

Fair Trade Campus: Identifying Support within the Dalhousie Community

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Jennifer Anderson - International Development Studies and Sustainability

Renee Cossitt – Biology and Sustainability

Ezgi Gokce - Management and Sustainability

Kylie Tapson - International Development Studies and Environmental Science

Charlotte Wyatt - International Development Studies and Sustainability

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1. Executive Summary

The primary objective of this research project is to determine the level of support that is present at Dalhousie University for becoming a Fair Trade Campus. This is a holistic study that will take into account the opinions of students, staff, instructors and faculty as to ensure that the results encapsulate how the entire Dalhousie community conceptualizes what it means to be a Fair Trade Campus. By comparing Fair Trade definitions, the Dalhousie community will also have the opportunity to rate whether or not this step towards a Fair Trade Campus is adequate and in-line with Dalhousie Sustainability objectives.

In cooperation with the client Staci Farrant, the Dietitian and Manager of Wellness and Sustainability for Dalhousie Food Services, the Fair Trade Campus Research Group (FTCRG) aims to gain perspectives on the Fair Trade Campus designation. This discussion will involve comparisons to the University of British Columbia, which is currently the only campus nation-wide to acquire the designation. The client perceives the FTCRG's research as a crucial step to validate support for Fair Trade designation and as a source of Dalhousie community perspectives that may aid in shifting the current beliefs of Food Service providers on campus. These aims are to be achieved through the collection of quantitative and qualitative data responses and through analyzing data in lieu of current standards. The results should form a basis for further research and allow for Dalhousie Food Services to consider the demand for Fair Trade products on campus.

There were overarching themes which emerged from the results: the first being that there was overwhelming support for Fair Trade Campus designation, taking into account the definition provided (Figure 3). The second theme was that a significant number of individuals felt that the Fair Trade Campus designation was deemed insufficient and that more should be done if Dalhousie University is to be seen as an actor towards social change. The most constructive feedback that we received was that the Fair Trade designation was not inclusive of franchises on campus.

The study concludes with recommendations for further study. This would include working alongside Staci Farrant and Sophie Henderson from Engineers Without Borders to further enforce the results found in the study. Funding from the Dalhousie Student Union has approved financial aid for the change, allowing for attention to be paid to ending the current exclusivity contract that Sodexo has with a major corporation, so that Dalhousie may include Fair Trade products. The study ends with a final recommendation of the continued promotion of the idea of Fair Trade on campus. With the aid of promotional materials, it will be possible to introduce and further educate individuals on the concept of Fair Trade.

2. Introduction

2.1 *What is Fair Trade?*

The past few decades have seen the emergence of the Fair Trade network, a development project that aims to address underdevelopment in the South (Fridell, 2004). Following the idea of ethical consumerism (Davies, 2007), the Fair Trade network expands to cover areas as diverse as tourism, retailing and marketing networks (Davies, 2007). This system opposes the neoliberal framework that has caused unequal terms of trade for Southern commodities, resources and labour (Fridell, 2004). With neoliberal ideology permeating global trade came an emergence of social and environmental burdens, increasing poverty levels, underemployment and income disparity which ultimately furthers the division between those areas of the world referred to as the global North and global South (Fridell, 2004). The Charter of Fair Trade Principles defines Fair Trade as:

“...a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers - especially in the South. Fair Trade Organizations, backed by consumers, are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade” (WFTO & FLO, 2009).

This Charter is complex, involving five core principles that are vital towards the development objectives of the Fair Trade movement. These include: market access for marginalized producers, sustainable and equitable trading relationships, capacity building and empowerment, consumer awareness raising and advocacy and Fair Trade as a ‘social contract’ (WFTO & FLO, 2009). Fair Trade also contains within it a set of standards that echoes the core principles of the Charter of Fair Trade Principles. These standards are devoted to such things as promoting cooperatives and other smallholder organizations with a democratic structure, ensuring workers get fair wages, the right to join unions and their own health and safety standards, as well as terms of trade including minimum prices and premiums for producers (WFTO & FLO, 2009). Minimum prices and premiums allow the producers a safety net should market prices drop below a sustainable level, as well as allowing them to invest back into their communities (FLO (A), 2011).

The Fair Trade label is given to products that meet the Fair Trade standards of the certification. Fair Trade products include not only food products such as coffee and tea, but also many other commodities such as coca, sugar, honey, rice and fresh fruits such as bananas (FLO (B), 2011). Additionally, non-food products such as flowers, cotton, gold and sports balls are also available Fair Trade certified. There are thousands of products that carry the Fair Trade mark (FLO (B), 2011).

Criticisms of this system have formed since the idea of Fair Trade has become more widely known and more research has taken place. The idea that the Fair Trade movement is less beneficial than its organization claim is common among on-the-ground research (Haight, 2011). Studies by Adams (2008), Griffiths (2011), Haight (2011), and Ronchi (2002) purvey an alternative view on the benefits of Fair Trade by stating that the certification does not abide by utilitarian ethics. Although the aim of Fair Trade certification is equitable trade, the system is flawed due to its inability to improve the most impoverished communities within poor coffee

farming communities (Haight, 2011). The system favours those farmers who already had resources such as land and equipment, further marginalizing poorer workers (Griffiths, 2011), contradicting the original intent of the Fair Trade concept. Yet despite these stark facts, there remains a strong confidence in the Fair Trade model as a method of promoting social justice to underdeveloped, marginalized populations. These are issues with the governance of Fair Trade organizations, and do not overlook the benefits of promoting and educating the public on the effects of globalization upon the food industry and international trade systems.

2.2 What is a Fair Trade Campus?

Working within the Fair Trade movement is the Fair Trade Campus program. As a part of Fairtrade Canada, the Canadian branch of the international Fair Trade certification system Fairtrade International (FLO), Fair Trade Campus is a status given to Canadian universities and colleges who can demonstrate leadership through their support of Fair Trade products and promotion. Any university or college can become a designated Fair Trade Campus once a series of standards have been met. These standards include:

- 1) **Availability** standards focus on the Fair Trade products that can be found on campus. Some are very specific and measurable, setting clear targets for particular products, whereas others are more open and challenge the university push beyond the more specific standards (Fairtrade Canada (A), 2011). It is important to note that Fair Trade Campus availability standards apply only to those products that are purchased by the institution and its students' association. Independent businesses, student clubs, individual departments, etc. are not included in these standards unless they are hired for catering services.
- 2) **Visibility** standards involve generating ideas that introduce and educate people about Fair Trade. Additionally, opportunities are to be provided as to allow for the easy location of Fair Trade products and to promote the education and discussion on topics of Fair Trade. Along with specific targets, the visibility standards include some open-ended requirements, allowing individual universities and colleges the ability to generate and convey its own initiatives.
- 3) **Committee** standards ensure that the Fair Trade movement keeps progressing forward, that all standards are continuously met and new ideas for further growth are generated. This is achieved and monitored through the formation of a group of members taken from the Fair Trade Campus community (Fairtrade Canada (A), 2011).

Currently there is only one designated Fair Trade Campus in Canada, The University of British Columbia. The status was achieved in January 2011 as a result of a collaborative effort with UBC's Engineers Without Borders chapter (UBC Public Affairs, 2011). As there is only one Fair Trade Campus designation in Canada, this provides Dalhousie University with an excellent opportunity to establish itself as a leader for social justice in the Fair Trade movement. Furthermore, by seeking Fair Trade Campus designation, Dalhousie University stands to benefit from the increasing Fair Trade market, which have seen products sales rise phenomenally over the past 20 years (FLO (B), 2011). Through growing consumer support, Fair Trade has now achieved significant market share in many products categories in the 70 countries where Fair Trade products are sold (FLO (B), 2011). In Canada specifically, as of 2010 there were 231 companies registered with Fairtrade Canada, offering over 1000 certified products in 13 categories (Fairtrade Canada (B), 2011). Fair Trade Campus designation will aid Dalhousie University not only economically, but will help demonstrate a global commitment to poverty alleviation and issues of social justice.

2.3 Dalhousie Food Services

With locations all over Dalhousie University, Dalhousie Food Services is in charge of 12 different retail and residential meal areas on campus (Dalhousie University, 2011). Food Services on campus recognizes the importance of providing ‘high quality, well-balanced, nutritious food options’ throughout campus and aims at providing for students, staff, faculty and guests (Dalhousie University, 2011). Dalhousie Food Services have already implemented programs to promote and act against a variety of environmental and social justice issues. These range from food and recycling initiatives, a farm-to-table program, meatless Mondays, and the purchase of only MSC Certified Haddock (Campus Dish, 2012). Food Services is keen to become involved with these initiatives on account of customers demand. If research is available to prove a legitimate demand for Fair Trade products on campus, it is very likely that Food Services would be willing to implement the change.

A barrier to attaining the Fair Trade Campus designation, however, does come from a Dalhousie food service provider, Sodexo. A company that does not use Fair Trade products supplies Sodexo’s catering equipment; therefore replacing this catering equipment would be necessary in order to attain the designation.

2.4 Project Definition

The purpose of this research is to identify support within the Dalhousie community for the transition into Fair Trade Campus designation. Goals pursuant to this are to recognize the extent of the support along with details on how willing individuals are to change their habits to support this change. The FTCRG began the project by creating a set of questions that would encapsulate areas of importance and which would allow for an open-ended opinion-based response on the subject matter. The FTCGR then formed these points into a clear and concise survey which was distributed in selected locations on campus. By analyzing both quantitative and qualitative data, it was possible to view the demand and opposition to a Fair Trade designation on Dalhousie campus. The research provided regarding Dalhousie Fair Trade Campus designation may be later used and integrated into the decision-making process if Dalhousie was to go ahead with the designation steps towards being a Fair Trade Campus.

3. Research Methods

3.1 Study Design

The design of the study took form in an 11 question survey (Appendix A) that was administered both online and in person to members of the Dalhousie community. A survey was chosen as the method of study because a goal of the research was to have quantifiable data concerning the support for Dalhousie becoming a Fair Trade Campus, and as such a survey was deemed the most appropriate method to collect the perceptions, opinions, knowledge and attitudes of a representative sample of the Dalhousie community within the parameters of the study. Additionally, with appropriate sampling, surveys are both quantifiable and generalizable to an entire population and the standardized and structured questionnaire kept interviewer bias to a minimum. Furthermore, given the short allotted time frame to complete the study, as well as the limited number of researchers available, a survey was the most convenient method as it allowed for the collection of a large number of responses while still allowing adequate time to analyze the results (The Health Communication Unit, 1999).

While primarily consisting of quantitative questions, the survey did contain three qualitative response questions, specifically two “Why?” questions and one “Additional Comments?” question. Using the qualitative method in this way allowed for a better understanding of a phenomenon that little is known about, support for Fair Trade on campus (Hoepfl, 1997). The rest of the questions were quantitative in nature. For the one question that was answered using a likert scale, a 10-point scale was used. A study conducted by Dawes (2008) concerning point scale systems found that 5, 7 and 10 point scales did not have an impact on data characteristics which allowed them to be interchangeable. On this basis, a 10-point scale was used to allow for respondents to have a greater choice in their answers.

For the online survey, Dalhousie’s survey software, Opinio, was used on the Office of Sustainability account. By sending the online survey out through various student societies and Dalhousie departments, as well as advertising the survey on Facebook, many members of the Dalhousie community were able reached (Appendix B). The online survey was open for two weeks while the in person survey was conducted over two days. The in person surveys were conducted by all members of the Fair Trade Campus group by approaching people in various areas of the Dalhousie campus and asking them to fill out a survey about Fair Trade at Dalhousie. These locations included: the Killiam Library, in front of the Student Union Building, the Kenneth C. Rowe Management building, the Computer Science building, the Life Sciences Center, the Charles Tupper Medical Building, the Dentistry Building and the Sexton Library (Appendix C).

In order to achieve a fair representation of the Dalhousie population, 376 surveys were aimed to be completed. This number was considered an appropriate representative sample given the population of 18,238 students and faculty members (Dalhousie University Quick Facts & Figures, 2011). With an aim to maintain a 95% confidence level and a confidence interval of 5, it became clear that 376 surveys was an appropriate number to aim for to give a representative sample.

3.2 Procedure

Step 1: The FTCRG met to come up with ideas concerning how to proceed with this project. First the ideas were very ambitious, and included taking steps to raise campus knowledge about Fair Trade products through a movie screening, round table discussion and a coffee taste test. Other ideas also discussed included making a survey to be able to reach out to the Dalhousie community to measure how much knowledge people already had about Fair Trade, and if they were in support of Dalhousie becoming a Fair Trade Campus. Within this step the FTCRG also met with client Staci Farrant, and got her views on what she expected of the researchers. Ms. Farrant wanted the FTCRG to find out if there was enough support on campus to move forward with making Dalhousie a Fair Trade Campus, and also wanted the group to promote the idea of Fair Trade on campus. A large barrier was raised when Ms. Farrant informed the FTCRG that because Sodexo’s catering equipment was supplied by a company that did not use Fair Trade products, the catering equipment would need to be replaced. This left the FTCRG discussing possible fundraising ideas to fund the equipment.

Step 2: After meeting with Ms. Farrant, the FTCRG still wanted to proceed with the movie screening, round table discussion and coffee taste test, however with the threat of a faculty strike looming, these actions were not proceeded with for fear of not being able to complete them. By the time it was settled that Dalhousie faculty members would not strike, the FTCRG decided

there was not adequate time to organize, promote and run these actions.

Step 3: A positive step came upon the FTCRG finding out that Evan Price, the Chief Financial and Operations Officer of the Dalhousie Student Union, had approved for the DSU to fund Sodexo's needed catering equipment. This eliminated the need for the FTCRG to take any further action into raising awareness about and funds for the catering equipment.

Step 4: After scrapping the action ideas, the FTCRG turned its attention to getting the survey completed and sent out. An 11 question survey (Appendix A), with questions both quantitative and qualitative in nature was eventually settled upon.

Step 5: After getting the survey approved through Rochelle Owen, the FTCRG opened it up online. To promote it, the link was sent to various student societies, explaining what the intent of the research was and asking them to forward it to students and faculty members. Additional promotion included individual researchers of the FTCRG posting messages on Facebook to draw attention to it.

Step 6: The next step was completing the in person surveys. The FTCRG printed off a number of surveys for each researcher to promote and divided up the various areas on campus interested in surveying. Researchers approached individuals by asking them if they were interested in completing a survey about Fair Trade at Dalhousie.

Step 7: After all the surveys had been completed, the FTCRG sat down and analyzed the results using SPSS version 17 and presented descriptive statistics of the survey responses. When analyzing the qualitative questions, the FTCRG went through the responses and made note of the major and recurring themes.

3.3 Validity, Reliability, Trustworthiness

To ensure the study would be valid, the FTCRG determined that 376 members of the Dalhousie community would need to be surveyed. A 95% confidence level and a confidence interval of +/- 5 was used to determine that 376 people would serve as an appropriate representative sample given that the population of the Dalhousie students and faculty totals 18,238 individuals (Dalhousie University Facts & Figures, 2011). Using a voluntary response sample as conducted in this study is inherently biased, as it is generally the case that people with strong negative opinions on the subject are more likely to respond to these types of surveys (De Veaux et al., 2008). If this is the case it would reduce the accuracy of the results (Haggard, 1998). However, in order to attempt to achieve an acceptable level of precision it was necessary to contact a large number of people to achieve a representative sample size (Haggard, 1998).

The reliability of the study is yet to be confirmed given the FTCRG lacked adequate time to attempt to replicate the achieved results, therefore another survey is needed to confirm reliability.

The trustworthiness of the study may be qualified given the increasing popularity of Fair Trade products. Canada, in particular, has seen a great increase in companies selling Fair Trade certified products over the past few years (Fairtrade Canada (B), 2011). As Canada moves forward in supporting the Fair Trade movement, Dalhousie should aim to be a leader in this area, and therefore promote Fair Trade products on campus.

3.4 Limitations of the Study

Some limitations were encountered within the study. First, it was difficult to contact

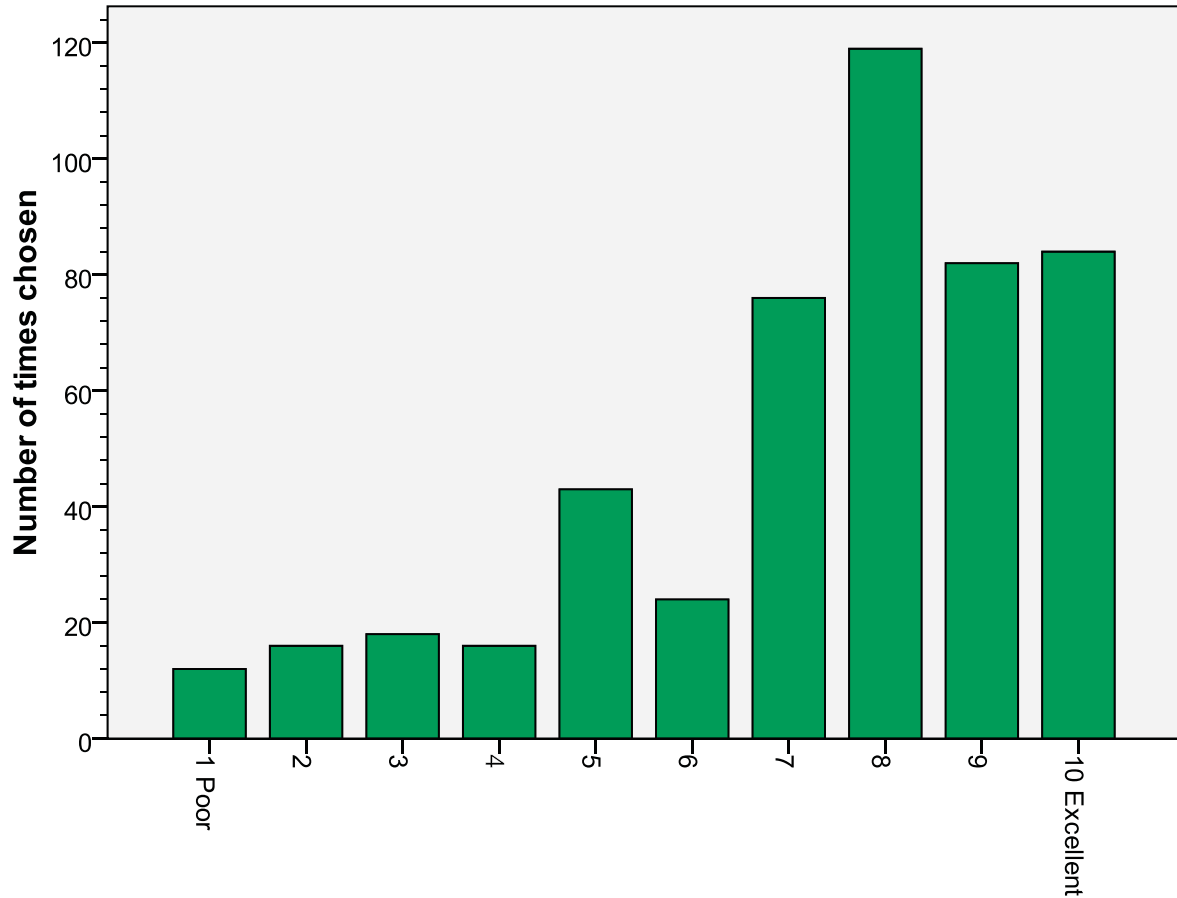
some student societies to ask them to send out the online survey, thereby reducing the number of people that could have potentially been reached. Another limitation was the types of people who filled out the survey. Given that the survey was on a volunteer basis, it is possible that the people who volunteered to complete it already had an interest in and some knowledge of Fair Trade. Additionally, another limitation was the actual completion of the surveys. Some people failed to fully complete their surveys, as evidenced by a number of surveys that were in progress online but failed to be fully completed and submitted before the deadline. Furthermore, with the in person surveys some people did not answer all of the questions if they felt they did not pertain to them, for example if a person did not drink tea they often failed to answer the question “How much extra would you be willing to pay for a cup of Fair Trade certified tea?”

3.5 Delimitations of the Study

Some delimitations were set within the study. First of all, the online survey was only opened for two weeks, and the in-person surveys were only conducted once. This was to allow for adequate time for examination of the results. If the online survey was open longer and more in person surveying was completed, it is probable that more responses would have been received. Another delimitation was the areas in which the in person surveying was conducted. Only surveying in eight areas on campus was to allow for the restraints of only having five researchers. Additionally, another delimitation were some of the responses allowed on the survey itself. For example the questions about how much extra people would be willing to spend on Fair Trade certified coffee, tea and chocolate only allowed for a certain range of responses. This was to allow for more efficient analysis of the results, and eliminate an extremely wide range of responses. Furthermore, the in person surveys only allowed for two lines of writing and the online surveys only 500 characters for the qualitative response questions. Again, this was to increase efficiency for results analysis, but a possible flaw in this was that people were unable to express their true feelings in such a limited amount of space.

4. Results

In total there were 492 surveys completed or partially completed this represents 2.7% of the Dalhousie population. 410 of those surveys were completed by students, 30 by Dalhousie instructors or professors, 46 by staff of Dalhousie, and 6 respondents who did not state their affiliation to the university. Most respondents felt that they had an above average understanding of what Fair Trade certification meant, the mean of the ranks being 7.3 (Figure 1).



Understanding of the meaning of Fair Trade Certification

Figure 1: Survey results showing how well informed members of the Dalhousie community feel they are regarding Fair Trade certification

The vast majority of people, 444 of 492, supported Fair Trade as defined by the WFTO (Figure 2; appendix A). Many of the people who were undecided as to whether they supported Fair Trade did not feel that they had sufficient information to make the decision. The comments in favor mainly stated that they felt that it was the right thing to do, or indicated a concern for impoverished workers which they felt would benefit from Fair Trade policies. Those opposed either referenced economic reasons for their opposition or expressed concern that the Fair Trade label was a form of greenwashing (Appendix C).

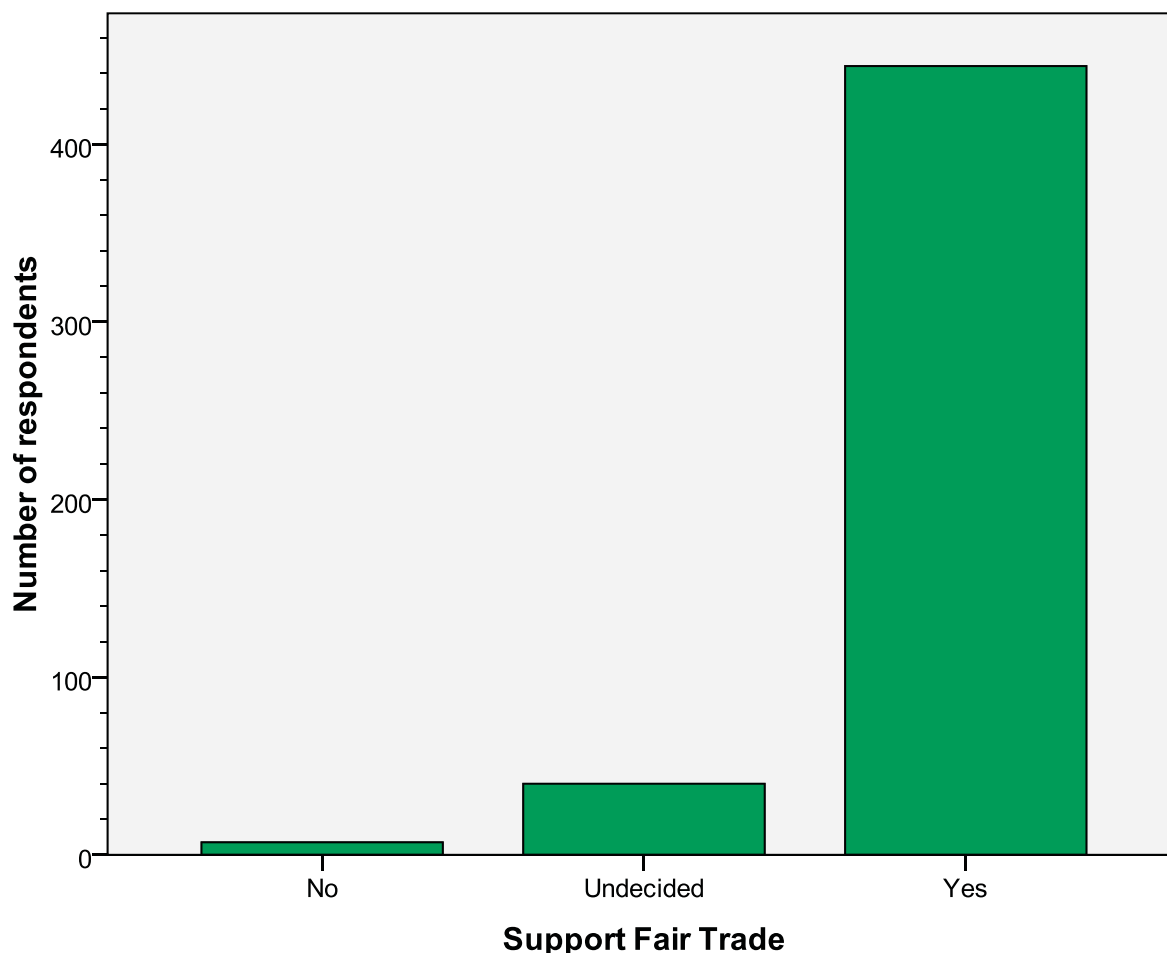


Figure 2: Survey results of the number of people in Dalhousie who support, do not support, or are undecided about their support for the concept of Fair Trade

There was less agreement on whether or not the Fair Trade Campus policy was sufficient. Of the 490 people who answered this question 228 people did feel the policy is sufficient, 181 did not feel that it is sufficient, and 81 were undecided. One of the main contentions about the policy is that it does not include franchises and many people said that this reduced the validity of the designation because it did not apply to all food and beverage providers on campus (Appendix D). Despite the debate about whether or not the Fair Trade Campus policy is sufficient the survey showed that there is strong support for Dalhousie becoming a Fair Trade Campus (Figure 3). The most cited reason for this is that people believe it is a step in the right direction and that once Dalhousie has started on this path it can improve on the current policy to include more products and more food and beverage suppliers on campus. People also expressed a wish to see Dalhousie University acting as a leader in Fair Trade initiatives. The dissenters and those who were undecided raised such concerns as potential increases in price, a reduction in the quality of products, and fears that the Fair Trade Campus designation was a greenwashing marketing campaign because it does not include franchises (Appendix D).

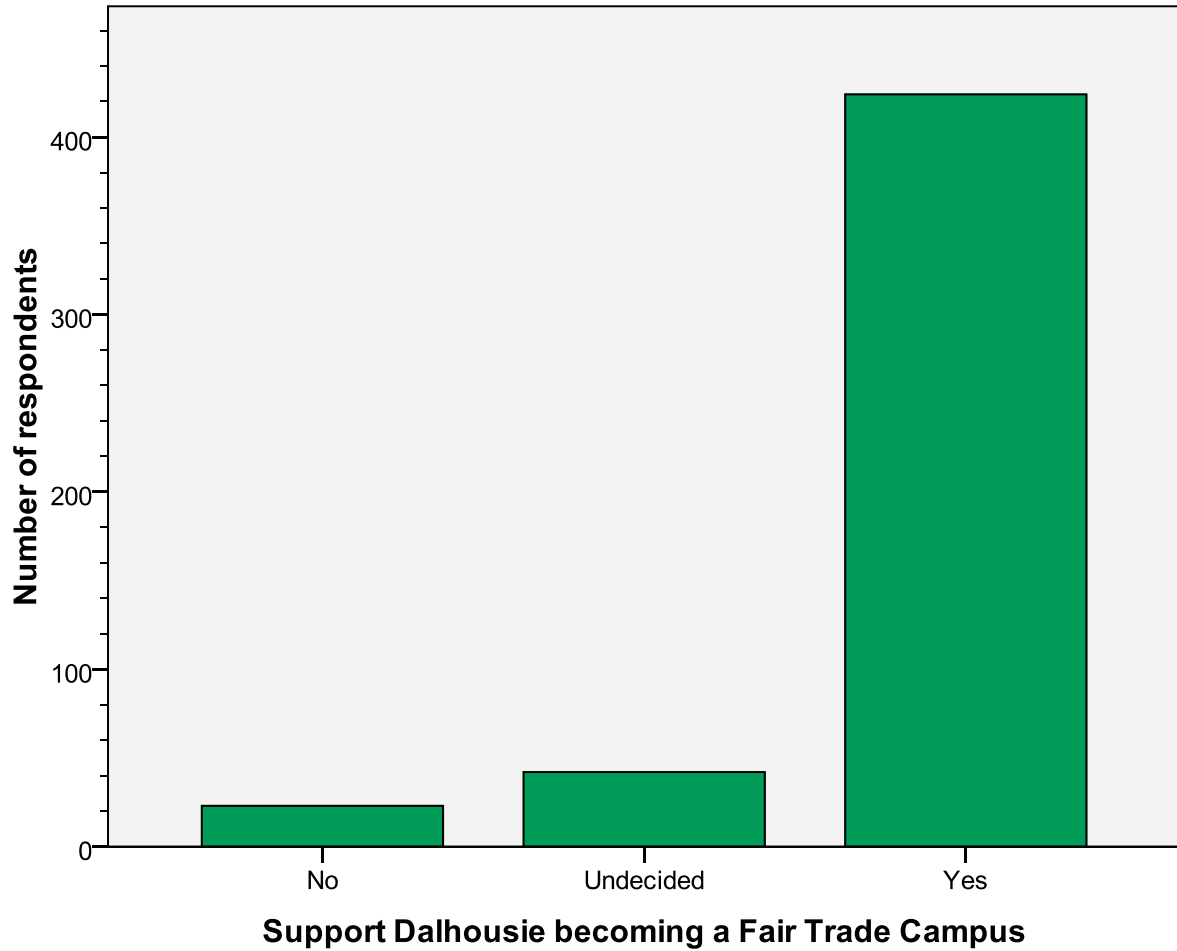


Figure 3: Survey results showing whether or not respondents support Dalhousie becoming designated as a Fair Trade Campus

Most people who responded to the survey were willing to pay more for coffee, tea, and chocolate bars which were certified as Fair Trade. The amount that people were willing to pay extra varied greatly between products. However, most did reply that they would be willing to pay between 25¢ and 50¢ extra for Fair Trade certified goods (Table 1). Many of the people who did not respond to these questions stated that they did not purchase the product and thus the question was not applicable (Appendix E).

Table 1: Survey results of the number of people willing to pay more money, within each range, for Fair Trade Certified products

Product	Number of people willing to pay more for product					No response
	0-10¢ extra	10¢-25¢ extra	25¢-50¢ extra	50¢ more extra	or would not pay extra	
Coffee	42	96	181	109	50	14
Tea	45	124	165	95	50	13
Chocolate	35	73	144	177	57	6
Total	122	293	490	381	157	33

In keeping with the above results the majority of comments in the section left for additional comments gave positive encouragement for Dalhousie to pursue the Fair Trade Campus designation. However, quite a few also reiterated their dismay that the designation does not apply to franchises and reiterated concerns about the possibility that the prices could be increased (Appendix E).

5. Discussion

5.1 Research Question and Purpose

The intention of the Fair Trade Campus project was to identify the understanding and ideological support of Fair Trade within the Dalhousie community and to gauge the willingness of respondents to participate within the Fair Trade movement as individuals, as well as regarding Dalhousie as an institution. Providing respondents with a definition of Fair Trade from the World Fair Trade Organization and the Fair Trade Labeling Organization, the FTCRG asked students, faculty and staff to complete a survey (Appendix A) with the purpose of obtaining an adequate sample of data that would answer the research question.

The application process to Fairtrade Canada for the Fair Trade Campus designation had been commenced by Sophie Henderson, a Dalhousie student and member of Engineers Without Borders Dalhousie Chapter, and Staci Farrant, the Dalhousie Food Services Manager of Wellness and Sustainability, a Registered Dietitian employed through Aramark. Both parties involved in the application process already understand the positive implications of the Fair Trade Campus designation, but there was a degree of uncertainty concerning the comprehension level that the rest of the Dalhousie community possesses.

With this in consideration, the FTCRG was advised to research the knowledge of the Dalhousie community regarding Fair Trade and accordingly their sentiments on the potential of receiving the Fair Trade Campus designation. The results of the survey would also demonstrate the level of demand for Fair Trade certified products.

5.2 Overview of Significant Findings

There were distinct themes to be observed in the results: the first being that there was overwhelming support for Fair Trade under the definition provided, 444 of 492 respondents supported Fair Trade as defined by the World Fair Trade Organization and the Fair Trade Labeling Organization (Figure 2). Many of the people who were undecided as to whether they supported Fair Trade did not feel that they had sufficient information to make a decision. The

comments in favor mainly stated that they felt that it was the right thing to do, or indicated a concern for impoverished workers which they felt would benefit from Fair Trade policies. Those opposed either referenced economic reasons for their opposition or expressed concern that the Fair Trade label was a form of greenwashing.

The second theme observed was that most of the respondents endorse Dalhousie becoming a Fair Trade Campus (Figure 3). Additionally, of the 492 people surveyed, only 228 thought that the Fair Trade Campus policy was sufficient, with a significant portion of respondents responding that the Fair Trade Campus policy was insufficient and that more could be or should be done.

A final theme that emerged was that the additional comments received were generally very positive and in support of the Fair Trade Campus initiative (Appendices D, E, F). This suggests a positive bias, however, as De Veaux et. al (2008) claims that a survey is likely to be completed by a person who feels strong negative opinions towards the survey subject, the FTCRG's results may have compensated for any opinion bias.

5.3 Consideration of the Findings in Light of Existing Research Studies

As Fair Trade has become more mainstream, research into the impact of the movement has increased. Some on-the-ground research ascertains the Fair Trade movement to be less beneficial than its organizations claim. (Haight, 2011).

One publication has stated that Fairtrade certification does not abide by utilitarian ethics due to its inability to guarantee the application of resources where they are most needed, or that have the highest marginal utility. For instance, farm owners growing coffee under the Fairtrade certification requirements benefit from receiving premiums, but it is difficult to ensure that undocumented or migrant workers on their farms actually receive an increase in pay (Griffiths, 2011). While the goal of Fair Trade is equitable trade, "another important flaw is FLO's inability to alter the circumstances of the poorest of the poor in the coffee farming community," (Haight, 2011) which means the current system benefits producers who are already landowners and neglects the interests of some of the most marginalized workers (Haight, 2011, & Griffiths, 2011), whose rights Fair Trade seeks to "secure" (WFTO & FLO, 2009).

Fair Trade also does not take into account the indirect negative impact it might have on communities who cannot afford to grow coffee under the conditions prescribed by their certification guidelines. Supporters are usually inspired by analyses implying that Fair Trade certification is inherently benevolent, because they are relevant, anecdotal success stories, but a thorough analysis needs to take into account other growers in the community to observe the potentially negative spin-off effects (Griffiths, 2011).

5.4 Implications for Theory and Practice

By acquiring the Fair Trade Campus designation, Dalhousie would be able to accommodate what is indicated in the results of question 6, "Do you support Dalhousie becoming a Fair Trade Campus?" as being the respondents propensity to support the Fair Trade Campus designation (Figure 3). At this point, however, Dalhousie does not have the capacity to incorporate the response to question 5, "Do you think this Fair Trade Campus policy is sufficient?" where the bulk of respondents asserted that they do not think that the designation standards are stringent enough, or were uncertain. The FTCRG found that those who were undecided on whether they support Fair Trade Campus designation was generally because they

did not have sufficient information to make a decision.

The difficulty with putting the results to question 5 into practice is that Dalhousie does not currently have the means to go beyond the Fair Trade Campus designation, nor does Dalhousie currently have the capacity to change the standards outlined by Fairtrade Canada. In order to manifest the opinion of the Dalhousie community, there is a need to press for more intensive change. This would entail convincing Dalhousie purchasing and administration to adopt a more progressive and sustainable purchasing policy which is somewhat viable in the foreseeable future.

Another option, although much less feasible for the time being, would be to lobby Fairtrade Canada to increase the veracity of their standards for the campus designation. A new policy with a more honest standard of Fair Trade would potentially require the removal of all non-Fair Trade products where there is a Fair Trade certified option, as well as expanding to include franchises and non-central purchasing on campus. Considering Tim Horton's and Second Cup are not Fairtrade certified and are more prevalent on campus than Just Us! coffee, making the Fair Trade Campus guidelines include franchises would create a truer sense that this designation is valid.

6. Conclusion and Recommendations

6.1 Recommendation for Action

By examining the results of the online opinion polls and in person surveys, it became evident that there was support for Dalhousie to participate in the Fair Trade Campus movement. Fairtrade Canada is the only Fair Trade Campus designator in the country and as a campus that strives for sustainable change as evident through the College of Sustainability, the DSU Sustainability Office, Sustain Dal and the Dal Environmental Law Society, the FTCRG thinks that this designation is a positive place to start, and as such recommends that Dalhousie applies for the Fair Trade Campus designation.

The most constructive feedback the FTCRG gained from its respondents was that the Fair Trade designation did not include franchises on campus. As previously discussed, Fairtrade Canada's designation requires that a series of standards that fall into three categories of *Availability*, *Visibility*, and *Committee* are met. Fairtrade Canada's website explains that the *Availability* standards of Fair Trade products does not apply to independent businesses because by seeking the Fair Trade Campus status, it is the universities themselves that are making the commitment to Fair Trade, not the independent businesses (Fairtrade Canada, 2011). Due to the large amount of feedback that was in support of expanding the Fair Trade Campus policy, the FTCRG recommends that Dalhousie take steps in promoting expansion of the policy to include franchises.

The final recommended action of the FTCRG is to promote the idea of Fair Trade around campus, which would fall under the *Visibility* component of the designation. Fairtrade Canada provides free promotional materials to support Fair Trade promotion activities, which the FTCRG recommends Dalhousie utilizes to introduce people to the concept of Fair Trade and provide them with opportunities to find it.

6.2 Recommendation for Further Research

Recommends for further research include working toward changing the designation

standards to include independent retailers and franchises, student societies, and individual departments. The FTCRG believe the current standards are misleading, as it does not require all coffee, tea and chocolate served on campus to be Fair Trade.

Recommendations for further research also include expanding the Fair Trade standards on campuses to also include the vending machines. The FTCRG would also like to propose this introduction to other projects as well, as there are many products besides coffee, tea and chocolate that can be attained Fair Trade certified that Dalhousie currently uses. Some of these products are used in dining halls as well as independent businesses on campus such as sugar, spices, honey, rice and quinoa. Dalhousie may even look into buying sports balls for the Dalplex that are Fair Trade certified.

The FTCRG believes that this project is a great stepping-stone towards further research for the Greening the Campus movement. If Dalhousie receives the designation from Fairtrade Canada, the Fair Trade movement will gain increased exposure across campus. Additionally, one of the categories of designation, *Committee*, requires that all Fair Trade products are considered when making negotiations with new contracts. Thus under this designation, Dalhousie is required to make Fair Trade part of their consideration. This designation may also influence Dalhousie to support local Fair Trade businesses, such as Just Us!, in being the main supplier of Fair Trade coffee, tea and chocolate on campus.

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The Dalhousie Student Union

Appendix A: Survey (In person - Opinio online survey contained the same questions)

1. What is your affiliation with Dalhousie Student [] Staff [] Instructor/Professor []

2. On a scale of 1 to 10 (where 1 is poor and 10 is excellent) how well do you understand what Fair Trade Certification means? _____

“Fair Trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South. Fair Trade Organizations, backed by consumers, are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade" (WFTO & FLO, 2009).

3. Under this definition do you support Fair Trade? Yes [] No [] Undecided []

4. Why?

As a Fair Trade Campus, Dalhousie would have to make all coffee served on campus Fair Trade Certified. At least 3 Fair Trade teas and 1 Fair Trade chocolate bar must be made available at all locations selling tea or chocolate bars. This would not affect independent retailers/franchises (ex. Tim Hortons), student societies, or individual departments and only applies to the official university food service providers, in this case Aramark and Sodexo.

5. Do you think this Fair Trade Campus policy is sufficient? Yes [] No [] Undecided []

6. Do you support Dalhousie becoming a Fair Trade Campus? Yes [] No [] Undecided []

7. Why?

8. How much extra would you pay for a cup of Fair Trade Certified coffee?

0-10¢ extra [] 10¢-25¢ extra [] 25¢-50¢ extra [] 50¢ or more extra [] Would not pay extra []

9. How much extra would you pay for a cup of Fair Trade Certified tea?

0-10¢ extra [] 10¢-25¢ extra [] 25¢-50¢ extra [] 50¢ or more extra [] Would not pay extra []

10. How much extra would you pay for a bar of Fair Trade Certified chocolate?

0-10¢ extra [] 10¢-25¢ extra [] 25¢-50¢ extra [] 50¢ or more extra [] Would not pay extra []

11. Additional comments:

Appendix B: Contact List (Not all those contacted are known to have forwarded the survey)**Various**

Notice Digest
Dal Sticky Notes
Dalhousie Student Union Sustainability Office
Dalhousie Safety Office
Dalhousie Student Union
Eco-Efficiency Center

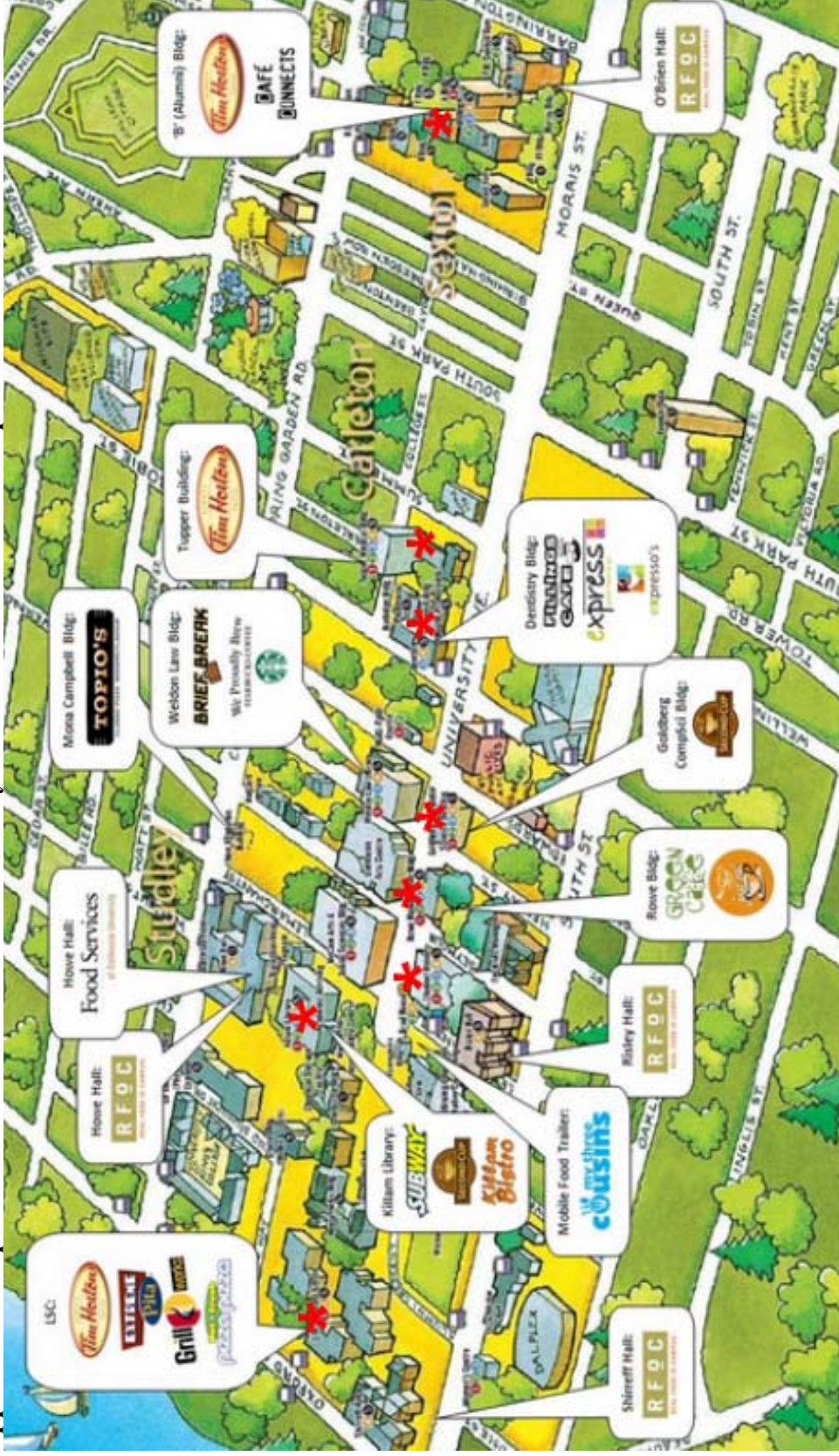
Departments

Biology
Sustainability
International Development
Environment
Economics
Graduate Studies
Pharmacy
Health Sciences
Earth Sciences
Faculty of Arts and Social Sciences
School for Resource and Environment Studies
School of Business Administration
Computer Science

Student Societies

Dalhousie Arts Society
Dalhousie English Society
Political Science Society
Management Society
Dalhousie Biochemistry Students Society
Dalhousie Association of Biology Students
Environmental Students Society
Dalhousie Medical School Society
Student Association for Health and Human Performance

Appendix C: Map of Food Service Locations and Survey Locations on Dalhousie Campus



* Survey Locations

Appendix D: Answers to question 4 of survey (Why - do you support or not support the Fair Trade definition?)

Based on the above description alone, using terms such as 'respect' and 'dialogue', it is hard to see it in a negative light

Because it makes sense

Because it would support actual producers

I have no opinion on this

Good idea, not necessarily practical

Because it is fair?

Seems good, good for global economy and well being

Don't like workers being abused for the sake of profits

It supports the worlds total economic surplus and allows for individuals to specialize but it can damage native companys

Because it means everyone involved earns a fair price for their work

Because it supports fair and sustainable labour practices

Reduces conflicts overseas

It's goal to support 3rd world countries but we also need to consider our own country and other countries that we already trade with.

Because people should get the right compensation for their work

Fair trade is a pretty cool guy

Sustainable development will help have a better future

It is in line with my valuesmorals

Most people support this already

It seems like a good idea

I would be more convinced with further information on the topic

It is a small but thoughtful forward step in social justice

I want to support the people who are actually doing the work

It works better than any other definition so far.

fair

Beneficial to the local community

It's better

I don't know if any companies are really "fair trade"

More fair to workers in different countries

It works toward increasing equality

People in every part of the worl deserve to be paid equally for the same level of work.

fair hiring is support for workers

Providing people with a fair income is obviously the right thing and something that needs to be done

Because it is based on dialog, transparency and respect, that seeks greater equity in international trade to protect labourers and local businesses to be sustainable and so that they are not taken advantage of

I'm all for worker equality but U'd like more info about your methods and their efficiency
 Sounds like everyone gets what they deserve
 In the definition
 Equality, equal share for equal work.
 I do not know enough information.
 Helping out those in need.
 Having the better situation.
 Equal rights for workers in other countries.
 Secures the rights of the workers in an industry where they are often taken advantage of.
 Sounds like an important initiative.
 Producers and workers deserve their rights and they should be protected.
 Workers are fairly compensated for their work.
 Support producers.
 Because I would need to learn more about it.
 It's good for the growers and takes less advantage of them.
 So it is fair to the producers and workers.
 I believe people should be able to be treated well at work and learn a decent living.
 Because it supports equality related to business.
 Bad conditions for workers and exploitation makes me sad.
 Why not - it is for the people!
 Supporting people that would not pay extra otherwise have the chance.
 There are important goals.
 It makes trade conditions fair for everyone.
 Equality and transparency are ideal
 more of a symmetrical distribution between
 because it supports gives support to producers
 better conditions = fair
 it is seeking to make changes in unfair trade policies
 because nothing is skimmed off the top
 I support fair trade because it establishes the sale of coffee- which is fair and just for all the people
 ft means paying *up arrow* in their contry is not comparable to wages in developed world
 most while people are assholes
 if people make a fair wage, then that is a good thing
 illegible
 It is economically not feasible and represents an unrealistic market distortion vs. humanityethics etc.
 paying farmers appropriately for their work is necessary
 sustainable trade effects everyone
 as someone who is committed to working towards a socially just world, supporting fair trade is one way
 that we can vreate solidarity with workers and people that the country we live in generally exploits

Producers + workers should be treated well and fairly compensated

Equity for all

"Sustainable development"

It gives credit where credit is due as it gives the people ability to work the way they have for as long as they can w/o injury or minimal injury (physical/mental)

I feel that everyone should have equal trading opportunities in the international market

It strengthens local markets and communities and gives power to the consumer

Equitable distribution of wealth

Coffee is the number one commerce of the world. This issue is important!

Fair trade guarantees a better deal for Third World producers

To put an end to injustice in the world

It's a step in the right direction

Workers are treated well and make a fair earning

Countries in the South don't have "minimum wage" like we do. They deserve fair wages

I generally support marginalized producers and workers

Fair trade promotes sustainable farming

Communities are encouraged to be self sufficient - little outside influence on local agriculture + fair wages

Good social movement

More of an equitable distribution of wealth

More information is needed before I can make a decision

I support a third party certification that farmers and manufacturers are making fair wages

I would need more proof that Fair Trade certification works

Poor farmers in the South should not be exploited and this certification verifies that

Transforming trading structures in favour of the poor

Fair trade provides farmers with a higher share of the final selling price

Fair trade aims to help farmers deal with volatile changes in market prices

Only a small percentage of farmers will benefit from higher prices (the countries chosen by Fair Trade).
The others could be worse off

Fair wages

"Voting with your dollar"

It's important to consider the working conditions of workers

I believe we should take advantage of these 'marginalized' people as much as possible. The world is about survival of the fittest and our large and magnificent nation is much more fit than their's. Whether or not it is true that the trade is unequal, how are they going to learn about the real world if handicap ourselves?

It's a way to insure that as a consumer, my purchases benefit the producers & workers more directly.

It means a better price for labour as well as ensuring a level of environmental sustainability.

I don't know enough about the full extent of the issues from all sides

because its the right thing to do

Corporations steal. my only power as a human is the money i spend. I wish it to support those who work and struggle.

environmental justice, equity, and living wage for farmers, workers

There is a lot of detail provided in order to give me an idea what fair trade is and what it does.

Basic decency.

not sure of all the implications, including cost. There is a higher cost to fair trade.

Support of equitable trade.

It portrays a very positive benefit to the workers of producers but seems to vague. If it were a bit more specific or to the point on the what changes were to be encouraged or to what is being corrected I may have a stronger opinion.

It is the right thing to do

because it means the fair treatment of those who otherwise will be under paid by corporations and middle men

Fair trade products give consumers the choice to buy things from producers that are receiving fair compensation for their work. I support it because it is ethical.

Primary producers should be paid in a fair way with less influence of intermediate trade.

I don't support poor working conditions in other countries where their products are shipped here for our consumption.

Is is the socially responsible way to behave.

It is important to support the marginalized workers over the large corporations.

At it's basic level, Fair Trade helps to ensure that workers in developing countries have fair wages and safe working conditions. Most workplaces in developed countries already meet these requirements and as people who live in one of these countries, we should not take this fact for granted.

farmers get to benefit, they are not

Because then you know the manufacturers are getting their fair cut of the product revenue.

Because it allows for equal opportunities for people in poorer countries, rather than the poor countries being exploited.

Globalization shouldn't be a one-way street. By this I mean that our western exploits in the developing world have greatly improved our quality of life but has done little, if anything, to improve the poorer members of our global community. It's is our ethical responsibility as consumers.

Paying a sufficient amount for products like i.e. coffee beans to farmers prevents them from endangering their family, in that it deters them for getting paid a now similar amount as i.e. a cocaine middleman.

because all will benefit. I'll receive better & pure food, farmers receive better prices & better work conditions, retailers receive our trust & interest

Because people get paid a fair price for their hard work and goods.

I want to avoid harming other people through my consumption choices as much as possible

It is only fair to treat all people involved in the process of a trade with fairness and dignity.

Because people get paid a fair price for their hard work and goods.

It undermines local and global economies by creating artificial trading environments. The quality of product decreases, because there is a decrease in competition and no incentive to improve value. I do not believe that sustainable change can be implemented with this kind of artificial, top down approach.

When looking at non-fair trade products purchased and sold in Canada, it is easy to see that having fair trade products not only benefits us as consumers by receiving good products, but also to those we partner with to provide a fair means of exchanging goods.

Right thing to do.

Because it is good and fair and this is how I would like to see the society in which I live be.

Knowing the definition doesn't enhance my knowledge enough to make an informed decision on this topic.

Seems more fair to everyone

Fair Trade seems like an effective mechanism for ensuring that rich Northerners aren't taking advantage of cheap southern labour. I think it has the means for creating a more prosperous, sustainable and equitable society.

It seems to focus on the improvement of working conditions and further human rights.

I believe that producers of food should be highly valued as sustainers of life. I believe that these people should make fair wages for their extremely hard work and their knowledge of crop production, and they should not be exploited.

I'm a decent human being

Because we've created a world where most international tradebusiness is done'unfairly', marginalizing people the benefits of their labor and violating human and environmental rights. Thus, it is our responsibility to participate in fair trade, as well as to encourage similar programsinitiatives.

sustainable and environmentally friendly

I am not keen on the 'especially in the South' statement but the principle is key to equality in trade relationships.

I like to live in a world based on equity, even if 'the forces that be' say it is impossible! I think that our little daily choices all add up to the systemic organization of the world we live in. So I think fair trade is one way in which we make the world more sustainable, fair and peaceful.

It's AWESOME!

Hopefully, it improves the standard of living of farmers and crop growers.

Because although it's not perfect, Fair Trade certification is the best option we've got so far to reduce the amount of exploitation occurring in cash crop industries.

Fair Trade is something I really believe in. I've visited coffee plantations in Grenada and seen what a difference this can make.

I support Fair Trade conditionally. If it actually guarantees a fair living wage and working conditions then I support it. I am wary of Fair Trade washing being used by corporations to appear ethical when they are in fact not so.

it moves the industry towards more sustainable structure

I believe at it's very coreessence, fair trade IS respect, it is treating others the way you want to be treated, and it is respecting the homes, livelihoods, and ultimate quality of life of other human beings. I think if this kind of respect is adhered to, the natural environmentconditions of the community are also innately respected andor preserved.

I believe that it is important to buy from sustainable resources that give the humans making the product an equal right and safe working conditions.

As an international development student I feel that supporting Fair Trade Certified products is a priority in the global north. Global trade equity is very important in the fight against global poverty. Fair Trade Certifications give marginalized producers and workers the opportunity to be paid fairly for their work. I see this as a basic human right and producers and workers in the first world would never stand to be paid the rates that marginalized people receive.

I believe that it is important to buy from sustainable resources that give the humans making the product an equal right and safe working conditions.

it just seems like the morally right way to conduct trade.

Sustainability and equity should be at the core of industry.

I think its important to support our fellow man - both locally and globally. I just feel that its right.

To promote fairness and abolish exploitation in this NIMBYistic society.

its fair

Because it promotes self-sustainability of farmers in other nations, and allows them to receive fair prices for their goods.

Because it supports producers and businesses.

Because it's important.

Fair Trade is important to ensure future sustainability for workers and producers in the Global South.

Yes, but is still a westernised mechanism that does not always put the farmers first but the certification first. Can also undermine our trading partners national policies and programs to ensure their farmers are treated fairly by foreign firms.

fairness and environmental sustainability

Because it's fair

Offering Fair Trade goods would not pay extra only benefit the students, faculty, and staff at Dalhousie, but it would also benefit those who work hard to provide us with their goods and services.

I think its important that workers in others aren't exploited and that the money earned isn't mostly made by major corporations in other countries.

it sounds just! should have been fair trade from the beginning.

It's better than oppressing the producers through multinational corporations.

Thats what it means. Fair all the way around.

It's a great concept and would help to raise awareness of inequity issues, as well as allow Dalhousie to contribute by providing Fair Trade products.

it is important to take care of every element of the value chain. Farmer's deserve the opportunity have a successful future, whatever that might entail for the individual.

Giving better support to developing countries, to the people who need it, for their work, its not aid.

For a better world tomorrow.

It contributes to sustainable development and trade that allows for fairer prices and recognition of the workers and producers.

Would need to learn more about it first

Because I think that we should know what goes into the food we eat, not just the edible contents of the food, but also the fiscal and ethical substance that backs the edible content.

Supporting worker's rights is the morally right thing to do. It is unfair for the richer Northern countries to exploit the poorer South. And it is good to know that as a consumer, we can be informed about where the product is coming from and what social impacts our purchases have.

I think many trade rules are outdated, and almost amount to colonialism. The already wealthy make the rules to benefit us in the North with cheap products, while not giving fair compensation for the labor of those in the South. I would be willing to pay more for my coffee if I knew the extra was going to help a producer make a better living(even though I am a student and certainly not rich, I am not struggling to survive either!)

I think the ideals of Fair trade are laudable in that they seek to ensure decent wages for producers.

According to the definition it is offering better livelihoods to people in poorer countries. However, I do know that it does not really work out as well as it tries to

Its a better practice for the world in general.

By far a better solution to getting 3rd world countries on their feet than just donating money.

I support sustainable practices and fair price for farmers.

Because it sounds fair

It can be exploited greatly, there should be more 'Standards' set.

I believe everyone should have the right to a fair price for their goods and that increasing the communication and awareness around the world is necessary to make our country and world a better place that supports people who work hard.

Fair Trade serves to redress inequalities created by international trade in commodities; countries like Canada can all too easily take advantage of unjust labour laws in other countries to buy products at prices that fail to provide both producers and consumers with a decent quality of life.

exchanges should benefit all stakeholders, including the environment

I want everyone on the planet to have the same luxuries as me.

It helps supports sustainable development, trade conditions that are conducive to equality and supports producers.

it is good for suppliers...fairer

Supporting basic human rights through fair trading is important.

I don't know enough information.

It's an ethical approach to commerce.

We need to be more accountable to the global community that produces the goods that we buy.

because its a more global socially just way of doing things

Needs more clarity ad to what constituted 'better,' 'rights,' etc.

Because this is an important aspect of creating a sustainable economy for both supplier and consumer. Creating trading relationships based on equity, accountability, and fairness is an important social justice issue that all North Americans should be made aware of.

I believe in 'partnership, based on dialogue, transparency and respect', as well as 'sustainable development'.

It's the right thing to do.

It's awesome! Wanna be equitable'n whatnot. I'd rather pay someone what they actually deserve for the labour they've put into my product, than not.

It's morally the right thing to support

Because it is fair.

I believe it is important to support communities all of over the world and treat individuals with dignity. By participating in fair trade practices we doing this. I believe it is also important to the environment and our economy.

As a matter of international and social justice.

Everyone should be able to afford a decent living. Coffee is a luxury, in that it is not indigenous to our region. For this reason, I am willing to pay more for my coffee to ensure that those who harvest it and prepare it for export make a real living wage and are able to thrive.

Because it provides profits to the hard working farmers and not just the middle men

The growers deserve better working conditions!

Just seems that we are putting all this money into services when tuition is increasing substantially. Tuition increased greatly last year and now it is going up again. Seems like we should not be conducting frivolous services on campus.

Because I don't want my coffee or tea to come from slavery.

It only seems fair and just to engage in these business practices.

Fair Trade values workers at all levels of production, unlike conventional trading which often exploits workers of poorer nations, where there is no local law preventing them from treating thempaying them terribly.

Nowadays, the trends is globalization, I think it is important to have a common principle to organize the trade. and Fair Trade meets my expect.

Puts emphasis on equality when it comes to international trade. I try my very best and go out of my way to find products that are fair trade.

It is a way of giving small producers a fair wage and encourages sustainable farming practices. This in turn helps build a sustainable community.

This definition advocates for the farmers and workers as well as the environment, and begins to change the status quo.

I support fair trade because I think it has proven to improve the lives of workers.

If we want to have a more just world then we have to start paying fair and true prices for the goods that we consume and fair trade enables us to do that. We are constantly trying to help the third world by offering them aid in the form of cash loans or food but the best way to help them is to pay them a fair price for the world they do.

Gives more rights to farmers. Ensures fair prices for them. Sustainable development is the future.

It is the right thing to do as the people demanding and consuming the product. We shouldn't be threatening someone's livelihood just to get cheaper coffee. So glad Dal is doing this :)

Because it is a why of engaging in global trade without taking unnecessary advantage of developing countries.

I support Fair Trade. I believe that equity is one of the most important issues facing us at this time.

Equity is one of the most important issues facing us at this time.

I prefer to have the option of what I purchase. Clear guidelines, certification and identification of Fairly Traded products is helpful, but I still want to decide.

people in third world countries are working hard fun us, developed countries, to enjoy luxury goods. They should also be bettering their social welfare by doing this work. Fair trade assures there is no child labor, violence, and taking into account other social concerns.

Because it allows all parties who are concerned to get involved with the process, creating a system where the people who are doing the work are getting the credit, treatment, and payment they deserve, and the people purchasing the product are assured that they are consuming an ethically sourced product.

Because I believe everyone is entitled to earn a reasonable standard of living and it is unacceptable for those in affluent nations to exploit workers in other parts of the world just to save a few cents on our luxuries.

because people deserve to work in good conditions and make fair wages. And North American industry tends to be led by rude greedy SOBs that exploit those of lower incomes and status.

It's time consumers in the North firstly understand the implication of consuming goods produced in the South, and secondly reduce the marginalization by taking ownership to improve the living conditions of the farmers and workers who produce what we consume.

the world needs more equitiy

I am not prepared to sacrifice my current livings standards, or encourage economic growth and development in the Global South (for population reasons).

It works helping not only individual group, but humanity as a whole. If we work all together working for the improvement of every society we will serve at the end not to societies, but to people.

Fair trade incoporates social equity and human rights. It also incoporates priniciples of responsible environmental management and community economic development. I have heard from some groups that they thing Fair Trade certification is being taken over by large corporations who are watering down these principles. Has there been any discussion on this?

Fair trade ensures that people are not being taken advantage of. In the world, there are many instances of people usually in third world countries that work every single day to produce a primary good and still can't feed their family. This is unacceptable.

It is an egalitarian policy and promotes the creation of a classless society.

I would like to see global economic, social, technological and political equality however, I believe that the more 'in between' people and organizations there are the more complicated the situation becomes. I would like to see Fair Trade Principles practiced with a direct agreement between buyer and seller without the 3rd party organization or 'partnership'.

Many things need to change to make a more equal world and this is a good step in beginning the process.

It's important to support the farmers and ensure fair wages

It seems that it deals well with attempting to support smaller producers and to ensure that international trade is more fair.

A lot of farmers and workers, especially in the developing world, do not receive adequate wages for their products especially in comparison to the cost of the final product, and this definition says fair trade seeks for greater equity, as well as transparency and respect. I support the fact that they are trying to raise awareness and create a better trading process.

It promotes social and corporate responsibility and accountability - we should be aware of where our goods come from AND allow the people who provide them to us a DECENT living and wage.

Because I feel like small farmers should be paid fairly so that they will continue to grow the food that we eat.

I support human rights everywhere in the world

It appears to me that Fair Trade is becoming synonymous with lower quality for a higher price.

Because it's the 'right' (ethical) thing to do.

it's the right thing to do, respectful of others and the 'should-be' equal partnerships of our world where trading is essential

Fair price to the producers and workers in developing countries so they can support their families and take pride in their work

Because it's the 'right' (ethical) thing to do.

It is the right things to do.

Because sustainable practices for the environment and the well-being of people make the most sense.

I support the goal of more money getting to the producer, but can't conceive of how a 'fair' price can be determined.

justice

We have to think globally and support all people and sustainability.

Short version: because it is the right thing to do. The people who produce the items deserve to make a decent living by their labours and they deserve the respect due to an honest worker.

Fair Trade seems to be a good way of stimulating development opportunities without reliance on hand-outs. It challenges consumers to think about how suppliers are treated, and encourages them to pay marginally more for products so that producers can have better living conditions and fairer wages. It also provides a small-scale option in the marketplace, at a time when huge multinational corporations and conglomerates dominate the supermarket shelves.

It is a needed alternative to the pure 'free trade' economic model, where workers are exploited, land is polluted, and communities uprooted. I passionately support giving a fair, living wage to workers, and to stand up against worker exploitation.

A respectful relationship is important in any partnership.

I believe the fair trade movement also promotes peace and stability in the world and that is important to strive for

environmental sustainability and social justice are important.

Because the inequalities on our planet keep growing and I would rather give my money to the producer than all the middlemen. There another dozen philosophicalmoral reasons as well but too long to enumerate.

because I believe in justice over greed and I strive to be a responsible consumer.

I have an interest in social justice, and Fair Trade fits within my concept of social justice.

in a global economy and society we should act responsibly about what we buy and eat and how we live. This requires a shift in our thinking but more importantly we need to act on these principles. The more we see it in practise the better.

Because it presents me with options for more mindful consumption.

I believe in paying real prices for food and other consumer items, and preferably to the people to whom it is due (the producers themselves). We should support their rights as workers and as human beings, and supporting fair trade is one way to do that. Also, isn't the shortest path between two points usually the most efficient?

To work toward less inequality between rich an poor countries. to support farmers being able to earn a livelihood through their work

Because through a single cup of coffee it can remind me (a) where that coffee actually comes from, (b) about the hardships that most coffee producers face, (c) that there is still plenty of 'unfair' trade going on, (d) that I can act as a responsible and informed consumer, (e) that my relatively small choice may have significant ripple effects for myself and others, and (f) that local and global are interconnected.

Everyone deserves to be paid adequately for the services and products they provide to the world market.

I want my choices as a consumer to inflict the least damage on the environment and people. Fair Trade would ensure that producers receive just treatment and compensation for their products.

Because it's not exploitative; it doesn't take advantage of producers' need to 'take what they can get' from foreign purchasers, leaving them destitute.

Because it promotes social justice, and it is equitable.

Because as a human being I choose not support institutions or organizations that take away the rights, potential and dignity of other human beings through unfair capitalist trading practices.

The producers of coffee deserve to receive a fair price for their work, especially seeing as people in the North pay so much for coffee items already - who is the money going to?

Our global economic situation like our global climate situation is in need of a serious over haul in policy and efforts in transparency. Large policy makers keep citizens in the dark and this needs to change if want society to regain any footing in our time of need.

I support Fair Trade because I have been educated on it in the past. I believe the farmers who produce coffee beans and any other product should be compensated fairly for their work.

it increases transparency in the buy and sell of coffee. the people who grow the coffee need more money and equality.

Due to contributions to sustainable development.

Because it protects producers and workers.

It is a better alternative that we currently use as a system of trade.

seems fair and effective

The definition sounds great. Reality, though, is a different being.

I believe in capitalism, but not in exploitation. By removing the middle man, fair trade helps to set each merchant on equal ground, to do capitalism the right way.

Fair trade is all around better for individuals, the environment and the economy.

I support fair trade because I believe that it is an important step in our society becoming sustainable.

It's the best way for institutions to make a commitment to better food purchasing, and addresses (in some way) the conditions under which our food is produced.

everyone deserves fair wages no matter where they are from.

Fair Trade is not enough, but it is certainly a start.

The people behind making our food and coffee deserve ethical and decent support.

Fair is fair - I don't think that we, as North Americans, should be exploiting any workers. Fairtrade offers a solution for local economic growth in many countries, which is a realistic and economically sustainable alternative to international aid in 'undeveloped' countries.

It allows for agriculture to develop sustainably and allow developing nations to earn living wages

While I'm not a fan of 'awareness raising' I believe in fair trade as a more just system than blind economics, especially considering the gross inequality between those producing products and those profiting from them.

Every human being has the right to fair working conditions that do not exploit or harm them. The first and third worlds are so separate that there is not enough dialogue to ensure that workers in third world countries employed by first world companies are given their basic rights. Fair-trade is a step closer to helping achieve that and that it receives continued protection.

I support Fair Trade under this definition because of its emphasis on securing rights for those who are normally marginalized through their involvement in the coffee industry. I support the notion that instead of just selling a product, there is social responsibility attached to this through awareness promotion and campaigning for change regarding unethical trade practices.

It's ethical, and we should be responsible to make these ethical choices

I feel strongly that workers, regardless of where they live or what they do, should be treated fairly and with respect, and given the chance to have a high quality of life. I am deeply saddened by the fact that many workers in foreign countries are taken advantage of by multinational corporations based out of rich nations such as Canada.

It is more just. We have a responsibility to treat other people well, and that includes those affected by the food we eat.

cuz

Upon reading the definition I agree with fair trade because it is based on transparency, respect, and equity, all of which are necessary for development. However, it is not as simple as a definition that sounds appropriate. Although fair trade is a step in the right direction, many of the prices that farmers/workers receive are still not equitable in the world economy, continuing to marginalize those individuals.

It's important to do seize any opportunity to break down the remnants of colonialism that today manifest in economic inequality.

Besides the fact that fair trade is indeed more 'fair', it also appeals to the idea that the food isn't faceless: that fair trade food respects those who produce it as well as those who consume it.

Fair Trade partnerships ensure that producers are receiving a fair part of the profit when their goods are sold, and it also assures the customer that they are buying ethical goods.

Current trading partnerships appear to be seriously lacking in respect for producers and workers. This is unacceptable and degrades all of humanity. I feel that anything seeking to remedy this situation is worth supporting.

Because it betters societies everywhere...

It is important as consumers that we strive for equality in all our dealings. The university should be no exception.

We owe it to the people and the environment to support Fair Trade. All people deserve an equitable wage and we must do our part to minimize further damage and degradation to the environment. I would ask, rather: why wouldn't we support it?

I'm an IDS student....enough said.

It is a simple way to make a big impact

Because fair trade can be part of broader social change and bring awareness to how our current food systems work

Equality is always a good thing. I think western countries have taken advantage of poorer nations in international trade situations in the past because it made financial sense for the western countries. However, I believe we also have a responsibility toward the global community. We can't just think in terms of what's the most economical for our country -- we should always be factoring fairness and equality, and global benefits, into the equation.

It's important to be actively engaged within the trade market in a sustainable and caring manner.

I believe we all need to start thinking more carefully about where our food comes from, who produces it and in what conditions.

It is a step toward reducing exploitation of farmers in poor countries.

I think it's not only important, but just, to provide farmers/producers with more benefits, and not give everything to the traders.

Simple - it is the right thing to do.

I had a longer answer but met the error 'Free text is too long' In short, Dal becoming a Fair Trade campus provides much of the good with little of the bad.

I am passionate about seeing economic and social development in the Global South

I believe that each individual and organization has a right to earn the worth of their production, and we the greater buying power need to facilitate and enable that worth to be understood and acquired with an appropriate and deserving fare. Not to be taken advantage of. Not to be in lack of consideration of the security of those who produce. We as a western society can always do better - and we should strive to do so.

It seems like the right thing to do.

Fair trade supports workers who are often marginalized by large corporations, allow them to make a decent wage and helps to eliminate poverty.

it's fair, which it right

It's important that all workers to be paid what they deserve, to have the freedom to do what they want with their business, and to have good working conditions.

I would like to see the affluent west stop exploiting the poor. I support more equitable distribution of wealth.

Because it is the right, and 'fair' thing to do. Why not?

It lessens the exploitation of workers in developing countries.

It's the right thing to do.

It sounds like a definition that would apply in the USA as it refers to an ambiguous location called the South.

Currently, because of free trade agreements, transnational corporations and wealthy in the global south are able to exploit campesino and farm workers. There is little transparency, there is no necessary minimum wage in many cases. By implementing fair trade practices workers can at least be paid a living wage and work in ethical working conditions.

We're used to artificially low prices in the developed world. Paying more to ensure fairness is essentially what should be done.

sustainable development is mentioned and important aspect of fair trade

It sounds like a way of trade that supports all parties involved.

'live simply to let others simply live'. We can't keep taking advantage of everyone, all the time, for everything. It's pretty disgusting, actually. Plus the fair trade goodies ALWAYS taste muchos more delicious.

Just because we receive our goods from across borders, it does not mean that the source of our goods should not be under the purview of the consumer. Borders don't erase social injustices, and it is our responsibility to treat international trade the same way we would treat domestic trade, equitably.

Ensures better working wages for producers

I support fair trade, because not supporting it causes the suffering of hard working people in other countries that deserve the same occupationally safe environment luxuries that I enjoy.

I believe it is a good initiative to try to link consumers to the producers and to create awareness about the issues that our current trading system has. Obviously there are flaws with the fair trade initiative as it can cause consumers to not try to get further involved in solving our trade problems.

I believe that the conditions in which developing nations are currently under do not allow them to prosper, either politically or because environmentalist legislation will try to prevent the use of many resources that could aid in the development of these nations. Fair trade is another alternative to the development of third world countries

It is an important first step to eliminate unfair trade and increase global equality.

It is an attempt to redress the exploitation of fragile and vulnerable communities.

Producers and workers should get what they give; in other words, trade should be FAIR. If we can help them to achieve optimal trading conditions by practicing fair trade as a rule, then I think we should.

It seems a self-evident moral decision that my consumption should not cause deathpoverty to those providing the materials.

Globalization is leading to a 'race to the bottom' with states fighting over who can provide a product to wealthier nations for the cheapest price, often below their profit margin so it damages the country. Also Fair Trade promotes good working conditions.

It gives the people who are producing the merchandise a fair price for their goods rather than being taken advantage of by a developed country.

So many reasons. I think my chief motive is this: I want to eat good food without my enjoyment being marred by the knowledge that my pleasure at this coffee (or whatever) paid for with human or environmental suffering.

We here in the global North take it for granted that we are paid fair prices for all our products. Coffee, one of the biggest selling products on university campuses - is produced primarily in the global South. These producers should have the right to obtain sufficient profits for their product (that is also hugely marked up before we buy it here).

Appendix E: Answer to Survey Question 7 (Why - do you support or not support Dalhousie becoming a Fair Trade Campus?)

Perhaps it will inspire students to purchase fair trade products elsewhere, and to become more aware and conscientious of where their food comes from

Why not?

I have no opinion on the matter

Not sure if it will really matter

Improve the international image and would provide useful products

Because it is good

Same as above

Support fair trade

It would make Dalhousie a better place

It can make for us to get cheaper stuff

Because then I know where the products are coming from

Just cause

Its more in line with student voices and is a hallmark for Dal

****ILLEGIBLE****

It is good for our image

In this time and age, it is our responsibility to establish a foundation for future generations to come

We have to start supporting it to make a difference in those peoples lives

fair

It's better

Make the whole campus fair trade. Don't settle for such a small portion of the pie.

It would promote diversity

I'm not fully aware of the complete consequences.

need more info

once again, providing our suppliers with a fair income is something that needs to be done

One step in the right direction is better than none

It's a little thing we could do to bring change

socially responsible, economically sustainable, politically responsible, alternative choices

Can Dalhousie impose this on its food service providers?

Need more information to make a decision.

Need to learn more facts.

We should be showing our support and appreciation to workers in other countries where we buy things from.

I need to know more about it to say if it is sufficient or fair.

I already support fair trade off campus.

Good idea to support producers.

It is a good program.

It is an excellent way to bring awareness about these issues to students.

Same reason as stated.

Sounds great but it should apply to all retailers. No one buys Aramark coffee when there's a Tims in every building.

People deserve a choice.

Same reason as stated.

It's a small step that can make big change.

it's a good policy

it's the first step

to endorse the growth of fair trade

we should not be selling products that are damaging to people globally when alternative products are available

why not

why not?

its something many students care about and everyone should think about

illegible

departments should be supporting it

I think individual choice is fundamental to any kind of meaningful participation in a 'fair trade' model

same as above. Universities must lead the way

Dalhousie should and needs to commit to more sustainable practices and recognize that its decisions have a huge impact on other people and communities. Not committing means making a decision to be social unjust, further marginalizing and exploiting workers

Demanding more runs the risk of being rejected outright

All coffee served on campus should be fair trade, including franchises

I didn't even think there was a fair trade policy on campus this means it's not sufficient

To support trade with international producers and introduce items from different areas instead of selling exclusively Western products

Need to have more statistics and numbers, etc.

I am undecided because I believe all coffee (etc) on campus should be fair trade, including Tim Horton's

Dalhousie can be a good example to other universities

How is it a fair trade "campus" if it only applies to Aramark and Sodexo?

Do vending machines count? I need more information before I can support this designation

Harder to control the business practices of franchises such as Subway + Second Cup, but you can control practices of Dal

Should be called "Fair trade university food service providers". Not Fair trade "campus"

I trust FairTrade

All coffee should be fair trade, not just coffee served by the university

Because I don't think Dal was certified before and I think it's important that we are

I would like to see changes in the designation policy before I can make a decision

Students drink a lot of coffee!

Fair trade ties in with current global issues that students are interested in

I would need to see more figures/numbers before I can support Fair Trade

Students need to stand up for what they believe in

Because the premise of question 5 is faulty. Aramark operates many of the Tim Hortons franchises on campus. The statement conflicts; it cannot apply to Aramark but not apply to Tim Hortons, that statement simply does not compute. I can't support any initiative so poorly researched.

I want to point out that question 5 is not fair. There is no answer 'I don't think they should have to do this at all'. I don't believe we should make demands on our food service providers like that. I do not believe that we need to help South American countries along. If any one should be responsible for providing aid to those countries it should be Brazil. I don't know if you know this but Brazil is one of the fastest growing countries in the world in terms of GDP.

Promotes awareness and support campus-wide.

Nova Scotia is leading the way in terms of fair-trade production and demand. Brands like JustUs! can be found in most grocery stores around the province. It's time that Dalhousie took the lead in the university communities.

if Tim's, etc., are not restricted, is it fair to Aramark and Sodexo to be restricted?

because its the right thing to do

a little is better than nothing. step 2 is to send tim hortons off campus

Tim Horton's should be forced to offer a fair trade option or not be franchised on campus.

Becoming Fair Trade allows for an efficient way for the economy to share the wealth

In support of campus sustainability policies.

I don't know enough about fair trade to make a decision.

Fairly easy to initiate

I am unsure if this would affect the tuition or meal plan prices and I don't think it's right to raise these fees any higher than they already are.

Our food services could be improved in many ways, and this would be one. Maybe becoming a fair trade campus would lead to us becoming a local food campus or organic foods.

Rise awareness of fair trade organisations amongst students and staff by providing some products

Promotes a positive message

Is the socially responsible way to behave.

Aside from above opinion, Fair Trade would be better than not, however should also push for more local.

Nothing to do with fair trade. Dont find the coffee is as good.

Lots of reasons - set an example, make a difference, lead the way, help marginalized people, raise awareness, etc

I spend the majority of my time in the Life Sciences Center. I have observed that the Tim Hortons receives a lot of business. I don't know if serving Fair Trade products at official university food service providers would be worthwhile.

It is the responsible thing to do

Because it makes people more aware of the problems in this world.

I think young people on university campuses are the perfect demographic for such a project: we seem to care more than older generations. Also, we are becoming increasingly aware of our western selfishness and the environmental and social repercussions that will have on our future.

we have the school of sustainability, don't we? How are we to send International development or sustainability students out to change the world if we can't even make small changes to food options on campus?

Increased prices, restricted selection

It part of Dal responsibility as a leader to aware it students and makes different in the world.

Needs to be more harsh on Tim hortons and departments. Should be totally fair trade coffee. It's not difficult to change to fair trade. This will give people no choice but fair trade.

See answer to number 4. Also, I would like to see Dalhousie become a leader in this area, it might also influence the preferences of the student body so that, after they graduate, students continue to buy fair trade.

Needs to be more harsh on Tim hortons and departments. Should be totally fair trade coffee. It's not difficult to change to fair trade. This will give people no choice but fair trade.

I have no desire to pay for more a subpar product whose only goal is to tap into a niche market of young, globally minded students.

Personally, I would consider a fair trade campus as one to be completely fair trade- and having the tim hortons and such still therewith normal goods (where the majority of students go) seems slightly counterintuitive. However I do support dal having everything made fair trade!

It depends. As selfish as this may sound, if it is going to increase pricing, I will not support it.

Setting an example as a university

Again, trying to build a better society does not hurt, there is so much work to do!

The following information has provided enough information to show me that fair trade is something different for Dalhousie to consider in their policies.

Seems like a progressive step to the future.

It would enhance the Corporate Social Responsibility of the campus, particularly its food providers.

The certification does not go far enough to support fair trade and in a case like this (excluding major food providers like Tim Hortons, Subway, Second Cup, etc.) would make it simply an empty marketing campaign.

because there's no reason not to.

Because it is good to promote such a thing; however, at the same time, it is hard for students to really know whether something is actually fair trade, even if it is labeled as such, and so it would be good to also educate (pamphlets, posters, etc.) at these locations

beneficial for the campus

As a public institution dedicated to learning, I think it is important for us to model applications of this learning (i.e. fair trade).

Makes the world a better place

We are becoming known as a campus that supports sustainability; it stands to reason that we would support fair trade.

I think Dalhousie should be a leader in responding to social and environmental issues.

As I mentioned in a previous message, Fair Trade can tremendously improve the lives of people in developing countries who produce coffee.

If being certified as a Fair Trade campus means that it will be in name only- i.e. Tim Hortons, Second Cup, etc still serve the exact opposite, it seems as if this is just a marketing scam. While having more Fair Trade is definitely a positive step, claiming that Dal is a Fair Trade certified campus while still being riddled with Tim Hortons is ridiculous and dishonest.

I think we have the means (economic, knowledgepeople) base to make it a success.

As I stated before: I believe that it is important to buy from sustainable resources that give the humans making the product an equal right and safe working conditions.

I think it will make Dalhousie a positive example for other universities and institutions to follow. I think this is a very important step in sustainable development at Dalhousie.

As I stated before: I believe that it is important to buy from sustainable resources that give the humans making the product an equal right and safe working conditions.

I mainly buy these type of products from Tim Hortons anyway so it won't largely affect me other than having Fair Trade options more readily available

I would be proud to belong to a university that is a Fair Trade Campus. I would feel good knowing that by using my university services I could be making a difference. I would be much more apt to use the university services.

To promote fairness and abolish exploitation in this NIMBYistic society.

but it shouldn't exclude franchises or corporate contracts

1. Because it is the morally right thing to do, even despite the potential increased cost. 2. Because Aramark and Sodexo have poor quality, non-nutritious food and this would provide better alternative options.

Why shouldn't it be?

Dalhousie is a world leader - taking on a Fair Trade Campus role will help influence others to follow our lead, thereby spreading the Fair Trade message.

Does't Hurt us, makes us look good. But their need to be publications (Transparency) of the farms where food products is being take from, ect. Get real with it. Otherwise it is just a title that means nothing!

We have a responsibility to lead by example.

Offering Fair Trade goods would not pay extra only benefit the students, faculty, and staff at Dalhousie, but it would also benefit those who work hard to provide us with their goods and services.

Fair trade is a good cause, giving back to the workers who need the money.

It makes logical sense. doing their part for the bigger picture.

It's a good idea.

I dont eat on campus much.

I don't understand how this is different from the Fair Trade coffee that is already served on campus (and I don't drink tea or eat chocolate, so I don't really care about that)

Dalhousie would be involved in helping to raise awareness of what Fair Trade stands for.

Universities need to set examples of being good citizen of the world

I agree that this is the first step, but I would hope that all the coffee providers affiliated with Dalhousie campus should be fair trade, and if that involves getting rid of Tim Hortons and putting in Just Us or other establishments that will abide by this policy.

If doesn't seem important to have this 'Fair Trade Campus' designation if it doesn't include some of the coffee shops. To me it makes more sense to inform people and let them decide which place they want to spend their money. In my opinion, more positive change can be realized by impacting companies profits than by forcing regulationsdesignations.

Because its ethical.

Many students at Dalhousie are interested in social justice issues, and the university is responsible for educating individuals and sending them out into the real world. Giving students an education that is socially relevant means that Dalhousie must 'walk the walk' instead of just having classes that talk about important things like Fair Trade.

Dalhousie should also purchase other Fairly Traded goods.

Does Dalhousie have to be exclusively Fair trade to be a Fair Trade campus? What if there are good options that are not fair trade certified.

I like the idea of it, but I feel like the school is just doing it to get a name that doesn't really mean that much, because there are already fair trade options available on campus.

Dal needs to be a leader in areas like this.

Many students already purchase coffee etc from fair trade stores such as Just Us etc, why not bring it to campus?

To support small farmers.

It's fair

Fair Trade Campus should mean THE WHOLE campus.

It is the next step in becoming a sustainable campus.

Making coffee, tea and chocolate sold by Aramark and Sodexo fair trade hardly makes the campus 'Fair Trade,' however it seems like a step in the right direction.

it's a symbolic first step towards tackling more ingrained issues.

I want everyone on the planet to have the same luxuries as me.

It offers options for students and professors that both want to support fair trade and those that do not. It brings an important elements of today's economy for students to the campus, making it easily accessible for all students to support.

it would help suppliers

Why should Dalhousie participate in widening the gap between richer and poorer countries if it doesn't have to?

It's the ethical thing to do.

because dalhousie should be a leader in its community of academic institutions

Dal needs so much improvement--start anywhere. This is a relevant direction.

It's better than nothing. Any steps towards more fair trade is beneficial. incremental approach

I think all retailers should be affected; Dalhousie is a leader in ideas and information; we should be leading the plight to pay people what they've actually earned.

Fair trade makes an impact on thousands of lives, and as a progressive university we should take part in this

Because it clearly isn't enough. Firstly, first trade certifications vary and are unreliable (Canadian fair trade is different from European). This is a problem all over the world, and Dalhousie is no different, so it is a weak argument. More convincing arguments include: Aramark and Sodexo, big companies as they are, may be able to establish their own fair trade certificate, which is unreliable and flimsy. Moreover, coffee is just one thousand of products (cont. in add. comments)

Its important for an educational institution to set the example and use the venue as an opportunity to educate others about the importance of fair trade.

I answered No to 5 because I would like to see all commercial outlets on campus go to Fair Trade. But I realise that this is not realistic at this time.

The Fair Trade Campus policy should encompass all campus outlets, including independent retailers.

It's something that is a growing topic world wide and it is good for the school to set themselves apart.

It is the way of the future, let's drag Dalhousie kicking and screaming. Not to mention I already buy only fair trade coffee on campus.

I believe in Fair Trade, I like having it available to me, and I think more people would be forced to learn about it if Dal became a Fair Trade Campus.

Because it ensure that farmers have a decent salary and living standards

Why pay for something like this when fees are going up already? Put our money towards a better service.

As an innovative university Dalhousie should set the precedent for other universities to follow. It only seems logical to proceed with by fair trade products. However, as the cost is the main concern for students some costs should be absorbed by Aramark and Sodexo. Which in turn provides a positive corporate image that could potentially lead to greater sales.

If Dalhousie were actually Fair Trade, we would be consuming products that supported, as opposed to exploited, the producers.

All retailers should abide to this policy or all coffee, tea and chocolate sold by university retailers should be fair trade not just one or two flavours brands!

Because Dalhousie is a large university well known throughout Canada. This change would make a big difference in the lives of farmers, on the environment, and would ultimately benefit Dalhousie's reputation.

I think it is a step in the right direction

If we want to have a more just world then we have to start paying fair and true prices for the goods that we consume and fair trade enables us to do that. We are constantly trying to help the third world by offering them aid in the form of cash loans or food but the best way to help them is to pay them a fair price for the world they do.

Dal wants to be a leader- this is a way. Fair trade is the way forward, as it represents equality and rights.

Again, it is the right thing to do. As a sustainability student, we learn about this all the time in class and it's important to practice what you preach. I think the policy could be even better however and should challenge the big players like Tim Hortons to step up their game and at least provide an option of fair trade coffee.

It is important that equity is represented on-campus at Dalhousie. The university promotes educational equity, but for on-campus services, it must also promote equity between producers and consumers.

Dalhousie promotes equality and equity for its students' educations. It should also promote equality and equity in the food services it makes available to its students.

Options... people should have options

To be called a fair trade campus, only having a few coffee shops while having Tim Hortons and subway, it might give a false impression. If i were to go to a Fair trade campus and saw Tim Hortons i would be a bit confused.

Because the University has such huge purchasing power, and it should be easier for students to have this option on campus.

More businesses, especially large ones, participating in fair trade raises awareness of the issue, and increases demand, which may eventually lead less of a price differential for fair trade products. As a public institution, Dalhousie should play a leadership role in human-rights causes.

It is the right thing to do, but I would also axe Timmy's, Subway and the large corporations on campus because they make money off poor people's suffering and even though they offer cheap prices, their quality of product is low.

It's a giant leap towards becoming a more environmentally and socially conscious institution. For now it's great, though the university should gradually develop more requirements to truly become a Fair Trade Campus (ex. providing fair trade foods, and encouraging the independent franchises to meet fair standards)

it would be a step in the right direction

Reasons mentioned above, the status quo is good for me.

It embodies the idea of what a university is because we are responsible to improve the world by making the smart decisions for tomorrow, today.

Universities have the power to make sustainable development changes through their purchasing power.

It shows that we care.

It is an egalitarian policy and promotes the creation of a classless society.

I believe that Fair Trade Principles are well intentioned and would be a good thing to see implemented. I do not believe it is necessary to have a 3rd party involved. Many companies are beginning to chose to implement these same standards without the extra costs of paying for Fair Trade Certification.

I believe that corporations need to start to change purchasing habits before individuals will, so by making Dal into a fair trade environment, it will be a step in the right direction.

It's important for dalhousie to take a stand

I think it is another positive step that Dalhousie can take to work towards improving the society we live in.

I think it would be a great idea for Dalhousie to become a Fair Trade campus because they are promoting fair trade, and it is a more sustainable solution. I don't think the policy is sufficient however because not all teas or chocolate have to be fair trade, and there are still many independent retailers to purchase non-fair trade products from.

I think this would be a positive step in promoting fair, just and equitable enterprise. I do, however think that ALL retailers on campus (INCLUDING independent ones) should be covered under this banner: those retailers have the privilege of selling to Dalhousie students, they should do it on our terms.

Because it is important for students to be able to vote with their dollar and support fair trade products andor become more aware.

It shows our school cares about the world.

Coffee offered by catering services is already expensive and this is just going to increase the costs significantly.

Fair Trade is being implemented with little or no regard to the quality and taste of the product - the important aspect appears ONLY to be the certification and nothing else.

Because it's another step in the right direction.

why not have it a CAMPUS system - that includes Tim Hortons (actually, let's get rid of Tim Hortons totally)

Reinforce our commitment to sustainability

It's another step in the right direction, for Dalhousie, Halifax, and globally.

It would be in keeping with initiatives through programs such as Global Health and the Sustainability Office.

It sends a message to the local community, perhaps international communities and our students, staff, faculty and administration.

Until I understand how 'fairness' is improved in the fair trade system, I can't support the policy. How is it something more than holding hands and singing songs together?

we should strive to support just wages and working conditions for all people with whom we contract

Dalhousie ought to walk the talk, instead of merely putting up posters 'encouraging' people to do what the university claims to.

For reasons outlined in question 4. Is a good way of supporting small-scale initiatives for a fairer world, and may help educate the Dal community on issues of development and equity.

I definitely support Dalhousie becoming a Fair Trade Campus, but worry that this would be tokenistic, since much of the coffee on campus would still not be Fair Trade (from all franchises). However, it would be a good start, and would raise awareness about what Fair Trade means.

We should make a difference where we can

It wouldn't impact my ability to buy Tim Horton's but it would give me the chance to purchase fair trade if I chose to.

We all have to do our part and start somewhere and I am tired of the rich getting richer (at the expense of the disadvantaged) and the poor getting poorer

so that I can choose products that support the efforts of producers.

I think larger goals are accomplished a step at a time, and for Dalhousie to take this step will be a boon to the Fair Trade movement.

this would be a good start and we need to see how it works - starting in a small way and building on successes is a good idea

Because a university campus should be providing its students with viable examples of conscientious citizenry, and it doesn't really have to conform to the external market pressures of providing average quality food with the greatest profit margin.

This definition is not enough for the long term, but hopefully by becoming a Fair Trade campus, and by raising awareness, Dalhousie can plan to overachieve these goals. (It's not enough because independent retailers are not affected, and because there's a lot more to fair trade than just coffee or tea.)

What about asking tim hortons to provide free trade options? That would be really great.

I think it's a very good starting point, but it would be a lot more powerful if there were no 'exceptions' especially for big money-making retailers and franchises.

To set an example for other schools in the Atlantic and being the largest school it only makes sense.

1) Dalhousie should be a model for the change it wishes to see in the world. 2) It will make Fair Trade goods more accessible and hopefully, more popular.

For the aforementioned reasons.

Although I support Dalhousie as a fair trade institution I do not support the maintained existence of independent or non-fair trade options for coffee, tea or food.

There is no reason why ALL universities are not fair trade - students can lead the way in global fair trading.

Dalhousie is known for its sustainability programmes. It is time that not only our college practices sustainable choices; but the rest of campus as well.

Again, I would like to help the farmers get what they deserve. Although I love Tims, I feel that having Tim's and other locations on campus as well would affect how much people buy Fair Trade.

it's a positive change, we can be a leader..but it should impact Tim Hortons etc.

Dalhousie claims to be a leader in sustainability, so a small step like this is a no-brainer.

Because it should be.

It is more tasty!

University, as one of the most innovative groups of people, has to make the world more equal and the better place.

Free trade is fair trade. I'd rather not see the price of chocolate, tea and coffe jump from \$1.50 to \$3.00.

I believe that a fair-trade campus 'based on... transparency' will encourage students to think more about the origins of the goods they purchase and consume, both on campus and in their lives generally. Hopefully, this would lead to more careful consider of wants v.s. needs, which would impact both human rights and sustainability efforts.

Dalhousie should be one of the first schools in Canada to make this change. They would be the second university in Canada and hopefully this will bring awareness to the rest of Canada.

Because I support fair trade, I would like fair trade choices to be available to me.

It's a step in the right direction-- the university community should be leading the way in terms of food sustainability and food justice.

not sufficient because doesn't really seem like much of a change but agree that Dalhousie should make the move because it is A step in the right direction.

I'm not sure why Fair Trade only applies to tea, coffee, and chocolate. It has the potential to apply to all products. This limited adoption certainly doesn't deserve the term 'Fair Trade Campus', but as I said, it's a start.

It makes sense.

If Dalhousie does this, not only will I be supporting fair trade, but it will enable all other students to as well. We also could inspire others to do it, making fairtrade a social norm rather than an oddity that needs to be certified.

With a College of Sustainability, the University should support sustainable choices.

Again, I believe in justice. Trading fairly is a more just manner of sourcing products.

I think that any individual company that leases commercial space on Dalhousie's property should also have to abide by the Fair Trade policy because students who live off-campus are more likely to purchase coffee at Tim Horton's or other individual retailers.

It shows Dalhousie's commitment to helping to create more sustainable practices.

It's an ethical decision everyone can afford.

I want to know that when I buy a product, I am not contributing to the mistreatment of the environment or the workers that produced it. I want to vote with my wallet and support companies that provide products made in a fair, sustainable way. I would prefer to see ALL the coffee/chocolate become fair trade-the benefit of having fair trade products is lessened if cheaper non-fair trade products are also available.

it is more just.

Frequently said, students are the change. We will go on to create policy and support global change on various scales. Not all individuals are aware of world issues, but if we were to be a fair trade campus, there would be no choice but to get more educated around issues of fair trade. It may cost more, but we are talking about people's lives. Why should we not be concerned about the food and drink that we put into our bodies each day?

Same response as 4. However, I think independent retailers on campus should be required to abide by the policy as well.

The importance of where food on campus is coming from and what that food means should mean to students and those who bring it to our food services.

Essentially the same reasons as why I support Fair Trade, outlined in questions 4.

I support it because, despite its deficiencies, fair trade is (hopefully) a better model for trade which will lead us towards a human community based on respect instead of exploitation.

Because it demonstrates a commitment to bettering the lives of people all over the world and it is consistent with my own morals, values and beliefs.

There is always more we can do but fair trade certification is a great first step!

I think it's a good idea for increased awareness of how we can be socially just in our daily consumption.

Because it will support farmers and show that Dal is striving to be a sustainable university

Fair trade certification could be an important signal, that could help bring forward thinking people to Dal

I support fair trade, and I think having fair trade good readily available on campus would be a great way to introduce people to the concept who are unfamiliar with it, as well as increase the likelihood that people would support fair trade.

Because there is always so much talk and little action and it's so easy to make a difference, even just a little one. Let's take at least this one step.

People often don't change their habits until they are offered better options. I would like to see this change happen.

It is a step in the right direction. And universities should be acting as leaders in society and setting an example. They are after all educating the leaders of the future.

I think Dalhousie is a progressive university that is a pioneer in adopting policies in line with pressing social justice causes.

to quote Ghandi, 'be the change you wish to see in the world'.

Because Dal is a leading university recognized throughout our country and others. We need to set a precedent that we care about our planet and the people who live here. Our university currently is ignoring the important people, while expanding the areas that catch media attention. All these little chosen ignorances will eventually lead to exhaustion of all our precious resources. And for being green and sustainable - Dal has a VERY long way to go.

I do not understand who this works in a broader food context besides the coffee and tea. Is that all this refers to. There are doubts about the additional value of fair trade and if it is really fairer, with the farmer getting a better price. Additionally, fair trade coffee can be purchased on campus in the status quo.

Good publicity for the university, shows CSR on Dal's part, entices prospective students

I think that Dalhousie should help champion this initiative which helps to improve the world. While current rules for fair trade availability are a start, more fair trade products would be preferred.

A university is a place where students learn more than just academics. They learn how to think and act independently and should also learn more about the world that they live in. Being a fair trade campus would encourage students who do not already know what Fair trade is to investigate it. Also, having Fair Trade products does not adversely affect anyone. People can choose whether or not they want to pay an additional price for a beverage because it would not pay extra be imposed on them.

It is one TINY step towards where we need to be heading.

Every effort helps.

I support Dalhousie as a fair trade campus, but there should not be any non-fair trade alternatives. If that is not possible, then the policy that's proposed will have to do.

It would allow those students who would choose to purchase fair trade products to do so through their meal plans and increase the availability of fair trade options on campus.

I think it is pretty pathetic that those are the credentials that need to be obtained to be considered a fair trade campus, it is a step in the right direction, but a little deceiving.

Hell, it's a step in the right direction.

It would contribute to changing student culture and be good publicity

I don't want to buy tea that supports underpaid workers.

Because we are a centre of learning where people come to develop worldviews, understandings of globalization, morals towards how they will live their lives relative to others. We OBVIOUSLY must support better practices, and give members of the university community the opportunity to not only develop but PRACTICE this value set. It also opens the door for those who do not study these issues have never heard of them.

The campus policy is not sufficient. Independent retailers like Tim Hortons or Second Cup should be chased off the property. Their coffee is terrible, and every cup has blood from some developing country in it. Serving blood to students is disgusting, but if it's the closest option, then a lot of students would still buy it. Dalhousie has to get rid of ALL of the Independent non Fair Trade coffee places, otherwise you cannot call yourselves Fair Trade in my book.

Because, if a university doesn't support the ethical trade of goods, then I think that reflects on the university poorly. Universities should operate on the highest ethical standard possible.

Because I believe in the fair trade movement and by becoming a fair trade campus hopefully will cause the student body to be more responsible consumers and to seek answers to the problems we are currently faced with in our rapid globalization.

Sustainability today equals industrial revolution in the 1900's

Although I feel the policy is insufficient to actually make Dal a fair trade campus (I think it's misleading to suggest that the whole campus is committed to fair trade when it really only addresses food at university-run cafes), it's still a positive step in the right direction.

It is our social responsibility.

We should do our part.

Dalhousie should be a leader in sustainability. It should do everything in its power to move towards policies that will support and enable people equally from all parts of the globe. This will increase its credibility as an international school, not only having international students, but having a global mindset.

It is the right thing to do. Realistically, I'm not at university to fast track me to a career, I'm here to become a better human, and if my university doesn't support even relatively small measures, then how can I hope that it will help me learn how to make the right choices on a larger scale.

If we want our world become more equitable for all we need to start by taking small steps such as proposed by a Fair Trade Campus.

Appendix F: Answers to Survey Question 11 (Additional Comments)

Best of luck!

do it.

I don't drink coffee so 1 and 2 are not applicable

Good ideas

I do not drink coffee or tea

woot!!

Keep going, you're doing great.

This is a good start, however we have a long way to go.

Dal should lead all universities in Canada for this initiative. Good for university reputation too.

don't drink coffee.

I don't drink coffee or tea

Good luck with this!

I'm on the fence about this, although retailers and customers should be aware of where their products are coming from.

preferably not pay extra

Think fair trade at Dal is an excellent idea!

I really like this idea and support it 100%!

Don't drink coffee or tea

good

yeah fair trade

thanks!

although fair trade certified products are a step in the right direction, dalhousie needs to set more goals in terms of purchasing and investments to ensure that the decisions we are making at dalhousie (students, staff, faculty etc) are ethical and socially just.

Change is good

Thank you

Thank you for doing this

I don't drink coffee!

I'm less concerned with bullshit certification nonsense and more concerned with actually making good decisions. Personal responsibility should mean more on a university campus than anywhere.

Perhaps you should reconsider your arguments for this proposal. Assuming that we would feel bad for these countries you are oh so courageously fighting for just based on the fact that the public mindset about third world countries is that they need our help, is infuriating to me. If there is one thing I cannot stand, it is a bunch of hippies who take it upon themselves to forward the cause of deepening society's misunderstanding of the world's problems.

If it wasn't after looking at FT website, I wouldn't have enough information... the sent email was not sufficient.

As usual, the University will not go far enough in this policy and will only pay lip service to concern, especially in terms of licensing its international fast food franchises.

Seeing as how I don't drink coffee or eat chocolate bars from campus, any changes to those products would not pay extra affect me. If supporting this fair trade certification were to mean the removal of Sodexo for not meeting standards, then I would pledge my support.

An awareness campaign to support the start-up is important

not affect independent retailers/franchises (ex. Tim Hortons), student societies, or individual departments' To me, this means Dalhousie will be making a minimal change, not a progressive step forward for food services. While I'm happy that this is happening, I hope Dal does not see this move as part of an image campaign to make the University seem more sustainable or environmentally conscious. If Dal wanted to present it's food services as such, much larger changes would be required.

Clearly label and advertise the fair trade products on campus with additional information about the policies behind the label

It would be nice to have the whole campus fair-trade (no Tim Horton's etc)

I don't drink tea or coffee, or any foods and beverages containing caffeine or sugar. In the long run the decision to make Dalhousie University Fair Trade Certified will not have a direct impact on my life.

I do not know enough about this to answer the above questions appropriately. Is what we do now 'unfair trade' in some way?

We are already paying expensive a cup of coffee....there is no need to pay extra.

Great idea. But to be a fair trade campus should consider getting rid of some food corporations we have on campus. Like subway Tim hortons and second cup and try and turn to more local alternatives

MAKE DALHOUSIE FAIR TRADE

Even though there has been efforts here & there at Dal campus, fair trade products don't get enough attention in the racks.

This should apply to independent retailers and franchises, too.

A fair trade sticker is a nice feel good marketing technique. It is nice that people want to improve third world living conditions, however, I think drinking overpriced poor quality coffee is not a solution.

If it is the same price or less price than what I usually purchase I am all for it. However, I don't like the idea of adding cost to something like tea (where you just add water).

While I support fair trade, and fair trade certification, I do not think the certification is meaningful at all. The majority of food and drink that is consumed would still not meet fair trade standards, and to call the campus as a whole 'fair trade' would be an outright lie.

for 10, the only reason I would not pay extra is because I don't eat chocolate often.

Thanks for doing this research! :)

I'm not really familiar with prices of tea or coffee, because I don't drink either of them. I drink hot chocolate occasionally, and I would be willing to pay an extra 50 cents per cup.

I think this is a great idea and Dal should work towards this.

It would be incredible if Dalhousie took a stance as a 'sustainable' university and did not sign contracts with unsustainable, unethical, corrupt and environmentally disastrous companies such as Tim Hortons.

I think in order for Dal to be a self-proclaimed 'fair trade campus', we would have to do a hell of a lot more than just sell trendy fair trade items like coffee and chocolate. What about the sugar to go in your coffee? What about the vegetables in your sandwich? I understand that this is but a step in the right direction, and we have to start somewhere.

Do it! It's a great step towards a more sustainable campus and world which is what Dalhousie claims to be, so make the statement true!

Do it! It's a great step towards a more sustainable campus and world which is what Dalhousie claims to be, so make the statement true!

I think this is a GREAT idea! I support it 100%

Minimize exploitation by the campus food providers by moving their profit into the hands of the workers. The majority of students on campus shouldn't have to pay more to support rights, they should just have a choice in who they buy from based on this business model.

Fair trade is a good start, but I would like to see SHADE GROWN coffee available on campus, which provides important habitat for birds. It is generally unclear to me whether various fair trade coffees are shade grown or not.

Certification is just another way to play to make large profit in a niche market. I believe there are other better initiatives that Dal could do on campus. Invest, renovate in greener buildings i.e. Dalplex, use local farmers food. Give loaded ladle permanent everyday serving rights. Get Creative!

Don't drink coffee. Allowing for example Tim Hortons to sell non-free trade coffee somewhat defeats the purpose.

I wouldn't pay extra for tea or chocolate because I wouldn't buy them, ever

I support Dal becoming Fair Trade Certified, but do not support price increases, as everything seems to be increasing (tuition, as well as food places on campus - Quiznos, Booster Juice, already charge more than those places would off campus).

It would be really cool to be one of the leading campuses on this issue. I think we are starting to move in the right direction in terms of sustainability, and this could add to our reputation for that, as well as being a good policy in its own right.

It's unclear what you're getting at with your why questions; Why do I support Fair Trade? Or why would I be willing to support this definition of Fair Trade? Why do I think this Fair Trade policy is insufficient? Or why do I support Dalhousie becoming a Fair Trade Campus?

great work! but I still still the commitment as being weak if all food vendors are not on board.

This policy doesn't go far enough. ALL of the coffee served anywhere on campus at Mount Allison is fairly traded, it's doable and I've been shocked that it hasn't been a greater concern.

Can we get rid of franchises on campus as well?

Be brave and do it Dalhousie!

I would only be willing to pay 25¢-50¢ extra if I know that that contribution is being used properly and NOT going to Sodexo and Aramark (who already have highly over-priced food). The extra money should go ENTIRELY and DIRECTLY to fund the fair trade initiative, and to the supplier.

Alumus

Also, fair trade certifications measure the level of income of peasants locally. They earn more, but it's still low in comparisons. Also coffee growers don't roast. Roasting adds value. Real retail value doesn't reflect fair trade. A Fair Trade Campus label is wishy washy.

Good on ya!

This is a great start and I would really like to see Dal move towards more sustainable and ethical food practices in general. This includes, but is not limited to, local and organic food on campus. The buying power of our food services should ensure that students not pay much more than they already pay. Frankly, the food available currently is over priced and under inspired.

It is at least incredibly artificial to claim a campus is 'Fair Trade' when the majority of products being consumed on campus are not. It delegitimizes the label, and as a consumer I am dependant on such labels. I cannot realistically research every product I consume. It is incredibly UNfair to make the process of trying to choose ethical products even more confusing than it already is. This is akin to petty green-washing. Worse, it is ethical-washing.

It's something that should be supported by our tuition fees our taxes. Do not want to pay more for this

I think Dal going fair trade is a wonderful thing!

I am very excited about the progress that Dalhousie is making towards supporting fair trade farmers!

This is such a great idea!!! Dal needs to do more things like this...but to make it even more effective I still think that engaging all vendors on campus is the way to go....there shouldn't be exemptions for anyone, especially the big players with the money to affect change the easiest!

perhaps certain dining Halls/locations could opt to become Fair Trade zones, without trying to implement a campus-wide policy?

Good luck with this endeavour! It sounds like a really good idea - King's recently set up a canteen with only locally and ethically sourced food and coffee - you should talk to the KSU.

kudos to this group! Can't wait to see your presentation, go get those bastards!

I believe that the Fair Trade Organization has become exactly what it, in part, hoped to eradicate with the additional crime of misinforming/deceiving people such that they believe that it is something it is not.

I know buying fair trade is more expensive but as students, many people are not willing to pay a large amount more for their coffee, tea etc.

I think the fair trade campus policy (although this one is sufficient for now) should extend further and include more ethically made products besides just coffee, tea and chocolate.

Coffee/Tea is expensive enough. With prices going up all around us it's becoming a special treat to have a boughten coffee/tea at work.

For the tea, I would be willing to pay more, but not on a size basis. i.e. a small fair trade (or any tea) should cost the same as a large tea as the proportional cost for the extra water is a bit exorbitant.

I am not anti Fair Trade at all, but when it is being forced upon the community just so we can say we are Fair Trade certified is quite annoying. I now purchase my coffee from Tim Hortons. Thankfully, that will not be affected! I have had other fair trade coffee - in fact I have some at home that is quite enjoyable, but the coffee purchased by Aramark - disgusting!

Let's just do it: we know it's the right thing to do. Action please.

Think this is a great initiative and would take great pride in being a part of it and knowing our campus did as well. Would like to see it extended to all facilities on campus but it's a start

We have to start somewhere - why not here?

Don't consume either of the products in #9 or #10. Genuine competition is ruthless at eliminating 'rent-seeking'. I need to see that the fair trade system has some kind of solution to that problem.

We should definitely do this.

I don't drink coffee, so I'm not very familiar with the difference in prices. That said, coffee purchased for use in my household is JustUs, which is supposed to be Fair Trade coffee.

Qu. 5: didn't understand! Presumably the FT designation involves predetermined criteria, and it's not just for Dal to define it? Personally, I don't think the proposals are very far-reaching, particularly if independent suppliers etc. don't have to comply, and if it's just coffee/tea/chocolate. I'd have assumed that an officially designated FT university would have to meet more criteria. But presumably that's up to the FT organising body! 2. Question 10: could vary depending on size!

I hate to say it but I would not pay extra to get something fair trade unless I was buying it as a gift.

If it wasn't after looking at FT website, I wouldn't have enough information... the sent email was not sufficient.

While I personally am prepared to pay more for Fair Trade coffee (and in fact only purchase Fair trade coffee for personal use), I am also aware of the increased cost that would be incurred for events where the requirement is to use either Sodexo or Aramark. I wonder if part of being a Fair trade certified university would be a stipulation for allowance for these increased costs in budgetary procedures.

This is a great initiative, but the real success will be in the continuing work of the Fair Trade committee on campus, and their desire to go beyond the minimum standards set by the certification.

Kudos for this initiative. It takes courage to ask so many people to think differently and I believe that's one of the main (and noble!) objectives of an educational institution.

Wouldn't pay extra for coffee because I don't drink coffee

It isn't clear what we are comparing the increased price of fair trade to....tim hortons?

I do not eat chocolate so I do not apply for that question. I think that if customers are to bring their own reusable coffee thermos then they should not have to pay extra.

Change Tim Hortons rules too.

I would like to see more sustainable initiatives. Focusing on food, Dal has a long way to go when it comes to reducing waste, and selecting environmentally friendly partners.

Why just tea, coffee, and chocolate? What about 'hot chocolate', etc?

I support the Dalhousie Fair Trade initiative one hundred percent!

I was very disappointed when the fair trade coffee at Sexton campus was replaced by Tim Hortons.

good initiative.

I already bring these fair trade products from home and do not support businesses that are not sustainable (eg. Tim Horton's).

This is fantastic - everyone should support it!

- An attempt to jack-up prices under the guise of fair trade or to green-wash image. - Fair-trade, taken seriously, is about responsibility in every aspect of a company (sourcing, fair wages, and locally-sourcing where possible). - SODEXO ARAMARK unabl

I really hope that Dal implements a Fair Trade Policy. It would be a good leap in the right direction.

I think you should expand this to the independent retailers on campus as well, since they are the ones that sell the most product. It's only fair

Get rid of the non-fair trade stuff!

I think independent retailers should also be included. Also, Dal should try to source food locally - that is much easier to ensure fair trade. Many local farming jobs could be created if Dal bought local food. Plus it is often cheaper.

This is a laudable goal, and a good place to start. I would encourage Dalhousie to go further than simply getting fair trade certification. We should be looking at this certification as one part of a broader move towards more respectful and sustainable global relations. We should be looking at sourcing food locally, where possible (obviously this is not possible for cacao and coffee) and also looking at the other resources we buy, such as office and classroom supplies.

Keep it up!!

Despite the problems with fair trade certification, it is a step in the right direction

I think independent retailers such as Tim Horton's should be included. Also have to question why we even have a Tim Horton's on campus...

The additional cost question is not really clear. How much extra I would pay for Fair Trade Certified items depends entirely on where the money goes. I chose the brackets above because that's a general idea but with adequate transparency I would be willing to pay more. One thing that's not mentioned that I thought was part of being a fair trade campus was promotional materials. I thought part of being certified involved requiring information on fair trade products somewhere on campus.

I would fully support Dalhousie going above and beyond the guidelines mentioned in 5.

Step up Dalhousie. Just because they have made some steps, by no means makes them a leader. They are just placating the masses.

Thanks!

I think that Dalhousie going Fair Trade is a good idea. What I don't agree with is the fact that it only applies to certain vendors on campus, and I think that will lead people to falsely believe that Dalhousie is 100% Fair Trade certified. If I was a new student coming here, and I heard that Dalhousie is a Fair Trade school, and

