



*October 7, 2019*

Erin Bird  
Fair Trade Calgary

Dear Ms. Bird,

The REAP Business Association supports the campaign to have Calgary recognized as a Fair Trade Town and supports raising awareness about the benefits and opportunities of fair trade for our community and for producers around the world.

For the past 12 years, REAP (Respect for the Earth and All People) has been at the forefront of the “Be Local” movement for businesses and non-profits in Calgary, facilitating connections to like-minded sustainable businesses, and spreading brand awareness through our website, blog articles, and events. Over the years, more than 300 members have shown that it is possible to make money while making a difference in our city and the world at large. In the past four years alone, our members offset 51,388 tonnes of waste from landfills through sustainable business practices.

Fair Trade Calgary has been a dedicated partner of ours for several years, helping us showcase Fair Trade ingredients at our annual Food for Thought -- an event highlighting local and sustainable farms and restaurants in Calgary -- and speaking at our Appetite for Sustainability networking events on the importance of the Fair Trade certification.

Calgary’s spirit is moving away from oil and gas, and into an increasingly innovative, entrepreneurial space, while 70% of Millennials “actively consider a company’s values” when making purchases -- according to a May 2018 Forbes article “Millennials Call For Values-Driven Companies, But They're Not The Only Ones Interested.”

Being a Fair Trade Town will only further legitimize where we are going as a society and the work of REAP, our network, and Fair Trade Calgary.

Sincerely,

*Centaine Tyler*  
Community Leader  
REAP Business Association  
[centaine@reapcalgary.com](mailto:centaine@reapcalgary.com)  
403-462-8013