

Fairtrade Highlights 2010

Looking forward to 2011



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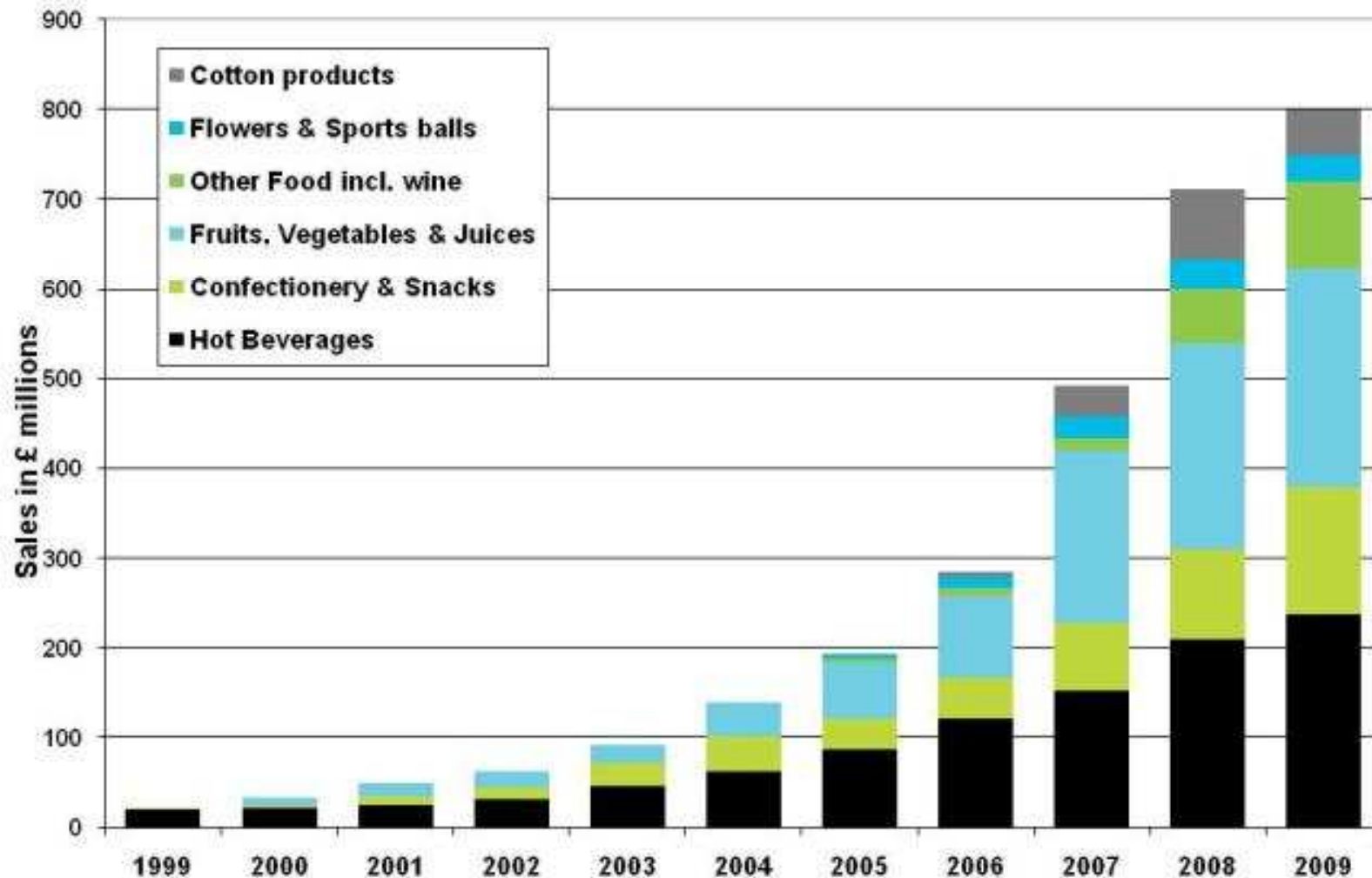
Highlights of 2010





Growth of Fairtrade

□ Sales in 2009 = almost £800 million (up 14% on '08)

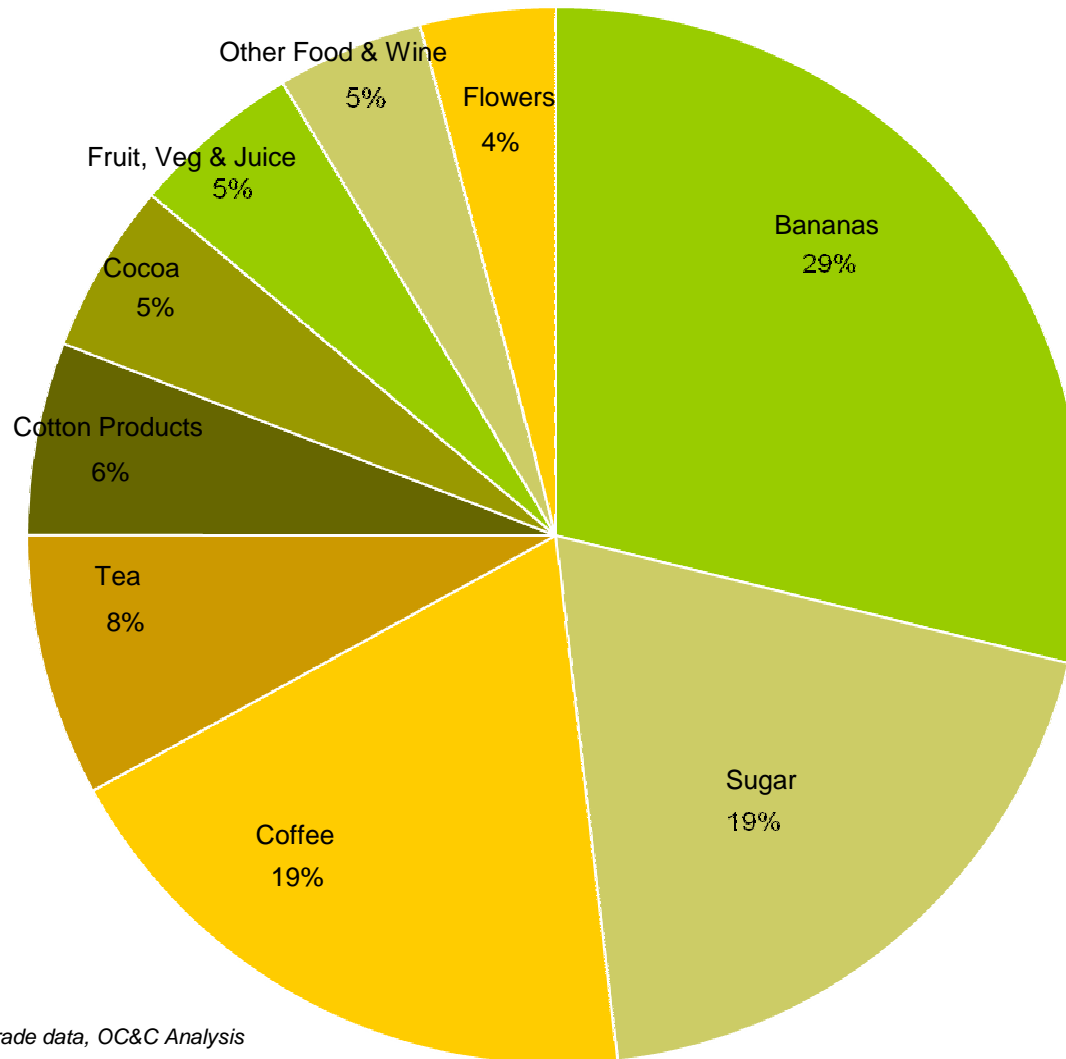


'Core' product categories now represent c.85% of total Fairtrade sales in the UK



Products Decomposition at Wholesale Value, 2009

£m



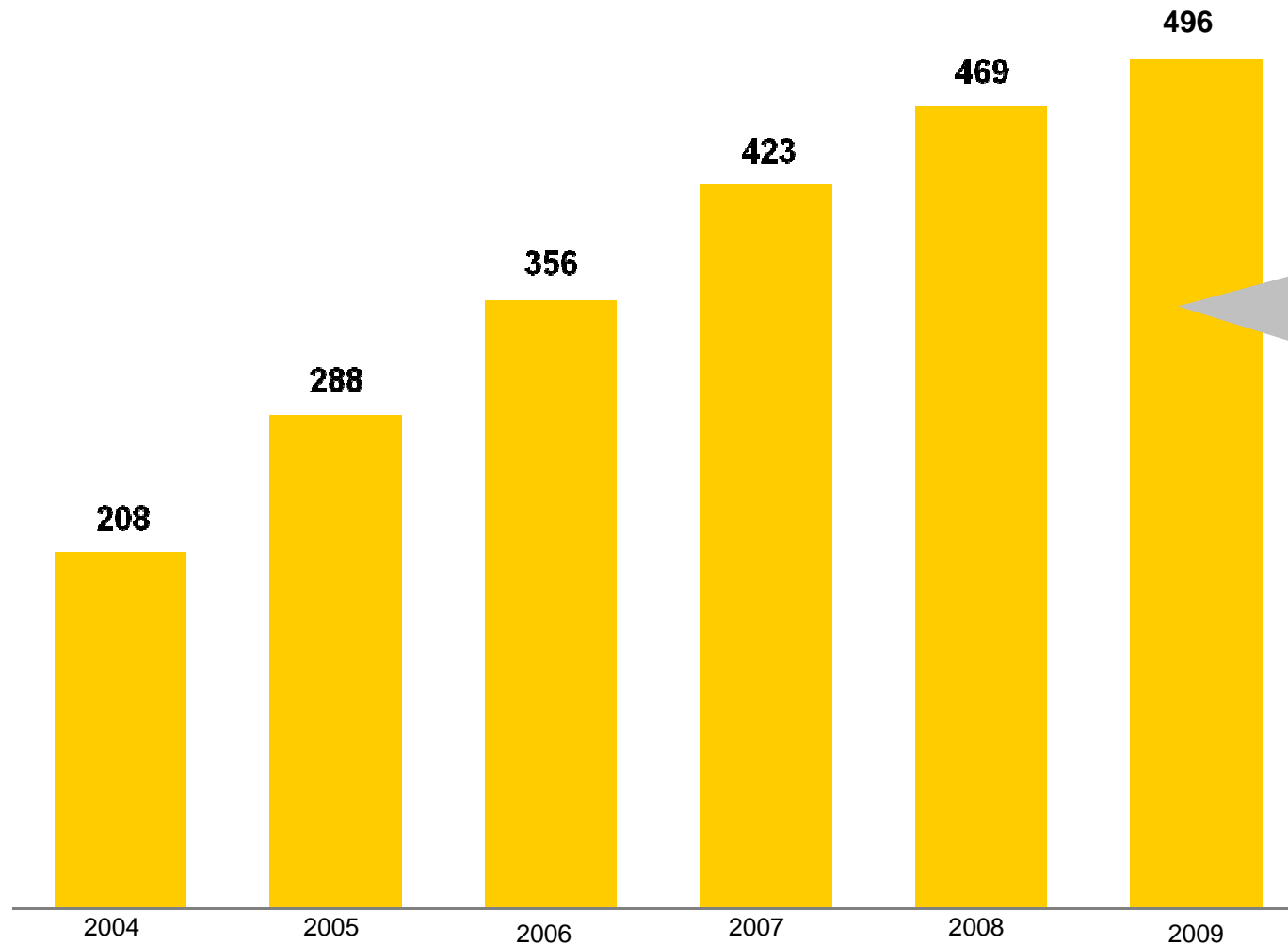
Source: Fairtrade data, OC&C Analysis

The number of certified producers has steadily grown...



Evolution of Producer Organisations

#



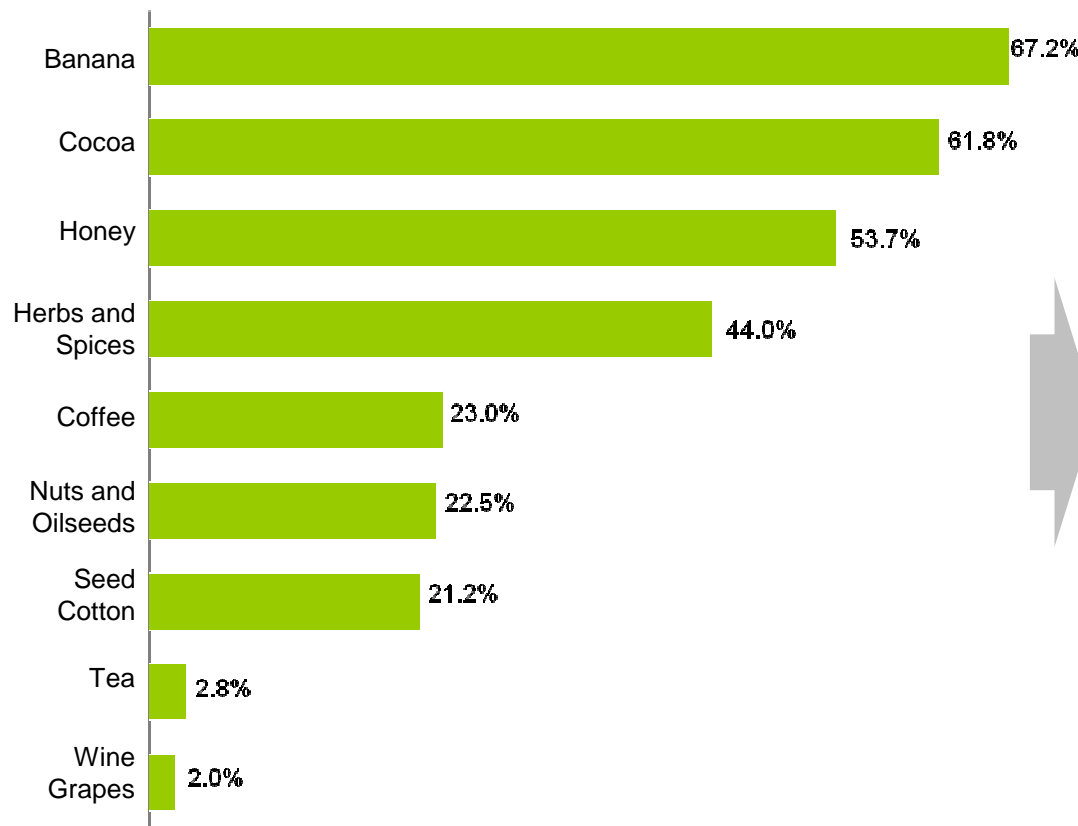
Fairtrade works with over 1.2 million producers worldwide

...however the share of product sold as Fairtrade remains low



Fairtrade Sales as Proportion of Producer Capacity, 2009 Producer Audit

% total production (MT) sold as Fairtrade



Overview

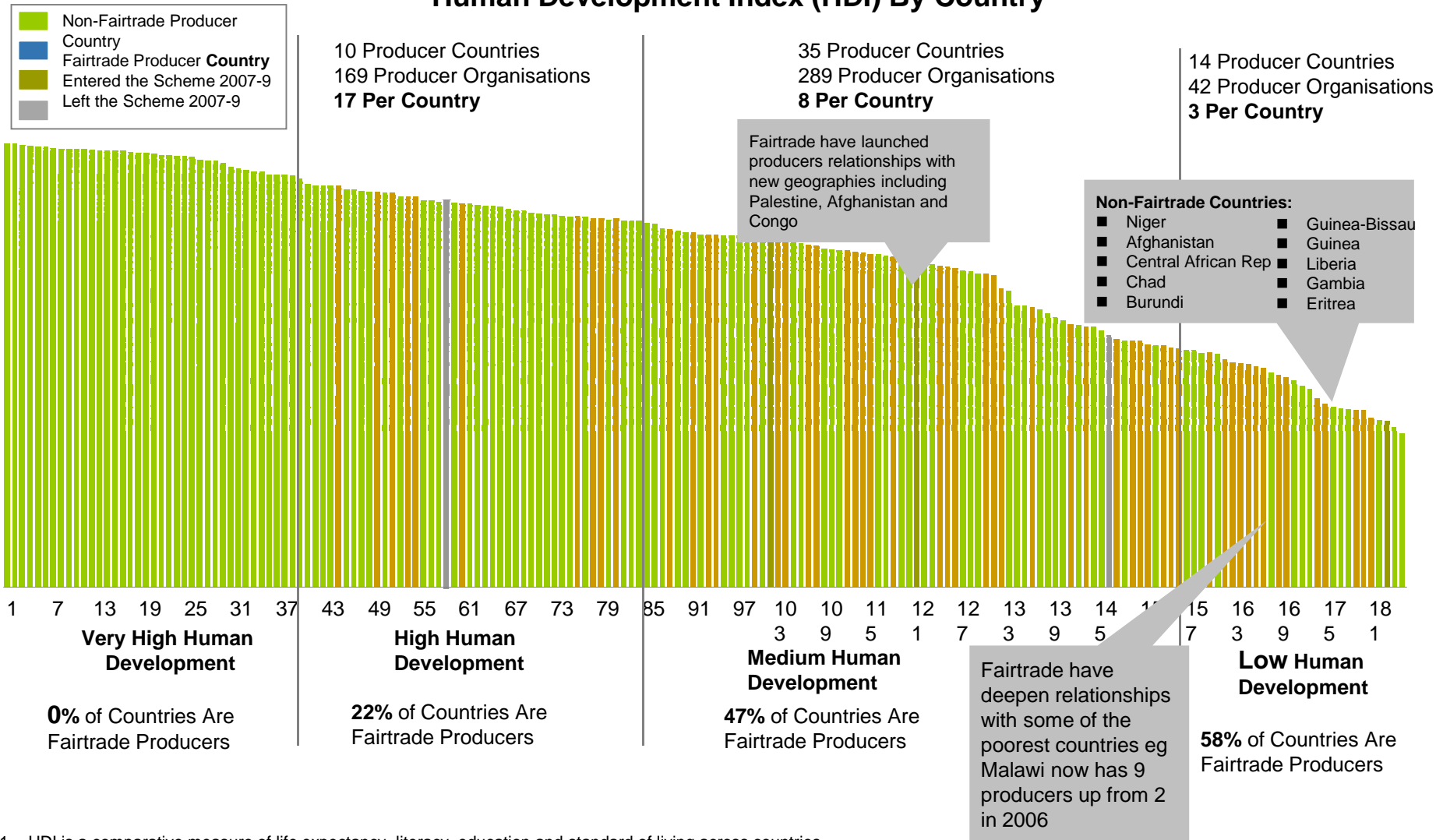
- Low proportion of product sold into Fairtrade usage due to the fact that
 - Crop is not all of export quality
 - Product may not have the right taste profile (particularly tea)
 - Low demand
 - High level of local demand eg Honey
- Significant recent sales growth in specific categories will also have resulted in much higher proportions being sold into Fairtrade, in particular
 - Sugar: Expansion of Tate and Lyle sales
 - Cocoa: Cadbury and Nestle account growth

Source: Management Data, OC&C analysis

Fairtrade producer groups



Human Development Index (HDI) By Country



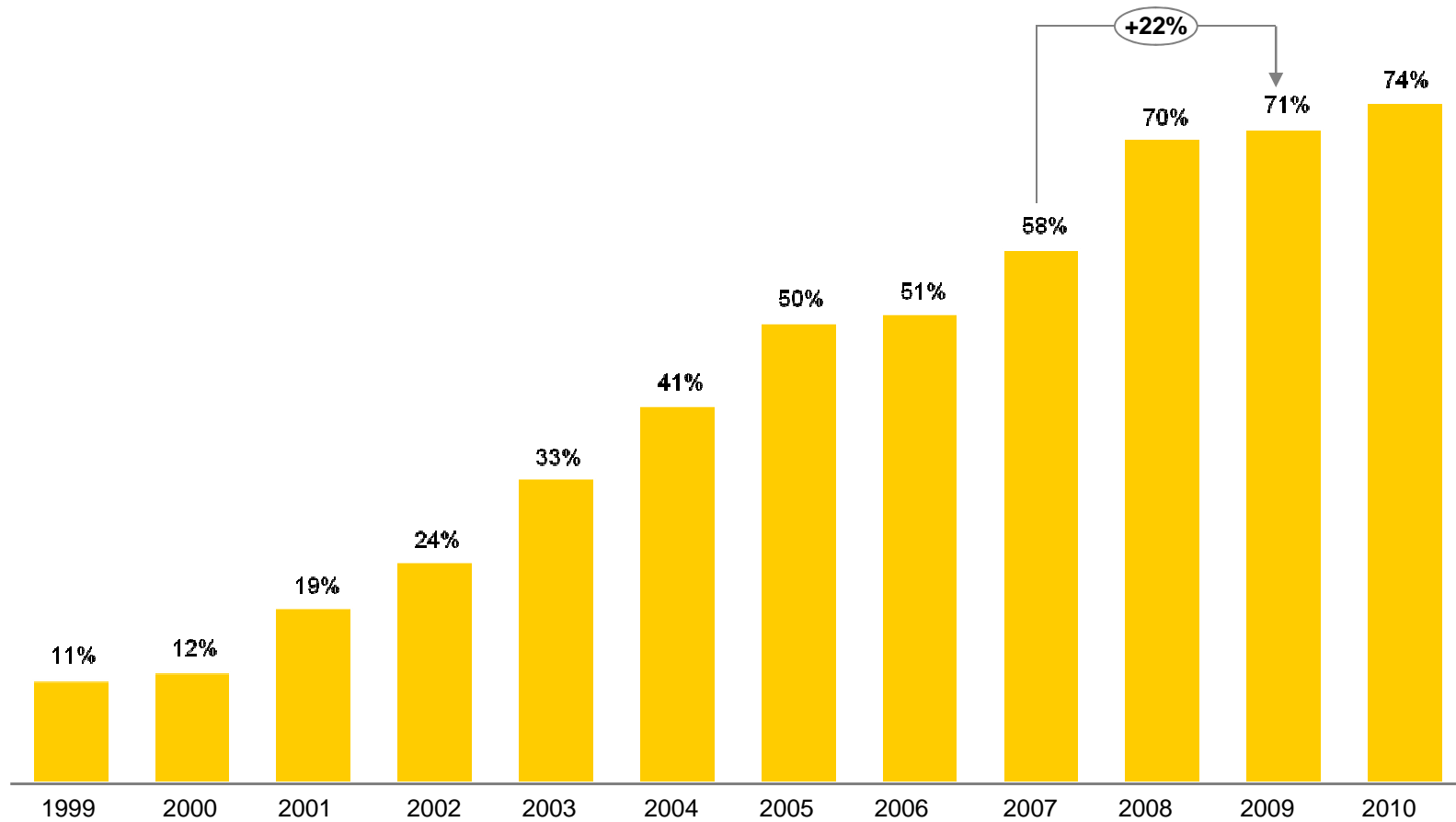
1. HDI is a comparative measure of life expectancy, literacy, education and standard of living across countries
 Source: United Nations Development Programme, Fairtrade data, OC&C analysis

Over 70% of people recognise the Fairtrade MARK



Recognition¹ of the FAIRTRADE Mark

%



1. Recognition = % of people who recognize the FAIRTRADE Mark
Source: MORI / TNS Omnibus studies

Building the Fairtrade Movement



- ❑ 500 Fairtrade Towns in the UK
- ❑ 845 Fairtrade Towns in 18 countries
- ❑ 500 Fairtrade Schools and over 4,000 registered
- ❑ Almost 6,500 Fairtrade churches plus faith schemes
- ❑ 132 Fairtrade Universities & colleges
- ❑ 22 Fairtrade Boroughs in London



What's happening in 2011?

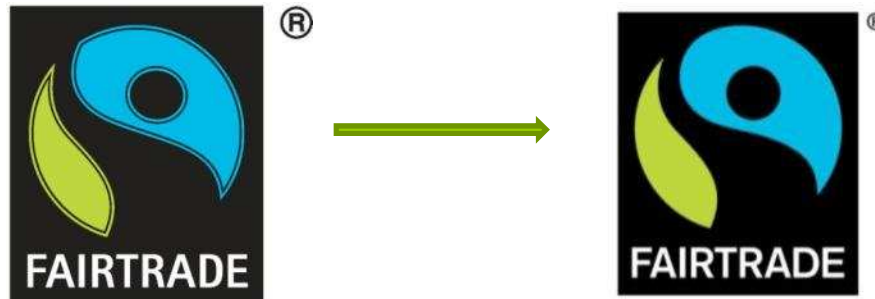


Launch of Fairtrade and Fairmined Gold



www.fairtradefairminedgold.org.uk

FAIRTRADE Mark is changing



The Fairtrade Certification Mark (as it has been in the past) is used to endorse licensee products



The Fairtrade Movement Mark is used when expressing our values generally and when not specifically endorsing a product. It is only used by Fairtrade stakeholders.



FAIRTRADE FORTNIGHT

**SHOW
OFF
YOUR LABEL**



28 February – 13 March 2011

Show off the label

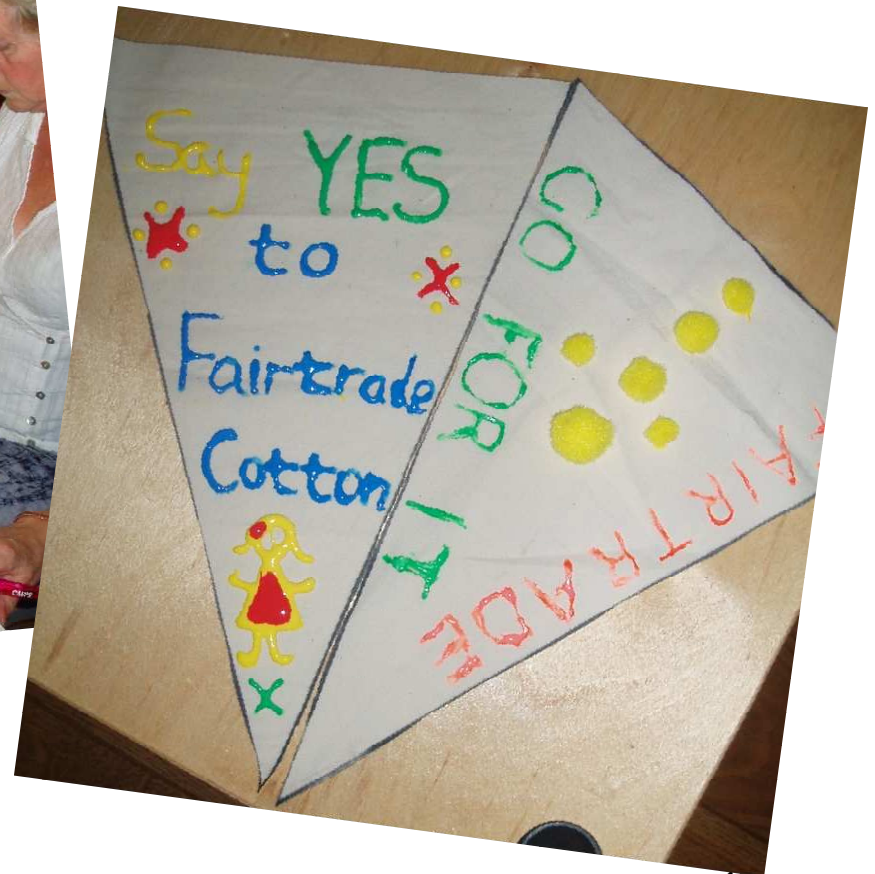


SHOW OFF YOUR LABEL

CELEBRATE THE LABEL AND GET AS MANY PEOPLE TO SEE AND TALK ABOUT IT AS POSSIBLE.



Focus on cotton



Show off your label game



PLAY SHOW OFF YOUR LABEL

RULES

Pick a challenge.

Get showing off.

Prove your show off by uploading a picture or a video of it.

You might get a little Fairtrade goodie for your efforts.

The silliest, most outrageous, ultimate show offs get a big prize.

- 2 weeks of challenges – 1/2 challenges a day
- Opportunity for licensees & stakeholders to get involved: offer prizes, build awareness of producer impact

Resources



FAIRTRADE FORTNIGHT
SHOW OFF YOUR LABEL

 28 February - 13 March 2011

- ▶ Home
- ▶ Why show off
- ▶ How to show off
- ▶ Show off events
- ▶ Add your bunting

I AM PART OF A BUSINESS
CLICK HERE

I AM A SUPPORTER
CLICK HERE

HOW TO SHOW OFF

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Donec a augue est, sit amet lacinia dolor. Nunc vitae tellus massa, eget varius sapien. Suspendisse et tincidunt tortor. Vestibulum id massa quam. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

FIVE EASY WAYS...

1. Lorem [ipsum dolor](#) sit amet
2. Sed porta urna non mi lobortis a faucibus lorem semper. Maecenas [tellus nisi](#)
3. Cras id odio mauris, ut imperdiet [erat](#)
4. Duis eros elit, [tincidunt](#) eget molestie in, vehicula sed nisi
5. Proin sed dolor arcu, Pellentesque metus [tellus](#)

Action Guides

Posters

 'Swap your cuppa' poster (2851.68KB) Download file	 Favourite Swap Range Poster (480.78KB) Download file	 Swap Poster - Welsh (325.70KB) Download file
 Chocolate (3220.78KB) Download file	 Red Wine Poster (2496.42KB) Download file	 Fruit Poster (274.16KB) Download file

Other

- ▶ Web banners and buttons

ORDER YOUR BUNTING & OTHER KIT

SIGN UP FOR EMAIL NEWS

LATEST SHOW OFFS

SHOW OFFS ON FACEBOOK

WHY FACEBOOK?

Why Facebook copy here... consectetur adipiscing elit.

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SHOW OFFS ON FLICKR

SHOW OFFS ON TWITTER

Kuapa Kokoo, the major shareholder of [redacted] just elected its 1st woman president. Fin [http://tinyurl.com/37yzhov](#)
9:27 AM Aug 25th via web

Get UR hands on a year's supply of @Pen winning #Fairtrade coffee, courtesy of Lo [http://tinyurl.com/25cabzx](#)
9:04 AM Aug 25th via web

[Follow us](#)

Calendar of events



- ❑ **Cotton campaign ongoing**
www.fairtrade.org.uk/cotton
- ❑ **Launch of Fairtrade and Fairmined Gold – 14 February** www.fairtradefairminedgold.org.uk
- ❑ **Fairtrade Fortnight – 28 February to 13 March**
www.fairtrade.org.uk/fortnight
- ❑ **World Fair Trade Day – Saturday 14 May**
- ❑ **The Big Lunch – Sunday 5 June**
www.thebiglunch.com
- ❑ **Supporter Conference & Fairtrade Fortnight Awards – October**



Thank you!

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