

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Economics



Diploma Thesis

Fair Trade Towns: A Canadian Case Study

Stacey Snook

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Thesis title

Fair Trade Towns: A Canadian Case Study

Objectives of thesis

The diploma thesis has 4 specific aims:

- 1) To gather and examine relevant literature in order for the reader to have a basis in the history and present state of fair trade and FTT in the world, as well as a more in-depth view of the concepts in Canada.
- 2) To discover the opinion of FT Canada, on the FT Town concept. A discussion will be had with a representative of FT Canada in order to map the objectives of the organization, and hence pinpoint where Fair Trade fits within their priorities
- 3) To determine and analyze the initiatives of the Fair-Trade Committee in Wolfville.
- 4) To analyze the awareness of the residents of the town of Wolfville about the concept of Fair Trade, and their attitudes towards Fair Trade products and to identify the areas of the possible improvement.

Methodology

Analysis of the data on Fair Trade Towns in Canada.

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Analysis of the research results

SWOT analysis

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Fair Trade, FT projects, Fair Trade Towns, Canada, analysis, questionnaire

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The Diploma Thesis Supervisor

Ing. Bohuslava Boučková, CSc.

Supervising department

Department of Economics

Electronic approval: 1. 4. 2020

prof. Ing. Miroslav Svatoš, CSc.

Head of department

Electronic approval: 2. 4. 2020

Ing. Martin Pelikán, Ph.D.

Dean

Prague on 03. 04. 2020

Declaration

I declare that I have worked on my diploma thesis titled "Fair Trade Towns: A Canadian Case Study" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the diploma thesis, I declare that the thesis does not break copyrights of any their person.

In Prague on April 6th, 2020

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Fair Trade Towns: A Canadian Case Study

Abstract

The diploma thesis considers the concept of Fair Trade Towns, with a case study on Wolfville, a Fair Trade Town on the east coast of Canada. It aims to discover the opinions of main stakeholders regarding Fair Trade Towns, and whether reality has met expectations in terms of the impact that Fair Trade towns have on furthering the Fair Trade agenda. The thesis consists of two parts: one theoretical, and one practical. The theoretical section covers the history, principles, methods of certification, and commodities. It also discusses several criticisms of Fair Trade, and how they may inhibit Fair Trade Town success. This section lays the foundation for the reader to understand the concepts and make sense of the case study. The practical section involves questionnaires to collect data from a number of relevant sources, and a SWOT analysis based on the results. Success factors and constraints are identified, and recommendations for mitigating the obstacles are provided.

Keywords: Fair Trade, Fair Trade Towns, Canada, questionnaire, analysis

Abstrakt:

Diplomová práce se zabývá konceptem Fairtradového města na základě případové studie Wolfville, Fairtradového města na východním pobřeží Kanady. Cílem práce je získání a hodnocení názorů hlavních aktérů na projekt Fairtradové město a zjištění, zda skutečnost odpovídá jejich očekávání, pokud jde o dopad projektu na celkový rozvoj Fair Trade. Práce se skládá ze dvou částí, teoretické a praktické. Teoretická část zahrnuje historii a principy Fair Trade, metody certifikace a hlavní typy produktů. Zabývá se také kritikou Fair Trade z několika hledisek a tím, jak tyto problémy mohou negativně ovlivnit úspěšnost projektu Fairtradová města. Tato část práce vytváří základ k pochopení konceptu Fairtradových měst, včetně případové studie. Praktická část práce zahrnuje dotazníkové šetření a další data z relevantních zdrojů a jejich analýzu. Včetně SWOT analýzy. V závěru práce jsou identifikovány faktory úspěchu i omezení projektu a navržena doporučení k překonání definovaných problémů.

Klíčová slova: Fair Trade, Fair Trade Towns, dotazník, analýza

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List of abbreviations

AQCE- Association Québécoise du Commerce Équitable
CFTN- Canadian Fair Trade Network
FT- Fair Trade
FTT- Fair Trade Town
NEWS- Network of European World Shops

1. Introduction

Fair Trade is a system of international trade that is focused on benefiting small scale farmers and producers residing in countries of the global south. The basic concept is simple: to provide consumers of privilege an opportunity to contribute to the well-being of all peoples involved within the supply chain of the product they are purchasing by giving them an opportunity to choose to pay a price that is *fair*, meaning a price that allows for fair wages, fair treatment of the environment, as well as fair working conditions for the workers. This simple concept catalyzed a global movement, from which there are many organizations, projects, and levels of certification involved.

One particular project is Fair Trade Towns (FTT), a method for an entire community to make a commitment to fair trade, by enforcing standards on the number of shops selling Fair Trade products that must be available in the town, and thereby encouraging support of the fair-trade movement. This is achieved by first meeting the basic FTT standards, and second by forming a committee within the town that will withhold this commitment, by meeting and discussing how to best maintain and grow the support for fair trade shops and products.

This thesis project will be focused on Fair Trade Towns in both a theoretical and practical setting. It will first outline the history and development of fair trade and how it led to Fair Trade Towns. Then a case study of Wolfville, Nova Scotia, will be presented, including data gathered from a number of stakeholders. Finally, some recommendations will be outlined, based on the discussion and analysis of said data.

2. Objectives and Methodology

2.1 Objectives

This thesis has four specific aims. The first of those being to gather and examine relevant literature in order for the reader to have a basis in the history and present state of fair trade and FTT in the world, as well as a more in-depth view of the concepts in Canada.

Secondly, this thesis will intend to discover the opinion of FT Canada, on the FT Town concept. A discussion will be had with a representative of Fairtrade Canada in order to map the objectives of the organization, and hence pinpoint where Fair Trade fits within their priorities. This will allow the reader to understand the general mindset towards FTT in Canada.

Third, this thesis will determine and analyze the initiatives of the Fair Trade Committee in Wolfville. This information will be received via an online questionnaire, and the answers will be examined using visual graphical methods. This data will exemplify what the committee is physically doing in order to advance the FT agenda in Wolfville.

Then, this thesis will analyze the awareness of the residents of the town of Wolfville about the concept of Fair Trade, and their attitudes towards Fair Trade products. This information will also be received via an online questionnaire. The data will show whether the efforts of the committee are well received by the citizens of the town, or if there will be areas of needed improvement determined,

Finally, according to the data from all participants, the effect of the efforts from Wolfville's FT committee will be analyzed, positive notions may be identified, and in areas of lack, proposals will be made in order to raise the level of engagement with Fair Trade in Wolfville.

2.2 Methodology

In the theoretical portion of this thesis, the FT system is first conceptually defined according to international perception of what constitutes Fair Trade. The history of the movement is discussed as well as: the principles, certification system, involved organizations, the projects, and the criticisms. This portion is based on data collected from primary sources, such as data collection, and secondary sources, including academic journals, literature, and information found on Fair Trade's various websites. Fair Trade in Canada is examined, and more specifically the development of FTT over a time series..

The practical portion is based on two methods of data collection: a questionnaire and a phone interview. The questionnaire was chosen because: “surveys are a widely accepted method of research in academia and scholarship as well as in the general public arena” (Cohen & Manion, 1989; Fowler, 1988; Hoinville & Jowell, 1977, Shkedi, 2004). The survey style was meant to be narrative: a research methodology used to collect data from larger populations in order to group and analyze the data to identify broad patterns across the inevitable variety of narratives (Shkedi, 2004, pg. 90). Questionnaire Number 1 contains fourteen questions, of which seven were closed multiple choice, four were a combination of closed and open multiple choice, one was Likert scale, and two were open-ended. The questionnaire was formatted through a website called Survey Planet, and the link was distributed through various social media groups in Wolfville, by the assistant manager of the local Farmer’s Market, and by the township. This method of distribution was chosen because of the location of the town, and the current location of the researcher when the data collection began. While the respondents ideally would be randomly selected, this method does allow for some bias, and / or a respondent to answer the survey without fitting the intended demographic. In other words, there is no way to interpret the results with 100% certainty they are not being skewed by outliers. Seventy-five people viewed the survey. However, often there were not 75 responses on a question. The answers varied from 58-73 responses per question.

Questionnaire number 2 has ten questions. This includes three closed multiple choice questions, four open multiple-choice questions, two open-ended questions, and one Likert scale. The questionnaire was also formatted through Survey Planet, however the distribution of this survey was targeted, as it was intended to reach the people that sit on the Fair Trade Committee of Wolfville. The link to the survey was sent directly to the e-mail addresses of four people involved in the fair trade initiatives in Wolfville. Unfortunately, none of the people involved in the committee responded to the survey. Interestingly, there was some confusion as to who was involved, and the response time for my inquiry was almost a month. None of the members answered my further inquiry, which included the link to the survey.

Lastly, the interview was conducted over the phone as per request of the communications and marketing manager of Fairtrade Canada, Ms. Pippa Rogers. The interview included 6 questions that were sent to Ms. Rogers prior to the phone call. Then, during the phone call, notes were taken as Ms. Rogers answered each question. These notes can be found in the appendices.

The results are processed statistically and captured graphically. Next, they are analyzed using a rich SWOT method, meaning that the strengths and weaknesses are identified, as well as the

opportunities and threats. The results are then cross-referenced in order to assess possible strategic development. Recommendations based on the SWOT analysis are followed.

2.3 Research Questions

Q1: What is the opinion of FT Canada on the Fair Trade Town initiative in terms of its usefulness in pushing the Fair Trade agenda?

Q2: What is the FT committee in Wolfville doing in order to further the support of Fair Trade in the town, and is it effective?

Q3: What is the mindset of the residents in Wolfville towards Fair Trade?

Q4: Are there any gaps between the opinion of Fairtrade Canada regarding how the Fair Trade Town should be run, and how it is being run in Wolfville?

2.4 Research Limitations

The research was limited by a number of factors. Firstly, the research was developed online as opposed to in person. This was necessary given the location of Wolfville, and the current location of the researcher, however it does admittedly limit the data in a few different ways. First of all, it means that the data collection had to be posted in a number of Facebook groups, and trusted to a few people to distribute in person. This allows less control over who responds to the survey which can skew results in unwanted directions. For example, the survey was aimed only for residents of Wolfville, but there was no way to stop someone that lived in a different city to respond online. Hence, the results may not be as accurate as would be possible if the research was developed in person. Another example is that perhaps less people viewed the survey or had the option to answer it, as it would not have included anyone that did not have a profile on Facebook, or anyone who was not a part of the select number of groups it was published in.

Secondly, the research was limited by the lack of responses from the Fair Trade Committee in Wolfville. Without the committee's input, analysis regarding the gaps between the macro fair trade authority (Fairtrade Canada) and the communal fair trade authority, was not as developed as it could have been otherwise.

3. Literature Review

3.1 Fair trade

By definition, Fair trade (FT) is an alternative method of trade aiming to empower disadvantaged small producers by using international trade as a means of developing and creating welfare all along the supply chain. The Fair Trade concept is driven by a couple of factors: the first being the transparency of direct aid disenfranchising consumers in the Global North, and the second is the want to create a reliable network that would link consumers in the Global North to producers in the Global South (Overbeek, 2014, pg. 165). FT began as a niche market in the 1960's and has developed to reach mainstream consumption today through sales in FT stores, coffee roasters, as well as supermarkets and online. While the fair trade movement's history may extend decades into the past, it was the development of the fair trade certification system and label that began moving FT products into said retail outlets in the 1990's. (Lyon, 2014, pg. 154) The FT movement “promotes labeling, certification and consumer action, rejects the narrow view of Third World producers as victims, and instead emphasizes the role that Northern consumption can play in their economic empowerment and well-being” (Lyon 2007, pg.1). The mission was to provide a realistic means to alternative consumption, which is a concept referring to the influence consumers are able to have on moral issues through their purchasing decisions (Overbeek, 2014, pg. 165). Hence, the roots of FT are deep in consumer social responsibility.

The increase in socially conscious consumers in modern times has enabled companies to promote and expand FT production (Konuk, 2019, pg. 141). Consumers are now able to read about exactly where their product is coming from, which has shaped a more emotional, personal bond between consumers in the Global North and producers in the Global South (Overbeek, 2014, pg. 167). In terms of benefits to business, the emerging FT trend enables companies to increase their social image by providing an alternative consumption option, which consequently differentiates themselves from their rivals (Lyon, 2014, pg. 147)

Ethical consumption involves both environmental protection, and social issues in the production process (De Pelsmacker et al., 2005, p. 363). Consumer concern regarding the environment has increased dramatically given the air, soil, and water pollution caused by industrial production (Konuk, 2019, pg. 145). This has led companies to provide environmentally safe products in order to appease the environmentally sensitive consumers and attract that portion of the market.

FT production emphasizes environmental protection in the process of production in the Global South (Konuk, 2019, pg. 141), hence making Fair Trade products a good fit for consumers that are concerned about the environmental impact of their purchases.

3.2 Fair Trade Organizations

There are several organizations in the global arena concerned with advancing the FT agenda by uniting fair trade companies, marketing fair trade products, and supporting underprivileged farmers and producers. These organizations are split into two different groups: membership organizations, and certification labels. Membership organizations are meant to agglomerate associations they have verified to meet the values and practices of the membership criteria, while certification labels use a third-party audit system in order to verify that the established standards have been reached. (Fair World Project, 2018)

The World Fair Trade Organization

The World Fair Trade Organization (WTFO) is a global community of Fair Trade enterprises with a guarantee system (the WTFO Guarantee System (GS)) that ensures each company member is 100 percent Fair Trade. The WTFO has their own label that allows FT consumers to see and trust that the company they are buying from has been verified by a reputable organization. The GS is not a product certification system, and rather “an assurance mechanism that an enterprise is truly mission-led and that Fair Trade is implemented in the supply chain and practices of the organisation.” (Ben, 2019).

The WTFO is guided by ten principles of fair trade:

1. Opportunities for Disadvantaged Producers
2. Transparency & Accountability
3. Fair Trade Practices
4. Fair Payment
5. No Child Labour, No Forced Labour
6. No Discrimination, Gender Equity, Freedom of Association
7. Good Working Conditions

8. Capacity Building
9. Promotes Fair Trade
10. Respect for the Environment (WTFO, 2020)

Image 1. The Principles of Fair Trade



WTFO, 2020

The European Fair Trade Association

This organization is a network of nine FT retailers that are based out of eight European countries: Austria, Belgium, France, Germany, Italy, Spain, Switzerland and the United Kingdom. It was established in 1987 in order to create more efficient relationships among its partners in areas such as trade, labour, and the exchange of information (NEWFTA, 2020)

3.2.2 Certification Labels

Fairtrade International

FT International is a non-profit association that aims to share the benefits of trade among the supply chain through certification, support, standards, programs, and advocacy. It was founded in 1997 and now possesses twenty-two member organizations, including three producer networks, and nineteen national FT organizations (Fairtrade, 2019). It is important to note that Fairtrade Canada belongs to this network.

Fair Trade United States of America

Fair Trade USA (FTUSA) first began in 1998. It was originally part of the conglomerate of Fairtrade International, but in 2012 it separated to form its own independent institution (FTUSA, 2019). Because of this, many other stakeholders are weary of FTUAS’s intentions.

3.3 Fair Trade Certification

Certification Process

There are many different FT certifications available, as there are many separate organizations concerned with promoting trading fair. Each certification has slightly different requirements, meaning that every fair-trade product purchased through separate certifications has gone through a distinct process, with potentially different standards.

Fair Trade Mark

Image 2. The Fairtrade Mark



Fairtrade, 2020

The international FT emblem which was introduced in 2002 is the most well-known mark to show the product is approved in terms of FT standard (Sarti, Darnall, & Testa, 2018, p. 274). This FairTrade Mark means that the item is fully traceable, often found on single

ingredient products. The Mark with the arrow implies there is information on the back of the package regarding the ingredients and their sourcing.

Fair Trade Sourced Ingredient Mark

The FT Sourced Ingredients Mark indicates that the ingredient listed is sourced as FairTrade. The Mark with the arrow implies that the ingredient was sourced using the “mass balance” standard, meaning that there may be parts of the supply chain that were not certified FairTrade or that there

are FairTrade and non-FairTrade products mixed together. The arrow points to the back of the package where the consumer can find more information, staying in line with FairTrade’s transparency goals.

Image 3. The Fairtrade Sourced Ingredient Mark



Fairtrade, 2020

The World Fair Trade Organization Guarantee

Image 4. The World Fair Trade Organization Mark



The goal of the WTFO Guarantee System (GS) is to improve Fair Trade practices in the supply chains of eligible companies. It is less a product certification system, and more of an assurance mechanism that the company or enterprise itself implements Fair trade into their organizational practices. The main aspects of the GS include credibility, sustainability, and robustness of the system. (WFTO, 2020)

World Fair Trade Organization, 2020

3.4 Fair Trade Products

There are many different products available to purchase through fair trade, as there are several different organizations concerned with providing them. Below the list of products categories that Fairtrade International advertises on their website as certified fair trade:

Bananas

Bananas are a very labour-intensive fruit to harvest. Fair trade aims to help farmers navigate issues related to climate change and plant diseases to give them a chance against large multinational companies (Fairtrade, 2019).

Flowers and Plants

Flowers and plants are among the only products to be sold certified fair trade, that are sourced through plantations, due to the large estates required for them to be grown. The first Fairtrade certified flowers were grown in 2001. Fair flowers have a lesser carbon footprint due to the naturally heated and lit greenhouses in which they grow (Fairtrade, 2019).

Carbon Credits

Carbon credits are, in simple terms, tonnes of carbon dioxide that have been removed or prevented from entering the atmosphere. This “unit” of carbon credit has become a FT product in order for some companies to purchase to negate some of the environmental impact they are having on communities served by fair trade (Fairtrade, 2019).

Cocoa

Since being certified in 1994, cocoa has become one of the most purchased fair-trade products in the world. The cocoa sector faces many problems such as poverty, deforestation, gender inequality, child labour and more. Fairtrade aims to help change the problems within the cocoa business so that it can be a more sustainable practice (Fairtrade, 2019).

Coffee

According to Fairtrade International, 25 million smallholders around the world produce 70-80% of the coffee consumed. This explains why Fairtrade channels its efforts into the small coffee

producers. Despite the popularity of coffee, the farmers are still exposed to a number of challenges that Fairtrade aims to address (Fairtrade, 2019).

Composite Products

Composite products are those made up of multiple parts. Often Fairtrade may certify one or more of the components but not all of them. They put special rules in place for the businesses in order for them to include Fairtrade ingredients and hence their product would benefit workers and farmers (Fairtrade, 2019)

Cotton

Heavy subsidies by major players in the cotton industry keep the cost of cotton artificially low. This negatively impacts the small-scale farmer by adding pressure in countries where their governments can afford such subsidies. Fairtrade focuses on these small producer organizations mainly in West Africa and India in order to alleviate some of this financial pressure. In addition, cotton production is linked to many environmental issues related to waste and excessive water usage. Fairtrade also works to eliminate some of this waste and help farmers adapt to changing climate patterns (Fairtrade, 2019)

Fruit and Juices

Fairtrade helps small scale farmer meet the necessary conditions to be competitive on the global market for juice and fresh and dried fruits. The organization also allows for some security to combat against low sales income, and wages. Fairtrade trains farmers to be aware of their rights so they can organize against the notorious conditions of the labour market in this sector (Fairtrade, 2019).

Gold and Precious Metals

Mining is a sector that involves many issues: conflicts can erupt due to the high value of gold and precious metals, lack of formal extraction rights and training, occupational safety hazards, etcetera. Fairtrade works with artisanal and small-scale mining (ASM) groups to help them navigate the issues that apply to them, and therefore avoid the exploitive practices of the business (Fairtrade, 2019).

Herbs and Spices

The herb and spice market includes an unfortunate power imbalance due to the vast number of farmers and workers that produce them and the much smaller number of companies that trade and market them. Fairtrade aims to lower this imbalance by helping the farmers with problems such as poor transport and telecommunications and political instability (Fairtrade, 2019).

Honey

Beekeepers often live in rural areas, making transportation and networking for customers a challenge. Unpredictable weather also poses a challenge to these workers, as the bees work on specific producing and breeding cycles, and the beekeepers need some accuracy in weather predictions in order to maximize harvests (Fairtrade, 2019).

Nuts and Oils

Sustainable harvest of nuts and oils are important in terms of protecting biodiversity. Fairtrade offers stable prices that encourage the remote communities to not switch into monocultures and protect their areas from logging and deforestation (Fairtrade, 2019).

Quinoa

High demand for quinoa has meant that producers have had to exceed sustainable limits in their production of the crop. Fairtrade works with farmers to improve their living conditions and confront the challenges that arise (Fairtrade, 2019).

Rice

Due to highly volatile prices, rice farmers often have to take on debt in certain parts of their yearly production, in order to make necessary investments. Fairtrade helps to ease such problems by providing equipment to help with harvesting, and storage facilities to help limit waste (Fairtrade, 2019).

Sports Balls

The sports ball industry is one where children workers are often affected due to the low wages of the detail-oriented work. Fairtrade encourages that the balls they certify, including football (soccer), handball, volleyball and rugby, are handstitched, and that the workers receive fair payments so that their children can attend school (Fairtrade, 2019).

Sugar

Sugar farmers in the global south face difficulties on the market, especially after the European union ended caps on their sugar beet production. These difficulties are also mixed with volatile weather conditions, making life for sugar farmers in countries such as Brazil, Mexico, and Thailand very challenging (Fairtrade, 2019).

Tea

Fairtrade helps small scale tea farmers gain some power as they are often dependent on local tea estates as their connection to the regional and global markets. They make low wages and have poor living conditions. Fairtrade aims to bring change for small farm tea farmers and workers (Fairtrade, 2019)

Wine

The primary concerns in the wine sector are labour conditions of workers in large estates, as well as challenges smallholder wine growers face in the global south. There are also unique difficulties posed to farmers in different areas in the world, for example the apartheid's legacy in South Africa and the illicit crop production in Lebanon. Fairtrade aims to help these farmers overcome the unique challenges they face (Fairtrade, 2019).

Vegetables

While some vegetables can be grown locally, many are grown in the developing nations. Fairtrade aims to ensure that the farmers that grow these vegetables receive fair wages, as well as improve soil health (Fairtrade, 2019).

Textiles

Fairtrade has a textile standard that requires that workers are paid living wages within six years of certification. While not perfect, this timeline was found to be realistic, since there are currently large gaps between the wages the workers receive and what would be considered a living wage. These textile workers are also often prohibited from collectivising and unsure of their legal rights. Fairtrade aims to give these workers safe, fair, and informed employment. (Fairtrade, 2020).

3.5 Fair Trade Towns

3.5.1 FTT Global

The Fair Trade Towns campaign is based on principles and guidelines established by Fairtrade Towns in the United Kingdom, where the first Fair Trade Town was recognized in 2000 (FTT, 2010). The ultimate goal in achieving the FTT designation is the ability to provide a platform for outreach and education, in order to deepen the community's commitment to supporting fair trade and advocating for international justice (FTT, 2010). In order to achieve FTT status there are a number of criteria needed to be fulfilled: fair trade products must be used by a number of local organizations, a local coordinating committee must form and meet regularly, a variety of fair trade products must be sold in retail shops, and the town or city council must pass a resolution supporting fair trade (FTT 2010b).

Unfortunately, the efforts of some FTT programs are minimized by the 'localvores' in their community, who are more determined to lower carbon footprints and support local farmers than to promote social justice and environmental stewardship in the Global South (Lyon, 2014, pg. 14)

3.5.2 FTT Canada

Fair Trade in Canada began in 1994, but the first Fair Trade Town was not designated until 2007. The long-term vision is for the awareness and support of FT across Canada that is in line with the global movement that recognizes close to 2000 communities around the world (CFTN, 2019). In order to become a FTT in Canada, five criteria must be met:

1. Fair Trade Town Steering Committee
2. Product Availability
3. Public Awareness and Education
4. Community Support
5. Political Support

In addition, yearly renewal is required in order to maintain the integrity of the designation. The chart below shows the increase in FTT in Canada from 2007-2018.

Table 1: The Increase in Fair Trade Towns in Canada from 2007-2018

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
New FTT	2	0	6	6	1	0	2	2	2	1	3	1
Total FTT	2	2	8	14	15	15	17	19	21	22	25	26
Net Increase (%)	∞	0	300	75	7.1	0	13.3	11.8	10.5	4.8	13.6	4

Fair trade Canada, 2019, with input from author

3.6 Criticisms of Fair Trade

3.6.1 Removed Ideals

While FT has been referred to as “a trading partnership which aims for the sustainable development of excluded and disadvantaged producers” (Kimura et al., 2012, p. 204), one major criticism is that FT perpetuates a “North-knows-best” attitude in their certification criteria, meaning that the standards appeal to a Northern consumer consciousness, and reflect the values of a society that does not have direct interaction with the Global South (Overbeek, 2014, pg. 172). FairTrade USA's CEO, Paul Rice combats this stance, and argues that, "Historically, so many folks in the movement saw fair trade as a partnership between producers in the developing world and consumers in the global north. Companies were kind of a necessary evil to make that partnership possible." (Lyon, 2014, pg. 147). However, some academics believe that this system for enacting change through consumption is inherently flawed, simply because capitalistic consumption, at its very core,

leads to the depletion of natural resources (Dauvergne and Lister, 2013), The advocacy community has wrestled with the meaning and practice of fair trade, which has catalyzed the spread of the message: "fair trade is a movement not a market". However, one must accept the reality that fair trade is both a movement and a market (Lyon, 2014, pg. 147). In order for FT to make an impact, the products must be a part of the market system.

3.6.2 Primary Basis Supports Consumption

Alternative consumption has been dubbed a form of “social and political ‘caring at a distance’ due to an uncritical acceptance of consumption as the primary basis of action” (Byrant et al, 2004, pg. 344). This means that the average privileged Western consumer can relieve him or herself of some level of guilt, by mindlessly purchasing something at a premium price. This is only further emphasized by the fact that fair trade products are often found in venues that are not visible to lower income families, bringing to light the debate of whether fair trade products should be sold in larger corporations that do not necessarily reflect the politics and values of FT. While many of their politics and practices are questionable, when corporate giants such as Walmart offer fair trade products, they are providing working class people with an opportunity to participate in the FT campaign (Lyon, 2014). Lyon asks three thoughtful questions of the world of inaccessible FT: “If we build our community economy solely around downtown restaurants serving local kohlrabi and US\$20 a plate pasture fed beef, what kind of a community is it? Who does it exclude? What, ultimately, are the goals of achieving Fair Trade Towns status?” (Lyon, 2014, pg. 154)

3.6.3 Confusing Frameworks

Fortunately, and unfortunately, there are multiple FT certification frameworks currently in existence. Fortunate, because many stakeholders indicate there are many groups that care about the root cause of FT, but unfortunate, as it creates confusion as to which ones are most advantageous and why, and which, if any, should not be supported (Lyon, 2014, pg. 147). Jeff Goldman, executive director of the independent non-profit Fair Trade Resource Network admits that the current "confusion does feel a bit frustrating. It gets very hard to explain what fair trade is when there are many different versions of fair trade and they all have different parts" (Leif, 2012, pg.18). The

multiple frameworks open up a space for questions regarding which frameworks consumers are able to trust.

3.6.4 Small Market Size

Fair trade's single most important limitation could be its small market size. This is because the nature of trade: smaller markets equal less consumers, restricting the ability to improve the lives of the world's millions of small farmers while simultaneously nurturing environmentally sustainable development (Lyon, 2014). Currently, Fair Trade products are sold through three main channels: specific retail outlets, supermarkets and mail order (Moore, 2004). Established in 1994, the Network of European World Shops (NEWS) represents approximately 3,000 World Shops in close to 20 European countries (WTFO, 2018), World Shops being the name donned by small retailers dedicated to selling fair trade products from around the globe. In addition, Fair Trade products are sold in 43,000 supermarkets throughout Europe, and 7,000 retail outlets in the U.S. and Canada (Enke, M. R., 2005). Mail order accounts for less than 10% of an importing organization's turnover, however given the growing importance of online sales, this channel may become more crucial for growing the market size for fair trade in the future (Moore, 2004).

3.7 Fair Trade Vs. Buying Local

Ethical shopping can be a means for progressive change, but it also doubles as a zone for "contradictory consumption" (Littler, 2011, pg. 28) Localists tend to claim that the carbon footprint of fair trade is too large, however their daily consumption often still consists of tea, and or sugar, which are products that cannot be produced locally (Lyon, 2014, 155). 'Buy Local' advocates frame the "local" as the space where "ethical norms and values can flourish", which has synonymized localism with the rise of alternative and more sustainable food networks (Du Puis and Goodman, 2005, pg. 359). This mindset does not take into consideration that many folks around the world are unable to purchase local foods, as their climates are not conducive to food production. These people must depend on imports, and unfortunately these are often not fair trade. However, there is nothing innately just and sustainable about local production, as food systems researchers consistently maintain (Allen and Hinrichs, 2008). Guthman eloquently suggests that, "eating local, organic, seasonal foods that you prepared yourself may be pleasurable, but it is not universally so,

nor is it tantamount to effecting social justice" (Guthman, 2011, pg.5). While Issues related to labor, class and race in farming are often less fully incorporated into the politics of 'local food', compared to fair trade where these topics are paramount (Weiss, 2011).

Lyon acknowledges FTUSA Chief Impact Officer's reference to fair trade as "a farmer's market gone global..." (Lyon, 2014, pg. 156). The concept of a global farmers market acknowledges that there are farmers worthy of support in local communities everywhere, emphasizing that the concept of local food in a globalized food system can be hard to define (Allen and Hinrichs, 2008, pg. 343). When fair trade is combined with buy local campaigns it increases the opportunity for "transnational solidarity", for example, by fostering a connection between local producers in the developing world, and consumers in the Global North (Malpass et al., 2007, pg. 640). Hence, this serves as a potent reminder that poverty and privilege are interdependent in our global capitalist system. (Lyon, 2014, pg. 156)

Allen and Hinrichs suggest that "in order to bring social justice forward, Buy Local campaigns may need to reduce or relinquish their selective focus on 'local'" (2008, pg. 333). A way to do this is through the inclusion of fair-trade criteria, and a focus on a non-territorial way of viewing politics in this age of global connectivity (Lyon, 2014, 156). The two campaigns should work side by side: "Buy local and when you can't buy local, buy fair." (Lyon, 2014, 155).

4. Practical Section

The practical portion of this thesis involves an introduction to the town of Wolfville, the case study subject, and 3 parts, 2 of which were successful, and 1 that unfortunately was not. Each section is discussed and analyzed, and the results helped answer the four research questions. The conclusions and recommendations can be found in the following section.

4.1 Wolfville

Wolfville is a small town in the Annapolis Valley of Nova Scotia, Canada. It's population of 4195 residents (Statcan, 2016) live amongst some of the most prosperous vineyards and agricultural land in Canada. The Wolfville town website describes the village as “a cultivated experience, for the mind, body, and soil...” emphasizing their landscapes, sustainability sensibility, and proximity to the finer things in life as their quintessence. Wolfville was the first town in Canada to achieve the Fair Trade Town designation, and was awarded it in 2007, followed by 26 others in the years after. In the town centre resides a large farmer's market, indicating the citizen's commitment to supporting their local farmers and producers. Acadia, the university in Wolfville has been a designated FT campus since September of 2017, making it the only FT certified campus in Maritime Canada. The town has two of its own FT coffee roasters, Just Us! And T.A.N coffee.

The median family income in Wolfville is \$56, 270, which is higher than the average for the rest of Nova Scotia. It is also important to note that Wolfville has one of the most educated populations in the province with more than forty-one percent of its residents possessing a university degree, compared to just sixteen percent for Nova Scotia (Wolfville, 2020).

4.2 Interview with Fairtrade Canada

The questions found below were asked to Pippa Rogers, the head of Marketing and Communication for Fair Trade Canada over a phone interview that took place on March 2nd, 2020. Ms. Rogers insisted the conversation take place over the phone as opposed to email exchange, her responses are written from memory and not as direct quotations. Her opinions are useful as they represent the thoughts of Fairtrade Canada, which is a more macro-level view than the opinion of a single township on Fair Trade Towns in the past, present, and future. The notes taken during the interview can be found in the appendices.

1. Can you tell me about the Fair Trade Town initiative in Canada, and how Fair Trade Canada is involved?
2. How does the Fair Trade Town designation process work?
3. Are Fair Trade Towns a prioritized initiative within Fair Trade Canada?
4. Is there any funding that goes into the Fair Trade Town initiative?
5. Is Fairtrade Canada of the opinion that Fair Trade Towns are a good step towards expanding awareness and support of Fair Trade?
6. Do you experience any negative feedback from people who are under the impression that supporting fair trade takes support away from local producers?

Through the conversation with Ms. Rogers, a number of things became evident. She shed some of light on the FTT application process, as well as the different organizations in Canada that are stakeholders in fair trade and what their responsibilities are. Also, there were three conclusions related to this research that could be drawn from the conversation. Firstly, it was clear that the opinion of Fairtrade Canada is that they aim for the FTT program to be meaningful, and hence the process of application is strenuous, with many unsuccessful applicants. This means that they hold the program to high standards, and this explains why each town with a FTT certification must re-certify each year. Secondly, Ms. Rogers agreed with the criticism that there is a lot of confusion regarding FT and the many labels and certifications that exist. Lastly, Ms. Rogers acknowledged that they do experience some negative feedback from local supporters and Indigenous populations regarding how fair trade can take support away from their local producers. This reemphasized what the literature said about buy-local campaigns derailing the FT agenda.

4.3 Questionnaire for Wolfville Fair Trade Committee

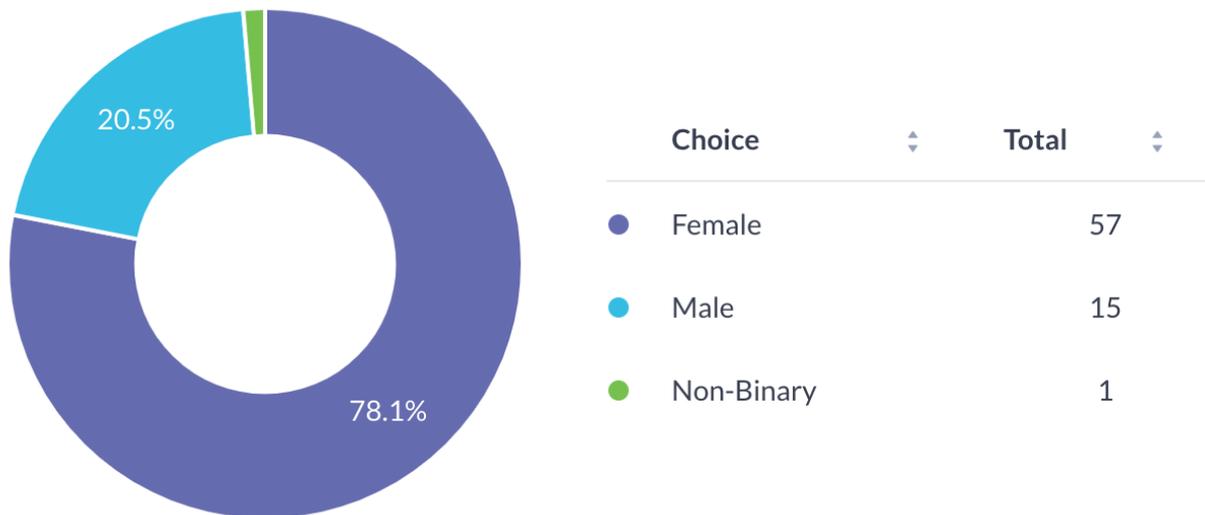
The questionnaire prepared for the Fair Trade Committee in Wolfville was sent to 5 people that were identified as being knowledgeable about the status of the town as Fair Trade Certified. However, unfortunately there was confusion instantly as to who was responsible, and which persons actually formed the committee. The response time was over a month for any of the people to respond, and none of the 5 responded to the survey. The survey was meant to identify the actions the committee were taking in order to analyze any possible gaps between what was outlined as the

4.4 Questionnaire for Wolfville Residents

Questionnaire number 1 was viewed by a total of seventy-five Wolfville residents. It was distributed in a number of ways: through Cassidy Franklin, the assistant manager of the Wolfville Farmer's market, both on the market's Facebook page, and through email to her contacts, and by posting the link to the survey on the Wolfville Buy and Sell & Trade Facebook page. The group has over 16000 members, as it allows folks from all over the Annapolis Valley to join, but the members were instructed to respond to the survey only if they lived in Wolfville.

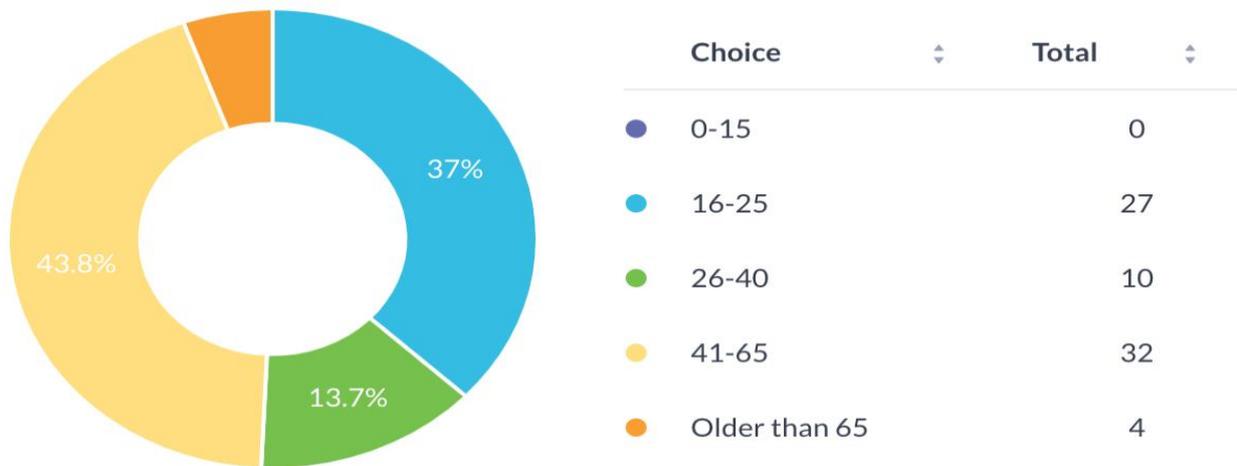
4.3.1 Q1 “How do you identify?”

The first question was intended to attribute the demographics of how the respondents identify in terms of gender: as either male or female genders, or non-binary identification. There was a total of seventy-five people that opened the question, and of that there were seventy-three respondents: 78.1% were female, 20.5% were male and the final percentage identified as non-binary. This means that there is a statistical difference between the willingness to respond for males, females, and non-binary folk, with a higher willingness to respond for females. Unfortunately, as it is troublesome to tell the gender of everyone in the Facebook group, it is impossible to find the percentage difference in willingness to respond.



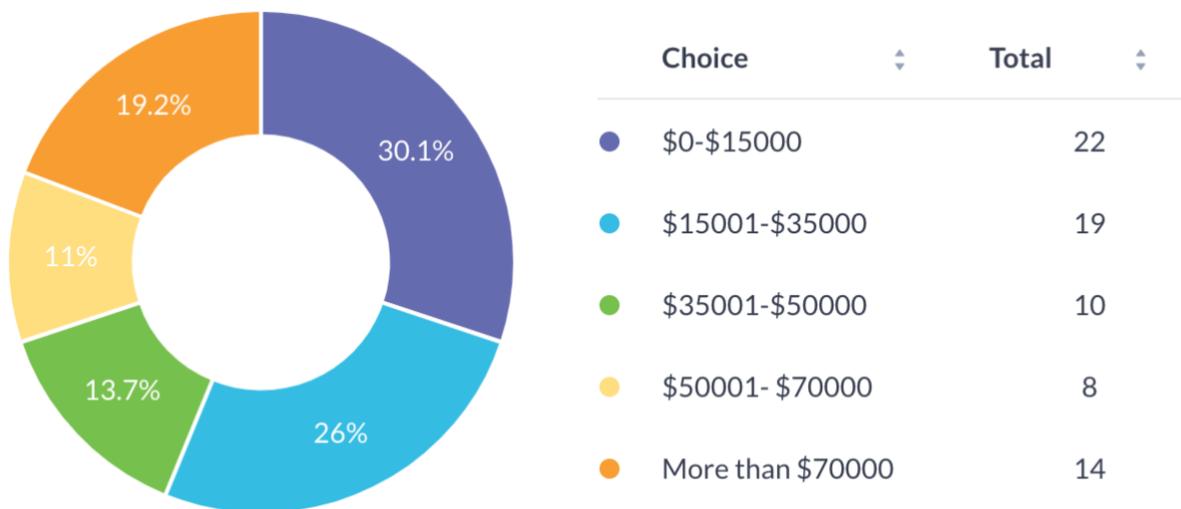
4.3.2 Q2 “What is your age?”

The second question aimed to discover the demographics of the respondents in terms of their age. There were 75 people in total that viewed the question, but only 73 of those people responded. The largest majority of people were between the ages of 41-65, a total of 32 respondents, making up 43.8% of the total. The second largest was the age group between 16-25, a total of 27 respondents, which makes up 37% of the total. Thirdly was the age group between 26-40, a total of 10 respondents, making up 13.7% of the total responses. Lastly, there were 4 respondents who identified as being older than 65, which is a total of 5.5% of all respondents. There was no one that identified as being between 0 and 15 years of age. This could either indicate that people aged 41-65 are more willing to respond to the survey, or it could mean that the survey reached more people in that age group.



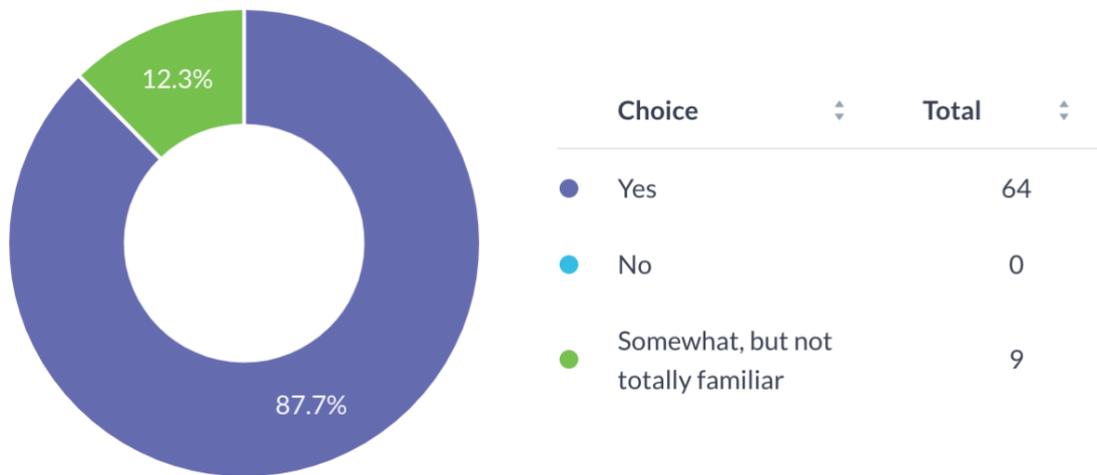
4.3.3 Q3 “What is your income per year?”

This question was posed with the intention of discovering the demographics of the respondents in terms of their income. A total of 75 people viewed the question, however only 73 people responded. As the question was posed to a group of Canadians, the results are all in Canadian dollars. The largest group of respondents had an income of 0 to \$15,000 per year, there were 22 who indicated as such, making 30.1% of the entire group. The second largest group indicated they make between \$15,001 and \$35,000 per year, with a total of 19 respondents making up 26% of the total. Thirdly was the group making over \$70,000 a year, with 14 respondents making up 19.2%. Fourthly is the group of respondents making between \$35,001 and \$50,000 a year, with 10 respondents and a percentage of 13.7. Lastly, the group making between \$50,001 and \$70,000 had 8 respondents and made up 11% of the total. This data could indicate either that people in Wolfville of a lower income are more willing to take a survey about fair trade, or that the survey reached a higher number of people that make a lower income per year.



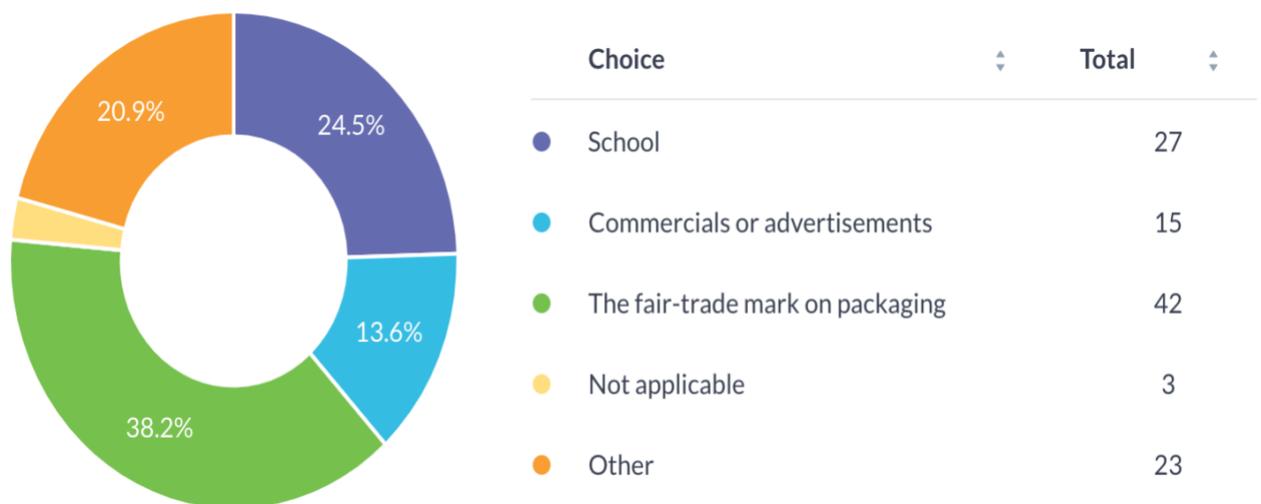
4.3.4 Q4 “Are you familiar with the concept of fair trade?”

This question was used to gauge the community’s awareness of the concept of fair trade in general. There were 75 people who viewed the question, but only 73 of those responded. Of those respondents, 64 people, or 87.7% said they were familiar with the concept, and 9 people, or 12.3% said they were somewhat, but not totally familiar with the concept. Zero respondents responded with no; they were unfamiliar with the concept of fair trade. This indicates that everyone that responded is at least familiar with fair-trade, however some people are not completely familiar, and therefore more work can be done in educating the town and marketing fair trade.



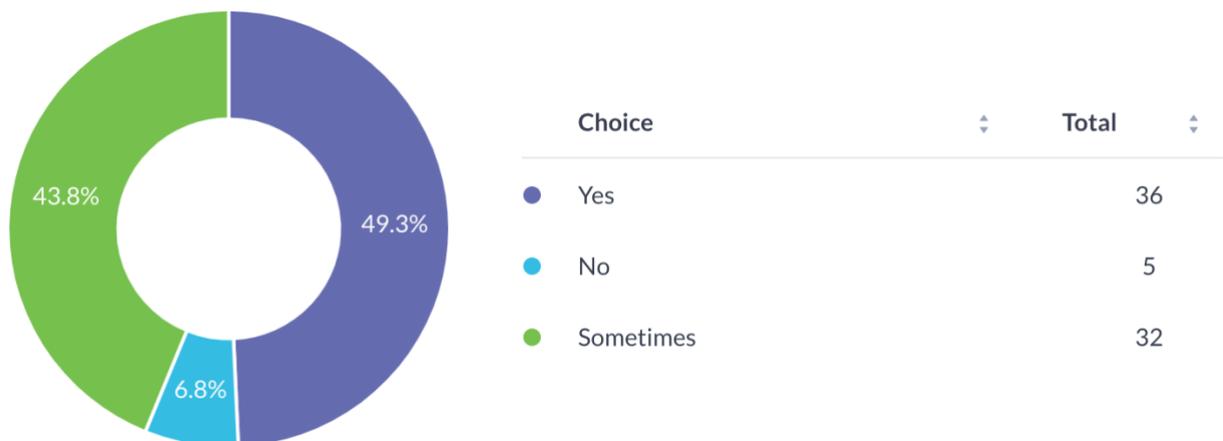
4.3.5 Q5 “If you answered yes to the previous question, how did you discover fair trade? Please check all that apply:”

This question aimed to discover how the residents of Wolfville learned about fair trade. There were 75 people that viewed the question, but only 73 respondents. Of all respondents, the largest group learned about fair trade by the fair trademark found on packaging, with 42 answers making up 38% of the total. The second most popular answer was school, with 27 respondents making up 24.5% of the total. The third largest group responded “other”:23 respondents and 20.9% of respondents chose to add an answer of their own. These answers include: conversations with retailers, friends, fair trade shops, seeing fair trade products at local stores, church, knowing someone that works with fair trade, community education, self-education through research, news reports, word of mouth, through an investment sales pitch, and “Being aware and knowledgeable about the world”. The next largest group suggested they learned about fair trade through advertisements or commercials, 15 people or 13.6% of people responded this way. This data suggests that the fair trade marks have a lot of power in educating people on the concept, but also that school and other sources are very helpful.



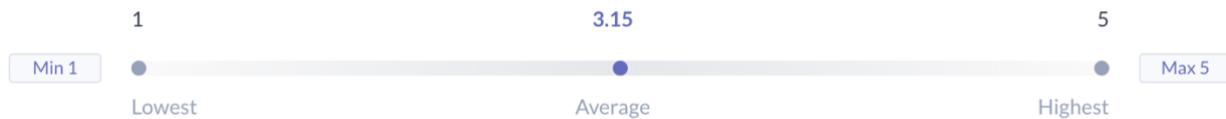
4.3.6 Q6 “When possible, do you purchase fair trade products?”

This question was posed to get a sense of whether the respondents buy fair trade when they can, meaning whether they make an effort to purchase products that are traded fairly. There were 75 people that viewed the question, and out of these, 73 responded. The largest group responded with “Yes”, a total of 36 people or 49.3%. The second largest group responded “Sometimes”, with 32 people or 43.8%. And finally, 5 people or 6.8% of respondents responded “No”. Another interesting discovery in this data set is that out of the 36 people that responded “Yes” they purchase fair trade when possible, 30 of them, or 83% were female. This data indicates that the vast majority of people in Wolfville purchase fair trade when they can, but a small percentage does not make an effort to. Some possible reasons why not may be found later in the data set.



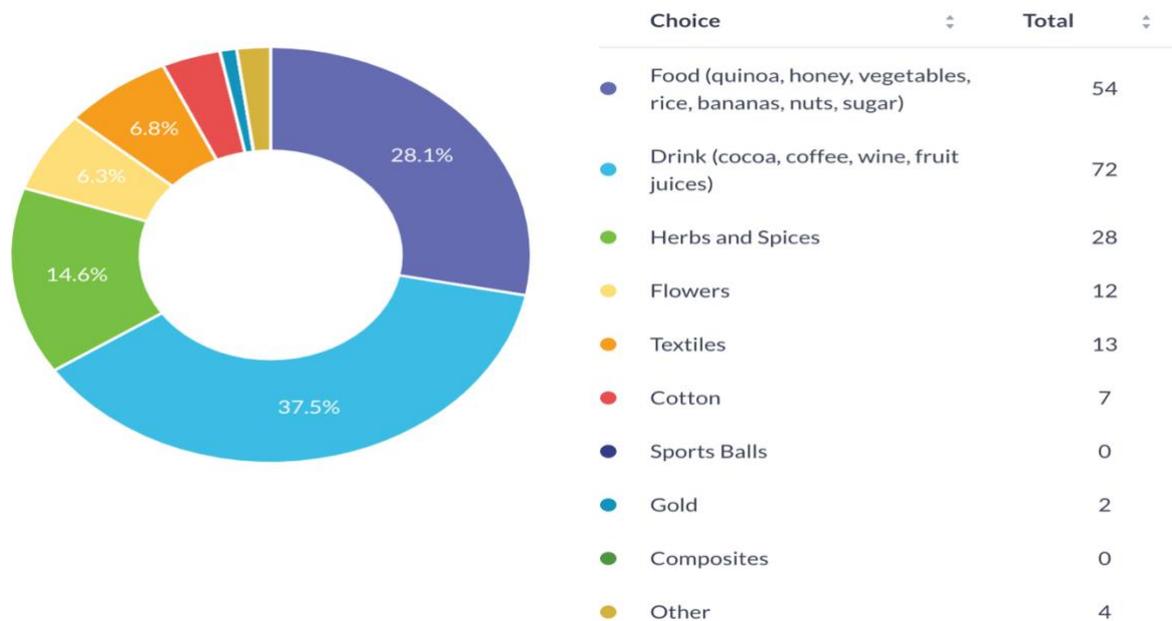
4.3.7 Q7 “How often do you purchase fair trade products? 1=never, 2=rarely, 3=sometimes, 4=often, and 5=every time you shop”

This question was meant to discover how often the respondents purchased fair trade, in order to determine their commitment. Seventy-five people viewed this question, and out of those 73 people answered. For this specific question, it was decided to use a Likert scale in order for the respondents to best judge how often they purchase fair trade: 1 means never, 2 equaled rarely, 3 means sometimes, 4 means often, and 5 equals every time they shop. The average response was 3.15. This means that in general people feel they purchase fair trade products sometimes. It could be that some people over-estimated their purchasing, and other under-estimated their purchasing, to equal a slightly above average amount. Interestingly, of the 27 people that responded “4” or “often”, there are respondents of a variety of salaries. The majority, 14 of the 27, make under \$35,000 a year, which is below the Canadian average salary. Eight of the 27, or 30%, make above \$70,000, which is higher than the Canadian average salary.



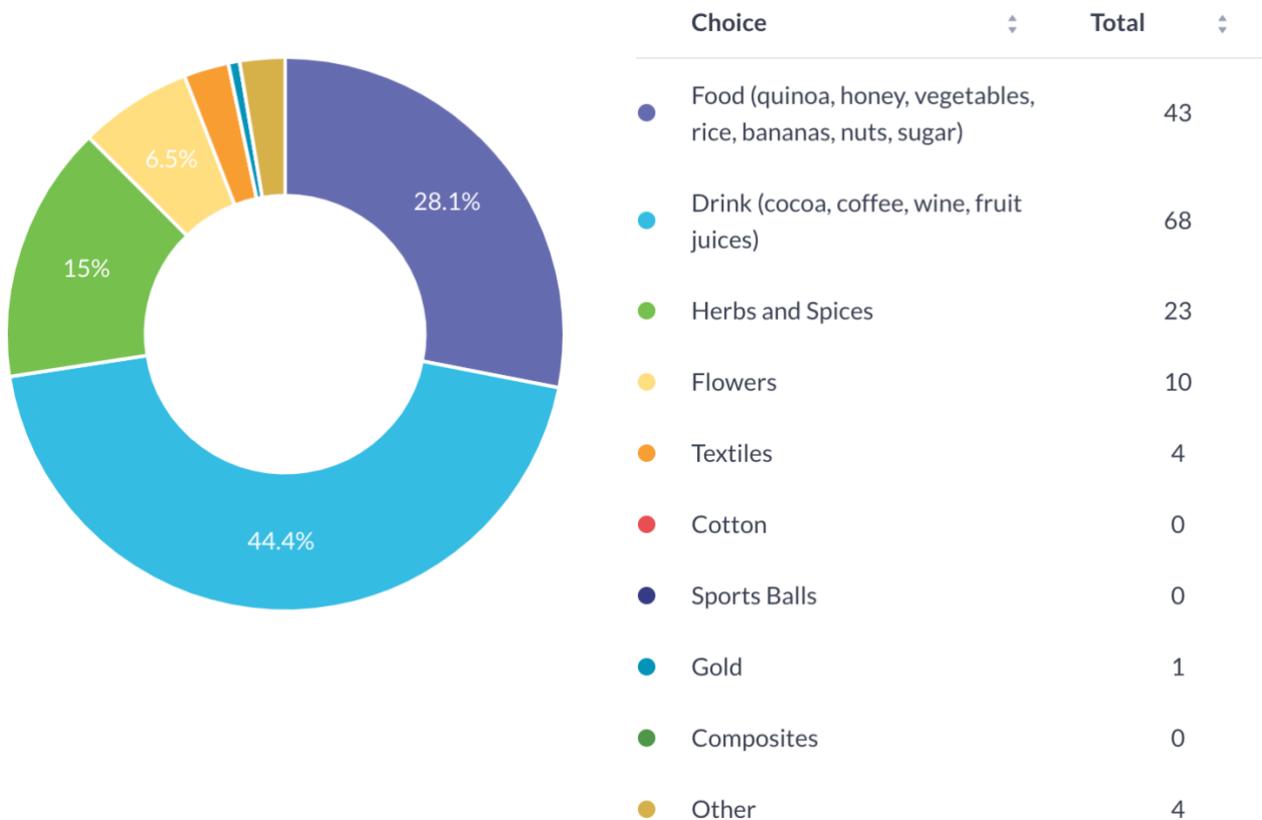
4.3.8 Q8 “Which of the following products do you know to be available to purchase by fair trade in Wolfville? Please check all that apply:”

This question was intended to figure out which products are available to purchase by fair trade in Wolfville, and also which products the residents have noticed around the town. A total of 75 people viewed this question, but of those only 72 answered. The largest amount of people identified seeing Fair Trade drinks such as hot cocoa, coffee, wine, or fruit juices. All 72 respondents have seen fair trade drinks available in Wolfville. This is expected as the Fairtrade International identifies coffee and chocolate as two of the most popular products (Fairtrade, 2019). The second most popular products Wolfville residents know to be available in the town are foodstuffs such as quinoa, honey, vegetables, rice, bananas, nuts, and sugar. Of the 72 respondents, 54 have noticed foodstuffs available to purchase by fair trade. The third largest group is herbs and spices, 28 of the 72 respondents have seen fair trade herbs and spices in Wolfville. After that, textiles and flowers have 13 and 12 of 72 respondents that have noticed the products respectively. Seven respondents have seen cotton, and 4 respondents have seen “other” products, which they identify as: chocolate and skin and body care products. Two of the respondents knew that gold was available by fair trade, and 0 of the respondents have seen sports balls or composites. This indicates a gap in the product market, as not all products are available, and some that are available, such as gold have only been seen by 3% of residents.



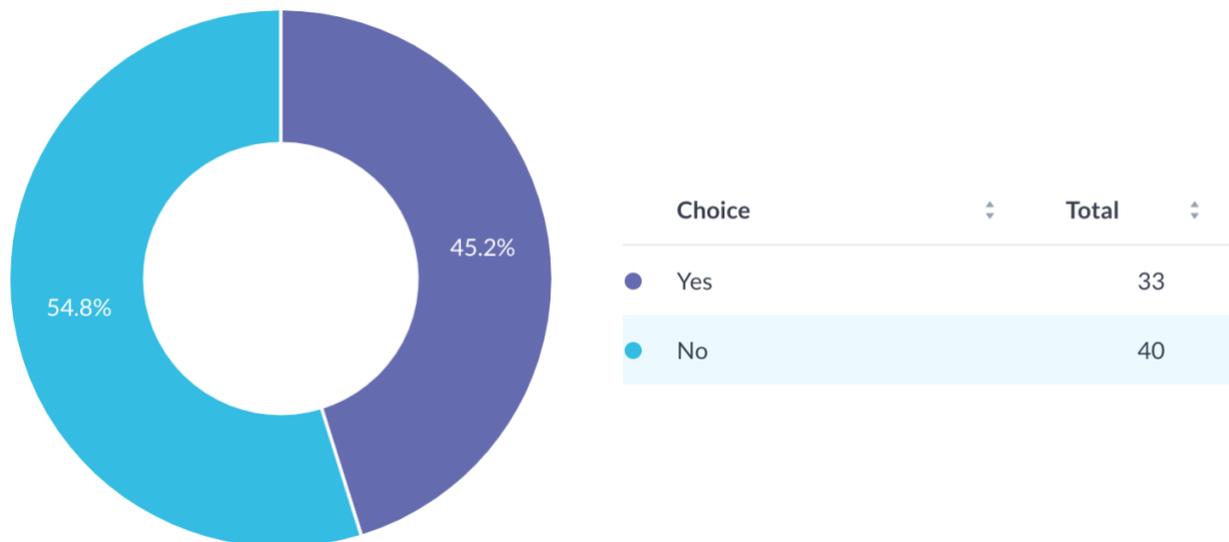
4.3.9 Q9 “If applicable, please check all fair trade products that you purchase in Wolfville, regardless of the frequency: Please check all that apply:”

This question was intended to discover what products the residents actually purchase. Seventy-five people viewed the question, but only 69 people responded. The fair trade product that is most purchased by Wolfville are drinks, with 68 of the 69 respondents replying that they have purchased them. The second most popular is food, with 43 of 69 respondents saying they have purchased fair trade foodstuffs. The third largest group of people reported purchasing herbs and spices, 15% of people, or 23 of 69 respondents. Then, 10 people report buying fair trade flowers, and 4 people report buying textiles. Four people also report purchasing “other” products by fair trade, and they identify: chocolate and cosmetics. One person has bought fair trade gold, and 0 have bought cotton, sports balls, or composite products. It is clear that drinks and food are the most purchased products and should therefore be easily accessible in Wolfville in order to increase the number of products bought.



4.3.10 Q10 “Were you aware that Wolfville is a certified Fair Trade town?”

This question was intended to discover what percentage of Wolfville residents knew that Wolfville was a fair trade town, in order to gage how well the Fair Trade Committee in Wolfville is marketing and spreading awareness. Seventy-five people saw this question, but only 73 responded. Out of these folks, 33, or 45.2% of people were aware that Wolfville is a FTT and 40, or 54.8% of people were not aware that Wolfville is a FTT. This indicates that there is a large gap that can be filled in terms of pushing the FT agenda and educating the Wolfville residents about FT. Of the 33 respondents that said they were aware that Wolfville is a Fair Trade town, there were two age groups that were not well represented: the 26-40 age group only had 4 positive responses, and the over 65 age group only had 3 positive respondents. The 26-40 age group represents the working population, and an important consumer group for Fair Trade products, as these are the folks that may have disposable income.



4.3.12 Q12 “If anything, what prevents you from purchasing fair trade? You may list as many reasons as you would like below, in order of most important to least important.”

This question was asked in order to find out what reasons the respondents had for not supporting fair trade products. Seventy-five people viewed this question, and of those only 58 responded. As the respondents were told to list as many factors as they wanted, there were 77 answers, and the responses can be grouped into 6 groups: cost, lack of awareness, taste, inconvenience, availability, and the belief that fair trade is not actually beneficial. Of the 77, 36 people or 47% stated cost as a reason that prevents them from purchasing fair trade. The second largest group was the availability of fair trade products, 18 people or 23% stated this as a reason. Then, 11 respondents or 14% declared that awareness is a factor that prevents them from purchasing fair trade. Inconvenience, including having to change habits due to the unavailability in box stores accounted for 8% of answers. Lastly the taste, and the belief that fair trade is just a type of virtue-signaling performed by business account for 5 and 3 percent respectively.

Table 2: List of Reasons Preventing Wolfville Residents from Purchasing Fair Trade

Reason	Number of People
Cost	36
Lack of Availability	18
Lack of Awareness	11
Inconvenience	6
Taste	4
Distrust of Fair Trade	2

Input from Author

4.3.13 Q13 “If anything, what motivates you to purchase fair trade? You may list as many reasons as you would like below, in order of most important to least important:”

This question was posed to determine what reasons the respondents had for purchasing fair trade. There were seventy-five people that viewed the question, but of those only 58 answered. The answers were varied and clumped into 9 separate categories. The most popular reason that the respondents identified for purchasing fair trade products are the fair wages for the small-scale farmers, instead of adding support to a multinational company. The second most popular reason was support for sustainable practices and care for the environment. The third and fourth most popular answers are ethics, and the quality/health of the products, with 11 and 10 people stating those reasons respectively. Then social justice with 6 people, and a positive impact with 5 people, including that you can see as a consumer what positive impact you are making, due to the photographs of the farmers the purchase is helping. Next was the taste, with 4 people stating it as why they would purchase fair trade. Lastly, supporting local, and the fact that fair trade is a good concept both had 2 people state it as their reasons. Supporting local is a factor in Wolfville, as a couple of their local coffee shops sell fair trade coffee and beverages.

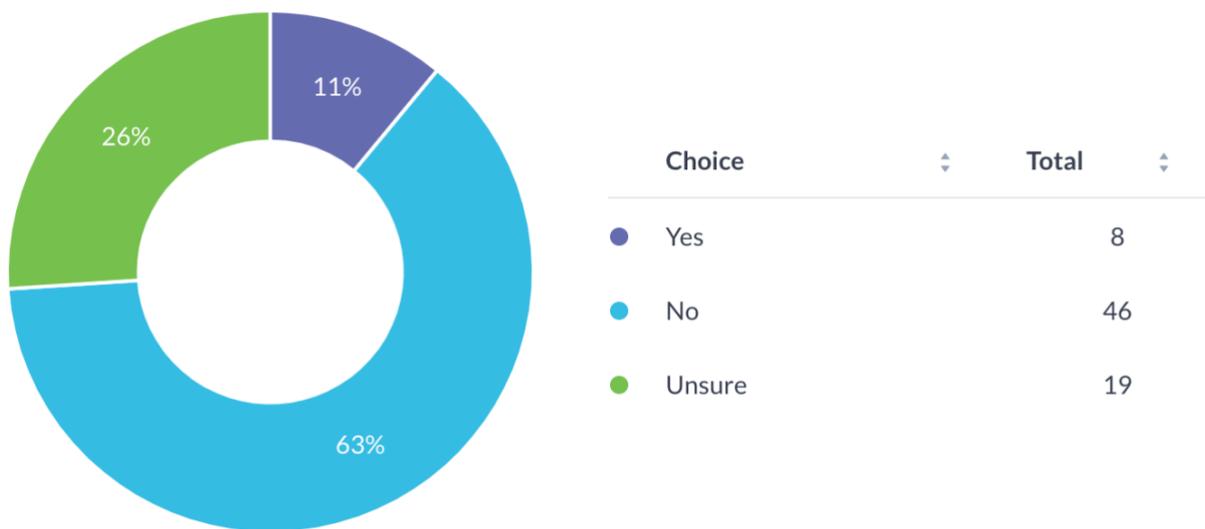
Table 3: List of Reasons Motivating Wolfville Residents to Purchase Fair Trade

Reason	Number of People
Fair wages for farmers over multinationals	25
Sustainable and Care for environment	15
Ethics	11
Quality, Health, Lack of Pesticides	10
Social Justice	6
Feels Good + Positive Impact	5
Taste	4
Good Concept	2
Supporting local	2

Input from Author

4.3.14 Q14 “Do you feel that purchasing fair trade reduces support to local farmers and producers?”

This question was used to gauge the respondents’ mindsets regarding fair trade and how it relates to supporting local producers. This is because in recent years there has been a movement towards buying more home-grown products and therefore producing less food miles, that is to say less distance between where the food was grown, and where it will be eventually consumed. This local-focused phenomenon is largely focusing on environmental impact, as well as the social justice obligation of knowing that your purchases are supporting “real” people, not multinationals that allow for child labour and mistreatment of employees. Seventy-five people viewed this question, and out of those people, 73 responded. The largest group responded “No” to whether they feel that purchasing fair trade reduces support to local producers. Forty-six people, or 63% voted this way. The next largest group responded that they were “Unsure”, meaning that they did not know whether supporting fair trade would take away from local support. Eight people, or 11% responded that “yes”, they believe fair trade can take away from supporting local. These results indicate that there could be progress in terms of marketing that fair trade and local products can work in harmony.



5. Analysis

STRENGTHS

S1: The effective promotion of awareness of the fair trade concept through school, local retailers, and available fair trade products

S2: The vast majority of citizens (93%) purchasing fair trade products at least sometimes

S3: Citizens can identify 7/10 of the Fair Trade categorized products as being sold in Wolfville

S4: Citizens identify purchasing fair trade products in all 7 identified available categories

WEAKNESSES

W1: Confusion surrounding the roles of the Fair Trade Committee

W2: No Wolfville residents have seen fair trade sports balls or composite products for sale in the town

W3: While the residents know fair trade cotton to be available, none have purchased it

W4: Fifty-five percent of residents were not aware Wolfville is a fair-trade town

W5: Thirty-seven percent of residents either believe, or are unsure whether fair-trade removes support to local products

SWOT

OPPORTUNITIES

O1: Numerous interest groups in Canada focused on Fair Trade

O2: Established marketplaces popular amongst residents of Wolfville and tourists of the town

O3: The internet and social media age allow for widespread and ease of communication

O4: Vast numbers of FT companies and products being certified daily

THREATS

T1: The “buy local” trend

T2: Uncertain times lead to less disposable income for potential customers

T3: Possibility of FTT status being revoked

T4: Climate change threatening the sustainability of farms around the world

5.1 SWOT Analysis

This SWOT analysis is directed at the internal and external influences exerted on Wolfville as a FTT. The strengths and weaknesses are identified based off of the data collected by surveying Wolfville residents. Next, the opportunities and threats are discussed, based on outside influences on the town. This step identifies all of the variables in order to provide a basis for the rich SWOT analysis, where these will be used in order to find potential solutions and mitigate risks.

It was clear in the data that the concept of Fair Trade was well promoted to Wolfville residents, as 87.7% of people were confidently aware of it, and the rest of the respondents were at least somewhat aware. But what was surprising was that the majority of folks residing in Wolfville were not aware that they live in a Fair Trade Town. This means there is a gap between the aim of the FTT program, which was meant to create this community support towards FT, and the real-life applications of it. It also was made clear in the data that 37% of people in Wolfville either do believe that supporting FT does take away from support from local producers or are unsure if it does. This means that there could be a better job done of educating the residents of how these two concepts can work together in harmony so that local producers, as well as producers in the Global South are receiving support.

5.2 Rich SWOT Analysis

The rich SWOT analysis takes all of the internal and external influences, and offsets the negatives with the positives. It is a helpful tool in order to find potential solutions to some of the problems Wolfville is facing as a Fair Trade Town. These will be translated into specific recommendations that can be found in the conclusions.

	STRENGTHS	WEAKNESSES
OPPORTUNITIES	<p>S1, O3: Take effective promotion one step further by creating Facebook groups/events in order to engage Wolfville residents and create a sense of community around fair trade. A smartphone application could help with identifying where and what products are available</p> <p>S2, O2: Use Wolfville buying power by selling fair trade products in more established institutions</p> <p>S3, S4, O4: Expand Wolfville's array of products to include more categories and fair trade companies</p>	<p>W1, O1: Work with Fair Trade Canada to establish a fair trade committee and guidelines that are attainable</p> <p>W2, O4: Provide fair trade sports balls, composite items, and other categories in order to increase fair trade purchases in the town</p> <p>W3, O3: Promote the fair trade cotton products to the residents of Wolfville, justify cost by leveraging quality</p> <p>W4, W5, O3: Use the internet and social media to educate residents about Wolfville as a FTT and how fair trade and local produce can work together</p>
THREATS	<p>T1, S1: Educate residents by school visits, local retailers, church etc., on how fair trade and local produce can work together</p> <p>T2, S1: Promote the fair trade products as worth any extra money by leveraging their high quality</p>	<p>W1, T3: Work with Fair Trade Canada to reach the re-certification goals</p> <p>W2, T4: Expand the variety of fair trade products available, as the more support for fair trade farms, the more environmentally sustainable practices will be enforced</p>

6 Conclusions

The conclusions begin with the conversation with Pippa Rogers, the head of Marketing and Communication for Fair Trade Canada. This conversation clarified what the goals of Fairtrade Canada are, and their opinions on Fair Trade Towns. It became clear through the interaction that FT Canada's main goal with the FTT certification is to provide a meaningful program, which can be interpreted to mean that they want to make a tangible difference. This is why it takes some cities, like Montreal and Ottawa, 5-7 years to meet the high standards held to become a certified Fair Trade Town. These high standards, paired with the procurement policy implemented, referring to the rule that all Fair Trade Towns must have their municipal council procure only fair trade products as refreshments, affect real change in the opinion of FT Canada.

This brings us to the unsuccessful questionnaire with the Fair Trade Committee in Wolfville. From the start it was clear that the group was not as organized as they could be. This was evidenced by the confusion of who was responsible in the email responses, as well as the lack of responses received. As the committee is the driving force of the program, it was concerning that Wolfville's seemed to be in disarray. That said, Wolfville was the first Fair Trade Town in Canada, and like a well-oiled machine, other initiatives such as the town's FT coffee roasters are rolling smoothly.

Finally, the residents of Wolfville and their opinion of Wolfville as a FTT must be discussed. The data showed that more than half of the residents are not aware that Wolfville is a FTT, however despite that, many are still committed to purchasing fair trade products in their consumption routines. This shows that while the results of Wolfville as a FTT have not been optimized, the efforts still catalyze positive support towards FT products. The negative effects of sub-optimization can possibly be mitigated by the following recommendations.

Recommendations

Based on the SWOT and Rich SWOT analysis, there are a few recommendations that can be made in order to optimize the effects of the FTT certification on Wolfville's FT support. The recommendations will be listed below, in no particular order:

1. Fair trade and local products could collaborate as 37.9% of people said they would like to purchase more products at the farmers market. This would be in line with what Fairtrade Canada outlined with some Canadian grocery markets "marrying" fair trade and local products by offering bouquets with both FT and local flowers. These initiatives can clarify the idea that FT and local producers can work together by providing a full range of products, and the producers all being treated fairly.
2. Social media can be used in order to further promote fair trade by engaging Wolfville citizens and creating a sense of community around supporting FT narratives. A smartphone application can be created in order to make it obvious where FT products are sold, and which products are available. This would reach the 26-40 year old population that was largely unaware of Wolfville's status as a FTT.
3. Implement clearer roles for members of the FT committee, through consultations with Fairtrade Canada.
4. Expand the variety of FT products available by offering FT sports balls, and composite products. Sports balls could be used at schools and for group sports for kids and adults.
5. Organize school visits to teach kids about FT and Wolfville's role as a FTT in order to have the next generations aware of the FT agenda.

To conclude, the FTT certification does take Wolfville in a positive direction in terms of support for FT, however knowing the opinion of Fairtrade Canada regarding the potential, and the opinions of the citizens, it is clear that it could be optimized.

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Appendices

7.1 Interview Questions for Fair-Trade Canada

- they are looking to do case studies, got a little funding
- want to create better guides because the process can take up to 7 years
- Montreal has been working on it for 7 years, Ottawa 6
- want to have a meaningful program, no fair washing

1. Can you tell me about the Fair Trade Town initiative in Canada, and how Fair Trade Canada is involved?

- launched in 2006, Wolfville was first, back then was fairtrade in one word, at that point the entire process was run by Fairtrade Canada
- Ft Canada is part of an international body, but they are an NFO
- variables, different names in different towns Fairtrade America is under the Fairtrade international banner
- 2011 the Canadian Fair Trade Network (CFTN) was created, Fairtrade Canada partnered with them to co-manage, 9 people back then, 13 employees now
- CFTN would take care of operational day to day, CFTN was an equivalent partner
- Quebec fair trade also (AQCE) joined the table, they have huge influence
- CFTN AQCE take in applications, they manage the FT committee, provide advice, and help
- Fairtrade Canada took a back seat in operational, now their best position is resource, putting together stipends for travel, writing grants, developing campaigns

2. How does the Fair Trade Town designation process work?

- any decision that's made is made by all three parties
- starting a FTT committee, meet a couple times a year, product availability, there is a chart based on population size, could have stores, restaurants, they have to carry a minimum of two products from separate categories, applications are submitted to CFTN, everyone goes through the application
 - level of political support, town councils, municipal councils, has to be amended to serve FT at their events, procurement policy to supply FT coffee, tea at meetings

- this is why it takes so long, also why can see the weight of the program
- public awareness and education, holding events, engagements, campus week, FT month

3. Are Fair Trade Towns a prioritized initiative within Fair Trade Canada?

- playing a role that actually answers a need
- they have prioritized resources
- move back from day to day to provide resources
- example templates for procurement policies
- creating a greater source of community, resource hub
- developing case studies

4. Is there any funding that goes into the Fair Trade Town initiative?

- no specific funding
- CFTN had a small advocacy grant
- if someone approaches FT Canada, they sometimes do but not always
- a funding program is a future want
- all comes out of the marketing and research budget
- AQCE and CFTN have gone after funding from global affairs Canada
- hired a grant writer

5. Is Fair Trade Canada of the opinion that Fair Trade Towns are a good step towards expanding awareness and support of Fair Trade?

- very much so
- specifically, because they have always held a high standard of who can be designated
- and the procurement policy
- real change

6. Do you experience any negative feedback from people who are under the impression that supporting fair trade takes support away from local producers?

- Indigenous communities for sure
- FT doesn't see it as an either or

- Sobeys (a Canadian grocery) launched a FT flowers program (mixed bouquet with local and ft flowers)

7.2 Email Response from the Fair Trade Committee

7.2.1 Response from Mercedes Brian, the person responsible for Sustainability on the Wolfville WebPage

Hi Stacey,

Please accept my apologies for this delayed response.

Staff and I (in my role as councillor and chair of the Environmental Sustainability Committee) are thinking the staff time for this would best fit under Parks and Recreation, but it could also be under Community Development and the Wolfville Business Development Corporation, or the Environmental Sustainability Committee. At present, Jodie Noiles, Sustainability Officer at Acadia University is the contact for both Town and University. That's not fair.

Kelton Thomason, Parks and Recreation Director, will be meeting with Jodie (and probably me) in the near future.

Both Kelton and Jodie (copied on this email) may be able to provide you with more information. I don't know much more than is on the Fair Trade website. While I'm aware that Acadia is a Fair Trade university, and that Wolfville is a Fair Trade town with two certified Fair Trade coffee roasters (Just Us! Coffee and Tan Coffee) I don't know our history... yet!

I hope this helps,

Mercedes

[EXTERNAL]

Good morning,

My name is Stacey Snook, and I am a Masters student at the University of Life Sciences in Prague. I am writing because I am conducting my thesis research on Fair Trade Towns in Canada, and hoping to use Wolfville as a case study. I am wondering if you are the right person to ask for information on the Fair Trade initiatives in Wolfville? If not, would you guide me in the right direction?

Thank you for your time,

Stacey

7.2.2 Response from Jodie Noiles, the person responsible for Fair Trade at Acadia University, and Wolfville

Hi Jodie,

My name is Stacey, I am a Master's student at the Czech University of Agriculture, and I am writing to you because I am conducting my thesis research on Fair Trade Towns. I was hoping to use Wolfville as my case study, as I am familiar with the area and it was the first FTT in Canada, but I was just informed that there is a possibility that Wolfville may not re-certify?

I was given your contact as someone who is very involved in sustainability measures in town, and who would potentially have some information on the subject. Would you have some time to chat with me? I am returning to Canada this week, but I realize it is a busy time of year. Perhaps after Christmas we could schedule a phone call? Thank you for your time and consideration.

Warm regards,

Stacey Snook

Hi Stacey,

Thanks for your email and interest in Fair Trade. Wolfville is still considered a Fair Trade Town and is in the process of assigning staff to update their certification after a bit of a gap in administration due to staff changes. I have Cc'd the Wolfville staff who will be involved in this with some assistance from me. We are meeting soon to discuss next steps. Perhaps after that Alisha can reach out to you with an update.

Jodie

7.3 Interview Questions for the Fair-Trade Committee in Wolfville

1, How often do you meet to discuss Fair Trade initiatives?

- a. once a year
- b. once a month
- c. twice a month
- d. once a week
- e. more than once a week

f. less than once a year

2. How much Fair-Trade Product is purchased per year (in dollars)? _____

3. What kinds of products? Please circle all that apply

- Food (quinoa, honey, vegetables, rice, bananas, nuts, sugar)
- Drink (cocoa, coffee, wine, fruit juices)
- Herbs and Spices
- Flowers
- Textiles
- Cotton
- Sports Balls
- Gold
- Composites
- Other

4. How sufficient do you think the level of support for fair trade is in Wolfville? Please choose a number on a scale from 1 to 5, 1 being insufficient and 5 being completely sufficient.

1 2 3 4 5

5. In what ways do you support promoting Fair Trade Products?

- a. Information sessions
- b. Fair trade promotion events
- c. Other: _____

6. Does the town management use fair trade?

- a. Yes
- b. No
- c. Sometimes

7. What are the forms of funding you receive?
- Fundraisers
 - Provincial or municipal government grants
 - Federal government grants
 - Other, please specify: _____
8. Are there any other fair-trade projects in Wolfville?
- a. Collaborations with schools
 - b. Collaboration with churches
 - c. Fair trade flower projects
 - d. Other, please specify: _____
9. Do you experience any push back from farmers or wineries that want more emphasis on local products?
- a. Yes
 - b. No
10. What is your vision for the future of fair trade in Wolfville?

7.4 Survey Questions for Wolfville Residents

Welcome Message

Dear Participant:

My name is Stacey Snook, and I am a graduate student at the Czech University of Life Sciences in Prague. For my final project, I am examining Fair Trade Towns. Because you are a resident of Wolfville, I am inviting you to participate in this research study by completing the following survey.

The questionnaire will require approximately 2-5 minutes to complete. In order to ensure that all information will remain confidential, please do not include your name. Copies of the project will be

provided to my thesis supervisor Ing. Bohuslava Boučková, CSc, as well as other professors and students involved with reviewing my project.

If you choose to participate, please answer all questions as honestly as possible. There is no compensation for responding nor is there any known risk. Participation is strictly voluntary and you may refuse to participate at any time. Thank you for taking the time to assist me in my educational endeavors. If you require additional information or have questions, please contact me at the email listed below:

stacey.snook@gmail.com

Questions

1. How do you identify?
 - a. Female
 - b. Male
 - c. Non-binary

2. What is your age?
 - a. 0-15
 - b. 16-25
 - c. 26-40
 - d. 41-65
 - e. Older than 65

3. What is your income per year?
 - a. \$0-\$15,000
 - b. \$15,001- \$35,000
 - c. \$35,001- \$50,000

- d. \$50,001-\$70,000
- e. More than \$70,000

4. Are you familiar with the concept of fair-trade?

- a. Yes
- b. No
- c. Sort of, but not totally familiar

5. If you answered yes or sort of to the previous question, how did you discover fair-trade?

- a. School
- b. Commercials or advertisements
- c. The fair-trade mark on packaging
- d. Other: _____
- e. Not Applicable

6. When you can, do you purchase fair trade products?

- a) Yes
- b) No
- c) Sometimes

7. How often do you purchase fair trade products?

1 = never, 2=rarely, 3=sometimes, 4=often, and 5 =every time you shop:

1 2 3 4 5

9. Which of the following products do you know to be available in Wolfville?

- Food (quinoa, honey, vegetables, rice, bananas, nuts, sugar)
- Drink (cocoa, coffee, wine, fruit juices)
- Herbs and Spices

- Flowers
- Textiles
- Cotton
- Sports Balls
- Gold
- Composites

10. If applicable, please check all fair trade products that you purchase, regardless of the frequency:

- Food (quinoa, honey, vegetables, rice, bananas, nuts, sugar)
- Drink (cocoa, coffee, wine, fruit juices)
- Herbs and Spices
- Flowers
- Textiles
- Cotton
- Sports Balls
- Gold
- Composites

10. Were you aware that Wolfville is a certified Fair Trade Town?

- a. Yes
- b. No

11. Where would you be most likely to begin, or continue purchasing fair trade in Wolfville?

Please check all that apply:

- Fair-trade shops
- Vending machines
- Supermarkets
- School
- Farmers Markets

- Other: _____

12. If anything, what prevents you from purchasing fair trade? You may list as many reasons as you would like, in order of most important to least important below:

13. If anything, what motivates you to purchase fair trade? You may list as many reasons as you would like, in order of most important to least important below:

14. Do you feel that purchasing fair trade reduces support to local farmers and producers?

- a. Yes
- b. No
- c. Unsure