



Fairtrade Month 2023

In this document, you will find suggested copy to use when captioning posts for your social channel – Facebook, LinkedIn, Twitter, and Instagram.

Facebook/LinkedIn

Option 1:

Being a Fairtrade partner means working alongside over 2 million farmers and workers from around the world. It also means working with local communities, shoppers, decision makers, and all the members of the supply chain who care about social justice.

You, us, farmers and workers. Everybody plays a part in building a fairer world.

Together, we are Fairtrade. #WeAreFairtrade

Option 2:

Over the past 10 years, Fairtrade sales have generated \$11 million in Fairtrade Premium, an extra sum Fairtrade farmers and workers invest in projects they choose.

That means every single time a person chooses Fairtrade, they choose to contribute to entire communities of people producing the products we love.

You, us, farmers and workers. Everybody plays a part in building a fairer world.

Together, we are Fairtrade. #WeAreFairtrade

Option 3:

When we choose Fairtrade, we become more than just a brand, or a farmer, or a grocer, or a shopper. We become the embodiment of a vision for a better world – a world where farmers and workers have an equal seat at the table. #WeAreFairtrade

Option 4:

When farmers and workers get paid fairly, they can invest in their family, their community, and their business. We believe in that kind of world...do you? #WeAreFairtrade



Twitter

Option 1:

Being a Fairtrade partner means working alongside over 2 million farmers and workers from around the world. It also means working with a community of people committed to seeing a fairer world. Together, we are Fairtrade. #WeAreFairtrade

Option 2:

This decade, Fairtrade sales generated \$11 million in Fairtrade Premium, an extra sum Fairtrade farmers and workers invest in projects they choose. When someone chooses Fairtrade, they contribute to communities of farmers and workers. Together, we are Fairtrade. #WeAreFairtrade

Option 3:

We Are Fairtrade. Are you? #WeAreFairtrade

Option 4:

Everyone counts when building a fairer world - you, us, farmers and workers. Together #WeAreFairtrade

Instagram

Option 1:

Being a Fairtrade partner means joining a community of over 2 million farmers and workers from around the world. It also means using your power as a consumer, a voter, a student, or a thought-leader to let others know that you care about fairness.

You, us, farmers and workers. Everybody plays a part in building a fairer world. Together, we are fairtrade.

#WeAreFairtrade #Fairtrade #ChooseFairtrade

Option 2:

Over the past 10 years, Fairtrade sales have generated \$11 million in Fairtrade Premium, an extra sum of money paid on top of the selling price that farmers or workers invest in projects of their choice. That means every single time you choose Fairtrade, you choose to contribute to entire communities of people that produce the products we love.

You, us, farmers and workers. Everybody plays a part in building a fairer world. Together, we are fairtrade.

#WeAreFairtrade #Fairtrade #ChooseFairtrade



Option 3:

There are over 40 million people in Canada. Imagine the impact if each of us swapped out our ordinary coffee, chocolate, tea, or bananas for a Fairtrade option! You, us, farmers and workers. Everybody plays a part in building a fairer world. Together, we are fairtrade.

#WeAreFairtrade #Fairtrade #ChooseFairtrade

Option 4:

It works better when we work together. You, us, farmers and workers: We Are Fairtrade

#WeAreFairtrade #Fairtrade #ChooseFairtrade

Option 5:

When farmers and workers get paid fairly, they can invest in their family, their community, and their business. We believe in that kind of world...do you? #WeAreFairtrade