

Canadian Fair Trade Network 2016 ANNUAL REPORT



Consumers should know that by buying fair trade products they enable many small-scale farmers to maintain this type of mixed, sustainable agriculture, which protects the 'worlds lungs' from deforestation and monoculture.

—Juanita, member of APPTA Co-operative, Costa Rica

If everyone in the world farmed like this, the planet would be happy, and we would not be seeing the environmental crises that we are.

—Walter, General Manager, APPTA

PHOTO BY SARAH HEIM



PHOTO BY DUSTIN LEADER

OUR WORK

WHO WE ARE

The Canadian Fair Trade Network is a national non-profit organization that works to engage Canadians on the impacts of our everyday decisions.

VISION

Our end goal is a fair, sustainable world.

THE WORLD AND OUR WORK

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

As an organization, we work with people, advocates, businesses, and our public institutions and governments to ensure those decisions have positive impacts on the world. Buying fair trade products is a way to ensure farmers, producers, and workers are compensated fairly, treated with respect, and can 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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LETTER FROM THE PRESIDENT

As sad as it is to say, this Letter from the President is the last one for me, as my time on the CFTN Board of Directors ends constitutionally with our annual general meeting. It is a time for me to take stock and then to hand off the Board Chair position to new hands.

Thanks to the hard work, intelligence, and commitment of our Executive Director and other staff, and the steadfast participation, support, and expertise of our Board of Directors and Advisory Council, the CFTN has grown beyond our initial plan to bring Canadian Fair Trade actors together as a strong, coordinated, national force for justice and sustainability.

Our national conferences, magazine, origin trips, e-newsletters, and support for Fair Trade Programs have helped our movement grow to become part of the mainstream of Canadian society, without sacrificing the integrity of what fair trade means to southern producers.

This has been accomplished with a small budget and with the contribution of many volunteer hours. You will find the CFTN's influence in many workplaces and businesses, in schools and post-secondary institutions, in municipal and city governments, in faith-based communities and among Canadian families and households.

Our task now is to continue that growth while maintaining our integrity—as this year's conference is titled: To Learn, Share, and Connect!

Zack Gross



CFTN BOARD OF DIRECTORS

- ZACK GROSS, PRESIDENT**
Fair Trade Manitoba and Manitoba Council for International Cooperation | Winnipeg, MB
- AVERY GOTTFRIED, VICE-PRESIDENT**
Fair Trade Vancouver | Victoria, BC
- KAAN WILLIAMS, TREASURER**
Fair Trade Vancouver | Vancouver, BC
- BEV TOEWS, SECRETARY**
Fair Trade Olds | Olds, AB
- ÉRIC ST-PIERRE**
Association québécoise du commerce équitable and Oxfam Quebec | Mont-Saint-Hilaire, QC
- ERIN BIRD**
Fair Trade Calgary | Calgary, AB
- IVY MCKEE**
Fair Trade Carleton | Ottawa, ON
- JIM GRANT**
Acadia University | Wolfville, NS
- KYRA MOSHTAGHI NIA**
Fair Trade Winnipeg | Winnipeg, MB
- MARIA AMAN**
Fair Trade University of Regina | Regina, SK
- MIKE ALLAN**
Fair Trade Western University | London, ON

OUR YEAR

2016 NETWORK ENGAGEMENT AND DEVELOPMENT

JANUARY

- Engineers Without Borders Conference | Hamilton, ON

FEBRUARY

- 4th Annual Fair Trade Conference | Winnipeg, MB

APRIL

- Manitoba Council for International Cooperation Origin Trip | Peru
- Fair Trade Federation Conference | Burlington, Vermont

MAY

- Network meetings | Alberta and Saskatchewan

JUNE

- CFTN board meeting and the Fair Trade Show | Toronto, ON
- Meal Exchange Conference | Waterloo, ON
- Conference planning and network meetings | Halifax, NS
- Fairtrade Canada annual general meeting | Ottawa, ON
- Canadian College and University Food Service Association (CCUFSA) conference | Toronto, ON

JULY

- Canadian Teachers' Federation Conference | Montreal, QC

AUGUST

- World Social Forum | Montreal, QC

SEPTEMBER

- Network meetings | Ottawa, ON
- Canadian Health Food Association East Tradeshow | Toronto, ON
- Network meetings | Winnipeg, MB

OCTOBER

- Fair Trade Advocacy Marathon | Brussels, Belgium
- Event at the European Union Parliament
- Meeting with leaders from Asia, Africa, North America, and Europe
- McConnell Foundation Retreat | Montreal, QC

NOVEMBER

- CFTN's first Fair Trade Origin Trip | Costa Rica

CFTN ADVISORY COUNCIL

DARRYL REED

York University | Toronto, ON

DONNA DAGG

Manitoba Liquor and Lotteries
Winnipeg, MB

DUSTIN JOHNSON

Roméo Dallaire
Child Soldiers Initiative | Halifax, NS

JENNIFER WILLIAMS

goodfood2u | Ottawa, ON

KARIMAH HUDDA

Mondelez International | Toronto, ON

KRISTA PINEAU

Ecocert-IMO: Fair for Life North America |
Québec City, Quebec

LISA ZENTNER

Greenpeace Canada | Ottawa, ON

LORNA WILLIS

Browns Dining Solutions
Kingston, ON

MARK ABBOTT

Engineers Without Borders Canada
Toronto, ON

MICHAEL ZELMER

Fairtrade Canada | Edmonton, AB

MONIKA FIRL

Co-operative Coffees | Montreal, QC

ROBERT MCKINNON

Pure Art, Wakami, Fair Trade Hudson and
Fair Trade Federation | Hudson, QC

CFTN STAFF

SEAN MCHUGH

Executive Director | Vancouver, BC

BRYCE TARLING

Editor, Project Manager | Burnaby, BC

ERIK JOHNSON

Designer, Editor, Fair Trade Magazine
Chilliwack, BC

TORRYE MCKENZIE

Fair Trade Programs Coordinator
Vancouver, BC

FRANK ATNIKOV

Resource Development | Winnipeg, MB

LETTER FROM THE EXECUTIVE DIRECTOR

The Canadian Fair Trade Network turned five this year, marking an incredible milestone. From what started in August 2011 as an idea, centred on bringing the movement together and building demand for fair trade products, the organization has matured in ways that we should be proud.

2016 was a milestone year for many reasons. Our team expanded, our focus expanded, and we have begun to connect our work, and fair trade as a whole, to the wider world. For me, the reality of this struck most significantly during two separate visits to producer communities—the first with MCIC to Peru, and the second where I co-led a group visit to Costa Rica with Jennifer Williams. With each visit, we helped connect sustainability leaders in Canada with the impacts they work to support.

We spent a considerable amount of time working on a new strategic framework based on, among many things, a visit with the Fair Trade Advocacy Office in Belgium, an organization that focuses on advocacy at the highest levels of public policy. The visit was a great opportunity to see how fair trade can align with broader sustainable public procurement—and how Europe is already implementing many of these initiatives in alignment with the Sustainable Development Goals developed by the United Nations Development Programme. The experience has so far shaped the way we'll approach our own future strategies for public engagement, which should prove exciting in the coming years.

In 2017, we are going to deepen our work on sustainable public procurement, and we are going to explore trade policy, sustainable investment, and Canada's overseas development assistance as mechanisms to bring about larger change around the globe.

2016 has had some rough spots, and for many of us, we may feel unsure and uneasy with the direction that the world seems to be heading. But instead of being defeated by it, we're going to use it to push the work that we know needs to be done. We're going to drive our vision for the world, we're going to stay focused, and we are going to move forward.

Sean McHugh

NETWORK GROWTH

During our travels this year, we have continued to expand our network.

1,587

TWITTER FOLLOWERS
+ 271 FROM 2015

2,471

FACEBOOK LIKES
+579 FROM 2015

1,713

NEWSLETTER RECIPIENTS
+ 251 FROM 2015

109

CFTN MEMBERS
+ 3 FROM 2015

3,300

CONNECTIONS ON
NATIONAL CONTACT LIST

2016 HIGHLIGHTS

MARCH

COCOA CUPS CAMPAIGN

- 40,000 PEOPLE REACHED, 33,000 VIEWS, 445 LIKES, 300 SHARES ON FACEBOOK
- 2016 CA AWARD OF EXCELLENCE

The CFTN and Rethink Communications took to UBC’s campus to raise awareness for what the United Nations refers to as “some of the worst forms of child labour.” By-passers were treated to a cup of hot cocoa that, when filled, activated thermal ink to



reveal a devastating message: 1.8 million children work on cocoa plantations. Many of them are slaves. Needless to say, the fact shocked many students.

APRIL

CONTRIBUTIONS TO THE FEDERAL SUSTAINABLE DEVELOPMENT STRATEGY (FSDS)

The FSDS is a focused draft strategy for the Federal Government to create a sustainable economy, protect the environment, and enhance general well-being among Canadians.

To enhance the draft and support the adoption of sustainable procurement by the government, the CFTN proposed that the Federal Government transition its “Policy of Green Procurement” to a sustainable procurement policy. This new policy would further the sustainable development goals articulated within the FSDS by using fair trade certification to support the government’s best value-for-money criteria. The CFTN also proposed that the Federal Government require purchasing professionals to use third-party fair trade certification to achieve environmental and social outcomes for defined goods procured at the federal level.

We are currently working with members of parliament to schedule a meeting to expand on our proposed recommendations.

AUGUST

LAUNCH OF SUSTAINABLE PUBLIC PROCUREMENT GUIDE

When working on issues pertaining to international development, it is important to recognize the significant role sustainable public purchasing can have on creating a more equitable world. To help educate people on the power of their purchases, the CFTN created a guide to help municipalities, campuses, schools, and other public authorities bring more Fairtrade certified products into the marketplace.

OCTOBER

MEETING WITH TIM HORTONS

In late August, with support from numerous Canadian campuses, Simon Fraser University arranged a meeting with the president of Tim Hortons to request that the company offer Fairtrade certified products, notably coffee and sugar on Canadian campuses.

A meeting was held on October 25 in Oakville, Ontario, where campus representation explained how the growth of the Fair Trade Campus program reflects changing values on campuses. Students now expect the products they purchase to cultivate and support positive international social change. As the fair trade movement continues to gain momentum, Tim Hortons needs to support these changing values if they want to remain relevant.

A follow-up meeting is being scheduled with Tim Hortons executives and Canadian campus representatives to continue this conversation.



ORIGIN TRIPS



PERU | APRIL

MCIC-LED FAIR TRADE EDUCATION TOUR

Facilitated by the Manitoba Council for International Co-operation, the CFTN participated in an in-depth Fair Trade Education Tour in Northern Peru. Led by Jennifer Williams, former CEO of La Siembra Co-operative (makers of Camino), a total of 13 people participated in the eight-day trip.

The goal of the trip was to expose participants to a wide range of Fairtrade certified products and to investigate the direct and indirect impacts of fair trade. The trip itinerary included visits with fair trade coffee, cocoa, sugar, banana, and mango producers and co-operatives.

COSTA RICA | NOVEMBER

THE CFTN’S FIRST FAIR TRADE ORIGIN TRIP

The CFTN believes that connecting with producers firsthand is essential to changing how we view the products we purchase each day. To support this, in November we organized our first Fair Trade Origin Trip to help Canadians build new perspectives on fair trade issues, so that they can share their experiences with other Canadians and drive change at home.

We brought representatives from national businesses, food services, and university campuses through Costa Rica’s spectacular Talamanca mountain range to see first-hand the benefits that fair trade can have on farmers and their local economies. The group visited co-operatives producing Fairtrade certified cocoa, coffee, and fruit, connecting them with a more in-depth understanding of the complex realities of fair trade.

2017 ORIGIN TRIPS

NICARAGUA | APRIL 30 – MAY 6, 2017

Participants will have the opportunity to visit Nicaraguan co-operatives producing Fairtrade certified coffee, cashews, sesame, and peanuts. More information is available on our website, with applications due March 3.

ECUADOR | NOVEMBER 11 – 19, 2017

Participants will have the opportunity to visit Ecuadorian co-operatives producing Fairtrade certified flowers, bananas, cocoa, and coffee. More information is available on our website, with applications due September 29.

KEY INSIGHTS FROM THE COSTA RICA TRIP

Because APPTA is here, and because we pay farmers a fair price, it maintains a decent price for all cocoa farmers in the region. The year that we weren’t able to buy cocoa, the prices offered for cocoa in the region dropped to a third of what they were.

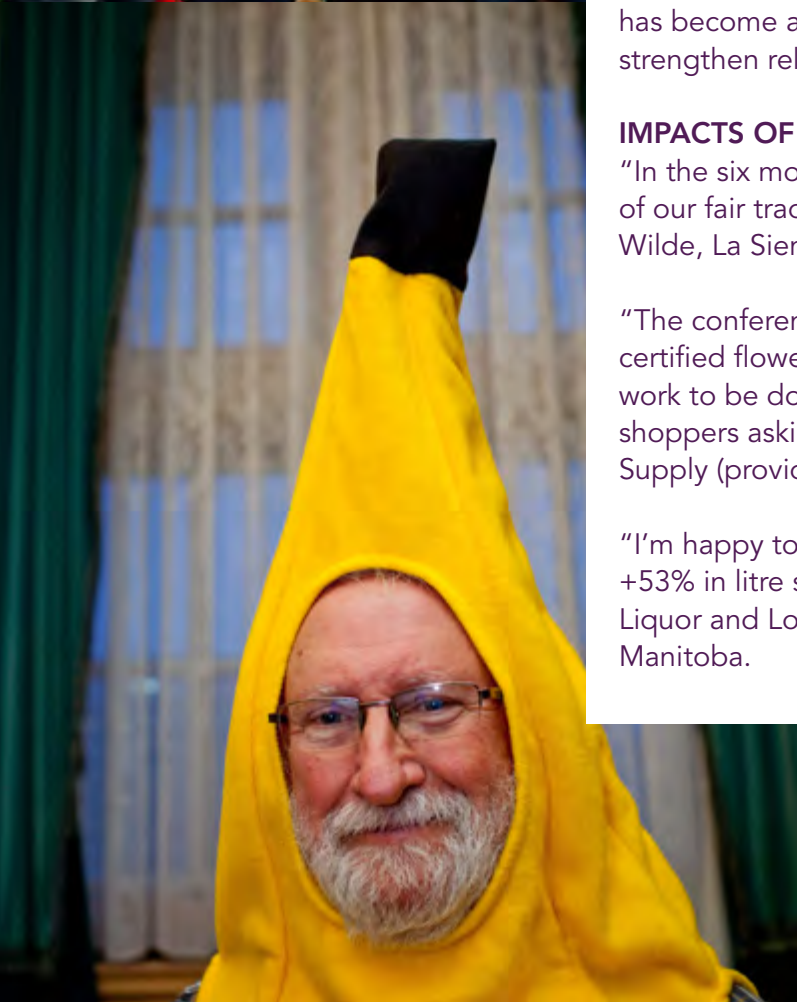
—Walter, General Manager, APPTA Co-operative

In the last 5 years, we have protected 11,600 hectares of land, sold 500,000 trees at cost to our members to help them reforest their lands, and made and sold 600,000 bags of organic fertilizer through composting. We have accomplished a great deal as a co-op of 8,000 members over the years, but we’re only selling 10% of our coffee as fair trade. We could accomplish a great deal more, if we could bump that number up.

—Jonathon Duran, Co-ope Agri



PHOTO BY JOANNA BETTOCCHI



**BUILDING
MOMENTUM**
4th NATIONAL
FAIR TRADE CONFERENCE
FEBRUARY 18-20, 2016

**ACCÉLÉRER
LE TEMPO**
4ème CONFÉRENCE NATIONALE
DU COMMERCE ÉQUITABLE
18-20 FÉVRIER 2016

4TH NATIONAL FAIR TRADE CONFERENCE

FEBRUARY 18–20 | WINNIPEG, MANITOBA.

Canada's fourth National Fair Trade Conference was held in Winnipeg, Manitoba. We were excited to welcome 350 delegates to Winnipeg, from across Canada and around the world. This past year's conference built upon foundations laid in Calgary (2013), Toronto (2014), and Montreal (2015) and included sessions from marketing fair trade and trade policy to sourcing and distribution. Dinner on Thursday night was held at the Canadian Museum for Human Rights, where we heard Premier Greg Selinger and Tukwini Mandela speak.

As awareness and support for fair trade grows, this conference has become a key event for leaders to build connections and strengthen relationships.

IMPACTS OF THE CONFERENCE

"In the six months after the CFTN conference in Winnipeg, sales of our fair trade products in Manitoba are up 460%." Tom Hanlon-Wilde, La Siembra Co-operative (makers of Camino).

"The conference greatly increased the awareness of Fairtrade certified flowers, as several new retailers got onboard. There is work to be done, however, to sustain that increase, and to get shoppers asking for them on a regular basis." John Forsyth, Florists Supply (providers of Fairtrade certified flowers).

"I'm happy to report a solid increase of +60% in dollar sales and +53% in litre sales over the same period as last year." Manitoba Liquor and Lotteries, on sales of Fairtrade certified wine in Manitoba.

PHOTOS BY DUSTIN LEADER

fair trade magazine



Published bi-annually, the CFTN's *Fair Trade Magazine* offers Canadians the most relevant information on social sustainability for consumers and industry stakeholders.

WINTER / SPRING 2016 FEATURES

Small Farmers—Big Impact, Climate Change—An unrelenting battle for small-scale farmers, Understanding Fairtrade Carbon Credits, A Recipe for Fair Trade Mocha Hazelnut Dacquoise, and news and updates from across Canada.

SUMMER / FALL 2016 FEATURES

Controversial Quinoa: The story of a misplaced global panic, How Fair Trade Cosmetics Benefit Women, and Fairtrade's New Textile Standard: A new option for consumers.

IMPACTS

I have had people tell me they've seen Volo Athletics in Fair Trade Magazine. I was in Nanaimo a couple weeks ago, at Global Village and they said that's how they got onto carrying my products in the first place.

—James Milligan, Volo Athletics.

We've been getting the magazine on campus and the CFTN was a reason why we participated in Fair Trade Campus Week.

—Richard Hossein, Kwantlen University.

METRICS

40,000 hard copies distributed across the country with online publishing through issuu.

FAIR TRADE PROGRAMS

FAIR TRADE TOWN



2016 DESIGNATIONS

CHELSEA, QUEBEC (22nd)

PROGRAM HIGHLIGHTS

FAIR TRADE PORT COLBORNE

- Has been actively working with faith groups in their area on Fairtrade product sourcing, resulting in three local churches now working towards their Fair Trade Faith Group designations.

FAIR TRADE OLDS

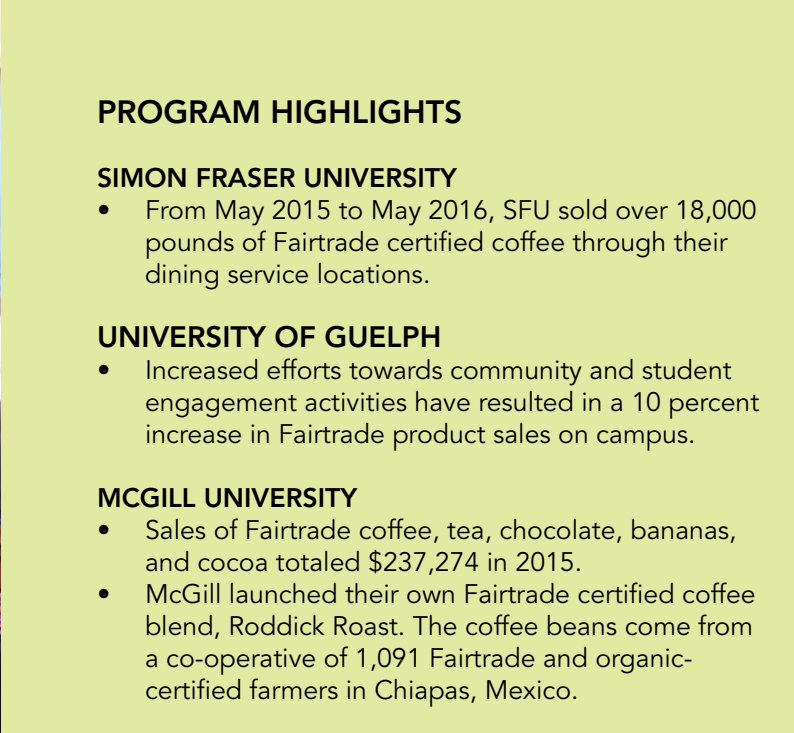
- Organized Pathways 2 Sustainability as a Fair Trade Event.
- Inspired by the conference, the group began working with three local schools, helping Olds High School reach Fair Trade designation in May.

FAIR TRADE TORONTO

- Collaborated with Green Campus Co-operative at York University to assist them in selling 7,000 Fairtrade organic T-shirts to the York U faculty.
- Engaged with over 6,500 community members through public awareness and education events throughout the past year.
- Worked with York University to implement Fairtrade purchasing policy around Fairtrade organic t-shirts for annual orientation activities.

FAIR TRADE BRANDON

- Participated in over 28 community events, which resulted in engagement with over 1,060 community members and the distribution of 500 copies of Fair Trade Magazine.
- Mini-mob at Carolyn's Floral Design in which the group promoted Fairtrade flowers in the community and on social media, resulting in the store selling out in two days.



FAIR TRADE PROGRAMS

FAIR TRADE GUELPH

- Presented the Fair Trade School program and worked with their public and Catholic school board to engage with over 28 elementary and 8 secondary schools.

FAIR TRADE VANCOUVER

- Hosted a series of Meetups that featured guests visiting from Fairtrade Certified coffee co-operatives in Peru, Nicaragua, and Honduras.
- Performed outreach at events such as the Vancouver Marathon and Vancouver International Soccer Festival.
- Inspired Canada's first private Fair Trade Event: The Steeles' Annual BBQ.

FAIR TRADE TOWN PROGRAM METRICS

79 TOTAL TOWNS ENGAGED

22 DESIGNATED | +1 FROM 2015

6,497,373 CANADIANS
LIVING IN FAIR TRADE TOWNS ACROSS CANADA
(19.4% OF THE POPULATION)

FAIR TRADE CAMPUS



2016 DESIGNATIONS

UNIVERSITY OF WESTERN ONTARIO (11th)
London, Ontario, January 21

UNIVERSITY OF SHERBROOKE (12th)
Sherbrooke, Quebec, January 25

CEGEP DE SOREL-TRACY (13th)
Sorel-Tracy, Quebec, February 2

UNIVERSITY OF ST MICHAEL'S COLLEGE (14th)
Toronto, Ontario, May 10

UNIVERSITY OF TORONTO SCARBOROUGH CAMPUS (15th)
Toronto, Ontario, May 17

TRINITY COLLEGE (16th)
Toronto, Ontario, May 24

CONCORDIA UNIVERSITY (17th)
Montreal, Quebec, August 30

UNIVERSITY OF TORONTO MISSISSAUGA CAMPUS (18th)
Toronto, Ontario, September 22

MEMORIAL UNIVERSITY OF NEWFOUNDLAND (19th)
St. John's, Newfoundland, September 28

4TH ANNUAL FAIR TRADE CAMPUS WEEK SEPTEMBER 26-30

43 Canadian campuses, across 10 provinces celebrated Fair Trade Campus Week. Generous donations from 23 participating companies were used for campus engagement and education activities. An estimated 23,000 students and staff were engaged throughout the week.

PROGRAM HIGHLIGHTS

SIMON FRASER UNIVERSITY

- From May 2015 to May 2016, SFU sold over 18,000 pounds of Fairtrade certified coffee through their dining service locations.

UNIVERSITY OF GUELPH

- Increased efforts towards community and student engagement activities have resulted in a 10 percent increase in Fairtrade product sales on campus.

MCGILL UNIVERSITY

- Sales of Fairtrade coffee, tea, chocolate, bananas, and cocoa totaled \$237,274 in 2015.
- McGill launched their own Fairtrade certified coffee blend, Roddick Roast. The coffee beans come from a co-operative of 1,091 Fairtrade and organic-certified farmers in Chiapas, Mexico.

UNIVERSITY OF NORTHERN BRITISH COLUMBIA

- Based on their renewal submitted in July 2016, their student union coffee shop sold over 20,978 cups of Fairtrade coffee and 6,600 cups of Fairtrade tea in 2016

KEY INSIGHTS

Ethical Bean Coffee provided 22,890 pounds of Fairtrade certified, organic coffee to three of Canada's Designated Fair Trade Campuses in 2016.

Our recent addition of Camino products allows us to support this Canadian company to build the case for sourcing and providing a broad variety of products that meet the ethical and sustainable values we share with our higher education partners.

—Jana Vodicka, Manager of Campus Engagement and Sustainability, Chartwells.

Aramark Canada purchased 60,000 lbs of Fairtrade certified coffee this year, across its accounts.

Because of Simon Fraser University and their successful pilot project with Starbucks, there are now 36 Starbucks Licensed Stores on Canadian campuses that offer Fairtrade certified espresso beans.

FAIR TRADE CAMPUS PROGRAM METRICS

121 TOTAL CAMPUSES ENGAGED

19 DESIGNATED | +9 FROM 2015

470,400 STUDENTS
ENROLLED IN CANADIAN FAIR TRADE CAMPUSES

FAIR TRADE PROGRAMS

FAIR TRADE SCHOOL



2016 DESIGNATIONS

GIMLI HIGH SCHOOL (5th)
Gimli, Manitoba, February 19

OLDS HIGH SCHOOL (6th)
Olds, Alberta, May 10

ÉCOLE SECONDAIRE OZIAS-LEDUC (7th)
Mont-Saint-Hilaire, Quebec, May 16

COLLÈGE L'ASSOMPTION (8th)
L'Assomption, Quebec, June 13

MCKAY PUBLIC SCHOOL (9th)
Port Colborne, Ontario, June 22

ÉCOLE SECONDAIRE DES GRANDES-MARÉES (10th)
La Baie, Quebec, June 28

PENSIONNAT DU SAINT-NOM-DE-MARIE (11th)
Montreal, Quebec, October 12

ÉCOLE SECONDAIRE D'OKA (12th)
Oka, Quebec, November 18

PROGRAM HIGHLIGHTS

STONEWALL COLLEGIATE

- Worked with the Manitoba Council for International Cooperation to develop a video where students and teachers explain what pushed them to rally behind the fair trade movement.
- The school is advocating for Stonewall to become a Fair Trade Town and rising as a strong mentor for mentoring other schools with their Fair Trade designations.

ST. KATERI CATHOLIC SCHOOL

- Purchased 40 Fairtrade T-shirts with their school logo for sports teams
- Ordered 200 Fairtrade T-shirts for purchase in their school store
- Integrated Fairtrade sports balls into their school activities

KEY INSIGHTS

In order to foster passion and facilitate change on a global scale, it is important to teach children about what happens beyond the four walls of their classroom and the community in which they live.

—Amber Minor, McKay Public School.

FUNDING FOR FAIR TRADE SCHOOLS

In partnership with the Canadian Teachers' Federation's Imagineaction program and Fairtrade Canada, we started a pilot project. This project provides monetary incentive to selected schools to help educate about fair trade as part of the classroom curriculum, and pursue a Fair Trade designation by the end of the school year.

There is still funding available for interested schools whose provincial representation falls under the Canadian Teachers' Federation. For those with access, apply on the Imagineaction website by filling out the standard Imagineaction project application form accessible through your current login. If you don't have a login or require additional information, please contact info@imagine-action.ca

Gimli and Olds, now both designated Fair Trade Schools, were two of the five funding recipients in 2016. We hope that our partnership with the Canadian Teachers' Federation will continue to help grow the Fair Trade School program in the future.

PROGRAM METRICS

77 TOTAL SCHOOLS ENGAGED

12 DESIGNATED | +8 FROM 2015

13,628 STUDENTS ENROLLED IN CANADIAN FAIR TRADE SCHOOLS



2016 FAIR TRADE EVENTS

COMMON THREAD: A LIVE-STREAMED ETHICAL FASHION SHOW

Toronto, Ontario, January 21

4TH NATIONAL FAIR TRADE CONFERENCE

Winnipeg, Manitoba, February 18

10TH ANNIVERSARY OF MAGASIN DU MONDE

Montreal, Quebec, March 11

ETHICAL FASHION SHOW

Montreal, Quebec, March 19

12 DAYS OF SUSTAINABLE DEVELOPMENT, UNIVERSITY OF MONTREAL, Montreal, Quebec, March 21

MANITOBA REGIONAL ASSEMBLY FOR DEVELOPMENT AND PEACE

Winnipeg, Manitoba, April 15

46TH ANNUAL WALK OF THE WORLD, OXFAM-QUÉBEC

Montreal, Quebec, May 6

POLYTECHNIQUE MONTREAL'S 15TH ANNUAL RESEARCH DAY

Montreal, Quebec, June 2

THE FAIR TRADE SHOW

Toronto, Ontario, June 4

POLYTECHNIQUE MONTREAL'S 11TH ANNUAL TEACHING AND LEARNING DAY

Montreal, Quebec, June 9

CHANGE THE WORLD WITH ÉQUITERRE RACE

Montreal, Quebec, July 3

THE VANCOUVER INTERNATIONAL SOCCER FESTIVAL

Vancouver, BC, July 8

WORLD SOCIAL FORUM

Montreal, Quebec, August 9

PORTES OUVERTES DE MER ET MONDE

Montreal, Quebec, September 25

ALBERTA INDIGENOUS STUDENTS GATHERING

Olds, Alberta, October 5

WESTWOOD BRIDGE TO BURUNDI

Hudson, Quebec, October 22

MAGASIN DU MONDE D'OKA, 10TH ANNIVERSARY

Oka, Quebec, November 18

JOURNÉE QUÉBEC SANS FRONTIÈRE, AQOCI

Montreal, Quebec, November 18

FAIR TRADE WORKPLACE

18 designated in 2016

THE FRESH CARROT (1st)

Winnipeg, Manitoba, February 18

WINNIPEG AIRPORTS AUTHORITY (2nd)

Winnipeg, Manitoba, February 22

MANITOBA COUNCIL FOR INTERNATIONAL COOPERATION (3rd)

Winnipeg, Manitoba, March 3

CARREFOUR DE SOLIDARITÉ INTERNATIONALE (4th) Sherbrooke, Quebec, March 7

CITY OF SELKIRK (5th)

Selkirk, Manitoba, March 14

SELKIRK TRANSIT AUTHORITY (6th)

Selkirk, Manitoba, March 23

FLORISTS SUPPLY (7th)

Vancouver, BC, April 4

SELKIRK BIZ (8th)

Selkirk, Manitoba, April 11

FLORISTS SUPPLY (9th)

Winnipeg, Manitoba, April 12

SELKIRK COMMUNITY RENEWAL CORPORATION (10th) Selkirk, Manitoba, May 4

THE MARQUIS PROJECT (11th)

Brandon, Manitoba, May 22

SASKATCHEWAN COUNCIL FOR INTERNATIONAL COOPERATION (12th)

Regina, Saskatchewan, June 14

CAA MANITOBA (13th)

Brandon, Manitoba, June 24

MORRISON HERSHFIELD (14th)

July 27, Calgary, Alberta

MAISON DE LA COOPÉRATION DE LANAUDIÈRE (15th) Joilette, Quebec, August 24

BRANDON RIVERBANK INC. (16th)

Brandon, Manitoba, September 30

MARKET ORGANICS (17th)

Ottawa, Ontario, October 21

RAINBOW FOODS (TWO LOCATIONS) (18th)

Ottawa, Ontario, October 21

FAIR TRADE FAITH GROUP

Three designated in 2016

UNITY OF GREATER HAMILTON (1st)

Hamilton, Ontario, February 22

EMMAUS ANGLICAN CHURCH (2nd)

Westmount, Quebec, April 13

GRACE MENNONITE CHURCH (3rd)

Brandon, MB, May 2



WHERE WE ARE HEADING

Fair trade has been around for some time now, but it has not yet realized its full potential. Millions of producers are doing their part, as there is an abundance of products that meet fair trade standards; the problem is demand. For example, of all the fair trade coffee being produced in the world, only about one third of it gets sold on fair trade terms; the rest is sold to conventional buyers, where fair prices or a fair trade premium is not paid. These circumstances limit the impact of fair trade and the benefits for producers. The situation is worse for other commodities such as tea and sugar, where only a fraction of fair trade products are sold under fair trade conditions.

Our work to date has centered on building demand and increasing sales of fair trade products to ensure that producers see the greatest benefit possible. By increasing sales, and shifting our buying behaviours, money is shifted away from exploitive supply chains to more sustainable, more empowering alternatives. We can drive change, around the world, through our purchases. We can shift power dynamics, and we can empower people, through co-operatives, to support their families and their communities.



WHERE TO GO FROM HERE?

We will build upon our current impact, by introducing two new focus areas:

OUR EXISTING FOCUS AREAS, EXPANDED:

- Ensure that a robust, engaged, grassroots movement drives fair trade
- Ensure that fair trade expands with integrity

NEW, EXPANDED FOCUSES:

- Ensure that there is a strong and thriving fair trade business sector in Canada
- Develop and drive a vision for a sustainable world

WHAT WILL THIS LOOK LIKE?

We will align with:

- Sustainable public procurement

We will ensure that the business community is well equipped and supported:

- By providing tools and resources where possible
- By taking people to origin

We will connect our work to:

- The Sustainable Development Goals
- The Universal Declaration of Human Rights
- The Paris Climate Agreement

We will expand our focus to include:

- Trade policy
- Sustainable investment
- Overseas development assistance



PHOTO BY DUSTIN LEADER

CANADIAN FAIR TRADE NETWORK 2016 FINANCIAL STATEMENT

STATEMENT OF OPERATIONS FOR THE YEAR ENDED, DEC. 15, 2016

REVENUES

Conference Sponsorship & Ticket Sales	\$88,471.74
2015 Carry Over (Starting Balance)	\$66,598.83
McConnell Foundation	\$65,700.00
Fairtrade Canada Contract	\$48,360.00
Fair Trade Magazine Advertising	\$25,360.03
Origin Trip: Costa Rica	\$17,970.00
Simon Fraser University Contract	\$10,920.00
Lush Charity Pot Grant	\$10,400.00
Miscellaneous (contributions, travel, legal, etc.)	\$2,795.98
Membership Fees	\$1,200.00

TOTAL REVENUES \$337,776.58

EXPENSES

National Conference	\$97,932.68
Staffing and Salary	\$78,868.36
Fair Trade Magazine	\$31,951.69
Origin Trip: Costa Rica	\$20,058.00
Travel and Conferences	\$17,158.66
Office Rent	\$9,492.00
Governance (Board Meetings and Reporting)	\$7,656.29
Communications (Internet, Phone, Office)	\$6,642.12
Accounting (Financial Management)	\$4,607.23

TOTAL EXPENSES \$274,367.03

CASH POSITION AT END OF YEAR:
YEAR ENDED, DEC. 15, 2016 \$63,409.55



PHOTO BY DUSTIN LEADER

THANK YOU TO CFTN SUPPORTERS!

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