



We Are Fairtrade

Fairtrade Month 2023 - Action Guide

WE

ARE

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% 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.



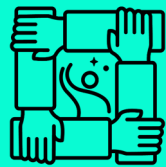
Minimum Price

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 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**



Fairtrade Month 2023

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Celebrating all things Fairtrade

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 October, 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.



CAMPAIGN THEME

We Are Fairtrade

What does it mean to embody an idea? We are defined by the values we cherish most. 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. We become part of a movement for change that makes a difference with our choices. We are defined by Fairtrade's values of equality, dignity, and respect. We are Fairtrade.

#WeAreFairtrade



Fairtrade Month Resources

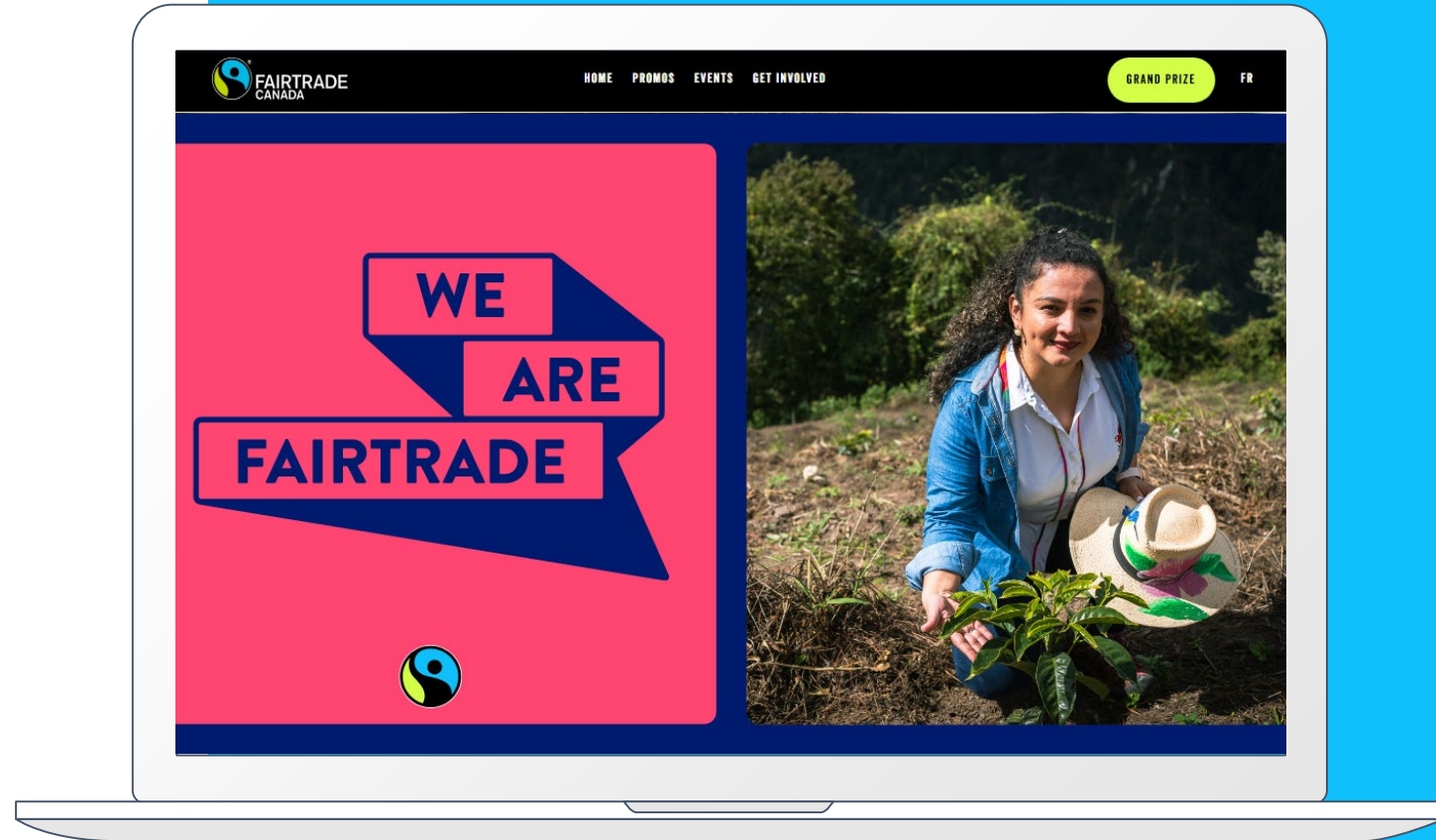


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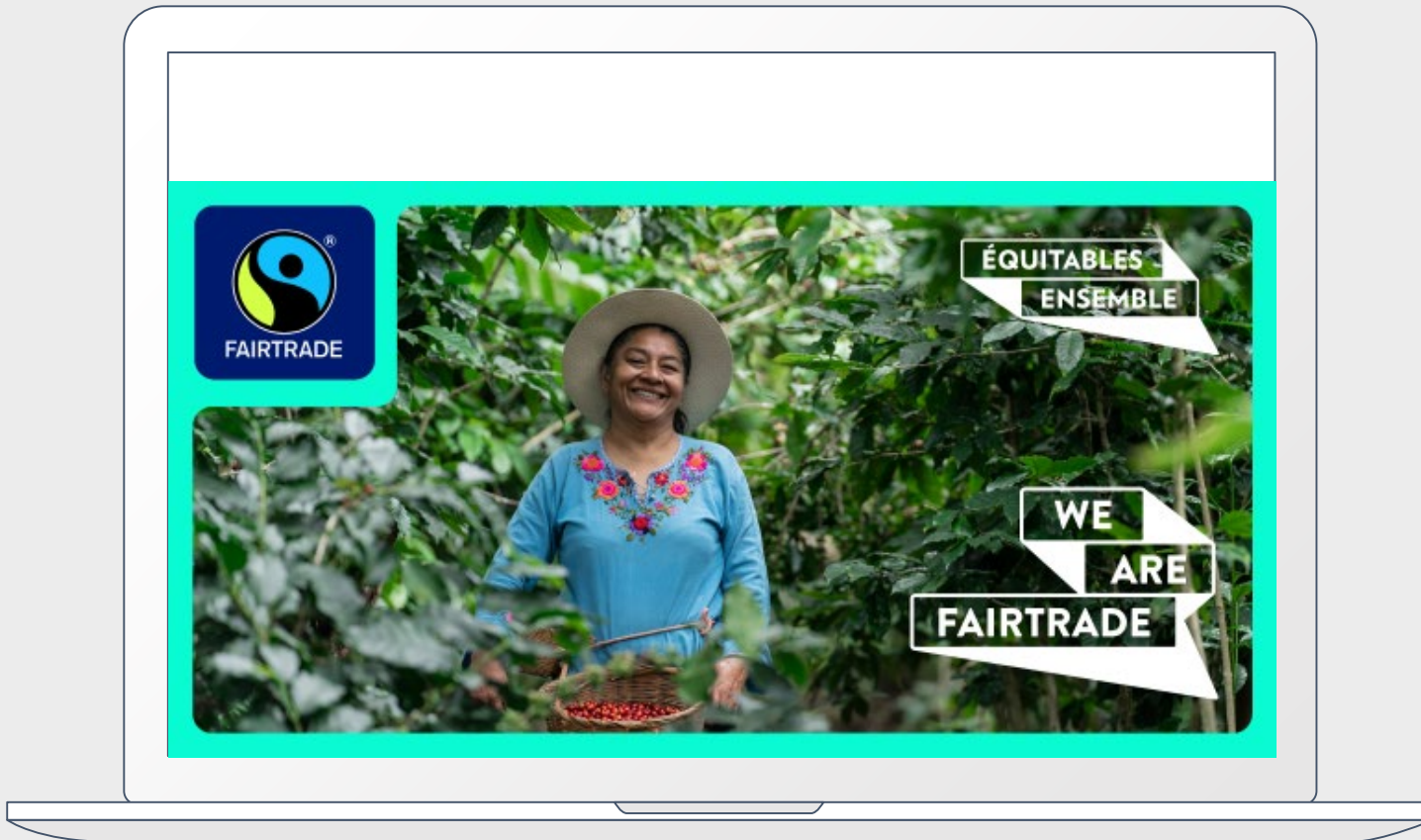
Fairtrade Month Landing Page

Find everything you need on our campaign landing page, from our digital toolkit to a calendar of key activations.

[View the Landing Page](#)



Fairtrade Month Digital Toolkit



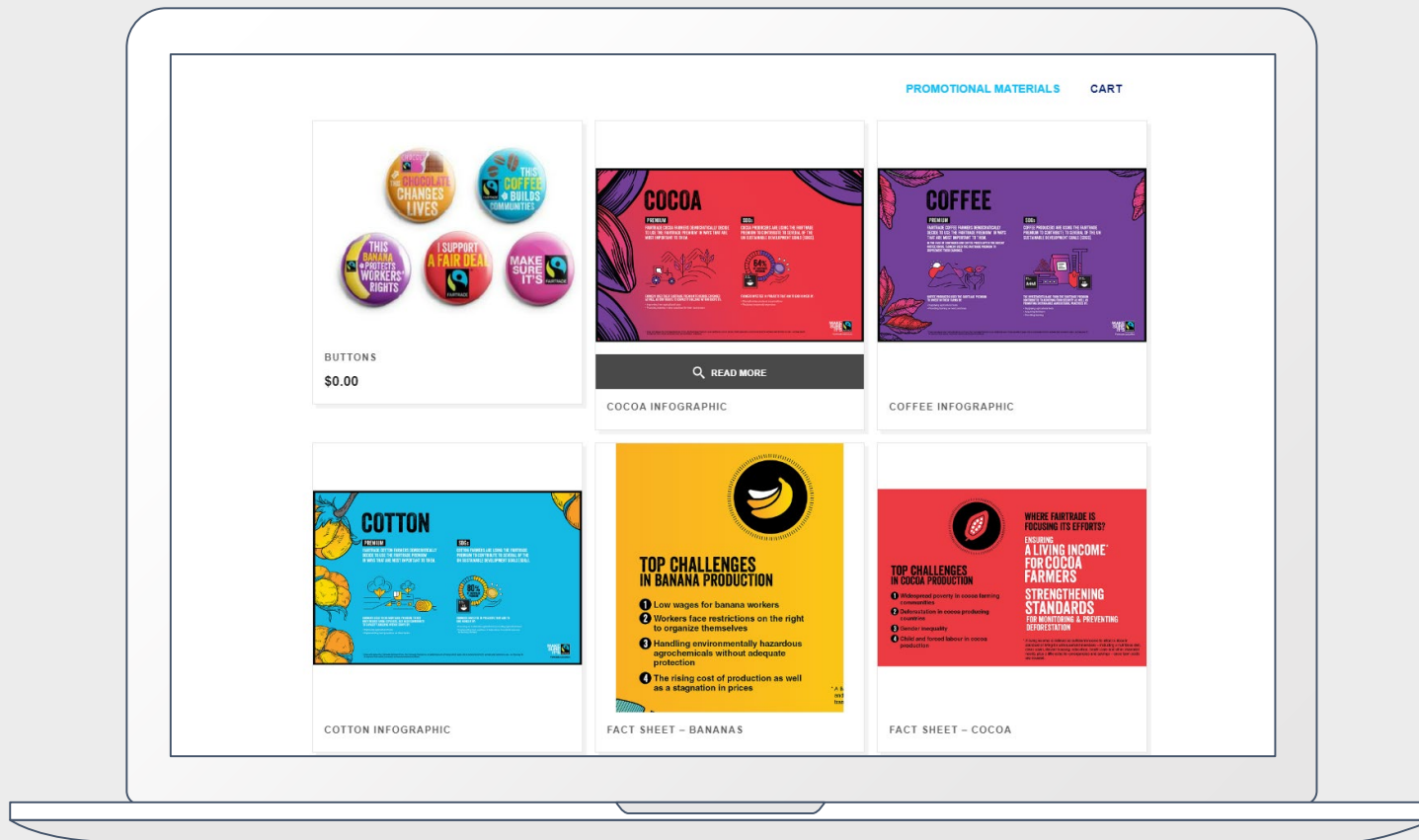
Digital resources to help you talk about your Fairtrade Month activities. Digital assets will be available in editable format in Canva so you can customize them for your channels.

The toolkit will include:

- Social media visuals and copy
- Email and newsletter banners
- Curated photo galleries
- IG reels
- Campaign logo

[Access the toolkit here](#)

Order Fairtrade Materials



Fairtrade Canada offers **FREE** materials you can order to help amplify your Fairtrade Month activation and educate your community.

In our online shop you will find:

- Pins
- Stickers
- Factsheets
- Infographics
- Bookmarks
- T-shirts (paid)
- Totes (paid)

[View the Shop](#)

A man in a red shirt and a wide-brimmed hat is working in a field, holding a wooden staff. The background is a lush green field.

Fairtrade Month Activities and Promotions

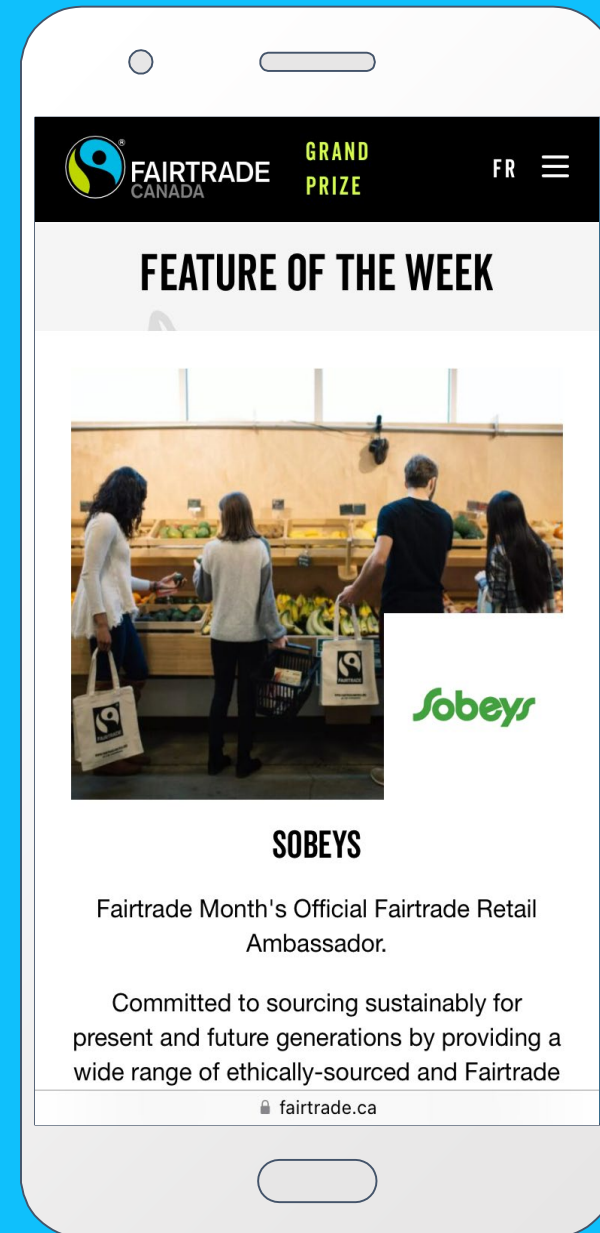
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Brand & Retail Promotions

Our partner brands will be offering exclusive promotions throughout Fairtrade Month, all featured under our Brand Promo Page.

Wondering where to find Fairtrade products on special for Fairtrade Month in your region? Use the Retail Promo page to find a partner retailer.

Launch date: September 25, 2023



Weekly Giveaways

We will be hosting weekly giveaways as well as selecting random followers who comment on our posts in October for “surprise and delight” gifts.

All giveaways will take place on Instagram. Open to Canadian residents only.

[Follow us on Instagram](#)



The Grand Prize

Here is your chance to level up your coffee game! One grand prize winner will receive:

- A De'Longhi coffee maker, valued at \$700
- A \$200 gift card to Sobeys
- Products from Café William, Kicking Horse, Level Ground Coffee, Mid-Day Squares, Love Crunch, Prana, and Takasa
- A limited edition Fairtrade t-shirt and print
- A Fairtrade tote bag

To enter the giveaway, enter your email. Already a Fairtrade subscriber? No problem! You will still be eligible when you enter your email. Open to Canadian residents only.

Giveaway entry will go live in July on our landing page



Instagram Takeovers

Join partner brands and campuses for weekly [Instagram takeovers](#) to learn about how they take action for sustainability.



Takeover Schedule

Guest	Date
Prana	October 2
Concordia University	October 4
Bridgehead	October 9
Simon Fraser University	October 11
Level Ground	October 16
Saint Mary's University	October 18
York University	October 25

This is the Future of Farming – A Conversation with the Next Generation of Farmers

What do a banana farmer, a cocoa farmer, a coffee farmer, and an American eco-communicator all have in common?

Hope for a better world.

The next generation of agricultural stewardship is here, and they're hopeful for the future.

Join us for a candid conversation with Ana Polo Aguilar, a banana farmer from Ecuador, Felix Tetteh, a cocoa farmer from Ghana, and Zuly Granados, a coffee farmer from Guatemala.

Three different farmers, three different realities, one vision: a future where people and planet are respected.

Hosted in partnership with **Fairtrade America**, this session will be moderated by **Leah Thomas**, a community organizer, author and eco-communicator.

Register now and you will be automatically entered in our grand prize (US and Canadian residents only). Canadian residents will be entered in the Canadian grand prize and US residents will be entered into the US grand prize.

This session is open to all and will be presented in English, French, and Spanish.

[Register Now](#)

THIS IS THE FUTURE OF FARMING



ZULY GRANADOS

Coffee producer,
Guatemala



ANA BEATRIZ AGUILAR

Banana Farmer,
Ecuador



FELIX TETTEH

Cocoa Farmer,
Ghana



LEAH THOMAS

Eco-communicator



Fairtrade Month Campus Challenge

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Time for Campuses to GET CREATIVE!



It's time to get CREATIVE. We want to see all the creative ways you advocate for and promote Fairtrade on your campus.

Open to all campuses, whether Fair Trade Campus designated or not, we are offering a chance to win BIG this Fairtrade Month with the Campus Challenge, held in partnership with **Equifruit**.

Show us how you are educating your community on the important work Fairtrade does in promoting fairness and social justice for a chance to win a **\$500 cash prize** and a ton of Fairtrade swag.

[Challenge details and criteria](#)

EQUIFRUIT
100% Fairtrade

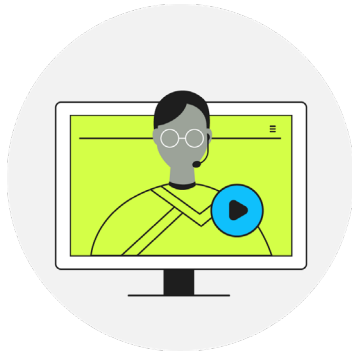
**In partnership
with Equifruit**



Activation Ideas

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Get **INSPIRED** by these activations we've seen organized over the years



Fairtrade Jeopardy or Trivia Night

How much does your community know about Fairtrade and the causes we stand for? Like did you know that around 60-80% of the world's food is grown by women? You can find some great facts on our [website](#).



Giveaways, Raffles, and Contests

Who doesn't love free stuff? Giveaways and contests are great ways to engage your community, share different Fairtrade brands, and educate them along the way.



Educational Booth

Education is power! Set up a booth with the FREE educational materials from our shop and teach people about why choosing Fairtrade matters.



Fairtrade Breakfast of Coffee Tasting

Host a breakfast featuring Fairtrade coffee, tea, bananas, and cereals! Or organize a coffee tasting featuring different Fairtrade coffees. Find Fairtrade coffee brands on our [Shop Local page](#).



See you in October!