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## **MEDIA RELEASE**

Date: Melbourne: Thursday, April 19, 2007  
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### **RETAIL SALES OF FAIRTRADE LABELLED PRODUCTS IN AUSTRALIA EXCEEDS 2006 EXPECTATIONS**

Rapid growth is brewing in the Fairtrade market, as retail sales of Fairtrade certified coffee, tea, chocolate and sports balls grew by 65% in 2006 and 440% since 2004.

The figures are expected to continue to rise from the current \$6.5 million and this can be attributed to increased awareness and support for Fairtrade by the general public.

Aid organisation Oxfam Australia has been campaigning to increase support for fair trade since 2002. "When we started the Make Trade Fair Campaign in Australia there were no Fairtrade certified products available," says Bruce Francis, National Campaigns Manager of Oxfam Australia, "Now we're looking at a \$7 million a year industry in just a few years."

This is certainly no surprise now that Fairtrade labelled products are so widely available through mainstream retail outlets, including major supermarket chains. Retail giant Coles Supermarkets has also caught onto the benefits of Fairtrade and their support is evident in the availability of Fairtrade labelled coffee, tea and chocolate, in many of their outlets.

The supermarket took a step further late last year when they launched their in-store Fairtrade coffee, which is roasted and endorsed by renowned coffee barista, Justin Metcalf.

"We want to try to help the general consumer understand what Fairtrade is all about and the benefits for third world coffee growers," says Justin, who is confident that Fairtrade labelled products in Coles will be even more well-received in 2007.

And as Oxfam's Bruce Francis adds, "The support of Fairtrade products by major retailers is both a recognition that Fairtrade creates measurable long-term benefits for small-scale farmers and that it's a growth industry which is here to stay."

With Fairtrade coffee being introduced to the remainder of Coles and Woolworths' 1500 supermarkets in May, everyone in Australia will be able to choose to buy Fairtrade coffee and make a real difference to the lives of third world coffee growers and their communities.

So join in the retail revolution today by making the simple switch to Fairtrade labelled products, when you visit a shop, supermarket or café! Change Today, Choose Fairtrade.

*Ends*

Further information, photos and interviews are available with Neil Bowker, Executive Officer of FTAANZ T: 03 9662 2919  
F: 03 9663 348 Email: [neil@fairtrade.com.au](mailto:neil@fairtrade.com.au). Media kit can be downloaded from <http://www.fairtrade.com.au/ftf/press.html>

## Notes for Editors

### Estimated Retail Sales for Fairtrade Labelled Products in Australia (AU\$)\*

	Calendar Yr	Calendar Yr	Calendar Yr	Calendar Yr	Fin Year	Fin Year	Fin Year
	2003	2004	2005	2006*	2003/04	2004/05	2005/06
Coffee	113,241	935,202	3,142,773	5,209,198	405,173	1,557,774	4,508,507
Tea	765	67,131	335,465	533,564	29,424	151,536	574,678
Cocoa Products	32,301	266,197	517,856	726,076	88,606	439,416	589,327
Sportsballs	0	0	20,102	38,522	0	0	40,833
All Products	146,308	1,268,530	4,016,195	6,507,359	523,204	2,148,726	5,713,345

\*Estimated Retail Sales based on +30% on reported wholesale sales value

\*\*2006 Data is incomplete and may increase.

## The FAIRTRADE Label



- The **FAIRTRADE Label** (shown above) is an independent certification label awarded to products, which guarantees that disadvantaged producers are getting a better deal. Consumers look for this label as it means high standards, great products and real change.
- Today, more than five million people – farmers, workers and their families – across 58 developing countries benefit from the international Fairtrade system.

## The Fair Trade Movement in Australia

- FTAANZ (Fair Trade Association of Australia and New Zealand) is a not for profit association established in June 2003 to represent suppliers and consumers of fair trade goods in the region. <http://www.fairtrade.com.au/>
- Fair Trade Fortnight is the annual event that celebrates all things fair trade across Australia and New Zealand. Similar events overseas are popular for new product launches, major retail announcements and international speaker tours. <http://www.fairtrade.com.au/>

## Famous Fair Trade Supporters

- Worldwide, the fair trade movement attracts the support of leading chefs, rock-stars and actors. From Coldplay's Chris Martin to actor Colin Firth, to chef Jamie Oliver.

Download the media kit at <http://www.fairtrade.com.au/ftf/press.html>