

## GEPA – Facts and Figures

Business year 2008-09

### 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

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

**Staff (as per 31/03/2009):** 179

### 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 organised 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	27 partners	in	15 countries
America	81 partners	in	13 countries
Asia	42 partners	in	12 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

07/08	52 Mio. Euro	08/09	54 Mio. Euro
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### Turnover according to product group

	07/08	08/09
Coffee	45,0 %	54 %
Other Food	50,1 %	40 %
Non-food	4,9 %	6 %

### Turnover per distribution channel

	07/08	08/09
World shops and action groups	40,7 %	39 %
Retail trade (food)	28,2 %	22 %
Organic and natural food sales channels		6 %
Bulk consumers	10,5 %	11 %
Fair Trade Organizations abroad and others	20,6 %	22 %

### 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
- WTFO – World Fair Trade Organization
- Registered FLO importer and TransFair licensee
- Licensee of Naturland Zeichen GmbH