The Grocer

Focus On: Ethical Trading
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This year is the 30th anniversary of Fairtrade products first going on sale in the UK. To mark the occasion, Fairtrade Foundation partnerships director Kerrena Thorogood wrote in The Grocer in September that continued collaboration between retailers, suppliers and consumers would be key to achieving fairer and more sustainable trade across the supply chain. "[We are] calling on all retailers and brands to work together to shift entire markets and ensure farmers can adapt to climate change and farm sustainably," wrote Thorogood. So, who's answering the call? Where is further progress needed? How have sales of Fairtrade goods performed in the past year? And what difference is all this making to farmers' lives and the challenges they face?

Retailers: This feature will explore the extent to which different UK retailers are supporting Fairtrade and other ethical certification schemes. We will use Kantar data to analysis how sales and market share have changed over the past year and explore what other ethical accreditation schemes are gaining/losing traction and why.

Suppliers: We will also be looking at how branded and own label suppliers are supporting the Fairtrade movement in terms of product development, marketing etc. Have any new companies got on board with Fairtrade in the past year, have any parted company with it? Are any brands going above and beyond the work Fairtrade does? How?

Different ethical accreditation schemes: This feature will also explore the range of ethical accreditation schemes that suppliers and retailers use to set their products apart, reassure consumers and make a difference. How do they compare and do their claims hold water?

Innovations: We will profile four interesting upcoming launches that have not been feature in The Grocer before. We need rsp, pack weight/volume, launch date, manufacturer and a high res product shot.