



Presented To

Date of Presentation

Presenter Name

Presenter Committee Role

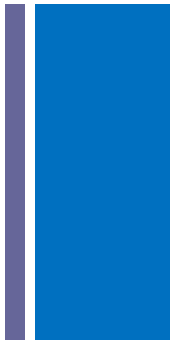
FAIR TRADE

 **Olds
Institute**
for Community & Regional Development



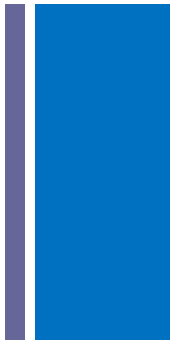
+ What is Fair Trade?

- Fair Trade is an international system of doing business based on principles of dialogue, transparency, and respect.
- The Fair Trade Certified system has a rigorous structure of monitoring, auditing, and certification.





Why Fair Trade?



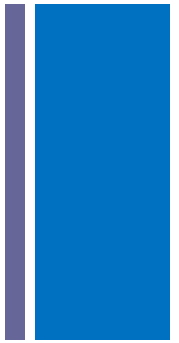
- Conventional trade frequently fails to deliver on promises of sustainable livelihoods and growth opportunities for people often in the poorest countries in the world.
- Fair Trade provides tangible benefits to small-scale farmers and workers, consumers and the environment.



+ How did Fair Trade begin?

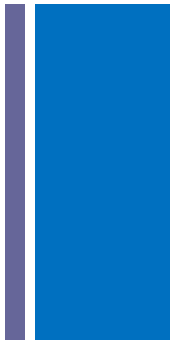


- As people became aware of unfair trade situations, they wanted a guarantee that producers were compensated fairly- to ensure the farmers and artisans behind those products get a better deal.
- Most often this is understood to mean ensuring better prices for producers, but it often also includes longer-term and more meaningful trading relationships.





How Does Labeling Work?



- **Fair Trade Labeling Organizations International** or **FLO** is the international umbrella of Fair Trade Labelling
 - sets standards and strict criteria for producers and purchasers
- **TransFair** is the Canadian monitoring organization that reports to the **FLO**
 - monitors Canadian sellers of Fair Trade products

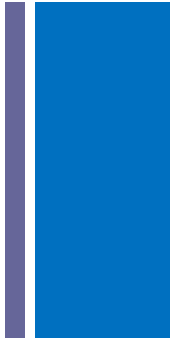
+ What about Consumers?

■ For the average consumer the choice to purchase fair trade could mean a few extra dollars per product. The more we insist on purchasing Fair Trade the more there will be available.





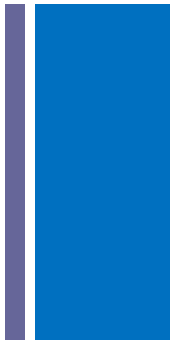
+ What about Local?



- Purchasing Fair Trade doesn't mean that someone should not choose to purchase locally. It is more sustainable to purchase local products where you can. Farmer's Markets are a great place to purchase local products.



+ What does being a Fair Trade Town Mean?



Olds was declared
the first Fair
Trade Town in
Alberta on
November 9,
2009

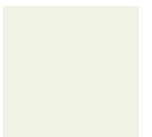
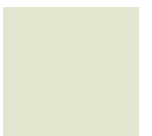
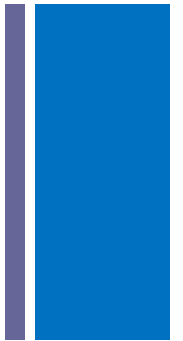




What does being a Fair Trade Town Mean?

TO BECOME A FAIR TRADE TOWN, COMMUNITIES need to ACHIEVE THE FOLLOWING 6 GOALS....

- The local town council must use Fair Trade Certified products and support the Fair Trade Towns campaign
- A percentage of stores & restaurants must sell/ serve Fair Trade Certified products
- A percentage of workplaces, faith groups, & schools must use and promote Fair Trade Certified products
- A steering group must be created for continued commitment
- Public awareness events and media coverage must be held on Fair Trade and the campaign
- There are other ethical and sustainable initiatives promoted within the community





+ What did that mean for Olds?



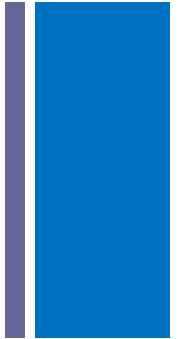
- Local stores and supermarkets (retail outlets) offer two or more Fair Trade Certified products.
- Local restaurants and cafes (catering outlets) serve two or more Fair Trade Certified products.
- A steering committee in Olds that is committed to maintaining the Fair Trade Town designation.



+ What about becoming a Fair Trade Business/Organization ?



+ Questions and Contacts?



Email: fairtrade@oldsinstitute.com

Olds Website: www.fairtradeolds.weebly.com

TransFair Website: www.transfair.ca