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Consumers Favour Fairtrade as Ethical Label of Choice Fairtrade Ireland releases 2012-13 Fairtrade International annual report on “Unlocking the Power”

Dublin, Ireland, 3 September 2013.

Fairtrade International's 2012-13 annual report, released today, shows strong sales and continued consumer trust, making Fairtrade the label of choice for shoppers around the world. The report is based on the organisation's work in the past year on “Unlocking the Power” of producers and is highlighted by 16 percent growth in the total number of producer organizations compared to 2011.

Over 1.3 million farmers and workers in 70 countries are part of 1,149 Fairtrade producer organisations. In addition to sales income, these producer groups benefitted from around 80 million euros in Fairtrade Premium money for sustainability and development projects in 2012.

Notwithstanding the economic downturn in Ireland consumer sales grew by 10%. Internationally consumer sales increased significantly in key markets, including: Germany (33 percent), the Netherlands (26 percent), Sweden (28 percent), Switzerland (15 percent), and the UK (16 percent). Last year's growth nearly completely offset the drop in total 2012 sales caused by Fair Trade USA's withdrawal from the international system at the end of 2011. Excluding the USA, average sales in all other Fairtrade markets increased by over 20 percent compared to 2011.

Despite positive trends in consumer sales and an increase in Fairtrade producer organisations, many people are still beyond Fairtrade's reach. The number of Fairtrade producers is just a fraction of the total number of producers around the world.

“In the ultimate irony, half of the world's hungriest people are smallholder farmers, yet they grow 70 percent of the world's food,” said Harriet Lamb, CEO of Fairtrade International. “Fairtrade's strong sales growth in 2012 is encouraging, but we are productively dissatisfied. We must step up the reach of Fairtrade if we are to break the mould of unfairness that is so deeply embedded in trade.

Commenting on the release of the report, Peter Gaynor, Executive Director with Fairtrade Ireland said, ‘We very much welcome the fact that in difficult times here in Ireland Fairtrade is still continuing to grow on the back of strong consumer support. However in other countries in Europe like Switzerland, the Netherlands and the UK for example, the retailers have made huge commitments to source products on Fairtrade terms and there is nothing like that happening in Ireland yet.’

Supported by: ActionAid Ireland, Christian Aid, Comhlámh, Concern, Friends of the Earth, Irish Aid, Irish Congress of Trade Unions, Oxfam Ireland and Trócaire

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Spreading the benefits of Fairtrade is a cornerstone of Fairtrade's three-year strategy, "Unlocking the Power of the Many." Innovative projects aimed at enabling disadvantaged farmers and workers to run sustainable businesses and bring about change in their communities are being prepared for 2014.

Consumers showed their support for Fairtrade by spending 4.8 billion euros on Fairtrade products in 2012. Nine in ten consumers in five leading Fairtrade markets recognized the FAIRTRADE Mark. A Fairtrade-commissioned study in 17 countries confirmed Fairtrade's position as the most widely-recognized ethical label. Across all markets, six in ten consumers have seen the FAIRTRADE Mark, and of those, nine in ten trust it. Ireland scored in the top five of the 17 countries for both awareness of, and trust in the FAIRTRADE Mark. (see Charts below)

Expanding Fairtrade to more consumers is also critical to "Unlocking the Power of the Many." In 2013, Fairtrade products became available in Kenya and will be available in India later this year, providing consumers in those markets the chance to buy Fairtrade products from Fairtrade producers in the same country.

Highlights from 2012-13 at Fairtrade International:

-Producer networks are now half-owners of Fairtrade International, making Fairtrade the only ethical certification scheme in the world to be jointly-owned by its producers.

-Nespresso, Ben and Jerry's, and Maltesers made major new commitments with Fairtrade.

-The Fairtrade Access Fund has given US\$5.65 million in loans to small producer organisations in Latin America to address their most pressing financial needs.

-More than half of all bananas sold in Switzerland's retail chains are from Fairtrade producers, and over 40 percent of sugar bags in the UK bear the FAIRTRADE Mark. Globally, sales of Fairtrade flowers grew by over 50 percent.

-Over 30,000 Fairtrade products are now sold in more than 125 countries worldwide.

Additional information:

GlobeScan charts and global retail sales figures (see charts below)

The full annual report can be downloaded from our website:

http://www.fairtrade.ie/assets/files/Reports/2012-13_AnnualReport_FairtradeIntl_web.pdf

For more information, please contact:

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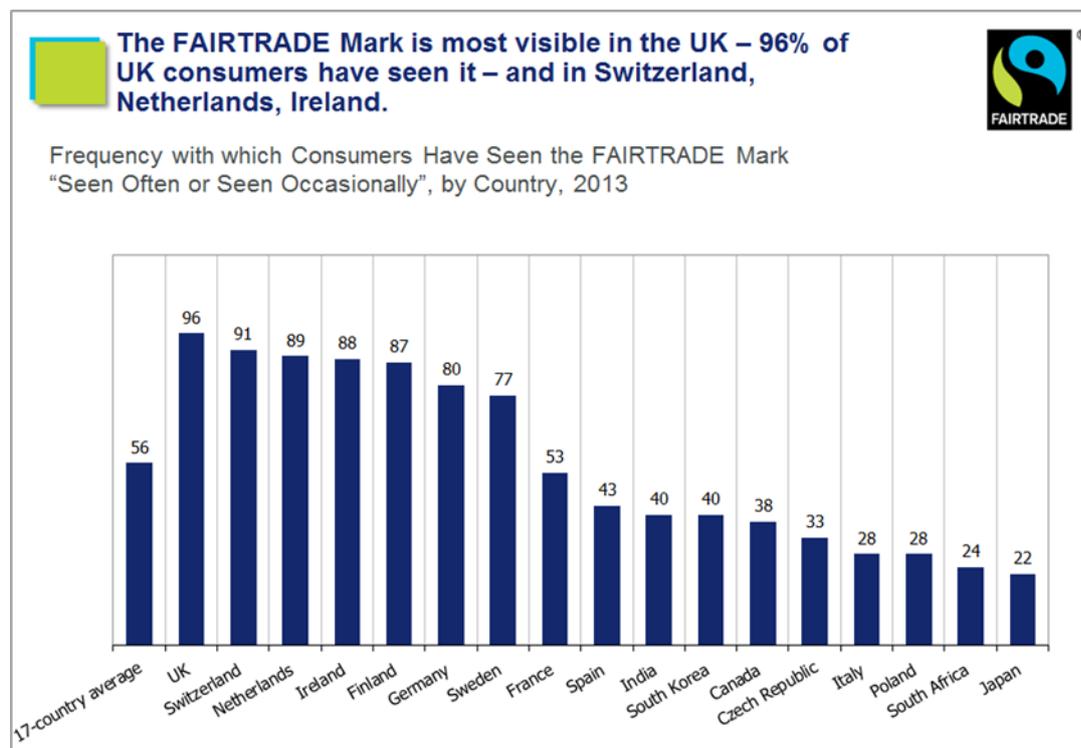
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Findings from a GlobeScan survey in 17 countries, 2013. More than 10,000 adult consumers surveyed.



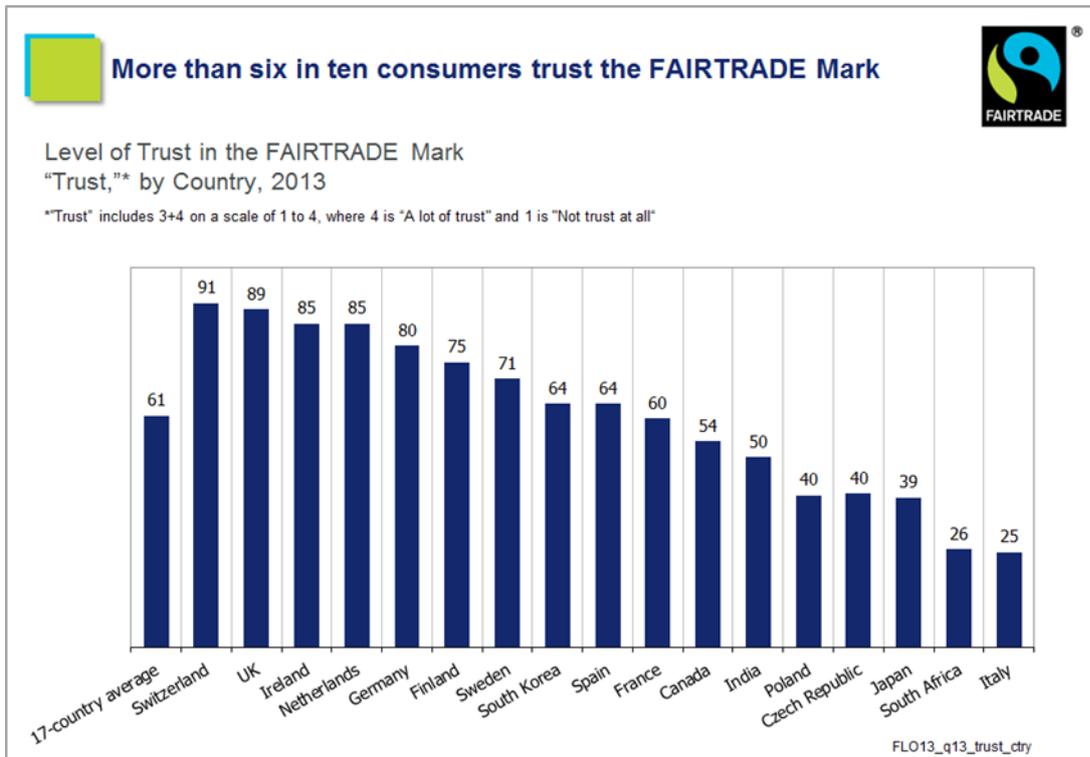
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Estimated retail sales by country

Country	2011 (in €)	2012 (in €)	Growth rate
Aus/NZ	150,660,362	188,045,618	25%
Austria	100,000,000	107,000,000	7%
Belgium	70,998,459	85,837,221	21%
Canada	199,768,996	197,277,194	-1%
Czech Republic	2,859,432	2,744,524	n/a**
Denmark	74,908,637	71,836,714	-4%
Estonia	496,640	1,061,938	114%
Finland	102,673,112	152,263,629	48%
France	315,416,709	345,829,378	10%
Germany	400,544,747	533,062,796	33%
Hong Kong	-	422,803	n/a
Ireland	158,864,349	174,954,927	10%
Italy	57,542,552	65,435,059	14%
Japan	59,327,333	71,419,147	17%*
Latvia	492,031	938,975	91%
Lithuania	624,091	846,027	36%
Luxembourg	7,491,910	10,320,006	38%
Netherlands	147,308,908	186,100,623	26%
Norway	53,617,544	64,413,576	20%
South Africa	7,273,254	22,263,619	220%*
South Korea	17,106,828	1,989,631	n/a**
Spain	20,026,046	22,274,635	11%
Sweden	134,335,702	178,951,375	28%*
Switzerland	264,754,487	311,590,237	15%*
UK	1,531,539,170	1,904,891,092	16%*
USA	-	53,116,711	n/a
Rest of world	74,741,866	47,487,290	n/a**
Sub Total	3,953,373,166	4,802,374,746	21%
Fair Trade USA***	1,030,670,695	-	n/a
Grand Total	4,984,043,861	4,802,374,746	-4%

* Growth rate is based on the percentage increase reported in the local currency, not the value converted into euros.

** Out of home sales data for these territories in 2012 was incomplete, therefore it was not possible to generate an accurate growth rate.

*** Fair Trade USA is no longer a member of Fairtrade International, following its withdrawal as of 31 Dec 2011. The 2011 sales figure is based on figures from 2008-10 and market knowledge.

Fairtrade International calculates the total estimated retail sales value based on both out of home sales and retail sales since this more accurately reflects what consumers spend on Fairtrade products.

Out of home sales come from products consumed outside of the home; for example in cafés and restaurants. Retail sales come from consumer products bought in stores and supermarkets.

In 2012 the following countries calculated their out of home sales value using the average out of home retail price (for example, the average price of a cup of coffee at a café); Canada, Estonia, Finland, Germany, Ireland, Latvia, Lithuania, Spain.

The following countries calculated their out of home sales value using the average retail price for consumer products bought in stores and supermarkets: Australia & New Zealand, Belgium, France, Italy, Japan, Norway, South Africa, Sweden and Switzerland.

The rest of the countries do not separate out of home sales from retail sales. Out of home retail prices often have a higher value per volume sold than the retail sale price found on products in stores. Therefore, the countries that use the out of home retail price for their calculation may have relatively higher sales values.

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