



Annual Report 2024 **30 Years of Impact, Partnership, and Purpose**

Pictured: Elqui Alfredo Sepúlveda



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Message from the CEO

As we reflect on the past year, I want to extend my heartfelt thanks to all those who continue to champion the mission of Fairtrade. In particular, I want to recognize our business partners, whose commitment to living their values makes this work possible. In a world that feels increasingly uncertain, our work together has never been more vital. Climate change, market volatility, and shifting regulations present complex challenges for the farmers and workers who produce the foods and goods we rely on. Yet, these same challenges also underscore the power and promise of fairer trade.

Fairtrade was born out of a desire to build a different kind of global economy — one where dignity, sustainability, and justice guide every transaction. Looking back on over 30 years of Fairtrade in Canada, I am deeply inspired by the remarkable progress we've made together. Our partnerships have driven tangible change in communities worldwide, and over the past 12 years we have generated over \$77 million USD in Premium through the sale of over 5,000 different Fairtrade products that went directly to farming cooperatives to invest in their future. This is the power of our collective action.

I was also deeply inspired by the work of our young ambassadors and campus activists, whose energy, creativity, and dedication are shaping the future of fair trade. Their passion not only drives awareness on campuses and in communities across Canada but also ensures that the next generation of leaders remains committed to building a fairer, more just world.

Despite the hurdles we face, we remain united in our belief that fair trade is not just an idea, but a powerful, practical path toward a more equitable world. We are steadfast in our commitment to work in tandem with Canadian companies as a sustainable supply chains partner. Together, we are proving that businesses can thrive while placing people and planet at the center of what they do.

Thank you for your unwavering support, your commitment to change, and your belief in a world where trade is fair and just for all. Let's continue this journey together, with compassion, courage, and an unshakable commitment to a brighter, fairer future.

A handwritten signature in black ink that reads "Julie Francoeur". The signature is fluid and cursive, with a large initial 'J'.

Julie Francoeur
CEO, Fairtrade Canada

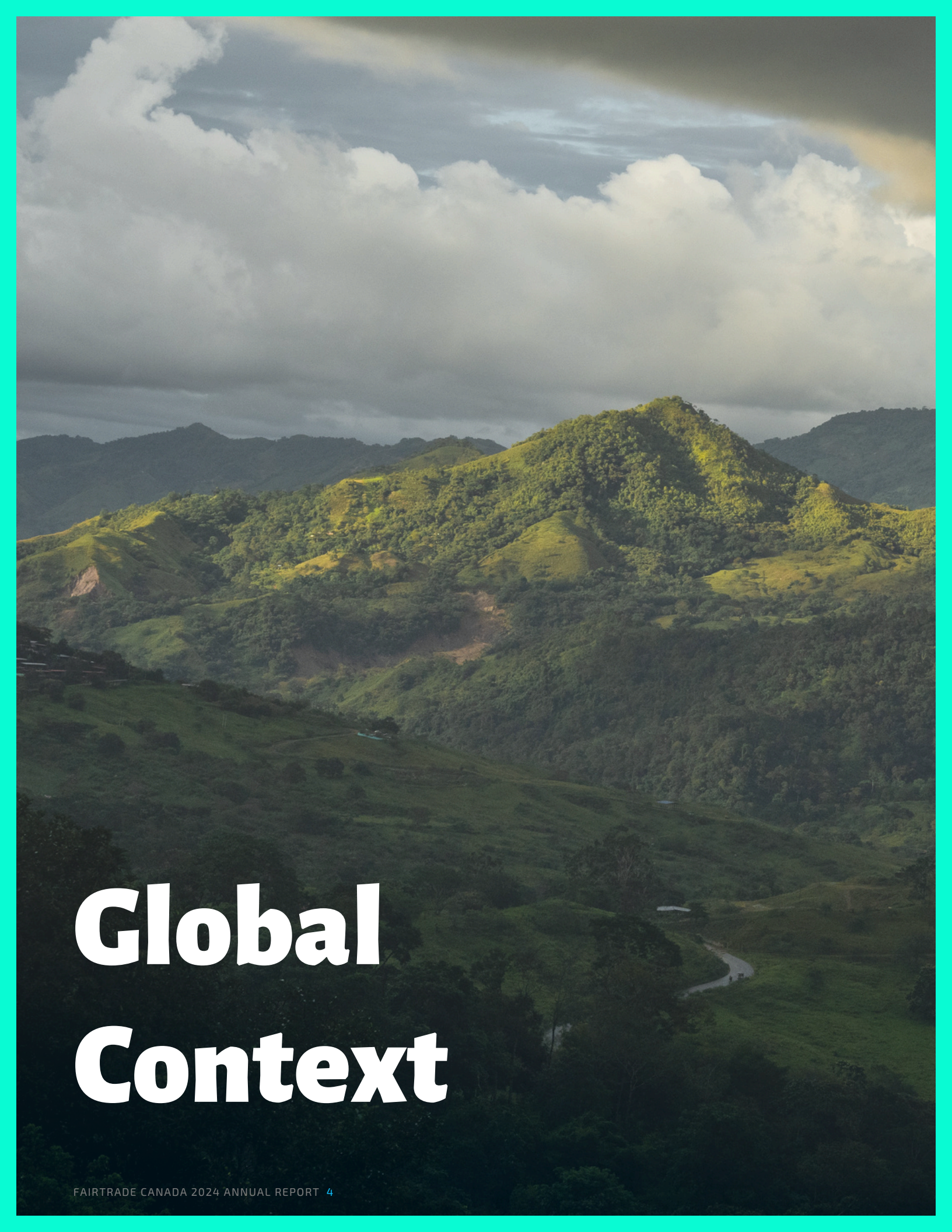
Message from the Chair

As we close another year, I want to take a moment to reflect on the collective power of our Fairtrade community. At its core, Fairtrade is about more than just trade—it's about creating lasting change for the farmers, workers, and communities who are the backbone of our global economy.

Our shared work is a powerful reminder that change is possible when we come together with a shared purpose. It is a reminder that fairness in trade is not just a distant ideal but a practical reality we can achieve together.

Thank you for standing with us, for your belief in a fairer world, and for your commitment to making a tangible difference. Together, we are building a brighter, more just future.

Valantina Amalraj
Chair, Fairtrade Canada



Global Context

Overview

In 2024, the world operated against a backdrop of mounting global disruption. Political instability, ongoing wars, and deepening geopolitical divides reshaped international relations and contributed to weakened cooperation on key global issues. Economic pressures, including persistent inflation, volatile commodity prices, and constrained access to finance, challenged governments, businesses, and households alike. Meanwhile, the impacts of the climate crisis became more acute and visible, compounding existing vulnerabilities across food systems, supply chains, and labour markets. These overlapping pressures created a volatile global environment that tested resilience at every level, from international systems to the individuals and communities working within them.

Specifically, Fairtrade farmers and workers navigated a challenging global landscape shaped by climate impacts, market fluctuations, and evolving regulatory frameworks. Coffee farmers adapted to rising temperatures, shifting rainfall patterns, increasing plant diseases, and new market compliance requirements. Cocoa farming communities faced climate-driven weather disruptions, pest pressures, and soil depletion, all of which made sustainable production more complex. Banana workers across Latin America and the Caribbean worked to overcome extreme weather events, the resurgence of plant diseases, and increasing production costs.

Overall, these interconnected challenges continue to reinforce the need for a more equitable global trade system, one in which farmers and workers can strengthen their resilience, invest in their communities, and build sustainable livelihoods through fairer trading conditions. Fairtrade's continuous commitment to partnership, programs that support people and planet, and systems that enable farmers and workers to lead and make decisions for their communities remains incredibly relevant. **It is also important to make clear that, amidst the challenges of the past year, our producer partners have responded with resilience, creativity, and determination, leading change within their communities and pursuing solutions grounded in their own knowledge, priorities, and vision for the future.**

At a Glance: Current Challenges



Coffee

- Harvest uncertainty
- Compliance pressure
- Rising costs
- Credit uncertainty
- Market access



Cocoa

- Productivity losses
- Uneven returns
- Rising costs
- Deforestation / Mining
- Yield theft



Banana

- Weather volatility
- Disease resurgence
- Rising costs
- Trade disruptions
- Devalued returns

Harvest Uncertainty:

In 2024, increasingly unpredictable weather patterns, marked by shifting rainfall, prolonged droughts, and rising temperatures, disrupted flowering, fruit development, and harvest cycles across key coffee-growing regions. These changing conditions contributed to the spread of coffee leaf rust and other diseases, with some farmers experiencing yield losses of up to 70%.^[1] In some areas, traditional growing zones have begun to shift to higher elevations, challenging the long-term viability of established farms. These overlapping pressures have made it harder for producers to plan for future seasons, contributing to heightened uncertainty and volatility.

[1] Rodríguez-Gallo, Yakiel, Hector Cañas, Jordi Cruz, Manuel Cardona, and Guillermo Medina-González. "Coffee Leaf Rust and Berry Borer Management in Agroforestry Systems: A Systematic Literature Review." *Smart Agricultural Technology* 9 (2024). <https://www.sciencedirect.com/science/article/pii/S2772375524002612>.

European Regulations:

In recent years, the European Union has announced new standards for specific imported commodities. Specifically, the EU Deforestation-free Regulations (EUDR) and EU Organic Regulations (EUOR) have significantly impacted coffee producers. Compliance with EUDR requires satellite geolocation data to monitor deforestation risk, a task that mandates small-scale coffee producers, many of whom already face resource constraints, to devote resources to technicians and technology implementation. As for EUOR, this process requires an increase in organic sample testing, the need to access laboratories, and the readjustment of legal structures for Producer Organizations over 2000 members.

High Prices:

In 2025, Arabica coffee prices surged past \$4 per pound, driven by climate-related crop failures, higher input costs, and rising costs linked to new international deforestation and organic compliance standards. While these price increases reflect tightening supply, they have also deepened market volatility and liquidity issues. For small-scale producers, this means greater financial risk, reduced access to financial services, and limited ability to plan or invest in long-term resilience. These conditions underscore the urgent need for stable pre-financing, longer-term contracts, and investment in climate-resilient production systems.

Market Access:

Small-scale coffee producers continue to face critical infrastructure gaps that limit their ability to respond to rising quality and traceability standards. Access to essential post-harvest equipment, particularly solar and mechanical dryers, remains limited in many regions, increasing the risk of spoilage and reducing bean quality. ^[2] Inadequate storage facilities and limited rural transport infrastructure also make it more difficult for producers to maintain quality, strengthen traceability, and connect with higher-value markets. As climate pressures intensify and compliance demands grow, investing in localized, farmer-led infrastructure is vital to building more resilient, equitable, and sustainable coffee chains.

[2] Del Castillo, K. How Coffee Value Chains Foster Climate-Resilient Livelihoods – The FAO-Slow Food Coffee Coalition Experience. Rome: FAO, 2024. <https://doi.org/10.4060/cd1308en>.

Changing Rainfall:

In 2024, cocoa farmers are experiencing the effects of increasingly erratic rainfall, driven by climate change and intensified by El Niño. This instability is disrupting critical stages of cocoa production. Excessive rainfall has led to waterlogged soils, limiting root function and increasing the risk of Black Pod disease, which has caused losses of between 30% and 50% in Ghana.[3] Conversely, periods of drought have stressed trees, reduced photosynthesis and flowering, bean development, and overall tree health.

[3] Krumbiegel, Katharina, and Pascal Tillie. "Sustainable Practices in Cocoa Production: The Role of Certification Schemes and Farmer Cooperatives." *Ecological Economics* 222 (2024). <https://www.sciencedirect.com/science/article/pii/S0921800924001083>

Disease Pressure:

In 2024, rising temperatures and humidity have directly fueled the spread of pests like mealybugs, which thrive in warm, moist conditions. These pests transmit the cacao swollen shoot virus (CSSV), a disease that remains one of the most severe threats to cocoa production. CSSV causes swelling in stems and roots, leaf yellowing, and ultimately tree death. This year alone, the virus has contributed to the destruction of an estimated 500,000 hectares of cocoa in Ghana, highlighting the escalating impact of climate-driven plant health challenges.[4]

[4] Onyiah, Rhoda. "Ghana's New Cocoa Price: Sustaining Incomes, Livelihoods and the Environment." In COCOBOD, May–September 2024. [cocobod-news-may-september-2024.pdf](#).

High Prices:

In 2024, erratic weather, crop disease, and persistent structural challenges, led to a global cocoa supply shortfall of 462,000 metric tons. This drove market prices above US \$11,000 per metric ton, while farmgate prices rose to around US \$3,000. However, higher prices do not always mean higher incomes. Many farmers had less cocoa to sell due to reduced yields, so their overall earnings may not have increased. With insufficient income, it becomes difficult to invest in protecting crops or improving productivity for future harvests. In some areas, the surge in cocoa prices has also increased the risk of theft and raised the cost of farming inputs.

Soil Degradation:

Although not directly caused by climate change, illegal mining and deforestation exacerbate the environmental challenges that many farmers face. In some regions, farmers are leasing their land to miners in pursuit of higher short-term income. However, these activities degrade the soil, disrupt ecosystems, and can ultimately render land unsuitable for future cocoa cultivation. As the impacts of climate change become more severe, so does the temptation for producers to seek alternative income sources, choices that can result in long-term losses in sustainable land use and the viability of future farming livelihoods.

Bananas

Weather Volatility:

In 2024, banana producers across Latin America and the Caribbean continued to face the growing consequences of climate change. Extreme weather, including heavy rainfall, prolonged heat, and tropical storms, reduced yields and disrupted exports in countries like Costa Rica, the Dominican Republic, Ecuador, Guatemala, and Mexico. In contrast, favourable conditions in Colombia supported modest production gains. The contrasting experiences of producers across the Americas illustrate how climate change brings growing instability, with gains in some areas and significant setbacks in others.

Disease Pressure:

In 2024, the spread of Banana Fusarium Wilt Tropical Race 4 (TR4) continued to pose serious challenges for banana-growing regions across Latin America and the Caribbean. New outbreaks were reported in Venezuela and Peru, placing significant strain on producers already navigating environmental and economic pressures. Efforts to contain TR4 are costly, with biosecurity measures weighing heavily on small-scale farmers. The resurgence of the disease threatens both current harvests and the long-term sustainability of banana livelihoods.

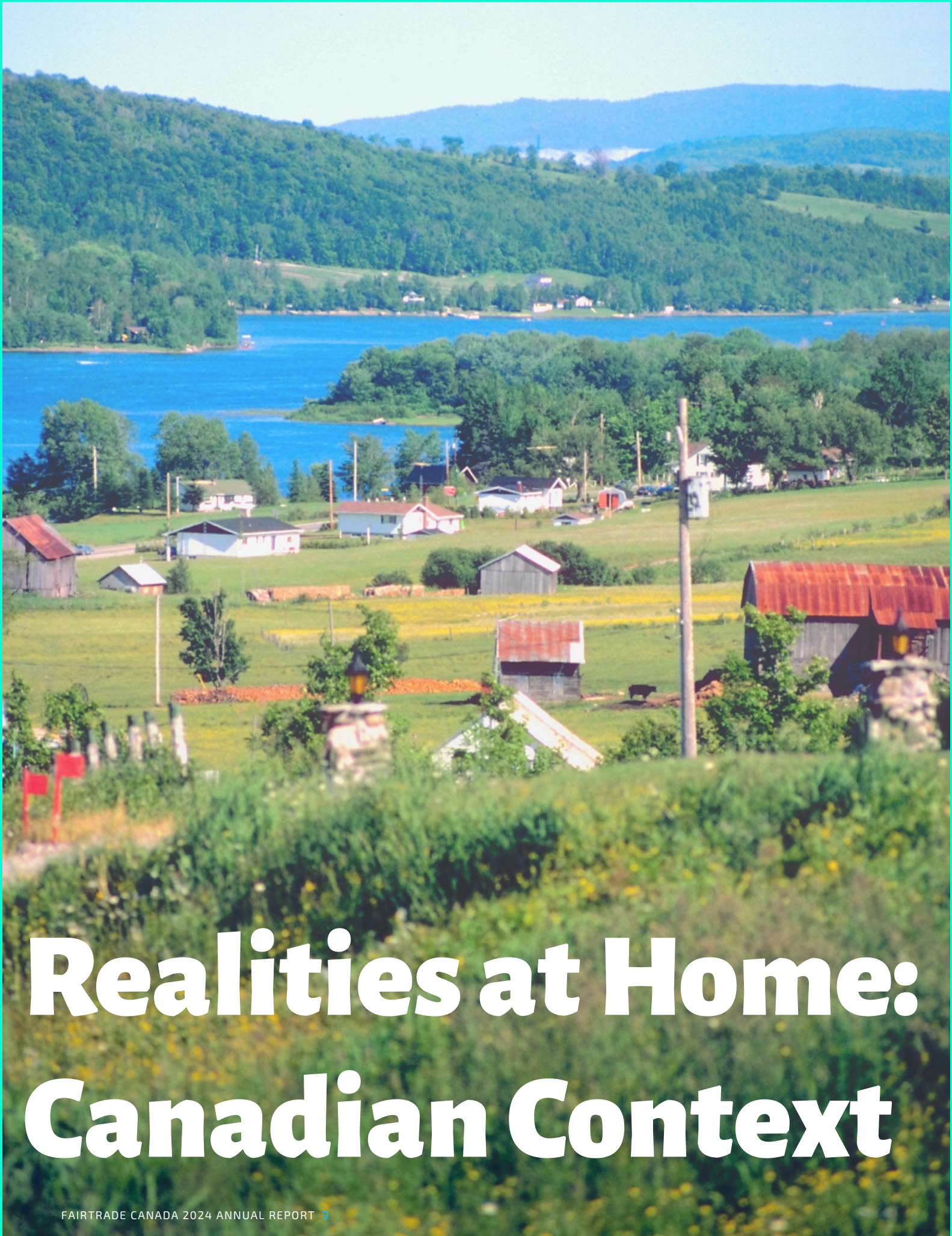
Operational Pressure:

In 2024, banana farmers faced rising production costs due to increased spending on disease prevention, agricultural inputs, transportation, and adapting to evolving regulatory and market standards. At the same time, high global interest rates made financing less accessible, limiting farmers' ability to invest in productivity and climate resilience. Geopolitical tensions further disrupted trade flows, with conflicts and shifting international relations complicating export logistics across Latin America and the Caribbean. While demand in key markets like the EU and US remained stable, rerouted supply chains and tighter import rules raised costs for small-scale producers.

Devalued Returns:

Producers faced additional financial hardship in 2024 due to currency market fluctuations. The depreciation of the United States dollar during the first half of the year significantly reduced local currency earnings. Even steady consumer demand could not offset the impact of declining unit prices, with US prices dropping by 17%.^[5] The combined pressure of lower market prices and currency devaluation weakened producer profitability, reducing their capacity to invest in resilience against environmental and economic shocks.

[5] FAO. Banana Market Review: Preliminary Results 2024. Rome: FAO, 2025. <https://openknowledge.fao.org/handle/20.500.14283/cd3731en>.



Realities at Home: Canadian Context

Realities at Home—The Canadian Context

Economic Performance

GDP Growth: The economy **expanded** at a moderate pace, supported by increases in household spending, non-residential business investment, and government consumption expenditures.

Inflation: Headline inflation **fell below 3%** throughout the first half of the year, with consumer inflation decelerating to the Bank of Canada's target range of 2% by August.

Consumer Confidence

Sentiment: Consumer **confidence improved** in the fourth quarter of 2024, driven by interest rate cuts and expectations of further reductions.

Despite this, high prices for goods and services, economic uncertainty, and elevated housing costs **continued** to weigh on spending decisions.

Food Inflation Rates

Trends: In 2024, grocery prices in Canada **increased by 2.8%** year-over-year. [6]

This reflects the overall rise in the cost of food purchased from stores, indicating a moderation compared to the higher rates observed in previous years.

[6] Statistics Canada. Consumer Price Index, February 2024. Released March 19, 2024. <https://www150.statcan.gc.ca/n1/daily-quotidien/240319/dq240319a-eng.htm>.



Retailer Landscape

The major grocery retailers have been responding to the changing consumer landscape with a focus on investing in their discount banners and new store openings.

For example, retailers such as Walmart and Costco reported strong sales growth in Canada, related to changing shopper habits. Despite the economic uncertainties, grocers like Longo's, Farm Boy, Healthy Planet, and other regional banners continued their long-term expansion plans.

Grocery Shoppers

Consumer Behavior: Persistent grocery inflation has led to significant changes in shopping habits. A notable **63.8% of Canadians** opted for private label brands, challenging national brands.

Additionally, **41.2% of Canadians shopped less** frequently but more strategically, while 26.5% shopped more often to capitalize on deals, stocking up while products are on promotion in store, or economizing by looking at larger pack formats. [7]

[7] Bank of Canada. Canadian Survey of Consumer Expectations — Survey Data. <https://www.bankofcanada.ca/publications/canadian-survey-of-consumer-expectations/canadian-survey-of-consumer-expectations-survey-data/>.



Realities at Home – The Canadian Context

Key Environmental Social Governance Requirements

Canadian Sustainability Disclosure Standards (CSDS): Introduced by the Canadian Sustainability Standards Board (CSSB), these standards **require companies to report** their sustainability and climate-related information. The standards are based on the IFRS Foundation's International Sustainability Standards Board (ISSB) and became effective from January 1st, 2025.

Supply Chain Regulations

Bill S-211: This legislation, effective January 1, 2024, requires companies to disclose measures taken **to prevent forced and child labour** in their supply chains. Annual disclosures must be submitted to Public Safety Canada.

Amendments to the Competition Act: In June 2024, the Canadian federal government enacted Bill C-59, amending the Competition Act to specifically target greenwashing. These amendments **prohibit businesses** from making false or misleading environmental claims that are not based on adequate and proper testing.

Performance Claims: The Competition Act now explicitly requires that any environmental performance claims **must be substantiated** with proper testing and internationally recognized methodologies.



Enforcement and Guidelines

Competition Bureau's Role: The Competition Bureau is actively developing enforcement guidelines to ensure clarity and transparency regarding environmental claims. The Bureau investigates misleading advertising and deceptive marketing practices, **including greenwashing**, under the Competition Act, the Consumer Packaging and Labeling Act, and the Textile Labeling Act.

Consumer Protection: The Bureau's guidelines aim to **protect consumers** from being misled by false environmental claims, ensuring that they can make informed purchasing decisions.



Licensee Fees Contribute Nearly 40% to the International Fairtrade System

16.2%

Flows to Fairtrade International to:

- Administer the Fairtrade Standards
- Strengthen Human Rights Protections
- Expand Impact Reporting Tools
- Strengthen Living Income Pathways
- Support Climate Resilient Farming

20%

Funds Producer Network Services, Including:

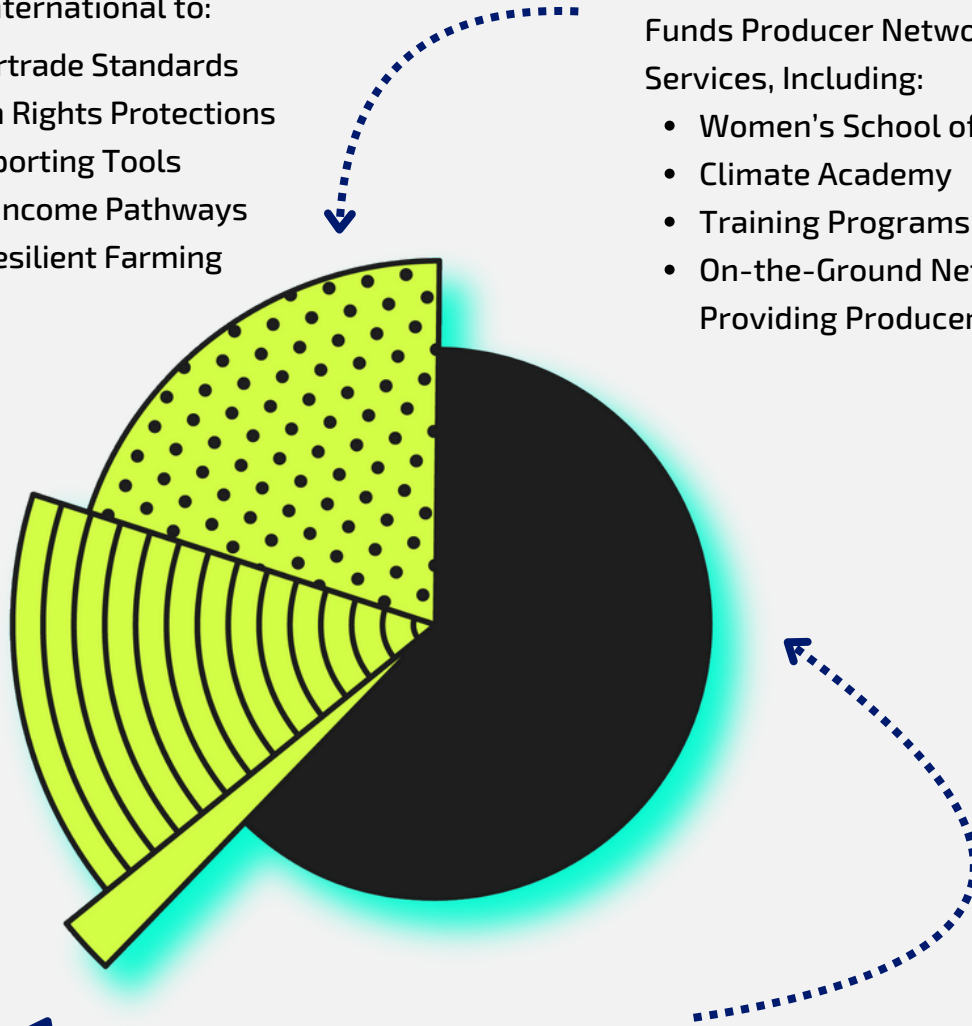
- Women's School of Leadership
- Climate Academy
- Training Programs
- On-the-Ground Network Providing Producer Support

+/- 2%

Is used to fund key central pieces that build common values in the system (for example, Connect, Fairlens, etc.)

63% is Invested in the Local Market to:

- Cover FLOCERT certification fees
- Raise awareness of Canadian consumers about the importance of Fairtrade
- Develop and implement campaigns
- Engage with grassroots movements
- Develop the current market
- Engage with retail and food service providers



An aerial photograph of a lush green field, likely a coffee plantation, with rows of coffee plants. A small white car is parked on a path in the upper left. A large white rectangular structure, possibly a greenhouse or a covered walkway, is visible on the right side. The overall scene is vibrant and green.

Key Fairtrade International Activities

Fairtrade by the Numbers:



Almost **2 million** farmers & workers in Fairtrade certified Producer Organizations

Women in Fairtrade represent:



23% of farmers



More than **397K** women farmers are part of Fairtrade

45% of workers



More than **84K** women work on Fairtrade farms

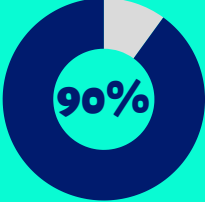
1,896 Fairtrade certified producer organizations in 67 countries



48% in Latin America & the Caribbean

37% in Africa & the Middle East

15% in Asia & the Pacific



90% of all Fairtrade farmers produce


- coffee (45%)
- cocoa (28%)
- tea (17%)



80% of all Fairtrade workers produce

- flowers & plants (40%)
- tea (24%)
- bananas (16%)

\$228.4 million (usd) in Fairtrade Premium was paid to producers



For the top six products

49% of sales were Fairtrade & organic certified

39% of production was organic



Small-scale producer organizations



invested 33% of their Fairtrade Premium into improving production and farming practices, and 20% in financial benefits for farmers

Workers on Fairtrade certified plantations

allocated 69% to social investments and 19% to financial benefits for workers and families



Child Labour and Forced Labour Prevention and Remediation Program Results

In cocoa-growing communities in Côte d'Ivoire, Fairtrade partner cooperatives are putting meaningful, locally led solutions into action through the Child Labour and Forced Labour Remediation Program.

In its first phase, cooperatives identified barriers to education and responded by building classrooms, providing bicycles, issuing birth certificates, distributing school kits, and supporting children with disabilities. All practical steps aimed at making school more accessible for children and families in their communities.

To date, these community-led initiatives have reached over 800 children, while families have reported safer, more reliable travel to school, and fewer missed days.

These early outcomes highlight the impact of producer-driven solutions. With many projects still underway and independent evaluation planned for 2025, this report offers an early look at what's possible through locally led action, backed by targeted support.

The complete report can be accessed [here](#).



- **Over 800 children have been reached through cooperative-led education initiatives.**
- **Families report easier access to school and more consistent attendance.**
- **Cooperatives are leading efforts tailored to local needs.**
- **Projects are addressing key risk factors for child labour.**
- **Further updates and insights expected in 2025.**

Digital Roadmap

As part of Fairtrade's Digital Data and Information Strategy, Fairtrade is developing digital tools that make it easier for all stakeholders, regardless of their role in the supply chain, to access clear, reliable, and meaningful information about the Fairtrade system and the people at its core.

FairInsight

A digital platform that enables producer organizations to share product and impact data with trade partners. By strengthening transparency and collaboration, this tool supports more equitable and informed decision-making across supply chains.

Fairtrade Impact Map

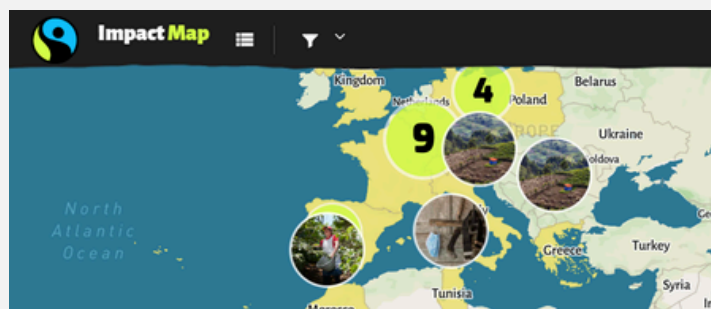
An interactive tool that highlights Fairtrade projects and producer data from around the world. Searchable by topic, country, or product, it offers stakeholders a deeper understanding of Fairtrade's global reach and impact.

[Fairtrade Impact Map](#) 

Fairtrade Risk Map

A regularly updated resource that identifies salient human rights and environmental risks across Fairtrade supply chains. Helping stakeholders engage more effectively in addressing systemic challenges through shared responsibility and evidence-based action.

[Fairtrade Risk Map](#) 



Fairtrade Banana Dashboard

The newest addition to Fairtrade's digital tools, this interactive dashboard offers updated insights on the Fairtrade banana sector. It provides a comprehensive view of producer organizations, Fairtrade Premium use, human rights and environmental data, and outcomes from key projects, such as climate resilience and workers' rights initiatives.

Designed for all stakeholders alike, this dashboard provides a dynamic view of how Fairtrade bananas are contributing to a more sustainable and equitable banana offer, while identifying meaningful ways to build on existing impact.


[Fairtrade Banana Dashboard](#) 



Fairtrade's Banana Offer

As part of ongoing efforts to strengthen fairness in banana supply chains, Fairtrade has launched the Living Wage Solution, a new initiative aimed at helping close the gap between current wages and a living wage for banana plantation workers. Through this approach, retailers can voluntarily pay a Fairtrade Living Wage Differential, an additional sum on top of the Fairtrade Minimum Price.

These funds are then distributed as direct bonuses to workers earning below a living wage, managed by worker-led committees. The initiative promotes shared responsibility, transparency, and practical progress toward living wages across the supply chain.

[Fairtrade Banana Offer](#) 

Fairtrade Reference Price Tool

Fairtrade's newly launched Living Income Reference Price tool supports producer organizations and their trade partners in identifying the farmgate prices needed for small-scale producers to earn a living income.

Developed in collaboration with our producer partners, these benchmarks reflect the income required to meet a decent standard of living, based on access to food, housing, education, and healthcare. Furthermore, this model is grounded in local realities, including sustainable yields, viable crop area, and sustainable production costs. Fairtrade publishes reference prices for key crops at the country level while also offering tailored calculations for specific supply chains, strengthening Fairtrade's commitment to fair pricing and shared responsibility.


[Fairtrade Reference Price Tool](#) 



The Effect of Fairtrade on Forest Protection and Deforestation Prevention

In 2024, Fairtrade commissioned a study to better understand its role in deforestation prevention. Conducted by KIT Institute, The Chain Collaborative, and Expressing Origin, the research examined how Fairtrade's pricing, Premium, and other tools influence land-use practices.

The findings showed that Fairtrade-certified cooperatives are generally better positioned to prevent deforestation than non-certified groups, underscoring the impact of Fairtrade's approach.

[Read the Final Report](#) 

A person wearing a teal knitted hat, a teal long-sleeved shirt, and a red skirt with a small floral pattern is seen from behind, looking out over a vast, misty mountain landscape. The person is standing on a grassy ridge, and their hands are at their sides. The background features rolling hills and valleys covered in dense green vegetation, with a layer of white mist or low clouds hanging between the ridges. The sky is overcast with soft, grey clouds. The overall mood is serene and contemplative.

30 Years of Fairtrade Canada



In 2024, we celebrated 30 years of Fairtrade in Canada, a meaningful moment to look back on how far we've come, to honour the people and partnerships who brought us here, and to carry forward the values that continue to guide us. What began as a bold idea has grown into a vibrant movement rooted in fairness, connection, and shared purpose.

To mark this milestone, we took time to listen to the voices of those who helped shape the early days of Fairtrade in Canada. Among the many ways we celebrated, we shared their reflections in a special anniversary blog series. This series was a tribute to hope, determination, and what's possible when people, communities, and businesses come together around a shared vision.

To explore the full anniversary blog series, click [here](#).

What began with a few early advocates and grassroots partnerships has evolved into a nationwide movement, connecting people across communities, businesses, schools, and stores, all committed to making trade more fair.

"When we started, there wasn't really a Fairtrade certification system. We worked with the Fairtrade Foundation to figure out what those standards should be as we began sourcing cocoa and sugar from small farmer cooperatives."

—Kelly Storie, Camino La Siembra



PICTURED (LEFT TO RIGHT): GRISELDA (UCASJRC), JAVIER (SOL Y CAFÉ), MADDIE (KICKING HORSE COFFEE), AND RODOLFO (COMSA)



Together, we've helped foster long-term partnerships rooted in trust, supported producer-led development with the Fairtrade Premium through promoting the sale of Fairtrade products, helped build a grassroots movement with the Fair Trade Programs, and seen Canadian communities, from La Pêche to Lethbridge, embrace Fairtrade as part of their everyday values. With each cup of coffee, bunch of bananas, and bar of chocolate, Canadians have shown that small actions can help drive lasting change.

"By ensuring our beans are always Fairtrade and organic, we're not just delivering great coffee — we're supporting sustainable practices that benefit communities and the environment. It's how we honour the craft, the land, and the people behind every cup."

—Cédric Malaga, CEO, Kicking Horse Coffee

While there is still work to do, we move forward with purpose, guided by the strength of a movement built on decades of care, courage, and collaboration. As we mark this milestone, we honour the progress we've made together and look ahead with renewed determination. Now more than ever, the terms of trade must shift to acknowledge the work, rights, and livelihoods of the farmers and workers at the heart of global supply chains, to reflect the true cost of sustainability, and to address the urgent need for equity. We remain committed to working toward that vision, alongside farmers, workers, partners, and advocates who continue to demonstrate that trade can be fair, and that fairness should be the standard, not the exception.

"We can change the world. This is what some of the people in our generation did — you can do it in the next generation too." —Bob Thomson, Founder, Fairtrade Canada



30 Years of Fairtrade Canada



1994

Fair Trademark Canada, now known as Fairtrade Canada, is founded as a volunteer-based organization. The first certified products available in Canada are coffee, tea, chocolate, and sugar.



2002

Coconuts become the first fresh fruit to be Fairtrade certified in Canada.



2004

Fairtrade in Canada grows to 100 companies, providing Canadians with access to thousands of Fairtrade certified products.



1998

Fair Trademark Canada hires its first employee.



2002

The FAIRTRADE Mark is introduced internationally, identifying products that meet Fairtrade's rigorous social, environmental, and economic standards and unifies the global labelling initiative.



2007

The first Fair Trade Town in Canada, Wolfville, NS, is designated.



..... 2011

Canada's first Fair Trade Campus, the University of British Columbia, is designated.



..... 2012

TransFair Canada changes its name to Fairtrade Canada and begins the shift towards the international green, blue, and black FAIRTRADE MARK.



..... 2013

Chief Adam Tampuri, a Ghanaian cashew producer, becomes the first producer to serve on Fairtrade Canada's Board of Directors.



..... 2014

Marika de Peña is the first producer to be elected Chair of the Fairtrade International Board.



..... 2015

Retail sales of Fairtrade products in Canada exceed \$300M.



..... 2020

Simon Fraser University becomes Canada's first Fair Trade Gold Campus.



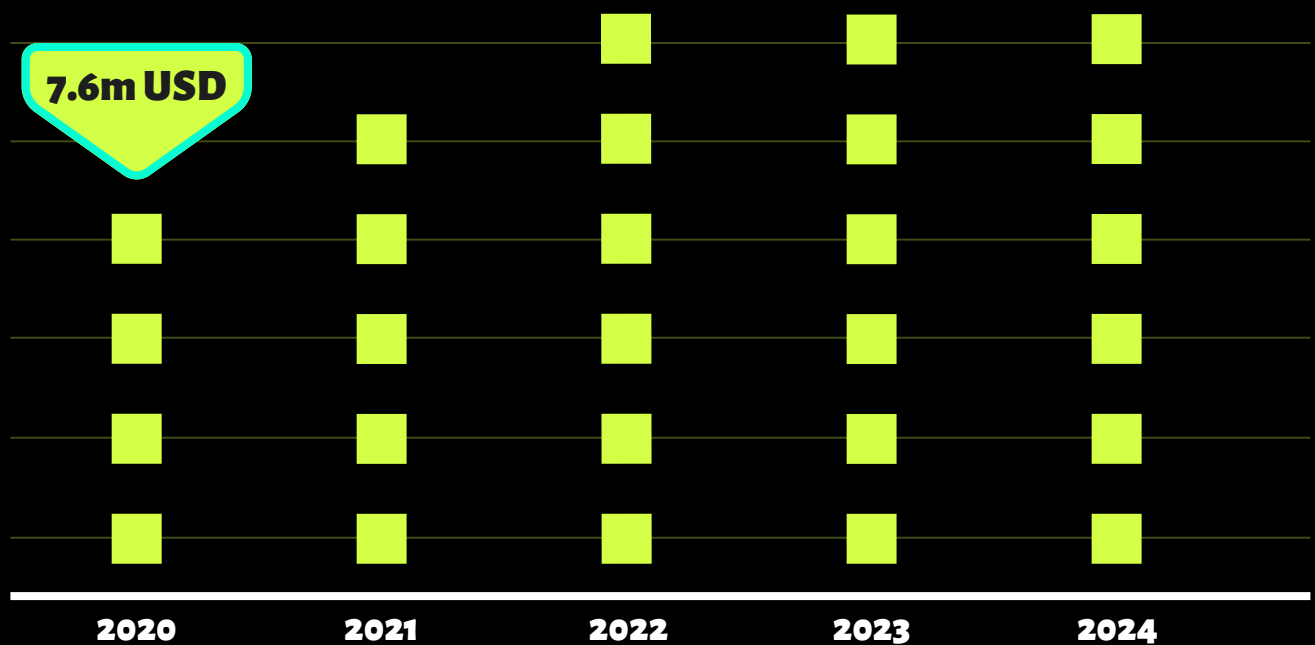
..... 2024

Fairtrade Canada celebrates its 30th anniversary!



Commercial Highlights

Fairtrade Premium from Canadian Sales



The total projected Fairtrade Premium*, generated by sales of products in Canada increased to **US\$9.4m** in 2024, an **increase of 4%** year over year. In addition, the Fairtrade Organic Differential* generated **an additional US\$13.4m** in impact for producers in 2024. **In the last decade, Fairtrade Canada has generated over US\$65m in Premium.**

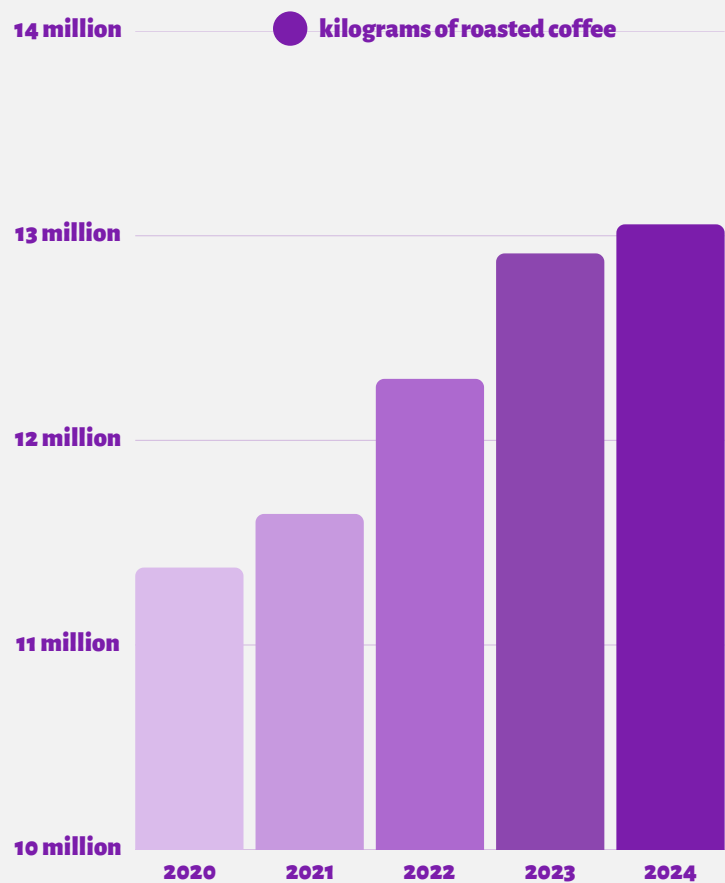
★ Fairtrade Premium: The Fairtrade Premium is an extra sum of money, paid on top of the selling price (the Fairtrade Minimum Price, legal minimum price, or commercial price). It is defined as a fixed percentage of the Fairtrade Minimum Price or a certain value. Farmers or workers invest the Fairtrade Premium in projects of their choice. They decide together how to spend the Fairtrade Premium to reach their needs, such as improving their farming, businesses, or health and education in their community.

★ Organic Differential: The lowest possible differential that producers must receive in addition to the Fairtrade Minimum Price or market price, whichever is higher. If a Premium is set for the conventional product variety, this Premium also applies to the organic product, unless stated differently.

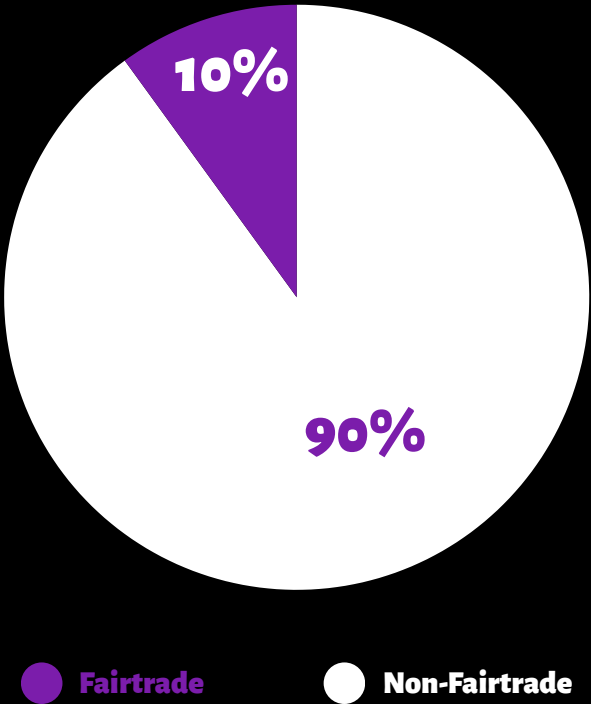
Coffee Volumes and Market Growth

Fairtrade coffee sales by Canadian licensees grew by just over 1% in volume, while the total market remained static. It is estimated that Fairtrade coffee represents 10% of the total Canadian coffee market.

The industry in general faced a tumultuous year with the coffee market seeing a 70% surge in prices in 2024 and supply chains facing considerable export challenges.



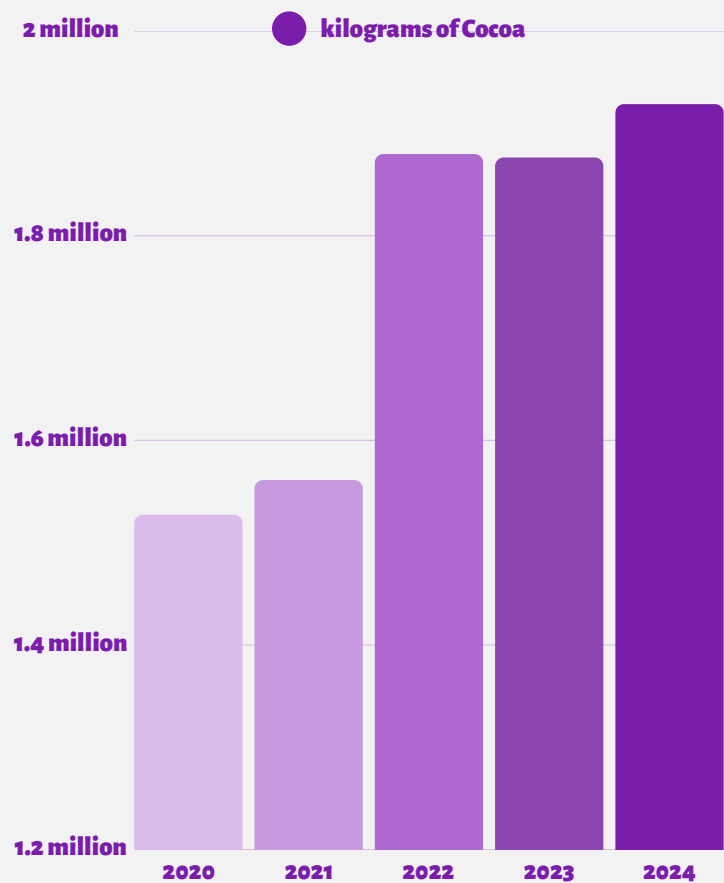
Share of the Canadian Coffee Market



Cocoa Volumes and Market Growth

In 2024, demand for Fairtrade certified cocoa among Canadian licensees grew by 3%, continuing a steady upward trend.

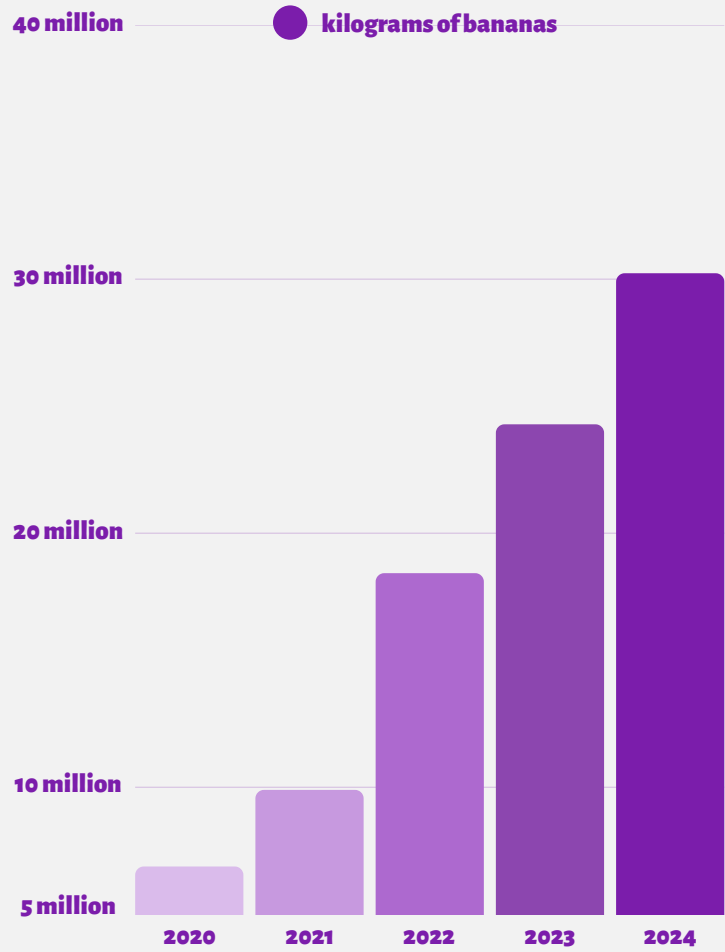
Over the past two years, average sales volumes have increased by 15%, a particularly encouraging sign given the significant challenges facing the cocoa sector. This growth has occurred despite a difficult global context marked by rising commodity prices, climate-related crop losses, disease pressure.



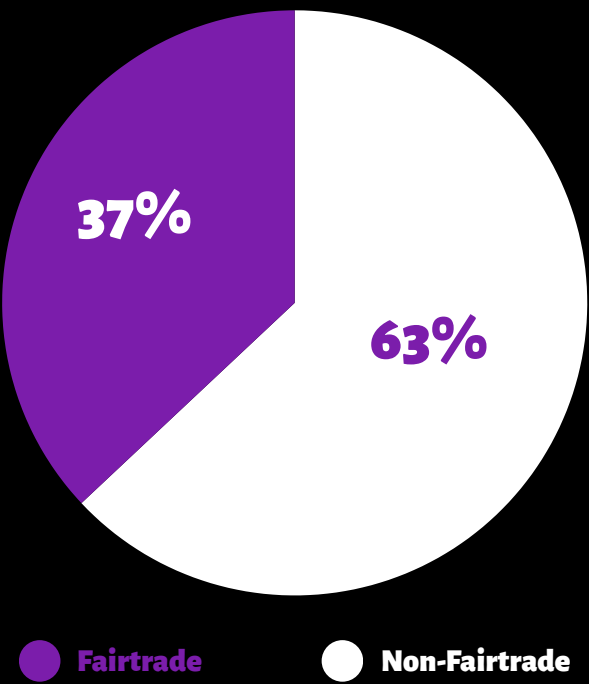
Banana Volumes and Market Growth

Demand for Fairtrade bananas continued to grow in 2024, with volumes increasing by 25%. Fairtrade bananas now represent an estimated 37% share of Canada's organic banana market.

This growth comes despite ongoing industry challenges, including the spread of the TR4 plant disease, unpredictable weather, and rising costs of fertilizer and other essential inputs, all of which continue to place pressure on producers.



Share of the Canadian Organic Banana Market



Business Development Highlights



This year, we welcomed **10** new Canadian licensees to the Fairtrade system.



New Fairtrade wines were added to the **LCBO's selection** this year, supported by joint promotional efforts.



We were thrilled to see **Tony's Chocolonely** officially launch in Canada!



We saw strong **growth** in private label offerings, particularly in conventional retail, a promising sign that more retailers are incorporating fairer supply chains.



We also held a number of constructive conversations with well-known **household brands** across a range of product categories.



We had the opportunity to join the Keurig Dr Pepper staff team for a **'lunch and learn,'** creating space to share Fairtrade's mission and spark genuine conversations about fairness in supply chains.

Senior Partnership Manager- Idir Fenek

In 2024, Idir Fenek assumed an expanded role focused on supporting North American coffee traders. As the industry adapts to evolving regulatory requirements and updated Fairtrade International standards, this role was created to provide targeted guidance on compliance, sourcing, and strategic engagement with producer partners. A key focus is also ensuring traders have the tools and resources needed to effectively communicate the value and impact of Fairtrade.



"In my new role, I aspire to build bridges between producers and roasters. This can't be done without the critical role that North American importers (traders) are playing in the Fairtrade supply chain. Beyond the logistical aspect, they bear an important financial risk and are also intentionally choosing to source and trade Fairtrade certified coffee, which makes them essential partners to Fairtrade."



This position requires a solid understanding of the complex coffee market dynamics and ecosystem. I am constantly learning in this ever-changing and humbling environment."

Update on the ICO Mark: As of 2024, Fairtrade International has integrated the ICO Mark (International Coffee Organization Mark) into its green coffee reporting system, Fairtrace.

The ICO Mark is a universal traceability identifier used by all member countries of the International Coffee Organization. Each coffee lot sold must now carry a unique ICO Mark that links it back to the exporter. This system enables full traceability of every coffee lot from origin to destination.

All supply chain actors using Fairtrace can now include the ICO Mark when reporting their transactions. This enhancement improves the ability to trace coffee across the supply chain, enabling faster and more accurate mapping of transactions. It also strengthens the connection between Fairtrade Premiums, impact data, and specific supply chains, giving partners deeper insight into where their coffee comes from, how value is distributed, and where potential risks or non-compliances may exist.

Partner Engagement Highlights



Canterbury Coffee

During Fairtrade Month 2024, we supported long-time partner Canterbury Coffee in highlighting their commitment to Fairtrade. Our CEO, Julie Francoeur, joined their team at their Burnaby roastery for an interview on CTV's morning show, where the discussion focused on ethical sourcing and Canterbury's leadership in the movement.

The national exposure helped amplify their Fairtrade efforts and further strengthened the credibility of our shared commitment to responsible business practices.

Pictured: CEO Julie Francoeur on BC CTV News, discussing the significance of Fairtrade with Mona Mahmoud.



Salon du Chocolat Montréal

During the 2024 Salon du Chocolat Montréal, Christian Guiollot from Umano and Fairtrade certified producers Carole Ali and Ousmane Traoré of ECAKOOG COOP-CA engaged visitors in meaningful conversations about fairness, impact, and the everyday realities of cocoa farming.

Overall, Canadian chocolatiers showed a growing interest in sustainability, cocoa origins, and long-term relationships with producers, while consumer conversations reflected a rising awareness of Fairtrade and the importance of choosing chocolate that supports farmers' livelihoods and the future of cocoa.

Pictured: Mikaila Boyd, Sr. Business Partnership Manager (Sweets), Fairtrade Canada

Partner Engagement Highlights



Equifruit

Equifruit, North America's largest Fairtrade banana importer, continued to lead as a bold and creative Fairtrade partner in 2024. During Fairtrade Month, we collaborated on a national Costco Canada ad campaign, helping more shoppers understand the connection between ethical sourcing and everyday choices.

Our partnership also extended to consumer engagement through two giveaways and an Instagram takeover, amplifying the call for trade that puts farmers first. In 2024, Equifruit's leadership was also recognized across the sector, with Kim Chackal named The Packer's Produce Marketer of the Year and the company receiving a Progressive Grocer Impact Award for advancing environmental and social responsibility in produce.



Costco

Fairtrade presence at Costco Canada continued to grow in 2024, driven by strong sales and increased brand engagement. Several Fairtrade partners expanded their product offerings, and Fairtrade Canada collaborated with a number of them during Fairtrade Month to highlight their commitment to ethical sourcing.

The steady rise in demand for Fairtrade products at Costco, especially the success of Equifruit's Fairtrade banana program, reflect evolving shopper values and the growing relevance of fair trade within Canada's grocery landscape.

Brand Spotlight: Birch Bark Coffee

In 2024, we were proud to welcome Birch Bark Coffee into the Fairtrade system, a partnership grounded in our shared commitment to trade justice, fair and respectful partnerships, and community-driven solutions.

Founded by Mark Marsolais-Nahwegahbow of Whitefish River First Nation, Birch Bark is an Indigenous-owned coffee company that uses **ethically sourced coffee as a platform to raise awareness and support action on the water crisis in Indigenous communities still living under long-term boil water advisories.**



Brand Spotlight:

Café William

2024 marked another milestone for Café William with the launch of their second sailing cargo ship. This vessel transported Fairtrade green coffee beans from ANEI, an Indigenous cooperative in Colombia, to Québec City. In line with their broader mission, the initiative reflects **Café William's ambition to become the most sustainable coffee company in the world.**

Fairtrade Canada was proud to support this project every step of the way, from early planning to its final arrival, culminating in a celebration at the Port of Québec. Members of ANEI were also present to witness this two-year journey come to life.

"The partnership between the ANEI cooperative and Café William is a perfect example of what Fairtrade is all about – fostering thriving relationships between business and coffee-growing communities that lead to positive change for people and the planet."
– Julie Francoeur, CEO of Fairtrade Canada



Pictured: Café William team: Rémi Tremblay, CEO, Serge Picard, Owner, Jonathan Haley, Owner, and Rachel Ladouceur, former Senior Marketing Director. ANEI team: Aurora Maria Izquierdo, Founder, and Juan Sebastian Paez Izquierdo, Director of Family and Territorial Welfare Management. Fairtrade Canada team: Julie Francoeur, CEO and Maria Gallardo, Brand Marketing Manager.

Trade Show Attendance

Coffee Association of Canada (CAC) Conference

In 2024, Fairtrade Canada continued to engage with the CAC on conversations regarding sustainability, ethical sourcing, and the future of coffee in Canada. As a national platform bringing together voices from across the supply chain, the CAC plays a key role in advancing shared efforts toward a more fair, inclusive, and responsible coffee sector.

Themed 'Coffee Unites', last year's CAC conference brought together over 1,000 professionals from across the coffee industry, including roasters, retailers, suppliers, and researchers, to discuss emerging trends, challenges, and innovations shaping the Canadian coffee landscape.

During the conference, Fairtrade Canada was honoured with the inaugural Sustainability Award from the Coffee Association of Canada, recognizing our role in advancing fairer trading practices and supporting the rights and livelihoods of coffee farmers and their communities.

"Fairtrade's efforts not only create a positive impact on coffee-producing communities and the environment but also raise awareness among Canadian consumers about the importance of ethical sourcing." —Robert Carter, CAC President



Pictured (left to right): Robert Carter, President, CAC; Julie Francoeur, CEO, Fairtrade Canada; Solange Ackrill, Vice-Chair, CAC.

Trade Show Attendance:

In 2024, our commercial team strengthened Fairtrade's presence across key industry events, promoting ethical sourcing, spotlighting our business partners, and ensuring farmers' voices were heard. This expanded participation deepened conversations around trade justice and grew meaningful engagement across the food and beverage sector.

Specialty Coffee Expo (SCA)

At the Specialty Coffee Expo, **North America's largest** coffee trade show, we collaborated with Fairtrade America and the three Producer Networks to engage with global partners and producers, reinforcing our shared commitment to more transparent and equitable coffee supply chains.



Canadian Health Food Association (CHFA NOW)

At CHFA NOW, **Canada's leading event for natural and organic** products, Canadian and international licensees showcased Fairtrade-certified goods, supported by key distributors and brokers. The event offered valuable visibility for Fairtrade brands in the wellness and ethical retail space.



Canadian Produce Marketing Association (CPMA)

Through the CPMA Fall Harvest advocacy event, we met with policymakers and industry leaders to help ensure that the **rights and livelihoods of farmers and workers remained central** to national discussions on agriculture, labour, and climate policy.



International Fresh Produce Association (IFPA)

At the IFPA Global Produce & Floral Show, we connected with fresh produce **stakeholders from more than 70 countries**, emphasizing the importance of fair pricing and inclusive supply chains that respect the rights of producers worldwide.



A photograph of a workspace. In the background, a computer monitor displays a blue screen with a white line graph. In the foreground, a white mug with the Fairtrade logo sits on a light blue desk. A white keyboard and a white mouse are also visible. The text 'Marketing Highlights' is overlaid in large white letters.

Marketing Highlights

Fairtrade Month 2024

Fairtrade Month 2024 showcased the growing reach of our work to raise awareness about trade justice, ethical sourcing, and the people behind the products we consume every day.

Through strong collaboration with retailers, brands, campuses, and content creators, we brought the Fairtrade message to more Canadians than ever.

- **Over 1,200 retailers participated**, with 14 retail banners running flyer promotions across 782 locations.
- **Nearly 500 partners ordered Fairtrade point-of-sale kits**, building visibility for certified products in stores.
- 34 brands took part in in-store activations, and more than 30 shared Fairtrade content online, **reaching over 725,000 people**.
- On campus, 30 post-secondary institutions led Instagram takeovers, generating nearly **27,000 story impressions** and engaging students in conversations about fair trade.
- To further amplify our reach, we partnered with 25 content creators who shared Fairtrade values and products with audiences across the country, sparking 76% organic engagement and **reaching over 705,000 people**.

Together, we helped more people understand the impact of their choices and the importance of a trading system that respects the rights of farmers and workers.

We Are Farmers
We Are Brands
We Are Retailers
We Are Community



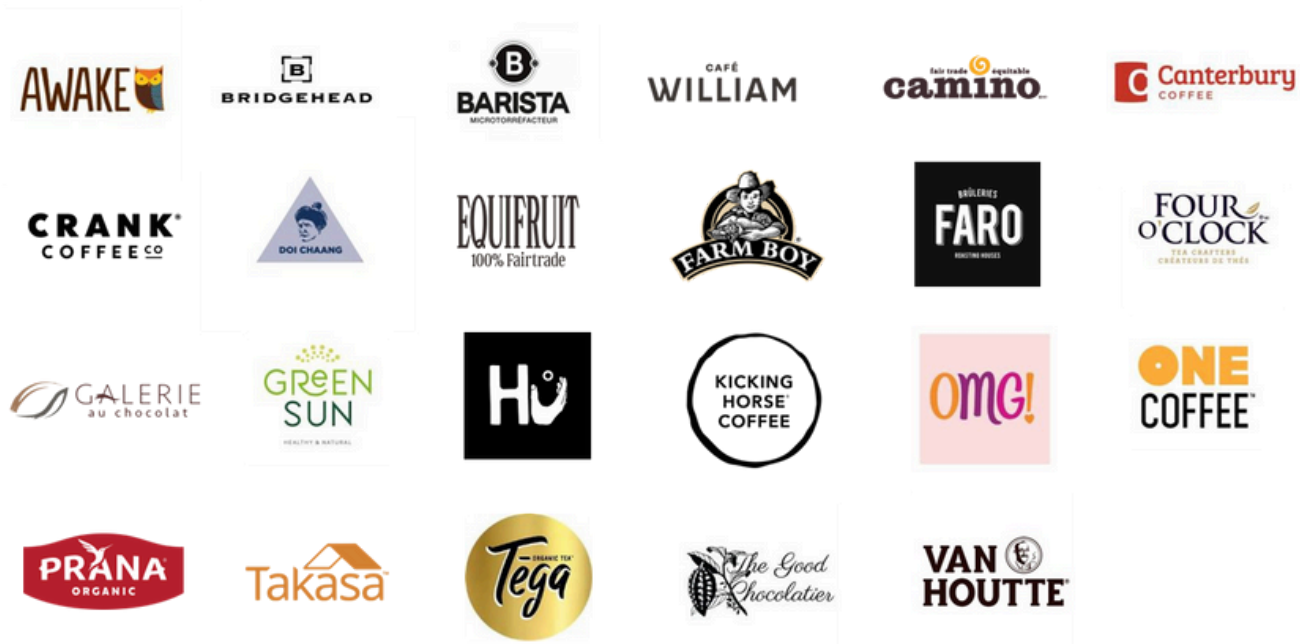
#WeAreFairtrade

**Together, we're
making fair the
new normal.**

Fairtrade Month 2024



Thank you to our participating partners!



Fairtrade in the News

In 2024, Fairtrade remained a visible and trusted voice in Canadian media, with nearly 2 million views across more than 190 media mentions, including 22 secured directly by Fairtrade Canada.

We collaborated with local community groups to amplify grassroots milestones, like helping spotlight Port Colborne's 15th anniversary as a Fair Trade Town through regional and national outlets like CBC and Niagara This Week.

Canadian brands also actively amplified their Fairtrade commitments, with partners like Café William highlighting their innovative sustainable shipping and Fairtrade sourcing in national and industry media. This growing brand-led promotion underscores how Fairtrade continues to serve as a credible and valuable asset in corporate sustainability storytelling.

Promoting Canadian Brands with Fairtrade Local

We also continued to promote Canadian Fairtrade-certified brands through our [Fairtrade Local page](#), which connects values-driven consumers with ethical and sustainable products made close to home.

As one of the **most visited areas of our website**, it plays a key role in spotlighting Canadian businesses that share Fairtrade values. We supported this visibility through targeted social media advertising, driving consumer awareness and engagement with local brands.



Advocacy Highlights

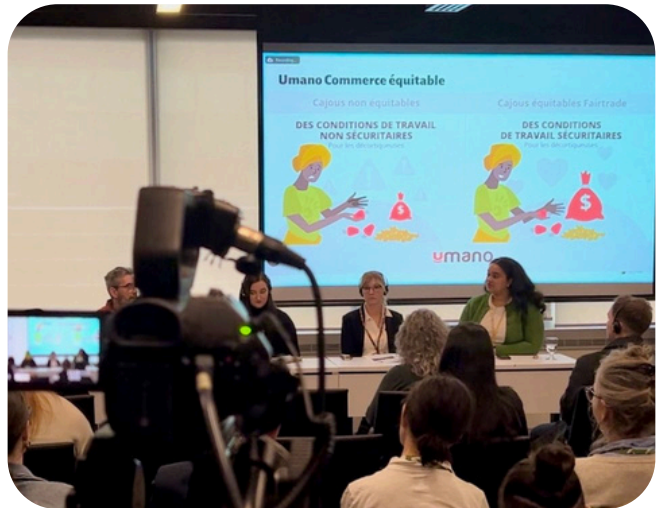
2024 Fairtrade Canada Conference

After a four-year interruption caused by the COVID-19 pandemic, the 9th National Fair Trade Conference brought together over 160 Fair Trade activists in Montreal. Co-hosted by Fairtrade Canada and Concordia University, the “Down-to-earth” theme celebrated 30 years of Fairtrade in Canada and renewed our shared commitment to justice, equity, and sustainable trade.

Over two days, the program featured producers, business leaders, academics, and youth advocates engaging in critical discussions. Breakout sessions explored child labour in cocoa and cashew supply chains, resilience in the coffee sector, sustainable procurement on campuses, fresh produce innovation, and the future of fair trade handicrafts. The event also included a panel on disruptive marketing in fair trade, moderated by Concordia professor Jordan LeBel, featuring leaders from Equifruit, &BACK Coffee, and Tony's Chocolonely.

A key moment of the event was an interview with Senator Julie Miville-Dechêne, who joined Fairtrade Canada CEO Julie Francoeur to discuss the Fighting Against Forced Labour and Child Labour in Supply Chains Act (Bill S-211), a discussion that offered attendees, especially younger ones, a valuable opportunity to engage directly on the future of Canadian supply chain legislation and its potential to advance trade justice.

Producer perspectives were a key part of the program, with Victor Cordero, General Manager of the Red Ecolsierra cooperative and CLAC board member, contributing valuable insights on cooperative resilience and farmer-led approaches to sustainability.



As part of our commitment to inclusion and sustainability, the event was also thoughtfully **designed to minimize** environmental impact and support broad participation. Highlights included plant-based and Fairtrade-certified catering, a fully digital program, and financial assistance for attendees. We were proud to receive **Gold Level Sustainable Event** certification from Concordia's Office of Sustainable Development in recognition of these efforts.



Left to right: Bev Toews, Chair, Canadian Fair Trade Network (CFTN); Senator Julie Miville-Dechêne; Julie Francoeur, CEO, Fairtrade Canada; Cynthia Shanks, Senior Director, Corporate Affairs, Keurig Dr Pepper Canada; Jennie Coleman, President, Equifruit.

New Fair Trade Campus Designations:



Silver



Ongoing Fair Trade Programs (December 31, 2024)

44 Active Fair Trade Campuses

40 Fair Trade Workplaces

13 Fair Trade Towns

7 Fair Trade Faith Groups

14 Fair Trade Schools

14 Fair Trade Events

Discover more [here](#). 

Fair Trade School Curriculum

In 2024, we supported the development of a new Fair Trade School curriculum, [a comprehensive package of lessons](#) and activities designed for students ages 5 to 17.

We also relaunched the [Fair Trade Ambassadors program](#), introducing two new training modules developed in partnership with SFU and Concordia. Since September, 20 Ambassadors have already completed the training.

Policy Advocacy

In 2024, we made a submission to the federal government's consultation on the ban of imported goods made with forced labour.

In our submission, we highlighted the importance of engaging rights holders and workers in the development and implementation of the import ban, ensuring their voices are central to identifying and addressing labour abuses. We also emphasized the value of credible, third-party certification systems, like Fairtrade, in supporting due diligence and providing traceability and transparency in supply chains.

Our recommendations focused on practical approaches to enforcement, improved coordination across agencies, and the inclusion of mechanisms that promote remediation and accountability, not just punitive action.



The Board and its Activities:

**Valentina
Amalraj**

Chair (CSO - Fair
Trade Toronto)

**Olivier
Bertrand
Fontaine**

Vice-chair (Licensee,
Café Faro)

**Kuljit
Rakhra**

Treasurer (Licensee,
Takasa)

**Claudette
Torbey**

Secretary (CSO,
Concordia University)

**Rachel
Ladouceur**

**Kate
Burnett**

Director
(Independent)

**Tom
Watt**

Director (CSO,
York University)

**Mark
McLaughlin**

Director
(Independent)

**Vera
Belazelkoska**

Director
(Independent)

In 2024, Eugene Ellmen, Michael Yarymowich, and Madison Hopper concluded their service on the board. We thank them for their dedication and lasting contributions to trade justice and the Fairtrade movement.

This year marked the Board's first cycle operating under updated Terms of Reference (ToR) for all its committees. We observed a noticeable improvement in the onboarding of new members, the structure and efficiency of meetings, and the ability to dedicate more time to strategic thinking, dialogue, and discussion. Among the key items reviewed and approved by the Board were updates to the Finance Standard Operating Procedure (SOP) and adjustments to the Human Resources Policy.

Since last fall, Fairtrade Canada has also begun developing its next strategic plan. Given current global uncertainties and informed by recent research, we have opted for a 3-year plan starting in 2026, rather than the typical 5-year cycle. Board members and staff have been engaged in brainstorming and information-gathering exercises, and the Board looks forward to helping identify key focus areas and shape a clear, meaningful plan that reflects the core values and priorities of our organization.

Recent political decisions, including the introduction of new tariffs at the Canada–US border, have shaped much of the Board's recent discussions. In the face of these evolving circumstances, the Board remains confident that Fairtrade Canada is well equipped to support its partners, adapt to emerging challenges, and safeguard the organization's ability to deliver meaningful impact.

Acknowledging this context, we have remained committed to strengthening our relationship with the Board of Fairtrade America, with the goal of fostering greater collaboration between our two organizations and aligning more consistently on matters related to Fairtrade International.

Committees:

Finance Committee

- Reviewed and approved the 2025 budget
- Approved the use of unrestricted reserve funds for continuing to offer services and **enable the Fairtrade system in Canada to grow**, resulting in increased economic and social impact for farmers and workers.

Human Resource Committee

- Applied the newly implemented CEO review process
- Reviewed and approved adjustments to the Human Resource policy pertaining to remote work and place of residency of staff.

Governance Committee

- Continued reflection on DEI principles and practices.
- Monitoring of the risk register

Strategic Committee

- Offered work sessions to identify the **building blocks for the upcoming new strategic plan**
- Established a project timeline in collaboration with Fairtrade Canada leadership team

Thank you to our members and business partners for standing with us in the movement for trade justice. The progress we've made this year has only been possible through your continued partnership and shared commitment.

As we look ahead, we remain hopeful and determined to keep building a fairer, more sustainable future for people and planet, together. We're grateful to continue this work alongside you, and we sincerely thank you for being part of what comes next.

**Alternative Grounds BEAN FAIR Level Ground Trading Ltd. Nu-Tea Company Ltd.
PLANET BEAN The Green Campus Co-op Volo Athletics Inc. Umano Commerce Équitable Inc.
Traditional Medicinals (Canada) Café William Equifruit Inc.
Fair Trade Jewellery Company Ltd Florists Supply Ltd Just Us! Coffee Roasters Co
La Siembra Co-operative Keurig Canada Kicking Horse Coffee Café Faro Inc. Kraft Heinz
Takasa Lifestyle Company Inc. DHARMA FAIRTRADE
Engineers Without Borders Canada Canada Organic Trade Association
Canadian Labour Congress Association Québécoise du Commerce Équitable (AQCE)
CFTN Fair Trade Olds Concordia University Université de Montréal Université de Sherbrooke
Manitoba Council for International Cooperation (MCIC) The Marquis Project
Fair Trade Toronto Simon Fraser University Comité de solidarité Trois-Rivières - CS3R
Aide internationale pour l'Enfance Solidarité Laurentides Amérique Centrale (SLAM)**

