



# Increasing awareness of Fairtrade:

*best experiences and future  
challenges*



**Verónica Pérez, Communications Officer  
Fairtrade Labelling Organizations (FLO) International**



# How did it all start?

- 1950's: the Fair Trade movement starts
- 1987: first Fairtrade label „Max Havelaar“ is launched in the Netherlands
- Other Labelling Initiatives follow across Europe and North America
- **1997, Fairtrade Labelling Organizations (FLO) International is created**



Old Fairtrade logos



# 2002: Launch of the International FAIRTRADE Certification Mark



Most Labelling Initiatives (LIs) are now using the International Fairtrade Certification Mark.



# Today: hundreds of Fairtrade products available!

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A selection of the Fairtrade range...

**FAIRTRADE** Guarantees a **better deal** for Third World Producers

**CHECK OUT THE GROWING RANGE OF FAIRTRADE PRODUCTS**

**CHECK OUT FAIRTRADE**  
[www.fairtrade.org.uk](http://www.fairtrade.org.uk)



# The FAIRTRADE Mark on a consumer product means:

- Farmers receive a fair and stable **price** for their products
- Producer groups receive a **premium** to invest in improving their communities and businesses
- Greater respect for the **environment**
- Small farmers have a **stronger position** in world markets
- A **closer link** between shoppers and producers



# Fairtrade means...

## A fair and stable price for producers

“...we can buy pens and notebooks so children can go to school. We have bought seeds and fertiliser to grow vegetables and improve our family’s diet.”

Sira Souko  
Cotton farmer,  
Batimakana, Mali





**Fairtrade means...**

**Extra income to invest in bringing about change for the future**

Farmers at Mabale Growers' tea factory in Uganda used some of their Fairtrade premium to build a road for the local community enabling easier access to local markets.





## **Fairtrade means... Producers are working to protect their environment**

Coffee farmers in one co-operative in Costa Rica are protecting the rainforest with new coffee driers that run on recycled coffee bean husks and organic material, rather than using firewood.





# Fairtrade means...

## Small farmers have a stronger position in world markets

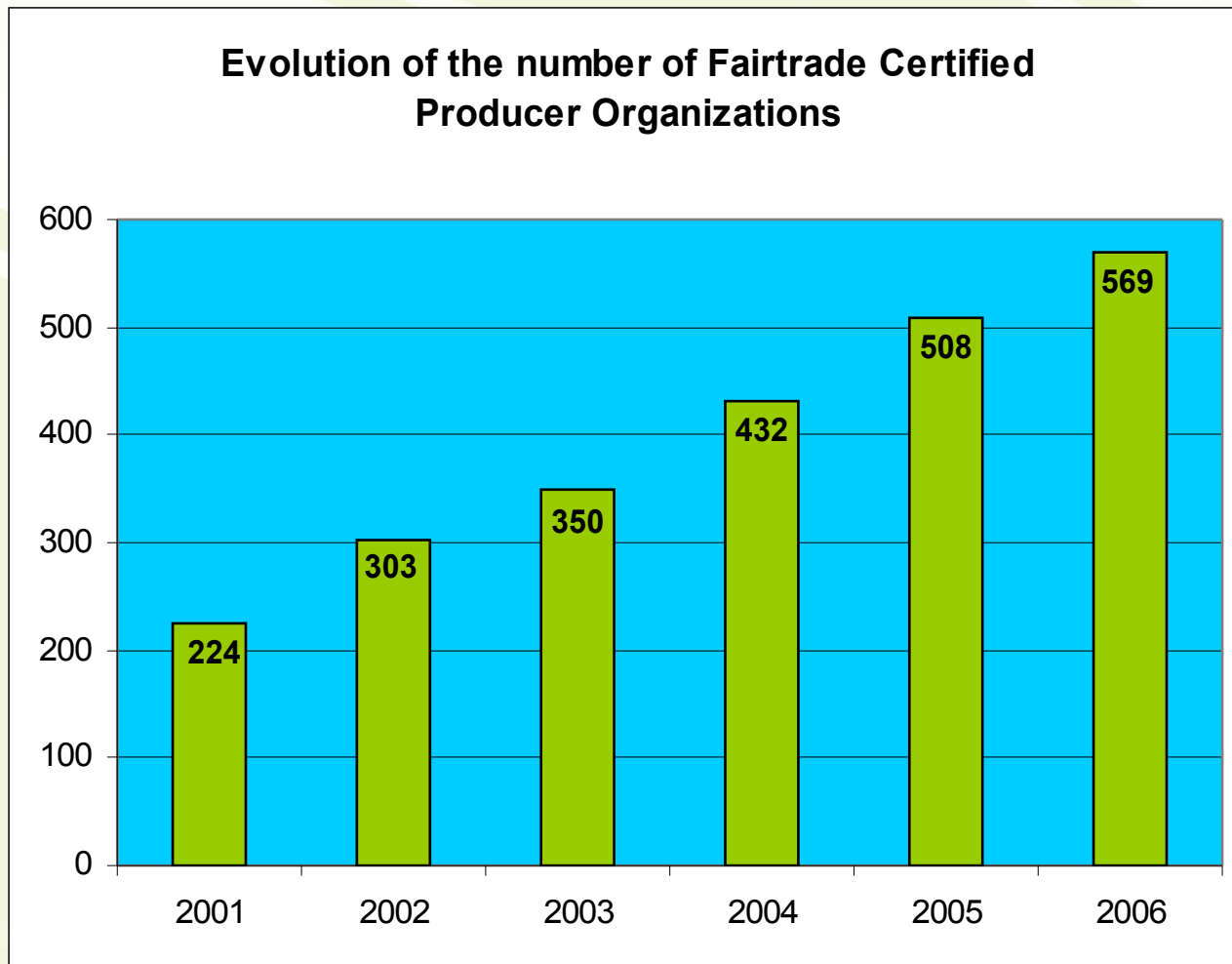
“For us small producers, we are very committed to Fairtrade. It is our means of survival here in the Dominican Republic. We see Fairtrade as being part of a big family.”

José Peralta  
Banana Grower  
ASOBANU, Dominican Republic





# Evolution of Fairtrade Certified Producer Organizations



## ... FAIRTRADE CERTIFIED PRODUCER ORGANIZATIONS BY COUNTRY

COSTA RICA 13  
 NICARAGUA 20  
 HONDURAS 19  
 BELIZE 1  
 EL SALVADOR 6  
 GUATEMALA 23

GHANA 8  
 BURKINA FASO 9  
 CAMEROON 2  
 CONGO DEM. REP. 1  
 ZIMBABWE 3  
 MALI 6

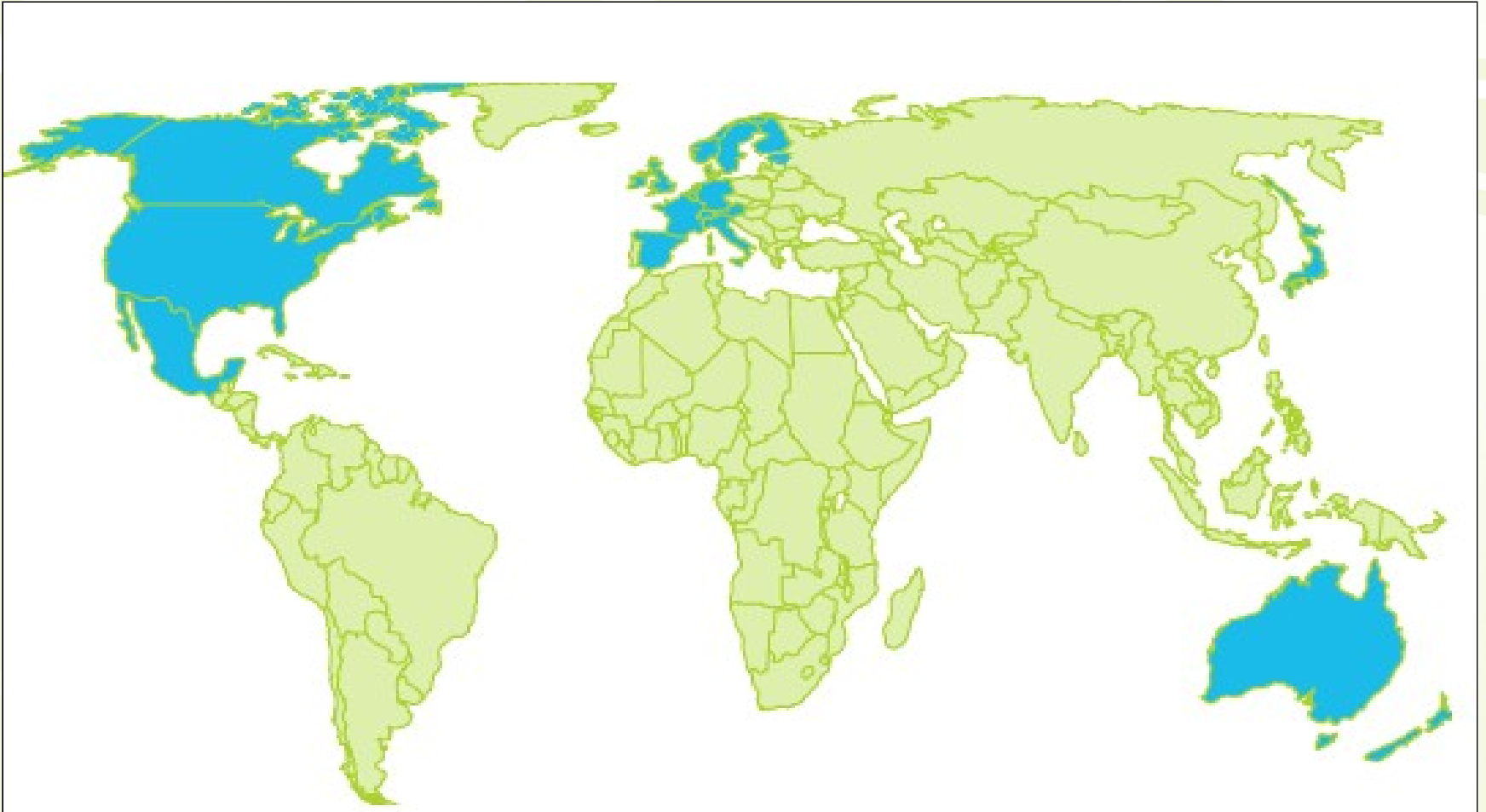
PAKISTAN 5  
 INDIA 49  
 SRI LANKA 15  
 NEPAL 1  
 THAILAND 9  
 CHINA 3

LAOS 3  
 INDONESIA 3  
 VIETNAM 1  
 EAST TIMOR 1  
 PHILIPPINES 2  
 PAPUA NEW GUINEA 4





# Fairtrade Labelling is active in 21 consumer countries





# Sales are booming!

## ESTIMATED FAIRTRADE RETAIL VALUE

COUNTRY	2005	2006	INCREASE
Austria	25.6	41.7	63
Belgium	15.0	28.0	86
Canada	34.8	53.8	54
Denmark	14.0	21.5	54
Finland	13.0	22.5	73
France	109.1	160.0	47
Germany	70.9	110.0	55
Ireland	6.6	11.6	77
Italy	28.0	34.5	23
Japan	3.4	4.1	23
Luxembourg	2.3	2.8	23
Netherlands	36.5	41.0	12
Norway	6.7	8.6	28
Sweden	9.3	16.0	73
Switzerland	133.8	135.3	1
UK	276.8	409.5	48
USA	344.1	499.0	45
Australia/New Zealand	2.5	7.2	191
Spain	0.03	1.9	7.474
<b>TOTAL (IN MIO. EUROS/IN %)</b>	<b>1,132.4</b>	<b>1,609.0</b>	<b>42%</b>



**... In this success story,  
communications has played a  
crucial role**

## **Main Communications Activities:**

- " Spreading the word with media
- " Talking to people directly
- " Campaigning



# Fair Trade Weeks

## An Opportunity to:

- 1) raise awareness among the public
- 2) Target the media
- 3) Mobilize volunteers
- 4) Organize Fairtrade events all over the country





# Fairtrade Towns Campaign





# Fairtrade Universities/Schools

- Set up steering group
- Fairtrade policy & committment
- FT products at all meetings and
- FT products available at catering outlets





# Popular Supporters





# Product tasting in the supermarket





# Fairtrade at Work Campaign

[www.fairtradeatwork.org.uk](http://www.fairtradeatwork.org.uk)

Downloads, case studies, arguments, video





## Other activities

- Producer Tours
- Fashion shows
- Festivals,
- Picnics
- Fairtrade Dinners
- Recipes: Make your own or find some at:  
[www.fairtrade.org.uk/resources\\_recipes.htm](http://www.fairtrade.org.uk/resources_recipes.htm)





# Challenges

**Greater visibility and success means increasing criticism:**

- Within the Fair Trade movement
- Within the industry
- Greater media scrutiny...



**With consequences...**





# Our Main Challenges

- 1) Develop impact indicators**
- 2) Develop common, movement-wide PR tools**
- 3) Increase cooperation and strengthen central coordination**



**Thank you for you attention!**