

GREENEST

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School: McGill University

Greenest due on October 24 @ 6am PT.

Up to 50 bonus points will be awarded for outstanding work.

Think

Each meal we eat casts a vote for the kind of food system we want to support.

Smallholder farmers are the backbone of our food system, growing 70% of the world's food. Yet the system is stacked against them, too often favoring mega corporations and industrial agriculture.

When you buy products on your campus, have you ever considered if they are Fair Trade certified? Fair Trade Campaigns has an entire program dedicated to making your campus a Fair Trade campus.

Challenge

- **First, start by making a list of 25 Fair Trade products, a fraction of what exists in the retail sector. → I chose 25 Fair Trade brands which retail in Canada.**

Source: <http://guide.fairtrade.ca/>

- **Coffee:**
 - Arriba
 - Cafeology
 - Starbucks
 - Insomnia
 - Owens Coffee Roasters
- **Chocolate:**
 - Divine
 - Barkley
 - Handmade Organic Delight
 - Wild Boar
 - Prana
 - Rochef Chocolatier
- **Spices:**
 - Cha's Organics
 - Sodexo Canada
 - teaBOT
 - Umano
- **Tea:**
 - Four O'Clock
 - Traditional Medicinals
 - Nourish Tea
 - Aroma
 - Organic Garden
 - Baden Coffee Company
 - Camellia Sinensis
- **Cotton:**
 - Oasis Bags
 - The Green Campus Co-op

- **Next, head to a store on your campus and see how many fair trade products can you spot?**
 - Fair Trade Corner:
 - Everything! 😊
- **List 5 items that are commonly sold on your campus that could be Fair Trade certified, or let us know if your campus is already selling fair trade items.**
 - The engineering students' society at my school set up the Fair Trade Corner in the Engineering Building at the end of 2016! They are open every day from 11:00 to 2:00, at the time when students are most
 - There are also a number of student-led coffee and snack stands on campus which aspire to be zero-waste and to serve Fair Trade products.
 - 5 Fair Trade products sold at the Fair Trade Corner:
 - Chocolate
 - Coffee
 - Canvas tote bags
 - Granola bars and trail mix
 - Honey
- **Take it a step further! Read about the requirements to become a Fair Trade College or University [here](#), and what it takes to become a Fair Trade School [here](#).**
 - My school is a certified Fair Trade Campus.
 - **Is there a campaign going on at your school?**
 - Yes! There is most definitely a Fair Trade movement taking place at my school, a campaign which has been active in the last few years. The 2016 Canadian FairTrade Awards winner was McGill, my school. They had been a Fair Trade Campus since 2013 (the fifth Fair Trade Campus in Canada, and the first in Quebec!) and, according to an article from FairTrade Canada (<http://fairtrade.ca/en-CA/Stay-in-touch/Blog/2017/May/McGill>), have had a number of activities and projects to encourage dialogue and awareness about its fair trade certification (see below).



- **And if you're outside of the US, find out if there are Fair Trade efforts underway in your country [here](#).**
 - Based on this resource, I don't think there are any Fair Trade efforts underway in Montreal, the city I live in.



- **If there is a campaign at your school, what progress has it made?**
 - Since the campaign to make McGill a more socially-conscientious progressive campus began, it's gained momentum, and has successfully implemented Fair Trade policies across cafeterias and similar non-exploitative mindsets across academic programs (ie – ending voluntourism trips sponsored by McGill).
 - Some projects and activities conducted by McGill to encourage discourse on Fair Trade:
 - “August 2014: McGill prepared the world's largest fair trade brownie, weighing 4,400 pounds (1,440 pounds of Fairtrade sugar, 360 pounds of Fairtrade cacao powder, and 420 pounds of organic Fairtrade dark chocolate.)
 - January 2015: McGill hosted the third annual National Fair Trade Conference.

- September 2015: McGill set the Guinness World Record for world's largest smoothie at a remarkable 3,121 liters. The 660 pounds of bananas were Fairtrade and the strawberries, raspberries, and blueberries were all grown in Quebec.
- August 2016: McGill launched its unique Fairtrade certified coffee blend, Roddick Roast."

Source: Fair Trade Canada website

- **What are some next steps the project could take, and how might you contribute to growing the campaign?**
 - I think that the next step the project could take to expand on a municipal and regional level could be to work to establish Montreal as a Fair Trade City (FTT). This would be a concrete opportunity for the entire city to have some sort of quantifiable obligation to make qualitative efforts to be more conscientious. By setting the bar for ethical consumption high at the top rung of the authoritative ladder, it creates a top-down sense of morality for citizens to aspire to achieve.
 - Because I'm on the Environmental Residence Council, and because I'm studying Ethics and Justice as a large component of my degree in Sustainability, Science, and Society, I have access to a lot of resources which I can draw from in order to address the importance and need for such a campaign to be grown – I am confident that I could draw from all these resources – academic and extra-curricular alike – to present a compelling case to convince people and organised groups to pursue this endeavour.

SUBMITTED AT: 12:30 am ET 24 October 2018