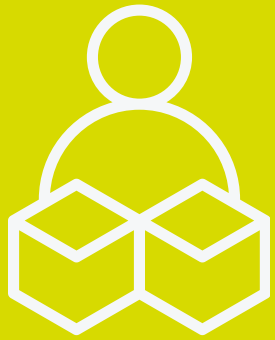




# WHY DOES A FAIR TRADING ENVIRONMENT MATTER?

A fair trading environment supports EU competitiveness and benefits **everyone** in the supply chain – from supplier to consumer.

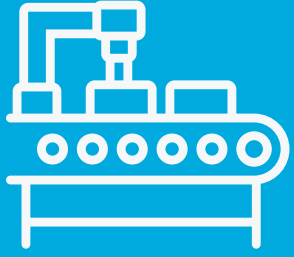




## **CERTAINTY FOR SUPPLIERS**

**Including SMEs** – they can trust manufacturers to buy fairly, ensuring stable demand for ingredients, materials, logistics, and packaging.

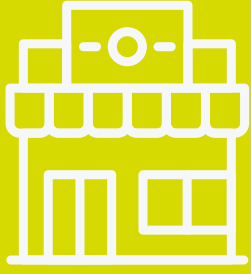




## CERTAINTY FOR MANUFACTURERS

With **trust** in fair purchasing from supermarkets, they can confidently plan production, invest in **innovation**, and operate across Europe.





## CERTAINTY FOR SUPERMARKETS

They can rely on a steady supply of goods and offer consumers competitive, fairly priced **choices**.

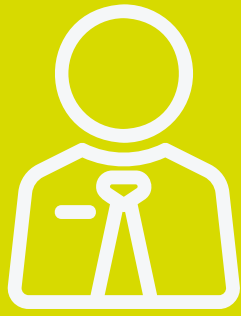




## **CERTAINTY FOR CONSUMERS**

A wide **variety** of brands and products that match their preferences – and their wallet.





## CERTAINTY FOR EMPLOYEES

Across the **entire value chain** – fair trading strengthens jobs and security for thousands across Europe.





A STRONGER MARKET STARTS  
WITH **FAIRNESS!**

FOR **GROWTH, INNOVATION,**  
AND **RESILIENCE** —  
BRANDS NEED A TRULY FAIR  
TRADING ENVIRONMENT.

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