



Nestle and fair trade

The announcement that Nestlé is to launch a coffee bearing the Fairtrade Mark presents the fair trade movement with both an opportunity and a challenge.

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For a major multinational such as Nestlé to bow to the increasing consumer demand for fair trade in their operations is a remarkable achievement for the movement and will benefit those producers supplying the beans used in this coffee.

However, Nestlé's fairly traded coffee is only a tiny proportion of its total product range. So we will continue to call on consumers to maintain pressure on Nestlé to address other ethical issues relating to their supply chains and marketing techniques, and hope this announcement is only the start of a process that will see more and more fair trade products and principles introduced across their whole range.

Nestlé's decision brings a major new commercial player into fair trade, and rigorous monitoring of its activities will be a vital role for the Fairtrade Foundation.

The Foundation will need to be equally diligent in resisting any pressures that may be brought to bear to cut corners or to compromise on the standards for which the Fairtrade mark stands.

Traidcraft will continue to work with others in supporting the Foundation in this role by careful scrutiny of Nestlé's fair trade activities, seeking to ensure they build on their initial commitments.

In the meantime we are confident that consumers who wish to give the fullest support to fair trade will continue to buy products that come from dedicated fair trade organisations such as Traidcraft.

For further views and information you can visit:

- [Cafedirect](#)
- [Fairtrade Foundation](#)
- [Nestlé](#)
- [Baby Milk Action](#)

For further information contact Peter Collins in the press team at Traidcraft on 0191 497 6465.