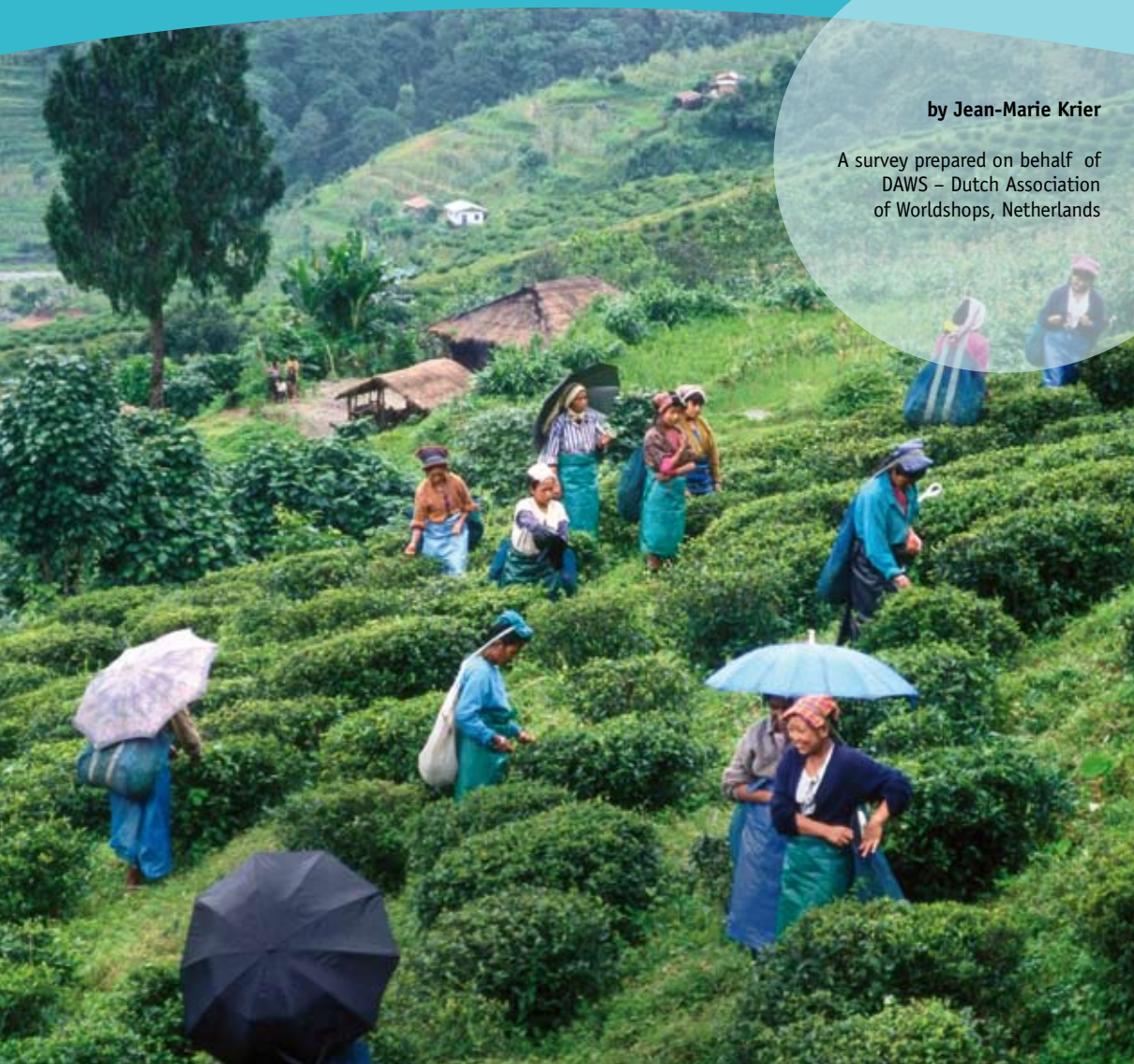


Fair Trade 2007: new facts and figures from an ongoing success story

A report on Fair Trade in 33 consumer countries.

by Jean-Marie Krier

A survey prepared on behalf of
DAWS – Dutch Association
of Worldshops, Netherlands



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This survey is published by the Dutch Association of Worldshops with support of the FINE advocacy office located in Brussels: Fairtrade Labelling Organisations International (FIO), International Fair Trade Organisation (IFAT), Network of European World Shops (NEWS!) and European Fair Trade Association (EFTA). The project was financed by the Dutch Ministry of Foreign Affairs.

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FOREWORD

In 1969 when we opened the first Worldshop in the Netherlands we could not have dreamt of the remarkable business success of Fair Trade today. Of course we believed very much (and still do) in Fair Trade and were determined to make it a success. In the early years the Netherlands were setting an example with its chain of Worldshops, international advocacy work and labelling activities. Today we are still in the forefront developing systems to make the Fair Trade chain more accountable and transparent and transforming our outlets in more attractive stores.

It is very reassuring to know that we are not on our own any more. Other countries and organizations have been catching up, for instance in the new European Union countries, or are overtaking the pioneers of the past. The Fair Trade movement has matured, grown into a worldwide network and has definitely moved beyond the pioneering stage. The 5th Facts and Figures study regarding Fair Trade proves that Fair Trade is expanding like never before.

However, Fair Trade is much more than just sales figures. The bottom line is people, the disadvantaged producers and workers in the Global South. Fairtrade enables them to maintain a decent standard of living and at the same time gives consumers the opportunity to express their views on (fairer) economic relations. Let's turn the business success of Fair Trade into consumer and political power to change the mainstream international trade system to the benefit of peoples in the South. You'll find DAWS at your side to conquer this new frontier.

Huub Jansen
director of DAWS



INTRODUCTION

This fifth edition of "Fair Trade: Facts and Figures" tells the success story of a movement which started 60 years ago, but only recently took really off. The survey compiles information about Fair Trade structures, markets and sales from 33 countries, going for the first time beyond Europe by including consuming countries in North America and the Pacific Rim. The comparison with the first edition in 1995, which covered only 14 European countries and described a rather unknown niche market which attracted mainly political activists, shows the long way Fair Trade has made since then. By now, more than 500 specialized Fair Trade import companies and more than 100.000 points of sale distribute Fair Trade products. The majority of European citizens recognize the Fairtrade mark and ever more public institutions serve Fair Trade products and acknowledge the invaluable contribution of this innovative business concept to sustainable development, poverty reduction and consumer awareness raising.

Thanks to the efforts of Fair Trade business managers, engaged staff and volunteers, quality and variety of Fair Trade products have increased dramatically over the last years. While most of the pioneers are still among the leading import companies, ever more young entrepreneurs start their small Fair Trade business, specialized in jewellery or textiles. The growing demand from consumers, retailers and manufacturers is instrumental for Fair Trade to start stepping out of its niche and entering the mainstream.

Despite all success, the survey highlights also important limitations: Even in top-runner Switzerland, annual per-capita consumption of Fair Trade products does not go beyond 21 € - and this seems to be a critical figure, given that Fair Trade sales in Switzerland have been stagnating for several years now. In many European countries, Fair Trade structures and public understanding of the concept still need to be built before any real progress can be made. Going mainstream implies many challenges, from the growing importance of credible standards and verification mechanisms to ensuring the development focus of Fair Trade - a concept which aims particularly at helping small and marginalized producers to access international markets under fair terms.

By showing that Fair Trade is economically viable and increasingly attractive, the movement has reached a strategic goal, which ten years ago was still under question. The real success of the Fair Trade movement, however, is the proof that trade can lift people out of poverty when carried out under fair terms. Fair Trade has become a model for sustainable and ethical trading rules and practices. To achieve the vision of Fair Trade, however - a world in which all trade is fair -, there is still a long way to go. The Fair Trade movement should increase its efforts to work towards this goal, building on its own experience and collaborating with other actors who share this vision.

This long-awaited book will certainly be well-received by Fair Trade promoters, politicians and other interested people. The author of this survey, Jean-Marie Krier, deserves a special recognition and thanks for having taken up the challenge, once again, to collect these facts and figures under quite difficult circumstances. The result is an exciting survey, with interesting details and conclusions. Thanks also to the Dutch Association of Worldshops and their funders who made this survey feasible.

Anja Osterhaus
Fair Trade Advocacy Office, Brussels



EXECUTIVE SUMMARY

Fair Trade 2007. Ever more new products, from the 10-euro-note made of Fairtrade cotton to the bamboo eco-coffin sourced in China, ever more new companies moving in, ever more new record sales figures, there cannot be any doubt: Fair Trade is expanding like never before.

From 2004 to 2007 global Fairtrade certified sales¹ to consumers have more or less tripled, going up from €832m to the record height of some €2.381m in 2007. The most important national markets are the United States and the United Kingdom, accounting for 31% and 30% of the global labelled sales respectively. Highest market penetration has been reached in Switzerland, where the average consumer annually spends more than 21 euros on purchasing Fairtrade certified products.

Non-certified sales of Fair Trade products can be estimated at an additional €265 m.

Taken together the global Fair Trade sales in 2007 are worth some €2.65bn.

The following study is the 5th edition of its kind. It examines the structures of Fair Trade and its market evolution in a total of 33 consumer countries. 28 European countries, plus the United States, Canada, Japan, Australia and New Zealand. Building on a "country by country" analysis the report tries to draw the overall picture of the consumer side of Fair Trade in a time of incredible market dynamics.

More than 450 specialised importing organisations source a large variety of food and handicraft products from Southern producers and bring them to the consumer markets of the Global North. More than half of these importers are located in the 15 "mature" national Fair Trade markets of Europe², some 200 more can be found in the United States.

The number of outlets where Fair Trade products can be purchased from or can readily be consumed on the spot has been steadily rising over the last few years. The number of supermarkets stocking Fair Trade products

will be somewhere in the region of 125,000 worldwide, some 75,000 in Europe and some 50,000 in the other five countries. The number of out-of-home places where Fairtrade certified drinks or food is being served is also going into the tens of thousands. No one can really count them anymore.

Worldshops or specialised Fair Trade shops is where a big part of the movement's history is embodied. There are approximately 4.000 such specialist shops all over the place. More than 80% of them can be found in the 15 mature European markets, with Germany (with more than 800 Worldshops), Italy and the Netherlands together being the home of nearly half of all Worldshops worldwide.

The different types of Fair Trade organisations dealt with in detail (i.e. importers, Worldshops, their national associations, and Fairtrade labelling organisations) now offer the equivalent of more than 2.700 full-time jobs worldwide, more than three quarters of them in the 15 mature European markets. The labelling organisations account for less than 7% of the job figure, although they are paving the way for some 85-90% of all the Fair Trade products sold to the final consumers. Many hundreds of jobs have been created in Worldshops and their national associations. These shops and thousands of solidarity groups around them bind some 100.000 volunteers, actively devoting much of their time to Fair Trade, mostly in Europe.

Turnover of the 72 importing organisations accounted for reaches more €500 m., of which more than 80% again comes from Europe's mature Fair Trade markets. This is to a very large extent wholesale figures. Worldshops in Europe are making an estimated €178 m., up from €120 m. in 2004 and €92 m. in 2000³.

By far the biggest part of the Fair Trade market today is the Fair Trade certified market, where an ever-growing number of products available for certification attract an ever-growing number of commercial partners. From Nestlé to Dole, from Starbucks to McDonald's, from Marks and Spencer to Rewe, ever more big players in the food industry, trade or retailing are joining efforts to offer producers a fair deal for their work. At the end of 2006 the Fairtrade labelling initiatives

1 Which come under different names such as Max Havelaar, TransFair or Fairtrade

2 For the sake of the analysis and the presentation of the results the European countries are divided into two groups, 15 of them making up the so-called mature markets (i.e. those with a national labelling initiative) and 13 the young European markets

3 Figures taken from the two previous editions

worldwide counted a little less than 2,000 licensees who had gained the right to market products with the Fairtrade Certification Mark.

The market success of Fair Trade has gone hand in hand with an ever-growing recognition by the public authorities at local, regional, national and international levels. The European Parliament and some European Governments have been very helpful indeed in supporting awareness-raising campaigns and pilot schemes. Against this background of Fair Trade being more in the media and in the focus of public attention, the outlook seems bright and there is certainly much more to come from the business side of Fair Trade.

The incredible growth of the sector is changing the Fair Trade world fundamentally, and it is doing so very fast. It still remains to be seen, what the long-term consequences will be of a situation in which the increase in sales generated by the Fairtrade Foundation in the UK in 2007 alone added more to the global Fair Trade volume than the value of all products sold in all European Worldshops in a year!⁴

However: Fair Trade -as opposed to traditional business- is not only about business success as reflected in sales figures. It is foremost about people and more particularly the ability of disadvantaged producers and workers in the Global South to improve their livelihoods and to make development work to the benefit of their families and communities.

This must remind the Fair Trade movement of the fact that the next frontier is neither the €20,000m nor the €50,000m sales barrier! Far more than this, it is the challenge posed by the question of how to turn this incredible business success into much more tangible political influence geared to change the international trade system to the benefit of peoples in the South.



⁴ The same could also be said of TransFair USA

FAIR TRADE 2007: A STATISTICAL OVERVIEW

The following two tables offer a broad statistical overview on the situation of Fair Trade in 2007.

Table 1: Statistical Overview – Fair Trade in 33 countries

The first table summarises all the information given in detail in Part two and three and in Annexes 4, 5, 6 and 7.1 to 7.4.

Table 1: Statistical Overview - Fair Trade in 33 countries

	subtotal Europe mature	subtotal Europe young	subtotal Europe	subtotal North America & Pacific Rim	TOTAL
Importing organisations	246	8	254	215	469
Points of sale					-
Worldshops	3,168	23	3,191	740	3,931
Supermarkets	67,460	159	67,619	44,820	112,439
Paid staff (full-time equiv.)					
Importing organisations	1,294	7	1,301	594	1,895
Worldshop associations	78	N/A	78	N/A	78
Worldshops	588	N/A	588	N/A	588
Labelling organisations	149	N/A	149	52	201
TOTAL	2,109	7	2,116	646	2,762
Turnovers, in 000 €					
Importing organisations	421,773	452	422,225	77,584	499,809
Worldshops - NRV	132,463	N/A	132,463	N/A	132,463
Labelling - NRV	1,553,600	N/A	1,553,600	827,400	2,381,000
Education / PR / marketing in 000 €					
Importing organisations	4,318	58	4,375	2,634	7,009
Worldshop associations	2,328	N/A	2,328	N/A	2,328
Labelling organisations	3,238	N/A	3,238	34	3,272
Fairtrade Certification					
Licensees 2006	1,037	0	1,037	917	1,954

Europe mature: The 15 European countries with a Fairtrade labelling initiative, i.e. Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Italy, Luxembourg, the Netherlands, Norway, Spain, Sweden, Switzerland and the UK.

Europe young: 13 newly developing markets without a labelling initiative, i.e. Bulgaria, Czech Republic, Estonia, Greece, Hungary, Iceland, Latvia, Lithuania, Malta, Poland, Portugal, Slovakia and Slovenia.

North America and Pacific Rim: United States, Canada, Japan, Australia, New Zealand

Table 2: Statistical Overview – Fair Trade in Europe 2000-2007

The second table draws a comparison between the figures given for Fair Trade in Europe in the two previous editions of the report (see below for more details).

Table 2: Statistical Overview - Fair Trade in Europe 2000-2007					
Europe	2001 edition	2005 edition	latest year	% change	notes
Importing organisations	97	200	254	27	a)
Sales Outlets					
Worldshops	2,740	2,854	3,191	12	a)
Supermarkets	43,100	56,700	67,619	12	a)
Paid staff					
Importing organisations	746	851	1,301	53	b)
Worldshop associations	32	107	78	-27	
Worldshops	N/A	N/A	588	N/A	b)
Labelling organisations	71	113	149	32	
TOTAL	849	1,071	2,116	98	
Turnover, in 000 €					
Importing organisations	118,900	243,300	422,225	74	
Worldshops, NRV	41,600	103,100	132,463	28	
Labelling org., NRV	208,900	597,000	1,553,600	160	
Education / PR / marketing, in 000 €					
Importing organisations	5,600	11,400	4,375	-62	c)
Worldshop associations	1,000	1,700	2,328	37	c)
Labelling organisations	3,500	5,100	3,238	-37	c)
All Worldshops, NRV	92,000	120,000	178,000	48	d)
All FT Products NRV	260,000	660,000	1,699,000		e)

Notes to Table 2:

- a) For details see Annexes 7.1 to 7.4
- b) This is the first time that employment figures were presented in full-time equivalents in both the Worldshops and their national associations. Figures from 2007 thus can not necessarily be compared to the figures given in the earlier reports.
- c) The sums given are not the sums of all organisations in this category but only the sums of those organisations that have made detailed data available.
Therefore, in reality, the new lower figures do not represent a decrease. They simply reflect the fact that this time less organisations have provided their data by replying to the questionnaire on which the report is based.
- d) For the exact calculation see paragraph 3.2
- e) For the exact calculation see paragraphs 3.61 to 3.63

THE CONSUMER SIDE OF FAIR TRADE

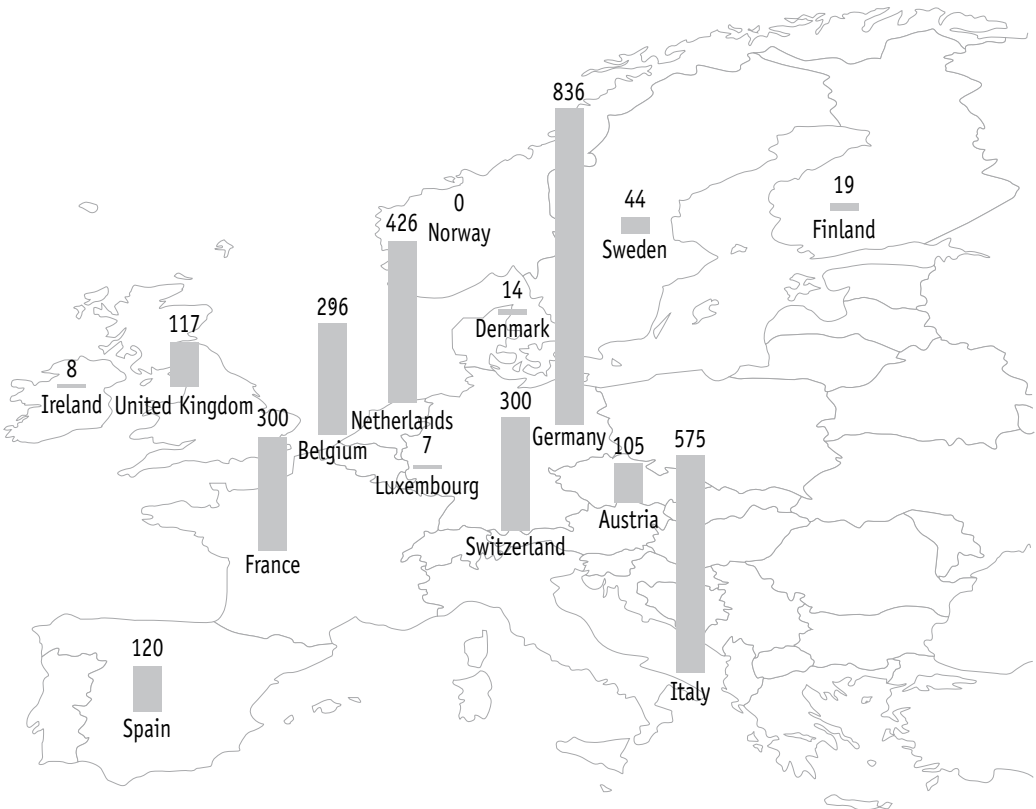
GRAPH 1: IMPORTING ORGANISATIONS (DECEMBER 2007)

Notes referring to all the following graphs:
 Where 0 ("zero") is shown, the relevant information has not been available.
 See chapter 3 and Annexes for all details on the figures provided.



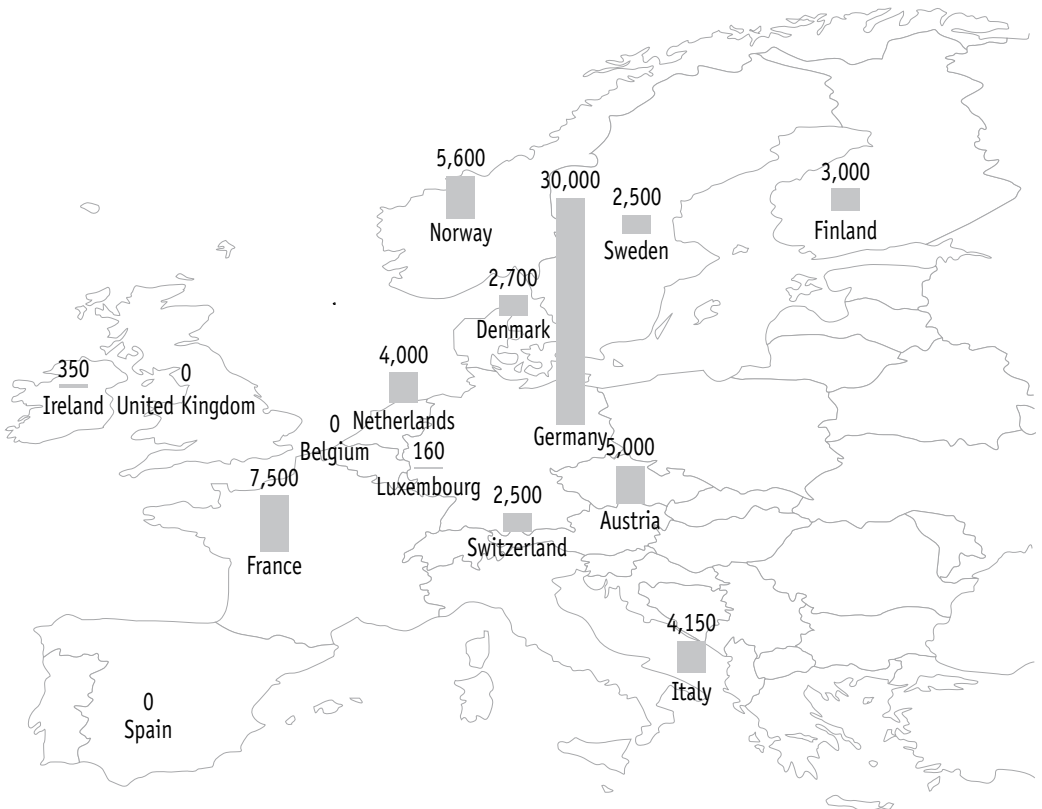
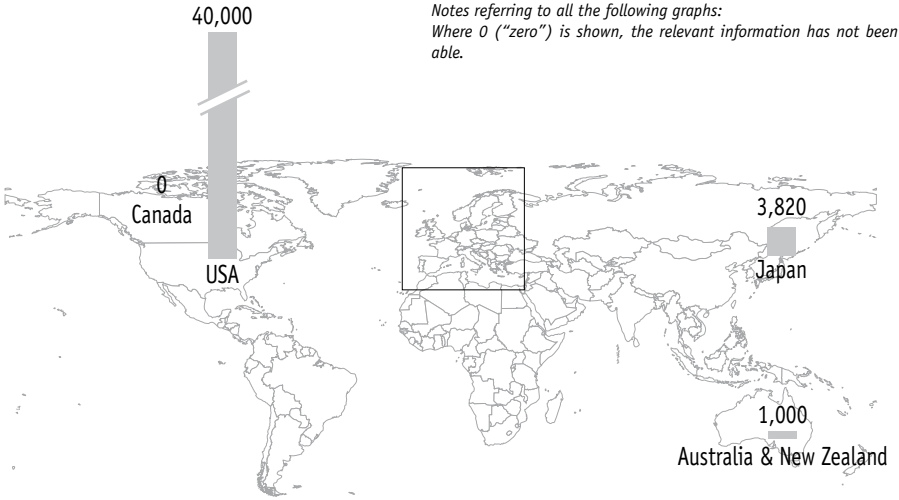
GRAPH 2: NUMBER OF WORLDSHOPS / FAIR TRADE SHOPS (December 2007)

Notes referring to all the following graphs:
Where 0 ("zero") is shown, the relevant information has not been available.



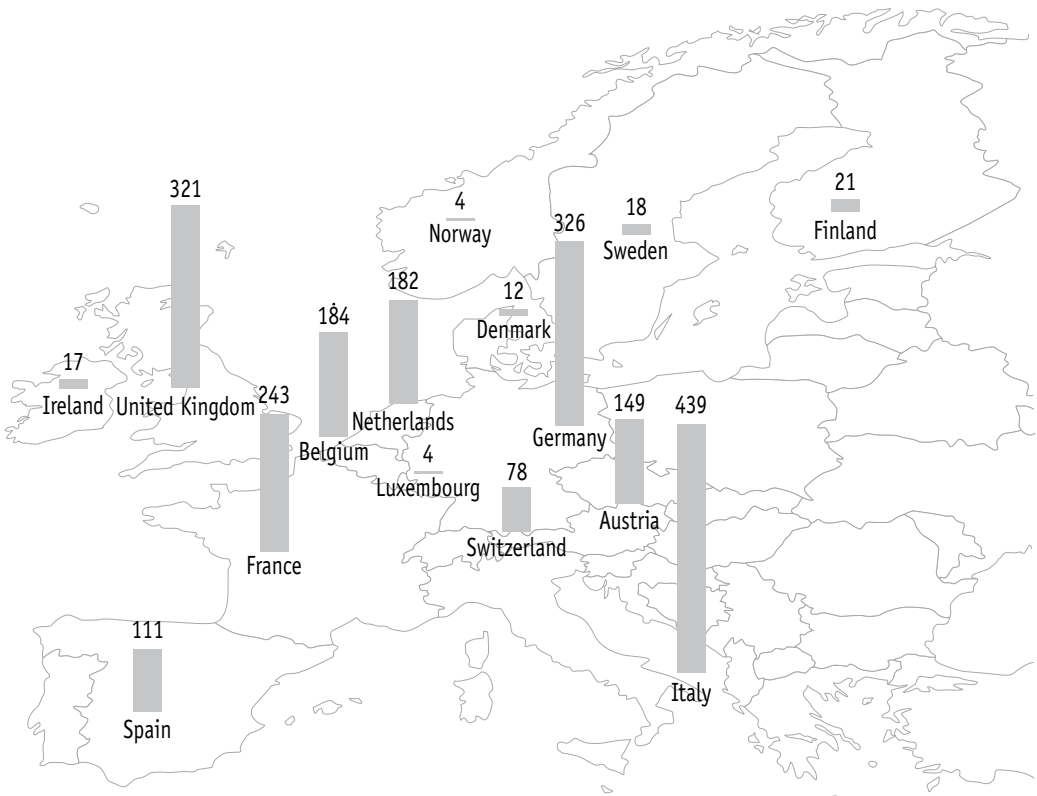
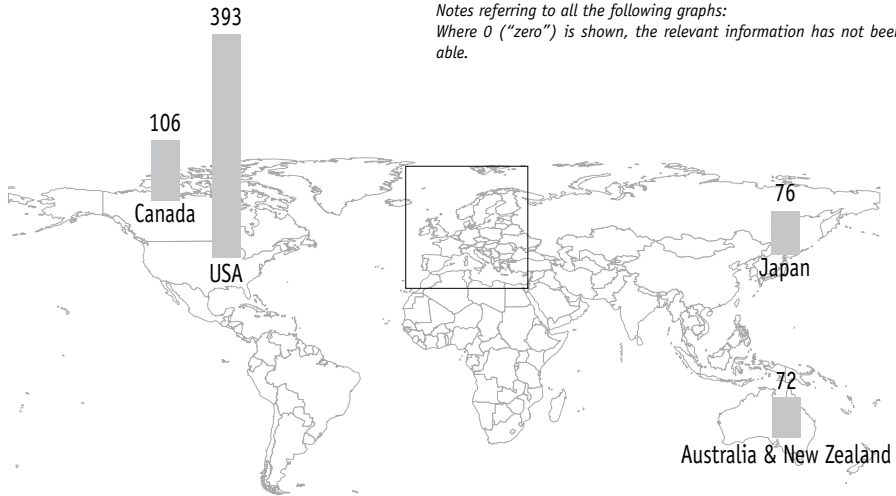
GRAPH 3: SUPERMARKETS SELLING FAIRTRADE PRODUCTS (December 2007)

Notes referring to all the following graphs:
Where 0 ("zero") is shown, the relevant information has not been available.



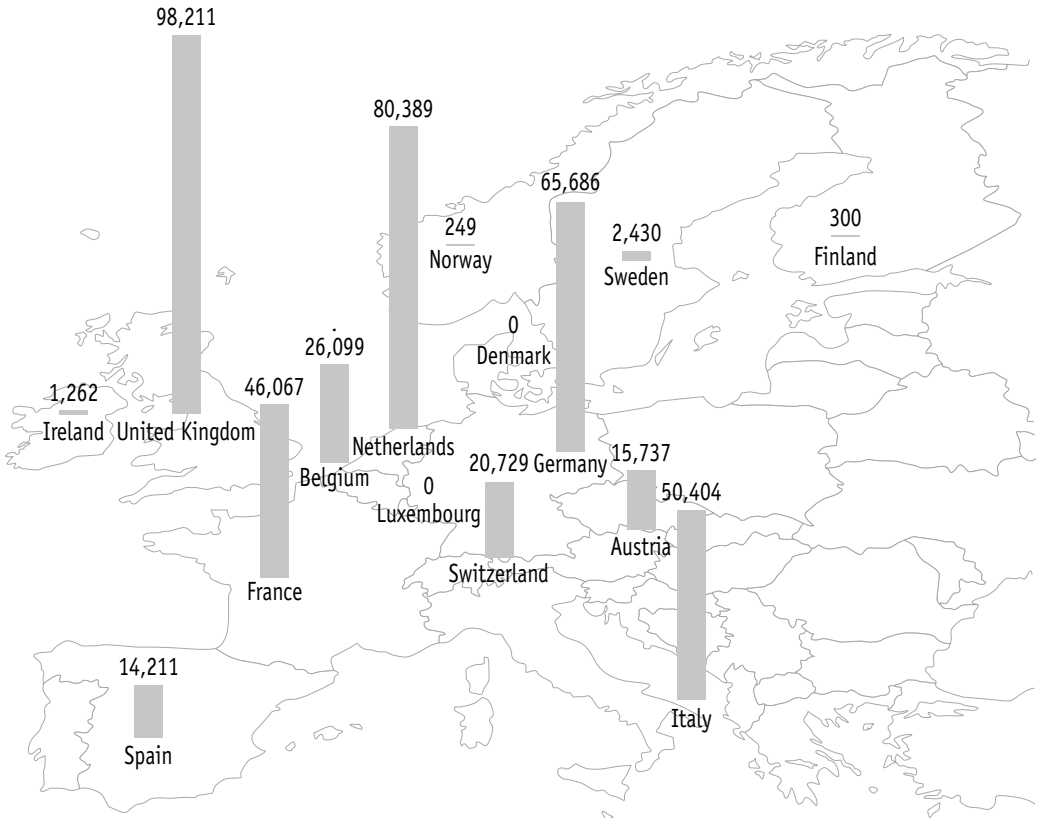
**GRAPH 4: PAID STAFF IN FAIR TRADE ORGANISATIONS
(full-time equivalents – December 2007)**

*Notes referring to all the following graphs:
Where 0 ("zero") is shown, the relevant information has not been available.*



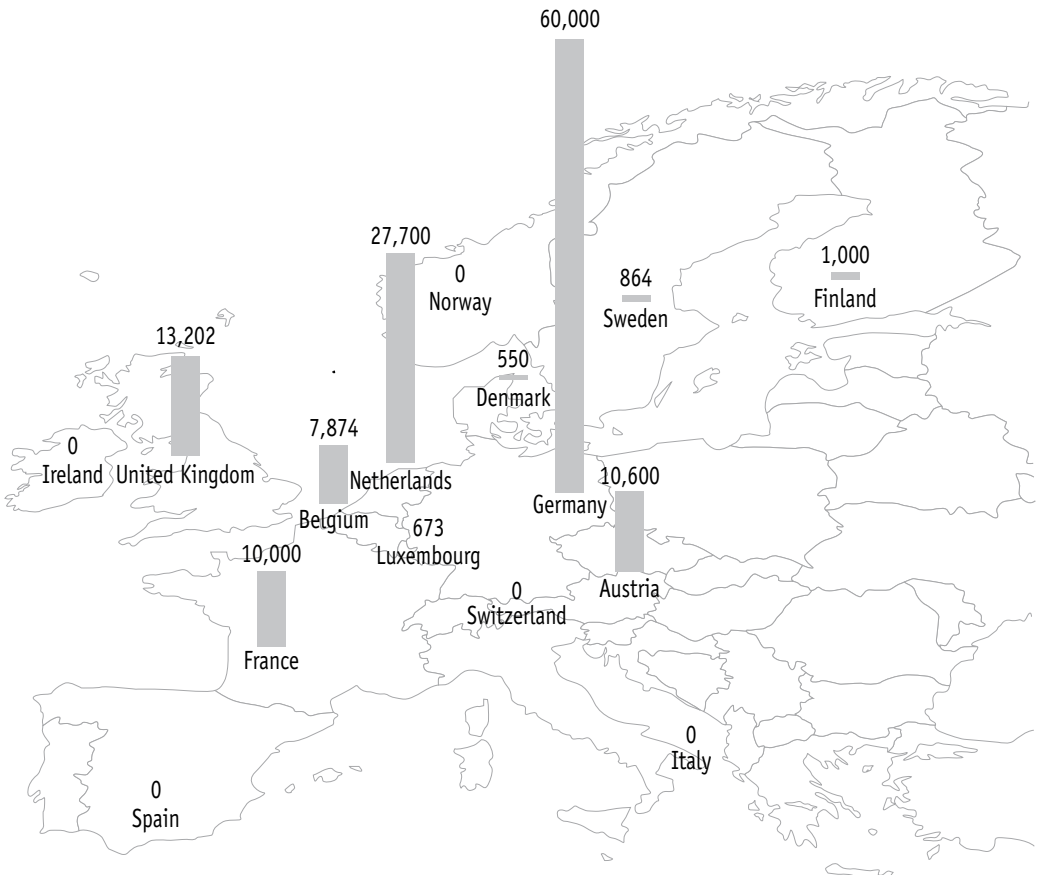
GRAPH 5: TURNOVER IMPORTING ORGANISATIONS, IN 000 € (December 2007)

Notes referring to all the following graphs:
Where 0 ("zero") is shown, the relevant information has not been available.



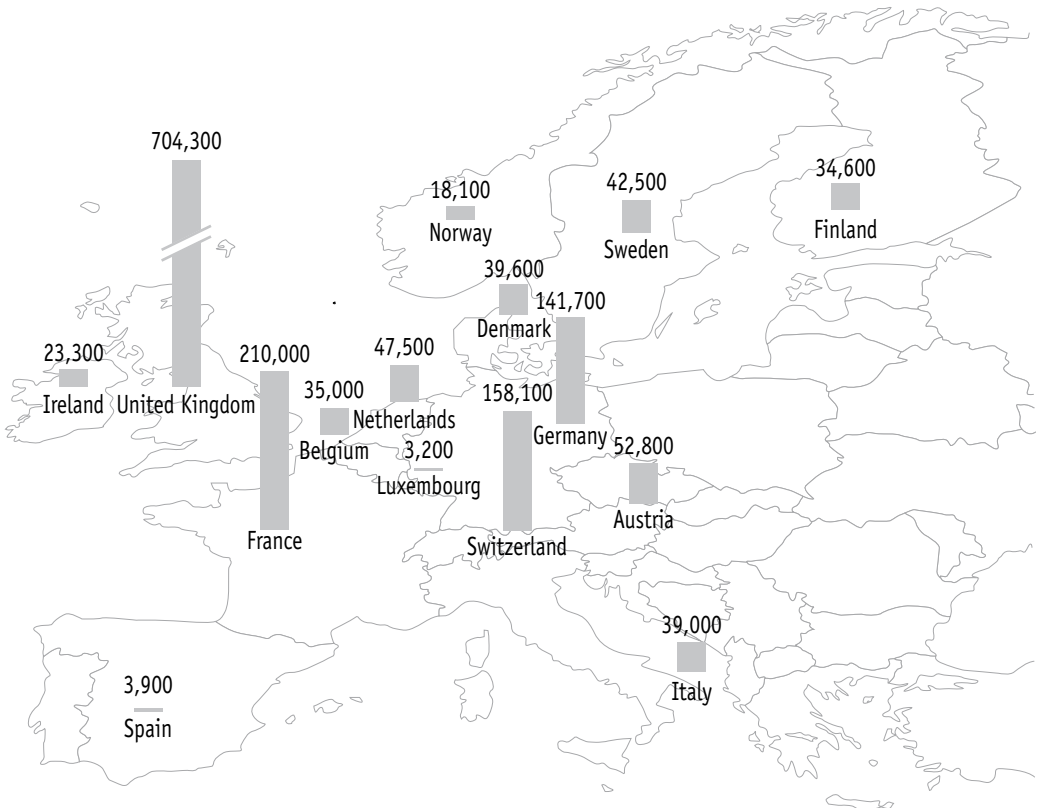
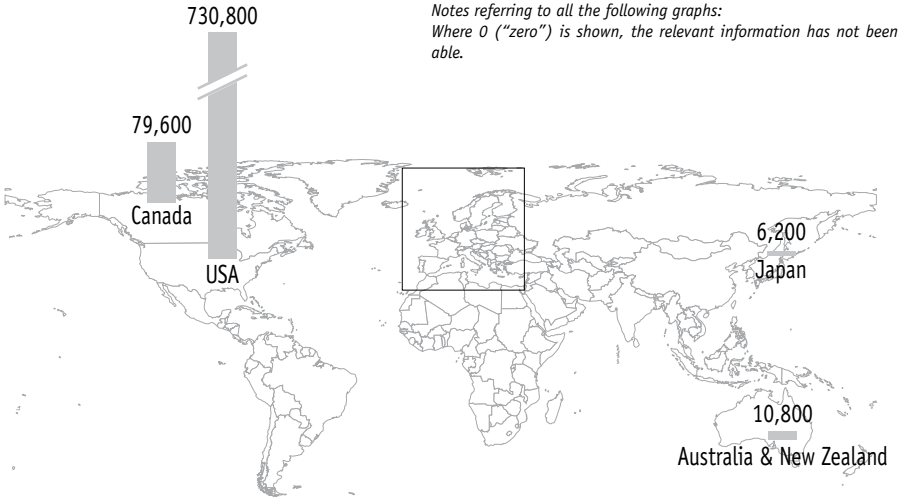
GRAPH 6: TURNOVER OF WORLDSHOPS, IN 000 € (December 2007)

Notes referring to all the following graphs:
Where 0 ("zero") is shown, the relevant information has not been available.



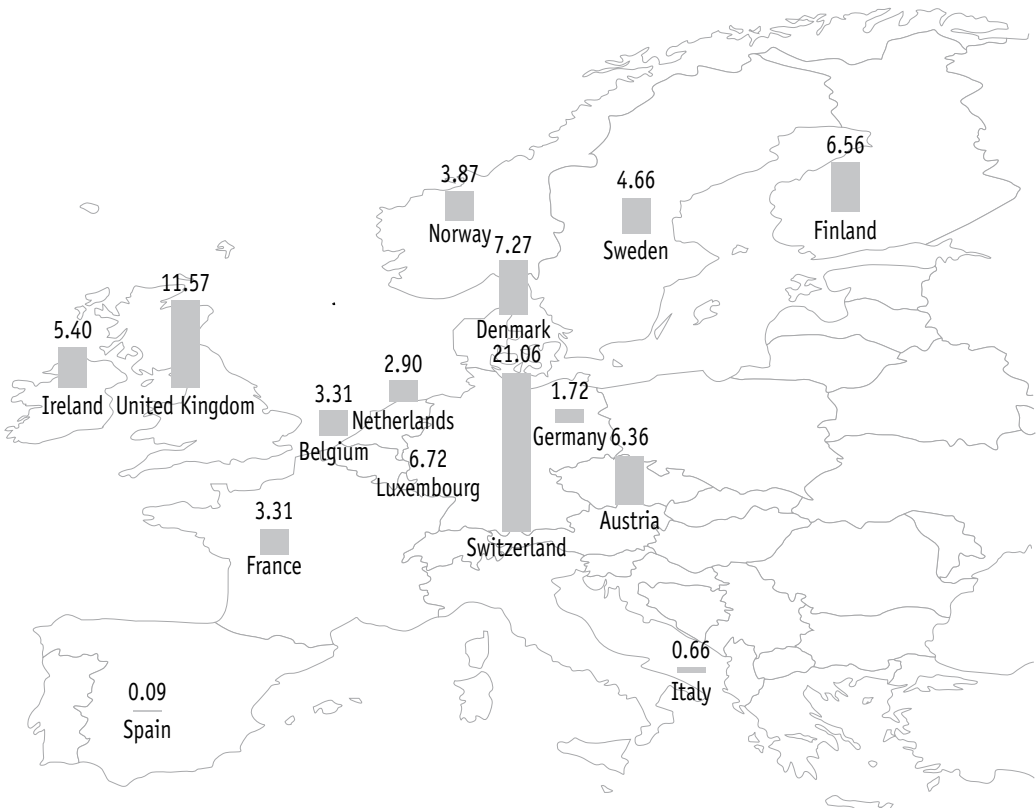
GRAPH 7: FAIRTRADE CERTIFICATION: NET RETAIL VALUE, 2007, IN 000 €

Notes referring to all the following graphs:
Where 0 ("zero") is shown, the relevant information has not been available.



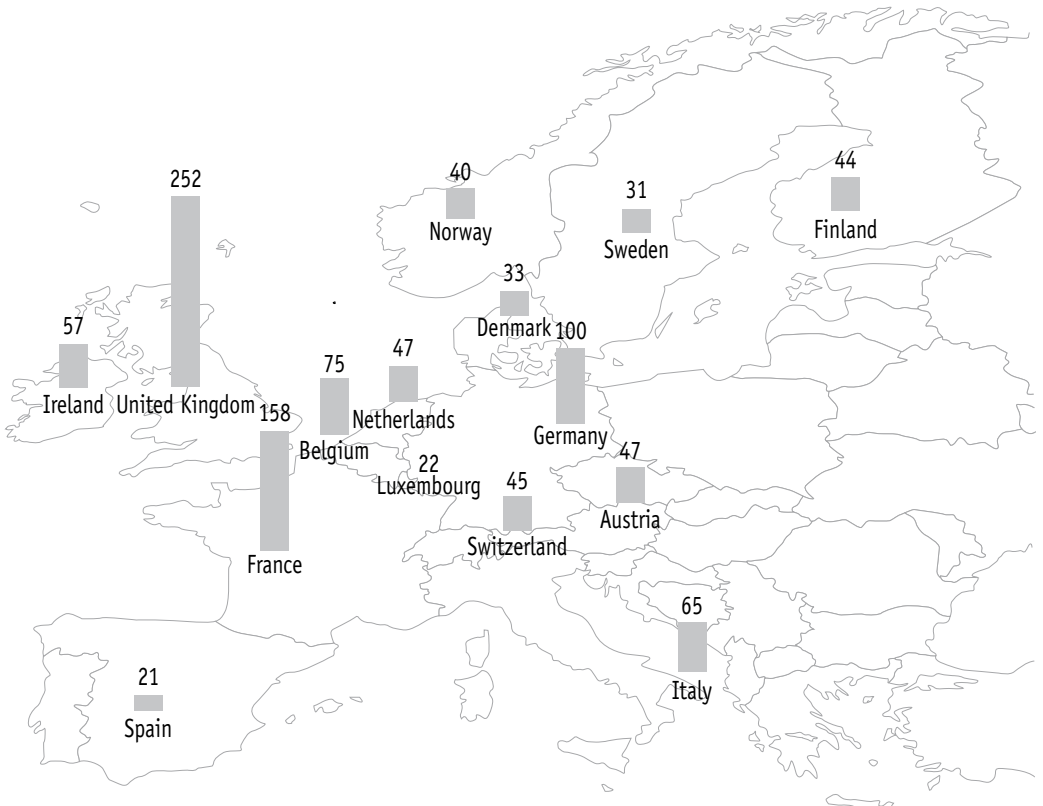
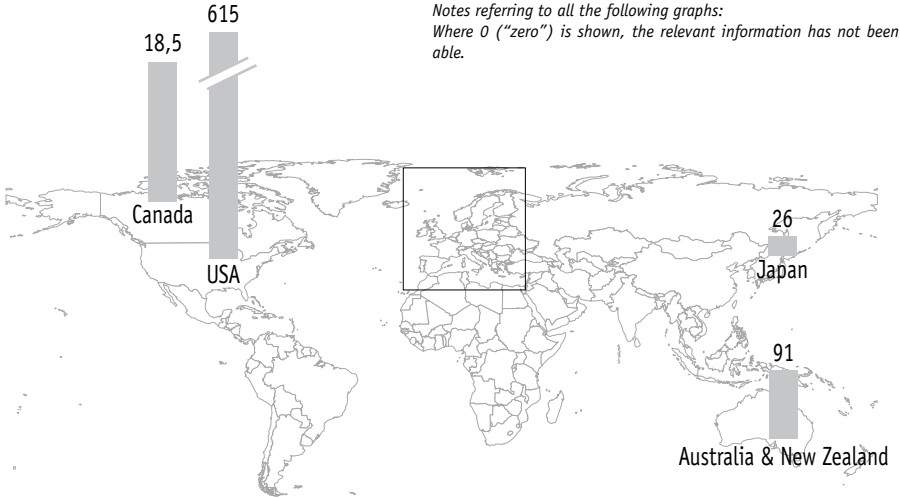
GRAPH 8: FAIRTRADE CERTIFICATION: FAIRTRADE PER CAPITA CONSUMPTION, 2007, IN €

Notes referring to all the following graphs:
Where 0 ("zero") is shown, the relevant information has not been available.



GRAPH 9: FAIRTRADE CERTIFICATION: NUMBER OF LICENSEES, 2006

Notes referring to all the following graphs:
Where 0 ("zero") is shown, the relevant information has not been available.





PART ONE
FACTS AND FIGURES ON
FAIR TRADE IN
33 CONSUMER COUNTRIES

1. SCOPE OF THE SURVEY AND METHODOLOGY

1.1 WHAT IS THE OBJECTIVE OF THIS STUDY?

The objective of this survey is to provide a comprehensive up-to-date picture of Fair Trade activities in developed consumer markets around the world. This includes giving an overview of the extent and impact of the “classical” Fair Trade movements in the countries concerned as well as the effects of the Fairtrade certification schemes on the mainstream markets.

1.2 WHO IS BEHIND THIS STUDY?

This survey was commissioned by DAWS, the Dutch Association of Worldshops, in the framework of a larger project financed by the Dutch Ministry of Foreign Affairs. The work was supported by FINE, the informal coordination of the four international Fair Trade networks: Fairtrade Labelling Organizations (FLO), International Fair Trade Association (IFAT), Network of European Worldshops (NEWS!) and European Fair Trade Association (EFTA), as well as by the US-based Fair Trade Federation.⁵

1.3 WHICH COUNTRIES ARE COVERED BY THIS STUDY?

The survey builds on four former editions⁶ which had focused on the developments in Europe only.

This time the survey covers 33 countries, 28 from Europe plus the United States, Canada, Japan, Australia and New Zealand.⁷ As for Europe alone, there are now 28 countries covered, up from 25 countries in 2005, 18 in 2001, 16 in 1998 and 14 in 1995. Countries included are 25 EU member countries where Fair Trade activities are taking place (i.e. the 27 member states minus Cyprus and Romania) plus Iceland, Norway and Switzerland.

The next edition will most probably have to go yet another step further and take into account that in recent years Fair Trade consumption has also started in Southern countries. In places as diverse as Mumbai in India, Nairobi in Kenya, or Quito in Ecuador, specialised Fair Trade shops have been set up and are targeting both foreign tourists as well as the national conscious consumers with growing success.

In the years to come a full picture will thus have to include Southern consumer countries as well.

1.4 WHAT KIND OF ACTIVITIES ARE CONCERNED BY THIS STUDY?

Taking into account the fact that Fair Trade began as a decentralised movement, it is inevitable that for many years there has been a variety of definitions of Fair Trade around.

The first definition shared by all the main players was adopted in April 1999 at the FINE level. This first definition of Fair Trade was fully revised and agreed upon in October 2001.

DEFINITION OF FAIR TRADE:

Fair Trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalised producers and workers - especially in the South. Fair Trade organisations (backed by consumers) are actively engaged in supporting producers, in awareness raising and in campaigning for changes in the rules and practices of conventional international trade.

THE ESSENCE OF FAIR TRADE

Fair Trade's strategic intent is:

- deliberately to work with marginalised producers and workers in order to help them move from a position of vulnerability to security and economic self-sufficiency
- to empower producers and workers as stakeholders in their own organisations
- actively to play a wider role in the global arena to achieve greater equity in international trade

FINE, October 2001

⁵ See paragraph 2.4 for more details on these networks

⁶ These previous editions can all be downloaded from EFTA's website www.eftafairtrade.org

⁷ These latter five consumer markets are referred to in this study as the “North America and Pacific Rim region” or the “non-European countries”

1.5 WHICH CATEGORIES OF PRODUCTS ARE CONCERNED BY THIS STUDY?

This report concentrates on two categories of products:

- Goods imported and sold by Fair Trade organisations members of the FINE network or the Fair Trade Federation (mainly importing organisations and Worldshops) according to Fair Trade criteria, sourced mainly from small-scale producers.
- Goods imported and sold commercially with the Fairtrade label, indicating that the conditions of trade for these products have been certified by an independent organisation as meeting their criteria and standards.

The research does not include wholesalers and retailers whose claim to trade fairly cannot be substantiated through such a membership in an internationally recognised network of Fair Trade organisations or through an independent monitoring or certification scheme.

1.6 HOW WAS THIS SURVEY CONDUCTED?

A separate questionnaire was developed for each of the four different types of organisations:

- the importing organisations;
- the national Worldshop associations;
- the labelling organisations;
- the international networks themselves.

The organisations were identified and contacted via the membership lists of the four international Fair Trade networks working in Europe, namely FLO, IFAT, NEWS! and EFTA. Additionally all the members of the Fair Trade Federation were contacted as well.

In countries with sparse contacts, some private persons were contacted alongside the institutional contacts to help with identifying other or new potentially relevant organisations.

The questionnaires were sent via e-mail to a total of 306 organisations and people in Mid-August 2007. About half these contacts could be found in the United States, a little bit less than half of them were in Europe, and the remaining rest in Canada, Japan, Australia and New Zealand.

Until the end of November 2007 a total of 80 questionnaires were finally returned. This is a substantially

lower turnout than for the 2005 edition (75 questionnaires returned out of 126 sent out) and also lower than in 2001, when 59 out of 76 questionnaires were sent back.

On top of the already familiar reasons for not responding (namely the high workload on many people involved in Fair Trade and the ever-growing number of studies, researches, etc. in which the organisations are asked to cooperate) another reason seems to emerge: it is the fact that many organisations give very extensive and detailed information on their websites, sometimes including annual reports and financial reports with more than 100 pages. They may thus feel that all interesting information is already available, and in many cases they are absolutely right in believing so. However in many other cases Fair Trade organisations do not divulge much information on their websites.⁸

The organisations which returned the questionnaire are all listed in Annex 1. The questionnaires sent back represent 50 importing organisations from 19 countries, 11 national Worldshop associations from 11 countries, 9 national labelling initiatives, 3 international networks and interestingly enough 7 smaller organisations, which were not contacted but somehow got the information and sent in a completed questionnaire.

The information received from the questionnaires proved not to be complete and detailed enough to offer a comprehensive picture of the over-all situation. Therefore it has been necessary to complement this information by a very time-consuming Internet-based research. Although a wealth of information is available on the Internet, it is often difficult to get hold of the details which are needed for an exercise like the present report.

For all the mature markets (i.e. those 20 markets in Europe and overseas which have a national labelling initiative) basic facts and figures are presented in a statistical table in the respective country chapter. For the other countries, where Fair Trade structures are not yet well established or differentiated, there is no such country table as this would have meant to have a large majority of table entries reading "N/A", i.e. not available or not applicable.

⁸ *The length of the questionnaire did not play a role in this, as the 2007 questionnaire was quite shorter than the one used in 2005*

A condensed overview of all this information is presented in the statistical overview above and in more detail in the Annexes 7.1 to 7.3.

1.7 HOW WAS THE REPORT WRITTEN?

Information from the questionnaires and the Internet was used to write a first draft of the different chapters, which were then revised against other available background information, like books and brochures, annual reports, product leaflets, etc.

The country chapters for the mature national markets are subdivided into two parts.⁹ The first one gives an overview of who the players in that particular market are. The order in which organisations are described reflects the historical appearance of different types of organisations. Therefore importing organisations come first, followed by the traditional outlets “Worldshops”, the national labelling organisations (most of them set up in the early 1990’s) and then the national platforms, if such structures exist.

The order in which information is presented is the same as in the 4 foregoing editions. This may be disputed, as the last three to five years have brought many important changes in many national markets, with in some instances, very young companies moving in and rapidly overtaking the traditional players. It is thus most probable that the next edition of this report will need to present information in a different order, and with a different emphasis, in order to better reflect the ongoing fundamental changes.

The second part of each country chapter gives an overview of the national market, listing the turnover of the main players and other noteworthy developments in this context. The order of organisations is the same as in the first part, meaning that the first organisations to be listed are not necessarily the biggest ones.

Moving from the first draft to the final version included the collaboration of many dedicated Fair Traders.

Whereas the general overview chapters were submitted for comments to the Dutch Association of Worldshops the country chapters were sent to resource persons in the different countries for reviewing. Based on the mul-

iple feedbacks received the final draft was then concluded.

1.8 WHAT ABOUT THE QUALITY OF THE DATA?

Unfortunately, for the reasons given above, it is not easy to acquire up-to-date, precise, accurate and comparative figures within the sector, and this is true for many different levels on which organisations, networks, researchers, etc. try to compile consistent sets of data. There is, therefore, in many cases much scope for guesswork, and the resulting estimates should be considered with the necessary caution.

Another source of uncertainty is that definitions and categories are not always being used very consistently. This is often due to the fact that the national situations are very different and that concepts easily applicable to mature markets such as Switzerland or the United Kingdom may not or hardly be applicable to countries where Fair Trade is still a relatively young concept.

Bearing these factors in mind, figures have been double-checked, and when figures from different sources varied a lot, the lowest figure was always used (to obtain robust minimum estimates).

Most of the figures presented refer to the years 2006 and 2007. As the financial year of many organisations does not match the calendar year, “2006” and “2007” in this context mean:

- 2006: all financial years ending between July 1, 2006 and June 30, 2007,
- 2007: all financial years ending between July 1, 2007 and June 30, 2008.¹⁰ It should be borne in mind that even after the closing of the financial year it will often take between 3 to 6 months before the definite accounts are prepared and figures become publicly available.

Data contained in this report reflect the situation in the different countries as per the end of 2007.¹¹ As substantial information relating to that year such as the figures of Fairtrade certified sales in 2007 was made public only

¹⁰ This builds on EFTA’s long-standing experience of making figures of organisations with different financial years comparable

¹¹ The former edition entitled “Fair Trade in Europe 2005” was a picture of the situation in summer 2005

⁹ In case of the “younger” markets no such subdivision is made

at the end of May 2008, the last bits of the report could only be written and finalised in June and July 2008.¹²

The author estimates that in the years to come more efforts need to be made towards improving the data quality at hand in the sector. Not doing so will undoubtedly lead to situations in which a poor data basis may too easily become a point of serious doubt or criticism on Fair Trade in general.

1.9 FAIR TRADE AND FAIRTRADE: ANY DIFFERENCE?

In this brochure “Fair Trade” is being used for all kind of activities which can be subsumed under the Fair Trade description and principles as set out by the FINE definition above.

“Fairtrade” is being used solely for those activities or products promoted under the Fairtrade labelling or certification scheme and for those organisations themselves.

Fair Trade thus describes the broader concept, whereas Fairtrade always refers to certification and labelling activities.



¹² This has been difficult because within these six months the Fair Trade world has continued to move on

2. FAIR TRADE STRUCTURES

2.1 FAIR TRADE ORGANISATIONS

There are basically four types of established Fair Trade organisations, which all assume different roles within the trading chain from producers in the South to consumers in the North.

Producer organisations cultivate or produce a wide variety of marketable products (food products like coffee, cocoa, tea, fresh and dried fruit, spices, etc. as well as a wide variety of handicrafts including baskets, glassware, jewellery, musical instruments, toys, etc.) and export them to the consumer countries. The producers are at the very heart of the Fair Trade system.

Fair Trade importing organisations buy products from producer organisations, sometimes from marketing organisations working very closely with producer organisations, at a “fair price”¹³. In their respective home countries the importing organisations operate as wholesalers or retailers, or sometimes as a combination of both.

Importing organisations assist their producer partners in many different ways: they advise them on product development; they help them with skill and management training; or offer them additional support in difficult economic and social conditions.

In their home markets they sell the products through a wide variety of different channels: often through specialist shops (“Worldshops”) and local groups or representatives. Many of them also use other channels such as commercial stores, organic or whole food shops, gift shops, supermarkets, mail order catalogues, or internet-based online shops. A growing number is also active in what has been labelled as the “out-of-home market”, i.e. restaurants, cafés, canteens, companies, etc., i.e. places where Fair Trade products can be consumed on the spot.

The importing organisations initiate or participate in campaigns aimed at raising consumer awareness on North-South issues. They promote Fair Trade as an alternative to the unfair practices of international trade and lobby for

change at the political level. For this advocacy work they link up with a wide variety of organisations working on related issues (development NGOs, aid agencies, education centres, etc.)

Worldshops (in some countries also called Fair Trade shops) are specialist shops for Fair Trade products. They sell Fair Trade products to consumers, but they also organise informative and educational Fair Trade promotional activities for the public. They encourage their customers to join campaigns on North-South issues and to lobby their local and/or national decision-makers.

Worldshops are run mainly by locally based associations of dedicated people. Although they generally organise their activities in a business-like way, they take pride in the fact that they are ‘not-for-profit’ organisations. In most Worldshops, volunteers do most of the work.

In most European countries the Worldshops have formed national associations to facilitate regular cooperation and communication. Many of the shops are supported in a variety of ways by local solidarity groups.

The above described clear analytical separation between the importing organisations on one hand and independent specialised retailers on the other hand does not always correctly reflect the concrete situation in a particular country.

In reality, these two levels of the trading chain often tend to be merged into one single organisation. This may take many different forms, such as in Flemish-speaking Belgium, where the Oxfam Worldshops are the owners of the importing organisation Oxfam Fair Trade, or like in Spain, where many of the Worldshops are simple retail outlets of the importing organisation Intermón Oxfam. In the United States, again many Fair Trade organisations are small importers running one or two retail outlets at the same time, and sometimes also doing some wholesaling to other businesses.

Fairtrade labelling initiatives: the success of Fair Trade in recent years can largely be attributed to the developments which have taken place within Fair Trade labelling, allowing many commercial companies to become new Fair Trade partners.

The first Fairtrade labelling scheme was developed under the name “Max Havelaar” in the Netherlands in 1988. This example has since been followed in many other consumer countries. Today there are 20 national

¹³ Fair Trade producers receive a “fair price” for their products. This price is mutually agreed between Fair Trade producers and buyers with the objective of providing a living wage and of covering the costs of sustainable production (all production costs are taken into account). For many Fairtrade certified products, this also implies the setting of a minimum price.

labelling initiatives around the world responsible for promoting and licensing the Fairtrade certification mark in their respective countries. The Fairtrade label guarantees that a particular product conforms to Fair Trade standards and contributes to the development of disadvantaged producers and workers. For historical reasons, the initiatives are known amongst others as Max Havelaar, TransFair and the Fair Trade Mark, with a strong tendency towards harmonising all of them under the same Fairtrade mark and logo. These initiatives are generally developed and sustained by broad coalitions of concerned organisations (developmental or environmental NGOs, church organisations, trade unions, consumer organisations, etc.) who commit themselves to introducing Fairtrade certified products into mainstream sales outlets such as supermarkets, the out-of-home market and public institutions.

Under their worldwide umbrella organisation “Fairtrade Labelling Organizations International” (FLO¹⁴) the national initiatives are continuously extending the Fairtrade labelled product range. This is important because it creates new opportunities for producers of existing products and it also allows new producers and workers to join the Fair Trade system.

2.2 FAIR TRADE SUPPORT ORGANISATIONS

Apart from the organisations mentioned previously, there are many others which also have strong links with Fair Trade:

- Label-STEP and RugMark are two specialist labelling organisations dealing with labour conditions in the worldwide carpet industry. Although they have a single-product focus only, they largely share the same beliefs and make use of the same instruments as the Fairtrade labelling organisations in order to convey their message. In some countries STEP and RugMark do cooperate very closely with the national labelling initiatives, sometimes the organisations share the same address, in Switzerland Label STEP was even merged into Max Havelaar in 2007.
- Organisations which aim to help producers meet European market requirements through providing consultancy services, help with product development

and skills training, etc. They may be part of a traditional Fair Trade organisation or be a separate legal entity. Interesting examples are Traidcraft Exchange for Traidcraft plc in the United Kingdom¹⁵, or the US-based organisations World of Good Development Organization for World of Good, Inc,¹⁶ and Aid to Artisans, based in Hartford, Connecticut, with country offices in South Africa, Mozambique, El Salvador and Colombia as well.

- NGOs directing some of their awareness-raising activities towards responsible consumerism or fairer trade rules and practices between the North and the South. The internationally active “Clean Clothes Campaign” (CCC) is one example, working towards improving labour conditions and empowering workers in the global garment and sportswear industry. CCC can be found in 11 European countries and cooperates closely with overseas campaigns touching the same issue, such as Fair Wear in Australia, the Ethical Trade Action Group in Canada, several groups in the United States, etc.
- Research, documentation or education institutes, which put a very strong or sometimes even exclusive emphasis on Fair Trade, such as the Fair Trade Resources Network, based in Philadelphia, US. The organisation perceives itself as an “information hub designed to grow the Fair Trade movement”. For this purpose it gathers, develops, and disseminates Fair Trade-related educational resources.

Many of these organisations are in such close collaboration with Fair Trade that they have opted to become members of the International Fair Trade Association IFAT, in the “Fair Trade Support Organisations” membership category.¹⁷

Last but not least, it is worthwhile mentioning that the extraordinary growth of the established Fair Trade sector would not have been possible without the adequate means to finance this growth. Financing organisations with a relatively strong commitment to Fair Trade such

¹⁴ See paragraph 2.4 below for details

¹⁵ See United Kingdom country chapter for more details

¹⁶ See United States country chapter for more details

¹⁷ A complete list of these Fair Trade Support Organisations, members of IFAT, is given in Annex 8

as Triodos Bank, Oikocredit and Shared Interest¹⁸ have all proved very helpful in this context.

Triodos Bank, with its headquarters in Zeist in the Netherlands, is a pioneering force in the world of sustainable banking and has offices in the Netherlands, Belgium, the United Kingdom and Spain, as well as an agency in Spain. The bank has a long experience in providing transaction-based finance to Fair Trade or organic producer organisations in developing countries or Central and Eastern Europe. At the beginning of 2008 Triodos launched the Triodos Sustainable Trade Fund, meant to finance more than 20 organisations in Africa, Latin America and Eastern Europe. The fund was to start with an initial portfolio of €10m.

Oikocredit is a cooperative society, which encourages investors to invest their funds in a socially responsible way. Its basis is a unique network of 35 support associations spread over 19 countries. They have a total membership of around 30,000 individuals, local church congregations and local organisations.

From its headquarters in Amersfoort in the Netherlands, Oikocredit provides different types of financing to cooperatives and finance institutions as well as to small and medium-sized enterprises.

For many years Oikocredit has also been actively involved in Fair Trade financing. At the beginning of 2008 total outstanding project funding reached €295m, out of which some 4% were bound in Fair Trade organisations, located both in producing and consuming countries. Through its 2008 campaign "Fair Finance – Fair Trade" Oikocredit wants to further raise awareness about Fair Trade and show how consumers can support Fair Trade through fair financing. The organisation aims at doubling its financial contribution to the Fair Trade sector.

Shared Interest, formed in 1990 and based in Newcastle upon Tyne in the United Kingdom, is a cooperative lending society specialising in Fair Trade financing. It has over 8,400 members and a total share value of more than £22 million (i.e. €32m). Its sole aim is to provide credit to Fair Trade organisations through its Clearing House. Membership of the Clearing House is open to both buyer and producer

members of IFAT and producers certified by FLO, who satisfy the organisation's credit criteria.

In 2007 Shared Interest had 462 Fair Trade organisations receiving payments worth a total value of some £26.5 million, the equivalent of €38.7m, up from 379 organisations with a value of €33.8m the previous year. The organisation runs two small overseas offices in Costa Rica and Kenya.

More information:

www.label-step.org	Label STEP
www.rugmark.org	RugMark
www.traidcraft.co.uk	Traidcraft Exchange
www.worldofgood.org	World of Good Development Organization
www.aidtoartisans.org	Aid to Artisans
www.cleanclothes.org	Clean Clothes Campaign
www.fairtraderesource.org	Fair Trade Resources Network
www.triodos.com	Triodos Bank
www.oikocredit.org	Oikocredit
www.shared-interest.com	Shared Interest

2.3 FAIR TRADE'S COMMERCIAL PARTNERS

The labelling schemes have attracted many commercial companies to Fair Trade. Aided by the guidance and services of the national labelling initiatives as well as by FLO-Cert, the international certification body, these schemes have become the main driving force behind the enormous growth of the past five to seven years, which has left Fair Trade completely changed.

There are now about 650 producers and some 400 commercial exporters registered with FLO-Cert on the sourcing side of the Fair Trade supply chain. On the marketing and consumer side the national initiatives organised within FLO count an additional 1,954 licensees, i.e. importers, processors and distributors who have been given the right to market Fairtrade certified products.

Many of the big coffee and restaurant chains such as Starbucks and McDonald's are involved with Fair Trade by selling at least one or a few Fairtrade certified products. Most of the largest international supermarket chains have also joined in: Auchan and Carrefour in France as well as Rewe or Spar/Eurospar in Germany are now Fair Trade's commercial partners, as are Co-op, Marks and Spencer and Tesco in the United Kingdom or

¹⁸ The latter two are also IFAT members

Wal-Mart in the US.¹⁹ Very often these companies distribute Fairtrade certified products throughout many of the national markets in which they are active.

Some of these commercial Fair Trade partners have invested vast amounts of time and money in promoting their participation in Fair Trade, as well as Fair Trade in general, often with a great deal of success and consequently bringing enormous benefits to producers. Some among them have even gone a decisive step further, by switching their whole product line or entire parts of their assortment to meet Fair Trade standards. Examples range from medium-sized Austrian chocolatier Zotter, whose specialty chocolates are all “organic and fair”, to UK’s supermarket chain Sainsbury, where all coffee, tea and hot chocolates are now Fairtrade certified.

Other commercial partners have had to fight with credibility questions being raised despite (or because of?) joining the Fairtrade certification scheme, like Nestlé in the UK or Lidl in Germany.

In many cases, market success would not have been possible without specific companies moving in to bridge the gap between Fair Trade producers and supermarket customers. Companies like AlterEco, AgroFair, CaféDirect, and the Divine Chocolate Company have been highly successful at bridging this gap.²⁰

2.4 INTERNATIONAL FAIR TRADE NETWORKS IN THE CONSUMER COUNTRIES

Five large international networks are currently active in the Fair Trade sector. Four among them have their headquarters in Europe, the fifth is located in the United States.

IFAT is the **International Fair Trade Association**²¹, the global network of Fair Trade organisations. Established in 1989, it is a global association of more than 300 Fair Trade organisations in 70 countries, who have the concept of Fair Trade at the heart of their mission and at the core of what they do. Members of IFAT come in different shapes and sizes and they represent all different aspects of the Fair Trade supply chain, from

the very production to the selling to the final consumer. They are producer-cooperatives and associations, export marketing companies, importers, retailers, national and regional Fair Trade networks and Fair Trade support organisations (see paragraph 2.2 above).

Approximately 65% of IFAT’s members are based in the South (i.e. Asia, the Middle East, Africa and South America) with the rest coming from North America & the Pacific Rim and Europe.

IFAT’s mission is to enable producers to improve their livelihoods and communities through Fair Trade. The organisation’s activities are centred around three main areas of work, i.e. market development, Fair Trade monitoring, and advocacy.

Market Development (Developing the market for Fair Trade)
IFAT fosters cooperation between its members and encourages links between them and other organisations that might provide valuable services for gaining better market access, including normal (consultancy) businesses, aid agencies, or Fair Trade support organisations of all kind. In doing so IFAT helps its members benefit from each others’ marketing experience and expertise. Members share experiences, attend seminars, deliver feedback to trading partners, and develop their knowledge at regular international and regional conferences. These meetings often lay the basis for joint ventures, such as visiting international trade fairs together or exhibiting jointly at regional trade fairs such as the Bangkok International Gift Fair.

Furthermore the IFAT website offers interested buyers an extensive on-line database, where they may search for Fair Trade producers and their products.

Fair Trade Monitoring (Building trust in Fair Trade)

In order to help increase public trust in Fair Trade, a three-step Fair Trade monitoring process has been put in place by IFAT. The IFAT Monitoring System consists of

- self-assessment against the IFAT Standards for Fair Trade Organisations²²;

¹⁹ The different country chapters provide more detailed information on this

²⁰ See country chapters on France, the Netherlands and the United Kingdom for more information on these companies

²¹ Initially IFAT stood for “International Federation for Alternative Trade”

²² These ten standards apply to all Fair Trade Organisations whether they are importers or retailers, exporters, producer societies or support organisations. They are concerned with reaching the economically disadvantaged, transparency and accountability, capacity building, pro-

- peer reviews between trading partners; and
- random external verifications.

The system is accessible, participatory and cost effective, while strongly emphasising constant learning and improvement. When a member has met all of its monitoring obligations it becomes entitled to use the FTO Mark, the sign of a “true” Fair Trade Organisation.

The monitoring system of IFAT is constantly being improved and adapted to meet the members’ expectations.²³

Advocacy (Speaking out for Fair Trade)

IFAT understands itself as an advocate who not only condemns the injustices of the international trade system but who goes much further, by promoting a very practical vision for change. In doing so IFAT can build upon its first-hand knowledge about the living conditions of many of the world’s disadvantaged producers and the powerful impacts fairer trade conditions can have.

IFAT’s work is being done by a small global secretariat, located in Culemborg in the Netherlands, and increasingly by the fast developing Regional Chapters within the organisation. Such regional networks exist for four out of the five global regions, with the sole exception of North America and the Pacific Rim.²⁴ They are:

- For Africa: COFTA, the Cooperation for Fair Trade in Africa, was established in 2004, and brings together over 70 mostly producer organisations from some 20 African countries.
- For Asia: The Asia Fair Trade Forum (AFTF) was created in 2001. It has about 90 members from 12 of Asia’s poorest countries, and runs a secretariat based in Manila, the Philippines.
- For Europe: The latest region to have organised at continental level within IFAT is Europe. IFAT-Europe held its founding meeting in 2007. In this early stage of development many questions still remain to be answered as to the smooth future cooperation between IFAT-Europe and the “old” international Fair

Trade networks in Europe, namely EFTA and NEWS! (see below).

- For Latin America: The Latin American IFAT members come together under the Asociacion Latinoamericana de Comercio Justo, in English IFAT-LA.

The absolute highlight in the organisation’s life is the IFAT Global Conference which is held every two years. The latest of these conferences took place in Blankenberge, Belgium, in May 2007 and brought together more than 350 participants from some 50 countries. The next conference is set to be held in Kathmandu, Nepal, in April 2009.

EFTA, the European Fair Trade Association, was established in 1987. It is an association of 11 importing organisations in 9 European countries. Its membership includes some of the oldest and biggest Fair Trade specialist organisations in Europe.

The aim of EFTA is to support its member organisations in their work, encouraging them to cooperate and coordinate. It facilitates the exchange of information and networking and enables a certain division of labour. One outstanding such cooperation is EFTA’s so-called “Partner Attendance” programme, a system by which EFTA members divide between themselves all the work related to keeping contact with their Southern producer partners. This includes all aspects of collecting data, overseeing the Southern partners’ development process, collecting and forwarding product development-related information, sometimes even organising joint imports on behalf of the other EFTA members. This division of labour saves huge amounts of time and money on both the producers’ and the importers’ end, as it helps to avoid a lot of unnecessary duplication of work.

EFTA also identifies and develops joint projects. It does this by organising regular meetings between members (on food, handicrafts, marketing, management) and by circulating relevant information to them. It also maintains a database of EFTA suppliers called Fairdata.

Apart from its small secretariat in Southern Netherlands, EFTA also runs an office in Brussels, Belgium, which is responsible for the execution of projects that are co-financed by the European Commission. One important such activity was the “Fair Procura” project, which was

moting Fair Trade, and improving the situation of women, child labour, working conditions, the environment, and the payment of a fair price.

²³ *As developments in this field have been very quick recently, it is advised to consult the organisation’s website to get an up-to-date picture.*

²⁴ *In this region, most of the areas of work such a regional chapter could have are being dealt with by the Fair Trade Federation (see below).*

terminated in 2007. It aimed at making public authorities and institutional buyers in Europe more aware of the part they can play in sustainable development through public purchasing, in particular Fair Trade purchasing policies and practices. The project was a joint venture of EFTA and four of its member organisations, i.e. Ctm altromercato (Italy), Fair Trade Original (Netherlands), IDEAS (Spain) and Oxfam Wereldwinkels (Belgium).²⁵

The results of this project will be taken further in the follow-up project called “Public AFFAIRS: Mobilising action for Fair Trade Public Procurement”, which runs from December 2007 until November 2010.

NEWS!, the **Network of European World Shops**, was established in 1994. At the end of 2007 NEWS! was a network of 13 national associations of Worldshops, representing about 2,060 shops in 12 countries. Switzerland has two member organisations in NEWS!.

In the last few years, NEWS! has lost two of its former members (Fédération Artisans du monde from France and Ctm altromercato from Italy), who have preferred to integrate more actively into IFAT-Europe, the newly-created regional chapter of IFAT. Broad discussions are now under way as to whether NEWS! should continue to follow its own path or whether it could possibly make more sense to fully merge NEWS! into IFAT-Europe.²⁶

For the time being the network continues to facilitate cooperation and networking between its members by providing information (NEWSletter, website, workshops etc.) and by organising a bi-annual European Worldshops conference. In close coordination with the other international networks in Europe, NEWS! develops and coordinates European-wide campaign activities and provides its members with the materials needed to participate.

The latest campaign under the title “Stand Up for Their Rights!” was about exploitative child labour and ran from May 2005 to July 2007. Worldshops in 11 European countries participated.

The new campaign entitled “Fair Trade creates the right climate” started on World Fair Trade Day in May 2008. Its focus is on man-made climate change and on how

conscious and ethical consumption can contribute to ease the general pressure on the world’s climate.

Through NEWS!, the campaign will be implemented by the Worldshops in Austria, Denmark, Germany, Italy, the Netherlands, Norway, Spain, Sweden and the UK, as well as by some Fair Trade organisations in the Czech Republic and Hungary.

FLO International (Fairtrade Labelling Organizations International), established in 1997, is a network of 20 national labelling initiatives in 21 countries. Fair Trade labelling organisations exist in 15 European countries as well as in Canada, the United States, Japan, Australia and New Zealand (one organisation for both countries), and in Mexico.

In May 2007, three continent-spanning producer networks have become full members of FLO, namely the African Fairtrade Network (AFN), the Coordinadora Latinoamericana y del Caribe de Comercio Justo (CLAC) and the Network of Asian Producers (NAP). All three have the task to channel producer organisations’ interests towards and represent them vis-à-vis the labelling initiatives in the consumer countries.

FLO sees itself as the “leading standard setting and certification organisation” for labelled or certified Fairtrade. It is a clearly product-focused certification system where

- (a) social, economic and environmental aspects of production are certified against Fairtrade Standards for Producers and;
- (b) where buying and selling is certified against Fairtrade Standards for Trade.

FLO is made up of two organisations:

- FLO e.V. is a multi-stakeholder association involving FLO’s 20 member organisations (or national initiatives), producer organisations, traders and external experts. It develops and reviews standards and assists producers in gaining and maintaining certification in order to capitalise on market opportunities.
- FLO-CERT co-ordinates all tasks and processes related to the inspection of producers, trade auditing and certification. The organisation regularly inspects and certifies about 650 producer organisations in more than 50 countries in Africa, Asia and Latin America.

²⁵ An abundant wealth of information from the project is available from EFTA’s website (www.eftafairtrade.org), incl. background research papers, national legislative texts, an online best practise database, conference reports, etc.

²⁶ Two more NEWS!-members, namely ARGE Weltläden from Austria and the Coordinadora Estatal de Comercio Justo from Spain, have opted to do the same in the first months of 2008

More than 90 trained local inspectors are involved in this. There is also a trade auditing system in place which monitors traders' compliance with the relevant Fairtrade Standards for Trade. In some cases (such as for France, Germany and Spain), FLO-CERT also audits the national licensees, i.e. those companies who have been given the right to use the Fairtrade Certification Mark by the national labelling initiative. In the other countries, auditing is conducted by the national labelling initiative. By operating independently from any other Fair Trade interests, FLO-CERT is in compliance with the ISO Standards for Certification Bodies (ISO 65).

For historical reasons, Fairtrade labelling schemes have been operating under different names (such as Max Havelaar, TransFair or Fairtrade Mark) and different certification marks for many years. In 2003, the same label was adopted by all national initiatives. After the introduction of the new logo in Switzerland²⁷, TransFair Canada and TransFair USA will remain the last two initiatives still working with the initial TransFair logo. In many countries the "Fairtrade" entitled certification mark is already complementing and slowly replacing the original name of the label. In some cases, such as Austria, even the name of the organisation was changed from TransFair Austria to Fairtrade Austria.

The only international Fair Trade network on the consumer side that is not based in Europe is the **Fair Trade Federation** in Washington, DC. It is an international association of Fair Trade retailers, wholesalers and producers, spread over 14 countries, with a very strong focus on the US and Canada.

The organisation traces its roots back to the early 1980's when individual alternative trading organisations started coming together for annual conferences. Its official founding year is 1994. At the beginning of 2008 it has a member base of approx. 300 organisations, 65 new members having joined in 2007 alone.

The Fair Trade Federation publishes a network information letter called "Networks" three times a year. This newsletter, which is available on the Internet, gives ample information on what is going on in the North American Fair Trade market.

From June 1-3, 2007 over 130 participants from more than a dozen states and three continents came together at American University in Washington, DC, to discuss the future developments of Fair Trade in North America. After three years of interruption, this conference was warmly welcomed by all participants and it is hoped that it will once again take place on an annual basis.

For the last few years the Fair Trade Federation has been active in gathering data about the very diverse and heterogeneous markets its members work in. These reports have been published²⁸ and they offer a good picture of recent developments in the North American and Pacific Rim region.

More information:

- www.ifat.org IFAT
- www.cofta.org Cooperation for Fair Trade in Africa (IFAT-Africa)
- www.asiafairtradeforum.com Asia Fair Trade Forum (IFAT-Asia)
- www.ifat-la.org IFAT-Latin America
- www.eftafairtrade.org European Fair Trade Association
- www.worldshops.org NEWS! – Network of European Worldshops
- www.fairtrade.net FLO – Fairtrade Labelling Organizations International
- www.flo-cert.net FLO-CERT
- www.fairtradefederation.org Fair Trade Federation

²⁷ Starting on March 1, 2008

²⁸ The latest one available is the "2005 Trends Report: Fair Trade Trends in North America and the Pacific Rim", which can be downloaded from the organization's website www.fairtradefederation.org

Table 3: International Fair Trade organisations (at the end of 2007)

organisation	since	type of members	members	from ... countries in
FLO Bonn Germany	1997	national labelling organisations, plus producer networks	20 3	Europe: 15 N.Am. & Pacific Rim: 5 Africa, Asia, Latin Am.
IFAT Culemborg The Netherlands	1989	producer organisations, importing organisations, Fair Trade support org., international networks	> 300	Africa: 20 Asia: 12 Europe: 14 Latin America: 13 N.Am. & Pacific Rim: 5
NEWS! Mainz Germany	1994	national Worldshop associations	13	Europe only: 12
EFTA Schin op Geul The Netherlands	1987	importing organisations	11	Europe only: 9
FTF Washington, DC USA	1994	importing organisations, producer organisations, Fair Trade support org. international networks	> 200	mostly USA, Canada other countries: 14

2.5 COOPERATION BETWEEN THE INTERNATIONAL NETWORKS

Since 1996, i.e. the year of the first Europe-wide Fair Trade activity in the form of the First European Worldshop Day, cooperation between the four Europe-based international networks has developed considerably. Under the acronym of **FINE** (standing for the first letters of **FLO**, **IFAT**, **NEWS!** and **EFTA** respectively), representatives hold regular meetings to coordinate their work. FINE is particularly involved in developing an integrated monitoring system for the whole Fair Trade movement and in advocacy work at the international level.

Fair Trade organisations have realised that in order to be effective in the political field, they need to link activities at national level to centralised activities at the European level. Since its establishment in April 2004,

the Fair Trade Advocacy Office in Brussels, Belgium, has played a crucial role in promoting Fair Trade to the European institutions, in speaking out for trade justice and in supporting national advocacy activities.

In its activities, the Advocacy Office cooperates very closely with many Fair Trade supporters at the European level and a number of important Fair Trade organisations from the national levels. The following describes just a few of the many areas of work covered in the last few years.

Commitment of the European Institutions

In July 2006, the European Parliament passed a resolution calling on the European Commission to strengthen the European Union's commitment to Fair Trade. The resolution recognises Fair Trade as an effective tool for

sustainable development and suggests that the European Commission issue a recommendation on Fair Trade.

After some years of silence (the last official EU documents on Fair Trade were published in 1998 and 1999) the text, which renews existing commitments of European Institutions to support Fair Trade, was welcomed by the networks constituting FINE. The Advocacy Office was instrumental in elaborating a joint position paper entitled "Fighting Poverty and Injustice through Fair Trade", by which the Fair Trade movement as a whole expressed its support to the EP resolution and underlined its essential demands to the European decision makers in the form of a public statement.²⁹

In Spring 2007, it was the Parliamentary Assembly of the Council of Europe's turn to commend Fair Trade for "going beyond the intrinsic quality of the product to combine sustainable consumption, respect for human dignity and the environment" by adopting a resolution and a recommendation on solidarity economy and responsible consumption.³⁰

Conferences, Publications, others:

- The Fair Trade Advocacy Office organises at irregular intervals meetings and conferences bringing together key Fair Trade players with key decision makers of the European institutions. A good example is the "Fair Trade: A lever for change" conference, organised by the Fair Trade Advocacy Office together with Euro Coop³¹ on October 17, 2007, in the European Economic and Social Committee in Brussels. It aimed at showing how the engagement with Fair Trade has improved livelihoods and business practices both in the Global South and in the Northern consumer countries.³²
- The Advocacy Office has been the driving force behind the "Business Unusual – Successes and Challenges of Fair Trade" publication, which was pre-

sented in Brussels in November 2006. The reference book which was published by the four main international Fair Trade associations (FLO, IFAT, NEWS! and EFTA) as a joint effort is available in English, Spanish, German, Dutch and French.³³

International cooperation at this level does not only take place in the FINE context.

In a different strand of developments, more and more Fair Trade organisations worldwide are now coming together under the umbrella of IFAT, the International Fair Trade Association (see above).

In mid 2007 the US-based Fair Trade Federation has been recognised as an official partner network of the IFAT. After many years of a rather informal cooperation this marks yet another step into a closer more structured collaboration at global level.

For those wishing to be regularly kept up-to-date as to new developments in the worldwide Fair Trade sector and in the cooperation of the big international Fair Trade networks, the following sources of information can be highly recommended:

- The Fair Trade Advocacy Newsletter, published by the Fair Trade Advocacy Office 3-4 times a year;
- The IFAT Update, published every 2 weeks;
- The Fair Trade Centre Newsletter, published 3-4 times a year by the Fair Trade Centre³⁴ of the Belgian Technical Cooperation.

More information:

www.fairtrade-advocacy.org	Fair Trade Advocacy Office
www.ifat.org	International Fair Trade Association
www.btcctb.org	The Belgian Technical Cooperation, home of the Fair Trade Centre

29 The text as a whole can be downloaded from IFAT's website www.ifat.org

30 The Council of Europe represents 46 European countries, including all EU member states, Switzerland, Norway, Russia and neighbouring countries.

31 Euro Coop is the European community of consumer cooperatives. Its members are the national organisations of consumer cooperatives in 18 European countries, representing over 3,200 local or regional cooperatives, 25 million consumer members, 300.000 employees, and 30.000 outlet stores across Europe (see www.eurocoop.org for more details)

32 All presentations can be downloaded from the "past events" section of the Fair Trade Advocacy Office's website

33 The English version can be ordered from Fair Trade Media in the UK under www.fairtradedmedia.co.uk

34 The Fair Trade Centre supports activities that provide assistance to small-scale producers in Southern countries.

3. FAIR TRADE MARKET DEVELOPMENTS

3.1 FAIR TRADE IMPORTERS

3.1.1 Fair Trade importers in Europe

Of the 28 European countries dealt within this study, 254 importing organisations are reported to be active (compared with 200 organisations in 25 countries in 2005). About three quarters of them come from only five countries, namely the UK, Germany, the Netherlands, France and Spain.

The figure given only includes those organisations which comply with one or more of the following criteria:

- being a member of one or more of the supranational Fair Trade networks, such as IFAT or EFTA;
- being a member of a national Fair Trade platform (if one exists); and / or

- being recognised as a complying supplier by the national Worldshop association.

Organisations considered to be Fair Trade importers range from very small organisations, sometimes a family business run by just one or two dedicated people, to the largest full-range³⁵ Fair Trade importers in the world, such as GEPA-The Fair Trade Company in Germany and Ctm altromercato in Italy.

The list in Annex 4 gives details on 50 European importing organisations with an aggregated turnover of €422m. Among these are now 20 organisations with a turnover of more than €5m, 12 of them attaining more than €10m.

Table 4: The European Fair Trade importers

Turnover of the biggest Fair trade importers in Europe (in million EUR)

country	organisation	international affiliation	sales 2006 in m. €	remarks
Netherlands	Agrofair Europe B.V.	IFAT	62.1	
Germany	GEPA - The Fair Trade Company	IFAT, EFTA	48.9	
UK	Cafédirect Ltd	IFAT	32.8	
Italy	Ctm altromercato	IFAT, NEWS!, EFTA	30.4	
UK	Traidcraft Plc	IFAT, EFTA	24.6	
Belgium	Oxfam FT	EFTA	18.8	
Netherlands	Fair Trade Original	IFAT, EFTA	18.3	
France	ETHIQUABLE	-	17.8	2007
France	AlterEco	IFAT	16.8	2007
UK	Twin Trading	IFAT	15.4	2007
Switzerland	claro fair trade plc	IFAT, NEWS!, EFTA	14.8	
UK	Divine Chocolate Limited	IFAT	13.2	
Austria	EZA Fairer Handel	IFAT, EFTA	11.9	

³⁵ I.e. an organisation importing both a great variety of handicrafts and food products

Compared to the 2005 edition, AgroFair, ETHIQUABLE, AlterEco, Divine Chocolate and EZA Fairer Handel appear for the first time in this list.

The above list describes the rise of a rather new type of Fair Trade organisation. AgroFair, Cafédirect, ETHIQUABLE, AlterEco and Divine Chocolate no longer strive to be full-range importers, offering a wide assortment of both handicrafts and food products, such as the traditional big players in the field. They are highly focused and specialise in one product or product range, they build on the best available expertise in that particular field, they conceive their work as being transnational from the very start and they are very successful with this.

Many of the bigger European importing organisations are members of EFTA, the European Fair Trade Association.

Taken together the association's current 11 members represent a turnover of about €192m, compared to approximately €148 four years earlier.

Overall, the 11 organisations have seen their aggregate turnover rise by 29% in these four years. This average figure hides a large variation in different national developments, spanning from stagnating sales in the cases of Ctm altromercato and Fair Trade Original to far more than doubling sales in the case of the two Spanish members Intermón Oxfam and IDEAS. These different growth rates can be interpreted as being partly a reflection of the maturity and saturation of the different markets.

3.12 Fair Trade importers in North America & the Pacific Rim

At the beginning of 2008 the Washington-based Fair Trade Federation (FTF) counts 200 importing organisations among its members, a handful of them based

Table 5: Turnover of EFTA member organisations 2002-2006 (in 000 EUR)

country	EFTA member	turnover in 000'€ 2002	turnover in 000'€ 2006	% change 2002-2006
Austria	EZA Fairer Handel	7,548	11,888	57
Belgium	Magasins du Monde – Oxfam	3,360	5,308	58
Belgium	Oxfam Fair Trade	12,156	18,754	54
France	Solida' Monde	5,984	8,645	44
Germany	GEPA – The Fair Trade Company	35,780	48,904	37
Italy	Ctm altromercato	32,339	30,449	-6
Netherlands	Fair Trade Original	19,090	18,290	-4
Spain	IDEAS	1,091	2,721	149
Spain	Intermón Oxfam	3,321	7,504	126
Switzerland	claro fair trade	10,324	14,785	43
UK	Traidcraft	17,233	24,642	43
	TOTAL EFTA	148,226	191,890	29

Source: EFTA secretariat

in Canada. Outside North America about a dozen more importing businesses are strongly cooperating at national levels in Japan or Australia and New Zealand.

It is thus well founded to say that there are about 215 (recognised) importing organisations in the North America and Pacific Rim Region. They work at living up to their claims of practicing Fair Trade through closely cooperating at national or international levels with the other pioneering and/or major players in the field.

The list in Annex 4 provides details on 22 importing organisations from the region, accounting for an aggregate turnover of nearly €78m. Among these are 6 organisations with a turnover of more than €5m, 3 among them attaining more than €10m.

The list of the largest importers is led by the two US-based pioneering organisations Equal Exchange (food products only) and Ten Thousand Villages (nearly

Table 6: The Top Fair Trade importers in North America & the Pacific Rim

Turnover in million of local currency and million EUR

country	organisation	international affiliation	sales 2006 in m. local	sales 2006 in m. €	remarks
US	Equal Exchange	IFAT, FTF	23.6	18.8	
US	Ten Thousand Villages US	IFAT, FTF	23.5	18.7	
Japan	Alter Trade Japan	-	1,997.7	12.4	2004
Canada	Ten Thousand Villages Canada	IFAT	12.2	8.1	
US	A Greater Gift / SERRV	IFAT, FTF	9.6	7.7	
Australia	Oxfam Australia Trading	IFAT	9.4	5.8	
Japan	People Tree	IFAT	716,0	4.4	2007
Canada	La Siembra	IFAT	5.4	3.6	
US	Cooperative Coffees	IFAT, FTF	3.9	3.1	
New Zealand	Trade Aid	IFAT	5.7	3.1	2007
Canada	Equita (Oxfam)	-	2.6	1.8	
Japan	Nepali Bazar	IFAT	165.6	1.0	2007

exclusively non-food products).³⁶ However they do not (yet?) attain the turnover levels of the highest performing Fair Trade organisations in Europe.

3.2 FAIR TRADE RETAILERS

Fair Trade products reach consumers in many ways, most significantly through specialised Worldshops, supermarkets, online-shops and increasingly the out-of-home market.

There are currently about 3,200 Worldshops in Europe, most of which are well organised at the national level and at the European level within NEWS! or the European chapter of IFAT. There are national Worldshop associations in most of the 15 European mature markets, the exceptions being Belgium and Switzerland (with two associations each, reflecting the multi-lingual situation in these countries), and Ireland, where there is no such national association.³⁷

These 15 markets are home to 99% of the European Worldshops. More than 70% of these shops are members of national associations.

Most of the 12 younger European markets have no or only very few Worldshops and not yet any corresponding organisational structures. At the beginning of 2008, Portugal counted 10 Worldshops, the Czech Republic 7, Greece 2 and Iceland, Malta, Slovakia and Slovenia one each.

Those 11 Worldshop associations which have contributed their data to the present study³⁸ represent a joint membership of more than 1,800 Worldshops. With the exception of Italy, turnover figures are available on the national level for all the associated Worldshops. These 1,518 Worldshops (see table 7) account for a net retail value of approx. €94.6m, which means that the average associated Worldshop in Europe makes an annual turnover of more or less €62,300.

In the 2005 edition of this study, the relevant figure had been €43,800, calculated on the basis of 2,354 shops from 14 countries.

However, these average values hide large variations in turnover from one shop to another. It is not uncommon to find a relation of 1:10 between smaller shops run entirely by volunteers in smaller towns or villages in a country and the top Worldshops in prime locations with paid personnel in big cities of the same country. In top locations in big cities, Worldshops can easily generate an annual turnover of €250,000 and more, some even topping the €500,000 mark, such as the new Worldshop in Innsbruck, Austria, which reached €654,000 (!) in its first full year of operation in 2007.

Assuming that the remaining Worldshops for which turnover figures have not been available attain 80% of the above calculated average (just to be on the cautious side), we arrive at an estimated total net retail value of some €178m for the total of Europe's nearly 3,200 Worldshops³⁹. The corresponding figure presented in the "2005 Facts and Figures" edition was €120m for 2,854 Worldshops.

This could reflect a situation in which the booming of Fair Trade products does not only benefit supermarkets and other new distribution channels, but the classical channels as well.

In North America & the Pacific Rim countries, no national Worldshop association bringing together only specialised retailers has been established. There is however a remarkable number of specialised shops around, many of them directly linked to larger importing businesses. This is true e.g. for the shops associated with Ten Thousand Villages, Global Exchange, SERRV, etc. in the United States, or with TradeAid in Australia and New Zealand.

Many of the member organisations of the US-based Fair Trade Federation are importers who run one or two retail outlets at the same time. Most of them will see themselves as "importer plus Fair Trade shop(s)", whereas in many European countries Worldshop businesses have often dissociated from the importing business over the years and specialised in retailing only.

With different concepts at work, it is difficult to come up with precise data on specialised Fair Trade retailers

³⁶ For more details on both organisations, see the United States country chapter

³⁷ The only association not affiliated to any international network is the "Arbeitsgrupp Drett-Weltbutteker" from Luxembourg

³⁸ Details can be found in Annex 1 and Annex 5.

³⁹ i.e. $1,518 \text{ Worldshops with a total of } \text{€}94.6\text{m plus the remaining } 3,193 - 1,518 = 1,675 \text{ Worldshops at an average of } 0.8 * 62,350 = \text{€}49,880 = \text{€}178.1\text{m}$

Table 7: Europe's Worldshops and their turnover

country	Worldshop association	number of Worldshops	sales of Worldshops in m. €	sales of average Worldshop in 000'€
Austria	ARGE Weltläden	89	10.6	119.1
Belgium	Oxfam Wereldwinkels	207	7.9	38.2
Denmark	Fair Trade Denmark	14	0.6	42.9
Finland	Maailmakauppojen liitto	19	1.0	52.6
France	Fédération Artisans du Monde	145	10.0	69.0
Germany	Weltladen-Dachverband	486	22.0	45.3
Luxembourg	Arbeitsgrupp Weltbutteker	7	0.7	100.0
Netherlands	Landelijke Vereniging van Wereldwinkels (DAWS)	391	27.7	70.8
Sweden	Världsbutikerna för Rättvis Handel	43	0.9	20.9
UK	British Association for Fair Trade Shops (BAFTS)	117	13.2	112.8
	Basis for calculation	1,518	94.6	62.3

Source: questionnaires

in North America and the Pacific Rim region. Bearing in mind the difficulty of the task, it seems however worthwhile trying to assess the situation in the 5 countries of the region dealt with in this report.

The estimate given below builds very much on the understanding that Fair Trade shops in the classical sense should (also) be dealing in handicrafts. The number of shops supplied by the big handicraft importing organisations can then serve as a first approximation.



Such a rough estimate arrives at a figure of about 740 specialised Fair Trade shops in operation in the 5 countries concerned, i.e. 280 in the United States, 50 in Canada, 350 in Japan, and 60 in Australia and New Zealand taken together.⁴⁰ It is well understood that the share of Fair Trade products in these shops may vary widely from one shop to another.

Thanks to the Fairtrade labelling schemes, Fairtrade certified products are now widely available throughout large parts of Europe, North America, Japan, Australia and New Zealand. The more commercial partners participate, the more difficult it becomes to get an overview on the number of outlets from which Fair Trade products may be bought in the different countries.

Unfortunately it has to be recognised that the estimated figures on the supermarkets and other commercial outlets selling Fairtrade certified products are of poor quality. This has largely to do with the markets expanding so rapidly, making figures often obsolete within a few weeks, and the ever bigger overlap between outlets supplied by one licensee and those supplied by somebody else. While taking all this into consideration, available data suggest that there are now at least 70,000 supermarkets in Europe⁴¹ and some 50,000 more in the five North America and Pacific Rim countries from which Fairtrade certified products may be purchased. In the "2005 Facts and Figures" edition the figure reported for Europe alone was 57,000.

Other retail outlets are organic food shops, whole food shops, independent commercial stores, etc. Their numbers are very hard to come by and, due to lack of data, this statistic had to be dropped from this edition.

A particularity of Fair Trade, for historical reasons, is the large number of local solidarity groups, actively selling Fair Trade products on an irregular basis, nearly always through the dedicated work of engaged volunteers and very often in church-related contexts. In Germany alone there are some 6,000 of these groups making up for an

estimated turnover of some €20m⁴². Many more of these groups are active in other European countries as well, such as in Austria, but their numbers are hardly known. In the UK, Traidcraft operates a dense network of 6,700 private persons acting as local (sales) representatives. Together these traditional Fair Trade groups / representatives make up for at least another 14,000+ selling points in Europe alone.

In recent years the expanding markets have opened up new ways by which Fairtrade certified products find their consumers. Three among them have already gained a certain importance and are quite likely to show further growth in the future:

a) In the last five years, most of the Fair Trade organisations described in this study have put into place user-friendly online shopping facilities. These are sometimes geared towards retailers in the form of sophisticated business-to-business order systems, very often directly targeting final consumers. In the meantime, some companies are doing a growing part of their business through this channel. Who would have believed only 10 years ago that in 2007 Traidcraft, the UK Fair Trade pioneer, would have annual online sales worth €8.8m?

Online direct sales to consumers also seem to be highly interesting for Fair Trade's so-called younger markets, such as in Central and Eastern Europe, where Fair Trade structures hardly exist or are not yet well-developed. It can be expected that this distribution channel will start to grow even faster, once the cooperation between the online auction-house E-Bay and the Fair Trade sector really takes off.⁴³

b) Another fast growing market is the out-of-home market. This includes cafés and restaurants, canteens in schools, in companies and public administrations, as well as all types of places where Fairtrade certified products are being offered or can be bought for direct on-the-spot consumption. This market comprises a wide variety of intermediaries connecting the producer and importer with the final consumer, including, for instance, air carriers such as Ryanair or Air Berlin, who offer exclusively Fairtrade coffee

⁴⁰ The estimate for Japan seems to be close to the possible maximum, whereas the estimates for the other countries are most probably minimum figures

⁴¹ Available aggregate data indicate 63,490 supermarkets (see Annexes 7.1 to 7.3); taking the 2005 figures from the latest edition for those countries where no 2006/07 figures are available (i.e. 700 for Belgium, 3,100 for the Netherlands and 3,100 for the UK), the sum of 70,000 appears to be a robust minimum estimate

⁴² See also country chapter on Germany

⁴³ For more details on this, see the paragraph on World of Good in the United States country chapter

on all their flights, Starbucks cafés or McDonald's Restaurants, where Fairtrade products may be selected from a huge assortment of different drinks, etc.

Outlets of this type have become innumerable within a very few years.

- c) Last but not least, public procurement is beginning to play an ever more important role as one way of bringing Fair Trade products to the final consumers. After the first pilot projects from different countries have been brought together in the context of the "Fair Procura" project⁴⁴ there is now enough experience and background information available to make further concrete steps easier for organisations interested in this market. Figures on this part of the market are not yet available.

3.3 FAIRTRADE LABELLING

A great part of Fair Trade's success in recent years would not have been possible without the large-scale Fairtrade certification of products. Since the onset of the very first of the so-called labelling initiatives under the name "Max Havelaar" in the Netherlands in 1988, Fair Trade has come a very long way. There are now well-established labelling initiatives in 15 European countries and in 5 non-European countries (i.e. the United States, Canada, Japan, Australia and New Zealand), and more countries seem to be waiting in the pipeline⁴⁵. These organisations have been instrumental to get Fair Trade out of its former niche by making the concept attractive to many commercial partners with their supermarkets or other retail outlets.

The market impact of the Fairtrade Certification Mark can best be seen from the figures regularly published by FLO, the international umbrella organisation of all labelling initiatives worldwide.

Table 8 reflects the incredible expansion that has taken place in the last few years. From 2005 to 2007, worldwide sales of Fairtrade products more than doubled, going up from €1,142m in 2005 to more than €2,381m. This incredibly rapid growth spans most of the national markets where Fairtrade products may be purchased. The

two lowest increases were in the Netherlands (where it all began!) and in Switzerland. Stagnation in the latter case may be attributed to the high market penetration already achieved in Switzerland (table 9).

Together the United Kingdom and the United States now make up for more than 60% of the overall worldwide Fairtrade certified sales. With annual growth rates of between 30% and 60% in the last years, these two markets alone have gone up from some €620m to more than €1,430m of combined net retail value. They alone have thus added more than €800m of new additional Fairtrade certified sales within two years. This additional turnover in two countries is only slightly less than the worldwide Fairtrade certified sales were in 2004.

It is evident that national sales volumes do largely reflect national population sizes, thus offering only a limited insight as to the real market impact. To better assess this, it is worthwhile to have a look at the "per capita Fairtrade consumption" figures. These are calculated by dividing national retail value figures by the size of the population of that particular country; the resulting figure gives an indication on how much money the average person in this country spends on Fairtrade products in a year.

By far the highest value of per capita Fairtrade consumption can be found in Switzerland with more than



⁴⁴ See paragraph 2.4 for more details

⁴⁵ There are many more countries where Fairtrade certified products are already available, without benefiting however from the marketing support by a specialised national organisation; Estonia (see country chapter for more details) is not yet counted among them

Table 8: Fairtrade certification: net retail values

Net retail values 2005-2007, in million EUR

Country	NRV 2005 in m. €	NRV 2006 in m. €	NRV 2007 in m. €	% growth 2005-2007
Austria	25.6	41.7	52.8	106%
Belgium	15.0	28.0	35.0	133%
Denmark	14.0	23.2	39.6	183%
Finland	13.0	22.5	34.6	166%
France	109.1	166.0	210.0	92%
Germany	70.9	110.0	141.7	100%
Ireland	6.6	11.6	23.3	253%
Italy	28.0	34.5	39.0	39%
Luxembourg	2.3	2.8	3.2	39%
Netherlands	36.5	41.0	47.5	30%
Norway	6.7	8.6	18.1	170%
Spain	N/A	1.9	3.9	N/A
Sweden	9.3	16	42.5	357%
Switzerland	143.1	142.3	158.1	10%
UK	276.8	409.5	704.3	154%
Sub-total Europe	756.9	1,059.6	1,553.6	105%
USA	344.1	499.0	730.8	112%
Canada	34.8	53.8	79.6	129%
Japan	3.4	4.1	6.2	82%
Australia & New Zealand	2.5	6.8	10.8	332%
Subtotal Non-Europe	384.8	563.7	827.4	115%
TOTAL	1,141.7	1.623,3	2.381,0	109%
% growth		37,3%	40,9%	

NRV: net retail value, estimated figures.

Source: Annual Reports FLO, Bonn.

Table 9: Fairtrade certification

In euros per person per year			
in euros per year	per capita Fairtrade consumption 2005	per capita Fairtrade consumption 2006	per capita Fairtrade consumption 2007
Austria	3.12	5.04	6.36
Belgium	1.44	2.66	3.31
Denmark	2.59	4.27	7.27
Finland	2.48	4.28	6.56
France	1.74	2.63	3.31
Germany	0.86	1.33	1.72
Ireland	1.61	2.76	5.40
Italy	0.48	0.59	0.66
Luxembourg	4.99	5.97	6.72
Netherlands	2.24	2.51	2.90
Norway	1.45	1.85	3.87
Spain		0.04	0.09
Sweden	1.03	1.77	4.66
Switzerland	19.30	19.08	21.06
UK	4.61	6.78	11.57
Europe	2.00	2.79	4.06
USA	1.16	1.67	2.43
Canada	1.07	1.65	2.42
Japan	0.03	0.03	0.05
Australia &	0.10	0.28	0.44
New Zealand			
N. America & Pacific Rim	0.80	1.17	1.70
TOTAL	1.33	1.88	2.74

Source: Author's own calculations based on FLO figures and population figures from Annex 10.

21 euros per person per year. This is slightly less than double the value of runner-up UK with its roughly 11.50 euros. Besides Denmark, ranking 3rd with more than 7 euros, four more countries have also passed the 5-euros-mark; they are Luxembourg, Finland, Austria and Ireland.

With the exception of late-comer Spain⁴⁶ the lowest per capita consumption values are all found outside Europe. The global average figure was 2.74 euros in 2007, more or less 13 percent of the value in Switzerland. This relation of 1 to 8 may well be a very rough indication of the market potential ahead, and although it remains clear that each national market has its own limiting particularities, new products may create new potential for additional growth. More detailed insights into the different markets can only be provided by in-depth market research. In countries where Fairtrade labelling organisations are active, such market surveys are regularly used to assess market potential and to evaluate market performance.

In general, knowledge of the Fairtrade Certification Mark seems to be steadily increasing in most markets, in certain cases reaching a level of awareness that would not have been imaginable only five years ago.⁴⁷

Since coffee was launched as the first product in the Netherlands in 1988 (and in many markets to follow), the product range open for certification has been expanding all the time. At the end of 2007, there were Fairtrade standards for 18 different product categories. As Fair Trade is basically about improving the position of disadvantaged producers in developing countries, the range of products traditionally consists primarily of typical agricultural products. They include the following food products: bananas, cocoa, coffee, fresh fruit⁴⁸, honey, juices, nuts and oilseeds, rice, spices and herbs, sugar, tea, and wine. There are also three non-food categories which have developed over the years, namely cotton, flowers and sportsballs. Among these, new-comer cotton, having been launched in 2007 in most national markets, seems to open up totally new opportunities to Fairtrade, bringing new partners to the cause, binding young fashion designers and generating a huge amount

of PR and publicity for its presence at many world-famous fashion shows, such as in Milan, Paris and London.

Apart from this, manufactured products are becoming more and more important for Fairtrade certification. Therefore separate standards have been developed for so-called composite food products, which may apply to products as diverse as cakes and brownies, cereals and bars, chocolate, chutneys or ice cream.

On the market side this may translate into consumers being able to buy between a few hundreds (e.g. in Austria and Belgium with about 350 products) and some 3,000 different products with the Fairtrade certification mark, such as for the UK case.

Ultimately, the impact of labelling can only be measured by the market share achieved for a particular product. Unfortunately this particular type of data is often hard to get, not always consistent and very fragmented. Most of the available data refer to coffee and bananas, as shown in the following table.

In many countries minimum visibility levels have largely been surpassed, and market shares of 3% and above certainly do mean that Fairtrade activity is being closely watched and followed by other market participants. Highest overall market shares are reached with bananas, spanning from 20% in Austria to 55% in Switzerland and an incredible 70% in Norway, although this figure only refers to the organic part of the banana market.

Top performers like Max Havelaar in Switzerland and the Fairtrade Foundation in the UK are not only highly successful in penetrating the coffee and banana market but have also achieved high market penetration levels of Fairtrade certified products in other product ranges too. Their success, as shown in table 11, demonstrates the potential for Fair Trade in other countries.

⁴⁶ See Spain country chapter for more details

⁴⁷ See different country chapters for more details on this

⁴⁸ i.e. pineapples, oranges, lemons, avocados, mangoes, etc.

Table 10: Fairtrade certification

market shares of certified bananas and coffee in % of total market							
coffee	latest year available	2004	2000	bananas	latest year available	2004	2000
France	7.0	N/A	0.1	Norway	70.0 ⁴⁹	0.6	N/A
Switzerland	4.0	6.0	3.0	Switzerland	55.0	47.0	15.0
Ireland	3.5	2.0	0.5	Austria	20.0	2.7	N/A
Luxembourg	3.5	N/A	3.3	Luxembourg	7.1	N/A	4.0
Netherlands ⁵⁰	3.0	N/A	2.7	Netherlands	4.5	N/A	4.2
Austria	2.5	2.3	0.7	Germany	2.0	N/A	< 1.0
Sweden	2.0	< 1.0	0.8	Sweden	2.0	< 1.0	1.8
Norway	1.3	0.9	0.3	Ireland	1.5	0.5	N/A
Germany	1.0	1.0	1.0	Belgium	N/A	4.0	0.6
Belgium	N/A	1.7	1.0	Denmark	N/A	0.9	2.0
Denmark	N/A	2.0	1.8	Finland	N/A	5.0	N/A
Finland	N/A	0.4	0.3	France	N/A	N/A	N/A
Italy	N/A	N/A	0.1	Italy	N/A	N/A	1.2
Spain	N/A	N/A	N/A	Spain	N/A	N/A	N/A
UK	N/A	20.0	1.5	UK	N/A	5.5	< 1.0
Europe				Europ			
USA	N/A	N/A	N/A	USA	N/A	N/A	N/A
Canada	N/A	N/A	N/A	Canada	N/A	N/A	N/A
Japan	0.1	N/A	N/A	Japan	N/A	N/A	N/A
Australia &	N/A	N/A	N/A	Australia &	N/A	N/A	N/A
New Zealand				New Zealand			
N. America & Pacific Rim				N. America & Pacific Rim			

⁴⁹ Of organic bananas

⁵⁰ The latest figures for the Netherlands were provided by DAWS, the Dutch Association of Worldshops

Table 11: Fair Trade certification

market shares in Switzerland and the UK in % of total product market							
market share in %		bananas	coffee	flowers	honey	sugar	tea
Switzerland	2004 ⁵¹	47	6	28	14	9	5
	2006	55	4	N/A	16	15	6
United Kingdom	2004	5.5	20	N/A	N/A	N/A	5
	2006	N/A	N/A	N/A	N/A	N/A	N/A

It is clear that these increasing market shares of Fairtrade certified products have started to get the attention of some of the global food market players. Many of them have begun to explore ways of how to best satisfy the ever increasing demand for products that are made under ethical and sustainable conditions. Some of them have chosen to work with Fairtrade certification (sometimes on seemingly negligible part of their whole assortment), others have opted for developing alternative schemes with lower standards, while others yet seem to be inclined to do both at the same time. There is no doubt that the recent rise of and the wide-spread hype about the LOHAS⁵² market segment will further increase consumer-driven demand for Fair Trade products.

3.4 AWARENESS RAISING AND CAMPAIGNING

Fair Trade would not be what it is without its incredible variety of awareness-raising and campaigning activities on behalf of excluded and disadvantaged producers. Some of these campaigns have helped to shape the Fair Trade movement and are still in the minds of thousands of people, even 30 years later, as is the case with the famous “Jute statt Plastik” campaign in the German-speaking countries. The campaign promoted the use of bio-degradable jute bags instead of plastic bags, which

were being introduced at large scale by the business world in those days.⁵³

Other of these activities have helped to build up and bring specialist knowledge into the Fair Trade sector. This is for example the case for the so-called “banana ladies” of Switzerland, who were the forerunners of what was to become gebana ag, one of the leading Fair Trade organisations in Switzerland.⁵⁴

Since the mid-1990’s, Fair Trade campaigning activities have gone beyond the national level. Thus activities which are first developed or tested out in one country may be taken to the international level where they are duplicated, or internationally designed campaigns may over the years grow bigger and bigger.

The following three examples may serve to illustrate the wide spectrum of different international campaigns within the Fair Trade sector:

World Fair Trade Day: In 1996 the Network of European Worldshops NEWS! coordinated the first Europe-wide activity of many hundreds of Worldshops, the first so-called “European Worldshop Day”. Over the years this event has been gaining an ever greater momentum, and a few years later it was taken to the global level by IFAT.

⁵¹ The 2004 figures are taken from the 2005 edition of this study, i.e. the “Fair Trade in Europe 2005” brochure, p. 31

⁵² LOHAS stands for Lifestyle Of Health And Sustainability, a market segment valued at many hundreds of billion euros

⁵³ It is worthwhile noting, that some 30 years later, in March 2007, the San Francisco City Council banned the use of hard-to-recycle plastic bags in grocery stores

⁵⁴ See the Switzerland country chapter for more details

Since 2002, an uncountable number of Worldshops and Fair Trade organisations of all types, in consumer countries as well as in producer countries, join hands to celebrate the “World Fair Trade Day” on the second weekend of May. The events are mostly centred around a few concrete demands to be presented to the general public, the media and the political decision makers. From 2008 until 2010 activities will focus on the climate change issue.

Make Trade Fair: This is a campaign of Oxfam International launched in April 2002, and aimed at promoting trade justice and Fair Trade among governments, institutions, and multinational corporations. The campaign is led by Oxfam organisations all over the world, some of them being also important Fair Trade players (like in Australia, Belgium or Spain), and supported by many NGOs around the globe.

Fair Trade Towns: In 2001 activists of the 4,000-people town of Garstang (Lancashire, UK) unfolded an unprecedented bundle of activities trying to raise the awareness of their fellow citizens and their town council for Fair Trade related issues. They were highly successful and Garstang became the world’s first Fair Trade Town. The project was then taken up by the British Fairtrade Foundation and a Europe-wide project was set in place, which helped to further refine the criteria each Fair Trade Town has to fulfil.

Today there are Fairtrade Towns in eleven European countries⁵⁵ as well as in the United States and in Canada. In the meantime, the scheme has been taken further and today there are also clear criteria for becoming a Fair Trade Island, a Fair Trade University, etc. Most of these activities are coordinated by the offices of the national labelling initiatives organised within FLO – Fairtrade Labelling Organizations International.

3.5 FAIR TRADE JOB CREATION

With Fair Trade leaving its former niche and many Fair Trade businesses booming, the sector has also been able to create quite a few new jobs.

At all levels of the trading chain geared towards the consumers, jobs are being created and secured. Today, importing organisations, Worldshop associations, Worldshops as retailers and labelling organisations alike provide much more than the 2,762 full-time jobs accounted for in the following table.⁵⁶ “Much more than” refers to the limitations of the data, especially the missing data on employments in Worldshops or specialised Fair Trade retail outlets in Spain, Switzerland and all the non-European countries covered.

A full coverage of all the organisations involved in Fair Trade would certainly reveal a much higher number of employments being assured by the Fair Trade sector.

Table 12: Fair Trade job certification

In full-time equivalents			
Paid staff	Europe	North America & Pacific Rim	TOTAL
Importing organisations	1,301	594	1,895
Worldshop associations	78	N/A	78
Worldshops	588	N/A	588
Labelling organisations	149	52	201
TOTAL	2,116	646	2,762

⁵⁵ In Austria, Belgium, Finland, France, Ireland, Italy, the Netherlands, Norway, Spain, Sweden and in the UK

⁵⁶ Details on all these figures, i.e. the countries and organisations covered, can be found in Annexes 7.1 to 7.4; unfortunately the data basis remains poor, so many smaller organisations could not be accounted for

When considering people actively involved on the consumer side of Fair Trade, it is important not to forget that most of the work in Worldshops and solidarity groups organising regular sales outside shop locations is still carried out by volunteers. Much more than 82,000 volunteers are active all over Europe with Germany accounting for more than half of this figure. In Germany, it is calculated that some 800 Worldshops bind about 20,000 volunteers and that 30,000 more dedicated people are active in the country's 6,000 solidarity groups. Germany is followed by the Netherlands with 12,500 volunteers and Belgium, where the Flemish-speaking part of the country alone counts more than 7,500 volunteers.

Table 13: Fair Trade's volunteers

Country	Volunteers
Austria	1,800
Belgium ⁵⁷	7,530
Denmark	100
Finland	500
France	5,000
Germany	50,000
Ireland	N/A
Italy	3,000
Luxembourg	150
Netherlands	12,500
Norway	N/A
Spain	N/A
Sweden	880
Switzerland	N/A
United Kingdom	707
TOTAL	82,167

⁵⁷ Only for the Flemish-speaking part, i.e. the Oxfam Wereldwinkels shops

3.6 ASSESSING FAIR TRADE CONSUMER MARKETS

3.6.1 The Fair Trade market in Europe

Although the recent success of Fair Trade has largely evolved around Fairtrade certification, it should not be forgotten that Fairtrade certified sales are only a part of the whole Fair Trade market. Many Fair Trade products continue to be marketed without any Fairtrade certification, for the simple reason that for certain products there are no rules or standards for certification. This is particularly true for most of the non-food products, the only exceptions so far being cotton, flowers and sportsballs. When attempting to assess the whole Fair Trade market, one must therefore make sure to take into account the volume of the non-labelled products, i.e. mostly handicrafts, marketed by Fair Trade organisations or through Fair Trade channels.

For Europe's mature markets⁵⁸, table 14 tries to sum up the relevant non-food parts of the larger importers, i.e. those with turnovers of more than €1m for which relevant data have been available. Non-labelled sales thus made up some €94.5m in 2006, this being an absolute minimum figure (as smaller importers are not taken into account) at the wholesale level. Assuming an average discount of 30% given to the retailing level⁵⁹, this figure would translate into a retail value of approx. €135m. Therefore, total Fair Trade sales in Europe for the year 2006 can be estimated at €1,195m, where about €1,060m come from Fairtrade certified sales and €135m from non-certified sales, i.e. 89% and 11% respectively.

In 2007 the labelled sales in Europe sky-rocketed and reached over €1,554m, further reducing the part of the non-labelled sales which experienced much less growth. If one assumes a 5-10% increase of the non-labelled turnover in 2007, which would lead to some €145m retail value of non-labelled Fair Trade sales in Europe.

⁵⁸ The only country missing in this table is Luxembourg, which does not have any importing structure; the net retail value of Luxembourg's shops was calculated to be some €673,000 in 2006

⁵⁹ In many cases these discounts on handicraft products are higher, attaining some 40%, sometimes 50%; however the turnover of Ctm altrmercato, which is an important part of this, also includes non-labelled food products for which the discounts are much lower; a level of 30% therefore seems an appropriate estimate

Table 14: Non-labelled Fair Trade sales in Europe

In millions of euros

country	Organisation	total turnover in 000€	non-food in %	turnover non-food in m.€	remarks
Austria	Eine Welt Handel AG Austria	3,849	25	1	1)
	EZA Fairer Handel	11,888	29	3.4	
Belgium	Fair Trade Original	2,037	55	1.1	
	OXFAM Magasins du Monde	5,308	45.8	2.4	
Denmark	Fair Trade Danmark	550	85	0.5	
Finland	Tampereen Kehityskauppa	448	25	0.1	1)
France	ALTER ECO	16,700	5	0.8	1)
	Artisanat Sel	2,500	50	1.3	1)
	ETHIQUABLE ⁶⁰	17,000	0	0	
	Solidar'Monde	8,645	23	2	
Germany	CONTIGO Fair Trade Group	2,532	60	1.5	2)
	dwp eG	5,500	6	5.5	2)
	EL PUENTE GmbH	5,800		5.8	
	GEPA - The Fair Trade Company	48,904		2.9	
Ireland	Oxfam Ireland (Ireland)	1,262	76	1	
Italy	Commercio Alternativo	7,839	25	7.8	1)
	Ctm altromercato	30,449	70	30.4	2)
	Equo Mercato Cooperativa	1,202	33	0.8	
	Libero Mondo Scs. Arl.	3,932		1.3	
Netherlands	Fair Trade Original	18,290	24	4.4	
Norway	Friends Fair Trade	249	N/A	N/A	
Spain	Alternativa 3 S. Coop.	3,735	35	1.3	
	Equi Mercado	251	1	0	
	IDEAS	2,721	36	1	
	Intermón Oxfam	7,504	48	3.6	
Sweden	La Maison Afrique AB	88	100	0.1	
	The House of Fair Trade	648	60	0.4	
Switzerland	Caritas Fairtrade	2,206	74	1.6	
	claro fair trade plc	14,785	7.1	1	
	Fairtrade Village	38	100	0	
	gebana Ag	3,700	5	0.2	

60 The turnover for ETHIQUABLE is the 2007 figure

Table 14: Non-labelled Fair Trade sales in Europe

In millions of euros					
UK	Bishopston Trading Company	1,265	100.0	1.3	
	Fair Deal Trading Partnership	469	100.0	0.5	
	Pachacuti	345	100.0	0.3	
	Shared Earth	3,924	99.0	3.9	
	Tearcraft	1,634	100.0	1.6	
	Traidcraft Plc	24,642	14.0	3.4	
	Zaytoun Ltd.	484	5.0	0.0	
TOTAL	non-labelled sales Europe			94.5	

Remarks:

1) Author's minimum estimates in accordance with the product range of the company

2) The turnovers of *dwp* and *EL PUENTE* from Germany and *Ctm altromercato* are 100% non-labelled.

In this case, the labelled and the non-labelled products together should have attained a retail value of €1,699m in 2007.

The overall figures given (€1,195m for 2006 and €1,699m in 2007) compare to a value of €660m per annum given for 2004 in the latest edition of this study and the value of €260m given in the 2001 edition for the year 2000.

3.62 The Fair Trade market in North America and the Pacific Rim

Getting an overall picture of the market success of Fair Trade in North America and the Pacific Region is not an easy undertaking. There is hardly any complete and consistent data available.

The most comprehensive overview so far comes from the Fair Trade Federation (FTF) and is contained in its "2005 Trends Report"⁶¹. The picture presented is shown in the following table, integrally taken from that publication. The table shows the situation for the years 2001-2004, acknowledging (Fairtrade or TransFair-) certified sales and non-certified sales separately. During that period, both sub-regions showed a remarkable growth, bringing the overall market in 2004 to nearly three times the market size only three years earlier. At the end of the

period the North American market was approximately 20 times the size of the Pacific Rim market.

However the above table calls for a few observations:

- The sales of FTF and IFAT members in the two sub-regions are, at least for the year 2004, estimates as many organisations "...did not yet have their final 2004 audited sales figures" (page 15 of the report).
- The TransFair USA figures are for coffee only, although there were significant volumes of tea, cocoa and fresh fruit being sold under the label in 2004. The figure given is thus a minimum figure.
- The fact that for 2004 the table shows a sub-total for North America (USD 358.91m) that is inferior to the coffee sales labelled by TransFair USA alone (USD 369m) hints to some underlying misconceptions or shortcomings in the data quality. In reality, Fair Trade sales should reflect the sum of all labelled sales plus all non-labelled sales by internationally recognised Fair Trade organisations, both in food and non-food. This sum can by no means be inferior to its first component.

The authors of the "2005 Trends Report" were well aware of the limited data quality, when they wrote that

"..the figures and data in this report represent our presentation and interpretation of solid data, but necessarily not a fully comprehensive picture, since no actual mechanism exists for this and the process

⁶¹ *The Fair Trade Federation: 2005 Report: Fair Trade Trends in North America and the Pacific Rim. – available from the organisation's website*

Table 15: Fair Trade Markets in North America & the Pacific Rim, 2001-2004

(Source: Fair Trade Federation: 2005 Trends Report)

		all in millions of USD	2001	2002	2003	2004
		North America	Canada, US & Mexico	FTF & IFAT members	48.20	56.20
TransFair USA (coffee only)	85.60			131.00	208.00	369.00
TransFair Canada	5.40			9.10	17.46	27.14
Comercio Justo	n/a			n/a	0.22	0.30
SUBTOTAL	139.20			196.30	291.41	472.25
Less FTF/IFAT Coffee Sales	14.00			16.30	15.29	113.30
Less Canada Tea / Sugar / Cocoa Sales	n/a			n/a	0.02	0.04
TOTAL N. AMERICA	125.20			180.00	276.10	358.91
Pacific Rim	Japan, Australia & New Zealand			IFAT members	9.90	11.30
		Fairtrade Label Japan	0.90	0.85	1.49	2.66
		Fairtrade Label Australia / New Zealand	n/a	n/a	n/a	n/a
		SUBTOTAL	10.80	12.15	15.65	17.51
		Less Japanese IFAT members Coffee Sales	0.23	0.28	0.00	0,00
		TOTAL PACIFIC RIM	10.57	11.87	15.65	17.51
GRAND TOTAL		135.77	191.87	291.75	376.42	

Source: Fair Trade Federation: 2005 Trends Report.

relies on the cooperation and support of the many Fair Trade businesses and certification bodies in the region”.

Unfortunately, the situation has not changed fundamentally since then.

Therefore Table 16 tries to describe the commercial impact of Fair Trade in the North America and Pacific Rim region for the year 2006 and 2007 via the author’s own calculations. It is based on the figures provided by Fairtrade Labelling Organizations International (FLO) in

their annual reports and on the results of the survey underlying this study. Well aware of its own limitations, the table defines “Fair Trade sales” as the sum of the labelled sales in a national market plus the non-labelled sales by generally recognised Fair Trade actors. These latter non-labelled sales are largely identical with non-food or, as an approximation, handicraft sales.

The table brings in the handicraft sales of the largest handicraft actors in the different countries. On top of that, it estimates that the handicraft-devoted importers and wholesalers who are members of the Fair Trade

Federation make up for some additional €50m of non-labelled sales.⁶²

Similarly to the situation in Europe described above, part of this figure is again at the wholesale level. However, a large part of it, especially the estimate for the smaller organisations, will most probably reflect sales at the retail level, as the figures given are very often for one or two outlets run by the importer, with only smaller portions being generated through wholesaling. Assuming that the above figure is half retail value and half whole-

sale at a 40% discount, the given total would translate into a retail value of approx. €112m.

Therefore the value of the total Fair Trade sales in the North America and Pacific Rim region in 2006 can be estimated at €676m, where about €564m come from Fairtrade certified sales and €112m from non-certified sales.

In 2007 the labelled sales in the region grew significantly⁶³ and reached over €827m. If one assumes a 5-10% increase of the non-labelled turnover in 2007,

Table 16: Non-certified Fair Trade in North America & the Pacific, 2006

country	organisation	total turnover in 000€	non-food in %	turnover non-food in m.€	remarks
USA	Ten Thousand Villages	17,138	97	16.6	
	A Greater Gift	7,005	97	6.8	1)
	other handicraft businesses				
	estimate, see footnote for explanation			50	
Canada	Ten Thousand Villages Canada	8,319	75	6.2	
Japan	People Tree	4,440	100	4.4	
	Nepali Bazar	1,027	70	0.7	
Australia / New Zealand	Oxfam Australia	5,750	50	2.9	1)
	Trade Aid	3,060	50	1.5	
TOTAL	non-labelled sales N.America & Pacific Rim			89.2	

Remarks:

1) author's minimum estimates in accordance with the product range of the company

⁶² At the end of 2007, the Fair Trade Federation counted some 150 members involved in handicraft imports, distribution and retailing. From the response to the questionnaire used in this research (see also the United States country chapter) and related Internet-based research, it can be concluded that most of these businesses have a turnover of between USD 100,000 and USD 800,000. If we take 150 businesses at an average turnover of USD 450,000 (at the 2006 exchange rate: some €358,000) we get an estimated additional turnover of 150 * 358,000 = €53.7 millions.

⁶³ Interestingly enough both regions showed an identical increase of 47% in 2007

which would lead to some €120m retail value of non-labelled Fair Trade sales in North America and the Pacific Rim. Together, the labelled and the non-labelled products should have attained a retail value of some €947m in 2007.

3.63 THE GLOBAL FAIR TRADE CONSUMER MARKET

The following table puts the different bits of the picture together and offers an overview of the value of Fair Trade sales, both certified and non-certified, in 2006 and 2007.

In 2007, the total Fair Trade market in 33 consumer countries of Europe and North America and the Pacific Rim region was worth about €2.65bn, up from €1.87 in 2006 (i.e. plus 41%). A little less than two thirds of these sales, i.e. 64 % of the total, were generated in Europe. The share of the Fairtrade certified products has gone up from 87% to 90 % of overall Fair Trade sales in 2007.

The picture shown in this table describes the fundamental change that has taken place within a few years in the Fair Trade world.

Non-labelled Fair Trade is rapidly losing market shares, and the incredible growth rates give enough space to new companies to move in and to grow rapidly, sometimes alongside the traditional players, sometimes leaving them very fast behind.⁶⁵

In whichever way one tries to get as comprehensive an overview as possible, a few conclusions can be drawn even from imperfect data, from both Europe and North America and the Pacific Rim countries:

- With the exception of a very few nearly saturated markets (e.g. Switzerland, the Netherlands) Fairtrade certified sales are growing at impressive annual rates of 30 percent and more. The reason for this is a high and further growing consumer demand, which drives more and more

Table 17: Global Fair Trade sales, certified and non-certified, 2006 and 2007

Fair Trade sales in 000'€	Europe	North America & Pacific Rim	total	in %
2006				
Fairtrade certified	1,060	564	1,624	87
non-certified	135	112	247	13
total	1,195	676	1,871	100
in %	64	36	100	
2007				
Fairtrade certified	1,554	827	2,381	90
non-certified ^{[1]64}	145	120	265	10
total	1,699	947	2,646	100
in %	64	36	100	

⁶⁴ Calculated as above; these are minimum figures as they do only refer to the 15 mature markets in Europe, direct imports into the 13 younger markets are not included as volumes remain very low

⁶⁵ See for example the recent developments in France

importers, distributors and retailers to the Fairtrade certification scheme. Growth is also being fuelled by new products being regularly launched.

- As Fair Trade promises new opportunities on the premium side of the market, new actors are entering the field (for details see the respective country chapters), bringing new ideas and a new dynamic to it.
- Business of the “old classical” Fair Trade organisations is in most cases also expanding very quickly. This seems to be due to the generally increasing demand and a stronger business-oriented approach.
- Comparing the situation in the North America and Pacific Rim region with that of the more mature European markets (like UK, Netherlands, Switzerland, or Germany) one can state with a high degree of certainty that there is still a huge potential for further growth in North America and the Pacific Rim region.
- The 13 younger markets in Europe described in the following pages⁶⁶ have a joint population of more than 103 million, as compared to the 582 million of the 15 mature Fair Trade markets in Europe. Although the experiences in these younger markets are quite mixed and the commercial success still seems a few years away, the sheer size of these markets leaves a lot of room for further growth to the benefit of disadvantaged producers from the South.

A last comment should be made regarding the description of Fair Trade’s big successes and incredible growth in sales volumes. It touches the question as to whether the net retail value of products sold is the best possible measurement or indicator.

It can indeed be argued that this value should be complemented by at least another one to fully assess the impact of Fair Trade’s marketing successes, namely the so-called “sourcing value”.

Indeed Fair Trade is about disadvantaged producers in the global South and turnover in the consumer markets is lastly an instrument to benefit the producers, not to be an aim in itself. It is worthwhile mentioning in this context that already some years ago Traidcraft plc from the UK⁶⁷ decided to make the value of its annual purchases from producers an important measure for its own

success. Since then information on this indicator is well documented in the organisation’s annual reports.

The importance of such a complementary indicator is also underlined by a broadly based study done in France on behalf of the Ministry of Foreign Affairs.⁶⁸ The study had 226 French Fair Trade structures participating and it concluded that one of the main issues to look at was the apparently “low capacity (of Fair Trade) to redistribute or relocalise the added value towards the South”⁶⁹. The study found that every 100 euros of Fair Trade sales in France translated into 40 euros worth of FOB sales from producers in the case of handicrafts, and only 16 euros of FOB for food products.

It is against this background that sales volumes growing by the hundreds of millions of euros should finally be assessed and valued.

⁶⁶ i.e. 9 countries from Central and Eastern Europe (Bulgaria, Czech Republic, Estonia, Hungary, Lithuania, Latvia, Poland, Slovenia, Slovakia) plus Greece, Iceland, Malta and Portugal

⁶⁷ See country chapter on the United Kingdom for more details on the organisation

⁶⁸ *Ministère des Affaires Étrangères, Direction générale de la Coopération internationale et du Développement: Le Commerce Équitable en France. Point de situation sur les flux économiques générés en 2004*, by Arturo Palma Torres and Frédéric De Sousa-Santos

⁶⁹ *idem*, page 14

4. THE CHALLENGES AHEAD

Fair Trade has come a long way since 2000. Market-driven change has been so fast and far-reaching that the consequences of the incredible recent growth with its many decisions involved at both national and international levels cannot yet be fully assessed. What can be said however, is that the challenges ahead are getting more and more complex.

The situation still varies largely between countries. For mature Fair Trade markets such as in the Netherlands, Switzerland or the United Kingdom the situation is totally different from that of the younger Fair Trade markets, i.e. in the Eastern European countries or Portugal and Greece. The North American and Pacific Rim countries dealt with in this study resemble very much those of the mature European markets. Even within the same country the situation can widely differ depending on the perspective from which it is looked at. For example, the challenges as seen from a labelling organisation's point of view may be very different from the challenges perceived on the same national market through the eyes of a Worldshop association.

For the mature markets of Europe as well as for North America and the Pacific Rim countries, four major challenges can be identified from the questionnaires which form the basis of this survey:⁷⁰ they are competition; credibility; growth; and legislation.

Competition:

With the success of the recent years, growing levels of competition can be felt in all countries by all types of organisations.

The Worldshops have lost their former position as the only link between the producers and the consumers. Today Fairtrade certified products are available from many thousands of competing supermarkets and other outlets. The question for the Worldshops therefore is: how can they make consumers (continue to) prefer Worldshops as their favourite place to buy Fair Trade products? The answer will most certainly involve making Worldshops more attractive, very often through programmes to professionalise. This includes moving to

better locations, regulating opening hours, improving the use of a common identity, having attractive store designs, offering an interesting and changing assortment, and having paid personnel to complement and support volunteers.

For importing organisations the question that arises from growing competition from new importers and wholesalers is to how best guarantee their market share. Important elements of the answer lie in the composition and presentation of the assortment (with constant product development getting ever more important), in the quality of the products and last but not least in the margins offered to retailers. These very commercial aspects are also becoming crucial for Worldshops and their relation to those organisations that have been their "natural" suppliers for many years now.

Besides this, it will certainly become more and more important for importers to further sharpen their individual profile and thus build greater brand and company loyalty. Many of them are investing great amounts of money in developing new corporate designs, with new packaging lines or logos; some organisations have even changed their company's names recently.

For the labelling organisations competition comes from other eco or social labels being introduced and sometimes even being framed very much along the Fairtrade model. The answer will include pro-active promotion of the Fairtrade Certification Mark and trying to iron out all potential weaknesses.

Credibility:

Credibility is without any doubt one of the central cornerstones of Fair Trade. It is therefore important to provide a Fair Trade guarantee at all possible levels.

The Worldshops represent the strongest direct link between Fair Trade and consumers. For them the question of credibility is therefore crucial. It is in the interest of all Worldshops to ensure that they can give their consumers a guarantee that all the operations along the supply chain are being carried out according to Fair Trade standards. Worldshops are therefore looking for affordable, well-balanced monitoring systems, giving them the assurance that the importers supplying them are complying with Fair Trade principles, even if their products do not always bear the Fairtrade Certification Mark.

⁷⁰ All the questionnaires forming the basis of this survey had one question dealing with the challenges ahead

The importing organisations can build on the assurance given by the FLO system⁷¹ for products eligible to bear the Fairtrade Certification Mark and on IFAT's monitoring system for those of their partner organisations who are members of IFAT. For non-IFAT members, importing organisations will sometimes rely on other Fair Trade colleagues (e.g. within EFTA's partner attending scheme) or have to do an assessment of their own as to how producer organisations are complying with their expectations.

For the time being IFAT is working hard in turning its members' demands for better credibility assurances into manageable and cost-efficient monitoring systems.

For the labelling organisations the ISO 65 accreditation of the certification set up by FLO-cert has meant an important step forward. However important this may be for creating external credibility, it must be said that inside the Fair Trade movement credibility does not only come from compliance with some objectively assessed criteria using well-defined procedures.

Credibility is also strongly derived from winning the minds and hearts of people, most importantly of those thousands of people, quite often volunteers, who with their dedicated work have for many years made the success of Fair Trade possible. In this context, many people do not feel comfortable in a situation where big multinationals are becoming partners in Fairtrade, albeit for a negligible percentage of their whole volume only, as is the case with Nestlé, Dole, and others. Other strands of critical discussions have focused on whether supermarket chains not complying with labour regulations in their countries (such as Lidl in Germany) may join in or whether minimum percentages for ingredients in composite products should be much higher. All these are important aspects touching the credibility issue.

Significant progress has been achieved in another relevant aspect, namely the harmonisation of what was once a conglomerate of different initiatives under different names with different logos. Since Max Havelaar Switzerland adopted the common FLO label in spring 2008, the visual appearance of all Fairtrade initiatives in Europe is now the same.

Growth:

The growth rates of the recent years have brought about new challenges, among which the question of whether and how this growth can be sustained.

For the Worldshops and their associations, future sources of growth have much to do with further professionalisation of the existing shops and finding good locations for new shops. Different evolutions in shops from the same association accentuate existing differences between members, making the work of the associations more complex, because they have to cope with more and more differentiated demands.

For the importing organisations it seems as if tomorrow's sources for growth will come from strongly investing in continuous product development and on expanding product ranges along the "organic + fair" concept. In some countries, importers are working hard to make existing and new Fair Trade shops a new source for future growth, knowing all too well that most Worldshops will never buy their products from purely commercial companies, even if they were Fairtrade certified products.

The labelling organisations will be able to open up new sources of growth simply by launching new products. For them, the real challenge lies in managing their own growth in the best possible way, i.e. coping with the need for more resources in terms of personnel and finances, the risk of becoming dependent on just a few very big licensees, the increasing vulnerability by critical media coverage, etc.

Legislation:

The discussions around legislation on Fair Trade and in some countries the implementation of legal frameworks for the Fair Trade sector are seen as a big challenge by all the different types of organisations involved. All Fair Trade players involved are well aware that any legal framework at national or international level will be applicable in exactly the same manner to all of them, without exception. Therefore they seem to agree that this challenge can only be tackled by coming together and joining forces towards regulations which will be acceptable to all of them.

An overarching challenge for everyone involved in Fair Trade is the natural ageing of a movement which started

⁷¹ See paragraph 2.4 for more details on FLO

in the 1970's and in which many grassroots people of those years continue to be active.

Fair Trade as a movement will only survive if it succeeds in attracting younger people to take over and to further develop what has been achieved so far. To facilitate this more efforts should go into organising an intensive international exchange of information on practical experiences with young people in Fair Trade.

From the author's point of view, much could be gained if Fair Trade was to make more systematic and stringent use of all the research that is currently being undertaken at high schools, universities, research institutes, etc. on Fair Trade related issues. The setting up of one or more international Fair Trade Training and Research Centres⁷² could significantly aid in bridging the gap gaps between theory and practice.



⁷² In Austria plans for such a "Fair Trade Academy" had to be downsized to the training part only (see country chapter on Austria), as the financing for the bigger project could not be secured



PART TWO

COUNTRY STUDIES EUROPE

**Austria – Belgium – Bulgaria – Czech Republic –
Denmark – Estonia – Finland – France – Germany –
Greece – Hungary – Iceland – Ireland – Italy –
Latvia – Lithuania – Luxembourg – Malta –
The Netherlands – Norway – Poland – Portugal –
Slovakia – Slovenia – Spain – Sweden –
Switzerland – United Kingdom**

AUSTRIA

THE STRUCTURE OF FAIR TRADE IN AUSTRIA

EZA Fairer Handel (i.e. EZA Fair Trade), founded in 1975 with support from the Dutch SOS Wereldhandel (now Fair Trade Original), continues to be by far the largest importing organisation in Austria.

In summer 2005 the organisation, a founding member of both EFTA and IFAT, moved to its new offices and central warehouse some 25 kilometres North of Salzburg. The highly energy-efficient building, totally independent from fossil fuels, and instead using solar panels, the heat from computer servers and the body heat from the very personnel, along with a bio-mass based heating serving as a fallback system under conditions of extreme cold, has won the organisation many prizes of recognition for its pioneering role in climate protection.

Since the year 2000 the company organises incentive trips for Worldshop workers to producer organisations in the South on an annual basis, combining them with educational and promotional work for the whole Worldshop movement in Austria. Since the start of the programme, more than half of the Austrian Worldshops have had paid staff or volunteers of theirs taking part in these visits to producers.

EZA Fairer Handel has a workforce of 48 full-time equivalents and manages an assortment of more than 4,000 articles stemming from about 140 producer groups in some 30 countries. In 2007, a new cooperation with a young international designer label based in Austria has won the company a lot of media attention: the organic cotton garments sold under the "Göttin des Glücks"⁷³ label were sold out within a short period.

The organisation supplies a large number of different sales channels, among which the Worldshops play a dominant role. It also runs three shops of its own, one in Salzburg and two in Vienna. The innovative store design of the Vienna shops has attracted big interest from quite some Fair Trade organisations abroad.

For its 30th anniversary, EZA Fairer Handel has given itself a new corporate design, including a new package design for all food products and a change of its former name.

The second-largest import organisation is **Eine-Welt-Handel**, based in Styria, one of the southern provinces of Austria, from where it runs a vast array of activities, including, among others, 6 shops of its own, 10 franchise shops, and 2 regional distribution centres in the Czech Republic and in Southern Germany.⁷⁴ Through the latter, products of Eine Welt Handel also find their way to some 300 Worldshops in Germany.

Although they have diversified away from their original concentration on basketry a few years ago, the basket-related part of the assortment still remains important and is present in most garden centres and do-it-yourself markets in Austria as well as in the neighbouring Eastern countries.

In order to cope with future growth the organisation has started to build its new central warehouse at the same location where the company started in 1987. The new building, planned under the EU-funded "holiwood" programme⁷⁵, will be very largely built on the basis of thermal treated wood and will cut down energy needs by 90%.

Some 14 other importing organisations are recognised by the Austrian Worldshop association as partners, among which stand out the national chocolate specialist *zotter* and the German organisations EL PUENTE, dwp and CONTIGO.⁷⁶ The Worldshop association **ARGE Weltläden** was founded in 1982. It now has 89 Worldshops as members as well as one Worldcafé, the first of what could become a new variety of Fair Trade outlets within the movement. The café opened in December 2005 close to Vienna's university district and has been a huge success ever since. The shops are run by some 140 paid staff (equivalent to around 70 full-time employments) aided by an estimated additional 1,800 volunteers.

Among the recent highlights of the association's activities is a youth-oriented EU-funded project⁷⁷ which ran from 2004 to 2006 and has brought about many a new cooperation with schools and youth groups. In November 2006, the association has started its new "Fair Trade Academy", a modular 15 months training

⁷⁴ For more information on Fair Trade Centrum, of which Eine Welt Handel holds a share of 75%, see the country chapter on the Czech Republic

⁷⁵ See www.holiwood.org

⁷⁶ See also the country chapter on Germany

⁷⁷ This was a joint venture between the German and the Austrian Worldshops associations; more details under <http://www.fairjobbing.net/>

⁷³ i.e. "Goddess of Happiness"

programme for those interested in becoming certified Fair Trade mentors / advisers.

Three times a year, the association organises a week-end long national conference, usually attended by more than 120 Worldshop workers each.

FAIRTRADE Austria, the national labelling initiative founded in 1993, is backed by 30 member organisations representing large parts of Austria's development and environment focused civil society. The regular launch of new products and a constant marketing endeavour (like the annual Fair Trade Weeks in May or the "Sustainability Weeks" organised in cooperation with the Ministry for Agriculture in September each year, both accompanied with TV-spots on national TV) have helped to make Fairtrade certified products available at more than 5,000 outlets all over Austria. Building on the fact that pro-Fair Trade resolutions have been passed at local, regional and national levels, FAIRTRADE Austria has started in 2006/07 to bring the Fairtrade Town scheme to Austria as well.

The national **Fair Trade Forum**, set up in 2002, brings together the most important Austrian Fair Traders with educational and awareness-raising organisations such as the Clean Clothes Campaign, Südwind, etc. It is a platform offering a regular exchange of information and opportunities to coordinate activities.

THE FAIR TRADE MARKET IN AUSTRIA

After doubling its sales between 2000 and 2005, EZA Fairer Handel has continued to grow in recent years, passing from a turnover of €9.5m in 2004/05 to €11.6m in 2006/07, i.e. +22% in two years' time. In the same period Eine-Welt-Handel's sales went up from €3.2m in 2004/05 to 3.8m in 2006/07.

The accumulated net retail value of those Worldshops organised in the Worldshop association is estimated to have reached €10.6m in 2006, with 62% of this figure being achieved with non-food products. A success story of its own has been the new Worldshop in Innsbruck, Austria's fifth-largest city, which managed to reach a sales figure of €654,000 in its very first year of operation.

It has taken quite a few years for FAIRTRADE Austria to see its marketing and awareness-raising activities getting rewarded in the marketplace, but in recent years success is clearly visible.

Fair Trade in Europe 2007	Austria
Importing organisations	10
Points of sale	
Worldshops	105
Supermarkets	5,000
Paid staff (full-time equiv.)	
Importing organisations	69
Worldshops associations	2.4
Worldshops	70
Labelling organisations	8
TOTAL	149.4
Turnovers, in 000 €	
Importing organisations	15,737
Worldshops - NRV	10,600
Labelling - NRV 2007	52,800
Education / PR / marketing in 000 €	
Importing organisations	727
Worldshops association	130
Labelling organisation	750
Fairtrade Certification	
NRV 2007 per capita, in €	6.36
NRV 2007 per capita, rank	6
Licensees 2006	47

In a representative market research (GfK, 2007) 84% of the Austrians said to be familiar with the Fairtrade logo, up from only 63% one year earlier. This growing presence of Fairtrade in the minds of people is also reflected in sales figures.

The net retail value of sales of Fairtrade certified goods has steadily been growing and has doubled between 2005 and 2007, going up from €25.6 m in 2005 to 52.8m in 2007. The most important products are bananas, coffee and chocolate, which together account for 75% of the organisation's license fees. Market shares are calculated to reach 2.5% for coffee and some 20% for bananas, taking some 70% of the organic banana submarket.

More information:

www.eza.cc	EZA Fairer Handel
www.eine-welt-handel.com	Eine-Welt-Handel
www.weltlaeden.at	ARGE Weltläden
www.fairtrade.at	FAIRTRADE Austria

BELGIUM

THE STRUCTURE OF FAIR TRADE IN BELGIUM

Oxfam Fairtrade is by far the largest Fair Trade importing organisation in Belgium. It was separated from its parent organisation Oxfam Wereldwinkels in 2003 and set up as a cooperative. With 70% of the shares, Oxfam Wereldwinkels remains the major shareholder of Oxfam Fairtrade.

The organisation is based in Gent and concentrates exclusively on food products. Many of its nearly 200 products, such as its chocolate range and its Chilean wines are well known in Belgium and also outside the country, through export to other Fair Trade organisations. By exploring new sales channels such as supermarkets and the out-of-home market, the organisation has won over new commercial partners, such as the Novotel hotel chain for example, which has supported the organisation with a lot of dedication. Oxfam Fairtrade has also run innovative and high-profile campaigns with well-known personalities from the political, cultural and entertainment sector to market its brand. Through these new activities, Oxfam Fairtrade has achieved tremendous growth in recent years and now employs more than 50 people (full-time equivalents).

Oxfam Wereldwinkels, the parent organisation, runs 207 Worldshops, 120 school groups and 7 university student groups in Flemish-speaking Belgium. They sell food products imported by Oxfam Fairtrade and handicrafts imported by Oxfam-Magasins du Monde and Fair Trade Original. The shops are run by more than 7,500 part-time volunteers, along with 24 full-time equivalent paid staff.

Oxfam Wereldwinkels, which celebrated its 35th anniversary in 2006, remains the strong political arm of the Fair Trade setup in the Flemish-speaking part of Belgium. Three main points describe the core of its mission: a democratic movement of volunteers, the fight for fair international trade, and close cooperation and networking with other NGOs striving for human dignity. The organisation is highly active in campaigning (e.g. the "Ik ben verkocht"⁷⁸ or the Fairtrade Towns campaigns) and in lobbying Belgian authorities and decision-makers

as well as the European institutions based in Brussels. They succeeded in including a paragraph on the need for improved protection of Fair Trade in the last official government declaration.

Oxfam-Magasins du monde, in French-speaking Belgium, describes itself as a permanent, democratic and participative educational movement with the aim to lead "Fair Trade actions in solidarity and change actions in favour of a sustainable, social and fair development."⁷⁹

In the Fair Trade business part of its operations, the organisation has a clear division of tasks with its counterpart in the Flemish part of Belgium. It specialises in handicraft products, imported from about 60 producer groups in the South, thus complementing Oxfam Fairtrade's work in the field of food products. Oxfam-Magasins du monde runs 88 Worldshops, involving some 3,000 volunteers. The French-speaking Worldshops sell mainly three lines of products, their own handicrafts (marketed under the "made in dignity" brand), food products imported by Oxfam Fairtrade and the Natyr cosmetics line.

The organisation, which has a paid staff of 70 people in its different departments, also coordinates a special type of shop involving young people. There are now about 100 such "Jeunes Magasins du Monde" (young Worldshops), small sales outlets based in schools and run by groups of young secondary school students, each group being supported by two teachers.

The organisation is among those Fair Trade actors who devote a lot of time and money to research, studies and publications on the Fair Trade sector, and particularly on handicraft and handicraft producer-related issues.⁸⁰

Smaller importers in Belgium are **Fair Trade Original** in Bierbeek (the Belgian arm of the Dutch Fair Trade Original⁸¹, with a staff of seven full-time equivalents), **Sjamma** (specialised in textile and cotton products), **Tear Craft** and **Maya Fair Trading**. The latter is an organisation concentrating strictly on honey and honey-based products, sourced from Guatemala and Mexico.

78 Translations for this title range from "I am in", "I am enthralled", "I agree" to "I go for it": it aims at gaining the general public's interest through media and street actions, such as serving a Fair Trade breakfast on the "longest table ever" on World Fair Trade Day

79 From the organisation's strategic plan 2005-2008

80 Most of them are available from the organisation's website

81 See country chapter on the Netherlands for more information

Besides the Worldshops run by Oxfam Wereldwinkels and Oxfam-Magasins du monde, Belgium counts 4 more Worldshops in its small German-speaking part⁸² and one more shop belonging to Fair Trade Original. The 9 Fair Trade shops set up by Citizen Dream were due to close in early 2008, because of their mother organisation's decision to wind-up its affairs and dissolve.

Max Havelaar Belgium, the national Fairtrade label organisation, is backed by a broad coalition of member and partner organisations lending support in marketing and financing the label.

With the ongoing introduction of new product lines, the organisation has been able to see Fairtrade certified products penetrating more deeply into the Belgian market. At the same time the number of its commercial partners and licensees has more than doubled within a short period, going up from 48 in 2005 to 112 only two years later.

Today, Fairtrade certified products can be found in thousands of outlets all over Belgium, placed on the shelves of all important supermarket or retail chains, like Delhaize, Carrefour, Intermarché, Colruyt, Cora, Spar, etc.

The **Fair Trade Centre** in Brussels acts as a kind of informal national Fair Trade platform, focusing on three types of activities. It foments joint activities of the big Fair Trade players (e.g. the Fair Trade week taking place in October of each year), supports Fair Trade with new product developments and operates an observatory meant to centralise all relevant studies, reports and general information in connection with Fair Trade questions. Its electronic newsletter is a valuable source for otherwise not so easy to find information.

THE FAIR TRADE MARKET IN BELGIUM

In the aftermath of Fairtrade certified products becoming ever more popular, the turnover of the pioneering and food-focused Oxfam Fairtrade has grown considerably in the last few years, increasing from €15.5m in 2004 to €18.8m in 2006 and €20.5m in 2007.

The turnover of its sister organisation Oxfam-Magasins du Monde increased from €3.4m in 2004 to €5.3m in 2006.

Fair Trade Original reached sales figures of approx. €2.0m in 2006.

⁸² See www.weltladen.info for more information

Fair Trade in Europe 2007	Belgium
Importing organisations	6
Points of sale	
Worldshops	296
Supermarkets	N/A
Paid staff (full-time equiv.)	
Importing organisations	121
Worldshops associations	26.5
Worldshops	24
Labelling organisations	12.8
TOTAL	184.3
Turnovers, in 000 €	
Importing organisations	26,099
Worldshops - NRV	7,874
Labelling - NRV 2007	35,000
Education / PR / marketing in 000 €	
Importing organisations	250
Worldshops association	89
Labelling organisation	N/A
Fairtrade Certification	
NRV 2007 per capita, in €	3.31
NRV 2007 per capita, rank	11
Licensees 2006	75

In Belgium, Fairtrade certified products have continued their incredible success story in the last few years. The expanding product range open to certification and the new distribution channels have generated record years in a row for Max Havelaar Belgium. The net retail value of all products sold under the label has more than doubled within two years, rising from €15m in 2005 to €35m in 2007.

After ten years of market presence, celebrated in October 2007, the Fairtrade certified banana has reached a market share of 6%. More than 5,100 tons of bananas were sold in 2007, meaning that Belgian consumers were eating some 80,000 Fairtrade bananas each day.

Besides bananas, it was cotton that hit the imagination of many potential Fairtrade partners most. About one third of the new licensees who joined in 2007 did so because they wanted to market a Fairtrade cotton-based product.

In recent years, much additional attention, more particularly from the media, has been generated by the regularly organised Fair Trade Weeks as well as by the Fairtrade Towns activities, which are supported by thousands of volunteers in both the Flemish- and the French-speaking parts of Belgium.

With this, the general public's awareness of Fair Trade has been steadily on the rise going up from 32 % in 2002 to 66% in 2005. The percentage of those knowing the Fairtrade Certification Mark rose from 48% to 54% (Dimarso 2004 and 2006).

More information:

www.oft.be
www.oww.bw
www.madeindignity.be
www.fairtrade.be
www.sjamma.be
www.maya-ft.be
www.maxhavelaar.be
www.befair.be

Oxfam Fairtrade cvba
Oxfam Wereldwinkels
Oxfam Magasins du Monde
Fair Trade Original Belgium
Sjamma vzw –
WereldModeWinkel
Maya Fair Trading
Max Havelaar Belgium
Fair Trade Centre

BULGARIA

Integra Bulgaria is the main driving force behind Fair Trade activities in Bulgaria. It is the national branch of the larger Integra network involved in social and economic development activities in different countries of Central and Eastern Europe.⁸³ The Fair Trade activities of Integra aim at supporting social enterprises by opening new market opportunities for the products of local people with disabilities, Roma craftsmen, women and street-children, and help disadvantaged producers from developing world, all at the same time.

On 9 December, 2005, the Vice Prime Minister of Bulgaria officially opened Bulgaria's first Fair Trade shop. The shop, named "Ten Senses", was located in the very central Frityof Nansen Street, just off the National Palace of Culture, in the country's capital Sofia. On top of products coming from local disadvantaged producers it also sold food products from Southern producers, imported via Fair Trade organisations in Italy and Austria. Although the shop had to close down in May 2007, because the rent was too high, Fair Trade products continue to be available in Bulgaria.

In July 2007, Integra started to sell Fair Trade food products in supermarkets. As the Fair Trade concept is hardly known in Bulgaria, much of the promotion of products is built around the "organic plus fair" argument, attracting people first through the organic quality and only later explaining Fair Trade.

Many activities have been undertaken to make the Fair Trade concept better known to the Bulgarian public. An important step was the conference "Fair Trade – The World Business Concept of Fighting Poverty", organised in January 2007 by the Integra Foundation in close collaboration with the Swiss Agency for Development and Cooperation.

Many more awareness-raising activities have been organised in 2007, in the capital Sofia as well as in other big cities. They tried to target diverse audiences, such as NGOs, managers of big stores and supermarkets, the general public, etc. and some of them proved very successful.

In the meantime, the first articles on Fair Trade have started appearing in the "Sofia Echo", the local English-speaking press, and national business newspapers such as *Pari*, *Capital*, and the Bulgarian edition of *Business Week* are taking up the issue.

More information:

www.integra-bds.bg

Integra Bulgaria

⁸³ See the Slovakia country chapter for more details on Integra

CZECH REPUBLIC

Fair Trade activities in the Czech Republic started in 1994, when a small group of dedicated local people made their first contacts with the ecumenical network of Third World groups INKOTA in Dresden, Germany, and began importing products into the country.

Jeden Svět (One World) is the organisation behind the oldest Worldshop in Prague at 60 Korunní Street. Besides Fair Trade handicrafts, the shop also sells handmade products from local non-profit organisations supporting disabled Czech citizens. In 2005, the organisation opened a second shop in Prague at Klimentská Street. Both shops are run with volunteers only.

The **Ecumenical Academy Prague** (Ekumenická akademie Praha) is an independent association active in the fields of social justice, sustainable development, North-South issues, etc. They organise workshops, seminars and (sometimes very large) conferences on these topics. As a wholesale distributor, they also supply different commercial outlets in the Czech Republic and in Slovakia with Fair Trade products.

The **Society for Fair Trade and Development Education** (Společnost pro Fair Trade a rozvojové vzdělávání) was founded in October 2003. It specialises in awareness raising and education on Fair Trade as well as in retailing Fair Trade products. The Society cooperates with many organisations and institutions at both the national and international levels. It has a staff of six full-time equivalents. It runs five Worldshops under the name of "NaZemi" (meaning "on earth") with local groups of volunteers. Two of the shops can be found in the organisation's home-town Brno (the second largest city of the Czech Republic), and one shop each in the cities of Prague, Olomouc and Trutnov.

In 2007, the organisation's retail turnover reached 69,700 euros. These sales accounted for 57% of the organisation's income, the remainder coming from government, private and international grants.

There is currently no direct import from producer countries into the Czech Republic. All products are sourced from Fair Trade organisations in the surrounding countries, e.g. from Austria (EZA Fairer Handel, Eine-Welt-

Handel), from Germany (EL PUENTE, dwp, F.A.I.R.E.⁸⁴ or GEPA – The Fair Trade Company) or from Italy (Commercio Alternativo).

In summer 2004, the three organisations joined forces to establish a national platform, named the **Association for Fair Trade** (Asociace pro Fair Trade). It has its offices at the Ecumenical Academy in Prague.

In the meantime, the founding members of the association have been joined by two more organisations. The first one, **EXCELLENT Plzeň** (from the fourth largest city), runs an important online-shop. The second one is **Fair Trade Centrum** in Znojmo, next to the Austrian border. This is a regional distribution centre set up by the Austrian Eine-Welt-Handel⁸⁵ and aiming more particularly at supplying Fair Trade sourced handicraft products to large commercial home deco and DIY centre outlets. Fair Trade Centrum is at the moment the largest distributor of Fair Trade products in the Czech Republic.

Although points of sales offering Fair Trade products can now be found in about 15 cities all over the country, Fair Trade products are not yet broadly available in the Czech Republic. Consumers still have to rely on the few Worldshops, some specialty shops or the cafés of the Marks & Spencer Café Revive chain, such as the one located on the capital Prague's world-famous Wenceslas Square.

As a result of the promotional activities of the Czech organisations, the upper chamber of the Czech Parliament, the Senate, has taken the decision to offer selected Fair Trade products in their canteen starting from autumn 2007.

The Brno city council decided to support Fair Trade awareness-raising and to gradually switch to Fair Trade, thus leading the way for other institutions to follow. There are also some companies which have already switched to Fairtrade products, such as the internationally well-known Grisoft, the developer of the AVG anti-virus software.

⁸⁴ F.A.I.R.E. is a cooperative formed by local Worldshops, institutions and private persons and acts as a regional distributor in Dresden, in the Eastern part of Germany

⁸⁵ See country chapter on Austria for more details

At the end of 2007, there were plans for a few large supermarket chains like Tesco to take Fairtrade certified products on board.

More information:

www.jedensvet.org
www.ekumakad.cz

Jeden svět o.p.s.
Ekumenická akademie
Praha

www.fairtrade.cz

www.fairtrade-asociace.cz
www.fairtradecentrum.cz
www.explzen.cz

Společnost pro Fair Trade
a rozvojové vzdělávání
Asociace pro Fair Trade
Fair Trade Centrum s.r.o.
EXCELLENT Plzeň s.r.o.

DENMARK

THE STRUCTURE OF FAIR TRADE IN DENMARK

After some reorganisation in the aftermath of Fair Trade Import being dissolved in 2005, the Danish Fair Trade sector is now structured as follows:

Fair Trade Denmark is now the name of the key player for “classical” Fair Trade operations in Denmark. It is an organisation that integrates both Worldshops and 6 import organisations, namely Fair Trade Gruppen, Fair Trading ApS⁸⁶, Huset ved Havet, Global Trade, Alpaca Import and Fairplay. Three smaller importers are associate members.

Fair Trade Denmark also acts as the Danish Worldshop association. As such it has been very successful in recent years: with the help of a large grant⁸⁷ from DANIDA, the Danish International Development Agency, the association has been able to raise the number of fair “shop in shop” schemes from 2 to 33 at the end of 2007 and to double the number of Worldshops between 2005 and 2007 from 6 to 14. These shops are run by approximately 100 volunteers and in total less than a handful of paid staff. Some 85 % of the sales in the shops are handicrafts. The food products marketed in this channel are largely provided by Fair Trading ApS and Urtekram, a specialist in organic and natural products. The association itself has the equivalent of 3 full-timers on its payroll.

The Danish labelling organisation **Max Havelaar Denmark** was launched in 1995. At the end of 2007, the organisation was managing license contracts covering a total of about 300 articles, some three quarters of which are organic products. A large part of the success in recent years can be attributed to the extension of the product range to be certified and the growing number of Danish and foreign licensee partners. Their number has tripled within two years, going up from 21 in 2005 to 63 at the end of 2007.

Well above half of the organisation’s budget comes from its license fees, the other part from a grant by the above-cited DANIDA. Being able to invest more than DKK2.1m (i.e. €280,000) per year in education, information and marketing, the organisation is now bringing the Fairtrade Towns scheme to Denmark and has successfully launched Fairtrade certified cotton products during 2007. The latter was done in close cooperation with Danish garment producer “Jack & Jones”, who introduced their “JJ eco-Fairtrade and organic” clothes collection in 14 European countries at the same time.

THE FAIR TRADE MARKET IN DENMARK

Worldshop sales have stagnated for many years, the net retail value remaining more or less stable at around €350-400,000. However, recently, with the growing number of Worldshops and the professionalisation of existing shops, sales have started to go up: in 2007 they reached 550,000 euros.

⁸⁶ Newly created in 2006, Fair Trading ApS has tried to take over as much of the dissolved Fair Trade Import’s business as possible, in order to keep negative impacts on producers and consumers to a minimum

⁸⁷ The project ran from 2005 to 2007 and was worth DKK5m, the equivalent of roughly €670,000

Max Havelaar Denmark has seen its market impact grow considerably in the last few years. Between 2005 and 2007, the estimated net retail value of labelled products sold in Denmark has gone up from DKK113m to DKK294m, i.e. more than doubling from €14.0m to €39.6m. This gives Denmark one of the top ranks of Fairtrade per capita consumption, expressed in euros.⁸⁸ This dynamic is underlined by both a growing number of products becoming available for certification, and big companies like the German retailer Lidl and international ice-cream specialists Ben & Jerry's joining in.

A market research performed in March 2007 by Analyse Danmark showed that 57% of the Danish population know about Max Havelaar, thus leaving still much space for further growth.⁸⁹ In order to capitalise on this potential, Max Havelaar has started in 2006 its new "Fairtrade Fighters" activity, by which well-known Danish celebrities are invited to visit Fairtrade producers in their countries of origin and later to testify and narrate their experiences to the Danish public.

More information:

www.fairtrade.dk Fair Trade Denmark
 www.maxhavelaar.dk Max Havelaar

⁸⁸ For more details see paragraph 3.3

⁸⁹ In March 2008, a research by Capicent Epinion showed that this value had gone up further, reaching 69%

Fair Trade in Europe 2007	Denmark
Importing organisations	9
Points of sale	
Worldshops	14
Supermarkets	2,700
Paid staff (full-time equiv.)	
Importing organisations	N/A
Worldshops associations	3
Worldshops	3.3
Labelling organisations	6
TOTAL	12.3
Turnovers, in 000 €	
Importing organisations	N/A
Worldshops - NRV	550
Labelling - NRV 2007	39,600
Education / PR / marketing in 000 €	
Importing organisations	N/A
Worldshops association	15
Labelling organisation	282
Fairtrade Certification	
NRV 2007 per capita, in €	7.27
NRV 2007 per capita, rank	3
Licensees 2006	33



ESTONIA

On 8 May, 2007, Estonia officially became the first Baltic country to offer Fair Trade products. Fair Trade products had previously been available in the capital Tallinn, but only in one place, namely the big central Finnish-owned Stockmann department store.

The official launch of a broad line of Fair Trade certified products including coffee, tea, sugar, fruits and wine was made possible through a close cooperation of **Fairtrade Estonia**, the emerging national label organisation, and one of Estonia's top department stores company, named Kaubamaja. The launch was celebrated with a press conference and a well-booked seminar entitled "Fair Trade – a real business?". Throughout the following week, Estonian consumers had the opportunity to taste Fair Trade products at all Kaubamaja stores in Tallinn.

To further promote the Fair Trade concept, the Estonian Green Movement and the Association for Promoting Fairtrade in Finland joined hands to implement the first Fairtrade Week in Estonia from 12 to 18 November 2007. Building on the knowledge of experts from abroad and with the help of a producer representative from Tanzania it was possible to attract a lot of public attention. This included also a visit to some leading members of the Estonian Parliament, where the Members of Parliament were asked to follow the example of their colleagues in the other Nordic Parliaments and the European Parliament to switch to Fair Trade coffee and tea. The Estonian Chamber of Commerce hosted a high-profile

seminar "Fairtrade: following the Dutch example" and organised product tastings for a wide audience of retailers, enterprises, media and the NGO sector.

All throughout 2007, Fairtrade Estonia was very active in involving more and more NGOs and volunteers in Fair Trade issues: photo exhibitions, workshops, the visit of the Finnish Fair Trade sailing shop Estelle to Tallinn in July, etc., helping to get new organisations and people on board. Many awareness-raising events were organised with the aim of getting the Fair Trade message across to as many people as possible. This has given the organisation a great deal of media coverage in Estonian newspapers and magazines, as well as on radio and TV stations.

A market survey conducted in autumn 2006 also showed that Fair Trade is set to become a huge success in Estonia. Although only 5% of the respondents recognised the Fairtrade Certification Mark and what it stands for, more than half (53%) expressed their willingness to buy products if available.

The future for Fair Trade looking bright, more and more Fair Trade products were entering the Estonian market at the end of 2007, including chocolate drinks, fresh fruit and cotton clothes for children.

More information:

www.fairtrade.ee

Fairtrade Estonia

FINLAND

THE STRUCTURE OF FAIR TRADE IN FINLAND

Finland has six importing organisations, of which **Kehityskauppa**, known abroad as the **Tampere ATO**⁹⁰, is by far the best known. The organisation has become widely known through its year-long cooperation with producers in Tanzania. It has not only been

instrumental in introducing a coffee roaster and vacuum packing line in Tanzania (Tanzania Tea Blenders Ltd. - TTB) but it has also brought the Africafé instant coffee to consumers in many countries.⁹¹

Today, major efforts of the organisation are geared towards the rehabilitation of the instant coffee company

⁹⁰ ATO stands for Alternative Trading Organisation, the term traditionally used for what is nowadays described as a Fair Trade Organisation

⁹¹ In spring 2008 cooperation with TTB only took place through the Court of Appeal in Tanzania as the current owner of the company is –in the words of Tampere ATO- "illegally occupying the machinery" of TTB after its privatisation.

Fair Trade in Europe 2007	Finland
Importing organisations	5
Points of sale	
Worldshops	19
Supermarkets	3,000
Paid staff (full-time equiv.)	
Importing organisations	0
Worldshops associations	1
Worldshops	20
Labelling organisations	N/A
TOTAL	21
Turnovers, in 000 €	
Importing organisations	300
Worldshops - NRV	1,000
Labelling - NRV 2007	34,600
Education / PR / marketing in 000 €	
Importing organisations	N/A
Worldshops association	62
Labelling organisation	N/A
Fairtrade Certification	
NRV 2007 per capita, in €	6.56
NRV 2007 per capita, rank	5
Licensees 2006	44

Tanica, which is the Tanzanian producer of instant coffee for the local Africafé brand. The company was privatised in 2004 to coffee cooperatives KCU and KDCU, representing over 100,000 farmer families. Kehityskauppa was actively supporting that process and has ever since been trying to raise necessary funds to implement the business plan it prepared for the company.

Similarly to Tampere ATO, the other smaller organisations simultaneously act as importers, wholesalers and retailers as well. They run Worldshops of their own, like **Juuttiputiikki** in Oulu, Finland's first Worldshop which opened in 1978. Each organisation specialises in a few selected sourcing countries to which it keeps close contacts, increasingly through visits to producers and producers being invited to Finland as well.

The Finnish Association of Worldshops **Maailmakauppojen liitto ry** was set up in 1986. Its 28 members run 19 shops which generally operate independently

of one another - a necessity in a huge and sparsely populated country. Apart from their sales activities many Finnish Worldshops also have development cooperation projects with their trading partners or with other counterparts in their trading partners' countries. There are about 500 volunteers engaged in running the Finnish Worldshops, in addition to the paid staff equivalent of around 20 full-timers. In the last few years the association together with its members has been active in strengthening its public visibility. This has mainly been achieved through the regular publication of the so-called "Worldshop magazine" (published 4 times a year with a circulation of well above 150,000 copies) and by taking part in about 150 public market events with information stands and selling stalls, visited by about 700,000 people annually.

Finland has Europe's only **Fair Trade ship**. The Estelle, a three-masted steel schooner, renovated in 1997, serves as an attractive information point on Fair Trade, wherever she docks and invites guests to come and visit her. In 2007 and 2008 she is engaged in a project titled "Make Fair Trade Greener" which involves partner organisations from Greece, Italy and Malta. The project aims at increasing the knowledge about and the support for solidarity-based North-South policies as well as for environmental sustainability with students of secondary schools.

The Finnish labelling organisation **Reilun kaupan edistämisyhdistys ry.** (Finnish Association for Promoting Fair Trade) was founded in 1998. It has 24 member associations, including the Worldshop Association, trade unions, as well as environmental, development and church organisations. The Finnish label appears on more than 120 different products available from more than 3,000 outlets all over Finland. The latest products which were introduced include roses and wine (in 2006) and cotton in 2007. The organisation is also active in bringing the Fair Trade concept to other neighbouring countries on the Baltic, such as Estonia.

In its educational and promotional work, the labelling organisation is helped by **Pro Fair Trade Finland** (Reilun kaupan puolesta ry) with its 15 local groups with about 400 people ready to volunteer for all kinds of Fairtrade label related activities. The organisation has been instrumental in launching Fairtrade cotton through staging a close cooperation with Finland's second largest clothing industry company Nanso, involving Fairtrade cotton produced in Cameroon and young Finnish designers. Pro Fair Trade Finland is also engaged in building up a

European-wide network for volunteers who are interested in promoting Fairtrade, named **Fairtrade Action Network**.

THE FAIR TRADE MARKET IN FINLAND

The latest turnover figure for the Tampere ATO was about €300,000 for 2007.

In 2007 the Worldshops organised in the association stood for an annual turnover of about €1,000,000 (excluding VAT), up from some €950,000 a year earlier. About 70 % of this turnover is with non-food products.

Both these sums are largely exceeded by the value of the products sold under the Fairtrade label. The estimated net retail value has passed from €13.0m in 2005 to €22.5m and €34.6m in 2007, thus more or less tripling within two years.

Since the introduction of Fairtrade labelled products in 1999, it has been possible to persuade many institutions to switch to Fairtrade products. Most prominent among them are the Presidential Palace and the cafeteria of the Parliament House both in Helsinki, as well as a growing number of communal administrations. Recent success stories include the introduction of Fairtrade products in many companies and workplaces as well as in all the ABC gas and service stations in the country, where the

20 million cups of coffee being served annually in the chain's restaurants are now Fairtrade certified. There is still much more to happen: A recent study, which concentrated on the hotel sector⁹², found that there are still huge opportunities out there waiting to be seized by the Finnish Fair Trade organisations.

Perspectives for the entire sector seem bright, as Fair Trade has become a well-known concept in Finland. A market study in August 2005 revealed that 83% of the Finnish population were already aware of and knew the Fairtrade Certification Mark, up from 73% one year earlier.

More information:

www.kehityksmaakauppa.org	Tampere ATO
www.maailmankaupat.fi	Finnish Worldshops association
www.estelle.fi	S/V Estelle
www.reilukauppa.fi	Association for Promoting Fairtrade in Finland
www.repu.fi	Pro Fair Trade Finland
www.fairtradeaction.net	Fairtrade Action Network

⁹² *Hiljanen, Eveliina / Välimäki, Jutta: Central Finland Hotels' Interest towards Fair Trade Products. Bachelor's Thesis, January 2007.- Jyväskylä University of Applied Sciences.*

FRANCE

THE STRUCTURE OF FAIR TRADE IN FRANCE

The largest traditional importing organisation in France is **Solidar'Monde**, founded in 1984, at the initiative of the French Worldshop Association Fédération Artisans du Monde (see below). The organisation is a founding member of EFTA, the European Fair Trade Association, and imports about 75% of all goods sold in its associated Worldshops. With a staff of some 30 full-time equivalents, Solidar'Monde sources from more than 120 different producer groups in more than 40 countries. Solidar'Monde offers a wide range of about 120 food products and more than 1,000 handicraft products.

In September 2006 the ownership of the organisation was restructured. The French Worldshops now have 51% of the share capital, Ctm altromercato from Italy another

15%, while the rest is being held by other investors, among which BioCoop, France's No.1 network of more than 250 organic shops.

Fair Trade's success in France in recent years is largely due to three importing companies, namely Malongo, ETHIQUABLE and AlterEco, which have been successful in widely opening up French supermarkets to Fairtrade labelled products.

Malongo is a traditional coffee roasting company based in Nice in southern France. They have been associated to the Fair Trade sector since 1992 and started selling Max Havelaar labelled coffee in 1997. Today approximately one fourth of all their coffee imports is imported

and marketed under Fair Trade conditions and with the Max Havelaar label.⁹³

AlterEco, founded in 1999 to import and sell Fair Trade products, has come a remarkable way. The organisation offers an assortment of around 130 articles, mostly food products and, since 2006, some cosmetics too. All of the products are Fairtrade certified, about half of them also bear the organic guarantee label “Bio AB”. Concentrating entirely on importing and wholesaling, AlterEco has succeeded in an amazingly short time to enter some of the very big supermarket chains in France such as Monoprix, E. Leclerc, Auchan, Carrefour, Intermarché, etc., supplying a total of more than 3,000 shops.

The company sources from more than 40 producer groups in 25 countries. In 2005 and 2006 AlterEco has opened subsidiaries in the United States (San Francisco), Japan and Australia, where they hope to repeat their successful experience from France.

ETHIQUABLE is another newcomer that has been extremely successful. Founded in only 2003, ETHIQUABLE has been the Fair Trade brand which has sold the largest number of Fairtrade certified products to French consumers in 2007⁹⁴. The company has an assortment of 130 food products sourced from 35 producer groups and entirely Max Havelaar labelled. ETHIQUABLE products can be found in 3,600 supermarkets all over France. The company allocates 10% of its profits to joint projects with its producer partners.

There is a large number of smaller, traditional importing organisations in France, of which **Artisanat SEL** is the largest one. **Artisanat SEL**, set up in 1983, is an organisation importing food and handicraft products from more than 20 producer organisations and selling to consumers via Worldshops, bi-annual catalogues and a well-developed online-shop.

France has a total of around 300 Worldshops, about half of them being members of the national **Fédération**

Artisans du Monde (Artisans of the World Federation). It is a federation of 146 local associations representing 145 Worldshops plus 24 more selling points. These shops are run by about 5,000 volunteers, coordinated by some 55 full-time equivalent paid staff.

Services offered by the national secretariat with its 17 full-timers to the member shops include production of literature (on volunteer management, campaign organisation, etc.), training courses (on marketing, consumer education, etc.) and advice on matters such as accounting, finance, and business management. All members use the same logo and the same communication media in the shops.

The federation is very active in campaigning and acts as a powerful national partner for international activities, like the Clean Clothes Campaign, activities around the WTO, etc. herein cooperating with other social movements such as the Farmers’ Trade unions, Attac, and others.

Since its strategic decision, in 2005, not to sell any products in supermarkets the federation has embarked on an ambitious plan of revitalising existing Worldshops and opening new ones in city centres. The plan is to have more than 80 new central Worldshop locations in operation before 2010.

It is worth noting the recent creation and growth of a new chain of “Worldshops”. **Alter Mundi** started its first Fair Trade shop in November 2003. A year later they created their own importing organisation, the *Compagnie du Commerce Equitable* (the Fair Trade Company). Alter Mundi now has 10 shops and is developing a “franchise” system which should bring Alter Mundi shops to many more locations in France in the coming years.

In France, Fair Trade labelling under the Max Havelaar scheme has been slower to take off than in other countries. However, since 1998 things have started moving and the last few years have been an incredible success for **Max Havelaar France**. Today there are 175 enterprises marketing products with the Max Havelaar label, only a minority of them being specialised Fair Trade businesses.

At the end of 2007, French consumers could choose from a selection of 1,941 different Fairtrade certified products, being sold in more than 10,000 supermarkets all over France. The introduction of cotton in 2005 and shea butter (“karité”) in 2006 have opened two new promising product lines, namely clothes and cosmetics. Fair Trade fashion especially has had a very positive consumer response. This means that this sector is rap-

⁹³ Malongo is a good example showing that the categories and distinctions used for many years to analytically structure the Fair Trade sector (see paragraphs 2.1 to 2.3) are beginning to blur. Malongo is for a certain part of its activity a purely commercial company, and for another important part a dedicated Fair Trade company at the same time. As Malongo is neither affiliated to any international Fair Trade membership organisation nor has a 100% Fair Trade assortment, the author chose not regard Malongo as a Fair Trade organisation, and subsequently Malongo does not appear in any statistic or table presented in this report. Of course drawing such a line may always be disputed, and with good reason.

⁹⁴ 7.68m vs. 6.81m for Alter Eco

idly gaining importance (using Max Havelaar certified cotton or not, along with silk wool, Alpaca, rubber, etc.) and that new companies, specialised in Fair Trade fashion, are entering the market. The four most important of them in France are Veja (Brazilian rubber and cotton sneakers), Ideo, Ethos and TUDO BOM?.⁹⁵

Max Havelaar France has an extensive network of more than 2,000 dedicated volunteers organised in 46 local groups on which the organisation can rely for its campaigning and information activities.

A national Fair Trade forum, **Plate-Forme pour le Commerce Équitable**, (PFCE) was set up in 1997. The platform counts 37 member organisations which have signed a charter with a common set of rules and a shared vision. Membership includes 4 of the bigger importers⁹⁶ plus 17 smaller ones, as well as 2 networks of retailers, 3 Fair Trade certifying organisations⁹⁷, 5 development NGOs and a number of supporting organisations, etc. The objectives of the platform are to reinforce Fair Trade guarantee systems, to further promote Fair Trade, especially with public institutions, and to build up shared field-specific knowledge through initiating research projects and studies.

In the last few years, the platform has devoted a lot of time to the question of whether and how State authorities should regulate Fair Trade. It has taken more than 3 years of concertation before 51 organisations have found a common position on this issue. The so-called "AFNOR agreement"⁹⁸, signed in January 2006, describes the common fundamental principles of Fair Trade and stresses the necessity to give a crucial role to recognised Fair Trade organisations in all regulations that the State might deem necessary. A law was passed in August 2005 to create a State authority in charge of officially recognising private systems of guarantees for Fair Trade. This authority, the Commission Nationale du Commerce Équitable (CNCE), would not create a National Fair Trade label, but rather provide a form of state recognition to Fair Trade labelling schemes or initiatives in France. Representatives of the State, major retailing organisations, consumer associations and the Fair Trade world will have a seat at this

commission and discuss and decide together whether or not to recognise individual Fair Trade guarantee systems. The CNCE is expected to be launched in 2008.

With the incredible dynamic of the French Fair Trade market described above, more and more organisations and companies are entering the field and proclaiming that they are Fair Trade. In such a situation the national platform will increasingly have the important task to oversee the situation and to help consumers to get a clear picture and credible guarantees.

In this context it is also important to note the arrival of a newcomer in the world of Fair Trade product certification. **ECOCERT** is an organic certifying organisation which has recently developed organic and Fair Trade terms of reference. Its development will be interesting to follow in the coming years.

THE FAIR TRADE MARKET IN FRANCE

After some very dynamic years at the beginning of the millennium, the traditional Solidar'Monde now seems to live through years of stagnating sales. The net turnover of the organisation has remained quite stable between 2004 and 2007, reaching €8.5m in 2006 and €8.8m in 2007.

This might have something to do with the decision of the French Worldshops from June 2005 to market products imported by Solidar'Monde through their own sales channels in a more or less exclusive way, banning any cooperation with and sales to supermarkets or larger commercial outlets.

In the very same period, those organisations which have opted to go for the broadest possible distribution of Fairtrade certified products, such as Malongo, Ethiquable and AlterEco have seen their turnover skyrocketing, overtaking the pioneering Solidar'Monde and leaving the traditional market leader far behind.

In 2007 Malongo has been the Fairtrade top seller in France, reaching €19.4m of turnover. ETHIQUABLE was running second, attaining €17.9m in 2007 in the company's fourth full business year. AlterEco has seen its sales figure tripling between 2004 and 2006, going up from €5.4m to €16.8m in 2007. Taken together the three companies represent 50% of the Fairtrade market in France. 99Artisanat SEL had a sales figure of €2.5m in 2006 and €2.7m in 2007.

⁹⁵ All four are members of the Plate-Forme pour le Commerce Équitable (see below)

⁹⁶ i.e. Solidar'Monde, AlterEco, ETHIQUABLE and Artisanat SEL

⁹⁷ They are Max Havelaar France, ECOCERT and Yamana (www.fibrecity-enne.org), an organisation specialised in certification in the international textile and garment production chains.

⁹⁸ AFNOR is the French association for standardization (Association française de normalisation) and the French member of ISO, the International Organization for Standardization.

⁹⁹ Source: ETHIQUABLE: Dossier de presse pour la 8eme Quinzaine du Commerce Équitable. April 2008.

Fair Trade in Europe 2007	France
Importing organisations	21
Points of sale	
Worldshops	300
Supermarkets	7,500
Paid staff (full-time equiv.)	
Importing organisations	150
Worldshops associations	17
Worldshops	55
Labelling organisations	21
TOTAL	243
Turnovers, in 000 €	
Importing organisations	46,067
Worldshops - NRV	10,000
Labelling - NRV 2007	210,000
Education / PR / marketing in 000 €	
Importing organisations	N/A
Worldshops association	950
Labelling organisation	N/A
Fairtrade Certification	
NRV 2007 per capita, in €	3.31
NRV 2007 per capita, rank	10
Licensees 2006	158

The French Worldshops organised in the Artisans du Monde federation have seen their turnover increasing to €10m in 2006. Half of the sales relate to food products, the other half to handicrafts.

The turnover for the four most important Fair Trade fashion companies in 2007 was €2.5m for Veja, €1.0m for Ideo, and €0.5m each for Ethos and TUDO BOM?

Max Havelaar France has gone a long and very successful way since the first Fair Trade labelled product hit the shelves of many supermarkets in 1998.

In the last few years, the net retail value of products sold under the Max Havelaar label has grown very fast, passing from €70m in 2004 to €109m and €166m in the following years before reaching €210m in 2007, i.e. tripling within 3 years.

After a few years in which the growing sales mainly came from the supermarkets, the situation has recently changed. Today, the fastest growing distribution chan-

nels for Fair Trade products are restaurants, hotels, cafés and the public procurement sector.

Apart from new products being launched, progress is largely due to a higher visibility of Fair Trade through more and better coordinated activities like e.g. the “Quinzaine du Commerce Equitable” (Fair Trade Fortnights) with its 7th edition in 2007. More than 7,300 retail outlets participated in that event, the Worldshops alone staged more than 450 different activities and more than 12,000 visitors came to the Third National Forum on Fair Trade which was held in the biggest science museum in Europe, the Cité des Sciences in Paris.

With all these activities, the French public’s knowledge on Fair Trade has made an impressive leap forward in recent years. Whereas only 9 % of those asked in 2000 said that they knew about Fair Trade, this figure has been on the rise for some years in order to reach 56% in June 2004, 74 % in June 2005 and 81% in March 2007 (research by IPSOS on behalf of Max Havelaar France). A study based on the effective purchases made by a representative panel of 20,000 households showed that 23.6% of the French households bought some Max Havelaar labelled products in 2007, spending an average of 3.31 euros on them.¹⁰⁰ From this one may conclude that huge parts of the potential market remain untapped.

Fairtrade certified coffee continues to be served in the French Parliament (Assemblée Nationale), the French Senate, the Ministry of Foreign Affairs, in many local administrations, as well as in the offices of the President of the Republic (Palais de l’Elysée).

More information:

www.solidarmonde.fr	Solidar’Monde
www.malongo.com	Malongo
www.altereco.com	AlterEco
www.ethiquable.com	ETHIQUABLE
www.artisanatsetl.com	Artisanat SEL
www.artisansdumonde.org	Fédération Artisans du Monde
www.altermundi.com	Alter Mundi
www.maxhavelaarfrance.org	Max Havelaar France
www.commerceequitable.org	Plate-Forme pour le Commerce Équitable (PFCE)
www.ecocert.fr	ECOCERT

¹⁰⁰ See paragraph 3.3 for more details on this

GERMANY

THE STRUCTURE OF FAIR TRADE IN GERMANY

Germany has three main importing organisations, namely GEPA – The Fair Trade Company, dwp and EL PUENTE.

GEPA – The Fair Trade Company is the new name of the world's biggest Fair Trade importing organisation. The English claim behind the well-known company name was adopted on the occasion of the organisation's 30th anniversary (along with a new corporate design and packaging) and reflects the growing internationalisation of its business. The organisation was founded in 1975 and is owned by six of the largest development-orientated church organisations of Germany.

Today GEPA staff of 140 people import products from about 160 producer groups and distribute them to some 800 Worldshops, 6,000 local (solidarity) groups and many more supermarkets, health and organic stores as well as to many company canteens all over Germany. As GEPA also imports on behalf of smaller Fair Trade organisations in other European countries, many products are being re-exported to find their final buyers abroad.

Since December 2007 GEPA is located in its newly built administration building plus central warehouse in Wuppertal, located at the individualised address "GEPA-Weg 1". Here the organisation operates a very state-of-the-art high rack warehouse planned to become fully automated sometime in 2008.

The **EL PUENTE** GmbH was founded 1977. After a rigorous phase of restructuring a few years ago, EL PUENTE has recovered again. Today the organisation imports from more than 100 producer groups and sells mainly to the German Worldshops which account for more than 80% of the organisation's sales. Two thirds of the sales are food products and the remainder non-food products.

dwp was founded in 1988 as dritte-welt partner GmbH by a regional coalition of Worldshops in Southwest Germany. In 2005, the company changed its structure and became a cooperative. Although they import from about 60 different producer groups, a very special relationship has developed with Preda Fair Trade Center from the Philippines, from where they buy and market about 600 tons of mango produce (dried mangoes, mango spread and syrup, mango gummy monkeys, etc.) per year. The organisation has a staff of 30, work-

ing in its central offices and warehouse as well as in the Ravensburg Worldshop which forms part of dwp.

Together, these 3 organisations make up for 75% of all the products sold through the network of German Worldshops. The remainder is divided between other smaller organisations.

Six out of them have been recognised by the national Worldshop association as being in full compliance with their Fair Trade criteria. The two most important ones among them are BanaFair and CONTIGO. Another 20 more organisations have also been found eligible for supplying the Worldshops, as they fulfil the association's criteria with slight reservations only.

BanaFair is an organisation founded in 1987 with the aim of importing Fair Trade bananas into Germany and thus supporting trade unions of banana workers, especially in Latin America. BanaFair has been one of the founding members of the European banana Action Network EUROBAN. The organisation has a staff of 12 full-time equivalents and supplies bananas to more than 600 outlets in Germany, among which there are some 350 Worldshops.

CONTIGO, centrally based in Göttingen, has a staff of 10 full-time equivalents. It sells food and non-food products to about 350 of the German Worldshops and operates a franchise scheme with 10 shops (including one in Beijing, China) closely linked to the organisation. With its 15 years in business they have successfully proved that well-organised Worldshops in top locations can be run on a profitable basis.

The German Worldshop association **Weltladen-Dachverband** (Worldshops Umbrella Organisation) was founded in 1975. It has seen its membership rise from 280 in 1998 to 486 member shops at the end of 2007, making it the strongest Worldshop association worldwide.

About half of the member shops have paid staff, but it is estimated that there are only some 48 full-time equivalents getting a salary from their work in a Worldshop. Most shops are run by volunteers. Fair Trade as a movement also includes some 6,000 local solidarity groups, which engage in educating, campaigning and selling Fair Trade products. It is estimated that some 50,000

Fair Trade in Europe 2007	Germany
Importing organisations	29
Points of sale	
Worldshops	836
Supermarkets	30,000
Paid staff (full-time equiv.)	
Importing organisations	258
Worldshops associations	7
Worldshops	48
Labelling organisations	13
TOTAL	326
Turnovers, in 000 €	
Importing organisations	65,686
Worldshops - NRV	60,000
Labelling - NRV 2007	141,700
Education / PR / marketing in 000 €	
Importing organisations	810
Worldshops association	660
Labelling organisation	1,220
Fairtrade Certification	
NRV 2007 per capita, in €	1.72
NRV 2007 per capita, rank	15
Licensees 2006	100

volunteers are active in Worldshops and in Fair Trade groups throughout Germany.¹⁰¹

A significant amount of emphasis has been put on professionalising and modernising the shops under the programme "Weltladen 2006" (Worldshop 2006). Many shops that have chosen to participate have seen their turnovers rise substantially after moving to better locations and refurbishing their shops in accordance with the corporate design line. The corporate identity developed a few years ago is being adopted by an increasing number of member shops; the shops staying outside the association often

prefer clinging to their very own individual identity often rooted in the very local history of the shop.

Since the opening of a national secretariat in Mainz in the late 1990's, the association had been able to offer a wide variety of services to its members, such as general coordination, political representation, development and coordination of campaigns, and training and lobbying. Unfortunately, the financial basis of the association continues to remain rather weak. The heavy dependency on project-related and time-bound financing has led to the harsh consequence that the association has seen itself obliged to dismiss a large part of its staff at the end of 2006. Although 2007 has seen some improvement, the overall situation still remains difficult.

TransFair Germany, the German labelling organisation, was set up in 1992. Until the end of 2007, some 110 licensing contracts have been signed and some 800 different products are now available on the German market, the latest newcomers being flowers and Fairtrade certified cotton.

At the end of 2007, Fairtrade certified products can be bought in a total of roughly 30,000 outlets throughout Germany, including all major retailing chains like Metro, Rewe, Edeka, Spar / Eurospar, Karstadt, etc., plus in an additional 800 or so Worldshops. On top of that, Fairtrade certified drinks are being served in more than 10,000 restaurants, cafés, canteens, etc.

A national Fair Trade platform brings all major players together under the name **Forum Fairer Handel**. It was founded in November 2002 in the aftermath of the first German Fair Trade week in 2001. Since 2003, this event has taken place every September, each year proving more successful than the previous. In 2007, hundreds of Worldshops, supermarkets, restaurants and different initiatives have participated and organised more than 4,000 individual events, like fair breakfasts, African parties, press meetings, film showings, workshops, and many more, with all events centred around producers and products from Africa.

The Forum has a small secretariat based in Mainz. It is responsible for facilitating the smooth communication between the different Fair Trade players in Germany and to give them joint public visibility. In this context, the Forum put up a highly noted advertising campaign on occasion of the G8 summit in Heiligendamm, Germany, in 2007 and published a joint critical position paper on 4C¹⁰², a standard initiative in the coffee sector.

¹⁰¹ A recent study in which 214 Worldshops participated has shown that there is an average of 25 volunteers working in each Worldshop. For the 6,000 solidarity groups an average of 5 people per group seems a robust minimum estimate. The total number of volunteers can thus be calculated as (800 Worldshops * 25) + (6,000 groups * 5) = 20,000 + 30,000 = 50,000.

¹⁰² 4C stands for the so-called „Common Code for the Coffee Community“

At the end of 2007, the Forum staged a widely appreciated 3-day conference in Bonn which drew together more than 250 people from the German and the international Fair Trade movements.

THE FAIR TRADE MARKET IN GERMANY

All Fair Trade players have seen their sales going steadily up in the last few years.

GEPA – The Fair Trade Company has sharply gone up from €39.7m in 2004/05 to €45.0m and then to €48.9m in 2006/07.¹⁰³

Sales figures for 2006 for the other major importers are €5.8m for EL PUENTE up 13% from the previous year), €5.5m for dwp (+17%), €3.0m for BanaFair (+5%) and €2.5m for CONTIGO.

In the last few years, the Forum Fairer Handel, the national platform, has invested a lot of time and money in improving the quality of data available. Figures on the broader German Fair Trade market are therefore getting more and more reliable.

In the past, the quality of data on Worldshops had been especially unsatisfactory. In the meantime, the Worldshop Association has started a continuous monitoring of its member shops and by doing this both the quantity and quality of the available data on Worldshops will improve strongly and lastingly.

Today the German Worldshop movement as a whole is said to represent annual sales worth about €60 millions. The 800 Worldshops account for some €40m out of this,

the remainder being the result of the thousands of solidarity groups' activities.

After a difficult period of stagnation, TransFair Germany has seen its figures skyrocketing after 2004. Between 2005 and 2007 the net retail value of all goods sold under the Fairtrade label in Germany has gone up from €70.9m to €141.7, thus doubling within two years.

Many different factors have helped to achieve this growth. Among the more influential are doubtlessly the introduction of new products (like the launch of Fairtrade bananas and flowers under the "fairfleurs" mark) and the joining in of new partners. Among the most prominent new partners are discounter Lidl¹⁰⁴, who started selling eight different Fairtrade certified products in its 2,700 outlets in Germany in summer 2006, under a brand of its own called "fairglobe", and Air Berlin, the second largest air-carrier in Germany with 28 million passengers a year, who decided in 2006 to switch all their coffee to Fairtrade.

More information:

www.gepa.de

www.el-puente.de

www.dwp-rv.de

www.banafair.de

www.contigo.de

www.weltladen.de

www.transfair.org

www.forum-fairer-handel.de

GEPA – The Fair Trade Company

EL PUENTE

dwp

BanaFair

CONTIGO

Weltladen-Dachverband

TransFair Germany

Forum Fairer Handel

¹⁰³ GEPA-The Fair Trade Company's financial year 2007/08, which closed on March 31, 2008, shows that sales have now reached €52.3m.

¹⁰⁴ The cooperation with Lidl has spurred a lot of controversial debates within the German Fair Trade movement, not least because of the non-compliance of Lidl with local minimum labour standards.

GREECE

Although Fair Trade is still in its early stages of development in Greece, it has quickly been gaining momentum in the last few years.

Fair Trade Hellas was founded in 2004 with the help of a small grant from a European Programme. Since then, the founding members along with the board members and some active volunteers have been busy raising awareness about Fair Trade with the Greek public.

After many months of preparation, the first Fair Trade shop in Greece opened on 16 May, 2006. It is located in Nikis Street, in the very heart of Athens, on the passage from the main shopping street to the tourist area Plaka.

The shop operates under the name “altromercato”, as it is the result of a close cooperation between Italy’s Ctm altromercato and Fair Trade Hellas. The Italian organisation has not only supplied the design concept for the shop, but has also helped with training the Greek shop-

keepers in Italy. For the time being there is no direct import of Southern products, all products being sourced via Ctm altromercato in Italy.

From its very start, and due to both the preparatory work of Fair Trade Hellas and its central location, the shop has been running very successfully. In 2007 its sales figure was approx. 207,000 euros. The shop is run by 30 volunteers along with 2 paid staff.

Building on their experience with the Athens shop, Fair Trade Hellas has opened its second Fair Trade shop in September 2007 in Thessaloniki, the second-largest city in Greece. This second shop is also run by volunteers and 2 paid staff.

The administrative, educational and financial aspects of the organisation are carried out by 3 full time staff.

More information:

www.fairtrade.gr

Fairtrade Hellas

HUNGARY

After an unsuccessful attempt in the mid-1990’s to bring Fair Trade from Austria to Hungary¹⁰⁵, it has taken until 2004 for Fair Trade activities to be revived again.

It was the Hungarian branch of Service Civil International (SCI), named **Útilapu Hálózat**, who took the lead. They organise worldwide voluntary work for young people, and more particularly summer work camps.

They were rapidly joined by **Védegyilet** (Protect the Future), a civil NGO, whose aim is to raise public awareness about our responsibility towards the environment.¹⁰⁶

In the meantime, since 2003, a third organisation, **Tudatos Vásárlók Egyesülete** (Association of Conscious

Consumers), began to inform the general Hungarian public through articles about Fair Trade.

The three organisations have been at the base of what has become **Fair Világ Szövetség** (Fair World Association), a national association created at the beginning of 2006 and made up of 11 NGOs with a considerable affinity with and dedication towards Fair Trade issues. Today, Fair Világ works with one paid employee¹⁰⁷ and about 100 volunteers.

The new starting point of Fair Trade in Hungary was made visible at the eco-festival (“Öko-Feszt”), which Védegyilet organised in spring 2005. It was the first time that Fair Trade coffee, tea and chocolate were being offered for tasting to a broader public at the so-called “Fair Mobile Café”. Ever since then, this travelling café

¹⁰⁵ A first Fair Trade shop opened in the fifth-largest town Pécs had to close down after 18 months in late 1996

¹⁰⁶ Védegyilet’s spokesman is prominent Hungarian economist Zsolt Boda, who has been working on Fair Trade and related issues for some years now

¹⁰⁷ Györgyi Újszászi is sometimes referred to as the “Hungarian Fair Trade mum”

has been promoting Fair Trade at many summer events and festivals.

Since spring 2005, many promotional and awareness-raising activities have been unfolded, such as lectures, seminars, school programmes, etc. A lot of material from foreign Fair Trade organisations has been translated into Hungarian and adapted to the national context (among others, David Ransom's "No-Nonsense Guide to Fair Trade", different films, etc.).

Hungary's first new Fair Trade outlet was a café called "Café 22". The café opened in November 2004, and the Fairtrade coffee being served comes from Finland. Due to its big success, the owner plans to move to a new place four times larger in 2008.

March 2006 saw the opening of **Treehugger Dan's Bookstore and Café** in Budapest's district VI. Besides being a place where you may buy second-hand English books, it is also a café where only organic and Fair Trade coffees and teas are served. The place attracts a considerable amount of people through its weekly events ranging from English poetry evenings to "Greenpeace Fridays". A second shop plus café was opened by the same owner in October 2007.

On 23 November, 2006, with the help of EZA Fairer Handel in Austria, the first Hungarian Worldshop (világbolt) opened in the centre of Budapest. A week full of Fair Trade related activities surrounded the opening day and made great impact. Unfortunately, the shop had to close down in November 2007.

The shop was run as a joint venture of two organisations, the **Fair Trade Center Hungary Ltd.** and the **Be Fair! Foundation**. The latter foundation was established by a few young people committed to global change with responsibility and who, among others, have set themselves the target to significantly raise the awareness of Fair Trade among younger people.

In the meantime, the Fair Trade Center Ltd. has embarked on wholesaling activities and is now supplying some 30 outlets in Budapest with Fair Trade products as well as a dozen more places outside the capital.

With the backing of State President László Sólyom, who has introduced Fair Trade and organic products in the Presidential Palace in autumn 2006, much seems set for Hungary to become yet another success story of Fair Trade.

More information:

www.utilapu.org

www.vedegylet.hu

www.tudatosvasarlo.hu

www.fairvilag.hu

www.treehugger.hu

www.fairtradecenter.hu

www.befair.hu

Útilapu Hálózat

Védegylet (Protect the Future)

Tudatos Vásárlók Egyesülete (Association of Conscious Consumers)

Fair Világ Szövetség (Fair World Association)

Treehugger Dan's Bookstore and Café

Fair Trade Center Hungary Ltd.

Be Fair! Foundation

ICELAND

Iceland, with its population of a little over 300,000, is the last West European country to adopt the Fair Trade concept.

It all started in 2006 with a project of the **Icelandic Church Aid**. Convinced that the time had come to make Fair Trade products available to the Icelanders, the organisation partnered up with a chain of grocery stores who committed to take on a line of 40 Fair Trade products into its assortment. At the same time they started

a broad awareness-raising campaign which has proved rather successful. Within a year it has been possible to make the concept vastly known and to guarantee that a good selection of Fair Trade products is now available in all grocery stores in Iceland. This includes some 104 stores which are part of six store chains as well as a number of small stores all over the country, each of them carrying at least a selection of a small number of Fairtrade products.

A youth group within the Icelandic Church Aid called **Changemaker** (Breytendur in Icelandic) has also started to go around schools and bring the idea to young consumers.

On May 22, 2007, the **first Fair Trade shop** in Iceland was opened in the capital Reykjavik. It is a small private initiative, fuelled by the enthusiasm of the Einarsdóttir family who run the shop as a family business. The product offer includes foodstuffs as well as

handicraft products like toys, jewellery, homeware, etc. Plans for 2008 include bringing all those interested in Fair Trade in Iceland together and to form some kind of Icelandic Fair Trade Organisation that could take Fair Trade in Iceland a few steps further.

Links for more information

www.help.is Icelandic Church Aid
www.fairtradebudin.is Fair Trade Shop Reykjavik

IRELAND¹⁰⁸

THE STRUCTURE OF FAIR TRADE IN IRELAND

Oxfam Ireland has a specialised division working as an importing organisation for its online shop and its 4 own Fair Trade shops in Ireland. One of them is in Belfast, and the other three in the Republic of Ireland, namely in Cork, Dublin and Galway. These shops offer a wide range of food and non-food products alike, which are mostly sourced from colleague Fair Trade organisations all over Europe. Handicrafts, some of which are directly sourced from IFAT producer groups, account for some 60% of the shops joint turnover.

The shops have developed an identity of their own, including a new logo, shop fronts, leaflets, etc. which helps to clearly distinguish them from Oxfam's other shops, which specialise in collecting and reselling second hand clothes, books, etc. in order to raise funds for Oxfam's overseas work.

As a member of a larger family, Oxfam Ireland is also active in the different Oxfam campaigns, especially in the "Make Trade Fair Campaign", which involves, among others, lobbying the Irish Government on trade-related North-South issues.

Amnesty International (Irish Section) also has two dedicated Fair Trade shops in Dublin and in Galway respectively.

Apart from Oxfam's shop in Belfast, the Fair Trade sector in Northern Ireland is largely dominated by the same

organisations known in the United Kingdom, such as Traidcraft and others. Two specialised Fair Trade shops operate in Belfast, the Pueblos Fair Trade shop and the "Fairtrade Inspires" shop in the Spires Centre shopping mall.

Fairtrade Mark Ireland, the national labelling organisation, was set up by the Irish Fair Trade Network, an organisation founded back in 1992 with the purpose of promoting "justice in trade between people in Ireland and people in Third World countries". This background gives the label organisation the support of strong organisations like Actionaid Ireland, Amnesty International (Irish Section), Christian Aid Ireland, and the Irish Congress of Trade Unions.

The Fairtrade certification scheme has brought a totally new dynamic to the Irish Fair Trade market. The regular organisation of "Fair Trade Fortnights" (with an increasing number of events taking place each year) and the Fairtrade Towns scheme have played important roles in getting the message across to growing numbers of the public.

Many products which were formerly available from a handful of specialist shops are only now widely available. This improved distribution has led to higher volumes and sales figures for Fairtrade products. From the first 2 tons of coffee being shipped into the country in 1996, the sales of Fairtrade coffee alone have gone up to reach 400 tons in 2007. Today an ever-growing range of Fairtrade certified products is available from more than 350 outlets all over the island.

¹⁰⁸ This chapter covers the whole isle of Ireland. This is made up of the independent Republic of Ireland (with its capital Dublin) and Northern Ireland (with Belfast as its capital) being a part of the UK.

Fair Trade in Europe 2007	Ireland
Importing organisations	1
Points of sale	
Worldshops	8
Supermarkets	350
Paid staff (full-time equiv.)	
Importing organisations	6.5
Worldshops associations	N/A
Worldshops	6.5
Labelling organisations	3.8
TOTAL	16.8
Turnovers, in 000 €	
Importing organisations	1,262
Worldshops - NRV	N/A
Labelling - NRV 2007	23,300
Education / PR / marketing in 000 €	
Importing organisations	0
Worldshops association	N/A
Labelling organisation	262
Fairtrade Certification	
NRV 2007 per capita, in €	5.40
NRV 2007 per capita, rank	7
Licensees 2006	57

This rapid growth in recent years is due to continuing growth in three core commodities, coffee, tea and bananas; the growing number of product lines being launched; and –along with this– the growing number of commercial partners wishing to join in.

One of the most successful campaigns has been getting coffee shop chains and restaurants to convert to 100% Fairtrade coffee. This market accounts for more than 60% of total Fairtrade coffee sales in Ireland.

Through the Fairtrade Towns scheme many people have been involved in the further development of Fair Trade. They are now devoting an increasing amount of their time to volunteering in order to gain their hometowns' interest and dedication towards Fair Trade. At the end of 2007, some 25 Irish towns and cities had been awarded Fairtrade town status and some 30 more were already in the pipeline.

Along with this, Fair Trade has gained a growing presence in the media all over the country. This again has helped to win the attention of the political decision makers. In June 2007 the new Irish Government in its Programme for Government committed itself to “ensure that the sourcing of Fair Trade goods where possible is part of all Government Departments’ purchasing policy.”¹¹⁰ The Government has become a strong supporter of Fair Trade and supports both related educational work in Ireland and development work to the benefit of Fairtrade producers in Central America.

THE FAIR TRADE MARKET IN IRELAND

The net retail value of the Oxfam Fair Trade shops has been consistently on the rise for some years now. In 2006/07¹⁰⁹, the aggregate turnover of the 4 shops and its online operation reached €1.31m, up from the €0.7m two years ago with 3 shops.

The net retail value of Fairtrade certified products has gone up year after year, from a rather modest €5.1m in 2004 to €11.6m in 2006 (more than doubling in two years) and further on to €23.3m in 2007 (this time doubling within one year's time).

Irish consumers are now well aware of the Fairtrade certification. A recent consumer survey by Millward Brown IMS, based on a nationally representative sample of 1,000 people, has shown that in April 2007, 53% of the Irish adult population were aware of the Fairtrade mark, up from just 16% in 2002.

More information:

www.fairtrade.ie
www.oxfamireland.org

Fairtrade Mark Ireland
 Oxfam Ireland

¹⁰⁹ Financial year ending per April 30, 2007

¹¹⁰ Department of the Taoiseach (Prime Minister of Ireland): Programme for Government, p. 77

ITALY

THE STRUCTURE OF FAIR TRADE IN ITALY

Since its beginnings in 1988 the pioneering **Ctm altromercato** has grown to become the second-largest importing organisation worldwide, with a staff of 85 full-time equivalents. The organisation perceives itself as a consortium made up of three different entities, namely a company, a movement and a network of shops.

The company operates all the importing and wholesaling business as well as the marketing and awareness-raising activities. It is based in Verona and has about 100 employees.

The second pillar of the consortium is a movement of organisations and people who can be mobilised to support the organisation's campaigns. National and regional coordinators for education and awareness-raising programmes reach out to about 27,000 members of member organisations, and can rely on regular support from about 6,000 volunteers.

Thirdly, the consortium is formed by more than 120 organisations running one or more Worldshops, in total some 350 shops. Some 200 persons are employed in these shops.

Ctm altromercato continues to be among the most innovative Fair Trade organisations worldwide. In the last few years they have moved successfully into new product ranges. In 2004 the company has co-founded **Ctm agrofair**, a specialist in importing fresh fruit into Italy, a company in which Ctm altromercato holds a 50% share. Another example is cosmetics, which just two years after their introduction already account for more than 4% of the company's turnover.

The organisation is extending its operations to foreign consumer countries as well. In Greece and in Portugal they are operating new Worldshops in joint ventures with local groups, in France they have acquired a 15% share of France's largest importer Solidar'Monde¹¹¹.

Innovative activities include projects on fair purchasing by companies and public institutions, on certification of training and education of people working in the Fair Trade sector¹¹², as well as on direct linking schemes between Worldshops and producer organisations. They

all form part of the organisation's new plan for action for the years 2007 to 2011.

Italy's number 2 in Fair Trade importing is **Commercio Alternativo**, based in Ferrara. Founded in 1992 the organisation has always been advocating strongly decentralised structures of Fair Trade in Italy. It gives its local member organisations a great freedom of linking up directly with producer organisations and supplies Worldshops all over Italy.

According to a recent study of the Italian Fair Trade sector¹¹³ there are six more relevant importing organisations in Italy, namely **ROBA dell'altro mondo** (specialised in clothes and related products), **Libero Mondo**, **Equoland**, **Equo Mercato**, **Ravinala** and the **Associazione RAM**.

Most of these organisations are cooperatives, importing both handicrafts and food-products, involved in wholesaling and sometimes also running one or two retail outlets. In 2008 **Equoland** will become the first European Fair Trade organisation to run a chocolate company of its own, located in Calenzano in the province of Florence. Chocolates produced here will be marketed under the "Ciocador" brand.

The national Worldshop association and NEWS!-member is the **Associazione Botteghe del Mondo**. The association's members are local associations or cooperatives which run a total of 300 Worldshops, with some of the members operating more than one sales outlet. The association provides many services for its members. These include the production and distribution of campaign and educational material, the organisation of meetings and discussions, the political representation of shops, and last but not least, the organisation of the annual Fair Trade fair "Tuttunaltracosa" ("something completely different").¹¹⁴

It is estimated that there are some 250 to 300 other Worldshops operating in the country, which are not part of the Associazione, thus making Italy's Worldshop net-

¹¹¹ See the country chapter on France for more information on Solidar'Monde

¹¹² See the country chapter on Malta for more on the FAIR project

¹¹³ See Barbetta, Gian Paolo: *Il commercio equo e solidale in Italia.* - Università Cattolica del Sacro Cuore, Milano, 2006

¹¹⁴ The 2007 edition of the fair was held in Galatina, province of Lecce, in the very South of Italy, in order to strengthen Fair Trade in this region as well

Fair Trade in Europe 2007	Italy
Importing organisations	8
Points of sale	
Worldshops	575
Supermarkets	4,150
Paid staff (full-time equiv.)	
Importing organisations	132
Worldshops associations	0.5
Worldshops	300
Labelling organisations	6
TOTAL	438.5
Turnovers, in 000 €	
Importing organisations	50,404
Worldshops - NRV	N/A
Labelling - NRV 2007	39,000
Education / PR / marketing in 000 €	
Importing organisations	N/A
Worldshops association	N/A
Labelling organisation	100
Fairtrade Certification	
NRV 2007 per capita, in €	0.66
NRV 2007 per capita, rank	16
Licensees 2006	65

work one of the strongest world-wide.¹¹⁵ Most of these shops are fairly young initiatives, more than half of them are from 2000 or later, and to date more than 60% of them are strongly concentrated in the Northern parts of the country.¹¹⁶

A study in which 347 Worldshops took part concluded that this complex movement involves some 58,000 people as workers, volunteers, or members of cooperatives, of which some 8,100 are actively working in the shops (i.e. about 14%), while another 600 get some remuneration or salary for their work (i.e. 1% of all people involved).

The Italian label organisation **Fairtrade Italy** is backed by a coalition of 25 member organisations whose awareness-raising and mobilising power have successfully brought Fairtrade certified products to the mainstream

market. Over the years new products have attracted more and more commercial partners ensuring a large distribution. Today labelled products can be purchased from about 4,000 supermarkets in Italy.

One particularity is that Italy is the only country where the pioneering Fair Trade player, i.e. Ctm altromercato, has chosen not to use the Fairtrade Certification Mark, but to build up and promote a strong corporate identity and image of its own instead.

In 1999 a national Fair Trade forum was established. In 2003 it has given itself the form of an association called **AGICES** - Assemblée Generale Italiana del Commercio Equo e Solidale (Italian General Assembly of Fair and Solidarity Trade). At the time of its General Assembly in 2007 the organisation had 112 members, representing 246 Worldshops with a total workforce of 355 full-time equivalents, helped by some 4,000 volunteers. In the last few years the organisation has devoted much time to closely influence and monitor the emerging public efforts to come up with a legislative framework for Fair Trade. Since 2006 AGICES is a member organisation of IFAT.

THE FAIR TRADE MARKET IN ITALY

Though being only 20 years old, the Fair Trade market in Italy counts among the most complex markets in the world.¹¹⁷

In the last few years Ctm altromercato has been consolidating its position as the undisputed number 1 in Italy's Fair Trade. Its turnover which had been growing very fast in the first years of the millennium was stabilising, going up only moderately from €29.6m in 2004 to €30.4m in 2006.

Other importers are also taking appreciable parts of the Italian Fair Trade sector, such as Commercio Alternativo with a turnover of €7.8m in 2007, closely followed by Ctm Agrofair with €7.0m, Libero Mondo with €3.9m or Equo Mercato with €1.2m in 2006¹¹⁸, all together adding up to more than €50m of turnover in the sector.

As far as the retailing side is concerned, available figures offer a fragmented picture only. The above cited Barbetta study, for instance, refers to 486 Worldshops making up for a retail value of €54.4m in 2003, which leaves the average shop with some 112,000 euros worth

¹¹⁵ This would rank it number 2 behind Germany with more than 800 Worldshops

¹¹⁶ See Barbetta, op. cit, p. 22

¹¹⁷ Due to heavily interwoven memberships there seems to be a huge overlap in turnover and some double-counting

¹¹⁸ For the sources and the details see Annex 4

of annual sales. The AGICES membership in 2007 (see above) represented 246 Worldshops with a retail turnover of some €19m, i.e. an average of 77,000 euros per shop.

Although not really consistent, these figures nevertheless give some idea of the values moved by some 600 Worldshops in the whole of Italy.

After a few difficult initial years Fairtrade Italy has now definitely arrived in the market place. The net retail value of Fairtrade certified products rose from €25m in 2004 to €34.5m in 2006 and €39.0m in 2007. Bananas and fresh fruit account for about half of the organisation's license fees income.

The fourth edition of a Fairtrade week in Italy was celebrated in October 2007. Sales exceeded those from the previous year by 25% and large retailers such as Auchan, Lidl and Dico announced that they would stock Fairtrade certified products in some 800 more new outlets of theirs.

The Fairtrade Towns scheme has been brought to Italy in 2005, when the capital Rome was declared Italy's first Fair Trade Town. This campaign, promoted by AGICES, Fairtrade Italia, the Associazione Botteghe del Mondo and the largest importers, is slowly gaining momentum.

At the end of 2007 there were already 18 towns and 3 provinces that had been awarded the Fairtrade status.

An important part of the growing visibility of Fairtrade is due to Ctm altromercato's "Ristorazione Solidale" project. It aims at bringing Fair Trade products to the canteens in schools or public administrations, to restaurants and other out-of-home places. Within 5 years after the start of the project in 2001, Ctm altromercato has been able to gain about 70 local authorities, among which Italy's largest cities such as Rome, Milan, Turin, Florence, etc., as regular customers of Fair Trade (not Fairtrade certified!) products.

More information:

www.altromercato.it	Ctm altromercato
www.ctmagrofair.it	Ctm AgroFair
www.commercioalternativo.it	Commercio Alternativo
www.roba.coop	Roba dell'Altro Mondo
www.equomercato.it	Equo Mercato
www.liberomondo.org	Liberomondo
www.equoland.it	Equoland
www.assobdm.it	Associazione Botteghe del Mondo
www.fairtradeitalia.it	Fairtrade Italy
www.agices.org	AGICES

LATVIA

There are not yet any formal Fair Trade structures in Latvia. Nevertheless, Fairtrade tea, coffee, chocolate and cocoa are already available. There is one private company importing tea and coffee into Latvia from "Clipper teas" (Dorset, UK). The products can be bought in a few outlets of the Finnish chain supermarkets "Stockmann" and in some organic and/or health shops in the larger cities of the country.

GLEN Latvia, one of the local partner organisations for the NEWS!-project "NEWS! goes East" between 2004 and 2006, includes Fair Trade as one of the topics in its global education activities on international trade and

sustainability. The environmental NGO "Green Liberty" has become highly interested in Fair Trade and has the intention to promote Fair Trade widely, cooperating in this with partners from Estonia and Finland. To date, no NGO has started importing and / or retailing, although a certain number of discussions on the topic have been organised and some international contacts and links have been built up.

More information:

www.zb-zeme.lv	Green Liberty (in Latvian only)
www.lapas.lv	LAPAS (in Latvian only)

LITHUANIA

In Lithuania Fair Trade is still at its very beginning.

The **Environmental Information Centre** (Aplinkosaugos informacijos centras) in the capital Vilnius, which a few years ago acted as a contact point for the "NEWS! goes East"-programme, is therefore currently focusing on getting the Fair Trade concept more widely known. To do so they have published a few articles and have had postcards printed with the Fairtrade logo. The Centre has plans to put a stronger focus on Fair Trade issues in the future (it has started a big project under the title "Fair Trade as a tool for global education" in early 2008) and to start participating more actively in international Fair Trade activities.

There are a few more organisations interested in Fair Trade in Lithuania as well.

Fairtrade certified coffee, tea and sugar can be purchased from almost every big supermarket in the country. Although the Fairtrade mark can be found on this limited range of products, most people are hardly aware of what Fair Trade is about and most are therefore far off from making ethically-based consumer choices. Consequently there isn't any specialised Fair Trade shop in the country as yet.

More information:

www.apicentras.lt

Environmental Information Centre

LUXEMBOURG

THE STRUCTURE OF FAIR TRADE IN LUXEMBOURG

Fair Trade in Luxembourg started in autumn 1980 when a group of people who had come across Fair Trade in Germany and Belgium took the initiative and opened the first Fair Trade shop in the centre of Luxembourg city. This shop can still be found at its original location right in the heart of the capital. This model was followed by others. In 1999 the shops formed a coordinating body called "**Arbeitsgrupp Drëtt-Welt-Butteker**" (Third World shops working group).

The working group acts as a coordination platform for the marketing, campaigning and lobbying activities of the shops at the national level. In 2007, the group has opted for rebranding the shops, switching from the former "Third World Shops" to the new name "Worldshops".

In the context of "Luxembourg and Greater Region – European Capital of Culture 2007" a temporary Worldshop was integrated into the "all we need" exhibition¹¹⁹, one of the top highlights of that year shown

in the Belval Ironworks. This shop was run as a joint venture of all the shops in Luxembourg and was a huge success, showing a new and modern image of Fair Trade to the 30,000 visitors of the exhibition. This has helped to further foment the cooperation between shops. With two new shops opening at the end of 2007, Luxembourg now counts 7 Worldshops, for a population of about 475,000 people. With a single exception, all the work in the shops is exclusively done by about 150 volunteers.

Due to its location at the heart of Europe, bordered by three countries with extensive Fair Trade networks, Luxembourg has never needed to develop an importing capacity of its own. Its Worldshops buy their goods from traditional Fair Trade importers in Belgium and Germany.

In 1992 the labelling organisation **TransFair-Minka Luxembourg** was founded. It has a broad basis of 33 member organisations from the Third World solidarity, environmental, church, union and youth sectors. The international harmonisation of the Fairtrade logo in 2003 has been helpful for the Luxembourgian market, where products sourced from different countries used

¹¹⁹ The author of the present research was one of the initiators of that exhibition on "Human Needs, Resources and Fairness". For more details see www.allweneed.lu

Fair Trade in Europe 2007	Luxembourg
Importing organisations	N/A
Points of sale	
Worldshops	7
Supermarkets	160
Paid staff (full-time equiv.)	
Importing organisations	N/A
Worldshops associations	N/A
Worldshops	0.5
Labelling organisations	3.3
TOTAL	3.8
Turnovers, in 000 €	
Importing organisations	N/A
Worldshops - NRV	673
Labelling - NRV 2007	3,200
Education / PR / marketing in 000 €	
Importing organisations	N/A
Worldshops association	25
Labelling organisation	100
Fairtrade Certification	
NRV 2007 per capita, in €	6.72
NRV 2007 per capita, rank	4
Licensees 2006	22

to bear different Fairtrade logos. Although there still remains some overlap as far as the names are concerned (TransFair and Max Havelaar) both now have the same visual logo. At the end of 2007 Fairtrade certified products could be purchased in about 160 outlets throughout the country.

THE FAIR TRADE MARKET IN LUXEMBOURG

The Luxembourg Fair Trade market reflects the small size of the population. The net retail value of the Worldshops in 2006 was about €670,000, with the largest shop, the one in Ettelbruck, reaching €250,000 a year. The shops' sales are fairly evenly divided between food and non-food products.

Through an annual expenditure of €100,000 on education and information activities (e.g. a national conference on cotton, fair breakfasts, school sessions, etc.), TransFair-Minka has succeeded in developing a high

degree of Fair Trade awareness among the population. Today 75% of the population know the Fairtrade-TransFair certification mark, making it thus one of the 5 best known labels on the national market.

Bananas and coffee remain the most important product ranges, although TransFair-Minka is busy keeping interest in Fair Trade at a high level by the regular introduction of new products, such as rice (in 2006) and cotton (in autumn 2007).

Although Luxembourg has a few national Fairtrade licensees, the most significant quantities are distributed by Belgian, French, German and Dutch licensees.

The net retail value of goods sold under Fairtrade labels in Luxembourg amounted to €3.2m in 2007 (after €2.8m in 2006), up from €2m in 2004, i.e. plus 60% in three years' time. This gives Luxembourg rank four as for the per capita consumption of Fairtrade certified products, with a value of about €6.70 per capita against more than €21 for Switzerland in 2007.¹²⁰

Among the big successes of TransFair-Minka is the annual cooperation with chocolatiers on the occasion of Saint Nicholas Day on December 6th. Each year more than 60,000 gift bags are packed with chocolate and sweeties and presented to Luxembourg's children by their parents or relatives and by their school teachers.

Fair Trade in Luxembourg has been able to attract the interest and broad support of local and national authorities. This has led to a growing number of joint projects, like the financing of two sugar processing plants in Peru and of the establishment of a food cooperative in Nicaragua. These projects are financed through the Cactus supermarket chain donating 20% of its Fairtrade Fortnight sales and co-financed by the Ministry of Development Cooperation and Humanitarian Action. Another widely noticed Fairtrade event was the presentation ceremony for the Sukuma Millennium Award, a new film award focusing on ethical shopping.¹²¹

For a few years now TransFair-Minka can also count on the support of both the Grand Duke and the Grand Duchess of Luxembourg. Fairtrade certified products are now also regularly being served at the Grand-Ducal palace.

More information:

www.transfair.lu	TransFair-Minka Luxembourg
www.weltbutteker.lu	Worldshops working group

¹²⁰ For more details see paragraph 3.3

¹²¹ For more details see www.sukuma.net

MALTA

Malta has only one Fair Trade organisation, **Koperattiva Kummerċ Ġust (KKĠ)**. The cooperative¹²² was set up in 1996 by TWG (Third World Group), one of the oldest development NGOs in Malta. Today KKĠ is one of the largest cooperatives in Malta with over 100 members.

In September 1997 the organisation opened the first specialised Fair Trade shop in Malta, called L-Arka (The Ark). The shop is run by one part-time employee and a group of dedicated volunteers, helping half a day per week with their work. In 2006 the shop made a turnover of about 28,000 euros. Further sales are generated through stalls at two major public events held each year in May/June (“Worldfest”) and in November (“Taste the World” festival). Smaller events are organised in different parishes throughout the year.

The Fair Trade products sold by KKĠ come from Italy (mainly from Ctm altromercato, of which KKĠ has become a member in 2000, and from Commercio Alternativo) as well as from Equal Exchange in Edinburgh/UK. There is no regular direct import, although some special relationship is developing with Fair Trade producers in nearby Egypt.

In autumn 2007 KKĠ started a new initiative aiming at encouraging companies, organisations and institutions to switch to Fair Trade products. On the occasion of the L-Arka shop celebrating its 10th anniversary in October 2007, an initial group of 10 organisations and institutions have been awarded a so-called Fair Trade User Certificate, to be renewed on an annual basis.

Recently some commercial companies, among which a small health food company and –above all– Marks & Spencer, have started importing some Fairtrade certified products.

Apart from its commercial activities, KKĠ is also involved in development education projects, in schools, youth groups, etc. In this context the organisation is an active member of both the Malta Forum for Justice and Cooperation and the national NGDO platform SKOP. The work of the latter has been instrumental in having the Maltese Government adopt its first National Development Policy in autumn 2007, in which Fair Trade is mentioned.

KKĠ also cooperates with many Fair Trade and like-minded organisations in other countries, mostly within the framework of EU-funded projects. One of these is the FAIR project, jointly implemented with organisations from Spain, Italy and France, which researched into the possibilities of certification procedures for skills and competences of persons working in the Fair Trade sector. Another such important project is entitled “Playing Fair Alternatives”. In this cooperation with organisations from Italy, Greece, the Czech Republic and Portugal an educational board game, Fair Play, has been developed and translated into each of the participant countries’ languages. The game focuses on the Cotton Production Chain. More background material includes the book Ekwopedja (elaborating on themes such as International Economic Systems, Unsustainable Development, Fair Trade, Cultural Diversity, Human Rights, etc.) as well as a number of games that can be played in classes or groups.

More information:

www.l-arka.org

L-Arka & Koperattiva
Kummerċ Ġust

¹²² As Malta has no legal regulations defining an NGO status the organisation had to register as a cooperative

THE NETHERLANDS

THE STRUCTURE OF FAIR TRADE IN THE NETHERLANDS

The Netherlands has one of the most mature Fair Trade markets all over the world, with a large number of importing organisations, a very dense and well-developed network of Worldshops and one of Europe's biggest labelling organisations.

As such it has often served as a model for others. In the seventies, Fair Trade Original (or more correctly, its predecessor SOS Wereldhandel) helped to build up Fair Trade organisations in neighbouring countries¹²³ and in the nineties the Max Havelaar Foundation became the model followed by labelling initiatives all over the world.

Fair Trade Original, formerly Fair Trade Organisatie, remains by far the largest Fair Trade importer, accounting for some 58% of all sales made by the Dutch Worldshops. The last few years have been a difficult period for this worldwide pioneer of Fair Trade. The organisation has had to cope with stagnating purchasing power, a growing competition in the Fair Trade sector and declining Christmas sales. The difficult economic situation has led to some still ongoing reorganisation and a few new strategic orientations. In 2006, for instance, the organisation started cooperating with new partners from the commercial world, which has led to many of its food products now being available from eight large Dutch supermarket chains. In 2007 it began a shop-in-shop cooperation with Dutch warehouse chain Vroom & Dreesmann (V&D), now offering Fair Trade handicrafts in 28 of their outlets for a start.

The organisation sources products from about 70 producer groups in 26 countries, and its staff of 99 employees¹²⁴ service the Dutch market with a broad food range and some 2,200 handicraft products.

Besides its business part Fair Trade Original also operates a special "Partner Development & Policy Department"¹²⁵ which manages different projects aimed at strengthening the social economic business capacity of its trading partners and producer groups. One of their recent

key projects entitled "Change the World Branding" will benefit 40 producer groups by helping them in developing a brand of their own in order to better promote themselves in both the Fair Trade and the commercial markets. This project, which is greatly supported by the Dutch Ministry for Foreign Affairs, runs from 2007 until 2010.

In September 2007, a fire destroyed much of the organisation's storehouse and stock in its central location in Culemborg, fortunately sparing the offices and the showroom. With the full enthusiasm of the entire staff it was possible to take up work again only a few days after the disaster, although the consequences could be felt for many weeks after.

The second largest importer, **De Evenaar**, has a market share of about 9% in the Worldshops, and concentrates on handicrafts only. The organisation supplies Worldshops as well as gift shops in the Netherlands, Belgium and France.

Both importers top a list of 24 certified Fair Trade suppliers which have been officially recognised by the Dutch Association of Worldshops. Half of these, i.e. a total of 12 organisations have come together to form **NIVAH** (Nederlandse Importeurs Vereniging Alternatieve Handel), the Dutch Association of Fair Trade Importers. Most of NIVAH's members are smaller organisations, each with a very strong focus, sourcing from only one or a handful of producer organisations in a very limited number of countries.

In search for even greater synergies, NIVAH members have joined forces and merged with another organisation, the **Centrum Mondiaal**, at the beginning of 2008.

The list of Fair Trade importers would not be complete without mentioning **AgroFair Europe B.V.**, best-known for its "Oké" bananas, which –although not being a classical Fair Trade organisation– has its roots and headquarters in the Netherlands.

AgroFair Europe is the holding company of a group of companies, which all concentrate on developing and managing sustainable trade chains of tropical fruits. Due to its stronger commercial approach, as well as to its transnational activities, AgroFair Europe B.V. has

¹²³ Among others i.e. GEPA – The Fair Trade Company in Germany, EZA Fairer Handel in Austria and claro fair trade in Switzerland

¹²⁴ Average for the financial year 2006/07

¹²⁵ Previously known as Fair Trade Assistance

very quickly become the number one Fairtrade company with a turnover of more than €62m in 2006. This figure is consolidated from three companies, namely AgroFair Benelux B.V., AgroFair UK Ltd. and Oké USA Fruit Company Inc.¹²⁶

The first Dutch Worldshop opened in 1969. Today the **Landelijke Vereniging van Wereldwinkels**, the Dutch Association of Worldshops (DAWS), has 382 members operating a total of 391 shops.

The organisation has been one of the pioneering Worldshop associations for many years now, both at the national and international levels. It has 10 employees, representing 9 full-time equivalents at the end of 2007. In 2004 and 2005 more than 300 Worldshops took part in the so-called "Transformatie" (transformation) project, which aimed at making the shops more attractive to the general public. The upgrading included a new house style, a new design of the interiors as well as more professional buying and automation operations. With the beginning of 2007 a new service organisation for shops, **FaiRSupport**, was set up as a joint venture of the Worldshops Association and Fair Trade Original, involving other importers as well. The organisation will build on the experience of both organisations in all Fair Trade-retail aspects and provide all kinds of support for two different shop formulas, namely the Worldshops (organised in the Worldshop association) and the Fair Trade Shops (which until then were run by Fair Trade Original for their own accounts or under a franchise contract). It has 12 employees, representing 10 full-time equivalents.

Although some Worldshops have paid staff,¹²⁷ Fair Trade in the Netherlands would not be possible without the dedication of approximately 12,500 people working on a voluntary basis in the Worldshops and the groups.

Besides the member shops of the association, some 35 more shops all over the country are estimated to put a particular focus on Fair Trade, without (for the time being) joining the association's ranks.

Stichting Max Havelaar, the foundation operating the Fairtrade Certification Mark in the Netherlands has been the first organisation of its kind in the world. Since its start in 1988 it has been playing a pioneering role in

leading Fair Trade out of its former niche and opening up the commercial market to Fair Trade products.

In July 2007 the organisation was proud to announce that Fairtrade cotton was now being used in the production of the 10-euro-banknotes by the Dutch National Bank¹²⁸ at the rate of a first bulk of 31 tons being used for this purpose. This was the first step of a wider campaign to launch Fairtrade cotton planned for 2008.

During the first Dutch Fairtrade week in October 2007 the fathers of the foundation, Frans van der Hoff and Niko Roozen, were accepted as members of the Order of Orange-Nassau, one of the highest distinctions of the Dutch Royal House. Another highlight of that week was the first Max Havelaar Lecture which was held at the Erasmus University of Rotterdam by world-renowned economist Jeffrey Sachs.

Today the organisation certifies a wide range of food products. At the end of 2007 it counted 57 licensees (up from 47 only one year ago) and Max Havelaar certified products could be found in some 4,000 supermarkets all over the country.

There is no formal national forum for cooperation between the different Fair Trade players but there are many irregular and informal contacts between the organisations and a handful of formal meetings each year. In 2006 they have developed a joint presentation and product folder which was distributed to 1.3 million households, and it is planned to repeat this exercise twice a year.

THE FAIR TRADE MARKET IN THE NETHERLANDS

After a very bad 2005, with turnover falling from €20.7m to €17.9m, the oldest Fair Trade player in the Netherlands Fair Trade Original seems to be back on track again. Through opening up to new activities in 2006 (see above) the organisation was able to generate growth again, ending the year with a sales figure of €18.3m. However the result was still a negative one, with a loss of more than €2.3m.

The last known figure for the other importers dates back to 2005, when NIVAH reported sales of €3.4m as the total for all its member organisations.

¹²⁶ Ctm-AgroFair Italia is not consolidated within AgroFair Europe, and therefore it appears as an entity of its own in the country chapter on Italy

¹²⁷ It is estimated that this concerns a total of 35 persons who make up for 25 full-time equivalents

¹²⁸ Unfortunately these banknotes do not bear the Max Havelaar or Fairtrade logo

In 2006 the Worldshops network represented €27.7m of net retail value. Non-food products account for 74% of this, and coffee makes up approximately one third of all food sales. In the context of the newly created FairSupport (see above), the Dutch Association of Worldshops has set itself the ambitious target of raising the Worldshops' total turnover by 36% in five years.

The net retail value of products sold under the Max Havelaar-Fairtrade mark had remained rather stable over some years, hovering at around €35m. In 2006 and 2007 again it has been possible to make some important steps forward. The net retail value went up to €41m in 2006, and further to €47.5m in 2007. The most important products volume-wise are now bananas, of which 4.4 million kilos were sold in 2007, coffee at 3.0 million kilos and pineapple at 1.2 million kilos.

Many public institutions have switched to and stayed with Max Havelaar coffee and tea. Many schools and the majority of Dutch municipalities serve and consume Fair Trade hot drinks, as do many departments of Ministries and the Dutch Parliament. At local levels new enthusiasm is being fostered with the launch of the Fairtrade Towns scheme in June 2007, operated by Max Havelaar along with its partners from the Dutch Association of Worldshops and COS Netherlands¹²⁹. Since then, the two cities of Groningen and Eindhoven are working hard to become the first Fairtrade Town in the Netherlands.

More information:

www.fairtrade.nl Fair Trade Original
 www.de-evenaar.nl De Evenaar
 www.centrummondiaal.nl Centrum Mondiaal

www.agrofair.nl
 www.wereldwinkels.nl
 www.maxhavelaar.nl

AgroFair Europe
 Dutch Association of
 Worldshops
 Max Havelaar Foundation

Fair Trade in Europe 2007	The Netherlands
Importing organisations	24
Points of sale	
Worldshops	426
Supermarkets	4,000
Paid staff (full-time equiv.)	
Importing organisations	132
Worldshops associations ¹³⁰	19
Worldshops	25
Labelling organisations	6
TOTAL	182
Turnovers, in 000 €	
Importing organisations	80,389
Worldshops - NRV	27,700
Labelling - NRV 2007	47,500
Education / PR / marketing in 000 €	
Importing organisations	0
Worldshops association	378
Labelling organisation	N/A
Fairtrade Certification	
NRV 2007 per capita, in €	2.90
NRV 2007 per capita, rank	12
Licensees 2006	47



¹²⁹ COS Netherlands is a nationwide, independent association of centres for international cooperation

¹³⁰ This figure combines the staff of DAWs, the Dutch Association of Worldshops, and of FairSupport (see above)

NORWAY

THE STRUCTURE OF FAIR TRADE IN NORWAY

Norway has been a difficult terrain for Fair Trade. After the decline of the first Fair Trade company “Alternativ Handel” in the mid-1990’s it has taken some time before Fair Trade has been revived again.

The Norwegian labelling organisation **Fairtrade Max Havelaar Norway** was founded in 1997. It is backed by a broad coalition of well-known Norwegian NGOs and grassroots organisations from all different sectors of civil society.

The range of products certified by Fairtrade Max Havelaar has been extended throughout the years and today Fairtrade certified products can be found nearly everywhere in Norway. The organisation has a workforce of 4 full-time equivalents.

Fair Trade in Europe 2007	Norway
Importing organisations	2
Points of sale	
Worldshops	1
Supermarkets	5,600
Paid staff (full-time equiv.)	
Importing organisations	0
Worldshops associations	N/A
Worldshops	N/A
Labelling organisations	4.2
TOTAL	4.2
Turnovers, in 000 €	
Importing organisations	249
Worldshops - NRV	N/A
Labelling - NRV 2007	18,100
Education / PR / marketing in 000 €	
Importing organisations	5
Worldshops association	N/A
Labelling organisation	524
Fairtrade Certification	
NRV 2007 per capita, in €	3.87
NRV 2007 per capita, rank	9
Licensees 2006	40

To date more than 40 commercial importers sell Fairtrade labelled products through approximately 5,600 outlets.

In December 2006 **Friends Fair Trade** has opened a new Fair Trade shop in the very centre of the capital Oslo. The non-profit shop is –for the time being– run with volunteers only. It also acts as an importer and has started wholesaling to other businesses. In its first full year of operation, its sales have reached €250,000 (NOK 2.0m), including wholesaling to other shops, cafés, etc. The shop has attracted a lot of media attention, last but not least due to the introduction of Ubuntu-Cola, the first Fairtrade Cola drink to come to the country, in Norway. The shop is an associate member of both IFAT and NEWS!.

The example of the Oslo shop seems to inspire other people around Norway and the establishment of Fair Trade shops in a few other cities is under consideration.

Fair Trade Norge is another importer, who brings Fair Trade handicrafts into the country, mainly sourced from South and South East Asia. It is based in Hølen, some 50 kilometres South of Oslo. From here they distribute their products to about 500 gift shops and boutiques specialising in home interior design or decorations throughout Norway.

THE FAIR TRADE MARKET IN NORWAY

After some difficult first years, the Fairtrade certification scheme now seems to have become widely accepted. The net retail value of Fairtrade labelled products has almost doubled between 2004 and 2006, going up from €4.5m to €8.8m (i.e. NOK70.6m), and again more than doubled in 2007, reaching €18.1 m, i.e. an increase of 110% in one single year!

Coffee, roses and bananas are the three pillars supporting the organisation: together they account for 80% of the organisation’s license fee income. The market share of coffee is about 2% in 2007¹³¹, whereas for organic bananas it stands at 80%. Recently, roses have been gaining in importance because they have been available through Norway’s largest flower shop chain since October 2005.

¹³¹ Equivalent to about 500 metric tons per year

With the growing success on the consumer side, the recognition from official bodies and the Government is also growing. In the meantime, all Ministries serve Fairtrade coffee and orange juice and in June 2007 the Government has adopted a policy and action plan for the years 2007 to 2010 aiming at all public procurement acts to be based on Fairtrade and environmental standards.

The growing official support also allows Fairtrade Max Havelaar to expand considerably its information, education and marketing activities, which until now have been limited through a budget in the region of €520,000 (i.e. NOK4.2m). One of the upcoming new campaigns is the Fairtrade Towns scheme, under which Oslo is bound to become one of the first capitals of a country to join in.

As per capita consumption of Fairtrade products in Norway continues to lag behind many other countries¹³², it seems there is still considerable opportunity for growth in the near future. Chances for this are good as the recognition of the Fairtrade mark has gone up from 30% in 2006 to 53% in 2007.

More information:

www.fairtrade.no	Fairtrade Max Havelaar Norway
www.friendsfairtrade.no	Friends Fair Trade
www.fairtradenorge.com	Fair Trade Norge As

¹³² See table 9 in paragraph 3.3 for more details

POLAND

There are basically two organisations involved in Fair Trade product distribution in Poland.

The first organisation to take up the issue in Poland has been **Stowarzyszenie Sprawiedliwego Handlu "Trzeci Świat i My"** (The Polish Fairtrade Association "The Third World and Us") based in Gdansk, the sixth-largest Polish city.

Building on experiences from Germany and the United Kingdom, the organisation first went public with a big conference on Fair Trade organised in 2005. Since 2006 the organisation has started importing products into Poland. They operate an online-shop and act as a wholesaler supplying a growing number of outlets, mainly in the capital Warsaw and in the Tricity¹³³ on the Baltic Sea. These include the "BOMI delikatesy" supermarket chain, as well other smaller chains or individual organic shops and vegetarian restaurants.

The second organisation is based in Wroclaw and is also active in selling both Fair Trade and Fairtrade certified products. It operates under the name **Sprawiedliwy Handel** (Fair Trade).¹³⁴

Many Fairtrade certified products are available in Poland from the stores of the UK-based Marks & Spencer chain. They offer a wide range of Fair Trade certified products, especially coffee, tea, chocolate and recently Fairtrade certified cotton t-shirts as well.

When it comes to the promotion of the Fair Trade concept, three organisations deserve being mentioned: the importer Stowarzyszenie Sprawiedliwego Handlu "Trzeci Świat i My", Grupa EFTE Warszawa and the Polish Green Network. Both Grupa EFTE Warszawa and Polish Green Network promote ethical consumption in general, but Fairtrade is an important aspect of it.

The event for the World Fair Trade Day in 2007 was the screening of the "Black Gold" movie on Ethiopian coffee farmers followed by a discussion panel, during a big documentary movies festival in Warsaw (DocReview). In cooperation with other NGOs the three organisations are active in promoting Fair Trade through a number of different events, such as a FairTradeFest in Lublin, further screenings of "Black Gold" in other big Polish cities, as well as workshops and trainings organised on these topics.

¹³³ Tricity (in Polish *Trójmiasto*) is an urban area consisting of the three cities: Gdansk, Gdynia and Sopot. It has a total population of over 1 million.

¹³⁴ It is important not to confuse the two organisations whose website addresses differ only by a minus sign.

A recent study on the present situation of Fair Trade in Poland¹³⁵, based on interviews conducted with the main players in Poland, concludes that Fair Trade in Poland can really become a success, not least due to the high number of temporarily migrating Poles who re-import a positive attitude towards Fair Trade from other countries, mainly the UK, into Poland. Among the main open questions, the study identifies the nearly complete lack of connection between the commercial companies

¹³⁵ Kinga Boenning: *The Introduction of Fair Trade in Poland – current tendencies, possibilities and challenges. (Autumn 2007)*, available on the Internet or from kinga.boenning@yahoo.de

importing and selling Fairtrade certified products on a large scale and the NGOs active in awareness raising. Bringing these two strands together could mean improved synergy.

More information:

www.sprawiedliwyhandel.pl Stowarzyszenie Sprawiedliwego Handlu “Trzeci Świat i My” (Polish Fair Trade Association)
www.sprawiedliwy-handel.pl Fair Trade Wrocław
www.efte.org Grupa EFTE Warszawa
www.ekonsument.pl Polish Green Network

PORTUGAL

THE STRUCTURE OF FAIR TRADE IN PORTUGAL

The first Portuguese Worldshop “**Loja de Comercio Justo**” was opened in Amarante, near Porto in Northern Portugal, in August 1999. Since then this town of 11,000 inhabitants has played an important role in Portugal’s Fair Trade community. In 2005 it hosted the 2nd Festa Nacional de Comércio Justo, a national Fair Trade fair and get-together during which Portugal’s first importing organisation named **Equação – Cooperativa de Comércio Justo** (Equation – Fair Trade Cooperative), was officially presented to the public.

The former association became a cooperative in September 2007. It is a joint venture of 4 local associations or cooperatives (most operating one or two Worldshops each) and Italy’s Ctm altromercato.

Equação is active in fomenting the development of new local associations and is involved in quite a number of projects at European level, involving partners and associates from Spain, Italy, Greece, and other countries, as well as Southern producer countries.

In the last few years Portugal has seen more Worldshops opening, with some of them closing soon after. At the end of 2007 there were 10 Worldshops in Portugal. Strongly building on the Italian experience, one of these shops (in Porto) is being run in close cooperation with Ctm altromercato under a co-branding partnership.

World Fair Trade Day 2002 saw the birth of a national association, which was meant to take over the coordi-

nating and inspiring role assumed by the CIDAC - Centro de Informação e Documentação Amílcar Cabral (Amílcar Cabral Information and Documentation Centre) in Lisbon since 1998. The **CPCJ - Coordenação Portuguesa do Comércio Justo** (Portuguese Fair Trade Coordination) became the Portuguese member of NEWS! - the Network of European World Shops. Unfortunately, differences as to the future directions to be taken by the Fair Trade movement in Portugal proved to be so big that the CPCJ terminated its activities in early 2007.

This has not hindered other players from further strengthening their cooperation and move along with joint activities, such as the first Portuguese Forum on Fair Trade in May 2007 organised jointly by the three local organisations: CIDAC, Cores do Globo, and Reviravolta. More than 2,000 people took part in the different discussion rounds and events marking this Forum.

As 2007 was coming to a close, it was becoming clear that some broad restructuring of the sector in Portugal was impending. Plans were being made which should give a much bigger role to the organisation Equação in 2008, letting it take over the day-to-day operation of some already existing Worldshops and planning to set up new ones, among which also one in the very commercial heart of the capital Lisbon.

In the meantime, new activities are laying the basis for a successful future. The “Clubes de Comércio Justo” (Fair Trade Clubs) target 10 to 15 year-olds along with their

teachers. The project, which runs for three years, aims at winning over schools all over Portugal to become centres of long-lasting interest for Fair Trade and North-South issues. In November 2007 a first national encounter of all parties involved took place in Lisbon, including a few Fair Trade producers from other Lusophone countries, such as Brazil, Guinea-Bissau and East Timor.

In March 2007, Francisco Van der Hoff, one of the founders of UCIRI in Mexico and one of the fathers of the Max Havelaar / Fairtrade labelling scheme, was awarded the North-South Prize of the Council of Europe from the hands of Portugal's President of the Republic Aníbal Cavaco Silva. The ceremony itself and Francisco Van der Hoff's stay in Lisbon were very well received by the national media and thus were good publicity for Fair Trade in general.

Fairtrade labelling is not yet a big issue, as there is still no national labelling initiative. However there are already steps being taken to widen the market access for Fair Trade producers. One of these pilot projects is a so called "coffee partnership" between three Fair Trade organisations (EQUAÇÃO, Ideas from Spain and Ctm altromercato from Italy) on the one hand and Delta,

the biggest Portuguese coffee company, on the other. The project involves activities to the benefit of Delta's coffee producers (starting in Angola), the large-scale marketing of Fair Trade coffee (co-branded by Delta and Ctm altromercato), as well as a promotional campaign for the Portuguese Fair Trade movement.

THE FAIR TRADE MARKET IN PORTUGAL

The commercial aspects seem - for the time being - not to play a very important role in the Portuguese Fair Trade sector. The turnover of the biggest national player EQUAÇÃO has risen from €174,000 in 2005 to €214,000 in 2007. More than 80% of these sales went to the six Worldshops operated by EQUAÇÃO's member organisations and to a few more local Fair Trade organisations. It is estimated that the overall retail value of Fair Trade products sold in Portugal in 2007 was somewhere between €350,000 and €400,000, including all Worldshops, private handicraft and organic shops, etc.

More information:

www.equacao.comercio-justo.org

EQUAÇÃO

SLOVAKIA

In February 2003 a small group of dedicated people founded **Fairtrade Slovakia** with the aim of promoting the Fair Trade concept in Slovakia. In November 2005 a separate business company Fairtrade Slovakia s. r. o. was established, with the aim of acting as importer, wholesaler and retailer simultaneously.

Through a well-balanced programme of information, motivation and networking, the organisation has been active in making Fair Trade known in Slovakia. They have organised product tastings, temporary sales in a shopping mall and at Latino parties, etc. In 2004 they opened a shop in the upper hall of the capital Bratislava's old market hall. The shop had to be closed again in April 2007, and the organisation decided to focus more on wholesaling than on retailing. At the end of 2007 it was supplying some 10 stores with Fair Trade products.

At the same time when Fairtrade Slovakia was set up, the organisation **Živica – Centrum environmentál-**

nej a etickej výchovy (Centre for Environmental and Ethics Education) in Bratislava started selling Fair Trade products in their eco-shop (**Ekoporadňa**), alongside its product range focused on environmental aspects, with some additional hemp products coming from India and Nepal. They claim to have been the first to have had Fair Trade products on their shelves, mainly sourced via EZA Fairer Handel in Austria and the Ecumenical Academy in Prague in the Czech Republic. All profits from the shop and the online sales are being reinvested for environmental and ethics education purposes.

Between 2003 and 2006 Živica has organised many promotional events, seminars for teachers, translated and adapted educational material for school children, etc. in the context of two big transnational projects with the NGO Südwind NÖ-Süd from Austria.

All the events culminated in big celebrations on World Fair Trade Day, which were taken up by the Slovakian television channels.

CEEV Živica has other ongoing transnational projects with Austria, which allow them to publish new promotional materials and teaching aids related to Fair Trade, all unique in Slovakia.¹³⁶

The third most important Fair Trade actor in Slovakia is **Integra**, an NGO engaged in microenterprise development in Central and Eastern Europe. Integra, which has become the first member organisation of IFAT in this region of the world, runs an extensive “Market Access Programme” aiming at developing markets for small producers both in the South as in the North through fostering both North-South trade as well as North-North trade relations. In summer 2005 they opened their first Fair Trade Shop in Slovakia, named “Ten Senses” and located in the very centre of the city. Unfortunately, this shop also had to close down in 2007, but was reopened at a different location in November 2007.

Half of the product range comes from Fair Trade (sourced from British, Austrian and Italian colleague organisations) and half from small –mostly women– producers from Slovakia, Romania, and other countries of Central

and Eastern Europe. Ten Senses is also developing its own branded Fair Trade products from Africa for import into the EU. The first such product to hit the EU Fair Trade market was macadamia nuts from Kenya, currently available in Austria and Slovakia.

The big challenge for Fair Trade in Slovakia seems to be making the Fair Trade concept better known and overcoming the fact that large parts of the population continue to be very price-sensitive. Thus most of the customers of the “Ten Senses” shop are tourists or people who have lived abroad, where Fair Trade is far better known. This is the reason why “Ten Senses” has launched a huge media campaign in spring 2008 to raise awareness on Fair Trade, making use of advertisements, billboards, etc. to get the message across to as many people as possible.

More information:

www.fairtrade.sk

www.zivica.sk

www.integra.sk

www.tensenses.com

Fairtrade Slovakia

Živica – Centre for

Environmental and Ethics
Education

Integra

Ten Senses

¹³⁶ Examples hereof are the DVD “*Za pár korún navyac*” (For a Few Cents More) and the Peters world map “*Svet naruby*” (World Upside-Down)

SLOVENIA

On 10 December, 2004, the International Human Rights Day, the first Slovenian Worldshop opened at Stari trg 30, in the city centre of Ljubljana. It is a joint initiative of two Slovenian NGOs, namely the human rights NGO **Humanitas** and the environmental organisation **Umanotera**.

The shop is named “3 muhe” (three flies), which comes from the Slovenian saying “to catch three flies at once”¹³⁷. Since the customer would “buy a good thing, do a good deed and be in good cheer”, as well as “change the world into a better place”.

In 2006 the shop made a turnover of approx. €140,000, more than 80% of it with handicraft products. In 2007 sales were up at €260,000, of which some 30% were through wholesaling to supermarkets and others.

The operation is run by 2 full-time employees together with a group of about 30 volunteers. The city of Ljubljana

is helping the initiative by covering some 60% of the shop’s rent.

For the time the majority of the products are being imported from EZA Fairer Handel (Austria) and from Ctm altromercato (Italy). Building on long-standing contacts between Humanitas and different organisations in the South, smaller quantities are imported directly from four additional producer groups (three in Africa and one in Nepal). The shop maintains an especially intense relationship with the organisation Kafuli¹³⁸ in Burkina Faso.

The mere existence of the shop and related awareness-raising activities, such as lectures and conferences, have led to better coverage of Fair Trade issues in the media. This has paved the way for widening the distribution of

¹³⁷ Equivalent to the English idiom of “killing two birds with one stone”

¹³⁸ See www.kafuli.org

Fair Trade products in Slovenia: in May 2007 the shop has successfully started to supply food products and cosmetics to the biggest retailer chain in Slovenia.

More information:

www.humanitas.si
www.umanotera.org
www.3muhe.org

Humanitas
Umanotera
Fair Trade shop Ljubljana

SPAIN

THE STRUCTURE OF FAIR TRADE IN SPAIN

The Spanish Fair Trade market is dominated by three big importing organisations: **Intermón Oxfam**, **Alternativa 3** and **IDEAS**.

Intermón Oxfam, a member of the worldwide Oxfam family, is a development NGO with a long history of activism in Spain on Third World issues. In the early 1990's it launched a small Fair Trade operation that has quickly expanded to become by far the largest Fair Trade importer in Spain.

The organisation operates a fast growing network of 45 own Worldshops, with 5 new shops having opened in 2006-2007 alone. Together these shops account for 57% of the total turnover. This share has been declining lately as Intermón Oxfam has been successful in opening up new sales channels for its products, especially by bringing its Fairtrade coffees onto many supermarket shelves. In this context, the organisation has launched a travelling coffee exhibition, mounted on a bus that started touring the biggest cities in Spain at the end of 2007.

The organisation also supplies most of the independent Worldshops across Spain. It employs about 60 full-time equivalents, helped by some 500 volunteers that contribute one working day per week on average. Sales are quite evenly divided between food and non-food products.

Alternativa 3, based near Barcelona, is a Fair Trade cooperative set up in 1992. It operates a coffee roastery of its own, where the imported coffee beans are roasted, ground and packed. Coffee alone accounts for half of the organisation's sales, while non-food products make up 35%.

For its 15th anniversary in 2007 the organisation has given itself a new corporate design, introducing, among others, new coffee packages bearing the Fairtrade seal for the first time.

Alternativa 3 has a staff of 14 people. They supply the Spanish Worldshop network, more than 200 local groups and some 350 commercial outlets.

IDEAS is a non-profit cooperative and an officially recognised NGO, strongly rooted within the movement for a solidarity economy.

The organisation runs 3 shops of its own and supplies food and non-food products alike to the other Spanish Worldshops, which make up more than 85 % of its total sales. IDEAS imports most of its food products (the sole exceptions being coffee and sugar) through different EFTA member organisations.

IDEAS is very active in different projects that go beyond the mere Fair Trade business. Besides participating the European project on Fair Procurement "Public Affairs" (former Fair Procura)¹³⁹ along with EFTA and its members in Belgium and Italy, IDEAS is taking the issue of Fair Trade standards for public procurement further by lobbying and offering consultancy services to the public sector. All this is well based on a growing number of research papers published in the context of the organisation's "Observatory on Transnational Corporations" project. IDEAS has also taken the lead and acts as the national coordinating agency for the Fair Trade Towns scheme with Córdoba becoming the first Spanish Fair Trade Town in 2008.

The organisation has a staff of 14 full-time equivalents, working in its headquarters in Córdoba as well as in its offices in Madrid.

There are more than twenty Fair Trade organisations with retail activities and Worldshop outlets like **S'Altra Senalla**, **Solidaridad Internacional**, **Ayuda en Acción**, **Setem**, etc. under the umbrella of the Spanish Fair Trade Platform, as well as different smaller importers such as **Adsis Equimercado**, **Sodepaz** or **Xarxa Consum Solidari**.

¹³⁹ See the section on EFTA in paragraph 2.4 for more details

The first two **Spanish Worldshops** were opened in 1986, and the first Fair Trade organization was founded in 1989. Today Spain has about 120 Worldshops, more than one third of them being part of Intermón Oxfam's network. They are well distributed all over mainland Spain as well as having a presence on the islands of Mallorca, Menorca and the Canary Islands.

Spanish Worldshops have a variety of styles, reflecting their different backgrounds and the particular importer which they are associated with. In the last years the shops have been using the "Justo aquí" ("Just here" or "Fair here") logo in order to develop a kind of a common profile. In recognition of the multi-lingual situation of Spain, this logo has four different language versions.

The role of Worldshop association is assumed by the *Coordinadora Estatal de Comercio Justo* (see below), which is also a member of IFAT.¹⁴⁰

The Spanish labelling organisation **Asociación del Sello de Productos de Comercio Justo** (Fairtrade products label association) began its activities in October 2005. The association has 10 strong organisations as its basis among which are the three leading importers, *Cáritas Spain* and *SETEM* (a development NGO), and interestingly the Latin American and Caribbean Network of Small Fair Trade Producers (CLAC) as well.

For a start, the organisation has been concentrating on labelling 4 products only, namely coffee, cocoa, sugar and tea. At the end of 2007 it had about 30 licensees offering more than 70 different Fairtrade certified articles.

The start of the labelling initiative has been surrounded by intense discussions within the Fair Trade movement, which unfortunately has led to a deep division between sympathisers of the labelling scheme and their opponents, who are very critical about cooperating with multinationals and who prefer an organisation-bound type of label to any product label. The latter have published a "manifesto against the FLO-Fairtrade label" and formed a separate entity called "Espacio por un Comercio Justo" (Space for a Fair Trade) in early 2006.

The **Coordinadora Estatal de Comercio Justo** (Coordination of Fair Trade Organisations), founded in

Fair Trade in Europe 2007	Spain
Importing organisations	20
Points of sale	
Worldshops	120
Supermarkets	N/A
Paid staff (full-time equiv.)	
Importing organisations	111
Worldshops associations	N/A
Worldshops	N/A
Labelling organisations	N/A
TOTAL	111
Turnovers, in 000 €	
Importing organisations	14,211
Worldshops - NRV	N/A
Labelling - NRV 2007	3,900
Education / PR / marketing in 000 €	
Importing organisations	522
Worldshops association	N/A
Labelling organisation	N/A
Fairtrade Certification	
NRV 2007 per capita, in €	0.09
NRV 2007 per capita, rank	18
Licensees 2006	21

1996, acts simultaneously as the national Worldshop association and as a kind of national Fair Trade forum. The main objective of the *Coordinadora* is to bring the different Fair Trade players such as importers, wholesalers or distributors, Worldshops and development NGOs regularly together in order to better coordinate Fair Trade-related activities and to further raise the profile of Fair Trade in Spain. It has a membership of 35 Fair Trade organisations and has offices in San Sebastian and Madrid.

THE FAIR TRADE MARKET IN SPAIN

All major Fair Trade organisations have seen their sales grow rapidly in the last few years. For Intermón Oxfam this has meant going up from €5.7m to €7.5m within two years and for IDEAS to move from €1.7m to €2.7m two years later.

¹⁴⁰ At the 2008 AGM the organisation decided to leave NEWS!- the Network of European World Shops and to concentrate instead on contributing to IFAT and more specifically to IFAT-Europe.

Currently the three largest Fair Trade importers have a joint turnover of about €13.9m. This is more than three times the volume of their aggregate sales in 2000, when jointly they stood at €3.8m.

In its latest study on Fair Trade in Spain (“El comercio justo en España 2006”) SETEM found that between 2000 and 2005 the aggregate turnover of all Fair Trade players in Spain had more than doubled, going up from about €7.0m to €15.0m five years later. The year 2005 brought a substantial growth of 28.4% for the whole market, the highest witnessed so far.

This study also shows that there is still much to be achieved in the Spanish context, as the Spanish Fair Trade consumption per person is still among the lowest to be found in Europe.

In the meantime, the national labelling initiative seems to slowly take off. The net retail value of Fairtrade certified products has risen from €1.9m in 2006 to €3.9m in 2007, thus doubling within one year.

The Barómetro de Consumo 2007, a consumer survey done by the Foundation Grupo Eroski, found that in 2006 only 26% of the interviewed sample had bought some Fair Trade product in the foregoing 12 months, up from 25 % of those interviewed with the same question one year earlier. They thus concluded that Fair Trade in Spain “not only continues to be a minority’s interest but also that it is hardly growing”.

It is to be hoped that this may change in the very near future. Overcoming the divisions of the movement about the best ways to move forward with the labelling would surely help to give Fair Trade in Spain a better standing and thus generate more sales and support for the producers.

More information:

www.intermonoxfam.org	Intermón Oxfam
www.alternativa3.com	Alternativa 3
www.ideas.coop	IDEAS
www.comerciojusto.org	Coordinadora Estatal de Comercio Justo
www.sellocomerciojusto.org	Asociación del Sello de Productos de Comercio Justo

SWEDEN

THE STRUCTURE OF FAIR TRADE IN SWEDEN

Sweden has four Fair Trade importing organisations, all of which are members of IFAT.

Since its establishment back in 1976 **Sackeus AB**, based in Gothenburg, claims to be “the true Fair Trade company”. The organisation focuses on food products only, with coffee alone accounting for the largest part of its turnover. It supplies the Worldshops, as well as other markets such as institutions, individual commercial stores and chains of commercial stores all over Sweden.

The House of Fair Trade AB (formerly known as Rättvis Handel Import AB) was founded in 2001 by the combined effort of the Swedish Worldshops, which account for half of the company’s turnover. The organisation draws on the very long experience of the nearby Gothenburg Worldshop, one of the oldest Worldshops in Europe. Apart from the Swedish Worldshops, the main customers

are some 400 local groups, 150 commercial stores and a few Worldshops in the neighbouring countries.

The organisation has a staff of 4 people and sources from 37 different producer groups. Food products have become more important in recent years and now make up 40% of the total turnover, with more than half of this being made with chocolate products alone.

La Maison Afrique AB, set up in the mid-1990’s, imports handicrafts and essential oils from producer groups in Madagascar and the Comoros exclusively. The organisation regularly participates in FORMEX, the leading Nordic trade fair for design and interior, held in Stockholm twice a year. It also sells to the Worldshops and a growing number of commercial outlets.

North & South Fair Trade AB deals in both handicrafts and food products.

The Swedish shops started to meet together on a regular basis in 1986. Today the Swedish Worldshops' Association **Världsbutikerna for Rättvis Handel** counts 40 full members. Most of the work in the shops is done by an estimated 800 volunteers, there being very few paid staff. Even the association itself has only one paid half-time employee.

Today the members use the name "Världsbutik" (Worldshop) and the common logo appears in all of their communications. A youth project aiming at developing the knowledge of Fair Trade among young people and bringing them into the Worldshops ended successfully in December 2007.

The Fairtrade certification in Sweden is managed by **Fairtrade / Rättvisemärkt**, which embraces two organisations.

Rättvisemärkt i Sverige Ab is a company dealing with the operational management of the licensing business. At the end of 2007 the organisation was managing some 30+ licensing contracts (half of which regarding coffee), which are instrumental in making a broad range of Fair Trade products available all over the country. It is estimated that Fairtrade certified products can now be found in about 2,500 sales outlets.

The second is **Föreningen för Rättvisemärkt**, set up in 1996, an association dealing with the awareness-raising side of the certification. Today the association represents a large coalition of 32 member organisations, including church organisations, the two largest unions, as well as consumer associations and foreign aid institutions.

The Fairtrade Town scheme was introduced in Sweden in 2006, and at the end of 2007 the first four cities had already been awarded the Fairtrade Town status. This new activity is very much based on the work of the so-called "Fair Trade ambassadors". Since 1998 more than 1,500 interested persons have undergone special training to become such an ambassador for Fair Trade.

THE FAIR TRADE MARKET IN SWEDEN

The three importers Sackeus, The House of Fair Trade and La Maison Afrique have a joint turnover of roughly €2.5m.¹⁴¹

The 40 Worldshops account for a joint retail value of about €850,000, as compared to 35 shops with €730,000 in 2005.

Fair Trade in Europe 2007	Sweden
Importing organisations	4
Points of sale	
Worldshops	44
Supermarkets	2,500
Paid staff (full-time equiv.)	
Importing organisations	11.5
Worldshops associations	0.5
Worldshops	N/A
Labelling organisations	6
TOTAL	18
Turnovers, in 000 €	
Importing organisations	2,430
Worldshops - NRV	864
Labelling - NRV 2007	42,500
Education / PR / marketing in 000 €	
Importing organisations	46
Worldshops association	18
Labelling organisation	N/A
Fairtrade Certification	
NRV 2007 per capita, in €	4.66
NRV 2007 per capita, rank	8
Licensees 2006	31

The biggest portion of the Fair Trade market in Sweden is made up of products sold under the Fairtrade/Rättvisemärkt label. The estimated net retail value amounted to €42.5m in 2007, much more than doubling the value of €16.0m in 2006 (a growth of +166%). This is due to both new products being introduced and new consumers and institutions joining in.

Many municipalities and companies are now following the example given by actors such as the Swedish Parliament, the Swedish Government, SIDA (the Swedish Development Cooperation Agency) and many others, who have switched to Fairtrade products a few years ago. So is Scandic, one of the leading local hotel chains with more than 130 hotels in the Nordic countries, with their decision to serve Fairtrade certified coffee only in their restaurants. With all this, both coffee and bananas have reached a market share of 2%.

¹⁴¹ Unfortunately the turnover figure for North & South Fair Trade AB was not available; the organisation has no website.

An awareness study carried out on behalf of Fairtrade Sweden on an annual basis shows that awareness of the label among Swedish consumers has risen from 49% at the end of 2005 to 64% in 2006 and 70% at the end of 2007.

More information:

www.sackeus.be
www.housefairtrade.se

www.la-maison-afrique.se
www.varldsbutikerna.org

www.fairtrade.se

Sackeus AB
House of Fair Trade
(formerly Rättvis Handel
Import AB)
La Maison Afrique AB
Världsbutikerna for Rättvis
Handel (Worldshops)
Fairtrade Sweden /
Rättvisemärkt

SWITZERLAND

THE STRUCTURE OF FAIR TRADE IN SWITZERLAND

claro fair trade AG represents more than 30 years of Fair Trade experience in Switzerland. It is by far the largest Swiss Fair Trade importing organisation, the most important Worldshop association¹⁴² and an impressive exporting organisation, all at the same time.

On the importing side, claro fair trade handles more than 2,300 different products from more than 120 different producer groups.

From its central location in Orpund, near the capital Berne, the organisation supplies some 140 claro shops (see below) as well as some 500 other shops with a focus on Fair Trade, organic production, regional produce, etc.

claro fair trade is also an important exporting organisation, selling its products to 28 different countries. Many consumers in Europe as well as outside will have been in touch with the organisation through its state-of-the-art chocolate product line called Mascao.

claro fair trade has a staff of 31.5 full-time equivalents.

Caritas-Fairtrade, started in 1973, is a company of Caritas Switzerland concentrating on Fair Trade only. It acts as an importer, wholesaler and retailer simultaneously. The organisation sources from some 60 producer groups and has a strong emphasis on handicraft products (especially textiles, accessories and jewellery), mainly from Asia, and on honey from Latin America.

Caritas-Fairtrade has a staff of 16 full-time equivalents, including those employees who run the organisation's three own shops in Lucerne, Zurich and Basel. These shops are operated under the brand "UNICA".

Founded in 1998 **gebana ag** counts among the pioneers of Fair Trade in Europe and is well-known for its very innovative approaches. The association behind the company (formerly called "gebana", now active under the name "terrafair") builds on the expertise of people campaigning around banana-related issues for more than 30 years.

Over the years gebana has built up subsidiaries in Burkina Faso, Tunisia and Brazil, to support their local partners in a more formalised way.

gebana's very first product has been GM-free soya from small producers in Brazil. Today this product remains the most important single product in the company's portfolio; indeed gebana is Europe's number 2 reseller of GM-free soya and soya-derivatives.

In 2007 gebana started a breathtaking project on bio-fuels, introducing what it calls the first "bio&fair fuel". Interested car drivers can buy this fuel from the organisation's website. The partner Migrol¹⁴³, with its network of more than 300 gas stations all over Switzerland, then adds the equivalent volume of biofuel produced by smallholders in Brazil to its total fuel volume. The individual car driver's fuel is not bio&fair, but his buying from gebana changes the composition of Migrol's total volume of fuel. The project is developed under close scrutiny of Carbotech, an environmental consultancy, and also involves the Technical University of Lausanne.

¹⁴² And because of this, is simultaneously a member of IFAT, NEWS! and EFTA.

¹⁴³ A subsidiary of Migros, Switzerland's largest supermarket chain and largest employer at the same time.

Other smaller Swiss importers are **TerrEspoir**, **Zur Kalebasse** and **Helvetas**, which are all three members of Swiss Fairtrade (see below).

Two other importers have become members of IFAT; they are **Fair Trade Village**, a young handicraft importer supplying the French-speaking Worldshops, and **El Tucan**, a family business, importing handicrafts, especially hammocks from Yucatan, Mexico, and reselling them at fairs and market events all over Switzerland.

The claro shop formula “**claro-Läden**” (claro shops) is a well developed cooperation model with 140 shops having bound themselves to strict criteria regarding their location and size, their opening hours, a common corporate design and joint promotional activities. Recently, the shops have started a face-lifting process, built heavily around the use of warm, South-connected colour tones to put consumers in a positive mood.

The **Association Romande des Magasins du Monde** (French-speaking Association of Worldshops) occupies a second Swiss seat within NEWS!. Its members run the 40 Worldshops that can be found in the French-speaking part of Switzerland. The shops are operated by some 1,000 volunteers.

Reflecting the multi-lingual situation in Switzerland, there are also 15 Italian-speaking shops, forming part of the claro shop family but also maintaining close ties with the Italian Worldshop association (**Associazione Botteghe del Mondo**).

Apart from these three categories of shops (distinguishable by the language they speak) there are some more shops in Switzerland which put a huge focus on Fair Trade and which are mainly being supplied by claro fair trade AG.

It can be estimated that one out of five of these shops (i.e. some 100 out of roughly 500) would qualify as a Worldshop in many other countries.

Max Havelaar Switzerland, the Swiss Fairtrade certifier, was founded in 1992 by the six largest Swiss aid organisations: Brot für alle, Caritas, Fastenopfer, HEKS, Helvetas and Swissaid.

From the very beginning the two largest Swiss food retail chains, Migros and Co-op (who represent more than 75% of the Swiss food retail market), have been keen to have Fair Trade labelled products on their shelves. This very broad distribution from the very start has led

Fair Trade in Europe 2007	Switzerland
Importing organisations	7
Points of sale	
Worldshops	300
Supermarkets	2,500
Paid staff (full-time equiv.)	
Importing organisations	57.4
Worldshops associations	N/A
Worldshops	N/A
Labelling organisations	20.5
TOTAL	77.9
Turnovers, in 000 €	
Importing organisations	20,729
Worldshops - NRV	N/A
Labelling - NRV 2007	158,100
Education / PR / marketing in 000 €	
Importing organisations	130
Worldshops association	N/A
Labelling organisation	N/A
Fairtrade Certification	
NRV 2007 per capita, in €	21.06
NRV 2007 per capita, rank	1
Licensees 2006	45

to huge popularity levels of the Fair Trade concept in Switzerland.

As a result, Max Havelaar has been able to attract many other commercial partners, and to broaden its product range to penetrate ever deeper into the market. With this commercial success the organisation has been financially self-supporting, i.e. that it can live entirely from its license fees income, since 2001.

Today Swiss consumers can find more than 500 Fairtrade certified products on the Swiss market, available from a few thousand outlets.¹⁴⁴

In 2007 much time was devoted to getting everything ready for the organisation's switch from the old Switzerland-only logo to the new international Fairtrade Certification Mark. The change became effective from 1 March 2008, and all partners will be allowed 18 months for adapting their packaging adequately.

¹⁴⁴ The latest available figure was “2,500 supermarkets” in 2005

Swiss Fairtrade is the name of the association created in October 2007, with the aim of becoming both the point of reference in the field and the joint voice of all important players. In a sense it is the successor of the former SFFH - Schweizer Forum Fairer Handel (Swiss Forum on Fair Trade), founded in 1999. The new organisation has a membership of 20, among which all three larger importers as well as some of the smaller ones, the Association Romande des Magasins du Monde, Max Havelaar, and the most important Swiss development NGOs.

THE FAIR TRADE MARKET IN SWITZERLAND

In 2006 claro fair trade's turnover experienced the strongest growth in the company's history, going up by 14.5%. This leaves the organisation with a turnover of €14.8m, of which nearly 60% are generated by exporting to other countries. The company is heavily dependent on one single product, namely chocolate, which accounts for about half of its total sales.

The other important importers, gebana AG and Caritas-Fairtrade, have a turnover of €3.7m and €2.2m respectively. Unfortunately there are no sales figures available for the smaller importers.

Market penetration of Fairtrade certified products in Switzerland is the highest in the world. The annual Swiss per capita consumption of Fairtrade certified products was worth more than 21 euros in 2007, nearly double the value of the runner-up UK.¹⁴⁵

The market shares achieved are impressive and will undoubtedly continue as the model to be followed by other labelling initiatives. In 2006 Fairtrade certified bananas caught 55% of the market, pineapple 17%, honey 16% and sugar 15%. Coffee, the all-time star product of Fair Trade, with 4% of the market for 1,500

tons took only rank 7, behind fruit juices (7%) and tea (6%). The Fairtrade Certification Mark could be found on more than 82 million of roses and 28 million kilos of bananas.

The Swiss Fairtrade market seemed to be "stagnating at high level"¹⁴⁶ since 2004 when the net retail value of products sold with the Fairtrade label reached €136m, up from €101m one year earlier. The figures for 2005 and 2006 were €143.1m and €142.3m respectively. More than 83% of this comes from three products only, i.e. bananas (38%), flowers (34%) and coffee (11%).

To cope with these stagnating market tendencies, Max Havelaar has started to open up new potential sources for further growth, concentrating more strongly on convenience products and on the out-of-home market. First positive results seem to have materialised in the 2007 net retail value, which went up by 11%, reaching €158.1m.

More information:

www.claro.ch	claro fair trade AG
www.caritas.ch	Caritas Switzerland
www.gebana.com	gebana ag
www.terrafair.org	terrafair
www.terespoir.com	Fondation TerrEspoir
www.kalebasse.ch	Zur Kalebasse
www.helvetas.ch	Helvetas
www.fairtrade.com	Fairtrade Village
www.eltucan.ch	El Tucan
www.mdm.ch	Association Romande des Magasins du Monde
www.botteghedelmondo.ch	Associazione Botteghe del Mondo
www.maxhavelaar.ch	Max Havelaar
www.swissfairtrade.ch	Swiss Fairtrade

¹⁴⁵ For details see table 9 in paragraph 3.3

¹⁴⁶ From a communication of Max Havelaar to the Swiss media, dated 15 May 2007

UNITED KINGDOM

THE STRUCTURE OF FAIR TRADE IN THE UNITED KINGDOM

In recent years the United Kingdom has probably been the place where Fair Trade has been most dynamic. Whilst Oxfam GB, for many years one of the top Fair Trade players, stopped its Fair Trade importing and wholesaling business in 2001, in order to focus on campaigning and lobbying around international trade issues¹⁴⁷, the Fairtrade Foundation has been incredibly successful in building up new partnerships and gaining new partners around an increasing number of Fairtrade certified products.

The largest traditional Fair Trade organisation in terms of staff numbers and product range is Traidcraft. The organisation consists of Traidcraft plc, a trading company, and Traidcraft Exchange, its linked charity.

Traidcraft plc, set up in 1979, works with more than 100 producer groups in over 30 countries. It has some 5,500 shareholders. Its single most important sales channel is an extensive network of local activists called Fair Traders. They buy products and sell them on at stalls in their churches, workplaces, and neighbourhoods or to friends and family members. There are currently about 6,700 such Fair Traders, spreading Traidcraft's message all over the country. The company also operates a web store which is said to be the most important Fair Trade web shop in the UK, and probably far beyond, with annual sales of about £6m (i.e. some €8.8m) in 2007. In recent years Traidcraft plc has been successful in bringing its products into thousand of supermarkets. Its flagship product, the GeoBar, with all its surrounding marketing activities, such as the involvement in major sporting events, has been highly instrumental for opening up these new sales opportunities. This and other products are promoted in mainstream markets through licensing partnerships with commercial companies, which has led to significant growth in sales.

While entering into new channels the company is actively strengthening its own brand, for example, through a new packaging design and an innovative cooperation with Marks & Spencer who now sells Traidcraft branded Fair Trade greeting cards.

Since 1993 Traidcraft has played a pioneering role in developing Social Accounting for businesses and its Social Reports continue to offer inspiring insights into what the organisation does. These path-leading aspects of its work have been widely recognised. In 2006 Traidcraft was one of only seven organisations in the UK to receive a Queens Award for Enterprise for Sustainable Development.

Traidcraft's operation basis is in Gateshead near Newcastle upon Tyne, where it employs a total of 125 full-time-equivalents in its warehouse, administration and service departments.

Traidcraft Exchange is the UK's only development charity specialising in "making trade work for the poor". It supports small businesses in selected Southern countries and campaigns for fairer trade practices and policies in both the UK and at the EU level. In 2007 its income rose to £3.5 million, with a 40% increase in the level of project expenditure.

Cafédirect plc, founded in 1991 as a joint venture by a group of four organisations, namely Oxfam GB, Traidcraft, Equal Exchange and Twin Trading, was the first coffee brand to carry the Fairtrade mark. Today Cafédirect has become the UK's largest Fairtrade hot drinks company. Its brands, Cafédirect, Teadirect and Cocodirect, are stocked in most of the major retailers. In 2007, in a survey of 2,000 companies by leading market research agency Millward Brown, UK consumers voted Cafédirect the most recommended brand in the UK.

Cafédirect buys from 39 producer organisations in 13 countries, ensuring that over a quarter of a million producers and their families receive a decent income from their trade. In 2004 the organisation successfully carried out a share issue and now has 4,500 shareholders including producers, who are represented on the Board of Directors.

Cafédirect is very active in further developing Fair Trade by setting ever higher standards. Its "Gold Standard" approach offers many more benefits to producers than

¹⁴⁷ This was done after an in-depth study into the effects of Fair Trade on 18 producer groups in seven countries across Asia, Africa and Latin America. The study concluded that Oxfam had much more impact through capacity-building and market access work rather than through buying and reselling products. With this decision Oxfam GB also withdrew from the European Fair Trade Association EFTA. Oxfam's global "Make Trade Fair" campaign can be cited as a good example of this new focus

they may usually expect, even within Fairtrade certified trade relationships. One of the outstanding initiatives in this context is a three-year joint project with the German Technical Cooperation GTZ¹⁴⁸ on the effects of climate change on agricultural producers in Southern countries and possible ways for them to mitigate these negative effects.

Twin/Twin Trading, established in 1985, are two companies working closely together as one strongly producer-driven organisation. Twin's activities focus on strengthening producer organisations through its Producer Partnership Programme, importing products (for example, Twin Trading handles the sourcing of coffee and cocoa on behalf of Cafédirect) and generating knowledge for all market participants. The organisation is best known as a brand pioneer who helped to create well-known Fair Trade brands, such as Cafédirect, Oké (for bananas) or Divine (for chocolate). In 2001 Twin has launched **AgroFair UK** to market fresh fruit to retailers in the UK.¹⁴⁹

The creation of these brands has involved the successful setting up of new one-product focused trading companies, with the latest being Liberation Foods plc, launched in 2007, specialised in sourcing and marketing Fair Trade nuts. Twin Trading calls itself the "leading alternative trading company in the UK".

Divine Chocolate (formerly known as The Day Chocolate Company) was set up to give Ghanaian cocoa producers from the Kuapa Kokoo cooperative a direct market access. In the last few years its brand "Divine chocolate", marketed as "Heavenly Chocolate with a Heart", has become fairly well-known all over the UK, as well as in Ireland, the Netherlands and Scandinavia. It also produces "Dubble" chocolate, with a more youthful market, supported by a development education programme focussing on Ghana and the cocoa industry.

In 2006 The Body Shop who had been one of the founding members of the company¹⁵⁰ decided to donate all its shares to Kuapa Kokoo, so that the cocoa growing farmers now hold 45 % of the company's capital. Building on the success of its most famous product this "farmer-owned Fairtrade company" changed its name at the beginning of 2007 to Divine Chocolate Ltd. In February

2007 they announced the launch of Divine Chocolate Inc in the USA, a joint venture with Lutheran World Relief, Oikocredit, and SERRV International.

The UK market is home for many more Fair Trade importers. Some of them have been around for many years and have played important roles in getting Fair Trade to where it is today in the UK.

Equal Exchange, one of the founders of Cafédirect, is one of the Fair Trade and organic food pioneers in the UK. With some 30 years in business, the organisation has accumulated a lot of specialist knowledge, especially as far as coffee is concerned, the product that makes up half of the company's turnover. In 2007 Equal Exchange has taken the lead again and has become the first licensed distributor of speciality Ethiopian coffee in the UK.¹⁵¹ Equal Exchange was the first company to introduce Fairtrade Brazil nuts to the UK market, and now works closely with Liberation Foods to market Fairtrade nut products.

The company is based in Edinburgh and has a staff of 8 full-time equivalents.

Shared Earth started in York in 1986. Today it runs one Fair Trade shop close to York Minster as well as branches in six more of the biggest cities in the UK. At the end of 2007 the organisation has begun a rebranding exercise, as one part of launching a franchise operation. This is the first of its kind in the UK. It tries to interest young entrepreneurial people in setting up new Shared Earth shops in many more places. The organisation has a staff of 30 full-time equivalents.

The **Bishopston Trading Company** was set up in 1985. The organisation is specialised in textiles and garments made from North Indian organic cotton, manufactured by partners in Tamil Nadu, India, via hand-weaving or by using small power-looms. The company runs five shops in South West England and has been among the first ones to put a fully Fairtrade certified clothing range on sale.

Tearcraft is the marketing part of the relief and development charity Tearfund. It works with 19 producer organisations in ten countries. The handicraft products

148 In 2006 GTZ (in German: Deutsche Gesellschaft für Technische Zusammenarbeit) had about 10,000 employees working in more than 120 countries.

149 This company is consolidated within AgroFair Europe BV based in the Netherlands; see country chapter on the Netherlands for more details.

150 Together with Christian Aid and Comic Relief.

151 This new deal was made possible after Starbucks decided to give in to the growing opposition to its activities challenging Ethiopian farmers' rights to market their speciality coffees under the name of their home regions; the farmers' cause was highlighted in detail in the film "Black Gold" which was shown in many places in 2007.

are sold via mail catalogue, Fair Trade shops and other outlets as well as through an extensive network of some 800 volunteering local representatives.

Fair Deal Trading were the first to bring Fairtrade certified sportsballs to the market, sourced from partners in Sialkot, Pakistan. They have more recently pioneered the first fairly traded rubber with a Forest Stewardship Council (FSC) certification, and also market sneakers under the ETHLETIC brand, condoms and balloons. The organisation draws heavily from its founder Martin Kunze's long experience in the Fair Trade field.

Many more rather small Fair Trade importers can be identified in the UK. Among them is also a growing number of IFAT members, such as **Zaytoun** (specialist of Palestine products, especially olive oil), **The India Shop**, **One World Shop** (running one shop in each Edinburgh and Glasgow), **Pachacuti** (centring around fashion and accessories from Ecuador, Peru and Bolivia), or **Ecoffins/Weiming** (the importer of bamboo coffins from China into the UK).

The member organisation of the independent Worldshops, the **British Association for Fair Trade Shops (BAFTS)**, is an association of retailers established in 1995. The association's members run 117 specialised shops. It is estimated that these shops provide full-time employment to some 36 people, helped by another 700 volunteers.

Despite of the budget limitations (the organisation runs on some €32,000) the number and scope of services and support that can be provided for members is rather impressive. Recently BAFTS has gone through a major strategic review, in order to reassess its objectives and goals and to make the organisation fit for further growth. An important event marking this new start has been the Fair Trade Festival and Conference celebrated in Hull City Hall, which attracted more than 2,000 visitors in September 2007.

Since July 2007 the association has published a new monthly newsletter that is also available in an electronic form.

The **Fairtrade Foundation** is the UK member of Fairtrade Labelling Organizations International. It was founded in 1992 to certify the use of the Fairtrade Mark and bring Fairtrade products into British supermarkets. Over 15 years later the Fairtrade Foundation is one of the very big Fair Trade success stories!¹⁵²

¹⁵² For more details see below.

Fair Trade in Europe 2007	United Kingdom
Importing organisations	100
Points of sale	
Worldshops	117
Supermarkets	N/A
Paid staff (full-time equiv.)	
Importing organisations	245.5
Worldshops associations	1
Worldshops	36
Labelling organisations	38
TOTAL	320.5
Turnovers, in 000 €	
Importing organisations	98,211
Worldshops - NRV	13,202
Labelling - NRV 2007	704,300
Education / PR / marketing in 000 €	
Importing organisations	1,828
Worldshops association	N/A
Labelling organisation	N/A
Fairtrade Certification	
NRV 2007 per capita, in €	11.57
NRV 2007 per capita, rank	2
Licensees 2006	252

14 years after launching the first certified products in 1994, the Foundation has now licensed well over 3,000 Fairtrade certified products for sale through retail and catering outlets in the UK.

An important door-opener for Fair Trade in the UK has been the Fairtrade Towns Scheme, which originated in Garstang, Lancashire, in 2000. There are now over 320 Fairtrade towns and cities in the UK, whose councils have passed resolutions supporting Fairtrade and who have committed themselves to using Fairtrade products. There are also more than 4,000 Fairtrade Churches, 37 Fairtrade Synagogues, 60 Fairtrade Universities and a newly launched network of Fairtrade Schools, all campaigning to support and promote Fairtrade in their local area.¹⁵³

The annually celebrated "Fairtrade Fortnights" have also contributed much to the success of the Fairtrade

¹⁵³ These figures are rapidly growing; the above cited reflect the situation as per end of March 2008.

certified products, by raising awareness through some 10,000 events taking place during this short period all over the UK.

The **Fair Trade Leaders Forum** is an informal organisation comprising chief executives of the major UK Fair Trade organisations, i.e. the Fairtrade Foundation, BAFTS and all UK members of IFAT. It meets three times a year and discusses all common concerns in the development of Fair Trade in the UK, engages with other networks, and tries to impact upon the international debates in the field.

THE FAIR TRADE MARKET IN THE UNITED KINGDOM

In the wake of ever more commercial partners joining the ranks of the Fairtrade certification scheme operated by the Fairtrade Foundation the UK market has experienced an unprecedented dynamism.

This has positively affected most of the traditional bigger and smaller Fair Trade players, most of whom have seen their turnover rise very rapidly in recent years.

In 2006 the top-selling Fair Trade organisations in the UK were Cafédirect (€32.8m), Traidcraft (24.6m)¹⁵⁴, Twin Trading (€22.5 m)¹⁵⁵ and Divine Chocolate (€13.2m). Medium sized importers include Equal Exchange (€4.1m), Shared Earth (€3.9m), Tearcraft (€1.6m) and Bishopston Trading Company (€1.3m).¹⁵⁶

Together these 8 organisations stand for an aggregate turnover of more than €100m.

The members of BAFTS have a total net retail value of approximately £9m (i.e. some €13.2m).¹⁵⁷

Sales of Fairtrade certified products in the UK have been doubling every two years since 1998 (!). In this period they have gone up from £16.7m in 1998 to £286.3m in 2006 and £493m in 2007, that is an increase from 72% between 2006 and 2007, from €410m to €704m. This gives the UK the second-highest per capita consumption of Fairtrade certified products worldwide, only behind Switzerland.¹⁵⁸

Bananas and coffee are the two highest value products, accounting for 30% and 24% of the total retail value respectively.

It has to be underlined that the additionally generated sales in 2007, i.e. a plus of about €300m, do outweigh much of what has been achieved over a few decades in many countries in Europe. It is, for instance much more than all European Worldshops conjointly sell in one year!!!

A few years ago the Fairtrade Foundation took the lead as the best-selling labelling organisation in Europe, and since then it has been increasing its share of the total European market in Fairtrade certified products. According to FLO, in 2007, the UK held 45% of the European labelled market, and almost 30% of the global market of Fairtrade labelled goods.

The following box illustrates some of the Fairtrade Foundation's most recent achievements:

FANTASTIC FAIRTRADE IN THE UK

- Every day the British public drink more than 8 million Fairtrade hot drinks.
- The Co-op has become the first supermarket to switch its entire hot beverage range to Fairtrade. All Marks and Spencer tea and coffee is Fairtrade. Sainsbury (with 500 supermarkets and some 300 convenience stores all over the UK) has switched its entire range of tea, and roast and ground coffee to Fairtrade.
- 1 in every 4 bananas sold in UK supermarkets is now Fairtrade. All bananas sold in Sainsbury and Waitrose supermarkets are Fairtrade.
- Tate & Lyle are switching all their branded retail sugar to Fairtrade sugar, which will mean Fairtrade premiums of around £2m (i.e. €2.9m) for the Belize sugar suppliers, in the first year alone.
- Fairtrade cotton sales reached the £35m mark in 2007, the equivalent of more than €51m.
- Fairtrade hot beverages are served on all Virgin trains and in all Pret A Manger, EAT and AMT cafés.
- More than 100 Fairtrade wines are now available, as well as beers and ale.

*adapted from the Fairtrade Foundation's website
www.fairtrade.org.uk*

Institutions using Fairtrade products abound in the UK. They include the House of Commons, the

¹⁵⁴ This is the 2006-2007 turnover (corresponding to £16.4m) excluding licensed sales; the turnover including licensed sales was about £19.6, i.e. some €28.8m

¹⁵⁵ This figure refers to 2007

¹⁵⁶ More details on the different companies can be found in Annex 4

¹⁵⁷ The figure relates to the period from April 2006 – March 2007

¹⁵⁸ For more details see paragraph 3.3

Scottish Parliament, The Welsh National Assembly, the Department of Trade and Industry, the Department of Health, the Department for International Development and the Treasury. Many local authorities have been won over through the “Fairtrade Towns” movement.¹⁵⁹

Through these local involvement schemes awareness of Fairtrade has been on the rise for some years now. Between 2002 and 2007 recognition of the Fairtrade Mark has almost tripled, going up from 20% to 57% of the adult population. In early 2008 a TNS Omnimas survey showed that 70% of adults can now identify the Fairtrade label, and when being shown the symbol without its accompanying strapline, 64% of a nationally representative sample correctly associated the label with “a better deal for third world producers”.

This suggests that Fair Trade organisations in the UK are not only doing a fantastic job but that there is really great future for Fairtrade in the UK.

More information:

www.traidcraft.co.uk	Traidcraft
www.cafedirect.co.uk	Cafédirect
www.twin.org.uk	Twin trading
www.divinechocolate.com	Divine Chocolate
www.equalexchange.co.uk	Equal Exchange
www.shareearth.co.uk	Shared Earth
www.tearcraft.org	Tearcraft
www.bishopstontrading.co.uk	Bishopston Trading Company
www.fairdealtrading.com	Fairdeal Trading
www.theindiashop.co.uk	The India Shop
www.pachacuti.co.uk	Pachacuti
www.zaytoun.org	Zaytoun
www.bafts.org.uk	British Association of Fair Trade Shops (BAFTS)
www.fairtrade.org.uk	The Fairtrade Foundation

¹⁵⁹ In June 2008 Wales declared itself a “Fair Trade nation” having met a range of targets set by the Welsh Fair Trade Forum.

PART THREE
COUNTRY STUDIES NORTH
AMERICA AND THE PACIFIC RIM

United States – Canada –
Japan – Australia and New Zealand

UNITED STATES

THE STRUCTURE OF FAIR TRADE IN THE UNITED STATES

The three major players in the US Fair Trade sector are all located in the Eastern part of the country, where it all started, some 60 years ago.

Ten Thousand Villages, based in Akron, Pennsylvania, is supposed to be the oldest Fair Trade organisation in the world.

It all started in 1946, when Edna Ruth Byler, who was then a volunteer for the Mennonite Central Committee (MCC),¹⁶⁰ visited an MCC sewing class in Puerto Rico. Seeing the beautiful embroidered pieces the women were producing, she understood that one important way to improve their lives would be to find a market for their products. She took some pieces home and started to sell them to her friends and neighbours. Within a short time she was bringing in products from other places such as Palestine or Haiti and rapidly became known as the "Needlework Lady", with her activities expanding and growing. In the early 1970's, the project moved out of Byler's basement and became **Selfhelp Crafts** and later, in 1996, Ten Thousand Villages¹⁶¹.

At the end of 2007 Ten Thousand Villages counted 20 shops of its own (accounting for more than 40% of the total sales). Its products are also sold in 160 more shops, of which 57 are partner shops operated under a franchise contract scheme. Its turnover is almost exclusively from handicraft products, sourced from more than 100 producer groups in more than 30 countries.

In order to better cope with its growing space requirements, the company moved to a new 7,300sqm warehouse in Brownstown, PA, in June 2006. With its 160 full-time employees Ten Thousand Villages is one of the top employers in the Fair Trade sector worldwide.

SERRV International¹⁶² was created in 1949 by the Church of Brethren to help refugees in post-war Europe. This was done by importing wooden cuckoo clocks from

Germany to Maryland and selling them in the US. With the passing time the organisation developed more and more ties to low-income artisans in Southern countries and at the beginning of the 1980's it was already buying handicrafts from 35 different countries.

While the administrative offices were moved to Wisconsin in 2001, the operations centre of SERRV stayed in New Windsor, Maryland, where the organisation is historically rooted. Volunteers have supported those operations with more than 4,300 volunteer-days in 2006.

In the last few years SERRV has enriched its assortment by complementing its broad handicraft range with some coffee and chocolate products. In order to allow a clearly visible positioning of these different product lines it was decided in 2004 to brand the SERRV handicraft range under the new name "**A Greater Gift**".

Sales are conducted through a mail-order catalogue (in 2006 the company mailed 975,000 catalogues to its customers) and by wholesaling to more than 200 Fair Trade or gift shops nation-wide. The organisation also benefits from more than 1,500 A Greater Gift sales held by churches and community groups a year.

Equal Exchange was founded in 1986 and, after a few relocations to cope with its growing business, is now based in West Bridgewater, Massachusetts. The company imports and wholesales a food-only assortment, concentrated on organic coffee, tea, cocoa products and chocolate. Today the company can claim to be the leading Fair Trade brand of food and beverages in the United States. Major customers include retail and supermarket chains like Price Chopper (120 stores mainly in New York, Massachusetts and Vermont), Shaw's (the second largest grocery group in the northeast United States), Stop & Shop (the largest one), and Hannaford supermarkets. The products can also be found in natural food stores, consumer food cooperatives, cafés and restaurants. Through its Interfaith Program the company is active in building cooperation bridges between producer groups in Southern countries and faith-based communities in the US. Equal Exchange products can therefore also be found in roughly 10,000 places of worship nationwide, generating approximately one fourth of all the company's sales.

¹⁶⁰ The MCC is the relief and development agency of the Mennonite and Brethren in Christ churches in North America.

¹⁶¹ The name is inspired from a Mahatma Gandhi quote, "India is not to be found in its few cities but in the 700,000 villages...".

¹⁶² SERRV stands for Sales Exchange for Refugee Rehabilitation and Vocation.

Equal Exchange is a worker cooperative, owned and democratically controlled by its employees. Before being eligible to join the cooperative and thus to become a co-owner of the company, employees must have worked one year with Equal Exchange. With its 100 full-time employees Equal Exchange is one of the largest worker cooperatives in the United States.

In 2005, Equal Exchange built a roastery of its own, which it claims to be the world 's largest worker-owned coffee roasting facility. It has also opened its first retail café, the Equal Exchange Espresso Bar, in Seattle, WA, in the beginning of 2007.

Many more Fair Trade importers (and very often retailers at the same time) are active all across the United States. Many of these are organised in the Fair Trade Federation. They are (still) relatively small operations, like **A Different Approach, Baskets of Africa, Bridge for Africa, Economic Development Imports, Fair World Designs, Global Crafts, Global Goods Partners, Handmade Expressions, North Country Fair Trade, Peacecraft, Shanti Boutique, Wild Boar Creek** or **WorldCrafts**.¹⁶³ With two exceptions which are entirely run on a volunteer basis, the other businesses have paid staff of between one and nine people, and their turnovers range between USD100,000 and USD800,000, i.e. roughly between €73,000 and €580,000. They are, in general, highly specialised businesses, focusing on one or a few selected countries, on one or a very few producer groups, or on one or a very few product lines.

Oxfam America, just as its Oxfam sister organisations in other countries, is very active in raising awareness in the United States about global issues of injustice and poverty. Within the Oxfam campaign "Make Trade Fair" it has highlighted many Fair Trade related issues and has been an important partner of Fair Trade organisations in many campaigns over the last few years. Its 2006-07 campaign on Starbucks around the rights of Ethiopian coffee farmers to brand their coffees after the region where they come from has gained the organisation even more recognition from many sides. Oxfam managed to bargain a new deal between Starbucks and Ethiopian coffee farmers. Signed in June 2007, Starbucks vowed to honour the traditional rights of the farmers and committed itself to becoming one of the first companies

to join the innovative Ethiopian trademarking initiative centred around origin-based brands.

Global Exchange, founded in 1988, is a San Francisco-based international human rights organisation, promoting social, economic and environmental justice around the world. It has a strong focus on Fair Trade issues and runs three Fair Trade shops (in San Francisco, Portland and Berkeley) as well as an important online-shop.

Cooperative Coffees is a joint undertaking of 23 smaller North American coffee roasters. They are all co-owners of the cooperative which was set up in 2000 and is active in importing green coffee.

Although still very young, **World of Good, Inc.** (operational since 2004 only) has already been successful in attracting a lot of public attention for its very innovative approaches. The company does not limit itself to importing artisan products from over 30 countries and selling them in the home market. Together with its sister organisation World of Good Development Organization it has initiated the so-called Fair Trade Wage Guide (FTWG). This is a free web-based tool that is supposed to allow producers and buyers worldwide to calculate a "fair" minimum wage for their product. The tool has been presented internationally at the global IFAT-conference 2007 in Belgium and has spurred a lot of discussion.

World of Good is also involved in a large-scale project with Internet giant eBay. Under the name of "Project Good" this cooperation aims at setting up a new online multi-seller marketplace which should link Fair Trade producers and resellers to conscious consumers, first in the United States and later on in other consumer countries as well. This "Fair Trade Online Mall" is meant to be operational sometime in 2008.

TransFair USA, the national label initiative and member of Fairtrade Labelling Organizations International (FLO), started its operations in 1998 and began certifying Fair Trade coffee in 1999.

Certified products currently include coffee, tea, herbs, vanilla, cocoa, chocolate, rice, sugar and bananas as well as flowers. In September 2007 TransFair counted more than 760 partners licensed to sell Fair Trade labelled products, up from 463 licensees at the end of 2006.

A lot of public attention is generated through the Fair Trade month, an event which was last celebrated in October 2007. It was a tremendous success, with more than 11,600 shop locations participating and received

¹⁶³ The organisations listed are those which replied to the questionnaire sent out in the context of this research; in addition Equal Exchange and Ten Thousand Villages also returned their questionnaires.

an extraordinary media coverage, with articles in the New York Times, the Houston Chronicle and the International Herald Tribune, among others.

Today, Fairtrade certified products are available at many national retailers (like Costco, Kroger, Safeway, Stop 'n' Shop, and many more¹⁶⁴) and are served at many national cafés and restaurants (like Ben & Jerry's Scoop Shops or at Starbucks). All the espresso served at the 5,400 Dunkin' Donuts stores in the United States, for example, is now Fairtrade certified, and the same is true for all coffee served at McDonald's fast food restaurants in New England.

It is estimated that Fairtrade products can now be found in more than 40,000 retail locations nationwide, incl. specialty food stores, college campuses, faith-based organisations, etc.

Following the example of other countries such as the UK, Ireland, Belgium, the Netherlands, etc. the Fair Trade Town concept is rapidly gaining support in the United States. In July 2006, Media in Pennsylvania was officially declared as the first Fair Trade town in the United States. In the meantime others have followed, and the **Fair Trade Towns Campaign** seems set to develop into yet another successful initiative within the Fair Trade sector. In many cities, small and large, so-called Fair Trade coalitions are now coming together to raise awareness and try to pass Fair Trade resolutions in their city councils.

Another organisation worth mentioning in this context is the **United Students for Fair Trade (USFT)** network. It is a national network of approximately 150 active student organisations, advocating around Fair Trade principles and products.

THE FAIR TRADE MARKET IN THE UNITED STATES

The growth of Ten Thousand Villages has been impressive over the last few years, going up from USD16.1m (in 2004/05) to 20.1m and 23.5m two years later. Much of it was due to the opening of new shops, 6 new ones having opened in 2006 alone.

SERRV International's turnover increased from USD8.5m in 2005 to 9.6m in 2006 and decreased a little bit in 2007 reaching USD9.2m.

Fair Trade in Europe 2007	USA
Importing organisations	200
Points of sale	
Worldshops	280
Supermarkets	40,000
Paid staff (full-time equiv.)	
Importing organisations	357.3
Worldshops associations	N/A
Worldshops	N/A
Labelling organisations	36
TOTAL	393.3
Turnovers, in 000 €	
Importing organisations	50,982
Worldshops - NRV	N/A
Labelling - NRV 2007	730,800
Education / PR / marketing in 000 €	
Importing organisations	1,522
Worldshops association	N/A
Labelling organisation	N/A
Fairtrade Certification	
NRV 2007 per capita, in €	2.43
NRV 2007 per capita, rank	13
Licensees 2006	615

Equal Exchange sales continue to grow as well. They rose from USD23.6m in 2006 to roughly 29m in 2007 (+23%).

Although Cooperative Coffees lost all their inventory due to Hurricane Katrina in August 2005, they have been able to successfully overcome that extremely difficult situation. One year later their sales were up again and acknowledged a growth of 64%, moving from USD2.4m up to 3.9m in 2006/07.¹⁶⁵

An incredible dynamic has been created in the last few years through the activities set by TransFair USA to promote the use of its Certification Mark on a steadily growing range of products. With new products being certified and new licensees joining the initiative and putting more Fair Trade products on the market, Fair

¹⁶⁴ An exhaustive list can be accessed on TransFair's website www.transfair-usa.org

¹⁶⁵ The figures in euros are: Ten Thousand Villages: from €12.9m to 16.2m and 18.7m; SERRV: from €6.9m to 7.7m and 6.7m; Equal Exchange: from €18.8m to 21.2m; Cooperative Coffees: from €1.9m to 3.1m

Trade sales have been running from one record year to the next.

The estimated net retail value of all Fairtrade certified products in the United States has more than tripled within three years, from 2004 to 2007. From 2006 to 2007 this value went up from €499m to €730.8m, i.e. an increase of 46%.¹⁶⁶ The US remains the largest national market for Fairtrade certified products, accounting for 31% of all global sales. The per capita consumption however remains rather low, with 2.43 euros per year (exactly the same as in Canada).¹⁶⁷

Fair Trade awareness is definitely growing with the American public. A study by the National Coffee Association showed that in 2006 27% of Americans said they were aware of the certification, compared to 12 percent two years earlier. If compared with the figures and degrees of penetration in other markets, it is obvious, that there is still a huge potential for further growth in the US market. The specialty coffee market alone, of which TransFair was estimated to hold about 7% in 2006, is estimated to be worth USD 12 billions.

Against this background of huge potential waiting to be tapped it is well possible that the US Fair Trade world is bound to undergo some important changes in the very near future. New companies are moving in (e.g. AlterEco, who have already demonstrated in France that their com-

mercial approach is a very powerful one) and for the moment no one can foresee the future repercussions of the "Project Good" (see above) on consumer behaviour and Fair Trade in general.

More information:

www.tenthousandvillages.com	Ten Thousand Villages
www.agreatergift.org	A Greater Gift (formerly SERRV)
www.equalexchange.com	Equal Exchange
www.adifferentapproach.com	A Different Approach,
www.basketsofafrica.com	Baskets of Africa
www.bridgeforafrica.org	Bridge for Africa
www.edimports.com	Economic Development Imports,
www.fairworlddesigns.com	Fair World Designs
www.globalcraftsb2b.com	Global Crafts
www.globalgoodspartners.org	Global Goods Partners
www.handmadeexpressions.net	Handmade Expressions
www.ethicalgoods.org	North Country Fair Trade
www.peacecraft.org	Peacecraft
www.shantiboutique.com	Shanti Boutique
www.wildboarcreek.com	Wild Boar Creek
www.worldcraftsvillage.com	WorldCrafts
www.oxfamamerica.org	Oxfam America
www.globalexchange.org	Global Exchange
www.coopcoffees.com	Cooperative Coffees
www.worldofgoodinc.com	World of Good, Inc.
www.transfairusa.org	TransFair USA
www.usft.org	United Students for Fair Trade (USFT)

¹⁶⁶ The euro values are used here, because this is the currency in which FLO publishes the results of the national labelling initiatives

¹⁶⁷ For those interested in more detailed information, the "Fair Trade Almanac 1998-2006" and the "Almanac: 2007", both published by TransFair USA and available from the organisation's website, offer an abundant wealth of details on volumes and values achieved with the different certified products.

CANADA

THE STRUCTURE OF FAIR TRADE IN CANADA

Ten Thousand Villages Canada is the sister organisation of Ten Thousand Villages US, the Pennsylvania-based oldest Fair Trade organisation in the world.¹⁶⁸ The Canadian organisation has its head office and distribu-

tion centre in New Hamburg, Ontario, where it has operated since 1981 (originally as SELFHHELP Crafts Canada).

The organisation has 78 staff on its payroll as well as many volunteers across the country. At the beginning of 2008 it operated 46 Ten Thousand Villages stores all across Canada, half of them being run independently under a franchise-type agreement. In addition, the organisation sells on the internet and through Festival Sales, which are generally weekend sales at special events, in community

¹⁶⁸ See the United States country chapter for more details on Ten Thousand Villages.

centres, and in churches. Festival Sales compose close to 10% of the total retail sales throughout the Ten Thousand Villages Canada network. On-line sales began in October 2006 and have been showing steady growth. About three quarters of the total sales is from handicrafts, the remainder from food products.

Level Ground Trading Ltd. is a direct importer and wholesaler for coffee, naturally dried tropical fruit and cane sugar. The company based on Vancouver Island, British Columbia, was started in 1997. Today, it imports Fair Trade and organic coffee directly from producers in Colombia, Peru, Bolivia, Tanzania and Ethiopia. It supplies more than 400 retail outlets all across Canada.

La Siembra Co-operative Inc. is a worker-owned cooperative founded in 1999 in Ottawa. They have specialised in cocoa and chocolate products, importing the raw produce (including sugar) from 10 producer groups in the Dominican Republic, Costa Rica, Peru and Paraguay. La Siembra was the first registered importer of Fair Trade certified cocoa and sugar in North America.

The cooperative has a staff of 20 full-time employees. The biggest part of its turnover is achieved through wholesaling to chains of commercial stores (thus reaching about 1,000 outlets), business to business operations and selling to about 900 individual commercial stores. La Siembra products can also be found in 60 specialised Fair Trade shops.

Just Us! Coffee Roasters Co-operative Limited, is Canada's first Fair Trade coffee roaster. It is a worker-owned cooperative that was founded in the mid-1990's and has its headquarters in Wolfville, Nova Scotia. The product range includes coffee, tea, chocolate and sugar that are 100% certified Fair Trade and organic. In summer 2007 Just Us! has opened two coffeehouses in Toronto, where food is supplied by an organic bakery. The organisation is very active in the Atlantic Canadian Sustainability Initiative which aims at putting Atlantic Canada among the international leaders in sustainability.

Equiterre ("equitable earth") was founded in 1993 in Montreal, Quebec, in the aftermath of the 1992 Earth Summit in Rio de Janeiro. The organisation runs four programmes - ecological agriculture, Fair Trade, sustainable transportation and energy efficiency - that encourage individuals to take concrete actions for a positive change.

Equiterre's Fair Trade programme was created to enable consumers to use their buying power to oppose exist-

Fair Trade in Europe 2007	Canada
Importing organisations	6
Points of sale	
Worldshops	50
Supermarkets	N/A
Paid staff (full-time equiv.)	
Importing organisations	98.5
Worldshops associations	N/A
Worldshops	N/A
Labelling organisations	7
TOTAL	105.5
Turnovers, in 000 €	
Importing organisations	11,704
Worldshops - NRV	N/A
Labelling - NRV 2007	79,600
Education / PR / marketing in 000 €	
Importing organisations	321
Worldshops association	N/A
Labelling organisation	N/A
Fairtrade Certification	
NRV 2007 per capita, in €	2.42
NRV 2007 per capita, rank	14
Licensees 2006	185

ing inequalities in international trade. The organisation has published a well-received "Action guidebook for Fair Trade" and participated in many awareness-raising activities, together with other Fair Trade organisations.

Equita is the brand name under which **Commerce Équitable Oxfam-Québec (CEOQ)** sells Fair Trade food products such as coffee, tea, chocolate, sugar, rice, and spices. The operation was set up in 1996 to promote Fair Trade in Canada and educate Canadian consumers on globalisation and ethical consumption issues.

Equita products are sold via major food distributors to supermarket chains and directly to schools or independent food stores. Today Equita products are available at over 350 retailers throughout Quebec. Hundreds of non-profit Canadian organisations are using Equita products for fundraising activities.

Equita / Oxfam have played an important role in organising the Fair Trade Fortnights, which have been cel-

ibrated annually in Canada since 2001. As members of the Oxfam network, Oxfam-Quebec and Oxfam Canada are part of the worldwide Oxfam "Make Trade Fair" campaign.

TransFair Canada, the Canadian labelling initiative and member of Fairtrade Labelling Organizations International (FLO) celebrated its 10th anniversary in June 2007. A decade earlier, the first Fairtrade certified products were introduced in the Canadian market. Available at first only in health food and specialty shops, these products have since found their way into many retail outlets, supermarkets and the major Canadian grocery chains, including Costco, Loblaws, and Sobey's.

The following products are currently certified by TransFair Canada: coffee, tea, sugar, cocoa (chocolate and other cocoa products), bananas and mangoes, rice, quinoa, spices, roses, soccer and volley balls, wine, cotton, and since January 2008, shea butter, an important ingredient for many cosmetic products.

At the beginning of 2007 TransFair, counted 185 licensees importing and selling Fairtrade products in Canada, most of them focussing on coffee.

One outstanding event organised by TransFair Canada is the Fair Trade Week. In 2007 there were 123 events across Canada, which was a 43% increase in comparison with the events of 2006.

Modelled after the experiences gained in other countries, TransFair Canada has also initiated the Canadian **Fair Trade Towns** campaign. In April 2007 Wolfville, Nova Scotia, the hometown of Just Us! (see above) became Canada's first Fair Trade Town.

The **Canadian Student Fair Trade Network** connects students from both secondary and post-secondary levels with other organisations promoting Fair Trade or working on Fair Trade related issues, like Oxfam-Canada, Oxfam-Québec or Équiterre.

Action is presently under way to establish a **Fair Trade Association of Canada**, bringing together students, NGO representatives, businesses and interested individuals dedicated to take Fair Trade in Canada further.

THE FAIR TRADE MARKET IN CANADA

The dynamics of the labelling scheme has brought new momentum to the Canadian Fair Trade market. The level of awareness has increased a lot in Canada in the past

few years. In 2005 it was estimated that approximately 27% of the Canadian adult population was aware of Fairtrade certified coffee, up from 17% in 2003 and 11% in 2001.

As a result the turnovers of the "classical" Fair Trade organisations have also experienced some sharp increases in the last few years. Ten Thousand Villages Canada has experienced an impressive growth over the last few years. Its turnover has increased from CAD8.3m in 2005 to 10.4m in 2006 and 12.2m in 2006/07.¹⁶⁹

Unfortunately, there is only sparse information available on the turnover of the other players. In 2006/07 La Siembra had sales attaining CAD5.4m (€3.7m), whereas the Oxfam-connected Equita operation reached CAD2.6m (€1.8m)

As far as TransFair Canada is concerned, it has seen the sales of Fair Trade certified products growing at an average annual increase of 55% between 2001 and 2006.

The figures¹⁷⁰ for the estimated retail value of all labelled products sold on the Canadian market went up from €17.5m in 2004 to €34.8m and €53.8m in 2006. In the year 2007, another big increase of 48% was registered in comparison the previous year, attaining €79.6m. Canada has thus become the sixth-largest market in the world for Fairtrade certified products.

Canada's per capita Fairtrade consumption ranks 14 with an average of €2.42 (identical to the US value). Compared with the levels attained in some European countries, such as Switzerland or the UK, this leaves a huge potential for further growth.

More information:

www.tenthousandvillages.ca	Ten Thousand Villages Canada
www.brideghead.ca	Bridgehead Inc.
www.levelground.com	Level Ground Trading
www.lasiembra.com	La Siembra
www.justuscoffee.com	Just Us! Coffee Roasters
www.equiterre.org	Equiterre
www.equita.qc.ca	Commerce Équitable
www.transfair.ca	Oxfam-Québec (CEOQ)
www.csftn-recce.org	TransFair Canada
	Canadian Student Fair Trade Network

¹⁶⁹ The three turnover figures in euros: €5.7m, €7.1m and €8.3m.

¹⁷⁰ Figures taken from FLO: Annual Report 2006/07 and FLO: Annual Report 2005/06

JAPAN

THE STRUCTURE OF FAIR TRADE IN JAPAN

Three organisations have played a pioneering role in bringing Fair Trade to Japan, namely Alter Trade Japan, Fair Trade Company (set up by Global Village and now trading under its brand name People Tree), and Nepali Bazaro.

Alter Trade Japan started in 1987 as a joint activity of consumers' cooperatives, organic produce traders and citizen's groups. It was meant to complement the activities of the Japan Committee for Negros Campaign, an NGO involved in relief work for the sugar-dependent Negros Island, Philippines, where many jobless sugar cane-workers were suffering from hunger. Its aim was to open up new income securing opportunities by setting up new export and distribution channels for the Negros sugar. In the very same year the first alternative export of Mascobado sugar found its way to engaged consumers' groups in Japan. Today Mascobado sugar from Negros Island can be found in many Fair Trade chocolates worldwide.

Since those days Alter Trade has extended its range of products (also including Balangon Bananas from

Negros) and the number of places where products are being sourced from (including, e.g. coffee from Peru and Mexico). Much of this work has been done in close cooperation with the UK-based Fair Trade organisation.¹⁷¹

Today Alter Trade Japan is a Tokyo-based organisation that is firmly rooted in its Asian context, both through its offices abroad (like in Surabaya, Indonesia) and its many product development initiatives in surrounding countries (such as the organic shrimp project in Indonesia or the coffee collection projects in East Timor and Laos). Its distribution in Japan still relies very much on the same structures that started Alter Trade: its main customers continue to be the consumers' cooperatives of Green Co-op, Palsystem, and Seikatsu Club. Alter Trade Japan works with a staff of some 20 people.

Global Village was founded in Tokyo in 1991 as an NGO working on social justice and environmental topics. In 1995 the organisation started the Fair Trade Company, joined IFAT in 1996, and became fairly well known when launching its first ecological fashion line in 1997. The following year a first flagship store was opened in Tokyo (Jiyugaoka).

The Fair Trade Company has been trading under its brand name People Tree since 2000. The launch of the People



¹⁷¹ See UK country chapter for more information on TWIN.

Fair Trade in Europe 2007	Japan
Importing organisations	3
Points of sale	
Worldshops	350
Supermarkets	3,820
Paid staff (full-time equiv.)	
Importing organisations	73
Worldshops associations	N/A
Worldshops	N/A
Labelling organisations	2.5
TOTAL	75.5
Turnovers, in 000 €	
Importing organisations	5,467
Worldshops - NRV	N/A
Labelling - NRV 2007	6,200
Education / PR / marketing in 000 €	
Importing organisations	308
Worldshops association	N/A
Labelling organisation	6
Fairtrade Certification	
NRV 2007 per capita, in €	0.05
NRV 2007 per capita, rank	19
Licensees 2006	26

Tree's sister company in the UK in 2000 marked another big leap forward in the company's development. Ever since then, the company has been striving to expand in both the Japanese and the UK (and even European) market. While it has opened another store in Tokyo in 2005 that is intended to serve as a prototype franchise store, its sister company has also succeeded in gaining a concession in Topshop's flagship store at Oxford Circus in London.

People Tree's product range includes food, gifts and interiors; its main distinguishing points however are that it emphasises ecologically sound methods of production and has pioneered and established the field of Fair Trade fashion. Distribution is via mail-order catalogues and through wholesaling to more than 350 shops with a Fair Trade focus (sometimes only a corner of the shop) all over Japan.

In September 2007, People Tree launched an organic cotton campaign aiming at further developing the market and helping cotton producers. The campaign, which is backed by the Pesticide Action Network UK (PAN-UK) is meant to pave the way for more organic cotton in Japan and beyond. The aim is to convert the world to organic cotton, by increasing the organic share of the cotton market significantly. People Tree has pledged itself to double its organic cotton purchases by 2010. People Tree has played an important role in organising what has now become the World Fair Trade Day. Taking to a global level what was started in the mid-1990's as the "European Worldshop Day", the World Fair Trade Day (WFTD)¹⁷² is now being celebrated in many countries worldwide, on and around the second Saturday of May each year.

People Tree carried out its 4th biennial Social Review in September 2006. The review was based on questionnaires sent out to all stakeholders - producer partners, customers, staff and investors. Representatives from each stakeholder group then discussed the findings and assessed where action should be taken.

Her efforts to promote Fair Trade have won People Tree's founder Safia Minney some prestigious recognition, such as the "Social Entrepreneur of the Year 2006" awarded by the New Statesman and Edge Upstarts. She is also regularly invited to present the Fair Trade approach to traditional world leaders gathered at the World Economic Forum in Davos, Switzerland.

Nepali Bazar was founded in 1992 as an NGO dealing with education for poor children. Slowly, the focus changed and today 97% of all the organisation's income is derived from the sales of Fair Trade products, 30% being in foodstuffs, 70% in handicrafts. Nepali Bazar, a member organisation of IFAT, has a paid staff of 24 people and imports from 40 producer groups from Nepal only (hence its name). It sells its products through one own shop, to 240 "Worldshops"¹⁷³ and 500 other commercial stores.

The Japanese label organisation **Fairtrade Label Japan** was set up in 1993. The first important customer to join in was Starbucks Japan, when they started selling Fairtrade coffee in 2002. In the meantime the product range open for certification has been extended and now covers all the usual products, including wine, cut flow-

¹⁷² For more details see www.wftday.org

¹⁷³ See paragraph 3.2 and Annex 5 for more details.

ers, cotton products, etc. Coffee accounts for more than 80% of the organisation's license fee income.

As more retail chains have started selling Fairtrade products (such as the largest Japanese retailer Aeon, Ryohin Keikaku Co. and the Ministop convenience store chain) it is estimated that at the end of 2007 Fairtrade certified products were available from over 3,800 shops all over Japan.

The organisation runs a small office in Tokyo, and has the equivalent of 2.5 full-timers on its payroll.

THE FAIR TRADE MARKET IN JAPAN

Although one of the largest consumer markets in the world with about 130 million people, Japan still seems to lag behind in the international developments in Fair Trade, and there are several reasons for thinking that Japan "must be the toughest market for Fair Trade".¹⁷⁴

Little up-to-date details are known regarding the turnovers of the top Fair Trade organisations in Japan. In 2004 (the year of the latest available figures) Alter Trade Japan had an annual turnover of about 1,998 million Yen (€12.8m). The annual turnover of Nepali Bazar in 2006/07 was 165.6 million Yen (€1.0m). People Tree's turnover for 2007 was 716 million yen (€4.6m).

Although the sales figures for Fairtrade certified products have been growing from an estimated €2.5m retail value in 2004 to €6.2m in 2007, the overall impact of Fair Trade in Japan still remains very limited. The per capita value remains the lowest of all national label initiatives organised under the Fairtrade Labelling Organizations International (FLO) roof, amounting to 5 euro-cents only in 2007.

Research has been carried out on the reasons for this. One such research, carried out by Koichi Ikegami and M. Uyama from the Kinki University in Osaka, comes up with two possible explanations:

- (a) there seems to be "no common understanding of what Fair Trade is and should be" between different types of Fair Trade organisations in Japan, and
- (b) there has not been any reliable market research on the potential of labelled food products on the Japanese market.

The World Fair Trade Day has proved instrumental to gather impressive crowds behind Fair Trade issues. In 2006 more than 100 events with a total of more than 15,000 participants were held nationwide. About 500 people attended a Fair Fashion show plus seminars at the United Nations University (UNU) in Tokyo. In 2007 it was possible to attract even more interest from the public and to get support from a few high profile sponsors, like the Mitsubishi Real Estate.

"While the Fair Trade market has yet to expand in Japan, Fair Trade fashion is getting a lot of attention" wrote Vogue's Japan editor Maki Hashida when presenting the extravagant result of the Vogue-People Tree cooperation in her June 2007 edition. A limited edition collection had been styled by 4 international fashion designers, Thakoon, Richard Nicoll, Bora Aksu and Foundation Addict, and were modelled by super-models Helena Christensen, Lily Cole, Shalom Harlow and Anne Watanabe.

More information:

www.altertrade.co.jp
www.peopletree.co.jp
www.nbazaro.org
www.fairtrade-jp.org

Alter Trade Japan
People Tree
Nepali Bazar
Fairtrade Label Japan

¹⁷⁴ Quote from Safia Minney, in an interview with John Elkington from the London-based SustainAbility, see <http://www.sustainability.com/network/global-influencer.asp?id=258>

AUSTRALIA AND NEW ZEALAND¹⁷⁵

THE STRUCTURE OF FAIR TRADE IN AUSTRALIA AND NEW ZEALAND

Prior to the 1990's, Fair Trade activities in Australia and New Zealand were primarily carried out by three organisations: Community Aid Abroad and Tradewinds in Australia, and Trade Aid Importers in New Zealand.

Having started as a Food for Peace Campaign group in 1953, **Community Aid Abroad** was set up with a new identity in 1962, providing assistance to poor communities all over the world. Since then, and after some organisational restructuring (including a merger with the Australian Freedom From Hunger campaign) the organisation has become what is nowadays known as Oxfam Australia. Its campaign "Make Trade Fair" has contributed significantly to raise the awareness of Fair Trade in Australia.

The Fair Trade business-related activities of Oxfam Australia are concentrated in a separate entity named **Oxfam Australia Trading Pty Ltd**. After a serious setback in 2006, the organisation has opted for a new strategy based on rebranding and opening new high profile and high turnover shops.

The organisation imports products from more than 100 producer groups, with a strong focus on sourcing from South and South East Asia. Sales are conducted through a rapidly growing network of Oxfam Fair Trade retail shops and a strong online shop (more than 10% of the annual sales). From 17 shops in the year 2006/07 the network has grown to 22 shops at the beginning of 2008, selling primarily handicrafts. Food products are now being sold under the relatively new brand of "Oxfam Shop Fair Trade".

Tradewinds Tea & Coffee Pty Ltd, based in Sydney, was formed in 1977 as a non-profit organisation to fight global poverty through helping poor communities with product development and finding markets for their products. Tradewinds thus became the first supplier of Fair Trade tea in Australia, imported from Stassen in Sri Lanka.

Some 25 years later, the organisation was again pioneering when it became the first supplier of Fairtrade certified tea and coffee to Australians. Tradewinds sticks to its roots and remains concentrated on tea and coffee products only, from communities in East Timor, Papua New Guinea and Sri Lanka.

Trade Aid Importers Ltd from Christchurch, New Zealand, imports products from more than 80 different producer groups. With its staff of roughly 20 people, it supplies 30 franchise shops that make up half of the company's turnover. The remaining half is generated through business to business operations as well as through wholesaling to more than 100 commercial stores. Sales are fairly evenly split between food and non-food. The company's activities focus around three guiding ideas, namely partnership (with those who work with the most disadvantaged producers), change (in awareness of trading injustices) and sustainability (in relation to the organisation itself and its ability to continue sourcing from producers).

Trade Aid Importers is part of the larger Trade Aid family, which also includes – among others - an Ethical Investment Trust and the Trade Aid Shop Trusts, each of which is the owner of one shop.

New Internationalist, in Adelaide, Australia, is the Australian marketing and sales office of the Oxford, UK-based, New Internationalist (NI) Magazine, reporting for over 30 years on issues of global injustice and world poverty.

The Australian office has put special emphasis on Fair Trade products in recent years, and is nowadays offering a wide range of products, 95 % of them non-food, through its online shop and mail-order catalogues. The proportion of Fair Trade products has gone up from 15% in 2004 to 36% in 2006/07. Following its growing commitment to the Fair Trade concept the organisation opted to become a member of IFAT in 2005.

A new page of Fair Trade in Australia and New Zealand was turned when the **Fair Trade Association of Australia and New Zealand (FTAANZ)** started operating in 2003. It was formed as a large membership based not-for-profit organisation bringing together NGOs from the development, social justice, environmental and human rights sector, companies, trade associations, long-standing

¹⁷⁵ Due to the strong cooperation and structural organisational linkage between Fair Trade actors in Australia and New Zealand it was decided to treat both countries together in one single "country chapter"

Fair Trade actors, researchers and individuals, all aiming at opening new windows for Fair Trade in the region. Within four years the association has launched many Fairtrade certified products (such as coffee, tea, chocolate, cotton, sportsballs, quinoa, rice, etc.) very successfully on the Australian and New Zealand markets.

After the initial years it became necessary to more clearly distinguish commercial from non-commercial interests. To this end **Fairtrade Labelling ANZ (FLANZ)** was set up as a separate legal entity, and as a full member of Fairtrade Labelling Organizations International (FLO). While this new organisation, with its NGO-only basis, concentrates on licensing the Fairtrade Certification Mark in Australia and New Zealand, FTAANZ continues to be open to all kind of organisations, including commercial businesses. It has a membership of more than 140 organisations.

Universal Village, based outside Melbourne, dates back to 1998. Today it claims to offer the largest range of Fair Trade food products in Australia, with more than 50 different products. The company supplies over 150 retail stores.

ESP (Ethically Sound Products) Pty Ltd is a specialist for Fair Trade fashion and sports gear, being the first company to market all kind of sports uniforms and sportsballs. The balls are sold under the "Etiko" brand.

Following similar models in the US and UK, student groups in support of Fair Trade have formed in both Australia and New Zealand. Under the name **Hooked: Students for Trade Justice**, the organisation, which was founded in 2004 at the University of Melbourne, coordinates and assists existing groups and aids in the formation of new ones. There are now Hooked clubs in schools and universities in most Australian states as well as in New Zealand.

Many of the above organisations are now cooperating closely, especially during the annual Fair Trade Fortnight, which saw its 5th edition in May 2008.

THE FAIR TRADE MARKET IN AUSTRALIA AND NEW ZEALAND

The creation of the **Fair Trade Association of Australia and New Zealand (FTAANZ)** and the subsequent introduction of the Fairtrade Certification Mark has shaken

Fair Trade in Europe 2007	Australia/ New Zealand
Importing organisations	6
Points of sale	
Worldshops	60
Supermarkets	1,000
Paid staff (full-time equiv.)	
Importing organisations	65
Worldshops associations	N/A
Worldshops	N/A
Labelling organisations	6.6
TOTAL	71.6
Turnovers, in 000 €	
Importing organisations	9,431
Worldshops - NRV	N/A
Labelling - NRV 2007	10,800
Education / PR / marketing in 000 €	
Importing organisations	482
Worldshops association	N/A
Labelling organisation	28
Fairtrade Certification	
NRV 2007 per capita, in €	0.44
NRV 2007 per capita, rank	17
Licensees 2006	91

the Australian and New Zealand markets awake. Since then, things have started moving very fast.

According to Oxfam Australia, the Australian market for Fairtrade labelled products has grown from its very small beginnings in 2003 to 50 times that volume within three years¹⁷⁶, reaching an estimated AUD\$8 million in 2006 (i.e. €4.8m).

At the end of October 2007 the labelling organisation FLAANZ had 123 business partners licensed to sell labelled products in Australia, 34 more than at the beginning of the year. The vast majority of licensed partners are engaged in selling coffee, and this product alone accounts for more than 80% of the organisation's license income. In Australia, labelled products can now be found in

¹⁷⁶ Press release "Australia's Fairtrade growth the fastest in the world" by Oxfam Australia, dated 26 April 2007.

many places, including national supermarket and retail chains like Coles supermarkets or the 1,500 Woolworths supermarkets. Nationally well-known companies like Origin Energy, Orica Australia and Lonely Planet have introduced Fairtrade certified coffees and teas in their offices Australia-wide.

A big leap forward was seen in 2006 in New Zealand, when NZD\$3.98 million (€2.05m) was spent on Fairtrade certified products, mainly coffee, tea and cocoa products. This represented a massive 400% increase in sales compared to the previous year. Fair Trade coffee accounted for about 90% of those sales.

The combined sales of Fairtrade certified products in Australia and New Zealand have experienced huge growth. This can be seen from the development of the estimated retail values of certified products labelled by FLAANZ. This value rose from €0.9m in 2004 to €6.8m in 2006 and €10.8m in 2007, i.e. plus 59%.¹⁷⁷

The market potential however is still very much larger than that. This can be induced from the per capita consumption figures when comparing the performance of the national labelling initiatives on an international level (see paragraph 3.3). Values for the United States and Canada attain more or less 5 times the Australian / New Zealand level, and in many European countries penetration levels are still very much higher.

While the Fairtrade certified turnover has grown rapidly, in 2006 the majority of Fair Trade sales in the region

still came from the significant non-labelled Fair Trade sales in both countries, especially handicrafts.

Sales figures for a few selected organisations were as follows in 2006/07:

- Oxfam Australia Trading: AUD\$9.4m (i.e. €5.7m);
- Trade Aid, New Zealand: NZD\$5.7m (i.e. €3.1m) ;
- New Internationalist: AUD\$0.98m (i.e. €0.6m).

Large parts of all these sales were in the non-food sector, more than 80% in case of Oxfam Australia and 95% for New Internationalist.

More information:

- | | |
|--|--|
| www.oxfamshop.org.au | Oxfam Australia Trading |
| www.tradewinds.org.au | Tradewinds Tea & Coffee |
| www.tradeaid.co.nz | Trade Aid Importers |
| www.newint.com.au/shop | New Internationalist |
| www.fta.org.au | Fair Trade Association of Australia and New Zealand (FTAANZ) |
| www.universalvillage.com.au | Universal Village |
| www.etiko.com.au | ESP (Ethically Sound Products) |
| www.hooked.org.au | Hooked: Students for Trade Justice |

¹⁷⁷ Figures taken from the Annual Reports of Fairtrade Labelling Organizations International (FLO).



PART FOUR

ANNEXES

- Annex 1: List of contributing organisations**
- Annex 2: List of proofreaders**
- Annex 3: Fair Trade websites**
- Annex 4: Importing organisations, details**
- Annex 5: Worldshop associations, details**
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- Annex 7.1: Summary table: Europe's mature markets**
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- Annex 7.4: Summary table: Totals Europe and North America and Pacific Rim**
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- Annex 9: Currencies**
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ANNEX 1 LIST OF CONTRIBUTING ORGANISATIONS

The following table gives an overview of the types of organisations that have contributed to this study by providing detailed information sent back via questionnaire.

country	imp	asso	lab	int	other	Total
Austria	1	1	1			3
Belgium	2	1				3
Czech Republic	1					1
Denmark		1	1			2
Finland		1				1
France		1				1
Germany	3	1	1			5
Hungary					4	4
Ireland	1		1			2
Italy		1	1		3	5
Luxembourg		1	1			2
Malta	1					1
Netherlands	1	1				2
Norway	1		1			2
Slovenia	1					1
Spain	4					4
Sweden	2	1	1			4
Switzerland	4					4
United Kingdom	8	1				9
Europe	30	11	8	0	7	56
United States	15					15
Canada	2					2
Japan	1		1			2
Australia	2		1			3
New Zealand	1					1
N. America & Pacific Rim	21	0	2	0	0	23
Supranational				3		3
Total	51	11	10	3	7	82

Four different types of organisations were contacted with a separate questionnaire each. The abbreviations used stand for

- imp: importing organisation;
- asso: Worldshops association;
- lab: labelling organisation;
- int: international network.

- Other: these organisations were not contacted, but somehow got hold of one of the questionnaires and returned it.

The following table lists all the 82 organisations which have participated.

country	Organisation	type of organisation
International	EFTA	int
International	Fair Trade Federation	int
International	IFAT	int
	Europe	
Austria	ARGE Weltläden	asso
Austria	EZA Fairer Handel GmbH	imp
Austria	FAIRTRADE Austria	lab
Belgium	Fair Trade Original	imp
Belgium	Oxfam Fairtrade cvba	imp
Belgium	Oxfam Wereldwinkels	asso
Czech Republic	Society for Fair Trade and Development education / Společnost pro Fair Trade ...	imp
Denmark	Fair Trade Denmark	asso
Denmark	Max Havelaar Denmark	lab
Finland	Maailemankauppojen liitto	asso
France	Fédération Artisans du Monde	asso
Germany	BanaFair	imp
Germany	CONTIGO Fair Trade Group	imp
Germany	EL PUENTE GmbH	imp
Germany	TransFair Germany	lab
Germany	Weltladen-Dachverband	asso
Hungary	Clipper	other
Hungary	Fair Trade Center	other
Hungary	Fair Trade World	other
Hungary	Treehugger	other

country	Organisation	type of organisation
Ireland	Fairtrade Mark Ireland	lab
Ireland	Oxfam Ireland	imp
Italy	Acqua Cheta	other
Italy	Adgentes	other
Italy	Arcoiris	other
Italy	Associazione Botteghe del Mondo	asso
Italy	Fairtrade TransFair Italy	lab
Luxembourg	Arbeitsgrupp Weltbutteker	asso
Luxembourg	TransFair Minka Luxemburg	lab
Malta	Koperattiva Kummerc Gust (KKG)	imp
Netherlands	Agrofair Benelux B.V.	imp
Netherlands	Landelijke Vereniging van Wereldwinkels (DAWS)	asso
Norway	Fairtrade Max Havelaar Norway	lab
Norway	Friends Fair Trade	imp
Slovenia	Umanotera	imp
Spain	Alternativa 3 S. Coop.	imp
Spain	Equi Mercado	imp
Spain	IDEAS	imp
Spain	Intermón Oxfam	imp
Sweden	La Maison Afrique AB	imp
Sweden	Rättvisemärkt	lab
Sweden	The House of Fair Trade	imp
Sweden	Världsbutikerna för Rättvis Handel	asso
Switzerland	Caritas Fairtrade	imp
Switzerland	claro fair trade	imp
Switzerland	Fairtraide Village	imp
Switzerland	gebana ag	imp
United Kingdom	British Association for Fair Trade Shops (BAFTS)	asso
United Kingdom	Equal Exchange Trading Ltd	imp
United Kingdom	Fair Deal Trading Partnership	imp

country	Organisation	type of organisation
United Kingdom	Pachacuti	imp
United Kingdom	Shared Earth	imp
United Kingdom	Tearcraft	imp
United Kingdom	The India Shop	imp
United Kingdom	Traidcraft Plc	imp
United Kingdom	Zaytoun Ltd.	imp
	North America & Pacific Rim	
United States	A Different Approach	imp
United States	Baskets of Africa	imp
United States	Bridge for Africa	imp
United States	Economic Development Imports	imp
United States	Equal Exchange	imp
United States	Fair World Designs	imp
United States	Global Crafts	imp
United States	Global Goods Partners	imp
United States	Handmade Expressions	imp
United States	North Country Fair Trade	imp
United States	Peacecraft	imp
United States	Shanti Boutique	imp
United States	Ten Thousand Villages	imp
United States	Wild Boar Creek	imp
United States	WorldCrafts	imp
Canada	La Siembra Co-operative Inc.	imp
Canada	Ten Thousand Villages Canada	imp
Japan	Fairtrade Label Japan	lab
Japan	Nepali Bazar	imp
Australia	Fair Trade Association of Australia and New Zealand (FTAANZ)	lab
Australia	New Internationalist	imp
Australia	Oxfam Australia Trading Pty Ltd	imp
New Zealand	Trade Aid Importers Ltd	imp

ANNEX 2 LIST OF PROOFREADERS

The following persons have greatly contributed to making this report possible by working on the first draft and proofreading their respective country chapters.

Country chapters Europe:

- Austria - Ernst Gassner (ARGE Weltläden), Andrea Reitingner (EZA Fairer Handel)
- Belgium - Koen Van Bockstal (Oxfam Wereldwinkels)
- Bulgaria - Dessislava Chamalova (Integra)
- Czech Republic - Pavel Chmelar (Society for Fair Trade), Vera Lukášová
- Denmark - Charlotte Bøgelund Frederiksen (Fair Trade Denmark), Jonas Giersing (Max Havelaar)
- Estonia - Riina Kuusik (Fairtrade Estonia)
- Finland - Erkki Aunola (Tampere ATO), Kati Hjerp (Finnish Association of Worldshops),
- France - Gérald Godreuil (Artisans du Monde), Julie Maisonhaute and Julie Stoll (Plateforme pour le Commerce Equitable)
- Germany - Ruben Enxing (Weltladen-Dachverband), Birgit Schoesswender (Forum Fairer Handel)
- Greece - Marina Sarli (Fair Trade Hellas)
- Hungary - Györgyi Újszászi (Fair Világ Szövetség)
- Iceland - Ásdís Einarsdóttir (Fair Trade Shop Reykjavik), Lydia Geirsdóttir (Icelandic Church Aid)
- Ireland - Margaret Carr (Oxfam Ireland), Peter Gaynor (Fairtrade Ireland)
- Italy - Pierluigi Traversa (Ctm altromercato)
- Latvia - Janis Brizga (Green Liberty), Janis Kirpitis (GLEN), Mara Simane (LAPAS)
- Lithuania - Jurgita Mačiūnaitė (Environmental Information Centre)
- Luxembourg - Françoise Theisen (Arbeitsgruppe Drett-Weltbutteker), Jean-Louis Zeien (TransFair-Minka)

- Malta - Nathalie Grima (KKG)
- The Netherlands - Peter van Mersbergen (Dutch Association of Worldshops)
- Norway - Ragnhild Hammer (Fairtrade Max Havelaar Norway), Per Persson (Friends Fair Trade)
- Poland - Kasia Szeniawska (grupa EFTE), Wojciech Zięba (The Polish Fairtrade Association "The Third World and Us")
- Portugal - Miguel Pinto (EQUAÇÃO)
- Slovakia - Allan Bussard (Integra), Petra Ďurišová (Ecoshop Zivica)
- Slovenia - Eva Marn (Humanitas)
- Spain - Carola Reintjes (IDEAS)
- Sweden - AnnCathrine Carlsson (The House of Fair Trade)
- Switzerland - Monica Mazzocco (claro fair trade AG)
- United Kingdom - Paul Chandler (Traidcraft plc), Barbara Crowther (Fairtrade Foundation)

Country chapters North America and Pacific Rim:

- United States - Doug Dirks (Ten Thousand Villages)
- Canada - Len Rempel (Ten Thousand Villages Canada)
- Japan - James Minney (People Tree), Kaori Nakajima (Fairtrade Label Japan), Zazie Tolmer (People Tree)
- Australia and New Zealand - Paul Deighton (New Internationalist)

ANNEX 3 FAIR TRADE WEBSITES

International Organisations		
International	EFTA	www.european-fair-trade-association.org
International	Fair Trade Federation	www.fairtradefederation.org
International	Fair Trade Advocacy Office	www.fairtrade-advocacy.org
International	FLO	www.fairtrade.net
International	IFAT	www.ifat.org
International	NEWS!	www.worldshops.org
Europe		
Austria	ARGE Weltläden	www.weltlaeden.at
Austria	Eine-Welt-Handel	www.eine-welt-handel.com
Austria	EZA Fairer Handel	www.eza.cc
Austria	FAIRTRADE Austria	www.fairtrade.at
Belgium	Fair Trade Centre	www.befair.be
Belgium	Fair Trade Original Belgium	www.fairtrade.be
Belgium	Max Havelaar Belgium	www.maxhavelaar.be
Belgium	Maya Fair Trading	www.maya-ft.be
Belgium	Oxfam Fairtrade cvba	www.oft.be
Belgium	Oxfam Magasins du Monde	www.madeindignity.be
Belgium	Oxfam Wereldwinkels	www.oww.bw
Belgium	Sjamma vzw	www.sjamma.be
Bulgaria	Integra Bulgaria	www.integra-bds.bg
Czech Republic	Asociace pro Fair Trade	www.fairtrade-asociace.cz
Czech Republic	Ekumenická akademie Praha	www.ekumakad.cz
Czech Republic	Fair Trade Centrum s.r.o	www.fairtradedcentrum.cz
Czech Republic	Jeden svět o.p.s.	www.jedensvet.org
Czech Republic	Společnost pro Fair Trade a rozvojové vzdělávání	www.fairtrade.cz
Denmark	Fair Trade Danmark	www.fairtrade.dk
Denmark	Max Havelaar	www.maxhavelaar.dk
Estonia	Fairtrade Estonia	www.fairtrade.ee
Finland	Association for Promoting Fairtrade in Finland	www.reilukauppa.fi

International Organisations		
Finland	Fairtrade Action Network	www.fairtradeaction.net
Finland	Finnish Worldshop Association	www.maailmankaupat.fi
Finland	Pro Fair Trade Finland	www.repu.fi
Finland	S/V Estelle	www.estelle.fi
Finland	Tampere ATO	www.kehityskauppa.org
France	AlterEco	www.altereco.com
France	Alter Mundi	www.altermundi.com
France	Artisanat SEL	www.artisanat.sel.com
France	ECOCERT	www.ecocert.fr
France	ETHIQUABLE	www.ethiquable.fr
France	Fédération Artisans du Monde	www.artisansdumonde.org
France	Malongo	www.malongo.com
France	Max Havelaar France	www.maxhavelaarfrance.org
France	Plateforme du Commerce Équitable (PFCE)	www.commerceequitable.org
France	Solidar'Monde	www.solidarmonde.fr
Germany	BanaFair	www.banafair.de
Germany	CONTIGO	www.contigo.de
Germany	dwp	www.dwp-rv.de
Germany	EL PUENTE	www.el-puente.de
Germany	Forum Fairer Handel	www.forum-fairer-handel.de
Germany	GEPA – The Fair Trade Company	www.gepa.de
Germany	TransFair Germany	www.transfair.org
Germany	Weltladen-Dachverband	www.weltladen.de
Greece	Fairtrade Hellas	www.fairtrade.gr
Hungary	Be Fair! Foundation	www.befair.hu
Hungary	Fair Trade Center Hungary Ltd.	www.fairtradecenter.hu
Hungary	Fair Világ	www.fairvilag.hu
Hungary	Treehugger Dan's Bookstore and Café	www.treehugger.hu
Hungary	Tudatos Vásárlók Egyesülete (Association of Conscious Consumers)	www.tudatosvasarlo.hu

International Organisations		
Hungary	Útilapu Hálózat	www.utilapu.org
Hungary	Védegylet (Protect the Future)	www.vedegylet.hu
Iceland	Fair Trade Shop Reykjavik	www.fairtradebudin.is
Iceland	Icelandic Church Aid	www.help.is
Ireland	Fairtrade Mark Ireland	www.fairtrade.ie
Ireland	Oxfam Ireland	www.oxfamireland.org
Italy	AGICES	www.agices.org
Italy	Associazione Botteghe del Mondo	www.assobdm.it
Italy	Commercio Alternativo	www.commercioalternativo.it
Italy	Ctm AgroFair	www.ctmagrofair.it
Italy	Ctm altromercato	www.altromercato.it
Italy	Equo Mercato	www.equomercato.it
Italy	Equoland	www.equoland.it
Italy	Fairtrade Italy	www.fairtradeitalia.it
Italy	Liberomondo	www.liberomondo.org
Italy	Roba dell'Altro Mondo	www.ropa.coop
Latvia	Green Liberty	www.zb-zeme.lv
Latvia	LAPAS	www.lapas.lv
Lithuania	Environmental Information Centre	www.apicentras.lt
Luxembourg	TransFair-Minka Luxembourg	www.transfair.lu
Luxembourg	Worldshops Working Group	www.weltbutteker.lu
Malta	L-Arka & Koperattiva Kummerc Ġust	www.l-arka.org
Netherlands	AgroFair Europe	www.agrofair.nl
Netherlands	De Evenaar	www.de-evenaar.nl
Netherlands	Dutch Association of Worldshops	www.wereldwinkels.nl
Netherlands	Fair Trade Original	www.fairtrade.nl
Netherlands	Max Havelaar Foundation	www.maxhavelaar.nl
Netherlands	NIVAH & Centrum Mondiaal	www.centrummondiaal.nl
Norway	Fair Trade Norge As	www.fairtradenorge.com

International Organisations		
Norway	Fairtrade Max Havelaar Norway	www.fairtrade.no
Norway	Friends Fair Trade	www.friendsfairtrade.no
Poland	Grupa EFTE Warszawa	www.efte.org
Poland	Polish Green Network	www.ekonsument.pl
Poland	Sprawiedliwy Handel Wrocław	www.sprawiedliwy-handel.pl
Poland	The Polish Fair Trade Association (Stowarzyszenie Sprawiedliwego Handlu "Trzeci Świat i My")	www.sprawiedliwyhandel.pl
Portugal	Equação	www.equacao.comercio-justo.org
Slovakia	Fairtrade Slovakia	www.fairtrade.sk
Slovakia	Integra	www.integra.sk
Slovakia	Živica – Centre for Environmental and Ethics Education	www.zivica.sk
Slovenia	3 muhe	www.3muhe.org
Slovenia	Humanitas	www.humanitas.si
Slovenia	Umanotera	www.umanotera.org
Spain	Alternativa 3	www.alternativa3.com
Spain	Asociación del Sello de Productos de Comercio Justo	www.sellocomerciojusto.org
Spain	Coordinadora Estatal de Comercio Justo	www.comerciojusto.org
Spain	IDEAS	www.ideas.coop
Spain	Intermón Oxfam	www.intermonoxfam.org
Sweden	Fairtrade Sweden / Rättvisemärkt	www.fairtrade.se
Sweden	House of Fair Trade	www.housefairtrade.se
Sweden	La Maison Afrique AB	www.la-maison-afrique.se
Sweden	Sackeus AB	www.sackeus.be
Sweden	Världsbutikerna för Rättvis Handel (Worldshops)	www.varldsbutikerna.org
Switzerland	Association Romande des Magasins du Monde	www.mdm.ch
Switzerland	Associazione Botteghe del Mondo	www.botteghedelmondo.ch
Switzerland	Caritas Switzerland	www.caritas.ch
Switzerland	claro fair trade AG	www.claro.ch

International Organisations		
Switzerland	El Tucan	www.eltucan.ch
Switzerland	Fairtrade Village	www.fairtrade.com
Switzerland	Fondation TerrEspoir	www.terrespoir.com
Switzerland	gebana ag	www.gebana.com
Switzerland	Helvetas	www.helvetas.ch
Switzerland	Max Havelaar	www.maxhavelaar.ch
Switzerland	Swiss Fairtrade	www.swissfairtrade.ch
Switzerland	terrafair	www.terrafair.org
Switzerland	Zur Kalebasse	www.kalebasse.ch
United Kingdom	Bishopston Trading Company	www.bishopstontrading.co.uk
United Kingdom	British Association of Fair Trade Shops (BAFTS)	www.bafts.org.uk
United Kingdom	Cafédirect	www.cafedirect.co.uk
United Kingdom	Divine Chocolate	www.divinechocolate.com
United Kingdom	Equal Exchange	www.equalexchange.co.uk
United Kingdom	Fairdeal Trading	www.fairdealtrading.com
United Kingdom	Fairtrade Foundation	www.fairtrade.org.uk
United Kingdom	Pachacuti	www.pachacuti.co.uk
United Kingdom	Shared Earth	www.shareearth.co.uk
United Kingdom	Tearcraft	www.tearcraft.org
United Kingdom	The India Shop	www.theindiahop.co.uk
United Kingdom	Traidcraft	www.traidcraft.co.uk
United Kingdom	twin trading	www.twin.org.uk
United Kingdom	Zaytoun	www.zaytoun.org
North America & Pacific Rim		
United States	A Different Approach	www.adifferentapproach.com
United States	A Greater Gift (formerly SERRV)	www.agreatergift.org
United States	Baskets of Africa	www.basketsofafrica.com
United States	Bridge for Africa	www.bridgeforafrica.org
United States	Cooperative Coffees	www.coopcoffees.com

International Organisations		
United States	Economic Development Imports	www.edimports.com
United States	Equal Exchange	www.equalexchange.com
United States	Fair World Designs	www.fairworlddesigns.com
United States	Global Crafts	www.globalcraftsb2b.com
United States	Global Exchange	www.globalexchange.org
United States	Global Goods Partners	www.globalgoodspartners.org
United States	Handmade Expressions	www.handmadeexpressions.net
United States	North Country Fair Trade	www.ethicalgoods.org
United States	Oxfam America	www.oxfamamerica.org
United States	Peacecraft	www.peacecraft.org
United States	Shanti Boutique	www.shantiboutique.com
United States	Ten Thousand Villages	www.tenthousandvillages.com
United States	TransFair USA	www.transfairusa.org
United States	United Students for Fair Trade (USFT)	www.usft.org
United States	Wild Boar Creek	www.wildboarcreek.com
United States	World of Good, Inc.	www.worldofgoodinc.com
United States	WorldCrafts	www.worldcraftsvillage.com
Canada	Bridgehead Inc.	www.bridehead.ca
Canada	Canadian Student Fair Trade Network	www.csftn-recce.org
Canada	Commerce Équitable Oxfam-Québec (CE0Q)	www.equita.qc.ca
Canada	Equiterre	www.equiterre.org
Canada	Just Us! Coffee Roasters	www.justuscoffee.com
Canada	La Siembra	www.lasiembra.com
Canada	Level Ground Trading	www.levelground.com
Canada	Ten Thousand Villages Canada	www.tenthousandvillages.ca
Canada	TransFair Canada	www.transfair.ca
Japan	Alter Trade Japan	www.altertrade.co.jp
Japan	Fairtrade Label Japan	www.fairtrade-jp.org
Japan	Nepali Bazaro	www.nbazaro.org

International Organisations		
Japan	People Tree	www.peopletree.co.jp
Australia & New Z.	ESP (Ethically Sound Products)	www.etiko.com.au
Australia & New Z.	Fair Trade Association of Australia and New Zealand (FTAANZ)	www.fta.org.au
Australia & New Z.	Hooked: Students for Trade Justice	www.hooked.org.au
Australia & New Z.	New Internationalist	www.newint.com.au/shop
Australia & New Z.	Oxfam Australia Trading	www.oxfamshop.org.au
Australia & New Z.	Trade Aid Importers	www.tradeaid.co.nz
Australia & New Z.	Tradewinds Tea & Coffee	www.tradewinds.org.au
Australia & New Z.	Universal Village	www.universalvillage.com.au

ANNEX 4 IMPORTING ORGANISATIONS, DETAILS, PART 1: EUROPE

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
name	IFAT	NEWS!	EFTA	STAFF	REM1	sales 2006 in 000 local currency	sales 2006 in 000€	rem2	non-food in %	sources
Europe										
Austria										
Eine Welt Handel AG	X			24	a)		3,849		N/A	AR
EZA Fairer Handel	X		X	45			11,888		29	qEAR
Belgium										
Fair Trade Original				7			2,037		55	qAR
Oxfam Fair Trade			X	43			18,754		0	qE
OXFAM Magasins du Monde	X		X	71			5,308		45.8	E
Czech Republic										
Society for Fair Trade and Dev. / Společnost				4			57		N/A	q
Finland										
Tampereen Kehityskauppa	X			N/A			300	b)	N/A	I
France										
ALTER ECO	X			38	a)		16,765	b)	N/A	AR
Artisanat Sel	X			25			2,700	b)	N/A	AR
ETHIQUABLE				56	a)		17,802	b)	0	
Solidar'Monde	X		X	31			8,800	b)	23	E
Germany										
BanaFair				12			2,950		0.01	q
CONTIGO Fair Trade Group	X			10			2,532		60	q
dwp eG	X			30			5,500		N/A	oFFH
EL PUENTE GmbH	X			30			5,800		37	q
GEPA - The Fair Trade Company	X		X	176			48,904		6	E

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
name	IFAT	NEWS!	EFTA	STAFF	REM 1	sales 2006 in 000 local currency	sales 2006 in 000€	rem2	non-food in %	sources
Ireland										
Oxfam Ireland (Ireland)	X			6.5			1,262		76	q
Italy										
Commercio Alternativo	X			N/A			7,839	b)	N/A	I
CTM Agrofair Italy	X			5			6,982		0	AR
Ctm altromercato	X	X	X	85			30,449		23,2	EAR
Equo Mercato Cooperativa	X			10	a)		1,202		70	AR
Libero Mondo Scs. Arl.	X			32	a)		3,932		33	AR
Malta										
KKG	X			1		12	28		N/A	q
Netherlands										
Agrofair Europe B.V.	X			33			62,099		0	qAR
Fair Trade Original	X		X	99			18,290		24	EAR
Norway										
Friends Fair Trade	X			0		2.000	249	b)	N/A	qop
Portugal										
Equação	X			N/A			214	b)	N/A	op
Slovenia										
Umanotera				2			140	b)	N/A	qop
Spain										
Alternativa 3 S. Coop.	X			14			3,735		35	q
Equi Mercado	X			3			251		1	q
IDEAS	X		X	27			2,721		36	qE
Intermón Oxfam	X		X	67			7,504		48	qE

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
name	IFAT	NEWS!	EFTA	STAFF	REM1	sales 2006 in 000 local currency	sales 2006 in 000€	rem2	non-food in %	sources
Sweden										
La Maison Afrique AB	X			0.5		811	88		100	q
Sackeus AB	X			7		15,674	1,694		0	ow
The House of Fair Trade	X			4		6,000	648		60	q
Switzerland										
Caritas Fairtrade	X			15.9		3,470	2,206		74	q
claro fair trade plc	X	X	X	31.5			14,785		1.5	EAR
Fairtraide Village	X			1		60	38		100	q
Gebana Ag	X			9			3,700		5	q
UK										
Bishopston Trading Co.	X			20		863	1,265		100	op
Cafédirect Ltd	X			31		22,333	32,760		0	AR
Divine Chocolate Limited	X			15		8,988	13,184		0	AR
Equal Exchange Trading	X			8		2,800	4,107		0	q
Fair Deal Trading	X			1		320	469		100	q
Pachacuti	X			4		235	345		100	q
Shared Earth	X			30		2,675	3,924		99	q
Tearcraft	X			8		1,114	1,634		100	q
Traidcraft Plc	X		X	127			24,642		14	qEAR
Twin Trading	X			N/A			15,397	b)	0	I
Zaytoun Ltd.	X			1.5		330	484		5	q
TOTAL EUROPE	50 organisations					422,212		€		

ANNEX 4 IMPORTING ORGANISATIONS, DETAILS, PART 2: NORTH AMERICA & PACIFIC RIM

(1)	(1)	(1)	(1)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
name	IFAT	NEWS!	EFTA	staff	rem1	sales 2006 in 000 local currency	sales 2006 in 000€	rem2	non-food in %	sources
North America & Pacific Rim										
USA										
A Different Approach				9		545	434		96	q
Baskets of Africa				1.5		N/A	N/A		100	q
Bridge for Africa				1		224	178		100	q
Cooperative Coffees	X			6		3,930	3,130		0	
Economic Development Imports				2		192	153		100	q
Equal Exchange USA	X			100		23,600	18,796		0	q
Fair World Designs				0		20	16		100	q
Global Crafts				4		615	490		99	q
Handmade Expressions				4		500	398		100	q
North Country Fair Trade				0		65	52		100	q
Peacecraft	X			4		395	288	b)	89	q
SERRV International	X			63		9,644	7,681		N/A	ARI
Ten Thousand Villages USA	X			160		23,488	18,707		97	qAR
Wild Boar Creek				1		96	76		100	q
WorldCrafts				1.8		800	584	b)	100	q
Canada										
La Siembra Co-operative Inc.	X			20.5		5,446	3,610		5	q
Ten Thousand Villages Canada	X			78		12,211	8,094		77	qAR
Japan										

(1)	(1)	(1)	(1)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
name	IFAT	NEWS!	EFTA	staff	rem1	sales 2006 in 000 local currency	sales 2006 in 000€	rem2	non-food in %	sources
Nepali Bazaro	X			24		165.6m	1,027	b)	70	q
People Tree Japan	X			49	a)	716m	4,440	b)	100	op
Australia										
New Internationalist Publications Pty Ltd (Australia)	X			6		982	601		95	q
Oxfam Australia Trading Pty Ltd	X			40		9,415	5,769		78	q
New Zealand										
Trade Aid Importers Ltd	X			19		5,700	3,060	b)	53	q
TOTAL NORTH AM. & PACIFIC RIM	22 organisations					77,584		€		

Column 1:

country and organisation's name

Columns 2-4:

international Fair Trade affiliations of the organisation as per end of 2007

Column 5:

latest known number of staff, in full-time equivalents; these figures mostly refer to the financial year 2006.

In accordance with EFTA's practice the 2006 figures refer to all financial years ending between July 1, 2006 and June 30, 2007.

Column 6:

a): the information on full-time equivalents has not been available, only the number of persons employed; in these cases the number of full-time equivalents has been calculated by using the formula: number of persons * 0.8 (this assumes that there is roughly one half-time employee per two full-timers).

Column 7:

Net turnover in thousands of the local currency, if the local currency is not the euro.

Column 8:

Net turnover in thousands of euros. For currency conversions the exchange rates shown in Annex 9 have been applied.

Column 9:

b): the sales figure refers to the year 2007, whereas the large majority of the figures given are from the year 2006.

In accordance with EFTA's practice the 2007 figures refer to all financial years ending between July 1, 2007 and June 30, 2008.

Column 10:

Indicates the share in turnover generated with non-food products.

Column 11:

Indicates the main sources of information. The abbreviations stand for:

- Q: questionnaire returned
- E: EFTA: in case of the EFTA member organisations figures collected and provided by the EFTA secretariat have been used, on the assumption that these figures have already been crosschecked as to their comparability
- I: IFAT internal information on member organisations
- AR: Annual Report
- oFFH other Forum Fairer Handel (=German Fair Trade Forum), or other personal contact

For each organisation the respective website was consulted as well.

ANNEX 5 WORLDSHOPS, MATURE MARKETS, DETAILS PART 1

(1)	(2)	(3)	(4)	(5)
Country	latest staff	number of Worldshops	details on Worldshops	educ / pr / m 2006 in 000'€
Austria	2.4	105	ARGE 89 + EWH 16	130
Belgium	26.5	296	OWW 207 + MdM 88 + 1	89
Denmark	3	14		15
Finland	1	19		62
France	17	300	ADM 145 + 155 outside	950
Germany	7	836	WL-DV 486 + 350 outside	660
Ireland	N/A	8	Oxfam 4 + AI 2 + 2	N/A
Italy	0.5	575	ABDM 300 + 275 outside	N/A
Luxembourg	N/A	7		25
Netherlands	19	426	DAWS 391 + 35 outside	378
Norway	N/A	1		N/A
Spain	N/A	120		N/A
Sweden	0.5	44	43 members + 1 Salv. Army	18
Switzerland	N/A	300	claro 140 + mdm 40 + 120	N/A
UK	1	117		N/A
Sub-total Europe's mature markets	78	3,168		2,328
Sum Europe's young markets	N/A	23	This is the sum for 13 countries. For the details, see Annex 7.2	

(1)	(2)	(3)	(4)	(5)
Country	latest staff	number of Worldshops	details on Worldshops	educ / pr / m 2006 in 000'€
USA	N/A	280	Minimum estimate, based on : Ten Thousand Villages USA supplies 180 shops, plus an estimated 100 shops run by smaller importers organised in the Fair Trade Federation (FTF) and not buying from Ten Thousand Villages	N/A
Canada	N/A	50	Minimum estimate, based on: Ten Thousand Villages Canada supplies 46 shops	N/A
Japan	N/A	350	Estimate, based on: People Tree supplies 350 shops	N/A
Australia / New Zealand	N/A	60	Minimum estimate, based on: Oxfam Australia 22 shops, plus Trade Aid NZ 30 franchise shops	N/A
Subtotal N.America & Pacific Rim	N/A	740		N/A
TOTAL		3,931		2,328

Column 2:

Staff of the national Worldshop association, in full-time equivalents, mostly in 2006

Column 3:

Number of Worldshops as per end of 2007

Column 4:

Composition of Worldshop figure

Column 5:

Expenditures on education, PR and marketing by the national Worldshop association, mostly in 2006

ANNEX 5 WORLDSHOPS, MATURE MARKETS, DETAILS PART 2

(1)	(6)	(7)	(8)	(9)	(10)
Country	sales of Worldshops in m. €	non-food in %	paid staff in Worldshops FTEs	volunteers in Worldshops	source
Austria	10.6	62	70	1,800	q
Belgium	7.9	N/A	24	7,530	q
Denmark	0.6	85	3.3	100	q
Finland	1	70	20	500	q
France	10	49	55	5,000	q
Germany	22	N/A	48	50,000	q
Ireland	N/A	76	6.5	N/A	
Italy	N/A	N/A	300	3,000	q
Luxembourg	0.7	56	0.5	150	q
Netherlands	27.7	74	25	12,500	q
Norway	N/A	N/A	N/A	N/A	
Spain	N/A	N/A	N/A	N/A	
Sweden	0.9	N/A	N/A	880	q
Switzerland	N/A	N/A	N/A	N/A	
United King- dom	13.2	81	36	707	q
Sub-total Europe	94.6		588	82,167	
USA	N/A	N/A	N/A	N/A	
Canada	N/A	N/A	N/A	N/A	
Japan	N/A	N/A	N/A	N/A	
Australia / New Zealand	N/A	N/A	N/A	N/A	
Subtotal N.America & Pacific Rim	N/A	N/A	N/A	N/A	
TOTAL	94.6		588	82,167	

Column 6:

Net retail value of sales of member shops of the national Worldshop association(s). Figures of non-organised Worldshops or solidarity groups are not taken into account. In Germany, e.g. these two groups represent an additional €38m in turnover (see country chapter for more details). The figure for Belgium is for the Oxfam Wereldwinkels only, i.e. the Worldshops in the Flemish-speaking part of the country.

Column 8:

Paid staff in the Worldshops themselves, in full-time equivalents.

Column 9:

All figures are for those Worldshops that are organised in their respective national association only. In Belgium the figure is for Oxfam Wereldwinkels shops only.

Column 10:

In all cases the websites as well as the Internet in general, have been consulted. The “q” stands for the returned questionnaire as an additional source of information.

ANNEX 6 LABELLING ORGANISATIONS, DETAILS

name	staff	NRV 200 in m. €	NRV 2006 in m. €	NRV 2007 in m. €	educ / pr / m 2006 in 000 '€	sources
Fairtrade Austria	8	25.6	41.7	52.8	750	q
Max Havelaar Belgium	12.8	15	28	35	N/A	
Max Havelaar Denmark	6	14	23.2	39.6	282	q
Reilun kaupan edistämisyhdistys ry. Finland	N/A	13	22.5	34.6	N/A	
Max Havelaar France	21	109.1	166	210	N/A	
TransFair Germany	13	70.9	110	141.7	1220	q
Fairtrade Mark Ireland	3.8	6.6	11.6	23.3	262	q
Fairtrade Trans- Fair Italy	6	28	34.5	39	100	q
TransFair Minka Luxembourg	3.3	2.3	2.8	3.2	100	q
Stichting Max Havelaar Netherlands	6	36.5	41	47.5	N/A	
Fairtrade Max Havelaar Norway	4.2	6.7	8.6	18.1	524	q
Asociación del Sello de Comercio Justo Spain	N/A	N/A	1.9	3.9	N/A	
Rättvisemärkt Sweden	6	9.3	16	42.5	N/A	q
Max Havelaar Stiftung Switzer- land	20.5	143.1	142.3	158.1	N/A	

name	staff	NRV 200 in m. €	NRV 2006 in m. €	NRV 2007 in m. €	educ / pr / m 2006 in 000 '€	sources
Fairtrade Founda- tion UK	38	276.8	409.5	704.3	N/A	
Sub-total Europe	148.6	756.9	1,044.90	1,553.60	3,238	
TransFair USA	36	344.1	499	730.8	N/A	
TransFair Canada	7	34.8	53.8	79.6	N/A	
Fairtrade Label Japan	2.5	3.4	4.1	6.2	6	q
Fairtrade Label- ling Australia & New Zealand	6.6	2.5	6.8	10.8	28	q
Subtotal N.America & Pacific Rim	52.1	384.8	564.1	827.4	34	
TOTAL	200.7	1,141.70	1,609.00	2,381.00	3,272	

All labelling organisations listed are member of FLO – Fair Trade Labelling Organizations International. FLO is also the source of most of the information contained in this table, along with the different organisations' websites and questionnaires returned (last column marked with a "q").

The net retail value (NRV) figures for 2005 to 2007 are all taken from the most recent available Annual Report of FLO.

ANNEX 7.1 SUMMARY TABLE: EUROPE'S MATURE MARKETS, PART 1

	Austria	Belgium	Denmark	Finland	France
Importing organisations	10	6	9	5	21
Points of sale					
Worldshops	105	296	14	19	300
Supermarkets	5,000	N/A	2,700	3,000	7,500
Paid staff (full-time equiv.)					
Importing organisations	69	121	N/A	0	150
Worldshop associations	2.4	26.5	3	1	17
Worldshops	70	24	3.3	20	55
Labelling organisations	8	12.8	6	N/A	21
TOTAL	149.4	184.3	12.3	21	243
Turnovers, in 000 €					
Importing organisations	15,737	26,099	N/A	300	46,067
Worldshops - NRV	10,600	7,874	550	1,000	10,000
Labelling - NRV	52,800	35,000	39,600	34,600	210,000
Education / PR / marketing in 000 €					
Importing organisations	727	250	N/A	N/A	N/A
Worldshop associations	130	89	15	62	950
Labelling organisations	750	N/A	282	N/A	N/A
Fairtrade Certification					
NRV per capita, in €	6.36	3.31	7.27	6.56	3.31
NRV per capita, rank	6	11	3	5	10
Licensees 2006	47	75	33	44	158

ANNEX 7.1 SUMMARY TABLE: EUROPE'S MATURE MARKETS, PART 2

	Germany	Ireland	Italy	Luxembourg	Netherlands
Importing organisations	29	1	8	N/A	24
Points of sale					
Worldshops	836	8	575	7	426
Supermarkets	30,000	350	4,150	160	4,000
Paid staff (full-time equiv.)					
Importing organisations	258	6.5	132	N/A	132
Worldshop associations	7	N/A	0.5	N/A	19
Worldshops	48	6.5	300	0.5	25
Labelling organisations	13	3.8	6	3.3	6
TOTAL	326	16.8	438.5	3.8	182
Turnovers, in 000 €					
Importing organisations	65,686	1,262	50,404	N/A	80,389
Worldshops - NRV	60,000	N/A	N/A	673	27,700
Labelling - NRV	141,700	23,300	39,000	3,200	47,500
Education / PR / marketing in 000 €					
Importing organisations	810	0	N/A	N/A	0
Worldshop associations	660	N/A	N/A	25	378
Labelling organisations	1,220	262	100	100	N/A
Fairtrade Certification					
NRV per capita, in €	1.72	5.40	0.66	6.72	2.90
NRV per capita, rank	15	7	16	4	12
Licensees 2006	100	57	65	22	47

ANNEX 7.1 SUMMARY TABLE: EUROPE'S MATURE MARKETS, PART 3

	Norway	Spain	Sweden	Switzerland	UK
Importing organisations	2	20	4	7	100
Points of sale					
Worldshops	1	120	44	300	117
Supermarkets	5,600	N/A	2,500	2,500	N/A
Paid staff (full-time equiv.)					
Importing organisations	0	111	11.5	57.4	245.5
Worldshop associations	N/A	N/A	0.5	N/A	1
Worldshops	N/A	N/A	N/A	N/A	36
Labelling organisations	4.2	N/A	6	20.5	38
TOTAL	4.2	111	18	77.9	320.5
Turnovers, in 000 €					
Importing organisations	249	14,211	2,430	20,729	98,211
Worldshops - NRV	N/A	N/A	864	N/A	13,202
Labelling - NRV	18,100	3,900	42,500	158,100	704,300
Education / PR / marketing in 000 €					
Importing organisations	5	522	46	130	1,828
Worldshop associations	N/A	N/A	18	N/A	N/A
Labelling organisations	524	N/A	N/A	N/A	N/A
Fairtrade Certification					
NRV per capita, in €	3.87	0.09	4.66	21.06	11.57
NRV per capita, rank	9	18	8	1	2
Licensees 2006	40	21	31	45	252

ANNEX 7.2 SUMMARY TABLE: EUROPE'S YOUNG MARKETS

Importing organisations	8	Czech Republic 5, Portugal 1, Slovakia 1, Slovenia 1
Points of sale		
Worldshops	23	Portugal 10, Czech Republic 7, Greece 2, Iceland 1, Malta 1, Slovakia 1, Slovenia 1
Supermarkets	159	Iceland 104, Hungary 30, Czech Republic 15, Slovakia 10
Paid staff (full-time equiv.)		
Importing organisations	7	Czech Republic 4, Slovenia 2, Malta 1
Worldshop associations	N/A	
Worldshops	N/A	
Labelling organisations	N/A	
TOTAL	7	
Turnovers, in 000 €		
Importing organisations	452	Portugal 214, Slovenia 140, Czech Republic 70, Malta 28
Worldshops - NRV	N/A	
Labelling - NRV	N/A	
Education / PR / marketing in 000 €		
Importing organisations	57	Czech Republic 57
Worldshop associations	N/A	
Labelling organisations	N/A	
Fairtrade Certification		
NRV per capita, in €	N/A	
NRV per capita, rank	N/A	
Licensees 2006	N/A	

In Europe's 13 younger Fair Trade markets (i.e. 9 countries from Central and Eastern Europe, namely Bulgaria, Czech Republic, Estonia, Hungary, Lithuania, Latvia, Poland, Slovenia, Slovakia; plus Greece, Iceland, Malta and Portugal) Fair Trade structures are in many cases not yet well-developed. Subsequently the available quantitative information is very sparse.

See the different country chapters for an overview on the different national situations.

ANNEX 7.3 SUMMARY TABLE: NORTH AMERICA AND PACIFIC RIM

	USA	Canada	Japan	Australia / New Zealand	Subtotal N. America & Pacific Rim
Importing organisations	200	6	3	6	215
Points of sale					
Worldshops	280	50	350	60	740
Supermarkets	40,000	N/A	3,820	1,000	44,820
Paid staff (full-time equiv.)					
Importing organisations	357.3	98.5	73	65	594
Worldshop associations	N/A	N/A	N/A	N/A	N/A
Worldshops	N/A	N/A	N/A	N/A	N/A
Labelling organisations	36	7	2.5	6.6	52
TOTAL	393.3	105.5	75.5	71.6	646
Turnovers, in 000 €					
Importing organisations	50,982	11,704	5,467	9,431	77,584
Worldshops - NRV	N/A	N/A	N/A	N/A	N/A
Labelling - NRV	730,800	79,600	6,200	10,800	827,400
Education / PR / marketing in 000 €					
Importing organisations	1,522	321	308	482	2,634
Worldshop associations	N/A	N/A	N/A	N/A	N/A
Labelling organisations	N/A	N/A	6	28	34
Fairtrade Certification					
NRV per capita, in €	2.43	2.42	0.05	0.44	N/A
NRV per capita, rank	13	14	19	17	N/A
Licensees 2006	615	185	26	91	917

ANNEX 7.4 SUMMARY TABLE: TOTAL EUROPE PLUS NORTH AMERICA AND PACIFIC RIM

	Subtotal Europe-mature	Subtotal Europe-young	Subtotal Europe	Subtotal N. America & Pacific Rim	Total
Importing organisations	246	8	254	215	469
Points of sale					-
Worldshops	3,168	23	3,191	740	3,931
Supermarkets	67,460	159	67,619	44,820	112,439
Paid staff (full-time equiv.)					
Importing organisations	1,294	7	1,301	594	1,895
Worldshop associations	78	N/A	78	N/A	78
Worldshops	588	N/A	588	N/A	588
Labelling organisations	149	N/A	149	52	201
TOTAL	2,109	7	2,116	646	2,762
Turnovers, in 000 €					
Importing organisations	421,773	452	422,225	77,584	499,809
Worldshops - NRV	132,463	N/A	132,463	N/A	132,463
Labelling - NRV	1,553,600	N/A	1,553,600	827,400	2,381,000
Education / PR / marketing in 000 €					
Importing organisations	4,318	58	4,375	2,634	7,009
Worldshop associations	2,328	N/A	2,328	N/A	2,328
Labelling organisations	3,238	N/A	3,238	34	3,272
Fairtrade Certification					
NRV per capita, in €					
NRV per capita, rank					
Licensees 2006	1,037	0	1,037	917	1,954

Notes to Tables 7.1 to 7.4:

1. Importing organisations:

Number of national importing organisations active in the national market.

The number given is generally the number of national importers that have been recognised by the national Worldshop association as being a supplier in compliance with Fair Trade principles or that are members of the National Fair Trade forum or platform, if such a structure exists. Foreign importers operating from abroad are not included as this would mean a high proportion of double-counting in the aggregate figures.

2. Points of sale

- a) Number of Worldshops: The number provided here comprises all Worldshops or specialised Fair Trade shops in a country. The figure also includes those shops that are not organised at national or international level. More details on the composition of the figures given can be found in Annex 5, part 1.
- b) Number of supermarkets: Number of chain-wise organised commercial outlets of the supermarket type. In most cases this figure comes from the questionnaires returned by the national labelling initiatives. Additional information was gained from consulting the Fair Trade websites from Annex 3.
- c) The category “others” has been dropped from this edition, as there was hardly any relevant data available.

3. Paid staff

This information is given in full-time equivalents for 4 different types of structures, namely the importing organisations, the national Worldshop associations, the Worldshops themselves, and the labelling initiatives.

Where the information on full-time equivalents (FTEs) was not available, but only the number of persons employed, the number of full-time equivalents has been estimated with the help of the following formula:
employments in FTEs = number of persons * 0.8

This assumes that there is roughly one half-time employee per two full-timers.

The figures for the importing organisations are mostly minimum figures, as exact data have only been available for a part of all the importing organisations.

Data on paid staff in the Worldshops tend to be of poor quality, as most national Worldshop associations do not (regularly) ask their members for this information.

4. Turnover

Turnover is given in thousands of euros. It describes the annual sales revenue of the different organisations or at different levels.

Attention: Outside Europe turnover is more often used in relation with the speed at which the inventory stock is being sold (=stock turnover).

- a) Under importing organisations the national aggregate turnover of all those organisations listed in Annex 4 is given. That list is not limited to the importing organisations that have returned their questionnaire only, as this would have meant to leave big players out. It was therefore decided to include as many of the big Fair Trade organisations as possible.
- b) The net retail value of the Worldshops is the final consumer price minus the VAT. In general the figure given is the sales figure provided by the national Worldshop association, as shown in Annex 5, part 2. The only exception is Germany where the figure given also includes the sales of those Worldshops which are not organised in the national association and those of a few thousand solidarity groups. All of them are bound together through the common self-understanding of being “the German Worldshop movement”.¹⁷⁸
- c) Labelling – NRV: the estimated net retail value of all Fairtrade certified products sold in the country in 2007, as published in FLO’s latest Annual Report, given in thousands of euros (000 €).

¹⁷⁸ See Germany country chapter for more details

5. Education /PR / marketing

This gives the budget for education / PR / marketing for those importing organisations where the data were available, for the national Worldshop associations and for the national labelling organisations, where applicable and available. Figures are given in thousands of euros (000 €).

6. Fairtrade Certification

all figures relate to the sales of products certified by one of the national labelling initiatives that are organised in FLO – Fairtrade Labelling Organizations International.

- a) NRV per capita: the estimated net retail value of all Fairtrade certified products sold in the country in 2007, as published in FLO's latest Annual Report, divided by the respective population size, as shown in Annex 10.
- b) Rank of the country in the NRV per capita listing for 2007; more details can be found in paragraph 3.3.
- c) Number of licensees of the national labelling initiative at the end of 2006, as shown in FLO's Annual Report 2006-07.

ANNEX 8 FAIR TRADE SUPPORT ORGANISATIONS

IFAT Fair Trade support organisations as per beginning of 2008 (only in Europe and North America and Pacific Rim region countries).

country	IFAT support organisation	website
Australia	Fair Trade Association of Australia and New Zealand (FTAANZ)	www.fta.org.au
Australia	New Internationalist Publications Pty Ltd (Australia)	www.newint.com.au/shop
Denmark	Merkur Cooperative Bank	www.merkurbank.dk
Italy	Associazione Fair Watch - Cooperazione e Mondialità	www.faircoop.it/fairwatch.htm
Italy	Consorzio Giusto Etico e Solidale (CONGES)	www.organic-fairtrade.org
Italy	CreSud spa	www.cresud.it
Netherlands	OIKOCREDIT, Ecumenical Development Co-op. Society UA.	www.oikocredit.org
Slovakia	The Integra Foundation	www.integra.sk
United Kingdom	Oxfam GB	www.oxfam.org.uk
United Kingdom	PhytoTrade Africa	www.phytotradeafrica.com
United Kingdom	Shared Interest	www.shared-interest.com
United Kingdom	Traidcraft Exchange	www.traidcraft.co.uk
United States	Aid to Artisans – ATA	www.aidtoartisans.org
United States	Fair Trade Resource Network	www.fairtraderesource.org
United States	World of Good Development Organization	www.worldofgood.org

ANNEX 9 CURRENCIES

The main currency used in this brochure is the euro (€), the official currency of the European Union (EU), used in 14 of the countries covered in this study, namely in Austria, Belgium, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Malta, the Netherlands, Portugal, Slovenia (since January 1, 2008) and Spain.

All conversions from other currencies into the euro have been made using the average and standardised annual exchange rates, as provided in the time series by the European Central Bank (www.ecb.int).

The table shows the values that were used.

Annex 9: Currencies

	currency	2003	2004	2005	2006	2007
Denmark	DKK	7.4307	7.4399	7.4518	7.4591	7.4506
Norway	NOK	8.0033	8.3697	8.0092	8.0472	8.0165
Sweden	SEK	9.1242	9.1243	9.2822	9.2544	9.2501
Switzerland	CHF	1.5212	1.5438	1.5483	1.5729	1.6427
United Kingdom	GBP	0.6920	0.6787	0.6838	0.6817	0.6843
United States						
	USD	1.1312	1.2439	1.2441	1.2556	1.3705
Canada	CAD	1.5817	1.6167	1.5087	1.4237	1.4678
Japan	JPY	130.9700	134.4400	136.8500	146.0200	161.2500
Australia	AUD	1.7379	1.6905	1.6320	1.6668	1.6348
New Zealand	NZD	1.9438	1.8731	1.7660	1.9373	1.8627

ANNEX 10 POPULATION STATISTICS

The following population figures were used for calculation purposes:

population in '000	2004	2005	2006	2007
Austria	8,140	8,207	8,266	8,299
Belgium	10,396	10,446	10,511	10,585
Bulgaria	7,801	7,761	7,719	7,679
Czech Republic	10,211	10,221	10,251	10,287
Denmark	5,398	5,411	5,427	5,447
Estonia	1,351	1,348	1,345	1,342
Finland	5,220	5,237	5,256	5,277
France	62,252	62,638	62,999	63,392
Germany	82,532	82,501	82,438	82,315
Greece	11,041	11,083	11,125	11,172
Hungary	10,117	10,098	10,077	10,066
Iceland	291	294	300	308
Ireland	4,028	4,109	4,209	4,315
Italy	57,888	58,462	58,752	59,131
Latvia	2,319	2,306	2,295	2,281
Lithuania	3,446	3,425	3,403	3,385
Luxembourg	455	461	469	476
Malta	400	403	405	408
Netherlands	16,258	16,306	16,334	16,358
Norway	4,577	4,606	4,640	4,681
Poland	38,191	38,174	38,157	38,125
Portugal	10,475	10,529	10,570	10,599
Spain	42,345	43,038	43,758	44,475
Sweden	8,976	9,011	9,048	9,113
Switzerland	7,364	7,415	7,459	7,509
Slovenia	1,996	1,998	2,003	2,010
Slovakia	5,380	5,385	5,389	5,394
United Kingdom	59,700	60,060	60,393	60,853

population in '000	2004	2005	2006	2007
United States	293,028	295,734	298,444	301,140
Canada	32,135	32,386	32,657	32,936
Japan	127,480	127,537	127,515	127,433
Australia	19,913	20,090	20,264	20,434
New Zealand	4,008	4,048	4,090	4,132

Sources:

all European countries: Statistical Office of the European Union (Eurostat), population as per January of the year
all non-European countries: U.S. Census Bureau, International Data Base, total midyear population

SOURCE OF THE PICTURES:

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Fair Trade is expanding like never before. That is the overall conclusion of the 5th Facts and Figures study regarding Fair Trade. This survey examines the structures of Fair Trade and its market evolution in a total of 28 European countries plus the United States, Canada, Japan, Australia and New Zealand. It gives an up-to-date picture of Fair Trade activities in developed consumer markets around the world.

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