



Fairtrade Certification

A Guarantee for Consumers and Producers

Forum

In the Hearth of Chocolate
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Why Fair Trade? I. The Global Market

- Over 5.000 billion US\$: world trade
- 80 % trade between "Northern" countries
- 580 billion US\$: agricultural products
- 250 mio € Fairtrade Labeling retailing worldwide (2001)



Why Fair Trade? II. Fair Trade in Europe

- Started in the 1950s in Great Britain and The Netherlands
- Fair trade products currently sold in about 2.700 world shops and > 43.000 commercial stores (supermarkets etc.)
- ca. 100.000 volunteers and ca. 1.300 jobs
- Total estimated retail turnover in 2001: 340 million €:
 - 100 mio. € through World Shops
 - 250 mio. € labeled fairtrade retail sales
 - <20% non-food products, >80% food products
- Continuous overall turnover growth, yet still very low market shares (exceptions: bananas 15% in Switzerland, coffee 2-3% in The Netherlands, Germany, Switzerland, Luxemburg)



Why Fair Trade? III. Fairtrade marks

- Started in 1988: Max Havelaar Netherlands
- Other Max Havelaars in Switzerland, France, Belgium, ...
- Transfair started in 1992 in Germany
- Other Transfairs in Austria, Italy, USA, Canada, Japan,...
- Other Fairtrademarks in Great Britain, Scandinavia, etc.
- 1997: FLO - Fairtrade Labelling Organizations International
- 2001: fairtrade labels in 17 countries
- Initiatives to launch labels in Spain, Mexico, Ivory Coast, Philippines
- 2003: unique label introduction

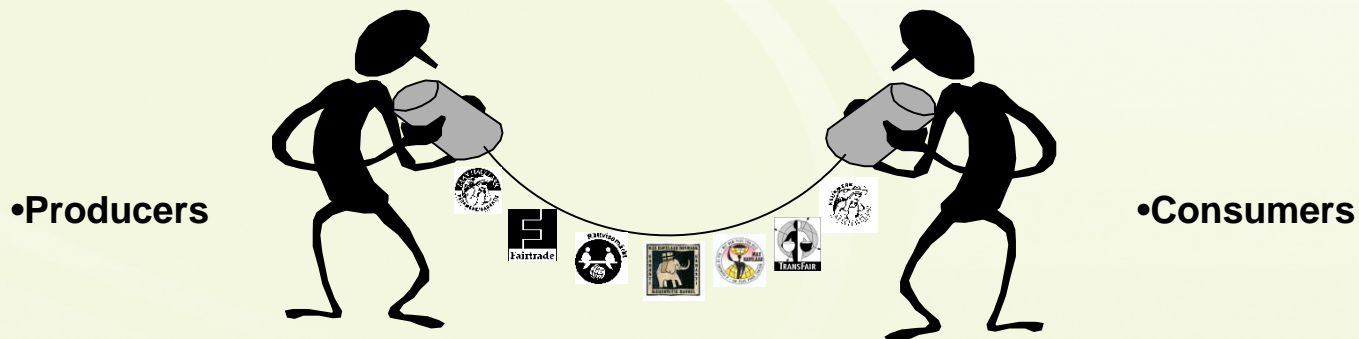


IV. Why Labelled Fair Trade?

Products are sold with the Fairtrade label on them

Consumers buy these products

The producers get access to the international market at fair conditions





Producers standards

- **Social development:** democratic collective structures of small farmers, ILO standards on private farms, non discrimination
- **Economic development:** income distribution, fairtrade premium, products quality, technical assistance and vocational training, export ability
- **Environmental development:** protection of environment must be part of the production management (Integrated Crop Management)



Trade standards

- **Direct relation** with producers organised in collective democratic structures; producers must be inscribed in registers and monitored (FLO)
- **Fair price**, covering production and labour costs and comprising a share for productive and social investments (Fairtrade Premium)
- **Prefinancing** of contracts (on demand)
- **Stable relationship** (medium-long term contracts, technical assistance)



Fairtrade Markets in Europe

- ✓ In 2006 total retail value of Fairtrade Products was estimated in 1,6 billions of EURO.
- ✓ United Kingdom, France, Germany are well performing Countries , increasing of 30% every year
- ✓ Switzerland is the best performing Country, with a consumption estimated in 19 euro per capita every year
- ✓ Italian consumption is estimated in 1,8 Euro per capita every year
- ✓ FT certified products in 2006 increased 45% of volume e del 15% in retail value



European Retailers and Fairtrade Products

- ✓ **Austria:** Spar, Edeka, Billa, Maxi, Merkur, M-Preis, Winkler, Magnet, Nah-Frisch
- ✓ **Germany:** Metro, Rewe, Edeka, Spar, Tengelmann, AVA, Globus, Karstadt, SpinnRadd, Tegut, Basic, Lidl
- ✓ **Switzerland:** Coop, Migros, Volg, Carrefour
- ✓ **Netherlands, Belgium:** GB, Albert Heijn, Ahold, Colruyt
- ✓ **Denmark:** Coop, Irma, Netto, Organic Retailers



European Retailers and Fairtrade Products

- ✓ **Norway/Sweden: Coop, Clipper, Asko, AlternativMat., Organic Retailers**
- ✓ **France: Atac, Auchan, Carrefour, Casino, Cora, Leclerc, Match, Monoprix, Coop.**
- ✓ **United Kingdom: Marks&Spencer, Tesco, Asda ,Coop, Sainsbury**
- ✓ **Spain : Eroski, Carrefour, NaturaSi**
- ✓ **Italy: Coop e IperCoop, Iperal, Carrefour, GS, SMA, AUCHAN, Famila, NaturaSì, Crai, Pam, Panorama, Lidl, Dico, B'io, Organic Retailers**