



# The Future Is Fair

# FAIRTRADE



**A CREDIBLE, INDEPENDENT  
CERTIFICATION.**

**Fairtrade is a global movement for change with a strong and active presence in Canada, represented by Fairtrade Canada.**

We work directly with businesses, and communities to help make trade fair for farmers and workers by ensuring sustainable and ethical supply chains for the products we consume.

Fairtrade is the world's most trusted fair trade system, representing over 1.9 million farmers and workers across 70 countries.

**THE INTERNATIONAL FAIRTRADE  
SYSTEM REPRESENTS:**

**OVER 1.9 MILLION / IN 70  
FARMERS AND WORKERS      COUNTRIES**



**WHAT MAKES  
FAIRTRADE UNIQUE?**



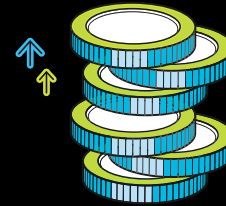
When you see the FAIRTRADE Mark on a product it means that supply chains are independently audited to ensure the farmers and workers received the full impact of the Fairtrade Standards – not just a fair price, but safe working conditions, gender equality, environmental protections and much more. We're incredibly proud to be working in partnership with producers to change their lives. Fairtrade gives Canadians the chance to shop their values and make choices that support sustainable trade for all.

THE FAIRTRADE STANDARDS SUPPORT

# PRICE PEOPLE PLANET

The Fairtrade Standards establish a holistic blend of social, economic, and environmental criteria for farmers, workers, traders, and other stakeholders to participate in this unique approach to trade.

**PRICE**  
FAIRTRADE IS ABOUT  
BETTER PRICES.



Fairtrade is the only independent third party certification that has a Minimum Price for most products to ensure farmers and workers have sustainable livelihoods.

This acts as a safety net for the times when pressure from unfair trading conditions drives the market price lower than the cost of production.

Producers also receive the Fairtrade Premium, an additional sum that they invest as they choose in order to develop their communities or businesses.

# PEOPLE

WITH FAIRTRADE, PRODUCERS  
HAVE MORE POWER.



**Producers own 50% of the Fairtrade system, meaning that all decision making is equally shared.**

In addition, the Fairtrade Standards ensure safe working conditions, gender equity, and prohibit child & forced labour.

# PLANET

THROUGH FAIRTRADE, WE  
PROTECT THE PLANET.



Climate change is affecting the livelihoods of millions of producers in the Global South. Their incomes have already fallen due to extreme weather conditions, pests, and plant diseases brought about by climate change.

Fairtrade is helping producers adapt to this changing climate, and mitigate other major environmental problems, like biodiversity loss, soil degradation, the use of harmful chemicals, and excessive water consumption.



# FAIRTRADE

ACROSS THE GLOBE



**1.9 million farmers  
and workers,**  
**69%** of which are in Africa



**1,930 producer  
organizations in 70**  
countries



**Fairtrade products  
sold in 143 countries**



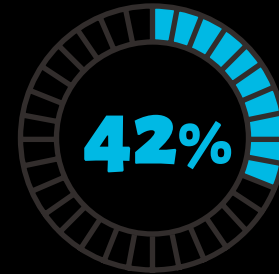
**256 million CAD**  
in Fairtrade Premium earned in  
2021 from the top 7 product  
categories cocoa, coffee, cotton,  
flowers, bananas, tea, sugar



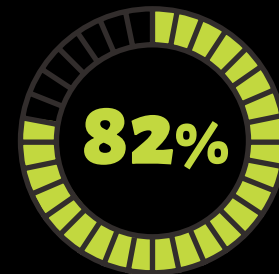


# The FAIRTRADE Mark

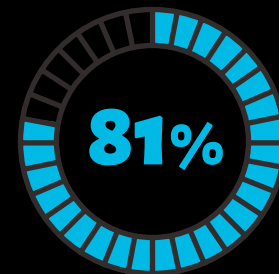
IN CANADA



of Canadians now  
**recognize  
the Mark**



of those who have seen the Mark  
**trust it as  
a credible  
ethical label**



say the Mark has a positive  
**impact on  
their opinion  
of a brand**



# TAKE ACTION

Throughout the year, we organize several campaigns and events in order to be present in our communities. These moments represent an opportunity for you to get involved and rally followers around your commitment to trade justice.

Here are some ways you can support farmers and workers in the Global South.

## Fairtrade Month

Our month-long celebration of all things Fairtrade – look for activities across Canada such as retail samples and specials, community happenings, and other events.

## World Fair Trade Day

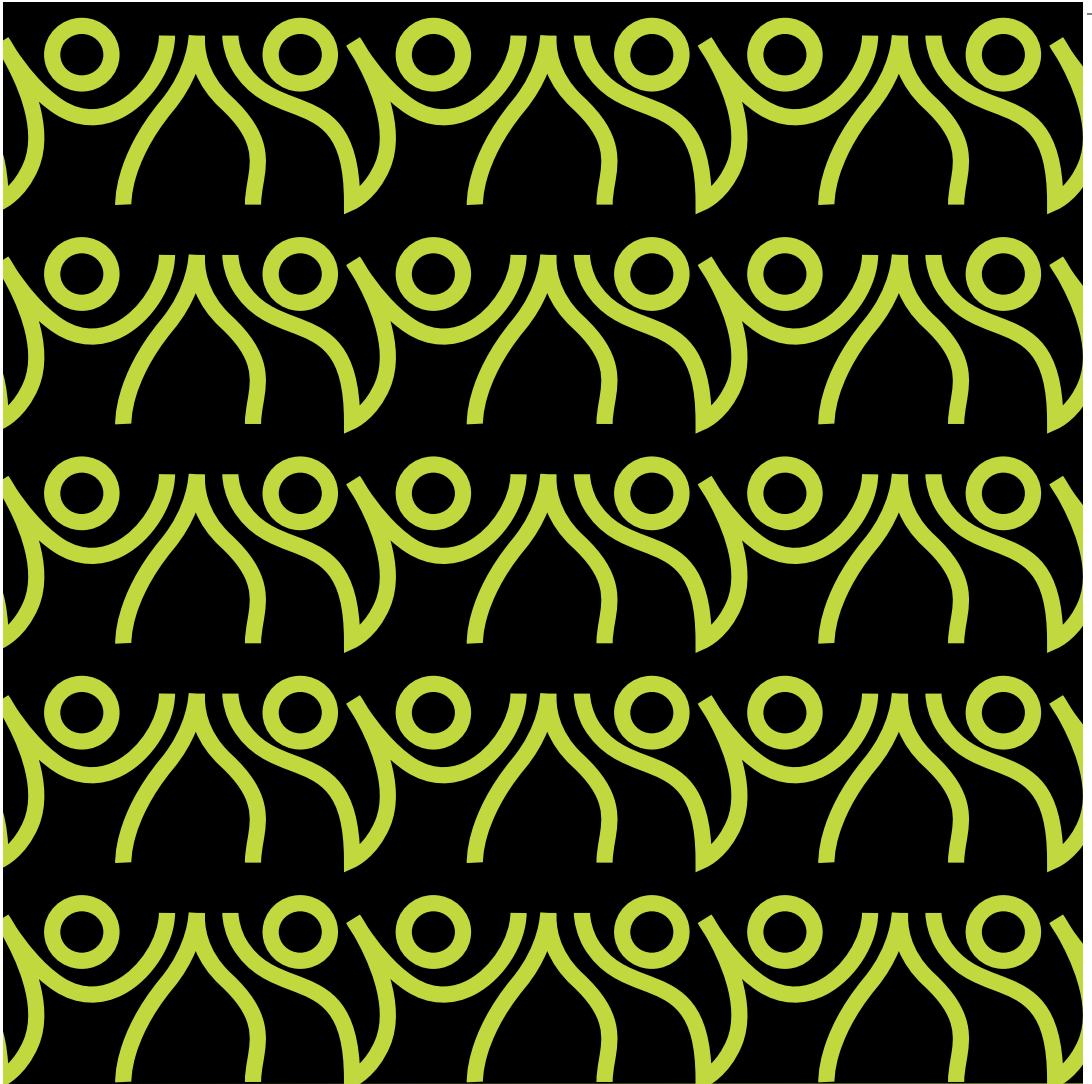
Second Saturday in May

A day of festivities for all who are part of the global fair trade movement – producers, campaigners, businesses, YOU – everyone is invited!

## Fairtrade Canada social channels

Encourage your community to communicate about all things Fairtrade by sharing our content. Want to be present on our channels? Let's discuss possible digital activations for you to broadcast all the great Fairtrade initiatives you are doing.





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