



Canadian Fair Trade Network 2015 Annual Report





The Canadian Fair Trade Network (CFTN) is a federally registered non-profit organization. The CFTN is registered under and adheres to policies laid out in the Canadian Not-for-profit Corporations Act. The CFTN operates with an active board of directors, executive director and working team, and an advisory council.

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cftn *réseau*
 Canadian Fair Trade Network
 Réseau canadien du commerce équitable

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Letter from the President

It was just a few years ago when we held our first meetings as the CFTN's board and staff. During these meetings, we did some philosophical sorting and strategic planning, and we adopted the motto "Scaling Up with Integrity." That is, we would work (hard) to grow the fair trade movement, locally, nationally, and globally, while not losing sight of the strict standards by which fair trade should be judged.

Indeed, this past year has been one of "Scaling Up with Integrity." In programming, the CFTN has helped more towns, campuses, and now schools achieve fair trade designations. There have been more Fair Trade Events across the country, and more businesses, organizations, and institutions have come to us to ask how they can become fair trade firms, workplaces, or spaces. Our conferences have continued to grow, engaging more participants, receiving better media coverage and making a greater local impact.

On the integrity side of the equation, the CFTN continues to adhere to a strong belief in Fairtrade International certification. We have confidence in the Fairtrade Mark, and while every system can be improved, this particular brand provides a solid path to meeting the highest fair trade standards.

In "Scaling Up with Integrity," the CFTN has also spent time this year looking at how to build our relationships with like-minded labels and organizations such as the Fair Trade Federation, the Small Producers' Symbol and the World Fair Trade Organization. We have also increased our efforts to work with and support the handmade sector.

On the topic of increased cooperation, the CFTN and Association québécoise du commerce équitable are pleased to announce the signing of a working agreement between our organizations. Working together makes us far stronger in meeting the challenges that arise as the fair trade movement grows. Every time CFTN people gather, whether for a face-to-face meeting or to attend a trade show or conference, we display not only our passion for fair trade but also our respect for one another and our ability to weave together our knowledge, experience, and optimism.

To grow, every organization needs money and people, and thanks to new funding, the CFTN grew a little bit in its capacity in 2015. But there is still much work to be done. More financial and human resources are needed to accomplish our ambitious program goals.

We acknowledge, with great thanks, the incredible commitment, talent, and effort of our executive director, Sean McHugh. We also salute the many volunteers who sit on our board of directors and various committees, as well as those who belong to Fair Trade Town, Campus, and School Committees across the country, and everyone who promotes and uses fair trade-certified products, whether as individual consumers or as procurement staff in businesses and institutions.



Zack Gross
President, CFTN Board of Directors

Who We Are

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. We support collaboration and best practices within the fair trade movement to increase Canadian commitments to international social responsibility.

Mission

We seek to foster relationships, knowledge sharing and action to advance the fair trade movement.

Board of Directors



Avery Gottfried

Elected January 16, 2015 (two-year term) | Board member since January 16, 2015

Avery has been the president of the board of directors for Fair Trade Vancouver (FTV) since 2009. He has played a key role in developing the policy and governance that guide FTV's operations and organizational relationships including the development of an organizational fair trade endorsement policy to help navigate the increasing number of certification claims being used in the marketplace. Avery works as a solid waste planning engineer at the Tetra Tech EBA office in Vancouver. In his six years of experience working as a consultant in the environment industry, Avery has developed a keen sense for strategy development, operational planning, and program benchmarking to help municipalities and businesses move towards zero waste.



Bev Toews

Elected January 10, 2014 (two-year term) | Board member since January 10, 2014

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 cookbook she received as a wedding gift. Since then, she has been actively involved in sourcing and purchasing fair trade and other ethically sourced products for her family and sharing her knowledge with the many people she comes into contact with. During a recent trip to Mexico with her husband, Bev visited a Fairtrade coffee bodega in Chiapas, Mexico.



Bruce Morton

Re-elected January 10, 2014 (two-year term) | Board member since July 16, 2012

Bruce became a member of Oxfam and Fair Trade Toronto in 2002, and has organized coffee demos in Toronto grocery stores such as Loblaws, Dominion, Superstores, and the St. Lawrence Market. He has visited fair trade co-operatives COOCAFE in Costa Rica and CONACADO in Dominican Republic. In 2006, Bruce co-founded Fair Trade Barrie, which in 2009 received the YMCA Peace Medallion Award for its fair trade advocacy. In 2010, Bruce assisted with Barrie's qualification as a Fair Trade Town and he currently assists other communities in building fair trade awareness.



Dustin Johnson

Vice President

Re-elected January 10, 2014 (two-year term) | Board member since February 6, 2013

Dustin recently graduated from Dalhousie University with a master's in resource and environmental management and is beginning his career in humanitarian aid. 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.



Éric St-Pierre

Re-elected January 16, 2015 (two-year term)

Éric originally served from July 16, 2012, through January 11, 2013

Éric is a professional photojournalist who has specialized in fair trade since 1996. He has visited 20 countries and has documented 15 different fair trade products. He has presented four major photo exhibits and published three books of photographs on fair trade. A speaker and specialist in fair trade, Éric is a founding member and now employee of the Association québécoise du commerce équitable. In 2013–2014, Éric and his family spent 18 months living in Burkina Faso, where Éric volunteered for the Centre for International Studies and Cooperation (CECI), doing communication and marketing work with national organizations of the rice industry.



Kaan Williams

Treasurer

Re-elected January 16, 2015 (two-year term) | Board member since July 16, 2012

Kaan became connected to the fair trade movement through Engineers Without Borders Canada. He worked with EWB 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

Secretary

Elected January 10, 2014 (two-year term) | Board member since January 10, 2014

Since her introduction to Engineers Without Borders (EWB) 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 fair trade in 2012. She worked with the staff and students at Simon Fraser University on its Fair Trade Campus designation, and she has now brought her 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

Elected January 10, 2014 (two-year term) | Board member since January 10, 2014

While completing her bachelor's degree in economics at the University of Manitoba, Kyra joined Engineers Without Borders (EWB). She signed up to hand out free fair trade coffee and fell in love with the concept of fair trade. She then started the path towards making the university a Fair Trade Campus. Since graduating in 2013, Kyra maintains a relationship with the university through the Office of Sustainability and EWB. She also volunteers for the Manitoba Council for International Cooperation by assisting in the coordination of fair trade Carrotmobs.



Lia Walsh

Re-elected January 16, 2015 (two-year term)

Lia originally served from July 16, 2012, through January 11, 2013

Lia is the chair of Fair Trade Ottawa Équitable, having been a member of the organization since its inception in 2011. She has volunteered with numerous organizations that focus on food security, sustainable development, and social justice issues. She was an original CFTN board member and has been very active in fair trade advocacy since 2010. She participated in the successful Fair Trade Campus campaign at the University of Ottawa, when she was the president of the uOttawa chapter of Engineers Without Borders. Lia holds a graduate degree in Spanish linguistics from the University of Ottawa and has professional experience in communications and community-building.



Sasha Caldera

Re-elected January 16, 2015 (two-year term) | Board member since January 11, 2013

Sasha 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 co-operatives in India. Sasha is currently a professional fellow with Engineers Without Borders Canada, and until recently was based in Uganda.



Zack Gross

President

Re-elected January 16, 2015 (two-year term) | Board member since July 16, 2012

Zack is Fair Trade Manitoba outreach coordinator with the Manitoba Council for International Cooperation (MCIC). He is also its international projects officer and administers provincial government funds earmarked for the development and relief projects of MCIC member agencies. Zack also facilitates international development studies courses for UBC's online diploma program and was executive director of the Marquis Project in Brandon for 25 years. Zack writes "Small World," a column on global issues, for the *Brandon Sun*, and is a member of Gimli's Fair Trade Committee—Gimli is Canada's sixth Fair Trade Town.

Letter from the Executive Director

The Canadian Fair Trade Network was an idea that began to percolate in the summer of 2011. On July 16, 2012, we had our first board meeting. By August 23 of that same year, we were a federally incorporated non-profit organization. If you can say anything about this organization, and this movement as a whole, it's that we move quickly, we're persistent, and we don't take no for an answer.

Over the past four plus years, I have had the pleasure and the honour of meeting hundreds, if not thousands, of people from coast to coast and around the world. These people share the CFTN's belief that today is the time to act.

There is no reason whatsoever that we can't build the world we want to see: a world of equality and opportunity built upon principles of sustainability. 2015 saw the launch of the UN's Sustainable Development Goals and the most robust climate change agreement to date—signed by 196 countries. Change is in the air and it's exciting!

More people are engaged now than ever before. Business and political leaders are paying attention. The CFTN has evolved and grown into a strong national organization with a well-organized board of directors, advisory council, and staff, all of whom I have the pleasure of working with.

Looking back on 2015, we can see how much we achieved. As we head into 2016, our expectations are higher than ever. Let's make it a year to remember!



Sean McHugh
Executive Director, Canadian Fair Trade Network

CFTN Staff



Sean McHugh
Executive Director



Jess Frank
Project Manager



Bryce Tarling
Writer, Editor, and Designer



Naomi Happychuck
National Conference
Coordinator



Erik Johnson
Managing Editor,
Fair Trade Magazine

2015 Highlights

January



Fair Trade Magazine
Winter/Spring 2015 Issue
released



National Fair Trade Conference

With over 300 participants, the National Fair Trade Conference, held January 14, 15, and 16 in Montreal, was Canada's largest fair trade conference to date! Participants included Harriet Lamb (pictured



here), CEO of Fairtrade International, and Marike de Peña, chair of the board for both Fairtrade International and CLAC, a producer network based in Latin America.

Engineers Without Borders Canada Conference

CFTN attended the conference, which was held in Montreal, January 17 and 18.



Fair Trade Campus Designation

On January 27, the University of Northern British Columbia was designated Canada's ninth Fair Trade Campus.

February

My Fair Valentine Campaign

Fair Trade Made

In February, Fair Trade Vancouver hosted Fair Trade Made, a meetup featuring a presentation and panel that discussed issues affecting workers in the garment industry—as well as possible solutions.

Another Successful Fair Trade Challenge

Fair Trade Manitoba hosted its ninth annual Fair Trade Challenge, which launched Valentine's Day and continued into the middle of March. Highlights included a fair trade-certified wine and vodka tasting with Manitoba Liquor Mart, a coffee tasting at Grace Cafe in Winnipeg City Hall, and a panel discussion on gender and fair trade at the University of Winnipeg's Menno Simons College.



March



Awareness Campaign Launched

The Canadian Fair Trade Network and ReThink Communications teamed up and launched the Label Doesn't Tell the Whole Story campaign. This campaign aims to bring awareness to ongoing issues within garment and textile production and manufacturing, and also get people thinking, talking, and taking action.

Fair Trade Federation Conference

CFTN attended the Fair Trade Federation Conference in San Diego, California, March 24 to 26.

A&W Supports Fair Trade Coffee

Partnering with Montreal-based Van Houtte, A&W began exclusively serving Fairtrade coffee in its restaurants across Canada.



April



Canada's First Fair Trade School

École secondaire De Mortagne was designated Canada's first Fair Trade School on April 7. "Volunteering with fair trade is a good opportunity to grow as an individual. It is an honour to have played a role in obtaining the designation," said Catherine Levasseur, a student at École secondaire De Mortagne.

Specialty Coffee Association of America (SCAA)

CFTN stopped by Seattle, Washington, April 10 to 11 for the Specialty Coffee Association of America's conference

CHFA West

On April 12, CFTN attended the Canadian Health Food Association's western conference in Vancouver.

Fairtrade Ice Cream

Free Cone Day came to McGill, Ryerson, and Simon Fraser Universities on April 14. Students were treated to Fairtrade ice cream courtesy of Ben & Jerry's.

Golden Opportunity

Fair Trade Vancouver hosted another meetup. This time the focus was jewellery. Attendees learned about artisanal and small-scale mining, and how fair trade benefits mining communities across the global south.

May

Fairtrade Month

Held during the month of May

World Fair Trade Day

May 9 was World Fair Trade Day. Events included a celebration at Eau Claire Market in Calgary, the Fair Trade Soirée Équitable in Ottawa, which featured several speakers, fair trade and local refreshments, and live music. Quebec City stretched its annual Fairtrade Fortnight into an entire month.

Fair Trade Jazz

Port Colborne's fair trade committee held its third annual soiree as part of World Fair Trade Day celebrations on May 9. The party continued on May 22 at the Roselawn Centre with the committee's Fair Trade Jazz Night to recognize Port Colborne's sixth year as a Fair Trade Town.

Canadian Favourite

Kicking Horse Coffee was voted Canada's favourite Fairtrade product for 2015. "The vote is a great way to foster a little friendly competition between companies doing good, while offering consumers the opportunity to discover new products," says Lisa Zentner, director of communications and marketing at Fairtrade Canada.

Future Sustainability

The Alberta Association of Student's Councils and Advisors (AASCA) Senior High Student Leadership Conference, May 10 to 12, was designated a Fair Trade Event. Fairtrade-certified products were served, sold, displayed, given away, and highlighted in the program. Each delegate received a backpack made by a women's co-operative in Kolkata, India.

Western Tour

From May 9 to 23, Sean McHugh toured BC, AB, SK, and MB, visiting towns, campuses, partners, and businesses.

Fair Trade Towns

On May 12, Guelph, Ontario, was recognized as Canada's 20th Fair Trade Town. On May 19, Hudson, Quebec, became the 21st.

June

Celebrate Barrie

Fair Trade Barrie served up fair trade coffee, bananas, and chocolate from its tent at the annual Celebrate Barrie event, June 6.



Canada's Second Fair Trade School

Stonewall Collegiate, Stonewall, MB, was named Canada's second Fair Trade School on June 10.



Fair Trade Show

Toronto hosted another successful Fair Trade Show on June 13 and 14.

Fair Trade School

On June 24, St. Kateri became Canada's third Fair Trade School. "I'm very pleased to see how our students have embraced learning about fair trade and have become more interested in social justice issues," said Valerie Dyck, principal of St. Kateri. "This foundation of knowledge about fair trade has definitely opened their eyes to how they can help make the world a better place."

International Conference on Health Promoting Universities

CFTN visited Kelowna, BC, June 24 to 25, for the International Conference on Health Promoting Universities and Colleges.

Canadian Colleges and Universities Food Services Association (CCUFSA) Conference

CFTN returned to Kelowna for the Canadian Colleges and Universities Food Services Association (CCUFSA) Conference, which was held June 29 to July 1.

July



Fair Trade Magazine
Summer/Fall 2015 Issue
released

International Soccer Festival

Hundreds of players and volunteers participated in the 11th Annual Vancouver International Soccer Festival held on July 3 to 5, in tandem with the 2015 FIFA Women's World Cup Final. The festival's values of inclusion, equality, and respect have helped make it Canada's only continuing Fair Trade Sporting Event, alongside the ongoing support of fair traders such as Ethical Bean Coffee, Camino, Discovery Organics, Nature's Path, RISE Kombucha, and Social Conscience Sports Balls.

September



World's Largest Smoothie

After hours of intensive chopping and blending, the University of McGill set a new Guinness World Record with an impressive 3,121-litre smoothie. The beverage was made with 300 kilograms of fair trade bananas and Quebec-grown strawberries, raspberries, and blueberries.

Fiesta in the Market

At the Market on Macleod on September 12, Fair Trade Calgary offered salsa made of local and fair trade ingredients including avocados, olive oil, and chillies and pepper. The group's salsa-dancing Fairtrade banana was a big hit!



Fairtrade Awards

On September 17, in Toronto, Fairtrade Canada held its 4th Annual Fairtrade Awards reception to celebrate leaders in 11 independently judged categories including the newly added Fair Trade School and Fair Trade Event Awards. All were recognized for their outstanding work and promotion of fair trade and Fairtrade certified products in Canada.

CHFA East

CFTN attended the CHFA's eastern conference in Toronto on September 19 and 20.

Fair Trade Campus

On September 21, the University of Calgary became Canada's 10th Fair Trade Campus. The designation was celebrated at the university's Sustainability Resource Centre, where students, faculty and staff sampled fair trade products like coffee and chocolate, and engaged in discussions about fair trade.



Fair Trade Campus Week

To celebrate the 3rd Annual Fair Trade Campus Week, 39 colleges and universities organized dynamic awareness activities. Twenty-two businesses donated Fairtrade-certified products like bananas, soccer balls, coffee, chocolate, tea, ice cream, spices, coconut milk, shea butter, cookies, and dehydrated bananas. More than 16,000 students and staff participated across the country.

PRAGOR Visit

Fairtrade Canada hosted Gustavo Vallejo Esquivel and Salvador Romero Lozoya from the PRAGOR producer group. The pair made their way through Ontario and Quebec, sharing their perspectives and discussing the impacts and benefits of being part of the Fairtrade system.



October

Canadian Coffee and Tea Show

CFTN attended the Canadian Coffee and Tea Show on October 5 in Vancouver.



Handmade Buying Guide

In October 2015, the Fair Trade Federation and CFTN published "Handmade," a buyer's guide that showcases hand-crafted fair trade

apparel, art, and decor made by artisans in the developing world.

November

Pathways 2 Sustainability

From across Alberta and the rest of Canada, 185 delegates learned a little more about fair trade while attending the Pathways 2 Sustainability conference in Olds, Alberta. The conference was designated a Fair Trade Event, and featured leaders in innovation and strategy development for sustainability. Fair trade products were integrated into the meals, door prizes, and volunteer gifts.

Québec Sans Frontières 20th Anniversary Celebration

Volunteers from past and present gathered to celebrate the 20th anniversary of Québec sans frontières. This international solidarity internship program has given unforgettable experiences to over 7,000 youths through the years. Fair trade coffee, tea, bananas, and a 20th anniversary cupcake with fair trade ingredients were served at the event.

Déjeuner Équitable

On November 12, more than 20 social economy businesses and organizations in Québec City took part in a fair trade breakfast to network, explore potential business partnership, and discover new fair trade products from local organizations.

Journées Québec Sans Frontières

November 20 to 22, Journées Québec sans frontières brought together more than 300 new volunteers who will soon leave for their internships abroad. The program is a partnership between the Association québécoise des organismes de coopération internationale (AQOCI), the Ministère des relations internationales et de la Francophonie (MRIF), and local organizations such as Oxfam Québec.

December



Fair Trade School

On December 3, École secondaire Cavalier-De LaSalle became Canada's fourth Fair Trade School. "It is an honour to say that my school is a Fair Trade School!" said Gabriella Popescu, president of the Cavalier-De LaSalle School World Shop. "It's a great feeling knowing that we can help people. This is a great recognition for members who have given their time and led with their hearts"



CFTN by Numbers

Orange represents increase over 2014



1,462

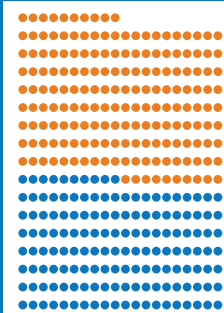
+562

Newsletter recipients

fair trade magazine

50,000

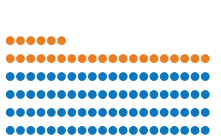
Copies



330

+180

Conference delegates



106

+26

CFTN members

1,892

+692

Facebook likes



363

Distribution points

1,315

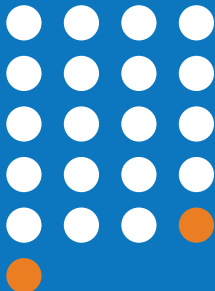
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Twitter followers



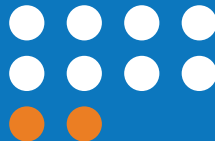
Fair Trade Towns

21



Fair Trade Campuses

10



Fair Trade Events

8



Fair Trade Schools

4

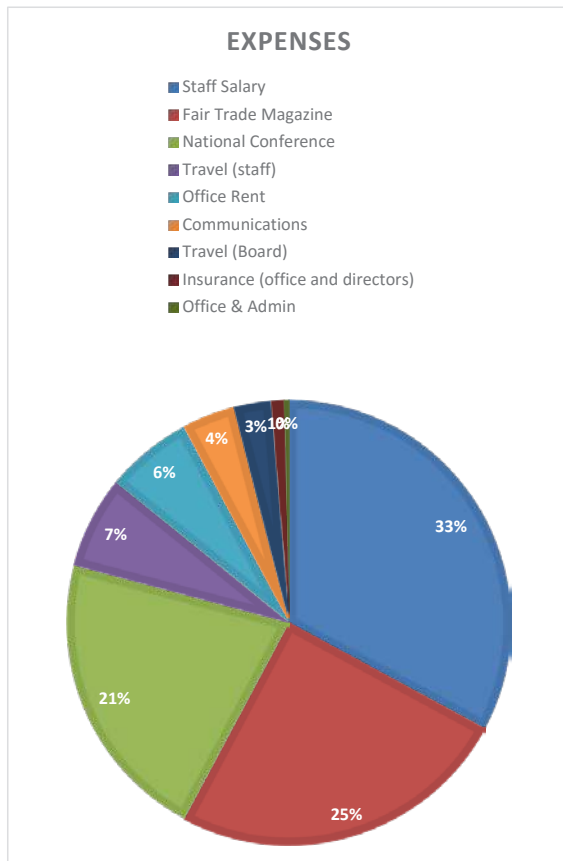
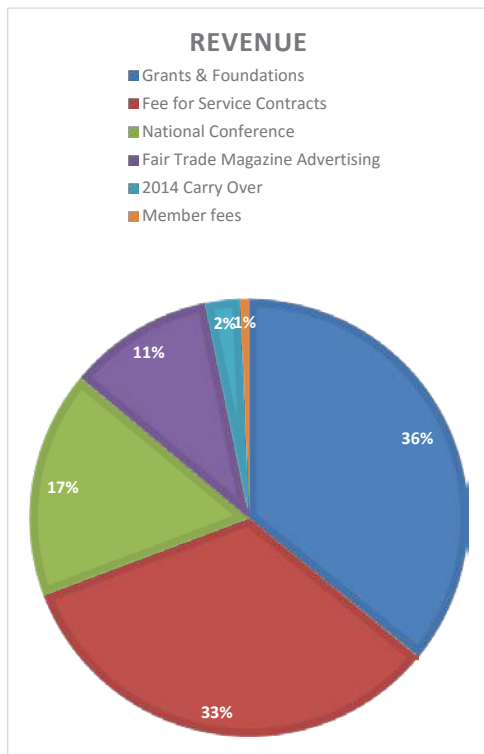


Financial Statement

Fiscal Year: December 15, 2014,
to December 15, 2015

Revenue	
<i>Item</i>	<i>Amount</i>
Grants & Foundations	\$ 75,515.86
Fee for Service Contracts	\$ 70,078.79
National Conference	\$ 35,264.32
Fair Trade Magazine Advertising	\$ 22,545.00
2014 Carry Over	\$ 5,447.56
Member fees	\$ 1,350.00
Total	\$ 210,201.53

Expenses	
<i>Item</i>	<i>Amount</i>
Staff Salary	\$ 47,203.72
Fair Trade Magazine	\$ 35,842.74
National Conference	\$ 30,627.42
Travel (staff)	\$ 9,622.27
Office Rent	\$ 9,020.00
Communications	\$ 5,543.77
Travel (Board)	\$ 3,854.61
Insurance (office and directors)	\$ 1,345.00
Office & Admin	\$ 543.17
Total	\$ 143,602.70



*In June of 2015, the CFTN received \$75,000 in funding from the McConnell Family Foundation. This funding was provided to help grow the organization and to ensure it's long term sustainability. \$10,000 of this has been spent developing a new strategic plan, which included an in-person meeting of the board, plus the hiring of an additional staff person. A new budget will be presented in early 2016 that will properly resource the organizations plans. Funding will carry through until June 2017.

Income Statement	
<i>Item</i>	<i>Amount</i>
Total Revenue	\$ 210,201.53
Total Expenses	\$ 143,602.70
Net Carry Over to 2016*	\$ 66,598.83

A Special Thank You to the Following Supporters



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