



THE WORLD OF FAIR TRADE



NATÜRLICH FAIR



Invitation to act

To enjoy food from all over the world is **nothing unusual** in our time. Our modern eating and living standards are based on a worldwide supply network. If you look at a product you can hardly tell where it has actually come from, and even less under which conditions it was produced.

Still, the consequences of a global economic system that is focused on making as much profit as possible have started to show everywhere. To exploit humans and destroy our natural resources is the price we are paying. Today, international business comes at the expense of the majority of the world





population. The gap between rich and poor countries is widening, as is the gap between social elites and underprivileged classes within the individual countries.

Still, all people on our planet have a right to food, health, housing, education and work, as well as fair wages and prices and an intact environment. Therefore Fair Trade aims to counteract the present situation. It shows why today's unfair trade structures have to be changed and what we can contribute in our everyday lives to reach this goal. As a result, the quality of life will rise – for both the disadvantaged people in the South and for ourselves.

As of the 1960s the principle of “Trade Not Aid” has been a central issue for the poor countries. Still, trade in itself does not necessarily bring about change. Its structure is what is essential. Trade should be based on equal participation of all stakeholders and their freedom to take decisions for themselves.

Since its establishment more than three decades ago, EZA has practised Fair Trade, proving that there is an alternative to conventional trade: economic sustainability is combined with the principles of social justice, preservation of environments and respect for other cultures.

Today many committed groups and organisations promote the idea of alternative trade relations in Austria. What began in numerous independent initiatives has eventually led to a strong movement that has gained footholds in many European countries, and the number of Fair Trade products available to consumers is greater than ever before. Still, much remains to be done.

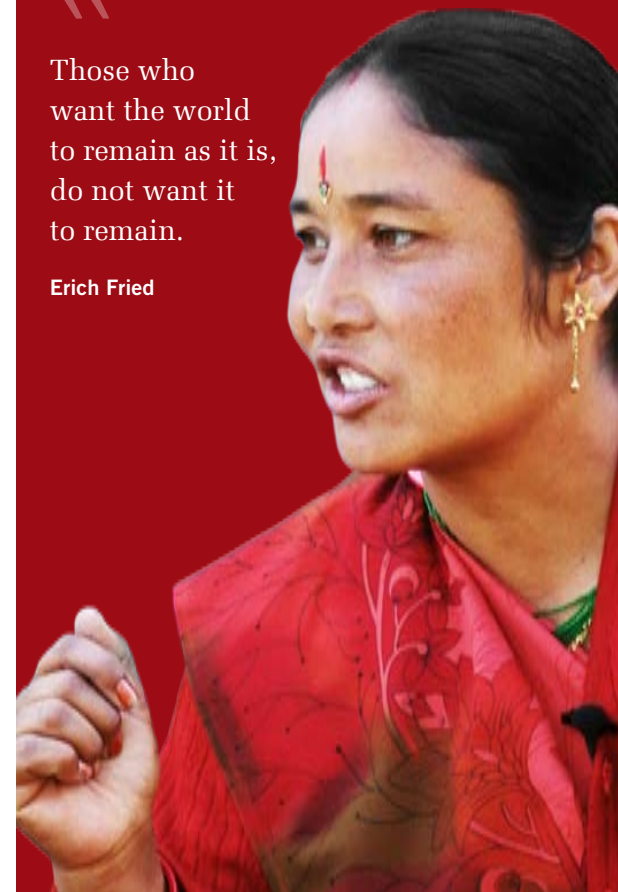
Thus, actors in the social, political and business fields are called upon to endorse the new quality awareness that has emerged and that no longer ignores the people behind the products.

Köstendorf, January 2010



Those who
want the world
to remain as it is,
do not want it
to remain.

Erich Fried



What is Fair Trade?

'Fair Trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalised producers and workers – especially in the South.

Fair Trade organisations, backed by consumers, are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade.'

This definition of Fair Trade was agreed upon in December 2001 by representatives of FLO (Fair Labelling Organisation; www.fairtrade.net), IFAT (International Fair Trade Organisation; www.ifat.org), NEWS! (Network of European Worldshops; www.worldshops.org) and EFTA (European Fair Trade Association; www.eftafairtrade.org).







Who we are

Name

EZA Fairer Handel GmbH

Established

28 October 1975

Shareholders

Action Third World Association
Catholic Men's Movement Upper Austria
Catholic Men's Movement Austria
Catholic Men's Movement Innsbruck

Headquarters

Weng/Köstendorf: The headquarters of EZA Fairer Handel at Köstendorf in the Flachgau region of the province of Salzburg, 25 km from the provincial capital, is a low-energy building that





has won several awards and comprises a central warehouse, offices and a sales area.

EZA Worldshops

Salzburg (Linzergerasse), Vienna (1st and 8th districts)

Objectives

- support of marginalised producers in Africa, Asia and Latin America and the Middle East through the import of their products under fair conditions;
- information and education activities in Austria on development politics, aimed at raising public awareness of international trade relations and pointing out concrete ways of getting active;
- promotion of social and technical programmes of our trade partners.

Use of profits

Net profits are not distributed but have to be reinvested into the company in order to strengthen Fair Trade structures.

Networking and cooperation

- EZA is a member of the Austrian Global Responsibility Association and understands itself as part of Austria's development policy network.
- EZA is a Climate Alliance enterprise and endorses ecological, sustainable ways of production and trade.
- EZA initiated the foundation of FAIRTRADE (the former TransFair organisation), a non-profit initiative that awards the FAIRTRADE label for fairly traded products, and EZA is now a licensee of the FAIRTRADE label.
- EZA is a member of the European Fair Trade Association (EFTA), an alliance of 11 alternative trade organisations in 10 European countries.
- And EZA is part of WFTO, the World Fair Trade Organisation, an international network which, in addition to importers, mostly represents partner organisations from the South.



We have two hands,
we embrace the world from two
opposite sides and therefore the
world is sizeable,
graspable, tangible and treatable.

Vilém Flusser, „Gestures“, 1991



Protecting our climate

Act today to provide for tomorrow

Using resources in a responsible way is an essential principle of our work and a central part of our philosophy.

- Our headquarters is a low-energy building with a heating system that combines solar power, waste heat recovery from our offices and wood pellet firing.
- We use eco-electricity.
- Whenever possible, we decide in favour of environmentally sound or organic options, e.g. for printing our information materials and purchasing food for our canteen. This also applies to the materials we use for product packages (e.g., coffee packages without aluminium).
- Almost all our products are transported from the countries of origin to Europe by water, with only few exceptions. Within Austria, wherever possible, the goods are delivered to our customers by rail.

- Many foodstuffs that EZA sells are certified organic products.
- In our trade partnerships, we support and promote small-scale agriculture that is not exclusively oriented towards export but where farmers also reserve fields for growing staple foods for themselves and for preserving biodiversity.







An alternative for consumers

Quality in every respect

Our decisions what to buy may be a signal:

- in favour of transparency in trade relations;
- in favour of more fairness in the exchange between the North and the South;
- in favour of respect for human rights and labour rights all over the world;
- in favour of responsible use of the natural resources of our planet;
- in favour of quality in every respect.

Deciding in favour of Fair Trade products is the first step.





Get your hands on what we offer

The **WORLDSHOPS**, which specialise in Fair Trade, offer the greatest variety of EZA products. In addition to the three shops owned by EZA (one in Salzburg and two in Vienna), there are more than 80 independent Fair Trade shops, which are proven partners of EZA's and its products. In the worldshops, you find a wide range of products in a fair setting, as well as expertise and reliability.

Visit a **WORLD BAZAAR**: more than 800 committed groups all over Austria take Fair Trade to places where there are no worldshops.

In **ORGANIC SHOPS** and at direct sales at farms, organic and Fair Trade products from the South complement the range of local organic products.

Go to a **SUPERMARKET**: many grocery chains (more than 3 500 shops) sell EZA's Fair Trade products – some of them also in special EZA shelves.

Our **ONLINE SHOP** provides an overview of available products sold by EZA. In addition, more and more institutions, local authorities, schools and companies have taken over social responsibility and purchase Fair Trade products.

We offer transparency and information

- We inform you about the producers of the goods we sell, the social, economic, political and cultural conditions they are facing and the objectives they are pursuing.
- We provide details about the production processes, trade routes and pricing of our goods.
- We explain the role that our products play in the context of world trade.



Those who think they
have no power,
are the perfect allies
of those in power.

Christian Felber



It's your choice

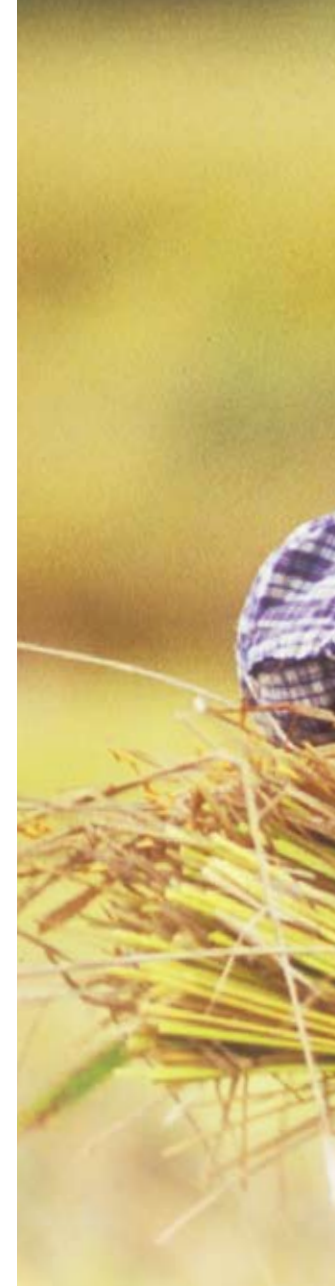
Discover the world's treasures

A number of products have been awarded the **FAIRTRADE** label. It stands for third-party inspection of the Fair Trade criteria and makes it easier to find Fair Trade products in conventional shops.



Many of EZA's products also carry the **FAIRTRADE** label: they include various brands of coffee and tee, chocolate, cocoa, chocolate spread as well as a number of sweets, rice and quinoa, vegetable oils, sugar, drinks, footballs and clothes made of FAIRTRADE certified organic cotton.

In addition, Bio-Austria created a label that combines social responsibility and ecological criteria in an exemplary way. It is awarded if goods are produced by Fair Trade partner organisations according to organic farming principles. All our organic products are inspected by EU-accredited, independent certifying organisations.







A great variety

Eat, drink, wear ... enjoy!

There's much to say in favour of our products

They reflect the creativity and knowhow of people in Latin America, Africa, Asia and the Middle East. They stand for pleasure and beauty; they meet strict international quality standards; and they are tested regularly. What adds further value is that they are produced under appropriate working conditions, their producers get a fair pay, and ecological soundness is a priority issue.





Foodstuffs

We primarily cooperate with small-scale farmers. Their experience and diligence is the basis for the high quality of EZA's foodstuffs, many of which are organic products. Whenever possible, harvested crops are processed in the countries of origin or in selected enterprises in Europe.

Single-variety arabica coffee, exquisite tea brands from selected plantations, rich spices, pure bee honey, aromatic cocoa, natural cane sugar and delicious chocolates are just a few examples of EZA's traditional range of products. In addition, we sell special brands of rice and quinoa, exquisite vegetable oils, tasty orange juice, high quality rum and select wine, crunchy nuts, exotic dried fruits, and many other tasty delights.

Handicrafts

The wide range of our handicraft articles reflects the culture and creativity of our partners, and traditional techniques may thus survive. When looking for a beautiful gift that is something special indeed, the world of Fair Trade will give you plenty to choose from: attractive home decorations, goods made of different materials such as glass and ceramics, wood or soap stone, games for children and adults as well as exotic musical instruments, or one of our hammocks, lofty places of rest for a relaxing time.

Cosmetics

Our high-quality cosmetic products are based on the wealth of nature: they are the result of traditional knowledge on and new insight into the wholesome substances contained in plants, nuts, fruits and seeds. EZA's well-balanced line of care products has been awarded the BDIH label for natural cosmetics.



The point is to make good products for the market, to deliver them in good quality, but also to see our dignity reflected in them. The producers want to be respected and appreciated because of their work.

Moon Sharma, Tara Projects, India



Fairwear

More than just fashion

Fair Fashion

We are what we wear. But what is it that we wear, and who is behind it? EZA gives you the answer. We offer collections made of natural materials – a hands-on alternative to anonymous mass-produced articles, which proves that design and awareness are a great combination. The stories behind our clothes are as diverse as the partner organisations that make them. But there is one thing they have in common: producing goods in dignity, such as FAIRTRADE clothes and GOTS-certified organic cotton or fine alpaca knitwear. The same is true for the attractive jewellery, scarves and bags that complement our fair fashion line.



é tiene alma y corazón

Unser Kaffee hat Seele und Herz

Pedro Haslam, Nicaragua



An alternative for producers

Promising trade partnerships

A total of about 140 associations of craftspeople and farmers in more than 40 countries of Africa, Asia, Latin America and the Middle East are partners of EZA's.

As they are massively underprivileged both economically and socially, Fair Trade helps them in their efforts to improve their situation. They have formed cooperatives, support groups or other organisations whose members – women and men – have a say in decisions concerning their group. The conditions of production are decent, and child labour is forbidden. In the (tea) plantations, international minimum social standards and labour regulations have to be met. In addition, the workers have the right to be heard with regard to the use of the company's income from Fair Trade. The private companies among our partners provide special services for their employees.

What does EZA offer its producers in the South?

Direct trade

Goods are bought directly from the producers so that exploitative, unnecessary intermediate trade is bypassed. If the goods cannot be purchased from the producers themselves, EZA maintains transparent trade structures and ensures that the producers, as the first link in the trade chain, will profit from the trading partnership.

Fair payment

The producers are not recipients of financial aid: they have a right to fair payment that permits them to improve their own situation and the lives of



their children. The price EZA pays covers the production costs and guarantees the producers an income appropriate for the region in question, and also makes it possible for the producers to invest into joint projects.

The example of coffee

The world market prices for raw materials such as coffee are subject to considerable fluctuations - at the expense of the coffee farmers. EZA guarantees the producers a minimum price that must be paid at all events, even if the world market price is very low. This price is subject to the FAIRTRADE pricing system and consists of a basic price of USD 125 and a markup of USD 10 for every 45.5 kg. If the world market price is higher than USD 125, producers are nevertheless paid a markup of USD 10. In addition, a premium of USD 20 is granted for organic coffee. Any further quality bonuses are negotiated directly with the partners.



The example of handicrafts

For a number of foodstuffs, handicrafts and clothing, no world market price exists.

In these cases, the prices that EZA pays are oriented towards the prices that the partner organisations have fixed themselves. They are higher than the prices in the respective local markets.

Prepayment

If necessary, producers may get advance payments before delivery, of up to 60% of the value of their goods, which makes it easier for them to plan future productions; they are thus independent of the high interest rates that banks or intermediate dealers charge for loans.

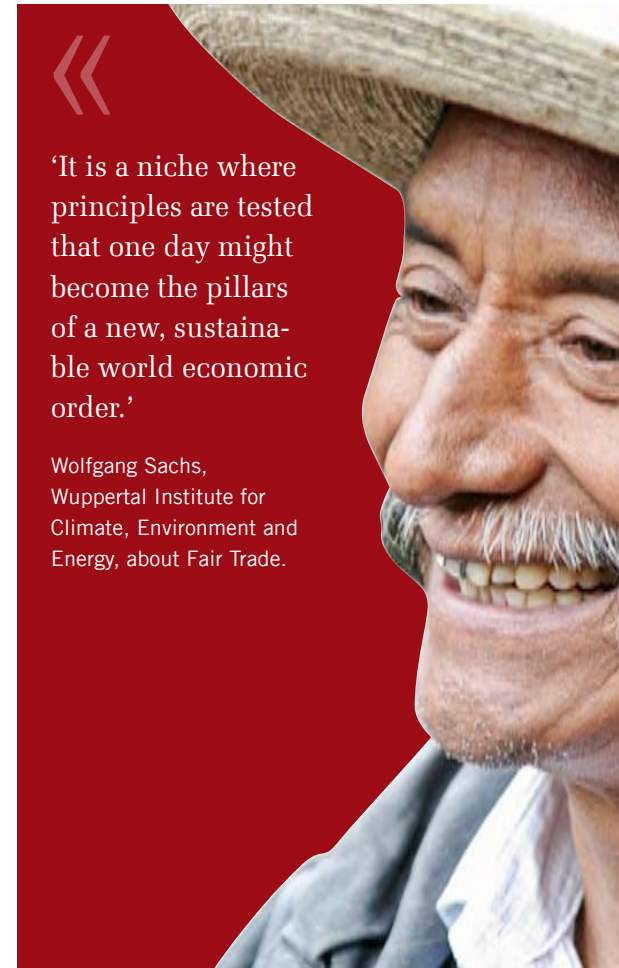
Long-term relations

EZA advocates a long-term cooperation with its partner organisations, as this is the only way to guarantee an actual exchange. The implementation of fair trade relations must be assessed regularly so that development on a basis of equality is possible also in the future.



‘It is a niche where principles are tested that one day might become the pillars of a new, sustainable world economic order.’

Wolfgang Sachs,
Wuppertal Institute for
Climate, Environment and
Energy, about Fair Trade.



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