



# ONE-MONTH Challenge

## Do-It-Yourself Kit

February 14<sup>th</sup>-March 15<sup>th</sup> 2011



# One-Month Challenge D.I.Y. Kit

*Do the One-Month Challenge and Support Producers in the  
Developing World*

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## Part I: The One-Month Challenge

### ***What is the One-Month Challenge?***

From February 14<sup>th</sup> to March 15<sup>th</sup> thousands of Manitobans will take part in the One-Month Challenge, an initiative of MCIC's Fair Trade Manitoba program. Participants will consume only fair trade brands of coffee, tea, and chocolate for 30 days beginning Valentine's Day. The goals are to promote fair trade, to create a positive change in the Manitoba market by increasing demand for fair trade products, and to help people experience the justice of contributing toward southern economies by simply adapting their purchasing habits.

### ***Why Fair Trade?***

Every time you choose a fair trade product you help to make a positive difference. By buying fair trade, you help to enable producers in developing nations to live with dignity. You ensure they are getting a fair wage so they can support their families, employees and communities. You invest in healthy natural environments that will continue to sustain us all.

### ***What's my role as an organizer?***

Individuals all across the province are coordinating the participation of people in their school, workplace, family, faith-based group or service organization. As the organizer, we ask you to promote the One-Month Challenge and fair trade values within your organization, and to communicate with MCIC about what your group is doing.

The first step is to sign your organization up to participate in the One-Month Challenge.

### ***How to sign up***

Visit <http://fairtrademanitoba.ca/get-involved/omc/> and click on "Group Sign Up". We will ask that you supply us with your contact information, and approximately how many people from your group will be participating in the Challenge.

You can also sign up as an individual. ***Each participating group and individual will be entered to win fair trade prizes, including gift baskets with fair trade coffee, tea, chocolate, jam, spices and more! The more people from your organization that sign up, the better your chances of winning.***

### ***What to do in your organization***

These are some ideas about how to raise awareness of fair trade and the One-Month Challenge within your organization.

- Set up a fair trade info area
- Post fair trade facts around the office and lunch room
- Switch to fair trade coffee and tea in your staff room, meeting or fellowship places
- Set up a fair trade food stand and hand out or sell samples
- Ask your cafeteria to sell fair trade products
- Show a fair trade film over a couple of lunch breaks
- Play a trade simulation game during coffee or lunch break
- Invite a guest speaker to present
- Download an ad to put in your newsletter
- Download a banner and link your website to [www.fairtrademanitoba.ca](http://www.fairtrademanitoba.ca)
- If your organization uses Facebook, join Fair Trade Manitoba's page
- E-mail the link to the fair trade consumer guide ([www.fairtrademanitoba.ca](http://www.fairtrademanitoba.ca)) to your group so they know where to get fair trade products
- If you have a fundraiser during the Challenge (or at any other time of year) consider selling fair trade products
- During the Challenge, research fair trade sports balls and clothing, and encourage your school division to start buying these products
- Inform the media about your participation in the One-Month Challenge. See Section IV for resources.
- Make it a competition between workplaces to see how many can participate!

### ***What we can provide:***

- One-Month Challenge posters, buttons and tent cards (limited numbers)
- Pamphlets and other resources that explain fair trade
- A DVD about fair trade in Manitoba
- Speakers for presentations on fair trade
- Mini-chocolates (\$0.20/piece)

**You can order any of the above materials by contacting Fair Trade Manitoba at 204-987-6420 or [omc@mcic.ca](mailto:omc@mcic.ca)**

**The following resources can be downloaded free-of-charge from our website:**

- Ads for your newsletter or website
- Banners to add to your website
- Copies of this D.I.Y. kit
- One-pagers on products from Transfair Canada

**See <http://fairtrademanitoba.ca/get-involved/omc/>**

## **Part II: Fair Trade Backgrounder**

### ***What is Fair Trade Manitoba?***

Fair Trade Manitoba is a program of the Manitoba Council for International Cooperation (MCIC). MCIC is a coalition of over 40 international development organizations in Manitoba. The work of Fair Trade Manitoba is supported by thousands of individuals, groups, retailers and volunteers around the province.

### ***What is Fair Trade?***

MCIC defines fair trade as an alternative approach to trading that:

- Promotes global economic justice, dignity and environmental sustainability through equitable trading relationships between northern importers and southern producers.
- Is based on fair trade principles as adopted by the Fair Trade Labelling Organizations International (FLO – International). These include:
  - direct trade,
  - fair price,
  - long-term commitment,
  - access to credit,
  - democratic management,
  - public information,
  - environmental sustainability and
  - community development.
- Recognises that adherence to the principles of fair trade can contribute to a more equitable and sustainable system of production and trade that benefits people and communities around the world.

MCIC's Fair Trade Manitoba program recognises products displaying the Fair Trade Certified label (associated with FLO – International), as well as those products sold by members of the World Fair Trade Organization (WFTO – formerly IFAT) as having been produced under fair conditions. MCIC believes that both international organizations contribute toward accountable and transparent verification practices of fair trade products.

### ***Why is fair trade important?***

To help understand why a fair trade system is so important it's useful to look at the Make Poverty History (MPH) campaign statistics on people living in poverty today and part of the reason why it exists:

At the start of the 21<sup>st</sup> century 1.2 billion people live in abject poverty. More than 800 million people go to bed hungry and 50,000 people die every day from poverty-related causes.

Poverty exists because of the choices we make. It exists because we have:

- an unjust global trade system
- a debt burden for poor countries that is so great that it suffocates any chance of recovery
- an unwillingness to invest enough in social development

Current policies encourage over-production, destroy the livelihoods of millions of poor farmers in developing countries and hurt the environment.

Under fair trade, alternative trading organizations and fair traders pay honest prices and provide a range of other supports to small producers in developing countries. The prices recognize the true cost of labour and production. The supports provide a basis for worker input into and control over decision making related to production, social investment in the community, and a stronger role in the market. By selling food and other products in Canada, these organizations ensure that the producers make a sufficient income to keep a decent roof over their heads, feed their families, and send their children to school, as well as to follow more environmentally sustainable means of production.

Consumers who choose to purchase fairly traded products consciously value the well-being of the people and communities who produce the products they have come to enjoy. Exploitation is a common component of everyday low prices of products from developing countries. By purchasing fair trade products, you are taking a stance against exploitation and child labour.

### ***How to Recognize Fair Trade Products***

The Fairtrade Mark is the only independent guarantee to consumers that farmers in developing countries get a fair deal for their products. The Fairtrade Labelling Organization (FLO) system currently covers mainly commodity food products: coffee, tea, chocolate, cocoa, honey, bananas, sugar, orange juice, mangoes and also where any of these products are the key ingredient in another product, for example snack bars. FLO is working hard to expand the types of products which are eligible for inclusion in the FLO system. Here is what the Fairtrade mark looks like:



## ***Fair Trade Goods in Canada***

Transfair Canada is Canada's member to the FLO. Only products that are certified by FLO and Transfair Canada are licensed to carry the following label.



**LOOK FOR THIS LOGO**

**WWW.TRANSFAIR.CA**

### ***How to find Fair Trade products in Manitoba***

Visit our online shopping guide at <http://fairtrademanitoba.ca/buy/> . If you know of any retailers that are missing from the guide, let us know by e-mailing [omc@mcic.ca](mailto:omc@mcic.ca). Retailers can fill out their information on our website to be added to the shopping guide.

### ***Fair Trade in Action – Level Ground Trading***

To get a better idea of how fair trade coffee is produced, manufactured and how fair trade premiums are used let's look at the example provided by Level Ground Trading Company featuring Café San Miguel Coffee.



Photo courtesy of Level Ground Trading

*Café San Miguel is grown by small-scale farming families near Andes in the province of Antioquia, Colombia. Level Ground Trading buys green unroasted beans through the regional coffee cooperative. We import directly to Canada, roast in small batches, and package in valve bags ensuring coffee is fresh and of the highest quality. The community of Andes has chosen to use the fair trade premiums to provide educational scholarships to children in the community, make structural improvements to the schools, operate a boarding house for rural students and operate a microcredit program.*

*In 2008 67% of the price went directly to the coffee farmers and an additional 15% was invested in the community through Famicafé. Famicafé is a non-profit NGO that invests in education, job creation and organic initiatives.*

*In 2007 we imported 10 shipping containers of coffee from Colombia and saw the following impact:*

- *118 school scholarships and 14 university scholarships for children in the coffee growing region*

- *Funding for Hogar Pro-Juventud, a boarding house for rural students attending high-school in Andes, Colombia*
- *Joint educational projects with Hogar Juvenil Campesino and 32 rural schools*
- *Support to coffee farming families in crisis through a benevolent fund*
- *School scholarships and health benefits for the families of women working at Fruandes fruit processing plant in Bogotá, Colombia.*

From <http://www.levelground.com/>

\*\*\*Level Ground Trading Company offers a number of different fair trade products which can be purchased at Ten Thousand Villages stores and other stores throughout Manitoba.

### ***Successes Manitoba Fair Trade***

Over the past four years, NGOs, faith-based groups, businesses, unions, credit unions, schools and various levels of government in Manitoba have embraced fair trade. “Going Fair Trade” is a success story in our province, and here are some examples:

- Scores of presentations have been made around the province on fair trade, in schools, places of worship, union meeting rooms, community organizations, council chambers and elsewhere. One focal point for schools has been the Reverse Trick or Treating Campaign at Halloween, while many organizations and churches have used the One-Month Challenge and Fair Trade Weeks (in May) to promote fair trade.
- Polling by Probe Research shows that over 50% of Manitobans can define fair trade, 20% are aware of the Fair Trade One-Month Challenge, and 70% are prepared to buy clearly-marked certified fair trade products even if they are more costly.
- The Manitoba Liquor Control Commission (MLCC) has made a commitment to fair trade and is sourcing at least twenty brands of certified wines from Chile, Argentina and South Africa for distribution through Liquor Marts around the province.
- Our Provincial Government had earlier passed a “No Sweat” policy for procurement of clothing for government use. A website is currently being developed for the internal use of schools and post-secondary institutions, municipalities, health authorities, provincial government and others to enable the purchase of green, ethical and fair trade goods.

- Manitoba celebrated the recognition of its first Fair Trade Town on July 1/09, when Gimli became Canada's sixth fair trade town, as designated by Transfair Canada. The process included resolutions of support from the Rural Municipality of Gimli, Evergreen School Division and Community Futures East Interlake, and the embracing of fair trade by local merchants, restaurants, organizations and media.
- There has been tremendous coverage by Manitoba media of our fair trade activities – the One-Month Challenge, our Fair Trade Public Coffee Breaks and so on – by radio, television and newspaper outlets, both urban and rural.
- The Fair Trade Shopping Guide at [www.fairtrademanitoba.ca](http://www.fairtrademanitoba.ca) has grown to well over 200 outlets, with many more to come. Our website also features an eleven-minute video featuring Manitobans involved at various levels in fair trade.
- The fair trade One-Month Challenge, running from Valentine's Day onward, has grown from 300 participants to 5000 in three short years. The campaign has vastly increased knowledge of fair trade, commitment to it, and sales of fair trade products. Prominent institutions such as Assiniboine Credit Union and the Manitoba Nurses Union have strongly supported the One-Month Challenge.

### ***FairTrade Fun Facts:***

- after water, tea is the most widely consumed beverage worldwide
- when fair trade tea is directly purchased from cooperatives or plantations, the price paid must cover the cost of production and the fair trade premium is an additional \$0.50 to \$1.00/kg. Co-op members manage the fair trade premium democratically and reinvest it according to community needs.
- small family farmers grow over 50% of the world's coffee
- by linking directly with markets, farmers in fair trade cooperatives are able to earn 3 to 5 times more than they would receive by selling their coffee to the local middle men.
- 90% of the world's cocoa is grown on small family farms of 12 acres or less.
- It takes a full annual harvest from one cocoa tree to produce one tin of baking cocoa.
- The social premium on cocoa is \$0.15/kg and \$0.20/kg for organic cocoa.

## **Part III: Fair Trade Resource Guide**

### ***Books***

#### Fair Trade

by Adrian Cooper

Part of the “Issues in Our World” children’s series Cooper describes various aspects of trade, including why it is sometimes unfair, how the purchase of everyday items affects people all over the world, and the ways fair trade can help alleviate poverty.

#### Brewing Justice: Fair Trade Coffee, Sustainability and Survival

by Daniel Jaffee

University of California Press

A vivid study of indigenous coffee farmers in Oaxaca Mexico that offers the first thorough investigation of the social, economic and environmental benefits of fair trade

#### Coffee with Pleasure: Just Java and World Trade

by Laure Waridel

Laure Waridel shows how our current trading system perpetuates poverty and injustice and explains how the alternative system known as 'fair trade' can break the cycle of exploitation and environmental destruction.

#### Business Unusual (Available at Ten Thousand Villages)

This joint writing effort by the Fair Trade Movement shows how Fair Trade works in practice based on the examples of coffee, rice, handicrafts, cotton and textiles. It demonstrates the pioneering work of Fair Trade Organizations in developing a truly responsible business model.

#### The Conscious Consumer: Promoting Economic Justice through Fair Trade (Available at Ten Thousand Villages)

By Rose Benz Ericson

Offering a comprehensive overview of the North American Fair Trade movement, it is one of fair trade movement’s most important educational tools.

Book excerpt online at

<http://www.fairtraderesource.org/pdf/Conscious%20Consumer-excerpts.pdf>

#### The No-nonsense Guide to Fair Trade (Available at Ten Thousand Villages)

by David Ransom

Dispensing with the marketing spin of orthodox economics, it tells the human story behind the things we consume. In the divide between consumers and producers, rich and poor, North and South, it discovers positive options that are already available on supermarket shelves.

### Fair Trade : A Beginner's Guide

by Jacqueline Decarlo

Reveals why fair trade means more than just bananas, coffee, and chocolate. Explains the principles behind fair trade and its development into a powerful economic tool. Packed with inspiring ways to make a difference, this book will encourage readers of all backgrounds to help end poverty, environmental destruction, and human exploitation.

### Javatrekker: Dispatches From the World of Fair Trade Coffee

by Dean Cycon

Explores the untold origins of coffee through his travels to ten different producing countries. Drawing upon his wide range of experience and study as a coffee roasting entrepreneur, lawyer, activist, and development worker, he shares the unique qualities of the coffee, insight into the land and culture, and a greater understanding of the economic and personal challenges of bringing each bean to your grinder.

### Fair Trade Coffee: The Prospects and Pitfalls of Market Driven Social Justice

by Gavin Fridell

University of Toronto Press

An interesting overview of the power structures that drive global capitalism. This is a must read for anyone concerned with free trade and social/environmental justice.

### 50 Reasons to Buy Fair Trade

by Miles Litvinoff and John Madeley

This book provides 50 reasons why buying fair trade delivers a host of benefits to people and the planet. It's an inspiring account of how every consumer can play a part in improving lives and making global trade work better for poor people.

## ***Games And Simulations***

**Global Trader** - The Global Trader game focuses on Grade 7 Social Studies and addresses Specific Learning Outcomes in several Learning Experiences in Cluster 2 *Global Quality of Life*. Global Trader is interactive and features both competition and cooperation through the buying and selling of resources. Students will learn how inequities in the world occur and why some nations are more successful than others economically. Global Trader will teach students about fair play and give them an appreciation of the problems faced by those living in disadvantaged countries around the world. This game will provide teachers with a creative, pedagogically sound instructional strategy appropriate to the grade level to achieve a number of learning outcomes.

**The Fair Game** - The Fair Game™ is a series of short role-playing games which explore the costs and benefits of world trading systems. Results are tabulated

and connected to real world situations. Successful strategies can be reviewed in light of the values which motivate them. It includes questions for stimulating discussions.

The Fair Game™ was designed in Manitoba for use in Grade 10 Geography and Grade 12 World Issues classes. You may find it useful in other situations.

***Global Trader and The Fair Game are available at the Marquis Project, 912 Rosser Avenue, Brandon, MB R7A 0L4, tel: 204.727.5675. Copies are available on-loan from the Manitoba Council for International Cooperation, 302-280 Smith Street, Winnipeg, MB R3C 1K2, tel: 204.987.6420.***

## ***Web Resources***

The following websites have links to questions about what fair trade is, how it works, fair trade standards, fair trade history and some campaigns that are going on right now to promote fair trade.

[www.transfair.ca](http://www.transfair.ca)

[www.wfto.com](http://www.wfto.com)

[www.fairtradefederation.org](http://www.fairtradefederation.org)

[www.maketradefair.org](http://www.maketradefair.org)

[www.fairtraderesource.org](http://www.fairtraderesource.org)

The following websites link Manitoba shoppers to fair trade products.

<http://www.nosweatapparel.com/products/store-locations.html#CANADA> – not all items in the store are fair trade – just ask the sales people about what they sell that is “no sweat”

<http://www.fairtrademanitoba.ca/FTpdfs/Guide%20Feb%2007.pdf>

The following link has resources for teaching school aged children about fair trade. <http://www.oxfam.org.uk/education/resources/category.htm?30>

Teach your way from bean to bar! For everything you need to teach about Fair Trade and Cocoa. It's choc-full of free downloadable lesson plans.

<http://www.papapaa.org/index.htm>

## ***Film***

**BLACK GOLD** - As westerners revel in designer lattes and cappuccinos, impoverished Ethiopian coffee growers suffer the bitter taste of injustice. In this eye-opening expose of the multi-billion dollar coffee industry, Black Gold traces one man's fight for a fair price. Fulcrum Productions (2007).

Available at Blockbuster, Movie Village, MCIC

BLACK COFFEE is a three-hour documentary series that traces the unique and volatile history of coffee. From its discovery on an ancient Ethiopian hillside to its role as a contemporary elixir, coffee has dominated and molded the economies, politics and social structures of entire countries. Coffee's history is rife with controversy and paradox. It has been banned as an instigator of revolution, yet lies at the heart of the democratic tradition in Costa Rica. National Film Board of Canada (2005). Available at Blockbuster, Movie Village

BUYER BE FAIR - The Promise of Product Certification

This film looks at two major trade goods -- timber and coffee -- to find out how certification works and whether it helps the world's poor, and their lands. Can the lessons from certification of timber, by the Forest Stewardship Council, and coffee, by fair trade, be applied to other products? BUYER BE FAIR takes viewers to Mexico, the Netherlands, the UK, Sweden, the USA and Canada, where compelling stories and characters raise and answer these questions in a powerful documentary that explores new ways to make globalization work for all of us. (Bullfrog Films, 2006) Available at AVEL or purchase at [www.buyerbefair.org/buy\\_film.html](http://www.buyerbefair.org/buy_film.html)

CNN news report on Fair Trade Coffee in Africa

<http://www.cnn.com/video/#/video/international/2007/08/01/inside.africa.coffee.trade.cnn>

Take a world video tour. Meet some people at the other end of the production line, as well as others affected by the consumption choices we make.

<http://www.newdream.org/consumer/video.php>

Level Ground Trading Company. Short video on the impact of fair trade on producers in South America. <http://www.levelground.com/>

***Presenters and Speakers***

Fair Trade Manitoba (Southern Manitoba)  
Contact: Zack 204.987.6420

Marquis Project (Brandon)  
Contact: Karli 204.727.5675

Ten Thousand Villages  
Contact: 204.261.0566

## Part IV: Media Resources

A great way to spread the word about fair trade and the One-Month Challenge is to get media attention for your efforts.

You can start by calling or sending an email to a newspaper in your area. Community newspapers especially are always on the lookout for stories about what their readers are up to. Media are often very responsive when groups are passionate about the cause they are working for.

Here is an example of how you could correspond with the media.

Dear Editor,

My name is **(your name)** and I am a member of **(the group with which you are participating in the OMC)**. I am writing to tell you about how our group is taking a stand against exploitation and child labour by participating in the 2010 One-Month Challenge.

The One-Month Challenge is an initiative of the Manitoba Council for International Cooperation's Fair Trade Manitoba program. Starting Valentine's Day (February 14) thousands of Manitobans will commit to consuming only fair trade brands of coffee, tea and chocolate for 30 days. The purpose of the One-Month Challenge is to raise awareness about fair trade and to show solidarity with food producers in the developing world by purchasing fair trade products. Last year, nearly 5,000 Manitobans participated.

Our group decided to take this challenge because of our commitment to social justice and fair trading relationships. We would like to spread the word on the benefits of fair trade and would be happy to speak with a reporter from **(the news outlet you are writing to)**. Fair trade is becoming a very prominent topic in the global community and we believe the public would be very interested to learn about the progress being made.

You can contact me at **(your contact information)**.

Here are some media outlets you may wish to contact:

The Winnipeg Free Press	<a href="mailto:paul.samyn@freepress.mb.ca">paul.samyn@freepress.mb.ca</a>	(204) 697 7292
The Winnipeg Sun	<a href="mailto:adam.clayton@sunmedia.ca">adam.clayton@sunmedia.ca</a>	(204) 694 2022
Winnipeg Community News	<a href="mailto:john.kendle@uptownmag.com">john.kendle@uptownmag.com</a>	(204) 697 7093
CTV Winnipeg	<a href="mailto:winnipegnews@ctv.ca">winnipegnews@ctv.ca</a>	(204) 788 3300
City TV	<a href="mailto:citytvwinnipegfeedback@rci.rogers.com">citytvwinnipegfeedback@rci.rogers.com</a>	(204) 947 9613

For contact information from other media outlets, including small community papers, visit <http://www.altstuff.com/newsmb.htm>.