Welcome to the Fall 2012 edition of MCIC’s Fair Trade Manitoba e-newsletter. In these pages, we will provide you with the highlights in local and international fair trade news, while giving you ideas on how to engage your school, workplace or community group in fair trade issues.

MCIC is pleased to announce that a recent poll found that 64% of Manitobans would be inclined to purchase Fair Trade products, even if they cost more than competing products (page 2). We would also like to congratulate the MLCC for winning a Canadian Fair Trade Award recently (page 2) and all the students who participated in last year’s Generating Momentum conferences and went on to promote Fair Trade through events in their schools and communities (page 4). As you get ready for Halloween, take a look at page 3 to get some tips on how you and your family can have a Fair Trade Halloween. Along with all the other Fair Trade news in this edition of Fair Comment, MCIC is also pleased to welcome Larissa Kanhai as the new Fair Trade Outreach Officer. Read more about Larissa on page 5.

Fair Trade Manitoba - a program of the Manitoba Council for International Cooperation (MCIC) - works with retailers, consumers, organizations and government to inform people about the benefits of fair trade and encourage its wider availability in the province. To find out more about Fair Trade Manitoba and fair trade issues in general, visit www.fairtrademanitoba.ca.

Contact us at (204) 987 6420 or fairtrade@mcic.ca.

Visit us at www.fairtrademanitoba.ca to access

> A Fair Trade Shopping Guide for Manitoba
> Information on fair trade and its benefits
> Resources for bringing fair trade issues to the classroom
> Details on upcoming fair trade events
> The latest international news on fair trade
> Videos on fair trade in Manitoba
Poll results show two-thirds of Manitobans are willing to pay more for Fair Trade products

A poll by Probe Research Inc. indicates that nearly two-thirds (64%) of Manitobans said they would be inclined to purchase fair trade goods, even if they cost more than competing products.

The poll, which surveyed 1,000 Manitobans on their views on Fair Trade, also indicated that Manitobans want to see Fair Trade products more widely available in our restaurants (52%) and workplaces (44%). It also found that almost half (47%) say they purchase Fair Trade goods on at least a monthly (31%) or weekly (16%) basis. Click here to read the results of the poll in full on the Fair Trade Manitoba website.

MCIC announced these results on May 3, 2012 at Elements – The Restaurant, which serves Fair Trade and locally-sourced food.

Kim Kashor from Shaw TV Winnipeg was there to interview Janice Hamilton, Executive Director of MCIC about the poll results. Click on the image to the right to watch the news item in full.

Manitoba Liquor Control Commission wins Canadian Fair Trade Award

The first annual Canadian Fair Trade Awards were presented to seven Canadian retail and food service businesses on September 20, 2012 at a ceremony in Toronto. These organizations were recognized for their ongoing commitment to Fair Trade – an ethical approach to doing business that supports farming communities, ethical labour practices and sustainable agriculture around the world.

MCIC would like to congratulate the Manitoba Liquor Control Commission (MLCC) for winning the category of Provincial Liquor Board.

The MLCC supports Fair Trade initiatives throughout the province, with 24 Fair Trade wines available in its stores throughout Manitoba, more than any other Canadian province.

Click here to read the full story about the Canadian Fair Trade Awards on the Fair Trade Canada site.

Follow Fair Trade Manitoba on Facebook

Click here to ‘like’ the Fair Trade Manitoba Facebook page to receive the latest news about Fair Trade and for the chance to win big in some upcoming contests!
Trick or (Fairtrade) Treat

Look for the Fairtrade mark when buying your chocolates & make this Halloween extra sweet!

Choosing to buy Fair Trade is a simple shopping decision that can make a big impact on the world.

www.fairtrade.ca/step

Trick or (Fairtrade) Treat

FEATURED CONTEST

Show your support for Fair Trade this Halloween and join the fun... in costume! Send a photo of you enjoying a Fairtrade certified product "in character" by October 19th and get entered to win great prizes!

Learn more & enter at: www.fairtrade.ca/step

Give fair trade trick or treats this Halloween!

Your purchase of Camino Fairtrade & Organic chocolates for Halloween will help to support your local Fair Trade group.

www.tasteofcamino.com

Visit Global Exchange’s website for more ideas for you and your family to have a Fair Trade Halloween
Before this year’s Generating Momentum conferences kick off, MCIC would like to celebrate a sample of the excellent follow-up activities carried out by students who attended MCIC’s 2011-2012 Generating Momentum for Our World Middle Years: Go Fair Trade Conferences. Thousands of Manitobans have been reached and educated about the benefits of Fair Trade through these activities.

**Springfield Middle School, Springfield**
Springfield organized a half-day Fair Trade symposium that was run by Peer Mentors from grades 6-8. There were 16 stations with 8 topics, each highlighting a principle of Fair Trade with activities and information for each one. They also had draws throughout the morning for items from Ten Thousand Villages. 345 people were reached directly through this follow-up activity.

**Island Lakes Community School, Winnipeg**
As a school, they hosted an Arts Gala evening to raise money for their school foster child. They also provided the guests with Fair Trade coffee and tea and information regarding Fair Trade. Students participated in Fair Trade February by trying at least one fair trade product as well as telling one person about Fair Trade. In total the school purchased 24 Fair Trade sports balls and reached 400 people through their follow-up events, which included students, families, school division.

**La Salle School, La Salle**
La Salle set up a Fair Trade Beverage Station at their Winter Festival with Fair trade coffee, tea, hot chocolate and lemonade made with Fair Trade sugar. Information posters were displayed and students were available to inform the community of the importance of Fair Trade. This action reached 300 people in the school and local community.

**Niverville Collegiate, Niverville**
Niverville Collegiate organized a number of sustainable activities in and out of their school. After attending the Generating Momentum conference, they bought many Fair Trade supplies from Ten Thousand Villages and ran a store out of the library for one week, selling $1,600 in merchandise. This Fair Trade sale reached over 300 people in the community.

**Grant Park High School, Winnipeg**
Grant Park had a campaign aimed specifically at the gym teachers at the school to educate them about Fair Trade in order to ultimately get some Fair Trade sports equipment ordered for the school.

**Winkler Elementary, Winkler**
Fair Trade Coffee sale and info display was held in January 2012. It was held at a community movie night where Fair Trade coffee was served. The event went well. All the money raised was given to Muze who came to the school and did a presentation for his organization that is building a school in a refugee camp in northern Kenya for Sudanese refugees. The students were very excited to give their profits ($80) to this great speaker for a worthy cause.

**École Ste-Anne Immersion, Sainte-Anne**
Ste-Anne had a bake sale in December 2011 and used the proceeds to purchase 4 Fair Trade soccer balls for the school.

**Whitemouth School, Whitemouth**
Students created a PowerPoint presentation and presented to all other grades at the school. They then sold items from Ten Thousand Villages at lunchtime with the proceeds from this going to help the WE kids at their school to build a well in India. This follow-up activity reached 200 people.

**Steinbach Junior High, Steinbach**
Steinbach organized a Fair Trade taste test at the school during parent-teacher conferences. Staff, students and parents were able to take part. A few weeks later students took the taste test to the local Clearspring Mall to catch all the Christmas shoppers. The students bought Fair Trade chocolate, hot chocolate, and coffee at Ten Thousand Villages and then bought non-fair trade items to match and let the people try both. The students from the CAKE group from Steinbach Junior High walked around the mall or stood at the table they had set up and talked with people about the importance of Fair Trade. 365 people in total were impacted: 200 people at the mall & 165 at the school.

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**Fair Trade Events**

The Manitoba Council for International Cooperation’s Fair Trade Manitoba program recognizes events within the province that demonstrate a commitment toward supporting Fair Trade. Such events may use the Fair Trade Event logo on their promotional materials. If you would like an event that you or your organization is hosting to be recognized as a Fair Trade Event, click here for more information and to apply.

Recent Fair Trade Events include the Winnipeg Folk Festival 2012, the Harvest Moon Festival 2012 and the 3rd Annual Matlock Festival of Music, Art and Nature. The upcoming 10th Annual CD/CED Gathering will also be a Fair Trade Event.

**Ethical Fashion Show Kit**

You can showcase ethically-produced clothing at a fashion show in your school or community in Manitoba! MCIC has created a complete do-it-yourself fashion show kit with everything you need to put on an Ethical Fashion Show!

This kit is a great way to raise awareness about fair trade and global issues or to raise money for your school programs and organizations doing work in developing countries.

There is a $100 fee and $100 deposit that is required in order to rent the kit. The $100 deposit will be returned once the kit is returned in the condition in which it was sent out. For more information please contact Rebecca at (204) 987-6420 or youth@mcic.ca.

**New Fair Trade Outreach Officer at MCIC**

MCIC is pleased to welcome Larissa Kanhai as the new part-time Fair Trade Outreach Officer. Larissa has been involved in social justice education and programming for many years as a conference planner, board member, workshop facilitator, national coordinator, panelist, and presenter. From diversity work in Regina to a grassroots movement with SCM Canada in Toronto to environmental advocacy in Winnipeg, Larissa has found her passion in non-profit and ecumenical endeavours. Her interests have taken her worldwide and she is excited to return to the prairies working on Fair Trade Outreach with MCIC. Her role is to complement and support fair trade programs including the One-Month Challenge, Fair Trade Fortnight, and Fair Trade Sports Balls awareness initiatives.
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FLO Annual Report

Fairtrade International (FLO), the dominant certifier of Fair Trade products worldwide, released its 2011-12 annual report in September 2012. The report elaborates on producer impact stories, select FLO producer programs, sales by consumer country and by product type, FLO financials, and descriptions of governance & staff.

For more highlights and the full report, click here.

The Fair Trade Resource Network’s 2013 Fair Trade Calendar is now available. Click here to order copies now.

Make more than just a fashion statement this Fall with the Fair Trade Federation’s Fall Trends Guide 2012.

Shop this fall’s latest trends in Fair Trade fashion, from statement jewelry to standout prints, and support fair trade artisans around the world.

Click here to download the Fall Trends Guide

Crossroads International currently has several e-volunteer positions available, aiming to further develop a project with a Fair Trade certified coffee cooperative in Bolivia. Last year, the President of the cooperative visited Canada to liaise with coffee roasters in Winnipeg and the Vancouver area, resulting in the export of one container of coffee to Canada. This year, the project aims to extend its reach to other parts of Canada and potentially double the volume of export.

Crossroads is looking for a volunteer to be based in Bolivia, but also for support volunteers in Canada to liaise with the Bolivian volunteer and Canadian micro-roasters. Click on this link for more information about the positions: http://www.cintl.org/page.aspx?pid=844
Community Economies:
Enough, For All, Forever

Friday, Oct. 19 | 2012
8:00 am - 4:30 pm
New Location:
Churchill High School
510 Hay Street
Winnipeg, Manitoba

Keynote speaker:
Raj Patel

30 workshop sessions to choose from.
Catered lunch by local cooperatives and social enterprises.

An inspiring annual opportunity for the community development and community economic development sectors to connect, learn, and celebrate together.

Free online registration at:
www.ccednet-rcdec.ca/2012mbgathering
Registration opens September 10.
This is a pay-what-you-can event.

Hosted by Canadian CED Network - Manitoba and planned collectively by over 15 organizations.

To reduce our waste at the conference please bring a travel mug with you. This is a scent free event! Please try to refrain from wearing any scents at the conference.
Did You Know?

Congratulations to the Canadian Olympic team for their excellent performance in the 2012 Summer Olympic Games in London. Did you also know that the London games were the “fairest games ever”? Click here to read an article by Zack Gross to find out more.

The Canadian Fair Trade Network

The past few months has seen the development of a new national voice for Fair Trade, the Canadian Fair Trade Network (CFTN), envisioned as a fair trade advocate representing active non-profits, co-ops, businesses, fair trade towns and campuses, and interested individuals across the country. An Interim Board, chaired by MCIC’s Fair Trade Outreach Coordinator Zack Gross, has been meeting regularly to create the organization which is currently being financially supported by Fair Trade Canada and Engineers without Borders and staffed by Sean McHugh, formerly of Fair Trade Vancouver. CFTN’s first Annual General Meeting, with an accompanying conference, is being planned for Calgary in January 2013. For more information, visit www.cftn.ca.

CFTN has also developed a Fair Trade Campus Guide for universities who are considering becoming a Fair Trade campus. Click here to view the guide.

Fair Trade Sports Balls

Fair Trade sports balls are made by workers in cooperatives who have been paid a fair living wage, have access to clean drinking water and facilities with proper ventilation, and who are NOT child labourers.

Your school, community sports team, or even your family can order volleyballs, rugby balls, footballs, basketballs, and various soccer balls through MCIC.

Click here to view the catalogue and for the order form.