

The Canadian Fair Trade Network

2013 Annual Report



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Report from the Chair



Over the past year, the CFTN Board met monthly via teleconference and held a two-day, face-to-face meeting in Toronto in October, where we discussed future strategies for the organization. The result of our Toronto meeting was our 2020 Vision document, which hopes to see supply and demand for fair trade products grow steadily in Canada over the next six years. As fair trade grows in scale, we also want to see that it maintains its integrity, so that consumers and supply chain managers know that they are purchasing products that really make a difference in the lives of producers in the Global South. Our 2020 Vision will guide our development as an organization and our national fair trade engagement in general. It is, however, a “living document,” and we embrace the flexibility to change course as opportunities and challenges arise. Of course, your input into this process is not only welcome but necessary.

Outside of meetings, the CFTN Board has also been on call to advise, edit, brainstorm, host, educate, and promote on behalf of the Network—while maintaining a global perspective and a local focus. We’ve encouraged the development of the Fair Trade Campus and Towns programs and supported on-the-ground participation in our local areas. We look forward to our new Fair Trade Schools program rolling out in this new year.

The Board and staff hope that our relationship with fair trade businesses of all sizes will continue to grow in the coming year. We also look forward to growing our relationship with Fairtrade Canada. As well, the CFTN has applied to Heritage Canada for funding that would allow us to become more bilingual and, therefore, more connected with colleagues in Quebec and other francophone regions.

The CFTN is pleased to work with representatives from all across Canada and from every part of the Fair Trade Movement—from businesses, fair trade campus and town groups, academia and public education, non-profits and non-governmental organizations, faith communities, government institutions, and more.

I’d like to thank and congratulate the CFTN’s staff, all the people that we’ve connected with in the movement over the past twelve months, and the other members of our Board as well as our advisors and facilitators, for their excellent work and unflinching commitment to fair trade.

Zack Gross, Chair

Board of Directors



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The Canadian Fair Trade Network



The Canadian Fair Trade Network (CFTN) is a non-profit organization that works to advance awareness and support for fair trade in Canada. It supports collaboration within the fair trade movement to encourage support for fair trade products and practices. It envisions a Canada that is a global leader in social and environmental responsibility.

Working Staff

The CFTN operates with the support of its working staff and team of volunteers:

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Staff Report: Looking to 2014



The Canadian Fair Trade Network began in 2011 as an idea. That idea aimed to strengthen the social movement of individuals wanting to see a global shift in social and environmental well-being—where fair trade is a primary vehicle for ensuring this. As an organization, the CFTN has grown rapidly. We've not only brought on, mid-way through 2012, a Board of Directors with regional representation across the country, but we also held our first Annual General Meeting in January of 2013.

If our first year and half were good, this past year has been nothing shy of incredible. From an accountability standpoint, our Board has grown and continuously proven itself as a strong representational body that has been willing to engage in a number of issues—including the ongoing development of the CFTN. We have also worked to bring our financial house into order by introducing processes that ensure effective budgeting and oversight. From an operational standpoint, our capacity has increased dramatically. We hired Bryce Tarling in the spring as our Director of Communications and Jessica Frank in the fall as our Project Manager for National Conference. Both have contributed immensely, driving the CFTN to new heights.

That said, it has really been the network of individuals, groups, organizations, institutions, and businesses nationwide that have driven the movement throughout 2013—and we have had the privilege of being at the centre of it, communicating successes through our newsletter, social media, and Fair Trade Magazine. 2013 saw three campuses and two towns join the ranks of Fair Trade–designated bodies, while many, many others are driving at similar goals.

Looking forward, the CFTN is once again poised to grow and expand its operations, and with the groundswell of individuals driving the movement, we're excited for another big year. We plan to continue supporting the campus movement, while also increasing support for Canadian municipalities. Additionally, we will be working to develop a national schools program, investing time into research on ethical labels, and supporting more robust business involvement on a national level.

Thank you for your support. We look forward to working with you in 2014.

Sean McHugh, Executive Director

2020 Vision

Fair trade helps reduce poverty in developing communities around the world. It represents a growing movement, and to achieve its potential, it is crucial that its proponents not only maintain high expectations, but that they also work to improve its standards.

The CFTN collaborated with its working partners, Engineers Without Borders and Fairtrade Canada, in consulting representatives from a range of stakeholders that include community groups, businesses, public institutions, and certifying bodies, to build a strong vision for 2020.

The CFTN seeks the support of fair trade principles from a broad representation of Canadian society by 2020.

Primary Outcome #1: Increase supply and demand for fair trade products in Canada

We aim to increase the exchange of fair trade goods in Canada to support producers in earning a decent living in their communities and to achieve economies of scale for sustainable products in mainstream markets—making them the norm.

Currently, there is a shortage of demand for fair trade products, as producers sell only a portion of certified products on actual fair trade terms. While increasing the number of certified producers will be important in the long term, in Canada, our most pressing goal is to ensure institutional buyers and consumers understand and support fair trade.

To increase demand for fair trade products, we aim to increase fair trade awareness among consumers through three principle strategies: connect, inform, and support.

Primary Outcome #2: Ensure fair trade expands with integrity

Third-party certification and membership organizations remain the only means for increasing assurance and accountability in fair trade. The CFTN remains committed to ensuring these verification systems not only maintain their integrity, but also strive to improve. The CFTN will also work to ensure it maintains its own integrity by engaging a variety of stakeholders from within the fair trade movement in Canada.

FT Towns and Campuses

The CFTN works with Fairtrade Canada to manage its Fair Trade Towns and Campus programs, which help increase the availability and visibility of fair trade products and catalyze strong networks of community support. This year, the CFTN worked with Fairtrade Canada to develop a new Fair Trade Campus Action Guide to better engage campuses in their work of supporting fair trade.

Three campuses achieved Fair Trade designation this year, McGill University, Brock University, and Selkirk College—making for a total of six in Canada. Two of the largest cities in Canada, Toronto and Edmonton, also received Fair Trade designations this year.

Municipalities Conference

In a joint letter to municipal leaders at the Federation of Canadian Municipalities Conference in Vancouver this year, Andrea Reimer, Vancouver City Councillor, and Mike Layton, Toronto City Councillor, encouraged other Canadian municipalities to pursue similar designations.

In the letter, they wrote, “As leaders within our communities, we can take steps to support this movement that will lead to better trading conditions and to securing the rights of marginalized producers.”

Proving the market

The CFTN’s empowerment strategies create a two-pronged effect in rewarding ethical business practices. Within cities like Vancouver and Toronto, or campuses such as UBC and SFU, fair trade businesses earn contracts based on new ethical purchasing policies supporting fair trade. These contracts reward ethical business models and encourage others to make similar commitments.

Recently, Starbucks Canada committed to a pilot program that offers Fairtrade certified espresso beans at SFU. The development wouldn’t have been possible without the relentless student demand for fair trade, and the efforts of the university’s ancillary services in making this a requirement for the franchise location.



Campaigns

An effective campaign connects the efforts of individuals and groups and can demonstrate a critical mass of support while strengthening the collaborative efforts of businesses, institutional leaders, and community members. They help motivate and encourage participants to take ownership of their contributions to meaningful change.

Fair Trade Campus Week

In September 2013, the CFTN worked with student groups and campus administrations to host Canada's first National Fair Trade Campus Week, where hundreds of advocates across the country hosted events and promotions to increase awareness and support for fair trade.

Throughout the week, campuses organized film screenings, information tables, presentations, contests, sporting events, and more. The events engaged a significant cross-section of campus populations, businesses, and other organizations through social media—featuring images of events, product donations, and links to media coverage from local newspapers.

Just Minerals

The CFTN has been working with Member of Parliament Paul Dewar in his effort to support conflict-free minerals in Canada through Bill-486.



Media Engagement

Coverage of fair trade in mainstream Canadian media has been sparse and often superficial. This is because fair trade represents complex global issues and may not relate sufficiently to localized news channels.

The CFTN curates content to make fair trade issues more accessible to media outlets and other communicators in Canada. We also help to shape community advocacy to engage more effectively with major news sources.

In 2013, the CFTN contributed to more than 30 media hits in Canada, which included major news sources such as the *Globe and Mail*, *Metro*, *24*, and the *Edmonton Journal*.

Sean McHugh, executive director of the CFTN, and board member Sasha Caldera recently called on the Government of Canada to adopt social sustainability into their procurement policies. The goals and rationale for the campaign were captured in an editorial published in the *Globe and Mail*.





Fair Trade Magazine

Fair Trade Magazine provides information on social sustainability for consumers and industry stakeholders. Featuring some of the leading voices in the movement, it covers issues that include global distribution systems, business practices, and on-the-ground impacts in developing communities.

In 2013, we distributed 29,000 copies of *Fair Trade Magazine* with the help of businesses, partner organizations, and universities and colleges across Canada.

2013 National Conference in Calgary

Held annually in January, the CFTN National Conference connects stakeholders from across the country. The first National Conference, held in Calgary in 2013, had more than 80 participants representing brands, retailers, student and campus advocacy groups, food service providers, campus administrations, and fair trade certification in Canada.

The conference enables businesses to connect and grow their networks. It provides workshops for advocates working to unlock opportunities in their communities. Our annual general meeting, held concurrently with the National Conference, gives members the opportunity to participate in governance and contribute to the direction of the organization. The meeting is a valuable opportunity to engage our network and focus its goals for the future.



2013 Summary of Events

January

- AGM and two-day conference held in Calgary—80 participants
- First edition of *Fair Trade Magazine* published—circulation: 7,000

February

- My Fair Valentine campaign

March

- Organizational and financial management process developed
- Board of Directors identified as regional leaders
- CFTN works with MP Paul Dewar

April

- Fairtrade Canada's Karma Campaign launched
- Toronto city council votes unanimously in support of Toronto becoming a Fair Trade Town
- Canadian Health Food Association (CHFA) West Conference and Trade Show
- Executive Director visits partners in Ontario and Quebec

May

- Fair Trade Fortnight and World Fair Trade Day
- Toronto becomes Canada's 16th Fair Trade Town
- City councillors Andrea Reimer and Mike Layton distribute letter of support for fair trade at the Federation of Canadian Municipalities Conference in Vancouver
- Executive Director visits partners in Alberta, Saskatchewan, and Manitoba

June

- Selkirk College becomes Canada's 4th Fair Trade Campus
- McGill University becomes Canada's 5th Fair Trade Campus
- Executive Director visits partners in Atlantic Canada
- Canadian Colleges and Universities Food Service Association Conference

July–August

- Second edition of *Fair Trade Magazine* published—circulation: 22,000

September

- Editorial published in the *Globe and Mail*
- Fair Trade Campus Program rebranded; new Action Guide published
- Brock University becomes Canada's 6th Fair Trade Campus
- Edmonton becomes Canada's 17th Fair Trade Town
- National Fair Trade Campus Week

October

- National in-person board meeting
- CHFA East Conference and Trade Show
- Canadian Fairtrade Awards (Fairtrade Canada)
- *2020 Vision* published

November–December

- 2014 Winter/Spring edition of *Fair Trade Magazine* sent to print
- Conference planning

Looking forward: Highlights from our 2020 Vision

Research and consultation

We rely on a strong knowledge base that stems from ongoing research and consultation.

Goals

- maintain comprehensive evaluation of certifications
- network consultation
- business/industry research

Fair Trade Towns program

The Fair Trade Towns program has been an important tool in cultivating support for fair trade, and with further development it will become a primary means to lasting engagement from a growing number of communities in Canada. We are re-working the Fair Trade Towns program to incorporate more structure and accountability.

Goals

- increase the range of tools and coordination for community engagement
- develop more specific outcomes and ongoing commitments to re-apply
- develop comprehensive action guide, application, and supporting documentation

Education/School Programs

We receive many requests for materials and presentations that target elementary-through-high-school audiences. Youth engagement will be key in influencing a new generation of leadership and in supporting social justice in other sectors.

Goals

- develop fair trade curriculums and other learning tools
- train speakers in community and campus groups
- develop tools to encourage ethical sourcing in public and private schools
- develop tools for student groups and mentorship programs

Fair Trade Business Consultation

We are well-positioned to facilitate a formal network of fair trade businesses, which will provide strong opportunities for collaboration and innovation. A network of engaged business leaders will have influence among larger institutions and distribution networks while raising the bar for ethical business practice in Canada.

The CFTN will begin consultation during the 2014 National Conference for implementation at the start of 2015.

Potential Goals

- engage a broad cross-section of businesses in Canada
- establish a leadership committee and working team
- develop a Fair Trade Business Association
- develop referral program with comprehensive directory of products and services
- coordinate a national conference and trade show



2013 Financial Statement

Fiscal year: December 15, 2012 to December 15, 2013

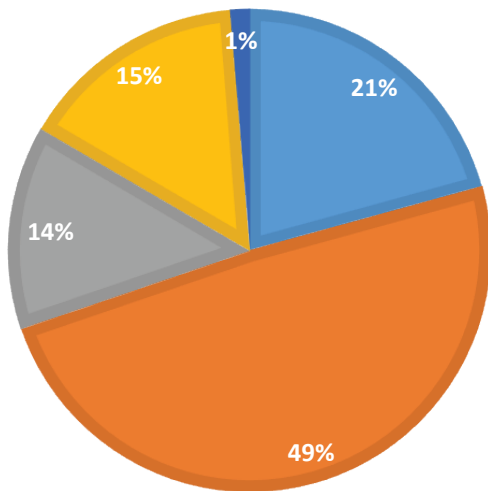
2013 Revenues	
<u>Item</u>	<u>Amount</u>
Fee for Service	\$ 23,780.00
Grants	\$ 56,262.95
Sponsorship	\$ 15,650.01
Advertising	\$ 17,570.21
Member fees	\$ 1,447.12
Total	\$ 114,710.29

2013 Expenses	
<u>Item</u>	<u>Amount</u>
Salary	\$ 48,472.37
Rent	\$ 8,628.00
Insurance	\$ 1,000.00
Office Expenses	\$ 1,714.89
Telecommunications	\$ 3,962.18
Travel	\$ 9,203.35
Magazine	\$ 21,379.18
Conference	\$ 13,062.14
Total	\$ 107,422.11

2013 Income Statement	
<u>Item</u>	<u>Amount</u>
Total Revenue	\$ 114,710.29
Total Expenses	\$ 107,422.11
Net Carry Over to 2014	\$ 7,288.18

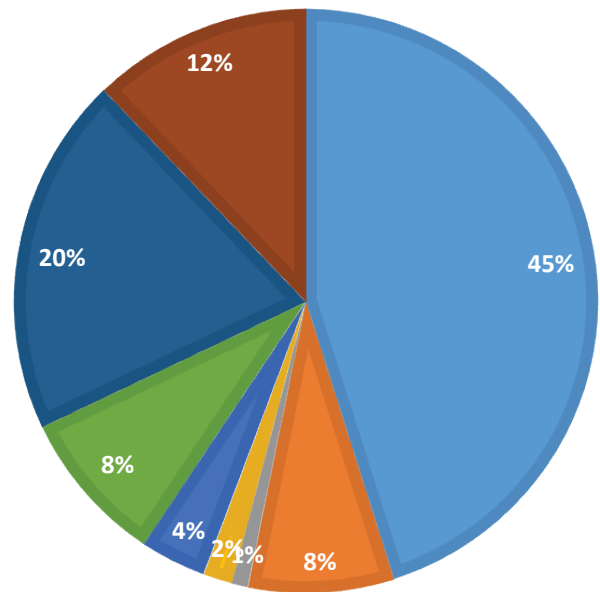
2013 REVENUE

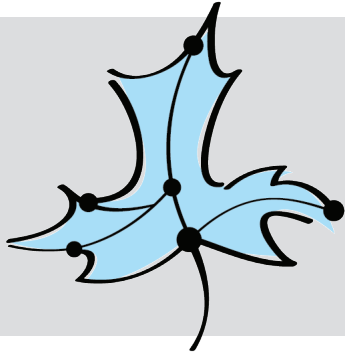
■ Fee for Service
 ■ Grants
 ■ Sponsorship
 ■ Advertising
 ■ Member fees



2013 EXPENSES

■ Salary
 ■ Rent
 ■ Insurance
 ■ Office Expenses
 ■ Telecommunications
 ■ Travel
 ■ Magazine
 ■ Conference





CFTN National Conference 2014

Leadership in Fair Trade

Thursday January 9 – Saturday January 11, 2014
Toronto Congress Centre

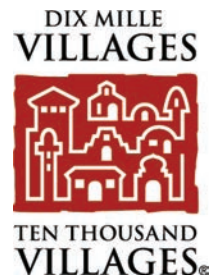
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