



FAIRTRADE
CANADA

Fairtrade Month 2022

Campaign Guide

What is Fairtrade Month?

Fairtrade Month is a month-long campaign dedicated to building awareness of Fairtrade's mission, products, and partners by hosting events, featuring promotions, and celebrating community engagement.

Taking place during the whole month of May, Fairtrade Month is a celebration of the sustainable commitments made by our business partners, the advocacy of grassroots groups, and the dedication of Canadian shoppers to shop their values.

Together, we celebrate the Fairtrade movement and build upon the momentum we have gained throughout the years in a continuing effort to make fair pay for producers a reality.



Our message

Fairness is a language without borders - something we innately understand from a young age.

Being able to afford a decent living, being paid fairly for work done, having safe work conditions; these are some of the most basic human rights that everyone deserves; It's only fair.

Everyone has a role to play in creating a fairer trade system.

When you commit to buying products that are sustainably and ethically sourced, you recognize your position in a global community that is inter-reliant, and how doing your part is only fair; standing up for the global community is only fair; paying producers in the Global South equitable pay is only fair.



It's Only Fair

#ItsOnlyFair



Be sure to tag us and use the hashtag so we can share on our channels.

Campaigns Touchpoints

Here are all the ways in which businesses, community groups, and individuals can get involved in Fairtrade Month 2022



Newsletters

Each week, we will send out a digest with the main activities planned for the week, including giveaways, social media events, thought-leadership panels, and brand promotions.

Sign up to our community newsletter [here](#)



Landing Page

The campaign landing page will be the home base for all things Fairtrade Month, including events, giveaways, and brand and retail features. The page launches on May 1st.

Bookmark the campaign page [here](#)



Digital Toolkit

As is tradition, we have put together a toolkit with visuals, social media banners, email signatures, and stunning photos to help share the message of trade justice.

Download the Fairtrade Month Toolkit [here](#)



Social Media

Each week will be filled with ways to get involved. All activities, promotions and offers will take place primarily on Instagram. Follow us and turn on notifications.

Follow Fairtrade Canada on Instagram [here](#)

Why Fairtrade?

Fairtrade is the real deal

As a leader in the global movement to make trade fair, Fairtrade supports and challenges businesses and governments while connecting farmers and workers with the people who buy their products.

By choosing Fairtrade, people can create change through their everyday actions. A product with the Fairtrade Mark means producers and businesses have met internationally agreed standards which have been independently certified.

Farmers and workers have a strong voice at every level of Fairtrade, from how they invest in and run their local organizations to having an equal say in Fairtrade's global decision-making.



What makes Fairtrade different?



50% Producer-owned

Fairtrade is 50 percent owned by farmers and workers themselves, giving them an equal say in the system's decision-making.



Fairtrade Premium

Fairtrade offers some of the highest Premiums in the industry for producers to invest in their businesses and communities.



Minimum Price

Fairtrade offers price stability through a Minimum Price for most commodities.



Cooperatives

Fairtrade producers organize collectively with a democratic structure so they have greater bargaining power and control over their businesses.



Producer support

Fairtrade licensing fees support direct services to producers, from improving agricultural practices to better business management.



Advocacy

Fairtrade advocates with governments and partners with businesses to tackle global challenges and increase commitments to sustainable production and consumption.



Globally Recognized

The FAIRTRADE Mark is the most widely recognized ethical certification label globally.

Doing the basics well

Fairtrade takes a holistic approach to sustainability, with our three pillars



People

ORGANIZED FARMERS & WORKERS

NO CHILD OR FORCED LABOR

HEALTH & SAFETY

EQUAL RIGHTS

DEMOCRACY

TRADE UNION FREEDOM



Planet

PROTECTION OF SOIL & WATER

WASTE MANAGEMENT & RECYCLING

NO GMO & DANGEROUS PESTICIDES

CO₂ REDUCTION

BIODIVERSITY

PROMOTION OF ORGANIC CULTIVATION



Prosperity

MINIMUM PRICE

NON-NEGOTIABLE
DEVELOPMENT PREMIUM

PRE-FINANCING

STIMULATE LONG-TERM COMMITMENTS
& PARTNERSHIPS

TRADE NOT AID

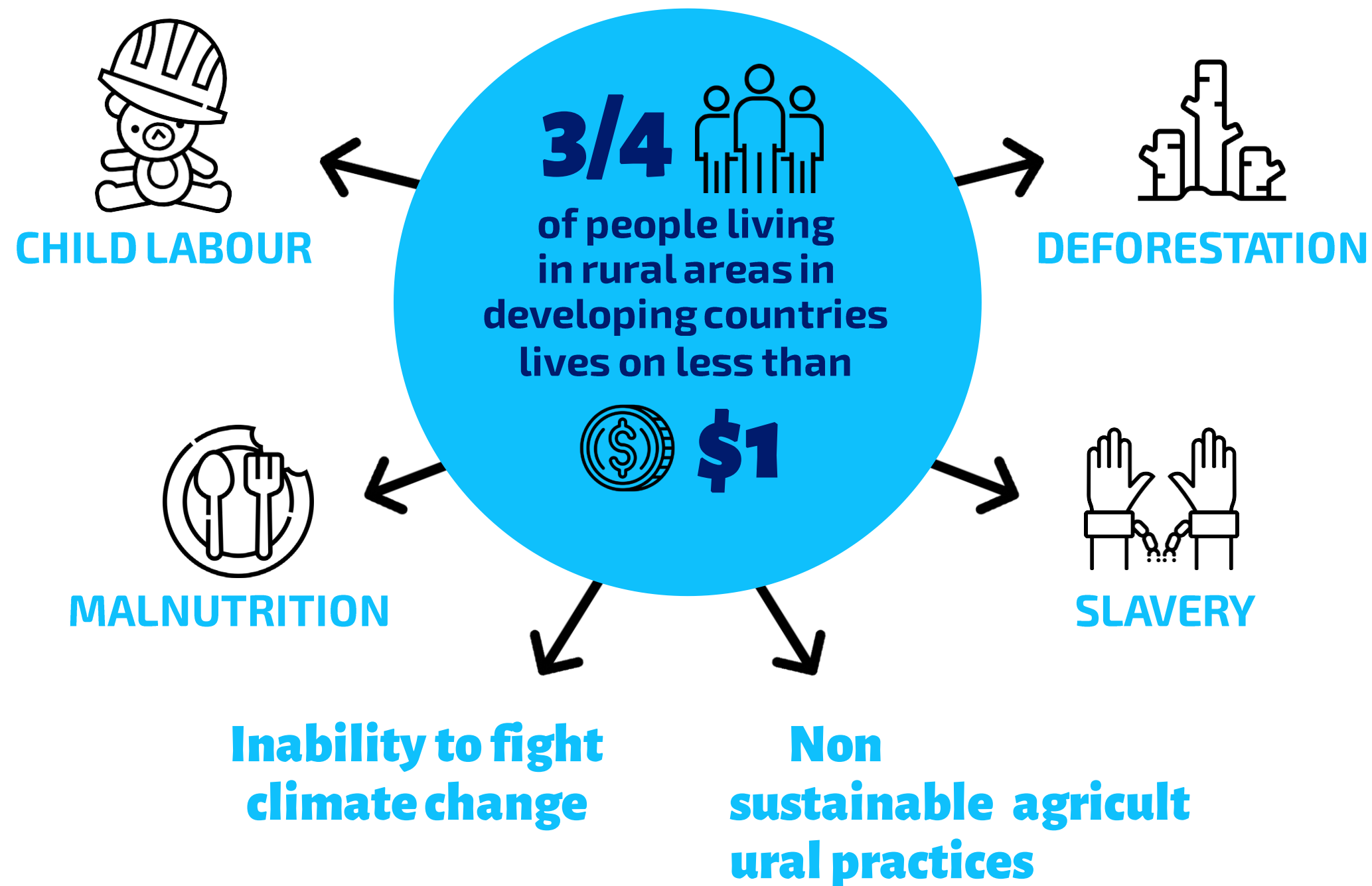
**The best remedy against
poverty is to empower people
to earn a decent living**



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Poverty is the root cause of most sustainability issues



Key Dates

May 1st

Campaign launch and landing page goes LIVE

May 25

Thought-leadership panel event -

Bananas, eh? Canada's role in fixing the banana problem

May 25th at 12pm EST

May 1-31

Giveaways and live Instagram events -

- **May 3** - Ben & Jerry's Instagram takeover
- **May 5** - BC influencer feature: We will be giving away three prizes of a \$100 value. Participating brands: Shuswap Coffee, Spirit Bear Coffee, Kicking Horse Coffee, Nature's Path
- **May 10** - Prana Instagram takeover
- **May 12** - QC influencer feature: We will be giving away three prizes of a \$100 value. Participating brands: Café Faro, Café Mystique, Café Napoléon, Café William, Galerie au chocolat
- **May 17** - Nature's Path Instagram takeover
- **May 19** - [Kelsey Ramage](#) mixology event, presented by Peter Neal (Neal Brothers/Crank Coffee): We will be giving away three prizes of a \$100 value. Participating brands: Creemore Coffee, Crank Coffee, Planet Bean/Sister's Story Coffee, Camino
- **May 26** - Four O'Clock Instagram takeover

Grand prize – One winner will receive 3-6 month supply of Divine Chocolate. All those who enter will be rewarded 20% off Rosette Network's online store.



Thank you!