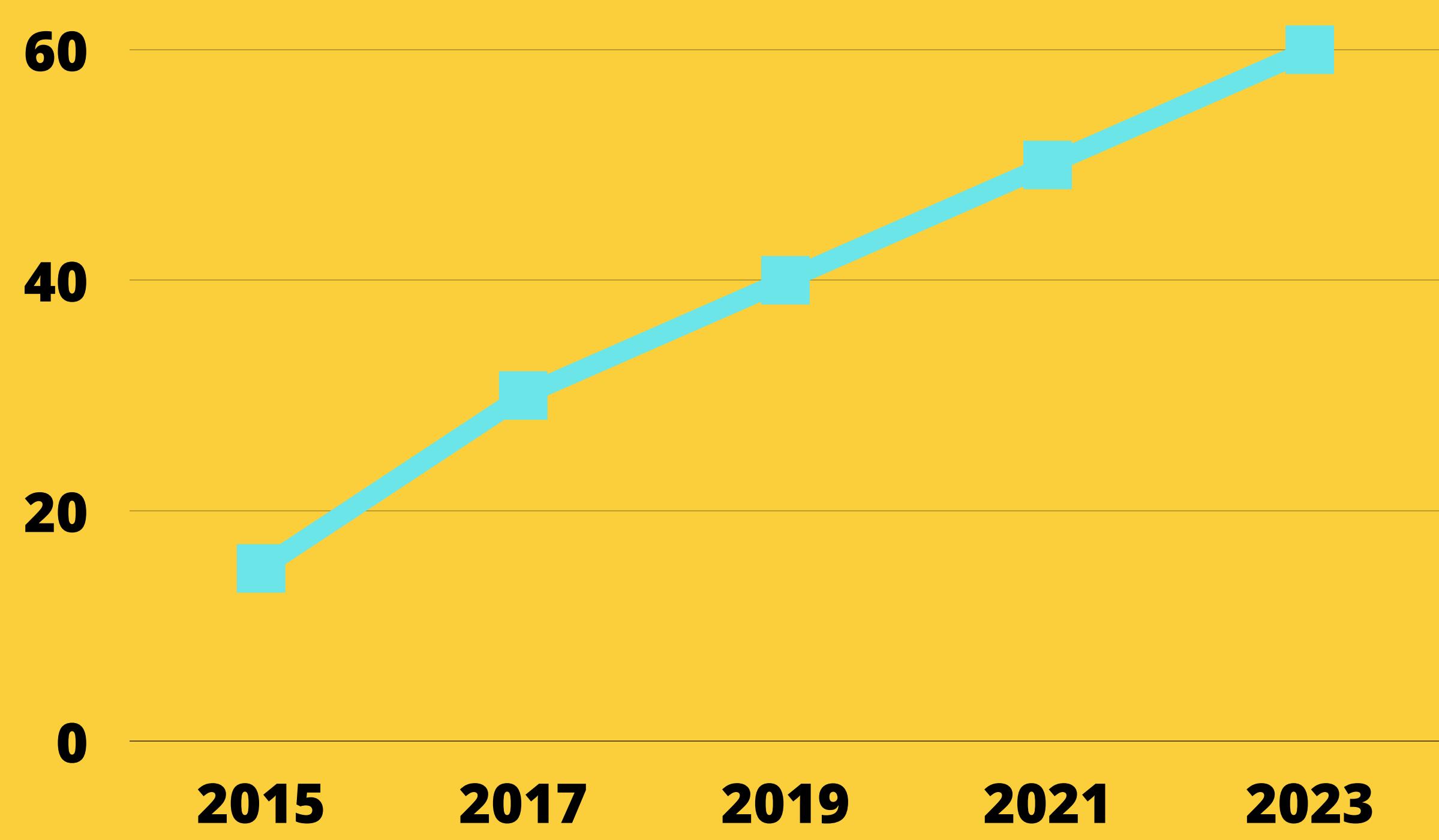


FAIRTRADE



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?

Recognition of the FAIRTRADE mark in Europe



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

Find out more at: www.fairtrade.net