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THE CORPORATION OF THE CITY OF BARRIE  
Mayor's Office  
*"Committed to Service Excellence"*

Dear Municipal Colleague:

In May 2010, Barrie joined over 600 cities worldwide that have earned the international designation Fair Trade City. There are currently more than 1500 cities and towns in many countries who aim to empower workers and farmers in developing communities through commitments in fair trade.

The objective of the Fair Trade Initiative is to raise awareness of Fair Trade and the numerous organizations in a community that support Fair Trade. The purchase of Fair Trade Certified products that meet the Fair Trade International (FTI) standards and carry the FTI logo are regulated in Canada by Fair Trade Canada, are a tool for poverty alleviation and greater equity in international trade.

Fair Trade products must be produced in a democratic environment, without forced child labour, without ethnic, religious or gender discrimination and without pesticides and herbicides proven detrimental to the environment.

Achieving Fair Trade Town/City status sends a message to Canadians and the rest of the world that your Town or City is committed to supporting the Fair Trade program by choosing to purchase Fair Trade Certified products. The program has produced measureable improvements in the quality of life of millions of individuals in the developing world.

I would encourage you to consider achieving Fair Trade Town/City status so that collectively, we may all support the movement that will lead to better trading conditions and securing the rights of marginalized producers.

If you would like to learn more about the process for Fair Trade Towns designation, please contact my office and we would be happy to assist you.

Sincerely,

Mayor Jeff Lehman  
City of Barrie