



**ANDREA RICHERT**

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**FAIRTRADE INTERNATIONAL**



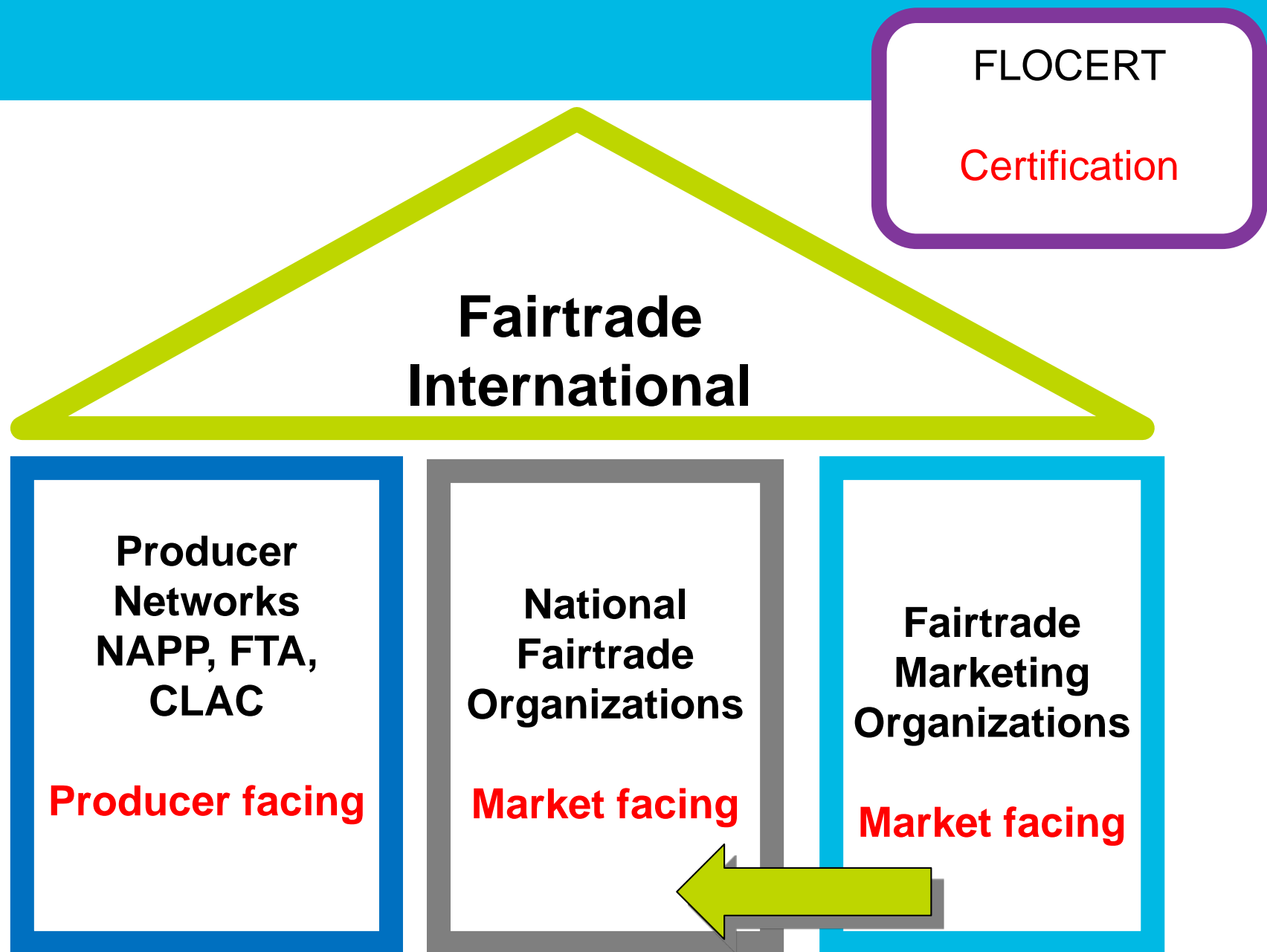


**FAIRTRADE**

**Launch FMO Poland – 10/ 2016**

**Andrea Richert – New Markets Manager**







# FAIRTRADE – IMPORTANT FACTS

- ✓ **FAIRTRADE INTERNATIONAL IS MANAGED AS A NON FOR PROFIT ORGANIZATION BUT WORKING WITH BUSINESS**
- ✓ **FAIRTRADE MISSION AND VISION ARE AIMING TO IMPROVE LIVES OF PRODUCERS AND CONNECT THEM WITH CONSUMERS BY FAIR TRADE**
- ✓ **PRODUCERS ARE ALWAYS IN THE FOCUS OF FAIRTRADE DECISIONS**
- ✓ **WITH FAIRTRADE, RETAIL, TRADE AND CONSUMERS GET A DIRECT CHANCE TO CHANGE TRADE AND IMPROVE THE LIVELIHOODS OF PRODUCERS WITH THEIR TRADING AND PURCHASING CHOICES**

PRODUCERS HAVE  
**50%** OF THE VOTES  
IN OUR  
DECISION  
MAKING ✓

Producer networks have  
equal voting rights in  
Fairtrade's highest  
decision-making body,  
the General Assembly.



FAIRTRADE



## International Brand Mark

- Key Symbol
- Purpose: allow more creativity and inspiration in promoting the Fairtrade movement
- Strength through unity



NEARLY  
6 IN 10  
CONSUMERS  
HAVE SEEN THE  
FAIRTRADE MARK  
AND OF THOSE,  
9 IN 10 TRUST IT.



\* according to a 2013 GlobeScan survey carried out in 17 countries



## FAIRTRADE Certification Mark

- Means that producers and traders have met the Fairtrade standards
- Supported by an independent, transparent and globally-consistent certification system (FLO-CERT), accredited by ISO 65



MORE THAN  
**35,000**  
FAIRTRADE  
PRODUCTS ON SALE  
**WORLDWIDE**

FAIRTRADE PRODUCTS  
ARE AVAILABLE  
IN MORE THAN  
**140**  
COUNTRIES



- coffee
- tea
- sugar
- cocoa
- cotton
- bananas
- flowers
- herbs, spices, nuts
- gold
- composite products
- rice
- fresh fruits
- fruit juices
- Sport balls
- wine





# FAIRTRADE FACTS

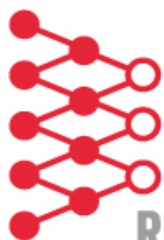


MORE THAN  
**1,800**  
FAIR TRADE TOWNS  
ACROSS  
**28** COUNTRIES

GLOBAL FAIRTRADE  
SALES REACHED  
**€7.3 BILLION**



**3 REGIONAL**  
PRODUCER  
NETWORKS  
REPRESENTING  
**1.6 MILLION**  
FARMERS AND WORKERS



PRODUCERS  
RECEIVED AN  
ESTIMATED  
**€138 MILLION**  
IN FAIRTRADE  
PREMIUM



**1.6 MILLION**  
FARMERS AND WORKERS  
ACROSS  
**75** COUNTRIES



**1,240**  
PRODUCER  
ORGANIZATIONS  
WORLD  
WIDE





A photograph of a woman in traditional attire, including a purple headscarf with white patterns and a pink long-sleeved shirt. She is smiling and holding a woven basket filled with produce, possibly tomatoes, in front of her. The background is a blurred green landscape. The image is framed by a blue vertical bar on the left and a yellow vertical bar on the right.

## Producers Benefits

FIGURE 4.3

## Fairtrade producer organizations worldwide 2012

★ Indicates new producer countries



**Latin America  
and the Caribbean**  
Total 588

**Africa and  
the Middle East**  
Total 390

**Asia and Oceania**  
Total 161



## HOW EFFECTIVE IS FAIRTRADE?



© Suzanne Lee

**FAIRTRADE FARMERS DO ON AVERAGE RECEIVE HIGHER PRICES, HAVE GREATER ACCESS TO CREDIT, PERCEIVE THEIR ECONOMIC ENVIRONMENT AS BEING MORE STABLE, AND ARE MORE LIKELY TO ENGAGE IN ENVIRONMENTALLY FRIENDLY FARMING PRACTICES.**

Dragusanu et al., 'The Economics of Fair Trade', Journal of Economic Perspectives



Agrocel Pure & Fair  
Rice Growers, India.

A local village school  
supported by Fairtrade  
Premium

पहले कर्तव्य फिर अधिकार।

A photograph of three young girls sitting at a yellow table in a kindergarten canteen. They are all eating from metal plates that contain white rice and small, round, brown meatballs. The girl on the left is wearing a pink shirt and has her hair in small buns with white hair ties. The girl in the middle is wearing a white shirt with a red vest and has her hair in pigtails with red hair ties. The girl on the right is wearing a red jacket over a pink shirt and has her hair in pigtails with red hair ties. They are all looking towards the camera while eating. The background is a plain, light-colored wall.

## Dominican Premium Project

**Small girls having lunch  
at kindergarten canteen.  
BANELINO Bananas**



IS THE MOST  
**RECOGNISED**  
ETHICAL LABEL  
**IN THE**  
**WORLD**



**FLOCERT**  
assuring fairness

## Benefits for Business

- ✓ Fairtrade offers companies a credible way to ensure that their trade has a positive impact for the people at the end of the chain.
- ✓ FLOCERT is the one and only ethical certifier with an ISO 65 accreditation
- ✓ Fairtrade supports sustainable CSR policies
- ✓ Fairtrade Producer Networks are strong partner for sourcing
- ✓ Fairtrade offers a strong USP and shows high growth rates in retail sales.







**FAIRTRADE GLOBAL MARKET  
ANNUAL REPORT HIGHLIGHTS 2014-2015**







# ESTIMATED SALES OF FAIRTRADE PRODUCTS BY CONSUMER COUNTRY

COUNTRY	2014 SALES (IN €)	2015 SALES (IN €)	GROWTH
Australia and New Zealand	211,364,255	217,855,620	3% ↑
Austria	149,000,000	185,000,000	24% ↑
Belgium	105,000,000	115,000,000	10% ↑
Brazil	52,400	60,598	16% ↑
Canada	226,410,987	272,548,709	16% ↑
Czech Republic	7,400,000	8,557,691	16% ↑
Denmark	91,419,268	102,422,783	9% ↑
Estonia	2,221,404	3,256,325	47% ↑
Finland	162,258,635	173,526,878	7% ↑
France	390,391,290	442,348,617	13% ↑
Germany	830,000,000	978,000,000	18% ↑
Hong Kong	2,377,377	2,749,305	16% ↑
India	654,094	756,424	16% ↑
Ireland	228,657,122	251,068,288	10% ↑
Italy	90,002,000	99,030,000	10% ↑
Japan	66,877,817	74,210,687	7% ↑
Kenya	56,738	65,614	16% ↑
Latvia	1,192,212	864,636	27% ↓
Lithuania	593,630	744,389	25% ↑
Luxembourg	10,707,698	10,800,000	1% ↑
Netherlands	215,000,000	223,000,000	4% ↑
Norway	68,312,802	80,574,715	26% ↑
Slovakia	1,131,053	1,308,000	16% ↑
South Africa	20,422,161	18,536,527	11% ↓
South Korea	4,195,400	4,851,748	16% ↑
Spain and Portugal	25,431,441	28,107,033	11% ↑
Sweden	301,429,728	348,500,015	19% ↑
Switzerland	384,636,196	475,271,857	9% ↑
UK	2,077,169,843	2,193,325,069	5% ↓
USA	576,584,183	916,767,344	33% ↑
Rest of World	63,425,983	73,348,642	16% ↑
<b>Global Total</b>	<b>6,314,377,731</b>	<b>7,302,459,529</b>	<b>16% ↑</b>

**GLOBAL FAIRTRADE  
SALES REACHED  
€7.3 BILLION**



**FAIRTRADE**

• Growth rates are based on each market's local currency.

• The global growth rate reflects adjusted 2014 figures for USA, and an estimate for Fairtrade sales in Brazil, Czech Republic, Hong Kong, India, Kenya, Slovakia, South Korea and 'Rest of World'.



## ESTIMATED VOLUME OF PRODUCTS SOLD IN CONSUMER COUNTRIES IN 2015

PRODUCT	VOLUME	UNIT	GROWTH	CONVENTIONAL	ORGANIC
Cotton (Lint)	9,060	MT	↓ 9%	68%	32%
Dried and Processed Fruits	2,288	MT	↑ 13%	65%	35%
Fresh Fruits	11,823	MT	↑ 0%	95%	5%
Fruit Juices	53,997	1,000 Litres	↑ 23%	98%	2%
Gold	40,020	g	↑ 45%	100%	
Herbs, Herbal Teas and Spices	3,426	MT	↑ 44%	65%	35%
Honey	3,103	MT	↑ 19%	77%	23%
Quinoa	720	MT	↑ 19%	11%	89%
Rice	4,654	MT	↓ 8%	42%	58%
Sports Balls	137	1,000 Items	↓ 1%	100%	
Vegetables	1,217	MT	↑ 3%	99%	1%
Wine	24,732	1,000 Litres	↑ 11%	83%	17%

Note: These volumes are based on products sold in consumer countries under the FAIRTRADE Mark and through the Fairtrade Sourcing Programs.





## New Markets



# New Markets

New Markets:  
Where they are



- National Fairtrade Organizations
- Fairtrade Marketing Organizations
- FMO markets

## CURRENT FMO'S

2009	Czech Republic + Slovakia (2014)	2013	India
2010	South Korea	2015	Brazil
2012	Hong Kong	2015	Poland (launch 2016)
2013	Kenya	2015	Taiwan
		2015	Philippines







**Fairtrade Partner**



MARKS &  
SPENCER

coop



## Fairtrade partner



FAIRTRADE

# Category Conversion

- Fairtrade bananas
- Fairtrade retail bagged sugar
- Tea for sale in retail and cafés



- ✓ All bananas - 100% Fairtrade between February and July 2007
- ✓ Immediate benefit of £3.89 million in Social Premiums (2009)
- ✓ Further Fairtrade products sold are  
T-Shirts, confectionery, hot chocolate, herbs, spices, rice, nuts
- ✓ Sustainability plan „20 by 20“ with 20 goals including
  - all key raw materials and commodities will be sourced sustainable to an independent standard
  - our sales of fairly traded products will hit £ 1 billion



We are already partnering with:

GAM Accounts  
Actual

**Mondelēz**  
International

**Cadbury**

**MARS**



**GREEN  
& BLACK'S**  
ORGANIC



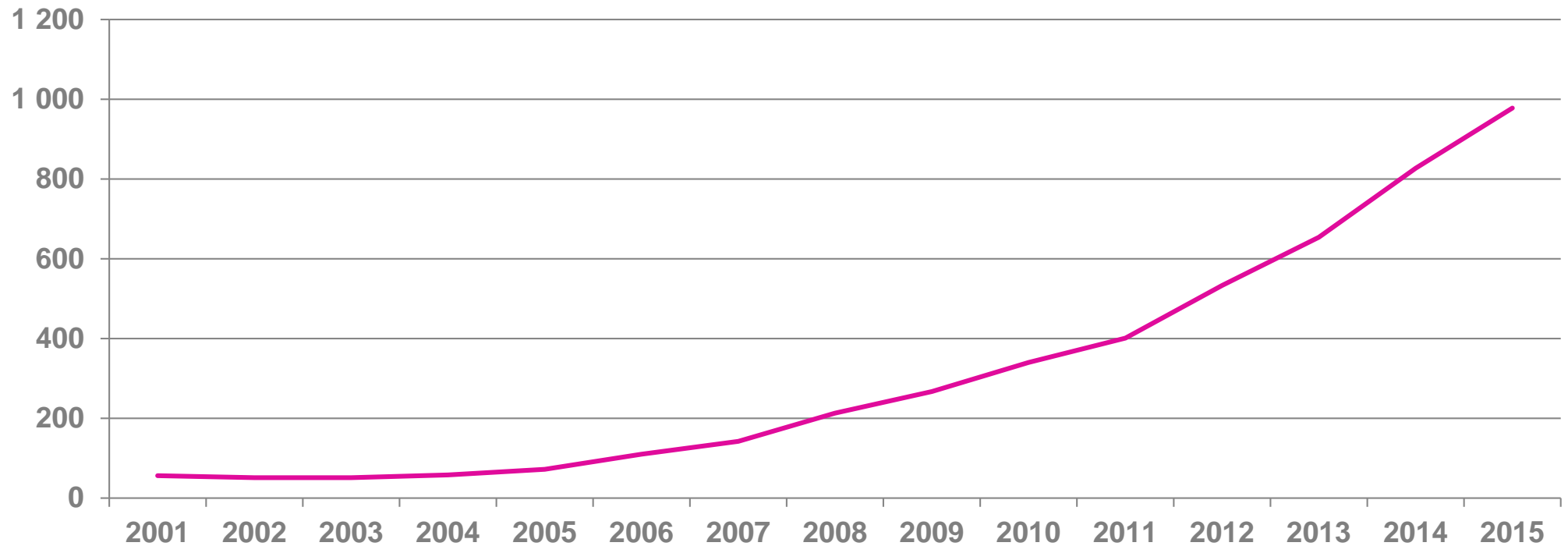




**FAIRTRADE Germany**



# Retail Sales 2001 - 2015

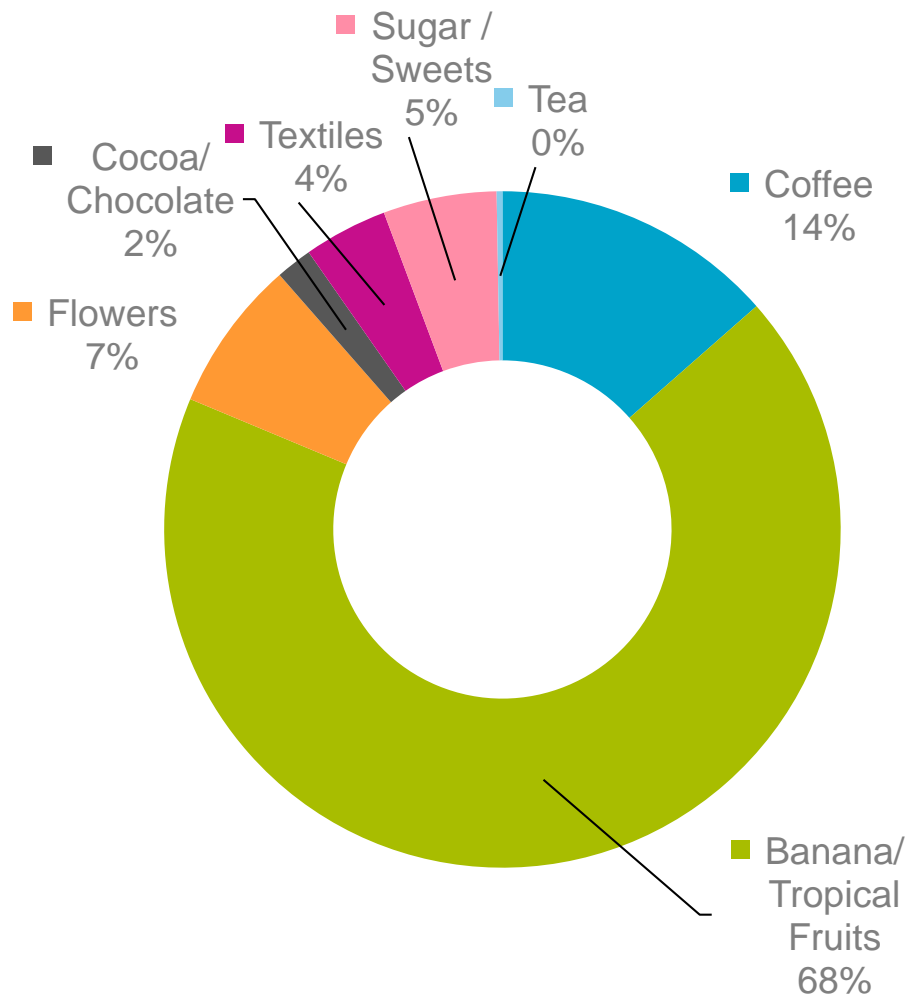


**978 MILLIONEN EURO**

**+18 % vs 2014**

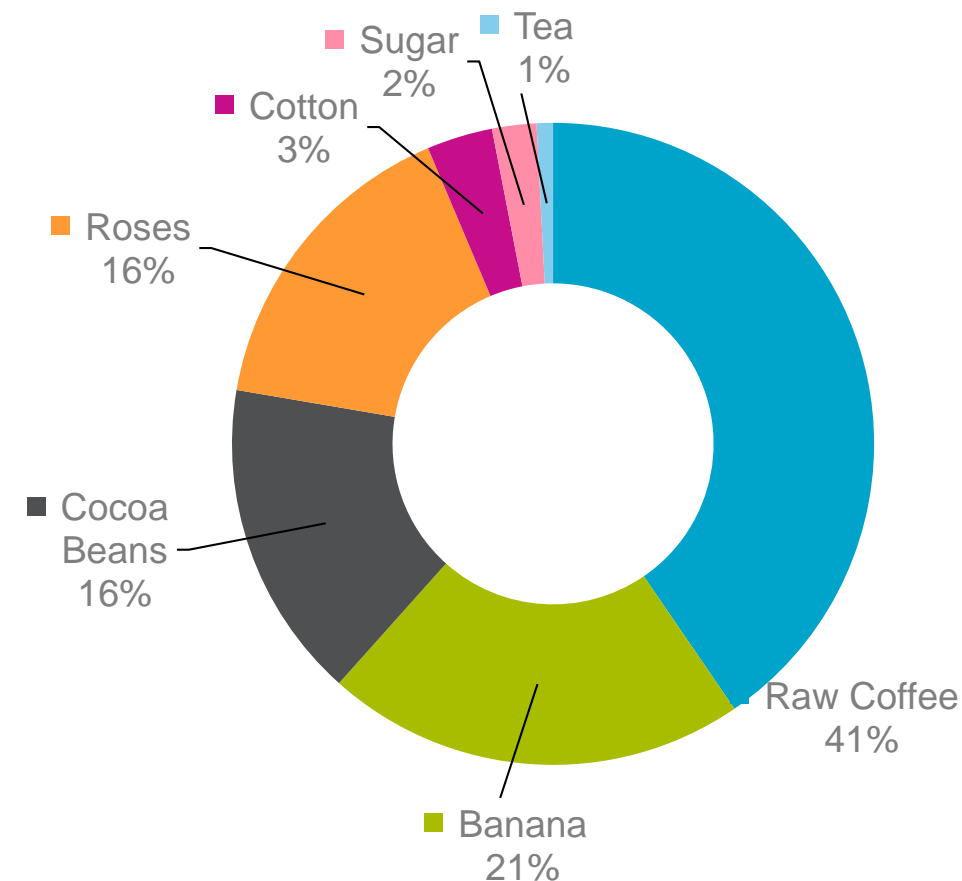
Umsatz von Fairtrade-zertifizierten Produkten in Deutschland  
(in Mio.EUR - auf Basis von durchschnittlichen  
Endverbraucherpreisen)

## Volume of sales 2015



## Premium paid 2015

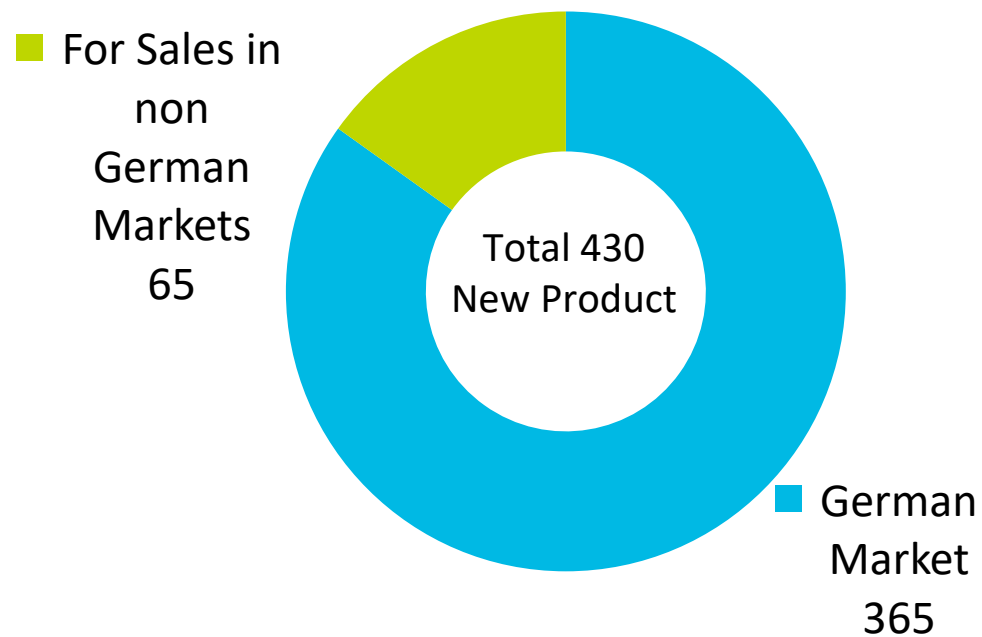
16.011.617 € (+30%)



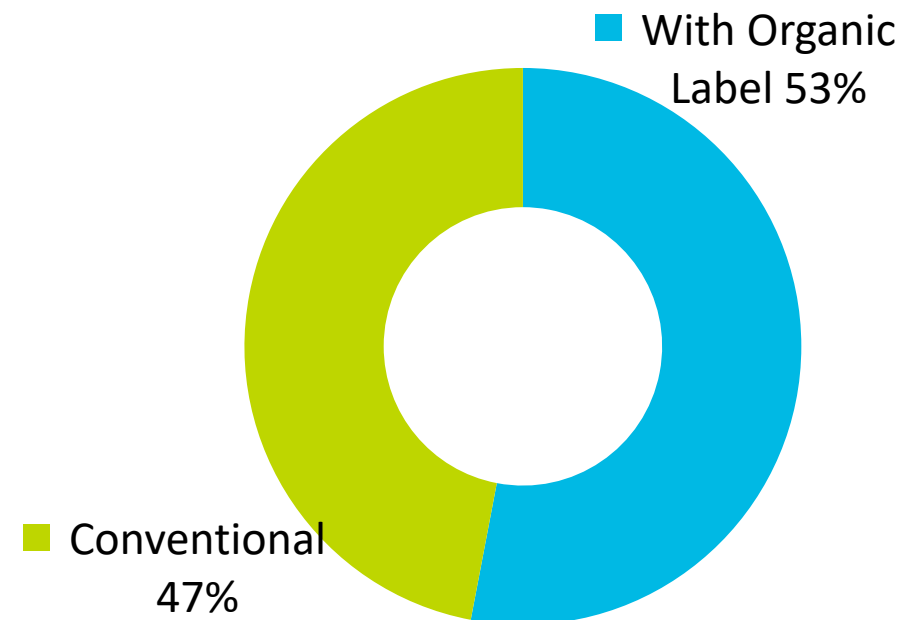


# New Fairtrade Products 2015

## No of New product registrations

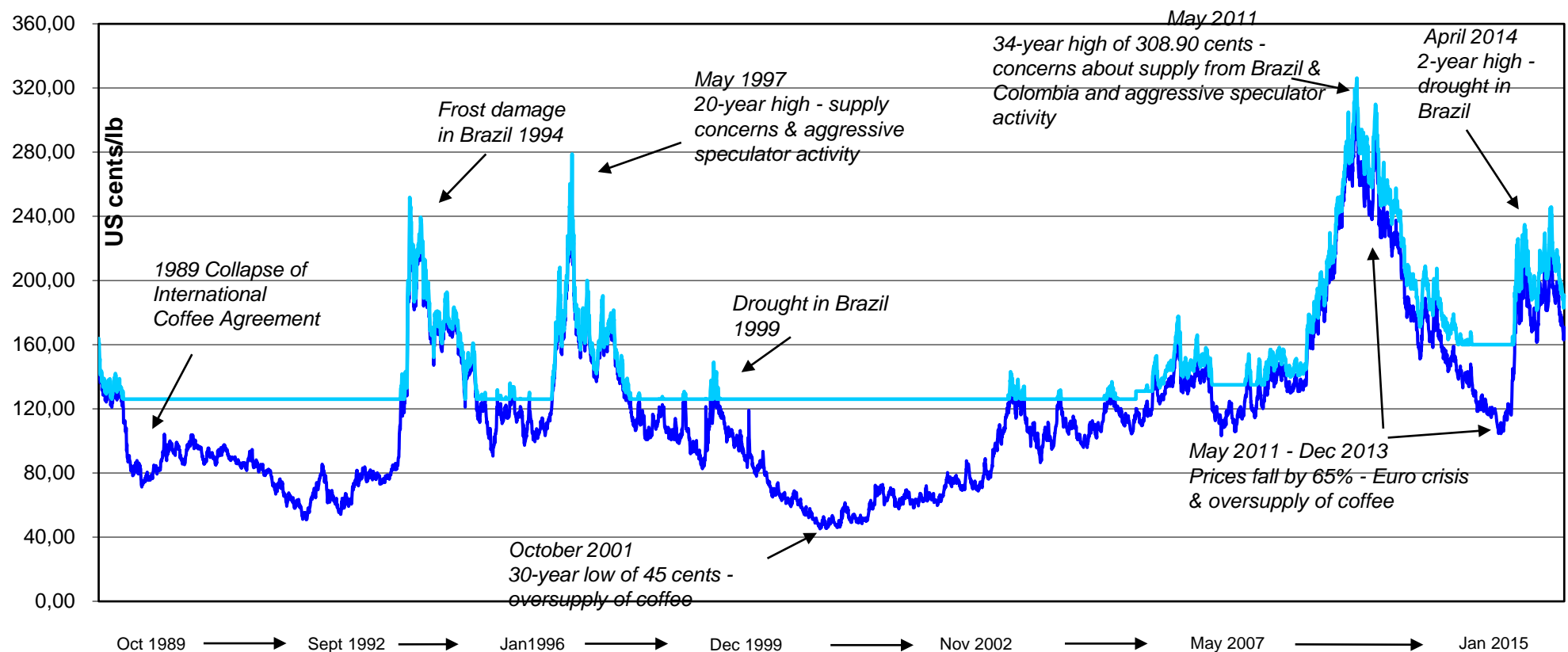


## Organic Certification



# FAIRTRADE- Coffee Market

## Fairtrade minimum price New York market price



**NB Fairtrade Price = Fairtrade Minimum Price\* of 140 cents/lb + 20 cents/lb Fairtrade Premium\*\***

**When the New York price is 140 cents or above, the Fairtrade Price = New York price + 20 cents**

**\*Fairtrade Minimum Price was increased on 1 June 2008 & 1 April 2011 \*\*Fairtrade Premium was increased on 1 June 2007 & 1 April 2011**

**The New York price is the daily settlement price of the 2nd position Coffee C Futures contract at ICE Futures U.S.**

© Fairtrade Foundation

## Coffee Labels – DARBOVEN and TCHIBO





Thank You very much  
Dziękuję Ci bardzo !

