

## *Family fun day teaches about buying local and buying fair trade*

**By Rachel Dares**

Supporting local produce seems like a good cause, right?

But have you ever stopped to think about how you define the word "local"? Is it within 20 kilometres? 50 kilometres? 100 kilometres? Where do you draw the line?

That's why Dougal Rattray, a farmer in the Rupert/Lascalles area, is introducing a "food miles" program in La Peche as a way to help people define the word "local" for themselves.

Starting this year at the Wakefield farmer's market, each primary producer will display a piece of paper in front of his stand. It will tell customers the

name, title, address and signature of the producer, along with the distance the food traveled.

"It's an effort to be transparent so people know where their food is coming from, so we can't just say it's 'local,'" said Rattray.

The initiative is purely volunteer-based, he said. Producers will come with their own distance figure, and there is no governing body or association to verify. But with the address displayed as well, consumers could use online maps to verify the distance themselves.

Rattray will introduce the idea as part of the Fair Trade family day coming up in Wakefield May 3, since he sits as a

member of La Peche's fair trade committee. Supporting local producers and businesses is part of the committee's mandate since La Peche was named Quebec's first fair trade town last October, he said.

From 10 a.m. to 1 p.m. on May 3, local producers will have tables set up outside Solstice bookstore in Wakefield. Inside Solstice, there will be information on the fair trade movement and La Peche's responsibilities as a fair trade town, said Anne Winship, owner of Beanfair Coffee, who spearheaded the fair trade town project.

There will also be fair trade coffee, hot chocolate, and snacks, with samples of Cocoa

Campino's latest chocolate drink products. Children are asked to bring one item to contribute to a "free swap table" where they can switch it for something different.

"We're having a kids swapping table to get kids into the idea of not always have to buy stuff and be consumers, but to do the trading thing," said Winship. "We're trying to get them to start early."

The fair trade celebration heads to the Black Sheep from 2 to 5 p.m. Back by popular demand, the Brazilian capoeira group, Dende do Recife, will show off a unique form of martial arts, dance and song. Colores Andinos will play some live-

ly music from the Andes, with a special seating area at the front for kids.

"We haven't had a lot of music from South America in the area too much," said Winship. "It's very peppy and lively. It's perfect springtime music."

Raffle tickets can be purchased for a wide range of donated products, like coffee, soap, books and chocolate, said Winship. Proceeds from the raffle go towards the Wakefield-La Peche fair trade town committee to produce brochures and organize events. T-shirts displaying a hand-drawn fair trade town logo will be on display so people can place orders.

"The idea is to have people show pride in their fair trade village," said Winship. "Hopefully, it will be a conversation starter wherever we go."

Tickets for the fair trade family fun event May 3, in celebration of the official fair trade weeks from May 1 to May 14, are \$15 per family or \$10 per individual. They can be purchased in advance at Solstice and the Black Sheep, or at the door. Call Anne Winship at 819-459-4452 or visit [www.fairtrade-wakefield-equitable.info](http://www.fairtrade-wakefield-equitable.info) for more information.