



Generating Momentum

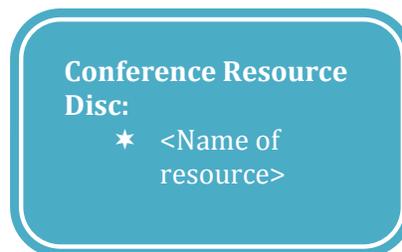
for our world > Go Fair Trade

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How To Use This Resource

Throughout this resource you will find the following blue boxes, which are meant to direct you to resources included on the Conference Resource Disc that you can use with your students, or for further information, regarding the particular topic in that section :





The Manitoba Council for International Cooperation would like to thank:

All the teachers and students who participated in this year's *Generating Momentum for Our World: Go Fair Trade* conference. We look forward to hearing about all of the activities that students and teachers plan after the conference!

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www.generatingmomentum.ca

About MCIC

The Manitoba Council for International Cooperation is a coalition of organizations involved in international development, who are committed to:

- ✓ Respect, empowerment and self-determination for all peoples;
- ✓ Development that protects the world's environment; and
- ✓ Global understanding, cooperation and social justice.

MCIC's mission as a coordinating structure is to promote public awareness of international development issues, to foster member interaction, and to administer funds for international development.

MCIC's programs for youth

- ✓ Generating Momentum for Our World
- ✓ 'Are You More Concerned About a Better World Than a 7th Grader?' interactive game show
- ✓ Fair Trade Manitoba
- ✓ Global Citizenship awards (High School)
- ✓ Classroom workshops (all grade levels)

MCIC's Vision

Manitobans- Working Together as Global Citizens

MCIC Members

Accountable Development Works
Canada World Youth/Jeunesse Canada Monde
Canadian Catholic Organization for
Development and Peace
Canadian Crossroads International
Canadian Humanitarian
Canadian Lutheran World Relief
Canadian Multicultural Disability Centre
Canadian Physicians for Aid and Relief
Canadian Red Cross Society
CHF
Christian Reformed World Relief Committee
CODE
Co-operative Development Foundation
CUSO-VSO
Emmanuel International Canada
EMAS
Engineers Without Borders
HOPE International Development Agency
International Child Care
International Development Enterprises
Marquis Project
MATCH International
Mennonite Central Committee Manitoba
Mennonite Economic Development Associates
Nicaraguan Children's Fund

Osu Children's Library Fund
People to People
Plan Canada
Primates World Relief and Development Fund
Save the Children – Canada
SIM – Canada
Unicef Canada – Prairie Region
United Church of Canada
USC – Canada
WUSC – World University Service Canada
World Relief Canada
World Vision Canada
YMCA-YWCA of Winnipeg

Affiliate Members

Canadian Association for Bangladesh
Development
International Institute for Sustainable
Development
Manitoba Interfaith Immigration Council
United Nations Association in Canada –
Winnipeg Branch

Curriculum Connections

The *Generating Momentum for Our World: Go Fair Trade* conference and resource kit are designed to fit with the Grade 7 Social Studies Curriculum, however, there are many connections that can be made to other subject areas and grade levels.

Session	Outcome #	Specific Learning Outcomes
<i>Students will</i>		
Opening Plenary	7-S-400	Listen to others to understand their perspectives
	7-KC-001	Describe the impact of various factors on citizenship rights in Canada and elsewhere in the world. <i>Examples: laws, culture, labour practices, education...</i>
	7-KC-002	Describe the impact of various factors on quality of life in Canada and elsewhere in the world. <i>Examples: access to shelter, food, water, health care, and education; globalization...</i>
	7-KC-003	Give examples of ways in which quality of life may be enhanced within a democracy. <i>Examples: freedom of association, speech, and the press; universal suffrage...</i>
	7-KC-004	Describe ways in which their personal actions may affect quality of life for people elsewhere in the world. <i>Examples: consumer choices, conservation actions, sharing of resources, letters and petitions...</i>
	7-KP-041	Explain the relationship between power and access to wealth and resources.
	7-KE-045	Give examples of the uneven distribution of wealth and resources in the world and describe the impact on individuals, communities, and nations.
	7-KE-046	Identify major economic activities in a society of Asia, Africa, or Australasia.
	7-KE-049	Identify issues related to work and trade in a society of Asia, Africa, or Australasia. <i>Examples: child labour, exploitation in or exclusion from the workforce, co-operatives, fair trade...</i>
	7-KE-054	Give examples of the environmental and social impact of consumerism in the local community and in a society of Europe or the Americas
	7-VE-017	Be willing to consider the consequences of their consumer choices
Circuit Session: Planning and Promoting	7-S-100	Collaborate with others to establish and carry out goals and responsibilities
	KC-004	Describe ways in which their personal actions may affect quality of life for people elsewhere in the world
Circuit Session: Rewrite the Rules	7-VC-003	Be willing to contribute to their groups and communities
	7-VC-004	Be willing to take action to support quality of life for people around the world
Circuit Session: Public Speaking	7-S-402	Persuasively express differing viewpoints regarding an issue
	7-S-405	Articulate their beliefs and perspectives on issues
Creative Workshops	7-S-309	Interpret information and ideas in a variety of media. <i>Examples: art, music, historical fiction, drama, primary sources...</i>
	S-403	Present information and ideas orally, visually, concretely, or electronically
Closing Plenary		Review & consolidation

Our Current System

Today, all around the world, millions upon millions of children are working as child labourers, and adults are working in factories with deplorable conditions, all in the name of a cheap prices for consumers. It's not that often that we stop to think of where our products come from, who made them, or how much these producers got paid for their work. Then, how did our coffee, soccer balls, t-shirts, bananas, blankets, crafts, etc get from "there" to "here"? When we actually stop to think of these things, we come across some information that is otherwise hidden within the cracks of this "free" trading system.

- ★ There are an estimated 280 million child labourers around the world
- ★ Producers receive a very small portion of the price of a product: in the case of bananas from the Caribbean producers only receive 5% (*Commodity Spotlight: The Banana Trade*, Oxfam)
- ★ Environmental degradation due to the presence of chemicals in production & widespread deforestation
- ★ Workers are often subjected to poor working conditions, harmful chemicals, and aren't allowed to unionize
- ★ Benefits of trade mostly stay in the Global North, which enforces the cycle of poverty

Consider the following table adapted from the *Fair Trade Resource Network* that summarizes the main attributes of our global free trading system:

Main goal	Increase GDP
Focuses on	The volume of global trade
Who benefits	Multinational corporations, big business
Critics say	Detrimental to marginalized people & the environment; focuses on short term goals, rather than long term ones
Major actions	Countries inevitably lower tariffs, quotas, labour & environmental standards – it's a race to the bottom
Producer compensation determined by	The market & government policies
Characteristics of the supply chain	Many middlemen between the producer & consumer
Key advocate organizations (key players)	World Trade Organization, World Bank, International Monetary Fund

Source: "How Does Fair Trade Differ From Free Trade?", Fair Trade Resource Network

Conference Resource Disc:

- ★ *How Does Fair Trade Differ From Free Trade?* – Fair Trade Resource Network
- ★ *Banana Web* – USC Canada
- ★ *Slicing the Banana* – Development & Peace

Fair Trade As An Alternative

If free trade is essentially a race to the bottom, then fair trade is an alternative to this system. Fair trade was born out of the post-World War II era, when organizations known as Alternative Trade Organizations purchased goods from impoverished nations mainly as missionary or humanitarian efforts. It wasn't until 1988 that European markets saw the introduction of certified fair trade products with the creation of Max Havelaar as the first third-party fair trade certification body. Today, there are 21 national labeling organizations that are part of Fairtrade International (FLO), including Fairtrade Canada. These organizations ensure that the products bearing the fair trade certification logo are adhering to an agreed upon set of criteria which defines what can be considered fair trade.

1. Fair wages & social premiums

In the fair trade system, producers are guaranteed a minimum price for their goods that is equal to or above the current market price. This is in distinct contrast to a market based system, which doesn't always ensure that producers will earn a living wage. With fair trade, producers are more likely to be able to cover their production costs sustainably, as well as provide for themselves and their family. This minimum price becomes particularly important when the market price plummets and producers are left to sell their goods at prices below the cost of production.

On top of a living wage, producers will also receive a sum of money through their co-operative that goes into a fund aimed at improving the living conditions for everyone in the community. Whether that money is spent on a school, medicine, or a rain water catchment system, the only conditions attached to these funds are that a) the end result must be beneficial to the entire community & b) the decision must be made democratically.

2. Co-operatives

Co-operatives are organizations of producers or workers that actually own a share of the company, and have a say in how it is managed. This means that they actually have a voice and can stand up for their rights, or ask for higher prices if they see this as an issue. Another advantage is that these producers don't face as much competition as they do when they are bringing their own product to the market; when each individual producer attempts to sell their product to the market, they are competing against hundreds, and possibly thousands, of other producers who are trying to do the exact same thing. In this situation, producers will often have to accept a lower price for their product. However, when producers join a co-operative, they all contribute to the collective supply of the co-operative, so there are less producers flooding the market, and the co-operative can attempt to command a higher price from the market.

Another advantage of joining a co-operative is that farmers are often able to purchase equipment that they wouldn't be able to as an individual farmer. For example, a coffee growing co-operative may have roasting and packaging equipment used by all members of the co-operative. Farmers will often be able to attend training sessions organized through their co-operative in order to improve their business techniques or learn new ones.

3. Direct Trading Relationships

As we have previously seen, there are many middlemen present in a free trading system. With fair trade, the emphasis is put on having as direct trading relationships as possible between the retailer & the producer. There will still have to be some steps in between the retailer & producer to process and transport the products, however the trading process is a much more transparent & accountable one. This kind of relationship is also conducive to providing producers with long term trading contracts, so they can be confident that their products will be purchased for years to come.

4. Access to Credit

Along with long-term contracts and fewer middlemen, direct trading relationships also mean that producers can acquire a loan from their buyers if they need to access more capital. If we look at the example of agriculture, farmers will often need to buy new tools or land prior to their harvest, which is when they can sell their product & receive payment. In this case, the fair trading system ensures that these farmers can get a financial advance on their contract in order to acquire this additional capital, and will receive the remainder of their payment once the harvest is finished and they meet their contract obligations. (<http://fairtrade.ca/en/about-fairtrade/access-credit-long-term-relationships>). Without access to such credit channels, farmers are often left with no choice but to borrow from predatory lenders at very high interest rates, and often aren't able to pay back such inflated amounts.

5. Environmental Standards

When money is on the line, a lot of corners will be cut along the supply chain, which will most often mean some sort of detrimental impact on the local environment. Whether that comes in the form of pollution, waste, or use of harmful chemicals, it all adds up & contributes to the global environmental crisis that we are currently experiencing. However, within a fair trading system there are environmental standards that must be met, both on the producer, and the retailer end.

1. Limit the use of fertilizers, pesticides, and other agrochemicals
2. Follow the three Rs (Reduce, Reuse & Recycle) as well as compost whenever possible
3. Preserve natural ecosystems including the soil & forests in the surrounding area
4. Take measures to conserve water & ensure there is no agricultural runoff that ends up in the local water systems
5. No GMOs!
6. Be energy efficient & make a concerted effort to acquire energy from a renewable source

(<http://fairtrade.ca/en/about-fairtrade/environment>)

6. No Child Labour

Did you know that there are an estimated 280 million child labourers worldwide? Children as young as four have been found stitching soccer balls in factories in Pakistan, while other children are used as bonded labour to pay off their parent's debts. It is important to note the distinction between child work and child labour:

- **Child work** refers to tasks that all children are asked to do while growing up. This can range from unpaid work, such as doing the dishes, to a paid position, such as a paper route. Child work does not pose a threat to the child's safety, and the work does not interfere with the child's education, or ability to have free time & play with their friends.

- **Child labour** refers to any work that a child is made to do which compromises their safety (dangerous tools, toxic chemicals, no ventilation, lack of proper sanitation facilities or clean water) or violates any of their rights, including freedom and access to education.

The fair trading system bans the use of child labourers at any stage of the production process, as it seeks to promote and protect the rights of all individuals in the supply chain.

Conference Resource Disc:

- ★ *Commodity Briefing: Cocoa* – Fairtrade Foundation
- ★ *Fairtrade Explained* – Fairtrade Foundation
- ★ *How Does Fair Trade Differ From Free Trade* – Fair Trade Resource Network
- ★ *Producer Stories* – Fair Trade Resource Network
- ★ *The New Conscious Consumer* – Fair Trade Resource Network
- ★ *Top 10 Reasons To Buy Fair Trade* – Fair Trade Resource Network
- ★ *What is Fair Trade?* – Fair Trade Resource Network
- ★ *What is fairtrade?* – Fairtrade Foundation

Fair Trade & the MDGs

In the year 2000, 189 world leaders came together to form the Millennium Declaration, which seeks to improve the quality of life for everyone, all around the world. And so, the Millennium Development Goals (MDGs) were born. These are the eight goals, which are divided into 21 quantifiable targets that address the main barriers that are currently present to achieving human development for everyone on our planet. The leaders pledged to meet these goals by 2015. Here they are:



Goal 1: Eradicate extreme poverty & hunger



Goal 5: Improve maternal health



Goal 2: Achieve universal primary education



Goal 6: Combat HIV/AIDS, Malaria, and other diseases



Goal 3: Promote gender equality & empower women



Goal 7: Ensure environmental sustainability



Goal 4: Reduce child mortality



Goal 8: Develop a global partnership for development

The MDGs and fair trade have one major goal in common – to improve the quality of life for people all over the world. As previously mentioned, the United Nations set a deadline of 2015 to achieve these goals. By promoting, supporting, and purchasing fair trade products, we are actually working together to help achieve these goals. Let's look at how:



Goal 1: By paying producers a fair wage that covers their cost of living, we are ensuring that they can send their children to school, pay back debts, save for the future, and get their families out of the cycle of poverty. Also, when parents are earning a living wage through a fair trading system, their children don't need to work as child labourers and can work towards a better future.



Goal 2: Fair trade can help achieve universal primary education in two ways. First, when families earn enough money through a fair trading system, they can afford to send their children to school. Second, with the premium that producers receive from selling their products to fair trade buyers, they can use this extra money to build more schools in their community, or equip existing schools with additional supplies



Goal 3: One of the conditions for a product to be certified fair trade is that it must come from a democratically run organization. This means that **everyone** must have their voice heard, which promotes gender equality within co-operatives, as women are able to speak up for their rights, and about what changes they believe should be made. There are even co-operatives comprised entirely of women which empower women and allows them to become important economic participants within their communities.



Goal 4: When producers are able to earn more income through a fair trading system, we have seen that entire communities can also benefit from the fair trade premiums, which can stop the cycle of poverty in some areas. The result is that with proper nutrition, access to clean water & proper sanitation systems, as well as improved medical facilities, the rate of child mortality will eventually decrease.



Goal 5: Properly trained medical practitioners, improved medical facilities, and access to adequate medicine and supplies are all factors that can improve the health of women during pregnancy and childbirth. Through increased access to education, and premiums spent on medical facilities and supplies, fair trade can help improve the maternal health of women.



Goal 6: As with Goal 4 & Goal 5, fair trade can work to combat HIV/AIDS, Malaria, and other diseases through communities spending their social premiums on initiatives around health facilities, medicine, and proper supplies



Goal 7: One important criteria of the fair trade certification process is that measures must be taken at all stages within the supply chain to protect our natural environment. Forests are preserved; producers are encouraged to use natural substitutes to harmful chemicals; energy efficiency is promoted and encouraged throughout the production process; and producers must be conscious of how much waste they are producing and take steps to reduce this amount.



Goal 8: In a fair trading system, accountability and transparency are not only highlighted, but they are required by all parties involved. By working directly with producers, instead of through middlemen, fair trade buyers can provide producers with the assistance they need, whether that's financially or in terms of contract negotiation, increased capacity, etc.

Real Stories, Real Change

MCIC developed an animation for this year's *Generating Momentum for Our World: Go Fair Trade* conference series that followed Olga Lidia de Jesus through her first-hand account of her experience with fair trade, and how it impacted her entire family and community. Here is the original story, as recounted by Éric St. Pierre, who is a photojournalist that worked in the Dominican Republic & actually spent time with Olga and her family.

Hello, my name is Olga Lidia de Jesus, I am 12 years old, I come from the village of Yanabo in the Dominican Republic.

I live with my father, Jose Antonio, and mother, Ramone, and two older brothers.

My parents grow food crops such as sweet bananas and plantain bananas for our own consumption and they grow cocoa that they sell for export.

My primary school is a few kilometers away from my house. With other local children we walk every morning and afternoon between the school and my house.

I don't have many friends to play with in the evening because the village has no electricity nor running water and many families have left the village to live in a close by city or in the capital, Santo Domingo.

Cocoa cultivation is hard work! I don't work myself on the farm, my father works almost all year round to maintain the plantation. My brothers help him during the harvest time.

Cocoa comes from a large tree that takes many years to come to maturity. My father cuts the branches, cleans up the weeds, removes some of the shade trees, etc. Cocoa plantations are almost like a natural forest, because the cocoa tree grows under the shade of other trees. When I walk to my school, I can see the whole forest and I can't tell where there is cocoa or not! Many birds and small animal can be seen in the plantations!

The cocoa pods, or fruits, are funny because they grow on the trunk and on large branches of the tree, as compared to other fruits trees like avocados, which grow on the tip of the branches.

It's a large fruit shaped like an American football. It's sometimes red, orange or yellow. My dad tells me that you need to tap gently on the fruit and from the sound you know if it's ripe and ready for harvest.

The first harvest comes in December.

My dad takes his machete and cuts delicately the fruits from the trunk making sure he does not damage the smaller fruits or flowers that will provide for the second harvest in April.

The pods are put in a bag and dragged to the center of the plantation.

When all the pods are gathered, my dad sits with my brothers and they split the pods in two with their machete to reveal the cocoa seeds.

They have to be careful not to cut their hands, or damage the seeds, which would affect the quality.

The cocoa seeds are covered by a white pulp. I like to eat this pulp when I visit the plantation, it tastes kind of sweet!

My dad makes a container with a large banana leaf to put all the seeds.

The pods are left in a mound where they compost and fertilize the plantation.

The seeds are brought back home where my dad has build wooden fermentation boxes with the help of the technician of his co-op.

He has been a member of the Bloc 8 of the Conacaco (Confederacion Nacional de Cacaocultores Dominicanos) for many years. The organization was formed in 1988. There are more than 9000 members today, from all across the Dominican Republic. There are 8 co-operatives, or blocs, as we call them here, that form the confederation.

My dad says that before the Conacado, he had no clue what the value of his cocoa was! They received less than 40% of the export value of their cocoa while they did most of the work! Many families in the village actually lost their plantation during that period because of loans that they could not payback. Cocoa is difficult because we harvest during 3-4 months but have to live with these revenues for the rest of the year. In September and October often the money was gone and my mother and father would go to the local merchant and get food products like sugar, oil, and rice under a loan of 5% a month guaranteed with the next year's cocoa!!! Many fell into a cycle of indebtedness they were never able to get away from and lost their land!

My dad tells me that with the CONACADO, he knows exactly what the international price for cocoa is, and that on average he gets 80% of that price! Much better!!! If he needs a loan, he can also get it from his co-op at much better interest rate, so no members lose their land anymore!

Also, the technician from the co-op helped him improve his cultivation technique. He prepares compost to make sure his trees are strong and healthy. He uses no pesticides or chemical fertilizers and his plantation is now certified organic!

Also, he learned a whole new process for his seeds to get the best quality cocoa.

Before, he used to dry the cocoa seeds just anywhere there was a little bit of space, even on the road in front of our house. Chickens would walk on the seeds, dropping some souvenirs once in a while!

Now, he first puts the fresh seeds with the white pulp in large wooden boxes for 6 days of fermentation. He moves the seeds every 2 days and the white pulp slowly disappears. The co-op specialist says that the fermentation transforms the seed into a bean by killing the embryo so it won't germinate. Also the fermentation provides all the chemical transformation in the bean to get high quality chocolate!

After the 6 days of fermentation he lays all the beans on a wooden platform he was able to construct with the technical and financial support of the co-op. The beans lay there to dry for 6 to 12 days. My mother rakes them every day to make sure they dry evenly. The platform has a funny little roof that we can roll over the beans when it rains. In my village during harvest time, it rains almost every afternoon! It is always short but intense rain!

This is not as bad as during the hurricane season at the end of the summer! A few years ago, a big hurricane came over the Dominican Republic and destroyed many homes and forests, including cocoa plantations. Luckily, the co-op had built a tree nursery with the premiums they receive from fair trade and we were able to replant the part of our land that was hit by the hurricane.

Fair trade is great as representatives have come to visit my village. Some are buyers of my father's cocoa, journalists or workers for development organizations that want to help us get access to electricity, running water and/or improve our school. Having electricity would be a dream!

From the last meeting of his co-operative, my dad told me that more than 3000 families from the co-operative now have better access to running water through a program from the CONACADO financed by the fair trade premiums. This is 1/3 of all the members; wow, I was impressed!

He also said that the CONACADO now has its own transformation plant to produce cocoa paste and cocoa powder for export. Eventually the CONACADO may have its own brand of chocolate. Imagine that even though my family produces cocoa, I don't eat chocolate bars very often. When the co-operative has its own brand, it will be great to eat our chocolate!

My dad says he would never again sell his cocoa to private companies because they do nothing to improve the communities. With fair trade and the work of the CONACADO, we not only improved our life today but we feel we have a much greater future ahead of us! The hard work and sacrifices of our parents have given me and my brothers many more opportunities.

Conference Resource

Disc:

- ★ Go Fair Trade Animation

It's Your Dollar – Make it Count

It's important to realize that you, as an individual and as a consumer, have the power to make a huge difference in the lives of millions in the Global South. By simply being an ethical consumer, and choosing to purchase fair trade products wherever possible, this can improve the quality of life for producers, as we have seen in previous sections. When we're talking & thinking about purchasing products, we say that consumers have the power to 'vote with your dollar' – that is, by spending your money on a certified fair trade or on a non-fair trade product, you are essentially voting for a particular system. Whether that is a free market system, or a fair trading one, it's important to think of who your money is supporting before you actually spend it.

There are numerous ways that you can vote with your dollar, the most obvious being to **buy fair trade products** whenever possible. However, sometimes there won't be fair trade varieties of your favourite products, or your neighbourhood coffee shop or supermarket just doesn't carry the fair trade products you want to buy. What do you do in these situations? Here are just a few ideas:

- ★ If a product isn't certified fair trade, ask questions about where it was made.
- ★ If a product claims to be "child labour free" or that it was "fairly traded", take it upon yourself to be a conscious consumer & do some research to check out their validity!
- ★ Tell your local coffee shop or supermarket that you would buy fair trade products if they started to carry them.

- ★ If you want more ideas of where you can find fair trade products in Manitoba, visit Fair Trade Manitoba's consumer guide at www.fairtrademanitoba.ca.

Another great way to promote & support fair trade is to spread the word and tell others, so that they too can vote with their dollars and help change the way we do trade. This is where you can get really creative and use some of the skills from the creative workshops at the *Generating Momentum for Our World: Go Fair Trade* conference. Here are some ideas to get you started!

- ★ You can make a video about our current trading system, or how the fair trading system is an alternative. This year a group of young Manitobans won the Kaleidoscope Video Challenge for their age group by creating a video about child labour. You can check out their video "Stop Child Labour" here: <http://www.videochallenge.ca/en/submissions.php>
- ★ If you're not up to making your own video, you can have a 'fair trade film festival' where you screen movies about fair trade during the lunch hour, or after school. You can find a list of suggested fair trade movies in the 'Resources' section of this document.
- ★ Post fair trade facts and posters around your school. You can even consider setting up a fair trade information booth where someone can be available to answer questions about fair trade.
- ★ Consider taking your own photos with your digital photography skills to post around the school, or have at an information table.
- ★ Have an ethical fashion show at your school to promote awareness of the alternative clothing that is available instead of purchasing garments made in sweat shops or by child labourers. MCIC has put together an Ethical Fashion Show kits that can be borrowed for a small fee – to learn more about this opportunity, see the 'Resources' section of this document.

Holidays are a great time of year to bring attention to those that we may lose sight of while focusing our attention on buying gifts for our families and friends. There are numerous campaigns out there that take the untraditional route & the opportunity to raise awareness of the impacts of our current trading system, and what alternatives there are:

- ★ Fair Trade Halloween: Traditionally, people young & old like to dress up and go door-to-door to ask for candy. What if we turned things around, went door-to-door, and gave people fair trade chocolate instead of getting candy? This is the rationale behind Fair Trade Halloween – not only are you giving people the opportunity to try fair trade chocolate, but you will also tell them what fair trade is, so they can pass along the message as well! You can contact Engineers Without Borders, so see the Fair Trade Halloween page on the Canadian Fair Trade Network's site: <http://www.cftn.ca/CFTN/campaigns/>
- ★ December is a time of giving. There are no formal campaigns during this time of year, but don't let that deter you from starting your own to get people thinking of what kind of presents they are buying this year & who they will be supporting by doing so! A great resource to find fair trade products around the province is Fair Trade Manitoba's consumer guide www.fairtrademanitoba.ca.
- ★ Starting on Valentine's Day each year, MCIC challenges Manitobans to consume only fair trade varieties of coffee, tea, and chocolate. Why not encourage your class, or even your whole school to sign up? It's a great way to spread awareness, and there are lots of prizes to be won as well! Information about the One-Month Challenge is available at <http://fairtrademanitoba.ca/get-involved/omc/>
- ★ There is even a World Fair Trade Day each May where people around the world show off their commitment to fair trade. You can learn more about this day and join the global movement at <http://www.wftday.org/>.

Procurement

It's important to constantly stop and question where the products we purchase come from, and how our choices affect people around the world, but it's also important to look at the bigger picture and think of how we can start to change policies around what kinds of products our businesses, schools, governments, and non-profits are procuring. With the current focus on Education for Sustainable Development (ESD) in Manitoba, it only makes sense that schools and divisions should consider changing their purchasing policies around products like sports balls, t-shirts, coffee, tea, sugar, chocolate, etc.



When it comes to procurement of fair trade products, the argument of higher cost usually comes into play, and deters an organization from changing their purchasing habits, let alone policies. However, with the increase in demand for, and availability of fair trade products, prices have come down substantially from where they were, say a decade ago. This is especially true when it comes to fair trade sports balls. Considering the following two balls:

Adidas Tango Pasadena Match Soccer Ball Size 5 = **\$59.99** (www.sportchek.ca)



Match/Training Quality Size 5 Soccer Ball available through YSC Fair World Sports = **\$25.00**



Conference Resource Disc:

- ★ Catalogue
- ★ Order Form

As you can see, fair trade sports balls are very competitively priced compared to other brand name varieties. You can order fair trade sports balls through MCIC for your school, recreational, or professional teams. Here is a list of the fair trade sports balls that are currently available through MCIC:

- ★ Indoor & outdoor soccer balls (various sizes & codes available)
- ★ Indoor & outdoor volleyballs
- ★ Rugby balls
- ★ Basketballs & North American footballs

If your goal is to change purchasing policy at the divisional or institutional level, it's important to present more than just prices to the people making the final decisions. A great example is the Evergreen School Division. In 2009, they adopted a fair trade purchasing policy largely with the help from the Gimli Youth Community Partnership. They support the use of fair trade coffee and tea in staff room, offices, and at division-sponsored events; the use of fair trade sports equipment; and fair trade apparel (t-shirts & hoodies). It was a collaborative effort and here are some steps to consider and things to keep in mind if you choose to make the same changes within your division:

- I. Start a fair trade group or committee:
- II. Research fair trade in your school & invite others to join you
- III. Go to the school board & make a presentation
- IV. Continue to be part of the process

Conference Resource Disc:

- ★ Rewrite the Rules PowerPoint
- ★ Fair Trade School Procurement PowerPoint

MCIC Member Resources

Engineers Without Borders (EWB): Invite EWB from the University of Manitoba chapter to do a workshop on fair trade with your students. Resources and lessons plans are also available here: <http://teach.ewb.ca/resources>

The Marquis Project: The Marquis Project has workshops and simulation games available to those in the Westman area who are teaching early years all the way to high school students: http://www.marquisproject.com/?page_id=424. They also have a simulation game called the Fair Game which is available at their website <http://www.marquisproject.com/>.

Additional Resources

Videos:

“Manitobans go fair trade” by Fair Trade Manitoba – See how this program of the MCIC is working with Manitobans to promote fair trade amongst the public & private sector within our province. http://www.youtube.com/watch?feature=player_embedded&v=SMrvCvEY9Bw

“Fairtrade Towns: energizing your community to change the world” by Fairtrade Foundation – This video shows some of the faces behind this growing movement in the UK; how this all started; and how you can get involved. http://www.youtube.com/watch?v=QBNXqUkWzjE&feature=channel_video_title

“Five Star Flavours – No. 4 Rich Roast Coffee” by Café Direct – See how one coffee co-operative in Nicaragua used their fair trade premium to establish a premium tasting facility & appointed one of their female members as the head of that division.

<http://www.youtube.com/user/CafedirectTV#p/u/1/KrqBIwJl4qM>

“Fairtrade cotton in Cameroon” by Fairtrade Foundation – In depth video that looks into the fair trade cotton industry in Cameroon in a way that is straightforward, yet engaging.

<http://www.youtube.com/user/Fairtradefoundation#p/c/013C9604CA0B668D/2/zufkw6xiskE>

“Swap your choc” by Fairtrade Foundation – A short video that looks at fair trade cocoa producers in Ghana and calls on chocolate consumers to switch to fair trade varieties of chocolate in order to increase the quality of life for these people.

http://www.youtube.com/user/Fairtradefoundation#p/c/013C9604CA0B668D/0/qV4ywE_gPSU

“Fairtrade bananas in the Dominican Republic” by Fairtrade Foundation – During the Opening Plenary of MCIC’s *Go Fair Trade* conference we looked at fair trade cocoa from the Dominican Republic. In this video we visit the banana plantations of fair trade certified farmers and look at the challenges they face of not selling their bananas to the fair trade market.

http://www.youtube.com/user/Fairtradefoundation#p/c/013C9604CA0B668D/5/ubxzg_d1120

“A Fair Story” by Fairtrade & Generation Alliance – An interactive short film that looks at the fair trade movement as a story that started off small, but now involves millions of people around the world, from consumers to producers. During the short film you have the opportunity to pause the video & click on a highlighted image to discover individual fair trade stories.

<http://www.fairstory.com/watch/>

“Fair Trade: Protecting the Environment” by Fair Trade USA – This short video looks at the health & environmental risks associated with our current agricultural system, and demonstrates how, through the fair trade certification process, we are ensuring sustainability.

<http://www.youtube.com/watch?v=pQ22SrbFemM>

Websites:

Fair Trade Manitoba: Program run by the MCIC that looks to engage Manitobans with issues around fair trade, and promote certified products within the province. Be sure to check out the handy Consumer Guide!

<http://www.fairtrademanitoba.ca/>

Fairtrade Canada: Organization responsible for ensuring that products bearing the fair trade label in Canada are actually adhering the principles of fair trade.

<http://fairtrade.ca/en>

Max Havelaar: Organization that pioneered the certification process for fair trade products.

<http://www.maxhavelaar.ch/en/>

Fair Trade Resource Network: A site that has collated educational resources from various sites and organizations.

<http://www.fairtraderesource.org/learn-up/teaching-tools/>

Fair Trade Federation: The Fair Trade Federation is committed to promoting and supporting the fair trade movement within North America, and has compiled some excellent resources for educators.
<http://www.fairtraderesource.org/learn-up/teaching-tools/>

Equal Exchange: This is a Co-op founded in the 1980s that sought to change the global system from one that was in shambles, to one that empowered everyone in the system, from the producers all the way to the consumers. Their 'Resources' section contains information on the food system, fair trade, the coffee industry, sustainable farming, and co-operatives.
<http://www.equalexchange.co-op/index.php>

Movies:

Mistrati, M. & Romano, U. (Directors). (2010). *The Dark Side of Chocolate* (Documentary). Denmark: Bastard Films.

Francis, M. & Francis, N. (Directors). (2006). *Black Gold* (Documentary). USA: Fulcrum Productions.

The *Fair Trade Resource Network* has compiled a list of some great films that focus on various fair trade products. You can see this list here: <http://www.fairtraderesource.org/learn-up/fair-trade-films/>

Books:

Litvinoff, M. & Madeley, J. (2007). *50 Reasons to Buy Fair Trade*. Ann Arbor, MI: Pluto Press.

Ransom, D. (2006). *The No-Nonsense Guide to Fair Trade*. Oxford, UK: New Internationalist Publications Ltd.

Nicholls, A. & Opal, C. (2005). *Fair Trade: Market-Driven Ethical Consumption*. London, UK: SAGE Publications Ltd.

St-Pierre, E. (2008). *Le Commerce Équitable : Quand des Hommes Defient le Marché*. Geneva : Aubanel.