

**Cooper Institute** – “Community Engagement in Developing Prospects for a System of Domestic Fair Trade for Food Products” [A PEI PILOT]

Community Engagement in Developing Prospects for a System of Domestic Fair Trade for Food Products: A PEI PILOT, is a two-year project. It is designed to examine new possibilities for establishing a Domestic Fair Trade system for food in Canada. It will involve communities in processes of interactive learning about Fair Trade, in planning procedures, and in establishing a foundation for a Fair Trade system. **The project begins with research drawing on the experience and wisdom of the people in other jurisdictions and/or sectors who have initiated Domestic Fair Trade programs. The research will examine the history of Fair Trade and identify the successes and challenges in establishing and maintaining Fair Trade as an ethic and practice. It will identify and explore appropriate approaches and solutions used in developing a Fair Trade as an achievable goal.** The research results will provide a basis of education-for-action programs engaging the various PEI food-interest sectors: producers, retailers, and other residents/citizens. In community learning circles and forums, participants will: become familiar with what Fair Trade is; identify the opportunities for, and obstacles to, Free Trade; learn how to involve a wider circle of farmers and other citizens/residents; engage in developing sound principles for a Fair Trade food system; and design a tentative process for founding a Fair Trade system. The project aims to export its model of engagement to other parts of Canada. It proposes eventually to engage major players across the Canada, who have the power to constitute a national Fair Trade system for food products.