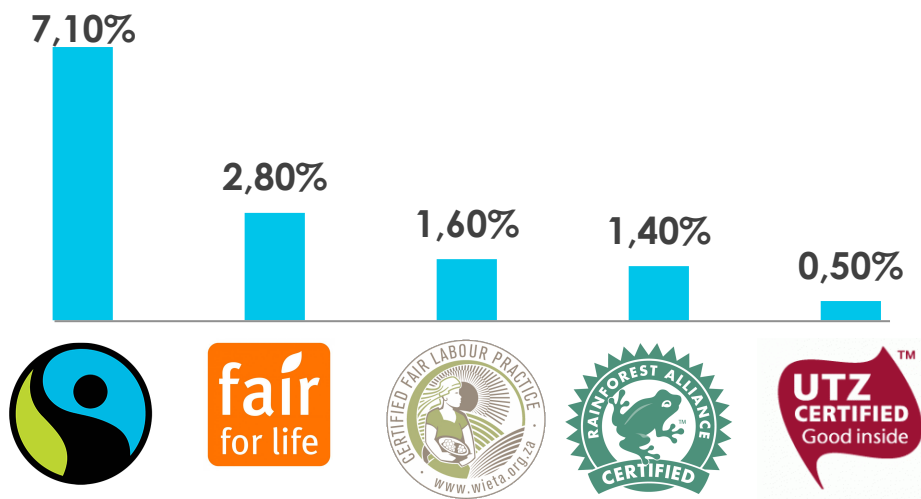


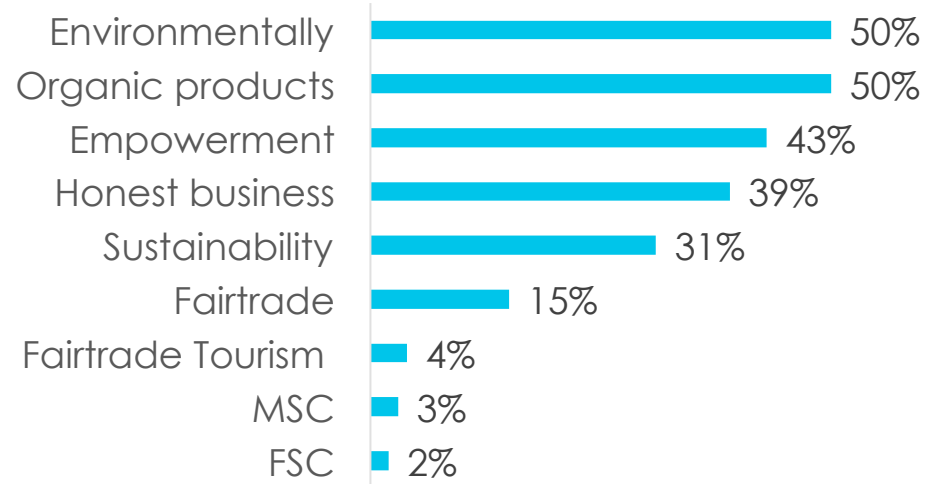
Awareness, Opinion and Understanding of Ethical Labels in South Africa

RESEARCH FINDINGS

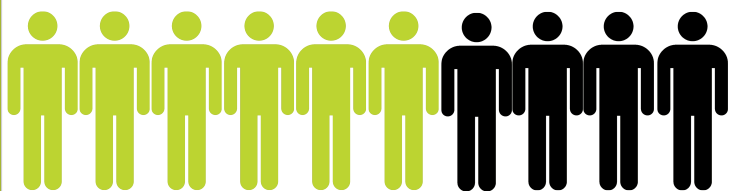
Awareness of Logos



Awareness of terms



6 in 10 people



are eager to learn more about Fairtrade



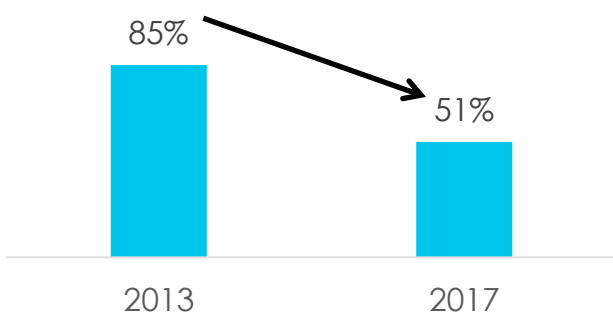
55%

of people are more likely to purchase a product if they see the Fairtrade logo



¼ of people are willing to purchase products with the Fairtrade logo regardless of cost

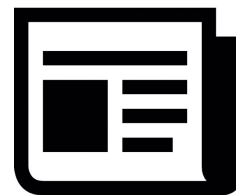
Decline in trustworthiness of Fairtrade and Fairtrade products



Most appropriate communication channels for Fairtrade



Television



Newspapers



Magazines

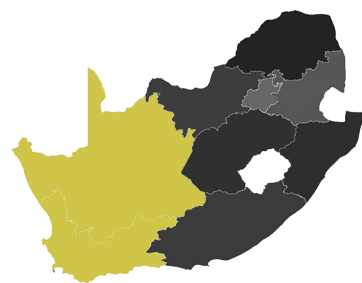


Radio

Who is likely to purchase products carrying the Fairtrade logo:



Females, 50+ years, Coloured



and living in the Western or Northern Cape



People willing to pay more for quality



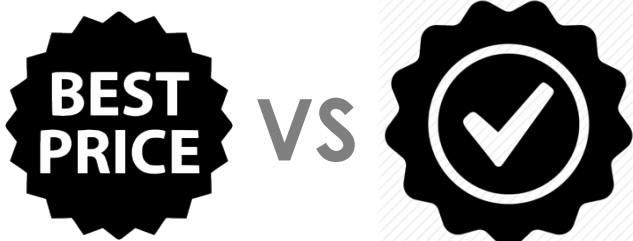
People familiar with the concept environmentally friendly



4 out of 5

South Africans hold retailers accountable

for informing consumers about sustainability, and for stocking and displaying sustainable products.



Consumers compare brands of Rooibos and Wine based on Price; but Coffee is compared based on Quality.

3/4



of consumers are willing to spend R5 more on a bottle of South African wine if the money is used to uplift the community and R5 more on a bag of coffee beans if it supports small scale farmers in Africa.

4 out of every 5

South Africans feel government should do more to support small-scale farmers.



BTC TRADE FOR DEVELOPMENT