

**WE  
ARE  
FAIRTRADE**

# **Fairtrade Month Campaign**

**October 2024**



# Retail Engagement





**More than 1,200 retailers  
participated in Fairtrade  
Month 2024**

# Almost 500 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)



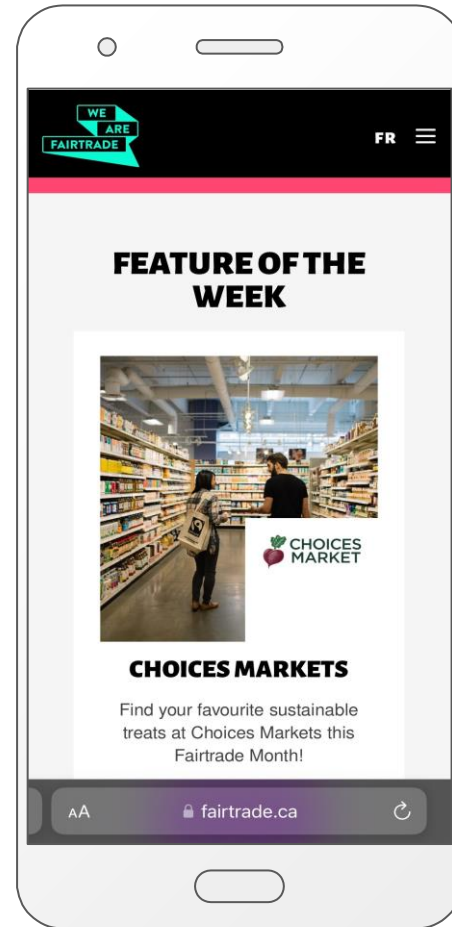
## 3 Shelf Wobblers

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 2024.

## Features of the week



# We saw 14 retail banners offering flyer promotions across 782 locations.



**La différence équitale**

**1.29 \$/lb**  
2,845/kg  
BANANES BIOLOGIQUES ET ÉQUITABLES  
NO ET ÉQUITABLE

**4.99**  
CHOCOLAT BIOLOGIQUE ET ÉQUITABLE  
NO ET ÉQUITABLE

**11.99**  
CAFÉ EN GRAINS BIOLOGIQUES ET ÉQUITABLES  
NO ET ÉQUITABLE

**4.99**  
BEURRE DE SANTÉ BIOLOGIQUE ET ÉQUITABLE  
NO ET ÉQUITABLE

En choisissant nos produits équitables, vous choisissez d'adopter une agriculture respectueuse de l'environnement et une éthique des produits dont la qualité est assurée. Les bananes au café, se paient par des produits équitables, tirés de nos produits équitables équitables.

En savoir plus

October is Fairtrade Month

#WEAREFAIRTRADE

**20% off**  
Organic Cocoa Nibs or Powder

**\$1.29 /lb**  
Organic Fairtrade Bananas

**\$4.99**  
Organic Shredded Coconut

**\$1.99**  
Mid Day Squares Superfood Squares

**15% off**  
Organic Chocolate

**\$5.99**  
Organic Vegan Chocolate

**\$2.49**  
Organic Premium Coconut Milk

**\$4.99**  
Three Sistas Organic Coconut Water

**\$12.99**  
Organic Tiger Nut Butter

PRICES IN EFFECT FROM OCTOBER 17th TO OCTOBER 30th, 2024

**5.99 ea**  
Traditional Medicinals Tea

**4.99 ea**  
Lily's Chocolate

**8.99**  
Nuts to You Nut Butter

**15% off**  
Peanut Overnight Chia

**10% off**  
Camino Organic Cocoa Powder

**SUPPORT FAIRTRADE WITH US**

As a proud partner of Fairtrade Canada, we're delighted to celebrate Fairtrade Month during October.

When you buy something with the Fairtrade Mark, you're supporting a system that works to implement changes towards fair pay, ethical practices, and equal opportunity for all the individuals involved along a product's journey.

Visit inSeason Digital Magazine to discover some of our Fairtrade products.

**Fair Trade Organic Bananas**  
Ethically sourced, our 100% Fairtrade-certified organic bananas have become a staple in our stores since their launch in 2016. This certification ensures that farmers and suppliers receive fair compensation, safer working conditions, and equal opportunities to thrive!

**Camino Chocolate**  
All of Camino's products are crafted with organic, Fairtrade-certified chocolate that is ethically and sustainably sourced. From their Orange 65% Dark Chocolate Bars to their indulgent Cocoa Powder, enjoy the deep, rich flavors of their chocolate as a snack or incorporated into desserts!

# Retailers were highly engaged on social media through fun Reels and posts.



Check out this fun Reel from Choices Market [here](#).



# Farm Boy showcased their Fairtrade commitment in the October issue of their inSeason Magazine.



**SPECIAL EVENT**

**SUPPORT  
FAIRTRADE  
WITH US**

As a proud partner of Fairtrade Canada, we're delighted to celebrate Fairtrade Month during October.

This month is all about highlighting our collective efforts towards creating a world that is fair and ethical for all. From farmers to brands and shoppers, our choices have the power to make impactful changes across the commercial pipeline. Farm Boy is committed to Fairtrade Canada's values of equality, dignity, and respect.

**Why Fairtrade?** Fairtrade's mission is anchored in equality, transparency, and fairness. It's about putting those who supply commodities—workers, farmers, and labourers—on a level playing field where the opportunity to thrive is shared.

This involves better prices, ethical deals, and decent working conditions to help farmers and workers have more agency in the exchange of their goods.

By doing so, we can create long-lasting bonds between farmers, workers, suppliers, brands, retailers, and shoppers—all built on mutual trust.

When you purchase products with the Fairtrade Mark, you are supporting an important initiative that works to make real changes in the way that global commerce is conducted.

Together, we can create a fairer world where everyone gets a seat at the table.

**A Wholesome Partnership with**

**EQUIFRUIT**  
100% Fairtrade

In 2016, Farm Boy began a fruitful partnership with Equifruit, becoming the first conventional retailer in Ontario to transition our organic banana selection to Equifruit's organic Fairtrade bananas.

**A Peek at the Numbers**  
Since 2016, Farm Boy has sold over 1.6 million kilograms of Fairtrade Organic bananas in partnership with Equifruit. That's over 11 million individual bananas!

They carry with them a 100% Fairtrade brand promise and a commitment to sustainability, ethical standards, low environmental impact, and fair value distribution.

**Building an equitable world through fair practices.**

#WeAreFairtrade

**WE ARE FAIRTRADE**

**WE ARE FAIRTRADE**

**THE ONLY BANANA YOU NEED**

© 2024 Farm Boy Inc.



Discover more about their journey and commitment to Fairtrade by exploring pages 62 to 65 [here](#).

# Brand Engagement

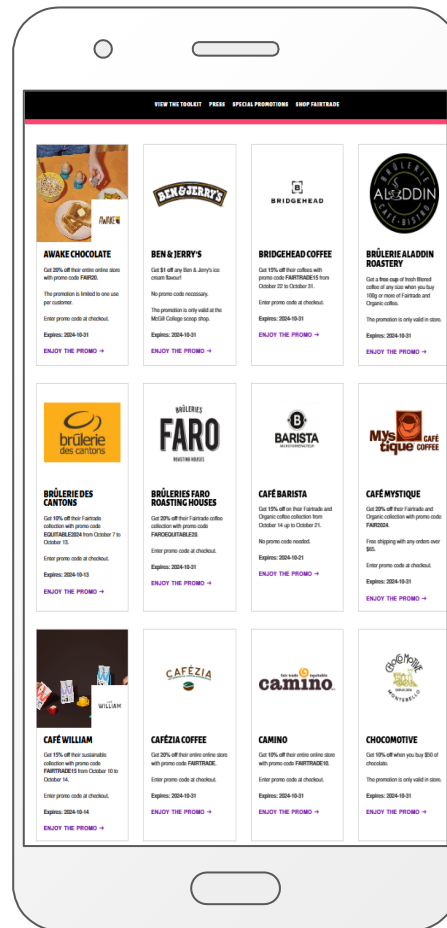
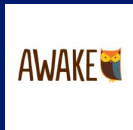
SLANG  
BASIC

**34 brands participated  
in Fairtrade Month 2024  
activations**

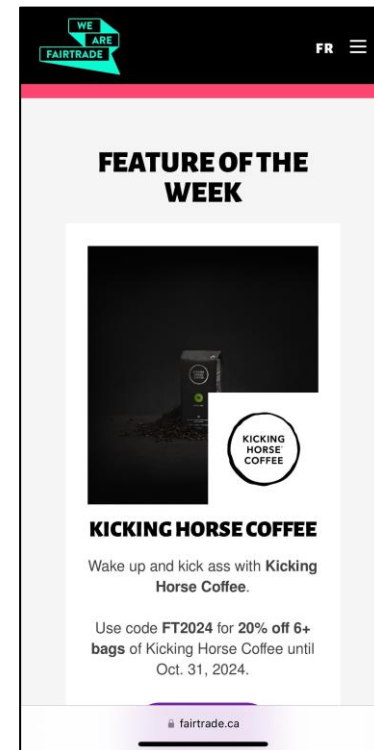
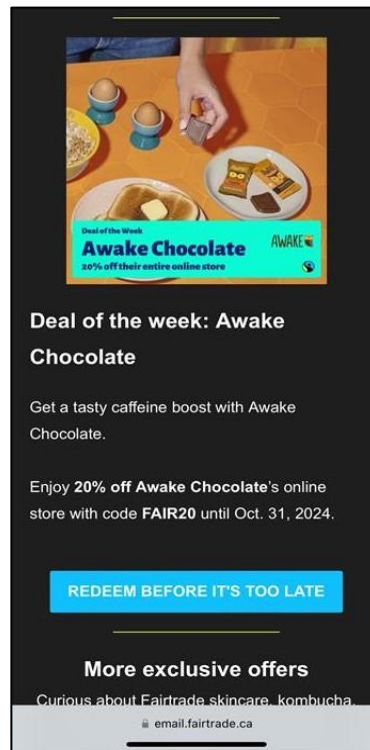
# Brand Features & Promotions

The brand promo page featured **almost 30 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.

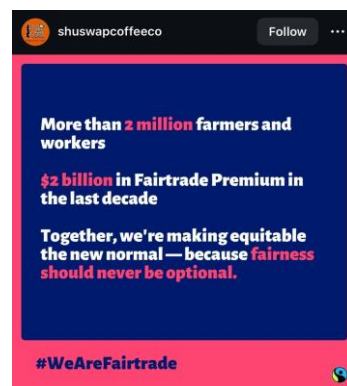
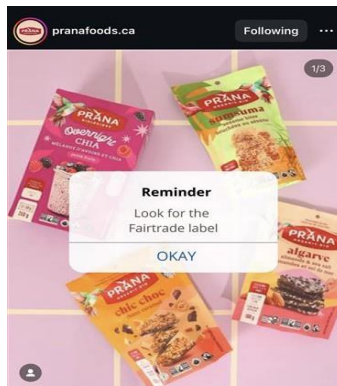
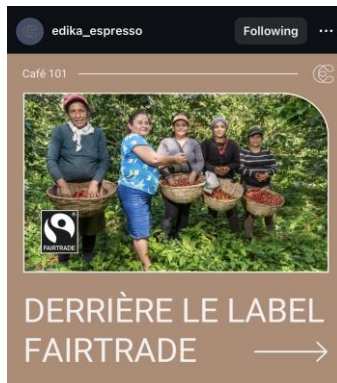
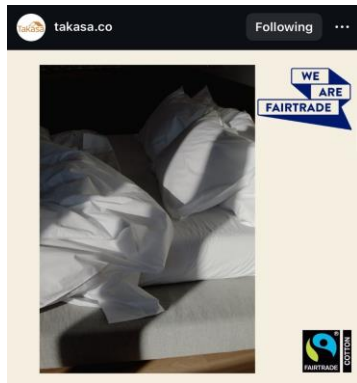
## Features of the week



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





# More than 30 brand partners actively spread the word about Fairtrade Month on social media for a potential reach of 725k.



# Brands also talked about Fairtrade Month in their newsletters.



**FAIRTRADE**  
**ISN'T A FEAT**

IT'S AN EXPECTATION.


Our beans are Certified Organic and Fairtrade, designed to perfectly compliment your morning brew with some sweet peace of mind. We won't settle for anything less, and as a loyal ass-kicker, you can proudly say the same. Put that on your résumé.

Plus, right now, our good intentions extend to our prices—we're giving you 20% off all bags of coffee when you buy 6 or more. Just use promo code **FT2024** at checkout to get yourself some coffee that's both Fairtrade and a great deal.

[SHOP NOW](#)

BRIDGEHEAD

SUBSCRIPTIONS SHOP LOCATIONS



Why Fairtrade Matters?

Fairtrade isn't just a label—it's a promise to empower farmers and secure a better future for the coffee you love. Every bean represents stability in an unpredictable market, offering farmers a safety net through fair prices.

**Make a Difference With Every Cup**

- Fairtrade ensures farmers receive a fair wage, even when market prices drop
- Organic farming supports the environment

AWAKE 

SHOP ALL BITES BARS VARIETY PACKS

## Happy Fairtrade Month, Friend!

Choosing Fairtrade means becoming the embodiment of a vision for a better world – a world where farmers and workers have an equal seat at the table.




WE  
ARE  
FAIRTRADE

CAFE WILLIAM

# PROMO

EN COLLABORATION AVEC



FAIRTRADE

OBTENEZ 15% DE RABAIS SUR TOUS LES CAFÉS  
CODE PROMO: FAIRTRADE15

[MAGASINEZ](#)

## LE MOIS DU COMMERCE ÉQUITABLE

QU'EST-CE QUE C'EST?

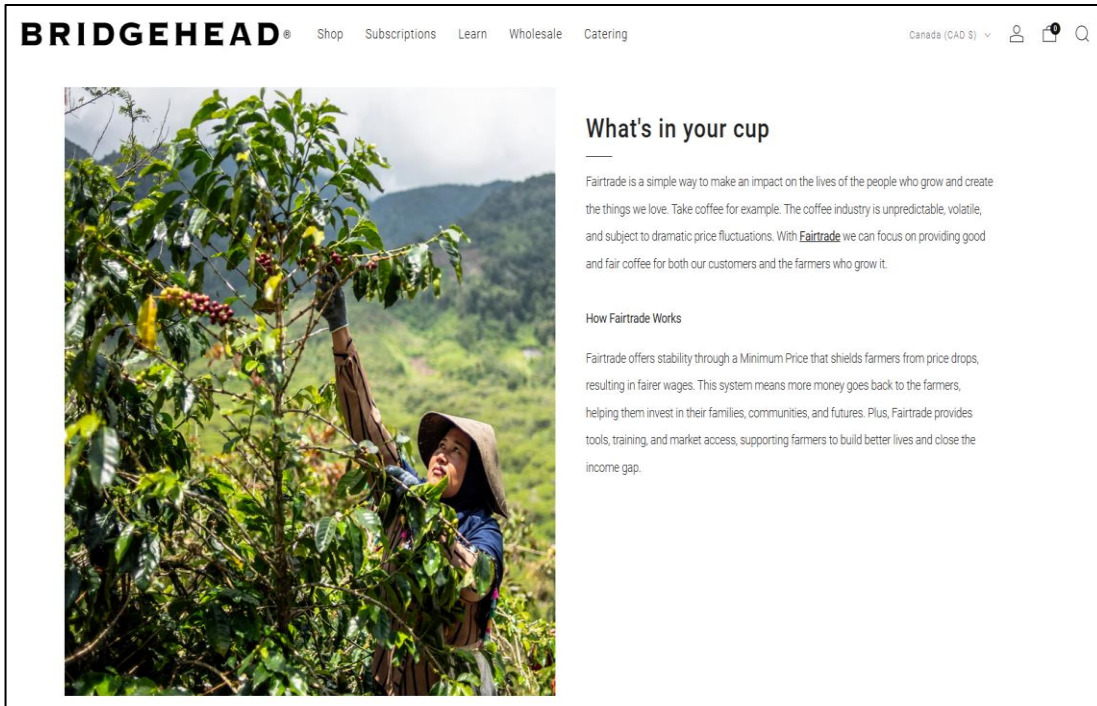
Tout au long du mois d'octobre, nous célébrons nos efforts communs pour créer un monde plus équitable et des conditions plus justes.

Joignez-vous à nous pour le Mois du commerce équitable, une célébration où chacun a sa place.

#ÉQUITABLESENSEMBLE

[EN SAVOIR PLUS](#)

# Bridgehead Coffee launched a dedicated Fairtrade landing page for Fairtrade Month.



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

# Bridgehead Coffee organized a “Talk & Tasting” event at their roastery to celebrate Fairtrade Month.

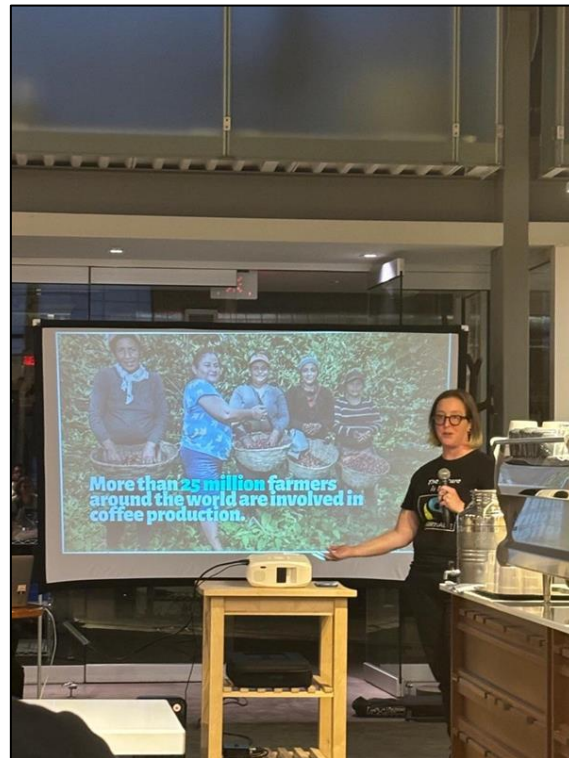


## Want to learn more?

Join us on October 23rd for a special 'Talk & Tasting' in partnership with Fairtrade Canada

Get your tickets today:

 [Eventbrite.ca](https://www.eventbrite.ca)



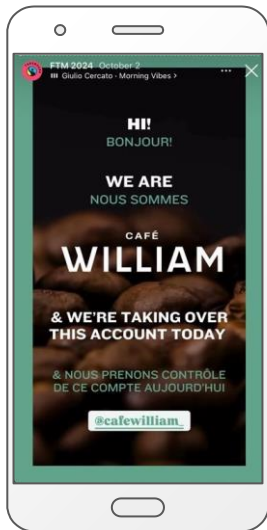
# Canterbury Coffee organized an interview with BC CTV News to talk about the importance of Fairtrade.



See how our CEO, Julie Francoeur, dives into the importance of Fairtrade and Fairtrade Month in this interview [here](#).

# Brand partner Instagram takeovers

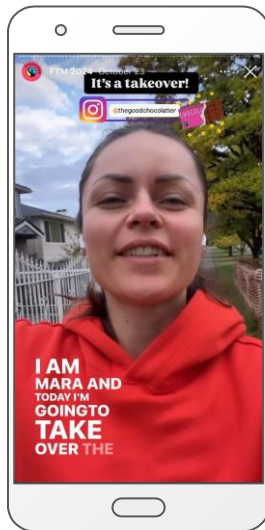
Brands connected with our community by taking over our Instagram channel and sharing their values and commitment to Fairtrade. We saw **almost 27k impressions** across all Stories.



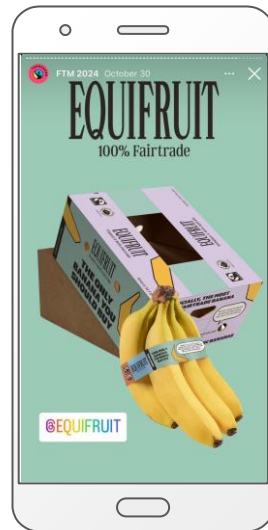
CAFÉ  
WILLIAM



GALERIE  
au chocolat



The Good  
Chocolatier

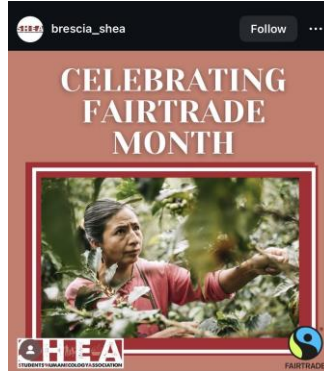
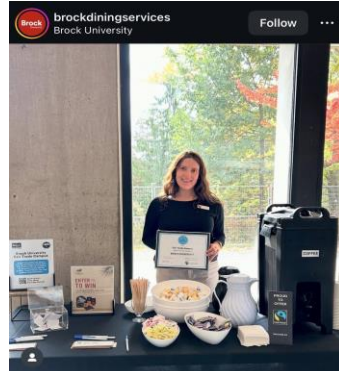


EQUIFRUIT  
100% Fairtrade

# Campus Engagement

**30 campuses participated in  
Fairtrade Month 2024**

# 30 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. We saw **almost 27k impressions** across all Stories.



# Content Creators Engagement

**@bravo\_maude**  
16.7k followers



Actress, environmental columnist, and author Maude Carmel partnered with us to launch the first Fairtrade Month giveaway, featuring Quebec-based Fairtrade certified brands.

**4.7k likes**  
**735 comments**  
**23.3k reach**

## Featured partners

**EQUIFRUIT**  
100% Fairtrade

**PRANA**  
ORGANIC

**FARO**  
FARM TO TABLE

**GALERIE**  
au chocolat

**VAN HOUTTE**

**BARISTA**  
MICROTORREFACTEUR

**@earthlingdeena**  
20.7k followers



Sustainability advocate Deena Stahl partnered with us to launch the second Fairtrade Month giveaway, showing some love to Ontario-based Fairtrade certified brands.

**5.2k likes**  
**1.8k comments**  
**27.6k reach**

## Featured partners

**CRANK**  
COFFEE CO.

**BRIDGEHEAD**

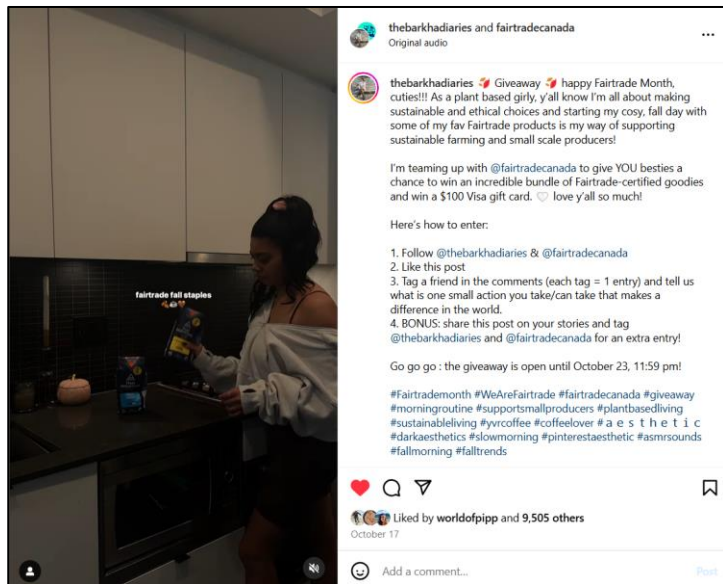
**GREEN  
SUN**  
HEALTHY & NATURAL

**AWAKE**

**omg!**

# @thebarkhadiaries

## 35.7k followers



Wellness girlie Barkha Patel teamed up with us for the last Fairtrade Month giveaway, encouraging consumers to discover B.C. based Fairtrade certified brands.

**9.5k likes**

**1.9k comments**

**140k reach**

## Featured partners



# Organic Content Creators



To further spread the word about Fairtrade, we distributed gift boxes featuring Fairtrade products, from brands like **Café William, Kicking Horse Coffee, Four O'Clock, Prana, Hu Kitchen, and Camino**, to content creators from across Canada. We distributed 8 boxes in British Columbia, 7 in Ontario, 8 in Québec, 1 in Nova Scotia, and 1 in Saskatchewan.

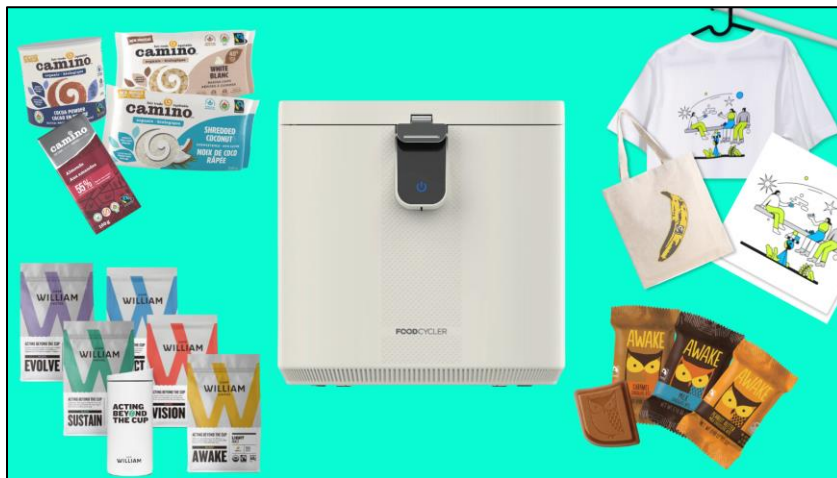
Out of the 25 boxes distributed, **76% of creators organically shared** with their audience for a cumulative potential reach of **705k!**



# Giveaways and Grand Prize

# Fairtrade Month Grand Prize

This year, we offered one lucky winner the ultimate eco-friendly set, **valued at over \$1,200!** Included were a FoodCycler Eco 5 composter from Vitamix, products from Café William, Camino, and Awake Chocolate, along with Fairtrade swag.



**4.2k people**  
**entered to win the**  
**Fairtrade Month**  
**grand prize!**

## Featured partners

CAFÉ  
 WILLIAM

fair trade equitable  
 camino

AWAKE 

# Flash Giveaway with The Café Passport



There is no such thing as too many giveaways!  
We joined forces with The Café Passport to offer followers the chance to win 2 passports for the city of their choice.

**227 likes**

**447 comments**

**7.5k impressions**

**In collaboration with**



# Exclusive Equifruit Giveaway



For this exclusive giveaway, we partnered with Equifruit to offer one lucky winner a \$100 Costco gift card and Equifruit swag.

**752 likes**

**3.3k comments**

**350k impressions**

**Featured partner**

**EQUIFRUIT**  
100% Fairtrade



# **Newsletter, Social Media, and Website Performance**

# Newsletter Performance

**3.3k** new subscribers

**10k** people opened our weekly newsletters

Over **1,7k** links clicked



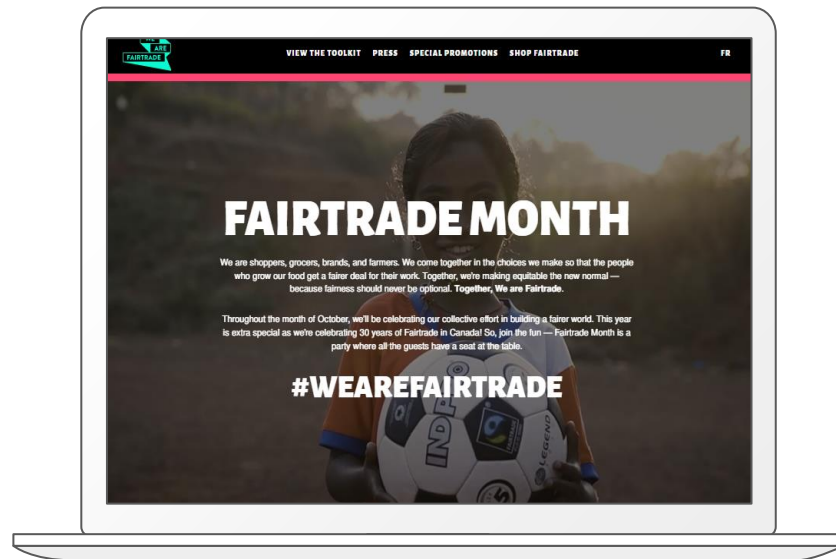
# Web Performance

Almost **30k page views** across campaign pages

Over **47 hours** spent engaged in exploring campaign content

Almost **12k clicks** across all campaign content links

Almost **7k visits** to the brand and retail promo pages



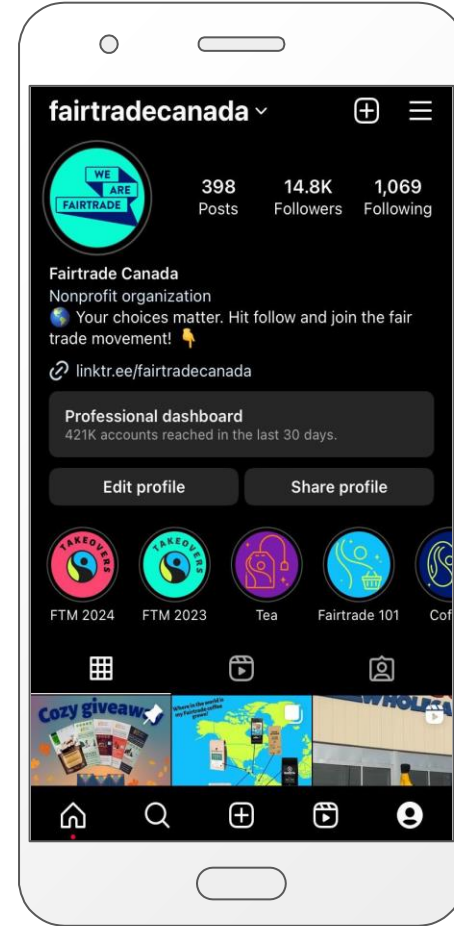
# Instagram Performance

Over **1,000** new followers

Almost **30k** total content interaction  
(likes, comments, saves, and shares)

Almost **1 million** impressions

Over **7k** total profile visits





**Media and PR**

# Paid Integration

We engaged with **Narcity** for a paid integration to drive traffic to the Fairtrade Month brand promo page, highlighting key partners, such as **Café William, Awake Chocolate, Four O'Clock, Kicking Horse Coffee, and Thai Mountain Coffee.**

Almost **40k** organic Instagram impressions

Over **95k** paid social impressions

Over **200k** Google Ads impressions

Almost **2k** link clicks

Almost **341k** total impressions

Read the full article [here](#).




**NARCITY**Newsletters Search






Advertisement Content

## You can score discounts all month on Fairtrade-certified products in Canada

Make a real difference and get a good deal at the same time.



Courtesy of Fairtrade Canada

Share     

# Costco Canada Ad

This year, we engaged **Costco Canada** for a paid social media ad to raise consumer awareness on Fairtrade certified brands available across Canadian Costco stores.

**2.5 million** total reach

**4.3 million** impressions

## Featured partners



To check out the ad, click [here](#).



# **Joint Event with Fairtrade Foundation**

# Be The Change: 30 Years of Fairtrade Impact

Hosted by **Fairtrade Canada** and **Fairtrade Foundation**, the event celebrated 30 years of Fairtrade in Canada and the UK. It recognized the commitment of advocacy groups who have championed the movement over the last 3 decades. The event also included a session with Bismark Kpabitey, a Fairtrade cocoa farmer, who shared his experience in advocating for farmers and workers in Ghana.

Overall, the event saw **over 120** people register and **over 70** people attend live (a **60%** turnout rate).





Julia Murillo, Claudia Palencia, Luz Quintanilla, Sandra Ruge, Ramiro Lopez, Urrutia, Colombia

**VIRTUAL EVENT**

**SAVE THE DATE!**  
**October 1, 2024 | 12 PM, EDT**

**Be The Change:  
30 Years of Fairtrade Impact**

**A Fairtrade Foundation and Fairtrade Canada  
Anniversary Event**



# Thank you to our participating partners!



AWAKE 

  
BRIDGEHEAD

  
BARISTA  
MICROTORRÉFACTEUR

CAFÉ  
WILLIAM

fair trade  équitable  
**camino**

 **Canterbury**  
COFFEE

**CRANK**<sup>®</sup>  
COFFEE CO



EQUIFRUIT  
100% Fairtrade



BRÛLÉRIES  
**FARO**  
ROASTING HOUSES

FOUR  
O'CLOCK  
TEA CRAFTERS  
CRÉATEURS DE THÉS

 GALERIE  
au chocolat

  
GREEN  
SUN  
HEALTHY & NATURAL



**ONE**  
COFFEE<sup>™</sup>



  
Takasa<sup>™</sup>



**VAN**  
**HOUTTE**<sup>™</sup>