



## **FAIRTRADE BUSINESS CHAMPION**

*Business, retailer or trader who has facilitated ACCESS AND VISIBILITY of Fairtrade products*

The Fairtrade Business Champion Award recognizes a business, retailer or trader that has demonstrated a commitment to providing Canadian consumers access to a variety of ethically sourced products that carry the Fairtrade Mark. Through ensuring product availability, product variety, and through expanding Fairtrade certified SKUs, the Fairtrade Facilitator helps support ethical consumerism in Canada.

- i. What percentage of your/their product range is Fairtrade certified / How many Fairtrade certified products (SKUs) do you/they carry?
- ii. Have you/they increased your/their Fairtrade certified product SKUs / Have you/they increased the number of Fairtrade certified product SKUs you/they offer?
- iii. Is your/their organization considering adding more Fairtrade certified products to your/their range offering? Please describe.
- iv. Do you/they have more than one product category that contains Fairtrade certified SKUs? Please explain. / Do you/they stock more than one product category that contains Fairtrade certified SKUs? Please explain.
- v. Tell us why you believe you/they fit the category for this award (Maximum 200 words). See category description above.