

## Fairtrade SA opens first Fairtrade online shop

Fairtrade South Africa has launched the world's first [Fairtrade web store](#) in response to numerous consumer queries on where to buy Fairtrade products. Consumers will be able to shop their favourite Fairtrade certified products on the online platform



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"Fairtrade South Africa is celebrated for its pioneering spirit; the Cape Town-based office was the global organisation's first marketing and business development set up in a developing country. This has subsequently led the way for other emerging markets like Brazil, India, and Kenya to follow suit by opening local offices and steadily grow domestic demand for their local Fairtrade products. We like to think innovation is in our DNA," says Lynsay Sampson, marketing and media manager at Fairtrade Label South Africa.

The online shop is being piloted with wine, with the introduction of chocolate, wine, tea and spices planned for later in the year. Consumers can visit the store and explore the easy and convenient way to have a range of delicious, ethically produced wines delivered straight to their door.

The e-shop is being launched during Fairtrade Fortnight - the annual flagship campaign of Fairtrade SA. Fairtrade Fortnight runs from 9 – 22 May this year under the slogan #ThePowerOfChoice. The campaign illustrates how a simple lifestyle choice allows consumers to create real impact and contribute to the kind of world you desire.

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