

Member Profile

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About Farmer Direct Co-operative Limited

Farmer Direct Co-operative Ltd. (FDC) is a co-operative of 63 organic family farms on the Canadian Prairies and the first organization to be domestic fair trade certified. Co-op members are certified organic farmers who grow cereals, pulses, and oilseeds, and certified organic ranchers who raise beef and bison.

Organic, fairDeal crops are marketed directly to food manufacturers, flour millers and feed mills in Canada, United States, Europe, and Asia. Bulk and bagged organic grains are delivered directly to customers in ocean container, truckload, and railcar quantities.

Fast Facts

- 4 employees
- Sales averaging \$3.8 million over the past 4 years
- 63 members

What is the fairDeal?

Farmer Direct members and staff needed to create a vehicle that would differentiate farmer-owned organics from corporate-owned organics. To this end, FDC along with strategic partners initiated the fairDeal. The fairDeal is a marketplace claim and seal that means Certified Organic, Certified Fair Trade and Independent or Farmer Owned. Currently, there is no other marketplace claim which encapsulates both Certified Organic and Certified Fair Trade under one seal. The further innovation of Independent or Farmer Owned will resonate with consumers who are interested in supporting ethical businesses in the wake of the recent financial system meltdown.

An additional requirement to carry the fairDeal seal is that the raw material in the food product must originate from organic family farms and their co-ops.

Did You Know?

The Farmer Direct Co-op brand was recently launched. The line features farmer-owned, fairly traded milled flaxseed, pancake mix, hempseed oil, bulk bin split peas, lentils and other crops and food products grown and processed in the northern hemisphere. It focuses on bulk products to reduce excess packaging.

Another innovation of the Farmer Direct Co-op brand is adherence to Co-op Principle 6, Co-operation among Co-operatives. To that end Farmer Direct Co-op food products are being sold exclusively to co-op, independent or family owned distributors.

For more information about Farmer Direct please go to www.farmerdirect.coop

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