

FLO International

*Guaranteeing
a better deal for producers*



Scope of FLO and its members (National Initiatives)



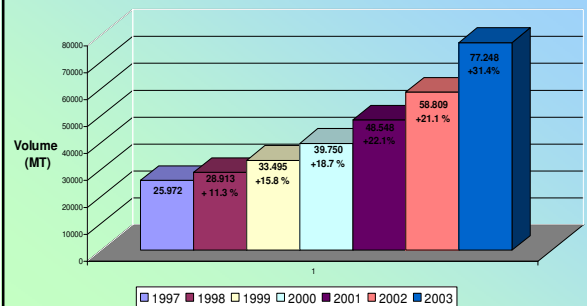
Producers and companies registered with FLO

- 18 national fairtrade labelling organisations
- 375 FLO certified producer organisations in 48 producing countries
 - 800,000 producers
 - Including dependents 5 million people affected
- 337 FLO registered companies worldwide
- 509 companies in 18 countries are licensed to use the Fairtrade certification mark



Results so far

General Sales generated by labelled fairtrade (1997 - 2003)



Promotion of Fairtrade in different National Initiatives



Promotional activities of Fairtrade Foundation, UK

Fairtrade Fortnight in March 2004 – 6,000 events nationwide including:

- traditional boat bringing bananas from the Windward Islands
- producer tours
- promotions by retailers
- *Tale of 10 Cities*



Fairtrade Towns and Cities – 54 achieved Fairtrade status

Fairtrade Universities – 4 achieved Fairtrade status



Promotional activities of Max Havelaar France and Switzerland

France:

Fairtrade Fortnight in May 2003

- 12 producers attending public talks
- 2 Fairtrade buses



Switzerland:

Photograph exhibition touring towns



Relationships with retailers

Retailers

- Business opportunity for retailers
- Strong pressure from large retailers to **diversify product range**
- Build Fairtrade and promote as a distinct retail category, **Lifestyle offering**
- Niche → mainstream



Relationships with consumers

Consumers

- 3 main groups who are 'Fairtrade Aware'
 - Partial adopters
 - Occasional conscience buyers
 - Well-wishing bystanders
- 'New' points of contact more 'credible' for today's consumer. Charity references fewer.



Awareness of consumers

National Member	Awareness of Fairtrade (% of population)	Awareness of Fairtrade labels (% of population)	Distribution in retail outlets
The Netherlands 2003	12	90	90 %
France 2004 2003	51 32	15 13	
Belgium 2003 2001	38 34	47 40	
UK 2003 2002	33 22	25 20	All major supermarkets except one and extensively in independent outlets and wholefood stores
Austria 2002		38	
Norway 2002 1999		30 6	75% of retail chains, soon to be almost 100% in May 2004
Switzerland 2002		67	The two main retail chains stock Fairtrade, as do most small retail chains
Germany 2004 2003 2004		34 - old TransFair label 40 - old TransFair label 22 - new International logo	One World Shops Plus one third of all supermarkets (approx. 22,000)
Sweden		38	