

# John Charrier Montreal Launches the “Know Your Source” Challenge

Montreal entrepreneur John Charrier is encouraging people to slow down, ask better questions, and build smarter habits around the products they buy and use every day.

**Montreal, Quebec May 23, 2026** ([IssueWire.com](https://www.issuewire.com)) - John Charrier, founder of Charrier Global Imports, has launched a new public challenge designed to help people become more intentional about where products come from and how everyday buying habits shape global trade relationships.

The challenge, called “Know Your Source,” is a simple seven-day public initiative focused on awareness, attention, and better consumer habits. Participants are encouraged to spend one week paying closer attention to the products they already use and the stories behind them.

The challenge was inspired by lessons Charrier learned while working directly with producers and artisans across France, Italy, Peru, Brazil, and Morocco.

“You learn how much work hides behind something simple,” Charrier said when reflecting on his early experiences visiting public markets and workshops abroad.

Another guiding principle behind the challenge comes from his long-standing approach to supplier relationships.

“You can’t build trust on spreadsheets alone,” Charrier said. “You build it over meals. Over long talks about harvest cycles.”

He also believes many consumers move too quickly when making decisions.

“Growth is not always progress,” he explained. “Sometimes bigger just means harder to manage.”

## Why This Habit Matters

Recent studies show growing interest in product transparency and responsible sourcing:

- According to IBM, 57% of consumers are willing to change purchasing habits to reduce environmental impact.
- Nielsen research found products tied to sustainability claims grew 2.7 times faster than competing products.
- A PwC survey reported 76% of consumers prefer companies that treat workers fairly.
- Research from McKinsey found resilient supply chains recover disruptions significantly faster than weak supplier networks.

Charrier believes small daily habits can improve awareness and decision-making over time.

## The 7-Day “Know Your Source” Challenge Day 1 — Check One Label

Pick one product in your home and see where it was made.

## Day 2 — Ask One Question

Think about how many people were involved before that product reached you.

### **Day 3 — Use What You Already Have**

Avoid buying something new for one day.

### **Day 4 — Talk to Someone**

Ask a local shop owner or vendor where one product comes from.

### **Day 5 — Slow One Decision**

Wait before making one unnecessary purchase.

### **Day 6 — Notice Quality**

Compare an item built to last with one designed for convenience.

### **Day 7 — Reflect**

Write down one thing you noticed during the week that changed your perspective.

### **Share Your Progress**

Participants are invited to share reflections online using their own style and voice.

Suggested prompts include:

- “One thing I learned about a product this week was...”
- “I slowed down today by...”
- “A product I now appreciate more is...”

For participants who prefer privacy, Charrier recommends keeping a short notebook entry each day instead of posting publicly.

**“Writing things down helps people notice details they usually miss,”** he said.

### **Call to Action**

The challenge is free and open to anyone interested in becoming more thoughtful about consumption, sourcing, and everyday habits.

Participants are encouraged to start with Day One, invite a friend, and share the challenge with their community.

### **About John Charrier**

John Charrier is a Montreal-based entrepreneur and founder of Charrier Global Imports. Since 2012, he has worked with producers and artisans across Europe, Africa, and South America, focusing on ethical sourcing, long-term supplier relationships, and sustainable trade practices. His work centers on trust,

quality, and understanding the stories behind the products people use every day.

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