Awareness, Opinion and Understanding of Ethical Labels in South Africa

**Awareness of Logos**

- Fair for Life: 7.10%
- FSC: 2.80%
- Fairtrade: 1.60%
- MSC: 1.40%
- UTZ Certified Goodness: 0.50%

**Awareness of terms**

- Environmentally: 50%
- Organic products: 50%
- Empowerment: 43%
- Honest business: 39%
- Sustainability: 31%
- Fairtrade: 15%
- Fairtrade Tourism: 4%
- MSC: 3%
- FSC: 2%

**6 in 10 people**

6 in 10 people are eager to learn more about Fairtrade.

**55%**

55% of people are more likely to purchase a product if they see the Fairtrade logo.

**24%**

¼ of people are willing to purchase products with the Fairtrade logo regardless of cost.

**Decline in trustworthiness of Fairtrade and Fairtrade products**

- 2013: 85%
- 2017: 51%

**Who is likely to purchase products carrying the Fairtrade logo:**

- Females, 50+ years, Coloured
- and living in the Western or Northern Cape
- People willing to pay more for quality
- People familiar with the concept environmentally friendly

**Most appropriate communication channels for Fairtrade**

- Television
- Newspapers
- Magazines
- Radio

**Who is likely to purchase products carrying the Fairtrade logo:**

- 4 out of 5 South Africans hold retailers accountable for informing consumers about sustainability, and for stocking and displaying sustainable products.

**3/4**

3/4 of consumers are willing to spend R5 more on a bottle of South African wine if the money is used to uplift the community and R5 more on a bag of coffee beans if it supports small scale farmers in Africa.

**BEST PRICE VS**

Consumers compare brands of Rooibos and Wine based on Price; but Coffee is compared based on Quality.

**4 out of every 5**

4 out of every 5 South Africans feel government should do more to support small-scale farmers.