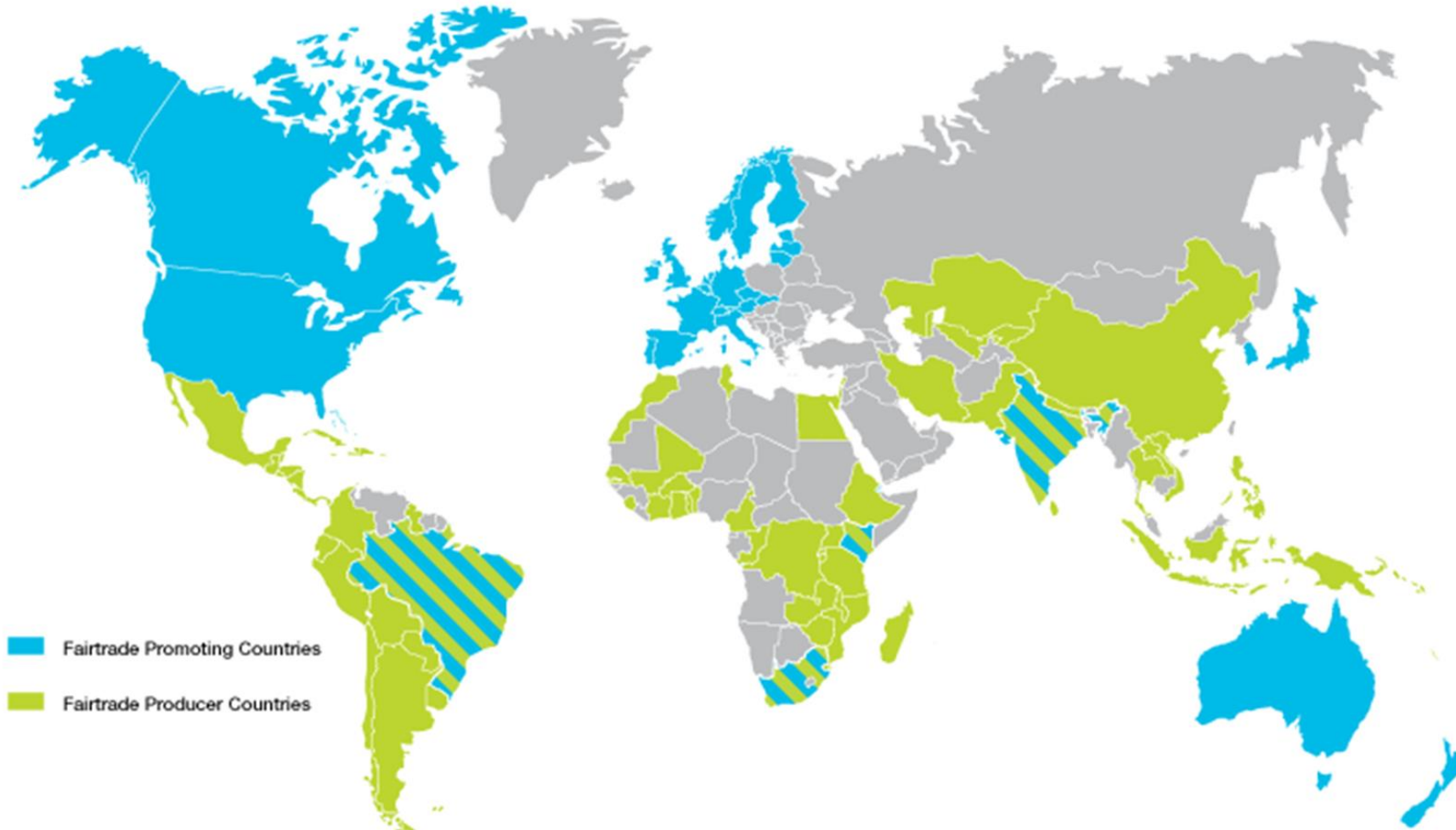


Fairtrade als internationaal relevant en duurzaam consumentenmerk



Belangrijkste
Fairtrade
afzet:

Europa, US en
Australia met
merk

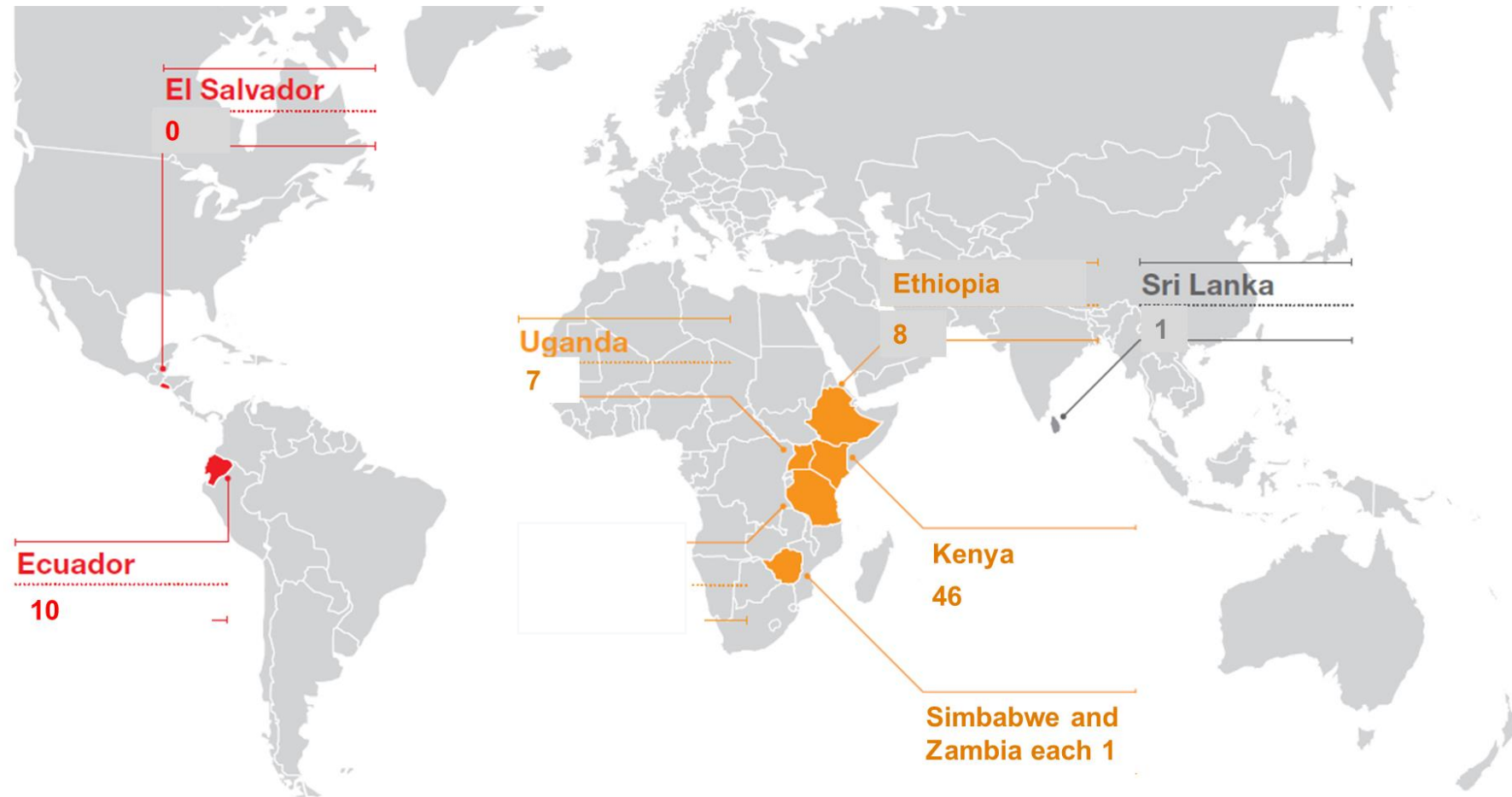
**herkenbaarhei
d van > 76%**

waarvan **90%**

**het merk
vertrouwd.**



Keuze aan Fairtrade Bloemen en Planten



**74 sterke en
stabiele
Fairtrade
gecertificeer
de
bloemenkweker
ijen,
wereldwijd in
November 2021**

FAIRTRADE FLOWERS REPORT

CHOOSE THE WORLD
YOU WANT



2019 report

+20%
19/20

€8 MILLION

FAIRTRADE PREMIUM GENERATED



5%

REST OF THE
WORLD

95%

AFRICA &
MIDDLE EAST

4.6 BILLION

STEMS GROWN
(ENOUGH TO MAKE OVER 386 MILLION BOUQUETS)

934 MILLION

STEMS SOLD ON FAIRTRADE TERMS



+13%
19/20

2,808

HECTARES UNDER CULTIVATION
(EQUIVALENT TO OVER 3 THOUSAND
FOOTBALL PITCHES)



67,199

WORKERS



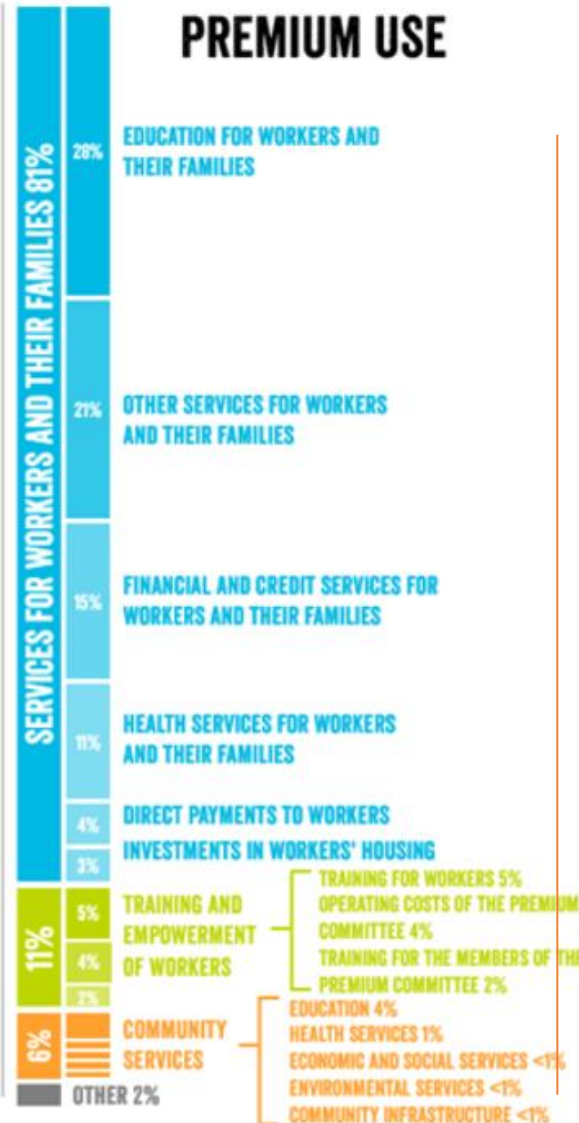
+2
19/20

74

FLOWER FARMS

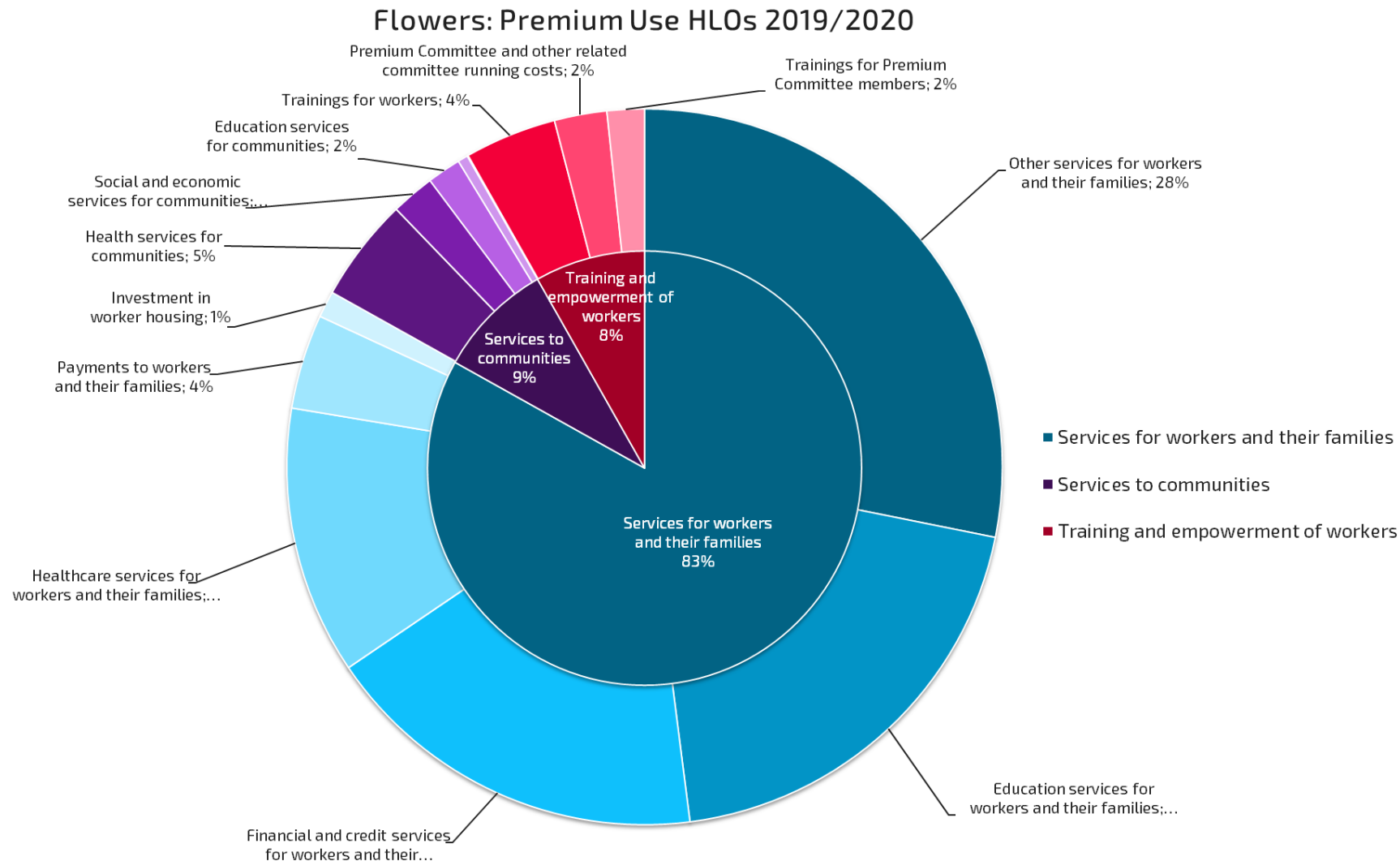


PREMIUM USE



Fairtrade bloemen worden voornamelijk geteeld in Oost- Afrika waar belangrijke verbeteringen voor werknemers worden gerealiseerd.

Premie uitgaven 2019-2020



Fairtrade assortment

- ▶ Rosa
- ▶ Spray Rosa
- ▶ T-Hybrid Rosa
- ▶ Alstroemeria
- ▶ Liliun (Oriental, Asiatic Hybrid, Longflora, Longi Asiatic)
- ▶ (Spray) Dianthus
- ▶ Gerbera
- ▶ Calla
- ▶ Zantedeschia
- ▶ Lisianthus Doubles
- ▶ Sunflowers
- ▶ Chrysanthemums
- ▶ Gypsophila
- ▶ Statice
- ▶ Hypericum
- ▶ Limonium
- ▶ Santini
- ▶ Solidago
- ▶ Leather Leaf Fern
- ▶ Eucalyptus
- ▶ Mollucella
- ▶ Germini
- ▶ Fillers (div)
- ▶ Poinsettia
- ▶ Geranium
- ▶ Cuttings (div)