



Tesco and Fair Trade  
collaboration for logarithmic increase?

TESCO

# Fair Trade in Modern Trade channel as we see it

customer issues

What is this funny sign for?

Do you have more of these?

market issues

Could you buy bread, milk and a Fair Trade coffee please?

Is it more of a Jasmine rice or a Fair Trade rice?

**TESCO**

What is going to change?

Fair Trade goes to people

51 biggest Tesco  
Hypermarkets

Two Fair Trade  
shelves in each

Stickers to guide  
the way



Located in cola and  
sweets section and in  
the main alley

TESCO

# What is going to change?

## Fair Trade goes to people

Collaboration with  
local retailers

No market  
skimming

Multiple sourcing:  
Oxfam, Traidcraft,  
El Puente



Starting at 29 of Nov. Yes, it is today.

# TESCO



# Concerns

How to get Fair Trade fans to  
Tesco?

...that's where you come in!

How to make a Tesco customer a  
Fair Trade fan?

...that's what we work on

What more can we do?

...clothing, hardlines – why not?

The Tesco logo is displayed in a large, red, sans-serif font. Below the letters, there are four blue diagonal stripes.

Contact



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