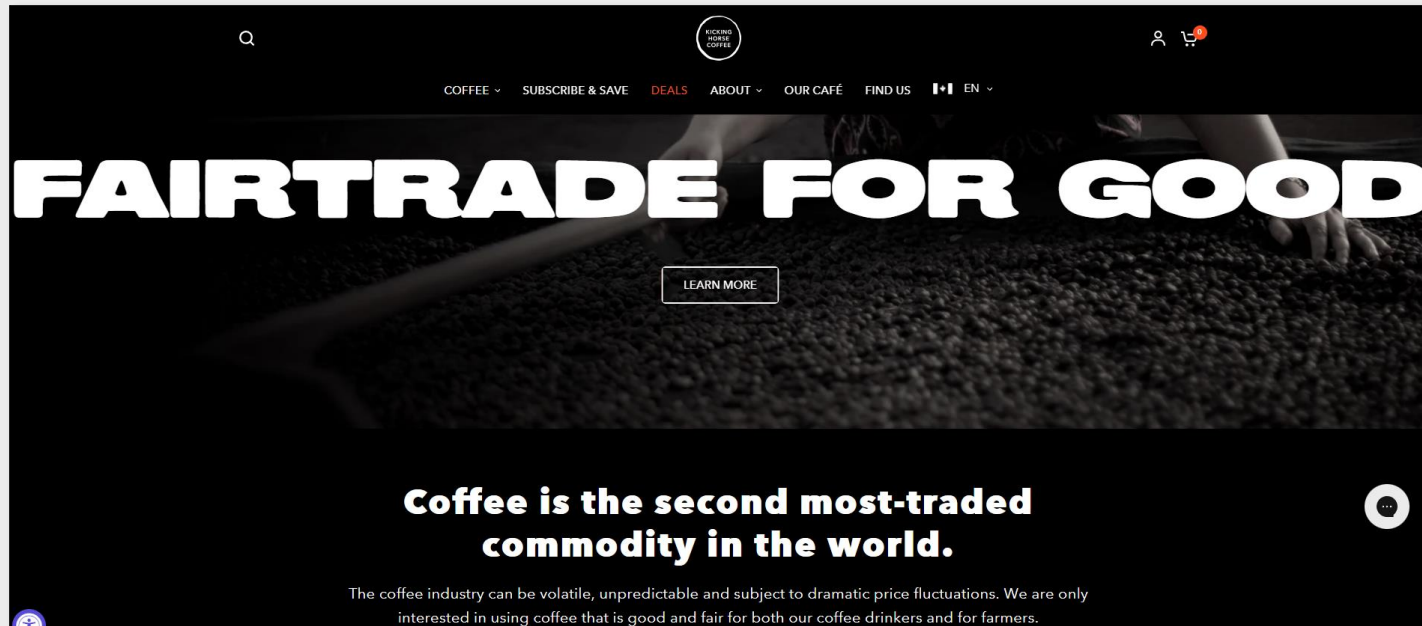


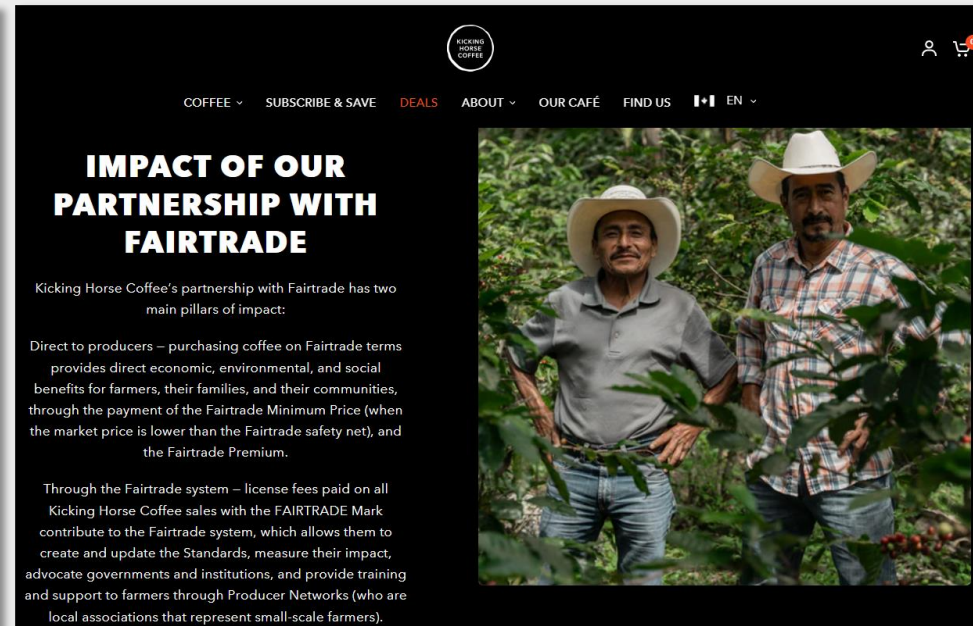
Meilleures pratiques
Communication
narrative sur le
commerce équitable
Fairtrade



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 a language selector (EN). The main banner features the text "FAIRTRADE FOR GOOD" in large white letters over a background image of hands sifting 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 small paragraph: "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 navigation bar is identical to the homepage. The main content area includes a sub-header "IMPACT OF OUR PARTNERSHIP WITH FAIRTRADE" and a photograph of two men in cowboy hats standing in a coffee field. The text below the photo 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)."

Page Web dédiée à Fairtrade

Kicking Horse Coffee intègre directement Fairtrade à son discours narratif en ligne. En consacrant une section importante de son site Web à ses pratiques d'approvisionnement, l'entreprise éduque les consommatrice·eurs, renforce la crédibilité de sa marque et permet d'ancrer le commerce équitable dans le parcours quotidien de la clientèle, de la sensibilisation à l'achat.

[CONSULTEZ L'EXEMPLE](#)

Café William



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News in Focus Business Science & Tech Lifestyle & Health Policy & Public Interest People & Culture

Café William sails towards sustainability: Its first coffee cargo sailboat travels to North America

CAFÉ WILLIAM

NEWS PROVIDED BY
Café William →
Jan 09, 2024, 06:00 ET

SHARE THIS ARTICLE

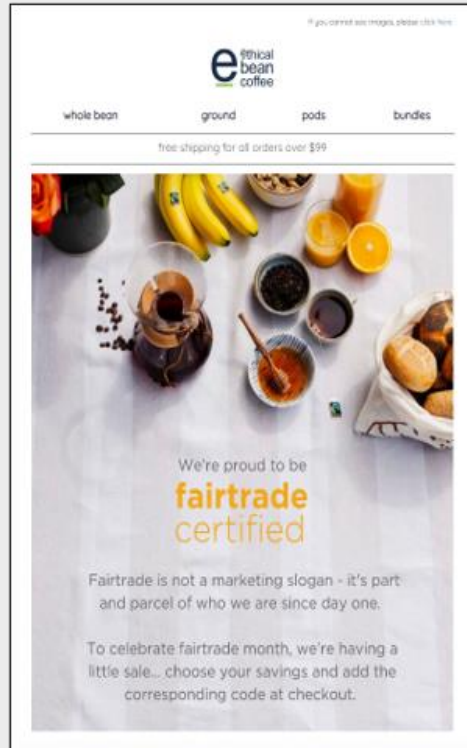
SHERBROOKE, QC, Jan. 9, 2024 /CNW/ - As part of a revolutionary movement towards a more sustainable coffee supply chain, Café William is proud to announce that its first cargo sailboat set sail from the port of Santa Marta in Colombia on December 18, bound for North America. During its 20-day voyage, 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.

Commerce équitable Fairtrade dans les médias

Café William démontre comment tirer parti des reportages pour promouvoir ses engagements à l'égard du commerce équitable. Grâce à une exposition médiatique gagnée, ce torréfacteur a pu diffuser un récit captivant auprès d'un grand nombre de personnes et ainsi faire du commerce équitable Fairtrade un fondement de son identité de marque au lieu d'une simple marque de certification. Cette approche souligne l'importance d'interagir avec les journalistes pour rehausser le discours narratif de la marque et celui du mouvement.

[CONSULTEZ L'EXEMPLE](#)

Commerce équitable Fairtrade dans la boîte de réception



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

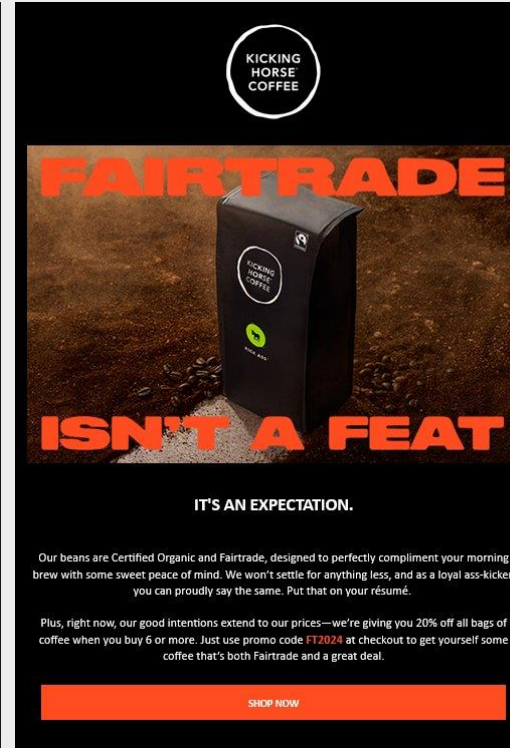
EVERY SIP COUNTS

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 resumé.

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 et Kicking Horse Coffee envoient des infolettres qui mettent régulièrement en valeur le commerce équitable, le soulignant dans les nouvelles sur leurs produits, la communication narrative de leur marque et leurs efforts de sensibilisation des client·es afin de gagner leur confiance et de les fidéliser à long terme.

Marques qui captent l'attention dans les médias sociaux

Ben & Jerry's sur Instagram

Ben & Jerry's met en vedette le commerce équitable dans son discours narratif, alliant activisme et marketing pour avoir des interactions axées sur les valeurs avec les consommateurs.

[CONSULTEZ L'EXEMPLE](#)



Equifruit sur TikTok

L'importateur a recours à l'humour et aux tendances pour faire du commerce équitable une pratique sympathique et accessible. Les communications audacieuses et mémorables d'Equifruit lui permettent d'atteindre un public plus jeune.

[CONSULTEZ L'EXEMPLE](#)



Fairtrade collaborates with

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

and supports them with
**FAIRER PRICES AND PREMIUMS,
FOSTERING COMMUNITY DEVELOPMENT
AND ENVIRONMENTAL STEWARDSHIP.**

Publication collaborative d'Awake Chocolate sur Instagram

Dans le cadre d'un partenariat narratif, Awake Chocolate a pu mettre de l'avant Fairtrade, ce qui démontre la façon dont les marques et Fairtrade peuvent accroître leur portée en communiquant ensemble.

[CONSULTEZ L'EXEMPLE](#)

An Instagram post from awakechocolate and fairtradedcanada. The main image is a blue and yellow graphic with the text "Fairtrade collaborates with OVER 450,000 SMALL-SCALE COCOA FARMERS and supports them with FAIRER PRICES AND PREMIUMS, FOSTERING COMMUNITY DEVELOPMENT AND ENVIRONMENTAL STEWARDSHIP." The caption says "Tomorrow, on #EarthDay ... dive into the world of Fairtrade cocoa with us! Each piece of AWAKE Chocolate supports sustainable farming, protects wildlife, and promotes biodiversity. Through Fairtrade, farmers earn fairer wages, invest in their communities, and adapt to climate challenges. That means every bite supports a system that values people and the planet. Indulge responsibly and join us in savouring a greener future." The post has 17w likes and 2 replies.

Partenariats pour la vente au détail

SPECIAL EVENT

Fairtrade Products That Make an Impact

Find these in-store!

WE ARE FAIRTRADE

PRANA
Overnight CHIA
WITH DATES

PRANA
Overnight CHIA
WITH ALMONDS

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

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.

level ground
ANDERS LAKE
FRENCH ROAST
COLOMBIA

Farm Boy™ Organic Fair Trade Coffee
FRENCH ROAST
BREAKFAST BLEND
CITY ROAST
DECAF

level ground

CONSULTEZ L'EXEMPLE

Fair Harvest Edition 2024

Établir des partenariats avec des détaillants offre une occasion inestimable de promouvoir le message de Fairtrade. En publicisant leur marque dans des canaux comme la revue de Farm Boy, les entreprises peuvent mettre en valeur leurs engagements à l'égard de la durabilité dans un médium fiable et destiné aux consommatrice·eurs.

Cette approche permet non seulement de renforcer la visibilité de la marque, mais également d'aider à faire connaître le commerce équitable auprès des acheteur·trices, en montrant qu'il est possible de faire des achats éthiques au quotidien et en encourageant les détaillants à soutenir ces valeurs tout comme les marques qu'ils vendent.