

## Responsible Capitalism? New FairTrade Figures Show Business Is Changing for good



The Fairtrade Foundation today launches its annual Fairtrade Fortnight campaign (27 February to 11 March 2012) with news that sales continue to outperform overall commercial trends with double digit growth in 2011, and look set to grow further in 2012 as businesses continue to expand and deepen commitments to Fairtrade's model of ethical sourcing.

Estimated retail sales of Fairtrade products in 2011 reached £1.32bn, a 12% increase on sales of £1.17bn in 2010. Cocoa and sugar have all seen significant growth at respectively 34% and 21% increase over 2010. Bananas, coffee, tea are all showing steady growth. Critically, this means that Fairtrade Premiums, the extra that producers receive for business or social development, increased by over 10% in 2011 compared with 2010.

- Morrisons supermarket is converting its entire range of sugar to Fairtrade, supplied by Tate & Lyle Sugars.
- Brand manufacturers have also committed to Fairtrade sugar – like pioneering chocolate company Divine Chocolate and the nation's favourite chocolate treats, Cadbury Dairy Milk and Kit Kat four-finger, with Maltesers also switching later this year.
- Ice-cream companies are also using Fairtrade sugar – like Ben & Jerry's which has been rolling out a plan to convert all its ice-cream to Fairtrade this year and has introduced three new flavours for Fairtrade Fortnight 2012

The phenomenal growth in Fairtrade in recent years has had a significant impact in helping farmers deal with the challenges they face, and is likely to mitigate some of the worst effects of the EU sugar



reforms. Research on Belize Sugar Cane Farmers Association (BSCFA), which supplies Tate& Lyle, and Kasinthula Cane Growers Association (KCG) in Malawi, which also supplies the UK Fairtrade sugar market, shows Fairtrade is one of the strongest tools available to farmers, leading to:

- Improved productivity to increase incomes and competitiveness.
- Better environmental management
- Social benefits through premiums



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