



Fairtrade Month

2022 Report

Retail Engagement



**More than 1,700 retailers
participated in Fairtrade
Month 2022**



We saw strong flyer promotions across retail banners



May is Fairtrade Month!

Lets do OurPart™ for future generations.



FAIRTRADE. FAIR PRICES.
WE CARRY ONLY FAIRTRADE BANANAS

EQUUPRUIT 99¢/lb
ORGANIC EQUUPRUIT 1.29/lb

FRUIT FRAMINGBURY 99¢/lb
FRUIT FRAMINGBURY 99¢/lb
FRUIT FRAMINGBURY 99¢/lb

MANGO 6.99
MANGO 6.99

2 FOR \$7

9.99
9.99
2 FOR \$8

FAIRTRADE
Choose the world you want. Fairtrade Month May 1-31

BEN & JERRY'S ICE CREAM OR FROZEN DESSERT 5.99 ea.

1 KG 28.99 ea.

3.99

4.49

7.99

#ITSONLYFAIR Fairtrade Month | May 2022

Salt Spring Fair Trade Coffee 400g All Kinds \$13.99

Camino Fair Trade Entire Line 25% OFF

PRANA 25% off on all Prana products

Level Ground Fair Trade Coffee Whole Bean 300g \$8.99

JOLLY BEAMS LOLLIPOPS 25% off

mindful choices
SAVE UNTIL JUNE 1, 2022

the future is fair.

CHOOSE FAIR PRICES FOR SMALL FARMERS.

2 for 6.99
2 for 7.99
2 for 7.99

2 for 2.99
2 for 7.99
2 for 9.99
2 for 7.99
2 for 10.99

2 for 8.99
2 for 7.99
9.99
6.99
4.99

7.99
8.99
14.99
14.99
15.99

#IT'S ONLY FAIR
Fairtrade Month | May 2022

LOOK FOR THE FAIRTRADE LOGO IN-STORE!

FOUR O'CLOCK
alter eco
Colombian
CAÇAO POWDER

Wake up kicking

Kicking Horse Organic Coffee 12.99 ea.

Kicking Horse Ground Coffee 9.99 ea.

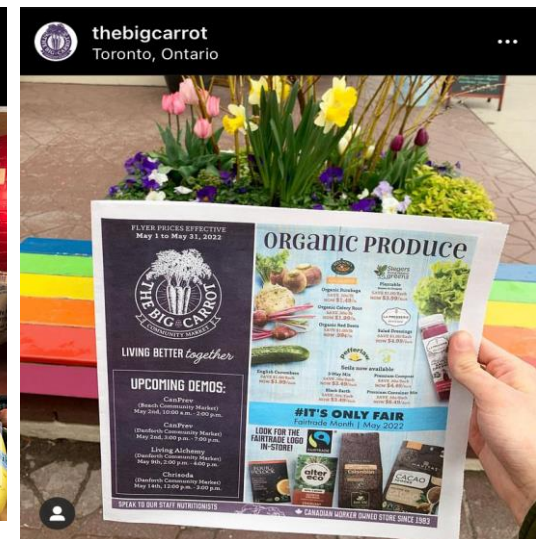
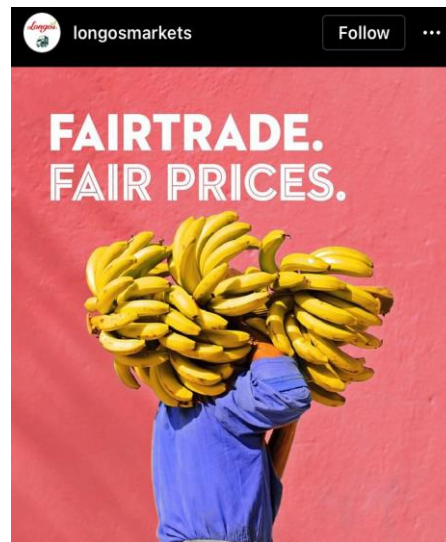
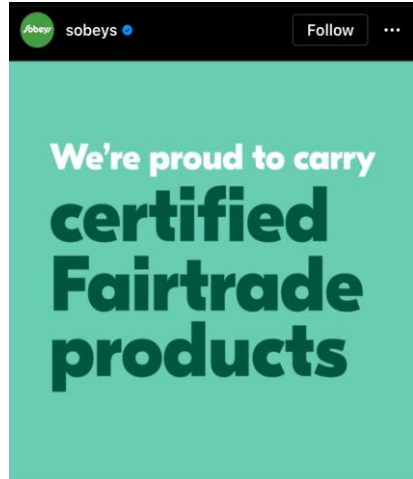
K&B Organic Coffee 25.99

Fairtrade certified products
that we are proud to carry.

Lets do OurPart™ for future generations.

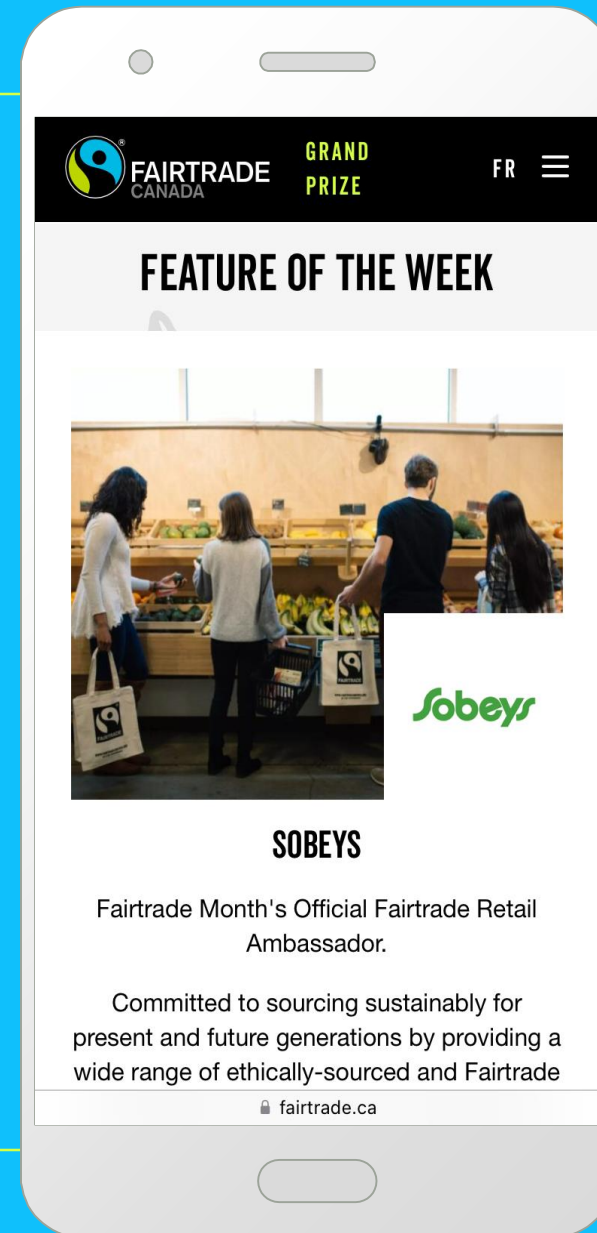


We saw high retail engagement on social media



Retail features and promotions

We used the [retail promo page](#) to feature key partners and help consumers find their local retailers participating in Fairtrade Month.

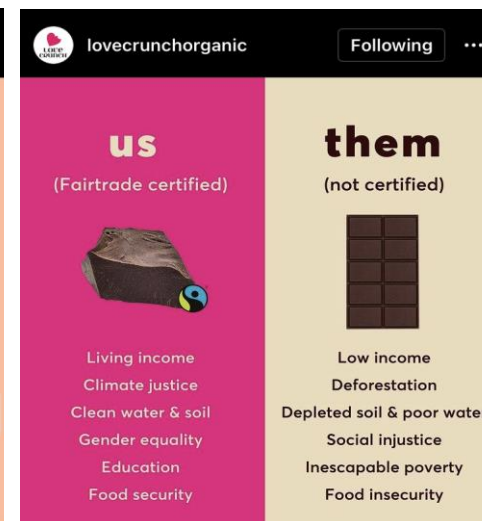
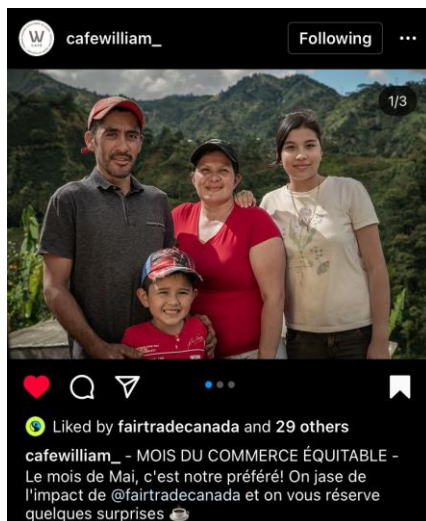
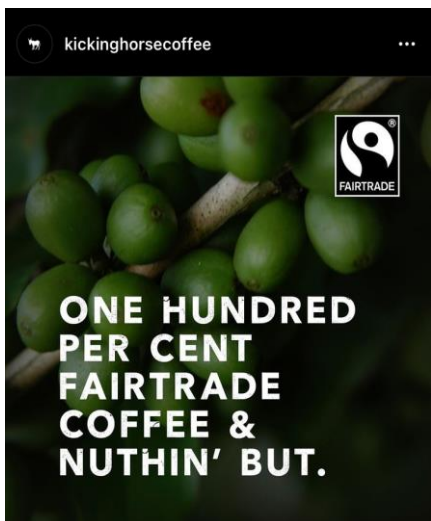
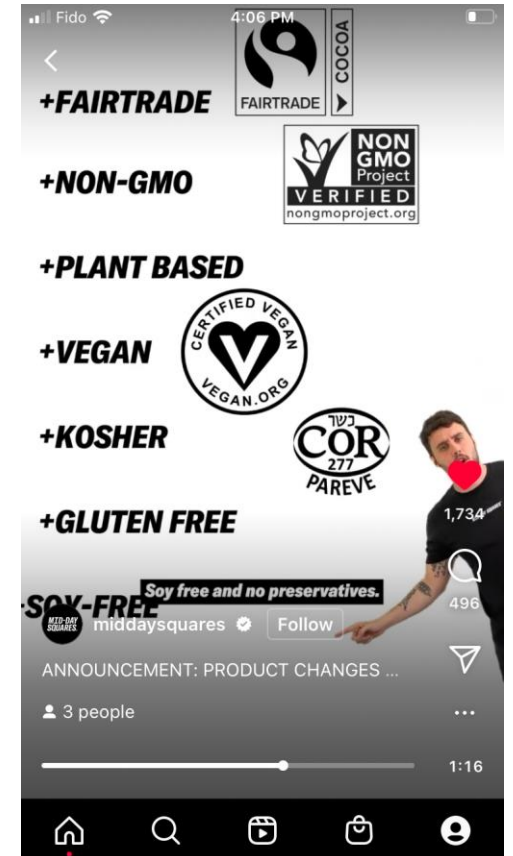


Licensee Engagement

36 brands participated
in Fairtrade Month
activations



We saw how actively licensees were spreading the word on social media



Licensee Instagram Takeovers

Brands shared their message, values, and craft with our community throughout the month.



A total of **5,3k unique users** viewed our IG stories!

Licensee features and promotions

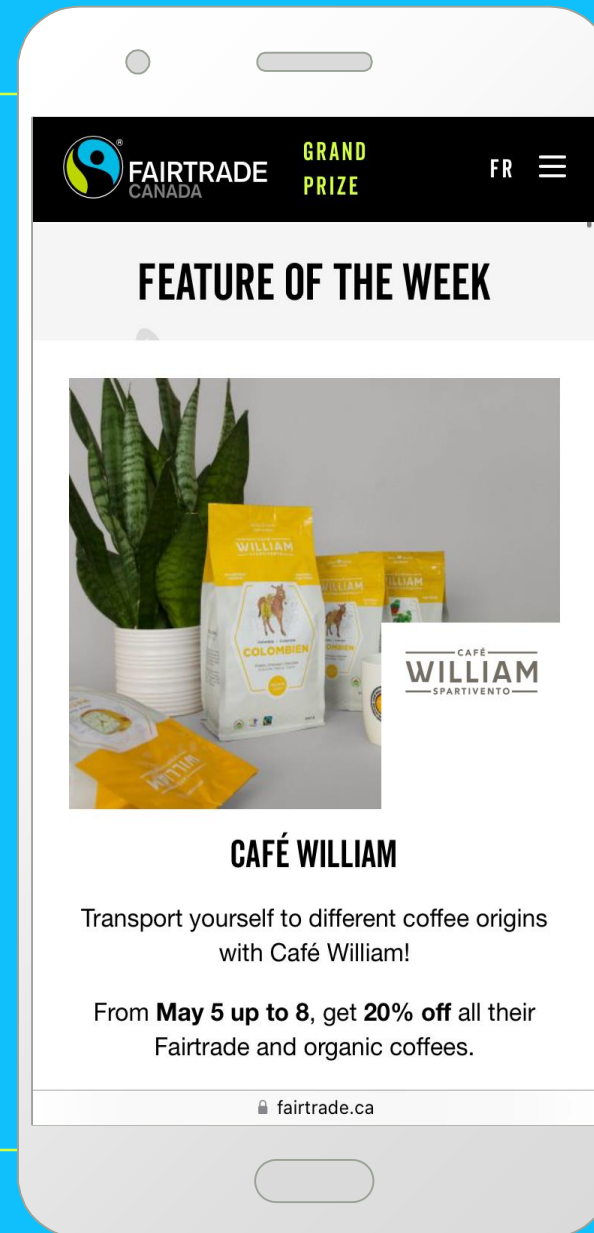
We featured **23 brands** and their e-commerce promotions across our brand promo page.

CAFÉ
WILLIAM
SPARTIVENTO

BEN & JERRY'S


SPIRIT BEAR
COFFEE COMPANY

fair trade  équitable
camino.ca





Giveaways

Brand giveaways

Who doesn't love a giveaway? We collaborated with licensees from British Columbia, Ontario, and Québec to offer our community a fun and engaging way to discover new brands and learn about Fairtrade... and win some awesome prizes!



A total **4,9k likes**,
1,2k comments, &
283k impressions
were reached
across all
giveaways!

Big Brew Energy: B.C. edition



To kick off Fairtrade Month, we've partnered with B.C. foodie influencers [@foodgays](#) to give away Fairtrade certified goods coming from licensees based in British Columbia.



2,2k likes

591 comments

94k impressions

Featured brands



It's Pronounced Café: QC edition



For this giveaway edition, we've joined forces with food blogger [@muriellebackanissa](#) to give away Fairtrade certified goods coming from licensees based in Québec.



2,2k likes

550 comments

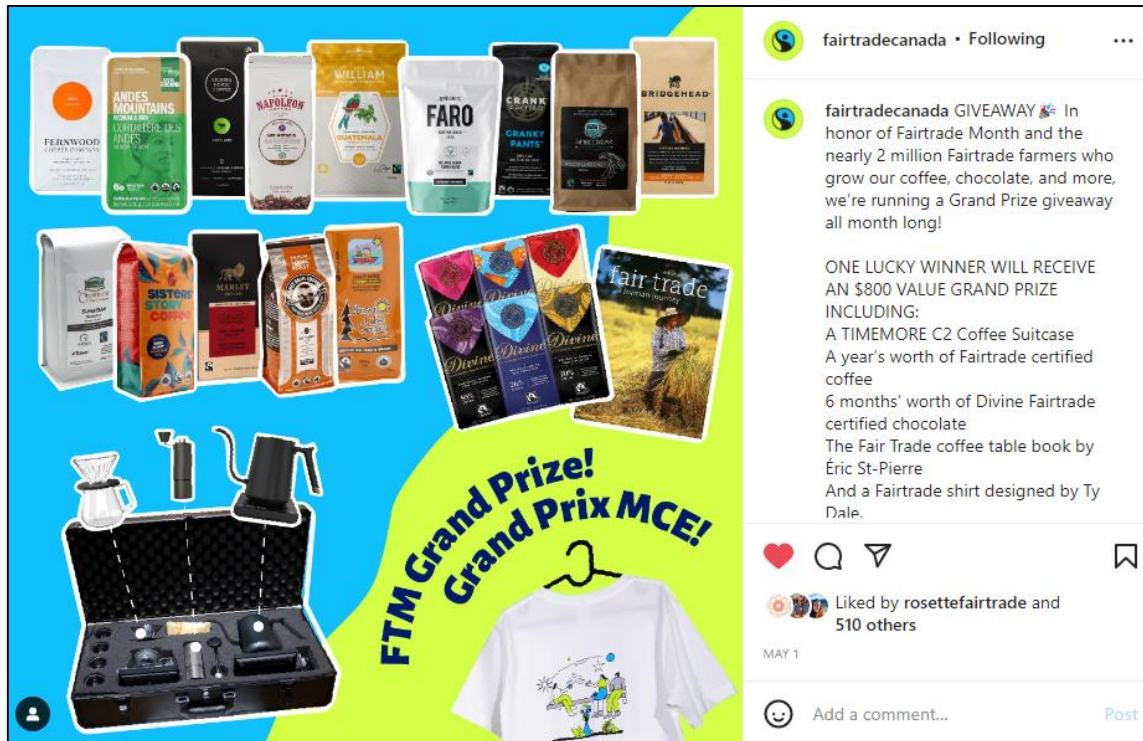
82k impressions

Featured brands



Fairtrade Month Grand Prize

This year, we went BIG by offering one lucky winner a **800\$ value grand prize**. This activation allowed us to promote our newsletter and build our subscription list. To enter, participants had to fill out a form and choose to subscribe to our newsletter.



2,5k people entered to win the Fairtrade Month Grand Prize!!!

In collaboration with





Content creators



Influencer outreach and engagement

To further spread the word about Fairtrade Month, we've distributed gift boxes to influencers from British Columbia, Ontario, and Québec with the goal of them sharing organically on their Instagram stories. Each box included a Fairtrade Month product rundown, Fairtrade postcard and a bundle of local Fairtrade products.



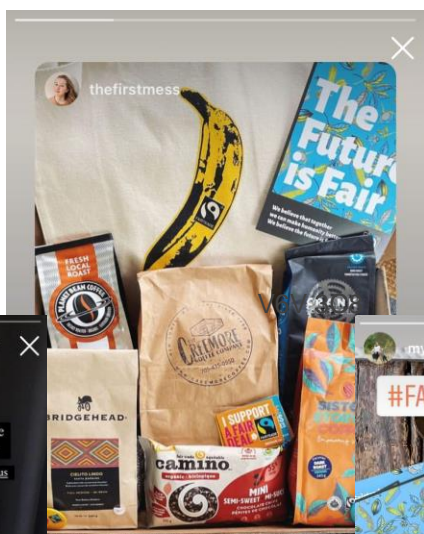
Out of the **26 influencer boxes** distributed across all three provinces, **65% of influencers organically*** shared the gifted content!



We saw influencers go above and beyond with organic* content for Fairtrade Month



Thank you @fairtradedcanada for the amazing gift pack filled with fair trade coffee and chocolate. 🍌💚



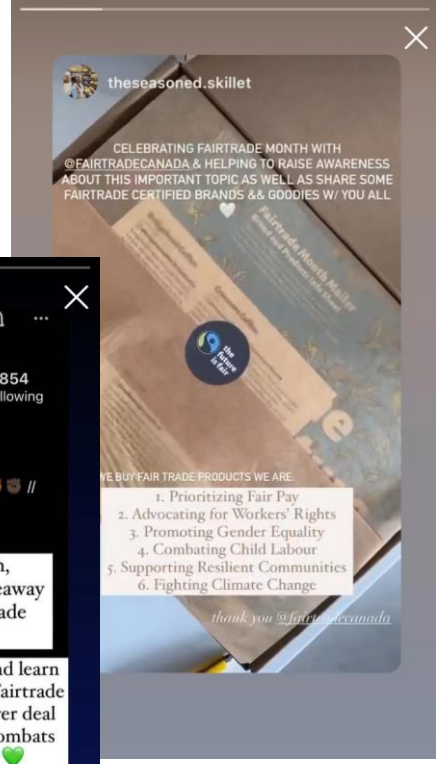
Thank you to @fairtradedcanada for this box of fairtrade coffee and chocolate! They are doing so many cool giveaways in honour of fairtrade month! If you live in Canada, definitely tap over to their account to learn more!



So many great @fairtradedcanada options! Making humanity better with lots of (local) and delicious products. Thank you for the #gift @fairtradedcanada



Choisir des produits fairtrade permet de défendre les droits des travailleurs, lutter contre le travail des enfants, soutenir des communautés... C'est parfois quelques dollars de plus qu'un autre produit équivalent, mais je trouve que ça vaut tellement la peine



CELEBRATING FAIRTRADE MONTH WITH @FAIRTRADECANADA & HELPING TO RAISE AWARENESS ABOUT THIS IMPORTANT TOPIC AS WELL AS SHARE SOME FAIRTRADE CERTIFIED BRANDS & GOODIES W/ YOU ALL

1. Prioritizing Fair Pay
2. Advocating for Workers' Rights
3. Promoting Gender Equality
4. Combating Child Labour
5. Supporting Resilient Communities
6. Fighting Climate Change



In honour of Fairtrade Month, @fairtradedcanada is hosting a giveaway so you can enter to win a Fairtrade Month mailer for yourself!

Head over to their profile to enter and learn more about how your purchasing of Fairtrade certified products helps ensure a fairer deal for farmers, fights climate change, combats child labour, and much more. 💚💙



*unpaid



@foodgays

92.2k followers

Vancouver-based foodie duo Jeremy and Adrian teamed up with us to launch our first Fairtrade Month giveaway. The giveaway was West Coast themed featuring some B.C. Fairtrade licensee brands.





@muriellebanackissa

21.2k followers

Montreal-based food blogger Murielle Banackissa partnered with us to launch the second giveaway of Fairtrade Month. For this giveaway, we gave some love to some Québec Fairtrade licensee brands.

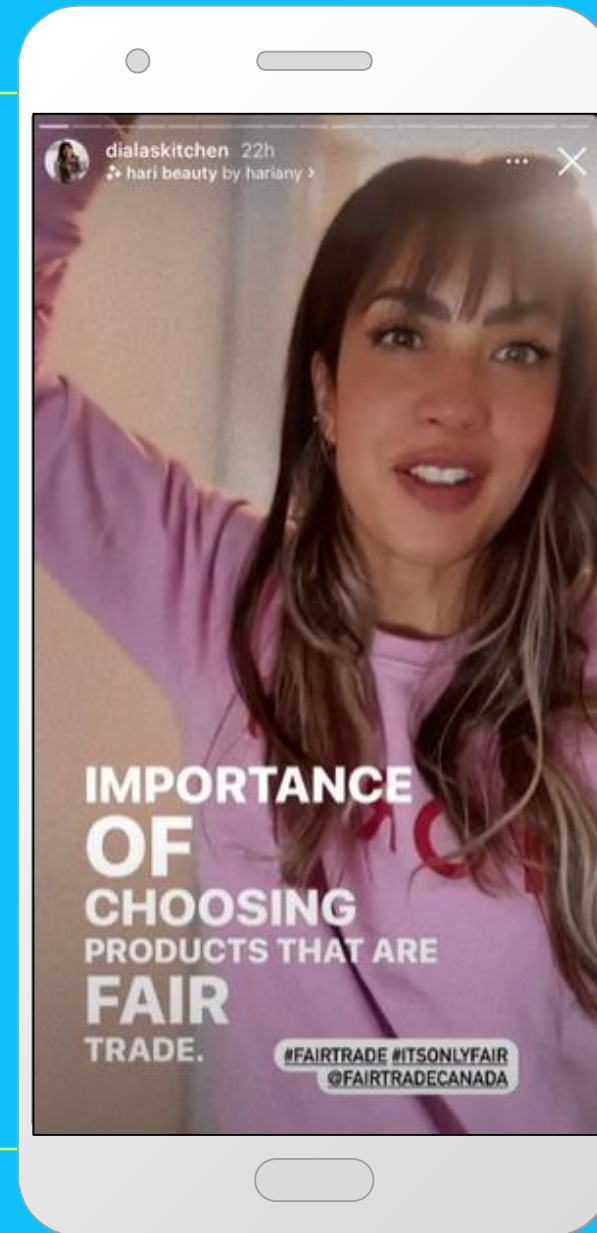




@dialaskitchen

150k followers

Pastry chef Diala Canelo collaborated with us to spread the word about Fairtrade Month via her Instagram stories. This included an unboxing of the gifted box tailored for Ontario influencers.



Fair-ly shaken: LIVE event with Bridgehead Coffee & Kelsey Ramage

This event was hosted by mixologist and content creator [Kelsey Ramage](#), and special guest Bridgehead Coffee.

The event focused on mixing drinks using Fairtrade ingredients while engaging audiences on the importance of choosing to buy Fairtrade. The event saw over **30 live attendees** and reached **253 user accounts** post-event.

Featured brands

CRANK[®]
COFFEE CO



SISTERS'
STORY
COFFEE
Empowering Women

THE
CREEMORE
COFFEE COMPANY

fair trade  équitable
camino.ca

BRIDGEHEAD[®]



**Coffee
mixology
event /
Évènement
mixologie
et café**

**May 19 mai
3:30pm**

**Instagram LIVE
with/avec
Bridgehead Coffee
& Kelsey Ramage
(Trash Collective)**



Banana Panel

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

This business-focused panel event gathered experts from Canada and Latin America as they discussed Canadian efforts and solutions to the challenges in the banana industry locally and in the field. The event received **over 120 registrations** and had **44 attendees**.

You can watch the panel recording and follow the presentation [here](#).



Discussion panel event about issues surrounding bananas in Canada

Évènement panel de discussion à propos des bananes Fairtrade au Canada

May 25 mai | 12pm



Inbound Marketing Channels

A lot happened on Instagram...



Being our main consumer-focused social media platform, it was natural for most activations to take place on Instagram. We used this as an opportunity to grow our audience and raise awareness among key influencers and new followers.

10k

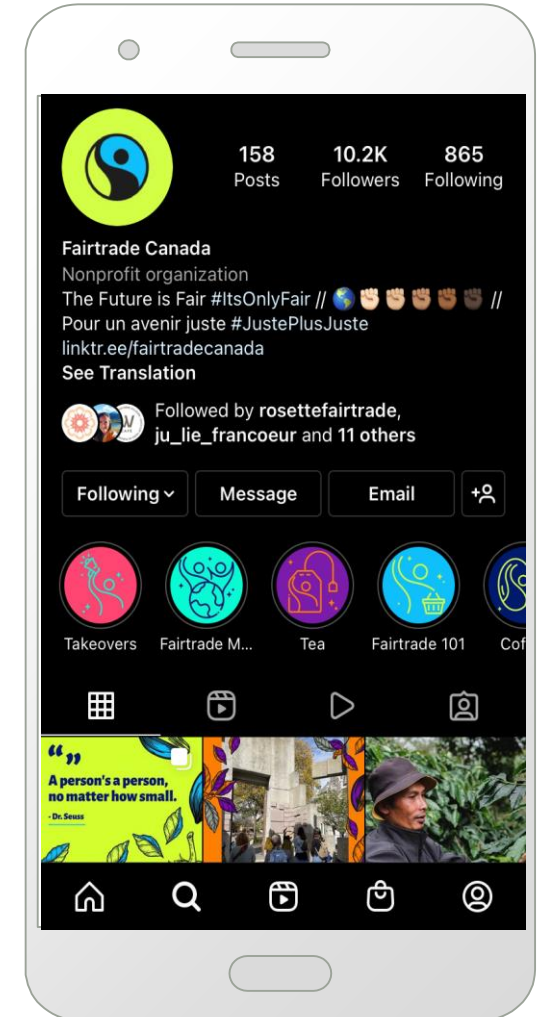
followers, reaching our goal and moving towards getting our account verified!

17,54%

of organic engagement rate was seen across all posts

18,8k

organic impressions gained



Newsletter and Website metrics

2,5k

new Fairtraders subscribed
to our newsletter

≈ 1k

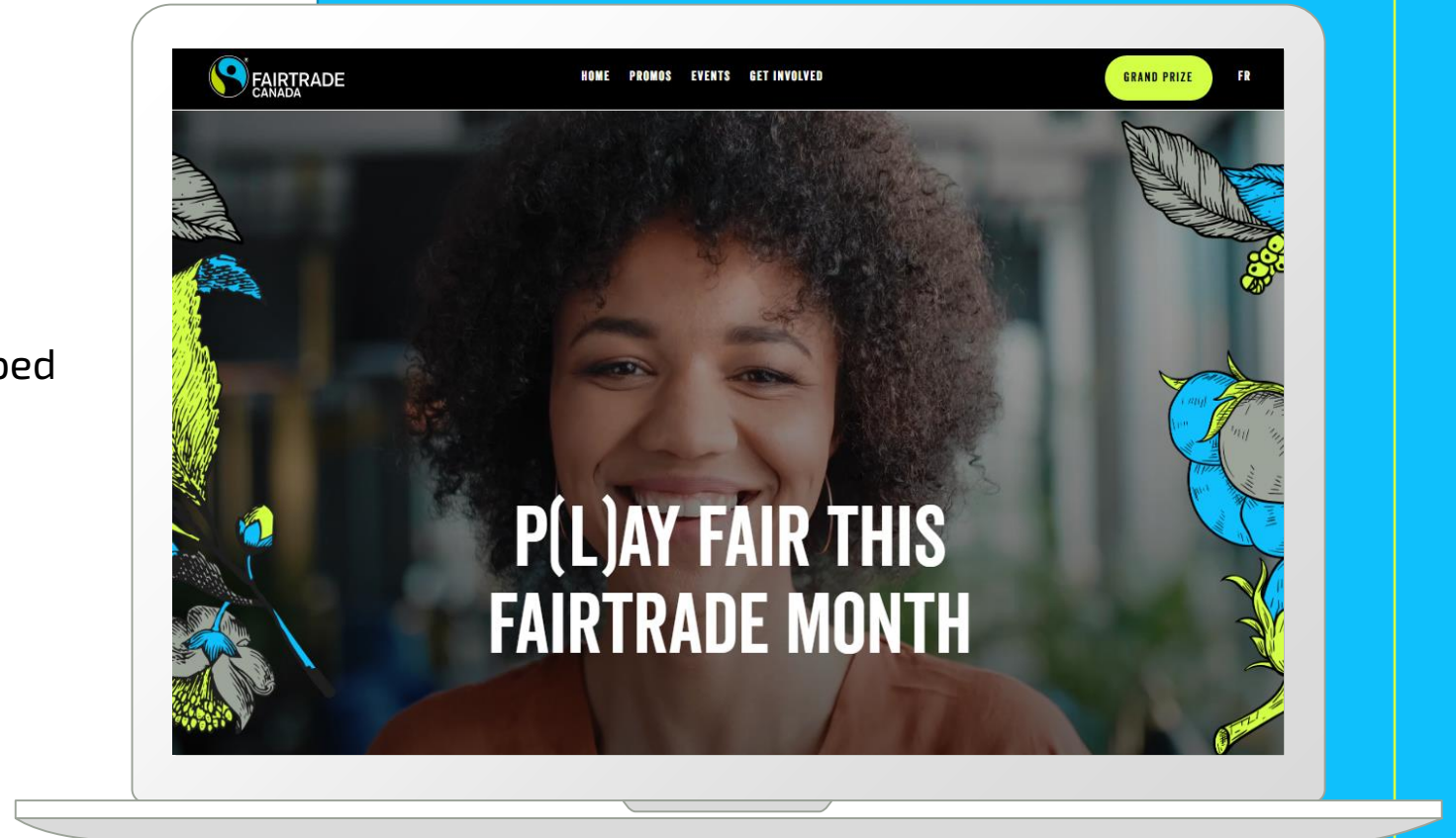
opened our weekly
newsletters &

≈ 200

clicked our CTA links

≈ 40k

visited our Fairtrade
Month landing page





Media engagement

Getting the word out there...



Throughout Fairtrade Month, we have built consumer and trade awareness through proactive media outreach to secure national and local media stories.

- 1 [Fairtrade Month press release](#) distributed
- 8 trade and consumer media stories combined were secured
- 1 [paid media integration](#)



SASKATOON
STARPHOENIX

grocery
BUSINESS 

Fresh
Plaza

 AndNowUKnow[®]
produce industry news

THE WALRUS



View our Media Coverage Book [here](#)

 worldtea
news

 Perishable
News.com



Thank you!

Any questions? Please contact Maria Gallardo, Marketing & Communications Coordinator,
at: maria.gallardo@fairtrade.ca