



The Gazette

MONTREAL | MONDAY, JUNE 19, 2006 | montrealgazette.com | SINCE 1778 | FINAL

FAIR TRADE

Corporate big boys smell the coffee

UQÀM MEETING

Large retailers' entry focus of debate

DONNA NEBENZAHL
THE GAZETTE

Things have never looked better for the fair-trade community.

Over the last five years, sales of fair-trade coffee, tea and other items have grown 55 per cent annually across the country.

You can order a fair-trade latte at Starbucks or take home your own fair-trade coffee beans from Loblaws. As of today, you can buy only fair-trade coffee on Via Rail trains, making Via the first major passenger-transport company in Canada to serve fair-trade coffee to its customers.

Yet even as sales keep growing, the very people who've worked for the success of the movement are worrying about its future. The fair-trade concept is all about protecting the little guy – so what happens when corporate giants like Starbucks and even Wal-Mart want in?

That debate will be at the top of the agenda at the second international Fair Trade colloquium opening today at the Université du Québec à Montréal.

Participants will be "focusing on the capacity to keep the spirit of the movement if you're going with large industry," UQÀM professor Marie-France Turcotte said. "The most crucial debate is going to be whether these fair-trade organizations can keep their standards high if there's pressure from large companies."

Turcotte said one problem with large coffee retailers, for example, is that their main business is not fair-trade coffee and therefore they have no vested interest in the philosophy behind the movement.

Indeed, the 5.2 million kilograms of fair-trade coffee purchased by Starbucks in 2005 accounts for just 3.7 per cent of its total purchases. Van Houtte's fair-trade sales are two per cent of total sales.

Please see CORPORATE, Page A3
Fair trade Q and A, Page A2
Chain changes pickers' lives, Page A12

SMOG MAKES EARLY ENTRANCE

ST. DENIS ST. SIZZLES WITH WORLD CUP



PIERRE OBENDRAUF THE GAZETTE

CLEATS COUNTRY St. Denis St. was rife with soccer action yesterday. At Bayou Brasil, Susana Majia (left), Jose Duran and Susana Silvestre mark Brazil's second goal in a 2-0 win over Australia. About 200 fans partied outside the boîte – only to encounter the French faithful arriving at L'Baroulf for their team's 3 p.m. start against South Korea. **Stories, Pages A6, C1, C5**

'BLOB OF DIRT'

This evening's rain expected to put an end to foul-air alert

CHERYL CORNACCHIA
THE GAZETTE

It grounded small planes in Quebec and left asthma sufferers breathless, but cleaner air is on the way.

The smog alert issued by Environment Canada yesterday for the Montreal area is still in effect for today, but showers forecast for this evening are expected to bring an end to the season's first foul-air warning.

According to Environment Canada meteorologist René Héroux, the showers and slightly cooler weather will clear skies and leave the city breathing easier by the end of today. "It will chase the smog away," he said.

A chance of showers is in the forecast until Wednesday, Héroux said.

Yesterday, the mercury hit a high of 32 degrees Celsius at 3 p.m. at Pierre Elliott Trudeau International Airport, and the humidex reached 38.

Those conditions provided perfect breeding conditions for the yellowish-brown smog that stretched north from the city to the Laurentians, east to Lanaudière and northwest to Lachute and St. Jérôme.

Please see SMOG, Page A4

Hockey Night in Kandahar

EDMONTON'S PRINCESS PATS OPTIMISTIC

Troops aim to hoist Cup – in Afghanistan

MATTHEW FISHER
CANWEST NEWS SERVICE

KANDAHAR, AFGHANISTAN – If the Stanley Cup is headed to Edmonton for a victory parade this week, could one of the storied trophy's next stops be 10,500 kilometres away in this baking dust bowl in the Afghan desert?

The universal wish of the Edmonton-based Princess Patri-

cia's Canadian Light Infantry battle group is that their Oilers win Lord Stanley of Preston's silver chalice when they play Game 7 against the Carolina Hurricanes in Raleigh, N.C., tonight. If the Oilers are victorious, the troops are optimistic the team will add another chapter to the Cup's colourful 113-year history by bringing it – and a few of their favourite players – to their

heavily defended base on the outskirts of Kandahar.

"It would be huge to have the Cup here," said Sgt. Mark Pharoah, who normally works at the garrison in Edmonton. "It would be darn good for morale."

During the Oilers' 4-0 triumph in Game 6 of the final – shown here live before dawn yesterday – Pharoah said, the cheering was so loud from fans watching in Canada House that "there wasn't a sleeping soldier in the entire Canadian tent lines."

Please see EDMONTON, Page A4
Oilers hope to emerge, Page C1

Creating green network no walk in the park

ALLAN WOODS
CANWEST NEWS SERVICE

OTTAWA – Canada's 15-year-old commitment to create a national park in each of the country's 39 natural regions will be "lost forever" if the government does not act quickly to protect land from encroaching development in the forestry, mining and oil and gas industries, according to internal government documents that were obtained by CanWest News Service.

The federal government's

grand plan, which was started by former prime minister Brian Mulroney in 1992, is also being hindered by a significant lack of funding, as well as the Quebec government's "long-standing" refusal to give up any of its land to the federal government.

The province has two national parks – in Shawinigan and in the Gaspé region – and one national reserve, but four natural regions of the province are unrepresented.

Please see PARKS, Page A4

IN FOCUS

Fire helmet a hot item

A Montreal fireman's helmet from about 1845 was bought in an on-line auction by the city's firefighters museum after it persuaded other bidders to back off. **Page A8**

Impact held to a tie

The Portland Timbers hold the Impact to a scoreless draw, despite being outshot 14-2 by Montreal. **Page C4**

Catalonia powers up

The wealthy semi-autonomous Catalonia region of Spain gains sweeping new powers to run its affairs after voters approve a blue-print for change. **Page A13**

Mickelson chokes

Phil Mickelson's bid for a third consecutive major ends with a shocking collapse on the final hole of the U.S. Open. **Page C1**



ASSOCIATED PRESS

A final-hole double bogey costs Phil Mickelson the U.S. Open.

QUOTE OF THE DAY

"My land is bare of chattering folk; / the clouds are low along the ridges, and sweet's the air with curly smoke / from all my burning bridges." DOROTHY PARKER

INDEX

Annie's Mailbox D27
Arts & LifeE1
Best BetsE4
ClassifiedE7
ComicsB5
EditorialsA16
Legals/Auctions .E9
Mini PageE12
NationA10
NeedletradeE9
ObituariesB7
OpinionA17
Puzzles Page ...E11
SeniorsE2
SportsC1
TV ListingsE6
WorldA13
Your Business .B1

74¢ Beyond metro area: 96¢
Quebec City region: \$1.13
canada.com
20664 12345 9

WEATHER

Cloudy with showers
High 27° Low 17° Page A15

Rent a car special - Construction holiday

Over 60 branches to serve you

\$169.99 PER WEEK

Applies to an Economy car rented for seven consecutive days with 1500 kilometres included. Not applicable at airport and downtown Montreal locations. Offer rates do not include taxes and/or additional surcharges, \$0.15 per kilometre for excess kilometres, refueling fees, and optional damage waiver of \$25.99 per day. Valid at participating Montreal area locations through July 23, 2006.

The only tool necessary during this holiday.



1-800 rent-a-car

In many provinces, renter is responsible for vehicle damage. Check your auto policy and/or credit card agreement for rental vehicle coverage. Pick up and drop-off service subject to restrictions and/or additional charges. Offer requires an advance reservation and may not be used in conjunction with any other promotional offer or discounted rate. Normal rental qualifications apply. Vehicle availability is limited. Call for details.