

Press Release

February 2019 Embargoed until 1pm Monday 25th February Photos from event to follow

ANOTHER BOUNCE IN IRISH FAIRTRADE SPENDING TO €382 MILLION - UP 11%

- **Coffee and Bananas see biggest Fairtrade growth in 2018 – with sales volumes for both up by 17%**

Fairtrade Fortnight - #CreateFairtrade - kicked off today with the announcement of continuing growth in spending by Irish consumers. Sales of Fairtrade products in Ireland grew from €342 million in 2017 to €382 million in 2018, an increase of 11%. People all across Ireland are being asked to #CreateFairtrade – and the benefits it brings to people in developing countries.

In coffee, Bewley's are leading the way with 30% growth as a result of their move to 100% Fairtrade branded coffee by the end of the year.

In bananas, Tesco Ireland lead the way with 40% growth in sales for Fairtrade bananas, followed by Lidl, the market leader, with 27% growth in sales volumes.

Fairtrade Fortnight commenced today with a brunch in the Rediscovery Centre (<http://www.rediscoverycentre.ie/>) in Ballymun attended by supporters, business and Non-Governmental Organisations (NGOs) representatives. Speaking at the event Peter Gaynor of Fairtrade Ireland said **"It's great to see the continued growth in sales for Fairtrade in Ireland. It is going from strength to strength and with lots of opportunity for further growth in the future. This €382 million consumer spending will make a real difference to improving the lives of farmers and workers in developing countries. We estimate that the extra money earned by farmers and workers from these Fairtrade sales in Ireland to be over EUR1.5 million."**

'Growth in the future will come as a result of the kinds of efforts being made by people here today. Primary, secondary and third level institutions are Creating the Fairtrade of the future. The students from CastleIsland Community School were instrumental in making their town a Fairtrade Town; the union of Students in Ireland (USI) are working to make their campuses Fairtrade Colleges and DCU become a Fairtrade College tomorrow; the junior school students from Clondalkin have made their school a Fairtrade school.

In a further boost to Fairtrade, the advertising association, IAPI, and the outdoor advertising company, JC Decaux, announced on Friday 22nd February that they were awarding Fairtrade Ireland a major outdoor advertising campaign. Young creatives will create a campaign as part of the Cannes Young Lions Ireland annual campaign support to 4 Irish charities.

ENDS

www.fairtrade.ie/get-involved/fairtrade-fortnight/

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