

Fairtrade 2021 Brand performance study

Management response



What we should remember

1. Sustainability & understanding of Fairtrade

Consumers in Belgium consider that companies & politics should do their part (changes in the structural level)

Fairtrade's main themes (human rights, poverty,...) match with people's concerns and compared with 2019, it has gained in importance.

It is difficult for people to define sustainability.

Fairtrade label is related to fairer working conditions & trade system but not enough to consuming more sustainably (compared with Bio-label)

What we should remember

2. Brand Awareness: good progress !

	2019	2020	
Fairtrade / Max Havelaar	30%	37%	(2017: 31 %)
Fairtrade	12%	22%	(2017: 10 %)
Oxfam-Wereldwinkels (mostly VL) :	59%	52%	(2017: 62%)

Question: Welke van dergelijke organisaties, merken of keurmerken (garantielabels of certificaten) die actief zijn in fair trade / eerlijke handel kent u? | Base: All respondents are aware of fair trade organisations (n = 693)

What we should remember

3. Label Awareness: good progress ! From 77% to 83% !

- > Our progress in label awareness also led to an increase of the conversion rate between preference and first choice (in comparison with 2019).
- > Bio & Fairtrade labels together only work best with leading edge consumers in sustainability that are upper-class & Brussels based. >> this also means that Fairtrade non-Bio labelled products have a real potential for a big part of the Belgian population.
- > Beware of trust going slightly down. It can be linked with conjunctural aspects.

What we should remember

- Conclusions on need for larger offer & visibility match with our Theory of change where we stress the importance of committing private sector.
- Conclusions of people wanting to see politics do their part is an opportunity for us and matches perfectly with our Theory of Change.
- TRUST: we should investigate more what is really behind the trust going slightly down (even if it is still high) to anticipate and better anchor our actions and narratives with what creates trust amongst our target groups.
- Price perception still is an issue. To investigate further.