



Covering Canada in Moccasins

November 6, 2025

UFCW Canada and Moccasin Identifier Unveil Urban Treaty Place Mural Honouring Treaty Promises and Cultural Revival

Etobicoke, ON — On November 4, 2025, Moccasin Identifier™ and the United Food and Commercial Workers Union (UFCW Canada) unveiled a new Urban Treaty Place Mural at UFCW Canada's national office, located at 61 International Boulevard, Etobicoke.

Created by Anishnaabe artist Philip Cote of Moose Deer Point First Nation, the mural celebrates truth, reconciliation, and the enduring presence of Indigenous Peoples. It stands as a visual reminder of the importance of Treaty relationships and shared responsibilities between Indigenous and non-Indigenous peoples in Canada.

"I hope it heals the viewer and stirs something good in them," said Philip Cote, the mural's creator. "It's about breaking down negative narratives and opening up our true selves, bringing culture into the open. Our culture is powerful because we were told it wasn't."

The mural features rich symbolism inspired by the Seven Grandfather Teachings—each represented by an animal—and elements reflecting Indigenous worldviews and Treaty teachings.

Among the imagery: the turtle for truth, raven for honesty, bison for respect, and the Anishnaabe moccasin, representing the Moccasin Identifier Project and honouring the Mississaugas of the Credit First Nation. The mural's wampum strand symbolizes an invitation to walk together across territory, while the red hand honours Missing and Murdered Indigenous Women, Girls, and Two-Spirit People (MMIWG2S+).

"Collaborating with Moccasin Identifier, an Indigenous organization, to create a mural focused on respecting treaty promises and truth and reconciliation demonstrates that we can all do this together," said Eric Flett, Resident Elder,

UFCW Canada. "Indigenous people, non-Indigenous people, and allies can lead the way in showing that reconciliation can be done in a good way."

During the event, Shawn Haggarty, President of UFCW Canada, spoke about visiting Cote's studio and the lessons he learned.

"The experience of hearing Philip share his knowledge was incredibly meaningful," Haggarty said. "We are grateful to walk this path of learning together and to support visible reconciliation in our workplaces and communities."



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Representing Moccasin Identifier, founder Carolyn King shared the initiative's ongoing mission to make Indigenous presence visible across Canada through art and education:

"Every installation is a teaching opportunity. When people see the moccasin symbol, they're reminded of whose land they are on and their Treaty responsibility," said King. "Even if it's one moccasin on the concrete and somebody says, 'what is that,' it can help start the conversation and bring the Indigenous Peoples' story to the table. Partnerships like this one with UFCW Canada show what reconciliation in action looks like."

The unveiling began with a traditional drumming ceremony led by Elder Eric Flett, followed by smudging led by Philip Cote. Attendees, including UFCW staff, Indigenous partners, and community members, gathered to reflect on the mural's themes of healing, learning, and unity.

About Moccasin Identifier™

Founded by Carolyn King in partnership with the Mississaugas of the Credit First Nation and The Greenbelt Foundation, Moccasin Identifier™ is an Indigenous-led initiative dedicated to increasing public awareness of Treaties, Indigenous history, and cultural heritage across Canada. Its mission is to "cover Canada in moccasins," creating visible, educational reminders of Indigenous presence and Treaty relationships.

Learn more at www.moccasinidentifier.com.

About UFCW Canada

The United Food and Commercial Workers Union (UFCW Canada) represents more than 250,000 members working in every aspect of the food chain, as well as healthcare, security, manufacturing, and other key sectors. UFCW Canada is committed to social justice, workplace equity, and reconciliation across all communities.

Learn more at www.ufcw.ca.

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