

cftn·rccé

2014

Canadian
Fair Trade Network
Réseau canadien
du commerce équitable

ANNUAL REPORT



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WHO WE ARE & WHAT WE DO

Communities around the world face many challenges, including lack of education, limited opportunities, and little or no access to health care, environmental protection strategies, and proper social and political infrastructure. According to the United Nations long-range predictions, the challenges faced by developing countries will likely increase as world population growth is expected to reach as much as 10.6 billion by 2050. Furthermore, many global distribution systems are outdated and based on needs, wants and assumptions of the past, and rooted in inequality.

As the world becomes increasingly connected, consumer expectations have also increased. We regularly consume chocolate from Africa, sugar from South America, and coffee from all parts of the globe, with little understanding of where these products come from and how they were produced. We assume fruits and vegetables, meat, grains and other foods, as well as non-food products, will be available whenever we visit our local store. In reality, however, these products represent vast supply chains that extend across the globe and often come from a complex network of producers, manufacturers, exporters, transporters, importers, distributors, and retailers; touching hundreds of millions of lives along the way.

Currently, many producers suffer from unequal trading relationships where their work is often taken advantage of to the point where they must live their lives in abject poverty. Much of this situation has to do with the limited nature of protection in most countries, fluctuating prices, and general uncertainty in the global market. For many producers who can barely afford the means for subsistence, these uncertainties means that they cannot afford food for their families, education for their children and adequate health care for their communities. Many of them lack the means to lift themselves above this situation. Without the resources to sustain their livelihoods, they can't invest in their businesses and remain at a disadvantage when dealing with higher levels of the supply chain.

Furthermore, many industries in developed countries operate under different conditions, especially with respect to government subsidies which create unequal terms for competition - and violate the terms for free trade, let alone fair trade! When producers can't adequately support themselves, they are left with tough choices which have social and environmental repercussions, including long-term consequences for the environment and climate change. In order to ensure the security of our communities and the planet as a whole, we must not only ensure that what we consume is produced in a more sustainable manner, but that it works to build mutually beneficial relationships through fair trade.

FAIR TRADE IN A NUTSHELL

Fair trade is a market-based system that uses informed consumer support to influence international trade practices geared toward social and environmental sustainability. As a response to conventional trade systems which contribute to poverty and poor working conditions in developed and developing countries, fair trade aims to build an alternative approach based on mutually beneficial relationships between producers and consumers. Fair trade goes beyond charity and aid and, at its core, aims to empower producers to improve their living conditions. With the proper resources, capacity, and key relationships, disadvantaged producers can build a better life for themselves and their communities.

THE PROBLEM

Today, there is an imbalance between the two sides of the movement; producers are better organized than consumers. Supply of fair trade products far outstrips demand and this is the central limiting factor at the global level. With an excess of certified fair trade products, producer groups and co-ops can only sell a small percentage of what they produce at fair trade prices. This limits impact, and this challenges the viability of fair trade, because certification costs end up representing a sizable percentage of most producer's budgets. Producers are also faced with a situation where they are doing things differently (and better), yet the entrenched and exploitative systems of the past remain in place.

THE CHALLENGE

In short, we need to break these unfair systems and build new ones based on trust, transparency, respect and accountability. We can do that by building demand for fair trade products, empowering producers and consumers as together, we can restructure conventional systems of production, exchange, business and trade. Our work centres on one simple and straightforward sentiment – build the demand, create the change, and unlock the potential in the world around us.

OUR THEORY OF CHANGE:

FOCUS 1 – BUILD, CONNECT AND ENABLE A MOVEMENT OF INFORMED SUPPORT

- Foster leaders, both students and professionals
- Work with institutions, to shift buying behaviour
- Create systems where better business behaviour is rewarded, by creating opportunity exclusive to fair trade companies. This creates opportunity for better businesses, and incentive with those who haven't yet embraced change. On an operational level – programs such as Fair Trade Towns, Campuses, Schools and Events provide an enforceable set of standards to encourage this.

FOCUS 2 - ACT WITH INTEGRITY, ENSURING FAIR TRADE SYSTEMS REMAIN ACCOUNTABLE AND THE BEST THAT THEY CAN BE

- We have been at the forefront of integrity issues within the fair trade movement, working with Fairtrade Canada on governance reform, while encouraging other certifiers to raise their standards, and improve their processes.
- The international movement is growing, but that growth has come with an array of claims, labels and logos. The CFTN has taken a firm stance on those issues and works with institutional buyers to ensure a gold standard is upheld.

HOW WE'RE ADDRESSING IT

We are building a movement to challenge norms. We're organizing, supporting and enforcing. We are demanding more from businesses and public institutions. We are doing this by ensuring a strong grass roots movement, creating a demand for change from below.

OUR PARTNERS: WHO, HOW AND WHY

BUILDING A NETWORK, SUPPORTING LEADERS, STRENGTHENING CAPACITY

- Towns groups and organizations – the boots on the ground
- Campus groups, clubs, unions, sustainability offices, associations – the heart of the movement, creative and resourceful
- Partner networks – Engineers Without Borders, Meal Exchange, World University Service of Canada, Oxfam Canada, and Provincial councils allow us to broaden our reach
- CFTN board – regional leaders
- CFTN staff – with the support of the board and advisory council, they bring vision, commitment and leadership

2014 BOARD OF DIRECTORS

The Canadian Fair Trade Network (CFTN), is a federally registered, non-profit organization. The organization is registered under and adheres to policies laid out in the Canadian Not-for-profit Act (NFP). We operate with an active Board of Directors, Executive Director and working team, and an Advisory Council.



BEV TOEWS
FAIR TRADE OLDS

Bev is an educational assistant at Olds High School in Olds Alberta. She is the chairperson of the Fair Trade Olds committee and has been involved in the Fair Trade movement for 30 years. She started her journey after reading about producers and their products in a Ten Thousand Villages “More with Less” cookbook she received as a wedding gift. Since then she has been actively involved in sourcing and purchasing Fairtrade and other ethically sourced products for her family and sharing her knowledge with the many people she comes in contact with. One of the highlights during a recent trip to Mexico with her husband was visiting a Fairtrade coffee bodega in Chiapas Mexico. She looks forward to CFTN creating a Fair Trade Schools designation.



BRUCE MORTON
FAIR TRADE BARRIE

Became a member of Oxfam and Fair Trade Toronto in 2002, organizing coffee demos in Toronto grocery stores such as Loblaws, Dominion, Superstores and the St. Lawrence Market. Visited Fair Trade co-operatives Coocafé in Costa Rica and Conacado in Dominican Republic. In 2006 Co-founded Fair Trade Barrie, which in 2009 received the YMCA Peace Medallion Award for Fair Trade advocacy. In 2010 assisted with Barrie’s qualification as a Fair Trade Town. Currently assists other communities in building Fair Trade awareness.



DUSTIN JOHNSON
STUDENT, DALHOUSIE UNIVERSITY

Dustin is pursuing a masters in resource and environmental management at Dalhousie University in Halifax and is planning on pursuing a career in international development. He became involved in fair trade advocacy through Engineers Without Borders in 2012. He is working to make Dalhousie a Fair Trade Campus, and is promoting similar efforts at other schools in the region. Originally from New Mexico, Dustin has been living and studying in Canada since 2009.



KAAN WILLIAMS

Kaan Williams became connected to the Fair Trade movement through work within Engineers Without Borders Canada to steward the University of British Columbia into position as Canada’s first Fair Trade Campus. He subsequently became involved in Fair Trade Vancouver as a City/Campus liaison and co-founded the Canadian Fair Trade Network in 2011. His ongoing work is often focused on supporting Fair Trade Campus campaigns across the country.



KRISTA PINEAU
STUDENT, LAVAL UNIVERSITY

Since her energetic and powerful introduction to Engineers Without Borders in 2011, Krista has taken a profound interest in the fair trade community. Her involvement in fair trade with EWB evolved from working in youth engagement when she co-organized a youth conference based on Fairtrade products and trade in 2012. This led her to working with the staff and students at Simon Fraser University on its Fair Trade campus designation and she has now brought this passion and experience to Laval University. Completing her Bachelor's degree in Economics and Politics in French in Quebec City, Krista is bilingual and has many contacts in Quebec fair trade organizations.



KYRA MOSHTAGHI-NIA
FAIR TRADE WINNIPEG

While completing her Bachelor's degree in Economics at the University of Manitoba, Kyra joined Engineers Without Borders. She signed up to hand out free fair trade coffee and fell in love with the concept. She then started the path towards a Fair Trade Campus designation. Although she graduated in 2013, she maintains a relationship with the University through the Office of Sustainability and EWB. She also volunteers for the Manitoba Council for International Co-operation assisting in the coordination of Fair Trade Carrotmobs.



NADIA BERGER
FAIR TRADE TORONTO

Nadia's interest in fair trade stems from her conviction that we all deserve a life of opportunity, with the right to education, good health, and a living wage. As a Co-founder and Co-Executive Director of Fair Trade Toronto, Nadia's focus is on vendor relations. She has a strong interest in international development and bringing fairness to the disparity found in our world today. Her introduction to international development occurred with volunteer work and eventually a placement in Africa with Engineers Without Borders.



NANCY ALLAN
FAIR TRADE SASKATOON

Nancy Allan is a founding member of the North Saskatchewan Fair Trade Network, a provincial coalition of activists, students and academics. She was introduced to fair trade in Bolivia in the 1980s when she met the knitters of La Imilla who created their own organization and eventually did an MA in sociology, studying the relationship between fair trade and retail co-operatives. She was named a fair trade pioneer by Transfair Canada (now Fairtrade Canada) and a female food hero by Oxfam.



SASHA CALDERA

ENGINEERS WITHOUT BORDERS CANADA

Sasha Caldera co-founded Fair Trade Vancouver and successfully negotiated with SFU in becoming Canada's second Fair Trade Campus. In 2011, Sasha led a research team as part of the Canadian Earth Summit Coalition in reforming Canada's Federal Sustainable Development Strategy (FSDS). The following year, he attended the United Nations Conference on Sustainable Development (Rio+20) in Brazil in hopes of expanding sustainable procurement within the Government of Canada. Sasha completed his MA in Intercultural and International Communication at Royal Roads University, where he investigated Fair Trade handicraft and cotton cooperatives in India. Sasha is currently a Professional Fellow with Engineers Without Borders Canada, and until recently was based in Uganda.



ZACK GROSS

FAIR TRADE MANITOBA

Zack Gross is Fair Trade Manitoba Outreach Coordinator with the Manitoba Council for International Co-operation (MCIC). He is also its International Projects Officer and administers provincial government funds earmarked for the development and relief projects of MCIC member agencies. The Fair Trade Manitoba program at MCIC <www.fairtrademanitoba.ca> began six years ago to increase knowledge and sales of fair trade products. Zack also facilitates International Development Studies courses for UBC's on-line Diploma program and was Executive Director of the Marquis Project in Brandon for 25 years. Marquis was one of the first NGOs to take on the fair trade issue and developed a storefront to sell fair trade goods from the late 80s until this year when the store closed. Zack also writes "Small World," a column on global issues, for the Brandon Sun. He is a member of Gimli's Fair Trade Committee - Gimli being Canada's sixth Fair Trade Town.

**SPECIAL THANKS TO KELLY JAMES AND JAMES WATTAM WHO LEFT THE BOARD EARLY FOR PERSONAL REASONS*



REPORT FROM THE CHAIR

ZACK GROSS,
CHAIR OF THE BOARD

The Board of Directors of the Canadian Fair Trade Network is made up of twelve people representing Canada's provinces and regions. This year, we have had one member in British Columbia (plus staff based in Vancouver), two members in Alberta, two in Saskatchewan, two in Manitoba, three in Ontario, one in Quebec and one in Atlantic Canada. Two of our Board Members stepped down in recent months. The Board meets monthly by conference for a 90-minute meeting and is in touch regularly by phone and email. Responsible financial management meant that we did not in 2014 have a face-to-face meeting as we had done in 2013. We encourage full participation by all Board Members, both in our meetings and in our ongoing programs across the country.

An important part of each meeting is the opportunity to share what is going on in each of our provinces via Regional Reports, and what we are doing as CFTN ambassadors. We also take on tasks to support staff and further the goals of the Network, either as individuals or in ad hoc committees. This includes helping to write policy and program documents, editing Fair Trade Magazine articles, writing and circulating Board Minutes, helping plan events like the Annual General Meeting and Conference, hosting our Executive Director as he travels around the country, weighing in on organizational issues such as our budget, developing and promoting our programs (Fair Trade Towns, Campus, Schools and Events), and debating fair trade-related issues of the day.

For us as a national board, it is exciting to see that we are now able to offer more documentation and services in French, thanks to a grant from Heritage Canada. We are also pleased and grateful that Fairtrade Canada and Engineers without Borders have continued their financial support of our shared work. We also thank our corporate contributors and the organizations and individuals across the country who have helped enable our efforts.

I'd like to share one "internal" challenge and one "external" challenge that our board has wrestled with over the past year. Internally, we are concerned that, as is true in so many non-profit organizations, we overwork and underpay our staff, turn out excellent work, yet continue to be financially insecure. We hope to find new ways and new contributors in order to meet this challenge. Externally, we are concerned that the term "fair trade" is being watered down by a plethora of labels and certifications. We voted at our Calgary AGM two years ago that the Flo-Cert label is the "gold standard" that we would adhere to and promote. While fairly traded products are becoming more mainstream in many parts of our country, consumers and procurement officers find the market to be crowded with confusing options. This is an area we will continue to focus on in the coming year.

I'd like to congratulate our volunteer board on its commitment to our work over the past year. The feeling among this group – for people who don't meet in person very often – is one of a team esprit de corps. I'd like to thank Bryce Tarling, who recently left the Network, for his exceptional work on our website and social media, our magazine and other publications. Also thanks to Jess Frank for her work on several initiatives, not the least of which have been our Conferences last year and this year.

On behalf of the Board, I'd particularly like to express our sincere gratitude and admiration to Sean McHugh, our Executive Director, for his tireless efforts on behalf of the Canadian Fair Trade Network and the building of a better world.

Finally, hats off to you and all fair trade activists, from so many sectors of society for all you do to further our cause.



STAFF REPORT

SEAN MCHUGH,
EXECUTIVE DIRECTOR

The Canadian Fair Trade Network continued to extend its organizational reach throughout 2014, growing and expanding in many ways. The network of individuals engaged from coast to coast is where this growth was most prominent, as leaders emerged from across an array of sectors.

Full time staff continues to be lean, with myself as Executive Director and Bryce Tarling as Director of Communications. Project Manager Jess Frank continues to support the organization, Erik Johnson has become our lead Editor, and Wade Stewart has continued on as lead Graphic Designer. This small team, on salary or contract, continues to devote hours of their time as volunteers as well. The Network wouldn't be where it is today without their dedication and commitment to the organization and to the movement. In addition to the core team, several interns have supported our work through 2014, including Marta Garofalo, Lhazin Nedup and Alix Charles. I can't thank them enough for their contributions.

As of November 2014, Bryce Tarling and Wade Stewart have moved on from the organization, taking their careers in new directions. Both contributed a great deal, having formed the backbone of the communications and design team for the past two years. They have been behind the scenes on the magazine, while Bryce was also front and centre on the development of much of the program related materials, including Towns, Campuses, Schools and Events. They will both be dearly missed.

Finally, while our board of directors make up the oversight body and act as regional leaders, members are also hands-on, contributing through monthly meetings and emails, as well as directly through writing documents, contributing to strategy, supporting our grant writing and development, among many other things.

Beyond people power, it has been the commitment to efficiency that has allowed the organization to take such leaps and bounds in 2014. We have become more effective because we are organized, because we have laid out a clear strategy and because we have put in place systems and processes that make sense. These processes have allowed us to grow and be more effective in our work, and I commend our entire team on achieving what we have achieved.



FROM LEFT TO RIGHT, CFTN 2014 STAFF: BRYCE TARLING, ERIK JOHNSON, JESSICA FRANK, WADE STEWART



2014: YEAR IN REVIEW

JANUARY

- National Conference: The Network hosted its second annual National Fair Trade Conference in Toronto, bringing together more than 150 delegates from community groups, universities, and large and small businesses from across Canada and the United States.
- Fair Trade Magazine launch: Third edition of Fair Trade Magazine is nationally distributed

FEBRUARY

- Education nights held in Vancouver: Fair Trade Vancouver held an information night with Discovery Organics, featuring a panel discussion with avocado growers, production managers, importers, and distributors (and three types of guacamole). The group also hosted an olive oil night with presentations from Fable Naturals.
- Fair Trade Olds recently rebranded: Look for its new logo on the organization's website, Facebook page, and sandwich boards at community events. The group also celebrated Fair Trade Fortnight with a Mother's Day tea celebration at the Cocoa Tree Bake Shoppe, where Fairtrade certified coffee and tea were served with treats baked with certified sugar.

MARCH

- International Fair Trade Symposium in Tokyo, Japan: Executive Director Sean McHugh was invited to speak at an international conference in Tokyo, joining colleagues from around the world to talk about building the movement in Asia
- International Fair Trade Towns Conference in Kumamoto, Japan: Sean McHugh presented at the 6th International Fair Trade Towns Conference. There are now over 1500 Fair Trade Towns in over 32 countries.

APRIL

- Fair Trade Federation Conference in Indianapolis: Sean McHugh attended the Fair Trade Federation conference in Indianapolis, Indiana, discussing cross-border collaboration.
- Canadian Health Food Association (CHFA) Show in Vancouver: In April of each year, leading companies from across Canada and the United States come to Vancouver for this two day tradeshow, providing an opportunity to network and build relationships.
- Fair Trade Town and Campus Guides launched: Online and print versions of tools and resources outline standards and strategy



- **University of Ottawa designated as Canada's 7th Fair Trade Campus:** The University of Ottawa became a Fair Trade Campus on April 8. Marika Escaravage, communications and community relations at Fairtrade Canada and an alumna of the university, presented the award during the designation ceremony. "On behalf of Fairtrade Canada and the 1.2 million farmers and workers we represent, I extend my heartfelt thanks to the many volunteers, staff, and community members involved in achieving this designation," she said.
- **Trois-Rivières becomes Canada's 18th Fair Trade Town:** Trois-Rivières became a Fair Trade Town on April 28. "Choosing fair trade products is about paying a fair price to producers and workers in developing countries, taking care of the environment, combatting child labour and strengthening the rights of workers while supporting community development," said Anick Michaud, head of the CS3R Youth Committee. The community celebrated during Fair Trade Fortnight and exhibited photos of fair trade producers and served cotton candy and other products.
- **Q & A night in Ottawa:** Advocates from around the Ottawa area got together to discuss what's new and what's happening in fair trade
- **Trent – Canada's 8th Fair Trade Campus:** Trent University became a Fair Trade Campus on April 29. "Achieving this milestone underscores what Trent strives to be: a sustainable and collaborative campus, an advocate for social change, and having the interests of its students at heart," said Laura Storey, director of housing and chair of the Fair Trade Committee at Trent University.
- **Specialty Coffee Association of America (SCAA):** In April, Sean McHugh and Bryce Tarling attended the largest specialty event of the year, engaging with colleagues from around the world.

MAY

- **Fair Trade Fortnight:** From May 1 to 15, events and activities were carried out across the country, with World Fair Trade Day celebrated on May 10. Just Us! was recognized for its Ethiopian coffee, which was named Canada's Favourite Fairtrade Product.
- **Prairie road trip:** Executive Director Sean McHugh spent two weeks on the road, visiting towns, campuses, companies, advocates and supporters across British Columbia, Alberta, Saskatchewan and Manitoba.
- **Meetings with the provincial government in Manitoba:** Fair Trade Manitoba met with the premier and provincial cabinet to promote Manitoba becoming a Fair Trade Province. While the designation process is yet to be formalised, the government continues to support fair trade in the province.



FAIR TRADE
CAMPUS



2014: CONTINUED

Action Guide
FAIR TRADE CAMPUS PROGRAM

- Toronto flag raising: On May 10, Toronto hosted a flag-raising ceremony at City Hall to celebrate its first anniversary as the largest Fair Trade Town in North America. The event also marked the launch of the Sugar Project, Fair Trade Toronto's initiative to help businesses source fair trade sugar.
- Brandon becomes Canada's 19th Fair Trade Town: The City of Brandon achieved Fair Trade Town status on May 20. "Brandon has a rich agricultural tradition and understands the importance of farmers and producers getting a fair deal," said Mayor Shari Decter Hirst, who spoke with several local business owners to promote the campaign.
- Fair Trade Bazaar in Halifax: The bazaar was held in a yurt in a Halifax park, showcasing fair trade wares from around the world. The event also featured an information booth organized by the Dalhousie chapter of Engineers without Borders Canada.
- Canadian Association of University Business Officers (CAUBO): In cooperation with colleagues from Simon Fraser University, the University of British Columbia and Chartwells Canada, a presentation was made on fair trade and the Fair Trade Campus program

JUNE

- Canadian College and University Food Service Association (CCUFSA): Presenting to key food service sector leaders from across Canadian Colleges and Universities, our Executive Director delivered a 75 minute keynote address at this year's conference in Niagara Falls.

JULY

- Canadian Teachers Federation Annual Conference: Held in Winnipeg, Manitoba, teachers from across Canada shared ideas through several days of conference. Our team was there to talk fair trade and what it might mean in the form of a Fair Trade School Program
- Fair Trade Magazine launch: Fourth edition of Fair Trade Magazine makes national distribution

AUGUST

- World's Largest Brownie: McGill University baked the world's largest brownie. Measuring 10 by 5 metres, the 2,000-kilogram baked good used more than 870 kilograms of Fairtrade certified sugar, cocoa powder, and organic dark chocolate.



SEPTEMBER

- **Chief Adam Tampuri Visited Canada:** Hosted by Fairtrade Canada, Chief Adam Tampuri, chair of the Fairtrade Africa board, visited several communities across the country, where he presented valuable producer perspectives at several meetings and events.
- **Fairtrade awards held in Toronto:** Fairtrade Canada held its 3rd Annual Canadian Fairtrade Awards to celebrate the work of industry and civil society leaders in promoting awareness of fair trade.
- **Canadian Health Food Association Show in Toronto:** In September of each year, companies from across Canada and the United States come to Toronto for this two day tradeshow, providing an opportunity to network and build relationships.
- **Fair Trade Campus Week – Sept 22-26:** The CFTN and Fairtrade Canada hosted the 2nd Annual Fair Trade Campus Week. More than 30 colleges and campuses across Canada hosted awareness events and engagement activities.

OCTOBER

- **Fair Trade Winnipeg Launch:** Winnipeg launched its official campaign to become a Fair Trade Town in 2015. Close to 100 representatives from local and provincial governments, non-profit organizations, academic institutions and businesses from across the province attended the event, which also coincided with the publication of a new website: FairTradeWinnipeg.ca
- **National Association of College Auxiliary Services (NACAS):** Bringing together leaders from colleges and universities from across the US and Canada, a presentation was delivered on fair trade and the Fair Trade Campus Program. Starbucks Canada announced that, due to popular demand, as of spring 2015 the company will use Fairtrade certified coffee exclusively for all espresso sales at its Canadian campus retail locations.

NOVEMBER

- **New Fair Trade Town Sign in Wakefield Quebec:** The village of Wakefield erected a new sign to commemorate its becoming the first Fair Trade Town in Quebec in 2007.
- **Fair Trade Show held in Toronto:** Toronto hosted a successful Fair Trade Show in November, featuring fair trade products from 25 countries around the world.

DECEMBER

- The CFTN staff worked to wrap up the year, complete the next edition of the magazine and prepare the upcoming conference, in Montreal, in January.

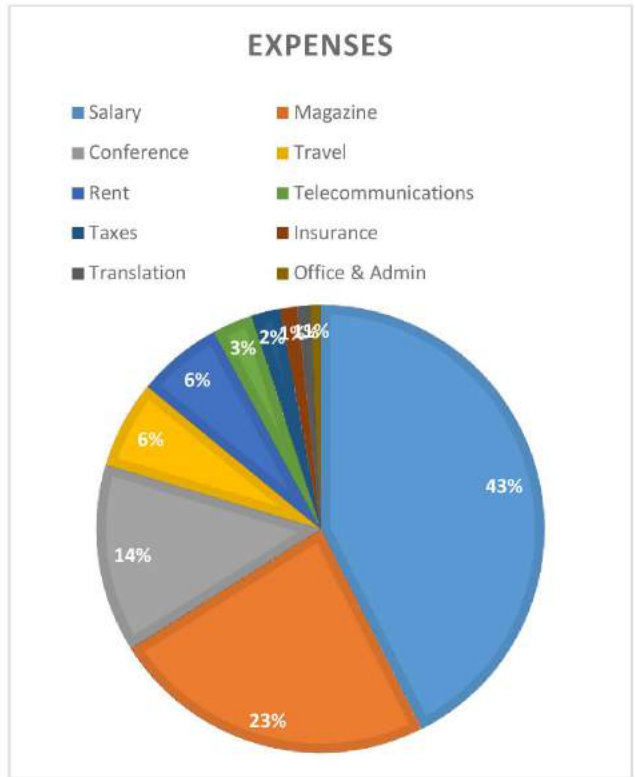
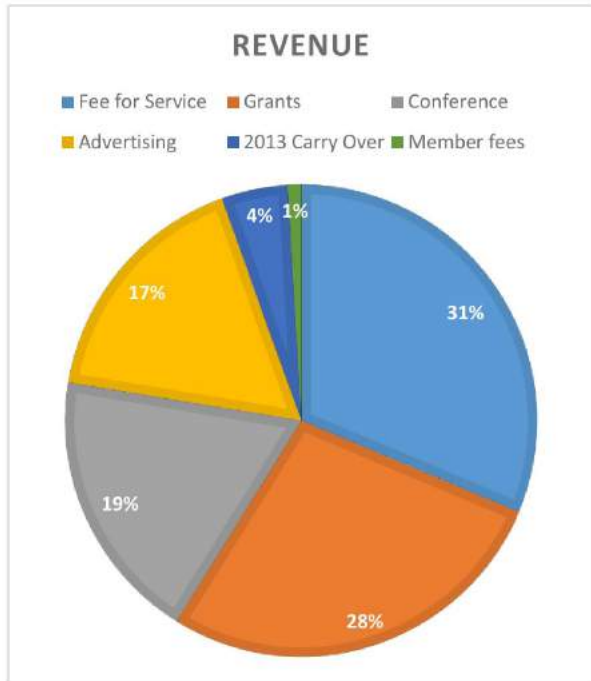
2014 Financial Statement - Canadian Fair Trade Network

Fiscal Year: December 15, 2013 - December 15, 2014

Revenue	
<u>Item</u>	<u>Amount</u>
Fee for Service	\$ 45,810.00
Grants	\$ 40,250.95
Conference	\$ 27,388.29
Advertising	\$ 24,777.27
2013 Carry Over	\$ 6,618.89
Member fees	\$ 1,360.00
Total	\$ 146,205.40

Text

Expenses	
<u>Item</u>	<u>Amount</u>
Salary	\$ 61,146.24
Magazine	\$ 33,818.91
Conference	\$ 19,509.79
Travel	\$ 9,093.37
Rent	\$ 8,838.50
Telecommunications	\$ 4,199.14
Taxes	\$ 3,000.00
Insurance	\$ 1,759.00
Translation	\$ 1,347.91
Office & Admin	\$ 1,044.98
Total	\$ 143,757.84



Income Statement	
<u>Item</u>	<u>Amount</u>
Total Revenue	\$ 146,205.40
Total Expenses	\$ 143,757.84
Net Carry Over to 2015	\$ 2,447.56

METRICS REPORT

ITEM	STATUS: 2014	TARGET: 2015
Designated Fair Trade Towns	19	25
Towns Groups involved	50	65
Designated Fair Trade Campuses	8	15
Campus Groups involved	65	90
Designated Fair Trade Schools	0	20
Schools engaged	40	60
Businesses associated with the CFTN	200	250
Fair trade awareness in Canada	37%	45%
Fair trade certified market share - coffee	1%	2%
Fair trade certified market share - chocolate	less than 1%	1%
Fair trade certified market share - bananas	less than 1%	1%

Attendees at the Fair Trade National Conference:	150	250
Copies of Fair Trade Magazine in circulation (annually):	60,000	75,000

LOOKING AHEAD – 2015 & BEYOND

Fair trade often seems like a straightforward concept: improve trading relationships, seek better business practices, ensure opportunity, and put in place assurances for producers and consumers; creating opportunity for those who need it most and building a better world for all of us.

Fair trade, however, remains a difficult, complex concept, and one that needs to be constantly revised. Humans as a species have a tendency to fall back on what we know and we are often challenged when confronted by change.

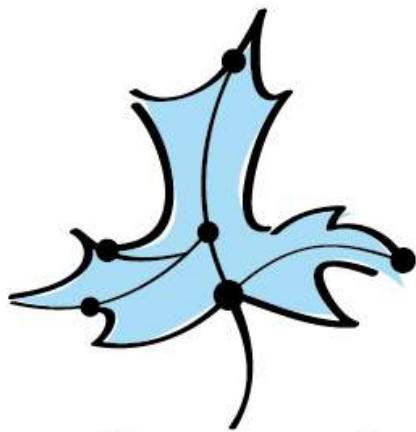
Unfortunately, the world continues to be faced by a multitude of issues on a scale that can be difficult to comprehend. Many global systems of production, distribution and consumption are rooted in inequality, and in the reckless use of resources. Yet our resources are finite, and most people on earth live difficult, challenging lives. We have steps to take, and changes to make, starting now.

The fair trade movement has made considerable steps in recent months and, with what seems to be a new urgency, a groundswell of activity is now beginning to show. It is everywhere, from activist groups, social media, and mainstream TV, to business behaviour and the Global South speaking with a louder voice.

People are standing up, refusing to accept inequality at home and around the world. A new future is within our grasp, as new energy sources take hold, new production methods are normalized, living buildings and life cycle analysis become standard, and trading and conducting business on equitable and fair terms becomes just how we do things.

2014 showed us that this change is possible; 2015 will be the year to amplify that change. We encourage everyone that we work with, across this country and throughout the Network, to make 2015 the year that we are heard!

Thank you,
Sean McHugh



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