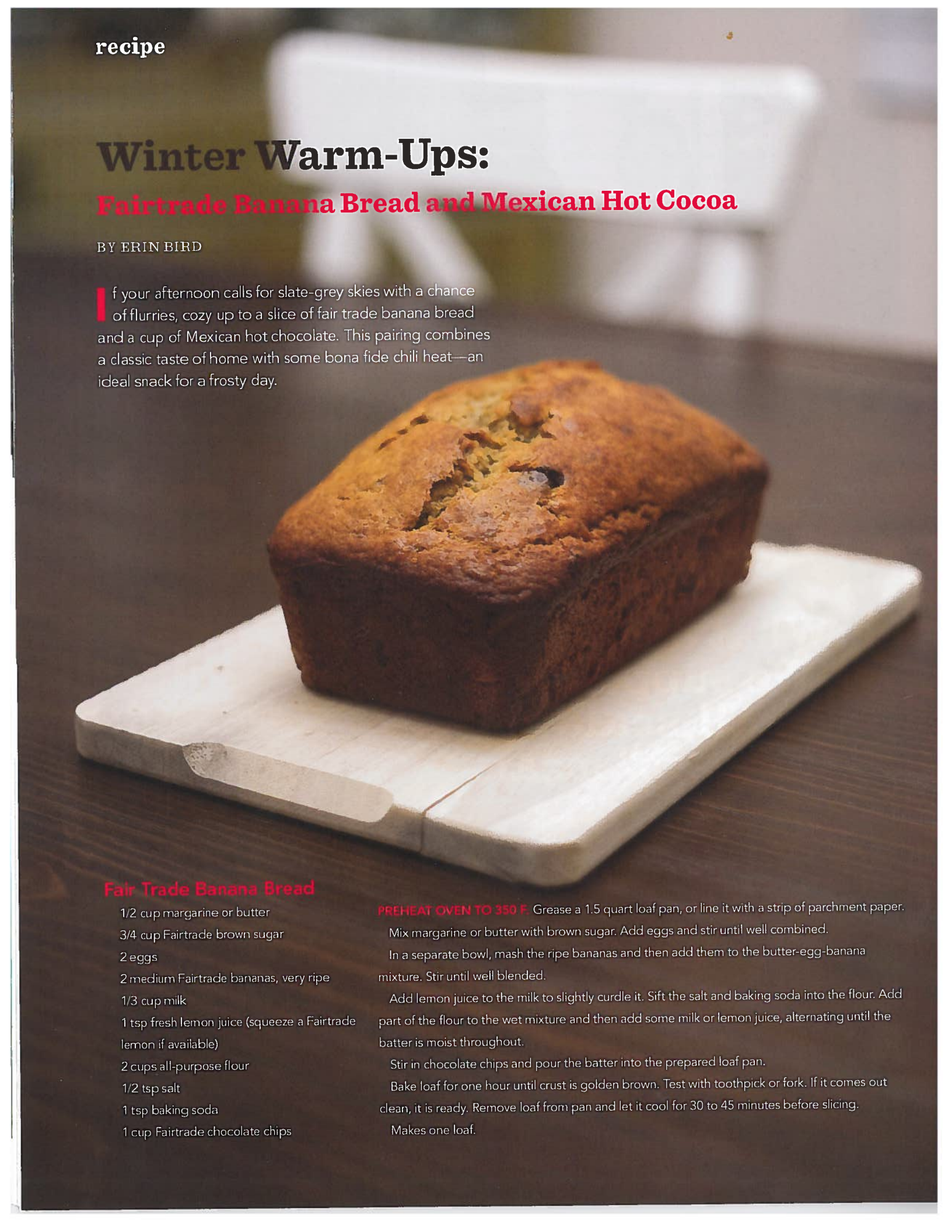
FAIR TRADE & ORGANIC PRODUCTS
FROM A CANADIAN WORKER CO-OP

Winter Warm-Ups:

Fairtrade Banana Bread and Mexican Hot Cocoa

BY ERIN BIRD

If your afternoon calls for slate-grey skies with a chance of flurries, cozy up to a slice of fair trade banana bread and a cup of Mexican hot chocolate. This pairing combines a classic taste of home with some bona fide chili heat—an ideal snack for a frosty day.



Fair Trade Banana Bread

1/2 cup margarine or butter
3/4 cup Fairtrade brown sugar
2 eggs
2 medium Fairtrade bananas, very ripe
1/3 cup milk
1 tsp fresh lemon juice (squeeze a Fairtrade lemon if available)
2 cups all-purpose flour
1/2 tsp salt
1 tsp baking soda
1 cup Fairtrade chocolate chips

PREHEAT OVEN TO 350 F. Grease a 1.5 quart loaf pan, or line it with a strip of parchment paper.

Mix margarine or butter with brown sugar. Add eggs and stir until well combined.

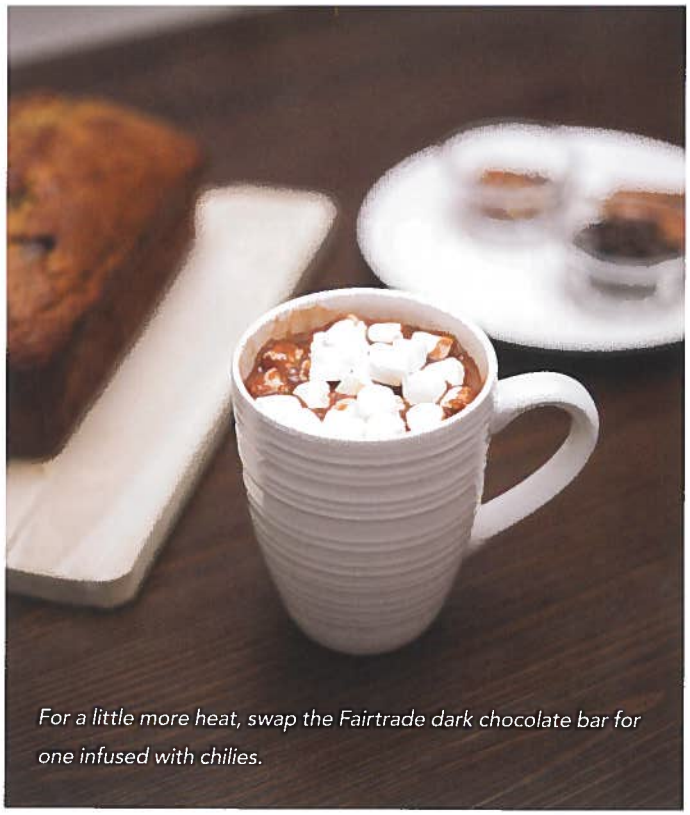
In a separate bowl, mash the ripe bananas and then add them to the butter-egg-banana mixture. Stir until well blended.

Add lemon juice to the milk to slightly curdle it. Sift the salt and baking soda into the flour. Add part of the flour to the wet mixture and then add some milk or lemon juice, alternating until the batter is moist throughout.

Stir in chocolate chips and pour the batter into the prepared loaf pan.

Bake loaf for one hour until crust is golden brown. Test with toothpick or fork. If it comes out clean, it is ready. Remove loaf from pan and let it cool for 30 to 45 minutes before slicing.

Makes one loaf.



For a little more heat, swap the Fairtrade dark chocolate bar for one infused with chilies.

Mexican Hot Chocolate

1 can Fairtrade coconut milk or
1 1/2 cups almond / hazelnut milk
1/2 bar Fairtrade dark chocolate
1 Tbsp Fairtrade cocoa powder
1 tsp Fairtrade sugar (to taste)
a pinch of sea salt (to taste)
a pinch of Fairtrade nutmeg
1 Fairtrade cinnamon stick
a pinch of Fairtrade red chili flakes (add more if you like heat)
marshmallows (optional, to taste)

IN A SMALL SAUCEPAN, warm coconut milk or almond or hazelnut milk over medium heat.

Melt down 1/2 bar of dark chocolate, either in the microwave for 45 seconds (stirring every 15 seconds) or in a saucepan with 1 Tbsp of water.

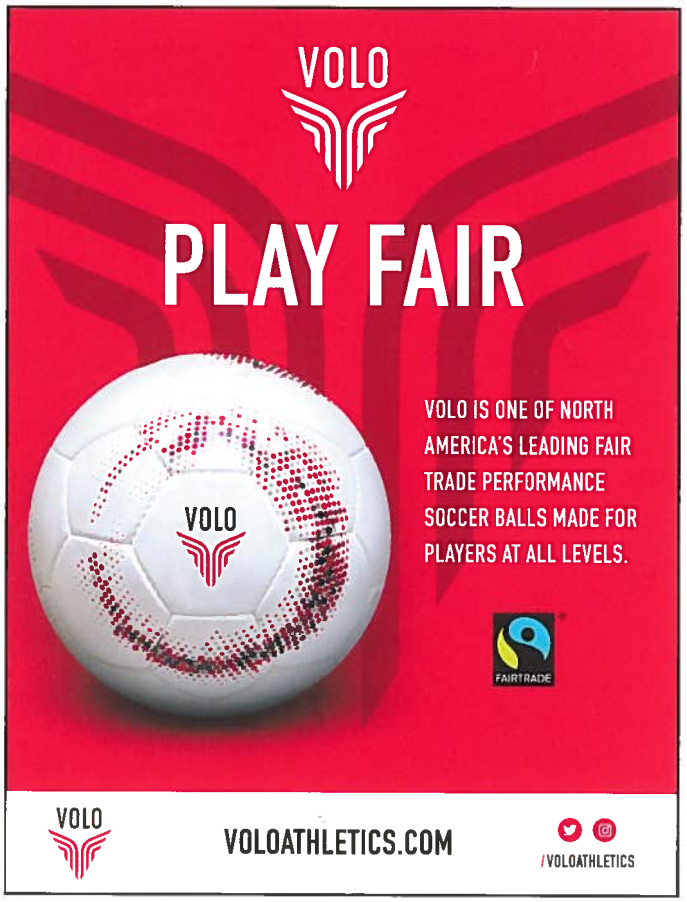
Add the melted chocolate to the coconut or almond or hazelnut milk and mix thoroughly. Add a Tbsp of cocoa to make it more chocolatey and sugar and sea salt to taste. Keep stirring on medium heat until thoroughly blended.

Once the mixture is blended and hot, pour into mug. Garnish with fair trade nutmeg, a fair trade cinnamon stick, marshmallows, or additional red chili flakes.

Makes one generous serving.

Erin Bird leads Fair Trade Calgary, which is running a campaign to make Calgary a Fair Trade Town. By day Erin works as a civil engineer for the City of Calgary. By night she loves to bake.







Chocolate Nations: Living and Dying for Cocoa in West Africa

By Órla Ryan
Zed Books, 2012
180 pages, $19.95
ISBN: 978-1-78032-309-1

REVIEW BY ZACK GROSS

If I need to grab an audience's attention, I tell them the story of chocolate. First of all, most people love chocolate. Secondly, the story of cocoa starkly represents the issues that fair trade is trying to confront. For a general audience, learning about human rights issues such as child slavery can be more poignant than unpacking the economics behind coffee co-operatives.

Of the world's cocoa supply, Côte d'Ivoire and Ghana produce 60 percent. According to a survey published by Tulane University in July 2015, over two million children work on Ivorian and Ghanaian cocoa farms, and these numbers are up by almost 20 percent from Tulane's previous survey five years earlier.

While large companies benefit from cocoa, a cycle of poverty continues in West Africa, and this poverty drives farmers to use child labour. Consumers and the UN's International Labour Organization have pushed Big Chocolate and national governments to promise better working conditions and mandatory educational opportunities for children. Even Alassane Ouattara, president of Côte d'Ivoire, has gotten on board, establishing a committee to improve cooperation between government programs and the initiatives made by chocolate companies. Yet change occurs slowly.

In *Chocolate Nations,* Órla Ryan outlines cocoa's history and geography, as well as the industry that distributes it worldwide. Her insights are informed by her travels through West African cocoa-producing regions, where she researched the book through interviews with producers and workers.

Ryan addresses the larger forces that influence cocoa production and markets, giving readers histories of both Côte d'Ivoire and Ghana, and describing how global trade policies and national development plans and governance have interacted with the cocoa sector. She outlines how governments and companies make decisions according to a broad set of factors, and reminds readers that self-interest affects decision making as much as ethics, sustainability, or environmentalism.

Ryan's critique of the cocoa industry also covers fair trade and progressive entrepreneurs who want to support the cocoa trade and its people. Essentially, she says that neither system—conventional or fair trade—has provided an overall "cure" for long-term poverty.

What about a solution? Ryan suggests that once companies realize how many producers and workers abandon farming for a possible better life in the city, they might be encouraged to pay more for their cocoa. Ryan also argues that the results of climate change and poor farming practices—smaller harvests and plant disease, among others—will spur companies to invest more in training and innovation. In Ryan's opinion, the possibility of losing a source of cocoa could be a significant motivator for Big Chocolate to change how it does business.

As a fair trade advocate, I wish Ryan could tell a more positive story about fair trade. But she takes "us" to task, too, stating that the fair trade system doesn't always bring the best (immediate) return for producers. She says that the hype over fair trade doesn't always live up to the reality, that much is yet to be done to tackle the myriad issues surrounding cocoa.

While I respect the role of a journalist to criticize all sides in a situation, it's frustrating that Ryan doesn't clearly differentiate between fair trade, which is trying to serve the needs of producers and the planet, and Big Chocolate, which is trying to make a profit.

Chocolate Nations presents a rich tapestry of life in the cocoa fields, and argues that no system, corporate or fair trade, has made an impact on cocoa producers' and workers' long-term struggle with poverty. Ryan recognizes that only a tiny fraction of what we pay for our daily (or in my case, hourly) chocolate fix actually makes it to the West African smallholder.

While Ryan's experience in the region and provocative opinions on industry and alternatives alike make this book a worthwhile read and a challenge for us to continue to improve the fair trade system, *Chocolate Nations* is just one piece of the cocoa puzzle.

Zack Gross is Outreach Coordinator for Fair Trade Manitoba and President of the CFTN Board.

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MOST DEPEND ON AGRICULTURE FOR THEIR LIVELIHOODS

REAL CHANGE HAPPENS

WHEN FARMERS RECEIVE A SUSTAINABLE INCOME AND SUPPORT FOR THEIR COMMUNITIES



THESE FLOWERS EDUCATE CHILDREN



THIS CHOCOLATE SUPPORTS A HEALTHY ECOSYSTEM



THIS SUGAR CHANGES LIVES

THIS MARK SUPPORTS A FAIR DEAL FOR FARMERS AND WORKERS

MAKE A DIFFERENCE. CHOOSE FAIRTRADE. When you buy products like coffee and chocolate that have the FAIRTRADE Mark, farmers and workers in the Global South have more power to determine their futures and enjoy sustainable livelihoods.

Fairtrade certified products have been produced by farmers and workers who follow rigorous standards for protection of workers' rights and the environment. When you buy Fairtrade products, these producers earn a fair price and additional Fairtrade Premium to invest in projects to educate their children, improve healthcare, protect their environment and improve their economic well-being.



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Albeiro Alfonso "Foncho" Cantillo, a Fairtrade banana farmer, Coobafrio Cooperative, Colombia

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WHAT IS FAIR TRADE

When a **FAIR TRADE TOWN** is designated, it supports fairer conditions and better prices for people in the Global South who grow and make our products: whether it's the coffee we drink, the cocoa in our chocolate, or the cotton in our t-shirts.

It's a market-based system that uses consumer support to influence international trade practices, and is a powerful tool for change. When you buy fair trade products, farmers and workers have more power to create a better life for themselves and their communities, and enjoy sustainable livelihoods.

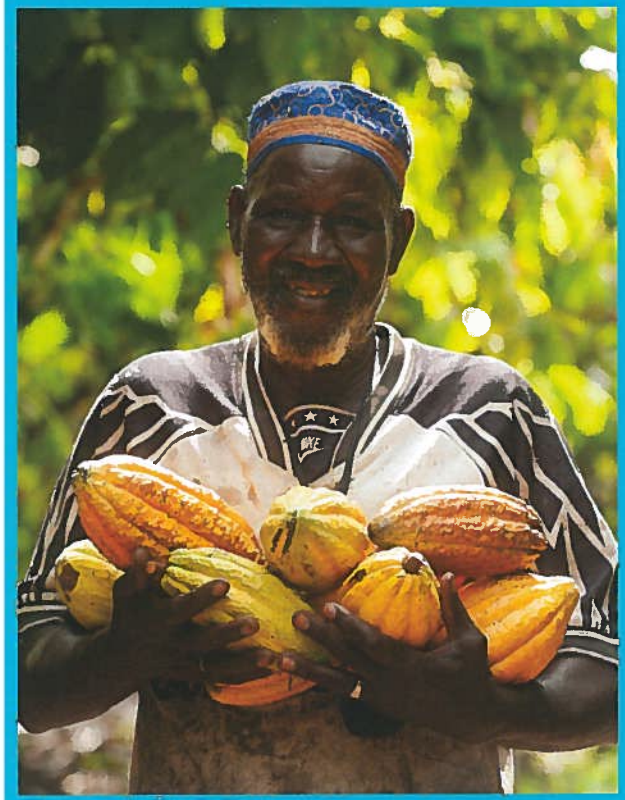


Photo credit: Eric St-Pierre

FAIR TRADE TOWN

FAIRTRADE

The Fair Trade Town is a Program of Fairtrade Canada, managed in partnership with the Canadian Fair Trade Network (CFTN) and the Association québécoise du commerce équitable (AQCÉ).

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The **FAIR TRADE TOWN PROGRAM** recognizes municipalities demonstrating strong commitment to fair trade from its community stakeholders, including local municipal authorities (such as a city council), businesses, community groups, and individual members.

It has a long-term vision for awareness and support of fair trade and has been designed to address the needs and opportunities of communities across Canada, both large and small.



Photo credit: Fair Trade Wakefield La Pêche

"I'M PROUD OF HOW MY COMMUNITY CAME TOGETHER IN SUPPORT OF FAIR TRADE"

- a local resident



THIS CHOCOLATE CHANGES LIVES

As one of the oldest social networks, **TOWNS REPRESENT LEADERSHIP AND COMMUNITY**. Your town is brought together by geography and strengthened by the people and activities that surround it. With it comes tremendous opportunity to bond citizens together through meaningful local action.

The Fair Trade Town Program is designed to harness the power of municipalities where social justice and sustainability are of increasingly important concern. As consumers and as citizens, your Town can educate and influence others to become more aware and engaged.



Photo credit: Fair Trade Hudson

Here are the **STEPS TO BECOMING A FAIR TRADE TOWN**. Refer to our Fair Trade Action Guide for more detailed information.

1 - STEERING COMMITTEE

A local Fair Trade Town Steering Committee must be formed of both active community volunteers and a group of leadership members to ensure a continued commitment to the local Fair Trade Town designation.

2 - PRODUCT AVAILABILITY

A town must demonstrate the availability of Fairtrade certified products in proportion to the size of its population.

3 - PUBLIC AWARENESS AND EDUCATION

There must be events and activities organized to generate educational opportunities and media engagement for fair trade.

4 - COMMUNITY SUPPORT

A number of local community groups, workplaces, or schools must support fair trade and the local Fair Trade Town campaign in their operations, through education programs, or through other awareness raising activities.

5 - POLITICAL SUPPORT

The local municipal authority must pass a resolution in support of fair trade and the local campaign for Fair Trade Town designation.



Photo credit: Fair Trade Guelph

Fairtrade Certification

Your way of knowing if something is truly fair. It's an independent guarantee that a product meets our rigorous, internationally-recognized, Fair Trade standards.

Recognizing Fairtrade certified products is easy — just look for the Fairtrade mark.



Fairtrade Canada

Your independent, national, non-profit, Fairtrade certification organization. Our job is to make your life easier — we monitor companies to ensure their products meet Fairtrade certification standards.

We believe in a world where people can enjoy secure and sustainable livelihoods, fulfill their potential, and determine their own futures. We focus on farmers & workers in developing countries but believe these values are universal.

Think Fair. Be Fair.
Buy Fair.

The Fairtrade certification mark is getting a makeover. A colourful new look for your favourite Fair Trade products.

FAIRTRADE

fairtrade.ca



THINK FAIR

fairtrade.ca

By choosing Fair Trade you...

- pay a fair price to farmers & producers in developing countries
- protect & nurture the environment
- help stop child labour, create healthy workplaces & strengthen workers' rights
- support community development
- build a brighter future with the people who grow & make the products you enjoy

Think Fair. Be Fair.
Buy Fair.

Only products with the Fairtrade certification mark have been independently certified by Fairtrade Canada

FAIRTRADE CANADA