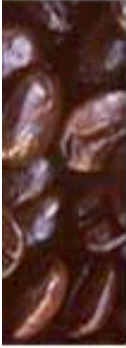
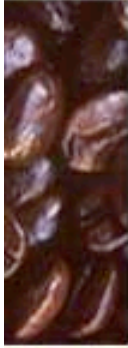
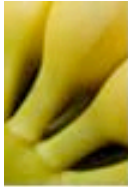


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Fair Trade Marketplace



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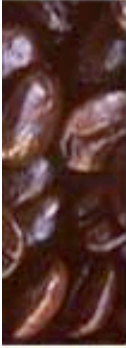
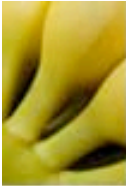


What is Fair Trade?

Fair Trade is an innovative, market-based approach to global trade that empowers farmers and farm workers in developing countries to improve their lives.

The Fair Trade Certified™ label is the guarantee that a product was traded in a socially responsible manner.



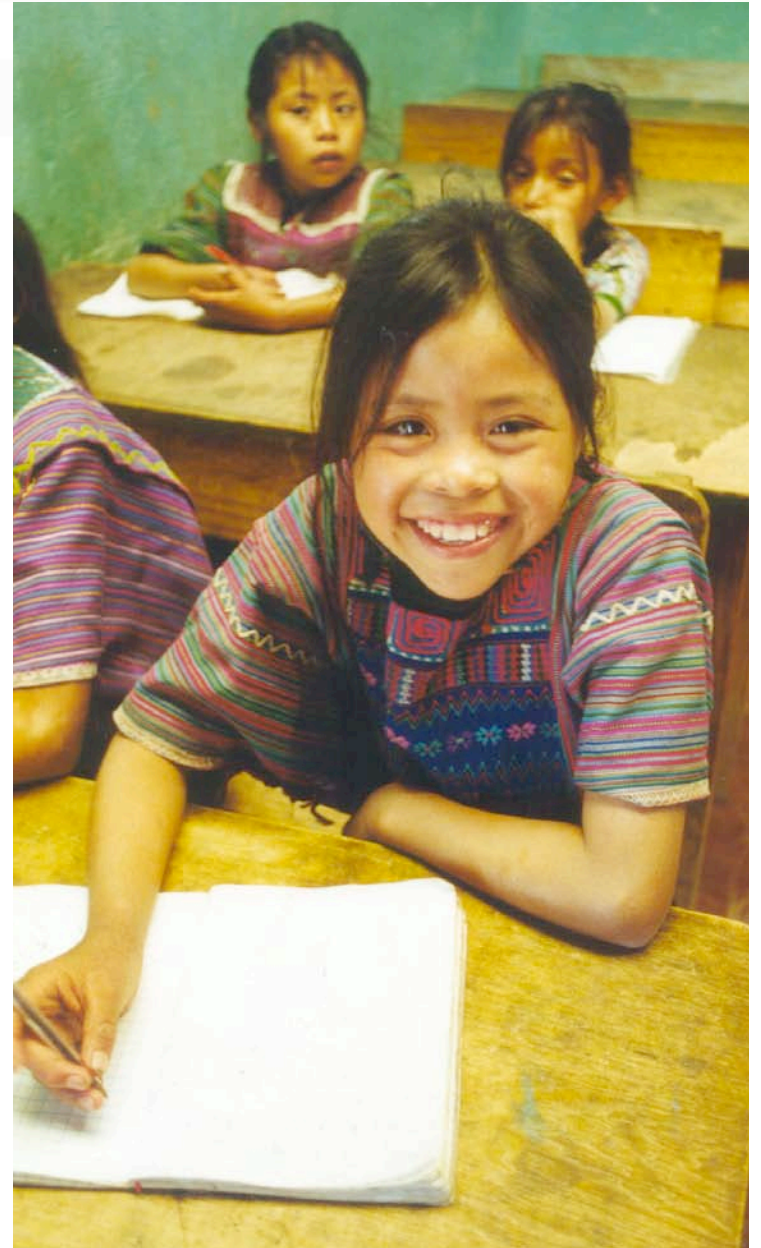


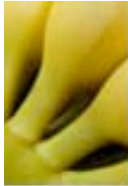
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Fair Trade Producer Organizations

- 632 producer organizations
- 58 countries
- 1.5 million farmers & workers
- + families = 7.5 million people directly benefit












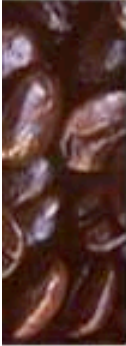
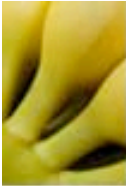
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GROWTH & INFLUENCE

47% Worldwide Growth of Fair Trade Certified Products

	<u>2006</u> (Millions)	<u>2007</u> (Millions)	<u>Increase</u>
 USA	\$775	\$1,132	46%
 UK	635	1,093	72%
 France	225	325	27%
 Switzerland	220	245	11%
 Germany	170	220	29%
 Canada	84	124	48%
All Other	375	552	47%
 Worldwide Total	\$2,514	\$3,691	47%

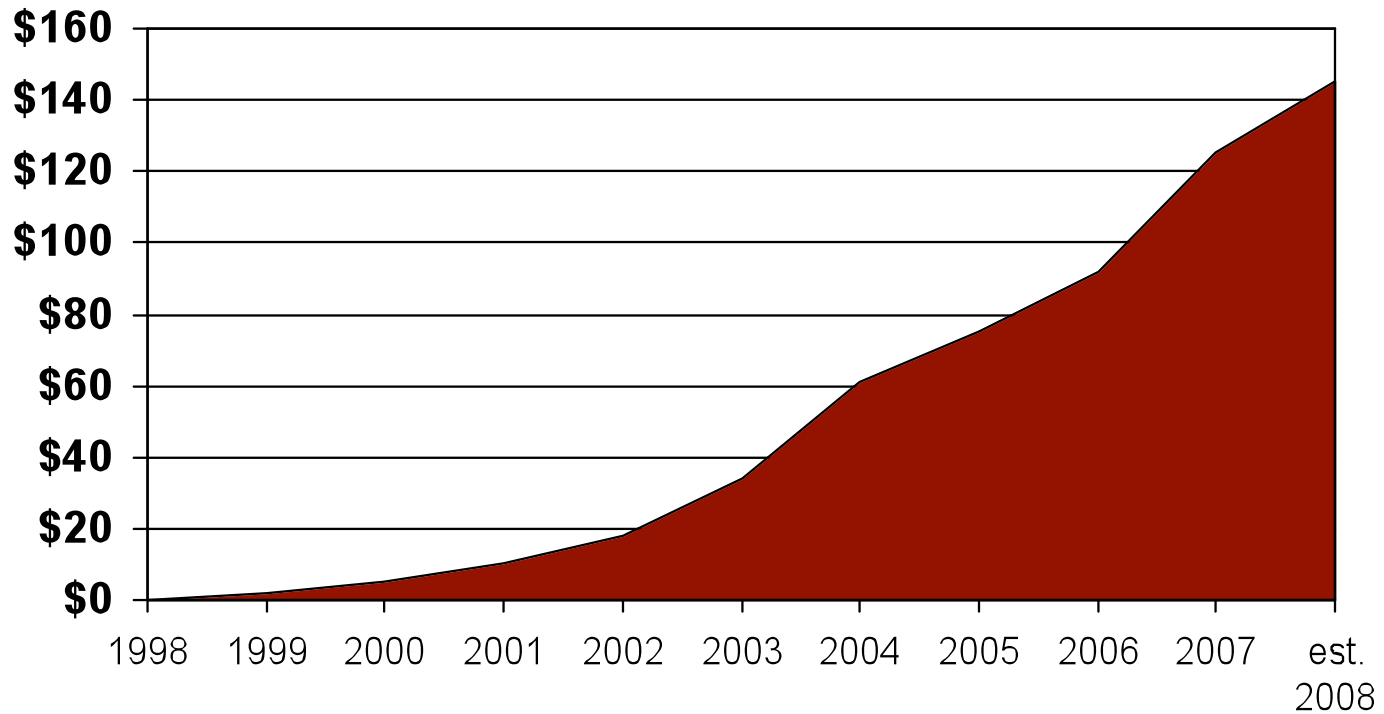


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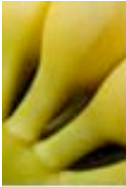


TransFair USA Impact

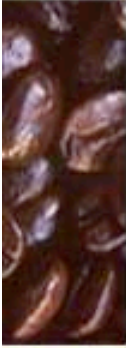
+\$130 Million Additional Farmer Income



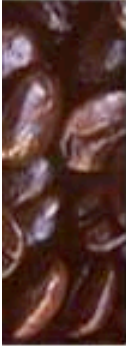
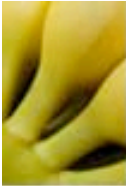
Additional farmer income = Fair Trade floor price + social premium across all products over the past ten years



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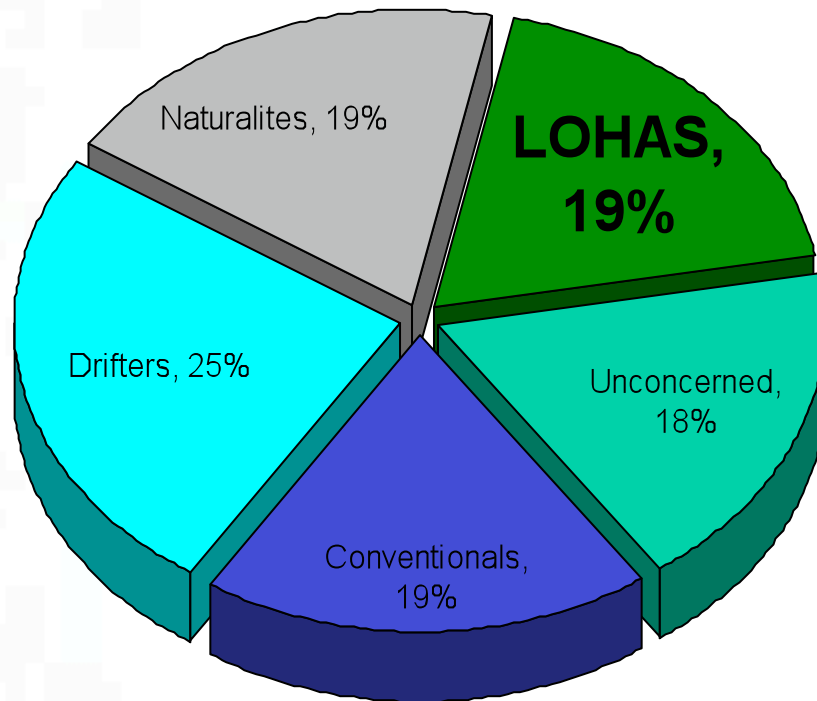
Fair Trade Consumers



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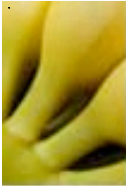
Fair Trade products align with many LOHAS consumer values



LOHAS CONSUMERS ARE:

- Highly motivated
- Socially responsible
- Environmentally responsible
- Early adopters
- Not price sensitive
- Loyal to brands that match their values
- Advocates

Source: LOHAS Journal 2008

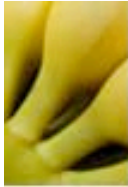


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What Needs to Change Before Consumers Will Purchasing Fair Trade Products?

	LOHAS	Specialty Coffee Drinkers
Parity priced	43%	37%
Superior quality	31%	26%
Both superior quality and parity priced	35%	28%
Easy to find	53%	49%
Price/quality equal or better than non-FTC brands	38%	35%



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MINTEL

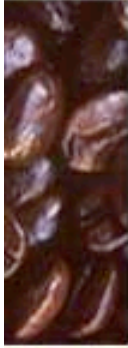
Major Trends for 2008

“I would say that when it comes to food and beverages.... one (major trend) is going to be significant growth in Fair Trade.”

—Lynn Dornblaser

Senior Analyst, Mintel International

interviewed in **The Shelby Report** January 2008





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BRANDWEEK

Marketers Eye Fair Trade as the New “Green” 9.2008

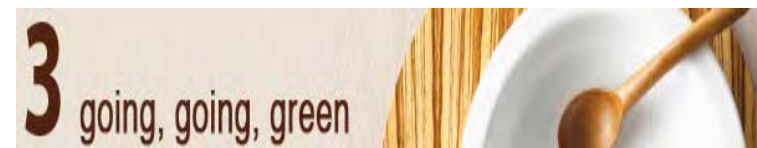
Organic has been around for about 15 years, and "green" marketing is so last month. So marketers looking for the next socially responsible effort are **flocking to the Fair Trade Certified category**, whose products are getting more shelf space nationwide.

http://www.brandweek.com/bw/content_display/esearch/e3i98078f6e2a02095d600277e20d01be2b



The Food Channel's Top 10 Trends for 2009 1.2009

Food Trends to Help You Prepare for the New Economy



We've seen “green” get really focused in the kitchen, particularly because “green” can mean efficiency and cost savings.

- More restaurants will be seeking to gain “Certified Green” status to attract eco-conscious customers.
- **Fair trade certified will continue to factor into food choices.**

<http://www.foodchannel.com/stories/1053-the-food-channel-s-top-ten-trends-for-2009>



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Fair Trade Products



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Fair Trade Certified

- Coffee
- Tea, Rooibos, chamomile, mint, hibiscus
- Sugar, honey
- Cocoa
- Vanilla
- Flowers
- Rice
- Fruit: banana, orange, mango, pineapple
- Wine



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FTC Products

5689 products registered 2.27.09

- 4029 coffee
- 786 tea
- 373 cocoa, chocolate
- 163 RTD beverages
- 69 body care products
- 35 wine & spirits
- 35 sugar, sweeteners
- 33 energy bars, cookies
- 29 floral
- 23 ice cream
- 80+ other

867 Registered Companies



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Whole Foods Market

1041 FTC products 2.06.09

- 331 tea
- 227 coffee
- 184 chocolate & candy
- 95 RTD
- 56 body care
- 48 Bakery & baking
- 28 frozen desserts
- 22 energy bars & cookies
- 22 sweeteners
- 19 wine
- 11 jams
- 10 floral & produce
- 8 spices
- 7 grains
- 2 olive oil



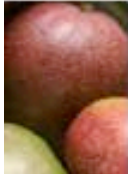
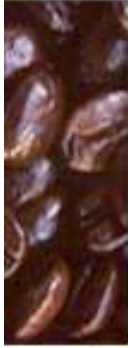
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Expand Existing Categories

- Fresh Fruit and Vegetables
- Grains
- Herbs and Spices
- Dried Fruit
- Nuts and Oilseeds
- Cotton
- Juices and Purees
- Pulses and Soy
- Sports balls





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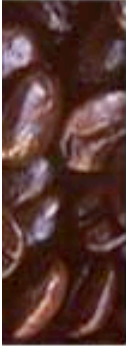
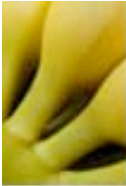


Fair Trade Month October 2008

- 5th annual
- **Grassroots events, consumers, activists, distributors, retailers, PR**
- **+18,000 retailer participants**
- **168 community events in 98 cities**

FAIR TRADE CERTIFIED™ **Fair Trade Month**
 October 2008 • The Faces of Fair Trade
 Economic Development for Farming Families & Sustainable Development for our Planet's Future

www.FairTradeCertified.org



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Fair Trade Towns

Current Fair Trade Towns

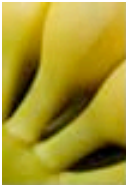
- Amherst, MA
- Brattleboro, VT
- Media, PA
- Milwaukee, WI
- Montclair, NJ
- Northampton, MA
- San Francisco, CA
- Taos, NM

In Process

- Atlantic City, NJ
- Austin, TX
- Ballston Spa, NY
- Bloomington, IN
- Bluffton, OH
- Boulder, CO
- Burlington, VT
- Chicago, IL
- Chico, CA
- Grand Rapids, MI
- Los Angeles, CA
- Madison, WI
- Mankato, MN
- Mount Holly, NJ
- Norman, OK
- Reno, NV
- San Luis Obispo, CA
- Seattle, WA
- Washington, DC

FT Coalitions

- Boston, MA
- Chapel Hill, NC
- Cleveland, OH
- Durham, NC
- Highland Park, NJ
- NYC, NY
- Orlando, FL
- Raleigh, NC
- San Diego, CA



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Fair Trade Certified FLOWERS

True Sustainability

Fair Trade certification supports sustainable environmental, economic and social development. A portion of each purchase goes directly to a community development fund for workers, who collectively decide how to use the funds. Projects include scholarships for children, housing, or micro-enterprises.

Beautiful Flowers for You

Fair Trade Certified flower farmers produce some of the finest flowers in the world. A bunch of Fair Trade Certified roses brightens a room and puts a smile on your face, and makes the world a better place, too.

Caring for Women Worldwide

Women represent the majority of flower workers around the world. In addition to fair wages, Fair Trade certification supports the funding of basic employee benefits such as paid maternity leave and childcare.

Behind the Label



TransFair USA is the only independent, non-profit certifier of Fair Trade products in the United States. In addition to flowers, we certify coffee, tea, herbs, cocoa, sugar, vanilla, rice and fruit. Ask your favorite shop to carry Fair Trade Certified flowers today!

www.FairTradeCertified.org

Fair Trade Certified™



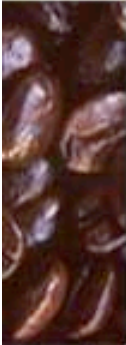
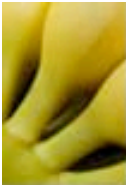
Look for this Label!

A better world is blooming

The Fair Trade Certified label empowers workers on flower farms around the world to put nutritious food on their tables, send their children to school, invest in community development, and use sustainable farming methods.



www.FairTradeCertifiedFlowers.org



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Free Point of Sale Materials

available at

http://transfairusa.org/content/resources/order_form.php



12 WAYS YOU
CAN SUPPORT
FAIR TRADE

