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**TO:** GENERAL COMMITTEE

**SUBJECT:** FAIR TRADE CITY

**PREPARED BY AND KEY CONTACT:** D. ALLAN, MANAGER OF PURCHASING, EXT. 4456 

**SUBMITTED BY:** D. MCKINNON, DIRECTOR OF FINANCE 

**COMMISSIONER APPROVAL:** ED ARCHER, GENERAL MANAGER CORPORATE SERVICES 

**CHIEF ADMINISTRATIVE OFFICER APPROVAL:** JON M. BABULIC, CHIEF ADMINISTRATIVE OFFICER 

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**RECOMMENDED MOTION**

Whereas the Fair Trade Initiative was first introduced to the City of Barrie in 2008 through a presentation by the Barrie Fair Trade Working Group;

And whereas the objective of the Fair Trade Initiative is to raise awareness of Fair Trade and the numerous organizations in our community that support Fair Trade;

And whereas approximately 630 communities worldwide have qualified for Fair Trade Town/City status;

And whereas the purchase of Fair Trade Certified products that meet the international Fair Trade standards as certified by TransFair Canada are a tool for poverty alleviation and greater equity in international trade;

And whereas staff have investigated the feasibility of becoming a Fair Trade City and incorporating Fair Trade related provisions into the City's purchasing policy;

Now therefore be it resolved as follows:

1. That the City of Barrie's commitment to qualify for and achieve Fair Trade City status as per requirements set by TransFair Canada be endorsed, through the following actions:
  - a) Sourcing and serving Fair Trade certified coffee and tea in Corporate offices, kitchens and, as applicable, at events directly managed by the City of Barrie.
  - b) Allocating Fair Trade City responsibilities to the Corporate Services Committee to support the City of Barrie's commitment to Fair Trade City status.
  - c) Promoting Fair Trade certification using TransFair Canada promotion materials in refreshment areas, and promoting the Fair Trade City's initiative in internal communications and external newsletters.
  - d) Supporting the use of Fair Trade products with residents, community groups and businesses by continuing to use fair trade products, in accordance with the City's Purchasing By-law.
  - e) Posting notice of Fair Trade City status on the City of Barrie website for a minimum of 12 months including a description of the Fair Trade City program.

- f) Installing a plaque in a public area of City Hall that confirms that Barrie is a Fair Trade City.

**PURPOSE & BACKGROUND**

2. The purpose of this report is to recommend that the City of Barrie complete the requirements to qualify for Fair Trade City status as per the requirements set by TransFair Canada.
3. The idea of a "Fair Trade Town" was born in England in 1999, when an Oxfam group in the town of Garstang wanted to promote Fair Trade as part of a community effort. The campaign aimed to make Garstang the world's first Fair Trade Town and this goal soon attracted the interest of others throughout the community including private citizens, local businesses, and the town council. All of the excitement surrounding the campaign soon captured the attention of local and regional media and before long Garstang became a famous landmark and an international campaign was born. Many towns have followed the Garstang's example. There are now more than 630 Fair Trade Towns in 18 countries.
4. This report represents the last step in a series of activities leading to the qualification as a Fair Trade City. The following chronology offers some perspective on the work the corporation has undertaken to date:
  - a) City Council received a presentation by the Barrie Fair Trade Working Group (BFTWG), a local support component of TransFair Canada, at its May 5, 2008 Council Meeting. The objective of the presentation was to raise awareness about Fair Trade and the organizations in our community that support Fair Trade.
  - b) On May 26, 2008, Council approved Motion 08-G-241, which directed staff to investigate the potential for incorporating fair trade certified product requirements into the City's Purchasing By-law:

**08-G-241 FAIR TRADE CERTIFIED PRODUCTS**

1. *That fair compensation for farmers and workers in developing countries be supported, including fair compensation for products and labour, sustainable environmental practices, improved social services and investment in local infrastructure within these developing countries.*
2. *That as part of the review of the City's purchasing policy, staff in the Finance Department investigate the feasibility of incorporating provisions related to Fair Trade Certified purchasing and report back to General Committee.*
3. *That the vendors associated with City facilities be encouraged to serve and promote Fair Trade Certified products, where feasible.*
4. *That the community including the general public, workplaces, faith groups, schools and the media be encouraged to serve and promote Fair Trade Certified products.*
5. *That the Barrie Fair Trade Working Group be provided with a copy of the motion. (Item for Discussion, 6.3) (File: M10)*

5. Following additional research into the potential for incorporating fair trade certified product requirements into the City's Purchasing By-law and consideration by Finance Committee, Council approved the inclusion of an appendix to the Purchasing By-law (By-law 2009-076) that established a policy regarding the purchase of Fair Trade Certified Products. This satisfies one of the criteria the City of Barrie must meet to qualify as a Fair Trade City. Following the passage of the Fair Trade Certified Products policy, on May 11, 2009 the BFTWG provided a Fair Trade information display in the rotunda at City Hall. This included the provision of Fair Trade coffee for all interested visitors. Only Fair Trade coffee is used for the coffee machine in the staff room at City Hall.
6. In November 2009, Motion 09-G-447 was passed by Council to investigate the requirements associated with Barrie to qualify as a Fair Trade City.

**09-G-447 INVESTIGATION - FAIR TRADE TOWN STATUS**

*That City staff in consultation with the Barrie Fair Trade Working Group investigate the requirements associated with the City of Barrie qualifying for and achieving Fair Trade Town status as per requirements set by TransFair Canada including any business plan and budget implications, and report back by March 31, 2010. (Item for Disc. 6.1, Nov. 2, 2009) (File:T00)*

7. A team of staff comprised of Zarah Walpole (Legal Services), Kelly Walker-Prince (Operations), Cheri Harris (Communications and Intergovernmental Affairs) and David Allan (Finance) was formed and over the course of several meetings reviewed the requirements and assessed the impact of the City of Barrie becoming a Fair Trade City. The BFTWG met with this team January 8, 2010.
8. Appendix A of this Staff Report includes a summary of the background regarding the Fair Trade initiative and its goals. A presentation containing a brief history of the Fair Trade initiative and its importance in alleviating suffering in the third world prepared by the Barrie Fair Trade Working Group is available in the Councillor's Lounge.
9. With the exception of approval of this Motion from Council, the City of Barrie has already met all other requirements of TransFair Canada to qualify as a Fair Trade City.
10. There are over 630 communities worldwide that have qualified for Fair Trade Town/City status and interest is growing in North America. This initiative is in its infancy in Canada. There are currently 9 Canadian communities that have achieved Fair Trade Status. If Barrie qualifies, it would currently be the largest Canadian municipality to do so.
11. The benefit to the City of Barrie is the contribution it would be making to ongoing efforts designed to raise awareness about global working conditions and fair trade practices. On a practical level, the City would continue its practice of using Fair Trade coffee and apply the guidance provided by the Purchasing By-law regarding the purchase of other Fair Trade products or services to support the City's operations. The "best value" principle embedded throughout the Purchasing By-law would continue to apply to all purchasing decisions.

**ENVIRONMENTAL MATTERS**

12. There are no environmental matters related to the recommendation.

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**ALTERNATIVES**

13. There are two alternatives available for consideration by General Committee:

**Alternative #1**

General Committee could augment the recommended motion by electing to include a \$500 grant payable to the Barrie Fair Trade Working Group in support of 2010 International Fair Trade Week events to be held in the City of Barrie. This grant would be funded from the Community Grants Program Account (Account# 01-23-5540-0000-3800).

This is a reasonable alternative, although a grant has not been requested and it is subject to Council's views about the extent to which it wants to further demonstrate support for Fair Trade Week events. Criteria for assessing the relative merits of an individual grant to be funded from the Community Grants account are under development and anticipated to be presented to General Committee later this year. Until then, individual decisions about providing a grant could be made, up to the limit of funds available. Funds are currently available to support payment of a \$500 grant.

**Alternative #2**

General Committee could alter the proposed recommendation by identifying a different Reference Committee to oversee the City of Barrie's activities related to its Fair Trade City status.

This alternative is not recommended. The Corporate Services Committee is a logical group to assign the responsibility for monitoring Barrie's Fair Trade City status. At a staff level, various staff will regularly liaise with the Barrie Fair Trade Working Group and other stakeholders interested in the City's fair trade practices.

**FINANCIAL**

14. There are no financial implications related to the recommended motion.

**LINKAGE TO COUNCIL STRATEGIC PRIORITIES**

15. The recommendations included in this Staff Report are not directly related to Council's strategic priorities.

**APPENDIX A**

**The Six Goals of Fair Trade:**

In order to become a Fair Trade City, communities must attain the following **6 goals**. While these goals represent significant objectives to achieve, we encourage you to go beyond the basic requirements. Look to “The Goals in Depth” section for ideas of additional targets you can work towards either before or after Fair Trade Town status is reached.

Goal	Status
a) Local Authority Support	
i) City Council passes a resolution in support of Fair Trade;	SR FIN012-10 pending Council Approval.
ii) Local government agrees to purchase only Fair Trade Certified products (tea and coffee) for all meetings and events;	City Hall has converted the lunchroom coffee to Fair Trade and will begin serving Fair Trade coffee for meetings early April. The stated goal does not require that include third party service providers, such as concessions, caterers, etc. in our community and corporate facilities use fair trade products therefore there is no requirement to renegotiate existing agreements.
iii) City Council allocates Fair Trade responsibilities to a member of staff or committee to ensure continued commitment to its Fair Trade City status.	Staff recommend the Corporate Services Committee assume responsibility for monitoring the corporation’s commitment to Fair Trade City status.
b) Fair Trade Certified products availability in shops and cafes. i) At least (26) number of local stores and supermarkets (retailers) offer a minimum of two Fair Trade Certified products. As of February 2010, 28 local retailers offer a minimum of two products. ii) At least (13) number of local restaurants and cafes serve a minimum of two Fair Trade Certified products. As of February 2010, 13 local cafes serve a minimum of two products.	Currently documented are 28 retail stores and 13 cafés. The City has met the requirement and a list of the qualifying stores and cafés is included as Appendix B. In addition are listed many businesses that carry only one Fair Trade product. The number of qualifying stores increases every month or so as new products are introduced.
c) Support of local workplaces, faith groups and schools. i) A number of local workplaces serve and promote Fair Trade Certified products; ii) A number of local religious institutions serve Fair Trade Certified products and promote Fair Trade through educational and promotional activities; iii) A number of schools and universities serve Fair Trade Certified products and promote Fair Trade through educational and awareness activities.	Diverse organizations in the Barrie community support Fair Trade. Georgian College, Barrie North Collegiate, Barrie Central Collegiate, St. Joan Of Arc High School, Pope John Paul II Elementary School, St. Mary’s Catholic Church, Central United Church, The YMCA, The Barrie Library, The MacLaren Art Centre, The Huronia Symphony, The Rotary, Kiwanis, Grandmother to Grandmothers have all participated in numerous events promoting Fair Trade.

**APPENDIX A**

<b>Goal</b>	<b>Status</b>
d) The media and general public i) Media coverage, newspaper, radio, TV, and public awareness events.	There have been 138 documented Fair Trade events in Barrie since 2006, Newspaper and TV coverage, the BFTWG website and newsletter have all contributed to Fair Trade awareness.
e) Working together to sustain momentum. i) A local fair Trade steering group convened to ensure continued commitment to its Fair Trade City status.	The BFTWG was formed in 2005 by Bob Jowett and Bruce Morton. Members include representatives from local schools, churches and business. The organization meets monthly, assists with local events, maintains a website and quarterly newsletter.
f) Ethical and sustainable consumption i) Other initiatives are undertaken within the community to raise awareness of and promote sustainable consumption and ethical purchasing. These may include events and programs to reduce overall consumption and to promote organic, sweatshop-free, energy-efficient, and locally produced goods, etc.	In May 2009, the City of Barrie created a new By-Law 2009-76, that incorporated Green (sustainable) and Fair Trade requirements into the City of Barrie procurement policies. The BFTWG also partners with local organizations such as Living Green and GEAR (Georgian College) to promote environmental sustainability.

**APPENDIX B: List of the qualifying stores and cafés:**

<b>Businesses Offering Two or More Types of Fair Trade Products</b>	<b>Stores Offering One Fair Trade Product Type</b>
Metro Food Store	Bulk Barn, Bayfield Street
Cravings	Neighbours Cundles
Costco	Foodland
Hamley's	Neighbours Mapleview
Homesense, Georgian Mall	Sigrid's
Marty's Coffee Bistro	Starbuck's Essa Road
Nature's Best	Starbuck's, Mapleview Dr.
Nutrition Plus	Starbuck's, (Chapters)
Shoppers DM, Essa Street	Timothy's , Georgian Mall
Shoppers DM, Yonge Street	Zellers
Shoppers DM, Bayfield St.	Second Cup, Georgian Mall
Shoppers D, Wellington St.	Second Cup, Dunlop St.
Sobey's, Bayfield Street	Collier Café
Sobey's, Mapleview Drive	Georgian College - Café
Zehrs, Big Bay Point Road	Page and Turners
Zehrs, Bryne Drive	RVH - Café
Zehrs, Cundles Street	Starbucks Essa
Zehrs, Bayfield Street	Starbucks Barrie View
Nicholyn Farms	Starbucks (Chapters)
Casa Cappuccino	The Downtowner
No Frills, Wellington St.	Second Cup, Georg. Mall
No Frills, Blake St.	Second Cup, Dunlop St.
Picture of Health	Chartwells, Georg. College
S&H Health Foods	Tollendale Café
Bulk Barn, Mapleview Ave.	Cineplex Theatre Café
Holly's	B's Café , Bayfield Mall
Winners	Nicholyn Farms, Farm Mkt.
Candyland	YMCA
Bohemia & Lotus	
Café Cappuccino	
Gouda for You	
MacLaren Art Centre	
Marty's Bistro	
Nicholyn Farms	
Hamleys	
First Class - Georg. College	
Lauries Sweet Treats	
Café Del Sol	
Cravings	
Candyland Express	
Kozlov Café, Library	