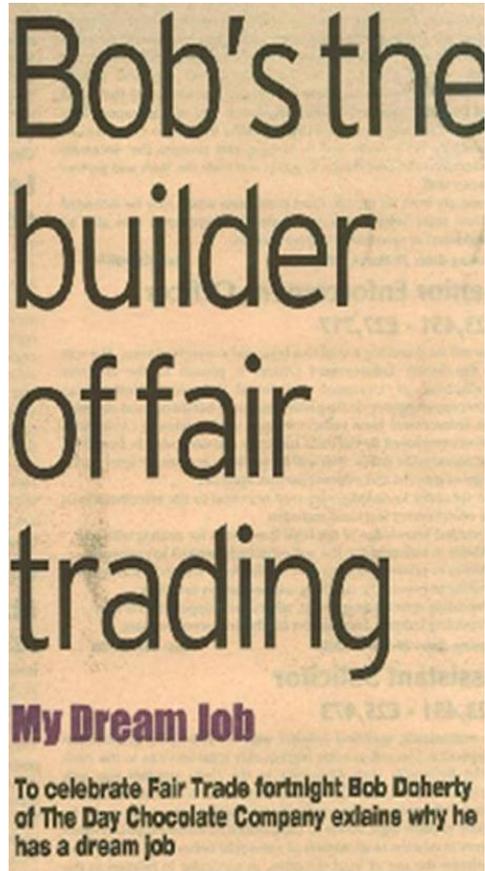


# Fair Trade Story-from small beginnings



SWEET TALKER: Bob Doherty has done wonders for sales of Fair Trade choc bars like Dubble

# Fair Trade

- Originating from the alternative trade movement of 1950s-1970s



Emergence of third party certification in **1988** in the Netherlands



World Fair Trade Organisation (WFTO) **1989**



Launch of international Fairtrade Mark in **1997**

- Sales now total over **£9 billion**



# Founders



Church of the Brethren



*SELFHELP Crafts product sale. Paradise, Pennsylvania. October 1970*



# Alternative Trade Movement

- Until 1988 fair trade mainly referred to a political movement advocating for a change in the rules of international trade (Fridell, 2004)

*‘The free market is not capable of achieving economic justice, political freedom and equal chances of development’.* (MH Report 1990: 1)

*‘We have set-up a network of alternative trade organizations to strengthen an already active campaign to expose the unfair structures of international trade in the world by providing a real alternative and build a deep sense of justice with the Third world international network’* (WFTO Report 1989: 1)

# Extract

- *‘In the early days, we first had to say there was a problem with trade rules and multi-nationals. MNCs were just finding minimum regulations to create exploitation. For example in banana plantations [...] workers had been left sterile, had malformed babies, had no compensation, because of the misuse of an agrochemical’* (interview March 13<sup>th</sup> 2013, Bonn, Germany).

# First Certification 1988



# Kuapa Kokoo joint-owners in Divine



# Mainstreaming 2000 ...



# Working in partnership



# Fair Trade Certified Communities

- 535 UK FT towns
- 1080 Fairtrade Towns
- 4,500 Fairtrade faith groups
- 2,000 Fairtrade Schools
- 143 FT Universities



**“If we are looking for inspiration on how to make a global partnership work we need to look to the Fair Trade movement itself, bringing together the private sector, civil society and local authorities to empower small producers and agricultural workers. The Fair Trade movement has certainly made its mark with the European Union’s institutions.”**

**Andris Piebalgs, European Commissioner for Development.**

*A 2014 UK campaign calls on government and businesses to end the banana price wars. More than 70,000 people signed the petition.*



FAIRTRADE

# Video clip

- <http://www.liverpoolecho.co.uk/news/liverpool-news/liverpool-goes-bananas-celebrate-ten-6789370>



# Conclusions

- Politically radical but economically practical
- Maintain campaigning position
- Know the value of the card you hold
- Use social positioning to create competitive advantage
- Maintained a broad coalition of stakeholders
- Engage with media and academic community