

CANADIAN FAIR TRADE NETWORK



2020 ANNUAL REPORT
Highlights & Key Developments



2020



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Canadian Fair Trade Network
Réseau canadien du commerce équitable

The Canadian Fair Trade Network
205 – 1915 Georgia Street East
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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.



LETTER FROM CFTN PRESIDENT

2020 has been a very strange year. We have been told we are living in unprecedented times with the advent of COVID, and we are truly experiencing a historic moment with the effect it is having on communities globally.

Despite the situation we are currently in, I have personally been so impressed with the resilience our membership has shown. The National Fair Trade Conference in Calgary was the tipping point when our country began to feel the effects of the pandemic, and we had to adapt very quickly to the reality. It meant that sessions were cancelled and attendees had to forgo travelling, but amid the chaos, we were able to proceed with the conference agenda, albeit with some changes, and that everyone who was able to attend was understanding of the ever-changing situation. Stressful times can bring out both the bad and good, and I'm so thankful that our community is one that turns to kindness during times of challenge.

Our Fair Trade programs have had to adjust to the "new normal," and yet we found creative ways to connect with each other virtually through webinars, social media, and Zoom calls. In fact, in some ways, relationships with our producer and international community have deepened, as we have tried harder to connect despite being in different parts of the planet.

I want to thank our fair trade community for stepping up to the challenge on running events such as Fair Trade Campus Week. I want to thank those who are participating in writing and editing the *Fair Trade Handbook*. We will most likely have to continue to reimagine new ways for engaging our community – thank you in advance for offering your ideas and feedback, and thank you to our Executive Director, Board of Directors, and Advisory Council for proactively planning for how we can accomplish our goals in different ways.

The biggest contributor to an engaged and effective community is staying connected, so I encourage you to reach out and get involved, both within your local town or campus, as well as with our members across the country and our international network. Until we meet (in person) again, take care and stay well!

Sincerely,



Erin Bird
President,
Canadian Fair Trade Network

CFTN BOARD OF DIRECTORS

ERIN BIRD, PRESIDENT
Fair Trade Calgary, Calgary, AB

ÉRIC ST-PIERRE, VICE-PRESIDENT
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University of Ottawa, Ottawa, ON

GIADA SIMONE
Association québécoise du commerce équitable

LARISSA KANHAI
Fair Trade Winnipeg, Winnipeg, MB

MADISON COTE
Edmonton, AB

SERVICE OPARE
University of Calgary, Calgary, AB

METRICS & KEY DEVELOPMENTS

5,236

CONTACTS IN DATABASE

2,336

NEWSLETTER RECIPIENTS

2,812

FACEBOOK LIKES

1,883

TWITTER FOLLOWERS

March 12, 2020

CFTN ANNUAL GENERAL MEETING HELD

6

ADDITIONAL ONLINE MEETINGS

27

CFTN MEMBERS

LETTER FROM EXECUTIVE DIRECTOR

We often talk about sustainability, resilience, balance, and systems and structures that work for people and planet. These are sometimes seen as nice ideas or concepts when things are working well; they become a lot more real, and important, when things don't go so well.

It is safe to say that 2020 hasn't gone so well. It has been filled with unprecedented disruptions, stresses, and challenges brought on by the COVID pandemic. With that said, despite these challenges, losses, and hardships, there are also many silver linings. People are realizing the importance of community and the need to support local business here in Canada, as well as the fragility of supply chains and the need to support farmers and workers on the other side of the globe.

If this pandemic teaches us one thing, I hope it is the fact that we have one world, which we all share, together, and that we must work together to improve it.

On a more operational level, the year started off well, with several new designations, and our 8th National Conference. While things slowed considerably by mid-March, we continued on as best we could, working with designated towns, campuses, schools, workplaces, and faith groups on their annual renewals. In the fall, we began working on a new strategy that includes a virtual conference and a re-evaluation of activities as we move into 2021.

While activities have slowed, the commitment and resolve of this movement have not wavered, and that is inspiring.



Sean McHugh
Executive Director

CFTN ADVISORY COUNCIL

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UBC Okanagan,
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ROBERT MCKINNON
Pure Art,
Hudson, QC

ZACK GROSS
Sandy Hook, MB

CFTN STAFF

SEAN McHUGH
Executive Director

ERIK JOHNSON
Editor and Designer

If there's one thing we've learned from 2020, it's that we're all interconnected. Whether we're confronting COVID, runaway climate change, systemic racism, or global issues of social and economic justice—no one should feel safe until everyone is safe. If we expect to truly eradicate these problems, we must unite across borders, race, and economic classes to create just and equitable solutions with structures that protect the most vulnerable, and systems that ensure that we're contributing our fair share, from the highest levels of government and industry to the everyday consumer and citizen. We can build our societies back with a fairer future in mind.

Monika Firl
Co-op Coffees

As we begin to recover and build back from COVID, I find it truly inspirational to see how many people are seeing that we can't just go back to the way things were before. There seems to be a new energy to the idea that we can and we must build a better and more equitable future for all, and I think we as a fair trade movement have a lot to add to that future.

Kenneth Boddy
Fair Trade Ottawa Equitable

Despite the negative aspects of COVID, there have been some positives for me: I've learned how to do Instagram Live videos. I've been able to connect with our fair trade community virtually across the world during Fair Trade Cocoa month in July and Fair Trade Campus Week in October. I've also appreciated my family and the times when I am able to connect with them a lot more. We've added a fur-baby addition to our family with Shadow, our cute kitten. There is always a silver lining to be thankful for.

Erin Bird
Fair Trade Calgary

Connecting our buyers to our farmer partners has always been a strength of La Siembra. As a small Canadian co-operative, we have been able to leverage this strength during COVID to help our customers and clients understand the impact that COVID is having on vulnerable farming communities around the globe, and use this opportunity to help build support and new markets for quality fair trade ingredients.

Shannon Devine
La Siembra Co-operative (Camino)

VOICES OF FAIR TRADE

2020 has been a whirlwind of a year. Our producer partners have had to act quickly to adapt to the pandemic. Fairtrade banana co-operatives have become critical support centers in their communities, providing protective equipment, medical services, and supplies. Sales of Fairtrade bananas have grown significantly this year, as Canadians become increasingly aware and concerned for those who grow and harvest our food. I am proud to see the progress that Canada has made in supporting and growing the Fairtrade movement and expect this momentum to continue into the new year.

Madison Hopper, Equifruit

With COVID having such terrible impacts across the globe, I took some comfort this past year seeing progress made on living incomes. Ghana and Côte d'Ivoire initiated a new living income differential, covering 60 percent of the world's cocoa farmers, and the International Coffee Organization led a new global pledge to support living incomes. Fair traders have been central advocates for these changes and will be even better able to push things forward in a post-COVID future.

Gavin Fridell, Saint Mary's University

It makes me happy to see that Canadians are really voting with their dollars this year by continuing to buy local, fair trade products. I think there is an understanding that those premiums are needed more than ever by farmers and their families.

Stephanie Ray, Ethical Bean Coffee

Through these tumultuous times, we must not let up on the support of farmers and artisans in the Global South. We must be thoughtful of the products we choose every day and also encourage vendors to offer more fair trade products when available. Our choices more than ever can have a meaningful and wide-reaching impact on producers and local businesses. Simon Fraser University is proud to have been recently recognized as Canada's first Fair Trade Gold status campus, and as we train our new cohort of student ambassadors virtually, we continue both online and off to drive change in our community.

Mark McLaughlin, Chief Commercial Services Officer, Simon Fraser University

Resilience is the backbone of the fair trade movement. This could not be clearer if we look at the countless amazing examples of solidarity we have seen taking place in the fair trade network this year.

I admire and am always astonished by the capacity of fair trade farmers to react to unexpected changes and global challenges creatively. They have shown that it is possible to turn every obstacle into an opportunity to grow stronger as individuals and as a community if you believe that you can be the change you want to see in the world no matter the circumstances. It is very encouraging and motivates me even more to share their success stories far and wide to inspire others to follow their example.

**Giada Simone
Association québécoise du commerce équitable**

It might actually be an understatement to say that the world, in this year of COVID, Trumpism, and so many other negative situations and influences, needs us now more than ever. As fair trade advocates focusing on human rights, the environment, ethical consumerism and many other tough but timely issues, we can make a real difference in the world. Let us continue to build inner strength and strategic direction during these difficult lockdown months and come out stronger and be a big part of the new normal and Build Back Better and greener in the not-too-distant future. As part of the Fair Trade Handbook editorial group, I hope that our book will help all of us in achieving this goal.

Zack Gross

Since attending my first CFTN conference in 2016, I have learned so much from the Canadian fair trade community. I've learned about fair trade programs in Canada, the complexities of fair trade certifications, and the intersections of environment, education, and justice. But mostly, I've learned that fair trade, just like life, is about who and what you invest in! It feels as though the past four years have been full to the brim with social and environmental changes all around the world, and I'm so grateful and proud that the fair trade community has continued to prioritize people and the planet when it matters most, year after year!

**Keslyn Ayow-James
Fair Trade Dalhousie University**

Our team in Wakefield, La Pêche Qc (Quebec's 1st Fair Trade Town!) was sad we had to cancel our Fair Trade Fair, as were so many locals—We've had these fairs for 14 years! But luckily we came up with creative ways to keep fair trade front and centre in our area. We put fun ads in our local paper. We sent postcards with a mini fair trade chocolate to all kids with a video link and a teaching plan for all classes at Wakefield Elementary School. And currently on Facebook we're spotlighting our stores that offer fair trade goods. Onward and upward—keeping things fair to help Southern producers!

**Anne Winship
Fairtrade Wakefield, La Pêche**

Although there have been many challenging situations during the past eight months, one of the things COVID has demonstrated is how connected we are to people around the world. It would be great if we could use the solidarity and collaboration used to deal with this world crisis in the areas of climate change and fair trade. I have enjoyed the quietness that enveloped the world and hope that people learned from it and are more grateful for some of the simpler things in life.

Bev Toews, Fair Trade Olds & Ecole Olds High School

2020



DESIGNATION PROGRAMS

Canada's Fair Trade programs focus on community engagement and building support for fair trade. 2020 has been a challenging year, as most of the usual events and activities either changed format or were put on hold: Campuses and schools were closed; people were working from home; and faith groups and other gatherings went online.

We kept the core engaged through regular emails and calls, and completing the annual renewal process, in which many towns, campuses, schools, workplaces and faith groups got updates in.

As we look toward 2021, we're hopeful that the fair trade movement will stay on track and emerge from this as strong as ever.

In 2020, a new national programs website was launched in partnership with Fairtrade Canada: <https://fairtradeprograms.ca/>

This site will provide materials and updates, and will be co-managed by the CFTN and Fairtrade Canada.

◀ *Simon Fraser University (SFU) President Joy Johnson accepts a certificate recognizing SFU as the first to achieve Gold status on September 30, 2020*

FAIR TRADE DESIGNATION PROGRAM STATS

27

FAIR TRADE TOWNS

40

FAIR TRADE CAMPUSES

26

FAIR TRADE SCHOOLS

11

FAIR TRADE EVENTS

85

FAIR TRADE WORKPLACES

14

FAIR TRADE FAITH GROUPS

203

TOTAL DESIGNATIONS



FAIR TRADE TOWN

- Over 7,624,615 people live in Canada's 27 Fair Trade Towns
- Most annual renewals were completed in July and August

FAIR TRADE CAMPUS

- Over 777,704 students are enrolled at Canada's 40 Fair Trade Campuses
- Two new designations in 2020: Cégep de Sherbrooke and Dawson College
- Simon Fraser University was named Canada's first Fair Trade Campus to achieve Gold status on September 30, 2020
- Most annual renewals were completed in July and August

FAIR TRADE SCHOOL

- Over 28,978 students are enrolled at Canada's 26 Fair Trade Schools
- Most annual renewals were completed in July and August

FAIR TRADE EVENT

- There were 11 Fair Trade Events during 2020. All took place during January, February, and early March

FAIR TRADE WORKPLACE

- An estimated 7,509 people work at Canada's 85 Fair Trade Workplaces
- Three new designations in 2020: Homestead Coworking, Van Houtte Coffee Services – Saskatoon Office, and Just Us! Coffee Roasters Co-operative
- Most annual renewals were completed in July and August

FAIR TRADE FAITH GROUP

- An estimated 2,668 people attend 14 Fair Trade Faith Groups in Canada
- Two new designations in 2020: Living Spirit United Church, Brandon, MB, and Knox United Church, Drayton Valley, AB
- Most annual renewals were completed in July and August



CANADIAN FAIRTRADE AWARDS

The 2020 Canadian Fairtrade Awards, hosted by Fairtrade Canada and supported by the CFTN, were held in conjunction with the National Fair Trade Conference. We would like to applaud all the nominees and winners as they highlight the champions in the Canadian fair trade movement. Fairtrade Canada curated the Awards, including many interactive elements such as producer video activation stations and a fair trade wishing tree where attendees could write their intentions.

We also thank the three judges who helped evaluate the nominations: Chris Oluoch (Fairtrade Africa), Adria Vasil (Corporate Knights), and Joé St-Germain (ENvironnement JEUnesse).

Congratulations to the 2020 Winners!

- Fairtrade Business Champion: Ethical Bean
- Fairtrade Business Ambassador: Sodexo
- Fairtrade Business Innovator: Sobeys Inc
- Fairtrade Business Leader: Bridgehead
- Excellence in Producer Partnership: Equifruit
- Fairtrade Campaigner: École secondaire catholique Pierre-Savard
- Fairtrade Educator: Brandon Fair Trade Committee of The Marquis Project
- Fairtrade Community Builder: Bow Valley College
- Fairtrade Trailblazer: University of Toronto Mississauga
- Fair Trade Campus Week All-Star (2019): Carleton University
- Fairtrade All-Star: Liliane Carvalho
- Lifetime Achievement Award: Sean McHugh, Canadian Fair Trade Network

FAIR TRADE CAMPUS WEEK

Fair Trade Campus Week, planned and hosted by Fairtrade Canada and supported by the CFTN, was held virtually October 26 to 30, 2020. There were several virtual and interactive opportunities for students to get involved, even if they were studying from home.

The Fair Trade Campus Week Speaker Series featured daily sessions moderated by Erin Bird, Garine Aintablian, and Gabriela Warrior-Renaud:

- **October 26: Fairtrade 101** - Speakers included Don Pilar Ramirez (cocoa farmer and agronomist from the Dominican Republic), Madison Hopper (Equifruit), and Kelly Storie (Camino / La Siembra).
- **October 27: Youth Empowerment and the Future of Trade** - Speakers included Norman Kativhu (Fairtrade Africa, Zimbabwe) and Ruth Namaganda (Kibinge Coffee Farmers' Cooperative Society, Uganda), as well as Sevan Istanboulian (Café Mystique).
- **October 28: Investing in Women, Investing in a Fair Future** - Speakers included Isabel Uriarte Latorre (Café Femenino) and Bill Barrett (Planet Bean).
- **October 29: Fairtrade Farmers on the Frontline of Climate Change** - Speakers included Javier Aliaga (CLAC), Tran Bang Hung (NAPP), as well as Ludovic Duran (tentree) and Matt Livingston (Nature's Path).
- **October 30: The Coffee Price Crisis and Its Lasting Effect on Farmers** - Speakers included Getahun Gebrekidan (Fairtrade Africa), Alison Streaker (Fairtrade International), as well as Stephanie Ray and Viren Malik (Ethical Bean).

Special thanks go out to Ben & Jerry's, Nature's Path, Four O'Clock Tea, Kicking Horse Coffee, and Café William Spartivento, who provided multiple amazing prizes for daily quizzes and product giveaways.

Final thanks go out to those who participated on social media, including Instagram takeovers and giveaways, including Alternative Grounds Roastery, Café Barista, Galerie au Chocolat, Alter Eco, and Canterbury Coffee.



CONFERENCE PRESENTING PARTNERS



CONFERENCE SPONSORS



CONFERENCE SUPPORTERS



NATIONAL FAIR TRADE CONFERENCE

The 8th National Fair Trade Conference, held March 13 and 14, 2020, in Calgary, Alberta, was shaping up to be our best yet. We had a great venue at Hotel Arts and fantastic speakers, including several international guests from the Dominican Republic, Honduras, Colombia, and Mexico. Registration was promising; we expected close to 300 delegates.

The conference had great partners in Fair Trade Calgary, the Olds Institute, and Intonovus. We had the support and expected attendance of the mayors of Calgary and Olds. Financially, we were on track thanks to solid sponsorship, grants, and ticket sales.

In the end, it looked a little bit different. The realities of the pandemic began to set in the week of the conference. It was a very uncertain week with many changes and challenges. Attendance dropped, sessions were cancelled, but we made the best of a difficult situation. While the conference was quite different

from what we had planned, and a fair amount smaller, it still went very well.



A big thank you to everyone who attended—the conference planning team, keynote and session speakers, volunteers, sponsors, venue staff, and businesses that participated in

the tradeshow. A big thank you is also in order to those who weren't able to attend. Thank you for being patient and for understanding that refunds weren't possible, as funds were committed in advance.

All and all, we had a great couple of days together in Calgary, and we are thankful everyone made it home safe and sound, in advance of the lockdowns and border closures.

THANK YOU, SPONSORS! THIS CONFERENCE WOULDN'T BE POSSIBLE WITHOUT YOUR SUPPORT!

FAIR TRADE MAGAZINE

After seven years, fourteen editions and 299,000 copies printed and distributed from coast to coast, we made the hard decision in early 2020 to bring the publication to an end.

With the shift to digital, it became increasingly difficult to make a hard copy publication work.

We would like to thank our dedicated advertisers, distributors, and, most importantly, our readers.

EDITION	COPIES
WINTER / SPRING 2013	7,000
SUMMER / FALL 2013	22,000
WINTER / SPRING 2014	30,000
SUMMER / FALL 2014	30,000
WINTER / SPRING 2015	25,000
SUMMER / FALL 2015	25,000
WINTER / SPRING 2016	25,000
SUMMER / FALL 2016	20,000
WINTER / SPRING 2017	20,000
SUMMER / FALL 2017	20,000
WINTER / SPRING 2018	20,000
SUMMER / FALL 2018	20,000
WINTER / SPRING 2019	20,000
SUMMER / FALL 2019	15,000

7
YEARS

14
EDITIONS

299K
COPIES
PRINTED



*Thank you, readers
and advertisers!*



2020 FINANCIAL STATEMENT

STATEMENT OF OPERATIONS FOR THE YEAR ENDED, DEC. 15, 2020

REVENUE

Starting Balance (2019 Carry Over)	\$32,276.62
Conference Sponsorship & Ticket Sales	\$69,681.90
Fairtrade Canada Contract	\$54,240.00
Handbook	\$2,500.00
Donations	\$1,868.21
Membership	\$342.24

TOTAL REVENUES **\$160,908.97**

EXPENSES

Salary	\$66,550.99
Conference	\$66,637.71
Bookkeeping and Accounting	\$4,826.35
Communications	\$3,245.34
GST Return	\$1,937.34
Insurance	\$951.00
Travel (Staff)	\$676.64
Administration	\$619.43
Advocacy Grants	\$200.00

TOTAL EXPENSES **\$145,644.80**

CASH POSITION AT END OF YEAR:
YEAR ENDED, DEC. 15, 2020 **\$15,264.17**

CFTN SUPPORTERS

The Canadian Fair Trade Network (CFTN) is a federally registered, non-profit organization. The organization is registered under and adheres to policies laid out in the Canadian Not-for-profit Act (NFP). Funding for the organization comes from contracts, foundations, conference sponsors, and membership dues.

The organization has a large reach and has led strong growth despite a relatively small budget.

Every dollar that is brought in, contributed, or donated goes a long way. Thank you to everyone who makes this work possible.

CFTN MEMBERS

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

INDIVIDUAL DONORS

We also want to send a special thanks to those who donated to our organization directly:

- Gavin Fridell
- Rebecca Harris
- Larissa Kanhai
- Kenneth Boddy

CONTRACTS



CONFERENCE PRESENTING PARTNERS



CONFERENCE SPONSORS



CONFERENCE SUPPORTERS





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2020