



BUILDING A RESILIENT AND FAIR FUTURE FOR CANADA'S FOOD SUPPLY CHAINS

Fairtrade Canada Manifesto for the
2025 Canadian Federal Election





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In the face of growing global challenges, Canada has a unique opportunity to champion fair, sustainable, and resilient food supply chains that benefit both producers abroad and businesses and consumers at home. Fairtrade Canada calls on the next federal government to take decisive action in two key areas:

1. A cohesive governmental approach to ensure the resilience of Canada's food supply chains
2. Supporting sustainable business practices in Canada

1. A COHESIVE GOVERNMENTAL APPROACH TO ENSURE THE RESILIENCE OF CANADA'S FOOD SUPPLY CHAINS

To ensure global food security, economic resilience, and sustainable supply chains, we must establish critical linkages between Canada's international trade and international cooperation agendas. Our imports of food and goods have much more impact on global population than our humanitarian sector. This is why the federal government should adopt a comprehensive approach that aligns trade, agriculture, labour, procurement, and international cooperation policies.

Trade Policies for a Sustainable Future

- Ensure that all trade agreements, including the upcoming **CUSMA renegotiation**, integrate **strong provisions on living incomes and living wages**¹ for farmers and workers in foreign and domestic supply chains.

¹ <https://www.fairtrade.net/us-en/why-fairtrade/why-we-do-it/decent-livelihoods/living-wage.html>



- Align inclusive trade policies with the **UN Sustainable Development Goals (SDGs)**, prioritizing fair trade as a fundamental priority for Canada through our work with the Inclusive Trade Action Group².
- Promote **diversification of Canada’s trade partnerships**, ensuring that fair trade principles³ are at the core of economic resilience strategies.

Breaking Down Governmental Silos for Effective Policy Implementation

- Implement a **transversal policy framework** that ensures coordination between **international trade, agriculture & food, global affairs & international cooperation, immigration, labour, and procurement**.
- Create coherent and effective policies and funding opportunities for Canadian businesses, importers, exporters, and traders prioritizing fair trade, human rights, and the environment, in their supply chains.
- Establish **inter-ministerial collaboration mechanisms** to prevent conflicting policies and maximize Canada’s impact on sustainable food systems, both domestically and internationally.

Investing in Global Cooperation for Food Security and Resilience

- Increase investments in **climate adaptation and poverty reduction programs** for small-scale farmers internationally, particularly within the supply chains critical to Canada. This ensures they can build resilience against climate change and price volatility, improving their food security and Canada’s.
- Promote **women’s leadership and youth empowerment** in agriculture as key drivers for inclusive economic development.

² <https://international.canada.ca/en/services/business/trade/policy/inclusive/action-group>

³ <https://www.fairtrade.net/en/about/our-strategy.html>



2. SUPPORTING SUSTAINABLE BUSINESS PRACTICES IN CANADA

Canada must take a leadership role in promoting ethical business practices, ensuring human rights and sustainability are at the heart of the economy.

Stronger Legislation to Eradicate Forced and Child Labour

- **Enforce and strengthen Canada's import ban on goods produced with forced labour and child labour**, ensuring rigorous monitoring and effective consequences for non-compliance.
- Increase **transparency and accountability requirements** for Canadian companies operating abroad, particularly in agriculture, textiles, and other high-risk industries.
- Introduce **accompanying measures** for small and medium-sized enterprises (SMEs) to help them comply with due diligence requirements and ensure **equitable cost-sharing mechanisms** for producer organizations engaged in sustainable practices.
- Establish **funding mechanisms to support SMEs in integrating Human Rights and Environmental Due Diligence (HREDD)** in their supply chains. This could support mitigating the costs of sourcing on fair trade terms, conducting risk assessments, or establishing supplier codes of conduct.

Public Procurement that Prioritizes Sustainability and Fair Trade

- Adopt a **responsible procurement policy for the federal government, its agencies, and crown corporations (e.g., Parks Canada, Via Rail, Canada Post)** that includes **fair trade certification** and other third-party sustainability certifications as a criterion for contracts.

Empowering Canadian Consumers Through Education

- **Fund national awareness campaigns** to promote **responsible consumption and fair trade** among Canadian consumers.
- **Incentivize retailers to educate consumers** about ethical procurement.
- Support **Global Citizenship Education** initiatives, fostering a culture of solidarity and ethical consumption across communities.



A CALL TO ACTION FOR THE NEXT CANADIAN GOVERNMENT

The time for action is now. By embedding fair trade principles into Canada’s policies and business practices, we can create **a more just, resilient, and sustainable economy**—one that upholds human rights, supports responsible businesses, and ensures a fair deal for farmers and workers across the globe. Fairtrade Canada urges all political parties to commit to these recommendations in their 2025 election platforms and beyond.

Together, we can make Canada a leader in ethical trade and sustainable development.

ABOUT FAIRTRADE CANADA

Founded in 1997, Fairtrade Canada is part of the global Fairtrade system that encompasses Fairtrade International, our parent organization, along with 3 regional producer networks, and other national organizations like ours in countries all over the world.

Fairtrade is a global organization co-owned by **more than 2 million farmers and workers in over 1910 certified producer organizations worldwide**. Fairtrade is the most recognized and trusted sustainability label in the world. With its certification system, Fairtrade has more than 30 years of experience in combating forced and child labour in agri-food supply chains, particularly those for coffee, cocoa, bananas, cotton, tea, sugar, cut flowers, and many other commodities from the Global South.

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