

WHAT IS FAIR TRADE

When a **FAIR TRADE TOWN** is designated, it supports fairer conditions and better prices for people in the Global South who grow and make our products: whether it's the coffee we drink, the cocoa in our chocolate, or the cotton in our t-shirts.

It's a market-based system that uses consumer support to influence international trade practices, and is a powerful tool for change. When you buy fair trade products, farmers and workers have more power to create a better life for themselves and their communities, and enjoy sustainable livelihoods.



Photo credit: Éric St-Pierre



The Fair Trade Town is a Program of Fairtrade Canada, managed in partnership with the Canadian Fair Trade Network (CFTN) and the Association québécoise du commerce équitable (AQCE).

LEARN ABOUT OUR OTHER FAIR TRADE PROGRAMS!



For more information, go to:
w: fairtrade.ca e: action@fairtrade.ca

w: cftn.ca e: info@cftn.ca

w: assoquebecequitable.org
e: info@assoquebecequitable.org



ASSOCIATION
QUÉBÉCOISE
DU COMMERCE
ÉQUITABLE



BE A LEADER IN TRADE JUSTICE
JOIN A GLOBAL COMMUNITY
DRIVE SOCIAL & ENVIRONMENTAL SUSTAINABILITY



The **FAIR TRADE TOWN PROGRAM** recognizes municipalities demonstrating strong commitment to fair trade from its community stakeholders, including local municipal authorities (such as a city council), businesses, community groups, and individual members.

It has a long-term vision for awareness and support of fair trade and has been designed to address the needs and opportunities of communities across Canada, both large and small.



Photo credit: Fair Trade Wakefield La Pêche

“
I'M PROUD OF HOW MY COMMUNITY CAME
TOGETHER IN SUPPORT OF FAIR TRADE
”

- a local resident



As one of the oldest social networks, **TOWNS REPRESENT LEADERSHIP AND COMMUNITY**. Your town is brought together by geography and strengthened by the people and activities that surround it. With it comes tremendous opportunity to bond citizens together through meaningful local action.

The Fair Trade Town Program is designed to harness the power of municipalities where social justice and sustainability are of increasingly important concern. As consumers and as citizens, your Town can educate and influence others to become more aware and engaged.



Photo credit: Fair Trade Hudson

Here are the **STEPS TO BECOMING A FAIR TRADE TOWN**. Refer to our Fair Trade Action Guide for more detailed information.

1 - STEERING COMMITTEE

A local Fair Trade Town Steering Committee must be formed of both active community volunteers and a group of leadership members to ensure a continued commitment to the local Fair Trade Town designation.

2 - PRODUCT AVAILABILITY

A town must demonstrate the availability of Fairtrade certified products in proportion to the size of its population.

3 - PUBLIC AWARENESS AND EDUCATION

There must be events and activities organized to generate educational opportunities and media engagement for fair trade.

4 - COMMUNITY SUPPORT

A number of local community groups, workplaces, or schools must support fair trade and the local Fair Trade Town campaign in their operations, through education programs, or through other awareness raising activities.

5 - POLITICAL SUPPORT

The local municipal authority must pass a resolution in support of fair trade and the local campaign for Fair Trade Town designation.



Photo credit: Fair Trade Selkirk