



Introduction to Fairtrade

Strengthening Fair Trade in Central and Eastern Europe
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Introduction to Fairtrade

Our Vision

A world in which all producers can enjoy secure and sustainable livelihoods, fulfill their potential and decide on their future.



Fairtrade connects disadvantaged producers and consumers, promotes fairer trading conditions and empowers producers to combat poverty, strengthen their position and take more control over their lives.



Standards support farmers and workers...



Economic benefits include:

- *A guaranteed minimum price*
- *Fairtrade Premium money to invest in community and business development*
- *Buyers sign binding purchase contracts*
- *Better access to pre-financing*



... and ethical & sustainable farm practices



Long-term wellbeing of producer communities:

- *Protects workers' rights under ILO standards*
- *All participate in democratic decision-making*
- *Rules to protect local environment*
- *Sustainable farm management*



Supported by independent certification...



Independent certifier FLO-CERT operates transparent and globally-consistent certification system accredited by ISO 65.



... and trusted by consumers



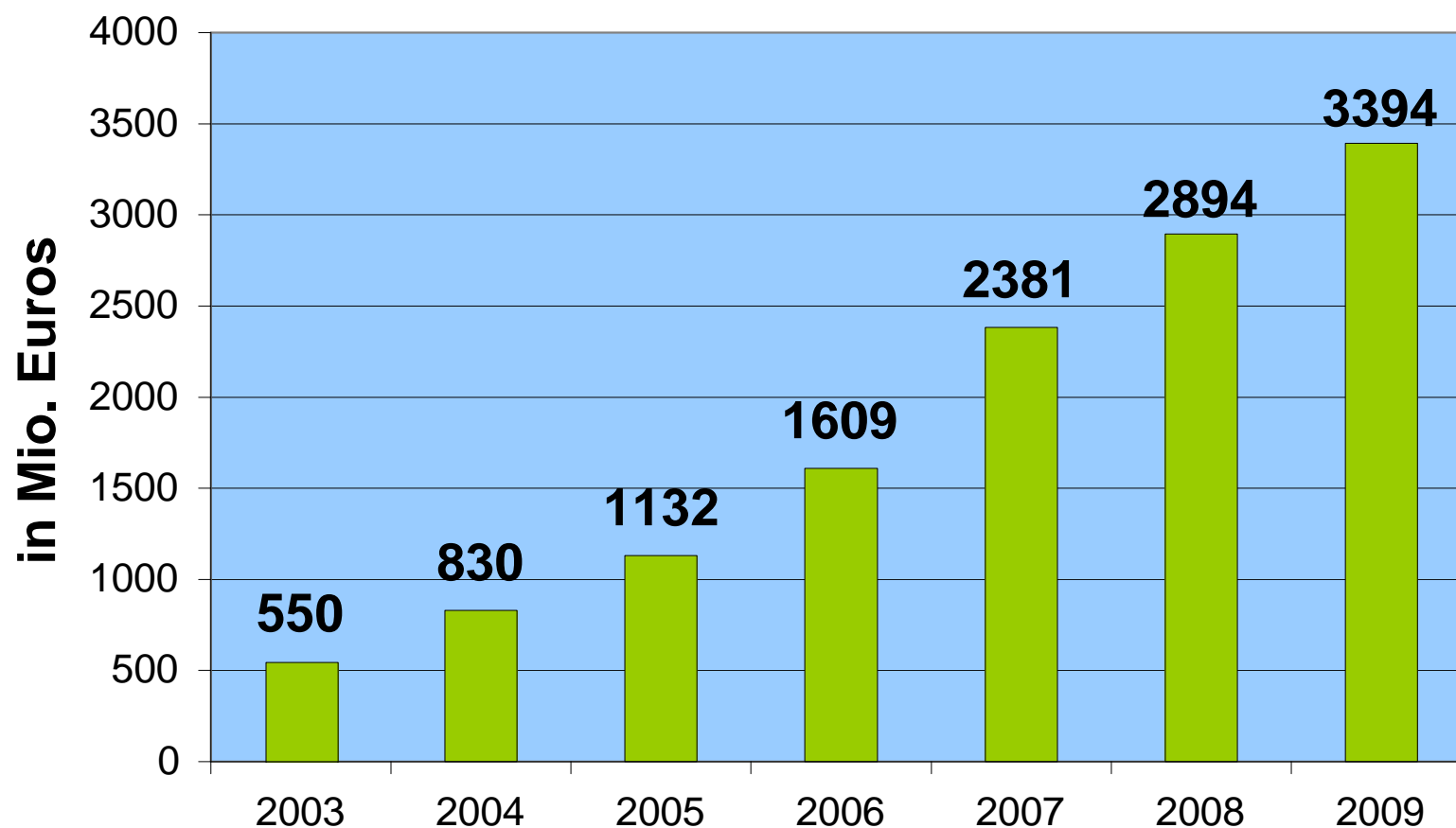
50% of consumers are familiar with Fairtrade Mark, 91% trust it*

* GlobeScan, sample size 14 500 in 15 countries, 2008-09



With rapid market growth...

€3.4 billion global retail sales in 2009





...an increasing product range...

***Over 27 000 Fairtrade product lines
available in more than 70 countries***





...and new product standards...



New products in 2010...

- *Fair-mined Gold (with Alliance for Responsible Mining)*
- *Fairtrade timber (with Forest Stewardship Council)*

...and planned for development in 2011:

- *Shrimp*
- *Rubber*



...with strong corporate commitment...



Big recent Fairtrade launches:

- **Cadbury's DAIRY MILK:**
UK's best-selling chocolate bar goes 100% Fairtrade
- **Nestle's KitKat** four-finger bars:
100% Fairtrade in UK and Ireland
- **Ben & Jerry's (Unilever):**
100% Fairtrade in all of its 58 flavors
- **Barry Callebaut (Belgium):**
four classic chocolate recipes available in Fairtrade formulations
- **Dorint Hotel Amsterdam Airport:**
world's first Fairtrade hotel floor



...bringing change to producer communities

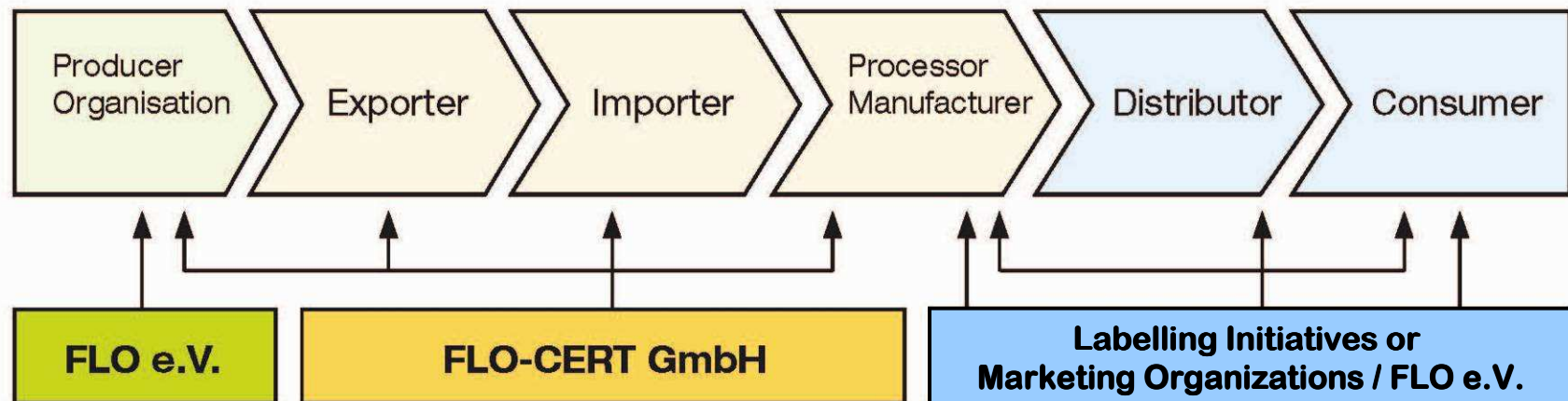


€52 million in Fairtrade Premium paid to producers in 2009

***Over 6 million farmers, workers and family members
directly benefit from Fairtrade***



How Fairtrade Works



- Producer support

- Certification and regular inspections against Fairtrade standards

- Licensing of manufactures of consumer-ready products and brand owners;
- Marketing of, and awareness raising for Fairtrade towards consumers;
- Granting of permission to use the FAIRTRADE Mark



Fairtrade in New Markets



New markets in global North:

- *South Korea (Q1 2011)*
- *Poland (Q4 2011?) / CEE*
- *Arab States / Israel*

New markets in global South:

- *India (Q4 2011)*
- *Mexico*
- *Brazil*
- *Kenya / East Africa*



Fairtrade in New Markets: India



Market development in India:

- *Access to domestic Fairtrade market allows producers to capture a larger portion of the value chain.*
- *Potential of rapidly growing middle class estimated at currently 300m people.*
- *Market drivers are:*
 - ✓ *A shift to sustainable and ethical business practices;*
 - ✓ *Food quality and safety concerns by consumers.*



THANK YOU!

www.fairtrade.net