

CFTN In-Person Board Meeting

June 12 & 13, 2015 | Toronto, Ontario

EWB National Office Board Room | 312 Adelaide Street West, Suite 302

Time: 830am – 5:00pm

Board Members: Avery Gottfried, Bev Toews, Eric St Pierre, Kaan Williams, Krista Pineau, Kyra Moshtaghi-Nia, Lia Walsh, Sasha Caldera, Zack Gross

*Regrets: Bruce Morton, Dustin Johnson

Advisory Council Members: Darryl Reed, Karimah Hudda, Mark Abbott, Robert McKinnon

*Regrets: Michael Zelmer

Staff: Sean McHugh

*Regrets: Jess Frank

Meeting Minutes:

Day 1 – June 12th, 2015

*Meeting called to order by Zack Gross at 8:35am

#	Item	Responsibility
	Review and approval of the agenda <ul style="list-style-type: none"> a) Review and approval of the agenda – Moved by Krista, seconded by Kaan b) All in favour 8:50am 	<ul style="list-style-type: none"> a) b)
	Review and approval of the previous meeting's minutes - May 4, 2015 <ul style="list-style-type: none"> a) Board Meeting Minutes from May 4th – Moved by Kaan, seconded by Éric b) All in favour 8:50am c) Post approved minutes to our website 	<ul style="list-style-type: none"> a) b) c) Sean to post
1	Intro: Fair trade and the future of it <ul style="list-style-type: none"> a) Movement update <ul style="list-style-type: none"> a. We have worked to create opportunity for small brands, while also challenging big brands <ul style="list-style-type: none"> i. Starbucks is rolling FT Espresso ii. Tim Horton's given 2017 deadline at SFU b. We have brought Chartwells and Aramark onboard c. We have been present at many conferences and tradeshow d. We have fully developed and scaled up the town, campus, school and event programs b) We need to: <ul style="list-style-type: none"> a. Capture what we're doing in order to better monitor and to sell our value. 	<ul style="list-style-type: none"> a. b. c. d. a. Develop a national activity template, to track

	<ul style="list-style-type: none"> i. We need to build a model built around data, to show impact ii. We need to complete a systems map of issues and opportunities, to see and show how and where the CFTN has value-add and where its leverage points are/could be b. We need to be transparent with what FLO does and how they work to show why we support them as the gold standard <ul style="list-style-type: none"> i. Invite them to run a conference session on how they're the gold standard, focusing on transparency, inclusion and accountability c. We need coherence and consistency, especially in external documents, and need to be intentional with the use of Fairtrade vs. Fair Trade vs. fair trade c) Reframing fair trade: 1) the basics, 2) Systems change – economic, 3) Social change – Consumer movement <ul style="list-style-type: none"> a. Mission and vision of CFTN, Discussion carried out on both b. We need to incorporate 'sustainable development' in our messaging – in our vision and our strategic plan c. Re-write our strategic plan, more clearly outlining our vision for the world, what we want to achieve and how we want to achieve it. d) Notes on Bigger broader issues – linking Fair Trade to the major issues that are happening around the World. <ul style="list-style-type: none"> a. Possibility to expand the movement to advocacy regarding trade agreements and trade policy b. Incorporate or link to the new Sustainable Development Goals to take effect Jan 2016 (i.e.: with Goal 8, specifically 8.7) 	<p>our work and the work of the network - Priority</p> <p>Sean to track hours</p> <p>b. Work with FLO on written overview document.</p> <p>b. Invite them to conference</p> <p>c. write a fair trade terminology document</p> <p>a.</p> <p>b.</p> <p>c. Jess to lead the re-writing process of the strategic plan, based on these notes</p> <p>a. invite Stu Clark to run a conference session on these issues</p> <p>b.</p>
<p>2</p>	<p>Ownership of the “movement” (How can we best strengthen the movement)</p> <ul style="list-style-type: none"> a) Fairtrade Canada - Specifically with regards to programs: Towns, Campus, Event and Schools. Management of them <ul style="list-style-type: none"> a. Final decisions are currently taken by FTC, how do we get CFTN at the table? 	<p>a) 2016 contract to be built upon partnership & should aim to be</p>

	<ul style="list-style-type: none"> b. In order to get more funding we need to define our relationship/partnership c. 2016 contract needs to be hashed out well in advance, and should be multi-year so we can plan <p>b) How and why the CFTN can broaden Fair Trade beyond what Fairtrade Canada can do</p> <ul style="list-style-type: none"> a. The current committee is a 3-way joint committee by CFTN (Sean)-AQCE (Eric)-FTC (Melissa). This should shift to 5-person in the future, especially for governance and standard changes. b. CFTN needs to report directly to the board at each of their board meetings, to ensure the FTC Board and staff fully understand what we do, and what we bring c. CFTN represents the values and goals of the movement, not just the business side d. The CFTN has a much broader reach and scope than FLO, working well beyond FLO licensees. <ul style="list-style-type: none"> i. This includes other verification systems such as WFTO, FTF and SPP, as well as non-profit partners e. We expand the network and bring other organizations to the table <ul style="list-style-type: none"> i. I.e. EWB Meal Exchange, Canadian Federation of Students, Student Co-operative Network, Magasins du monde, Canadian Teachers Federation, Canadian Labour Congress, f. We are a representation of the civil society and bring citizens to the table g. We bring in volunteers h. We are independently critical i. Public outreach and education (this is in no way mentioned in the mission of FTC) j. FTC works on increasing supply of FT products, CFTN works on increasing institutional and individual demand k. Regional and provincial representation l. Allows FTC to focus on their core mission m. Carries a certain credibility and legitimacy n. i.e. FLO saying it's the gold standard vs. CFTN saying that FLO is the gold standard-- institutions are more comfortable committing to a civil program than a corporate one o. Caution: CFTN is not the communication arm of FLO, we recognize them as a gold standard but not exclusive p. Note – Our work is not reflect in the current Fairtrade Canada contract 	<p>multi-year</p> <p>a.</p> <p>b. Sean to work more closely with Lisa/Hugues</p>
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	<p>c) Outline our strategy and what we do and where to take credit</p> <ul style="list-style-type: none"> a. Change ownership and governance of programs b. Governance committee of 5 with a Towns rep, a campus rep, CFTN, AQCE and FTC should be setup c. Involve FTF, WFTO and SPP in discussions. Outline the importance of this, connect it to our endorsement policy and the overall strategy of the organization d. Develop a position paper on why and how programs should be run -- this could include consultations and input from other associations/ organizations e. Evaluation and demonstration of costs and benefits of programs -- possibility to compare to UK or USA? -- link our actions to FLO finances f. Build a network graphic g. List network members and their outreach activities 	<ul style="list-style-type: none"> a. work on program ownership issue with Fairtrade Canada b. c. announce inclusion of WFTO, FTF and SPP at February AGM c. revamp program materials to reflect this d. e. f. Lia to take on building a network graphic g.
<p>3</p>	<p>Potential directions for the CFTN</p> <ul style="list-style-type: none"> a) Discussion Point: Do we need to be independent from a certification scheme (Fairtrade Canada) to best strengthen the Fair Trade movement? b) Possible Scenarios: <ul style="list-style-type: none"> a. Status quo – Fully Independent with majority of core funding from Fairtrade Canada b. Fully independent with increase funding from Fairtrade Canada c. Fully independent with new income source (must be defined) d. Direct Partnership with Fairtrade Canada e. Become part of Fairtrade Canada f. Fold 	<p>Decision:</p> <p>Desired status = fully independent with more diversified funding and increased funding from FTC</p>
<p>4</p>	<p>Who we are, What we do, How we do it</p> <ul style="list-style-type: none"> a) With regards to our work with Fairtrade Canada. It's more than just the contract as outlined by Fairtrade Canada. We do a huge amount of business development work. We stand up for push FLO Fairtrade as the gold standard. 	<p>a)</p>

<ul style="list-style-type: none"> b) Appreciation of our work (How do we add value) c) With regards our partnership with Quebec. CFTN can be a partner of the AQCE and help facilitate and enhance, without this we can appear out of sync with each other and not organized to Fairtrade Canada. <ul style="list-style-type: none"> a. Contracts should be joint AQCE-CFTN with FTC regarding programs with split budgets and collaboration (* caution: AQCE is not a translation body but a collaborative partner with 2 way sharing) b. Increase magazine output and impact with French and English contributions and publications c. Motion proposed by Avery: Be it resolved that the CFTN will pursue a stronger partnership and closer alignment with the AQCE and develop a partnership agreement. Kyra seconded, Approved by all 13:52 d. CFTN-AQCE partnership would entail a seat on the former's board for the latter <ul style="list-style-type: none"> i. working agreement to be fleshed out ii. Motion: All in favour of their being a dedicated seat on the CFTN board for the AQCE, none opposed. d. Further discussion around who we are resulted in a brainstorm session on Vision/Mission. Results were as follows: <ul style="list-style-type: none"> a. Who is the CFTN? Network, civil society, coordinating body, advocates, business people, enthusiasts, researchers, critical thinkers, connectors, growing, adaptable, alternative development models, game changers, educators, consultants, social justice, community builder, storefront, popular, grassroots, long-term approach. b. Top four: civil society; coordinating body; social justice; relationship builders c. Updated Mission: <ul style="list-style-type: none"> e. Motion proposed by Kaan: Be it resolved that the CFTN will take necessary steps to accept the new mission statement by removing "in the interests of civil society". f. Zack seconded Motioned passed with 6 in favour and 3 opposed 14:45 i. Amended mission statement to read: "To foster relationships, knowledge sharing, and action to advance the fair trade movement" d. Who we are statement 	<ul style="list-style-type: none"> b) c) Develop a partnership agreement between the CFTN and the AQCE - Sean and Eric to work on c. Sean to update our mission online
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	<ul style="list-style-type: none"> ii. “The Canadian Fair Trade Network (CFTN) is a non-profit organization that works with civil society and industry stakeholders to advance awareness and support for fair trade in Canada. It supports collaboration and best practices within the fair trade movement to increase Canadian commitments to international social responsibility” e. Outcome: <ul style="list-style-type: none"> i. Motion: for a committee to work on the Vision of CFTN. Kaan seconded, Approved by all 14:58 ii. Vision: We don’t really have one currently. It needs to focus on what we want to see 	<p>e. board to set up a committee to write our vision – Sean, Lia and Krista</p>
<p>5</p>	<p>Roles and Responsibilities to Move Fair Trade Forward Bring together ideas from the morning – what we are good at, and how we want to focus our work within the broader movement.</p> <p>CFTN work – 7 priority areas: Magazine, Conference, Civil Society programs (Towns, Campus, Schools & Events), Campaigns, Communications & Business Engagement, Integrity within the movement</p> <p>Key outcomes of work were identified through discussion. The idea is to connect our work to what we deliver, then connect it to revenue sources.</p> <p>Outcomes of our work:</p> <ul style="list-style-type: none"> a) Fair Trade Magazine <ul style="list-style-type: none"> a. Allows for constant engagement with the network b. Provides a tool for advocates to engagement the public, towns, campuses, schools, etc. c. Serves as a tool for educators d. Gives us something to engage retailers with e. It connects stories, with brands, with impact f. It educates consumers with regards to purchasing g. It brings new people into the network h. Allows for regular engagement with businesses, as well as non-profits i. Is an asset to the CFTN j. It promotes the CFTN k. There is need for a: <ul style="list-style-type: none"> i. French edition ii. Business model b) The National Conference <ul style="list-style-type: none"> a. Brings visibility to fair trade b. Serves as forum for knowledge and best practice sharing 	<p>Develop an output, outcome, value document – to value our work</p> <p>We need to increase staff capacity, have the board take on more and bring on volunteers and interns</p>

	<ul style="list-style-type: none"> i. Trickle down then happens to communities c. Allows for relationship building – builds community d. Provides space to inspire next generation of advocates <ul style="list-style-type: none"> i. Excitement and enthusiasm ii. Skills iii. Knowledge e. Provides space to engage key leaders, policy makers and partners f. Brings in money for the CFTN, through sponsorship g. Allows for corporate engagement h. Promotes and strengthens towns, campuses and schools i. Serves as network space between advocates, between business and between partner organizations <p>c) Civil society programs – Towns, campuses, Schools & Events</p> <ul style="list-style-type: none"> a. Is the basis of the movement, as they provide tangible outcomes for groups to work toward b. Creates leverage points between advocates/community, public institutions and businesses <ul style="list-style-type: none"> i. Creates business opportunity by creating demand for fair trade products c. They increase the sales and the availability of Fairtrade certified products d. They increase the revenue of Fairtrade Canada e. They bring fair trade to the public f. They are a point of engagement with array of stakeholders, from coffee shops to grocery stores g. They draw attention to fair trade companies h. They attract media i. They build community j. They create tangible points of engagement with other non-profits k. They link to sustainability and social justice <p>d) Campaigns</p> <ul style="list-style-type: none"> a. They bring fair trade to the public b. Provide point of engagement with network c. Demonstrates that the movement is active and growing d. Allows us to tap into existing holidays and events e. Create new ways to engage companies f. Allow for focus on particular products, companies, producers, regions g. Creates media engagement opportunity <ul style="list-style-type: none"> i. They are great for social media h. Low barrier to entry for new advocates i. Creates opportunity to develop materials 	
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	<ul style="list-style-type: none"> j. They increase the sales and the availability of Fairtrade certified products k. They increase the revenue of Fairtrade Canada <p>e) Communications</p> <ul style="list-style-type: none"> a. We reach a considerable community online (as of Aug 11), reaching a very broad network <ul style="list-style-type: none"> i. 2353 on contact list ii. 93 members iii. 1684 Facebook likes iv. 1187 Twitter followers v. 1201 Newsletter subscribers b. We amplify impact to producers c. Constant contact with the movement d. Engage traditional media e. Create content which is shareable f. Is a voice of the movement, for the movement and beyond <p>f) Business engagement</p> <ul style="list-style-type: none"> a. By driving demand, we create opportunities for businesses b. We create direct links to public institutions c. We create avenues to civil society d. We increase the sales and the availability of Fairtrade certified products e. We increase the revenue of Fairtrade Canada f. We enforce high-bar fair trade g. We create opportunities between fair trade business, food service providers and public institutions h. We increase the awareness amongst businesses of fair trade <p>g) Integrity within the movement</p> <ul style="list-style-type: none"> a. We enforce high-bar fair trade b. Worked with Fairtrade Canada on membership and governance reform c. Participated in consultation on the Fairtrade Sourcing Partnership Program (FSP) d. Sit on the Trade for Sustainable development committee for the International Trade centre <p>h) Discussion then turned to valuing the above work in the 7 priority areas that we outlined</p> <ul style="list-style-type: none"> a. A draft model was built connecting inputs and outputs to budget and value, with the goal of us understanding our work, the value we bring to the table and what we need 	<p>h) Build the model -input -output -value -budget</p>
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	to go after to make our work sustainable in the long run	-revenue
6	Overall strategy of the network (Putting it all together) (Doing what we are good at to add the most value and strength the movement) a) What works, What doesn't work, Key priorities	*Was carried into day 2
	Meeting recessed for the day: 5:35pm	

Meeting Minutes:

Day 2 – June 13th, 2015

*Meeting called to order by Zack Gross at 8:40am

#	Item	Action Item
7	Financial Update a) Current Financial State a. Still waiting on promised further funding from FTC (to be discussed with Mark Abbott) b. Diversified funding is critical i. Goal of never exceeding 33% of our budget coming from Fairtrade Canada c. Business model for the magazine is needed d. EWB has ended financial support, as of Dec 31, 2014	a. Sean to work with Mark, John and Hugues to get this sorted b. c. d.
8	Building a business case for what we do (Adding business value work) a) As the basis for everything we do b) Tie into M&E, strategic plan, annual report, grants and business association work c) This should be built upon data, but also testimonials from businesses and activists, to help show how our work is valued d) Financial plan= a roadmap for achieving organizational growth. It should equally address: a. A social problem b. What programs, products, services, etc. address the problem c. How does the organization measure or prove that it is having a positive impact? d. We must link our programs to outcomes and form a business model i.e. through the Risk & Opportunity Assessment Model (ROAM)	Sean, Jess & Avery to work on business model. Overall, plus data driven
<i>Break</i>		
9	Opportunities for funding a) The magazine:	a) Build a business

<ul style="list-style-type: none"> c) Building a corporate engagement program <ul style="list-style-type: none"> a. Fair trade business association, network, hub or chamber of commerce. Focus on creating business opportunities and connections b. Impact of our work – to producers, to business, to general public c. Charge fees for membership d. Be clear that this membership is not a form of verification or assurance e. Tie this to our endorsement policy, requiring FLO, FTF, WFTO or SPP cert/membership in order to join f. This comes from the handicraft sector and would be largely separate g. Targets <ul style="list-style-type: none"> i. Chartwells, Aramark, ii. Ethical Bean, Camino, Cadbury d) fundraising event(s) <ul style="list-style-type: none"> a. like Equiterre does i.e. \$200\$ ticket for a cocktail e) Conference <ul style="list-style-type: none"> a. Possibility of using conference as a way to bring in funds and engage businesses b. charge higher amount and discount for certain people (esp. Members) c. Expand value proposition to increase value add Daily rates f) Donation <ul style="list-style-type: none"> a. Website structure to allow individuals and organizations to donate b. Set up capacity to have monthly donors c. One moment in the year for big fundraising push d. Tie the pitch to your funder (speak their language) and explain where the money is going e. Funders: companies, individuals, grants (government and other), high net worth individuals g) Programs: Towns, campus, schools and events: <ul style="list-style-type: none"> a. 'sell our services' in terms of framing it as a service to facilitate their sustainable procurement mandates (with Chartwells and Aramark signing on) b. Possibility to create Fair Trade Campus Alliance group to have designated campuses contribute funding. Do the same for municipalities <ul style="list-style-type: none"> i. Pitch collective impact approach to university 	<p>e) work on finding longer financial partners</p> <p>f) Setup a donation page on our website – Sean & Kaan</p> <p>a. Develop a program budget</p> <p>b. Sean to work with Tim Reeve on Town/Campus Sustainable</p>
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	<p>purchasers.</p> <ul style="list-style-type: none"> ii. Run the numbers. Paint a compelling picture of immediate and ripple impacts. Tie back to producers – value of annuity or producer premiums. iii. As university purchasing agents, we’re going to double Canada’s Fairtrade sales in 3 years. <p>c. Schools: seek out funding related to education</p> <ul style="list-style-type: none"> i. World University Services Canada ii. UNESCO Associated Schools Network <p>d. Subtly ranking universities in terms of level of FT-ness (i.e. Celebrating those who go the extra mile)</p> <p>e. Rotary club as potential funding for towns programs</p> <p>f. Towns, Campus, School and Events need access to resources in order to really grow and reach their potential</p> <ul style="list-style-type: none"> i. Financial support ii. Hard copy materials, posters, commodity sheets, stories, images, etc. <p>h) FTF ties</p> <ul style="list-style-type: none"> a. Closer ties would bring new actors and expand the network and opportunities b. We need to make a public statement about our acceptance of FTF c. How do we handle FTC with regards to other certifications in the programs? <p>i) Foundations</p> <ul style="list-style-type: none"> a. McConnell - \$150,000 secured <ul style="list-style-type: none"> i. Will cover 2 days per week of Sean’s salary, shifting Sean up to \$3350 gross pay per month (\$40,200 annually) ii. We will be hiring Jess 1 day per week, starting in September b. Lush – new proposal to be drafted c. Office of consumer affairs – proposal to be worked on 	<p>purchasing network</p> <p>ii. Bev to look into</p> <p>e. Bev to look into</p> <p>i. A program fund needs to be set up, that groups can apply to</p> <p>ii. program focused materials need to be developed and made available</p> <p>c. Sean, Zack and Eric to meet with Lisa to discuss</p> <p>a. Jess to manage reporting, goals and commitments of grant</p> <p>b. Jess to lead</p> <p>c. Sasha to look into, Jess to lead</p>
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	<ul style="list-style-type: none"> d. Heritage Canada – proposal to be worked on e. 1% for the planet - f. D-FAT-D – continue looking at public engagement opportunities, work with provincial councils on this g. Funding scenarios document h. grant list j) Collaborative work and funding <ul style="list-style-type: none"> a. The Real Food Challenge and Meal Exchange – to scale up our work on campuses b. Link CFTN and EWB advocacy work k) Provincial opportunities <ul style="list-style-type: none"> a. Provincial councils l) Program Development <ul style="list-style-type: none"> a. New program development <ul style="list-style-type: none"> i. Fair Trade Fair Trade Faith Group ii. Fair Trade Workplaces iii. Fair Trade Province standards – fair trade at committee level, in policy, number of towns, etc. 	<ul style="list-style-type: none"> d. Sean & Eric to work on funding proposal e. f. Zack to keep eye on opportunities g. h. a. Sean to work with Dana on strategy and financial plan b. Sean to work on and sign partnership agreement – James, Alex, Sasha & Sean l) Left for later date
<p>10</p>	<p>Valuing our work</p> <ul style="list-style-type: none"> a) We ran through an exercise where we priced out our work, full details can be found in an excel spreadsheet titled “CFTN Product and Service Breakdown” <p>Exercise on programs vs cost/value/revenue/time invested/objective, key points:</p> <ul style="list-style-type: none"> a) Conference: \$80k cost, \$60k in revenue therefore missing \$20k b) Magazine: \$52k cost, \$26k revenue, therefore \$26k needed c) Programs: \$71k cost of running, \$42,5k revenue from FTC, therefore \$28,5k short d) Side note: possibility to bring purchasing managers from the designated campuses and towns together to push for certain goals within FT? e) Campaigns: we should be intentional with the campaigns so that they reinvigorate the programs in place. 	

	<ul style="list-style-type: none"> f) The value add of CFTN is in bridging the gap between FTC preparing the campaigns and CFTN getting them out to the public and engaging communities g) CFTN creates a movement h) Fair trade campus week was initiated by CFTN but did not maintain project management of it <ul style="list-style-type: none"> a. Cost would be \$3.5k revenue is currently 0 therefore \$3.5k missing i) Communication: cost \$7.5k j) Admin: \$28k costs , \$0 revenue therefore \$28k missing <p>Total costs = \$242k Total revenue = \$130k Missing = \$112k</p>	
-Lunch-		
11	<p>Overview of remaining items</p> <ul style="list-style-type: none"> a) break out into smaller groups and focus on: <ul style="list-style-type: none"> <i>agenda item #12 - National Conference</i> <i>agenda item #13 - Capacity Building and Partnerships</i> <i>agenda item #14 - Integrity of the Movement</i> 	
12	<p>National Conference planning</p> <ul style="list-style-type: none"> a) Full notes on theme, speakers, sessions, funding, etc. titled "Board notes on Conference" is available b) In this session: Zack, Kyra, Lia, Kaan & Bev 	
13	<p>Capacity building & Partnerships</p> <ul style="list-style-type: none"> a) Partnerships <ul style="list-style-type: none"> a. EWB, Meal Exchange, Fair Trade Federation/Handicraft, Toronto Fair Trade Show b) Succession planning <ul style="list-style-type: none"> a. Board, Staff, Advisory, Town groups, Campus groups c) Roles of key people - how can we tie people in (potential resources)? Lloyd - EB, Donna - MLCC for instance d) Movement in Canada checkup: Quiet in Atlantic Canada and SK e) Supporting the movement in Canada <ul style="list-style-type: none"> a. Regional and local opportunities - Grant list b. Setting up an annual fund that Town, Campus and School Groups could apply to, say \$30k per year c. Setting up a product donation strategy to work with companies and advocates f) Project Planning <ul style="list-style-type: none"> a. Fair Trade Magazine b. Buyers Guides: Crafts, Coffee, Tea, Chocolate, Wine c. Fairtrade at a glance document 	<p>It was decided that many of these items were discussed already, and that they were best left</p>

	<ul style="list-style-type: none"> d. Fair Trade 101 presentation and guide e. Producer visit trip f. Retail database development 	
<i>Break</i>		
<p>14</p>	<p>Ensuring the movement expands with integrity</p> <ul style="list-style-type: none"> a) Overview and framework for evaluation. Discussion carried out by subgroup on what we want to see with fair trade and how current certifications compare. We focused on overall sustainability, gender, democratic process, rights of indigenous groups and the respect of culture, small producers, both organized and unorganized, estates, and corporate influence. Civil society involvement, percent of content and mixed ingredient standards, 3rd party nature, both standards and auditing, level of participation of producers, capacity building, education and promotion. b) Things that are important to us (FLO, FTF, WFTO, SPP): <ul style="list-style-type: none"> a. 3rd party audit and standard b. Governance -> producer governance + representation <ul style="list-style-type: none"> i. Corporate participation + power dynamics ii. Organized/labour c. Sustainability, capacity, education, price d. Transparency in the label e. Southern production c) Identified best practice: <ul style="list-style-type: none"> a. 100% sales b. Gender programs c. Producer ownership and distribution d. Small producer emphasis e. Yr/yr scales f. Value-added g. A minimum % h. Social premium i. Southern production e. Identified worst practice <ul style="list-style-type: none"> a. Low minimum percentage b. Lack of producer participation in governance structures f) Endorsement policy <ul style="list-style-type: none"> a. FLO as gold standard SPP, WFTO and FTF supported b. IMO: Fair for life – to be researched c. Rain Forest, UTZ & FT USA left below the bar d. Direct trade continues to be a challenge, decided that 	<p>f) Sean to work on an a CFTN endorsement policy</p>

	<p>3rd party verification needed</p> <p>g) Consultation: Sean to continue working FLO/Fairtrade Canada, International Trade Centre and others on this</p> <p>h) Fairtrade Canada governance, membership and the board of directors. AGM is in October, new membership setup, process still be worked out.</p> <p>i) In this session: Sean, Sasha, Avery, Eric, Darryl</p>	<p>h) Board members to recommend people as potential candidates to sit on the Fairtrade Canada board – July 31 deadline</p>
15	<p>Reconvene, sharing thoughts and ideas</p> <p>a) Plans for next steps - minutes</p> <p>b) Vision and Strategic Plan - updates to come</p> <p>c) Discussion Item</p> <ul style="list-style-type: none"> o 100%'ers versus big companies. There is concern that working with the big companies will push the small companies out, and that something will need to be done to ensure that the 100%'ers survive and grow o In others establish a 100% club o MOTION proposed by Avery: Find ways to provide greater support to 100%'ers based on concertation with them. Seconded by Zack <p>Approved by all, 17: 10</p>	<p>Committee formed of Kaan, Lia & Bev</p>
	<p>Next Meeting</p> <p>a) Note – future online meetings need to focus more on issues, discussion and decision, rather than updates</p> <p>b) Schedule our next meeting</p> <p>c) A board meeting will be scheduled for the day after the conference: February 21, 2016</p>	<p>Meeting to be held on August 11th</p>
	<p>Meeting adjourned</p> <p>a) Moved by Zack</p> <p>b) Seconded by Kaan</p> <p>c) All in favour at 536pm</p>	