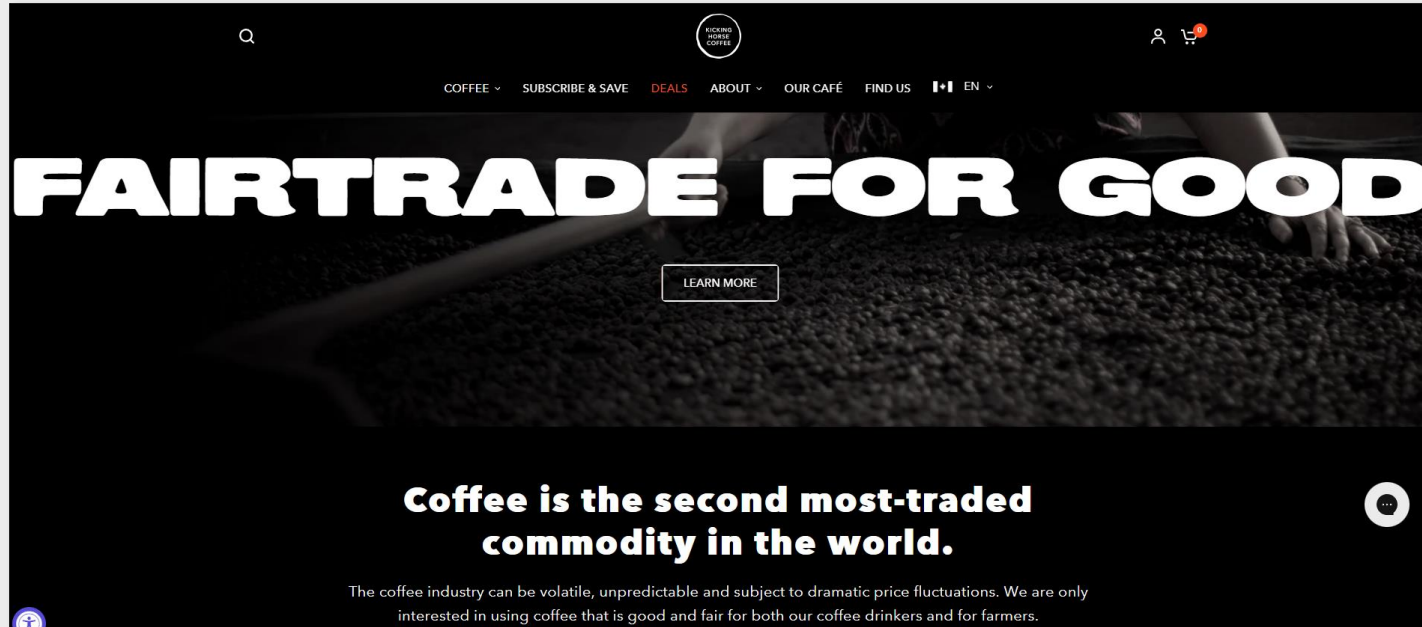
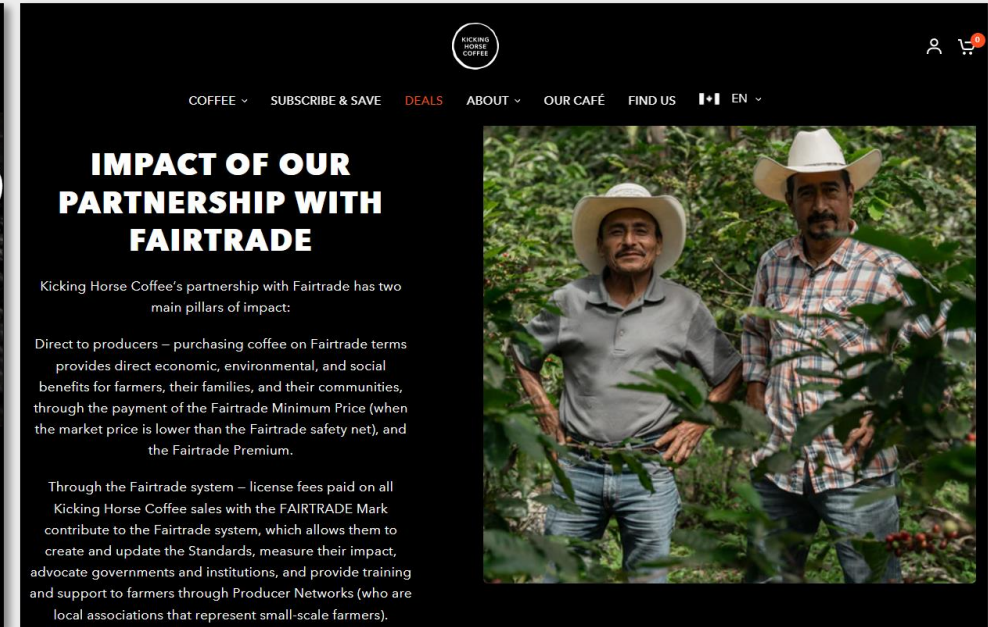


Kicking Horse Coffee



The screenshot shows the top navigation bar with a search icon, the Kicking Horse Coffee logo, and links for COFFEE, SUBSCRIBE & SAVE, DEALS, ABOUT, OUR CAFÉ, FIND US, and EN. The main banner features the text "FAIRTRADE FOR GOOD" in large white letters over a background of coffee beans. Below this is a "LEARN MORE" button. At the bottom of the banner, it states "Coffee is the second most-traded commodity in the world." and includes a sub-headline: "The coffee industry can be volatile, unpredictable and subject to dramatic price fluctuations. We are only interested in using coffee that is good and fair for both our coffee drinkers and for farmers."



The screenshot shows a page titled "IMPACT OF OUR PARTNERSHIP WITH FAIRTRADE". The text reads: "Kicking Horse Coffee's partnership with Fairtrade has two main pillars of impact: Direct to producers – purchasing coffee on Fairtrade terms provides direct economic, environmental, and social benefits for farmers, their families, and their communities, through the payment of the Fairtrade Minimum Price (when the market price is lower than the Fairtrade safety net), and the Fairtrade Premium. Through the Fairtrade system – license fees paid on all Kicking Horse Coffee sales with the FAIRTRADE Mark contribute to the Fairtrade system, which allows them to create and update the Standards, measure their impact, advocate governments and institutions, and provide training and support to farmers through Producer Networks (who are local associations that represent small-scale farmers)." To the right of the text is a photograph of two men wearing cowboy hats standing in a coffee field.

Dedicated Fairtrade Webpage

Kicking Horse Coffee builds Fairtrade directly into their brand narrative online. By dedicating prominent website space to their sourcing practices, they educate consumers, strengthen brand credibility, and make Fairtrade part of the everyday customer journey from awareness to purchase.

[SEE EXAMPLE](#)

Café William

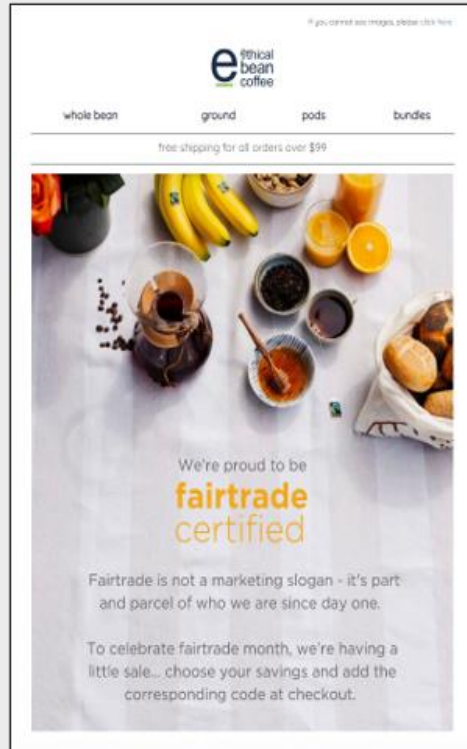
The screenshot shows a news article on the CISION website. The header includes the CISION logo and navigation links for News, Products, and Contact. Below the header, there are category links: News in Focus, Business, Science & Tech, Lifestyle & Health, Policy & Public Interest, and People & Culture, along with an Advanced Search button. The main headline reads: "Café William sails towards sustainability: Its first coffee cargo sailboat travels to North America". To the right of the headline is the Café William logo. Below the headline, there is a "SHARE THIS ARTICLE" section with icons for Facebook, X, LinkedIn, Instagram, Pinterest, and Email. At the bottom left, it says "NEWS PROVIDED BY Café William" and "Jan 09, 2024, 06:00 ET". The main body of the article begins with: "SHERBROOKE, QC, Jan. 9, 2024 /CNW/ - As part of a revolutionary movement towards a more sustainable coffee supply chain, Café William is proud to announce that its first cargo sailboat set sail from the port of Santa Marta in Colombia on December 18, bound for North America. During its 20-day voyage, the cargo sailboat carried 72,000 kilos of coffee beans on the wind, in a constant effort to run on clean energy. This first concrete step aligns with the company's innovative vision of always acting beyond the cup."

Leveraging Fairtrade for PR

Café William demonstrates how to leverage press coverage to amplify Fairtrade commitments. By telling a compelling story through earned media, they reached a broad audience and positioned Fairtrade as a core part of their brand identity, not just a certification mark. This approach shows the value of engaging with journalists to elevate both brand and movement narratives.

[SEE EXAMPLE](#)

Keeping Fairtrade in the Inbox



ethical bean coffee

whole bean ground pods bundles

free shipping for all orders over \$99

We're proud to be **fairtrade certified**

Fairtrade is not a marketing slogan - it's part and parcel of who we are since day one.

To celebrate fairtrade month, we're having a little sale... choose your savings and add the corresponding code at checkout.



BRIDGEHEAD

SUBSCRIPTIONS SHOP LOCATIONS

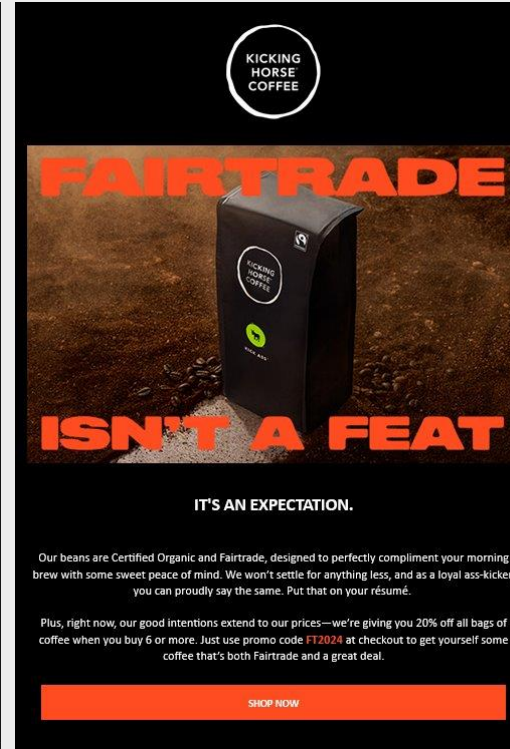
EVERY SIP COUNTS

Take 15% off your next coffee purchase with code FAIRTRADE15

SHOP NOW

BRIDGEHEAD

THE STEALY HANES



KICKING HORSE COFFEE

FAIRTRADE

ISN'T A FEAT

IT'S AN EXPECTATION.

Our beans are Certified Organic and Fairtrade, designed to perfectly compliment your morning brew with some sweet peace of mind. We won't settle for anything less, and as a loyal ass-kicker, you can proudly say the same. Put that on your résumé.

Plus, right now, our good intentions extend to our prices—we're giving you 20% off all bags of coffee when you buy 6 or more. Just use promo code **FT2024** at checkout to get yourself some coffee that's both Fairtrade and a great deal.

SHOP NOW

Ethical Bean, Bridgehead, and Kicking Horse Coffee all use newsletters to consistently keep Fairtrade top of mind, embedding it into product updates, brand storytelling, and customer education to build trust and lasting loyalty.

Brands Turning Scroll into Stories on Social Media

Ben & Jerry's on Instagram

Showcases Fairtrade as part of their brand story, blending activism with product marketing to engage consumers in a values-driven way.

[SEE EXAMPLE](#)



Equifruit on TikTok

Uses humour and trends to make Fairtrade fun and accessible, reaching younger audiences with bold, memorable messaging.

[SEE EXAMPLE](#)



Fairtrade collaborates with

**OVER 450,000
SMALL-SCALE
COCOA FARMERS**

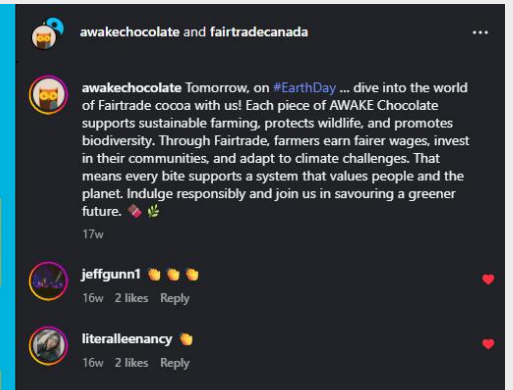
and supports them with

**FAIRER PRICES AND PREMIUMS,
FOSTERING COMMUNITY DEVELOPMENT
AND ENVIRONMENTAL STEWARDSHIP.**

Awake Chocolate Collaborative Post on Instagram

Highlights Fairtrade through partnership storytelling, showing how brands and Fairtrade can amplify impact when communicating together.

[SEE EXAMPLE](#)



Partnering with Retail

SPECIAL EVENT

Fairtrade Products That Make an Impact

Find these in-store!

WE ARE FAIRTRADE

Farm Boy™ Organic Coffee
Fresh and fully recyclable! Your favourite Farm Boy Fairtrade Organic Coffee is now available in single-serve coffee pods. Shade-grown to preserve natural habitats. Roasted in Ontario.

Farm Boy™ Organic Whole Bean Coffee
Wake up and smell the coffee. Our locally roasted coffee beans are delivered straight to our stores every week, so they're always fresh.

level ground COFFEE ROASTERS

What Fairtrade Means to Level Ground Coffee

Small-scale farmers' success is the heart of Level Ground Coffee. This is why for over 25 years, we've championed Fairtrade with cooperatives of small-scale coffee farmers.

For Level Ground Coffee, Fairtrade is a vital means to strengthen the future for coffee farmers and to provide assurance for consumers.

Stacy Towles, CO-FOUNDER

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Partnering with retailers provides a powerful opportunity to amplify Fairtrade messaging. By featuring brands in channels like Farm Boy's magazine, companies can highlight their sustainability commitments in a trusted, consumer-facing space.

This not only strengthens brand visibility but also helps educate shoppers about Fairtrade, showing how ethical sourcing aligns with everyday purchasing decisions and encouraging retailers to champion these values alongside the brands they carry.

[SEE EXAMPLE](#)