



# FAIR TRADE WESTERN | PURPLE PAPER

## Introduction

### What is Fair Trade?

Fair Trade (FT) is a certification system which guarantees that the farmers and artisans creating the products we buy are getting a better deal for their products. It is a different way of doing business which cuts out the middlemen and allows farmers to have direct access to global markets. FT certification allows consumers to choose products which have a positive impact on the world.

The FT system is based on four main requirements:

1. Producers are guaranteed a minimum price as well as a premium which is democratically allocated within the farming co-operative to improve social, economic and environmental conditions.
2. Producers must meet all International Labour Organization Conventions for safe working conditions. These include minimum wage requirements, freedom from discrimination, no child or forced labour, freedom of association and collective bargaining, conditions of employment and occupational health and safety.
3. Producers must take action to protect the environment through limited use of chemicals, energy and resources, and no genetically modified organisms (GMOs).
4. Buyers must provide producers with financial advice on contracts and access to credit, stimulating economic development in rural communities. Long-term trading partnerships provide long-term access to markets, facilitating long-term planning.

### Fair Trade in Canada

There are currently 17 Fair Trade Towns and Cities across Canada, including Vancouver, BC and more recently Toronto, ON. Toronto is currently North America's largest FT Town and demonstrates how FT continues to gain popularity in North America.

Across Canada many universities are working towards Fair Trade Campus certification. Our goal is for Western to achieve FT Campus certification by 2015. There are currently six certified FT Campuses in Canada:



UBC - May 2011  
SFU - May 2012  
Guelph - Dec 2012

McGill - July 2013  
Selkirk College - July 2013  
Brock - Sept 2013

If Western achieves FT Campus status, it will be the largest FT Campus in Ontario.

### Fair Trade Products at Western

FTC (Fair Trade Certified) products (including FTC coffee, tea and chocolate) are currently available in many locations across campus, including;

- The Wave and Spoke Tavern
- Western Film
- Residence Dining
- Hospitality Services locations
  - Residence Dining - Delaware, Elgin, Essex, Ontario, Perth, Saugeen, Sydenham
  - Lucy's - Somerville (VanHoutte)
  - Nucleus - Nat Sci (VanHoutte)
  - Encore Cafe - Talbot (VanHoutte)
  - Blackboard Cafe - Althouse (VanHoutte)
  - Riverside Cafe - North Campus (VanHoutte)
  - Great Hall Catering (Fire Roasted Coffee Co.)
  - Green Leaf Cafe (Fire Roasted Coffee Co.)
  - Einstein's - Taylor Library (Starbucks - We Proudly Brew)
  - Quotes - Weldon Library (Starbucks - We Proudly Brew)
  - WSRC (Starbucks - We Proudly Brew)
  - Chambers - Law (Starbucks - We Proudly Brew)
  - Encounters - Social Science (Starbucks - We Proudly Brew)
  - Starbucks - UCC
  - Starbucks - Ivey
  - Williams Fresh Cafe - UCC (Williams)
- Great Hall Catering
- The Grad Club
- Grocery Checkout

While a number of FT options do exist on campus, we believe that Western should increase the availability and visibility of FTC products across campus. Doing this will allow Western to achieve FT Campus certification through Fairtrade Canada. In order to continue to offer the Best Student Experience in Canada, Western should encourage



students to think globally when making purchasing decisions and make FTC products available wherever possible.

## Principles

1. All students should be motivated to purchase more ethically produced items on campus.
2. All students who wish to purchase ethically produced items on campus should have access to them.
3. All students should have access to resources to educate themselves and learn more about Fair Trade.

## Concerns

The most prominent reasons why students do not purchase Fair Trade Certified (FTC) products are that:

1. They are not aware of what FT is and its ethical and environmental benefits.
2. They are not aware that FTC products can be purchased on campus. And/or they are not aware of where they can buy FTC products both on and off campus.
3. They believe that FTC products are more expensive.

### Concern 1: Students are not aware of Fair Trade

The most prominent reason why students do not purchase FTC products is that they are not aware of what FT is. In a recent survey, 82% of Canadians agreed that companies could reduce global poverty through the way they conduct their business<sup>1</sup>. In addition, 66% of Canadian agreed that their shopping choices could make a difference for farmers and workers in developing countries.<sup>2</sup> There is a demand for ethically sourced products. However, students do not know where to find these products.

Increasing awareness about FT on campus will allow students to make informed decisions when purchasing their products. In turn, increasing the education about FTC products will motivate students to purchase more ethical products, both on campus and off. This knowledge will also contribute to creating a more informed and globally minded Western community.

### Concern 2: Students are not aware of which vendors provide FTC products on campus

---

<sup>1</sup> 2011 GlobalScan study, Canada

<sup>2</sup> 2011 GlobalScan study, Canada



Awareness of the Fair Trade system alone is not enough; students must also be informed where they can find FTC products on campus. Current initiatives on campus by the USC, Hospitality Services, and students clubs (Engineers Without Borders, World University Service of Canada, The Abolition Project, etc.) promoting the availability of Fair Trade products have begun to build traction, however, more prominent advertising of Fair Trade on campus is required. While vendors such as the Spoke advertise Fair Trade on their coffee cups, other options, such as Residences, do not. If students are not aware of which vendors offer Fair Trade products then they will not seek those vendors out. More signs and information should be visible in order to allow students to recognize and seek out vendors providing Fair Trade products.

### Concern 3: Students are wary of the extra cost of FTC products

Price and availability of products remains a significant barrier for most consumers to switch to FTC products. There is a misconception that FTC products are always more expensive than the alternative. However, the price of FTC products in comparison with non-FTC products can vary significantly. In the case of Western vendors, a FTC coffee from the Spoke is priced comparably to Starbucks. The FTC options provided by Starbucks and Williams are the same price as their non-FTC counterparts. While a Tim Horton's coffee is approximately \$0.30 cheaper, they do not offer any FTC options. In terms of chocolate, in 2010 Cadbury switched their entire Dairy Milk line in Canada to FT without increasing the price to consumers<sup>3</sup>. The FTC CocoaCamino chocolate bars provided at Grocery Checkout are, however, priced at a slight premium. If Western were to achieve FT Campus status the financial cost to individual Western students would be negligible since coffee, tea and chocolate prices would not change – only the visibility of these products would increase.

## Recommendations

### 1) Visibility

- a) All locations serving FTC products should have prominent signage indicating such. These vendors should also supply brochures and ancillary information about FT. It should be clear what FTC products are served in the establishment.
- b) Vendors who have a FTC option on campus should clearly advertise how customers can choose that option. For example, Starbucks and Williams should make it known that they have Fair Trade options available at the same price as

---

<sup>3</sup> <http://www.guardian.co.uk/business/2009/jul/22/cadburys-dairy-milk-fairtrade>



their regular coffee. In the future vendors with a FTC option should progress to offer that option by default.

- c) Western should create a webpage about the FT Campus initiative with contact information about how students can learn more about the subject and get involved. This will publicize Western's movement towards Fair Trade, reaching both current and prospective students.

## 2) Availability

While many FTC products are already available on campus, Western should continue to strive to make FTC products available wherever possible.

- a) All coffee served from unfranchised locations should be FTC.
- b) At least three FTC teas should be available wherever tea is served.
- c) At least one FTC chocolate bar should be available at every location selling chocolate bars.
- d) A demonstrable effort must be made to increase the number and type of FTC products that are purchased and sold.
  - i. Other FTC products that could be supplied include FTC hot chocolate, FTC sugar packets, and FTC bananas.
- e) Independent businesses, franchises, departments, and societies on campus should be encouraged to meet FT Campus criteria.

## 3) Committee

- a) In order to achieve FT Campus certification, a FT Campus committee must be struck by the University President, Board or Senate. The committee shall be responsible for:
  - monitoring continued compliance with FT Campus standards
  - setting annual goals and measuring performance
  - reporting to Fairtrade Canada

The committee should include the USC VP Finance, the Hospitality Services purchasing manager, one member of faculty, and one student representative.



## CONTACT INFORMATION | FAIR TRADE WESTERN

For more information about Fair Trade at Western University please contact;

Alex Hockin - Director of Fair Trade Campus | Fair Trade Western

**Email:** [alexhockin@gmail.com](mailto:alexhockin@gmail.com)

**Fair Trade Western Contact**

**Website:** <http://sites.ewb.ca/ewbwestern/fair-trade>

**Facebook:** /FairTrade.Western

**Twitter:** @FairTradeUWO



Appendix A

Fair Trade Campus Standard (Published Standards v1.2)

Category	Standard	Notes
Availability	<ul style="list-style-type: none"> <li><input type="checkbox"/> All coffee served on campus is (FLO) Fairtrade certified (FTC)</li> <li><input type="checkbox"/> At least three (3) FTC teas are available wherever tea is served</li> <li><input type="checkbox"/> At least one (1) FTC chocolate bar is available at every location selling chocolate bars</li> <li><input type="checkbox"/> All coffee and tea served at university/college and students' union meetings, events and offices is FTC. Effort is made to serve other FTC foods as well</li> <li><input type="checkbox"/> A demonstrable effort is made by purchasing managers to increase the number and type of FTC products they purchase/sell</li> <li><input type="checkbox"/> The university/college and students' union encourage independent businesses, departments, and societies on campus to meet FT Campus criteria</li> </ul>	<p>Sourcing standards apply to:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> purchasing under the direct control of the university/college, and students' union (if applicable)</li> <li><input type="checkbox"/> purchasing of companies working on the university/college/student unions' behalf (e.g. catering company)</li> </ul> <p>Sourcing standards do not apply to:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> businesses operating independently on campus</li> <li><input type="checkbox"/> non-centralized purchasing (e.g. individual departments, university clubs/societies)</li> </ul>
Visibility	<ul style="list-style-type: none"> <li><input type="checkbox"/> All locations selling FTC products have prominent signage indicating such.</li> <li><input type="checkbox"/> All locations selling FTC products will have ancillary information about Fair Trade</li> <li><input type="checkbox"/> A page on the university/college website explicitly indicates the university is a Fair Trade Campus and contains information about Fair Trade</li> <li><input type="checkbox"/> Campus administration participates (at least) annually in a public celebration of its Fair Trade Campus status</li> </ul>	<p>Where prominent signage is not possible, there must be at least some indication of FTC availability.            Webpage and celebration standards apply post designation.</p>
Committee	<ul style="list-style-type: none"> <li><input type="checkbox"/> A FT Campus committee is struck by the university/college President, Board or Senate</li> </ul>	<p>The committee shall be responsible for:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> monitoring continued compliance with FT Campus standards,</li> <li><input type="checkbox"/> setting annual goals and measuring performance,</li> <li><input type="checkbox"/> reporting to Fairtrade Canada</li> </ul> <p>The committee must have <i>at least</i>:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 1 top-level university/college VP or their designate,</li> <li><input type="checkbox"/> 1 purchasing or retail manager from the university/college (and one (1) from the students' union, if applicable),</li> <li><input type="checkbox"/> 1 member of faculty, and</li> <li><input type="checkbox"/> 1 student representative</li> </ul>

Modified from: <http://fairtrade.ca/sites/default/files/Fair%20Trade%20Campus%20-%20Published%20Standards%201.2>