

# FAQ

## FAIR TRADE WINNIPEG

### WHO IS FAIR TRADE WINNIPEG?

**Fair Trade Winnipeg** is a collaborative, community-based working group that includes fair trade advocates from government, the private sector and civil society.

The Fair Trade Winnipeg steering committee was formed in 2014 to achieve the common goal of making Winnipeg a Fair Trade Town. In 2017, Fair Trade Winnipeg accomplished that goal and the City of Winnipeg was officially designated as **Canada's 25th Fair Trade Town**. In order to maintain this designation for years to come, the committee will continue to advance fair trade in partnership with the **City of Winnipeg**; building support through community awareness, involvement, and product availability.

### WHAT IS A FAIR TRADE TOWN?

A **Fair Trade Town** is a community where people and organizations use their everyday choices and buying power to increase sales of Fairtrade Certified products and bring about positive change for farmers and workers in developing countries. The Fair Trade Town program in Canada is part of a global movement that recognizes more than 1,850 communities in 32 countries, that have taken steps to advance fair trade. There are 24 other Fair Trade Towns in Canada, including major cities like Vancouver, Edmonton and Toronto; and in Manitoba, Gimli, Brandon and Selkirk. **Winnipeg is now Canada's 25th Fair Trade Town and Manitoba's 4th.**

Program qualifications are managed by the **Canadian Fair Trade Network** ([www.cftn.ca](http://www.cftn.ca)) and **Fairtrade Canada** ([www.fairtrade.ca](http://www.fairtrade.ca))

### WHAT DOES IT MEAN TO BE A FAIR TRADE TOWN?

In order to be officially designated as a Fair Trade Town, a city must:

1. Establish a Fair Trade Committee
2. Make sure Fairtrade Certified products are available in retail and restaurant locations, in proportion to the size of the city's population
3. Actively engage the public and media through education and awareness events
4. Demonstrate community support of fair trade
5. Have political support and commitment to the campaign

### WHICH IS THE CORRECT LABEL OR CERTIFICATION?

A variety of labels can be found on "fairly traded" products. Consumers may be familiar with Fairtrade International, Small Producers, Fair Trade Federation, Rainforest Alliance, UTZ, Fair Trade USA or even some brands that have no label but just the words "fair trade" or "direct trade" on their packaging. The Canadian Fair Trade Town program believes that **Fairtrade International's** certification (FLO-CERT) is the "gold standard" in that it demands third-party verification and requires the most involvement of both producers and civil society. In order to attain Fair Trade Town designation, City Hall and supporting restaurants and retailers must ensure that products purchased, such as coffee, tea and sugar have the **Fairtrade logo**.

### FAIR TRADE WINNIPEG COMMITTEE MEMBERS

**Donna Dagg**  
Manitoba Liquor  
& Lotteries

**Zack Gross**  
Fair Trade Manitoba

**Naomi Johnson**  
Canadian  
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**Steve Strecker**  
ERA Bistro

**Carlos Chuco Teran**  
Fair Trade Alliance

**Tristin Tergesen**  
Canadian Museum  
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## HOW DOES FAIRTRADE CERTIFIED MAKE A DIFFERENCE?

By offering and purchasing Fairtrade Certified products here in Winnipeg, we can directly benefit and empower the lives of producers across the globe. For most Fairtrade goods, the certification body sets a Fairtrade Minimum Price, to cover the cost to sustainably produce the product in that region. This acts as a vital safety net for farmers and workers, protecting them from market price fluctuations for the products they grow for a living. An additional sum of money, called a Fairtrade Premium, goes into a shared fund for workers and farmers to use — as they see fit — to improve their social, economic and environmental conditions. They determine what is most important to them — whether this is education or health care for their children, improving their business, or building vital infrastructure such as roads and bridges within their community.

Research conducted by the Fairtrade Foundation in the United Kingdom has shown that of more than thirty fair trade agricultural production co-operatives, 90% attained economic, social and environmental sustainability. Some examples of efforts to develop, promote and monitor fair trade practices positively impacted the lives of women and youth in the garment and sports ball industry in South Asia, the coffee, sugar and banana industries in Latin America, and the cocoa industry in West Africa.

## WHAT ABOUT THE COST, QUALITY AND AVAILABILITY OF FAIRTRADE PRODUCTS?

Many businesses and institutions recognize the importance of fair trade as a part of Corporate Social Responsibility but are concerned about what Fairtrade products will cost, whether the product meets the standard of quality they are used to, and how reliable the supply is when they need to re-order. If your supplier understands that you want only Fairtrade Certified products, they will get you the best deal — sometimes achieving corporate responsibility goals can cost a little bit more, but it is often a difference of pennies. The quality and reliability of Fairtrade supply has improved greatly in recent years as Fairtrade products have become mainstream.

If you are concerned that you may be not be able to buy Fairtrade products because of the limitations of your current contracts, know that most suppliers carry Fairtrade Certified options. Ask your distributors and suppliers for Fairtrade. When contracts come up for renewal, take the opportunity to include FLO Fairtrade Certified to the specifications in your bid opportunity. As with many other products, bulk ordering can often help reduce cost.

## WHAT ARE THE IMPACTS OF FAIRTRADE ON LOCAL BUSINESSES?

Supporting Fairtrade and supporting local businesses go hand in hand. Fairtrade products are produced almost entirely in tropical climates in the Global South and are items we consume every day. 70 per cent of Fairtrade sales in Canada are in coffee, all of which is produced in developing countries. Other prominent Fairtrade products are tea, cane sugar, cocoa, chocolate, spices and dried tropical fruit.

Carrying Fairtrade products enhances a business by providing quality items at a fair price that benefit the communities where it was grown, while providing the consumer with the peace of mind in knowing that a responsible certification program has verified the integrity of the product. Ensuring products are grown in an environmentally and socially sustainable manner does not hurt Canadian workers and represents the new standard for the way we import products from the Global South.

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### FAIR TRADE WINNIPEG STEERING COMMITTEE

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