

of Fairtrade Label South Africa (FLSA), which was officially recognised by FLO in 2009.

FLSA objectives are to increase awareness on Fair Trade in South Africa, to increase availability of Fairtrade products in local stores and to increase the product range. We currently have the following products available in the local market: coffee, rooibos tea and wine - we are currently working on chocolate and cotton products. Our main aim is to create sustainable, all-African, supply chains - this will allow us to keep all the benefits of Fair Trade and the income generated by it in our country and continent.

In May 2010 we rolled out our first consumer-oriented campaign with our current biggest product, Fairtrade wine. We had a stand for Fairtrade wines at the Good Food & Wine Show (13-16 May, CTICC Cape Town) where we introduced ten delicious Fairtrade wines which consumers could taste and enjoy. This event included five Fairtrade wine brands: Palesa, Thandi, Stellar Organics, Stellenrust and Tukulu. These wineries are very excited to finally be recognised, also locally, for their commitment to Fair Trade and to the social development of our country.

These wines will be part of a special Fairtrade wine promotion in Ultra Liquors outlets. Ultra Liquors is the first South African retailer that has committed to the concept of Fair Trade and that has developed a promotion dedicated to Fairtrade wines together with FLSA. The promotion started mid-June 2010 and consumers now have the possibility to buy Fairtrade wines in all of these chain's stores, as well as to participate in our wine tastings on selected days.

First in Fair Trade Tourism

South Africa is indeed a pioneer in Fair Trade. It was in our country that the first initiative in the tourist sector was developed. Fair Trade in Tourism South Africa (FTTSA - fairtourism.org.za) was established in 2005



SA Fair Trade Products

Export Market

Rooibos tea, fruits (citrus, pears, plums, apples, avocados, table grapes, litchis, mangoes, grapefruits), dried fruits, nuts, wine.

Local Market

**Wine, rooibos tea and coffee.
Look out for chocolate and cotton products by 2011.**



Fair Trade and organic farming?

Fair Trade standards do not require a farm to implement organic production - however this is highly promoted and supported.



By the numbers

- 60** Fair Trade certified tourist businesses in SA
- 106** Fair Trade certified businesses in SA
- 900** Fair Trade certified businesses globally
- 18 000** Direct beneficiaries (small farmers and farm workers) of Fair Trade in SA
- 1.5m** Direct beneficiaries worldwide
- 7.5m** Indirect beneficiaries (farm workers' families and communities) worldwide
- R20b** Estimated global Fair Trade sales in 2008



Fair Trade in SA

The Fair Trade movement is opening its doors to a new era of challenge and innovation as developing countries are becoming consumers, and not just producers, of Fair Trade certified products. Fair Trade Label South Africa (FLSA) is a pioneer in this revolution, working towards the creation of a local movement among consumers and other stakeholders in South Africa.

to promote fair practices in tourism businesses and foster sustainable tourism development in South Africa. FTTSA awards businesses with their logo when they commit to fair trade in tourism criteria, such as fair wages and working conditions, equitable distribution of benefits and respect for human rights, culture and environment. By sleeping in a FTTSA certified hotel, or enjoying the activities of a FTTSA certified tour operator, tourists are assured that their holidays benefit local communities and economies and that the business is operated ethically and in a socially and environmentally responsible manner.

Fair Trade futures

Internationally sales in Fair Trade products was over R20 billion in 2008 – a 22% year-to-year increase on the previous year's sales. While this represents a tiny fraction of world trade in physical merchandise, some Fair Trade products account for 20-50% of all sales in their product categories and this is significant. At present the most traded Fair Trade products are coffee and bananas. This is unlikely to be the case in South Africa, with most of our local Fair Trade produce dedicated to the export market. But with our local market now expanding and Fair Trade tourism and wine labelling well on its way, we are likely to see an ever-expanding range of Fair Trade labelled products on the shelves over the coming years. So next time you buy tea, chocolate or even Protea flowers to send to family overseas, don't be surprised if you find the Fair Trade logo on the label. **SG**

Want to know more about Fair Trade or become a volunteer? Check out fairtradelabel.org.za and subscribe to their newsletter. Alternatively mail volunteer@fairtrade.org.za. Also see fairtrade.net for international information.

