



FAIRTRADE
BELGIUM

Trade not aid

Offer farmers and their families a decent income and create the circumstances so that they can escape from poverty themselves.



@Lieven De Vlaminck





FAIRTRADE MODEL

A decent income for sustainable production
TRADE NOT AID



How does it work?

Organizational: environmental, social, economical



STANDARDS

MINIMUM PRICE



For sustainable production & investments

Non-negotiable, to create impact: social projects & productivity



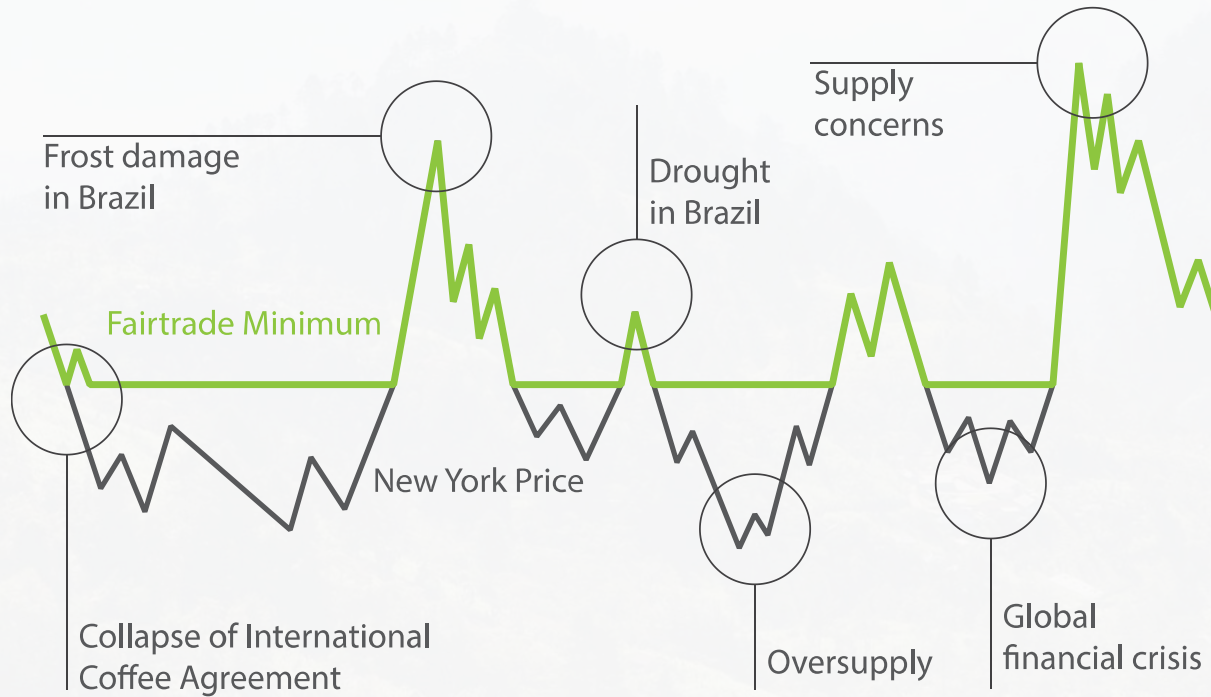
FAIRTRADE PREMIUM

FAIRTRADE & SUPPLY CHAIN

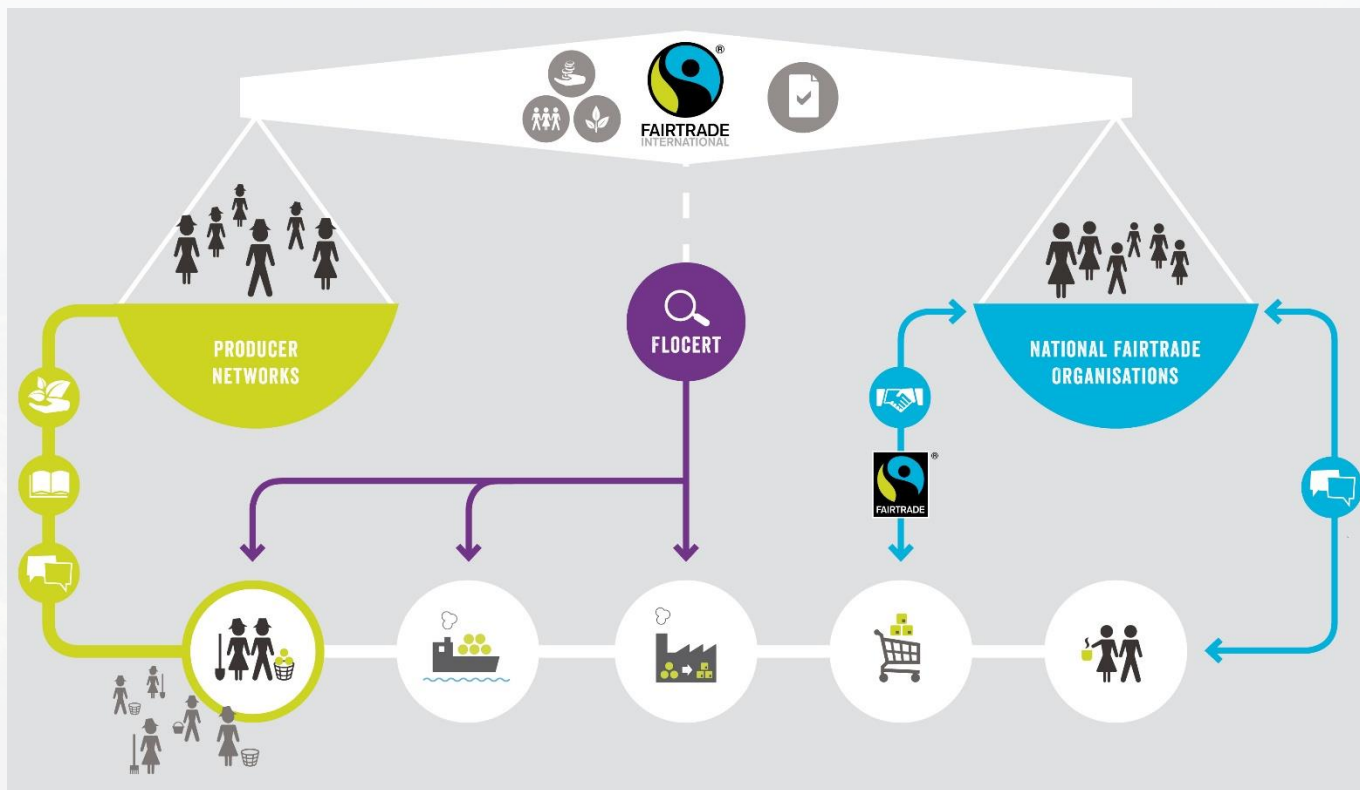


Transparency, Trader Standards, risk management, financing,...

Minimum price



Following the supply chain



Facts & Figures



IS THE MOST
RECOGNISED
ETHICAL LABEL
IN THE
WORLD

1,240
PRODUCER
ORGANIZATIONS
WORLD
WIDE

FAIRTRADE PRODUCTS
ARE AVAILABLE
IN MORE THAN
140
COUNTRIES

MORE THAN
35,000
FAIRTRADE
PRODUCTS ON SALE
WORLDWIDE

1.6 MILLION
FARMERS AND WORKERS
ACROSS
75 COUNTRIES

Facts & Figures



 **PRODUCERS**
RECEIVED AN
ESTIMATED
€138 MILLION
IN FAIRTRADE
PREMIUM 

GROWTH FT IN BELGIUM

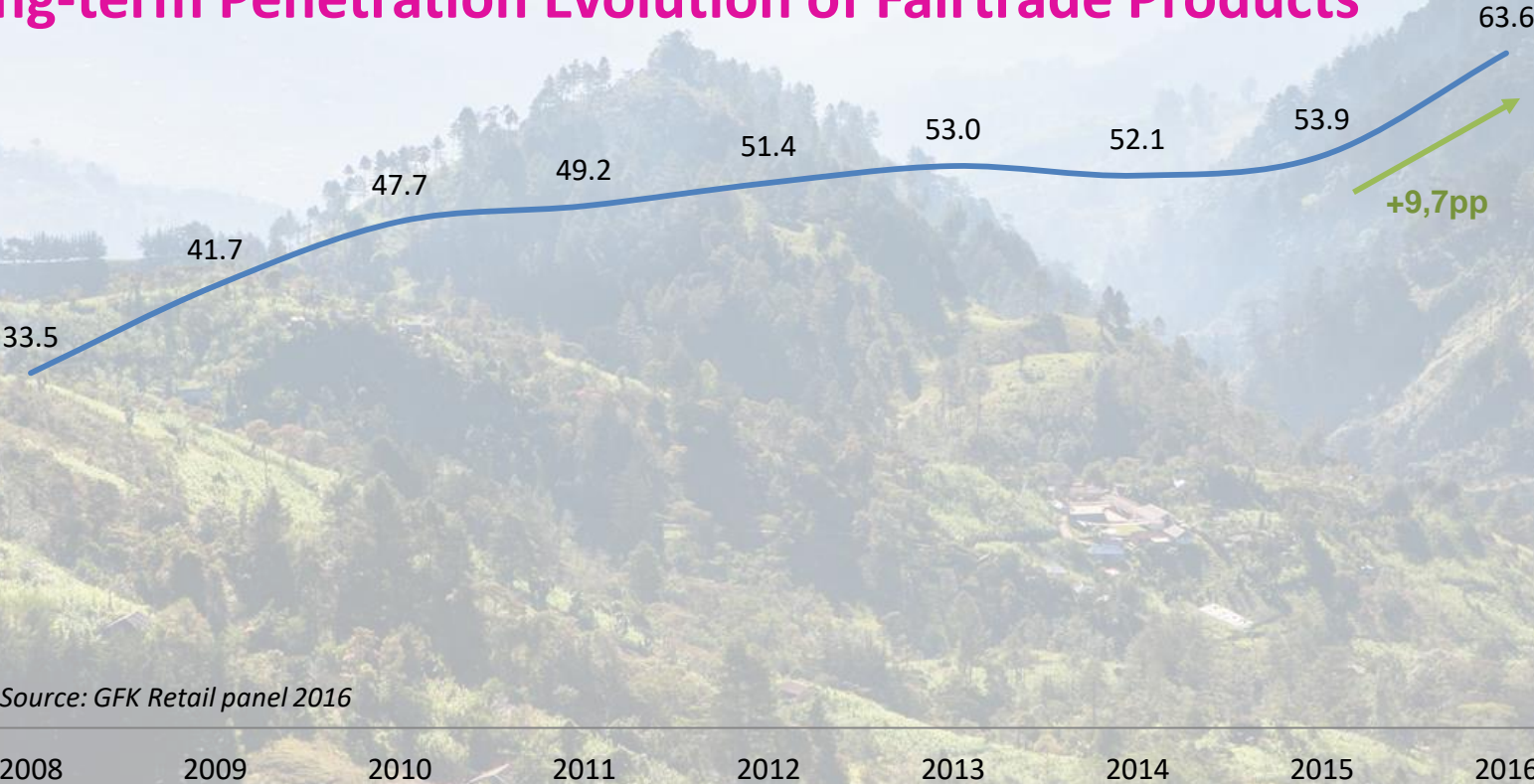
Long-term Value Evolution of Fairtrade Products in retail



+23,4%

Source: GFK Retail panel 2016

Long-term Penetration Evolution of Fairtrade Products



Source: GFK Retail panel 2016

FT in Belgium

- 2.1 mio€ premium generated for producers
- 103 License holders
- 1600 Fairtrade products
- 11,3% of banana volume is Fairtrade
- 4,2% of coffee volume is Fairtrade
- 0,5% of chocolate volume is Fairtrade

THE FAIRTRADE BELGIUM WHEEL OF SUCCESS



FAIRTRADE
BELGIUM

THANK YOU



**FAIRTRADE
BELGIUM**