

PRESS RELEASE

**Growing sales of Fairtrade goods in the Czech Republic make it possible, among others, to combat climate change**

Prague, 10th of May 2022;**Last year, sales of goods bearing the Fairtrade ethical certification, which designates products for which farmers received an appropriate remuneration, and which were created without the involvement of child labour and destruction of the environment, grew once more in the Czech Republic. Again, sales of Fairtrade cocoa were the highest in our country, almost two thirds more than the previous year. Sales of Fairtrade coffee also saw an increase; when converted to cups of coffee, every inhabitant of the Czech Republic drank on average almost 15 espressos prepared from Fairtrade raw ingredients last year. The Fairtrade premium for goods sold in the Czech Republic, i.e. extra money that farmers spend on developing communities and improving cultivation efficiency, increased by over a third to 37 million CZK (1.5 milllion euros). Farmers are also increasingly using these funds to combat the impacts of climate change, and for preventive measures that can protect them from global warming.**

*“The Fairtrade system addresses far more than farmers‘ social, labour and economic problems. It also takes into consideration environmental issues. These are connected with the deepening impacts of climate change on farmers in Latin America, Africa and Asia. It’s becoming increasingly evident that social injustice, which still often accompanies the cultivation of many commodities today, has a certain parallel with climate injustice. Those who contribute the least to climate change must deal with its most severe consequences,“* says Director of Fairtrade Česko a Slovensko [Czech Republic and Slovakia] Lubomír Kadaně, and adds: *“As a result of climate change in the countries of the Global South, farmers are facing new diseases and pests, and are threatened by irregular and lower precipitation on the one hand, or floods on the other. Thanks to Fairtrade, farmers participating in the system use new varieties, learn to work with water resources and diversify crops.“*

Prof. Patrick van Damme, Dean of the Faculty of Tropical AgriSciences CZU Prague, says: *“Climate change isn’t fair. Often, those with the lowest carbon footprint are hit hardest. No-one knows this better than Fairtrade farmers and producers, some of whom are already struggling with loss of land, crops and livelihood.”* And adds: *“Organized Fairtrade has a unique chance x position to address climate change due to its close proximity to ‘its’ farmers, and the fairtrade model itself that brings higher (living) income to its constituency/farmer-members allowing for the right investments to be made, and the best solutions to be put into place.“*

*“Increasing sales mean greater support for the growers of these raw ingredients in African, Asian and Latin American countries, who were affected by the pandemic and the associated disruption of international trade,“* states Lubomír Kadaně, Director of Fairtrade Česko a Slovensko.

The share of Fairtrade coffee in total consumption has reached 3.4 percent

**Fairtrade coffee,** which in a way is Fairtrade’s flagship, saw sales of **1,326 tonnes** in our market last year, i.e. 37% more than in 2020. This is the weight of the unroasted beans, which corresponds to roughly 946.5 tonnes of roasted coffee beans. More than **151 million cups of espresso** could be prepared from this amount of Fairtrade coffee. To give you a better idea, it means that in 2021, every inhabitant of the Czech Republic – including infants – drank almost **15 cups of Fairtrade coffee**. In relation to the total coffee consumption in the Czech Republic, which the Czech Statistical Office states as 2.4 kg per person per year, the share of Fairtrade coffee is 3.4 % (in 2020, it was roughly 3.1%).

*“It can be said that Fairtrade has rescued some farmers. It takes care of the sales of goods by our region to Europe, where their popularity is growing. Since COOPEVICTORIA became connected to Fairtrade, we’ve always done well. Sales of Fairtrade coffee in Europe are increasing, and the same applies to sugar cane,“* confirms Luis Carlos Rojas Bolaňo, a Costa Rican coffee and sugar cane farmer in the COOPEVICTORIA Fairtrade cooperative**.**

The largest sellers of Fairtrade coffee in the Czech Republic include Tchibo Praha, Unipetrol Benzina in its Stop café outlets in Benzina filling stations, Lidl Czech Republic, which offers Lidl2Go Fairtrade coffee in vending machines in its stores, and OMV ČR as part of the Viva café concept. However, Fairtrade coffee is also offered by many cafés and local roasters, for example the Fair & Bio roaster, the mamacoffee café network and many others.

Among Fairtrade commodities, Fairtrade cocoa has traditionally seen the highest sales, but we’re also seeing an increase of over 100% in cane sugar

In 2021, consumption of **Fairtrade cocoa** in the Czech market grew by 60%, with a total of **4,245 tonnes** sold, mainly in the form of chocolate, confectionery, ice creams and breakfast cereals. The leader in the sales of Fairtrade cocoa is Lidl, whose sales of Fairtrade cocoa beans last year grew by more than 66% compared to 2020. It’s followed by Penny Market, with the third largest seller of Fairtrade cocoa last year being Kaufland. Last year, 151 tonnes of **Fairtrade cane sugar** was consumed in the Czech Republic last year (an increase of 104%). The leader in this area is Unilever, which sells Ben & Jerry's ice cream, containing Fairtrade ingredients (cocoa and vanilla as well as sugar) in the Czech Republic.

We’re seeing the greatest increase, of 377%, in the case of Fairtrade roses, and we’ve observed a one-third increase in sales of Fairtrade bananas

It was only two years ago that two globally important Fairtrade commodities, **bananas and flowers**, appeared on the Czech market; before, they were only sold in our country sporadically. **3,182,000** cut Fairtrade flowers were sold. The Lidl chain has the biggest share of this volume, followed by sales in Kaufland. *“Growing flowers is very important for the countries of the Global South, because it provides them with the necessary foreign currency as well as creating work for thousands of people. Fairtrade strives to ensure that these benefits aren’t offset by concessions on the side of ethics and the environment,“* explains Lubomír Kadaně.

**695 tonnes of Fairtrade bananas** were sold in the Czech Republic and Slovakia last year, **which is an increase of 37%**. The Kaufland chain has the biggest share of this volume, and customers can also find them in Pfanner banana juices and Ben & Jerry’s ice cream from Unilever.

Last year, farmers‘ cooperatives in the countries of the Global South received **over 37 million crowns (1.5 million euros)** in the form of the **Fairtrade premium** for Fairtrade products purchased by Czech customers, i.e. over 38% more than in 2020. *“This is money that farmers can use to increase production, for projects such as building wells, schools and healthcare facilities, for investment in transport and more efficient cultivation, and to ensure safety and health during the coronavirus crisis,“* specifies Lubomír Kadaně.

A survey has repeatedly indicated extensive knowledge by Czechs of the Fairtrade certification and the FAIRTRADE label

One year on, in March and April this year, the Fairtrade Česko a Slovensko non-profit organisation, once again commissioned Median to conduct a survey to ascertain knowledge of the Fairtrade certification and the FAIRTRADE label. In terms of **awareness of the FAIRTRADE label, according to the survey 66% of Czech consumers are aware of it**, with 38% of the respondents stating that they know exactly what this label means. The survey ascertained a spontaneous knowledge of this label in 16 percent of the respondents (an increase of 5 percent). It is the fourth most frequently spontaneously mentioned label indicating the origin of goods or guaranteeing the fulfillment of certain conditions during production (greater awareness was recorded of the KLASA, Bio and Český výrobek [Czech Product] labels).

**The Fairtrade system and the FAIRTRADE label**

The FAIRTRADE label designates products that fulfill the social, economic and environmental standards set by the Fairtrade International organization. It informs customers that the farmers have received a fair and stable purchase price for their work, which covers the costs of sustainable cultivation. By buying products that bear the FAIRTRADE label, customers therefore contribute to improving the living conditions of small farmers in the countries of the Global South (so-called developing countries). In addition to an appropriate purchase price, farmers who participate in the Fairtrade system also receive a Fairtrade supplement, which they can use to invest in the development of their farms and communities on the basis of democratic decision-making by community members.

**Fairtrade Česko a Slovensko, registered association,** is a platform for civic society organizations that deal with business ethics, global development, sustainable consumption, and protection of the environment and human rights. Since 2004, we’ve been working to raise awareness of the principles and meaning of the Fairtrade system. We represent the Fairtrade International global organization in the Czech Republic and Slovakia, and we’re a guarantor of the high quality and trustworthiness of the FAIRTRADE trademark. We monitor the Czech and Slovak Fairtrade product market, and we support conscious consumption to help ensure that Fairtrade products enter the sales network in the Czech Republic and Slovakia as much as possible. In addition to collaborating with retailers, we also work with the general public via activities that we participate in, such as the Fairtrade Towns and Fairtrade Schools campaigns, and the Fairtrade Breakfast happening. More at [www.fairtrade.cz](http://www.fairtrade-cesko.cz/).

**Faculty of Tropical AgriSciences CZU Prague**

The Faculty of Tropical AgriSciences (FTA), the Czech University of Life Sciences Prague (CZU) is a unique institution in our country with sixty years of tradition in tropical agriculture, rural development and the sustainable management of natural resources in the tropics. In 2014, the FTA was awarded a Fairtrade faculty certificate for its active promotion of responsible consumption and fair trade. Modern laboratories with state-of-the-art facilities provide excellent education with opportunities for personal growth, including involvement in research projects at home and abroad. In 2021, the Pavilion of Tropical AgriSciences won the best workplace solution category in the Adapterra Awards contest among top projects adapted to climate change.

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