

Agenda Report

January 14, 2013

TO: City Council
THROUGH: Legislative Policy Committee (December 18, 2012)

FROM: City Manager's Office

SUBJECT: Adoption of a Resolution in support of Fair Trade and the Fair Trade Towns Initiative

RECOMMENDATION:

It is recommended that the City Council adopt a resolution in support of Fair Trade and the Fair Trade Towns initiative.

BACKGROUND:

The term "Fair Trade" describes a system of commerce that is intended to promote a sustainable environment, labor rights, a fair wage for laborers and safe, healthy working conditions for laborers as well as their families and communities. This is achieved through a certification process that informs consumers of which businesses/products meet established standards that are consistent with the principles of "Fair Trade".

Although the concept of "Fair Trade" dates back decades, the Fair Trade Towns USA campaign got its start in 2005 when the town of Media, PA established itself as "America's First Fair Trade Town" emulating the actions of Garstang, Lancashire U.K., which established itself as the first Fair Trade town in the year 2000. According to Fair Trade Towns USA, over 1500 communities in three continents have adopted the principles of Fair Trade.

Locally, this past April, the City of Claremont became the first city in Southern California to declare its support for the Fair Trade movement through the adoption of a resolution (Attachment A). On October 15, 2012, representatives of Fair Trade Pasadena appeared before the City Council and requested that the City adopt a resolution in support of "Fair Trade". The group provided a sample resolution (Attachment B).

Recently, the City received a letter from the Pasadena Chamber of Commerce (Attachment C) supporting the request, provided such action serves only as a statement of support and does not result in any financial commitment or policy changes on the part of the City. Representatives of Fair Trade Pasadena have indicated agreement with the recommendation of the Chamber of Commerce. With that in mind, the proposed resolution deviates somewhat from the version presented by Fair Trade Pasadena. Specifically, the draft provided by Fair Trade Pasadena included language which would appear to commit the City to consider Fair Trade options when making purchases on behalf of the City; this provision is not included in the proposed resolution. It's worth noting that Claremont's recent action also omits any such statement.

COUNCIL POLICY CONSIDERATION:

The adoption of the proposed resolution in support of Fair Trade and the Fair Trade Towns initiative is consistent with the City Council's strategic plan goal to increase conservation and sustainability.

FISCAL IMPACT:

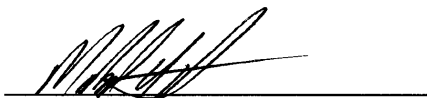
The adoption of the proposed resolution would not result in any fiscal impact on the City.

Respectfully submitted,



Steve Mermell
Assistant City Manager

Approved by:



Michael J. Beck
City Manager

Attachments:

- A – City of Claremont resolution regarding Fair Trade
- B – Sample resolution provided by Fair Trade Pasadena
- C – Letter of support from the Pasadena Chamber of Commerce
- D – Listing of local merchants carrying Fair Trade products & local organizations supporting Fair Trade

RESOLUTION NO.

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
PASADENA IN SUPPORT OF FAIR TRADE**

RECITALS:

WHEREAS, Fair Trade is an innovative, market-based system that ensures fair labor practices, healthy and safe work environments, fair prices, worker empowerment, community investment, and environmentally sustainable practices and products; and

WHEREAS, Fair Trade supports sustainable and equitable commerce and economic development through trade not aid; and

WHEREAS, Fair Trade empowers farmers to use ecologically friendly and sustainable practices with financial incentives and resources for organic conversion, reforestation, water conservation, and environmental education; and

WHEREAS, Fair Trade provides producers around the world with the opportunity to strengthen their community, and to live and work in more dignified conditions; and

WHEREAS, Fair Trade protects children from trafficking and slavery; and

WHEREAS, Fair Trade empowers and educates women around the world; and

WHEREAS, Fair Trade joins the City of Pasadena with the global community that supports decent and ethical labor standards through means that sustain the Earth; and

WHEREAS, the values of Fair Trade are in keeping with supporting the local economy by purchasing locally and ethically-produced goods and services; and

WHEREAS, Fair Trade has the potential to increase visitors to the Pasadena community; and

WHEREAS, the national designation from Fair Trade Towns USA will provide further recognition to the City of Pasadena for its social and environmental responsibility; and

WHEREAS, Pasadena is a community of passionate citizens that advocate and support the core principles of Fair Trade including economic fairness, rights for women and children, environmental sustainability and community development; and

WHEREAS, the five criteria to receive a Fair Trade Town designation are as follows:

1. An independent local Fair Trade Steering Committee is formed and meets regularly, with the aim of increasing awareness and building demand for Fair Trade products through education, outreach, and public events;
2. A range of Fair Trade products is available in local stores, cafes, and other venues. These include Fair Trade Certified (TM) products and products sold by retailers who are members of the Fair Trade Federation;
3. Fair Trade products are used by a number of local organizations, including places of worship, schools, hospitals, and offices;
4. The local campaign attracts media attention and visible public support;
5. The city council passes a resolution supporting Fair Trade and the local campaign:

NOW THEREFOR, THE CITY COUNCIL OF THE CITY OF PASADENA HEREBY RESOLVES AS FOLLOWS:

SECTION 1. Endorses the efforts of diverse citizens, businesses and organizations to increase the understanding of Fair Trade and grow the availability of Fair Trade products.

SECTION 2. Endorses the efforts of diverse citizens, businesses and organizations to publicize Pasadena as a Fair Trade Town, a hub for finding Fair Trade food, products, and handcrafted Fair Trade items.

SECTION 3. Endorses ongoing efforts of diverse citizens, businesses and organizations to make Pasadena a town where citizens and tourists can conveniently shop local, green and fair.

SECTION 4. Joins with the towns across the United States and throughout the world in commemorating World Fair Trade Day on the second Saturday in May yearly.

SECTION 5. The City Council hereby authorizes the City Manager to execute, in the name of the City, any and all documents or instruments necessary or required for participation in the Fair Trade program.

SECTION 6. The City Clerk shall forward a certified true copy of this resolution to the Fair Trade Pasadena Committee.

Passed and Adopted by the City Council of the City of Pasadena on the _____ day of _____, 2013, by the following vote:

AYES:

NOES:

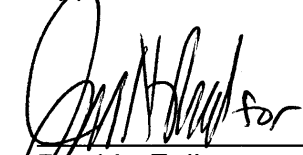
ABSENT:

ABSTAIN:

:

Mark Jomsky, City Clerk

Approved as to form:



Brad L. Fuller
Assistant City Attorney

RESOLUTION NO. 2012-24

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CLAREMONT, CALIFORNIA, IN SUPPORT OF FAIR TRADE.

WHEREAS, Fair Trade provides small producers throughout the world with fair prices that translate into better incomes and more dignified living conditions; and

WHEREAS, Fair Trade protects children from trafficking and slavery; and

WHEREAS, Fair Trade producers follow environmental standards that are ecologically friendly and sustainable, creating a planet that is healthier for all; and

WHEREAS, Fair Trade promotes development through trade not aid and charts a way forward that is self-sustaining; and

WHEREAS, Fair Trade is aligned with Claremont Sustainability Plan goals; and

WHEREAS, Fair Trade has the potential to increase the visitors to the Claremont community; and

WHEREAS, Fair Trade Town USA designation will provide notoriety and promotional opportunities for the Claremont.

WHEREAS Fair Trade is supported by the Claremont Chamber of Commerce; and

WHEREAS, Claremont is a community of public spirited citizens that highly value the core principles of Fair Trade including economic fairness, rights of children, environmental sustainability and community development, and

NOW THEREFORE, THE CLAREMONT CITY COUNCIL DOES HEREBY RESOLVE:

SECTION 1. Endorses the efforts of diverse citizens, businesses and organizations to increase understanding of Fair Trade and grow the availability of Fair Trade products,

SECTION 2. Endorses the efforts of diverse citizens, businesses and organizations to publicize Claremont as a hub for finding quality Fair Trade food products and unique Fair Trade gifts

SECTION 3. Endorses ongoing efforts of diverse citizens, businesses and organizations to make Claremont a town where concerned citizens can conveniently shop local, green and fair.

SECTION 4. Joins with towns across the United States and throughout the world in the celebration of World Fair Trade Day on May 12, 2012

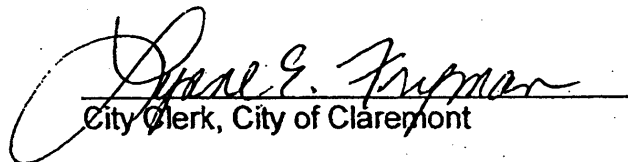
SECTION 5. The Mayor shall sign this Resolution and the City Clerk shall attest and certify to the passage and adoption thereof.

PASSED, APPROVED, AND ADOPTED this 24th day of April, 2012.



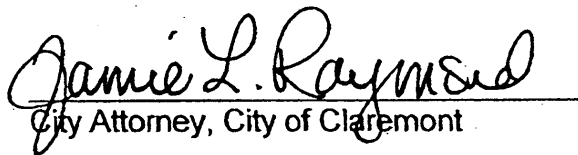
Mayor, City of Claremont

ATTEST:



City Clerk, City of Claremont

APPROVED AS TO FORM:



City Attorney, City of Claremont

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES)ss.
CITY OF CLAREMONT)

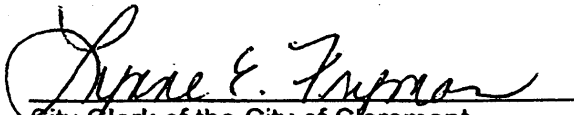
I, Lynne E. Fryman, City Clerk of the City of Claremont, County of Los Angeles, State of California, hereby certify that the foregoing Resolution No. 2012-24 was regularly adopted by the City Council of said City of Claremont at a regular meeting of said Council held on the 24th day of April, 2012, by the following vote:

AYES: COUNCILMEMBERS: NASIALI, PEDROZA, CALAYCAY, LYONS, SCHROEDER

NOES: COUNCILMEMBERS: NONE

ABSTENSIONS: COUNCILMEMBERS: NONE

ABSENT: COUNCILMEMBERS: NONE



City Clerk of the City of Claremont

CITY OF PASADENA, COUNTY OF LOS ANGELES, RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASADENA, IN SUPPORT OF FAIR TRADE.

offered the following resolution and moved its adoption:

WHEREAS, Fair Trade is an innovative, market-based system that ensures fair labor practices, healthy and safe work environments, fair prices, worker empowerment, community investment, and environmentally sustainable practices and products; and

WHEREAS, Fair Trade supports sustainable and equitable commerce and economic development through trade not aid; and

WHEREAS, Fair Trade empowers farmers to use ecologically friendly and sustainable practices with financial incentives and resources for organic conversion, reforestation, water conservation, and environmental education; and

WHEREAS, Fair Trade provides producers around the world with the opportunity to strengthen their community, and to live and work in more dignified conditions; and

WHEREAS, Fair Trade protects children from trafficking and slavery; and

WHEREAS, Fair Trade empowers and educates women around the world; and

WHEREAS, Fair Trade joins the City of Pasadena with the global community that supports decent and ethical labor standards through means that sustain the Earth; and

WHEREAS, the values of Fair Trade are in keeping with supporting the local economy by purchasing locally and ethically-produced goods and services; and

WHEREAS, Fair Trade has the potential to increase visitors to the Pasadena community; and

WHEREAS, the national designation from Fair Trade Towns USA will provide further recognition to the City of Pasadena for its social and environmental responsibility; and

WHEREAS, Pasadena is a community of passionate citizens that advocate and support the core principles of Fair Trade including economic fairness, rights for women and children, environmental sustainability and community development; and

WHEREAS, the five criteria to receive a Fair Trade Town designation are as follows:

1. An independent local Fair Trade Steering Committee is formed and meets regularly, with the aim of increasing awareness and building demand for Fair Trade products through education, outreach, and public events;
2. A range of Fair Trade products is available in local stores, cafes, and other venues. These include Fair Trade Certified (TM) products and products sold by retailers who are members of the Fair Trade Federation;
3. Fair Trade products are used by a number of local organizations, including places of worship, schools, hospitals, and offices;

- 4. The local campaign attracts media attention and visible public support;
- 5. The city council passes a resolution supporting Fair Trade and the local campaign, and will consider a Fair Trade option when making purchases on behalf of the city.

NOW, THEREFORE, THE CITY OF PASADENA DOES HEREBY RESOLVE

SECTION 1. Endorses the efforts of diverse citizens, businesses and organizations to increase the understanding of Fair Trade and grow the availability of Fair Trade products

SECTION 2. Endorses the efforts of diverse citizens, businesses and organizations to publicize Pasadena as a Fair Trade Town, a hub for finding Fair Trade food, products, and handcrafted Fair Trade items.

SECTION 3. Endorses ongoing efforts of diverse citizens, businesses and organizations to make Pasadena a town where citizens and tourists can conveniently shop local, green and fair.

SECTION 4. Joins with the towns across the United States and throughout the world in commemorating World Fair Trade Day on the second Saturday in May yearly.

SECTION 5. The Mayor shall sign this Resolution and the City Clerk shall attest and certify to the passage and adoption thereof.

BE IT FURTHER RESOLVED that the Clerk forward a certified true copy of this resolution to the Fair Trade Pasadena Committee.

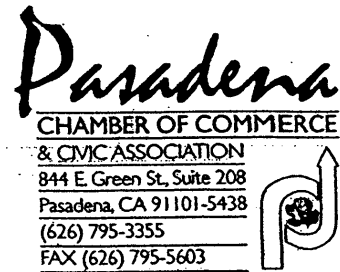
Seconded by

and adopted on roll call by the following vote:

Yes No Abstain Absent

(Names of Council Members go below)

Dated: Leave off date



September 26, 2012

Mayor Bill Bogaard and Pasadena City Council
100 North Garfield Avenue
Pasadena, CA 91109

Re: Fair Trade City designation

Dear Mayor Bogaard and Pasadena City Council Members,

At its most recent meeting, the Pasadena Chamber of Commerce Board of Directors considered a request to support the designation of Pasadena as a Fair Trade City. After much discussion, the Chamber Board voted to support the City of Pasadena being designated a Fair Trade City.

The Chamber Board did express some concerns and would like you to know that Chamber support is conditioned on the following:

1. The City of Pasadena expends no resources in support of the Fair Trade City designation. No money, staff time or supplies will be expended by the City to support or maintain Fair Trade City status. Any committees, monitoring, reporting or other materials required to support or maintain the Fair Trade City status is to be done completely by the volunteer committee and not by city staff or using city resources of any kind.
2. The designation does not require the City of Pasadena to do business with Fair Trade companies or purchase Fair Trade products.
3. Fair Trade City designation does not confer any preferred status on Fair Trade companies or products. No additional points or preferences will be given to Fair Trade products or companies in contracting or procurement opportunities with the City of Pasadena.
4. Any resolution is non-binding and confers no requirements for quotas for city procurement or contracting with Fair Trade companies or for Fair Trade products.
5. Fair Trade products or companies will not be promoted, supported or enhanced by the City of Pasadena in any way or to any degree more than existing businesses or non-Fair Trade companies.

The Pasadena Chamber of Commerce Board of Directors recognizes that there are some marketing advantages to a Fair Trade City designation, and welcome that additional opportunity. The Board does want it to be very clear that the Chamber opposes any expenditure of staff time or any other resources by the City of Pasadena to support or maintain designation as a Fair Trade City. The Board is also emphatic that a Fair Trade City designation does not negatively impact existing businesses or non-Fair Trade companies or products with the City of Pasadena. We support a level playing field for all legally operating businesses in Pasadena.

Thank you,

Paul Little
President and Chief Executive Officer

Cc: M. Beck, M. Jomsky, M. Bagneris

Businesses that sell Fair Trade Products in Pasadena

1. Albertson's
2. Alexandria II Bookstore
3. Cherry on Top
4. Cost Plus World Market
5. CVS
6. Distant Lands
7. Fresh & Easy
8. Gelson's
9. Granny's Pantry
10. Green Earth Vegan Cuisine
11. KindKreme
12. Lula Mae
13. Moka Cafe
14. Norton Simon Museum Gift Store
15. Pasadena Presbyterian Church
16. Pavilions
17. Sabor 2
18. Sprouts Farmers Market
19. Target (91101)
20. Target (91107)
21. Ten Thousand Villages
22. Tender Greens
23. Trade Joe's markets
24. Vitamin Shoppe
25. Vons
26. Vroman's Bookstore
27. Whole Foods markets

Organizations that support Fair Trade in Pasadena

1. All Saints Church
2. Amnesty International USA, Pasadena Group 22
3. Anabaptist Perspectives
4. Assumption of the Blessed Virgin Mary
5. Bike Week Pasadena
6. Bread for the World, California
7. Conscientious Projector
8. Consumer Co-operative Grocery Store
9. Ecumenical Council of Pasadena Area Congregations
10. Fair Trade Pasadena
11. First Congregational Church
12. First United Methodist Church
13. Knox Presbyterian Church
14. Lineage Dance Company
15. Neighborhood Unitarian Universalist Church
16. Oasis USA
17. Pasadena City College
18. Pasadena Coalition for Responsible Development
19. Pasadena Mennonite Church
20. Pasadena Presbyterian Church
21. St Andrews Church
22. Ten Thousand Villages Board
23. The Centre
24. The Peace and Justice Academy
25. Trinity Lutheran Church
26. Urban Village of Pasadena
27. UNA Pasadena