

Fairtrade at the global level: *Scope and opportunities*

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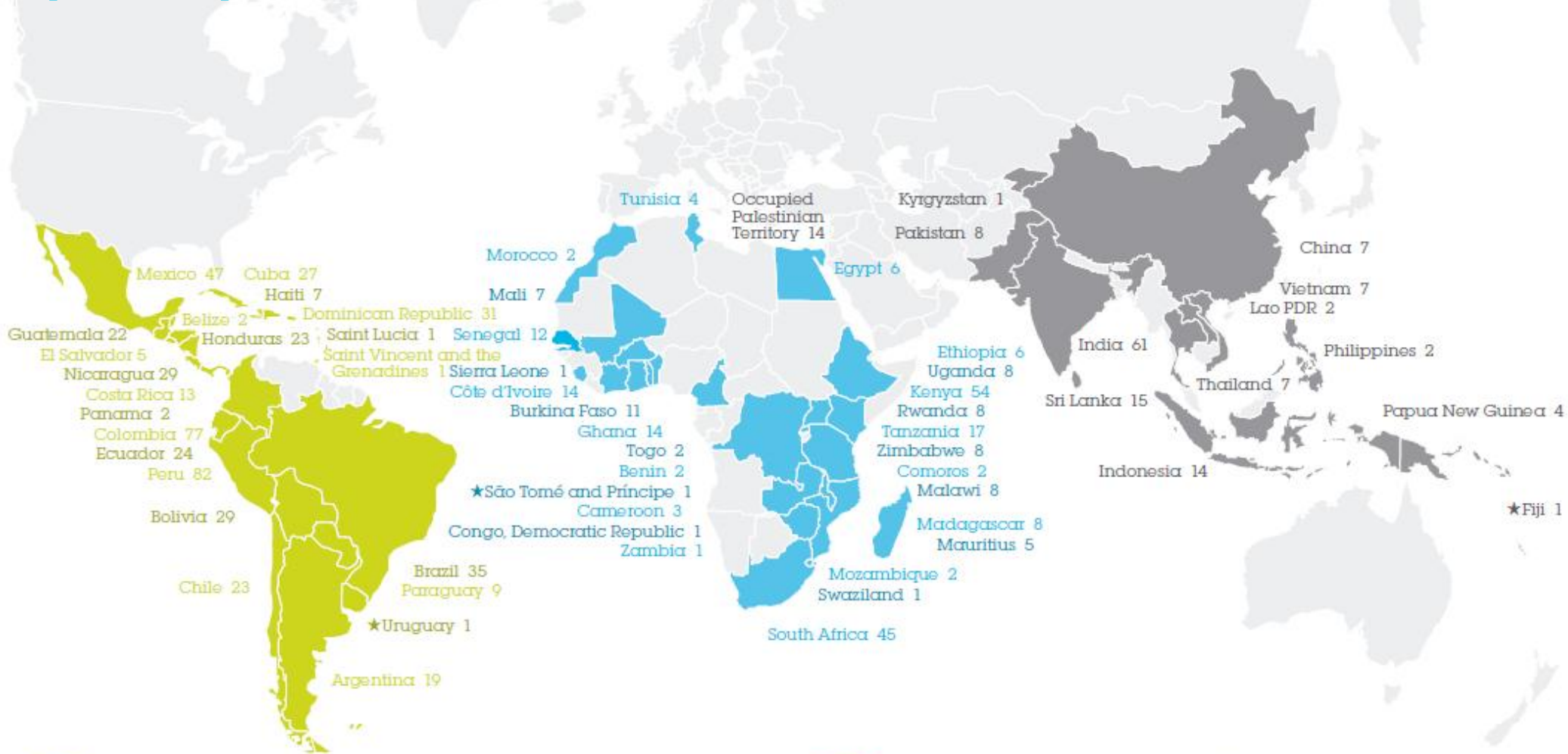
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Fairtrade: global scale and scope

Indicator	Year (2010)
Total no of Fairtrade producer organizations worldwide	905
Total no of farmers and workers participating in Fairtrade	1153000
Total no of countries with Fairtrade certified producer organizations	63
Total reported Fairtrade Premium receipts to farmers + workers	€ 51.5 million
Total reported Fairtrade sales by producers	€ 550 million

Fairtrade certified producer organisations (2010)



TOTAL 509 Latin America and the Caribbean

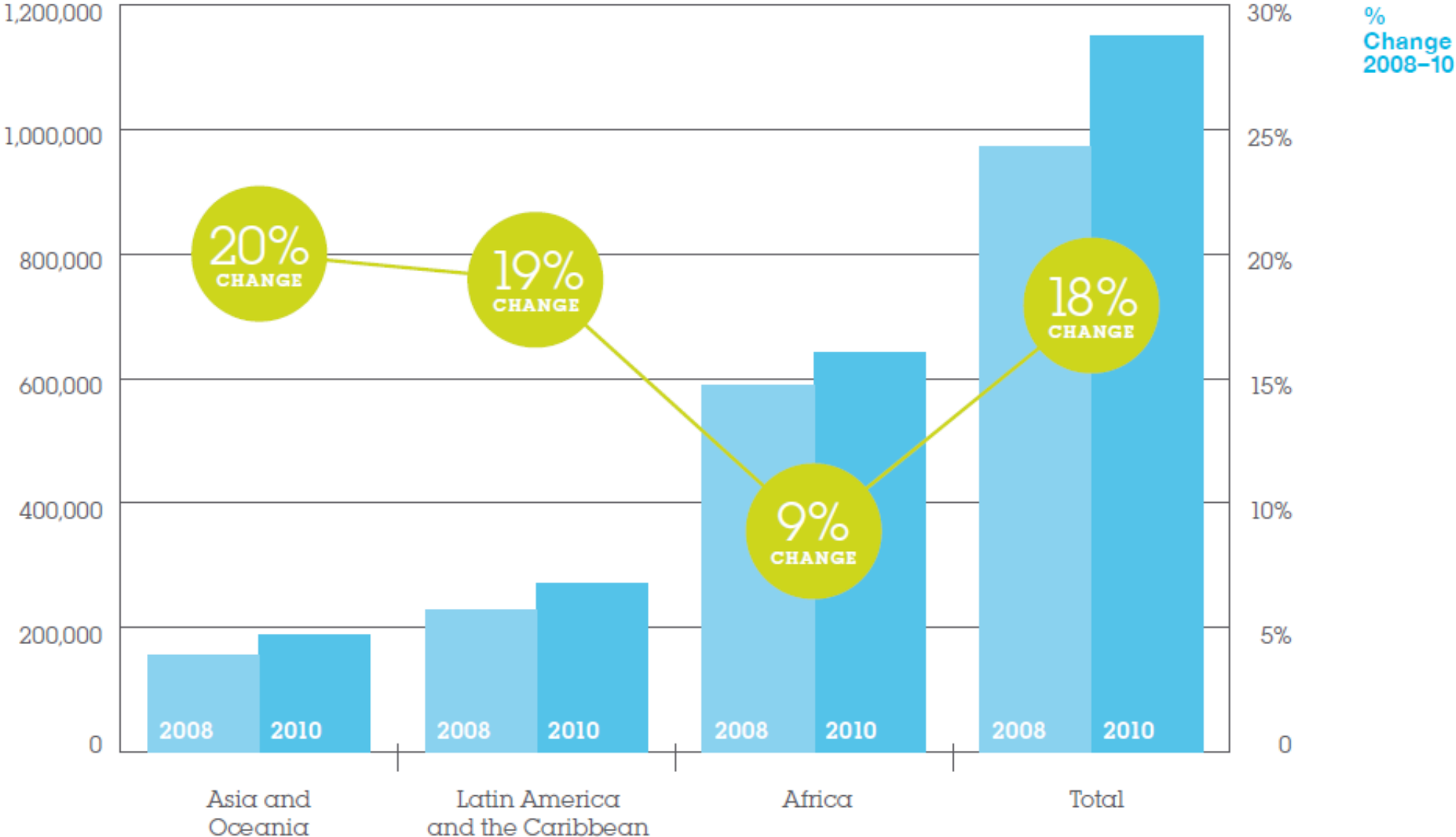
TOTAL 253 Africa

TOTAL 143 Asia and Oceania

Farmers and workers within Fairtrade certified organisations (2010)

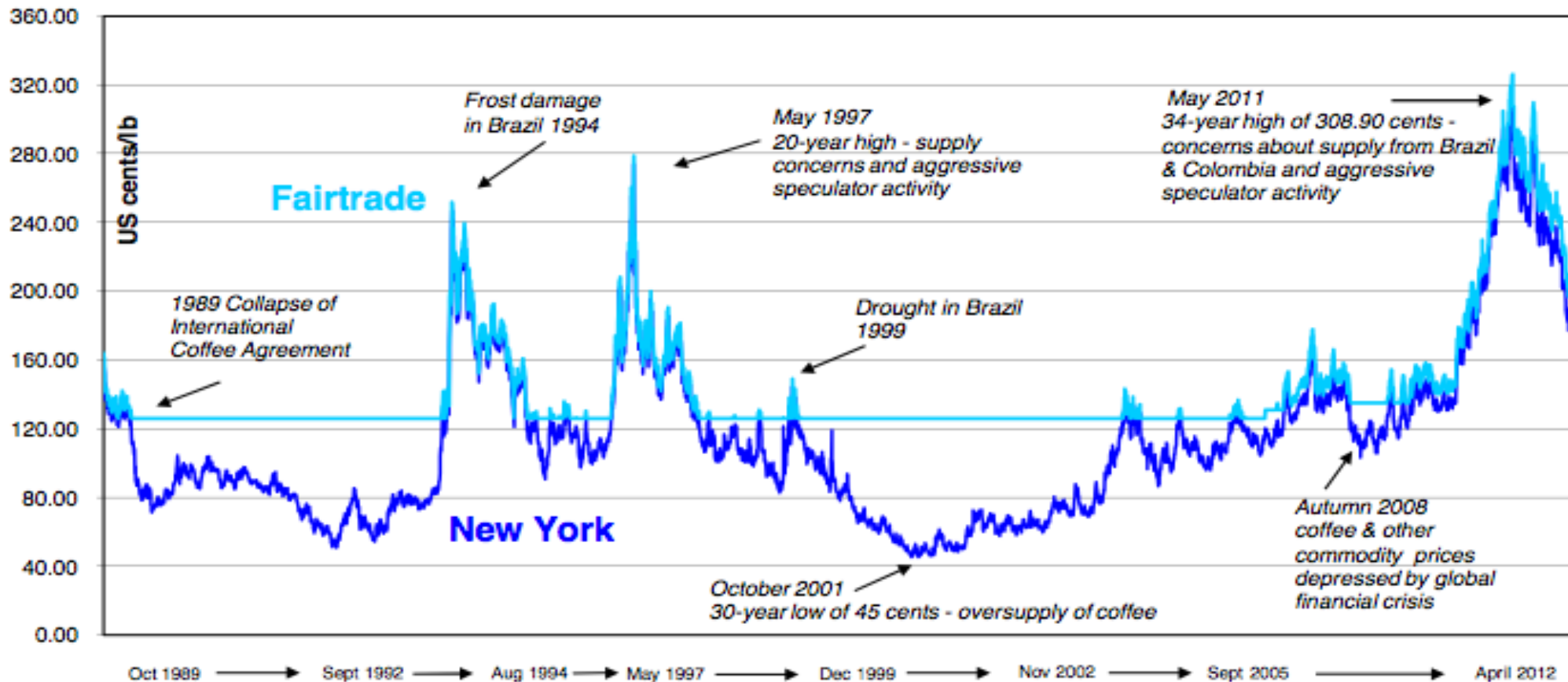


Growth in number of farmers and workers within Fairtrade (2008-2010)



Why is Fairtrade unique?

- Minimum Price Guarantee for key agricultural export commodities



NB Fairtrade Price = Fairtrade Minimum Price* of 140 cents/lb + 20 cents/lb Fairtrade Premium**
When the New York price is 140 cents or above, the Fairtrade Price = New York price + 20 cents

*Fairtrade Minimum Price was increased on 1 June 2008 & 1 April 2011 **Fairtrade Premium was increased on 1 June 2007 & 1 April 2011

Why is Fairtrade unique?

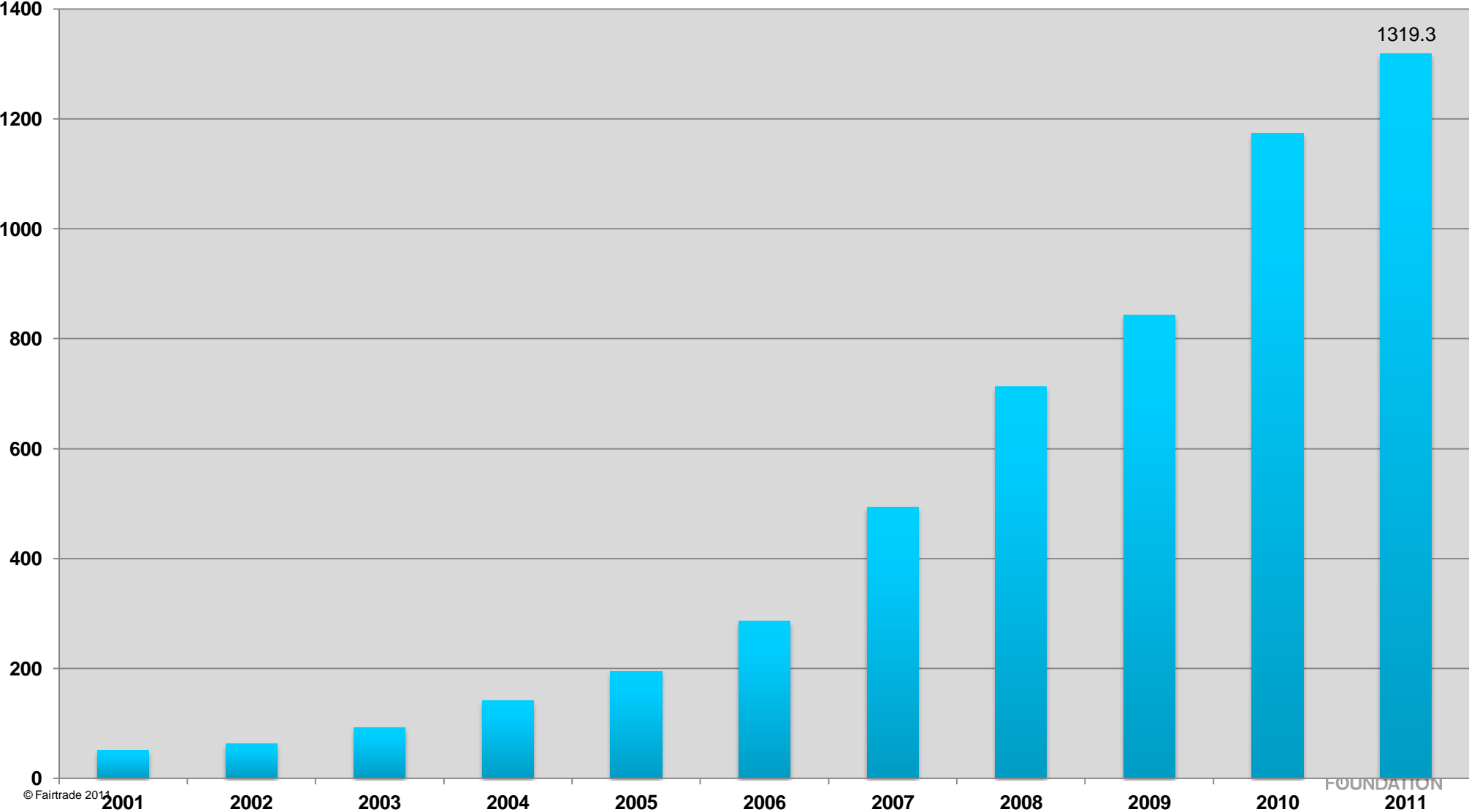
- **Additional Fairtrade Premium earnings to invest in community development**
- **Environmental, social and economic Standards to help farmers improve productivity and income**
- **Direct access to international markets (South Africa, UK, US, Canada, Switzerland, Kenya...)**
- **Governance: international Fairtrade system is 50% producer-owned**



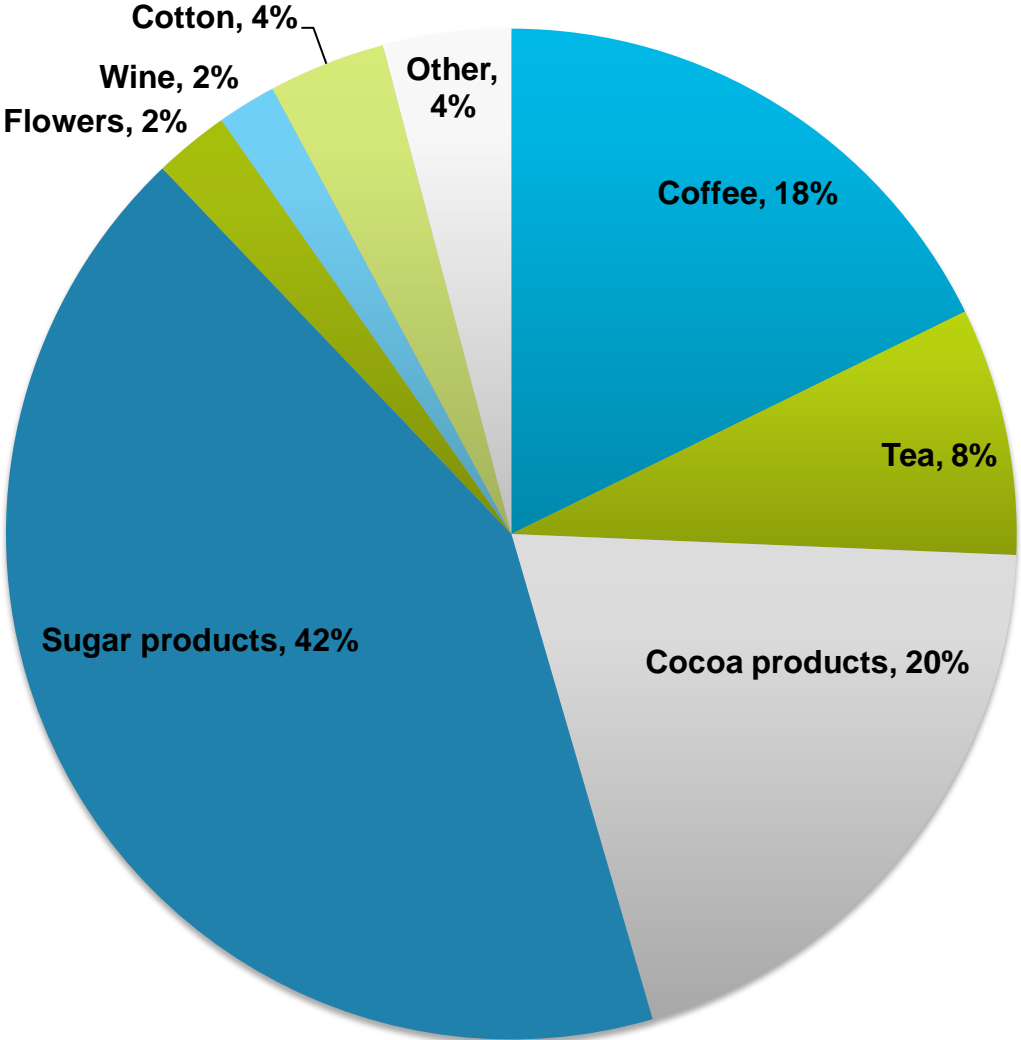
FAIRTRADE
FOUNDATION

The UK Fairtrade Market

Growth in Fairtrade retail sales value 2000-11 (million £)



UK Fairtrade retail sales: product-wise



UK Fairtrade market: > 4500 products!



Fairtrade at the London Olympics 2012!



ALL BANANAS, TEA,
COFFEE, CHOCOLATE,
WINE, SUGAR &
ORANGES SERVED AT
THE LONDON OLYMPICS
WILL BE FAIRTRADE!

