

# FAIRTRADE COTTON



## Fairtrade cotton- the facts.

Cotton is a crucial cash crop for many developing countries and can often be the only means of income for farmers. As world prices for cotton decline, the price of fuel, food and raw materials continue to rise. Small-scale cotton growers across the world are struggling to survive, often work relentlessly for less than \$2 a day.

## How Fairtrade certified cotton makes a difference:



Fairtrade ensures that farmers receive a fair and stable price for the cotton they produce. They also receive an additional amount which can be used to invest in community projects, such as building schools, health centres and improving water supply. Fairtrade standards have specific environmental requirements, and can act as a great bridge for farmers who are switching to

organic farming practices. Buying Fairtrade cotton means your company plays a direct part in improving the lives of disadvantaged farmers in the developing world.

## The market for Fairtrade products:

The UK market for Fairtrade products has seen tremendous growth since their launch in 1992. Total retail sales in 2008 reached £700 million (an increase of 43% in comparison to 2007) and research shows that 7 in 10 UK households purchased product carrying the FAIRTRADE Mark.

Fairtrade certified cotton products were first launched in November 2005, and have again seen huge growth- with sales of garments made from Fairtrade cotton reaching 20 million units last year. This is fantastic news in the current economic climate, and provides tremendous reassurance for retailers knowing that shoppers continue to back Fairtrade's promise of a better deal from trade.

## Benefits of Fairtrade cotton for your business:

As well as helping developing countries to work their way out of poverty, working with Fairtrade certified cotton has specific benefits for your business:

- Aligning your brand or business with Fairtrade's dynamic movement for change means being part of the UK's most trusted independent certification marks- 68% of the UK population recognise the FAIRTRADE Mark.
- New marketing and PR opportunities, including Fairtrade Fortnight exposure.
- Full transparency of Fairtrade cotton in your supply chain
- Opportunity for staff motivation and engagement



*'Since selling our cotton as Fairtrade, we are able to eat every day and all of my children go to school. With the premium we have built two class rooms'. \*Moussa Keita, Fairtrade cotton farmer in Mali.*

*7.5 million people, in 58 disadvantaged countries benefit from Fairtrade.*

*UK retail sales of Fairtrade cotton reached approx £100 million in 2008.*

*'Sales of ethical clothing have more than quadrupled in the last 5 years'.*

*\*Mintel Ethical Clothing UK report 2008.*

## Fairtrade cotton- from farmer to consumer:



\*FLO-Cert is part of the Fair Labelling Organisation which is the International body responsible for setting and monitoring the Fairtrade standards for cotton.

### Fairtrade cotton products:

Fairtrade certified cotton can be used in most of the products you would normally associate with conventional cotton and can be easily integrated into your existing product ranges.

The Fairtrade standards require that all the cotton in a product must be sourced from registered suppliers and must make up at least 50% of the product's volume. For a full list of the standards which apply to the use of Fairtrade cotton please visit the following website:  
<http://www.fairtrade.net/standards.html>.

### How to become a Fairtrade licensee:

If you would like to become a Fairtrade licensee you should complete a cotton Business Overview Questionnaire form which can be found on our website at:  
[http://www.fairtrade.org.uk/business\\_services/register\\_as\\_a\\_supplier/distributor.aspx](http://www.fairtrade.org.uk/business_services/register_as_a_supplier/distributor.aspx).

This will help us to learn a little bit more about your company and decide the best way to help you engage with Fairtrade cotton. On receipt of your form one of our Business Development Managers will give you a call to talk through the process of becoming a licensee.

For more information on Fairtrade cotton please e-mail us on:  
[commercial@fairtrade.org.uk](mailto:commercial@fairtrade.org.uk)



20 million garments made using Fairtrade cotton were sold in 2008.

68% of the UK population recognise the FAIRTRADE Mark.  
\*TNS April 2009

There are over 440 Fairtrade towns, 5000 Faith groups, 3000 schools registered for the 'Fairtrade Schools' programme and nearly 100 Fairtrade colleges and universities.

Clothing, bed linen, cushions, duvets, bath mats and even shoes are just some of the many cotton products which have been Fairtrade certified.