Market shares of sustainability standards are growing fast…

**Estimated retail value of Fairtrade certified products**
in Million Euros

<table>
<thead>
<tr>
<th>Year</th>
<th>Value (Million Euros)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>832</td>
</tr>
<tr>
<td>2005</td>
<td>1,132</td>
</tr>
<tr>
<td>2006</td>
<td>1,623</td>
</tr>
<tr>
<td>2007</td>
<td>2,381</td>
</tr>
</tbody>
</table>

Source: Fairtrade Labelling Organization, 2007

**Estimated retail value of Organic certified products**
in Billion US dollars

<table>
<thead>
<tr>
<th>Year</th>
<th>Value (Billion US dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>29.0</td>
</tr>
<tr>
<td>2005</td>
<td>32.9</td>
</tr>
<tr>
<td>2006</td>
<td>38.9</td>
</tr>
<tr>
<td>2007</td>
<td>45.8</td>
</tr>
<tr>
<td>2008</td>
<td>52.0</td>
</tr>
</tbody>
</table>

Source: Datamonitor, 2008
Market shares of sustainability standards are growing fast...

Fairtrade labeled products, driven by bananas, flowers, sugar and coffee, have increased sales by 38 per cent over the period 2003/04–2007/08 (Fairtrade Labelling Organizations International - FLO)
Target user groups – Who will use Standards Map?

Main user group

| Producers, Exporters, Suppliers and Trade Support Institutions in Developing Countries | • Increase awareness of sustainability considerations in production and trade  
• Access information to enhance the capacity of producers and exporters to successfully participate in sustainable trade. |

Additional target groups also considered

| Development institutions, Policy makers | • Access repository of information to inform the debate and support decision-making at the policy level and within development institutions. |
| Buyers Other public, large buyers | • Access integrated information to incorporate sustainability considerations in purchasing  
• Increase awareness of impact of voluntary sustainability standards on trade and development. |
Time line

Main deliverables

- **Standards Map** beta website
- ITC/FES Geneva conference 1-2 July
- Public launch of Standards Map
- Capacity building

Ongoing activities

- Inclusion of new standards & research
- Expanding partnerships
- Integration of T4SD with other initiatives

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Standards Map beta website launched for internal stakeholder review

Standards Map testing

Deployment of additional value added content on T4SD website

Expansion of capacity building activities in the field

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Q2 2010

Q3 2010

Q4 2010

2011

International conference on voluntary standards

Incorporate changes into Standards Map & 3rd version of DET

Live roll-out of Standards Map

Inclusion of additional standards and research data
Feel free to contact us if you want to receive more information or want to be registered to our Newsletter, to receive the latest updates on Standards Map!

Joe Wozniak, T4SD Programme Manager – wozniak@intracen.org
Mathieu Lamolle, Standards Database coordinator – lamolle@intracen.org
Oliver von Hagen, Research Database coordinator – hagen@intracen.org
Gregory Sampson, Market Analyst – sampson@intracen.org
Annex – Standards Map
Standards Map provides information on standards and related research results to strengthen the capacity of producers, exporters and buyers to participate in sustainable production and trade.

Standards Map is ITC's web-based information portal of the Trade for Sustainable Development (T4SD) programme, a partnership-based effort to enhance transparency on voluntary standards and to increase opportunities for sustainable production and trade.

Standards Map covers voluntary or "private" standards. As such, compliance to these standards is not legally required by governments or multilateral regulations. In most cases, the standard initiatives in Standards Map have been developed by non-governmental organisations, private entities, including firms, industry organisations, etc.
Standards Map provides information on standards and related research results to strengthen the capacity of producers, exporters and buyers to participate in sustainable production and trade.

1. Select search criteria:
   - Commodity - Industry: Agriculture products
   - Product - Service: Coffee
   - Country: Costa Rica
   - Standard Initiative(s):
     - Better Sugarcane Initiative - BSI
     - 4C Association
     - Fairtrade
     - Forest Stewardship Council - FSC
     - GLOBALGAP

2. Review standards, research papers and generate maps:

3. Refine search:

4. View results: