

POLISH MARKET 2010

Tadeusz Makulski
Polish Fair Trade Association



Fair Trade in Poland

Background:

- Emerging market- transformation of economy
- Low income of inhabitants
- Areas of poverty

Fair Trade in Poland

Background:

- **Short history of Fair Trade movement**
- **Lack of traditional and influential organizations (similar to CZ)**
- **Low recognition of FT idea and Fairtrade mark (3%-10%)**

Fair Trade in Poland

65%

**of customers of supermarkets declare
to pay more for a product provided
with ethical trace**

(survey of the Polish Consumer Association 2010)

Basic information

- Market not monitored in case of sales of FT sourced products
- No World Shops
- No direct import from small producers
- Cross border sales UK, Germany, Belgium, Slovakia
- 9 registered companies in FLO-Cert data base
- Products: food, cotton, craftwork, cosmetics

Channels of distribution

Supermarkets & Delicatessen networks
40%

Internet 20%

Organic shops, Groceries
15%

Catering 4%

Fairs 10%

Companies 1%

Distributors and processors

- 5 processors & manufacturers
- 4 distributors 100% FT
- Several organic + FT distributors (real & internet)
- Fairtrade certified products (coffee, tea) in the supermarkets as a conventional
- Source of Fair Trade products:
EL Puente, Gepa, DWP, TraidCraft, Coffee Direct, Ubuntu Trading Company, Oxfam, +unknown licensees

FLO CERT REGISTER Poland

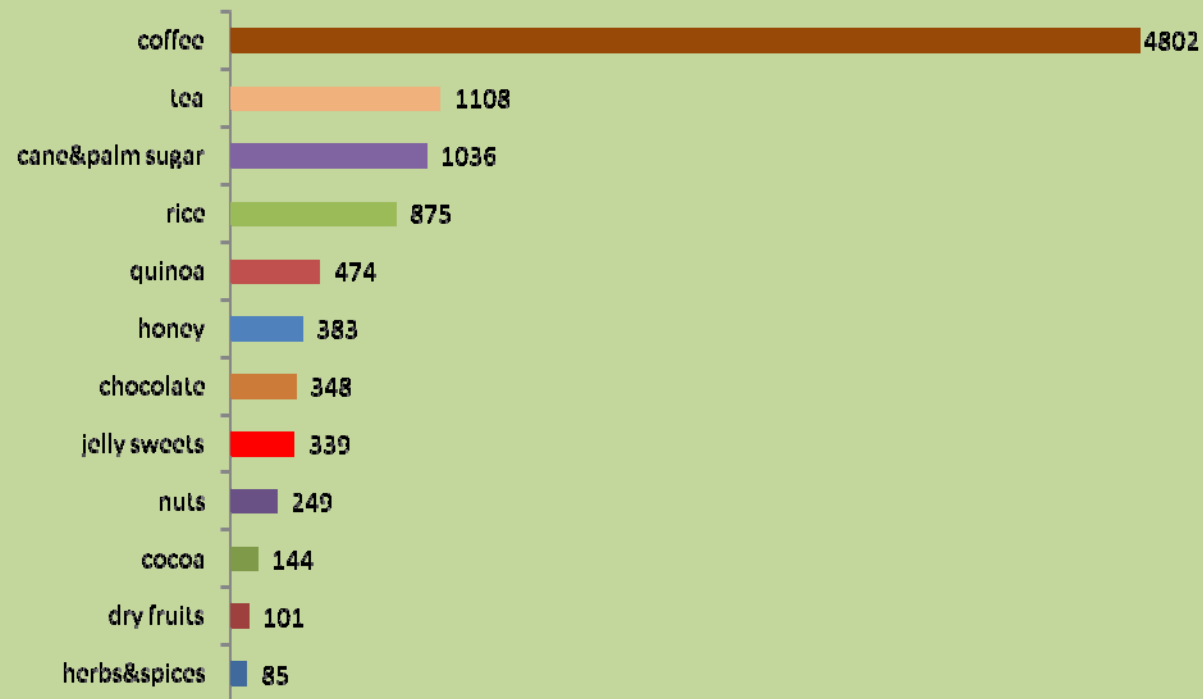
ID number	Name	Type of register
ID 21291	Cadbury Wedel Sp. zo.o	Certified - Permission to trade Cocoa Processor Manufacturer
ID 4745	Stowarzyszenie Sprawiedliwego Handlu "Trzeci Swiat i My"	LI registered Cocoa Licensee
ID 21096	Java Coffee Company Sp. z o.o.	Certified - Certified Coffee Processor Manufacturer Licensee Roaster, Licensee
ID 20352	Cafe Sati Polska	Certified - Certified Coffee Processor Manufacturer, Roaster
ID 4745	Stowarzyszenie Sprawiedliwego Handlu "Trzeci Swiat i My"	LI registered Coffee Licensee
ID 20699	PRINO-PLAST Sp. z o.o.JV	Certified - Certified Seed Cotton Processor Manufacture
ID 6045	Wild Polska Sp z o.o.	Certified - Certified Cane sugar Processor Manufacture
ID 6045	Wild Polska Sp z o.o.	Certified - Certified Banana Processor Manufacturer
ID 4745	Stowarzyszenie Sprawiedliwego Handlu "Trzeci Swiat i My"	LI registered Tea Licensee

Main retailers

- **BOMI – 32 supermarkets**
- **Kuchnie Świata – 6 shops**
- **Leclerc**
- **Tesco**
- **Orlen – certified coffee on petrol stations**
- **Internet**

PFTA market

Sales of products 2009 (kg)



PFTA market assesment

Leading products:

- Coffee
- Tea + rooibos
- Sugar
- Rice + quinoa
- Chocolate + cocoa

PFTA market assesment

Opportunities:

- 20% sales growth per year
- growing capacity of FT movement
- Fair Trade Towns Campaign
- Increasing interest of busines (processors)
- CSR developement

Obstacles to distribution

- Fairtrade brand not recognized
- Premium level of prices
- Lack of consumers lobbying
- Small scale of promotional campaigns
- Small scale operators

PFTA campaign I support Fair Trade



Thanks for the attention

Tadeusz Makulski
The Polish Fair Trade Association

