



2025 Fairtrade Purchasing Guide

Why and where to buy Fairtrade for your business

When contacting suppliers, please mention that you found them in this directory and don't forget to ask for products with the FAIRTRADE Mark.

www.fairtradeanz.org



Kia ora,

This Purchasing Guide is the essential directory for buying Fairtrade commodities for your organisation, university, event, office or restaurant.

Whatever the size of your business, you can source Fairtrade items from promo wear to hot drinks, and shout about it with our downloadable Out-of-Home resources.

Connect with us via Facebook or Instagram to keep in touch, and so we can amplify your commitments.

The Fairtrade Purchasing Guide is revised periodically – please email partnerships@fairtrade.com.au if you have any suggested updates.



Fairtrade has changed my life. Indeed, in a crisis situation, I have an inflow of money for my needs instead of going into debt. And Fairtrade has made me a woman leader.”

Affoué Angèle Kouassi



Aya Hélène Kouamé (right) is the general manager of ECAMOM cocoa cooperative in Côte d'Ivoire, having started as an accountant and moving up the ranks. Affoué Angèle Kouassi (left) is a mother of five, and has farmed cocoa on her own land for 14 years. She participated in Fairtrade's Women's School of Leadership in 2021.

Choose Fairtrade

Why switch to Fairtrade?

60% of New Zealand consumers associate Fairtrade with sustainability (Fairtrade Consumer Insights 2023 GlobeScan & Kantar Better Futures 2023)

79% of people trust the FAIRTRADE Mark to deliver for workers in the Global South (Kantar TNS Consumer Research, Q1 2022)

Your customers are now much more aware and interested in where their food comes from, who grows it and how. This trend is putting businesses in the spotlight as consumers want to know that workers are not being exploited. It means ethical consumption is growing fast.

What is Fairtrade?

Fairtrade empowers farmers and workers to improve their living standards, the welfare of their community and our shared environment. Fairtrade achieves this by rallying a global community of millions – farmers and workers, supply chain partners, brands, retailers, shoppers, schools, government – to pay fair prices and uphold fair production standards and practices.

What are the benefits for my business?

Corporate behaviour is under intense scrutiny by an increasingly discerning public who make ethical choices when spending their money. Integrating Fairtrade into your business by switching to Fairtrade purchasing is a highly effective way of showing your customers that you care, and potentially attracting more customers.

Switching to Fairtrade also adds a feel-good factor for staff. Offering Fairtrade products to your staff and customers is a great way to demonstrate that you are a caring business as the FAIRTRADE Mark has a high level of recognition and consumer confidence.

I want to switch to Fairtrade - what next?

There are plenty of Fairtrade suppliers listed in this brochure, or ask your current supplier if you are tied into a contract – many now have Fairtrade options.

If you switch to Fairtrade, take a look at fairtradeanz.org for some resources to promote your products.

Contents



General suppliers

When contacting suppliers, please don't forget to ask for products with the FAIRTRADE Mark.



OfficeMax

<https://www.officemax.co.nz/>

NXP

<https://www.nxp.nz/>

Woolworths

<https://www.countdown.co.nz/>

Fairtrade product finder

<https://fairtradeanz.org/product-finder/>



Hot drinks - Coffee

Jed's Coffee Co.

www.officemax.co.nz

Jacobs Douwe Egberts PRO

www.jacobsdouweegbertsprofessional.com.au

Gravity (Fair deal)

www.officemax.co.nz

Ignite Coffee Co

<https://www.ignitecoffee.co.nz/>

Kōkako

<https://www.kokako.co.nz/pages/supply>

Good Fortune Coffee

<https://goodfortunecoffee.co.nz/pages/wholesale>

Prima

<https://primaroastery.co.nz/collections/fairtrade-organic>

Okell Coffee

Enquire for Fairtrade option via <https://okell.co.nz/>



Hot drinks - Tea

Scarborough Fair

<https://groundedandco.shop/scarbough-fair>

Bell Tea

<https://www.officemax.co.nz>

Pickwick

English Tea, Earl Grey, Green Tea lemon, Green Tea Pure, Mint

Clipper tea

all Clipper green and black tea (look for the Fairtrade mark)



Hot drinks - Hot chocolate

Prima

<https://primaroastery.co.nz/products/hot-chocolate>

Kōkako

<https://www.kokako.co.nz/products/drinking-chocolate>

Bennetto

<https://www.bennetto.co.nz/>

Good Fortune

<https://goodfortunecoffee.co.nz/products/drinking-chocolate>

Flying Cup

<https://www.officemax.co.nz>



Chocolate

Bennetto

<https://www.bennetto.co.nz/>

Tony's Choclonely

<https://www.cookandnelson.com/collections/tonys-choclonely>

Guylian

<https://www.countdown.co.nz>

Pico chocolate

<https://www.countdown.co.nz/>



Bags, linen, apparel

Cotton totes from Ecobags

<https://ecobags.co.nz/>

Etiko

<https://etiko.com.au/>

Trade-Bags

<https://trade-bags.com/>

RREPP

<https://rrepp.com.au/>



...and a bit more

Karma Drinks

<https://karmadrinks.co.nz/collections/shop>

Fairtrade bananas

<https://fairtradeanz.org/product-finder>

Ben & Jerry's ice cream

<https://www.countdown.co.nz>

Otis chocolate oat milk

<https://otisoatmilk.co.nz/>

