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Agro economist Dr Peter Schaumberger new GEPA brand and distribution manager in 2017

From February 2017 on, GEPA will again be led by two managers

Wuppertal. From February 1st, 2017 on, agricultural economist Dr Peter Schaumberger will be the new brand and distribution manager of GEPA – The Fair Trade Company. This was announced today in Wuppertal by the chairman of the shareholders' meeting Thomas Antkowiak (Misereor). The Fair Trade pioneer company will then again be headed by two managers.

Since 2013, Dr Peter Schaumberger has been one of two Managing Directors of the Menschen für Menschen Foundation and responsible, among other things, for marketing, communication and finances. Now he will be following his appointment as the new GEPA brand and distribution manager.

The qualified agriculturist and agricultural economist was manager and trailblazer of the Demeter trademark community for years and manager of the Institute for Marketecology (IMO) from 2010 to 2013, which means that he has proven experience in the fields of market development and leadership, the (organic) food sector, sustainability certification and quality assurance.

As Demeter manager, one of his responsibilities was the national and international development of the Demeter co-brand with a brand relaunch. Until 2008, he was vice president and spokesman of the Board of Demeter-International e.V., focussing on brand management, marketing, public relations, political strategy and distribution channels.

"I am glad to have found in Dr Peter Schaumberger an agricultural and branding expert who will successfully continue the GEPA strategy to position itself as the most sustainable brand. Due to his sound experience in the fields of certification, product and distribution, he can give innovative impulses to GEPA's Fair Trade", the chairman of the shareholders' meeting Thomas Antkowiak declared.

"For over 40 years, GEPA has shown that alternative trading is possible and thus has excellently represented the approach of Fair Trade. The organisation proves impressively that highest demands on social quality can bring about economic success. Long-standing and reliable partnerships with trading partners in the South, but also with others like the world shops, offer fair chances to all stakeholders of the value chain", Peter Schaumberger said. "It fills me with gratitude and pride that I may shape GEPA's future

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together with the Wuppertal team and all partners. 'Fair Trade for all – fair to all' is a vision whose implementation will still require much power and many ideas. Its power of innovation and 'fair plus' make GEPA a beacon that has every right to be called quality leader in all fields of Fair Trade. Communicating this to a growing number of customers and consumers interested in ethical consumption, will be an appealing challenge to me. I want to devote all my energies to this task", the 53-year-old said about his future field of work.

"I am looking forward to the co-operation with Dr Schaumberger. Together we will solve the future challenges in the interests of our customers and trading partners in the South", GEPA manager Matthias Kroth declared. "GEPA is well positioned as a strong brand name in terms of economic, logistical and strategic aspects."

Other activities

The future GEPA manager Dr Peter Schaumberger has already dealt with the key areas of organic agriculture, Fair Trade, development aid and sustainability in different functions.

He is familiar with Fair Trade products and issues due to his consultant activities with the WFTO (World Fair Trade Organization) for the development of the "Sustainable Fair Trade Management System" and with the relaunch of the "Fair for Life" label. And he has experience with the import and assortment policy of Fair Trade products.

Besides other activities as lecturer (like for the Academy for German Cooperatives, ADG) and consultant (like for the United Nations Development Programme, UNDP), he was also a member of the advisory committee of the German Federal Agency for Agriculture and Food in Bonn.

For more than 40 years, GEPA – The Fair Trade Company has been going new ways as Fair Trade pioneers – serving the interests of its Southern partners.

GEPA is backed by

- **Arbeitsgemeinschaft der Evangelischen Jugend (aej)**
- **Bischöfliches Hilfswerk MISEREOR**
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