



CANADIAN FAIR TRADE NETWORK

Annual
Report
2021



Our Work

Our Vision

We want to see a fair, sustainable world led by thoughtful, motivated, and informed Canadians.

Our Mission

To inspire and coordinate a network of engaged civil society advocates and volunteers, along with business, institutional, and government leaders, in building a robust social movement that works to advance the values and vision of fair trade.

The World and Our Work

The products that we purchase, the companies that we purchase from, and how we invest and spend our money all have impacts on the world around us.

In Canada, we work to build, support, and develop communities of active, engaged citizens. This includes working with various community members and local businesses.

As an organization, we work with people, advocates, businesses, and our public institutions and governments to ensure their decisions have positive impacts on the world. Buying fair trade products is a way to ensure that farmers and workers are compensated fairly, treated with respect, and empowered to produce their products in an environmentally sustainable way.

We work in Canada, but our impacts are felt worldwide, extending through global supply chains into Africa, Asia, and Latin America.



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CFTN Board of Directors

ERIN BIRD

PRESIDENT

Fair Trade Calgary

KENNETH BODDY

SECRETARY

Fair Trade Ottawa Équitable

KESLYN AYOW JAMES

TREASURER

Dalhousie University

DAPHNA LEWINSHTEIN

Fair Trade Toronto

KALIN MACDONALD

Manitoba Council for International
Co-operation

LORI FARLEY

Fair Trade Calgary

SERVICE OPARE

University of Calgary

*Special thanks to Éric St-Pierre,
Annaliese Beck-McKenzie, Emanuel
Lukawiecki, Giada Simone, Larissa
Kanhai, and Madison Cote, who
stepped off our Board in 2021.*

CFTN Staff

SEAN MCHUGH

Executive Director

NELL JEDRZEJCZYK

National Programs Manager
(May to September)

ERIK JOHNSON

Editing and Design
Consultant

Metrics and Key Developments

4,855

CONTACTS IN
DATABASE

1,757

NEWSLETTER
RECIPIENTS

2,812

FACEBOOK
LIKES

Letter From CFTN President

Through the past year, we have continued to experience a roller coaster of ups and downs, as provinces across the country have locked down, lessened restrictions, and then reacted with each new wave of the pandemic. It has continued to be challenging for our Canadian fair trade community to meet in person, but I applaud the resilience we have demonstrated as we pivot to new ways of connecting.

One celebratory milestone was the launch of the Fair Trade Hand Book, published by Fernwood. With chapters authored by various champions in our fair trade community, this collaboration project has been a way for us all to share our various experiences and knowledge. The book will be published in Spanish, and perhaps other languages, in the future.

Despite continued restrictions in workplaces, at schools, and on campuses, our Fair Trade programs have continued to grow in number, albeit a bit more slowly. We continue to find creative ways to connect with each other virtually through webinars and social media.

As we transition beyond COVID-19, we will continue to adapt to whatever lies ahead. The optimism that I have is that regardless of what the future holds, we can agree that many more people are aware of what a supply chain is and why it is important, which bodes well for the awareness and appreciation of fair trade. I want to thank our Executive Director, Sean McHugh, our Executive Board of Directors, and Advisory Council for your ongoing work this year as we navigate this uncertain time.

Here's to new and exciting things in 2022! I wish you all health and happiness. Stay well.



Erin Bird
President,
Canadian Fair Trade Network

Letter From Executive Director

With the ongoing pandemic, 2021 was another year of altered plans, postponed events, and delays. With that said, fair traders rose to the challenge and continued to advocate for change. Activities continued online and in-person when possible. 2021 was also a year of back-end projects, such as our website relaunch, which we completed in April.

We also produced a book! Co-edited by Zack Gross, Gavin Fridell, and me, the Fair Trade Hand Book brought together dozens of contributors, and was officially launched on September 29.

We held our AGM in September and continued with monthly board meetings online. We worked with Fair Trade Towns, Campuses, Schools, Workplaces, and Faith Groups across the country on annual renewals and welcomed several new designations into the fair trade family.

Product availability, and institutional and business support continued to grow in 2021, with strong numbers being posted across a range of sectors. This was exciting to see.

Despite the ongoing challenges of the pandemic, the fair trade movement continued to show its resilience and is looking to emerge from the pandemic stronger than ever.

I would like to thank our partners, our funders, and our federal government, who stood with us, despite the reduced activity. We're looking forward to brighter days ahead and an exciting 2022 and beyond!



SEAN McHUGH
Executive Director
Canadian Fair Trade Network

CFTN Advisory Council

BEV TOEWS

Fair Trade Olds,
Olds, AB

DARRYL REED

UBC Okanagan,
Kelowna, BC

DONNA DAGG

Manitoba Liquor and Lotteries,
Winnipeg, MB

GAVIN FRIDELL

Saint Mary's University, Halifax, NS

JENNIFER WILLIAMS

Firefly Insights, Ottawa, ON

KRISTA PINEAU

Ecocert: Fair for Life North America,
Québec City, Quebec

MONIKA FIRL

Co-operative Coffees, Montreal, QC

ROBERT MCKINNON

Pure Art, Hudson, QC

ZACK GROSS

Sandy Hook, MB

1,894

TWITTER
FOLLOWERS

373

TOTAL
DESIGNATIONS

7

ONLINE BOARD
MEETINGS

36

CFTN
MEMBERS



27 FAIR TRADE TOWNS



41 FAIR TRADE CAMPUSES



26 FAIR TRADE SCHOOLS

Designation Programs

Canada’s Fair Trade programs focus on community engagement and building a robust social movement that supports fair trade through its purchasing and policies. 2021 was another challenging year due to the pandemic, as many of the usual events and activities were on hold, campuses and schools remained closed, people worked from home, and in-person gatherings occurred online. We focused our attention on keeping the core engaged through regular emails and calls. In July and August, we completed the annual renewal process with many Towns, Campuses, Schools, Workplaces, and Faith Groups. Throughout the year, we kept the Fair Trade programs website up to date, along with the CFTN’s.



Fair Trade Town

The Fair Trade Town program recognizes municipalities for demonstrating strong commitment to fair trade through their purchasing. The program is driven by community leaders, local businesses, partner organizations, and individual members. It promotes awareness and support for fair trade by bringing together a community keen to create change.

Numbers

- 27 Fair Trade Towns in Canada
- 8,142,896 Canadians live in Fair Trade Towns



Fair Trade Campus

The Fair Trade Campus program recognizes colleges, universities, and tech schools demonstrating strong commitment to fair trade. The leadership of Canadian campuses has helped push sustainable procurement and drive change within the marketplace by demanding ethical and fair products.

Numbers

- 41 Fair Trade Campuses in Canada, including one achieving Gold status and one achieving Silver
- 649,004 Canadian students enrolled in Fair Trade Campuses

New Designations in 2021

Queen’s University – April 15



Fair Trade School

The Fair Trade School program recognizes elementary, middle, and secondary schools for demonstrating strong commitment to fair trade from students, teachers, and administrators. The program promotes awareness and support for fair trade principles by sharing information with students, teachers, and administrators as they discuss and educate about social justice.

Numbers

- 26 Fair Trade Schools in Canada
- 28,005 Canadian students enrolled in Fair Trade Schools



Fair Trade Event

The Fair Trade Event program recognizes events that during 2021 committed to sourcing fair trade products and promoting fair trade to their attendees and communities.

Numbers

9 Fair Trade Events in 2021

2021 Designations

- SFU Street Fest 2021 in Virtual 3-D! – January 21
- February Lunch and Learn at McGill Mac Campus: Plant Based Eating – February 17
- University Highlands Elementary School Fair Trade Engagement – March 11
- Mireille Saurette and Rick Piche’s Wedding Celebration – August 7
- Opening Week Fair Trade Booth at SFU – September 8
- Alberta Culture Days in Olds – September 18
- Fair Trade Hand Book Maritime Book Launch: Halifax – October 1
- Fair Trade Hand Book Maritime Book Launch: Valley – October 25
- Fair Trade Campus Week at SFU – November 4



Fair Trade Workplace

The Fair Trade Workplace program recognizes workplaces that have committed to sourcing fair trade products and promoting fair trade among their employees and communities.

Numbers

93 Fair Trade Workplaces

7,311 staff now work at Fair Trade Workplaces

New Designations in 2021

- Momentum – January 13
- Marché Notre-Dame – March 2
- Yamachiche PQ Atelier-Gîte-Boutique – March 2
- Atlantic council for international cooperation – April 12
- Portage MCC Thrift Shop – August 31
- Segan – September 1
- Portage MCC Furniture Plus – September 15
- Équijustice Trois-Rivières – October 19



Fair Trade Faith Group

The Fair Trade Faith Group program recognizes faith groups that have committed to sourcing fair trade products and promoting fair trade within their communities.

Numbers

12 Fair Trade Faith Groups

3,135 people attend Fair Trade Faith Groups

Designation numbers estimated based on applications and annual renewals



9 FAIR TRADE EVENTS



93 FAIR TRADE WORKPLACES



12 FAIR TRADE FAITH GROUPS



Updates and New Developments

New Website Launched!

After many years with the same website, we decided that a fresh look was needed! Thanks to the hard work of Shane Mitravitz and Keslyn Ayow James we launched our new website on April 6, 2021.

Our new website is built on WordPress, and it links up with Keela, our constituent relationship management (CRM) software, for newsletter sign up, membership, and donations. We were able to migrate most of the content from the old site, while also building out a few new sections.

Fair Trade Campus Week

This year, Fair Trade Campus Week was held online from October 25-29. Fairtrade Canada led planning, and we helped with promotion and support. We also participated in several online events, panels, and question and answer sessions.

Advocacy, Led by Gavin Fridell

Our advocacy efforts during 2021 were led by Gavin Fridell. Thank you, Gavin for your leadership and insight in this area. Gavin participated in Canada's Food Systems Summit Dialogue on Sustainable Agri-Food Value Chains and joined roundtables on labour exploitation in global supply chains, where discussions focused on whether the Government of Canada should pursue legislation to address labour exploitation in supply chains, and what it should look like.

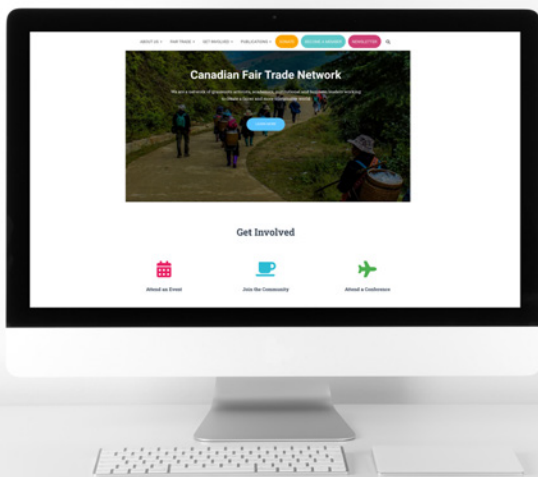
In February, Gavin presented at Monopolizing the Recovery: The WTO-TRIPS Waiver Proposal and Access to Affordable COVID Treatments, an online panel organized by the Canadian Centre for Policy Alternatives (CCPA) and the Trade Justice Network (TJN). In addition, the CFTN joined the call to waive intellectual property protections for COVID-19 vaccines and therapeutics.

This year we at the CFTN endorsed the international declaration targeting WTO reform ahead of the November ministerial. The statement was prepared by Our World is Not For Sale as a follow-up to a 2013 "WTO Turnaround" declaration.

We also endorsed civil society calls for the 12th Ministerial Conference of the World Trade Organization (WTO) to be postponed.

Conference and Origin Trips

With the covid pandemic in its second year, we cancelled our national conference and trips to origin. Moreover, we didn't travel within Canada or abroad, and didn't attend any conferences, tradeshows, or events.



Fair Trade Hand Book

Co-edited by Gavin Fridell, Zack Gross, and Sean McHugh, and framed within the common goal of advancing trade justice and South-North solidarity, *The Fair Trade Hand Book: Building a Better World, Together* presents a broad interpretation of fair trade and a wide-ranging dialogue between different viewpoints. Canadian researchers in particular have advanced a transformative vision of fair trade, rooted in the co-operative movement and arguing for a more central role for Southern farmers and workers.

The book's contributors look at the issues within global trade, and assess fair trade and how to make it more effective against the broader structures of the capitalist, colonialist, racist, and patriarchal global economy. The debates and discussions are set within a critical development studies and critical political economy framework.

The book includes a preface by Sean McHugh; an introduction and conclusion by Gavin Fridell, Zack Gross, and Sean McHugh; and 21 essays written by 28 contributors and reviewed by all three editors.

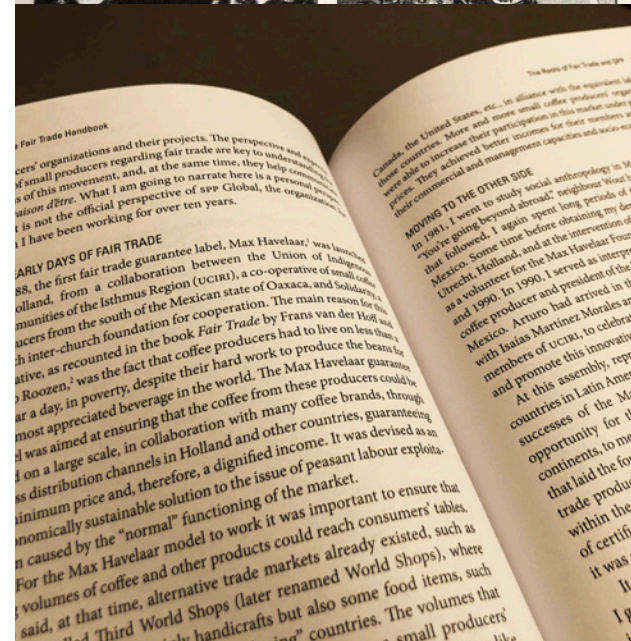
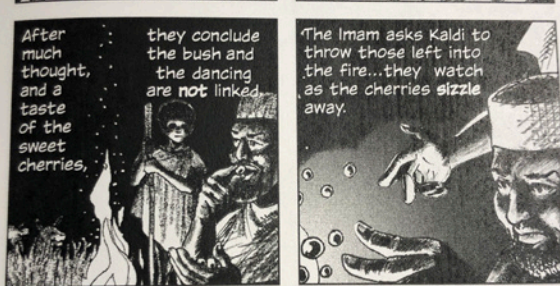
Special thanks to Éric St-Pierre for photography and captions, Erik Johnson for copy-editing, and the team at Fernwood Publishing. The Fair Trade Hand Book is endorsed by Vandana Shiva; Adam Sneyd (University of Guelph); Andy Hira (Simon Fraser University).

Highlights and Notes

- Officially launched September 2021 with an online event held on Wednesday, September 29.
- \$1,000 of the royalty advance was donated to the International Covid Relief Fund, created by Fairtrade International and administered by CLAC (The Latin American and Caribbean Network of Fair Trade Small Producers and Workers).
- A Spanish language translation is currently being produced, with \$15,000 in funding provided by Saint Mary's University.

Promotional Appearances

- Green Teacher Podcast (Zack Gross)
- Flourishing Podcast (Zack Gross & Sean McHugh)
- WAMF 90.3 Radio (Gavin Fridell)
- CBC Radio (Gavin Fridell, multiple programs across Canada)
- Two launch events held in Nova Scotia in partnership with Just Us! Coffee (Gavin Fridell)
- The book was highlighted at Gavin Fridell's participation in "Identify and Explore Opportunities Arising from Covid-19," Fair Trade Town Conference 2021, Swiss Fair Trade and Fair Trade Towns International, by video conference, November 18, 2021





CFTN Supporters

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). Funding for the organization comes from contracts, foundations, conference sponsors, and membership dues.

The organization has a large reach, and has led strong growth, despite a relatively small budget. Every dollar that is brought in, contributed, or donated goes a long way. We thank everyone who makes our work possible.

CFTN Members

Thank you to CFTN members, who contribute \$15 per year.

Contracts



Grants



We also want to send a special thanks to Kenneth Boddy, who donated to our organization directly.



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 @CFTNetwork

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