

Becoming a Fair Trade Town

On Tuesday 5 May 2009, from 7.00 pm to 9.00 pm, the Olds Advisory Group for Sustainable Living is hosting the second event in the “Food for Life” series, featuring Fair Trade. A representative from Ten Thousand Villages will make a presentation on Fair Trade, and a facilitated discussion will follow. The event will be held at the Olds Curling Club. RSVP to Nina Gales at 403.507.4805 or email ngales@olds.ca.

The Fair Trade Towns campaign through TransFair Canada is an exciting new initiative for communities to support Fair Trade at the local level. The campaign increases availability and awareness of Fair Trade Certified.

How Fair Trade Works

Fair Trade is similar to a normal supply chain model of business. There are producers, importers, processors, retailers and consumers. The difference is the monitoring and certification at the core of the system which guarantees that the supply chain is built on and functions according to standards of fairness, transparency and accountability.

Producers and their organizations are monitored and certified by the Fairtrade Labelling Organizations International (FLO). In Canada, the “Licensees” (processors) are licensed and audited by TransFair Canada to ensure that they are doing business with certified producers and that they are adhering to the standards set out by FLO. TransFair also works to promote Fair Trade Certified products at the retail and consumer level. FLO and TransFair Canada are structured and positioned to support the needs of producers, consumers and licensees, guarantee integrity of the process and promote the principles of Fair Trade Certification. The two organizations also work in tandem to verify and audit the sales from importers to the licensees.

Fair Trade Supply Chain Model:



To become a Fair Trade Town, our community must achieve the following 6 goals:

1. The local council uses Fair Trade Certified products and supports the Fair Trade Towns campaign
2. Stores & restaurants serve Fair Trade Certified products
3. Workplaces, faith groups, & schools use and promote Fair Trade Certified products
4. Public awareness events and media coverage held on Fair Trade and the campaign
5. A steering group created for continued commitment
6. Other ethical and sustainable initiatives promoted within the community

Why become a Fair Trade Town?

- To distinguish our community as a leader and to confirm your commitment to supporting the principles of Fair Trade, including a fair price, respect for labour standards, environmental sustainability, and more direct and equitable trade
- To improve the livelihoods of the millions of farmers and workers in the developing world who benefit from the Fair Trade Certification system
- To create awareness and encourage local citizens to make ethical and sustainable choices
- To unite our community in a common cause
- To have fun and be creative

Fair Trade Towns in Canada:

Wolfville, NS (April 17, 2007)

La Pêche, QC (November 9, 2007)

Fair Trade Towns in progress:

Cranbrook, BC

Golden, BC

Kimberley, BC

Creston, BC

Gimli, MB

Barrie, ON

Port Colborne, ON

Windsor, ON

Quebec City, QC

Ste-Anne-de-Bellevue, QC

Montreal, QC

For more
information, visit
www.transfair.ca
www.wftday.org