
Fairtrade Korea: Activity Report 2016

February1-1) Fairtrade Coffee Class at Cafeliz Gunsan City.

On 20th of February, Fairtrade Korea, along with the first participants of the Fairtrade Barista training session, visited licensee company Cafeliz's factory in Gunsan.

The purpose of the Factory tour was to gain insight into the process of roasting and distributing coffee beans and to provide information on the role of Fairtrade Korea and how they can support this movement.

According to the participants, when completing this training session, they were able to grasp a deeper understanding of Fairtrade coffee and the Fairtrade global movement.

These participants, composed of around ten people who have a sincere interest in Fairtrade, will be given a certificate from both Fairtrade Korea and Caféliz after completing eight three hour sessions within 1 month.



1)Exerior of Cafeliz Gunsan Factory. 2) Participants having Fairtrade Barista training Session.

February1-2)

Use of the Fairtrade Mark in the 'Noonnoppi' Workbook.

The workbook 'Noonnoppi' is the one of the best school children workbooks in Korea and it has been awarded with the title as the best brand power in Korea. In addition to this, they have the largest number of members in Korea.

3 years ago, they requested to use the Fairtrade Mark in their middle school social history workbook. They placed the Fairtrade Mark in the 'World Today' and 'Let's use Fairtrade to solve inequality within the economy' section.



1) The left page enables children to think about the relationship between the economy and fairtrade. 2) The right page uses a cartoon to engage the children and to raise the importance of fairtrade and international economic issues.

April 1-1) Fairtrade Business Support Meeting

- Date: 2016 April 26th
- Location – Fairtrade Korea Office/ Kukdo Hotel 3rd Floor
- Fairtrade Korea held 2016 1st Fairtrade Business Support Meeting with 10 different Fairtrade companies.
- The main topics of discussion were "introducing FSP", "Introducing SEOUL FOOD 2016, and B2B Website
- We translated the FSP video. This video was also used during the SEOUL FOOD expo.
- Speaker Soyeon gave a talk on FSP, SEOUL FOOD 2016, and the Fairtrade Korea Campaign. Speaker Victor introduced the B2B website.
- 12 people from 9 companies concerned attended the meeting.



May1-1) Seoul Food 2016

- Title - SEOUL FOOD 2016
- Date – Tuesday May 10th to Friday May 13th
- Location – Kintex, Il-san, South Korea.
- Organizer – KOTRA (Korea Trade-Investment Promotion Agency)
- SEOUL FOOD 2016 is the third largest food industry exhibition in Asia, and proves its reputation by representing an international exhibition with 1,511 qualified exhibitors from up to 46 countries.
- After several meetings with the SEOUL FOOD 2016 organizer, KOTRA agreed to provide us with three independent booths including interior features and furniture.
- We invited three Fairtrade certified producers to join our booth to promote their products. Senthil from NAPP suggested we invite an Indian tea producer. We also invited an Iranian saffron producer, and an Argentinean wine producer.
- We had a meeting on behalf of Indian producer and we also secured two meetings for Argentinean wine producer.
- We displayed all of the promotional printed materials and displayed in-market products from our licensees and distributors as well as products that need importers. We distributed 1,500 Fairtrade brochures, 100 Annual Reports, and 350 B2B catalogues during the expo. We handed out free samples from our licensees and provided consultations on Fairtrade products.
- Launched B2B website on time for expo.



May2-1) Fairtrade Day.

- Title – Fairtrade Day
 - Date – Saturday 14th May
 - Location – Deoksugung Palace road, Seoul, South Korea.
 - We managed Fairtrade Korea booth at the Fairtrade Day.
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- Total 32 (both companies and schools) attended the Event.
 - Fairtrade Korea operated the booth with Cupping, a Fairtrade supporting student club. Also we invited Argentinian wine producer to join our booth.
 - We prepared 500 Fairtrade balloons and gave it to the people after they likes our Fairtrade FB page. As a results, we gained 640 likes in Facebook.
 - We displayed all of the promotional printed materials and displayed Fairtrade Communities handout to show seoul citizens and distribute it to students.
 - We distributed 1,000 Fairtrade brochures, 50 Annual Reports, and 100 Fairtrade Community brochures. We handed out free samples from our licensees and provided to Seoul citizens.
 - For the Event Program, We did giving Fairtrade Balloons, Free Chocolates, Tea, Coffee, and taking a pictures with wearing Banana Suits.
 - We displayed every Fairtrade Product in Korea and Fairtrade producer's pictures.



May3-1) Info Session

- Title – Info Session
- Date- Wednesday 18th May/ Wednesday 25th May
- Location – Fairtrade Korea Office
- Organizer – Fairtrade Korea

- We operated Info Session for companies that were interested in starting Fairtrade Business.
- Total 7 people from 6 companies attended the first 18th meeting.
- Total 8 people from 7 companies attended the second 25th meeting.
- The first meeting was focused on Licensing and FLO-CERT, Thus SoYeon Cho presented Fairtrade concepts, FLO-CERT certification, Licensee process and Victor Kim who presented B2B website.
- The second meeting was for potential Fairtrade product distributors and importers meeting. SoYeon presented Fairtrade, Fairtrade Global Market, and the benefits for the company business.

<Pictures>



The First Meeting at Fairtrade Korea Office



The Second Meeting



May4-1)

First Fairtrade Campus Dulwich College Seoul

On 21st May 2016, Una attended the Dulwich College School Founders Day event. During this event, Dulwich has officially announced to become the first Fairtrade School in Korea. They submitted their application to become a FairAchiever school on 11th April 2016.

Una was joined by Fairtrade committee members Brendan and Anastasia and also the school headmaster, Graeme Salt. They showed Una around the school and also invited her to the Fairtrade stall.

Danny, the committee leader, placed an order for various Fairtrade products to be sold at the stall prior to the event.

Dulwich College Seoul School Founder's Day



(Left to right: Una, Brendan, Anastasia, Graeme)



June1-1) Fairtrade Workshop

- Title : Fairtrade Korea Workshop
- Date : Monday, 13th June, 2016
- Location : Kwanghwa-gun, In-cheon, Korea

- Fairtrade Korea had a one-day workshop for staff to receive training from SoYeon. Staff members also took the time to explain more about their roles within the organization.
- SoYeon used FI's FMO training presentation files during the workshop and added additional information on Fairtrade Korea's current status. She gave an explanation on Fairtrade System, Licensee and FLO-CERT process, Artwork, how to request Fairtrade resources, how to calculate Licensee fees, and how Licensees upload their fee on a Netsuite. Training lasted approximately 5 hours.
- Una who is in charge of Fairtrade Communities explained more about Fairtrade Schools and introduced Dulwich College Seoul, the first Fairtrade campus in Korea.
- Victor who is charge of the B2B website, gave a presentation on how it works and how he deals with enquires.



SoYeon presenting the Artwork Guideline



Una talking about samples and Fairtrade communities



SoYeon explaining the Licensee process



Victor presenting the B2B website

June2-1) Yumguang High school Fairtrade Class

"KYFU (Korean Youth Fair trade Union)" is a high school group composed of 13 student members from Yumguang High school. This group was established in 2009 and they have been contributing to the Fairtrade movement by hosting Fairtrade campaigns in their school, the street and also participating in the Fairtrade Day campaign and Fairtrade classes.

The KYFU group teacher visited the Fairtrade Korea office in order to design a year plan and to obtain more activity ideas. She brought along the group members to take a Fairtrade Class.

Fairtrade Korea prepared Fairtrade certified tea and chocolate for the students to sample. SoYeon gave a 1-hour presentation and after finishing the presentation, SoYeon and Mr. Grauhaar answered a few questions related to Fairtrade.

(Students taking the Fairtrade Class)



(SoYeon giving a presentation)



(Group Picture)



June3-1) MOU with Hotel & Restaurant

On June 15th, Fairtrade Korea had a MOU ceremony with Hotel & Restaurant Magazine at the Fairtrade Korea Office.

The CEO of H&R and the editor-in-chief visited our office to sign the MOU. H&R Magazine published a two-page spread on Fairtrade Korea back in May and after much consideration, Fairtrade Korea agreed to become partners with the magazine.

Fairtrade articles has been published in the magazine each month and there will be Fairtrade event collaborations between two parties.



August 1-1) Fairtrade Korea renewed website

Fairtrade Korea has renewed its website. First, we started discussing the ways in which we could improve our website concept and content since June.

In August, we finally finished the design and applied all the content into the system. We are also providing the English version.

This renewed website consists of Fairtrade International structure and contents so that we can deliver accurate information.

Next, the categories are organized intuitively to make it simple to find the information people need.

Finally, we opened the resource pages so that people interested in Fairtrade communities, annual report and promotional material, can easily download and use them for free.



August 2-1) Fairtrade Store Stickers

Fairtrade Korea issued stickers to be distributed for free in every store where Fairtrade products are sold.

The design was kept simple so that it could be more noticeable to customers.

We started this work this June, and announced it at the Business Support Meeting for the first time.

After the meeting, we received sticker applications from various companies, and overall, 500 stickers were delivered at once.

We will also upload the picture of stores on SNS and all websites so that the Fairtrade stores can be promoted.



August 3-1)

High school union group “KYFU” visiting

- Fairtrade Korea have given Fairtrade lectures since last year, and this month received a class inquiry from a high school union group called “KYFU”. KYFU is a high school group composed of 5 high schools in Korea.
- Yumguang High School, one of the members of KYFU, visited our office and took a Fairtrade Class in June. This August, two other schools applied to the class.
- A total of 40 students were divided into two teams and took a Fairtrade Class on August 11th.
- This group participated in the Face-Painting event on Fairtrade Day 2016 and drew the FAIRTRADE mark; however, they were not aware of the Fairtrade Organization that licensed the FAIRTRADE Mark on products and promoted Fairtrade. Thus, this class focused on introducing Fairtrade International, Fairtrade Korea and Fairtrade activities that they were also able to join.



September 1-1) Orga Wholefood Market – La Riojana Meeting

Representatives of La Riojana including the Asian market manager visited Korea and had a meeting with Orga at the Bangi branch of Orga with Fairtrade Korea.

Orga showed their high interest in not only La Riojana's wines but also sourcing olive oil to develop their PB products. Orga is planning to spare a Fairtrade section and offer Fairtrade products to meet their customers' high needs for quality products.



<Picture of Orga meeting with La Riojana>

September 2-1) Bi-monthly/weekly newsletter

Fairtrade Korea has started to send bi-monthly newsletter for public and weekly newsletter for partner companies. Bi-monthly newsletter includes the latest news of Fairtrade Korea, partner companies, and international offices and introducing new products and campaigns.

We sent first bi-monthly newsletter to more than 200 subscribers. Meanwhile weekly newsletter is only for partner companies of Fairtrade Korea, so mainly it includes news about Fairtrade Korea's activities and partner companies' new products.



<picture of Fairtrade Korea newsletter for public>

December) Successful Fairtrade town campaign Of Bucheon in Korea

On December 5th, the city of Bucheon (pop. 870,000) has announced the launch of its campaign to become the first Fairtrade Town in Korea, joining a huge international family of more than 1,850 Fairtrade towns all over the world. The official ceremony took place at the “Fantastic Cube” theater at Bucheon City Hall.

Around 300 guests participated in this event, including Magdalena Streijffert, global project manager specialized in advocacy work at Fairtrade International, Mr. Jee Dong Hoon, Fairtrade Korea Representative, Ambassadors of Fairtrade product’s producers and consumers countries, a representative of UNDP Korea and local citizens.

Also 29 major and local media, including KBS, OBS, CJ, ChosunMedia, the Dong-A Ilbo, the Hangyoreh dealt with this event.



Fairtrade Korea in Numbers

- 1 2015-16 Volume
- 2 2015-16 Sales
- 3 2014-15-16 Annual Figures



VOLUME OF FAIRTRADE PRODUCTS SOLD IN KOREA IN 2015 AND 2016

PRODUCT	2015	2016	UNIT	GROWTH
Bananas	833	1,320	MT	+58%
Coffee	349	918.8	MT	+163%
Chocolate	24.5	14.04	MT	-42%
Sugar	167	N/A	MT	N/A
Tea	0.74	0.66	MT	-10%
Gold	161	162	1 Item	+0.6%
Wines & Liqueurs	21.3	8.6	1,000 L	-59%
Soft Drinks & Syrups	15.4	26.2	1,000 L	+70%
Olive Oil	16.8	22.2	1,000 L	+32%
Textile	3,927	438	1 Item	-88%
Others	0.9	2.2	MT	+144%



ANNUAL SALES OF FAIRTRADE PRODUCTS IN KOREA IN 2015 AND 2016

PRODUCT	2015 KRW(억)	2016 KRW(억)	GROWTH
Bananas	49	77	+58%
Coffee	72.6	183	+153%
Chocolate	11.2	12.3	+9%
Sugar	33.4	N/A	N/A
Tea	2.3	1.6	-29%
Gold	0.53	0.85	+58%
Wines & Liqueurs	9.4	6.6	-29%
Soft Drinks & Syrups	2.7	4.7	+74%
Olive Oil	5.9	7.9	+32%
Textile	0.9	0.1	-80%
Others	1.1	1.9	+71%

*Calculated using average Euro to Korean Won exchange rate of 2015 (EUR 1 = KRW 1,266); Historical data taken from www.oanda.com

**Calculated using average Euro to Korean Won exchange rate of 2016 (EUR 1 = KRW 1,319); Historical data taken from www.oanda.com



FAIRTRADE KOREA ANNUAL FIGURES

2014

Distributors		Products	
Local Licensees	2	Local Licensees	6
Others	20	Others	74
Total	22	Total	80

2015

Distributors		Products	
Local Licensees	5	Local Licensees	17
Others	32	Others	135
Total	37	Total	152

2016

Distributors		Products	
Local Licensees	9	Local Licensees	55
Others	30	Others	138
Total	39	Total	188

ESTIMATED SALES

KRW 58.6억

ANNUAL GROWTH RATE OF

10%*

ESTIMATED SALES

KRW 189.3억

ANNUAL GROWTH RATE OF

257%**

ESTIMATED SALES

KRW 297억

GROWTH RATE OF

57%***

IN 2015 SEVEN PRODUCER ORGANIZATIONS RECEIVED

\$ 79,224

AS A PREMIUM FROM FIVE KOREAN LICENSEES

Thank you

Fairtrade Korea

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