**World shops and Fair Trade Retailers**

**Committee:**

Survey on Retailer’s Standard May 2014

*Dear WFTO-Europe Member,*

*The World Shops and Retailers Committee invites you to share the results of the survey about the application of the Retailers’ Standard.*

*Thank you for the attention.*

*Aim of the research and introduction on the participants*

The aim of the survey was to have a first look at the implementation level of the Retailers Standard and to raise a debate on important Guarantee System issues.

As you know, the WFTO Retailers Standard were approved after a long process in 2013 and WFTO-Europe Board is investigating if and how they are applied and whether there are differences between the countries.

The survey launched in May has involved 11 countries, with total 15 surveys received, from world shops’ and retailers’ networks, wholesalers and national platforms. This first outcome showed that most of them are representing traditional world shops (only 4 web shops and none shop in shop).Moreover, events, fair, shows and temporary sales are the main initiatives in which are involved.

Below you find the main answers provided per question:

1. *Estimate the average % of Fair Trade Food sold by your retailers/shop*
2. *Estimate the average % of Fair Trade Handicrafts sold by your retailers/shop*:

* Main answers: 54,3% FT food and 46,5% FT handicraft

**Comments:** the world shops and retailers sold Fair Trade Food and Handicrafts equally

1. *Estimate the average % of your sales for general public (BtoC)*

* Average % of sales BtoC indicated is 63%

1. *Estimate the average % of your sales for other companies (BtoB):*

* Average % of sales BtoB indicated is 42%

1. *Is there a national platform on Fair Trade issues in your country?*

* Most of them consider to have a national platform in their country (10 to 15)

1. *In your opinion, how much interested are your world shops to be WFTO certified (normally through national or collective Fair Trade Retailers Association)? (use a scale from 1 to 10)*

* The average vote expressed is 5.9

**Comments :** It seems that the interest in being WFTO certified is not very high. This might be connected with the confusion still present regarding the guaranteeing procedures.

1. *Can you tell approximately the actual percentage of Fair Trade products sold in your world shop/retailer?*

* Actual percentage of Fair Trade products sold in the shop is 84%

1. *Have you already developed standards regarding monitoring system?*

* Most of them developed standards regarding monitoring system (85% answered yes)

**Comments:** this is a positive result that shows the importance of having a guarantee system to monitor the processes.

1. *In your country, have you adopted a higher percentage of FT products? (above the WFTO standards of 60%)*

* The medium percentage indicated is 81% .

**Comments:** The percentage is higher than WFTO minimum standards. We are now investigate how it has been calculated, in order to harmonize different countries.

1. *Some FTO are selling products not coming from Southern countries, but from the same country where they are based ( calling it “Domestic Fair Trade” or using similar definitions), by applying to its principles and criteria similar to Fair Trade. Are you in favour to do this? Please explain why.*

* Analysing the answers it is clear that “Domestic Fair Trade” is an important issue to be discussed with members.

**Comments:** It’s important to have an exact definition and to avoid confusion in the meaning.The members are divided equally between those who are in favour and those who are against or want to discuss more the issue. It will be an interesting discussion for our next Agm.

1. *According to WFTO definitions, Fair Trade means to trade/sell and to be actively “engaged in awareness raising activity and in campaigning for changes in the rules and practice of conventional international trade”*

* 10 to 15 thought a FT retailer have to be “engaged in awareness raising activity and in campaigning for changes in the rules and practice of conventional international trade”

1. *Concerning Fair Trade retailers, do you think that all their profits (after deducting all expenses including wages), have to be reinvested in the Fair Trade system chain in accordance with the Fair Trade aims?*

* 13 to 15 answered positively: a FT retailer have to reinvest profits in FT chain value, considering an average percentage of 67% (as part of the profit)