



Location

Canada



Established

2011

Portfolios

Building More
Inclusive Global
Markets

Venture Leader

Sean McHugh

Sectors

Consumer and
Community
Engagement

Type

Non-profit

Canadian Fair Trade Network (CFTN)

"John Nuwagaba's vision for the Ankole Coffee Producers Cooperative Union of Uganda is to see farmers 'transformed into a middle class, instead of living from hand to mouth'. Long-term sustainability for this cooperative will not come to fruition until Canadian consumers understand how their choices in the grocery aisle affect worldwide communities... [and] support a fairer global marketplace."

-- **Sasha Caldera, Co-Founder of Fair Trade Vancouver**

Mission

Fair Trade represents a systemic shift toward social sustainability - supporting the rights of individuals, families, and communities around the globe. The Canadian Fair Trade Network is designed specifically to foster relationships, knowledge sharing, and action to advance Fair Trade in Canada, in the interest of civil society.

Why CFTN?

Ideas for improving global economic systems are not new, and a number of obstacles stand in the way of realizing the potential of a Fair Trade system. A lack of consumer demand has resulted in supply that far outstrips demand, and a widespread limited understanding of the impact of both conventional global systems and the alternatives to them. Both limit opportunities for producers to take significant steps forward.

In addition, the Fair Trade movement in Canada has been diffuse and at some points lacking focus. Pockets of activity and activism have been mixed with interested businesses and institutions, making up a patchwork of stakeholders wanting to create change. Given the complexity of the stakeholder landscape, an impartial coordinating and movement-building body is needed to fill the space between various systems, companies and consumers.

Contact Info

 www.cftn.ca

 facebook.com/CFTNetwork

 [@CFTNetwork](https://twitter.com/CFTNetwork)



The Approach

The CFTN uses a 5-tier systemic approach:

1. Grassroots advocacy and civil society engagement in a social movement;
2. Public-sector institutional engagement for sustainable public procurement;
3. Monitoring and improving of standards, certification process, and business buy-in;
4. Reducing inefficiencies among stakeholders and clarifying who is involved;
5. Facilitating collaborative cross-sector dialogue and discussion.

As a national network, the CFTN has the ability to engage with all levels and stakeholders of the system, making Fair Trade the easy, clear, and obvious choice for buyers and sellers - all the way from product development, to product choice.



Success Stories

- Simon Fraser University and the University of Guelph became Canada's second and third Fair Trade Campuses in May and November 2012;
- The CFTN's first board meeting with regional representatives from across Canada was held in July 2012;
- The CFTN received Federal Incorporation under the Canada Not-for-profit Corporations Act in August 2012;
- Toronto City Council voted unanimously in support of Toronto becoming a Fair Trade Town in April 2013.

Partners

