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# **Fair Trade Town Committee Port Colborne**

**Presentation to Port Colborne City Council**

**June 24, 2025**

**Councilor Dave Elliot**

**Jane Nigh**

**Nancy Salvage**

**Kellen Spence**

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# What is Fairtrade?



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## Equity in Trade

Fairtrade promotes equity by ensuring that producers receive fair prices for their goods, enabling them to sustain their livelihoods.

## Labor Rights and Fair Wages

Respect for labor rights is fundamental in Fairtrade, ensuring safe working conditions and fair wages for all workers involved.

## Environmental Sustainability

Fairtrade emphasizes environmental sustainability, encouraging practices that protect ecosystems and promote sustainable agriculture.

# How Fairtrade Helps Producers and Consumers

## FAIRTRADE FACTS



## Fair Wages for Producers

Fairtrade ensures that producers receive fair wages, allowing them to support themselves and their families adequately. Fair Trade Market Price differs from Market Price.

## Better Working Conditions

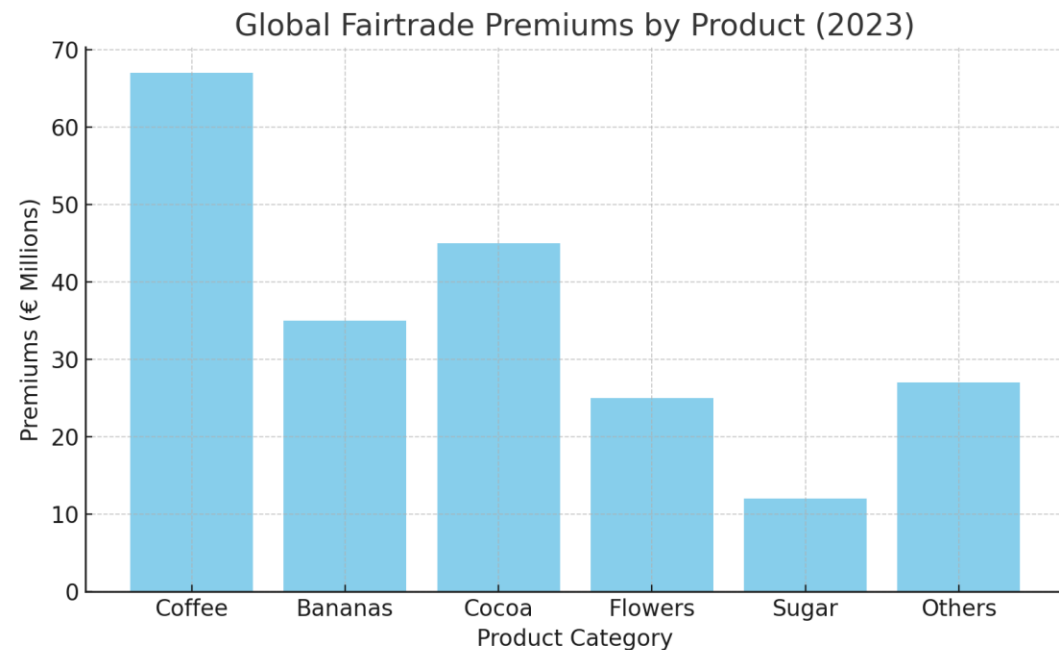
Fairtrade promotes better working conditions for producers, ensuring a safer and healthier environment.

## Ethical Consumer Choices

For consumers, Fairtrade offers the chance to make ethical purchasing decisions that support sustainable and responsible practices.

## Community Development

Fairtrade supports community development, empowering local communities and improving their quality of life through sustainable practices.



# Challenges Faced by the Fairtrade Movement

## Market Competition

The Fairtrade movement faces intense competition from conventional products, making it challenging to maintain market share.

## Consumer Awareness

Low consumer awareness about Fairtrade products hinders growth and acceptance in the market.

## Need for Education

Continuous education about the benefits of Fairtrade is necessary for increasing consumer interest and support.

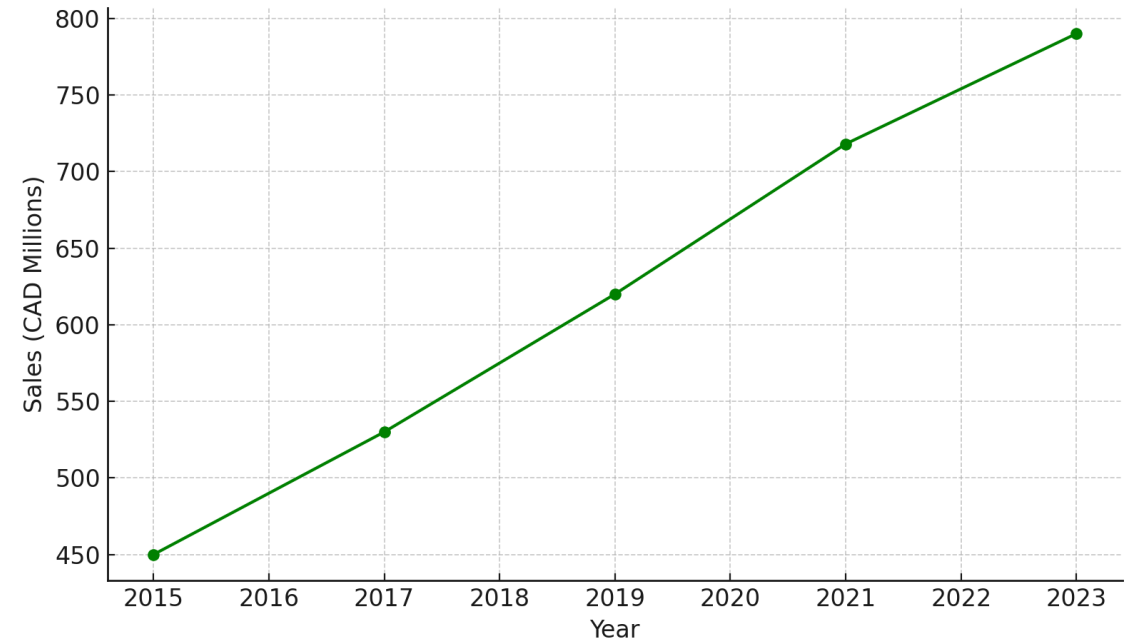
# Mr. Beast Impact: Top YouTube Influencer

*Introducing Fairtrade Certified  
Feastables*



*Fairtrade Sales Trend Upwards*

Fairtrade Retail Sales in Canada (2015-2023)



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# **Fair Trade Town Port Colborne**

## **A Reason to Recognize at Canal Days**

- Port Colborne was the first city in Ontario to achieve a Fair Trade Town designation (2009)
- Celebrated 15 years as a Fair Trade Town in 2024
- Many Fairtrade products for sale at multiple establishments in Port Colborne. Now, more than ever, Advocacy, Awareness, and Education of Fairtrade are at the utmost importance.
- Canal Days provides opportunities for many Port Colborne businesses to showcase what they do in a festival environment – Let's showcase that we are a Fair Trade Town and proud of it!
- The Fair Trade Town Committee would like to ask city council to recognize this committee as an honorary sponsor/partner of the Canal Days festival.

Questions?