



Fair Trade Fortnight 2008 Public Sales Figures

Est Retail Sales for Fairtrade Labelled Products - Australia & New Zealand (AU\$)*

	Calendar Yr	Calendar Yr	Calendar Yr	Calendar Yr	Calendar Yr
	2003	2004	2005	2006**	2007**
Coffee	113,241	1,112,423	5,066,851	9,528,208	15,000,000
Tea	765	80,859	399,459	739,809	1,100,000
Cocoa Products	34,418	281,619	592,801	1,104,040	1,750,000
Sportsballs	0	0	20,102	38,522	150,000
All Products	148,425	1,474,900	6,079,212	11,410,579	18,000,000

Fin Year	Fin Year	Fin Year	Fin Year
2003/04	2004/05	2005/06	2006/07**
410,707	2,313,094	7,736,118	12,400,000
29,424	185,391	677,998	900,000
100,622	459,756	806,375	1,600,000
0	0	40,833	100,000
540,753	2,958,241	9,261,324	15,000,000

*Estimated Retail Sales based on +30% on reported wholesale sales value

**Represents final estimated sales though all data is not yet available

Estimated Retail Sales for Fairtrade Labelled Products in Australia (AU\$)*

	Calendar Yr	Calendar Yr	Calendar Yr	Calendar Yr	Calendar Yr
	2003	2004	2005	2006**	2007**
Coffee	113,241	935,202	3,176,110	5,836,591	9,400,000
Tea	765	67,131	335,465	613,568	900,000
Cocoa Products	32,301	266,197	517,856	829,645	1,300,000
Sportsballs	0	0	20,102	38,522	150,000
All Products	146,308	1,268,530	4,049,533	7,318,325	11,700,000

Fin Year	Fin Year	Fin Year	Fin Year
2003/04	2004/05	2005/06	2006/07**
405,173	1,568,960	4,554,659	7,800,000
29,424	151,536	574,678	800,000
88,606	439,416	589,327	1,100,000
0	0	40,833	100,000
523,204	2,159,912	5,759,498	9,800,000

*Estimated Retail Sales based on +30% on reported wholesale sales value

**Represents final estimated sales though all data is not yet available



Estimated Retail Sales for Fairtrade Labelled Products in New Zealand (NZ\$)*

	Calendar Yr 2003	Calendar Yr 2004	Calendar Yr 2005	Calendar Yr 2006**	Calendar Yr 2007**
Coffee	0	196,912	2,100,823	4,277,925	6,900,000
Tea	0	15,253	71,104	147,451	270,000
Cocoa Products	2,352	17,135	83,272	321,516	570,000
Sportsballs	0	0	0	0	0
All Products	2,352	229,300	2,255,200	4,746,892	7,740,000

Fin Year 2003/04	Fin Year 2004/05	Fin Year 2005/06	Fin Year 2006/07**
6,149	826,816	3,643,188	5,600,000
0	37,616	119,273	180,000
13,351	22,601	252,494	420,000
0	0	0	0
19,499	887,033	4,014,955	6,200,000

*Estimated Retail Sales based on +30% on reported wholesale sales value

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Figures as at 1 May 2008