



Fairtrade Labelling Australia & New Zealand  
ABN: 98 114 571 881  
Certification & Labelling  
REGNET, 3<sup>rd</sup> Floor Coombs Extension  
Australian National University, ACT 0200  
T: +61 2 6125 1504  
F: +61 2 6125 1507  
E: [audit@fairtrade.com.au](mailto:audit@fairtrade.com.au)  
W: [www.fairtrade.com.au](http://www.fairtrade.com.au)

## MEDIA RELEASE

Date: Auckland: 10<sup>th</sup> October, 2007  
Contact: Rachel Morrison  
Marketing & Communications Manager  
Fairtrade Labelling Australia & New Zealand  
Tel: +64 (0) 9 920 4950 Fax: +64 (0) 9 920 4951  
Email: [rachel@fairtrade.org.nz](mailto:rachel@fairtrade.org.nz)

**CHANGE TODAY, CHOOSE FAIR TRADE**

### **Fairtrade Retail Sales Set to Top AU\$12 million in Australia and New Zealand**

2007 has been another exciting year for Fairtrade in Australia and New Zealand, with ethically minded businesses and consumers pushing annual retail sales in excess of AU\$12 million for the 2006/2007 financial year. In New Zealand alone quarterly retail sales are set to top NZ\$1 million for the first time in the April to June 07 period. All this amounts to more than AU\$25 million in total retail sales in Australia and New Zealand since the first Fairtrade certified and labelled product was launched in September 2003. This remarkable growth is reflected in a global Fairtrade trend with worldwide annual sales increasing by 40% to 1.6 billion Euros (AU\$2.5 billion), benefiting over 1.4 million producers and workers.

Increasingly businesses and consumers are making the decision to change today and choose fair trade. The number of Fairtrade licensed operators, Fairtrade importers, and those companies retailing Fairtrade products to consumers continues to grow significantly with 120 businesses licensed to sell Fairtrade products. Companies with Fairtrade certified products from the UK and the US are also selling an increased range of products in Australia and New Zealand. A number of businesses are also beginning to sell Fairtrade certified cotton which highlights the ever expanding Fairtrade product range. The last 18 months has seen the introduction of Fairtrade certified cotton, sportsballs, quinoa, rice and sugar whilst strong sales growth continues with coffee, tea and chocolate products (bars, drinking chocolate and drinking cocoa).

The retail footprint of Fairtrade products has also expanded further throughout 2007 and they can now be found in cafes, from local organic, health and grocery shops, online, by mail order, from national supermarket and retail chains, and of course from fair trade shops. Major supermarkets in Australia and New Zealand continue to expand the range of Fairtrade products on shelves with Fairtrade tea and coffee available from most stores – including some private label options. Fairtrade chocolate availability from mainstream stores is also increasing. The diversity of outlets making Fairtrade labelled products available is bringing Fairtrade to new customers and increasing awareness amongst consumers as a whole.

*“Consumers are increasing demand for Fairtrade Certified Products which ultimately means that more farmers are able to sell more of their produce under Fairtrade terms, strengthening their organisations, building long-term relationships and increasing benefits to their communities. Every day Australians and New Zealanders are increasingly thinking about where their products come from and are choosing to have a direct and positive impact on the lives of farmers, workers and their families in developing countries”* says Steve Knapp, Director, Fairtrade Labelling Australia and New Zealand.

## ENDS

For more information or to arrange an interview, email Rachel Morrison at [Rachel@fairtrade.org.nz](mailto:Rachel@fairtrade.org.nz) or phone +64 (0) 9 920 4950. For more information about fair trade and all the latest sales figures, visit [www.fairtrade.org.nz](http://www.fairtrade.org.nz) / [www.fairtrade.com.au](http://www.fairtrade.com.au)



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### Note to Editors:

The FAIRTRADE Label is a certification mark and a registered trademark of Fairtrade Labelling Organisations International (FLO) of which Fairtrade Labelling Australia and New Zealand is the regional member. This independent consumer label appears on products as a guarantee that disadvantaged producers are getting a better deal. Today, more than five million people – farmers, workers and their families – across 58 developing countries benefit from the international Fairtrade system.

### WHAT IS FAIR TRADE?

Fair trade is an alternative approach to conventional international trade, which aims to share the benefits of trade more equitably between consumers, producers and the environment.

Through fair trade, farmers are paid a fair and stable price for their produce so they are protected from the damaging fluctuations in world market prices. In addition, their community receives a social premium to invest in local development projects such as education and healthcare. Workers are also paid a fair wage, and the use of forced labour and abusive child labour is prohibited.

### WHY IS FAIR TRADE IMPORTANT?

Poverty is widespread amongst tea, coffee and cocoa growers around the world, who face an uncertain future due to unstable world prices. In recent years, volatile prices worldwide have left many disadvantaged producers struggling to support themselves and their families.

### WHAT DOES FAIR TRADE GUARANTEE?

#### A better deal for producers in the Developing World through:

- A fair and stable price for their produce
- Security of long term contracts
- Investment in local community development
- Improved working conditions
- Environmentally sustainable farming methods
- Support in gaining the knowledge and skills needed to operate successfully in the global economy

### FAIRTRADE LABELLING AUSTRALIA AND NEW ZEALAND

Fairtrade Labelling Australia and New Zealand is the independent licensing and certification body for the FAIRTRADE Label in Australia and New Zealand.

The Fairtrade Label is a “seal of approval” that appears on products that meet internationally agreed Fairtrade standards and which guarantees to consumers that their purchase of a particular product will benefit the producers, their families and the surrounding communities from the developing countries that they originate from. Consumers can be assured of the benefits flowing from their purchase of products bearing the Fairtrade Label because there is a monitoring and auditing system behind that label that applies to all participants in the supply chain of the product. This includes Fairtrade certified producers (who comply with Fairtrade standards), Fairtrade registered importers (who pay a Fairtrade premium, in addition to minimum prices, that supports social, economic and environmental development) and Fairtrade licensees (who are licensed to apply the Fairtrade label to packaged products and sell them in to the market).

