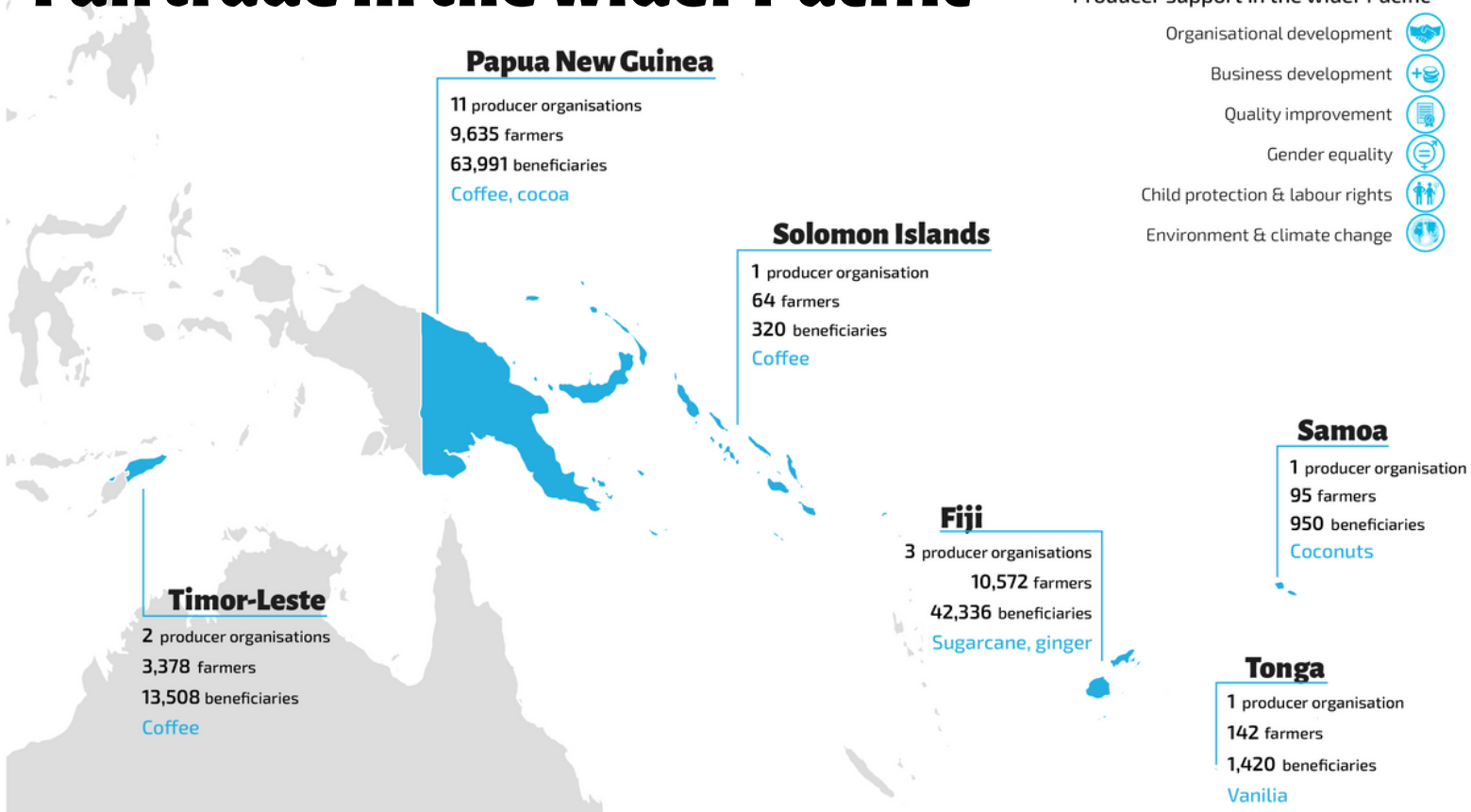




# The future is fair

Fairtrade Australia & New Zealand partners with the Australian Department of Foreign Affairs and Trade to support agricultural communities across the wider-Pacific to receive the benefits of Fairtrade certification and a better price for their product. This includes support in the areas of : quality and productivity; organic certification; organisational capacity and governance; climate change resilience and adaptation; gender and youth inclusion; business development and connection with Fairtrade buyers; and labour rights and child protection.

## Fairtrade in the wider Pacific



**19**  
Fairtrade Producer Organisations



**1,048,113**  
Fairtrade Premium earnt (USD)



**23,886**  
Fairtrade households



**7,584,031**  
Fairtrade sales (USD)



**121,959**  
Fairtrade beneficiaries



# The rise of conscious consumerism & the Fairtrade brand

COVID-19 has had devastating impacts throughout the world but the pandemic has been successful in showing consumers that we are all connected. This has subsequently been reflected in their purchasing priorities.

More than half of Australians (56%) believe it's important for people to consider how their purchases impact people overseas and over the past three years, three in five Australian consumers (62%) have become more aware of the impacts of their purchasing decisions.



75% in ANZ

believe that since the COVID pandemic it is even more important to support Fairtrade. Additionally, they feel a sense of solidarity and community when purchasing Fairtrade.



The Fairtrade mark is preferred over competitor marks across both Australia and New Zealand

80%

of consumers in ANZ are positive about the impact of the Fairtrade Mark on brand perceptions

Nearly half (45%) of consumers feel that if a product stopped carrying the Fairtrade label, it would negatively impact their impression of the product.

## Building demand and spreading the word



Fairtrade ANZ works with businesses in Australia and New Zealand to build demand for Fairtrade products through market linkages and increased market penetration of Fairtrade brands.



We then increase consumer demand by promoting both the Fairtrade brand and licensed Fairtrade products. This is achieved through cooperative marketing, media relations, events, advertising (billboards, magazines, online) and social media including influencers.

