



PRESS RELEASE
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FAIRTRADE SALES EXCEED €100million **Launch of Fairtrade Fortnight 2010 (February 22nd - March 7th)**

SALES of FAIRTRADE Mark products in Ireland increased by 27% in 2009 to €118million* – and are expected to increase again in 2010.

'The Big Swap' is the theme for Fairtrade Fortnight 2010 and many thousands of Irish consumers are already doing that; regularly switching some of their spending to Fairtrade products and in doing so making a real difference to the lives of producers in developing countries" says Peter Gaynor, Executive Director, Fairtrade Mark Ireland.

"We expect Fairtrade sales to grow again in 2010," continues Gaynor. "In the last few months, and again this week, some of the best known brands in Ireland have announced they are switching over to Fairtrade."

In recent months, significant conversions to Fairtrade have been announced by:

- **Cadbury Ireland** which has completed the conversion of its Dairy Milk and Dairy Milk Buttons products to Fairtrade-certified raw materials
- **Nestlé** which has converted its Kit Kit bars to Fairtrade-certified raw materials

And this week, Ben & Jerry's Ice Cream announced that it will complete the global conversion of its entire product range to Fairtrade ingredients by 2013.

"The big manufacturers are realising that Fairtrade is also good for business," says Peter Gaynor. "It's also important to acknowledge that Fairtrade's growth in this country is a testimony to the work of our volunteers – they believed in Fairtrade when it was perceived as a worthy but unrealistic niche business."

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NOTE TO EDITORS *The 2009 sales figure of €118million is based on estimated total consumer spend on Fairtrade products in the retail and out-of-home markets.