

## GEPA – Facts and Figures

Business year 2009-10

### Head office

#### GEPA Society for the Promotion of Partnership with the Third World, Ltd.

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**Founded on** May 14, 1975

### GEPA is backed by

- Arbeitsgemeinschaft der Evangelischen Jugend (aej)
- Bischöfliches Hilfswerk MISEREOR
- Brot für die Welt
- Bund der Deutschen Katholischen Jugend (BDKJ)
- Evangelischer Entwicklungsdienst (eed)
- Päpstliches Missionswerk der Kinder in Deutschland

**Staff (as per 31/03/2010):** 174

### Corporate goal

- To promote disadvantaged producers in the South
- To influence and change consumer shopping attitudes in the North
- To influence and change structures of international trade by means of lobbying and advocacy work

### Who are our trading partners in the South?

- Democratically organized small farmers and artisans
- Agricultural and small industrial enterprises with a management taking social and ecological responsibility for workers and employees
- Marketing organizations aiming at producer support

### How many trading partners do we have?

Africa	33 partners	in	17 countries
America	87 partners	in	15 countries
Asia	48 partners	in	10 countries
Europe	1 partner	in	1 country

### Our Fair Trade relationships comprise

- Dialogue on development aims
- Partnership agreements in case of joint projects
- Payment of fair prices
- Advance payment on request
- Long-term trading relations
- Advice in product development and export handling
- Promotion of Organic Agriculture

### Products

*Food:* coffee, tea, honey, nuts, confectionery, rice, spreads, wines, etc.

*Non-food:* wickerwork, textiles, leather goods, toys, ceramics, jewellery, sports balls, seasonal articles, etc.

### GEPA turnover

08/09	54 million EUR	09/10	54.4 million EUR
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### Turnover according to product group

	08/09	09/10
Coffee	43.53 %	44.70 %
Other food	51.08 %	50.03 %
Non-food	5.39 %	5.27 %

### Turnover per distribution channel

	08/09	09/10
World shops and action groups	41.42 %	41.39 %
Retail trade (food) / natural food specialized trade	26.42 %	27.62 %
Bulk consumers	11.19 %	11.04 %
Fair Trade Organizations abroad and others	20.97 %	19.96 %

### Distribution is organized through Regional Fair Trade Centres and field representatives



### Services to GEPA customers

- High product quality and socially responsible production conditions
- Verifiable and transparent criteria with regard to the selection of trading partners and to trading conditions
- Information and education material on products and trading partners
- Publications and seminars on subjects referring to Fair Trade
- Designing assistance, promotion material, campaign offers and exhibitions, participation in trade fairs

### Membership

- FFH – Forum Fairer Handel (Fair Trade forum)
- EFTA – European Fair Trade Association
- WFTO – World Fair Trade Organization
- Registered FLO importer and TransFair licensee
- Licensee of Naturland Zeichen GmbH