



Sharing the FAIRTASTE story



城市特寫

香港已風光不再？

「香港是否正步向死亡？」是港人近期討論的熱門話題。中大政治與行政學系助理教授黃子強認為，在政治與經濟文化兩方面，無可否認地，香港正步向死亡。「九七回歸後，香港經濟連續十五年，港人對未來充滿希望，這與香港以國際金融、貿易、旅遊和資訊業為主的經濟結構有關，但最近港台「可恥」的政改和吳志森、黃毓民等港人的出現，反映市民在政治上正步向死亡。」

梁佩鳳甘願奉獻一切推動公平貿易，皆因她深信大部分港人享受三督護照的同時，地球另一端有很多農民正在捱苦。「我們每天飲咖啡，有否想過在加納等地種植咖啡的農民嚴重受壓榨？咖啡豆是期貨買賣產品，生產成本每磅是一港元，最少要賣十港元，他們才可維持生計，但偏偏被壓價至四港元，試問他們如何生活？」

公平貿易非施捨

她曾就咖啡的生產過程進行詳細研究，由農民收割至送到顧客手上，共經過一百五十次轉手，當中包括多次炒賣，實際上只有約百分之十收入落入農民口袋中。除了咖啡豆，港人常吃的太米、朱古力、茶葉等農作物也如是。「公平貿易」就是直接向農民買入原材料並製造產品，免除中間商層層剝削，保障農民所得合理收入。

去多中間人的豐厚利潤，讓農民可獲得合理收入。

不過，這打破傳統的貿易理念和習慣，近十年仍未被大眾所理解。好重要，公平貿易訂下最低價格，踢走好中間人，好像擾亂市場秩序。」對於別人的指責，她相當理解，因為十年前未目標，她曾親身到加納咖啡農戶家中，直視由咖啡農戶收入可互，再運到中間商層層剝削，保障農民所得合理收入。

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▲公平貿易只有四名全職員工，微小的梁佩鳳也要兼手照顧軟實和賬務。

她父親的生意探訪，她見一二十歲女孩因身在偏鄉的父母太窮，把她賣到妓寨賺錢，卻不幸染上愛滋病。「我們要訂立公平制度，讓農民能生存，公平貿易跟別不同，不是施捨，農民耕種給我們做食物，想法也會一樣。」

○二年，她曾到東

吃，但他們都不飽足，我們不會有好東西吃。」

她慨歎，港人沒想到自己吃得好的之際，正把一班窮人推向死亡。即使公平棧至今仍虧錢，梁佩鳳的收入只及從前的四成，她依然堅持推動公平貿易。「我相信每人盡自己所能去做點事，總有改變的可能。」她說。

39 農曆月十二廿二年一月四日

Some of the consequences...

Farmers grow food to feed all of us in the world...
but many couldn't feed their own family...

What does it mean to our food production and food safety?

- Deteriorating food quality
- Worrying food safety
- Environmental degradation
- Rural Urban development
- Increasing instability



A vision for a
fairer and sustainable world

Fair Trade is...



After I joined the Farmer Association , I no longer have to worry about not able to sell my tea anymore. The tea is now sold in a better and stable price. And our children can go to school and have a better education.”

Mr. Zha, Tea Farmer,
Member of Dazhangshan Organic Tea Farmer Association.



Fair Trade is...

" If not for Kuapa, I would not have enough money to feed my family and build our own house. Kokoo has really helped me!"

Juliana Fremah, Ghana, member of Kuapa Kokoo that produce Fair Trade cocoa for Divine Chocolate.



A group of approximately 15 children, mostly girls, are sitting in a classroom. They are dressed in various colorful clothing, including patterned dresses and jackets. Some are holding books or papers. The room has yellow walls and two windows with wooden frames. The children are looking towards the camera with various expressions, some smiling and some looking serious.

Fair Trade is...

With the community premiums the Negele Gorbitu co-operative in the Yirgacheffe region of Ethiopia (where FAIRTASTE coffee comes from) is now earning through Fair Trade, dream projects such as the building of a school are now being turned into reality. 550 local children are enrolled and are starting to work their way up through the grades.

Fair Trade & Sustainability

- Environmental standards *set* to ensure an **eco-friendly farming process**
- With stable and long term incomes, farmers are able to take care of the farm and the environment nearby, instead of exploiting the nature to make ends meet.



CHOOSE Fair Trade

=

VOTE FOR:

Stability

Security

Sustainability

A Choice, an attitude, a believe



Shop?

Café?

Wholesales?

Brand?

An internet shop?

FAIR TASTE Vision & Mission revisit (set in 2007)

In 10 years' time, we will have

- Built FAIR TASTE as the most recognized Fair Trade Company - offer a wide range of high-quality authentic, eco-friendly and affordable Fair Trade products in HK
- Created a general awareness that the purchase of fair trade products will contribute to eradicating poverty and injustice in the developing world
- Provided the general public with the awareness that the right consumer choice can help to make the world a better place for everyone.

English | 中文

Choose FAIRTASTE organic products for great tasting drinks and snacks that make you feel great too.

You feel great because with FAIRTASTE you've joined the movement towards a more friendly, caring and healthy world. A world in harmony.

FAIRTASTE means:

- Fresh and delicious, eco-friendly and Fairtrade compliant
- Share delicious FAIRTASTE products with your family and friends today.

Join the TASTE revolution

加入品味革命

Navigation tabs: FAQ, Contact us, LATES NEW, About us, About FAIRTRADE, Products, Community, Media centre, Fair Friends, Place an order.

Logo: 公平 FAIR TASTE 棧

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FAIRTASTE– A Fair Trade Pioneer in Hong Kong

2004 - Establishment of FAIRTASTE, the first Hong Kong Fair Trade Brand

2005 - The first and only Hong Kong Fair Trade company that participated in the first ever International Fair Trade Fair in HK

2007

- FAIRTASTE became the licensee of Fairtrade Labeling Organization International
- FAIRTASTE became the first Fair Trade food distributor in HK
- FAIRTASTE launched the first certified Fair Trade tea brand in HK
- FAIRTASTE directly engage with tea farmer's cooperative in China (2007) & India (2008)

2008 - Co-found Fair Trade Hong Kong, a non-profit organization that focuses in promoting fair trade in HK

2010

- Launched FAIRTASTE CASHEW BRITTLE – First 100% fair trade snack made in Hong Kong
- Launched FAIRTASTE MINISTORE at Kubrick, Broadway Cinematheque, Yau Ma Tei

2011

- Launched 4 more FAIRTASTE MINISTORES, at Happy Veggies, Brunch Club Soho, Brunch Club CWB, Harvester
- Balanced Budget

Short Term Objectives revisit (set in 2007) & result

- To achieve sustainability of the operation by the end of FY2010/11.
– Not yet done
- Act as a wholesalers to distribute FT product. – Yes, and keep going
- A Fair Trade brand – develop 21 new products in three product lines sourced in the Asia Pacific region, to be branded under FAIRTASTE. – Yes done, coffee, tea, nuts, total 26 SKUs
- By managing the marketing mix, build brand awareness for FAIRTASTE. – Yes, and keep going
- To widen the customer base to 261 retail outlets and 327 institutional clients by the end of 2010/11. – We have altogether came across 300+ retail and institutional clients, this forecast needs adjustment

Our Profit Allocation Policy - As a mission based operation, FAIRTASTE has strict guidelines in allocation profits

to enable a sustained development of Fair Trade and to alleviate poverty

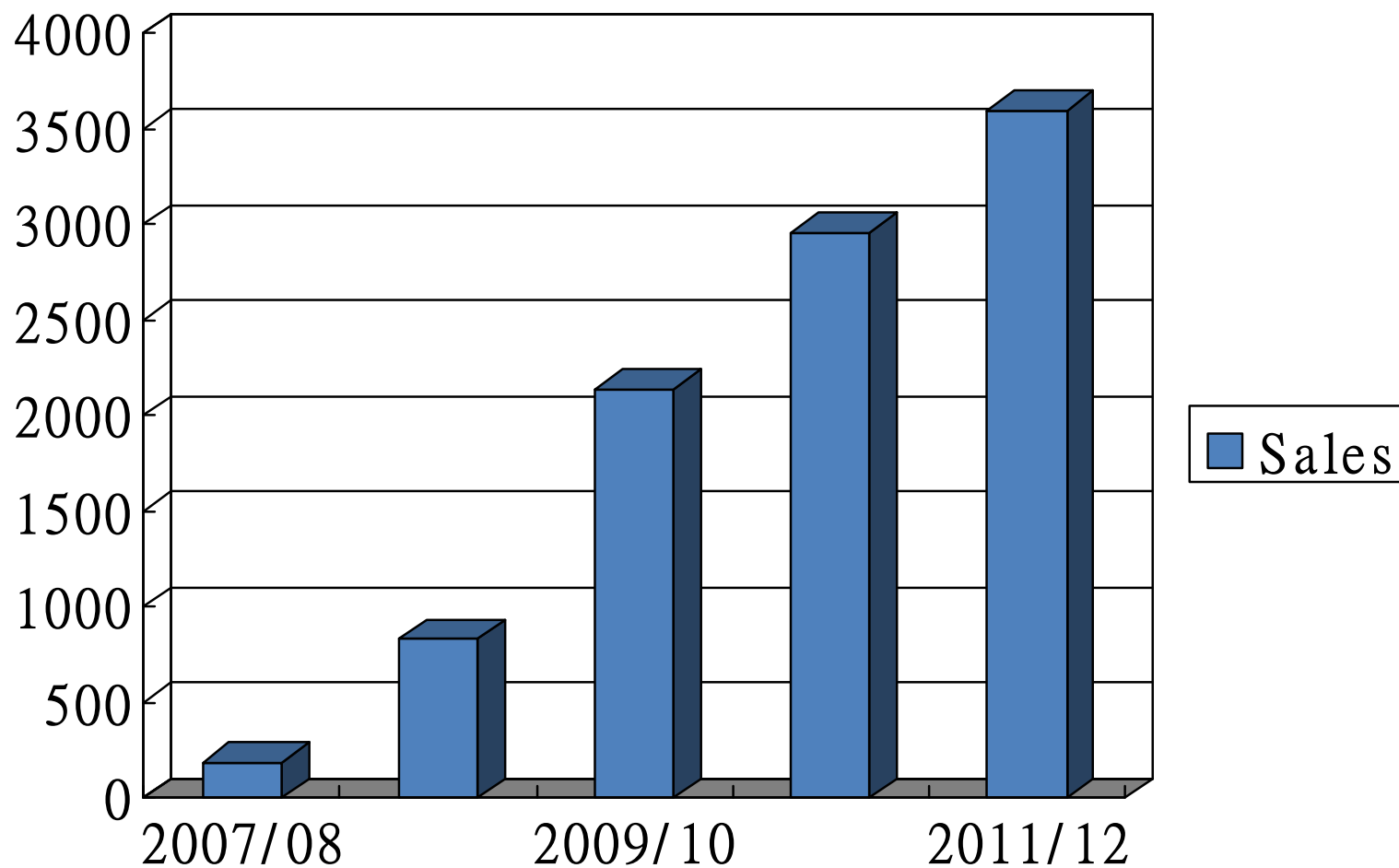
No less than 50% of the profits will be ploughed back into the operation for staff development, and re-investment in development of the Company



No less than 25% to be shared with farmers and producers who work with us directly

No more than 25% will be distributed as shareholders' funds

STRONG SALES GROWTH



FAIRTASTE PRODUCTS

3 Product lines brand under FAIRTASTE, 26 SKUs



Organic!

A RANGE OF IMPORTED QUALITY FAIR TRADE PRODUCTS
more than 50 SKUs



FAIRTASTE Ministore @ Kubrick



FAIRTASTE Ministore @ Happy Veggies



FAIRTASTE Ministore @ Brunch Club Causeway Bay



Ministore @ Brunch Club SOHO



Gift Fair Trade - FAIRTASTE Gift Sets

Delivery of a Fair Giving message to your prestigious clients



FAIRTASTE Gift Box & Gift Bag (Year Round)
 Customized gift from 400 - \$1800

公平棧禮盒及禮包 (全年適用) ,
 \$400 — \$1800 , 可自選產品



FAIRTASTE Seasonal Gift Box
 Mid Autumn, X'Mas, CNY, Valentine's Day
 \$699 - 1699

公平棧過節禮盒
 中秋, 聖誕, 農曆年, 情人節 \$169 - 1699

FAIR TASTE Corporate Clients - Multinational Corporations & Local Caring Companies



FAIR TASTE Retail & Café Partners

kubrick



thebookshop



Amber
Landmark Mandarin
Oriental



Happy Veggies
Wanchai



Xen Coffee
Quarry Bay



OL Organic Life
Café & Restaurant
Kowloon Bay

Learnings

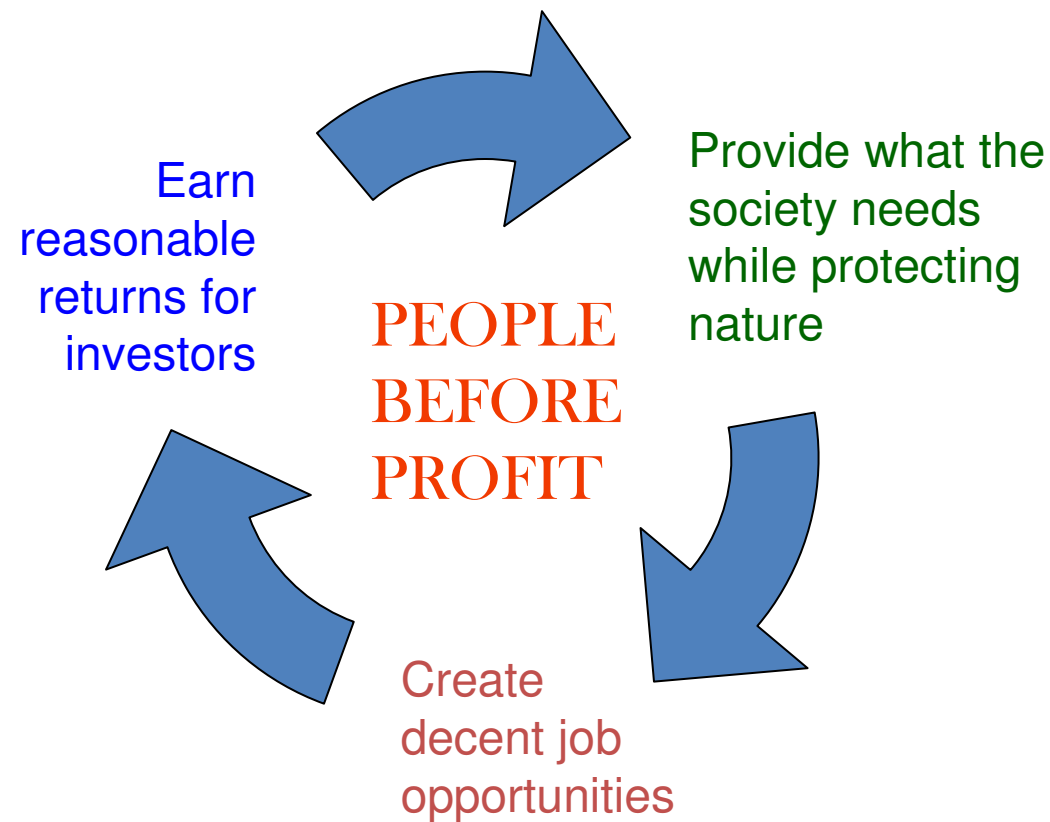
- We are in a social movement
- A bridge to link the gap
- Social capital
- Multiple skills
- Everything can be learnt
- People share your vision, FAIRTASTE is a platform
- Adjust your expectation, think positive
- Down the valley, up the hill
- Keep improving your strategy
- Create market vs a market need
- Management skills are important
- Numbers are important
- Persistent, open minded, strong believe, relatively light burden (for private SE)

Preparations

- Mission impossible 明知不可為而為之
- It is a choice of my 偏向虎山行
- Won't let it die, otherwise we will be a very bad example 不死的心
- Changing only a little 愚公移山

How can Higher Education Institutes Contribute?

- Re-define “Enterprise” – change the discourse
- Every enterprises should be Social Enterprises



How can Higher Education Institutes Contribute?

- Diversify the structure of enterprises
 - Sole propriety
 - Partnership
 - Limited Companies
 - Co-operatives
 - NGOs

