



Coffee farmer
MEACCE, Uganda
Photo: GEPA – The Fair Trade Company

Facts and Figures

Business year 2023

Head office

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

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Founded on

May 14, 1975

Staff (as per 31/12/2023):

162 (thereof 44 part-time employees, 4 minijobber, 7 trainees and 1 intern)

GEPA is backed by

- Arbeitsgemeinschaft der Evangelischen Jugend in Deutschland e. V.
- Bischöfliches Hilfswerk Misereor
- Brot für die Welt
- Bund der Deutschen Katholischen Jugend (BDKJ)
- Kindermissionswerk "Die Sternsinger" e. V.



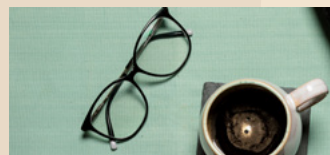
Corporate goal

- To promote disadvantaged producers, especially in the Global 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

Products

Food: coffee, tea, chocolates, sweets, honey, nuts, rice, spreads, wines, etc.

Non-food: soaps, candles, socks, basketry, textiles, a.o.



Photos: GEPA – The Fair Trade Company / C. Schreier

How many trading partners do we have?

Where	partners	countries
Africa	24	16
America	60	14
Asia	35	13
Europe	3	2
Total:	122	45

Angèle Wini Gnimle /
gebana-Togo, Togo
Foto: GEPA –
The Fair Trade Company /
A. Welsing



Tea plucker / TPI, Indien
Foto: GEPA – The Fair Trade Company / A. Welsing

Our Fair Trade relationships comprise

- Dialogue on development aims
- Payment of fair prices
- Payment or arrangement of pre-financing
- Direct trading relationships and long-term partnerships – in good and difficult times
- Advice in product development and export handling
- Promotion of Organic Agriculture
- Focus on climate justice

Our trading partners:

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

Services to GEPA customers

- High product quality and fair 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
- Promotion material, campaign offers, participation in trade fairs
- Additional position for an advisor for the foundation and business development of world shops



Rooibos harvest
WORC, South Africa
Photo: GEPA – The Fair Trade Company / C. Nusch



Nicolas Perez
Tzeltal Tzotzil, Mexico
Photo: GEPA – The Fair Trade Company / A. Welsing

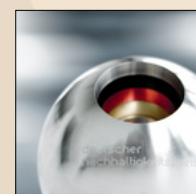
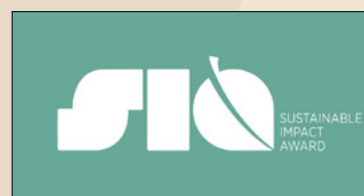
Memberships

- **FFH** – Forum Fairer Handel (Fair Trade forum)
- **EFTA** – European Fair Trade Association
- **WFTO** – World Fair Trade Organization: GEPA is a Guaranteed member according to the WFTO Guarantee System
- Licensee of **Naturland Zeichen GmbH**



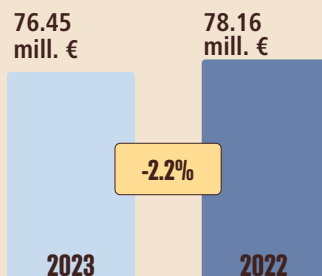
Awards

- **German SDG Award & UNIDO Innovation Award 2023** in the „Company“ category
- **2022 Sustainable Impact Award** in the special category „Generali SME EnterPrize“
- **2020 CSR Award of the Federal Government:** in the category „Responsible Supply Chain Management“
- **German Sustainability Award:** TOP 3 in the „Global Partnership 2020“ category
- **German Sustainability Award:** „2018 Germany’s most sustainable product“ (2017 REWE Group consumer voting) – GEPA Café Orgánico



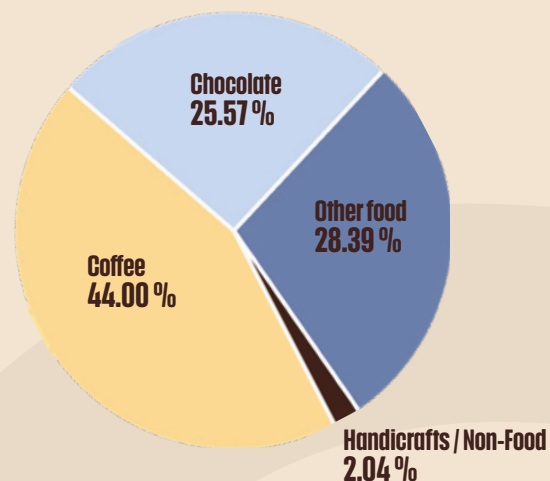
GEPA turnover (million EUR)

2023	2022
76.45	78.16



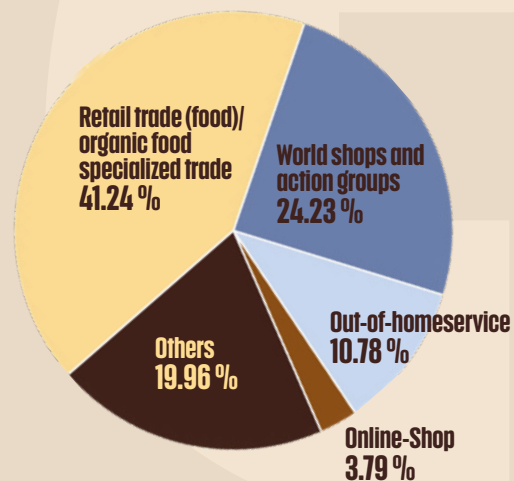
Turnover according to product group

	BY 2023 (see graphics)	BY 2022
Coffee	44.00%	44.78 %
Chocolate	25.57%	25.43 %
Other food	28.39%	27.77 %
Handicrafts / Non-Food	2.04%	2.02 %



Turnover per distribution channel

	BY 2023 (see graphics)	BY 2022
Retail trade (food)/ organic food specialized trade	41.24%	43.35 %
World shops and action groups	24.23%	23.78 %
Out-of-home-service	10.78%	8.97 %
Online-Shop	3.79%	3.74 %
Others	19.96%	20.16 %





Basket weaver
Prokritee, Bangladesh
Photo: GEPA – The Fair Trade Company / EZA



More than fair: fair+

Additional benefits on top of the general Fair Trade criteria, such as

Eco and fair:

We achieve around 86 per cent of our food sales with products from certified organic cultivation.

A future for children:

Better chances for children through a better income for the parents.

High Fair Trade share:

Our composite products like chocolates and coated candies have got a very high share of Fair Trade ingredients.

Chocolate:

GEPA chocolates are 100 % organic and fair.

Honest and transparent declaration:

The raw materials purchased under fair conditions are verifiably contained in the products.

Our contribution to climate-protection:

Since 2022, GEPA in Germany compensates its emission ("from the port to the shelf"). GEPA offsets these measured emissions via a certified project of the Klima-Kollekte. With Klima-Kollekte, we also compensate the emissions caused by the

sea transport of our coffee range and we finance energy-efficient ovens at KCU, our coffee partner in Tanzania. For our honey range, we compensate the emissions too, "from the comb to the jar". At the same time, GEPA is undertaking many activities to reduce its CO²-emission.

Our contribution at our partner:

At our partner ATPI in the Philippines, 73,050 trees were planted by the end of 2022 (2013 - 2022).

Fund for trading partners:

GEPA has set up a trading partner fund that can be used to support small-scale projects (climate protection and human rights projects). In 2023, special support was given to projects on climate protection and implementation of the Supply Chain Act.

Added value at the source:

We currently offer 36 food products that are processed, filled and packaged at the source. All handcraft products are manufactured in the countries of origin.

For more information, please visit:

www.gepa.de/Leitbild and
www.gepa.de/dnk-bericht

