Fairtrade Highlights 2010
Looking forward to 2011

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Fairtrade Foundation
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

- Bananas: 29%
- Sugar: 19%
- Coffee: 19%
- Tea: 8%
- Cotton Products: 6%
- Cocoa: 5%
- Fruit, Veg & Juice: 5%
- Other Food & Wine: 5%
- Flowers: 4%

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Fairtrade Sales as Proportion of Producer Capacity, 2009 Producer Audit</th>
</tr>
</thead>
<tbody>
<tr>
<td>% total production (MT) sold as Fairtrade</td>
<td></td>
</tr>
<tr>
<td>Banana</td>
<td>67.2%</td>
</tr>
<tr>
<td>Cocoa</td>
<td>61.8%</td>
</tr>
<tr>
<td>Honey</td>
<td>53.7%</td>
</tr>
<tr>
<td>Herbs and Spices</td>
<td>44.0%</td>
</tr>
<tr>
<td>Coffee</td>
<td>23.0%</td>
</tr>
<tr>
<td>Nuts and Oilseeds</td>
<td>22.5%</td>
</tr>
<tr>
<td>Seed Cotton</td>
<td>21.2%</td>
</tr>
<tr>
<td>Tea</td>
<td>2.8%</td>
</tr>
<tr>
<td>Wine Grapes</td>
<td>2.0%</td>
</tr>
</tbody>
</table>

Source: Management Data, OC&C analysis

**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 Llye sales
  - Cocoa: Cadbury and Nestle account growth
Fairtrade producer groups

Human Development Index (HDI) By Country

- 10 Producer Countries
- 169 Producer Organisations
- 17 Per Country

- 35 Producer Countries
- 289 Producer Organisations
- 8 Per Country

- 14 Producer Countries
- 42 Producer Organisations
- 3 Per Country

Fairtrade have launched producers relationships with new geographies including Palestine, Afghanistan and Congo.

Non-Fairtrade Producer Country
Fairtrade Producer Country
Entered the Scheme 2007-9
Left the Scheme 2007-9

Very High Human Development
0% of Countries Are Fairtrade Producers

High Human Development
22% of Countries Are Fairtrade Producers

Medium Human Development
47% of Countries Are Fairtrade Producers

Low Human Development
58% of Countries Are Fairtrade Producers

Fairtrade have deepen relationships with some of the poorest countries eg Malawi now has 9 producers up from 2 in 2006.

Source: United Nations Development Programme, Fairtrade data, OC&C analysis
Over 70% of people recognise the Fairtrade MARK

Recognition¹ of the FAIRTRADE Mark

%  

Year: 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010

- 1999: 11%
- 2000: 12%
- 2001: 19%
- 2002: 24%
- 2003: 33%
- 2004: 41%
- 2005: 50%
- 2006: 61%
- 2007: 68%
- 2008: 70%
- 2009: 71%
- 2010: 74%

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
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
Materials
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

How to show off

FIVE EASY WAYS...


2. Sed porta urna non mi lobortis a faucibus lorem semper. Naseo atur tindus inegred

3. Cras id odio mauris, ut imperdiet orat

4. Duis eras elit, tincidunt eget molestie in, vehicula sed nisi

5. Proin sed dolor arcu. Pellentesque metus telus

6. Action Guides

Posters

-Chocolate (220.7KB)
-Red Wine Poster (2496.42KB)
-Fruit Poster (274.16KB)

Other

Web banners and buttons
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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