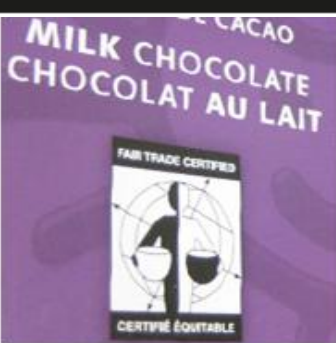


FAIR TRADE CERTIFIED



CERTIFIÉ ÉQUITABLE



# FAIR TRADE CERTIFICATION



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FAIR TRADE CERTIFIED



CERTIFIÉ ÉQUITABLE



## WHAT IS THE PROBLEM WITH TRADE?

- Wealthy governments can offer **subsidies** to their own farmers which pushes the market prices of goods so low, that it is impossible for farmers in poorer nations (without subsidies) to compete, when these goods enter the poorer nations.
- Pressure for **cheap** goods and the threat of losing out on jobs leads to governments and local people in poorer nations accepting unsafe and unhealthy working conditions, unfair pay and long hours.
- Corporations move so quickly to find the cheapest sources of goods and the cheapest labour, that the rapidly **fluctuating markets** leave no room for long-term planning or innovation.



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- Developed nations usually have **border fees** to protect their own companies, but some developing nations have been coerced into agreements not to have such fees as a condition with borrowing loans from banks dominated by richer nations.
- **World Trade Organization:** responsible for facilitating trade agreements, but many of the poorer nations are excluded from many of the key meetings, discussions and decisions.



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## RESULT:

The UN estimates that unfair trade rules alone deny countries

**\$700 billion**

every year

-that means that for every \$1 of aid, \$7 goes from the developing world to the developed world through trade

Canada's annual aid spending is \$4.5 billion!



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# FAIR TRADE CERTIFICATION

A system within the current trade system that **challenges** the system.



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Apricots



# THE GUARANTEE : LOOK FOR THESE LOGOS

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Use the term 'Fair Trade Certified' specifically  
- not the same as 'fairly traded' or other  
variations



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## WHY IS THE LOGO IMPORTANT?

- An independent system is needed; this is the **ONLY** independent, certifying on the basis of human rights, not-for-profit certification organization.
- All goods with the logo come from certified producer organizations. Beyond the source, the entire supply chain (including all the value-adding steps) is monitored.
- The ultimate goal: send a political message to governments that we want them to adopt stricter trade rules so that the United Nations commitments made through the International Labour Organization can be upheld.



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# FAIR TRADE CERTIFIED AND CANADA

- TransFair is the Canadian branch of the Fairtrade Labelling Organizations. It is Canada's only non-profit certification organization promoting the Fair Trade Certified mark to protect the livelihoods of farmers and workers in the developing world.



# TransFair Canada



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# WHAT DOES THE LOGO GUARANTEE?

Producer	Company buying from Producer
<ul style="list-style-type: none"> <li>- No forced or child labour</li> <li>- Safe, healthy working conditions</li> <li>- Workers participate in decision making</li> <li>- Fair wages for workers</li> </ul>	<ul style="list-style-type: none"> <li>- Pay producer a guaranteed price</li> <li>- Sign contracts</li> <li>- Pay a premium that can be invested in community</li> <li>- Offer access to credit line to producer if requested</li> </ul>



FLO rewards and encourages environmental practices, innovation and diversification. They also offer technical training and access to new markets.





# EVIDENCE OF A GROWING MOVEMENT WORLDWIDE

- The individual labelling organizations came together under FLO in 1997.
- Products come from 59 source countries with disadvantaged workers as of 2007.
- In Canada :
  - 24% of coffee drinkers have bought Fair Trade Certified coffee.
  - Market growth of labelled products have averaged over 50% per year.
  - Many NGOs have taken on the challenge of creating consumer awareness regarding Fair Trade Certification.



FAIR TRADE CERTIFIED

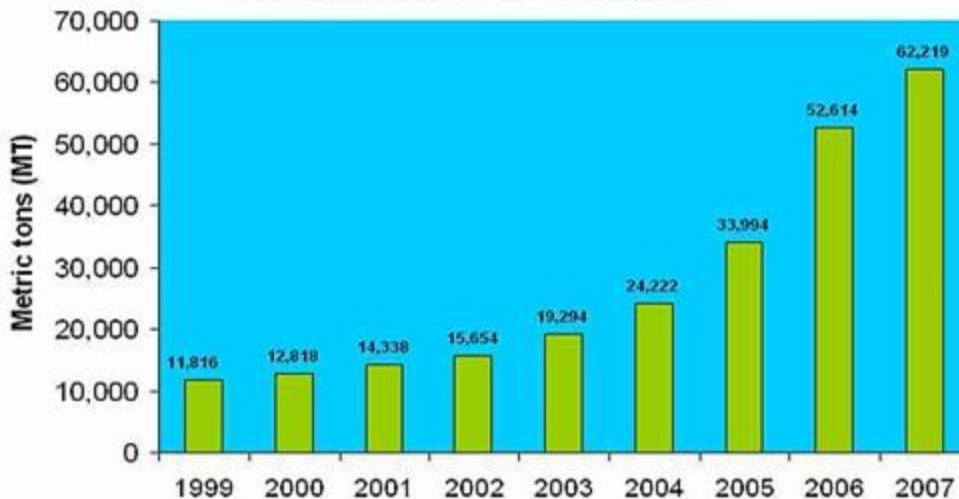


CERTIFIÉ ÉQUITABLE

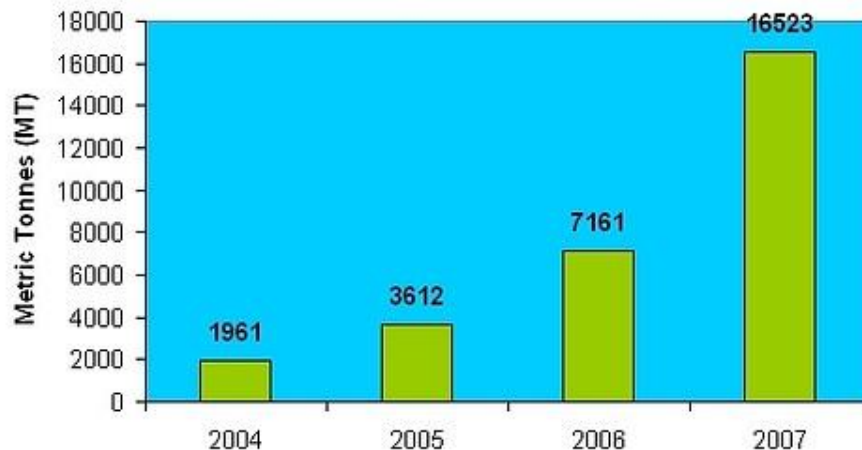


# EVIDENCE OF A GROWING MOVEMENT WORLDWIDE

### Fairtrade coffee sales volumes



### Fairtrade sugar sales volumes



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# EVIDENCE

- At the University of Alberta, the Students' Union banned non-Fair Trade Certified coffee in its building.
- Starbucks and Timothy's World Coffee now offer a Fair Trade Certified coffee option.
- Mayor David Miller of Toronto and his entire office switched to Fair Trade Certified coffee.
- Companies like Loblaws, Costco, Dominion and Provigo are incorporating Fair Trade Certified products due to increased consumer demand.



**MAKE POVERTY HISTORY**





## EVIDENCE CONT.

- All of Cadbury's pure-chocolate Dairy Milk bars sold in Canada are Fair Trade Certified as of summer of 2010 (not all Cadbury bars, one line found in every grocery store).
- Nestle announced in late 2009 that it was making its Kit-Kat bars Fair Trade Certified in the United Kingdom and Ireland.
- Olympic organizers in their food vision for the 2012 Olympics stated that bananas, tea, coffee, sugar and chocolate should be Fair Trade Certified or ethically sourced.
- In Edmonton, many Churches are jumping on-board and committing their Churches to the use of 2 or more Fair Trade Certified products exclusively.



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# MAKING EDMONTON A FAIR TRADE TOWN

- **Goal 1:** Support from local political authority – City Council passes a resolution
- **Goal 2:** Fair Trade Certified products available in stores and restaurants,
- **Goal 3:** Support of community groups: workplaces, faith groups and schools,
- **Goal 4:** Public support,
- **Goal 5:** Steering committee is convened, and
- **Goal 6:** Ethical and sustainable consumption as a whole is promoted.



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# MAKING EDMONTON A FAIR TRADE TOWN

Six towns in Canada have achieved this status - 4 just in 2009.

Several other towns including Montreal, Olds and Quebec City are well on their way.

Although a relatively new initiative in Canada, in other parts of the world, this campaign has caught fire. In Britain, there are over 400 Fair Trade Towns.



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# HOW CHURCHES CAN SUPPORT THE CAMPAIGN

Make a commitment to exclusively purchase Fair Trade Certified coffee and tea for Church events.

Allow us to list your Church as a supporter of this campaign.

Invite us to do a presentation at your Church.

*Contact us at [mphfairtrade.uofa@gmail.com](mailto:mphfairtrade.uofa@gmail.com) to let us know about your participation!*



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