

**WE
ARE
FAIRTRADE**

Fairtrade Month

2023 Report





Retail Engagement





**Almost 1,700 retailers
participated in Fairtrade
Month 2023**



More than 600 retail and brand partners ordered the point-of-sale kit.



1 Small Poster

This can be used in a window, display fixture or in an entranceway to highlight that you are supporting Fairtrade. (11x17 inches)



2 End Cap Poster

We suggest you use this above a key end cap display where you can highlight all of your key Fairtrade promotional offers; this will drive attention, foot traffic and sales! (23x35 inches)



3 Shelf Wobblers

Use these eye-catching materials around your store to highlight Fairtrade products in – aisle and any special promotion prices on offer. (3.5x3.5 inches)

Retail features & promotions

The retail promo page was used as a tool to guide consumers to local participating retailers offering in-store and online promotions during Fairtrade Month 2023.

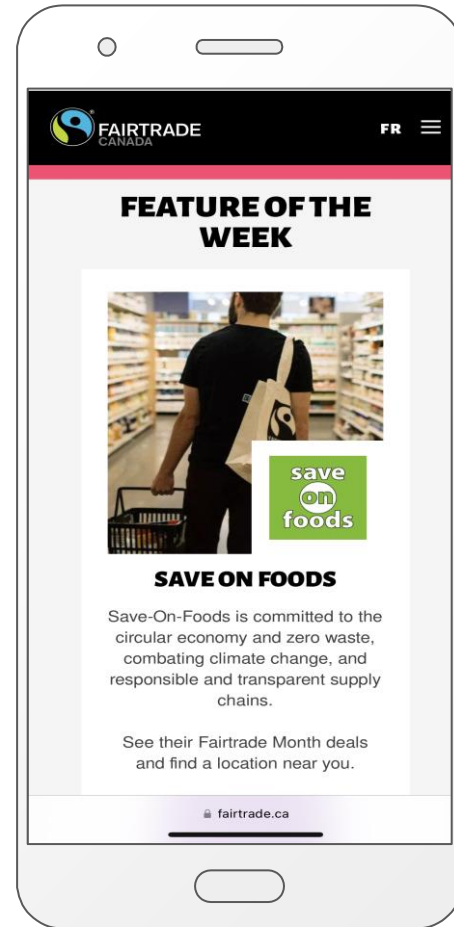
Feature of the week

Sobeys

Longo's

IGA

save
on
foods





We saw 13 retail banners offering flyer promotions across 1,265 locations.

FAIRTRADE. FAIR PRICES.

Small text at the top: FAIRTRADE is a registered trademark of Fairtrade International... (text is small and partially illegible)

ECO-FRUIT 99¢/LB

ORGANICS ECO-FRUIT 1.49/lb

11.99 SAVE UP TO \$4

5.99 SAVE \$1

2 FOR \$10 SAVE \$4 ON 2

4.99 SAVE \$2

2 FOR \$4 SAVE 99¢ ON 2

3.99 SAVE \$1

PRICES ON THIS PAGE EFFECTIVE FROM THURSDAY OCTOBER 31 TO WEDNESDAY OCTOBER 31ST, 2013.

Éthique et délicieux!

1.29 \$/lb

2.84\$/kg

12.49

19.99

4.99

10% off

camino

1000 POINTS

2\$ for 10

8.99

5.99

7.99

WE ARE FAIRTRADE

Gâteau moelleux au chocolat

3.99

Célébrons le mois du commerce équitable

4.99

4.99

3.49

3.79

14.99

8.99

8.99

5.49

5.99

5.49

4.99

2.49

10% off

900 POINTS

8.99

1000 POINTS

2\$ for 10

5.99

7.99

WE ARE FAIRTRADE

Organic Fairtrade K-Cup Coffee Pods

Fresh and fully recyclable, enjoy your favourite Farm Boy Fairtrade Organic Coffee in convenient single cup coffee pods. Roasted right here in Ontario with shade grown beans, preserving their natural habitat. Available in Breakfast Blend, City Roast, Decaf, or French Roast.

Organic Fairtrade Bananas

First launched 7 years ago in Ontario with Farm Equifair it is a Fairtrade Organic Banana program that ensures fair pay and safe working conditions for banana farmers. Being 100% Fairtrade certified means that Equifair knows where they were picked, who picked them, and exactly when! Keep an eye out for the Equifair sticker on our organic bananas!

Plus more brands you know & love in-store!

We Are Farmers

We Are Brands

We Are Shops

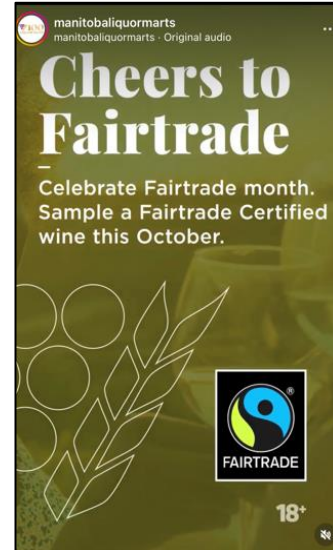
We Are Community

WE ARE FAIRTRADE

We also saw hundreds of in-store point of sale displays across locations.



We saw high retail engagement on social media, with 16 banners posting to a cumulative audience of almost 200k.





Brand Engagement

SLANG
BASIC



40 brands participated in Fairtrade Month 2023 activations

This marks a 11%
increase over 2022.

Brand features & promotions

The brand promo page featured **40 brands** with exclusive Fairtrade Month promotions on their Fairtrade products. Throughout the month, we actively drove consumers to the page through social media, newsletters, and digital advertising.

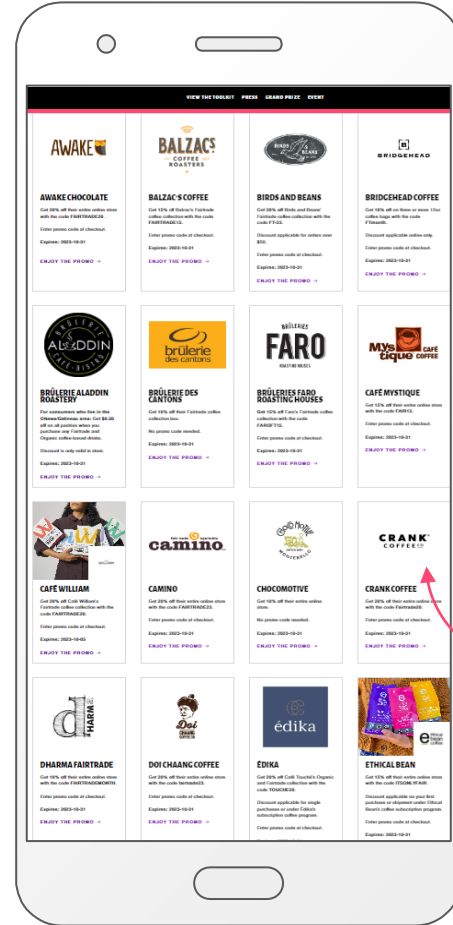
Feature of the week

CAFE
WILLIAM

PRANA
ORGANIC

e ethical
bean
coffee

**MID-DAY
SQUARES.**



**This marks a
74% increase
over 2022.**

We promoted the “Feature of the Week” across our social media, newsletters and website.



Special OneCoffee giveaway

This Tuesday, October 10th we'll be hosting an exclusive giveaway with OneCoffee you won't want to miss out on! Hint, hint: there may be a Keurig machine involved...

[FOLLOW ONECOFFEE](#)

Feel the Ontario love

We've partnered with Karishma Ponwal, aka @karishmacmatagri, for a giveaway valued around \$400, including a 200\$ gift card to Longo's, a \$0\$ LCBO gift card, and products from Balzac's Coffee, Bridgehead Coffee, Birds and Beans, The Better Chocolate, and Crank Coffee. Dropping October 12. Open to Ontario residents only.

[FOLLOW @KARISHMACMATAGRI](#)

Deal of the week - Prana

Satisfy your hunger for Fairtrade with Prana! Throughout October, get 20% off all their Fairtrade certified products with the code PRANAFAIRTRADE.

[VIEW BRAND PROMOS](#)

Prana
20% off all their Fairtrade certified products

CATCH THESE CAMEOS ON OUR INSTAGRAM

We've invited some of our friends to take over our Instagram channel to

email.fairtrade.ca

FR

FEATURE OF THE WEEK

MID-DAY SQUARES

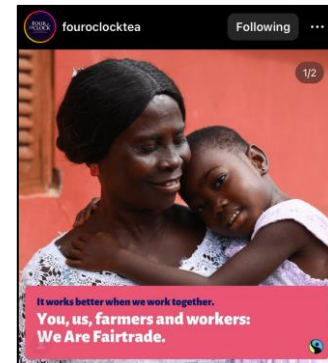
Everything a chocolate bar isn't, everything a functional bar wishes it was.

Get **15% off** their entire online store with the code **FAIRTRADE**.

Valid Oct 1 - 31.

[fairtrade.ca](https://www.fairtrade.ca)

More than 40 brand partners actively spread the word about Fairtrade Month on social media.



Brands also talked about Fairtrade Month in their newsletters.



level ground



OCTOBER IS FAIRTRADE MONTH

SUPPORTING FAIRTRADE FARMERS AND THEIR FAMILIES SINCE 1997




If you cannot see images, please click here

e **thical bean coffee**

whole bean ground pods bundles

free shipping for all orders over \$99



We're proud to be **fairtrade certified**

Fairtrade is not a marketing slogan - it's part and parcel of who we are since day one.

To celebrate fairtrade month, we're having a little sale... choose your savings and add the corresponding code at checkout.

AWAKE
CAFFEINATED CHOCOLATE



DID YOU KNOW OCTOBER IS FAIRTRADE MONTH?

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



VAN HOUTTE
COFFEE SERVICES

Your partner for business coffee solutions



MAKE AN IMPACT WITH EVERY BREW

To celebrate Fairtrade Month this October, we're showcasing our certified coffee brands that help make a difference, whether it's in terms of environmental sustainability or community development.

[Discover our Fairtrade and ethically sourced coffee brands.](#)



Fairtrade is a global system committed to protecting the interests of coffee farmers and communities by creating long-term business partnerships based on fairness and mutual respect.

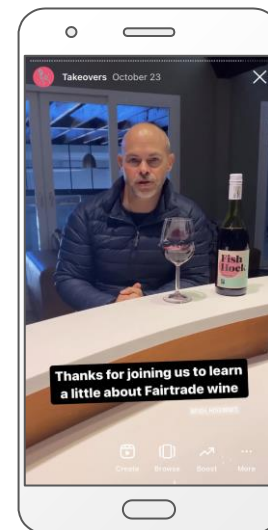
Kicking Horse Coffee launched a dedicated Fairtrade landing page for Fairtrade Month.



See how Kicking Horse communicates about their commitment to Fairtrade [here](#).

Brand partner Instagram takeovers

Brands connected with our community by taking over our Instagram channel and sharing their values and commitment to Fairtrade.





Campus Engagement



Engaging Canadian campuses was a key objective in 2023.

**We saw more than 30
campuses participate in
Fairtrade Month 2023**

Campus Challenge

Partnering with **Equifruit** as guest judges, we launched the Fairtrade Campus Challenge for Fairtrade Month 2023.

Campuses were given the opportunity to show off all the creative ways they advocate for and promote Fairtrade on campus.

In total, we received 8 submissions from campuses. Thinking outside the box to raise awareness on campus, **Wilfrid Laurier University** was named the winner of this year's inaugural Campus Challenge

In partnership with



Awake Chocolate campus partnership

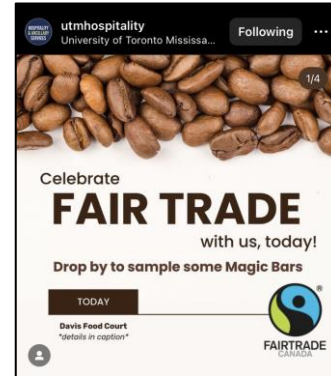
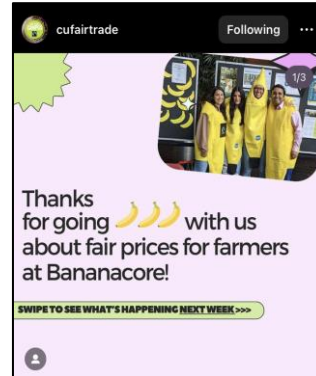
To sweeten the deal, **Awake Chocolate** offered BOGO coupons to participating campuses to use during their activations.

500 coupons were distributed across **16 campuses** to help amplify their events, booth displays, and giveaways.

Featured partner

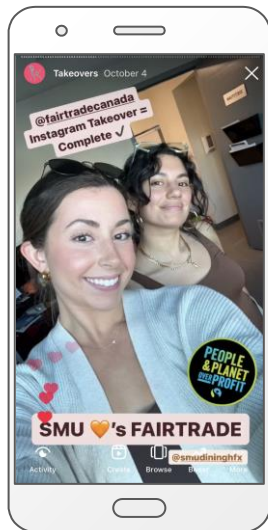


18 campuses went above and beyond to talk about Fairtrade Month on social media.



Campus Instagram takeovers

Throughout the month, campuses demonstrated their commitment to sustainability and Fairtrade by taking over our Instagram channel.





Influencer Engagement



@karishmaclimategirl

63.7k followers



Sustainability advocate Karishma Porwal partnered with us to launch the first Fairtrade Month giveaway, featuring Ontario-based Fairtrade certified brands and retail partners.

504 likes

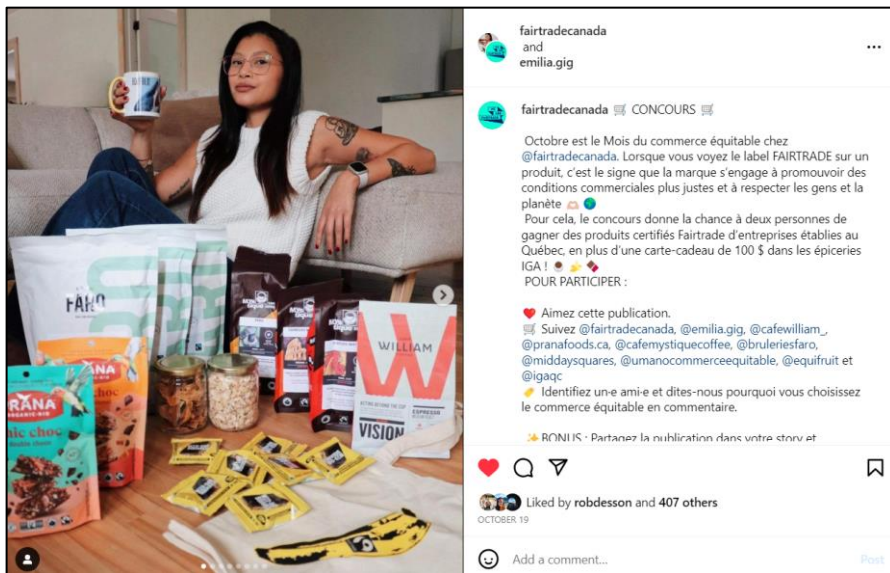
345 comments

7.5k impressions

Featured partners



@emilia.gig
31.2k followers



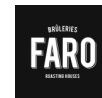
Momfluencer Émilia Giguère partnered with us to launch the second Fairtrade Month giveaway, showing some love to Quebec-based Fairtrade certified brands and retail partners.

409 likes

618 comments

70k impressions

Featured partners



@thisrawsomeveganlife

89.2k followers



Vegan food blogger and cookbook writer Em von Euw teamed up with us for the last local Fairtrade Month giveaway, encouraging consumers to discover B.C. based Fairtrade certified brands and retail partners.

1.8k likes

123 comments

35k impressions

Featured partners



@une.maman.vegane

22.9k followers



Vegan chef and blogger Marie-Michelle Chouinard collaborated with us, in partnership with **Édika** to launch a giveaway featuring Café Touché's Fairtrade and Organic collection.

1.9k likes

762 comments

16k impressions

Featured partner



Collaboration with @queerbrownvegan

Environmental educator Isaias Hernandez joined forces with Fairtrade Canada and Fairtrade America to raise awareness on the importance of choosing Fairtrade and the power of voting with your dollar when going shopping. A total of **5,4k unique users** viewed his Instagram stories and Instagram reel.

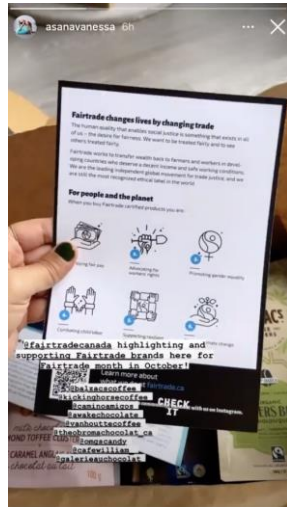
View his Reel [here](#).



Organic (unpaid) influencers

To further spread the word about Fairtrade Month, we distributed gift boxes featuring Fairtrade products, such as **Balzac's Coffee, Café William, Kicking Horse Coffee, Awake Chocolate, Galerie au chocolat, Van Houtte, Camino, Theobroma and OMGs Candy**, to influencers from across Canada with the goal of them organically sharing on their Instagram Stories. We distributed 7 boxes in British Columbia, 5 in Ontario, 7 in Quebec, and 1 in Nova Scotia.

Out of the 20 boxes distributed, **65% of influencers organically shared** with their audience for a cumulative potential reach of **almost 2 million!**





Giveaways and Grand Prize



Fairtrade Month grand prize

This year, we went BIG by offering a chance to win a luxurious “waking up with Fairtrade” set **valued at over \$1,400!** Including a De’Longhi coffee maker, a \$200 gift card to Sobeys, and products from Café William, Kicking Horse Coffee, Level Ground Coffee Roasters, Mid-Day Squares, Prana, and Takasa.



5.3k people
entered to win the
Fairtrade Month
grand prize!

Featured partners

CAFÉ
WILLIAM



level
ground
COFFEE ROASTERS

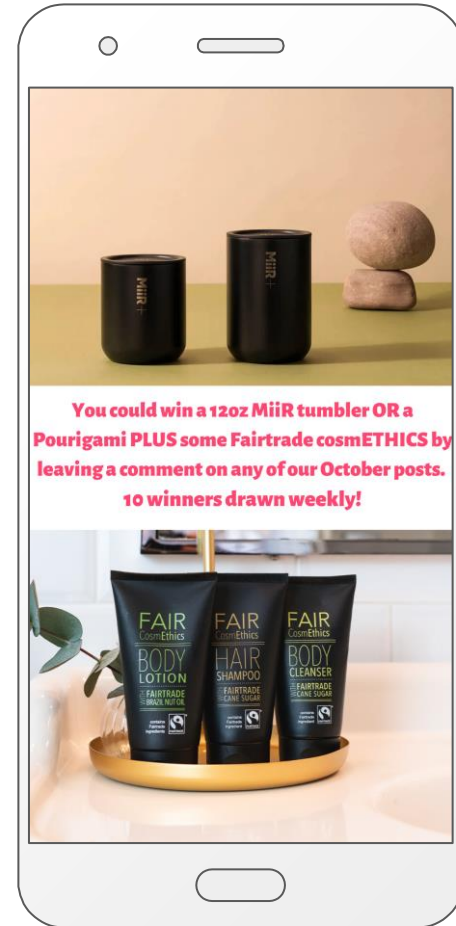
MID-DAY SQUARES™



Surprise and Delight

Each week we randomly chose 10 people from our Instagram comments section to win a bundle of Fairtrade certified body cleanser and lotion PLUS a MiiR travel tumbler. This helped us deepen engagement with our community and bring some joy to our followers.

In total, our Instagram posts saw **almost 8k comments.**



An exclusive OneCoffee giveaway



For this exclusive giveaway, we partnered with OneCoffee to offer one lucky winner a Fairtrade coffee bundle that included OneCoffee pods and a Keurig machine.

1.9k likes

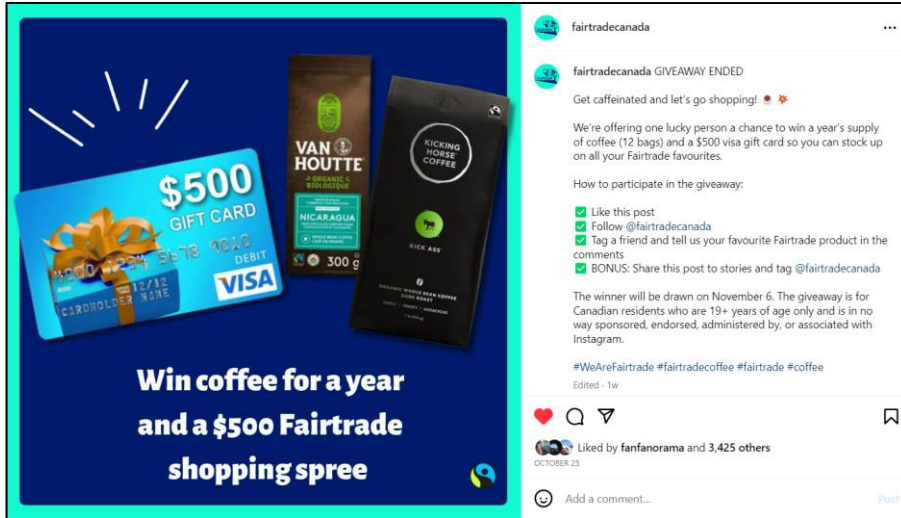
1.6k comments

19k impressions

Featured partner

**ONE
COFFEE™**

Fairtrade shopping spree and coffee for a year



There is no such thing as too many giveaways! To close Fairtrade Month, we offered the chance to win a year's supply of coffee from our partners at Van Houtte and Kicking Horse Coffee and a \$500 Visa gift card for a Fairtrade shopping spree.

3.5k likes

3.5k comments

35k impressions

Featured partners





Newsletter, Social Media and Website Performance

Newsletter performance

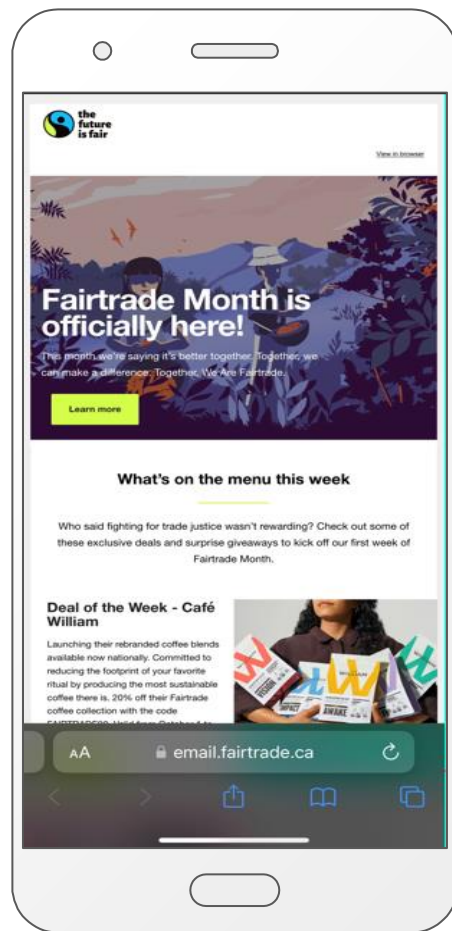
4k new subscribers

Almost **10k** people opened our weekly newsletters

An average **25%** open rate

Over **3%** click-through rate

Over **1k** links clicked

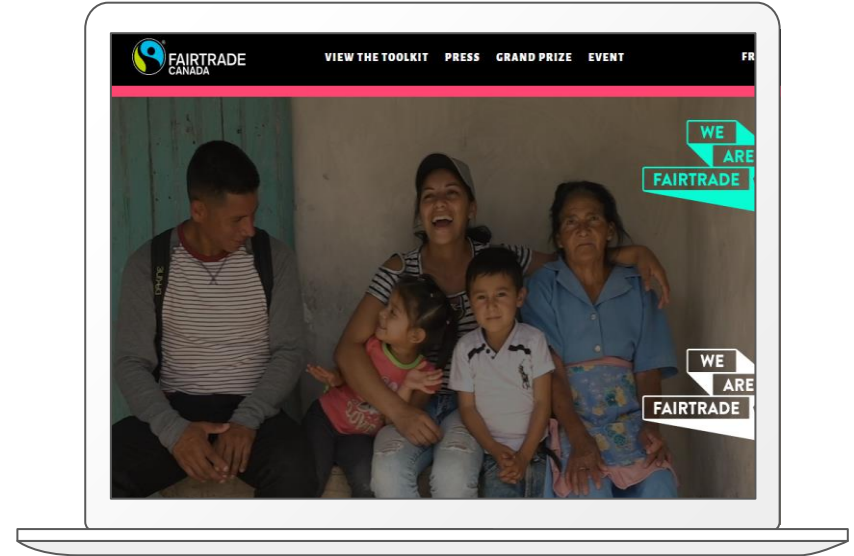


Web performance

Almost **28k** visited the Fairtrade Month landing pages

44 hours time spent engaged in exploring the landing pages

1.1k downloads from our Fairtrade Month toolkit



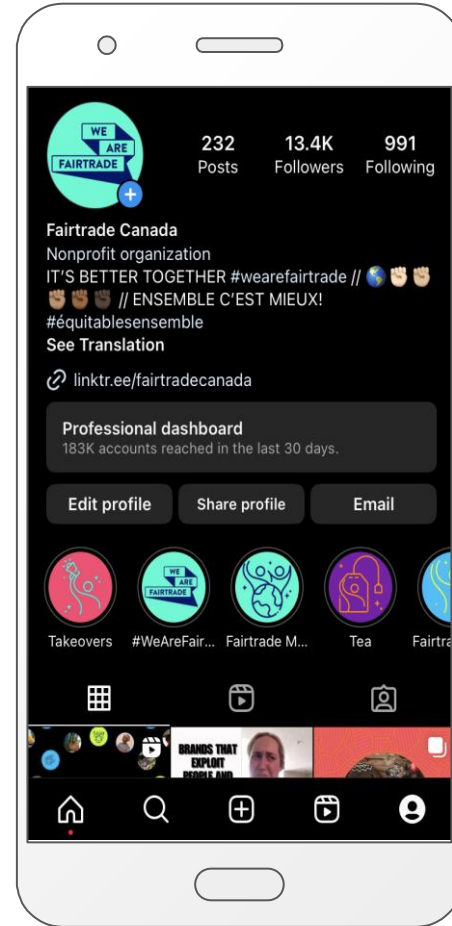
Instagram performance

1,300 new followers

14k total content interaction (likes, comments, saves and shares)

Over **2 million** impressions

8k total profile visits





Media Engagement

Earned Media

Partnering with Fairtrade America, we took a joint approach to media engagement and saw results. We secured **7 placements in trade publications** that targeted key audiences for Fairtrade, including Perfect Daily Grind, Confectionary News, and Global Coffee Report.

In total, we saw almost **142k in total views** across all coverage.



A screenshot of a news article from Global Coffee Report. The article is titled "Fairtrade branches unite for 'We Are Fairtrade' campaign" and is dated 3 mins ago by Dominic Morrell. It features a large image of coffee beans. The text below the image states: "Fairtrade America and Fairtrade Canada have announced plans to co-host the first joint virtual October Fairtrade Month as part of the 'We Are Fairtrade' campaign. The campaign aims to call attention to the positive impacts of Fairtrade and the parts that every body plays in the supply chain, from brands to retailers to consumers, in prioritising fairer deals for farmers."

A screenshot of a news article from Western Grocer. The article is titled "Fairtrade Canada partners with retailers, brands and supporters to launch 'We Are Fairtrade' campaign" and is dated 10 October 2021. It features the Fairtrade Canada logo and a photo of a woman holding a coffee cup. The text below the photo states: "Fairtrade Canada partners with retailers, brands and supporters to launch 'We Are Fairtrade' campaign. The campaign aims to call attention to the positive impacts of Fairtrade and the parts that every body plays in the supply chain, from brands to retailers to consumers, in prioritising fairer deals for farmers."

A screenshot of a news article from Confectionery. The article is titled "Fairtrade month saw 40+ brands participate" and is dated 8 November 2021. It features a photo of a woman holding a coffee cup. The text below the photo states: "Fairtrade month saw 40+ brands participate. The campaign aims to call attention to the positive impacts of Fairtrade and the parts that every body plays in the supply chain, from brands to retailers to consumers, in prioritising fairer deals for farmers."

Paid Media

This year we engaged with **Narcity** for a paid integration to drive traffic to the brand promo page and promote the Fairtrade Month grand prize.

Over 34k total impressions

Almost 25k views

43% scrolled to read the full article

Almost 200k Google Ads impressions

Almost 500 link clicks

Read the full article [here](#).



home > shop >

Sponsored Content

You Can Unlock Rewards By Making Mindful Choices This Fairtrade Month

Being fair never tasted so good!



Hearing from thought-leaders

Dr. Sylvain Charlebois, a researcher, professor, and thought-leader in the food distribution and policy space, wrote an opinion piece for Fairtrade Month that got coverage across multiple publications, including the Toronto Sun and La Presse.

Read the article [here](#).



The screenshot shows the article page for "La Presse" with the following details:

- Page Header:** La Presse logo, "Le site d'information francophone le plus complet en Amérique du Nord", "80 Domain Authority", "4.3M Unique Visits", "October 12, 2023", "ONLINE".
- Navigation:** "A propos de La Presse", "Carrière d'acte", "Menu", "Je soutiens La Presse".
- Article Title:** "Panier d'épicerie | La résilience du commerce équitable".
- Analytics:** "Estimated Views 63.5K" (with note: "Estimated views calculated based on audience size and social engagement"), "Engagements 6" (with note: "Total number of social engagements").
- Image:** A photograph of a grocery store aisle with a sign that says "Panier du 60h".
- Infographic:** "INFOLETTRE L'argent et le bonheur" with the text "Apprenez-en plus sur la psychologie de l'investissement, les finances personnelles et le bien-être." and a "Je m'inscris" button.
- Author Bio:** Sylvain Charlebois, Directeur Principal, Laboratoire de Sciences Analytiques en Agroalimentaire, Université Dalhousie, Coll. Innovation Spéciale.
- Footer:** "AFFAIRES LES PLUS CONSULTÉES" and "DERNIÈRE HEURE".



Digital Producer Event



A conversation with the next generation

Hosted by **Fairtrade Canada** and **Fairtrade America**, the event gathered three young farmers from three different countries and realities, to discuss the impacts of climate change, the challenges of inflation and their vision for the future of farming.

The panel was moderated by Leah Thomas, an influential environmental communicator known to her community of followers as **Green Girl Leah**.

Overall, the event saw **almost 600** people register and **200** people attend live, including campuses organizing their own showings.

View the digital event **[here](#)**.



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

Thank you to our participating partners!



AWAKE 

BALZAC'S
ARTS. COFFEE ROASTERS



BRIDGEHEAD

BRULERIES
FARO
ROASTING HOUSES

Mys  tique CAFÉ
COFFEE

CAFÉ
WILLIAM

fair trade  équitabile
camino

CRANK[®]
COFFEE CO.




édika

EQUIFRUIT
100% Fairtrade

e ethical
bean
coffee

Everland 

Fish
Hoek
WINE OF SOUTH AFRICA

 GALERIE
au chocolat

GREEN
SUN
HEALTHY & NATURAL

IGA

KICKING
HORSE
COFFEE

level
ground
COFFEE ROASTERS

Longo's 

MID-DAY SQUARES[™]

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SPIRIT BEAR
COFFEE COMPANY

Takasa 

FORBES
Better
CHOCOLATE

The Good
Chocolatier 

THEOBROMA
chocolat

umano
commerce équitabile

VAN
HOUTTE 