



**Press Release
February 2018**

BOOM IN IRISH FAIRTRADE SPENDING TO €342 MILLION UP 25%

- **Coffee sees biggest Fairtrade growth as Bewleys goes 100% Fairtrade and doubles sales**

Fairtrade Fortnight kicked off today with the announcement of strong growth in spending by Irish consumers. Sales of Fairtrade products in Ireland grew from €273 million in 2016 to €342 million in 2017, an increase of 25%. People all across Ireland are being asked to #Checkoutfairtrade – and the benefits it brings to people in developing countries.

The biggest growth area was coffee with an increase of 42% in sales volume and 48% in value. Ireland's largest indigenous coffee roaster Bewley's went 100% Fairtrade and saw an increase of 90% in volume and 100% in value terms. Insomnia's volume and value both increased by 49% and Starbucks saw an increase of 30% growth in both volume and value of sales.

Sales of bananas were up by 5% and Aldi, the only retailers of Fairtrade flowers in Ireland sold over 2.6 million Fairtrade roses in its 130 stores around the country last year.

Fairtrade Fortnight commenced today with a business breakfast which was attended by over 20 CEOs from across the global Fairtrade network. Speaking at the event Peter Gaynor of Fairtrade Ireland said **"The results are staggering, we have never seen this level of growth in the sales of Fairtrade products in Ireland. Irish businesses and consumers are now making ethical choices and this is a real vote of confidence for Fairtrade by the people of this country. This €342 million is of benefit for the farmers in the developing countries and will make a real difference to improving their lives and reducing poverty. We estimate that the extra money earned by farmers from these coffee sales in Ireland to be about US\$1 million."**

Jason Doyle, Managing Director of Bewley's Foodservice Ireland said **"We were very proud to bring the first Irish Fairtrade product to market in 1997. Two years ago during Fairtrade Fortnight we made the commitment to go 100% Fairtrade and we're delighted to say we achieved that in 2017. Our customers are highly supportive of our Fairtrade commitment and we're working together to tell the stories of our partner farmers who have benefited from the increased Fairtrade coffee sales"**.

Events for Fairtrade Fortnight include 'Hot Coffee – From Disposable Cups to Disposable Lives' a talk in the Teachers Club, Parnell Square on Wednesday 28th, a Coffee Shop Stunt with coffee farmer Roberto Arturo Lopez from Honduras in Insomnia, Chatham Street on Thursday 1st March and the Clondalkin Celebrity Bake Off with Catherine Leyden also on Thursday 1st March. There are also a host of talks, walks and coffee mornings taking place around the country.

<https://www.fairtrade.ie/get-involved/fairtrade-fortnight/>

- Ends

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