

# FAIRTRADE MONTH

## Campaign Action Guide for Retailers

October 2025



# 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 recent research, 76% of Fairtrade-aware shoppers said the label makes it easy to identify ethically and responsibly produced items.

Use Fairtrade Month as a chance to show your shoppers how they can shop their values in your store and have an impact in making trade fairer!



# How to engage:



**Page 6:** Share content on your **social media, website, and newsletters**

**Page 11:** **Sign up for and utilize our FREE printed signage in stores**

**Page 14:** **Provide promotions on Fairtrade certified products** in-store, and in flyers and printed circulars

**Page 17:** **Host events or experiences in-store** to celebrate Fairtrade with your shoppers and/or your team

- **Campaign website**

[fairtrademonth.net](https://fairtrademonth.net)

Under construction - launching by September 1, 2025

- **Campaign hashtag**

#FairtradeMonth

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

- **Follow us on social media**

Reshare our Fairtrade Month content on Instagram, Facebook, and LinkedIn and tag us so we can reshare your content!

[@FairtradeMarkUS](#)

# Social media, website, and newsletters





# 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!

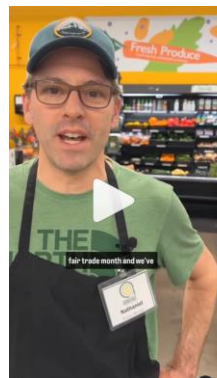
Highlight certified products, special promos, or reshare Fairtrade Americas posts.

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

Look for the blue and green Mark!



CHOOSE  
FAIRTRADE









# 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

KICKING  
HORSE  
COFFEE

HORSE POWER

100% ORGANIC WHOLE BEAN COFFEE  
MEDIUM ROAST  
KICKING HORSE COFFEE

Price Effective: October 17<sup>th</sup> - October 23<sup>rd</sup>, 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 product finder tool to discover US 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 brands like [Tony's Chocolonely](#)

## 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 America's **grand prize giveaway**.

**Use our FREE  
printed signage in  
stores**



# Get free marketing materials for your store

[Click here to sign up!](#) (Sign-ups close August 1, 2025)



**1 x Small poster**  
11 x 17 in.

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



**1 x Endcap Poster**  
35 x 23 in.

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



**8 x Shelf Wobblers**  
3.5 x 3.5 in.

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



# 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
- Highlight your Fairtrade products with our Fairtrade Month shelf wobblers

Explore our [Fairtrade Product Catalog](#) to see brands and products you may have on shelf!





# Provide promotions on Fairtrade certified products



# 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

Explore our Fairtrade Product Catalog to see 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 and feature promotional pricing, products, and Fairtrade info in your October publications for shoppers.



# 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 favorite 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@fairtradeamerica.org](mailto:retail@fairtradeamerica.org)



[Access the campaign toolkit here](#)

