

***Expanding Markets and
Protecting Principles:
Can both Co-Exist?***

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What is Fair Trade?

A trading partnership based on:

- dialogue,
- transparency, and
- respect

that seeks greater equity in international trade.

It contributes to sustainable development by offering better trading conditions to – and securing the rights of – marginalized producers and workers – especially in the South.

–FINE Network (Fairtrade Labelling Organizations, International Fair Trade Association, Network of European Shops, European Fair Trade Association), 1998

Who is involved?

Business Screening



Product Certification



Who is Involved?



Consumers



Entrepreneurs



Vendors

Who is Involved?

Families



Athletes



Students



Advocates

Principles to Protect

- Create Opportunities for Economically and Socially Marginalized Producers
- Develop Transparent and Accountable Relationships
- Build Capacity
- Promote Fair Trade
- Pay Promptly and Fairly
- Support Safe and Empowering Working Conditions
- Ensure the Rights of Children
- Cultivate Environmental Stewardship
- Respect Cultural Identity

An Expanding Presence

Both FTO and Certified Product
Sales were Growing Rapidly

Growing Consumer Awareness
and Media Attention

Increasing Willingness to Commit to Fair
Trade / Bring on Certified Product Lines

Producer Communities Involved

Marketing vs. Mission

Conventional

"Gemadro workers and their families enjoy access to clean water, health care, housing and schools, all in keeping with the estate's commitment to maintain the highest standards of social and environmental stewardship."

Source: Starbucks.com

Fully Committed

"Equal Exchange works with more than 32 small farmer organizations in 18 developing countries. Our trading partners are small farmer cooperatives – businesses owned and governed democratically by the farmers themselves."

Source: EqualExchange.com

Principled Growth

- Clear Sense of Identity
- Clear Systems
- Investment in Capacity
- Strong Relationships
- Open Communication
- Greater Consumer Understanding of Fair Trade

What To Do?

- Support FTOs online and locally:
 - ◆ Ten Thousand Villages: 220 Crowchild Trail NW and 8318 Fairmount Drive SE
 - ◆ Just Shirts – www.justshirts.ca
- Ask for it in your favorite stores
 - ◆ Community Natural Foods (Chinook Station),
 - ◆ Planet Organic Market (Calgary North),
 - ◆ Tribal Connections Market (Okotoks, AB),
 - ◆ Red Earth Salon & Day Spa (Spruce Grove, AB)
- Volunteer / Work in Canada and abroad
- Fundraise with Fair Trade

More Information

- Fair Trade Federation
 - ◆ www.FairTradeFederation.org
- Fair Trade Resource Network
 - ◆ www.FTRN.org
- TransFair Canada
 - ◆ www.TransFair.ca
- Canadian Coalition for Fair Trade
 - ◆ TBD