

Summary presentation to SPP and Enabel: study of European market for SPP products

March 30th 2018



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Background and Introduction (1)

- **Trade Development Centre of the Belgian Development Agency** (BTC/CTB – now Enabel) aims to help very small to medium sized businesses and related organizations in developing countries to grow their business in developed markets such as in Europe.
- In particular the **“SPP label – Simbolo de Pequeños Productores”** was developed by CLAC, “Coordinadora Latinoamericana y del Caribe de Pequeños Productores y Trabajadores de Comercio Justo” and launched in 2011.
- At the same time over the past 3 decades, the **small producers’ organizations from the South have been accessing the European market.**
- However in the last couple of years **these have experienced strong competition from other production schemes** such as private plantations and the multinational food product supply chains.



Background and Introduction (2)

- **The SPP has tried to differentiate itself from other labels** with a list of elements, including the origin and quality of their products, their organic nature, the fair prices paid to producers, and their general sustainability.
- **To date there is steady growth of SPP business in Europe**, up to €6 million worth of transactions in 2016 and 25% year on year growth; however many players, including potential new groupings, would like this trend to accelerate.
- **There is a discussion within SPP and other interested parties as to how far the SPP label should be positioned as a *label for small producers***, which has been the case up till now, and which allows more flexibility of positioning; and how far as a *fair trade label*, implying the need to compete with other players in the Fair Trade market



General objective of this study

Market research and development of a marketing plan to increase the sales of products of SPP certified Small Producers Organizations from the South on the West European market.



Specific objectives

- **To identify the profile and universe of potential buyers, distributors, consumers and supportive organizations on the West European market** for the following products (raw materials and end products) of Small Producer Organizations certified by SPP Standards: coffee (green), cocoa, sugar (raw and refined) and bananas.
- **To obtain information and opinions of potential buyers, distributors, consumers and supportive organizations** on the West European market for products (raw materials and end products) for analysis and formulation of a Marketing Plan - specifically for Belgium, France, Germany, Italy and the Netherlands, but with possible reference to the Western European market as a whole.
- **To formulate a Marketing plan**, including strategies, tools, support structure and actions needed for the Small Producers' Organizations, SPP Global and its local partners to fulfil the General Objective above.



Methodology

- ✓ Desk research into market for coffee, cocoa products, sugar and bananas in the 5 countries (July to Dec 2017)
- ✓ Moderated focus group with 4 SPP members + 4 separate individual interviews (list supplied by SPP): by phone (July 2017)
- ✓ Interviews with 21 existing trading partners of SPP (list supplied by SPP): phone (Sept-Oct 2017)
- ✓ Moderated workshops with interested artisans, retailers and some finished product brands in Brussels, Amsterdam, Paris, Cologne and Milan (over 95% free found by IRB); attended by SPP (October 2017)
- ✓ Interviews with importers, B2B suppliers, and some artisans as potential customers for SPP (all but 2 free found by IRB): 15 face to face, 10 by phone (September 2017)
- ✓ Consumers poll on the SPP logo with 600+ representative consumers in France and Germany (March 2018)
- ✓ Analysis and reporting
- ✓ Marketing proposal

Note on “fair trade”: when using 'fair trade' we refer to the concept of fair trade (covered by multiple labels) and when using 'Fairtrade' we refer to the label of the organisation Fairtrade International.



SPP products

- In the *discussion with SPP members*, the SPP was said to have mainly covered: **coffee, cocoa, sugar & bread, fruits** (e.g. “Uvilla” or Amazon grape), and **bananas**.
- Most of our *interviewees from SPP* were themselves solely or mainly involved in **coffee**; this represents $\frac{3}{4}$ of SPP business).
- **Coffee** was also the main business of the *phone interviews with existing trader clients*.
- With the *potential clients*, we were able to spread the interviews more widely to include (as well as **coffee**), **cocoa products, bananas – incl. dried bananas**, and for some **sugar**.

🏠 List of SPP products given in the Presentation for the workshops:

- Banana, plantain
- Cocoa
- Coffee
- Fruit for processing
- Handicrafts
- Herbs
- Honey
- Juices
- Mango
- Orange (for juice)
- Peanuts
- Potato
- Quinoa
- Sugar



ID of potential customers

- IRB has access to lists of over 10,000 food importers in Europe (Best Food Importers: <https://www.bestfoodimporters.com>), accessible through paid subscription.
- In Appendix 2 are the companies we interviewed who would like follow-up from SPP.



Section A: desk research programme

INSIGHTS GATHERED THROUGH RESEARCH ON THE
INTERNET TO FIND PUBLISHED STUDIES AND ARTICLES



DESK RESEARCH: PRODUCT FLOWS



Structure of the market and identification of potential customers

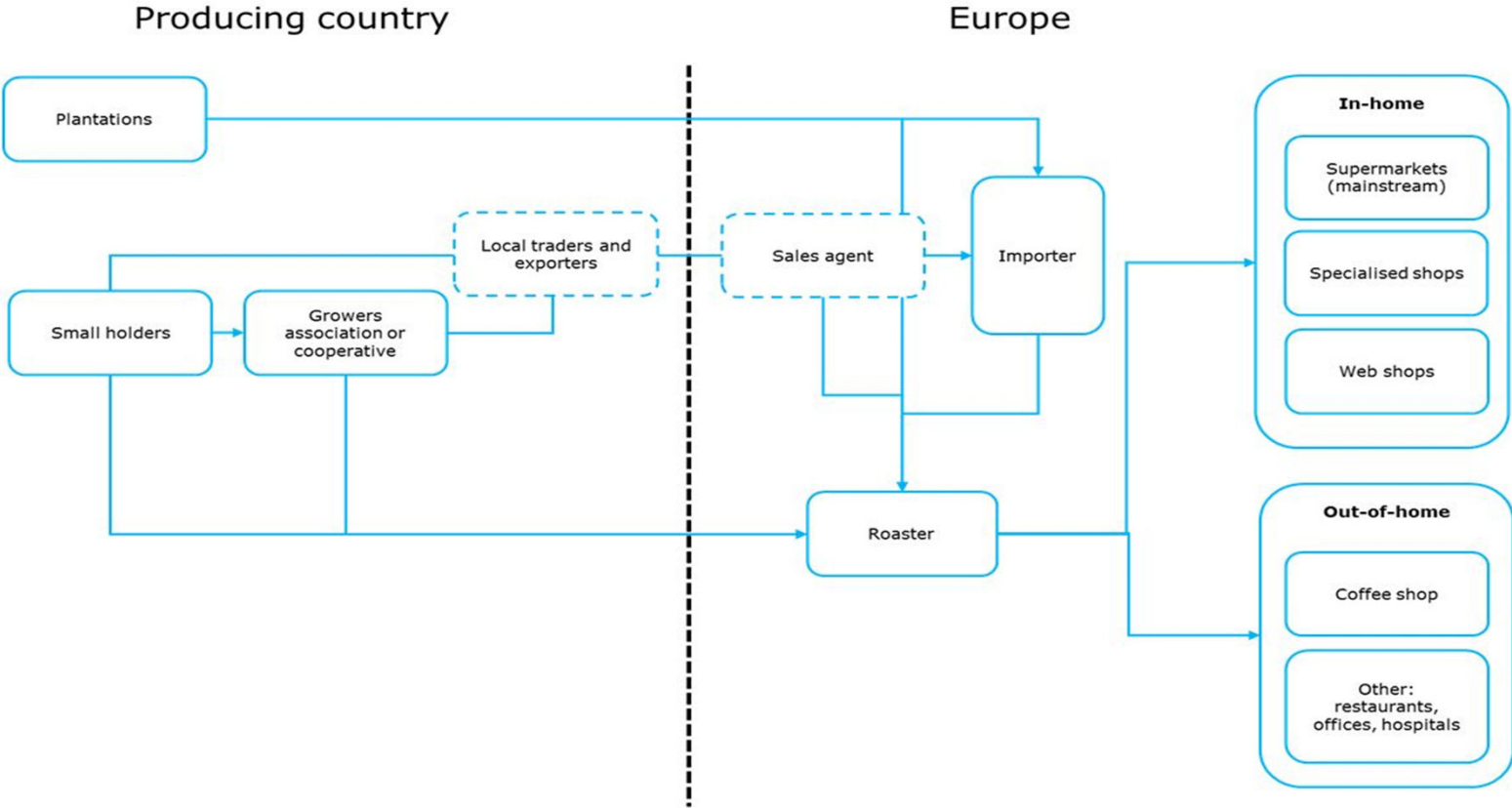
Possible product flows

- a) Importer -> distributor -> retailer (e.g. bananas)
- b) Importer -> B2B co./ brand-> transformer/roaster (e.g. coffee, chocolate) ->B2B co./brand -> retailer
- c) Importer -> B2B co./ brand -> Industrial wholesaler -> Ingredient user (bakeries, chocolate maker)
- d) Importer -> B2B co.> transformer/roaster (e.g. coffee, chocolate) -> coffee shops/chocolatier

See next charts for the product flow diagrams



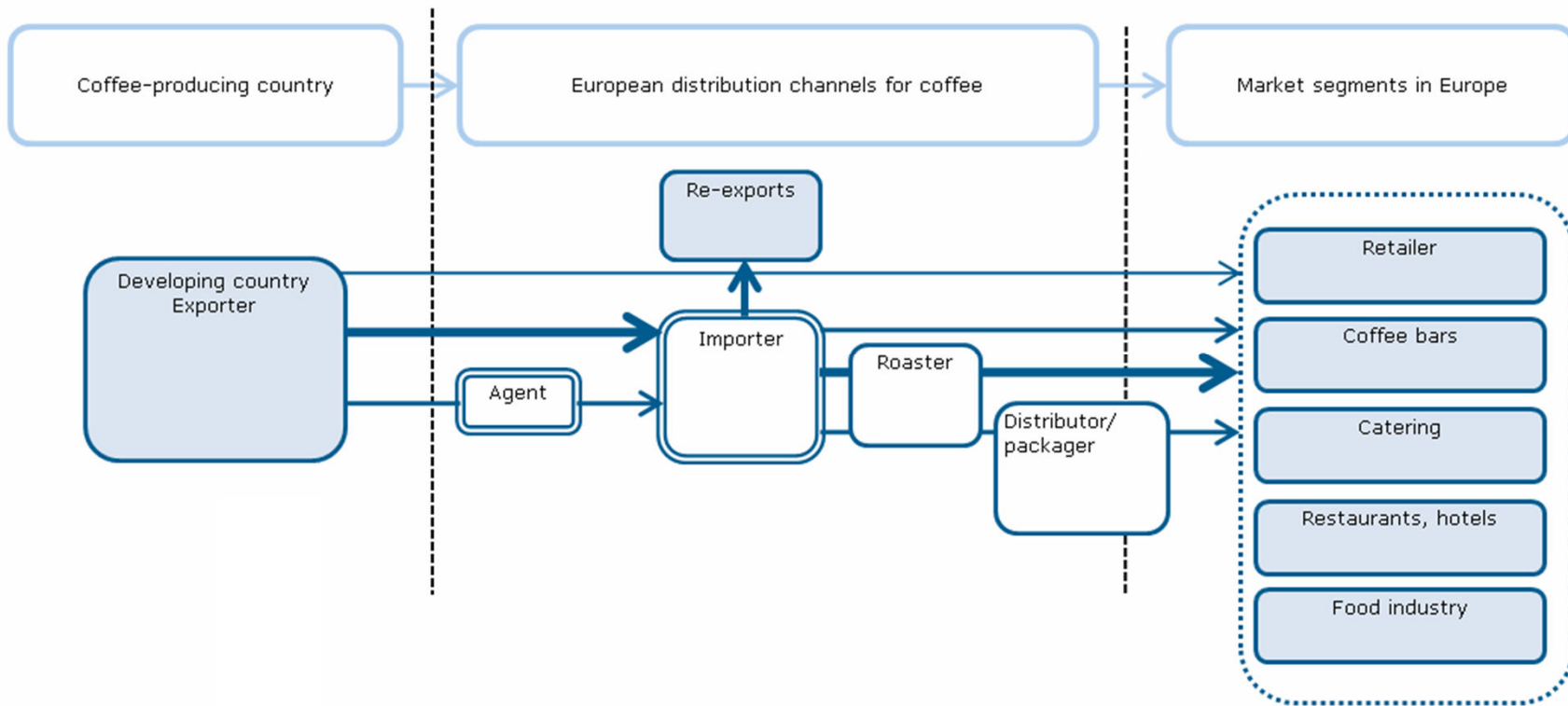
Market channels for coffee in Europe



Source: cbi.eu



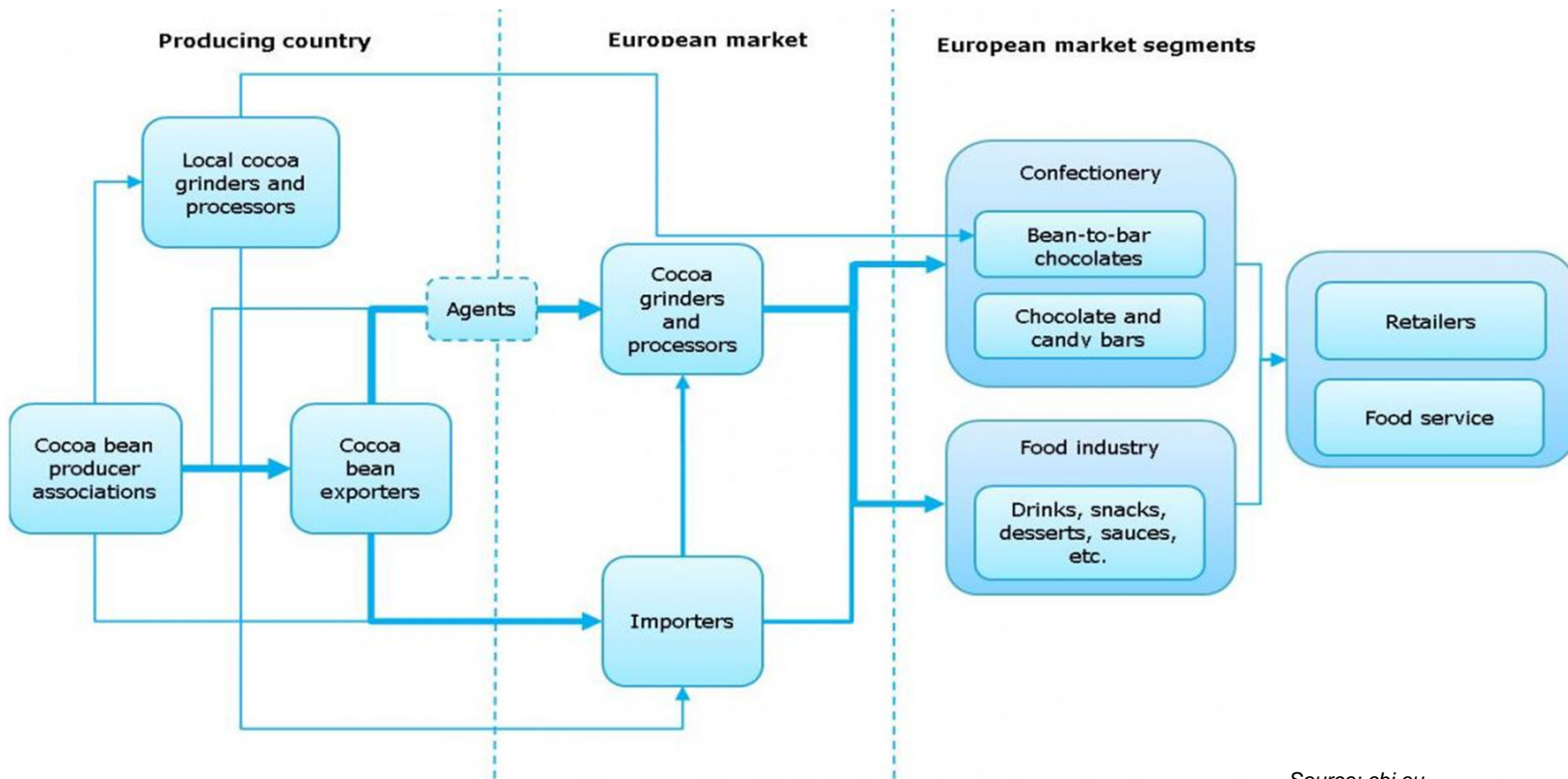
Market channels for sustainable certified coffee in Europe



Source: cbi.eu

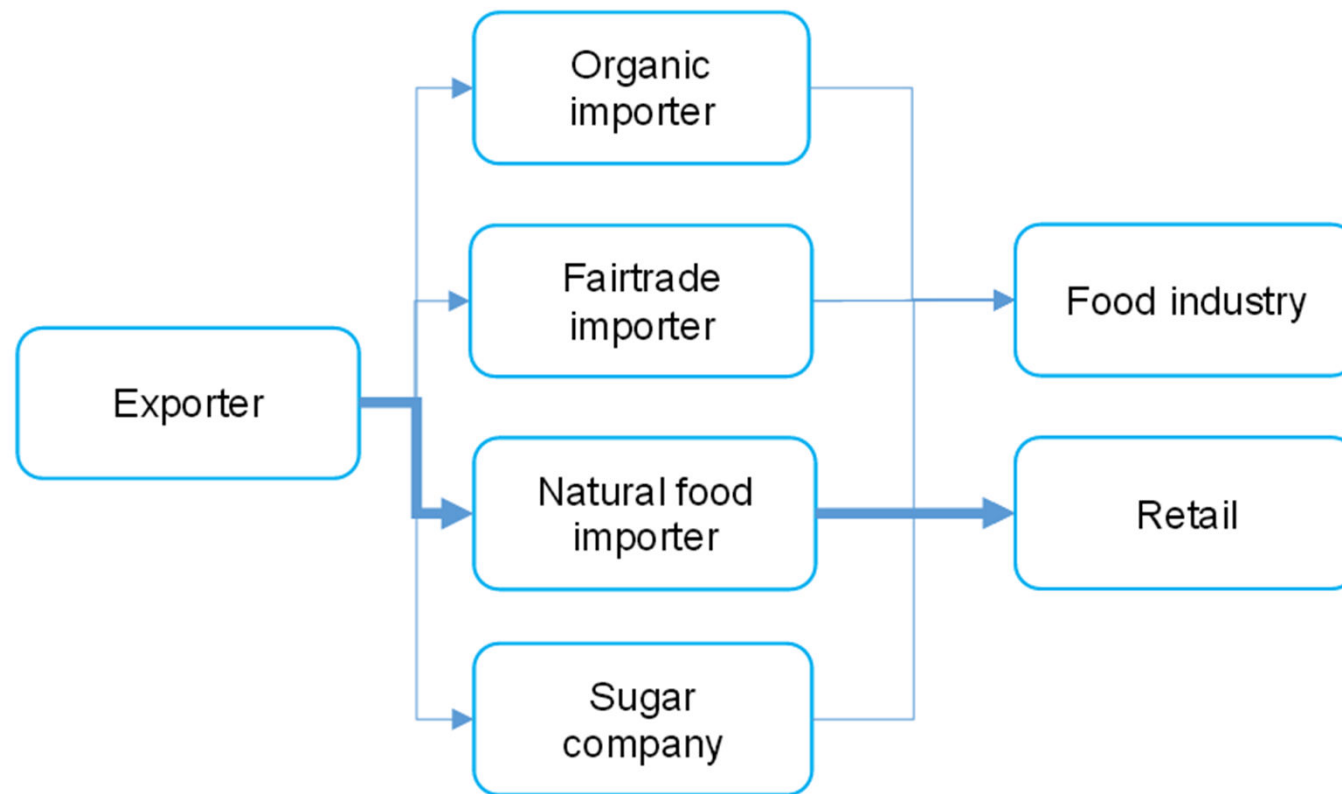


Main channels for the export of cocoa to European markets:



Source: cbi.eu

Major market channels for raw cane sugar



Source: cbi.eu

Market chain for bananas in Europe

- 1. Auctions: The auction in EU basically functions as a distribution centre and is the most significant way for bananas to reach the European wholesalers absorbing large quantities of bananas that are ripened/repacked and sold to retailers in EU.
- 2. Direct sales: this normally follows the following chain:

Figure: Banana Value Chain



Source: FAO (2008): *The value chain for fresh fruits. The example chain of Banana Industry, by Pascal*

Liu, Rom.

DESK RESEARCH: ORGANIC AND FAIR TRADE MARKET IN EUROPE



Organic market in European Union

- The total value of the EU organic retail market was €24 billion in 2014. It has grown to €30 billion in 2016.
- Europeans have the **highest consumption of organic products per capita**, in the world. Between 2005 and 2014, this increased by 110%. On average, each person in EU spends €40 a year on organic products.
- Over 50 % of all organic food sales now happens in mainstream supermarkets and grocery discounters.
- The top organic food vendors in Europe are: Tesco, Metro, Carrefour, Ahold and the REWE Group.
- **There are also important specialised organic retail chains**, such as Denn's Biomarkt in Germany and Austria, Biocoop in France and Ekoplaza in the Netherlands (see list in Appendix 1)



Source: FiBL & IOFAM

Europe increasing organic production and consumption

There is an EU wide movement focused on increasing organic production and consumption. This includes:

- New policies focusing on organic production (ex. Common Agriculture Policy)
- Investing in organic production: between 2014 and 2020, over EUR 100 billion will be invested in the European Union's rural areas to help farming meet organic standards
- Plans to support and cooperate with trade partners to ensure that imported products comply with the strict EU definition of organic food and farming
- Strengthening the standards and regulations for the organic products



Source: IOFAM/ European Commission



European importing policies

- Currently there are two different systems for certification of organic products imported into the EU:
 1. Equivalent Third Countries for countries whose system of organic production complies with the principles and production rules set out in the EU. Currently, these are: Argentina, Australia, Canada, Costa Rica, India, Israel, Japan, Republic of Korea, Switzerland, Tunisia, the United States and New Zealand
 2. Control Bodies/Authorities recognised for the purpose of equivalence for countries where there is not an equivalent organic regulation (see next slide)
- The EU has decided to standardize the regulations, and since 2010, the EU organic label (often named “Euro-leaf”) has been mandatory for all products claiming to be organic in European territory.



Source: IFOAM

New EU regulations

New regulations are set to be implemented, from 2020, to increase consumer trust in organic food and unleash the sector's potential for growth:

- **Strict, risk-based checks along the supply chain** that, will be done on-site, annually
- **Ensuring that imports comply only with rules similar to the ones applied in the EU:** a process that will be phased out within five years; EU could allow imports of specific products, even if not fully compliant with EU standards (e.g. due to specific climate conditions)
- **Avoiding contamination with pesticides:** Farmers will be obliged to apply measures to avoid contamination; if a pesticide is suspected to be present, the final product risks losing its organic status.



Source: European Parliament



Fairtrade market in European Union

- Comprehensive information on the full market for the Fairtrade initiatives is not available for most European countries, with some exceptions (France, Germany)
- Global sales of Fairtrade labelled products reached €7.88 billion in 2016
- The UK market is the largest in the world for the Fairtrade label
- The EU as a whole has 70 % of the global market, followed by the United States (almost 13%) and Switzerland (almost 7%)
- The EU market is experiencing a rapid growth of Fairtrade products, with up to 20% per annum growth in countries like France and Netherlands
- Sales of some products are growing and expected to continue this way. In 2015, coffee (18%), bananas (12%) and cocoa (27%) were the fastest growing in the European Fairtrade market
- However, cane sugar has seen a 32% drop, largely due to EU policy changes. The trend is expected to continue or even worsen, since in 2017 the EU beet sugar quota was abolished



Source: Fairtrade International



Organic and Fairtrade market in Germany

ORGANIC:

- Biggest organic market in Europe and 2nd biggest in world after USA
- €9 billion organic retail sales in 2016 (10% growth)
- Intensive activities of different supermarket chains (especially full range suppliers like Edeka and Rewe) for getting more different organic items in the supermarket shelves
- Approximately 50 % of organic products are sold through general retailers, 31.4 % through organic retailers and 18.5 % through other channels.

FAIRTRADE:

- 1.3 billion euros sale 2016 (14% growth). This is for all certified products
- Second biggest Fairtrade market in Europe, where people spend on average 16 euros on Fairtrade products annually
- Coffee is the most sold product (36% of total sales)
- Fairtrade International gives no information on proportion of sales going through different types of retail



Source: FiBL&IOFAM/BÖLW/Fairtrade Germany/Alemania/Forum Fairer Handel

Organic and Fairtrade market in France

ORGANIC:

- 2nd biggest organic market in Europe
- €6 billion organic retail sales in 2015 (22% growth)
- In the first four months of 2017 (mid-December 2016 to mid-April 2017), 61 specialist organic stores and organic supermarkets were opened
- In just one year (2015-2016), French people went from spending €83 on average to €101 annually on organic products
- No precise information on proportion of sales going through different types of retail

FAIRTRADE:

- €535 million retail sales in 2016 (21% growth)
- 3rd biggest Fairtrade market in Europe, where consumers spent on average 15.6 € annually on Fairtrade products
- 80% of Fairtrade products is also labeled as organic
- Biggest growth in bananas, followed by coffee, cocoa and sugar
- 44% of Fairtrade products is being sold in specialized bio shops



Source: FiBL&IOFAM/Fairtrade France/Commerce Equitable France

Organic and Fairtrade market in Belgium

ORGANIC:

- €586 million retail sales in 2016, with 12% growth
- Organic was 3.2% of the whole retail market in 2016, but it is showing stable growth. Belgian consumers are spending more and more on organic products (from €45.7 consumption per capita in 2015, to €52 in 2016)
- 41.5% of the market is in the hands of Delhaize and Carrefour, who are increasingly committed to organic

FAIRTRADE:

- €61 million sales in 2015 (with growth of 17% for 2016)
- 55% of the market is in coffee, bananas and cocoa
- Belgians spent €14.30 on average in 2016 on Fairtrade products, marking an increasing trend since 2013 (when they spent €8.60)



Source: FiBL&IOFAM/Fairtrade Belgium



Organic and Fairtrade market in Netherlands

ORGANIC:

- €1 billion retail sales in 2016
- 9th largest organic market in the world
- 55 % of the total organic food industry turnover is held by conventional supermarket chains, while 30% goes to the specialist stores; the restaurant industry accounted for 8 % and other sales channels such as weekly markets, farm-gate sales and Internet stores for 7 %.
- The most important suppliers for natural food retailers are the wholesalers **Udea, Natudis and Odin**, that supply **115 of the 365** natural food specialist stores and health shops in the Netherlands

FAIRTRADE:

- €269 million sales in 2016 (21% growth)
- Dutch spend on average €15.10 annually on Fairtrade products



Source: FiBL&IOFAM/Fairtrade Netherlands



Organic and Fairtrade market in Italy

ORGANIC:

- €2.6 billion retail sales in 2016 (14% growth)
- Imports of organic products into Italy are constantly rising due to surge in demand and insufficient domestic production. Many of the big market chains are dependent on imports.
- Retail sales dominated by 2 big supermarket chains (see Appendix)
- No precise information on proportion of sales going through different types of retail

FAIRTRADE:

- €110 million sales in 2016 (11% growth)
- Bananas, cocoa, coffee and sugar make the biggest part of market



Source: FiBL&IOFAM/Fairtrade Italy



DESK RESEARCH: COFFEE



Coffee imports

The EU imports and consumes the most coffee in world (30% of the global market); on average the **European consumer drinks 5kg of coffee** per year.

- In 2016, Europe imported 3.4 million tonnes of green coffee beans
- Around 91% of European imports of green coffee beans were sourced directly from producing countries
- **Germany**: the largest importer of green coffee beans importing directly from producing countries in 2016, with a share of 32% of total European imports
- **Italy**: 2nd largest importer directly from developing countries (18% of European imports in 2016), with average annual increase of 4.1% in volume
- Other big importers are Belgium, Spain and France



Source: CBI



Certified coffee

- **The market has also grown strongly in recent years for coffees certified against sustainability standards** such as UTZ, Rainforest Alliance, Organic and Fairtrade.
- **Both the production and sales of sustainably produced coffee have grown significantly more than conventional coffee.**
- Fairtrade coffee: About 50% of it is sold in Europe. The market for Fairtrade coffee is largest in the United Kingdom and Germany. **Most Fairtrade coffee sold in Germany (71%), and France (73%) is also organically certified, though not in UK.**
- In **Belgium**, less than 3% of the coffee sold is Fairtrade certified, while UTZ Certified coffee has the biggest share (around 10%)



Source: CBI

Certified coffee: some specifics per country

- **Germany:** The market segment of certified sustainable coffee (including UTZ, Rainforest Alliance, Organic and Fairtrade) represented about 8% of the German coffee market already in 2014.; Organic coffee has a strongest growth of all coffee products (6%)
- **France:** Fairtrade label has largest share of coffee market among certifications (approx. €500 million by 2016), with UTZ and RFA increasing their share; In 2016, 9 617 tonnes of Fairtrade coffee was sold in France
- **Belgium:** supermarkets' private labels account for most retail sales of certified coffee ; Fairtrade coffee makes only 3% of coffee in Belgian market
- **Netherlands:** coffee supply chain pledged that 75% of the coffee sold should be sustainably-produced (i.e. certified) by 2015.
- **Italy:** The Italian market much less focussed on environmental/social responsibility. None of the largest coffee companies is committed to certified coffee



Source: CBI/ Fairtrade International

Growth of specialist coffee shops

- More people are consuming coffee away from their homes, in coffee shops, restaurants, hotels and at the workplace. It makes about 30% of the market
- **The European market for speciality coffee is growing significantly,** offering opportunities for suppliers offering high-quality coffees. It is a small niche, but which commands high quality and high value.
- While **traditional cafés, restaurants and hotels tend to sell average quality coffee, specialised coffee shops** tend to offer a range of specialised coffees.
- Specialist coffee shops were the fastest growing restaurant category by 2016, having increased 9.1% from 2014-2015.



Source: CBI/Speciality Coffee Association



Direct trade

- **Direct trade schemes are becoming more and more common.**
- More and more small importers, coffee shops and sustainability-driven brands are looking for a direct link to the farmer.
- For example, there are:
 - coffee shops that import green coffee beans directly from the country of origin, which they roast locally at their own shop,Or
 - specialist importers that resell to small coffee roasters.
 - these 'direct-traders' are mostly not using Fairtrade labels, but, most of the time, they do use organic certifications.
- No hard data are available on this tendency.



Source: CBI/ Speciality Coffee Association

DESK RESEARCH: COCOA



Specialist chocolate

- **Negative health connotations against sugar** continue to undermine chocolate sales in Western Europe.
- However **specialist chocolate makers and brands, origin based** chocolate bars (organic or not), and tablet chocolate with **different levels of cocoa content** (up to 100%) have evolved.
- **Dark chocolate** seems to be increasing, partly because of the lower sugar content.



Imports of quality cocoa beans

The three largest European trading hubs for cocoa beans are:

Netherlands: (world's largest cocoa importer is port of Amsterdam and biggest grinder in Europe)

- At present 60% of NL's cocoa beans come from West Africa
- demand for high-quality cocoa beans (premium/speciality/fine flavour) is growing, attracting further interest from Latin America.

Germany: (second-largest importer and grinder of cocoa in Europe)

- direct trade for quality cocoa products is preferred with smaller German traders, speciality chocolate stores, coffee houses, chocolatiers and bakeries.

Belgium: (second largest cocoa port in Europe: Antwerp)

- world's biggest processing factory
- flourishing sector of artisanal chocolatiers (Belgian chocolates)



Source: CBI



Imports of quality cocoa beans

France :

- France is the fourth-largest importer of cocoa beans in Europe, reaching 149,000 tonnes in 2016 (€ 439 million)
- Consumers are increasingly looking for speciality chocolates, especially dark chocolate in combination with other premium ingredients: in 2015, 22% of chocolate consumers in France claimed that it is important for a chocolate product to contain premium ingredients. The focus on cocoa origin has also become more important on the high-end chocolate market in France. Most high-end brands offer a line of single-origin chocolates.

Italy:

- About 15% of Italian cocoa beans import comes from other European countries
- Italian market is dominated by Ferrero Group, which makes it one of the largest chocolate producers



Source: CBI/OEC



Semi-finished cocoa products: source and destination

- **Semi-finished cocoa products:** derivatives of roasted cocoa beans mainly intended for the manufacture of chocolate and other food products
- **Cocoa paste: 51% sourced directly from developing countries.** Largest importers: Spain (25%), the Netherlands (23%), Germany (21%), France (15%).
- **Cocoa butter: 32% sourced directly from developing countries.** Largest importers: the Netherlands (27%), France (27%), Germany (18%), UK (18%).
- **Cocoa powder: 13% sourced directly from developing countries. Largest importers:** Belgium (51%), the Netherlands (35%) .

(Note that large part of imports to Belgium and especially the Netherlands is forwarded to other European markets, rather than for their own consumption.)



Chocolate production

- **Chocolate production in Europe reached 12 million metric tonnes in 2015.**
- The largest producers of chocolate and other foods using cocoa products were:
 - **Germany** (29% of the production volume)
 - **Italy** (18%)
 - **Belgium** (8%)
 - **United Kingdom** (7%)
 - **France** (6%)



Chocolate consumption and export in Europe

- the EU accounts for over 50% of world consumption of cocoa beans

Annual consumption per capita in 2015

- Germany has third largest consumption per capita in Europe (after Switzerland and UK): €85. France (€79.7) and Belgium (€76.4) follow.
- In all countries, the demand for premium chocolate is increasing. This includes speciality chocolate, fine flavour chocolate and certified chocolate.

Exports in 2016

- Top chocolate product exporters (not only finished products) in 2016 were **Germany** (540 000 tonnes), the **Netherlands** (270 000 tonnes) and **Belgium** (250 000 tonnes), followed by Poland (200 000 tonnes), **Italy** (140 000 tonnes) and **France** (100 000 tonnes).



Single origin/% cocoa

- From visits to many shops, interviews made and general reading on the topic, there is an increasing consumer interest in single origin chocolates (in contrast to blends), linked to the attention given to the production areas, as well as to the story of producers and their communities.
- This can be linked to displayed cocoa content e.g. 70% from Panama, 80% from Ecuador.



Other quality-related developments in cocoa

Microlots:

- Small volumes of fine-flavour cocoa are used in special editions and for high-end markets in Europe.
- As yet this is a very small share of the market.
- These products can attain very high prices.

Awards:

- The industry is creating mechanisms such the International Cocoa Awards (ICA) of the Cocoa of Excellence (CoEx).
- They reward flavour, quality and diversity of different origins.



Direct trade

- Direct trade (not Fairtrade certified), between producers and small and medium-sized chocolate makers, is also an ongoing trend on the fine flavour cocoa market.
- More direct trading allows producers also to supply tailored semi-finished cocoa products to chocolate makers.
- No hard data are available on this sector.



Online sales

- As with coffee, online is gaining importance as a distribution channel to the consumer for chocolate, and is expected to increase in the next years, esp. for high quality chocolates.
- Web-shops come in combination with social media such as Facebook and Instagram, which serve as tools to attract consumer attention and increase online sales.
- No further data are available on this tendency.



DESK RESEARCH: SUGAR



Overall consumption

17 million tonnes of sugar consumed in Europe annually:

- Cane sugar accounts for an estimated 20% of the total European sugar market.
- Beet sugar (mainly produced in Europe) accounts for the other 80% of the market.
- Between 2011 and 2015, total consumption of sugar and the share of cane sugar remained relatively stable.
- However sugar will suffer from the same present tendency to advise reducing sugar consumption as chocolate.



Raw cane sugar

- **Raw cane sugar is becoming more popular in Europe** as consumers grow increasingly interested in natural and unrefined food products. There are no strict standards when it comes to the import of raw cane sugar, but the import prices are high.
- **Italy** is the biggest importer of raw cane sugar in Europe.
- **Italy**, Spain, Portugal and **Germany** are all major importers of **Colombian** raw cane sugar.
- However **sales of cane sugar in general are expected to drop**, due to the end of European sugar beet production quota (September 2017). EU sugar producers are now allowed to produce and sell as much as sugar they can, meaning that there will be more beet sugar at potentially lower prices. (fratinivergano.eu)
- There is also, as mentioned elsewhere, **a consumer trend and even legislation against sugar use in many Western European countries.**



Ethical raw cane sugar

- Growing consumer interest in ethically sourced products provides opportunities for fair trade certified raw cane sugar.
- European companies remain interested in fair trade: e.g. Italian confectionary manufacturer Ferrero has committed to source 20,000 tonnes of Fairtrade cane sugar between 2016 and 2019.
- Raw cane sugar is also of more interest if organic, as with other products.



DESK RESEARCH: BANANAS



Imports

- Imports into the European Union (in 2016) reached 5.4 million tonnes
- This is 31% of the world market against 27% for the United States.



From big banana brands to big supermarket groups (1)

- Decrease in power of the 4 big banana brands in Europe, increase in power of large supermarket groups.
- in 1980, only 4 multinational companies accounted for over 80% of worldwide banana imports.
- By 2013, this market share had dropped to 39% and is even lower today.
- The rest of the market is now increasingly supplied by retailers that organize direct sourcing with banana exporters and producers/plantations: German supermarket chains are among the most powerful in terms of price-cutting and bargaining power.



From big banana brands to big supermarket groups (2)

- In Germany, for example, the five big retailers (Lidl, Aldi, Edeka, Rewe, and Metro) have a market share of over 85%.
- If the leading retailer in a given country, for example Aldi in Germany or Asda Walmart in the UK, is decreasing its price for bananas, other retailers are obliged to follow, **since no customer is interested in buying bananas at a higher price.**
- On the other hand, the exception is **organic bananas (see below).**



Organic bananas

- **There is a growing demand for organic bananas;** the price difference vs non-organic bananas is relatively small for bananas (compared with other organic foods)...
- ... **demand expected to increase in the coming years;** production may have trouble keeping up with demand; on one estimate, there are five million hectares of conventional bananas worldwide, but only 50,000 hectares of organic crops.
- Both Mexico and Peru have seen positive trends in the export of organic bananas.
- More precise data have not been found.



Fairtrade bananas

- In Germany, the Fairtrade volume rose reached 51,000 tonnes by 2014, thanks mainly to big European discount chains Lidl and Aldi. It is estimated that Fairtrade now accounts (in 2015) for 8% of total banana sales by value in Germany, the continent's biggest market.
- French volumes shot up by 140% to 19,000 tonnes in 2014, mainly thanks to a re-launch of its Fairtrade organic category by supermarket giant Carrefour.
- In the Netherlands, the volume also rose above the global average to 20,000 tonnes.
- (No separate information on Belgium or Italy).



Sources: *FLD Hebdo, fruchthandel.de, maxhavelaar.nl and Fairtrade International.*

Sustainability

- In all links of the value chain, people are gaining interest in **more sustainable and responsible fruit and vegetables**.
- Customer awareness is growing thanks to increased transparency.
- The Sustainability Initiative Fruit And Vegetables (SIFAV) aims to make all imports from Africa, Asia and South America 100% sustainable by 2020. (more info: <https://www.idhsustainabletrade.com/initiative/sifav/>)



Section B: primary research

INSIGHTS GATHERED THROUGH INTERVIEWS, WORKSHOPS, ON-LINE DISCUSSIONS, ON-LINE QUESTIONNAIRES, CONSUMER SURVEY ON LOGO, LEADING TO THE FOLLOWING CONCLUSIONS



SPP members in Latin America were interviewed in an on-line focus group or by phone, in Spanish; this is what they said about SPP:

SPP AS PERCEIVED BY ITS MEMBERS



Advantages and disadvantages of SPP (as seen by members)

The colours/fonts below show to what extent each of the SPP members' statements are supported by external stakeholders interviewed in this study:

- **WELL SUPPORTED** ; **somewhat supported**; *unsupported*

Positive:

- **A BONDING BETWEEN PRODUCERS**
- **THE BENEFIT OF BEING SMALL PRODUCERS**
- **A TOOL FOR REACHING INTERNATIONAL MARKETS – THOUGH NOT VERY DEVELOPED YET**
- **AN ARM AGAINST THE COMPETITION**
- **Promoting the authentic culture of small artisanal and family businesses**

Less positive:

- **HAS INSUFFICIENT SPENDING POWER**
- **NOT WELL KNOWN, NOT FULLY DEVELOPED ON THE BUSINESS DEVELOPMENT SIDE**
- **NEED FOR SPP'S GREATER PROMINENCE IN ONLINE CHANNELS & SOCIAL MEDIA**
- **NOT AS EFFECTIVE A LABEL AS "ORGANIC"**
- **The association with Fair trade is negative these days**
- **Not competitive in pricing**
- **Need to develop "identity" and "quality"**
- *A cost for producers*
- *Mainly focussed on coffee*



Environmental benefits
Promoted at trade fairs

SPP traders in Europe were interviewed by phone, in their own language; this is what they said about SPP:

SPP AS PERCEIVED BY TRADERS AND POTENTIAL CUSTOMERS



Why do traders currently work with SPP?

- As back up for their brand, makes the brand stronger
- Out of support for the concept
- To get away from the Max Havelaar type of fair trade
- To differentiate themselves from their competitors; e.g. those that follow the Fairtrade label
- More for the ethical image of SPP than for the quality of the products
- Not directly to increase their business, at least in the short term



Source: traders phone study

Where are SPP products currently sold in the EU?

Mainly sold:

- In **specialist “health food” or organic chains and stores**
- in any **mainstream shops** including big supermarket groups (which some smaller companies felt was not so ethical)
- To **artisanal companies** such as coffee roasters, coffee shops and chocolate makers

However:

“Not enough presence in shops” – presence in shops is key to getting customer awareness and arriving at a critical mass.

Could be developed:

- Increasing client base with more b2b companies as well as artisans, esp. those selling into above channels
- On-line sales to consumers via organic and other health food sites
- Through farmers markets type groupings (“La Ruche qui dit oui” in France and Belgium)



Source: traders phone study

Current product range

- Existing range, indicated in the SPP presentation, was interesting (workshop participants)
- Need to develop range e.g. other dried fruit (potential customers)
- Important to offer high quality variants e.g. criollo cocoa beans (potential customers)
- Some interviewees interested in getting their existing non-SPP products registered (potential customers)
- Catalogue appreciated by existing SPP traders (traders)



Source: workshops, potential customers

Other labels

SPP competes for space on packaging with other better known labels:
e.g.

- Agriculture Biologique AB
- Agriculture UE/Non UE
- Fairtrade
- Organic labels
- Rainforest Alliance
- UTZ



Quality

- Existing traders and brands **didn't focus so much on SPP quality**; some said “**quality variable**”
- However some potential smaller scale artisan customers differentiated between:
 - **Quality needed for mainstream trade** (supermarkets, other chain stores, some roasters) : **need consistency**
 - **Quality needed for artisanal trade** (artisanal coffee roasters and coffee shops, chocolate makers) : **consistency less important**, can even be an interesting variable, like wine crus.



Source: traders phone study, potential customers study

Prices, costs

- **SPP mostly seen as less expensive** than Max Havelaar by existing traders
- Several potential traders **put off by price premium for organic** – this should be included in base cost esp. if SPP is 100% organic
- Some irritation in France that **French office cost adds 25% to usage cost.**
- To the question “ Do you prefer to pay the usage fee to SPP Global or directly to the producers?”:
 - The majority (2/3 of those who answered that question) said: **"Better pay directly to the producers, it is simpler and ensures that they get the money."**
 - 1/3 said: **"to SPP Global, they need a budget to operate."**



Source: traders phone study, potential customers study

Sales team

- Existing team seen as small but effective
- Good personal contact

BUT:

- **Many potential companies in the market don't know about SPP**
(and 10-12 of the 25 companies interviewed would be interested to be contacted by SPP)



Source: traders phone study, potential customers study

APPENDIX 1: HEALTHFOOD AND ORGANIC CHAINS IN EUROPE



Biggest organic supermarket chains in Germany:

Alnatura

- Exists since 1987 – one of the oldest German bio supermarkets
- **126 outlets** in total (+ 30 outlets in Switzerland)
- 2,400 employees; mostly in South and West Germany (+ Berlin, Bremen, Hannover, Hamburg)
- Own brand with over 1 300 products (this brand sells in some other, non specialized, retail chains)

Basic AG

- Exists since 1997
- **32 stores** in 16 German cities (Berlin, Munich, Stuttgart...) + a subsidiary in Austria
- Offers more than 12 000 organic products, mostly by local producers (within a radius of 150km from the store)

BioCompany

- Exists since 1999
- **54 outlets**; over 1 500 employees; mostly in Berlin area
- Offers up to 8,000 products; has its own brand

Emphasis on regional producers and products; after organic, a lot of fair trade products



Biggest organic supermarket chains in Germany:

Denn's Biomarkt

- Founded in 1996
- **90 outlets** in total across Germany (+ 10 shops in Austria)
- It is a retail part of a bigger The Dennree group , a leader in German organic market

• Ebl-Naturkost

- Exists since 1994
- 27 stores in total; some shops come with own café and bakery; mostly in Nuremberg and Bamberg
- more than 500 employees;
- Local products, within radius of 130km from the store

• SuperBioMarkt

- Exists since 1973; sales (2014): 51M€
- **25 stores**; mostly in North-Rhine Westphalia & Osnabruck
- more than 560 employees
- offers more than 7 000 products; regional producers mostly



Biggest organic supermarket chains in France:

Bio c' Bon

- Existing since 2008
- **121 stores** in total: in France (97) + international (Italy, Spain, Switzerland, Belgium, Japan)
- Specialized in BIO products, local products (mostly food)
- 51-200 employees

Biocoop

- Existing since late 1970s
- **431 stores** in total: biggest bio supermarket chain in France; known internationally
- Offering more than 6 600 products
- 500-1 000 employees
- Their share of sales of organic products from fair trade accounts for almost a quarter of sales (24%)

BIOMONDE

- Since 1992
- **184 stores** (all in France)
- Cooperation with local producers



Biggest organic supermarket chains in France:

Carrefour BIO

- Part of Carrefour supermarket chain, this has a large selection of own organic products
- Since 2013, specialized organic shops
- Currently **11 stores**, mostly in Paris area

ECOLOGIA:

- **2 independent bio supermarkets**; existing over 20 years
- More than 12 000 products

La Vie Claire

- The oldest bio supermarket chain in France, founded in 1948
- **320 stores** in total (300 in France + Lebanon, Morocco, Guyana, Martinique, Tahiti, Cambodia...)
- Has own brand (around 1 830 products selling under the brand; new releases every year)
- Collaborating with over 700 producers



Biggest organic supermarket chains in France:

Naturalia

- First store opened in 1973; nowadays also online sales
- **160 stores** in total + in Luxemburg
- Subsidiary of Monoprix and Casino Group since 2008

Naturéo

- Founded in 2007
- **52 stores** in total
- Offers over 10 000 items, food and non-food
- cooperating with small local producers



Biggest organic supermarket chains in Belgium:

Bio-Planet

- A Colruyt Group company; Since 2001
- **27 stores** (whole Belgium) + 79 delivery points
- Over 6 000 products; mostly bio and GMO free
- active online sales

Färm

- A crowdfunded initiative; started in 2013 (their goal is to have 16 stores by 2019)
- **6 stores** (in Brussels and Louvain-la-Neuve)
- Offers more than 5 000 products
- Cooperation with local producers

Origin'O

- Since 2006
- **14 stores** (whole Belgium)
- Focused on local producers



Biggest organic supermarket chains in Belgium:

Sequoia

- Since 1988;
- **7 stores** (mostly in Brussels area, all in Belgium)
- Offering more than 12.500 food and non-food products
- Active online sales



Biggest organic supermarket chains in Netherlands:

Ekoplaza

- Exists since 1980
- **70 stores + pick up points**; in total 118 outlets in their network
- Has their own brand
- A franchisee of Udea (wholesaler, brand house, importer and exporter of organic food)

Estafette

- **18 stores** in total
- supplied by Odin and part of the same company

Marqt

- Since 2008
- **18 stores** (mostly in Amsterdam and Den Haag)
- More emphasis on 'ethical' food (fair trade), along with bio products
- Offers more than 4 000 products



Biggest organic supermarket chains in Netherlands:

Natuurwinkel BioMarkt

- **28 outlets** across Netherlands
- Part of Natudis
- Sells Natudis' own exclusive organic brands: Ekoland and LunaeTerra

Odin organic supermarkets

- Exists since 1983
- **19 shops**
- Part of Odin company



Biggest organic supermarket chains in Italy:

ECTOR NATURASI:

Company that owns **2 supermarket chains**

CuoreBio

- **300 shops** in their network, across Italy

NaturaSi

- **258 shops** in their network, across Italy (shops do not always carry their name)
 - Offers more than 4 000 organic products in their shops
-
- These two chains are the largest organic retail supermarket chains in Italy



APPENDIX 3: ASSOCIATIONS



Associations: coffee

- <https://sca.coffee> (Specialty coffee association Europe: SCAE)
- <http://www.scaenederland.nl> (Stichting SCAE Nederland: Dutch coffee association)
- <http://www.ico.org/> (International coffee organisation)
- <http://www.kakaoverein.de/> (Cocoa Association Germany)
- <http://www.koffiecafe.be/> (Koninklijk Verbond van Koffiebranders vzw / Union Royale des Torréfacteurs de Café asbl : Belgian coffee roasters association)
- <https://www.ecf-coffee.org/> (Italian coffee association)
- <http://comitcaf.it/> (Comitato Italiano del Caffè: Italian Coffee Committee)
- <http://www.kaffeverband.de/> (Deutscher Kaffeverband e.V) (German coffee association)
- <http://www.comitefrançaisducafé.fr/> (French coffee association)
- <http://www.koffiethee.nl/> (Association of Coffee Roasters and Tea Packers NL)



Associations: cocoa/chocolate/confectionery

- <http://caobisco.eu> (Chocolate, Biscuit and Confectionery Industries of Europe)
- <http://www.eurococoa.com> (European Cocoa Association)
- <http://www.kakaoverein.de/> (Cocoa Association Germany)
- <http://www.vbz.nl/> (Vereniging voor de Bakkerij en Zoetwarenindustrie (VBZ) : Bakery and confectionery association NL)
- <http://www.dutchcocoa.nl> (Dutch cocoa Association)
- <https://www.finechocolateindustry.org> (Fine chocolate industry association)
- www.choprabisco.be (The Royal Belgian Association of the Biscuit, Chocolate, Pralines and Confectionery, abbreviated Choprabisco)
- <https://chocolateinstitute.org/> (Fine cacao and chocolate institute)
- <http://www.chocolatiers.fr> (Confédération des Chocolatiers et Confiseurs de France: French chocolate makers and confectioners Association)
- <http://internationalchocolateawards.com/>
- <http://www.aidepi.it/en/chocolate> (Italian Association of Confectionery and Pasta Industries)



Associations: sugar, bananas

- <http://www.sugarrefineries.eu/> (The European Sugar Refineries Association)
- <http://www.comitesucre.org/> (European Association of Sugar Manufacturers)
- <http://www.assuc.eu/> (European Association of Sugar Traders)
- <http://www.zuckerverbaende.de/> (German sugar industry association)
- <http://www.fooddrinkeurope.eu/> (Food and drink Europe)
- <http://freshfel.org/> (Freshfel Europe: the forum for the European fresh fruits and vegetables chain)
- <http://www.frankort.nl/en> (Frankort & Koning: international fresh fruit and vegetables traders organization)
- <http://globalfreshtrade.nl/> (Fresh Trade International organisation)
- <http://freshtradebelgium.be/en/home/> (Fresh Trade Belgium)
- <http://eucofel.eu/> (European Fruit and Vegetables Trade Association)
- <https://profel-europe.eu/> (European Association of Fruit and Vegetable Processing Industries)
- http://www.grossmaerkte.org/index_e.html (GFI Deutsche Frischemärkte e.V.: German Fresh Food Markets)



Associations: organic, healthfood stores

- <https://eocc.nu> (The European Organic Certifiers Council: EOCC)
- European Organic Processing and Trade Association, OPTA
- https://ec.europa.eu/agriculture/organic/downloads/logo_en (EU organic label regulations)
- <https://www.euractiv.com/section/agriculture-food/news/gmos-and-pesticides-could-be-tolerated-in-organic-food-under-new-eu-rules/> (Euractiv consultancy on new organic rules)
- https://ec.europa.eu/agriculture/organic/eu-policy/eu-rules-on-trade/non-eu-trading-partners_en (EU recognition of non-EU countries' organic practices)
- <http://www.nahs.co.uk> (independent healthfood stores UK)
- <http://www.natexbio.com> (distribution of natural and organic products in different countries)



APPENDIX 4: DETAILS OF EACH PRIMARY RESEARCH STAGE



1. SPP as perceived by its members: phone focus group + interviews



Methodology

- Phone in focus group (in Spanish): 4 participants from SPP Latin America, 1 person from SPP Head Office, moderator IRB
- 3 further one on one phone interviews following the group
- (Several other people who agreed to participate didn't do so in spite of recalls)
- All names came from SPP list
- July to September 2017



Discussion guide: main topics

Involvement with SPP

How long have they been involved with SPP?

How have they been involved?

What input have they had?

Historical

How has the SPP label been used in the end markets:

in their home-countries (Latin American countries)

by their international clients esp. those in Europe as opposed to North America?

Encourage participants to give specific examples of use, for example in:

advertising, including traditional advertising, social media, promotions

products and packaging

in store displays

industrial advertising



Discussion guide: main topics

“To date there is steady growth of SPP business in Europe, up to €6 million worth of transactions in 2016 and 30% year on year growth”:

Are they aware of these figures?

What do they think of them?

Should more growth be expected? If so how much?

Diagnostics: very important section – each participant should express their opinions in detail:

(important to try to focus on experiences on the European market in contrast to experiences on the North American (CA/USA) market)

What problems have there been with the scheme so far?

What were the reasons for these problems?

How could things be done better in the future?



Discussion guide: main topics

What do they think of initiatives such as to help small coffee roasters at the European end to obtain SPP certification (this has had only limited success so far)? [*The only instrument developed till now has been the possibility of collective certification and 'control' through an importer, to avoid complications and high costs for small operators*]

Should SPP get involved in schemes like this? Why/why not?

Fair trade vs. Small producers label

how far the SPP label should be positioned as a *fair trade label*? Why/why not?

or

how far the SPP label should be positioned as a *label for small producers*? Why/why not?

Any other ideas?



Discussion guide: main topics

Hopes from the research

We will be interviewing all kinds of players in the markets: e.g.

Importers/distributors

Industrial buyers

Marketing experts such as advertising agencies

Retail distributors

End consumers

What would participants most like to know from these people?

Final summing up with the group

Most important findings of the group discussion



2. SPP as perceived by traders/potential customers: phone interviews



Methodology

- This phase describes interviews with trade contacts provided by SPP – SPP supplied 40 names with contact details.
- IRB achieved phone interviews with 21 (half) of the contacts given; the rest were not interested to participate, or were never available. Over half these interviews, and some of the most fruitful, were in France.
- Of the 21 interviews completed:
 - 1 was with a bank which could give no feedback on working with SPP as a registered trade partner
 - 2 were not yet formally up and running with SPP
 - 3 were from the same European company, while 2 were from the same South American company
 - So effectively IRB interviewed only 15 separate companies already dealing with SPP, one of which was in South America.



Questionnaire: main questions (1)

- What words or phrases come to mind when you hear the phrase SPP or small producer's association's label? What production regions does it represent? PROBE: Any other regions?
- What products does it represent? PROBE: Any other products?
- What products does your company sell with the SPP label on?
- Which retail chains sell the products offered by your company? In which countries?
- How long has your company been selling products with the SPP label on?
- Did or does your company use other similar labels?
- A) Why did your Company start to work with SPP in the beginning? What was the Unique Selling Proposition for you or your company?
- Has this reason changed since then? C) If yes, what is the reason your Company is still working with SPP today?
- How are you yourself involved with SPP?
- What do you personally think about SPP?
- A) What do you think the main message of the SPP label is? Anything else?
- B) Is the message effectively presented by the design of the label?



Questionnaire: main questions (2)

- If you were the managing director of the SPP what would you do to make the SPP label a better, more effective marketing aid?
- What are for you examples of good clear labels and logos for other products and brands that SPP could learn from?
- It has been recently authorized to add the words 'Fair Trade' at the bottom of the logo; is this for you: Essential, Important, Not so important, Not important at all
- A) The producers at the *SPP Global* General Assembly decided to review the logo for better differentiation with the CLAC-logo, and to improve branding, but to maintain the two human figures and the words SPP in all cases, to respect SPP's origin and brand and trade-mark investment
- Do you think this decision is acceptable for your company and workable in the market?
- Does your company (or you) think SPP should be promoted solely as a fair trade label like other organizations, or should or could it position itself independent from the fair trade context?
- A) Have you yourself had any direct contact with SPP, whether face to face, by phone, by email etc? Yes /No
- B) IF YES: would you say it has been: very good /good /average /poor



Questionnaire: main questions (3)

A) Has your company given feedback to the SPP organisation? Yes / No

B) IF YES what?

C) And what influence have your comments had if any?

What is your overall impression of the performance of SPP and its label? Very good/Good/Average/Poor /Very poor

A) Do you think the SPP label has helped your company to sell products? Yes / No

B) And why does your company use SPP if not?

How do you see the future of your collaboration with SPP? Major growth/Steady slow growth/Stable

What is the best thing about SPP?

And what is the thing SPP most needs to improve?



Questionnaire: main questions (4)

Which of these do you associate with SPP? (max 3)

- Keeping the local culture and ways of life going in the producing regions
- Helping small producers to develop their business through their own efforts
- Quality product
- Natural ingredients
- Eco-friendliness
- Good tasting products
- Natural tasting products
- Original, distinctive products
- Supporting communities in less prosperous parts of the world
- Handmade, artisanal, small scale as opposed to big industrial production
- Sustainable agriculture
- Small scale production and trade



Questionnaire: main questions (5)

A) Do you know what your end-consumers think about SPP and its label if they know it?

- Yes
- No

B) IF YES: just how do they perceive it?

How important do you think the SPP label is in the eyes of your end-consumers?.

- Very important
- Important
- Average
- Not very important
- Not at all important



3. SPP as perceived by potential customers: workshops



Methodology

- 6 workshops were held.
- Groups were comprised of on average 8-9 respondents, animated by a local language moderator. The discussions lasted around 2 ½ hours each and were held in studios in:
 - Brussels
 - Amsterdam
 - Paris
 - Cologne
 - Milan
- All groups were attended by an executive from IRB Europe, plus Jeronimo Prujn and Nelson Mela from SPP. Nelson introduced the topic in each group.
- The stimulus for the groups was a PPT presentation developed by SPP, that participants saw on a screen as well as a personal paper copy.



Discussion points:

(based on a PPT “General Presentation” developed by SPP)

What is the SPP?

Why the SPP exists?

How does SPP work?

Progress made ?

What makes SPP different ?

The logo(s)

How are we organized?

After each chart:

- *What do you think of the content?*
- *What elements are positive, interesting, according to you? Why?*
- *What elements do you think are negative, not interesting or unclear? Why ?*

At the end of the section:

- *What are the elements to keep?*
- *What elements should be rejected?*
- *Are there other items that are not here that you would like to include?*
- *What is the key message, if any?*
- *Within that, what in your opinion would be of interest to the consumers? And what would not be interesting?*



4. SPP as perceived by potential customers: on-line questionnaire after workshops



Methodology

- 17 out of 45 attendees of the 6 workshops responded to a short on-line questionnaire after the workshops
- This questionnaire mainly focussed on 13 statements derived from the SPP presentations and other findings of the research to date
- The object was to rank the key issues in the presentation of SPP in terms of relevance



The statements (1)

1. Women are as active as men in SPP' farmers' organizations, and these organizations create work opportunities for young people, whether in production or other aspects such as the commercialisation of the products
2. SPP's producers' organizations help small producers and their families to get control of all aspects of the business
3. The end result of the SPP concept is products that are of the highest quality in taste and nutrition, whether for local markets or in Europe
4. Small producers grouping together in SPP gives them a strength and influence on the market that they would not have individually.
5. SPP uses outside certification bodies to verify their production methods and end product, rather than certifiers that are part of their own organisation.
6. SPP guarantees that 100% of all producer members have each less than 30 hectares arable land.
7. SPP guarantees that in multiple ingredient products at least 50% of the ingredients have to be SPP certified for the whole product to be labelled SPP, where other labels guarantee only much lower levels of certified ingredients.



The statements (2)

8. The grouping together of small producers in SPP has allowed them to develop the right resources for the whole process, whether in the growing phase , treatment of raw materials, distribution; as well as in finance, support for the families such as education and health, commercialisation, marketing etc.
9. The full traceability of SPP raw materials and ingredients is a key benefit for consumers, as they get what they´re offered. Not all labels require this.
10. SPP contributes to social and economic sustainability by strengthening local economies, keeping communities together and self-sufficient in regions such as South American and Africa
11. SPP producers use traditional production methods that pollute less, make the best use of the soil, and help to slow down climate change, with less use of fossil fuels and more pluriculture (rotation of and variation of crops rather than monoculture)
12. SPP has created a new kind of fair trade where the producers have empowered themselves, from beginning to end of the cycle
13. SPP can offer on its label, in addition to its standard label with “Small producers” (“Producteurs paysans” in French), indication of the “country of origin” (e.g. Bolivia), “indigenous grouping” (e.g. Quichua) and special mention of “(made by) women”.



5. SPP proposition to potential customers: face to face or phone questionnaire after workshops



Methodology

- A sample of 25 interviews was free-found by IRB Europe, except for 2 names supplied by SPP. Most names came from the **Food Importers & Distributors Complete Database** to which we subscribe (18000 companies from over 100 countries – including a section on organic companies).
- Of the 25 interviews completed:
 - 16 were conducted face to face:
 - In Benelux, nationally
 - In France: Paris and Rhone corridor
 - In Germany: North Rhine Westphalia
 - In Italy: Milan region
 - 9 other interviews were conducted by phone, or in one case by email.
 - All except 3 interviewees saw SPP’s document “SPP Participation”; this presents SPP, and then discusses the process of registration and costs etc.



Discussion guide (1)

(based on SPP document “SPP Participation”)

What is SPP?

- 1 SPP's main concept (what)
- 2 SPP's origin (why)
- 3 Why support small producers?
- 4 SPP's main qualities?

How does SPP work?

- 5 Who is to be registered through certification?
- 6 What benefits do you get?
- 7 What are the main requirements?
- 8 How to use SPP?
- 9 What are the permitted logos?
- 10 Who certifies?

What are the certification-procedures?

- 11 Certification Cycle
- 12 Control Option (instead of Certification)
- 13 Shared Registration Small Buyers



Discussion guide (2)

(based on SPP document “SPP Participation”)

What does SPP cost?

- 14 SPP'S minimum prices for producers
- 15 Examples of minimum prices
- 16 What does certification cost?
- 17 SPP's users' fee
- 18 Example of product costs

How to get involved?

- 19 How to start?

Final Questions

- 20 What if users' rights and fee would be included in payment to producers?
- 21 What services do you expect-wish on behalf of SPP? What suggestions would you have to make SPP more attractive to your company?
- 22 if SPP wanted to inform you about its activities, what would be the best way? by email, through its website, by newsletter, by phone, at fairs, via trade press?
- 23 Would you like someone from SPP to contact you to give you more information?
Summary Assessment after interview: How interested are they to work with SPP?



5. SPP consumer study: Germany and France



Methodology

- The study was conducted on-line with consumers in Germany and France, who were the main food shoppers in their household
- Final sample was: Germany 323, France 306; detailed demographics given at the beginning of each country section
- Interviews conducted in March 2018
- All respondents tested either the existing SPP logo or a new test logo (proposed to see if a different approach matters) for most of the questions; then compared the two.
- They also compared the SPP logo with 9 other logos for each country: see next two pages



Logos shown in Germany:



RO



Logos shown in France:



R O



Questionnaire (1)

Note: half would see the old SPP X label style first, half would see the test SPP Y label.

1. A) If you were buying a food product e.g. coffee or chocolate with some kind of label that certifies a certain benefit, which of these labels would encourage you the most? And why? And which 2nd, 3rd etc. And why? And which would not encourage you? SHOW 10 CERTIFICATION LABELS: (see list on previous charts).

B) which do you find the most encouraging?

C) which of these labels have you seen before?

Whether you have or you haven't seen an SPP/Small Producers label before:

2. Here are 3 possibilities of certified statements added to the SPP/Small Producers label: (PICTURES TO ADD); which would interest you? And please rank those that would interest you: 1st, 2nd, 3rd. ROTATION OF ORDER

- 1. the existing SPP logo with the sublabel “certified fair”
- 2. the existing SPP logo with the sublabel “certified direct”
- 3. the existing SPP logo with the sublabel “certified organic”



Questionnaire (2)

In fact, the SPP/Small Producers label represents and is owned by a cooperative of small farmers who grow coffee, cocoa, tropical fruit etc., in regions such as Latin America, Africa and parts of Asia. Their products are organic, and the farmers trade and export directly them to Europe, receiving a guaranteed fair wage for their products.

Now that we have told you this, please rank again those that would interest you: 1st, 2nd, 3rd.

1. the existing SPP logo with the sublabel “certified fair”
2. the existing SPP logo with the sublabel “certified direct”
3. the existing SPP logo with the sublabel “certified organic”

Here are 4 possible combinations of the different elements. Which would interest you the most? Which 2nd? and which 3rd? ROTATION OF ORDER

1. The existing logo with a combination of certified fair & organic
2. The existing logo with a combination of certified organic & direct
3. The existing logo with a combination of certified fair & direct
4. The existing logo with combination of certified fair & direct & organic

Now let's look at the two styles of SPP/Small Producers label; which do you prefer in terms of style and why?

