



# Information Bulletin

## Fair Trade products

To all agents and suppliers

### Identification of Fair Trade Certified products<sup>1</sup>

Fair Trade is a bona fide strategy aimed at overcoming poverty and promoting sustainable development with a view to improving living conditions for farmers and workers **in developing countries**, and it is currently in the news. Control and certification mechanisms guarantee that the supply chain is built upon the principles of equity, transparency, and responsibility.

In response to requests from our customers, and with the goal of offering a broader and more diverse range of products, the Société des alcools du Québec (SAQ) **would like to ask you to identify your Fair Trade Certified products (Regular and Specialty products) that are already listed in our catalogue.** These products will be promoted within our network of outlets through the use of shelf labels. Customers will also find them on SAQ.com, and they may be mentioned in some of our publications, if applicable.

In order to help us to identify your Fair Trade Certified products, please send the following information to [selectiondesproduits@saq.qc.ca](mailto:selectiondesproduits@saq.qc.ca) before February 12, 2010:

- **SAQ Code for the Fair Trade Certified product**
- **Name of the product**
- **Name of the supplier**
- **Supplier's FLO ID (certification number issued by Transfair Canada)**

Products currently sold at the SAQ (or that will be soon) that are identified as Fair Trade Certified:

SAQ Code	Product	Supplier	Country
10678333	Winds of Change	African Terroir	South Africa
11156158	Las Lomas	Covica	Chile
11155690	Wandering Grape	Prestige wine Group	South Africa
11155711	Farhills Western Cape	Prestige wine Group	South Africa
11155981	Torrentes Pirca Negras Famatina valley	La Riojana Coop. Viti de la Rioja	Argentina
11155972	Malbec Pirca Negras Famatina valley	La Riojana Coop. Viti de la Rioja	Argentina
11156650	Papagayo rum ambré	London & Scottish International	Paraguay

For more information concerning Fair Trade certification, please visit the Transfair Canada website, at [www.transfair.ca](http://www.transfair.ca) and the Fairtrade website, at [www.fairtrade.net](http://www.fairtrade.net).

<sup>1</sup> Products certified by Transfair Canada, produced in accordance with FLO (*Fairtrade Labelling Organizations*) policies and standards. This certification primarily applies to producing countries in South America and Africa.

For more information, please contact our  
**Service d'Assistance aux Relations d'Affaires**  
(Business Relations Assistance Service)  
by e-mail, at [sara@saq.qc.ca](mailto:sara@saq.qc.ca), or by phone, at 514-254-2711.