

2022 ANNUAL REPORT

IT'S ONLY FAIR— OUR YEAR OF GROWTH AND IMPACT

Table of Contents

- ① **Commercial Partnership Highlights**

- ② **Marketing Highlights**

- ③ **Fair Trade Programs & Advocacy Highlights**

- ④ **Performance of Key Commodities**

- ⑤ **Fairtrade Premium Generated on Sales in Canada & Producer Investments**

- ⑥ **The Fairtrade Canada Team**

Commercial Partnership Highlights



© Brandon Marsh

Retail Engagement

We continued to strengthen our relationships with retailers across Canada.

We engaged the sustainability, marketing, procurement, and product development teams from **Loblaws, Sobeys, Walmart, Metro, and Costco**.

We delivered **supply chain and impact reports** for several retail partners, to help them communicate about their Fairtrade programs to their customers.

We supported **Sobeys** on the rollout of their national Fairtrade banana program, with point-of-sale design, marketing, and PR support.

In addition, we worked with a number of key distributor partners to expand the reach of our **Fairtrade Month campaign**. In 2022 we saw participation from key national and regional retailers including **Sobeys, Safeway, Thrifty's Longo's, Metro, and London Drug**, amongst others.

Commercial Partnership Highlights

Industry Events

Fairtrade Canada staff attended a number of important industry events in person throughout 2022, after two years of pandemic disruptions.

These included:

- The **Specialty Coffee Association Conference**, in partnership with Sustainable Harvest.
- The **Restaurants Canada Show**, where our booth provided additional visibility for our licensees.
- The **Canadian Produce Marketing Association Convention**, where we engaged key licensees for the expansion of Fairtrade banana programs at several retailers.
- The **Canadian College and University Food Service Association Conference**, where we worked on our relationships with campus food service providers.
- The **Canadian Health Food Association NOW trade show**, which allowed us to engage with key licensees, retailers and business prospects.
- The **Coffee Association of Canada Conference**, where our CEO Julie Francoeur moderated a panel on sustainability, and a Fairtrade coffee farmer representative participated at this event for the first time – Victor Cordero from Colombia.

Business Development

Our business development team works with existing and prospective partners to grow Fairtrade in the Canadian market.

We have worked with our existing licensees to expand their Fairtrade offerings. Canadian companies now have almost **5,600 products** on the market labelled with the FAIRTRADE Mark.

We engaged with many licensees to support their sales and marketing teams in promoting their products and telling their Fairtrade impact stories. We also provided supply chain and sourcing assistance to licensees to help bring new products to the Canadian market.

9 new licensees were signed in 2022, in the product categories bananas, cocoa, cotton, tea, and sugar.

Marketing Highlights



It's Only Fair Campaign

To reach new audiences, we launched our *It's Only Fair* campaign in February.

We partnered with **9 Canadian artists** to create illustrations representing what Fairtrade means to them. The artists shared their pieces on their social media channels, expanding Fairtrade's message to a broader audience.

A custom campaign landing page displayed the art and educated new visitors about Fairtrade. **Visit the site at fairtrade.ca/itsonlyfair.**

We engaged **10 Canadian Influencers** by sending them the artwork and samples of Fairtrade products. They in turn hosted a giveaway on their channels where their community could win the art and a limited-edition t-shirt featuring **Ty Dale's art piece** (*shown at left*). This resulted in a total estimated reach of almost **200,000 people**.

Small-Roaster Program Campaign

To promote our small-roaster program [Know the Source](#), we developed a direct mail campaign that was launched in January. A kit that included samples of our free Point-of-Sale materials and a program explainer were distributed to almost 500 cafés across Canada.

Marketing Highlights

Fairtrade Month

Fairtrade Month 2022 created new momentum, with the participation of **1,700 retailers** and **36 brands**, through giveaways, brand features, promotions, Instagram takeovers, and influencer engagement.

Giveaways were hugely popular, generating almost **300,000 impressions**, and **2,500 people** entered for the \$800 grand prize.

We engaged **3 paid influencers**, and sent sample boxes to **26 others**, with a potential combined reach of over **2 million people**.

Our consumer-facing marketing efforts paid off in a big way, with **1.5 million paid social media impressions**, 40,000 visitors to our campaign landing page, and **2,500 new newsletter subscribers**.

Coffee Week

In the fall we celebrated **Coffee Week**, to coincide with the National and International Coffee Days. Over **15 brands** were engaged through giveaways and product features. More than **200 of our business partners** viewed the campaign toolkit online.

Through careful investment of resources, we gained more than **half a million** paid social media impressions.

Media and PR

In 2022 we put a new focus on press coverage, partnering with a PR firm to support our efforts. These efforts paid off with **32 earned media pieces** during the year, with an estimated **1 million views**.

One of the most successful articles was a collaboration about coffee and climate change with ***The Walrus***, which has monthly readership of **675,000**.

Fair Trade Programs Highlights



Program Management Transition

In August 2022, management of the Fair Trade Programs was transferred to Fairtrade Canada.

We thank the Canadian Fair Trade Network (CFTN) for their longstanding partnership managing the Programs, whose success and growth would not have been possible without a strong working relationship between CFTN and Fairtrade Canada. We are looking forward to expanding on the growth they have brought to the Programs.

An **internal review and comparison of other countries** was carried out prior to the transition. From September to December, we held **4 focus groups** in partnership with students from Schulich School of Business. These sessions helped us develop recommendations for our future citizen engagement strategy. Additionally, plans were set in place to establish a new **Advisory Committee** in 2023.

In October we co-hosted an online event with York University titled **Co-operating for Fairtrade**. The workshops were attended by around 50 Fair Trade Program participants from across the country.

We started to see an uptick in Program activity after the pandemic severely affected participation for the previous two years, and we expect to see a return to growth in 2023.

Designations in 2022

- **2 new campuses**
- **3 new workplaces**
- **8 events**, attended by around 6,000 people

Advocacy Highlights



Fairtrade Canada has long advocated for strong Canadian supply chain legislation.

In 2021, the government introduced Bill S-211 - *Fighting Against Forced Labour and Child Labour in Supply Chains Act*. We were very active throughout 2022 in advocating for the Bill to be passed, and for stronger measures to be included.

In **March** we joined forces with World Vision Canada, other NGOs, and businesses, to write to the Minister of Labour asking him to implement mandatory Human Rights Due Diligence legislation. This was followed by regular calls with the Minister's office to further discuss the legislation.

In **November** we submitted a [brief](#) to the Standing Committee on Foreign Affairs and International Development stating our recommendations for the legislation to go further to meet its stated objectives.

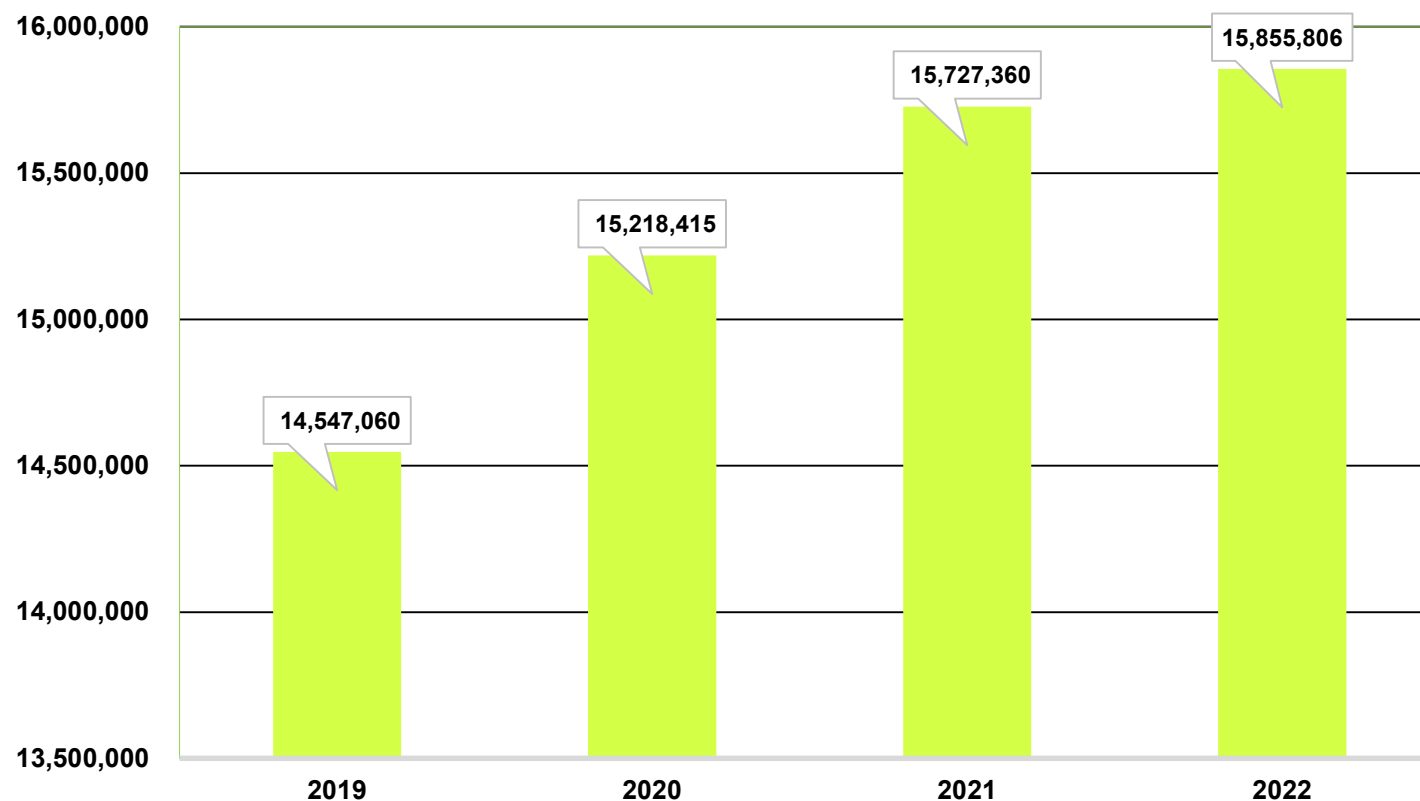
In **December** we published a [blog post](#) by Julie Francoeur, our CEO, also challenging the government to do more.

We see the Bill as a step in the right direction, but despite its expected passing in 2023, **we will continue to push for Canada to be a leader in trade justice through more effective legislation.**

Fairtrade Coffee Sales in Canada



Kilograms of Green Coffee



Outperforming the Market

Fairtrade coffee volumes grew **2.6%** compared to the overall market which showed a moderate decline of 0.1%.

Growing Conventional Market Share

In 2022, coffee sales generated just over USD **\$7 million** of Fairtrade Premium, which the farmers and workers democratically choose to invest in business and community projects.

Most Fairtrade coffee sold in Canada is also certified Organic. However, in 2022, we saw the introduction of a number of Fairtrade certified and conventional coffees into the market, which will continue to expand the reach to more mainstream consumers, particularly in these budget-conscious times.

Overall, it is estimated that Fairtrade now makes up **9.3% of all Canadian coffee imports**.



Producer Voices – Joselinda Manueles, COMSA Coffee Co-operative, Honduras



© Nicolás Becerra

**"My coffee tastes of citrus, life,
love, nature and family harmony."**

Fairtrade Means Innovation

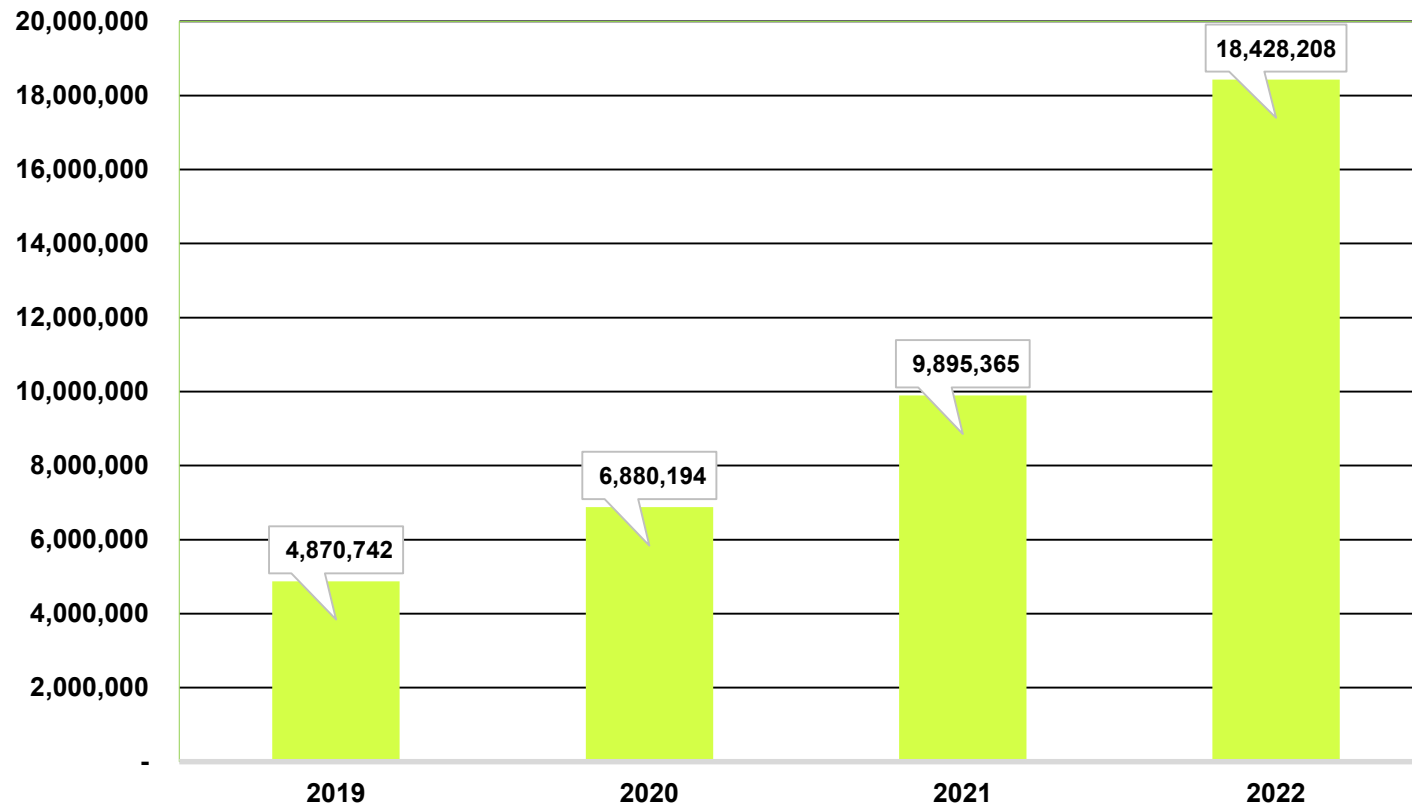
Joselinda grows her own coffee full of her stories, vitality, and strength, but it is not her only focus. Her farm is part of a carbon footprint capture project and has been running on solar panels for 30 years to mitigate climate change.

Innovate has been key word for Joselinda, ever since she first learned about the coffee process. "I believe that I will never die because when I am no longer physically here, my life will continue through the more than 2,000 trees that I planted. My farm was a desert when I arrived and look how it is now."

Fairtrade Banana Sales in Canada



Kilograms of Bananas



Record Sales Growth

Fairtrade banana volumes grew by **86.2%** following national program launches by several retailers.

Growing the Fairtrade Banana Market

The sale of Fairtrade bananas in Canada in 2022 totaled almost **129 million** individual bananas!

The Fairtrade Premium generated on those sales was just over USD **\$1 million**.

25% of Organic bananas imported into Canada are now certified Fairtrade.

Producer Voices – Guido Javier Polo, ASOGUABO Banana Co-operative, Ecuador



© CLAC

**"Banana growing is a heritage,
it is a whole life."**

Fairtrade Means Stability

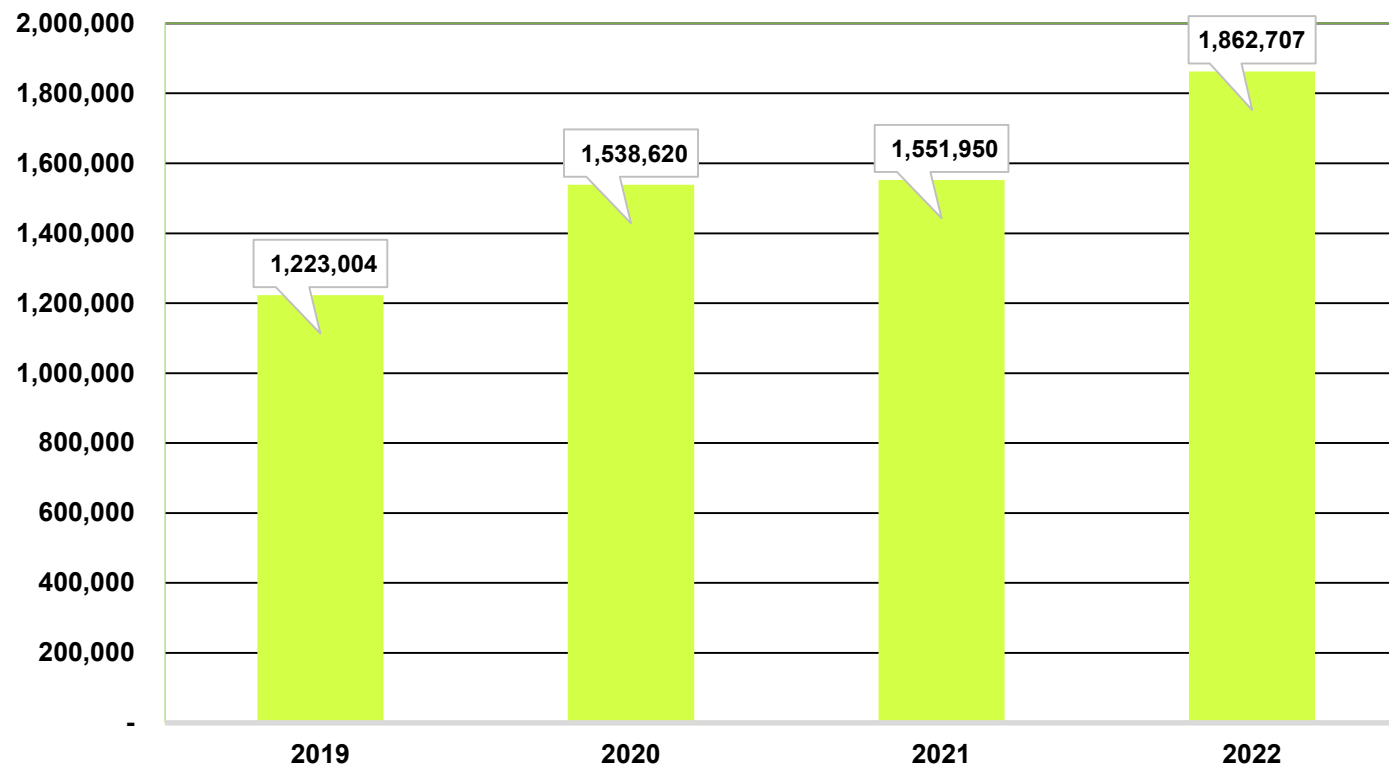
"When preparing a shipment we use at least 30 people, and we all bring food to our table from this work. By buying fruit from us, you are letting us survive – with a lot of effort, a lot of sacrifice, but with a lot of love.

There is stability through Fairtrade. My workers get the same benefit as me – they get paid on time – and many have been with me 10, 20, or 30 years. It gives you security to invest, and peace of mind to live with."

Fairtrade Cocoa Sales in Canada



Kilograms of Cocoa



Sales Growth

Fairtrade cocoa volumes **increased 20%** in 2022 after a slowdown of sales growth caused by the pandemic.

Fairtrade Means Impact

The Fairtrade Premium generated by sales of chocolate bars, hot chocolate, baking goods, and other cocoa products was USD **\$447,049**.

The three main areas of Premium investment by farmers and workers were:

- **Production improvements** (facilities, training, infrastructure, co-op development, agricultural inputs, tools)
- **Income support** (additional payments, credit services)
- **Social services** (education, health, housing)

Producer Voices – Arelys Paulino, COOPROAGRO Cocoa Co-operative, Dominican Republic



© CLAC

"We were victims of the big exporters, but now we have access to a good price through Fairtrade."

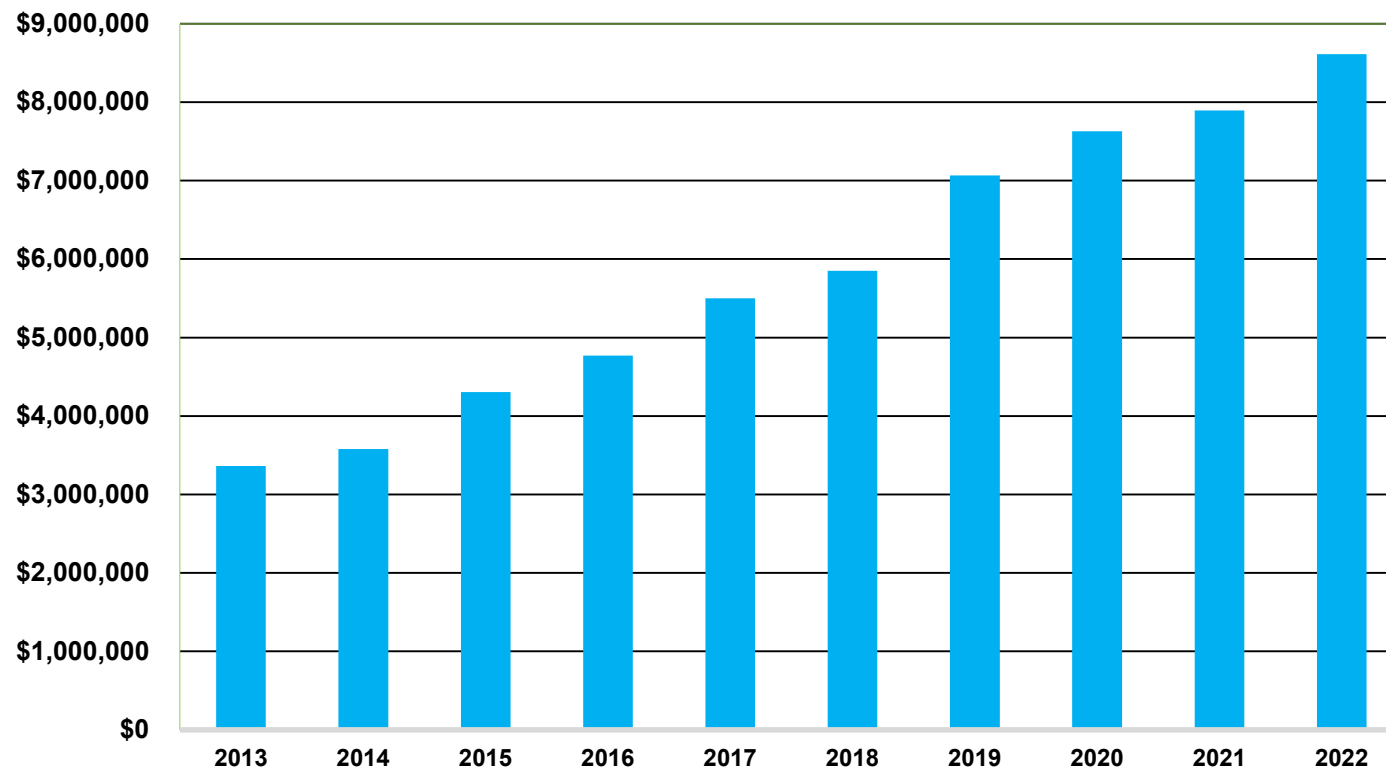
Fairtrade Means Quality

"At COOPROAGRO, we are proud to produce the best Dominican cocoa. In our co-operative, quality is part of the culture and work philosophy.

The entire process from the farm to the shipment is rigorously monitored by our team, so our clients will always receive the quality that has been agreed upon."

Almost USD **\$9 Million** Generated in Fairtrade Premium

Fairtrade Premium (USD)



Continued Growth

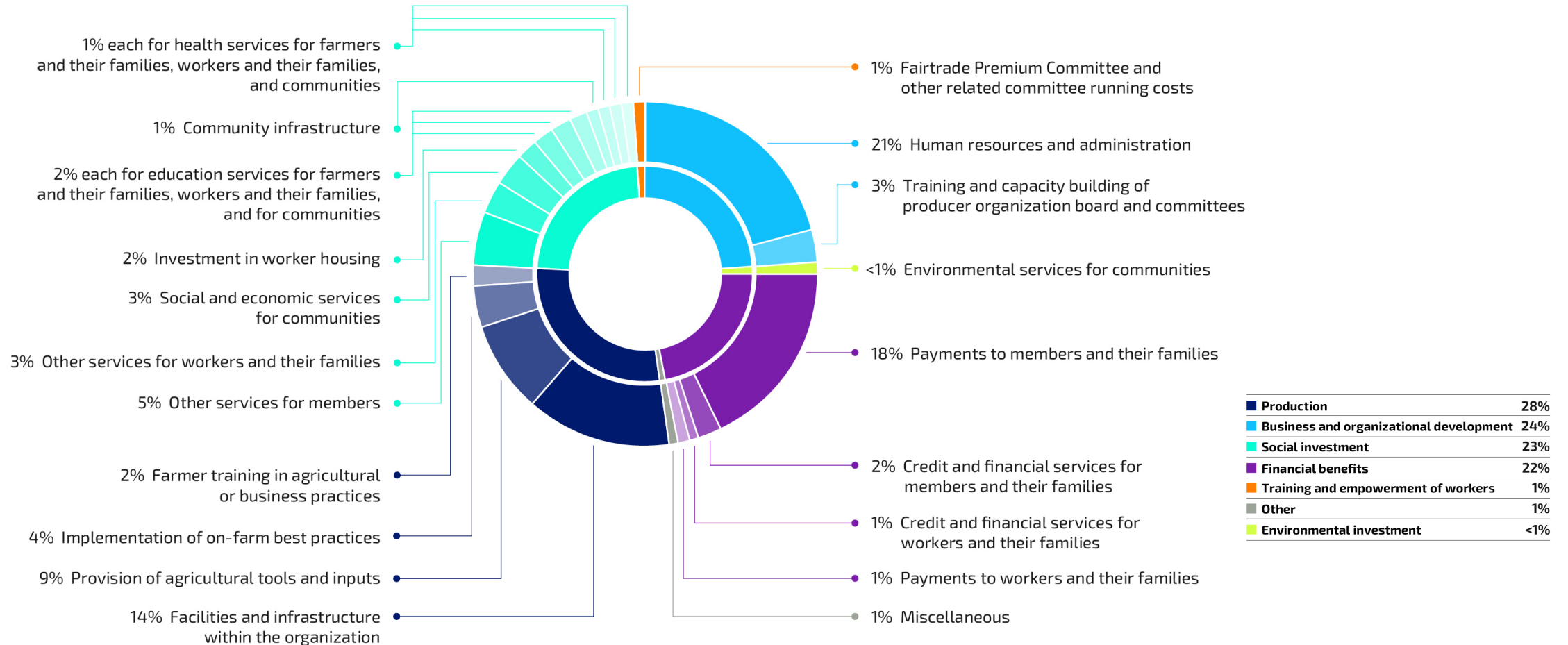
The total Fairtrade Premium generated by certified product sales in Canada was USD **\$8,613,894**, an **increase of 9%** led by strong growth in bananas and cocoa.

Generating Impact for Farmers and Workers

In the last decade, sales of Fairtrade certified products in Canada have generated USD **\$58.5 million in Fairtrade Premium**.

The Fairtrade Premium is an extra sum of money that farmers and workers receive on top of the selling price when they sell their products on Fairtrade terms. They decide democratically how to invest the funds in projects that bring economic, social, and environmental benefits to farms, co-ops, and communities.

How Producers Chose to Invest the Fairtrade Premium



As of 2022, we have updated the categories of Fairtrade Premium investment that producer organizations report each year. The new categories better reflect the purpose and impact of the Premium investment, and they are better aligned so that the choices made by farmer co-operatives and by workers at plantations are more easily compared.

The Fairtrade Canada Team



JULIE FRANCOEUR
CEO



DEBBIE KEALEY
Accounting and Finance



FAN OLHATS
Senior Communications
and Campaigns Manager



GARINÉ AINTABLIAN
Senior Business
Partnerships Manager



HELEN REIMER
Director of
Business Development



IAN BROWN
Data Manager



IDIR FENEK
Business Partnerships
Manager



JANET RIEHM
Director of Finance
and Administration



JOHN MARRON
Director of
Commercial Relations



JOHN YOUNG
Senior Advisor – Data
and Quality Management



KATHRYN DERKATZ
Commercial Relations



LOÏC DE FABRITUS GAUTIER
Senior Manager of Advocacy
and Citizen Engagement



MARIA GALLARDO
Marketing and
Communications Coordinator



MIKAILA BOYD
Business Partnerships
Manager



NICHOLAS RAYMOND
Business Engagement
Coordinator



PIPPA ROGERS
Director of Marketing
and Communications



ROB DESSON
Business Partnerships
Manager



STILYANA STOIMENOVA
Licensing Manager

2022 Financial Statements

You can find the full audited financial statements from 2022 in the [Resource Library](#) on our website.



Fairtrade Canada

Web / fairtrade.ca