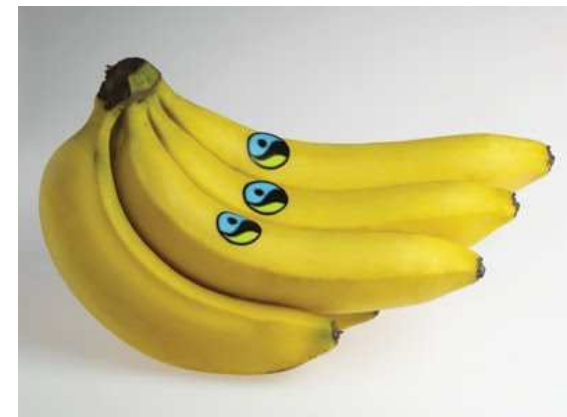




# *Fair Trade Products in S-Group*

*Situation 20.10.2014*

*Anne Santamäki*





## *Sales of Fair Trade Products 10/2013 – 09/2014*

- Sales of Fair Trade products is growing
- Sales index compared to last year is 124%
- Over 200 products (flowers and food)
- Fair trade products
  - Tea (65 products)
  - Coffee (35 products)
  - Sweets/chocolate(21 products)
  - Ice Cream (20 )
  - Fruits (12 )





## *Fair Trade products—market share in product group*

— Flowers	<b>21%</b>
— Bananas	<b>12%</b>
— Tea	<b>4%</b>
— Sweetening prod.	<b>4%</b>
— Ice Cream	<b>4%</b>
— Coffee	<b>2%</b>
— Cacao	<b>2%</b>



Lähde: SOK Tahti-raportointi



# *top 10 Fair Trade Product*

10/2013 – 9/2014

TOP 10 of Marketing €	My € sis. alv	Contribution to Fair Trade Total Sales
Organic Banana KG	6 186 211	28 %
Fair Trade Rose	3 477 260	16 %
BEN & JERRY'S COOKIE DOUGH 500ML	1 079 407	5 %
CLASSIC REKO Organic 500G	917 566	4 %
BEN & JERRY'S CHOCOLATE FUDGE 500ML	564 084	3 %
Fair Trade Organic Cashew nut 250G	460 342	2 %
MUNDO SJ RK Organic Coffee 500G	455 962	2 %
BEN & JERRY'S HALF BAKED 500ML	381 607	2 %
BEN & JERRY'S BLONDIE BROWNIE 500ML	360 782	2 %
BEN & JERRY'S KARAMEL SUTRA 500ML	360 167	2 %
<b>Top 10 Total</b>	<b>14 243 388</b>	<b>65 %</b>

Lähde: SOK Tahti-raportointi

## *Fair Trade and Organic food*

- From over 200 Fair trade products 114 are also organic food
- From the sales of Fair trade products 56%  
and from the volym 76% are organic

