

FairComment



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What Does it Take to be Designated Fair Trade?

The Fair Trade Town program in Canada is part of a global movement that recognizes more than 1,500 communities in 32 countries. Fair Trade programs are operated in cooperation with Fairtrade Canada, the Canadian Fair Trade Network (CFTN) and the Association Quebecoise du Commerce Equitable. Fair Trade programs help empower community and institutional leaders in supporting fair trade initiatives across the country.

There are currently 21 Fair Trade towns in Canada, and of those, two are in Manitoba – Brandon and Gimli. Stonewall Collegiate in Stonewall, Manitoba is among Canada’s four schools designated Fair Trade. The most recent addition was [Cavelier-De LaSalle](#) in LaSalle, Quebec, which received its designation this month.

Your town, campus or school may consider becoming designated “Fair Trade,” and putting on a Fair Trade event may be the best first step. For more information on Fair Trade designations and criteria, check out the [Canadian Fair Trade Network](#) website.

Do You Support Winnipeg in Becoming a Fair Trade City?
Let us know!



[Register your support here!](#)

Fair Trade Gift Giving for the Holiday Season

Need a last-minute gift idea? There are plenty of local merchants that stock Fairtrade products to make your gift giving go even further!

The **Liquor Mart** carries a growing line of [Fairtrade vodka, liqueur, beer and wines](#) from around the world, including Chile, France, South Africa, Belgium and Chile. Check out the assortment [online](#) or in person, and drink responsibly!

Ten Thousand Villages has a nifty Holiday guide with reasonably priced



Recognition from Fair Trade programs helps increase awareness for fair trade and creates opportunities among businesses to meet the growing demand for Fairtrade certified products.

4th Annual Fair Trade Conference in Winnipeg



Winnipeg will be the meeting point for the global fair trade movement for three days this coming February 2016. [MCIC](#) and the [Canadian Fair Trade Network](#) are hosting a major conference, “Building Momentum”, Feb. 18 to 20, which will bring business, civil society and academia together from around Manitoba, across Canada, as well from the U.S., Europe and the Global South.

This is the [4th Annual National Fair Trade Conference](#), with up to 400 participants expected. Conference presenters and delegates will discuss the philosophy behind fair trade, the how-to's of becoming a Fair

and ethically sound gifts. You'll find everything from gift bundles full of cooking gear, teas, and soap sets, to cozy shawls and slippers, natural lotions, baskets, bags and stocking stuffers! Check out their [holiday webpage](#).

The Canadian Museum for Human Rights Boutique carries a number of Fair Trade products. It sources only those products developed in an ethical manner in order to support the people behind the goods. The products sold have been produced by artisans and workers who are paid a living wage for their labour and goods. [Read more](#) and visit the Boutique [online](#).

Look for CFTN's Fair Trade Magazine in mid-January!



The January edition will be posted on the [Fair Trade Manitoba website](#), or [contact us](#) to order copies.

Need a Speaker on Fair Trade?

Trade Town, School or Campus, and how to tackle such global issues as climate change and world trade, as well as practical issues such as marketing fair trade products.

Highlighting the Conference will be our keynote speaker, Tukwini Mandela, granddaughter of Nelson Mandela, who runs their family's Fair Trade Certified wine company, "House of Mandela", in South Africa. We will also be welcoming Maria Pacheco of Guatemala, representing the hand-made craft industry within fair trade, and Beny Mwenda, a rural development officer who heads up the Tanzanian Society for Agricultural Education & Extension.

A special registration rate has been established for the Conference for the Friday to attract Manitoba teachers and their students. A delegation of Quebec youth will also attend the event. A full list of sponsors, program sessions, registration and logistical information can be found at www.cftn.ca/conference. Questions? Please contact our Conference Coordinator at Naomi@cftn.ca or Zack Gross at fairtrade@mcic.ca.

Ben & Jerry's Dishes out "Fair Share" of Ice Cream

Indulging in a good dish of Ben & Jerry's ice cream recently got a bit more guilt-free.

Ben & Jerry's is now dishing out its tasty ice cream with Fairtrade ingredients being sourced from small family farms around the world. As of January 2015, "all of Ben & Jerry's pint, mini cup and scoop shop flavours are made with Fairtrade certified ingredients" including vanilla, sugar, coffee and bananas. Some of the Fairtrade cocoa is also being sourced from cooperatives in the Ivory Coast, as well as producers in Ghana. The vanilla is sourced from farmers in



If you have a classroom or adult audience looking for a speaker on fair trade, or an event that would benefit from a display of fair trade information and products, don't hesitate to be in touch. Contact Zack at fairtrade@mcic.ca.

Fair Trade Tour to Peru

MCIC has been planning a Fair Trade Tour to Peru which will take place April 11 to 19, 2016. The aim is to involve people who procure, serve, sell or promote fair trade through their businesses, institutions or not-profits. Visits are scheduled with cooperatives producing and/or processing fair trade coffee, sugar, cocoa and other products. For more information, please contact Zack Gross at fairtrade@mcic.ca.

Uganda, and Ben & Jerry's Fairtrade coffee comes from the Huatusco Union cooperative in Mexico.

By paying the Fairtrade premium for these key ingredients Ben & Jerry's is helping farmers in developing countries to earn more and better provide for their families. It also has a direct impact on the communities where these farmers live and work. For example, Ben & Jerry's bananas are sourced in Ecuador where Fairtrade social premiums are paid through the El Guabo cooperative. This has allowed the 300 member workers to invest in primary education for community children, road improvements, and health services.

Some of the Fairtrade sugar used for Ben & Jerry's ice cream comes from Belize. Many people in the region depend on sugar production for their livelihood, and Fairtrade has helped Belize-based cooperatives invest in environmental projects, including water and soil improvements.



Ben & Jerry's has also been active lately around the issue of climate change, participating in Climate Marches and taking internal measures to reduce greenhouse gas emissions. "We're so committed to this idea that we're launching our own internal carbon tax, instituting a price of \$10 USD for every metric ton of our greenhouse gas emissions, from farm to landfill," the company stated in a blog. "Scientists agree that we need to curb emissions by at least 80% by mid-century to avoid completely overheating our planet. We've set our own targets for reducing

emissions on the same science based glide slope”.

[Read more](#)

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