

FAIRTRADE MONTH



2025 Campaign Action Guide

Brand Partners



Fairtrade Month

Fairtrade Month is a celebration of our work together towards a more equitable world. **Throughout the month of October**, our community of retailers, brand partners, and advocates across the US and Canada is celebrating the farmers and workers behind Fairtrade products, hosting events, and promoting ethically sourced ingredients and products.

Together, we celebrate the Fairtrade movement and build on the momentum to make fair pay for farmers and workers a reality.



- **Campaign website**

www.fairtrademonth.net

Under construction – launching by September 1, 2025

- **Campaign hashtag**

[**#FairtradeMonth**](#)

- **Access the campaign toolkit here**

- **Follow us on Instagram, Facebook, and LinkedIn.** Reshare our Fairtrade Month content to your stories and tag us so we can reshare your content! ([@FairtradeMarkUS](#) and [@FairtradeCanada](#))

How to engage:

Page 5: Share content on your **social media, website, and newsletters**

Page 10: Provide **special deals and giveaways** on your Fairtrade certified products - we'll feature your special promotions on our brand promotion page.
Want to **collaborate with other Fairtrade brands** to amplify your Fairtrade Month celebrations? We'll help with introductions!

Page 13: **Encourage your retail partners** to use our free printed POS materials and to feature Fairtrade Month promotions in-store

Page 16: Celebrate your Fairtrade commitment **with your team**

Social media, website, and newsletters



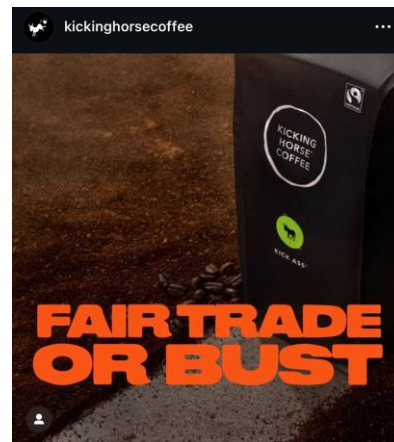
Shout about Fairtrade on social

Use our ready-to-go graphics and captions or create your own content using our photo galleries to celebrate Fairtrade Month with your followers!

Highlight your certified products, your Fairtrade Premium impact, special promos, or reshare Fairtrade's posts.

Don't forget to search for "Fairtrade" in the Instagram stickers to finish your Stories in style.

Look for the blue and green Mark!



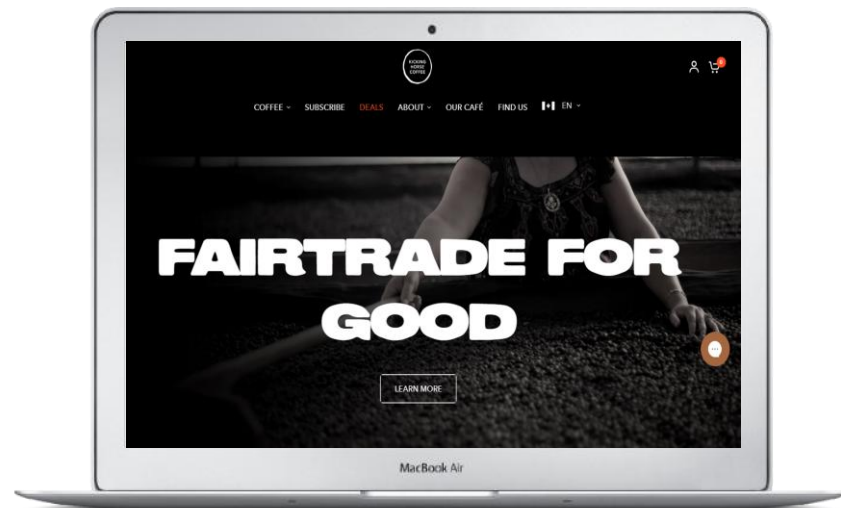
Feature Fairtrade on your website

Create a dedicated landing page that talks about your Fairtrade commitment.

Great for SEO, plus it will help you showcase your ethical commitment during Fairtrade Month and all year round.

Not sure where to start?

Check out our [guide on how to communicate about Fairtrade.](#)



Add Fairtrade Month to your newsletters

Email newsletters are a great place to **build awareness of your commitment to sustainability!**

Consider featuring your certified products, your Fairtrade impact for farmers, and special Fairtrade Month promos in your October publications for shoppers.



Fairtrade Month content inspo

Use this template to help plan your content throughout Fairtrade Month

Week 1 (Oct 1 – 4)

Tell your audiences **why** you are a part of Fairtrade.

Educate your followers on the challenges facing farmers and explain that Fairtrade works to rebalance trade through farmer partnership, rigorous standards, and the [Fairtrade Minimum Price & Fairtrade Premium](#).

Week 2 (Oct 5-11)

Tell your audiences **how** you are a part of Fairtrade.

Show customers your Fairtrade certified products and explain that the Fairtrade Mark is a trustworthy certification of trade practices that are making the world fairer.



Week 3 (Oct 12-18)

Highlight the stories of **Fairtrade farmers and workers**.

Use your Fairtrade impact report information and farmer stories to introduce your followers to the people behind the products we use every day.

Week 4 (Oct 19-25)

Encourage your shoppers to **join** the movement.

Highlight promos on your Fairtrade certified products and encourage your followers to support fairness through their shopping choices

Week 5 (Oct 26-31)

Last chance to join the Fairtrade Month celebrations!

Encourage your followers to enter Fairtrade's **online giveaways** for a chance to win exciting prizes.

Special deals and giveaways



Create special Fairtrade Month discounts

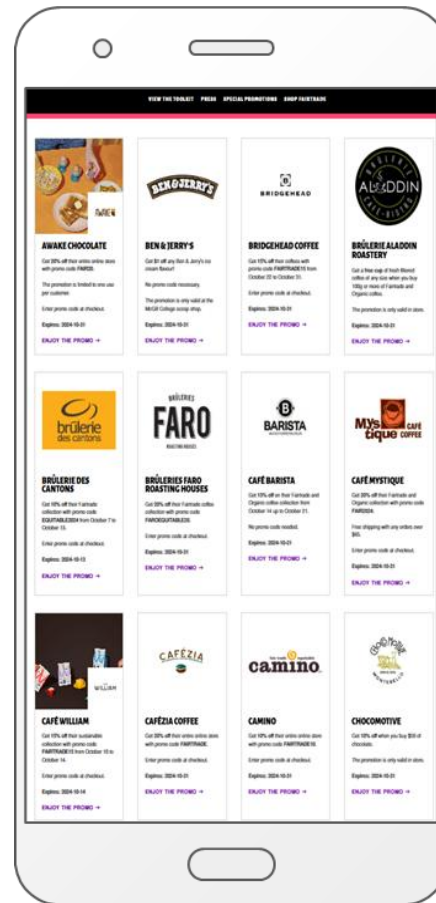
Have an e-commerce site?

Create a Fairtrade Month discount code, valid throughout October 2025.

Want to drive consumers to buy your products in stores?

Consider creating a digital manufacturer's coupon that Fairtrade shoppers can download.

Simply fill out the form here with information on the discount, and we'll feature it on our website and social media for thousands of shoppers.



Host a Fairtrade Month giveaway

Celebrate Fairtrade Month with a special giveaway for your followers!

Consider teaming up with other Fairtrade brands for an even bigger splash. **Fill out this form** to tell us about your giveaway and/or to be connected with other brands who may want to work together!



Encourage your retail partners' participation



We have free materials for retailers!

Refer your partners to the [American retailer order form](#) or the [Canadian retailer order form](#)



Small Poster

11 x 17 in.

Perfect in a window, to accompany a display, or at the entrance.



Endcap Poster (US Only)

35 x 23 in.

Drive attention and sales to your key displays and Fairtrade promotions.



Shelf Wobblers

3.5 x 3.5 in.

Use throughout the store to highlight Fairtrade products on the shelves.

Celebrate with your team



Make Fairtrade Month extra special for your team



Gift a Fairtrade goody bag

Celebrate your team's hard work with a special Fairtrade treat to share together online or IRL this Fairtrade Month!

Here's some inspiration:

- Send a care package of Fairtrade tea, coffee, and chocolate ahead of the chilly holiday months.
- Get some Fairtrade certified company swag from [Gallant Int'l](#) (US) or [Green Campus Co-Op](#) (Canada). Sweatshirts, T-shirts, bags, beanies, aprons – what would your team enjoy?

Host a Fairtrade social event

Do your teams meet in-office? Host a social event complete with Fairtrade treats! Here are some ideas:

- Fairtrade baking competition: Challenge team members to whip up a treat to share using certified baking ingredients (cocoa powder, coconut, chocolate chips,...)
- Fairtrade coffee and chocolate tasting: Pair up products from Fairtrade brands and invite your team to indulge while learning about Fairtrade's work with coffee and cocoa farmers.
- Fairtrade snack break: Provide some tasty new Fairtrade snack options in the break room.

Organize a "Fairtrade Film Club"

Invite your staff to watch a thought-provoking documentary and host a team discussion online or in person. Below are some of suggestions:

- "Farmers: Fighting the Global Crisis" – a docuseries produced by Fairtrade International
- "Rotten" – a docuseries on Netflix with episodes covering important commodities like avocados, cocoa, and sugar cane
- "Connected by Coffee" – a film exploring the past, present, and future of Latin American coffee production

Organizing a special activity? **Post a photo on social media and tag us** – we'd love to reshare! ([@FairtradeMarkUS](#) and [@FairtradeCanada](#))

Ready to celebrate?

Reach out with any questions!

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Canada: maria.gallardo@fairtrade.ca



[Access the campaign toolkit here](#)

