

# 25 YEARS OF FAIRTRADE IN THE UK

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North Fairtrade conference, Sept 2019



**€1 BILLION**

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**WORTH OF FAIRTRADE PREMIUMS  
GENERATED BY FAIRTRADE SALES IN  
THE UK OVER 25 YEARS**



# PRICE

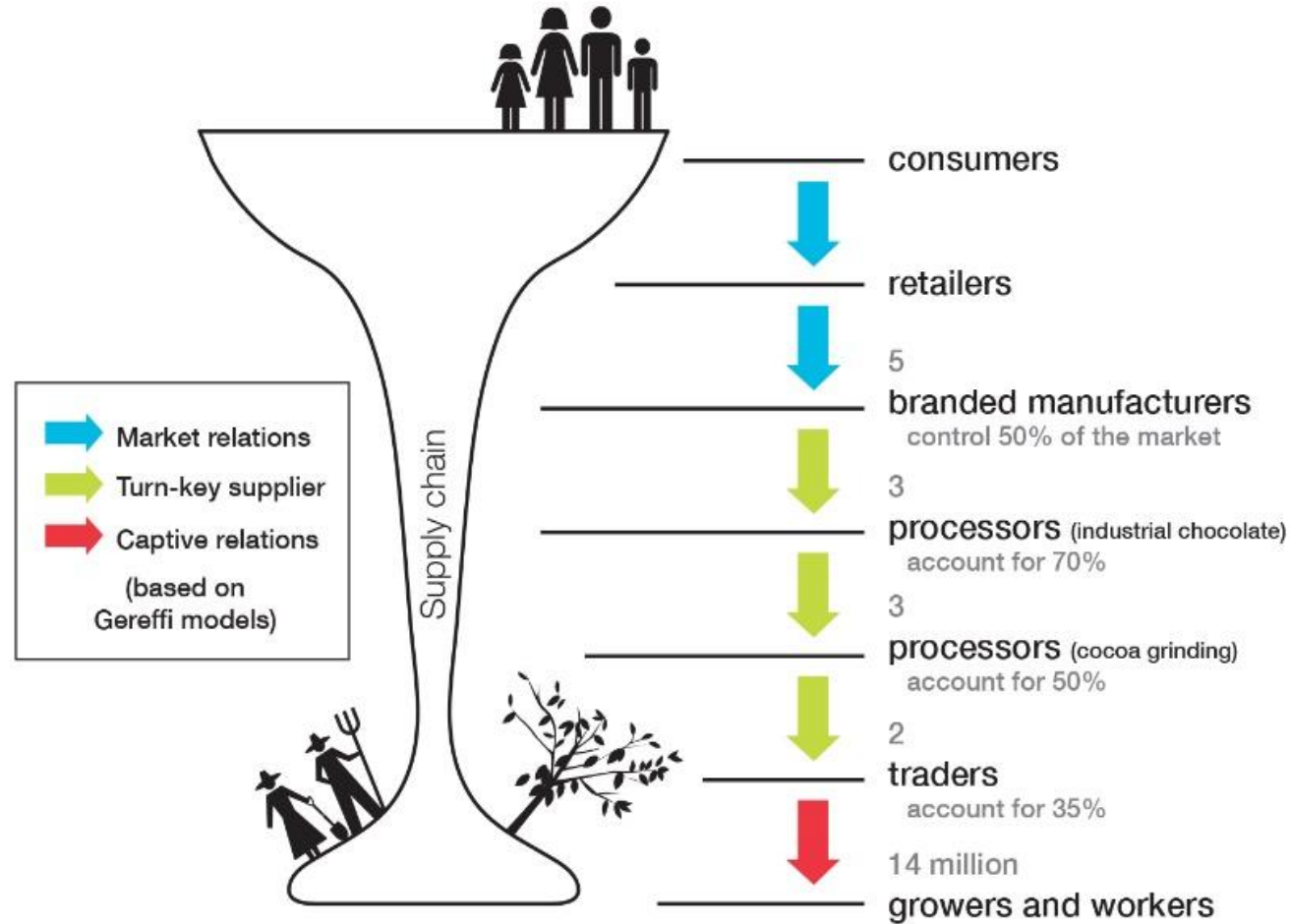


‘Before joining Fairtrade we didn’t see any benefits, development or profit. The price we used to receive per box wasn’t enough to cover our costs – and for 17 years the price didn’t change. **Since starting with Fairtrade it’s made a mega-revolution in our lives.**’

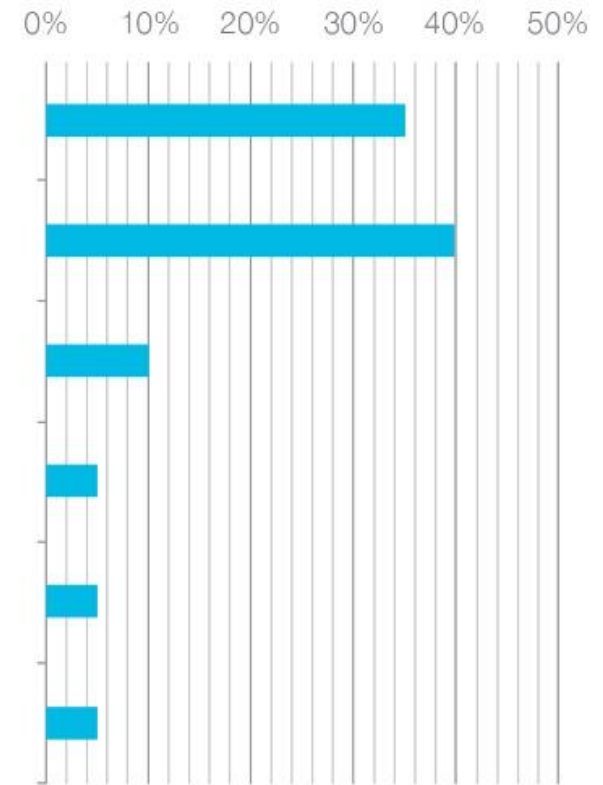
‘For hundreds of years we were taught to serve, to be workers. Now with Fairtrade, we are entrepreneurs’

Marcial Quintero is a member of Coobana, a Fairtrade banana co-operative in Panama.

# POWER



## VALUE SHARE KEPT BY EACH PLAYER





# FAIRTRADE COMMUNITIES IN 2019

**HALF A MILLION**

PEOPLE FOLLOWING LOCAL FAIRTRADE GROUPS ON FACEBOOK AND TWITTER



**FAIRTRADE COMMUNITIES ENGAGED WITH OVER**

**14,000**

**LOCAL BUSINESSES**



**AVERAGE OF 10 YEARS SINCE ACHIEVING FAIRTRADE COMMUNITY STATUS**

**FAIRTRADE COMMUNITIES WORKED WITH OVER**



**23,000**  
COMMUNITY GROUPS

**425**

**FAIRTRADE COMMUNITIES IN THE UK**



**1.5 MILLION PEOPLE REACHED BY FAIRTRADE CAMPAIGNERS AT 16,000 LOCAL EVENTS**

**NEARLY 6,000**  
LOCAL MEDIA STORIES ABOUT FAIRTRADE



**ALMOST 4,000 CHAMPIONS LEADING FAIRTRADE COMMUNITY CAMPAIGNS**



**OVER 50,000**  
PEOPLE ASKED THE PM FOR POST-BREXIT TRADE THAT TACKLES GLOBAL POVERTY



**OVER 50,000**  
PEOPLE ASKED THE PM FOR A FAIRER DEAL FOR COCOA FARMERS

**98% OF MPS**  
LOBBIED FOR FAIRER TRADE BY SUPPORTERS IN THEIR CONSTITUENCIES











# SOCIAL MOVEMENT THEORY

## Four Stages of Social Movements (Blumer, 1969)

Herbert Blumer identified four stages of social movements' lifecycles.

The four stages he described were: “**social ferment**”, “**popular excitement**”, “**formalization**” and “**institutionalization**” (Della Porta & Diani 2006, p.150).



1. Emergence
2. Coalescence
3. Bureaucratization
4. Decline

Scholars have noted that social movements may decline for several reasons and have identified five ways they decline. These are:

1. Success,
2. Organizational failure,
3. Co-optation,
4. Repression, or
5. Establishment within mainstream society

# WE MAKE TRADE WORK FOR EVERYONE



## SOURCING

Developing secure,  
sustainable supply chains



## PROGRAMMES

Addressing systemic  
challenges in supply chains



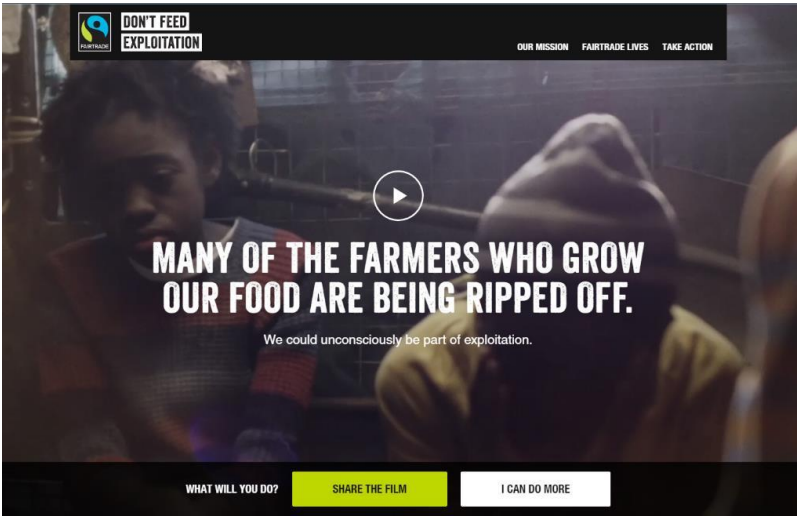
## EXPERTISE

Building sustainability  
into your strategy





# DON'T FEED EXPLOITATION





THESE DEVELOPING COUNTRIES ARE  
JUST SIX OF THE 116 CURRENTLY TRADING  
WITH THE UK, WHICH COULD BE SUBJECT  
TO AT LEAST £1BN IN EXTRA TAXES



### TANZANIA

Total imports

£29.1M

Estimated additional  
import taxes

£2.5M

### KENYA

Total imports

£274.6M

Estimated additional  
import taxes

£14.5M

### BANGLADESH

Total imports

£1.7BN

Estimated additional  
import taxes

£195.9M

### SWAZILAND

Total imports

£12.9M

Estimated additional  
import taxes

£1.4M

### MALAWI

Total imports

£25.3M

Estimated additional  
import taxes

£0.9M

### DOMINICAN REPUBLIC

Total imports

£140.4M

Estimated additional  
import taxes

£1M







A photograph of a man, Ebrottie Tanoh Florentin, sitting outdoors in a cocoa grove. He is wearing a teal polo shirt with red trim and is holding a large, woven basket filled with cocoa pods. The background shows the dense foliage of cocoa trees. The image is overlaid with white text on dark semi-transparent backgrounds.

**CLIMATE CHANGE HAS AN  
IMPACT ON CROPS, MEANING  
LESS MONEY AND FOOD...**

**...THE FARMER IS LEFT WITH  
THEIR FAMILY, STRUGGLING TO  
KEEP GOING, BECAUSE OF  
CLIMATE CHANGE**

**EBROTTIE TANOH FLORENTIN, COCOA FARMER, COTE D'IVOIRE**



# FROM MINIMUM PRICES TO LIVING INCOMES AND WAGES

