

**WE
ARE
FAIRTRADE**

Fairtrade Month Campaign

October 2024





About the campaign

In honor of October Fairtrade Month, Fairtrade America and Fairtrade Canada partnered to generate broader awareness of the role we all play in creating a better world. A world where farmers and workers have an equal seat at the table and trade justice is achieved.

The 'We Are Fairtrade' campaign featured NEW murals in three U.S. cities for 2024 -- Boise, Buffalo and Denver -- as well as a host of other online and in-store activations to connect shoppers to the people who produce things we count on every day, like cocoa and coffee.

The campaign launched on October 1 and was shared across the US and Canada by a campaign website - www.wearefairtrade.org - where consumers could sign up to show their support for Fairtrade, enter to win a grand prize giveaway, shop special deals from Fairtrade brands and learn more about the farmers depicted in the now 15 murals around the US.

Retailers have an influential role!

In recent research, shoppers told us that they value Fairtrade, and they'd buy more certified products if it was easy to find.

Your connection with your shoppers can have a great impact in making trade fairer. That's why we partner with retailers during Fairtrade Month to help people shop their values!



Campaign components



3 new murals (15 total)

We worked with local artists, retailers, and brands to install three new murals sharing farmers' stories in Boise, Buffalo and Denver.



In store signage

Building on last year's success, we nearly doubled requests from retailers around the country for free, printed display signage to highlight Fairtrade in their stores.



Grand prize giveaway & digital promos

We worked with brand partners to offer a compelling grand prize giveaway for three lucky winners as well as a bevy of special promos on a variety of Fairtrade products.

Fairtrade Murals: Where Are They Now?





Boise



Featuring: Carlixta Contreras Martínez & Francisco Contreras
Location: The Boise Co-Op

About The Boise Co+op: The Boise Co-op, a community-owned natural foods market, is dedicated to providing responsibly sourced products that uphold uncompromised standards.

About Artist, Bobby Gaytan: Bobby Gaytan is a former seasonal migrant farmworker and community activist. He dedicates a lot of his murals and illustrations to his family, community and all the migrant farmworkers.

Brand Partner: Navitas Organics

Denver



Featuring: Salamatu Katta
Location: Leever's Locavore

About Leever's Locavore: Leever's Locavore is on a mission to create a community hub centered around food and beverage by redefining the local market in a modern and fun way.

About Artist, Chelsea Lewinski: Chelsea Lewinski is a Denver-bred internationally recognized street artist. She creates pieces that capture the complexity of the human experience and offer a vision of strength and hope in the face of adversity.

Brand Partner: Hu Kitchen

Buffalo



Featuring: Ibu Rahmah
Location: The Lexington Co-op

About The Lexington Co-op: The Lexington Co-op is committed to building the regional economy and increasing access to local foods and supporting and sourcing from WNY farms and producers since 1971.

About Artist, Julia Bottoms: Buffalo-based artist, Julia Bottoms' work often addresses the topic of race and identity as it relates to one's position in mainstream culture. Her art serves as an opportunity to counter the harmful stereotypes imposed by popular media.

Brand Partner: Gimme! Coffee

Campaign Results Highlights

Giveaway Entries

13,409 signups from the WeAreFairtrade.org URL, of which 9,063 are new subscribers.



Website Traffic

29,208 unique views of our campaign landing page.



Potential Reach: Influencers

Paid + unpaid influencer total potential reach: 2.03 million



Potential Reach: Media

Media engagement + press release total potential reach: 575 million



Brand Participation

29 certified Fairtrade brands participated in the campaign.



Retailer Participation

223 printed signage kits were requested by retailers across the country.





Measuring success – sales

YoY October sales at mural host stores

Boise Co-op

- Pending

Leevers Locavore

- 53% increase in sales FT SKUs
- 20% increase in sales volume FT SKUs

Lexington Coop

- 52% increase in sales volume FT SKUs

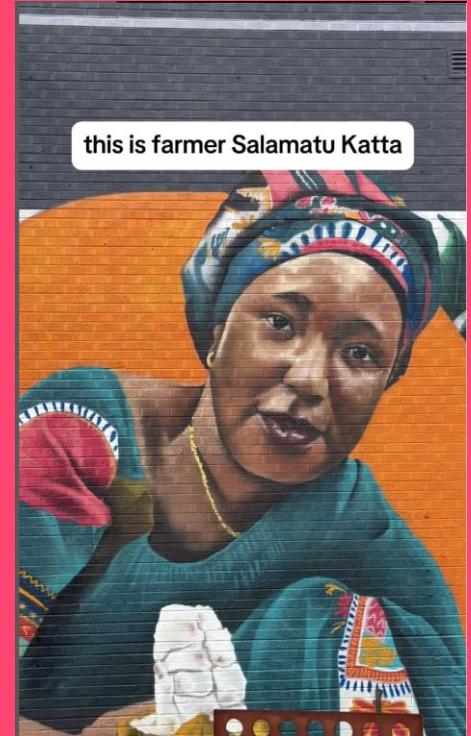
We Are Fairtrade Paid Influencers - Local



[@carlymarie_travelwithme](#)
30.8K followers
Location: Buffalo



[@travelingspud](#)
43.8K followers
Location: Boise



[@raynakingdenver](#)
39.5K followers
Location: Denver



We Are Fairtrade Paid Influencers - National



[@thehonestconsumer](#)
10.4K followers



[@heartbeetkitchen](#)
121K followers



[@sustainablesabs](#)
28K followers



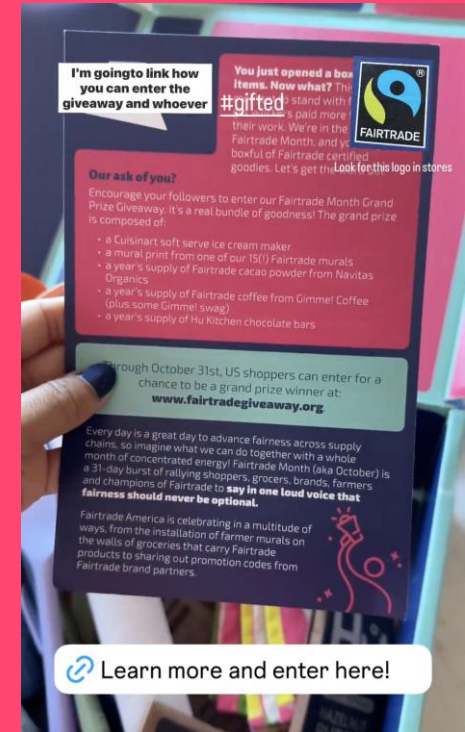
We Are Fairtrade Organic Influencer Highlights



@lexiscleankitchen
194K followers
Davidson, NC



@jhanneu
46K followers
Los Angeles, CA



@feedthelalik
180K followers
Washington DC



We Are Fairtrade Key Media Placements



Article summary

XX Unique Monthly Visits
XX Total Viewership



Article summary

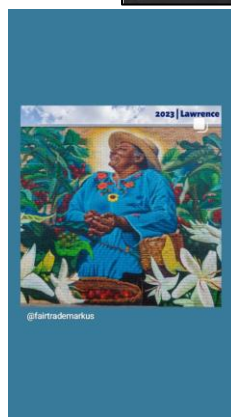
XX Unique Monthly Visits
XX Total Viewership



Article summary

XX Unique Monthly Visits
XX Total Viewership

Retailer Participation





FTM Promotions

Nearly 20 brand partners celebrated Fairtrade Month with special discounts and promotions on their certified products, which Fairtrade America promoted to our social media followers and email subscribers throughout October!



2350

Boise

WEAREFAIRTRADE.ORG

#WEAREFAIRTRADE

The Boise Co-op (Boise) In-Store Promotion & Highlights



Boise Social Promotion





Buffalo



Julia Bolling
2024

6.99



The Lexington Co-op (Buffalo) In-Store Promotion & Highlights



Buffalo Social Promotion



“ ”
Having my roots in coffee farming and being involved in the coffee industry for a long time and starting from a scratch, I can confidently say that Fairtrade has offered three key advantages to us coffee growers: fair prices, improved farming practices, and guidance in running and maintaining a transparent collective business model. These benefits have been instrumental in the growth of our cooperative, as evidenced by the increasing number of farmers eager to join without the need for our invitation.

Ibu Rahmah, Chairwoman of Ketiara Coffee Cooperative
Gayo Highlands, Sumatra, Indonesia

@fairtrademarkus



CHEESE

COFFEE PRODUCE

PIZZA



Denver

Leavers Locavore (Denver) In-Store Promotion & Highlights




Denver Social Promotion



TriplePundit
25m · 📍

Salamatu Katta is a 29-year-old cocoa farmer in Sierra Leone breaking down gender and generational barriers by taking over her father's cocoa farm. She cultivates her crop organically as part of the Munafa Cocoa Farmers' Cooperative. What made a difference for Salamatu's small business — with ripple effects for her community — is that she is a Fairtrade farmer. Now, her image is emblazoned on a huge mural outside a Denver, Colorado, grocery store, bringing her story to American consumers. [READ MORE](#) 📖



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Ethical Sourcing Campaign Sows the Seeds of Change for Fairtrade Farmers
This year, Fairtrade America's annual campaign celebrating Fairtrade farmers is focused on the ...

Fairtrade America

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infretailers · Following

infretailers 4h
#INFRAMember @leeverslocavore just unveiled a new mural as part of the @fairtrademarkUS #WeAreFairtrade campaign!

This mural honors Sierra Leonean cocoa farmer Salamatu Katta, who has reduced her reliance on risky loans with help from the Fairtrade Premium.

Check out the story behind the mural!
Link in bio 📌

#FairtradeMonth #Murals #Farmers #WeAreFairTrade

fairtrademarkus 12s
Relev

3 likes
4 hours ago

Add a comment...

Thank you!

Want to be part of the fun during
Fairtrade Month 2025? [Let us know
here!](#)

Questions? Feel free to reach out to us at
retail@fairtradeamerica.org

