

Presentation on the Bid to Obtain a Fair Trade Town Designation for Halifax Regional Municipality

Presentation to HRM Environment & Sustainability Standing Committee
October 4, 2012

By Fusion Halifax

Donal Power, Fair Trade Town Coordinator, Fusion Sustainability Action Team


Kaitlin Pianosi, Chair, Fusion Sustainability Action Team

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1. Opening Comments by representatives of Fusion Halifax

Donal Power, Fair Trade Town Coordinator, Fusion Sustainability Action Team (dpower@hotmail.com)
Kaitlin Pianosi, Chair, Fusion Sustainability Action Team

a) Fair Trade Town Halifax Bid:

Fusion Halifax and HRM were previously in discussions about launching a bid to have Halifax designated a Fair Trade Town in 2011, but the talks subsequently fell dormant due to personnel changes among Fusion Halifax and other project stakeholders. In August 2012 Fusion Halifax's Sustainability Action Team re-committed to this initiative, with Donal Power, Fusion's Fair Trade Coordinator, specifically tasked with this seeing this project through to completion.

b) Background: Fair Trade Towns

Definition: Becoming a Fair Trade Town confirms a community's commitment to: create greater availability of Fair Trade products; follow ethical purchasing policies; and support the principles of Fair Trade which improves the livelihoods of more than a million farmers and workers worldwide. To receive a Fair Trade Town designation, a community must achieve a series of goals that focus on getting broad local support, public education, and increasing the availability of Fair Trade products in the community.

Scope: The Fair Trade Town movement began in 1999 with the British town of Garstang. Since then the idea has taken off with over 1,000 Fair Trade Towns around the globe today. In 2007 **Canada celebrated its first Fair Trade Town in Wolfville, Nova Scotia**, and since then 14 more cities across Canada have achieved the designation, including: Vancouver; Barrie, Ontario and; Sherbrooke, Quebec. Currently there **two dozen** active Fair Trade Town campaigns by cities across Canada including: Toronto, Montreal, Ottawa, Quebec City, Calgary, Edmonton, Hamilton, St. John's and Sackville, New Brunswick.

2. Fair Trade Town Halifax - Impact and Benefits

Obtaining a Fair Trade Town designation for HRM has several positive benefits:

- improves the livelihoods of one million farmers and workers in the developing world who benefit from Fair Trade
- provides an opportunity to build bridges between HRM, Fusion and the community's diverse groups & individuals
- creates awareness and empowerment for local citizens to make ethical and sustainable choices
- highlights the important role HRM plays as a catalyst for promoting positive change in the community
- shows HRM's commitment to sustainability, social justice and community building through Fair Trade principles
- demonstrates HRM's progressive outlook and openness to international commerce
- raises the city's profile nationally and internationally by joining over 1,000 other Fair Trade Towns worldwide
- provides HRM with a positive initiative that can be featured in city promotions and marketing campaigns
- enables the formation of a permanent Fair Trade forum discussing broader sustainability and food security issues

3. Fair Trade Town Halifax - Process and Requirements

To become a Fair Trade Town (FTT), the following 6 goals must be achieved in HRM:

Goal	Responsible	Status	Perceived HRM Requirements
a) Political Support from HRM	HRM	--	- Adopt catering guidelines (done) - HRM support 1) MOU 2) Council Resolution
b) Availability of Products	Fusion	Complete	None
c) Community Support	Fusion & HRM	Future Action	HRM Website & staff support
d) Public Education & Media Coverage	Fusion & HRM	Future Action	- HRM Website, communications & staff support. - Nominal Event Costs
e) Fair Trade Town Committee	Fusion	Future Action	Participate
f) Keep the Momentum Campaign	Fusion	Future Action	- HRM Website, communications & staff support. - Nominal Event Costs

a) Political Support from HRM:

HRM support for the Fair Trade Town designation is absolutely paramount to this initiative's success, through council backing as well as organizational support involving HRM staff and resources:

- develop an MOU between HRM and Fusion establishing roles and responsibilities of the Fair Trade Town Halifax bid
- develop a resolution for HRM Council supporting the Fair Trade Town Halifax campaign, which includes:
 - A pledge to use Fairtrade certified products at meetings, offices & canteens, where possible (catering guidelines adopted)
 - Assign Fair Trade Town responsibilities to an HRM staff member to ensure city's ongoing commitment to the project

b) Availability of Fair Trade Products in HRM:

There needs to be a certain amount of Fair Trade products available in proportion to the city's population. In light of HRM's population of 390,000, the requirements stipulate that there needs to be:

- at least **52 local stores and supermarkets** (retail outlets) that offer two or more Fairtrade certified products
- at least **26 local restaurants and cafes** (catering outlets) serving two or more Fairtrade certified products

Fusion believes that this goal is already satisfied due to the heavy presence of Nova Scotia's Just Us Coffee in the city, which sells its diverse range of Fair Trade products in 82 HRM locations. Fusion needs to compile a list of these Fair Trade outlets.

c) Community Support

This goal endeavours to build broad-based support for the FTT Halifax designation among diverse HRM stakeholders from business, universities, non profit organizations and the general public. Fusion has already reached out to various members of the HRM community regarding the Fair Trade Town Halifax bid, and has received several positive expressions of support. Some notable groups that have indicated their interest in becoming involved in FTT Halifax include:

- Ecology Action Centre
- Dalhousie - College of Sustainability
- MSVU - Food Security Research Centre
- Just Us Coffee
- International Development Studies
- SMU - Business School
- NS Community College
- Engineers Without Borders
- Sustainability Office

d) Public Education & Media Coverage

This goal includes public events organized to raise awareness about Fair Trade and the local campaign and to media coverage of the campaign/ designation ceremony. While Fusion would take the lead on this component, there would need to be some level of participation from HRM:

- A dedicated page on the HRM website promoting the Fair Trade Town campaign, with related tech support to update this 2 or 3 times over the course of the campaign.
- Contribute 1 or 2 press releases, co-branded by HRM and Fusion Halifax, relating to the announcement of HRM's official designation ceremony.
- Contribute nominal costs for the official Fair Trade Town Halifax designation event/ceremony.
- Attendance at the official Fair Trade Town designation ceremony by the HRM Mayor, Environment & Sustainability Standing Committee members and/or other HRM Councillors.

e) Fair Trade Town Committee

After the Fair Trade Town designation is granted to HRM, continued commitment would include participation on a permanent Fair Trade Town Halifax Committee. The FTT Committee would discuss potential Fair Trade initiatives and offer guidance to any larger Fair Trade Halifax Forum that might emerge. Fusion would take the lead on organizing the Fair Trade Town Committee, which would likely meet 1-2 times each year.

f) Keep the Momentum Campaign

An important element of becoming a Fair Trade Town is continue efforts in this area after the official designation. Future Fair Trade Town Halifax activities may include events and programs to reduce overall consumption, to promote recycling, organic, sweatshop-free, energy-efficient, and locally produced goods, or whatever the FTT Committee believes is in the spirit of Fair Trade Towns. Fusion would take the lead on organizing the campaign. After the Fair Trade Town designation is granted to the city, a continued commitment from HRM would be needed, and would include:

- A webpage permanently dedicated to the Fair Trade Town Halifax project somewhere on the HRM website, with related tech support to update this 2 or 3 times per year
- An annual commemoration of the Fair Trade Town designation where other Fair Trade related initiatives could be announced/promoted. This could be a flag-raising ceremony, or other event depending on the wishes of HRM and the FTT Committee. HRM would contribute nominal costs to this commemoration ceremony
- annual Fair Trade activities for and by the community, which would also be guided by the FTT Committee
- the possibility of creating a broad-based Fair Trade Town Forum, which could include open-ended membership from all interested HRM groups and citizens, again guided by the FTT Committee

4. Closing Statements by representatives of Fusion Halifax

Appendix 1: Background Information

a) Background: Fusion Halifax and Fusion's Sustainability Action Team

Fusion Halifax is a non-profit organization of 2,500 young professionals from the Halifax Regional Municipality. Fusion was launched in 2007 in order to encourage civic and community engagement among the city's young people, to build a coherent voice for young Haligonians and to generate new ideas for improving our city.

Fusion Sustainability Action Team (FSAT), one of Fusion Halifax's six action teams, is spearheading the Fair Trade Town Halifax project. FSAT seeks to improve HRM's sustainability and environmental dialogue through such initiatives as **It's More Than Buses** and **OurHRM Alliance**.

b) Background: Fair Trade

Definition: 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. Fair Trade organisations (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.

Scope: There are now 850 certified producer organizations, representing more than one million farmers and workers from 55 countries, producing over 100 different Fairtrade certified products. **In 2010, the estimated retail value of Fairtrade certified products sold in Canada was \$269 million.**

Products: Fairtrade products fall into 13 different categories

- | | | | |
|----------|-----------------|----------------|----------|
| • coffee | • grains | • sports balls | • fruit |
| • tea | • flowers | • wine | • cotton |
| • sugar | • nuts and oils | • spices | • gold |
| • cocoa | | | |

Officiating Body (World): Fairtrade International is the international umbrella organization headquartered in Bonn, Germany that operates the rigorous international system of monitoring, auditing and certification of Fair Trade products. Its members are drawn from both producers and organizations like Fairtrade Canada. This organization sets international Fairtrade standards that guarantee not only a fair price to producers for their products, but also additional funds for community development, access to credit, and stable trading relationships. It is also known by its previous acronym FLO, for Fairtrade Labelling Organizations International.

Officiating Body (National): Fairtrade Canada is the national non-profit Fairtrade certification and public education organization based in Ottawa. As the only Canadian member of Fairtrade International, it is the certification body that provides Fair Trade Town designations in Canada.

Appendix 2: Fair Trade Town's Six Goals

From Fairtrade Canada's "Fair Trade Towns Action Guide", February 2012

Goal #1: Political Support

Having your local council demonstrate support for Fair Trade is important because the council is a vital community leader. They represent the will of the people as a whole, and they symbolically embody the city itself. In practical terms, the council also has access to a lot of potential resources. They may have well-developed communications tools, including newsletters, public events and press conferences, which they can use to disseminate information to community members. They can offer potential financial support and media attention for the campaign. Furthermore, they can be important purchasers with major buying power, and their choice to switch to Fairtrade certified products can significantly increase local demand and encourage local suppliers to make Fairtrade certified products more readily available.

Goal #2: Availability of Products

In order to encourage people to switch to Fairtrade certified products, they must be made readily available. While there are always those who will go out of their way to purchase Fair Trade, this is not practical for many others. Increasing the availability of Fairtrade certified products means that more people will be able to buy it, and the greater visibility offers the potential to expose new people to Fair Trade. With this goal, you are encouraged to try to get a variety of products into different stores. While some people still think of Fair Trade in terms of coffee, there is an ever expanding range of Fairtrade certified products. Why not approach your local chocolate, flower shop, or sports store to stock Fairtrade certified products?

Goal #3: Community Support

Community groups are important allies for your campaign. Faith groups, schools and environmental groups for example are well experienced at organizing educational activities, promotional events, and campaigns to raise awareness about various issues. In fact, many of these groups have already been leaders in the Fair Trade movement in Canada and globally. Your local community groups can be important collaborators in organizing promotional and educational events both for their own members and for the community at large. Access to community groups is also an effective way to target individuals. In social movement research, it has been found that people are more likely to get involved with a cause if others within their immediate social network, those people they know personally and spend time with, are also involved. Workplaces, religious groups and schools comprise important relationships and friendships that can encourage people to get involved together in the Fair Trade Town campaign. These institutions and groups can also have significant buying power, so their decision to provide Fairtrade certified products can greatly increase local demand and encourage suppliers to provide Fairtrade merchandise more widely. Finally, they can be important lobbyists for your campaign since they represent the support of a larger group of people.

Goal #4: Public Education

This goal is a way to reach out to the community at large, including individuals who are not members of the campaign's target groups, and build popular support for Fair Trade and your campaign. To achieve this goal, imaginative and eye-catching events can help people to take notice of your campaign and create a media buzz. However, be sure to accompany these events with concrete information. Your goal is not just to have people aware of the Fair Trade Town campaign, but to have community members know why Fair Trade and your campaign are important.

Goal #5: Fair Trade Committee

It is very important to put care into creating a successful steering committee. The steering committee must be as representative as possible of the whole community. Not only can this bring greater legitimacy and support, but it also brings access to a variety of different resources and the knowledge of how to target specific groups. The committee should bring together people with a diversity of skills and knowledge, in order to effectively carry out the wide variety of tasks required by the campaign. The group must be outward-looking, constantly visible to the general public and willing to bring Fair Trade to a variety of different audiences. To acquire sustainability, group members must also be dedicated to the long-term success of the campaign by committing to long-term involvement in the committee and keep good records for when change-over does happen. Finally, the group must have good communications, both internally and externally with other Fair Trade Town actors and Fairtrade Canada. It is strongly recommended that a steering committee meet for at least a year before the community be recognized as a Fair Trade Town. Even if there is already a high level of Fair Trade awareness before a campaign is launched, the community as a whole still has to be informed of and involved in the local Fair Trade Town campaign. A Fair Trade Town campaign offers a tremendous opportunity to involve groups that haven't traditionally been active in Fair Trade campaigning, and strengthen relationships between groups that don't usually work together. It usually takes at least a year for the steering group to establish itself and to develop strong relationships and linkages within the community. Otherwise, the whole campaign could lose its momentum quite quickly after the Fair Trade Town status is achieved. In general, the longer a campaign goes for, the stronger it will be.

Goal #6: Keep the Momentum

The sixth goal is a chance to apply the principals of Fair Trade (fair compensation of labour, environmental sustainability, direct trade, etc.) to other areas of consumption or to continue down the path of furthering Fair Trade locally. Fair Trade is part of a much larger movement towards more sustainable consumption, as growing numbers of people become concerned about the impacts their choices make on the people who produce their products and on the health of the environment. Many people are making changes in their daily habits towards a simpler, more ecological and just lifestyle, and the cumulative impact of this shift is enormous. By linking in with this broader movement, it gives you the opportunity to form alliances with other like-minded groups, and to make an even bigger impact within your community. This goal is also an opportunity to connect what is happening in developing countries with what is happening in your own community. Although the obstacles Southern producers must overcome may often be starker, there are nevertheless many parallels between the issues local producers and communities face within Canada and within developing countries. In both places, sustainable production must be supported by paying a fair price in order to keep communities healthy.

Appendices

Example of Council's Motion

[NAME OF COUNCIL/GOVERNMENT], as an important consumer and opinion leader, affirms its commitment to sustainable development and to giving marginalized producers a fair deal. Council recognizes Fairtrade certified products, which meet the international Fair Trade standards as certified by Fairtrade Canada, as a tool for poverty alleviation and greater equity in international trade.

[NAME OF COUNCIL/GOVERNMENT] hereby resolves to contribute to the campaign to achieve Fair Trade Town status for [NAME OF CITY] as detailed in Fairtrade Canada's Fair Trade Town Action Kit. In particular, Council resolves to:

- Serve only Fairtrade certified coffee, tea, and sugar for all meetings and in Council offices and canteens
- Allocate Fair Trade Town responsibilities to a member of staff or committee to ensure continued commitment to Fair Trade Town status
- Promote Fair Trade certification using Fairtrade Canada materials in refreshment areas and promoting the Fair Trade Towns initiative in internal communications and external newsletters
- Use influence to urge local retailers to provide Fairtrade certified options for residents
- Use influence to urge local business and community groups to offer Fairtrade certified options to their staff or members and promote Fair Trade Certification internally
- Engage in a media campaign to publicize the Fair Trade Towns initiative
- Support the development and promotion of other ethical and sustainable consumption initiatives
- Organize events and publicity during Fair Trade Fortnight - the annual national campaign to promote sales of Fairtrade certified products



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Environment and Sustainability Standing Committee
April 7, 2011

TO: Chair and Members of Environment and Sustainability Committee

SUBMITTED BY:

A handwritten signature in dark ink, appearing to read "Phillip Townsend".

Phillip Townsend, Director, Infrastructure and Asset Management

DATE: March 4, 2011

SUBJECT: Fair Trade Towns

ORIGIN

- Motion of Environment and Sustainability Standing Committee, March 3, 2011:
Directing staff to provide the committee with a report outlining:
 1. *What the Fair Trade Towns certification is;*
 2. *What the process is to becoming a Fair Trade Town; and*
 3. *What the benefits and costs are for this.*
- Motion of Regional Council, November 9, 2010:
It is recommended that Halifax Regional Council direct staff to support Local Agriculture through means of municipal authority and jurisdiction as demonstrated in the Discussion section of this report.

RECOMMENDATION

It is recommended that the Environment and Sustainability Standing Committee:

1. Endorse staff continuing community collaboration and engagement and support of the community lead initiative of Halifax Regional Municipality (HRM) achieving Fair Trade Town designation;
2. Instruct Staff to develop a Memorandum of Understanding (MOU) with stakeholder community groups;
3. Upon development of the MOU, arrange a presentation to the Environment and Sustainability Committee to precede with a recommendation of endorsement to Regional Council; and
4. Include promotion of Select Nova Scotia branding with any promotion of Fair Trade branding.

BACKGROUND

What is Fair Trade?

Fair trade is an organized social movement and market-based approach that aims to help producers in developing countries make better trading conditions and promote sustainability. The movement advocates the payment of a higher price to producers as well as higher social and environmental standards. It focuses, in particular, on exports from developing countries to developed countries, most notably handicrafts, coffee, cocoa, sugar, tea, bananas, honey, cotton, wine, fresh fruit, chocolate, flowers and gold.



What is a Fair Trade Town?

The Fair Trade Towns campaign is an initiative that allows communities to support Fair Trade at the local level. The campaign increases the availability and awareness of Fair Trade Certified. In Canada, the movement is still young. The first city to be awarded Fair Trade Town status was Wolfville, Nova Scotia, on April 17, 2007.

Fair Trade Towns:

The Fair Trade Towns campaign is an initiative that allows communities to support Fair Trade at the local level. The campaign increases availability and awareness of Fair Trade Certified.

Why become a Fair Trade Town?

- To distinguish your community as a leader and to confirm your commitment to supporting the principles of Fair Trade, including a fair price, respect for labour standards, environmental sustainability, and more direct and equitable trade;
- To improve the livelihoods of the millions of farmers and workers in the developing world who benefit from the Fair Trade Certification system; and
- To create awareness and encourage local citizens to make ethical and sustainable choices.

To become a Fair Trade Town, the community must achieve the following 6 goals:

1. The local council uses Fair Trade Certified products and supports the Fair Trade Towns campaign;
2. Stores & restaurants serve Fair Trade Certified products;
3. Workplaces, faith groups, & schools use and promote Fair Trade Certified products;

4. Public awareness events and media coverage held on Fair Trade and the campaign;
5. A steering group created for continued commitment; and
6. Other ethical and sustainable initiatives promoted within the community.

A little history:

The idea of a "Fair Trade Town" was born in England in 1999, when an Oxfam group in the town of Garstang wanted to promote Fair Trade as part of a community effort. The campaign aimed to make Garstang the world's first Fair Trade Town and this goal soon attracted the interest of others throughout the community including private citizens, local businesses, and the town council. Many towns have followed the Garstang's example. There are now more than 630 Fair Trade Towns in 18 countries.

Fair Trade Towns in Canada:

1. Wolfville, NS (April 17, 2007)
2. La Pêche, QC (November 9, 2007)
3. Port Colborne, ON (April 28, 2009)
4. Nakusp, BC (April 29, 2009)
5. Golden, BC (June 8, 2009)
6. Gimli, MB (July 1, 2009)
7. Olds, AB (November 9, 2009)
8. Revelstoke, BC (December 8, 2009)
9. Neuville, QC (March 31, 2010)
10. Mercier-Hochelaga-Maisonneuve, QC (April 19, 2010)
11. Vancouver, BC (May 6, 2010)
12. Barrie, ON (May 10, 2010)
13. Sainte Anne de Bellevue, QC (May 21, 2010)
14. Canmore, AB (July 6, 2010)
15. Sherbrooke, QC (February 9, 2011)

Overview of anticipated roles and responsibilities:

Role	Responsible	Status	Perceived HRM Role
The local council uses Fair Trade Certified products and supports the Fair Trade Towns campaign	HRM	Complete	Adopt Catering Guidelines
Stores & restaurants serve Fair Trade Certified products	Community Groups	Believe HRM business community meets this requirement	None
Workplaces, faith groups, & schools use and promote Fair Trade Certified products	Community Groups and HRM	Future Action	Use of Website, support, etc.

Public awareness events and media coverage held on Fair Trade and the campaign	Community, media and HRM	Future Action	Press Releases, Website, nominal event costs
A steering group created for continued commitment	Community Groups	Future Action	Participate
Other ethical and sustainable initiatives promoted within the community	Community Groups and HRM	Future Action	Support with Website and Press Releases.

DISCUSSION

The impetus to this report was efforts from a Dalhousie Student group as outlined recently in The Coast: <http://www.thecoast.ca/RealityBites/archives/2011/02/24/can-halifax-become-a-fair-trade-town>

Following the article, the student group, HRM and Fusion met to discuss a collaboration to make this initiative happen. The intent is to develop an MOU and sign up multiple stakeholders and assign responsibilities.

Why not Buy Local? How do we support Local Business?

Certainly when we look at spending decisions through a sustainability lens, supporting local producers, service providers, merchants and other businesses makes sense.

The challenge in municipal government is that we are bound by international, national, and provincial trade agreements such as the North American Free Trade Agreement and The Atlantic Procurement Agreement. We have very little legislative ability to put up trade barriers. Non-compliance to these agreements would put HRM at a legal risk.

That being said, while we cannot put up trade barriers, there is nothing preventing the municipality from supporting local business. This is done in HRM/Nova Scotia through a variety of organizations and initiatives, including:

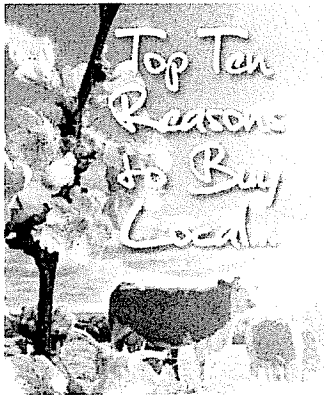
- Business Alliance of Local Living Economies or BALLENS, <http://www.ballens.ca/index.html>
- Select Nova Scotia, <http://www.selectnovascotia.ca/>
- Greater Halifax Partnership, <http://www.greaterhalifax.com/en/home/default.aspx>
- Halifax Chamber of Commerce, <http://www.halifaxchamber.com/>

Staff proposes to brand this initiative in conjunction with Select Nova Scotia. This complimentary branding would help promote local agriculture and producers. Their goal is to increase awareness and consumption of Nova Scotia produced and processed agri-food products by Nova Scotians and

visitors. The program is supported by the Nova Scotia Department of Agriculture. This means that should HRM participate in a Fair Trade effort, Select Nova Scotia information and promotion would also be put on any internet or print materials to support local agriculture.

Why does Fair Trade support Buy Local?

Quite simply, by promoting Fair Trade we are enticing residents to consider a bit more deeply their spending decisions. While supporting ethically produced coffee or chocolate is one benefit, certainly those that are considering their personal expenditures would make comparable decisions on where their dollars are going. Staff feels this initiative supports local business. Comparable to making a choice about the bag of coffee one would purchase, an enlightened consumer would also make a choice about whether to purchase a Nova Scotian apple or a Chilean apple, or a Nova Scotian bottle of wine versus a French bottle.



1. SUN RIPE PRODUCE FRESH OFF THE VINE! DELICIOUS!

Local produce is allowed to ripen on the vine and is offered at it's peak flavour potential

2. SUPPORT SMALL FARMS

Every local product comes with a local story. Your choice to buy a fresh local product supports farm families, rural communities and our provincial economy

3. REDUCE YOUR ENVIRONMENTAL FOOTPRINT

Think about how many "food miles" your ingredients travel to reach your plate. Local meat, dairy, produce and preserves are available in your own backyard

4. BE SOCIAL

Farmers' markets are a community event. While foraging for fresh herbs and farm eggs, chances are you'll strike up a conversation with a vendor, or bump into an old friend

5. GET IN TOUCH WITH THE SEASONS

Eating locally means eating what's in season. Heart warming foods like root vegetable soups in the winter just makes sense!

6. EXPLORE YOUR OWN BACKYARD

Countless adventures can be found at local farms, wineries and sugar shacks. Many local producers host festivals, tours and food samplings. Choose a destination and plan an inexpensive family adventure or a gourmet getaway

7. TRY SOMETHING NEW

Have you ever tried apple wine? Or maple smoked salmon? Asparagus is a great springtime treat and don't forget to boil those beet tops. Yum!

8. BE HEALTHY

Eating local means healthy ingredients and access to fresh food at its nutritional peak. Eating well never felt so good.

9. CREATE FAMILY MEMORIES

Do you remember making pickles with grandma, or picking berries for hours to make grandpa's famous freezer jam? Create a new family tradition and preserve your favourite seasonal products together. With a pretty bowl your family's famous preserves will make a great Christmas gift!

10. PRICE

Local products are comparably priced to products produced elsewhere.

Why does Staff recommend supporting this community initiative?

1. To take advantage of community effort into enhancing community engagement on the ethical/social aspect of sustainability;
2. To further enhance the branding of HRM as a sustainable city;
3. To support positive local community initiatives;
4. To enable alignment of effort around ethical and local community purchasing decisions; and
5. There is no cost to HRM.

BUDGET IMPLICATIONS

Staff expect this work to have minimal, if any, financial costs and require minimal staff time. Any efforts could be captured within existing operating budgets.

FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Project and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Project and Operating reserves, as well as any relevant legislation.

COMMUNITY ENGAGEMENT

This report resulted from a community initiative led by a group of Dalhousie Students (Engineers without Borders) and supported by Ecology Action Centre and FUSION. It is intended to broaden the engagement through the MOU.

ALTERNATIVES

The committee may wish to instruct staff to not continue to support this community initiative.

ATTACHMENTS

None

A copy of this report can be obtained online at <http://www.halifax.ca/commcoun/cc.html> then choose the appropriate Community Council and meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by: Richard MacLellan, Manager, Sustainable Environment Management Office, 490-6056
