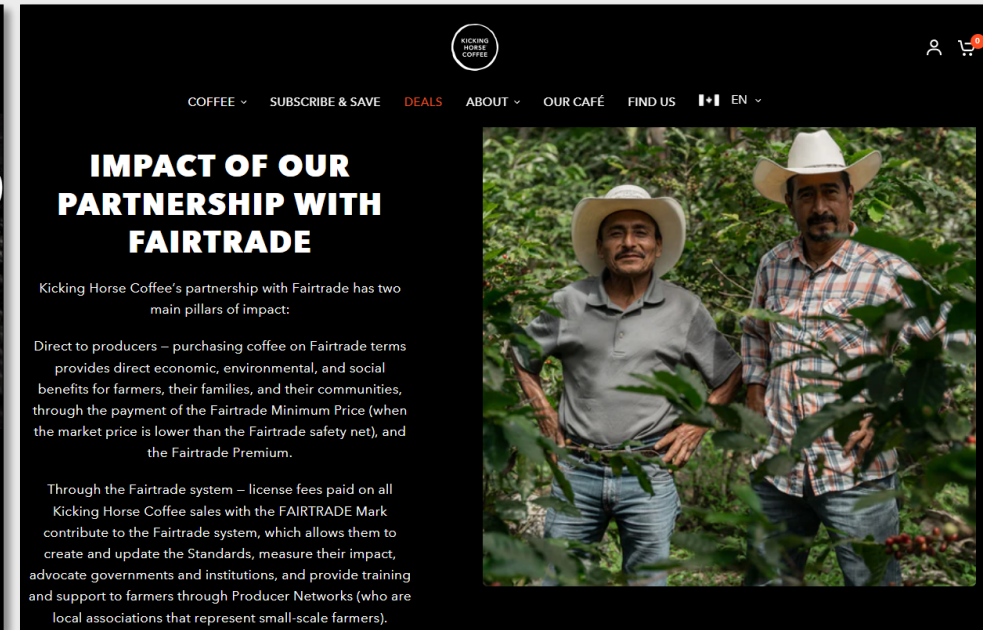
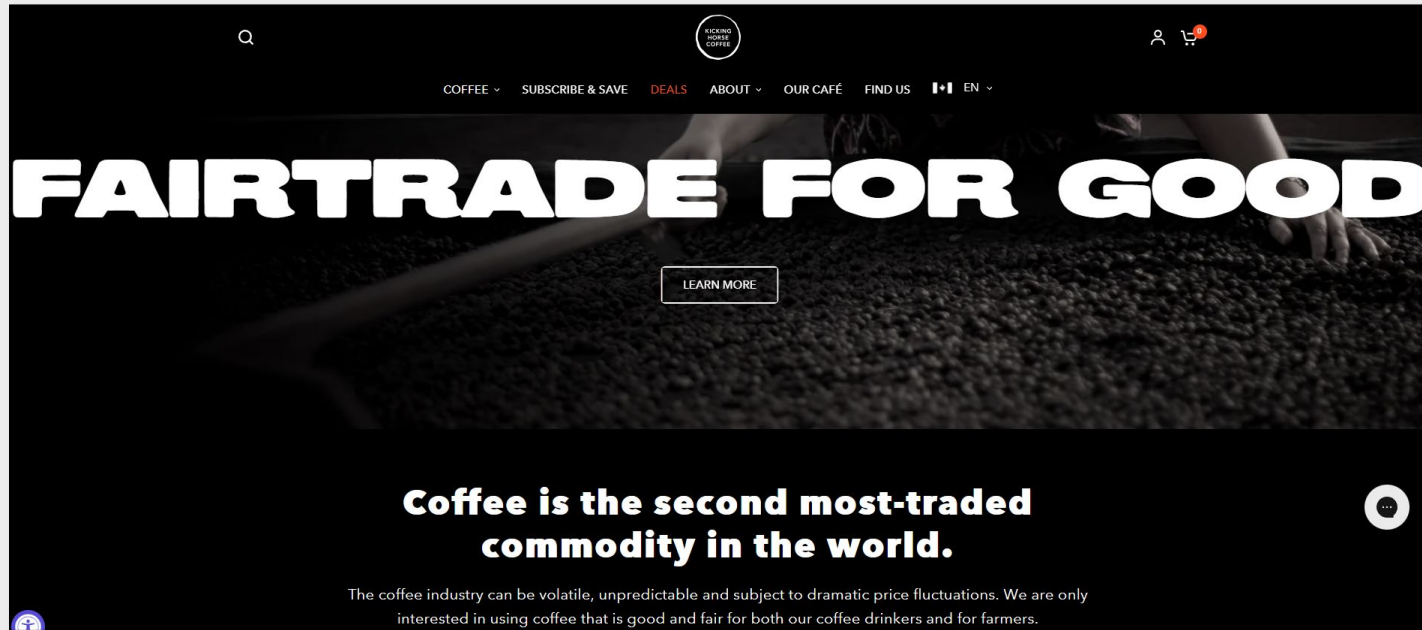


Best Practices
**Fairtrade
Storytelling**



Kicking Horse Coffee



Dedicated Fairtrade Webpage

Kicking Horse Coffee builds Fairtrade directly into their brand narrative online. By dedicating prominent website space to their sourcing practices, they educate consumers, strengthen brand credibility, and make Fairtrade part of the everyday customer journey from awareness to purchase.

[SEE EXAMPLE](#)

Café William

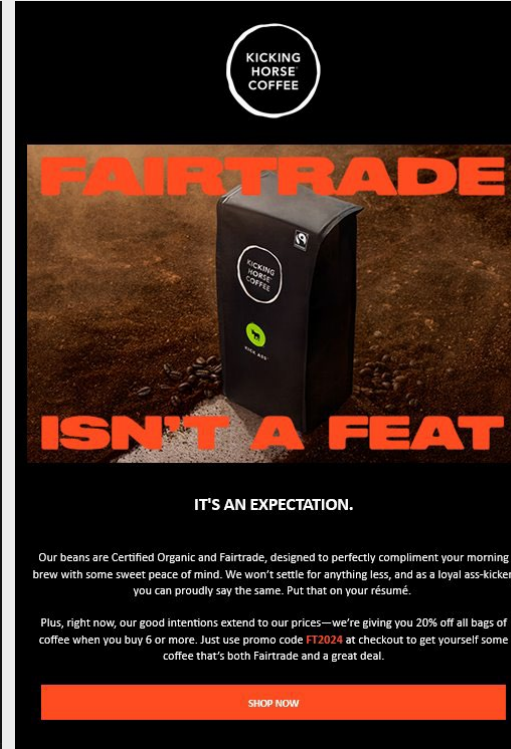
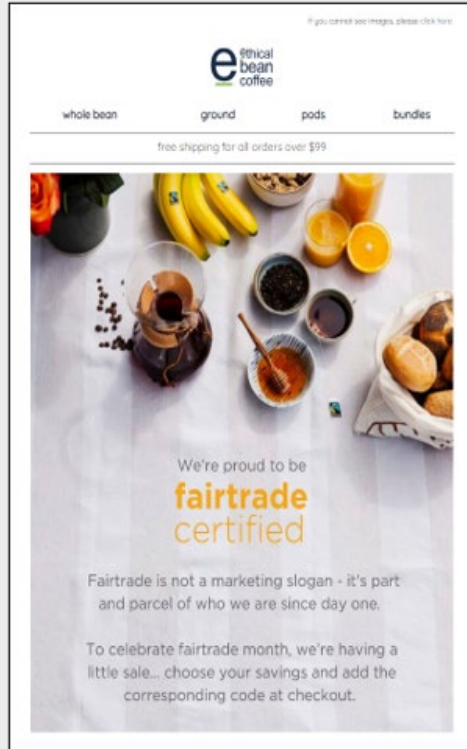


Leveraging Fairtrade for PR

Café William demonstrates how to leverage press coverage to amplify Fairtrade commitments. By telling a compelling story through earned media, they reached a broad audience and positioned Fairtrade as a core part of their brand identity, not just a certification mark. This approach shows the value of engaging with journalists to elevate both brand and movement narratives.

[SEE EXAMPLE](#)

Keeping Fairtrade in the Inbox



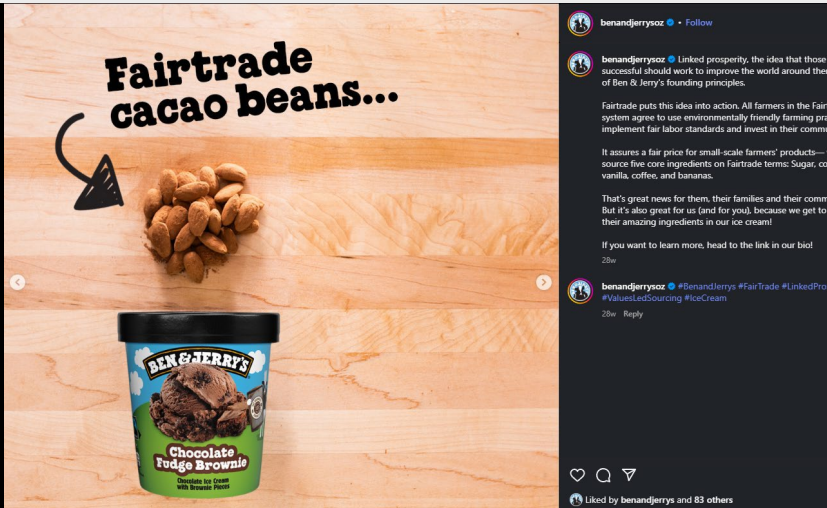
Ethical Bean, Bridgehead, and Kicking Horse Coffee all use newsletters to consistently keep Fairtrade top of mind, embedding it into product updates, brand storytelling, and customer education to build trust and lasting loyalty.

Brands Turning Scroll into Stories on Social Media

Ben & Jerry's on Instagram

Showcases Fairtrade as part of their brand story, blending activism with product marketing to engage consumers in a values-driven way.

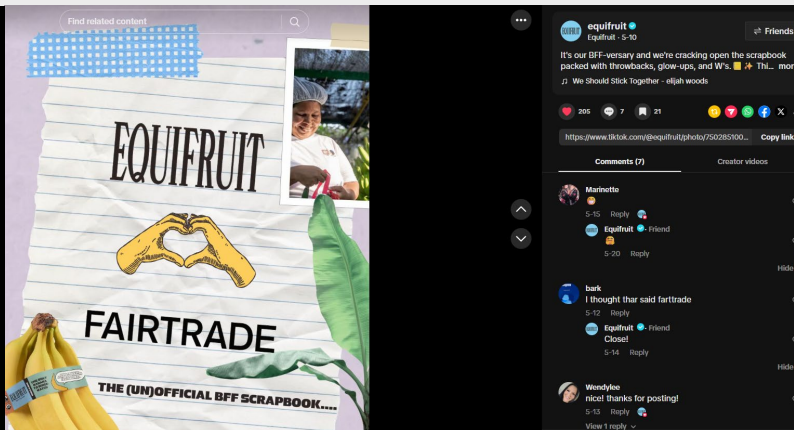
[SEE EXAMPLE](#)



Equifruit on TikTok

Uses humour and trends to make Fairtrade fun and accessible, reaching younger audiences with bold, memorable messaging.

[SEE EXAMPLE](#)



Fairtrade collaborates with

**OVER 450,000
SMALL-SCALE
COCOA FARMERS**

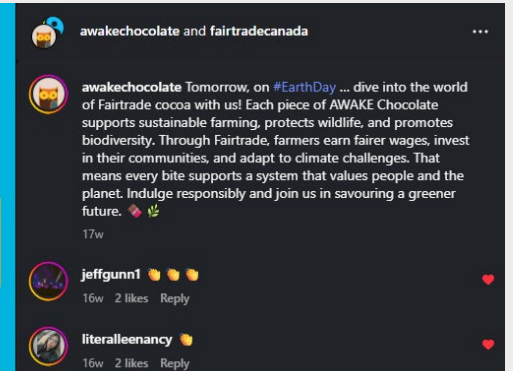
and supports them with

**FAIRER PRICES AND PREMIUMS,
FOSTERING COMMUNITY DEVELOPMENT
AND ENVIRONMENTAL STEWARDSHIP.**

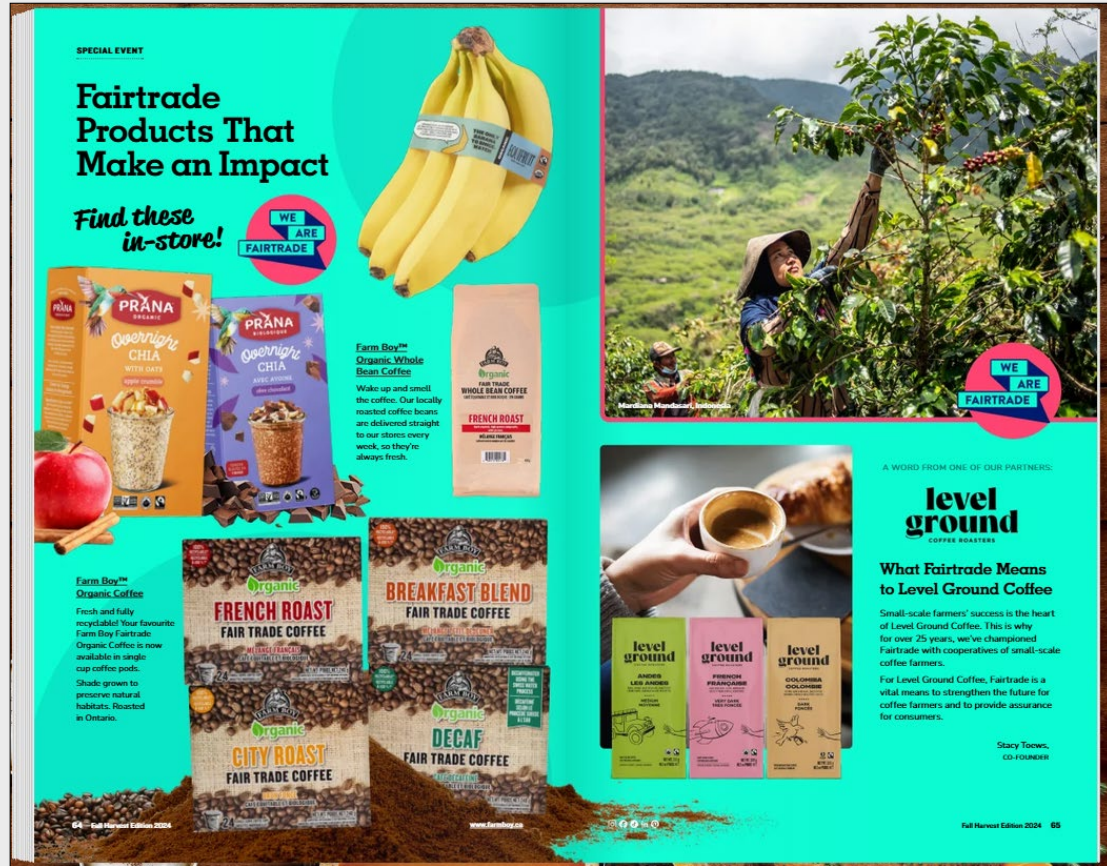
Awake Chocolate Collaborative Post on Instagram

Highlights Fairtrade through partnership storytelling, showing how brands and Fairtrade can amplify impact when communicating together.

[SEE EXAMPLE](#)



Partnering with Retail



Partnering with retailers provides a powerful opportunity to amplify Fairtrade messaging. By featuring brands in channels like Farm Boy's magazine, companies can highlight their sustainability commitments in a trusted, consumer-facing space.

This not only strengthens brand visibility but also helps educate shoppers about Fairtrade, showing how ethical sourcing aligns with everyday purchasing decisions and encouraging retailers to champion these values alongside the brands they carry.

SEE EXAMPLE