



Office of the City Manager

CONSENT CALENDAR
July 13, 2010

To: Honorable Mayor and Members of the City Council
From: *PK* Phil Kamlarz, City Manager
Submitted by: Robert Hicks, Director, Finance
Subject: Fair Trade Policy

RECOMMENDATION

Adopt a Resolution supporting a fair trade policy for the City of Berkeley.

FISCAL IMPACTS OF RECOMMENDATION

Unknown

CURRENT SITUATION AND ITS EFFECTS

By formally supporting this initiative, the City hopes to improve conditions for all workers. The City of Berkeley has demonstrated its commitment to improving worker's rights, and environmental stewardship by its many procurement policies. The City understands its responsibility to be aware of the impact its consumption has on the community.

BACKGROUND

The City of Berkeley has a long history of supporting fair wages, and safe and humane working conditions. The City has expressed its support of the importance of maintaining a healthy planet, protecting the environment, ensuring equal rights and equitable treatment for everyone through its many policies.

RATIONALE FOR RECOMMENDATION

The City adheres to the values exemplified by the principles of fair trade, and wishes to acknowledge publicly its affirmation of those ideals.

ALTERNATIVE ACTIONS CONSIDERED

None

CONTACT PERSON

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Attachments:
1: Resolution

RESOLUTION NO. ##,###-N.S.

FAIR TRADE POLICY

WHEREAS, the City of Berkeley expresses its support for sustainable and equitable commerce and economic development; and

WHEREAS, “Fair Trade” is an innovative market strategy that promotes fair labor practices and healthy, safe work environments through the procurement of food and other goods; and

WHEREAS, products including coffee, tea, chocolate, fresh fruits, sugar, rice flowers, and handicrafts, are available in stores, cafes, and restaurants throughout the City of Berkeley and many such products are certified and/or sold through organizations such as TransFair USA, the Fair Trade Federation and other reputable organizations supporting Fair Trade practices, and the sale of these products helps small farmers to increase living standards, economic independence, and maintain sustainable farming practices; and

WHEREAS, Fair Trade provides producers with fair prices that translate into truly livable wages; and

WHEREAS, production of Fair Trade goods is achieved through sustainable and ecologically friendly means, thus supporting the future of a healthy planet for all; and

WHEREAS, as a consumer, the City of Berkeley has a responsibility to be aware of the impact that its consumption has on the communities that produce the goods it purchases; and

WHEREAS, consumers have a voluntary choice to make purchases of Fair Trade goods; and

WHEREAS, the City of Berkeley recognizes that supporting our local economy by purchasing locally and ethically produced goods and services is in keeping with the values of Fair Trade; and

WHEREAS, the City of Berkeley has demonstrated its commitment to these types of values by adopting the following:

- **Local Business Preference Program:** Resolution 51,813-N.S. (1983)
- **Nuclear Free Policy:** Ordinance 5,784-N.S. (1986)
- **Non-Discrimination:** Ordinance 5,876-N.S. (1988)
- **CFC-Processed Food Packaging:** Ordinance 5,867-N.S. (1988)

- **Non-Polystyrene Foam Food Packaging:** Ordinance 5,888-N.S. (1990)
- **Recycled Products:** Resolution 55,286-N.S. (1990)
- **Recycled Paper:** Resolution 55,327-N.S. (1990)
- **Tropical Hardwood:** Resolution 58,291-N.S. (1995)
- **Redwood Products:** Resolution 58,704-N.S. (1996)
- **Certified Sustainable Wood and Wood Products:** Resolution 59,595-N.S. (1998)
- **Oppressive States Policy:** Resolutions 60,382-N.S., 59,853-N.S., 59,857-N.S. (1999)
- **Eliminate Anthropogenic Sources of Dioxin Pollution:** Resolution 60,196-N.S. (1999)
- **Living Wage Policy:** Ordinance 6,548 N.S. (2000)
- **Equal Benefits:** Ordinance 6,623-N.S. (2001)
- **Arsenic, Pentachlorophenol, and Creosote Treated Wood:** Resolution 61,724-N.S. (2002)
- **Environmental Preferable Purchasing Policy:** Resolution 62,693-N.S. (2004)
- **Disclosure of Historical Commerce in Slavery:** Ordinance 6,855-N.S. (2005)
- **Precautionary Principle:** Ordinance 6,911-N.S. (2006)
- **Sweatshop Free:** Ordinance 7,099-N.S. (2009)

WHEREAS, the City of Berkeley has the opportunity to continue to lead by example and present a model of social responsibility for other towns and cities to follow.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City of Berkeley supports Fair Trade initiatives consistent with all of the City's progressive purchasing policies and that when purchasing goods, the City it will commit to procuring Fair Trade products when those products are readily available, meet applicable City standards, are competitively priced, are of comparable quality, and procured in accordance with all of the City's existing procurement policies and Berkeley City Charter requirements.

BE IT FURTHER RESOLVED that the City Council supports the establishment of Fair Trade policies throughout the country, will consider working to ensure ongoing education, media exposure and commitment to Fair Trade, and encourages members of the Berkeley community to use, sell or provide Fair Trade products whenever possible for the well-being of producers, consumers and the planet.

BE IT FURTHER RESOLVED that the City of Berkeley will consider taking a more active role in the future on issues of Fair Trade if such action is valuable to the issues.