OUR VISION
A world where trade justice and sustainable development principles are practiced globally, thereby moving world farmers and workers from a position of vulnerability to security and economic self-sufficiency.

OUR MISSION
To support the principles of trade justice and sustainable development by:

• Increasing the sales of Fairtrade certified products in Canada

• Maximizing the benefits of Fairtrade to farmers and workers

• Supporting the work of others to advance our vision

OUR VALUES
We are committed to working with these values as our guiding force:

• **People First**: Everything we do is based on promoting the dignity and wellbeing of people - farmers and workers, licensees, retailers, and importers, consumers, volunteers, staff, members and board.

• **Excellence**: We are committed to delivering professional, high-quality service. We are dedicated to continually improving and innovating.

• **Integrity**: We are honest, ethical, and transparent; we are accountable to our stakeholders.

• **Respect**: We respect diverse perspectives and value dialogue. We collaborate with people who share our goals and find strength in teamwork.

• **Passion**: The spirit we bring to our work and our mission is one of positivity, energy and enthusiasm.

ON THE COVER:

Initially my cocoa farm used to be very poor but through Fairtrade the community members and the women’s group can see that there has been a change in my farm.

Beatrice Boakye, a cocoa farmer from Asuadai co-operative in Ghana.

© Kate Fishpool
Nature operates in cycles: water evaporates from lakes and rivers to forms clouds; the clouds bring us rain which nourishes the land and, in turn, the animals and people that live on the land. Organizations also operate in cycles. Change and transition is a necessary element for renewal and for strength.

2016 was a year of change and transition for Fairtrade Canada. The members of the organization elected a new Board of Directors who brought with them many years and extensive experience within fair trade. Also during the year we saw staff transitions including at a leadership level. If we look to nature as our teacher, we know that these transitions are necessary for growth.

In spite of being in the midst of a transition year in 2016, Fairtrade in Canada continued to grow in many areas including retail sales, Premiums to producers, new licensees and new certified products. We have seen growing interest from companies both large and small, as a result of consumers increasingly seeking out Fairtrade certified products. Companies continue to see the value that Fairtrade certification provides to producers, and that their brand can be differentiated and strengthened by engaging with a third-party certified sustainable movement.

One of the many driving forces for growth was our Fair Trade Programs, now including Towns, Campuses, Schools, Workplaces, Faith Groups and Events. Fairtrade procurement is an increasingly important player in promoting our system and is an area that we will work on with renewed vigour. Retail and food services engagement was also an important factor in our success in 2016 with growing commercial commitments throughout the year and strong participation in both Fairtrade Month and Fair Trade Campus Week.

As we head into 2017 and a celebration of twenty years of Fairtrade in Canada, our organization has come through the transition with new opportunities and new strength. With a solid governance structure in place, an experienced and committed new Executive Director joining us soon, and a new strategic focus, we are set for a bright future of bringing real benefits to farmers and workers around the world.

Jennifer Williams
Board President at Dec 31, 2016

John Young
Interim Executive Director at Dec 31, 2016
ABOUT US

EXECUTIVE DIRECTION
Manages all units of Fairtrade Canada and is responsible for public relations, advocacy, stakeholder engagement and our international relations with the wider Fairtrade International system.

FINANCE & ADMINISTRATION
Oversees our financial management, human resources and office administration.

BUSINESS DEVELOPMENT
Engages with businesses across Canada and works with them to start sourcing and selling Fairtrade certified products.

COMMERCIAL RELATIONS
Builds strong relationships with our commercial partners (brands, traders, retailers, food services) and helps them grow their Fairtrade business.

MARKETING & COMMUNICATIONS
Brings Fairtrade to the general Canadian public through our website, social media and promotions. Liaises with fair trade stakeholders such as CFTN and AQCE to build our Fair Trade Programs.

MARK INTEGRITY
Processes applications, approves use of the FAIRTRADE Mark and conducts audits against the Fairtrade Trader Standards.
The estimated Fairtrade Premium paid to producers as a result of sales of Fairtrade certified products in Canada in 2016 was over $4.8MILLION, an 11% increase.

The Fairtrade Premium is a direct benefit to producers and their communities, paid on top of the purchase price for the commodity, which is often used to improve farming practices or to improve housing, healthcare facilities and schools.

Three product categories in particular saw significant growth in sales volumes as these products continue to be available more widely and Canadians increasingly make the ethical choice when shopping,

- Coffee 21%
- Cocoa 10%
- Bananas 20%

19 new licensees signed with Fairtrade Canada during 2016.

600 new Fairtrade products were certified during 2016, with around 7,000 Fairtrade certified products now on the market in Canada.

Sales of Fairtrade certified products continued to strengthen in 2016, with $392MILLION in estimated retail sales, up 7.4% over the previous year.

Latest figures from Fairtrade International.
One of our most successful campaigns for 2016, Fair Trade Campus Week is an opportunity for all Canadian Campuses and friends to celebrate fair trade and Fairtrade certified products.

We had a blast participating in Fair Trade Campus Week! It was so important to engage with our campus community. The support we received from Fairtrade Canada was the key to our success.

Britney Stojke, MacEwan University

Students, volunteers, administration and food service staff come together to plan all sorts of activities and initiatives to raise awareness about the impact of Fairtrade. Organizers are extremely creative and come up with dynamic ideas to engage students and staff.

Some highlights:

- 43 campus locations, covering all 10 provinces for the first time ever!
- 23 companies participated, including the first retailer.
- 23,000 students and staff received Fairtrade product donations and thousands more were engaged.
- 85,000 impressions through Fairtrade Canada’s social media - consult our Storify to see online activities.

WE HAD A BLAST PARTICIPATING IN FAIR TRADE CAMPUS WEEK! IT WAS SO IMPORTANT TO ENGAGE WITH OUR CAMPUS COMMUNITY. THE SUPPORT WE RECEIVED FROM FAIRTRADE CANADA WAS THE KEY TO OUR SUCCESS.

BRITNEY STOJKE, MACEWAN UNIVERSITY
Fairtrade Month - a celebration of all things Fairtrade which takes place every May - saw significant expansion in 2016. Bringing together businesses, campaigners and consumers, Fairtrade Month is a chance to connect Canadians and celebrate the difference that Fairtrade makes for farmers and workers in the Global South.

With more than 900 retailers participating from coast to coast, Fairtrade Canada licensees offered product samples and representatives from Fair Trade Programs got involved in the celebrations during the whole month, and especially during the World Fairtrade Challenge (see sidebar) and on World Fair Trade Day (May 14). All participants were able to take advantage of an improved digital toolkit offering Fairtrade images, social media messaging and more.

A new initiative by Fairtrade International, the World Fairtrade Challenge saw Canadians join Fairtrade supporters from around the world in the world’s largest coffee break from the 13th to the 15th of May.

In Canada 69,000 cups of Fairtrade coffee were consumed at 48 registered events, enough for 7th place in the country challenge, while around the world 1.8 MILLION coffee lovers drank a remarkable 5.7 MILLION cups! This was a great way to support the more than 800,000 Fairtrade coffee farmers in 30 countries.
Every year Fairtrade Canada presents the Canadian Fairtrade Awards to individuals, businesses and organizations that excel in their support for Fairtrade. In 2016, over fifty excellent applications were received for the sixteen Award categories; the applications were so good that our panel of independent judges had a hard time to decide which were the best.

The 2016 Canadian Fairtrade Awards were presented at a ceremony in Halifax, NS in early 2017.

Excellence in Consumer Education:
ENGINEERS WITHOUT BORDERS, UNIVERSITY OF REGINA CHAPTER, SK

School of the Year:
MCKAY PUBLIC SCHOOL, PORT COLBORNE, ON

Campus of the Year:
MCGLL UNIVERSITY, QC

Excellence in Public Outreach:
CHARTWELLS

Excellence in Merchandising AND Retailer of the Year:
FEDERATED CO-OP LTD

New Product of the Year:
THE TONIGHT DOUGH BY BEN & JERRY’S

Event of the Year:
LA MARCHE MONDE BY OXFAM QUEBEC, QC

Faith Group of the Year:
GRACE MENNONITE CHURCH, BRANDON, MB

Workplace of the Year:
CITY OF SELKIRK, MB

Excellence in Public Outreach:

Trader of the Year:
DISCOVERY ORGANICS

Fairtrade All Star:
RANDY HOOPER, DISCOVERY ORGANICS

Product of the Year:
KICK ASS BY KICKING HORSE COFFEE

Licensee of the Year:
ETHICAL BEAN COFFEE

Lifetime Achievement Award:
BEVERLEY TOEWS
Canada's Fair Trade Programs are managed by Fairtrade Canada in partnership with the Canadian Fair Trade Network and l'Association québécoise du commerce équitable. In 2016 the Campus and School Programs were particularly strong with a number of new designations during the year.

Two new Programs - Workplace and Faith Group - were launched at the National Fair Trade Conference in February, with the Workplace Program in particular quickly becoming popular with employers who are dedicated to providing Fairtrade certified products to their employees and visitors.

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Designations at end of 2016</th>
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<tbody>
<tr>
<td>Fair Trade Campuses</td>
<td>19 (9 new during 2016)</td>
</tr>
<tr>
<td>Fair Trade Towns</td>
<td>22 (1 new during 2016)</td>
</tr>
<tr>
<td>Fair Trade Schools</td>
<td>12 (8 new during 2016)</td>
</tr>
<tr>
<td>Fair Trade Workplaces</td>
<td>18 (new program)</td>
</tr>
<tr>
<td>Fair Trade Faith Groups</td>
<td>3 (new program)</td>
</tr>
<tr>
<td>Fair Trade Events</td>
<td>18 during 2016</td>
</tr>
</tbody>
</table>

Every Program has great potential for growth with numerous groups across the country actively engaged and working towards designations.

In August a new monthly email newsletter was launched to provide timely information about Fairtrade and the wider fair trade movement to the hundreds of people involved in Fair Trade Programs.

See the CFTN 2016 annual report for more details.
Fairtrade Canada is governed by an independent volunteer board of directors elected by the membership of the organization in the following categories:

- **Registered Fairtrade Canada Licensees** (from the membership)
- **Civil Society Organizations** (from the membership)
- **Directors at large from the fair trade movement** (independent, not from membership)
- **Fairtrade certified producer groups** (independent, not from membership)

Thank you to everyone who served on the board of directors of Fairtrade Canada during 2016.

**Board members as of December 31, 2016**

- **President:** Jennifer Williams (Director-at-large)
- **Vice-President:** Michael Zelmer (CSO - Fair Trade Vancouver)
- **Secretary:** Madison Hopper (CSO - Fair Trade Toronto)
- **Treasurer:** Mark McLaughlin (Director-at-large)
- **Bill Barrett** (Licensee - Planet Bean)
- **Jennie Coleman** (Licensee – Equifruit)
- **Andrés González** (Producer - Cooperativa Manduvira, Paraguay)
- **Ian Hudson** (Director-at-large)
- **Jeff Moore** (Director-at-large)
- **Lloyd Bernhardt** (Ethical Bean Coffee)
- **Nettie Cronish** (Cookbook Author and Chef)
- **Eric Crowell** (St. Mary’s University)
- **Naji Harb** (Fairtrade Brazil)
- **John Kay** (Realize Strategies Co-operative)
- **Marise May** (Sahana Ayurvedic Products)
- **Chief Adam Tampuri** (Chair, Fairtrade Africa)

**Other board members who served during 2016**

- **Lloyd Bernhardt** (Ethical Bean Coffee)
- **Nettie Cronish** (Cookbook Author and Chef)
- **Eric Crowell** (St. Mary’s University)
- **Naji Harb** (Fairtrade Brazil)
- **John Kay** (Realize Strategies Co-operative)
- **Marise May** (Sahana Ayurvedic Products)
- **Chief Adam Tampuri** (Chair, Fairtrade Africa)

**Civil Society Organizations**

- Association québécoise du commerce équitable
- Canada Organic Trade Association
- Canadian Fair Trade Network
- Canadian Labour Congress
- Canadian Teachers’ Federation
- Engineers Without Borders Canada
- Fair Trade Toronto
- Fair Trade Vancouver
- Manitoba Council for International Cooperation
- Oxfam Canada
- Simon Fraser University
- SLAM
- The Marquis Project
- Université de Montréal

**Membership as of December 31, 2016**

**Civil Society Organizations**

- Association québécoise du commerce équitable
- Canada Organic Trade Association
- Canadian Fair Trade Network
- Canadian Labour Congress
- Canadian Teachers’ Federation
- Engineers Without Borders Canada
- Fair Trade Toronto
- Fair Trade Vancouver
- Manitoba Council for International Cooperation
- Oxfam Canada
- Simon Fraser University
- SLAM
- The Marquis Project
- Université de Montréal

**Fairtrade Canda Licensees**

- Alternative Gounds
- Cha’s Organics (Sahana Ayurvedic Products)
- Colonial Coffee Co. Limited
- Discovery Organics
- Equifruit Inc.
- Ethical Bean Coffee
- Fair Trade Jewellery Co.
- Fire Roasted Coffee Co.
- Florists Supply
- Jared Pacific Inc.
- Just Us!
- Kicking Horse Coffee
- La Siembra / Camino
- Nu-Tea Company
- Planet Bean Inc.
- Traditional Medicinals
- Umano
- UNILEVER Canada Inc.
- VOLO Athletics Inc.
REVENUE, 2016

- License Fees: $1,704,400 (76%)
- Global Account Management Fees: $354,824 (16%)
- Fees for Service: $152,989 (7%)
- Other Revenue: $33,759 (1%)

EXPENSES, 2016

- Fees to the Global Fairtrade System: $420,050 (17%)
- Governance: $279,730 (12%)
- Finance & Administration: $506,054 (21%)
- Business Development & Commercial Relations: $398,394 (17%)
- Mark Integrity: $444,441 (18%)
- Marketing & Communications: $358,334 (15%)

A percentage of license fees is passed on to the global Fairtrade System to provide funding for producer support services, standards and price setting, monitoring and evaluation, and much more.

Complete audited financial statements are available on our website: fairtrade.ca/reports