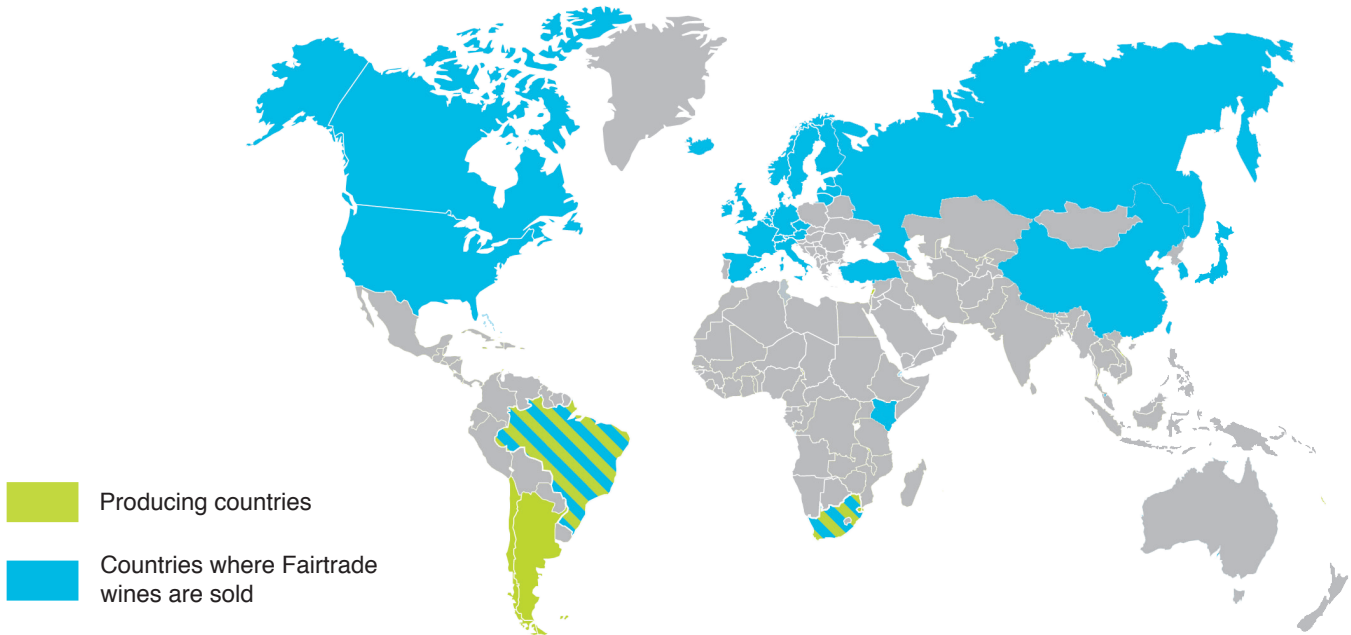


# Wine at a Glance

For more info visit [www.info.fairtrade.net](http://www.info.fairtrade.net)



**22,2 MILLION**  
LITRES OF FAIRTRADE WINE SOLD IN **2014**



**✓ TOP SELLING MARKETS**  
UK, GERMANY, SWEDEN, NETHERLANDS

**↑ HIGH GROWTH MARKETS**  
SOUTH AFRICA, NORWAY, CANADA, DENMARK

**45** PRODUCER ORGANISATIONS WORLDWIDE

- 26 SOUTH AFRICA
- 9 CHILE
- 8 ARGENTINA
- 1 BRAZIL
- 1 LEBANON

**OVER 40,000**  
PEOPLE THAT BENEFIT FROM THE SALE OF FAIRTRADE WINE



**9,800 HECTARES**  
TOTAL AREA OF WINE GRAPE CULTIVATION THAT IS FAIRTRADE



## The growth of Fairtrade wine

The 1st Fairtrade wine was launched in 2003 and since then the market has grown, showing the appetite for sustainably produced wines. **In 2014, a record 30 million bottles of Fairtrade wine were drunk in the world, a 6% increase from 2013.**

This creates unprecedented benefits for wine farmers and farm workers across certified farms in South America and South Africa. Trends confirm European market as leaders in Fairtrade wine consumption, with double-digit growth recorded in upcoming markets.

**€ 873,600**



IN FAIRTRADE DEVELOPMENT PREMIUM GENERATED FROM WINE SALES IN 2012-13

## The benefits of Fairtrade wine

### For farm workers

- High labour standards & no child or forced labour
- Non discrimination
- Fairtrade Development Premium to invest in social and economic projects for the whole community

### For producers

- Minimum Price guaranteed to ensure producers can cover the costs of sustainable production
- Value added to wine label
- Stronger relationship between the wine brand, its customer and the farming community

### For the environment

- Sustainable farming methods
- Strict regulations on pesticide use
- No GMOs; Progressive CO2 standard