



Global Voices: Celebrating International Development Week 2008

Connecting Canadians with Fair Trade

Engineers Without Borders

On the hottest day of the year Toronto commuters were treated to over 30,000 samples of Cocoa Camino's Fair Trade Certified hot chocolate. That morning dozens of Engineers Without Borders members filled transit stations across Toronto challenging people to "try Fair Trade". Over the past year EWB has focused their outreach efforts on promoting Fair Trade products. With the goal of raising the profile of Fair Trade at universities across Canada, student volunteers have organized activities such as public discussion forums and retail fairs, as well as advocating changes to universities' purchasing policies.

Many agricultural producers receive unfair wages for their work. Fair Trade certification is an international system which guarantees ethical production standards. Canadians can play an active role as global citizens by supporting this system through purchasing products labeled 'Fair Trade Certified' and requesting Fair Trade products at retailers who do not currently carry them.

For more information on Fair Trade visit www.fairtrade.net / www.transfair.ca