

PROCURING FOOD SUSTAINABLY: FAIR TRADE



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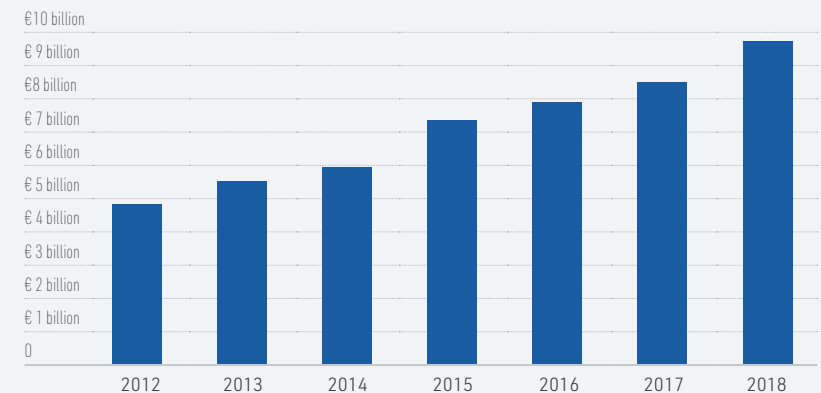
Sustainable food is not only about maintaining a healthy diet and protecting the environment, but also about fair conditions for the people producing it. Farm work is often poorly paid, many workers face unfair and unsafe conditions,¹ and many small agricultural producers are not in a position to demand acceptable prices for their products. This is where the concept of fair trade comes into play: gains of trade should lead to prosperity for all, including the producers.² Given its collective purchasing power, and steadily growing consumer demand for fair trade products, it is important that the food service industry also considers social aspects in its sustainable food offer.

SOCIAL ASPECTS OF A SUSTAINABLE FOOD OFFER

- 🌱 **Fair partnerships** for farmers, especially fair income
- 🌱 **Fair wages** and conditions for workers
- 🌱 **A healthy and safe working environment**
- 🌱 **Protection of communities** from negative impacts of farming



FAIRTRADE ESTIMATED GLOBAL SALES, RECENT YEARS³



FAIR TRADE – DEFINITION

"Fair trade is a trading partnership, based on dialogue, transparency and respect, which seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the south".⁴

DEMAND FOR FAIR TRADE PRODUCTS

Global sales of certified fair trade products have increased immensely over the past decade and is now a multi-billion dollar industry.⁵ A consumer survey in 15 countries has shown that more than 60% are familiar with the Fairtrade brand and of those, 80% have a positive perception of brands that carry it.⁶



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WHAT CAN FOOD SERVICE BUSINESSES DO TO SUPPORT FAIR TRADE?

- ✓ Look for renowned fair trade certifications.
- ✓ Focus on products that are available in large quantities in fair trade quality and therefore easier to purchase, such as the following:

- ✓ Bananas 
- ✓ Cocoa 
- ✓ Coffee 
- ✓ Sugar 
- ✓ Tea 

- ✓ Buy directly from the producer. It is often cheaper and you can gain own insights into farming practices or working conditions.
- ✓ Ask your suppliers to agree to a Code of Conduct setting out the minimum social and environmental criteria for your partnership and assess them accordingly.
- ✓ Let your customers know you are using fair trade ingredients.

MANY FAIR TRADE PRODUCTS ARE ALSO ORGANIC⁶

63% FAIR TRADE COFFEE

61% FAIR TRADE BANANAS

DID YOU KNOW ?

FAIR TRADE CERTIFICATIONS

Fairtrade International is one of the most used and well-known fair trade certifications worldwide. It guarantees fair prices and working conditions that are checked through regular audits. Learn more at www.fairtrade.net

While lesser known, there are also other dedicated fair trade organizations and certification labels, such as the World Fair Trade Organization. Find out more at www.wfto.com



1 International Labour Organization (n.d.), *'Agriculture: plantations: other rural sectors'*, ILO, Geneva [11-10-2023].

2 United Nations Conference on Trade and Development (2019), *'World needs fairer and more sustainable trade, not less trade'*, UNCTAD, Geneva [11-10-2023].

3 Fairtrade International (n.d.), *'Fairtrade impact'* [11-10-2023].

4 Globe Scan (2021), *'Social and Environmental Values Increasingly Drive Consumers' Choices, According to New Research'* [11-10-2023].

5 Fairtrade International (n.d.), *'What is Fairtrade'* [11-10-2023].

6 Fairtrade International (n.d.), *'Building resilience in a changing world – Annual report 2021–2022'*, Fairtrade International, Bonn [11-10-2023].