



Fair Trade

Fair Fruits Globally and in Slovakia



What is Fair Trade?



Fair trade is an alternative approach to conventional trade based on a partnership between producers and traders, businesses and consumers.

The international Fairtrade system is made up of Fairtrade International and its member organizations.

How Fair Trade works?



**Through Fair Trade
standards, principles,
minimum prices, premium
and products.**

Fair Trade products



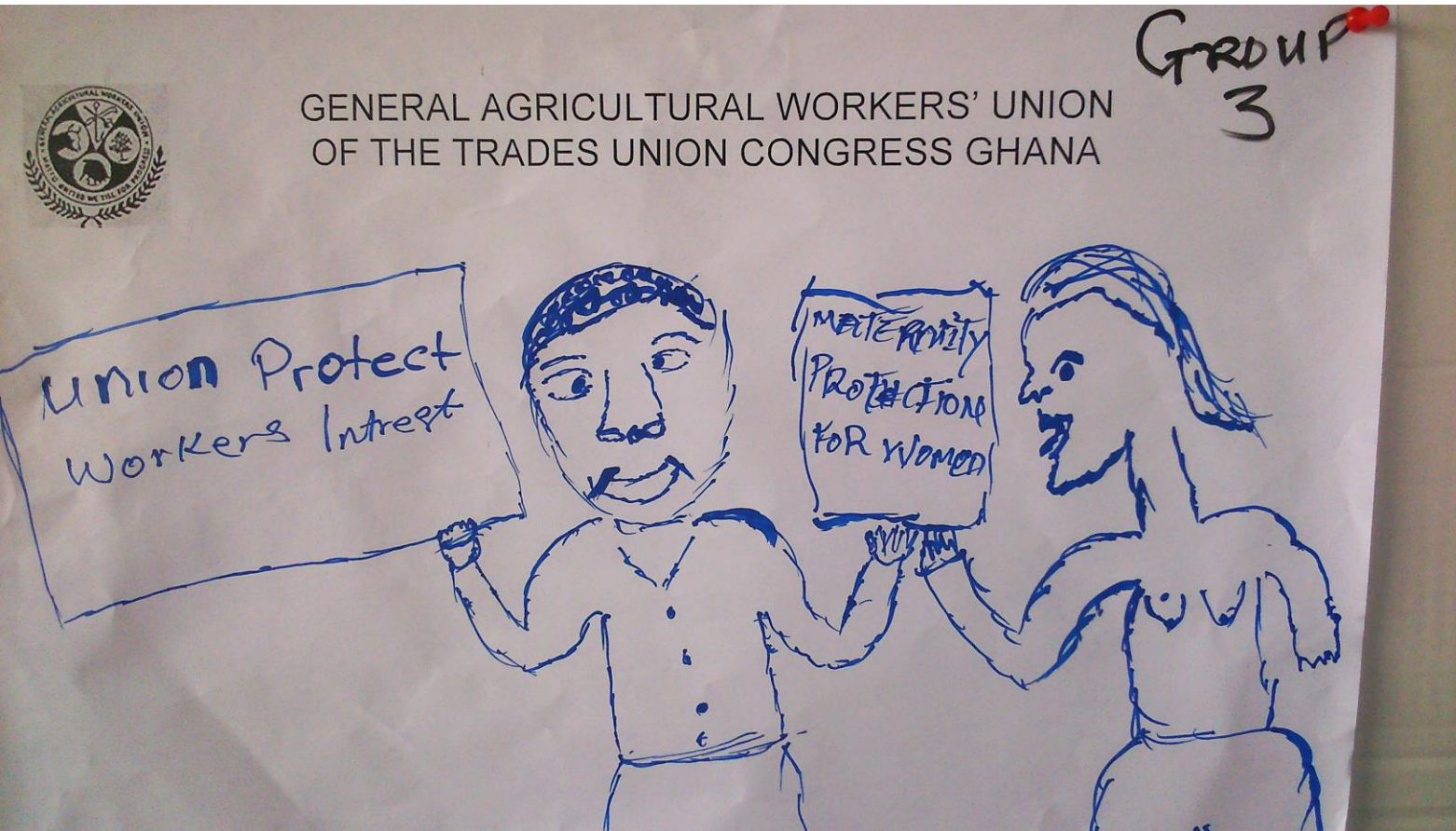
**Bananas, cocoa, coffee,
cotton, flowers, sugar, tea,
composite products, carbon
credits, fresh fruit, gold,
honey, juices, rice, spices
and herbs, sport balls,
wine**

Sweet Fruit – Bitter Truth

**Hazardous pesticides,
no protection, spraying
workers in fields,
poisoned drinking
water, health
consequences**



Sweet Fruit – Bitter Truth



Violation of human rights, disregard for trade union rights, precarious employment conditions, sexual abuse

Sweet Fruit – Bitter Truth

Supermarkets such as Aldi, Lidl, Edeka and Rewe share abuse their market power in forcing down prices paid to producers and suppliers. For example, the import prices for pineapple decreased by around 45 per cent from 2002 – 2014, despite increasing production costs.



Sweet Fruit – Bitter Truth

Consumers power – ask for ecological and social responsibility (ensuring humane working conditions, sustainable farming methods, transparency and compliance with employment laws and paying fair prices to suppliers).



Rainforest Alliance – poisonous frog

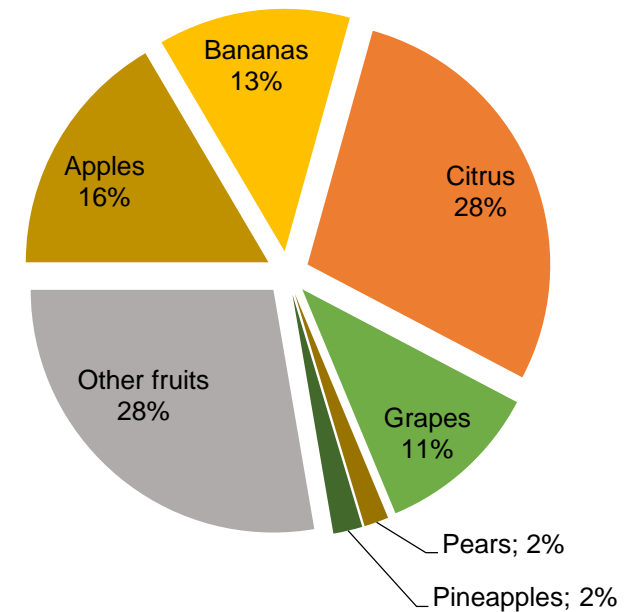
Rainforest Alliance is used by many supermarkets as logo, which suggest to customers, that RA certified products are „ecological and fair“. This is unfortunately not the reality according to field research done in 2016 by Oxfam.



Situation in Slovakia

**Tropical fruits are among
most popular fruits**

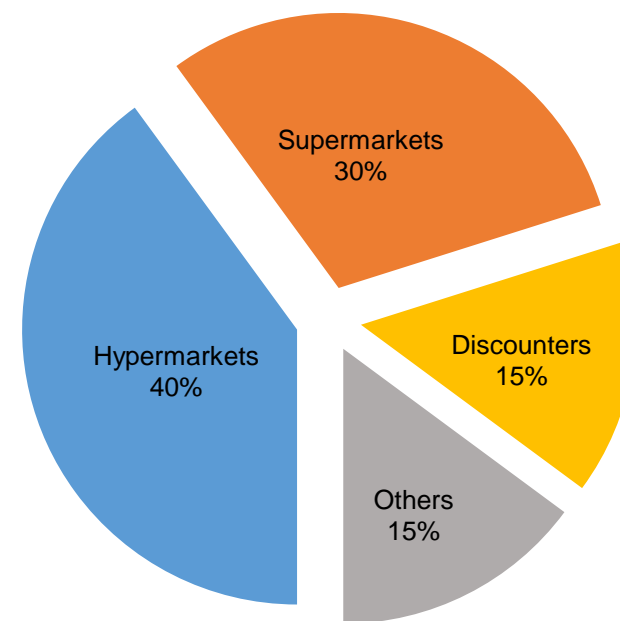
Main fruits consumed in Slovakia
(by volume)



Situation in Slovakia

Majority of Slovak consumers shop in hypermarkets, supermarkets and discounters, which gives them the power to decide, what we can shop on their shelves

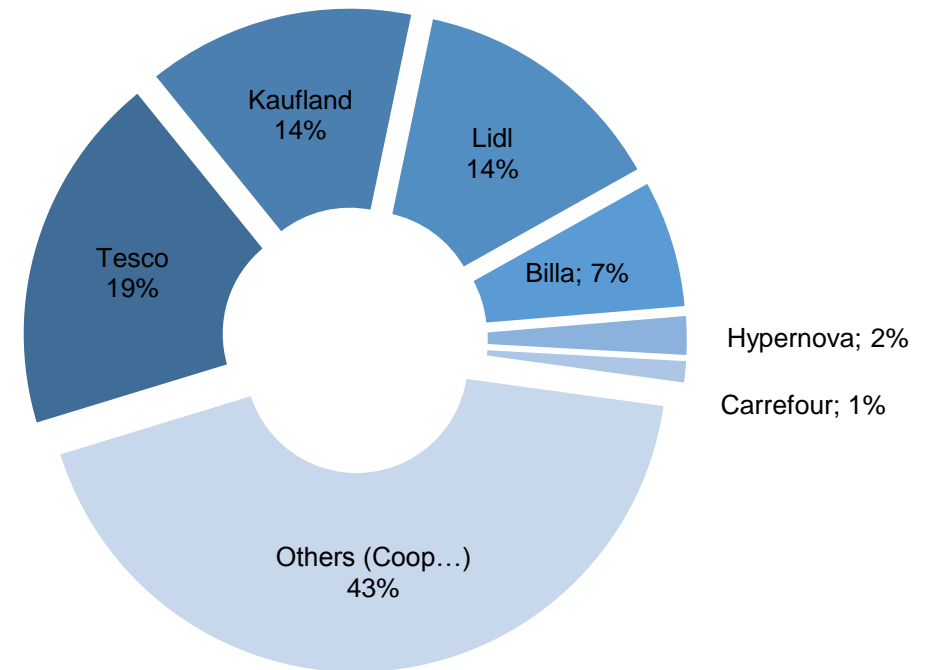
Food Purchases by Retail Outlet in Slovakia



Situation in Slovakia

Major players on Slovak market

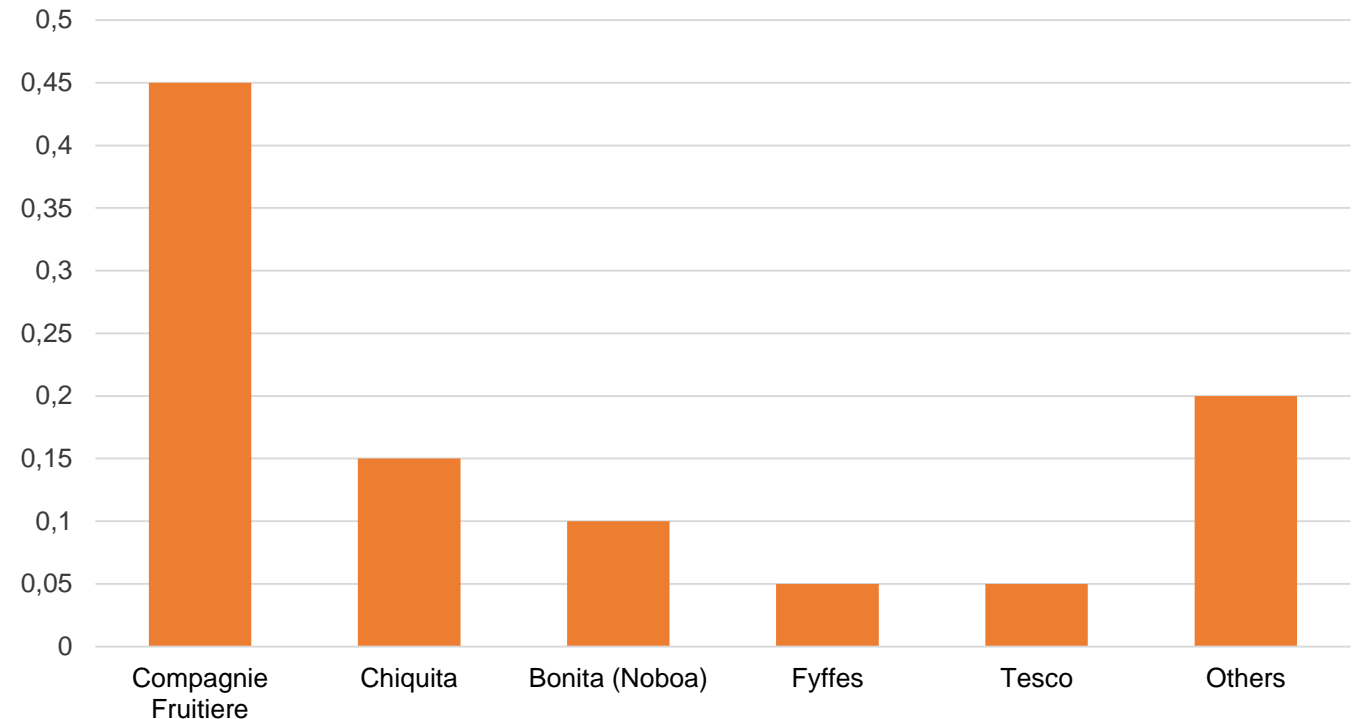
Retail market share in Slovakia (2011)



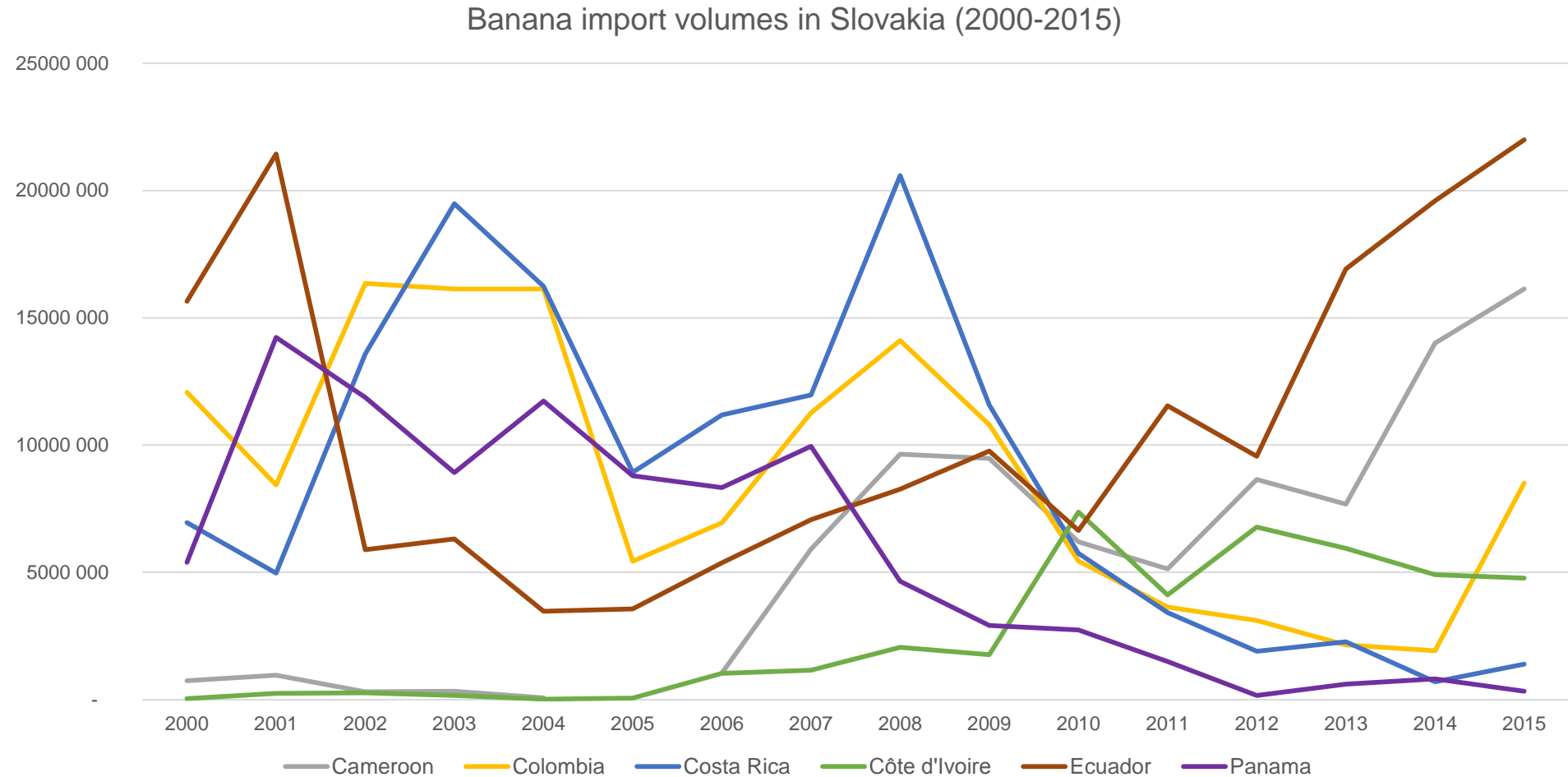
Situation in Slovakia

**Main banana
importes to our
market**

Estimates of market share of banana importers in Slovakia (2014
- based on Czech Republic data)



Situation in Slovakia

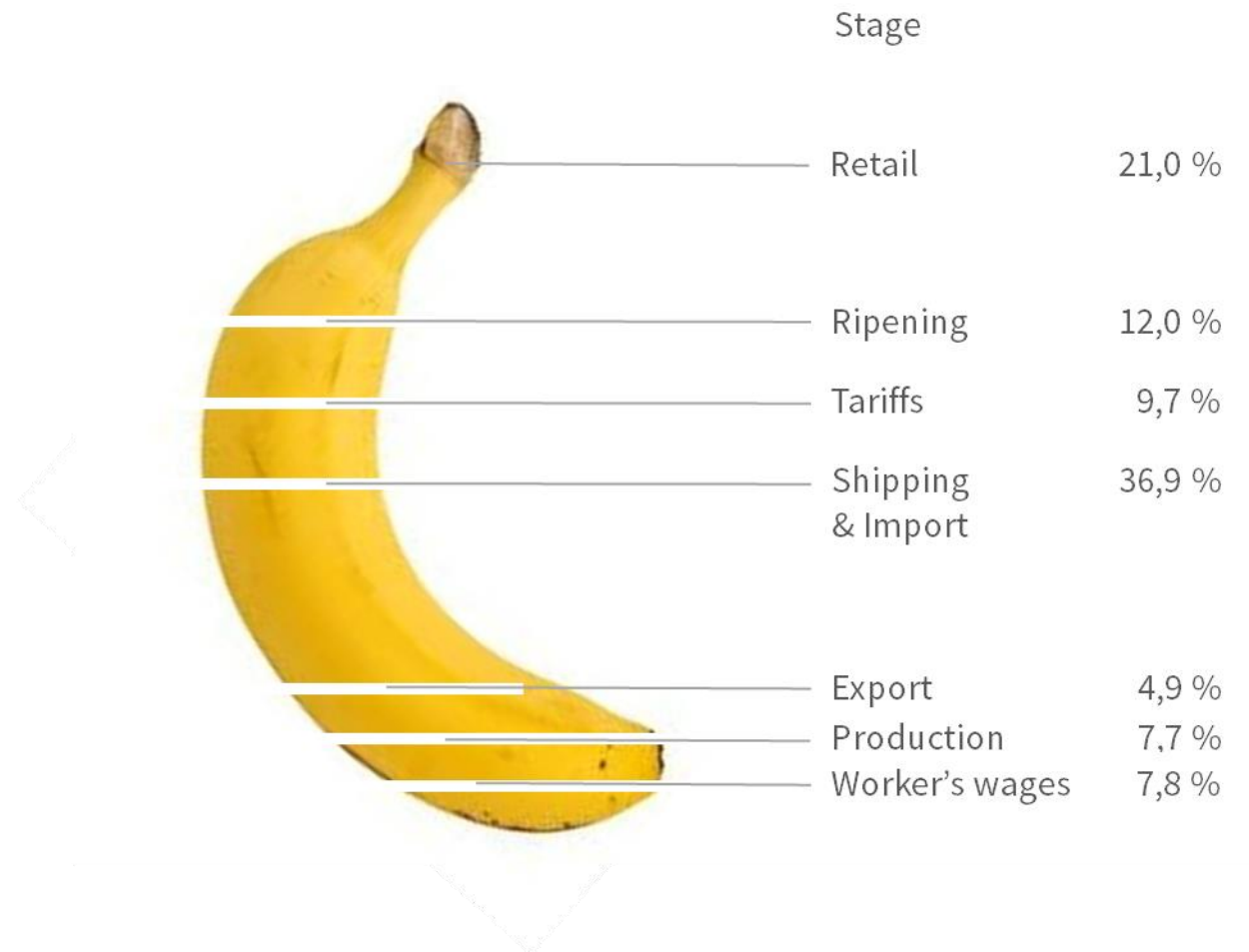


Situation in Slovakia

Slovakian Banana Value Chain

Case study of Ecuador

	From Ecuador to Slovakia		
	Price/Cost	Margin	Percentage
Retail	1,308	0,274	21,0%
Ripening	1,034	0,157	12,0%
Tariffs	0,877	0,127	9,7%
Import	0,750	0,482	36,9%
Export	0,267	0,064	4,9%
Producer	0,203	0,101	7,7%
Worker	0,102	0,102	7,8%



Situation in Slovakia

Fair Trade is mainly in big cities and only in a few chaines – Billa, Kaufland, Tesco, Tchibo, dm drogerie markt and small bio shops. OMV offers fairtrade coffee and ice cream Ben and Jerry is available with FT mark



The screenshot shows the VIVA Cafe website. At the top is the VIVA Cafe logo. Below it is a banner featuring three images: coffee beans, a Fairtrade logo, and a woman holding a red VIVA Cafe cup. The text on the banner reads: "NAŠE JEMNÉ TALIANSKÉ PRAŽENIE – TEN SPRÁVNY ROZDIEL!". Below the banner is a navigation link "Home > VIVA". The main heading is "NAJLEPŠÍ PÔŽITOK Z KÁVY! Najjemnejšie talianske praženie." (The best benefit from coffee! The most delicious Italian roast). The text describes the coffee as being available at OMV stations and highlights its Fairtrade certification and delicious taste.

Home > VIVA

NAJLEPŠÍ PÔŽITOK Z KÁVY!
Najjemnejšie talianske praženie.

Káva VIVA na čerpacích staniciach OMV, ktorá ponúka to najlepšie z talianskeho umenia praženia kávy je odteraz tiež FAIRTRADE. VIVA Cafe s certifikáciou FAIRTRADE prináša zážitok hneď dvakrát - zo skvelej chuti aj dobrého úmyslu.

Najlepšie starostlivo pražené kávové zrnká zabezpečujú úžasne intenzívnu kávovú arómu a sú kľúčom k našej jedinečnej chuti kávy VIVA Cafe. Čerstvo pripravená, s jemnou kávovou penou vám poskytne dokonalý pôžitok z kávy!

Situation in Slovakia

It is nearly impossible to buy Fairtrade products without BIO certification in Slovakia, and also in Europe, which makes Fairtrade luxury goods



Campaign Make Fruit Fair

NGOs from Europe are working in close partnership with small farmer organisations and plantation worker unions from Africa, Latin America and the Caribbean to improve living and

working conditions for the hundreds of thousands of people who grow, pick and pack the tropical fruit that we buy in our shops every day.



Campaign V4 for Food Justice



Asks supermarkets to offer more Fairtrade products on their shelves and urges consumers to sign the petition to show their interest in Fairtrade products in shops

www.makefruitfair.org/sk

