



CANADIAN FAIR TRADE NETWORK

2019 ANNUAL REPORT

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 buy, the companies that we purchase from, 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 those 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 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.





CONTENTS

OUR WORK	2
LETTER FROM CFTN PRESIDENT	4
CFTN ADVISORY COUNCIL	4
LETTER FROM EXECUTIVE DIRECTOR	5
CFTN STAFF	5
CAMPAIGNS & PROJECTS	6
DESIGNATION PROGRAMS	8
TOWN	9
CAMPUS	10
SCHOOL	10
EVENT	11
WORKPLACE	11
FAITH GROUP	11
FAIR TRADE CONFERENCE	12
FAIR TRADE MAGAZINE	13
FINANCIAL STATEMENT	14
CFTN SUPPORTERS	15

CFTN BOARD OF DIRECTORS

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FOUZIA BAZID

Association québécoise du
commerce équitable

KESLYN AYOW JAMES

Dalhousie University

LARISSA KANHAI

Fair Trade Winnipeg

TABATHA SANDER

University of Regina

LETTER FROM CFTN PRESIDENT

Well, 2019 has been notable, with the federal election this past October, a possible impeachment looming for our neighbour to the south, and the exponential rise in awareness of climate change brought to the forefront by concerned global citizens rallying around a teen from Sweden.

Within the Canadian fair trade movement, we have been busy: Montreal became a Fair Trade Town, and we have four new Fair Trade Campuses, four new Fair Trade Schools, 21 new Fair Trade Workplaces, two new Fair Trade Faith Groups, and 54 Fair Trade Events designated this year—whew!

On the CFTN Board, I had big shoes to fill as President following Avery Gottfried's term, and have appreciated the commitment and support from our Executive Director, Sean McHugh, who is a steady supportive force keeping us moving forward, as well as the volunteer board, many of whom are also busy organizing campaigns and events in their own respective towns. Thank you to our Board and Advisory Council for playing an important role in steering the direction of the fair trade movement across Canada. Thank you also to Fairtrade Canada, who organized the Behind the Peel campaign this fall, and who host the Fairtrade Awards during the National Fair Trade Conference.

We held our AGM in February, and the Board met in-person once and online seven times. Our work this year has included developing an official harassment policy to confirm a strong position of intolerance to any form of harassment among our members. We've also been busy planning the upcoming conference, finalizing our magazine, which unfortunately will be discontinued in 2020 due to financial reasons, and planning two exciting Origin trips to Argentina in April and Ecuador in November 2020.

We are excited to host the 8th National Fair Trade Conference in Calgary, my current home. The 2020 conference theme is Small Steps to Great Heights, which celebrates the efforts that have contributed to the growth of our movement. Let's continue to stay inspired by the connections we make with global producers, businesses, local community groups, and individuals, and never forget that we are building the society of the future that considers the wellbeing of people and planet at the source of our products.

Sincerely,



Erin Bird
President,
Canadian Fair Trade Network

LETTER FROM EXECUTIVE DIRECTOR

2019 was another good year for the Canadian Fair Trade Network, and a great year for the Canadian fair trade movement. Program growth continues to be fantastic, as fair trade becomes increasingly well known and supported from coast to coast.

This year was also one of change for the organization. We closed our office in June and brought *Fair Trade Magazine* to a close after 14 highly successful issues. There was also a lot less travel in 2019, as we worked to keep our spending in check while improving efficiency and eliminating redundancies. We focused our efforts on growth and impact.

We revised our strategic plan at the start of the year, releasing an updated version in February. We continue to make strong headway on many of the strategic goals outlined in that document, from growth in program numbers, to our conference and advocacy efforts. Our ongoing work with Simon Fraser University continues to be a source of inspiration.

Looking forward, the fair trade movement in Canada seems poised for growth, so our efforts in 2020 will centre on supporting that in the most sustainable way possible, from building out a new national website and resource hub, to working with universities on Silver and Gold Fair Trade designations.

I'd like to thank the continued support of our board, advisory council, staff, volunteers, and of course everyone who supports our work in Canada and around the world.



SEAN McHUGH
Executive Director

NETWORK GROWTH

4,028

CONTACTS IN DATABASE
+ 282 FROM 2018

1,802

NEWSLETTER RECIPIENTS
+ 41 FROM 2018

58

CFTN MEMBERS
+ 28 FROM 2018

2,801

FACEBOOK LIKES
+ 6 FROM 2018

1,817

TWITTER FOLLOWERS
+61 FROM 2018

CFTN ADVISORY COUNCIL

DARRYL REED

York University,
Toronto, ON

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

Past CFTN President,
Gimli, MB

CFTN STAFF

SEAN McHUGH

Executive Director

ERIK JOHNSON

Editor, Designer, Fair Trade Magazine

ELYSHA FONG

SFU Fair Trade Lead

BRYCE TARLING

Editor

*Special thanks to SARAH HEIM and
JACKIE SUGGITT who left the team in 2019.*

CAMPAIGNS, PROJECTS, AND NEW DEVELOPMENTS

2019 IN REVIEW

CONFERENCES AND EVENTS

In March, we attended the Fair Trade Federation Conference in Austin, Texas. We had meetings in Ottawa and Toronto in April.

While in Ontario, we attended the Buy Good Feel Good Expo in Toronto. The opening night reception keynote speech was delivered by Nasreen Sheikh, a former child labourer from Nepal and an internationally renowned speaker on human rights and gender justice issues.

BEHIND THE PEEL

Bananas are by far one of the most consumed fruits across the country, and one of the cheapest to buy. Behind that bright exterior, there are steep hidden costs that take a heavy toll on people and planet. Fairtrade Canada's banana campaign BEHIND THE PEEL was launched in the fall of 2019 to help change this!

WEBINARS and CONFERENCE CALLS

We hosted quarterly Fair Trade Town calls to provide a platform for community leaders to share ideas and knowledge. We also hosted two webinars:

- Fair Trade Campus Designation 101 and
- Ethical Consumption (in partnership with WUSC).

FAIR TRADE BEER at OLDS COLLEGE BREWERY

To celebrate 10 years of Fair Trade designation, Fair Trade Olds teamed up with Olds College Brewery on a holiday brew: Yule Love It Coffee Chocolate Stout! The stout is made with Fairtrade-certified coffee from Nicaragua and Colombia, and cocoa from the Dominican Republic.

"The coffee chocolate stout was brewed on October 31 and was well received upon preliminary tasting," comments Jason Popesku, head Brewmaster and creator of the recipe. "The coffee beans were first roasted by Canterbury Coffee and made into a cold brew before being added into the mix near the end of the boil; this allows a smooth coffee flavour without harsh acidity." Popesku continues, "The natural cocoa powder was supplied by Camino and also added in near the end of the boil to create a hot cocoa-style brew by extracting the flavour while minimizing their acidity with the temperature."

ADVOCACY & LARGE-SCALE POLICY EFFORTS

On May 6, 2019, the same day the UN released its dire report on the state of the planet's biodiversity, a growing movement of youth, artists, workers, Indigenous peoples, scientists, and faith leaders, including more than 60 organizations, unions and associations, launched a Pact



for a Green New Deal in three cities across the country. We signed on to this effort. Learn more at greennewdealcanada.ca

In 2019, we supported two bills related to procurement. The first was Bill C-423, also known as the Modern Slavery Act, sponsored by Liberal MP John McKay.

We joined a coalition of organizations helping to push this bill: Fairtrade Canada, World Vision, Save the Children, UNICEF Canada, and others. The bill was introduced shortly after a government report on child labour in supply chains recommended legislation. While C-423 currently awaits subsequent readings, an ombudsmen position has been created; it's a first step.

We also joined a coalition of organizations supporting bill C-331, An Act to amend the Federal Courts Act (international promotion and protection of human rights), sponsored by NDP MP Peter Julian. The bill aimed to hold Canadian companies operating abroad accountable for their actions. While C-331 was defeated at Second Reading, it contributed to the ongoing dialogue about the need for transparency and accountability in both supply chains and procurement, as well as the need to regulate how Canadian companies operate abroad.



2019 FAIR TRADE CAMPUS WEEK

- 70 campuses participated
- 24 companies donated
- 25,000 people received product samples
- 28,000 people engaged in activities
- 1.5 million social media impressions on #FTCW
- 92% of campuses plan to participate again next year
- 88% of participating campuses are designated or want to work toward designation

DESIGNATION PROGRAMS

Every year, governments at all levels and post-secondary institutions in Canada spend billions of dollars on goods, services, and capital projects. The power of public procurement to drive change is therefore enormous. Globally, public spending accounts for an average of 12% of GDP in OECD countries, and up to 30% in developing countries.

These institutions wield enormous power and influence through their purchasing behaviors, and make significant, direct impacts on communities, economies, and the environment. They are ideally positioned to drive change, as shifting their spending towards more sustainable goods and services can push businesses and drive markets toward environmental and social responsibility.

Global organizations like the United Nations Environment Program (UNEP) have realized that public procurement can be used as a tool to reach various policy goals including sustainability, climate, waste reduction, business behaviour, and trade, and have long advocated for sustainable public procurement. European institutions like the European

Commission have led the way by mandating strict purchasing rules for governments and public institutions.

Fair Trade Towns, Campuses, Schools, Events, Workplaces, and Faith Groups are critical in the push to utilize the power of purchasing, as governments, as institutions, as businesses, as organizations, and as individuals.

This year we successfully implemented an annual renewal process that is now completed by (almost) every Fair Trade Town, Campus, School, Workplace, and Faith Group in Canada. This ensures that

- commitments are kept up
- policies and purchasing are maintained
- purchasing data is collected and analyzed annually

We are also in the process of building out a new national resource hub in partnership with Fairtrade Canada and the Association québécoise du commerce équitable. Presently the outline for the hub is complete and the front end will be launched soon. A back-end resource hub is planned for 2020.

At the end of 2019, we reached 239 total Fair Trade designations:

- 27 Fair Trade Towns – Up from 26 in 2018
- 38 Fair Trade Campuses – Up from 34 in 2018
- 26 Fair Trade Schools – Up from 22 in 2018
- 54 Fair Trade Events – Up from 51 in 2018
- 82 Fair Trade Workplaces – Up from 61 in 2018
- 12 Fair Trade Faith Groups – Up from 10 in 2018



Fair Trade Town (blue pins), Campus (green), and School (orange) locations across Canada.



FAIR TRADE TOWN PROGRAM METRICS

27

CANADIAN FAIR TRADE
TOWNS

7,488,424

CANADIANS
LIVING IN FAIR TRADE TOWNS.
THAT'S 16 PERCENT OF THE
ENTIRE POPULATION

1

NEW DESIGNATION:

MONTREAL, QC

OTHER HIGHLIGHTS:

OLDS, AB, CELEBRATED 10
YEARS AS A FAIR TRADE TOWN

PORT COLBORNE, ON,
CELEBRATED 10 YEARS AS A
FAIR TRADE TOWN

WAKEFIELD, QC, HOSTED ITS
ANNUAL FAIR TRADE FAIR

Designated in May 2019, Montreal is Canada's 27th Fair Trade Town.

FAIR TRADE CAMPUS

PROGRAM HIGHLIGHTS

We attended the Canadian Colleges and Universities Food Service Association Annual Conference, which is attended by purchasing and procurement professionals from 80+ universities and colleges. This conference is also attended by large food service companies including Compass/Chartwells, Aramark, Sodexo, Browns Dining, Dana Hospitality, and other global brands.

Over the past two years, we have worked to bring more sustainability-minded companies into the fold and have been successful in doing so.

- At the 2018 conference, we brought five fair trade companies to the tradeshow.
- For 2019, we increased that to 13 companies. We also got products from six companies included in the delegate packages.



FAIR TRADE CAMPUS PROGRAM METRICS

38

CANADIAN FAIR TRADE
CAMPUSES

617,806

STUDENTS ENROLLED AT
CANADIAN FAIR TRADE
CAMPUSES

4

NEW DESIGNATIONS:

*Humber College North Campus
University of Waterloo
McGill University Macdonald
Campus
Cégep Garneau*



FAIR TRADE SCHOOL PROGRAM METRICS

26

CANADIAN FAIR TRADE
SCHOOLS

28,005

STUDENTS ENROLLED IN
CANADIAN FAIR TRADE
SCHOOLS

4

NEW DESIGNATIONS:

*Collège Durocher
École secondaire catholique
Pierre-Savard
University Highlands Elementary
Notre Dame Catholic Secondary
School Brampton*

LEFT: Fairtrade-certified roses for sale at Simon Fraser University's 2019 convocation ceremonies.

RIGHT: The Fair Trade Committee at École secondaire catholique Pierre-Savard helped the school become one of four designated in 2019.



**FAIR TRADE
EVENT**
PROGRAM METRICS

54

EVENTS DESIGNATED IN 2019

20,000+

PEOPLE ATTENDED FAIR
TRADE EVENTS



**FAIR TRADE
WORKPLACE**
PROGRAM METRICS

82

FAIR TRADE WORKPLACES
21 NEW DESIGNATIONS IN 2019

6,699+

PEOPLE WORK AT FAIR TRADE
WORKPLACES



**FAIR TRADE
FAITH GROUP**
PROGRAM METRICS

12

FAIR TRADE FAITH GROUPS
2 NEW DESIGNATIONS IN 2019

2,915+

PEOPLE ATTEND FAIR TRADE
FAITH GROUPS





7TH NATIONAL FAIR TRADE CONFERENCE

SHAPING OUR FUTURE

MARCH 1&2, 2019, OTTAWA, ONTARIO



7TH NATIONAL FAIR TRADE CONFERENCE

It really does take a village to organize and host the conference each year. To make it all happen, hundreds of hours are poured into planning, many of them by volunteers. While it's a lot of work, the event is a central meeting point each year, bringing the fair trade movement together in Canada. The conference is just as much about the speakers, sessions, and content as it is about getting together, eating, drinking, and sharing a laugh.

Conference Overview

From February 28 to March 2, 2019, we welcomed 200 delegates from across Canada to Ottawa for the 7th Annual National Fair Trade Conference. Delegates arrived from all provinces, and colleagues and speakers came from the US and the UK. Elder Monique Manatch of the Algonquins of Barriere Lake welcomed us to their traditional territory. MP John McKay provided a welcome from the federal government. Delegates received a 20-page handbook, as well as badges and lanyards. The theme, Shaping Our Future, helped set the tone for the weekend, which included two keynote speakers, Brad Hill and Maude Barlow, and 24 breakout sessions.

Other conference events included a tour of Bridgehead Roastery, the CFTN Annual General Meeting, a tradeshow, and the Canadian Fairtrade Awards, hosted by Fairtrade Canada.

Thank you, conference sponsors! Without you, it wouldn't be possible!

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GOLD SPONSORS

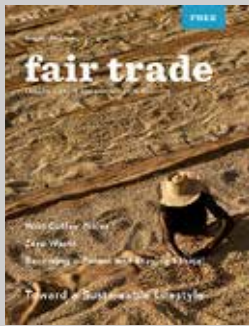


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BRONZE SPONSORS





FAIR TRADE MAGAZINE

Fair Trade Magazine provides the most relevant information on social sustainability for consumers, advocates, businesses, and institutional stakeholders. Featuring some of the leading voices in the movement, the magazine covers a range of topics including on-the-ground impacts, product research, and developments from within the Canadian fair trade movement.



With full-colour print and online editions, *Fair Trade Magazine* publishes twice a year, featuring stories that unpack supply chains, look at unique challenges facing producers, and deliver key perspectives on fair trade. Each issue receives its own webpage, and online versions have been viewed thousands of times since the publication's launched in 2013.

THANK YOU, MAGAZINE ADVERTISERS!



CANADIAN MUSEUM FOR
HUMAN RIGHTS



Fair Trade Jewellery Co.



GREEN CAMPUS
COTTON



MAGAZINE METRICS

35,000

HARD COPIES DISTRIBUTED
PER YEAR

180

DISTRIBUTION POINTS
ACROSS CANADA

50+

COLLEGE, UNIVERSITY, AND
TRADE SCHOOL CAMPUSES
FROM COAST TO COAST

30

GRASSROOTS
ORGANIZATIONS

20

NON-PROFIT
ORGANIZATIONS

25

NATIONAL AND REGIONAL
RETAIL NETWORKS

15

PRODUCT DISTRIBUTORS,
BROKERS, AND FOOD SERVICE
PROVIDERS

PLUS NON-PROFIT PARTNERS
AND FEDERAL AND
MUNICIPAL LEADERS

CANADIAN FAIR TRADE NETWORK 2019 FINANCIAL STATEMENT

STATEMENT OF OPERATIONS FOR THE YEAR ENDED, DEC. 15, 2019

REVENUE

Starting Balance (2018 Carry Over)	\$39,477.37
Conference Sponsorship & Ticket Sales	\$61,009.39
Fairtrade Canada Contract	\$54,240.00
Nutrien Community Foundation	\$50,000.00
Magazine Advertising	\$15,126.75
Simon Fraser University Contract	\$11,340.00
Donations	\$1,246.50
Tax Return	\$849.83
Membership	\$613.09
Miscellaneous	\$223.00

TOTAL REVENUES **\$234,125.93**

EXPENSES

Salary	\$80,435.01
Conference	\$71,188.80
Magazine Production	\$24,181.81
Audit of 2017 and 2018 Books	\$5,460.00
Office Rent	\$5,355.00
Communications	\$4,333.92
Travel (Staff)	\$4,421.88
Bookkeeping & Accounting	\$4,073.69
Insurance	\$1,357.00
Advocacy Grants	\$550.00
Administration	\$246.81
Origin Trip	\$245.39

TOTAL EXPENSES **\$201,849.31**

CASH POSITION AT END OF YEAR:
YEAR ENDED, DEC. 15, 2019 **\$32,276.62**

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 Corporations Act. Funding for the organization comes from contracts, foundations, conference sponsors, magazine advertisers, membership dues, and direct donations. The CFTN 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. Thank you to everyone who makes this work possible.

CFTN MEMBERS

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

FOUNDATIONS



CONTRACTS



SIMON FRASER UNIVERSITY

CONFERENCE SPONSORS



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THANK YOU, SUPPORTERS!



The Canadian Fair Trade Network
205 – 1915 Georgia Street East
Vancouver, BC, V5L 2B7
info@cftn.ca

 @CFTNetwork
 CFTNetwork