

OPIRG Ethical Food Sourcing Project – A Research Framework



Steve Disher and Hayley Goodchild
ERST-CAST 334H

A Joint TCCBE-OPIRG Research Project

Project ID: 858

Call Number: 604 Dis

Table of Contents

1.0 Introduction to the Project.....	3
2.0 Research Methodology.....	3-4
3.0 Glossary of Terms.....	4-6
4.0 What is ‘ethical sourcing’?.....	6-8
5.0 What is fair trade?.....	8-9
6.0 University Procurement.....	9-10
7.0 The relationship between academia and activism.....	10-12
8.0 Case Studies	
8.1 University of British Columbia.....	12
8.2 Simon Fraser University.....	13
8.3 University of Alberta.....	14
8.4 University of Manitoba.....	15
8.5 University of Guelph.....	16-17
8.6 McMaster University.....	18
8.7 York University.....	19
8.8 Trent University.....	20-21
8.9 Queen’s University.....	22
9.0 Future Directions/Ways Forward.....	23-24
10.0 Report Bibliography.....	25-26
Appendix A: Original Literature Review (including its own bibliography)	

1.0 The Project

The Ethical Food Sourcing project through OPIRG was a component of an ERST-CAST course: Community Development Approaches to Canadian Food Systems. As part of the course each student undertook a community-based research project in conjunction with the Trent Centre for Community-Based Education. We paired up to work on this project, whose major goal was to begin documenting and researching about ethical food sourcing movements happening at universities nationally. In conjunction with Karen Sutherland and with feedback from Barb Woolner and Paula Anderson, we developed a research placement agreement that outlined our more specific goals for the project:

- What is fair trade? What is ethical sourcing? What are procurement policies?
- Where is the movement to change university procurement policies coming from? Who is initiating them, who are involved?
- (Where) have there been successes in implementing or changing policy? How did this occur?
- Are most of these movements being effective? Why or why not?
- Where are these struggles happening across the country?
- What tools do these movements have to realize their goals?

Our final component for the project is what we would like to call a ‘research framework’ – or the groundwork that can be taken up by other students interested in bringing the project to fruition.

2.0 Research Methodology

There were a number of stages to our research project, so it is necessary to briefly discuss the different methodologies we used. First, we read up on literature pertaining to ethical sourcing, fair-trade and procurement. This researched background information to determine a) what ethical food sourcing, procurement and fair trade mean, and b) (how) do these benefit institutions, individuals, and producers. With this strong basis in the literature it was easier for us to understand where different universities and student groups are coming from when they use terms like ethical sourcing, corporate responsibility, fair trade, and so on. ***Thus the first major step in our research was to undertake a preliminary literature review.*** This does not mean that research *must* move in the direction from academic literature to the ‘real world’, but simply that these terms are part of larger discourses in which universities, students, and organizations are embedded, and so gaining a good understanding of their different uses can help inform primary research. The literature review is included in this package.

The second method of research collection we used was the informal interview. In total we conducted 12 interviews by phone, email correspondence, and in-person:

- Ben Milne, Simon Fraser University – Phone Interview
- Ian Park, Food Services Manager, St. John’s College – University of Manitoba – Phone Interview
- Heather Russell, Sprouts Natural Food Co-op (UBC) – Email
- Megan Halstead, Friends of the UBC Farm – Email
- Sophia Baker-French, Algora Café, UBC – Phone Interview
- Maire McDermott, Sustainability Coordinator, U of Manitoba – Email
- Andrew Langille, Code of Ethical Conduct, U of Windsor – Email
- Imran Kaderdina, No-Sweat, Sustainable Purchasing Policy, York U – Email
- Don Wells, Labour Studies Department, McMaster – Email
- David Boeckner, Hospitality Services, U of Guelph – Phone
- Karen Sutherland, OPIRG Peterborough, Trent U – In Person
- Pat Clark, Sustainable Trent, Trent University – In Person

We found the informal interview format conducive to our research because we did not often have much knowledge about the initiatives happening at these universities, and so the interviewees often opened new areas of inquiry that we hadn’t originally thought about. The third method of collecting data was web-based research. Given the volume of information available to university students through internet networks, we were able to compile newspaper articles, ethical purchasing policies, and organizational reports about initiatives at various universities.

3.0 Glossary of Useful Terms

General terminology will be referred to throughout this research framework and has come up in our literature review, interviews and web-based research.

Agribusiness - The businesses collectively associated with the production, processing, and distribution of agricultural products.¹

Boycotting - This is a strategy activists have used for fair trade to infiltrate markets. They do this by demonstrating to corporations that demand for ethical products can exist and they can be capitalized on.²

Canadian Food System - Comprised of the economics and politics of food production, transportation, consumption and culture in the Canadian context.³

Code of Conduct - A set of roles that outline how an institution, company, or group practice their actions.⁴

¹ A Browne, et al., “Organic Production and Ethical Trade: Definition, Practice and Links,” *Food Policy* 25 (2000): 69-89.

² Gavin Fridell, “The University and the Moral Imperative of Fair Trade Coffee,” *Journal of Academic Ethics* 2 (2004): 143.

³ Anthony Winson, *The Intimate Commodity* (University of Guelph: Garamond Press, 1993).

⁴ Wesley Cragg, “Ethics Codes, Corporations and the Challenge of Globalization,” *Cheltenham, U.K. and Northampton*. 15 (2005): 396.

Code of Ethical Conduct - A set of rules that outline how an institution, company, or group practices their actions on a moral level, often taking into account No Sweat policies, Fair Trade policies, or other ethical purchasing policies.⁵

Equality - Equal pay for equal work and nondiscriminatory working practices.⁶

Ethical Purchasing Policy - A set of rules outlining how an institution, company, or group acquires its products and food from distributors, often in reference to No Sweat policies, Fair Trade policies, and other ethical purchasing policies.⁷

Ethical Sourcing - a process by which goods and services are obtained in the most environmentally and socially sustainable ways available for a given institution, taking into account locality, fair wages, environmentalism and the impacts on both immediate communities and broader economic and socio-political systems.⁸

Fair Trade - A social movement and market-based model of international trade which promotes social and environmental justice and most of all ensures that workers of many crops are paid a good wage for their labour.⁹

Fair-trade Labeling Organization International (FLO) - The worldwide fair trade standard setting and certification organization; guarantees that products sold with a fair trade label marketed by a national initiative conforms to fair-trade standards and contributes to the development of disadvantaged producers and workers.¹⁰

Food Security - Exists when all people, at all times, have physical, social and economic access to sufficient, safe and nutritious food which meets their dietary needs and food preferences for an active and healthy life.¹¹

Food Stability - Ensuring that all people at all times have both physical and economic access to the basic food that they need.¹²

Locally Grown Food - Food that is managed and produced by local farmers or cooperatives in the same general area as where it is consumed.¹³

⁵ Cragg 396.

⁶ Browne 71.

⁷ Don Wells, "How Ethical are Ethical Purchasing Policies?" *Journal of Academic Ethics* 2 (2004): 119.

⁸ See section 4.0

⁹ Stephanie Barrientos & Sally Smith, "Fair Trade and Ethical Trade: Are There Moves Towards Convergence?," *Sustainable Development* 13 (2005): 190-198. See also section 5.0 on Fair Trade.

¹⁰ "Fairtrade Labelling Organizations International." [Available Online] FairTrade [cited November, 2007]; Available from <http://www.fairtrade.net/>.

¹¹ Winson ??.

¹² Peter Andree, *Cultivating Sustainability: Strategies for Agriculture in the Kawarthas*. Occasional Paper No. 1. (Peterborough, Ontario: Frost Centre for Canadian Heritage and Development Studies).

¹³ Winson.

Procurement - The process of attaining goods/services at the best cost of ownership.

Purchasing Policy - A set of rules outlining how an institution, company, or group acquires its products and food from distributors.¹⁴

Resistance - The process by which a group of individuals object to economic, political, social or environmental conditions.¹⁵

Sustainability - Attributing aspects of the economy, social dynamics and environment wellbeing to development for long-term management.¹⁶

Trans Fair Canada - A member of FLO established in Canada in 1995 as a nonprofit certification and educational organization promoting the purchasing of Fair-Trade goods.¹⁷

4.0 What is Ethical Sourcing?

Definitional issues were something we came across in our literature review and our research also suggested that this is messy 'on the ground'. Consider the following short excerpts from our background research:

Many different industries see the importance of ethics as a specific financial variable. Bert Scholtens states how in business there must be a critical balance between finance and sustainability, and the only way to do achieve this is to adopt sustainability as a financial variable, where it becomes an expenditure just like any other. Scholtens explains that "sustainable growth and corporate responsibility can be involved in the same realm".¹⁸ This approach leads into some broader ideas of what ethical sourcing entails.

Ethical sourcing, while not necessarily interchangeable with the concept of corporate social responsibility, is generally accepted to be an important component of it. As Brown and Maloni explain, corporate social responsibility (CSR) is when "a corporation may be held socially and ethically responsible by an expansive array of stakeholders such as consumers, employees, governments, communities, NGOs, investors, supply chain members, unions, regulators and media".¹⁹ They suggest that considering a company's supply chain as a

¹⁴ Wells 119.

¹⁵ Gavin Fridell 143.

¹⁶ Richard Peet & Michael Watts, *Liberation Ecologies: Environment, Development, Social Movements* (Toronto: Routledge, 2004).

¹⁷ Gavin Fridell 143.

¹⁸ Bert Scholtens, "Finance as a Driver of Corporate Social Responsibility," *Journal of Business Ethics* 68 (2006): 20.

¹⁹ Michael Brown and Michael Maloni, "Corporate Social Responsibility in the Supply Chain: An Application in the Food Industry," *Journal of Business Ethics* 68 (2006): 41.

component of CSR is possible by linking responsibility to actions outside of that company's immediate scope. What is interesting about Brown and Maloni's article for our research is that they define the parameters of ethical sourcing very broadly, to include animal welfare, biotechnology, health and safety, labour and human rights, procurement, fair trade, community, environment, and animal welfare.²⁰

This contrasts with a more narrow view of ethical sourcing held by organizations like the Ethical Trading Initiative. The Ethical Trading Initiative defines ethical sourcing as:

For ETI, and throughout this Website, we use the term "ethical trade" in the narrower sense. For us, ethical trade – or ethical sourcing – means the assumption of responsibility by a company for the labour and human rights practices within its supply chain.²¹

When our interviewees were asked what they (or their respective organizations) defined 'ethical sourcing' as, some suggested that is primarily about fair trade and no sweat policies,²² others focused on local food, for some it was about the organic movement, and for others it was about 'good community'.²³ For some it implied that ethical purchasing policies were (or ought to be) institutionalized in the university administrative policies, and for others ethical sourcing does not require policies at all, it is simply 'what happens' in practice. Another interviewee suggested that the term 'ethical' is the problematic part because ethics are an individual concept while we are trying to uncover what groups and societies define it as.²⁴ In most cases it was a combination of these criteria.

Despite the wide range of definitions attributed to 'ethical sourcing', part of our project was to define it in a way that is useful to OPIRG and grasps its major components as understood by those involved in university-based food movements. For the purposes of our research, taking labour rights as the sole defining indicator of ethical food sourcing is not broad enough. We are interested also in policies that put environmental protection at the centre as well. This is seen in fair trade, where there is a movement towards more and more organic fair trade products, as well as in 'local' food movements. Thus we have created the following 'working' definition of *ethical food sourcing*:

²⁰ Brown and Maloni 38.

²¹ "About Ethical Trade." *Ethical Trading Initiative*. Accessed 1 November 2007. <<http://www.ethicaltrade.org/Z/ethtrd/aboutet/index.shtml#whatis>>.

²² Ben Milne, Personal Communication.

²³ Ian Park, Personal Communication.

²⁴ Sophia Baker-French, Personal Communication.



Ethical food sourcing is a process by which goods and services are obtained in the most environmentally and socially sustainable ways available for a given institution, taking into account locality, fair wages, environmentalism and the impacts on both immediate communities and broader economic and socio-political systems.

5.0 What is Fair Trade?

Fair trade is subject to many of the same debates as ethical sourcing, and there are various definitions attached to the term, depending on who is defining it and what their place is in the food system. In fact, in some instances fair trade is misconstrued as being the same thing as ethical trading, as the Ethical Trading Initiative and Fairtrade Foundation discuss in their joint statement on the complementary nature of the two processes. They differentiate the terms as follows:

Fairtrade and ethical trade are complementary approaches to improving the lives of workers and vulnerable producers in global supply chains....Fairtrade applies specifically to products and carries a recognisable label – the FAIRTRADE Mark – while *ethical trade* applies to a buying company’s overall behaviour with respect to working conditions throughout its supply chain, and does not currently carry a label.²⁵

This definition of fair trade is the most common, and we will call it the ‘official’ definition because it is institutionalized in a number of international and national organizations, co-operatives, and private companies. There are seven main criteria for products that are certified as being fair trade compliant:²⁶

- Direct trade from cooperative to distributor or retailer
- A fair price for the producers
- Initiation of a long-term trade commitment
- Access to credit for cooperatives
- Democratic and transparent organizational structure

²⁵ “Fairtrade and ethical trade – complementary approaches,” *Ethical Trading Initiatives* <http://www.eti2.org.uk/Z/lib/2007/05/eti-fff-stmt/eti-fff-stmt-200705.pdf>.

²⁶ “Fairtrade Labelling Organizations International.”

- Implementing methods of environmental protection
- Focus on local community development

In this sense, fair trade refers to both the quality of a product, as well as the process by which that product was produced and distributed.

As the case studies at the end of this report indicate, most of the universities we contacted had at least some fair trade coffee and tea products available. Some schools, such as UBC and Guelph, sell exclusively fair trade coffee (aside from private franchise operations like on-campus Starbucks), while other schools offer it only as an option (such as at Trent). A tentative result from our research shows that fair trade seems to be the first ethical food sourcing ‘implementation’ at most universities, while incorporating local and/or organic food tends to come afterwards or is slower in approval.

6.0 University Procurement

Food service departments at universities are responsible for the food sold and consumed on campus. At some universities, ownership and execution of food provision remains in the hands of the university, and we refer to these systems as ‘in-house’ providers. Within ‘in-house’ there can be a lot of variety. It can refer to a large department that caters all of the residence and dining halls, or it can also technically refer to small student-run organizations. These usually take the form of cafés, and although they are often supported by student levies and public university funds, they are ‘independent’ in the sense that they operate independently of the major food providers on many campuses.

However, many universities contract out all or part of their food service responsibilities to companies, which are usually privately-owned and transnational in nature. These are considered ‘external’ providers. The major ones in Canada are Aramark, Sodexo, and Chartwells (which is Canadian-owned). Universities develop contracts with these companies. The reason this is important for our research is because these contracts often stipulate that a certain percentage of the produce and ingredients purchased come from a central food distributor, such as Sysco.

Universities also develop many policies that govern the standards by which they act as institutions. One of the things we were interested in for our research was whether or not any universities were implementing ‘ethical purchasing policies’, which is a broad term used to describe *policies that create standards pertaining to fair labour, social, and environmental issues*. Ethical procurement policies could address all or any of these issues. Traditionally they have originated from the No-Sweat movements²⁷ and create standards that make sure universities do not buy products made by sweat-shop labour. Recently however, ethical purchasing policies are becoming broader, to encapsulate environmental and food-related standards as well.²⁸ The case study section outlines what policies are in place or underway at various universities.

²⁷ Ben Milne, Personal Correspondence; Don Wells, Personal Correspondence.

²⁸ For instance, Simon Fraser University has been developing a university-wide ethical purchasing policy that takes into account environmental issues. McMaster also has a fair trade and ethical purchasing policy in place.

There are two very interesting connections between university procurement processes and food providers that we found in our research but these are very tentative and need more elucidation. One is that the schools where ethical sourcing initiatives have been adopted to the greatest degree (or earlier than at other schools), seems to correlate with having in-house departments as the primary providers of on-campus food. This could be because one challenge to incorporating more 'ethical' food policies in main cafeterias is that private companies tend to source their ingredients centrally from pre-determined multinational food distributors, which is written into their contracts. This does not have to be the case though, because for instance, Simon Fraser uses Chartwells, which does offer some local meals— a very progressive feat! Also, companies like Local Food Plus in Ontario are attempting to break into the institutional market as 'ethical' food distributors,²⁹ which could theoretically solve the problem of centralized, local purchasing for privately-owned food providers.

The second, almost paradoxical insight we've had is that individual members of food services (usually managers) can have an effect on whether or not ethical initiatives are implemented at their universities. For instance, the Food Services Manager at the University of Manitoba has spearheaded the fair trade initiative on-campus, as well as incorporated meals from local restaurants into their regular menu.³⁰

7.0 The Relationship Between Academia and Activism

In terms of the university institutions, is there a relationship between the academic environment and ethical food sourcing? It is necessary to inquire into the sources from and processes by which universities acquire their food because they are institutions that are incorporated into broader society through business relations but also discursive and socio-political relationships. Is the university's social climate conducive to resistance and change regarding ethical food sourcing? Furthermore, when this is matched with the fact that the university campus is a huge market for food services, how do both a) the campus as resistance, and b) the campus as a market, interact? Academic environments have the capacity to affect food systems both locally and globally due to their need for large quantities of food, and so the question remains whether they can (or will) utilize resources in a way that brings about a greater degree of ethical food sourcing.

In Canada, many students, faculty members, and administrators are debating the ethics and morality of excessive or unjust consumption. The academic environment can be viewed as an urban form in which there are people, stores, and food being bought and sold. It is a (largely) public space. Thus it is an environment that easily breeds activism, because dialogues and struggles can emerge within an environment that its members have regular access and which promotes thought and reflection.

Furthermore, the university environment is constituted by the webs of networks that it creates, which can also facilitate discussion and pressure for ethical food sourcing. This project is an example of one such network. Our 'research framework', which was initiated by the Ontario Public Interest Research Group (OPIRG) indicates that there is an integral relationship that lies between OPIRG - the host organization - and our place as students in an academic environment, doing research. In terms of how the host

²⁹ "How LFP Can Help Institutions," *Local Food Plus*.
<http://www.localflavourplus.ca/help_institutions.htm>.

³⁰ Ian Park, Personal Communication.

organization could be of benefit to the research project, it is evident that the networking capabilities and the plethora of contacts available via OPIRG provide a great starting point for both primary and secondary data. Ethical food sourcing research is also of great interest to OPIRG because of the role OPIRG plays in the wider university community with activist initiatives. Thus, the relationship between both the research project and the host organization is an important structure as it formulates the basis for community-based research.

But this is not just limited to the Trent experience. Our research tentatively shows that there are significant connections between academia and activism at post-secondary institutions across the country in terms of ethical food sourcing. For example, the University of British Columbia and Simon Fraser University have made very significant changes towards ethical food sourcing, such as incorporating local food in cafeterias and dining halls, offering fair trade products, and raising awareness about food issues on campus. Student-based organizations have played pivotal roles in these changes – such as SFPIRG and Sustainable SFU at Simon Fraser, and Friends of the UBC Farm at UBC.³¹ All of our case studies (section 8.0) suggest that student-based organizations are an important of the networks that help facilitate pressure for change.³²

Another connection that we've noted concerning the relationship between academia and activism is that universities where substantial ethical food movements have been working also tend to have strong support from particular academic departments or faculties. At UBC it is the Faculty of Land and Food Systems. They offer a 4th year undergraduate course that actually includes a community-project component surrounding local food issues.³³ In a couple of interviews it was suggested that we should speak with two UBC professors in particular – Drs. Graham Riches and Alejandro Rojas.³⁴ At Simon Fraser, the Centre of Sustainable Community Development has been instrumental in supporting ethical food sourcing initiatives. In fact, Sustainable SFU (where a 'local food project' emerged from) is part of the outreach program at the Centre.³⁵

McMaster University in Hamilton, Ontario is another working example of the cohesion between both students, faculty, and administration. Here, it was an active initiative by the administration to seek out information for a Fair Trade Purchasing Policy - as seen in Section 8.. Members of the McMaster University administration compiled information as to what type policy would be required. Mary E. Keyes - former Associate Vice-President of Student Affairs - was the main contributor to this initiative. Once the parameters were established, faculty members who were apart of the Labour Studies Program were contacted to head the project. From here, student groups were included in the process of creating a Fair Trade Purchasing Policy.

Another example of the relationship between academia and activism is the actions seen at the York University Campus in Toronto, Ontario. Professor Howard Daugherty of the Environmental Studies Department at York University and his research in Costa

³¹ Ben Milne, Personal Communication; Megan Halstead, Personal Communication.

³² We should clarify that this does not mean membership is made up exclusively of students, but that students represent a substantial proportion of the membership and/or hold organizing positions.

³³ Sophia Baker-French, Personal Communication.

³⁴ Sophia Baker-French, Personal Communication; Megan (Friends of the UBC Farm), Personal Communication.

³⁵ "Centre for Sustainable Community Development – Outreach Programs," *Centre for Sustainable Community Development*, <<http://www.sfu.ca/cscd/outreach/index.html>>.

Rican Fair Trade Coffee Cooperatives has led York University Food Services to carry a Fair Trade Certified blend of coffee.³⁶

³⁶ See section 8.7

8.0 Case Studies (in geographic order from west to east)

8.1 University of British Columbia – Vancouver, BC

Population: 66,022

Food Service Provider(s): In-House UBC Food Services; some private franchises

Ethical Purchasing Policy?

- ✓ AMS-owned businesses have an Ethical and Sustainable Purchasing Policy
- ✓ UBC Bookstore has an Ethical Purchasing (No Sweat) Policy
- ✓ Policy 122 outlines a university-wide ethical 'standard'
- ✓ Graduate Student Society has proposed an Ethical Purchasing Policy but I'm unsure about whether it has been ratified
- ✓ A Sustainable Development Policy
- ✓ A Commercial Enterprises on Campus Policy mentions ethical standards, but does not really define 'ethical'
- ✓ *There is no central, university-wide ethical purchasing policy at UBC*

Ethical Sourcing Initiatives at UBC

- ✓ *Fair Trade:* All of the UBC Food Services serve certified fair trade and organic coffee through PuraVida, a non-profit charitable company. Beginning in 2006 their catering services have offered PuraVida coffee as well.
- ✓ *The UBC Farm:* The UBC Farm is a 24-hectare farm that is run by students, faculty, staff, and local community members. It is also a teaching and research area for the Faculty of Land and Food Systems. Food from the farm is sold by on-campus cafés and co-operatives (including Sprouts Natural Co-op) and sells herbs and salad greens to UBC (AMS) Food Services, totalled \$1100 worth of produce in 2003. There also exists an Alma Mater Society group at UBC made up of students and non-students called *Friends of the UBC Farm*. This group does fundraising and promotes awareness of the UBC Farm.
- ✓ *On-Campus Cafés:* Among others, Sprouts Natural Food Co-op and Agora Café are two places on campus where fair trade, organic, and local products are available. These are independent of UBC Food Services.
- ✓ *Sustainable Seafood Project:* UBC Food Services are currently “developing procurement standards as well as marketing and education initiatives to create an ongoing sustainable seafood program within the department.”
- ✓ *Vanier Local Recipes:* Through the 4th year Land and Food Systems course, a proposal has been created between the UBC Farm and Vanier Dining Hall to incorporate 40 local and seasonal recipes into their

Relevant Online Resources

- ✓ UBC Food Services Sustainability Initiatives - <http://www.food.ubc.ca/about/initiatives.html>
- ✓ UBC Farm - <http://www.landfood.ubc.ca/ubcfarm/about.php>
- ✓ “Re-inventing the UBC Farm: Urban Agriculture and Forestry on the Point Grey Campus” - <http://www.landfood.ubc.ca/ubcfarm/documents/reinvent.pdf>
- ✓ Alma Mater Society (AMS) Ethical Purchasing Policy - <http://www.ams.ubc.ca/content.cfm?ID=128>
- ✓ “Making UBC Sweat-Free” (Ubyyssey Student Newspaper) - http://www.library.ubc.ca/archives/pdfs/ubyssey/SUBYSSEY_2004_08_04.pdf

8.2 Simon Fraser University

Population: 28,854

Food Service Provider(s): Chartwells Education Dining Services

Ethical Purchasing Policy?

- ✓ For the last few years, an ethical purchasing policy committee (made up of students, faculty, food services, and administrators) has been negotiating a central ethical purchasing policy. The university's Board of Governors has approved it in principle, but it has not been officially adopted yet.

Ethical Sourcing Initiatives at SFU

- ✓ *Local Food Project:* This is a multidisciplinary project organized by Sustainable SFU, the Centre for Sustainable Community Development, and Local Solutions. Its goal is to raise awareness about local food issues and initiatives and increase the availability of local food on-campus. Sustainable SFU produces a monthly newsletter that is available online and provides updates about the Local Food Project. The group includes student reps, faculty members, members from Chartwells, and representatives from on-campus restaurants.
- ✓ *Fair Trade:* Fair trade coffee and tea is available through Chartwells at their dining areas on campus, and all in-house, student run organizations (such as student-run cafés) offer exclusively fair trade beverage products.
- ✓ *Student-run Pub:* The student owned and operated pub offers a locally-sourced meal each week. There are efforts to include 'sustainable seafood' (I believe it is a product called SeaChoice).

Relevant Online Resources:

- ✓ Sustainable SFU (Local Food Project) - http://www.sfu.ca/~sustain/projects/local_food.html
- ✓ SFPIRG - <http://www.sfpirg.ca/>
- ✓ Simon Fraser Ethical Procurement Policy - <http://www.sfu.ca/policies/admin/ad11-21.htm>
- ✓ University Local Food Toolkit (PDF) - <http://www.sfu.ca/~sustain/pdf/Toolkit-Jan%202007-2.pdf>

8.3 University of Alberta

Population: 45,849

Food Service Provider(s): Aramark, U of A Dining Services

Ethical Purchasing Policy?

- ✓ The University of Alberta's Student Union has an Operation Policy: Ethical Business Partners Policy, which outlines the Union itself as a socially and environmentally responsible business partner. It includes standards about environmental concerns and fair trade.

Ethical Sourcing Initiatives

- ✓ *Environmental Coordination Office of Students (ECOS)*: ECOS is a group that links students, faculty, and the administration to lessen the eco-footprint of the University of Alberta. They work to increase education and awareness around sustainability issues.
- ✓ *Campus Community Garden*: In conjunction with a community organization, ECOS launched a campus community garden in 2003 which maintains co-operative plots. It is used as an 'educational tool' in addition to just a place where one can grow food. Some food goes to the Campus Food Bank, but there is no indication that Food Services uses any of the produce. It was funded in conjunction with APIRG.

Relevant Online Sources

- ✓ Students' Union Operation Policy: Ethical Business Partners - http://www.su.ualberta.ca/student_government/rules/operating_policies/general_operations/admpol14.12
- ✓ Dining on Campus - <http://www.uofaweb.ualberta.ca/residences/nav01.cfm?nav01=27334&>
- ✓ Alberta Public Interest Research Group – www.apirg.org
- ✓ Environmental Coordination Office of Students - http://www.su.ualberta.ca/services_and_businesses/services/ecopage
- ✓ Campus Community Garden - http://www.su.ualberta.ca/services_and_businesses/services/ecopage/Projects/Campus_Community_Garden
- ✓ Campus Sustainability Coalition - <http://www.apirg.org/wg/csc.php>

8.4 University of Manitoba

Population: 29,221

Food Service Provider(s): In-House St. John's College Food Service Provider

Ethical Purchasing Policy?

- ✓ I cannot find any evidence of an ethical purchasing policy at the University of Manitoba as of yet.

Ethical Sourcing Initiatives

- ✓ *Fair Trade*: The food service cafeterias at University of Manitoba offer certified fair trade tea and coffee, and they use the Kicking Horse brand.
- ✓ *The Daily Bread Café*: The cafeterias often offer local options in ready-made meals, but they do not necessarily buy local produce. For example, they serve samosas from a local Indian restaurant, and roti from another local restaurant.
- ✓ *The Bison Grill*: At this kiosk on campus they offer 'Bison Burgers', which are sourced from a 200-mile radius.
- ✓ *Biodegradable Cutlery*: Food Services have begun to use biodegradable cutlery from potato skins.

Relevant Online Resources

- ✓ University of Manitoba Food Services - http://www.umanitoba.ca/colleges/st_johns/food/
- ✓ ReThink – the university sustainability newsletter - http://www.umanitoba.ca/campus/physical_plant/media/ReThink_July_Aug_07.pdf
- ✓ University of Manitoba Environmental Sustainability - http://www.umanitoba.ca/campus/physical_plant/sustainability/

8.5 University of Guelph – Guelph, Ontario

Population: 20, 238

Food Service Provider(s): University of Guelph Hospitality Services

Ethical Purchasing Policy?

- ✓ Code of Ethical Conduct

Ethical Sourcing Initiatives

- ✓ Fair Trade Exclusivity
- ✓ Ethically Sourced Foods in cafeterias
- ✓ Bullring Student-run Co-op
- ✓ Earth Works variety store

Discussion

After a conscious decision by the administration not to renew ARAMARK's contract in 1973, University of Guelph Hospitality Services was created which granted the food service provider a great amount of sovereignty. As a result, many would suggest that this type of food services structure - commonly referred to as "in-house food services" - grants the university and every represented body (students, faculty and staff) more power.

An Advisory Committee, consisting of students, faculty and staff was established soon after Hospitality Services gained power. The structure of the Advisory Committee is that it merges administrative agendas with student goals. As a result of the decision-making process being an integrated system of students and the like, Hospitality Services at the University of Guelph has adopted many Fair Trade .1

Over the years, different students and faculty have sat on the Advisory Committee. This is a body of individuals monitor and review exactly what is happening on campus with regard to:

- a) food and sanitation
- b) finance
- c) where food is sourced and whether this is by ethical means
- d) which food is wasted and whether this system works for students, faculty and staff.

Fair Trade Certified coffee is exclusively available in all dining halls and the University of Guelph. At every outlet which distributes coffee on campus, Fair Trade Certified coffee is the only option with the exception of Tim Horton's and Starbucks. University of Guelph's "in house food services model" is a working example of how procurement is the initiating factor in Fair Trade and ethical purchasing.¹

Other initiatives started form Hospitality Services include "Earth Works" - a newly open variety store. This store carries anything Fair Trade Certified chocolate bars to organic clothing, all that is organized by Hospitality Services and monitored by the Advisory Committee (CITE-5).³⁷

The model that the University of Guelph has is much different than that of many other universities. This is due to the fact in-house food services often grants the university a greater degree of procurement. With this, any further degree of procurement is seen through student initiative through the means of networking with different authoritative bodies. Using the University of Guelph model, it is evident that the Advisory Committee mandated by the

³⁷ "Hospitality Services Local Sustainability Plan." [Available Online] Hospitality Services [Cited November 2007]; Available from www.hospitality.uoguelph.ca-

Other ideas include the Bullring, that has been a student-run coffee shop on campus for the past 2 decades. Here, this wind-powered coffee shop is home to Fair Trade Certified foods, organic foods and local foods, as well is the cheapest place on campus to get food. This is something that is also a result of having an in house food service provider.

Earth Works was a project by Hospitality Services complete September 2007 which saw the transformation of an existing variety store into a store that carries Fair Trade Certified foods, organic clothing, and is all supported by the University of Guelph meal plan card.

Relevant Online Resources:

- ✓ OPIRG GUELPH - <http://www.opirgguelph.org/index.php?mode=2&linkID=1&l=0>
- ✓ Bullring Student-run Coffee Shop - <http://syc-cjs.org/sustainable/article/18>
- ✓ Hospitality Services Local Sustainability Plan - <http://www.hospitality.uoguelph.ca/assets/uploads/hospitalitysustainabilityinitiatives.pdf>

8.6 McMaster University – Hamilton, Ontario

Population: 25, 897

Food Service Provider(s): McMaster Hospitality Services

Ethical Purchasing Policy?

- ✓ Fair Trade Purchasing Policy – 2002
- ✓ Purchasing Policy Manual – 1999

Ethical Sourcing Initiatives

- ✓ Fair Trade option exists for all stores
- ✓ No Sweat Purchasing Code
- ✓ Fair Trade Purchasing Code

Discussion

With a strong interaction and a healthy relationship between the McMaster student body and administration, the state of Ethical Purchasing Policies at McMaster began in the late 1990s. As a reaction to the growing No Sweat movement at American universities and larger Canadian schools such as the University of Toronto, it was clear that the ethical environment in universities across North America was slightly changing.

Mary Keyes, Vice President of Student Affairs at the time, mobilized a committee in response to the growing No Sweat Campaigns in North America. This committee was comprised of student groups, staff, faculty, the athletics department, unions, bookstore and administrative bodies in order to represent the campus and the voices therein.

The committee, at this point, was focused mainly around No Sweat issues. Coffee did not enter the picture until a few years down the road. The Committee became known as the Code Committee because they were interested in implementing a Code of Ethics that could be adopted by the university.

Purchasing power for McMaster University was, at this point, growing and as a result Fair Trade Certified goods have been introduced to many places on campus. In addition to OPIRG selling Fair Trade at cost and the Union Market selling Fair Trade coffee, Fair Trade and No Sweat policy began to be seen on campus.

This model is unique amongst the universities that were chosen to be looked at due to the involvement of the McMaster University administration. However, we cannot solely depend on a given university administration to initiate Fair Trade and Ethical Purchasing Policies because it is often not the case where these bodies initiate change.

The cooperation between the student groups and administration is a necessary force. The McMaster model is a good example of sound cohesion between two forces.

Relevant Online Resources

- ✓ OPIRG McMaster - <http://www.opirg.ca/core.php>
- ✓ McMaster Fair Trade Purchasing Policy - <http://www.mcmaster.ca/policy/fairtrade.pdf>
- ✓ The Story of Ethical Purchasing Codes at McMaster – <http://www.mcmaster.ca/bms/pdf/finalmacsweatarticle.pdf>

8.7 York University – Toronto, Ontario

Population: 60, 974

Food Services Provider(s): York University Food Services

Ethical Sourcing Initiatives

- ✓ Counter Culture – Student-run campus alternative
- ✓ Green Procurement Policy
- ✓ Sustainable Council

Student initiative with regard to ethical purchasing practices began to pick up in 2005 when the Sustainable Purchasing Coalition (SPC) was established. This group was created out a number of student groups in addition to the York University Staff Association and the Institute for Research In Sustainability at York. With the main stakeholders being OPIRG and the Institute for Research In Sustainability, the SPC is a good example of student initiative with the involvement with staff.

This model is unique because from the start there had been evident resistance from the York administration, which thus made it hard for this initiative to gain momentum. However, in 2006 SPC collaborated with the Fair Trade Collective (FTC) – a working group on campus. While dealing with resistance from the administration, the two student working groups had two concepts. One approach was to adopt a more grassroots approach to implementing Fair Trade through “raising awareness campaigns”. Things such as Fair Trade tastings, Fair Trade fairs, and petitions were very popular in 2006. The other approach was the networking with the administration and creating “allies” to establish policy.³⁸ 1

While the York University administration is very reluctant to engage in Fair Trade Purchasing Policies, the student body and staff is very active and has implemented many initiatives. Here, the creation of a Sustainable Council is underway, and a Green Procurement Policy is currently being adopted.

One thing that has been encouraging the administration to adopt Fair Trade and Ethical Purchasing Policies is an Environmental Studies professors’ research in Coast Rica. Here, the professor supports a Fair Trade blend, Las Nubes. This coffee is sold on the York campus and is some thing pushing the York administration to adopt more of these policies. Overall, the concept of Fair Trade and Ethical Purchasing and Procurement Policies are slowly infiltrating the York campus in a number of ways:

- a) grassroots awareness raising by groups such as SPC and FTC
- b) Policy creation with the creation of the Sustainable Council, which will take on the responsibilities of an “advisory committee” once complete in March 2008.
- c) Faculty support through research such as that done by the Department of Environmental Studies at York.

Relevant Online Resources

- ✓ York OPIRG - <http://www.yorku.ca/opirg/>
- ✓ Las Nubus Coffee - <http://www.arts.yorku.ca/sosc/busoc/fairtrade.html>

³⁸ CSFTN, “Purchasing Policy Campaign Action Guide,” *Canadian Students Fair Trade Network*.

8.8 Trent University – Peterborough, Ontario

Population: 7846

Food Service Provider(s): ARAMARK

Ethical Purchasing Policy?

- ✓ Fair Trade Purchasing Policy for Apparel

Ethical Sourcing Initiatives at Trent

- ✓ Fair Trade: OPIRG Peterborough has successfully got Aramark to provide Fair Trade Certified coffee in Aramark cafeterias on campus in September 2007.
- ✓ The Stone Soup Kitchen (2002 – 2003)
- ✓ The Seasoned Spoon (2003 – Present)

The Seasoned Spoon – An On-Campus Alternative Eatery

An OPIRG Working Group called the Food Issues Group (FIG) started up at Trent University in the 2002-03 academic year. Their mandate was to create an alternative cafe on campus which would be non-profit and student-owned and operated. In addition to this, the student-run cafe would carry Fair Trade and other ethically sourced food which Aramark did not offer.¹

The Food Issues Group ran into trouble with the model that they used and how they went about establishing a campus alternative. Since Aramark's policies suggest that no other food provider can sell food on campus FIG established The Stone Soup Project which consisted of giving out soup by donation.² The general idea was that soup would not be seen as an entire meal or that of what Aramark sold. Rather, The Stone Soup Project was merely soup by donation which occurred once a month in order to not to intrude upon Aramark's contact with the university.

Up to this point, The Stone Soup Project was a student-led initiative to raise awareness and raise interest for the possibility for a student-owned co-operative on campus. Once The Stone Soup Project began to gain momentum, FIG put together a number of surveys asking students if they were happy with the food that Aramark served, and whether they wanted a more healthy, ethical and student-led option. The consensus was yes, and in time, a proposal was brought on.

Students networked with staff and created a Board to gather support for the proposal, and within time the proposal was off the ground. Slowly but surely Aramark agreed to have a designated space for The Stone Soup Project.

In February of 2003, after many negotiations with Aramark on account of what could be sold, The Seasoned Spoon opened its doors. This has grown to be a student cooperative funded by a small student levy and any profits gained from sales.

Discussion

The implementation of a student-owned co-op will often require much more support than that of the students themselves. Also, this process takes many steps to implement change. For instance, what The Food Issues Group and OPIRG had realized is that an initiative that is only run by students will often run into troubles. In addition, the creation of a student-owned co-op will usually not be as easy as asking for it. Rather, there will always be critical steps to take into consideration.

For instance, the Canadian Students Fair Trade Network (CSFTN) suggests that in order to gain support, anything from petitions, to getting speakers to talk about ethical sourcing, to Fair

Trade coffee tastings are necessary. Also, CSFTN suggests that there must be integration between students, faculty, administration and staff in order for something to get off the ground. The CSFTN's Purchasing Policy Campaign Action Guide states that there must be some level of cohesion between students and authoritative bodies. The document suggests that students must create "allies" within faculty, staff or administration in order for something to be done. 3

Toward the end of the academic year, The Stone Soup Project got the attention of many members of faculty, staff and administration. The Director of Student Services became involved in this project and as a result the ball got rolling. The involvement of other bodies on campus and networking capabilities are thus necessary. Once different stakeholders became involved, it was easier to change Aramark policy and put forth the proposal for what became the Seasoned Spoon.⁴ Since then, The Seasoned Spoon has been serving Fair Trade coffee, vegan-vegetarian foods, much of which is both organic and local.

Relevant Online Resources:

- ✓ OPIRG Peterborough – <http://www.opirgpeterborough.ca/>

8.9 Queen's University – Kingston, Ontario

Population: 17, 431

Food Service Provider(s): Sodexo

Ethical Purchasing Policy?

- ✓ Fair Trade Purchasing Policy – 2004

Ethical Sourcing Initiatives

- ✓ Fair Trade coffee option at all Sodexo outlets on campus – 2005
- ✓ Fair Trade Guide to Kingston - 2005
- ✓ “Fair Trade Days” – 2007

Discussion

The Ethical sourcing movement at Queen's University has been gaining momentum since 2004 when the first Fair Trade Purchasing Policy was enacted. Since then, ethical sourcing on campus has been focused primarily on adopting a policy for “Fair Trade Exclusive Purchasing”.

One interesting point about Queen's University and the ethical sourcing movement therein is that in the student union elections had Fair Trade as an important criteria for some candidates election. As stated in a Canadian Students Fair Trade Network document, "those elected stated publicly that they endorse Fair Trade Exclusivity and general student support for the policy was generated".¹

Queen's Oxfam has a significant role on the Queen's University campus. In addition to aiding working groups with adopting different ideas such as how to adopt Fair Trade Purchasing Policies, Queen's Oxfam Fair Trade Co-op. This Co-op is student-run and is independent of Sodexo. Here, many Fair Trade Certified goods that Sodexo does not carry are sold (such as coffee, tea, sugar, chocolate, rice and spices).³⁹

Relevant Online Resources:

- ✓ OPIRG Kingston – <http://www.opirgkingston.org/>
- ✓ Queen's Oxfam – <http://clubs.myams.org/oxfam/fairtradecoop.html>

³⁹ “The Fair Trade Cooperative.” [Available Online] Queen's Oxfam [Cited November, 2007]; Available from <http://clubs.myams.org/oxfam/fairtradecoop.html>

9.0 Ways Forward

Based on the research compiled, it is clear that ethical sourcing policies and initiatives vary from university to university. The general absence of extensive research about these initiatives as a *national movement* also suggests that these are examples of plural changes that generally happen independently from one another. There are indications, however, that links are beginning to be made. An example is the SFU University Local Food Kit, published in 2007, which provides case studies of other schools and acknowledges the progress of UBC with their initiatives. Another example is the number of conferences and meetings being planned by the Canadian Students Fair Trade Network/Réseau étudiant canadien pour le commerce équitable – there is even an upcoming one happening at Trent University on February 1-3, 2008.⁴⁰ They have also published an Ontario-based study which researches and pulls together various initiatives called, “Purchasing Policy Campaign Action Guide”, cited earlier in this paper.

Our research suggests that initiatives concerned with ethical food sourcing on university campuses can benefit from networking with other organizations within their schools as well as other institutions to create a larger body of knowledge and resources. This approach is necessary as institutions can easily share information about how implementation of policy worked (or didn't) on a given campus. For instance, if the steps in implementing a Fair Trade Purchasing Policy at McMaster University were deemed successful, that knowledge as to how the policy was implemented and problems therein should be able to be accessed by working groups and University of British Columbia (for example), and vice versa. This is an ultimate goal of our project when it eventually becomes an OPIRG ‘manual’. Networking also creates a sense of solidarity that shows that these initiatives *are* part of a broader resistance to the forces of global corporatization of both our universities and our food more generally. Organizations to keep in mind for this are:

- a) Public Interest Research Groups (PIRGs)
- b) Oxfam Canada
- c) World University Service of Canada (WUSC)
- d) Canadian Federation of Students (CFS)
- e) Canadian Students Fair Trade Network (CSFTN)
- f) Various Student Unions and Organizations
- g) No Sweat Initiatives
- h) On-campus farms
- i) On-campus local/fair trade/organic cafés
- j) Academic/research departments
- k) Food service providers

The Fair Trade and ethical sourcing movement is still fairly new to university campuses. Due to progress being made and the rate student turn-over, the ethical sourcing movement is also very dynamic in nature. Future directions taken will ensure that the ethical sourcing movement on the Canadian university campuses becomes a networked movement in order to ensure that it can make the transition towards implementing more ethically produced food.

⁴⁰ Pat Clark, *Personal Interview*, 16 November 2007.

We suggest that future research consider the tentative analyses we've discussed in this report, and also focus on more research from western Canada, the Atlantic Provinces, and especially francophone universities which we did not focus on (due to both time and language barriers).

10.0 Bibliography

- “About Ethical Trade.” *Ethical Trading Initiative*. Accessed 1 November 2007. <<http://www.ethicaltrade.org/Z/ethtrd/aboutet/index.shtml#whatis>>.
- Andree, Peter. “Cultivating Sustainability: Strategies for Agriculture in the Kawarthas.” Occasional Paper No. 1. (Peterborough, Ontario: Frost Centre for Canadian Heritage and Development Studies).
- Baker-French, Sophia. *Phone Interview*. 10 December 2007.
- Barrientos, Stephanie & Sally Smith. “Fair Trade and Ethical Trade: Are There Moves Towards Convergence?” *Sustainable Development* 13 (2005): 190-198.
- Boeckner, David. *Email Correspondence*. 28 November 2007.
- Brown, Michael and Michael Maloni. “Corporate Social Responsibility in the Supply Chain: An Application in the Food Industry.” *Journal of Business Ethics* 68 (2006): 35-52.
- Browne, A. et al., “Organic Production and Ethical Trade: Definition, Practice and Links,” *Food Policy* 25 (2000): 69-89.
- “Centre for Sustainable Community Development – Outreach Programs,” *Centre for Sustainable Community Development*, <<http://www.sfu.ca/cscd/outreach/index.html>>.
- Clark, Pat. *Personal Interview*. 16 November 2007.
- Cragg, Wesley. “Ethics Codes, Corporations and the Challenge of Globalization”. Cheltenham, U.K. and Northampton. 15 (2005): 396.
- CSFTN, “Purchasing Policy Campaign Action Guide,” *Canadian Students Fair Trade Network*.
- “Fairtrade and ethical trade – complementary approaches.” A joint statement by the Ethical Trading Initiative and the Fairtrade Foundation. Accessed 1 November 2007. <<http://www.eti2.org.uk/Z/lib/2007/05/eti-fff-stmt/eti-fff-stmt-200705.pdf>>.
- “Fairtrade Labelling Organizations International.” [Available Online] FairTrade [accessed November, 2007]. <<http://www.fairtrade.net/>>.
- Fridell, Gavin. “The University and the Moral Imperative of Fair Trade Coffee.” *Journal of Academic Ethics* 2 (2004): 141-159.
- Halstead, Meagan. *Email Correspondence*. 27 November 2007.
- “How LFP Can Help Institutions,” *Local Food Plus*: <http://www.localflavourplus.ca/help_institutions.htm>.

- Kaderdina, Imran. *Email Correspondence*. 9 November 2007, 27 November 2007.
- Langille, Andrew. *Email Correspondence*. 16 November 2007.
- McDermott, Maire. *Email Correspondence*. 3 December 2007.
- Milne, Ben. *Phone Interview*. 29 October 2007.
- Park, Ian. *Phone Interview*. 28 November 2007.
- Peet, Richard & Michael Watts, *Liberation Ecologies: Environment, Development, Social Movements* (Toronto: Routledge, 2004).
- Russell, Heather. *Email Correspondence*. 21 November 2007.
- Scholtens, Bert. "Finance as a Driver of Corporate Social Responsibility." *Journal of Business Ethics* 68 (2006): 19-33.
- Sutherland, Karen. *Personal Interview*. 6 December 2007.
- "The Fair Trade Cooperative." [Available Online] Queen's Oxfam [Cited November, 2007]; Available from <http://clubs.myams.org/oxfam/fairtradecoop.html>.
- Wells, Don. "How Ethical are Ethical Purchasing Policies?" *Journal of Academic Ethics*. 2 (2004): 119.\
- . *Email Correspondence*. 27 November 2007.
- Winson, Anthony. *The Intimate Commodity* (University of Guelph: Garamond Press, 1993).

Appendix A: Original Literature Review (Handed in 30 November 2007)

Much of the research that needs to be done in regards to ethical food sourcing is based on establishing and understanding the parameters within which universities have organized food policies and the way they deploy uses of terms like 'ethical sourcing' and 'fair trade'. It is necessary, first of all, to understand how secondary research can inform and strengthen justifications and legitimacy for primary research, and set the stage for reflection on the primary research once it is complete. This literature review is an attempt to explore the definitional issues and interrelation of three major concepts - ethical sourcing, fair trade, and procurement. It is not simply an intellectual exercise to clarify theories and ideas, but will provide a strong conceptual backbone for our ongoing research of ethical food sourcing at Canadian universities. Literature here is defined broadly, so we have included peer-reviewed journal articles, books, and organization websites to tease out how the language around the three terms is understood in broader society and put to use for different ends.

There are a number of stages to our research project, so it is necessary to briefly discuss different methodologies we will be using. First, as already mentioned, we need to read up on literature pertaining to ethical sourcing, fair-trade and procurement. This is done by researching background information to determine a) what ethical food sourcing, procurement and fair trade mean, and b) (how) do these benefit institutions, individuals, and producers. With this strong basis in the literature it will be easier for us to understand where different universities and student groups are coming from when they use terms like ethical sourcing, corporate responsibility, fair trade, and so on. It does not mean that research *must* move in the direction from academic literature to the 'real world', but simply that these terms are part of larger discourses in which universities, students, and organizations are embedded, and so gaining a good understanding of their different uses can help inform primary research.

The term 'ethical sourcing' is fraught with ambiguity regarding its specificity and scope. The Ethical Trading Initiative website acknowledges this issue, and it's important to note that the ETI uses the term 'ethical trade' interchangeably with 'sourcing':

"Ethical trade" means different things to different people. In particular, some people refer to "ethical trade" as an umbrella term for all types of business practices that promote more socially and/or environmentally responsible trade. Others use the term in a much narrower sense, referring specifically to the labour practices in a company's supply chain.⁴¹

This quote captures the variety of ways in which people, businesses, and organizations can use the term in different ways, which we will begin to uncover in the following pages.

For instance, one body of research links ethical sourcing to business finances and processes of accounting. Cohen and Bennie discuss how "the role of ethics and the necessity for accounting decision makers to possess ethical expertise is widely recognized by the public, regulators and the profession".⁴² The article goes on to explain that it is necessary for companies to take into account ethical decisions with regard to food sourcing because there is great demand for it, but also because ethical judgment is an inherent component of the auditing process.

Many different industries see the importance of ethics as a specific financial variable. Bert Scholtens states how in business there must be a critical balance between finance and sustainability, and the only way to do achieve this is to adopt sustainability as a financial variable, where it becomes an expenditure just like any other. Scholtens explains that "sustainable growth and

⁴¹ "About Ethical Trade," <http://www.ethicaltrade.org/Z/ethtrd/aboutet/index.shtml#whatis>

⁴² Jeffrey R. Cohen and Nonna Martinov Bennie, "The Applicability of a Contingent Factors Model to Accounting Ethics Research," *Journal of Business Ethics* 68 (2006): 1.

corporate responsibility can be involved in the same realm”.⁴³ This approach leads into some broader ideas of what ethical sourcing entails.

Ethical sourcing, while not necessarily interchangeable with the concept of corporate social responsibility, is generally accepted to be an important component of it. As Brown and Maloni explain, corporate social responsibility (CSR) is when “a corporation may be held socially and ethically responsible by an expansive array of stakeholders such as consumers, employees, governments, communities, NGOs, investors, supply chain members, unions, regulators and media”.⁴⁴ They suggest that considering a company’s supply chain as a component of CSR is possible by linking responsibility to actions outside of that company’s immediate scope. What is interesting about Brown and Maloni’s article for our research is that they define the parameters of ethical sourcing very broadly, to include animal welfare, biotechnology, health and safety, labour and human rights, procurement, fair trade, community, environment, and animal welfare.⁴⁵

This contrasts with a more narrow view of ethical sourcing held by organizations like the Ethical Trading Initiative. The Ethical Trading Initiative defines ethical sourcing as:

For ETI, and throughout this Website, we use the term “ethical trade” in the narrower sense. For us, ethical trade – or ethical sourcing – means the assumption of responsibility by a company for the labour and human rights practices within its supply chain.⁴⁶

There is an important link here to ethical sourcing and *the university* as an institution because many of the No Sweat policies that have emerged at campuses are linked closely to the ideas of ethical sourcing as codes of practice to enforce certain minimum labour rights. However, for the purposes of our research, taking labour rights as the sole defining indicator of ethical sourcing is not broad enough. We are interested also in policies that put environmental protection at the centre. This is seen in fair trade, where there is a movement towards more and more organic fair trade products, as well as in ‘local’ food movements. Thus, while ethical sourcing as labour protection is a good starting point, we feel that it will need to be expanded for our purposes.

There has recently been an expansion of academic literature that discusses ethical sourcing and universities, probably due primarily to the recognition of the importance of No Sweat, Fair Trade, and CSR movements more generally. To link ethical sourcing and CSR directly to student movements and universities, Rafik Elias discusses how students (and he focuses particularly on accounting students) often have more ethical ‘awareness’. In one example, Elias explains that “accounting professionals viewed more scenarios as less ethical compared to accounting students.”⁴⁷ What is it about universities (in terms of their heterogenous whole, not the administration in particular) that predisposes them towards ethical awareness? In an excellent article that adds to this groundbreaking area of research, Gavin Fridell explains:

These institutions [universities, places of worship, city councils], because of their position as public agents, are generally expected to adhere to a higher standard of ethical responsibility than private corporations whose sole responsibility is perceived to be their shareholders.⁴⁸

⁴³ Bert Scholtens, “Finance as a Driver of Corporate Social Responsibility,” *Journal of Business Ethics* 68 (2006): 20.

⁴⁴ Michael Brown and Michael Maloni, “Corporate Social Responsibility in the Supply Chain: An Application in the Food Industry,” *Journal of Business Ethics* 68 (2006): 41.

⁴⁵ Brown and Maloni 38.

⁴⁶ “About Ethical Trade”.

⁴⁷ Rafik Elias, “The Impact of Professional Commitment and Anticipatory Socialization on Accounting Students’ Ethical Orientation,” *Journal of Business Ethics* 68 (2006): 84.

⁴⁸ Gavin Fridell, “The University and the Moral Imperative of Fair Trade Coffee,” *Journal of Academic Ethics* 2 (2004): 148-149.

Furthermore, since universities are places of learning where there is access to broad resources, students have capacity to become more aware of social and environmental justice issues, and thus demand accountability of their universities to comply with certain ethical standards.

Procurement is a term that can cross into both the realms of ethical sourcing and fair trade, but also stands on its own. The basic definition of procurement in business usage⁴⁹ refers to “the full range of activities related to purchasing goods, services and works.”⁵⁰ There are two important things of note in this definition. First, procurement relates directly to the concept of ownership, and so ideas of property are necessarily embedded in procurement. Secondly, procurement also refers to the process by which ownership is acquired, through the transfer of goods, services, and works. This basic definition of procurement in the business realm does not seem to be contested in the literature. It is important to distinguish also between procurement as a necessary component of running a business/organization/public institution, and procurement *policies*, which institutionalize certain norms or standards that procurement must adhere to.

Indeed, the ethics of procurement and its institutionalization in specific policies are often what dominate the literature. Many sectors adopt procurement policies in order to fulfill ethical standards demanded by the citizenry as a moral requirement. This is apparent with anything from sustainable urban planning to No Sweat policies. With regard to the university campus, it is clear that procurement policies are something of great interest and can create different types of ethical purchasing policies. This concept – first seen on university campuses in the 1970s – grew to see the demand for ethical purchasing policies such as fair trade, No Sweat, and other means of student/university ownership over entities that are often owned and operated by external companies.⁵¹

Trent University’s procurement policies are available online, and so it makes sense to look at them as an example of how the processes of procurement are relegated within a certain parameter of norms. Trent has a general procurement policy called “Procurement of Goods and Services” which sets out the definitions of terms used in procurement circles, who has responsibility for procurement, the role of purchasing services (a body of the university), authorized levels of spending based on one’s position in the university, and the documents necessary to move through the official procurement process.⁵² On top of this general policy, there are additional policies that establish ethical norms – an environmental procurement policy,⁵³ and a fair trade purchasing policy for apparel.⁵⁴

⁴⁹ It is interesting that the older, and more established definition of procurement relates to the acquisition of women for prostitution. While it isn’t necessarily immediately relevant to what we’re speaking about here, it does create interesting connotations around property and ideas of labour.

⁵⁰ “What is procurement?” *City of London*, accessed 5 November 2007, <https://www.cityoflondon.gov.uk/Corporation/about_us/purchasing_and_contracts/what_is_procurement/>. Also see the Wikipedia article on “Procurement.” While it is not a very valid source, this article goes into great depth as to what is incorporated in procurement.

⁵¹ Gareth Enticott & Richard Walker, “Environmental Sustainability and Management Reform in Local Government: An Empirical Analysis,” *Policy & Politics* 33 (2005): 297 – 322.

⁵² “Procurement of Goods and Services,” Trent University Financial Services, 3 November 2007, <http://www.trentu.ca/admin/finance/purchasing/policies/PUR-001_Dec_02_2005_FINAL.pdf>.

⁵³ “Environmental Procurement Policy,” Trent University Financial Services, 3 November 2007 <http://www.trentu.ca/admin/finance/purchasing/policies/PUR_3_environmental_procurement.pdf>.

⁵⁴ “Fair Trade Purchasing Policy for Apparel,” Trent University Financial Services, 3 November 2007 <<http://www.trentu.ca/admin/sweatshop/>>.

This now brings us to ethical food sourcing and the need for universities to adopt procurement policies. The relevance of these ethical norms, in the form of the environmental and fair trade apparel policies, lay precedent for an ethical food purchasing policy that could help govern the manner in which the university purchases food. While on campus procurement policy has grown in the recent past, the acknowledgement of existing procurement policies formulates the basis to which the creation of further procurement requires.

Fair trade is subject to many of the same debates as ethical sourcing, and there are various definitions attached to the term, depending on who is defining it and what their place is in the food system. In fact, in some instances fair trade is misconstrued as being the same thing as ethical trading, as the Ethical Trading Initiative and Fairtrade Foundation discuss in their joint statement on the complementary nature of the two processes. They differentiate the terms as follows:

Fairtrade and ethical trade are complementary approaches to improving the lives of workers and vulnerable producers in global supply chains....Fairtrade applies specifically to products and carries a recognisable label – the FAIRTRADE Mark – while *ethical trade* applies to a buying company’s overall behaviour with respect to working conditions throughout its supply chain, and does not currently carry a label.⁵⁵

This definition of fair trade is the most common, and we will call it the ‘official’ definition because it is institutionalized in a number of international and national organizations, co-operatives, and private companies. There are seven main criteria for products that are certified as being fair trade compliant. These include direct trade from cooperative to distributor or retailer, a fair price for the producers, the initiation of a long-term trade commitment, access to credit for cooperatives, democratic and transparent organizations, methods of environmental protection, and a focus on local community development.⁵⁶ In this sense, fair trade refers to both the quality of a product, as well as the process by which that product was produced and distributed. This is the definition used by OPIRG’s Fair Trade Working Group,⁵⁷ and so it is also a definition that we will use extensively in our research when addressing whether universities have adopted ethical procurement policies.

Nonetheless, the distinction between fair trade as *a characteristic* of a product and as *a process* is worth more attention because it uncovers a more basic debate – is fair trade a structural alternative to the capitalist trading system or is it an attempt to simply reform it? There are a variety of viewpoints. One group of authors recognize that fair trade can (and has historically) been about each of these priorities at different times. For example, Gavin Fridell notes that there has been a shift from the former to the latter. He writes “in the late 1980s, this changed as fair trade organisations abandoned their earlier goals of creating an alternative trading system and instead sought to gain access into mainstream markets which they hoped to reform.”⁵⁸ A major rationale for ‘going mainstream’ was that if the Southern producers really are the primary focus of fair trade, then increasing market share and export volume is the most tangible and immediate way to help them.

One article that provides a concise but complex overview of the factors leading to this shift is “Postcards from the Edge: Maintaining the ‘Alternative’ Character of Fair Trade” by William Low and Eileen Davenport. They note four major factors that led to the ‘convergence and consolidation’ of the fair trade movement. First, a strengthening free trade movement meant that fair trade retailers were facing increased competition by retailers specializing in ‘exotic goods’.

⁵⁵ “Fairtrade and ethical trade – complementary approaches,”

<http://www.eti2.org.uk/Z/lib/2007/05/eti-fff-stmt/eti-fff-stmt-200705.pdf>

⁵⁶ “Questions and Answers about Fair Trade,” *TransFair Canada*, 12 October 2007, <<http://www.transfair.ca/en/faq/>>.

⁵⁷ “Fair Trade Trent Working Group,” *OPIRG Peterborough*, 18 October 2007, <<http://www.opirgpeterborough.ca/>>.

⁵⁸ Fridell 143.

Second, a global recession made consumers more conscious and they demanded more guarantees that the products were indeed 'fair trade'. Third, the rise of fair trade food products was overtaking the limited demand of fair trade handcrafts. And finally, the prices for coffee plummeted in the late 1980s and various fair trade organizations instituted minimum prices for producers and began labeling their products.⁵⁹

This historic shift in the fair trade movement is also the central focus of a report from the École des sciences de la gestion/Université de Québec à Montréal. The authors approach the subject by treating fair trade as an 'economic' social movement that has diversified from using strictly political strategies to economic ones as well. What they point out very well is that these different approaches do not necessarily need to be viewed as dichotomous, as they have been in some of the literature. Instead, they write, "it isn't the customer which takes place of the citizen, but rather the citizen who stands behind the consumer, with the limits and the potential that this offers."⁶⁰ The value of reform from the 'inside' is also echoed in "Community Development from the Ground Up: Social-Justice Coffee." Charles R. Simpson and Anita Rapone suggest that fair trade is "most usefully understood as a social movement that seeks to challenge global commodity markets and alter the motivational assumptions built into the culture of capitalism."⁶¹

However, there is also a body of literature that warns of the dangers that incorporation of fair trade into the mainstream could hold for the underlying principles. Low and Davenport fall into this camp, but this should not be misconstrued as a desire to keep the movement small and marginal, so as to keep the values totally intact. Instead, they argue that the risks of fair trade being co-opted by big business are valid, so 'radical mainstreaming' efforts are necessary now more than ever. In their conclusion they state:

We argue that it is vital for fair trade organizations to remain central to the principles and practice of fair trade. Isolation from the mainstream risks irrelevance, and will not deliver the extent of change that is necessary to meaningfully assist producers. Uncritical engagement with mainstream business risks absorption and dilution of the movement. The practical experiences and the cutting edge demanded by Ransom, Tiffen and Thomson do not preclude mainstreaming, and exist, we would argue, in a range of 'radical mainstreaming' projects that keep FTOs central to the transformative project of fair trade.⁶²

Gavin Fridell is also concerned that incorporation of fair trade policies on campuses could be used by administrators in an attempt to overshadow the corporatization of universities. "The potential threat does exist that fair trade could be employed as an ethical fig leaf," he writes.⁶³ It will be important to keep this in mind when doing first-hand research about the implementation of ethical procurement policies at universities across the country. This literature review is not a forum for judging these debates about fair trade, but they are necessary to understand. The pressure underway at many universities to adopt ethical procurement policies (of which fair trade makes up only a portion) is part of the process to incorporate alternative movements into the mainstream, which could have other implications.

Thus far we have discussed a major debate surrounding fair trade in its 'official sense', but there are other uses of the term fair trade that have been conflated more generally. Tim Anderson

⁵⁹ William Low and Eileen Davenport, "Postcards from the Edge: Maintaining the 'Alternative' Character of Fair Trade," *Sustainable Development* 13 (2005): 146-147.

⁶⁰ Corinne Gendron, Véronique Bisailon, and Ana Isabel Otero, "The Institutionalization of Fair Trade: More than a Degraded Form of Social Action," *Les cahiers de la Chaire – collection recherché, École des sciences de la gestion/Université de Québec à Montréal* (2006): 30.

⁶¹ Charles R. Simpson and Anita Rapone, "Community Development From the Ground Up: Social-Justice Coffee," *Human Ecology Review* 7.1 (2000): 48.

⁶² Low and Davenport

⁶³ Fridell 153-154.

and Elisabeth Riedl explore three general versions of fair trade: ‘free trade’ as fairness, linking rights discourses to liberalization, and fairness through value redistribution.⁶⁴ Our working definition so far (the official one) falls into the third category, so we will briefly explain the other two, which may come up in our ongoing research.

The free trade discourse has co-opted the idea of ‘fair trade’ by equating the security of property rights with fairness in the global trading system. The argument goes as follows:

Trade liberalization, as a fairness argument, says that new rules will guarantee the property rights necessary for the expansion of trade, and will facilitate equal opportunities to participate in global markets. The success of this venture will contribute to economic growth, which will then ‘trickle down’, or spread its benefits across wide populations.⁶⁵

This really is no different from the ongoing agenda of the neoliberal global trading powers and their relevant institutions, like the World Trade Organization. The reason we include it here is because it exemplifies how language can be redeployed in a variety of ways to support different, and often conflicting, agendas.

The second concept of ‘fair trade’ that Anderson and Riedl look at is not necessarily critical of the overall global trading system, but attempts to reform it by adding on social clauses to trade agreements that will secure human rights – in particular labour rights.⁶⁶ There are important differences between this approach and the definition we are using,⁶⁷ although they do share some similarities, as the earlier debates about fair trade and ethical sourcing illustrate.

This literature review has attempted to establish the various definitions and understandings of three terms: ethical sourcing, procurement, and fair trade. It also begins to identify the links that exist between them. This is certainly not an exhaustive review, but rather a collection of sources and ideas that have informed some of the major debates and established internationally accepted definitions. It will provide us with a background with which we can better understand where different people and organizations are coming from when they use these terms.

⁶⁴ Tim Anderson and Elisabeth Riedl, “Fair Trade: the scope of the debate,” *AID/WATCH* (2004), 15 October 2007,

<http://www.aidwatch.org.au/index.php?current=47&display=aw00549&display_item=1>.

⁶⁵ Anderson and Riedl 1.

⁶⁶ Anderson and Riedl 3. It is possible that they are suggesting that ‘ethical sourcing’, in its narrow sense, falls into this category, but they do not explicitly state this.

⁶⁷ Fair trade certification aims to change the rules of the system, rather than simply adding qualifiers onto it.

Bibliography

- “About Ethical Trade.” *Ethical Trading Initiative*. Accessed 1 November 2007.
<<http://www.ethicaltrade.org/Z/ethtrd/aboutet/index.shtml#whatis>>.
- Anderson, Tim and Elisabeth Riedl. “Fair Trade: the scope of the debate,” *AID/WATCH* (2004).
Accessed 15 October 2007.
http://www.aidwatch.org.au/index.php?current=47&display=aw00549&display_item=1.
- Andree, Peter, *Cultivating Sustainability: Strategies for Agriculture in the Kawarthas*.
Occasional Paper No. 1. Peterborough, Ontario: Frost Centre for Canadian Heritage and
Development Studies.
- Barrientos, Stephanie and Sally Smith. “Fair Trade and Ethical Trade: Are There Moves Towards
Convergence?” *Sustainable Development* 13 (2005): 190-198.
- Brown, Michael and Michael Maloni. “Corporate Social Responsibility in the Supply Chain: An
Application in the Food Industry.” *Journal of Business Ethics* 68 (2006): 35-52.
- Browne, A., et al. “Organic Production and Ethical Trade: Definition, Practice and Links.” *Food
Policy* 25 (2000): 69-89.
- Cohen, Jeffrey and Nonna Martinov Bennie. “The Application of a Contingent Factors Model to
Accounting Ethics Research.” *Journal of Business Ethics* 68 (2006): 1-18.
- Elias, Rafik. “The Impact of Professional Commitment and Anticipatory Socialization on
Accounting Students’ Ethical Orientation.” *Journal of Business Ethics* 68 (2006): 83-90.
- Enticott, Gareth & Richard Walker. “Environmental Sustainability and Management Reform in
Local Government: An Empirical Analysis.” *Policy & Politics* 33 (2005): 297 – 322.
- “Environmental Procurement Policy,” Trent University Financial Services, 3 November
2007 <http://www.trentu.ca/admin/finance/purchasing/policies/PUR_3_environmental_procurement.pdf>.
- “Fairtrade and ethical trade – complementary approaches.” A joint statement by the Ethical
Trading Initiative and the Fairtrade Foundation. Accessed 1 November 2007.
<<http://www.eti2.org.uk/Z/lib/2007/05/eti-fff-stmt/eti-fff-stmt-200705.pdf>>.
- “Fairtrade Labelling Organizations International.” [Available Online] FairTrade [accessed
November, 2007]. <<http://www.fairtrade.net/>>.
- “Fair Trade Purchasing Policy for Apparel,” Trent University Financial Services, 3 November 2007
< <http://www.trentu.ca/admin/sweatshop/>>.
- “Fair Trade Trent Working Group.” *OPIRG Peterborough*. Accessed 18 October 2007.
<<http://www.opirgpeterborough.ca/>>.
- “Food Security: Concepts and Measurement.” [Available Online] Food and
Agriculture organization of the UN [accessed November 2, 2007].
<<http://www.fao.org/DOCREP/005/Y4671E/y4671e06.htm>>.

Fridell, Gavin. "The University and the Moral Imperative of Fair Trade Coffee." *Journal of Academic Ethics* 2 (2004): 141-159.

Gendron, Corrine, Véronique Bisailon, and Ana Isbel Otero. "The Institutionalization of Fair Trade: More than a Degraded Form of Social Action." *Les cahiers de la Chaire – collection recherché. École des sciences de la gestion/Université de Québec à Montréal* (2006).

Low, William and Eileen Davenport. "Postcards from the Edge: Maintaining the 'Alternative' Character of Fair Trade." *Sustainable Development* 13 (2005): 143-153.

"Procurement of Goods and Services," Trent University Financial Services, 3 November 2007, <http://www.trentu.ca/admin/finance/purchasing/policies/PUR-001_Dec_02_2005_FINAL.pdf>.

"Questions and Answers about Fair Trade." *TransFair Canada*. Accessed 12 October 2007. <<http://www.transfair.ca/en/faq/>>.

Scholtens, Bert. "Finance as a Driver of Corporate Social Responsibility." *Journal of Business Ethics* 68 (2006): 19-33.

Simpson, Charles R. and Anita Rapone. "Community Development From the Ground Up: Social-Justice Coffee." *Human Ecology Review* 7.1 (2000): 46-57.

"What is procurement?" *City of London*. Accessed 5 November 2007. <https://www.cityoflondon.gov.uk/Corporation/about_us/purchasing_and_contracts/what_is_procurement/>.