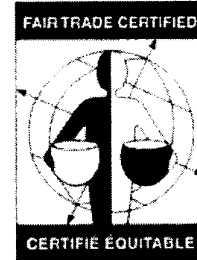




What's the Difference Between Certified Fair Trade, Fairly Traded, and Solidarity Trade?

Fairly Traded

You might notice that not everything within our Fair Trade Fair carries the Fair Trade Certified logo. Currently only the Fair Labeling Organization (FLO) does certification of fair trade goods and they only certify producers in the global south ("third world"). In Canada, retailers have to be certified in order to be allowed to sell goods that are certified fair trade, and this is done through TransFair (www.transfair.ca). The certification process can be price prohibitive for both the producer and the retailer and therefore, more and more, we see goods that are marketed as fair trade, but are not "certified" fair trade. In many cases this is a legitimate form of fair trade in which both the producers and retailers are 100% committed to the process and philosophy (paying a living wage, no child labour, giving back to the community, etc.). In fact, some organizations, such as Level Ground Trading (coffee, sugar and dried fruit) actually pay higher prices to the farmers than is expected under certified fair trade standards. However, because sales of certified products in Canada increased by 60% in 2004, some retailers may want to get in on what they see as a marketing opportunity. When in doubt, ask the retailer to show you a form of proof that the item was purchased fairly. If they truly are committed, chances are, they'll not only show you a form of proof, they'll passionately provide stories about how they became involved in the movement.



Fair Trade

According to Fairtrade Labelling Organizations International (FLO),

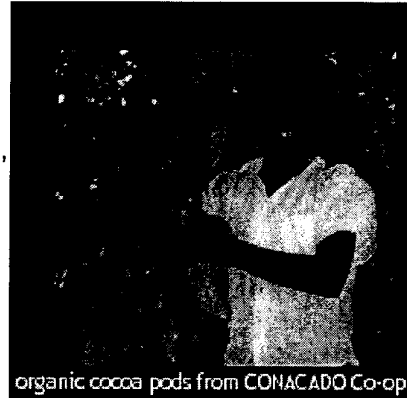
Fair Trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers - especially in the South.

Fair Trade works by:

- guaranteeing fair prices to women and men producers
- paying premiums to improve social conditions in producer communities
- paying producers in advance to assist in long-term planning
- supporting democratic participation in farmer owned co-operatives
- ensuring that there is no forced or child labour

supporting organic production methods that assist in cultivating healthy communities

Certified fair trade items included coffee, tea, chocolate, bananas, mangos (not yet available in Canada), sugar, some nuts, ice cream (currently Ontario only) and soccer balls. Sales of certified fair trade products in Canada increased by 60% in 2004, which makes Canada one of the fastest growing Fair Trade markets in the world. (sources: TransFair Canada and La Siembra Co-op).



organic cocoa pods from COMACADO Co-op

Solidarity Trade

In addition to supporting certified fair trade and legitimate retailers of non-certified fair trade goods, we also believe that supporting local family farms, producers and retailers of organic goods, small local businesses, artisans, co-ops, unions and social justice organizations as equally important. Each contribute in their own way to the benefit of us all by providing high quality goods and services without compromising human rights or the environment. And yet, they are usually exempt from international trade policies and don't have the economies of scale to produce cheaply, often putting their goods and services on the higher end of similar products and services. The value of their product is so much more than just the end result – it includes the time, effort and money they each take to ensure that trade is carried out in an ethical manner. For all of these reasons, we include local family farmers, producers and retailers of organic goods, small local businesses, artisans, co-ops, unions and social justice organizations in our fair trade events.

