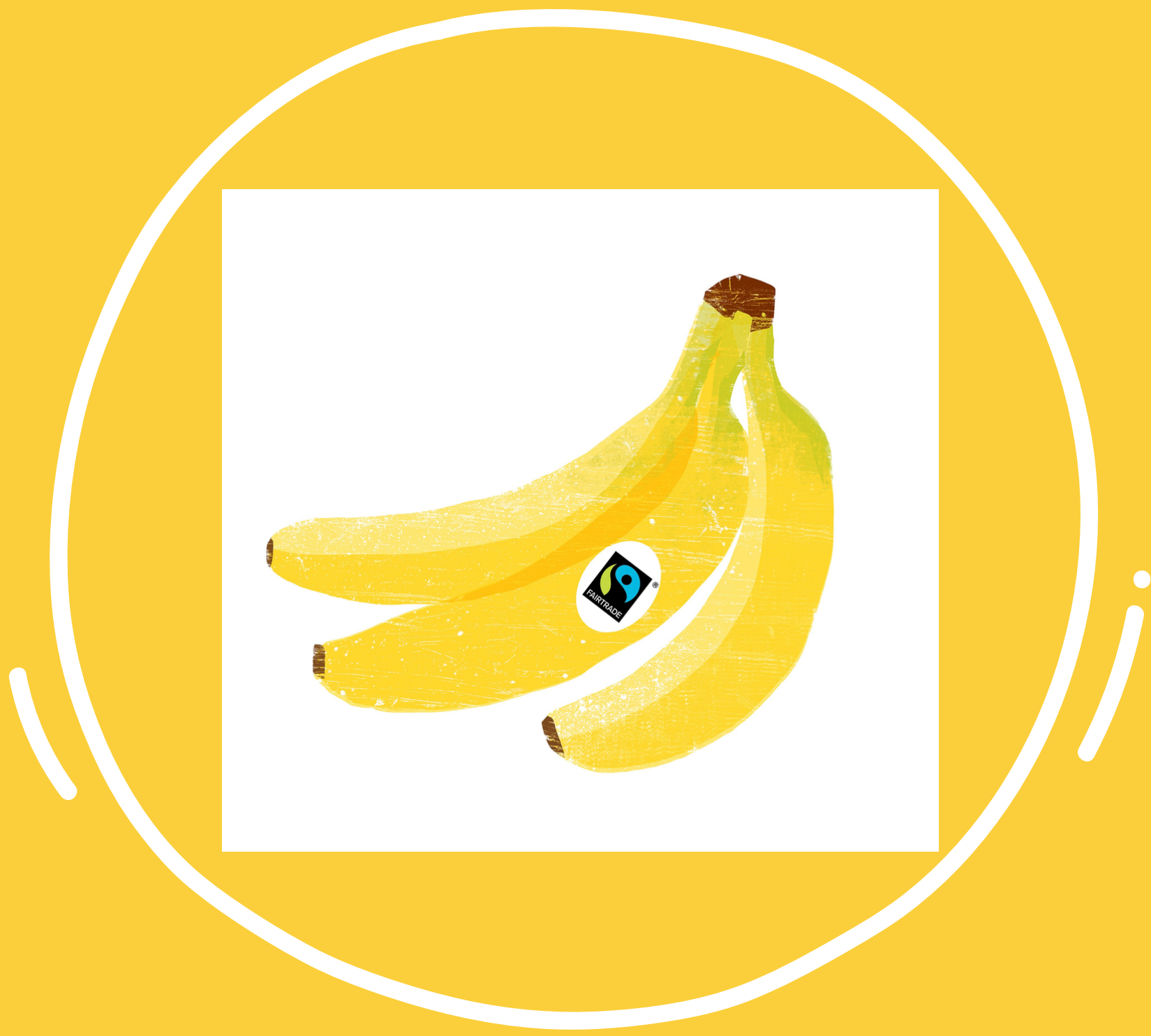


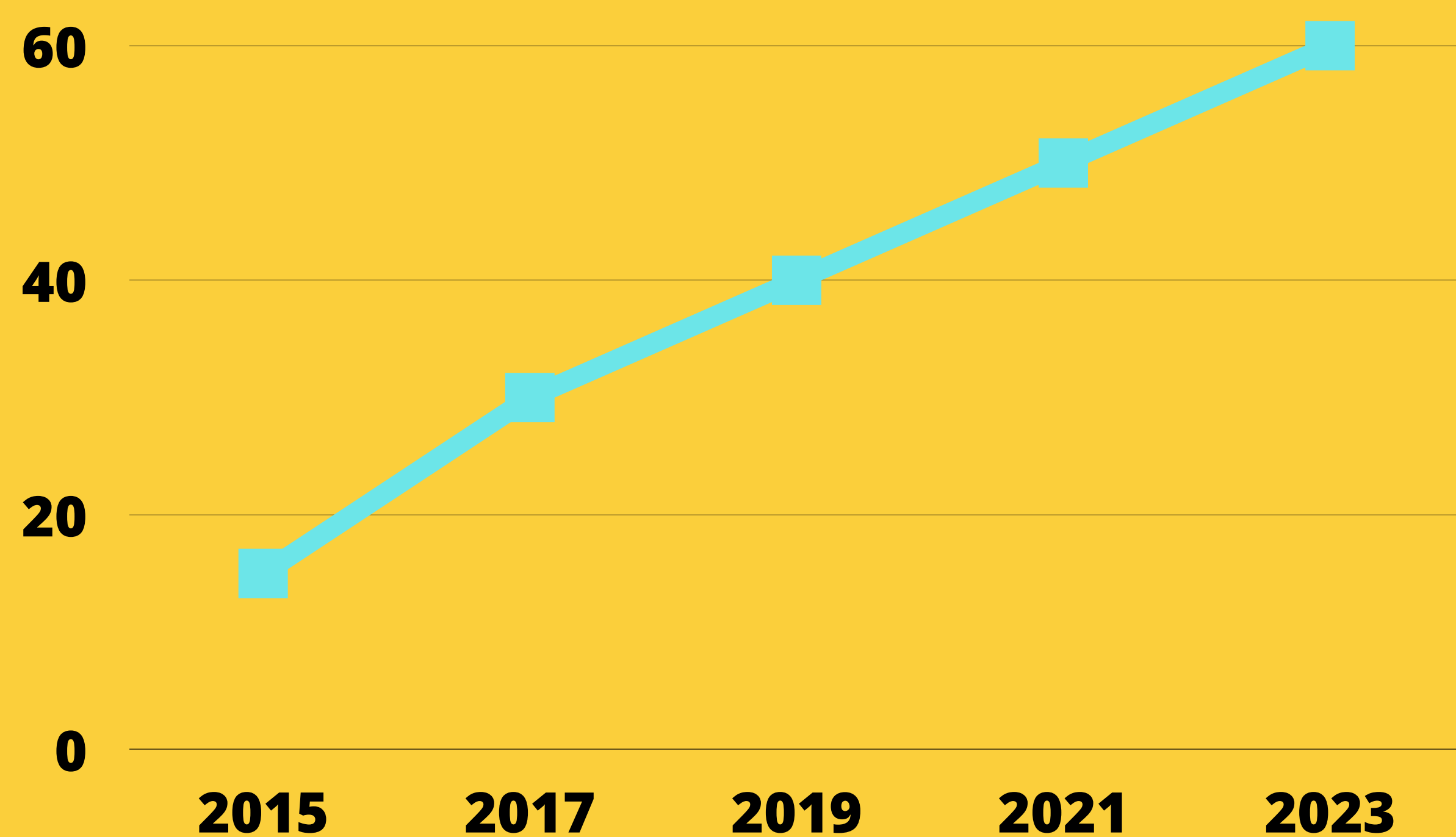
# FAIRTRADE



## Recognition of the FAIRTRADE mark in Europe



**In Europe around 55% of  
respondents recognized  
the FAIRTRADE mark**



**The recognition of the  
FAIRTRADE trademark is  
growing year by year**



**Did you know...**

**...that the product most  
associated with FAIRTRADE  
is coffee?**

**Disapproval of child labor is  
a key motivator to purchase  
FAIRTRADE products**

Find out more at: [www.fairtrade.net](http://www.fairtrade.net)