

Our anniversary provides an opportunity to reflect on what we have learned from the past 25 years and to recommit ourselves to Fair Trade's mission.

For over 50 years individual EFTA members have been working tirelessly to change the way trade works. Instead of driving producers into bankruptcy or from their land, Fair Trade gives farmers and artisans a chance to improve their income, their livelihoods and their land. Together with many others we have helped create a mass movement for change. We have helped develop coherent standards and a common label so that Fair Trade could reach out into the mainstream. We can be proud of what has been achieved. Fair Trade has come of age and consumers can choose to buy in a way that makes a difference.

Fair Trade was created for small scale producers who seek a future for themselves and their children. Small scale farming feeds local communities, protects local environments and encourages sustainable development. Small scale farmers and artisans produce excellent food and crafts, and Fair Trade provides secure income. For over 50 years FTOs have gone the extra mile in nourishing and helping small communities of farmers and artisans find a market for their produce and crafts. From small beginnings, many of these groups have grown into strong organisations capable of defending themselves against middlemen and exploitative international traders. Fair Trade has ensured that all members of the community, particularly women, have a say in how their affairs are managed. Fair Trade has shown that trade can be based on respect, dialogue and transparency.

Our movement has grown but it remains small. We have not fundamentally changed the way business is conducted and trade structures today are no fairer than 50 years ago with too many businesses maximising profit at the expense of those who have least. Today 500 companies control 70% of world trade. Today banks use our savings to speculate with food prices and international traders make profits out of food shortages. Today governments and companies appropriate land without recompense. Today and every day 25,000 people die of hunger.

Fair Trade needs new and different strategies to engage with consumers and businesses if this is to be changed. As a movement we need to be generous in supporting each others' endeavours for there is no single approach that is uniquely right. As long as we continue to generate more benefit for producers, make more citizens aware of how they buy, then we are moving forward towards our goal of changing the way trade is conducted

Our continuing role as EFTA members is to refuse to compromise with, and to speak out vociferously against unfair trade. In this, we invite all FTOs to join us.

Together, as EFTA members, we will continue to help small scale farmers, rather than purchase from multinationally owned plantations. Together we will continue to source as much Fair Trade products as we can rather than as little as the rules allow. Together we will continue to have direct relationships with the groups we buy from, rather than simply buying from the grey market in certified commodities. Nor will we cross-subsidise our business by engaging in unfair practice elsewhere. Together we will continue to invest in and expand the market for new and challenging Fair Trade products. Together we will continue to demand fairer trade rules, rather than lobbying for the status quo. Together we will continue to offer consumers the best possible bargain by ensuring

that there is a stable, sustainable food supply for the future. Together we will continue to help small scale farmers adapt to climate change, ensuring their – and our own – food security.

This is our role in this movement of change.

We recognise with profound gratitude the endeavours of millions of producers and export organisations in the South as well as countless consumers, thousands of church and action groups, world shops and concerned traders who have joined together to demand and create today's Fair Trade market. There is no success on one's own and the changes we seek will require all our combined energy and creativity in the future. The diversity of our movement, and the specific focus of each one of us, must be a strength that allows us to consign injustice to history and to realise our vision of fair trade at the heart of a fair world.

December 2012

	claro (Switzerland)
	CTM altromercato (Italy)
	EZA Fairer Handel GmbH (Austria)
	Fair Trade Original (The Netherlands)
	GEPA (Germany)
	Intermón Oxfam (Spain)
	Oxfam-Magasins du monde (Belgium)
	Oxfam-Wereldwinkels (Belgium)
	Solidar'Monde (France)
	Traidcraft Plc (United Kingdom)

Reference statements:

Fair Trade's vision:

The Fair Trade movement shares a vision of a world in which justice and sustainable development are at the heart of trade structures and practices so that everyone, through their work, can maintain a decent and dignified livelihood and develop their full human potential.

(Charter of Fair Trade Principles, 2009)

Fair Trade Definition:

Fair Trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South. Fair Trade Organizations, backed by consumers, are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade.

(FINE Definition, 2001)

EFTA Members' position on FTO Role:

50 years after Fair Trade first began, many small scale producers, disadvantaged by geography, poor infrastructure and a legacy of exploitation, have successfully developed secure and sustainable markets for their goods. World shops, action groups, churches, political campaigners, concerned consumers and Fair Trade Organisations have made this possible. The market for Fair Trade products has reached a size at which multinational trading and producing organisations see genuine benefits in participating.

Fair Trade Organisations, however, seek more than just a bigger market. In order for trade to be a driver of poverty reduction, EFTA members seek to create trading relationships that are based on equity and transparency and that are fundamentally different from those of conventional trade. EFTA members support, trade with and develop the capacity of producer organisations that help their members secure decent livelihoods and better determine their own future.

In order for Fair Trade to leverage wider change for trade justice, EFTA members apply their trading experience in education, advocacy and campaigning so that informed consumer choices change business behaviour and government policy and add weight to demands for the reform of international trade rules and the creation of a fairer economic system.