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A lot of people still don't know what fair trade is

the first in central Canada.”

After months of communicating with TransFair Canada, the organization that certifies fair trade products across the country, the municipality of La Peche became the second in Canada to receive the title. Even though the entire municipality was designated, fair trade sales and support are mainly concentrated in Wakefield, said Winship, who would like to see the movement spread to all areas of La Peche.

The official launch party will take place at the Black Sheep Nov. 9 at 8 p.m.

Winship decided to take this on as a 10-year anniversary project: 10 years since fair trade made its way to Canada, and 10 years since she opened up her fair trade coffee business.

“There are still a lot of people who don't know what fair trade is,” said Winship. “It's so the producers can make a reasonable living for their families because conventional coffee growers are living at sub poverty levels.”

According to Winship, buying fair trade products is also important because it helps families send their children to school and supports projects such as building community hospitals.

TransFair Canada requires each fair trade community to fulfill a number of criteria to qualify, including a demonstrated interest by the general public and media as

well as support of local organizations. The municipality needs to pass a resolution in support of the initiative and agree to use fair trade coffee, tea and sugar at meetings and events, said Winship.

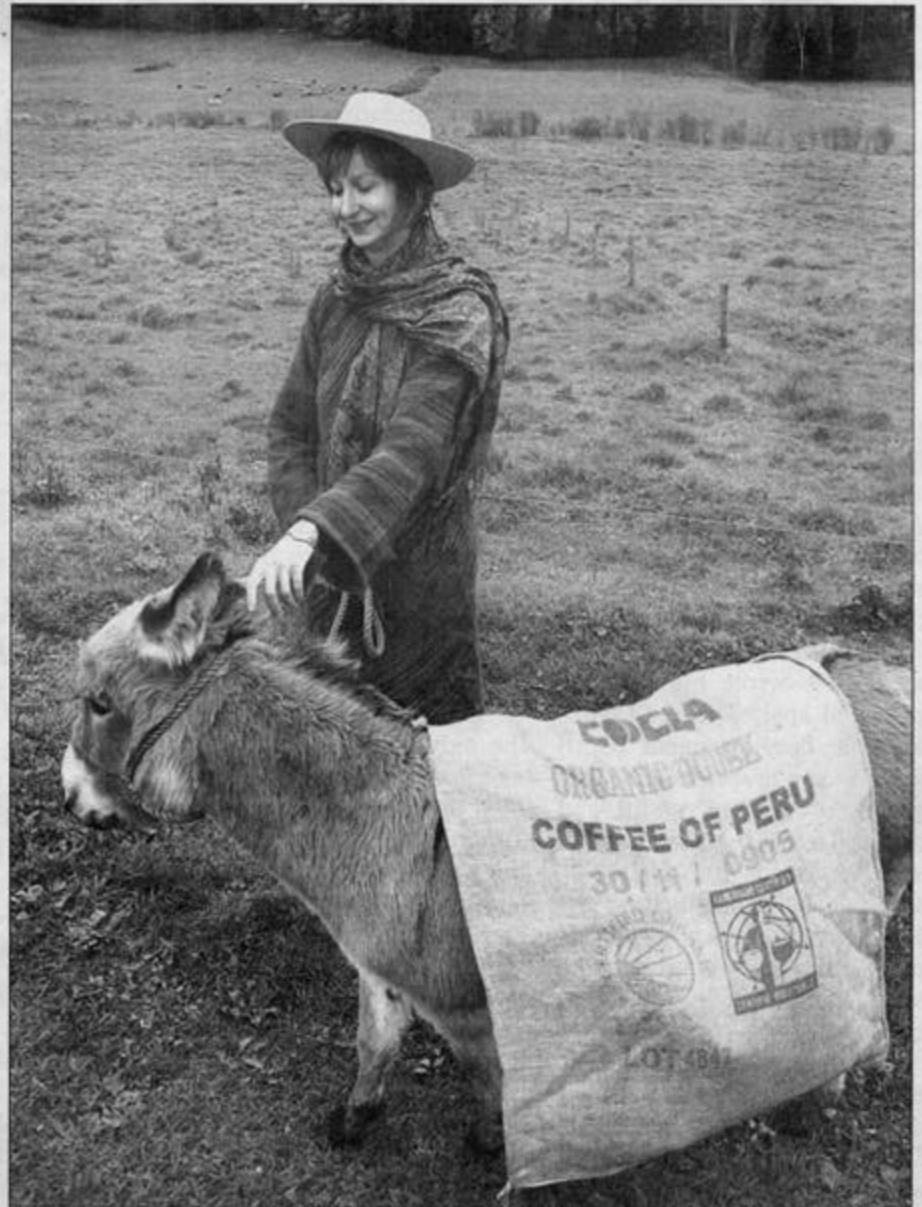
A fair trade steering committee was also set up to promote fair trade sales in the community and organize events during the two fair trade weeks in May. Wakefield's fair trade steering committee consists of nine community members including a local farmer, business owners and councillor Lynn Berthiaume, among others.

Three events are coming up to celebrate Wakefield's new designation. Solstice will host a fair trade storybook reading for children Nov. 3 at 11 a.m. The award-winning documentary, *Black Gold*, about an Ethiopian coffee farmer, will be screened at the Black Sheep Nov. 6 at 7:30 p.m. The official launch party will take place at the Black Sheep Nov. 9 at 8 p.m. and will feature a Brazilian Capoeira dance performance, live music and official presentation of the fair trade award.

Local producers will be on hand at the launch party showcasing their products, since Winship's campaign also aims to support locally grown products. All the events are free, although donations to the Fair Trade Steering Committee are optional.

Between Nov. 3 and Nov. 9, every time a customer buys a fair trade item at participating stores in the area, their name will be entered in a draw for a basket of locally produced and fair trade goods.

“It's not just sending your money off into the consumer void,” said Winship. “It's making your consumer dollars count to help save the world.”



Anne Winship spearheaded the move to get ~~Sale~~ on the fair trade map. She roasts beans as part of her fair trade coffee business.

Photo by Martin Comeau.