

FAIRTRADE MONTH

2025 Campaign Action Guide

Canadian retailers



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 are 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.



Retailers play such an influential role!

In our 2025 Globescan research, **shoppers told us that they value Fairtrade but that in-store visibility remains one of the biggest barriers to purchase.**

Your connection with shoppers has a great impact in making trade fairer.

Use Fairtrade Month to show shoppers your commitment to people and planet and help them shop their values!



How to engage:



Page 5: Sign up for and utilize our **FREE printed POS materials in stores**

Page 6: **Provide promotions on Fairtrade certified products** in-store, and in flyers and printed circulars

Page 10: Share content on your **social media, website, and newsletters**

Page 16: **Host events or experiences in-store** to celebrate Fairtrade with your shoppers and/or your team

Get free marketing materials for your store



[Click here to sign up!](#) (Until August 15 only - while supplies last)



1 x Small poster

11 x 17 inches

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



10 x Shelf Wobblers

3.5 x 3.5 inches

Use them throughout the store to identify Fairtrade products on the shelves and highlight special promotions.

**Provide
promotions on
Fairtrade certified
products**



Put sustainable shopping on display

Use your merchandising displays to highlight your store's Fairtrade products.

Here are some ideas:

- Highlight Fairtrade chocolate for Halloween
- Make a cozy Fairtrade display for fall with coffee, hot cocoa, and tea
- Use our free point-of-sale material around the store
- Highlight your Fairtrade products with our Fairtrade Month shelf wobblers



Run promos on Fairtrade items

Consider special pricing in October on products that carry the Fairtrade Mark!

You likely have Fairtrade products in the following categories:

- Produce (bananas are most common!)
- Chocolate
- Coffee and tea
- Ice cream

Discover our **Fairtrade Local tool** to see Canadian brands and products you may offer!



Highlight Fairtrade in your flyers

Printed or digital flyers are a great place to build awareness of your Fairtrade products and commitment to sustainability!

Use our digital toolkit for assets you can easily incorporate in your October flyers, like logos, pictures, the Fairtrade Mark, and more.



Social media, website, and newsletters



- **Campaign website**

www.fairtrademonth.net

Under construction – launching by September 1, 2025

- **Campaign hashtag**

#FairtradeMonth

- **[Access the campaign toolkit here](#)**

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

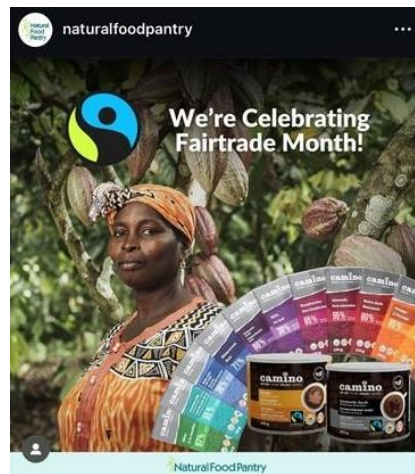
Talk about Fairtrade on social

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 certified products, special promos, or reshare Fairtrade Canada'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!



Add Fairtrade Month to your newsletters

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

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



CHOICES MARKET

**CHOICES MARKET**
FEATURED CHOICE
of the week



FAIR TRADE

Kicking Horse Organic Whole Bean Coffee
Medium Roast, 454g

YOU SAVE 26%

\$14.99

HORSE POWER

100% ORGANIC WHOLE BEAN COFFEE
MEDIUM ROAST
NET WT. 1 LB. (454g) / 16 OZ.

Price Effective: October 17th - October 23rd, 2024

Fuel your day with Kicking Horse Coffee—100% organic, Fairtrade, and packed with bold, rich flavors!

Sustainably sourced and proudly Canadian, it's the premium coffee you can feel great about. Grab yours now and taste the difference!

GRAB YOURS

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 support Fairtrade.

Show your customers that you are sustainably minded. Share your ongoing sustainability commitments and how your company is making a difference.

Carrying Fairtrade products and talking about Fairtrade shows that you care.

Week 2 (Oct 5-11)

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

Show your customers the fine selection of Fairtrade products you carry in-store as a supporter of this global movement.

Looking for more Fairtrade products to carry? [Use our Fairtrade Local tool to discover Canadian Fairtrade brands.](#)

Week 3 (Oct 12-18)

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

Set up **contests** for your customers to share photos of Fairtrade products they find in your store. Tell them to look for the Fairtrade Mark!



Week 4 (Oct 19-25)

Halloween is fast approaching - you gotta sell that candy.

Encourage shoppers to have an ethical Halloween with Fairtrade certified chocolate from Canadian brands like [Camino](#) or [OMGs](#).

Week 5 (Oct 26-31)

Last chance to join in the Fairtrade Month celebrations!

In addition to highlighting any special promos in your store, encourage your followers to enter Fairtrade Canada's **grand prize giveaway**.

Host events or experiences in-store



Make Fairtrade Month extra special



Celebrate with your staff

Your team members are crucial to helping grow the Fairtrade movement – honour their valuable work during Fairtrade Month. Here are some ideas:

- Put together a **Fairtrade goody bag** as a gift to your staff
- Organize a **staff competition** with Fairtrade products as the prize
- Invite your team to identify their favourite Fairtrade products and promote "**staff picks**" in-store and online

Sample Fairtrade products

Fairtrade Month is a perfect time to invite shoppers to try certified products in your store. Here are some ideas to draw in customers:

- Fairtrade chocolate tasting as shoppers prepare for **Halloween** and/or holiday season treating
- **Chocolate-covered bananas** – a tasty, easy, and ethical DIY snack (*plus, you can move two products at once!*)
- Fairtrade **tea and coffee** for warming up on cold days
- Host a "**food fair**" with sampling of a variety of certified products

Host a Fairtrade Month event

Looking for ways to build community with your shoppers? Use Fairtrade Month as a chance to do something special!

- **Fairtrade baking workshop:** Showcase certified baking ingredients like cocoa powder and chocolate chips
- **Fairtrade coffee and chocolate pairing:** Consider partnering with a local brand and invite community members to indulge and learn
- **Fairtrade film night:** Invite your community for a screening of an educational film, like our "[Farmers](#)" [docuseries](#)

Ready to go?

Reach out to our team with any questions!

retail@fairtrade.ca



FAIRTRADE

[Access the campaign toolkit here](#)

