

Ctm Altromercato

FAIR PROCURA CONFERENCE

24th September 2010

Dortmund

What is Altromercato

It is the main Italian Fair Trade Organization (FTO) and the second in the world for dimensions and turnover.

Founded in 1988, now it is a Consortium of 130 members (350 worldshops, more than 20000 associates, 5000 volunteers).

Two main offices: Bolzano & Verona



altromercato
commercio equo e solidale

Consorzio Ctm altromercato
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What we do

Through its 100 employees, CTM:

1. support producers organisations in the South;
2. import and trade fair traded products
3. improve the products quality;
4. offer commercial service to its members;
5. promote Fair Trade messages at national level through education and raising awareness campaigns.



Our experience in FTTP

Started in 2002

Focus on school canteens catering sector



- New and relevant markets for producers
- Direct involvement of local authorities and catering companies
- Training and raising awareness opportunity for students, their families and people working in the school catering sector

Inclusion of new sectors (vending, hospitals, universities, public events, etc)

Our achievements

More than 250 tenders ask for FT products

30 catering companies involved - More than 60 FT organisations involved

Value of FT in school canteens in 2007/2008 = 8 million euro

Students targeted: 500.000

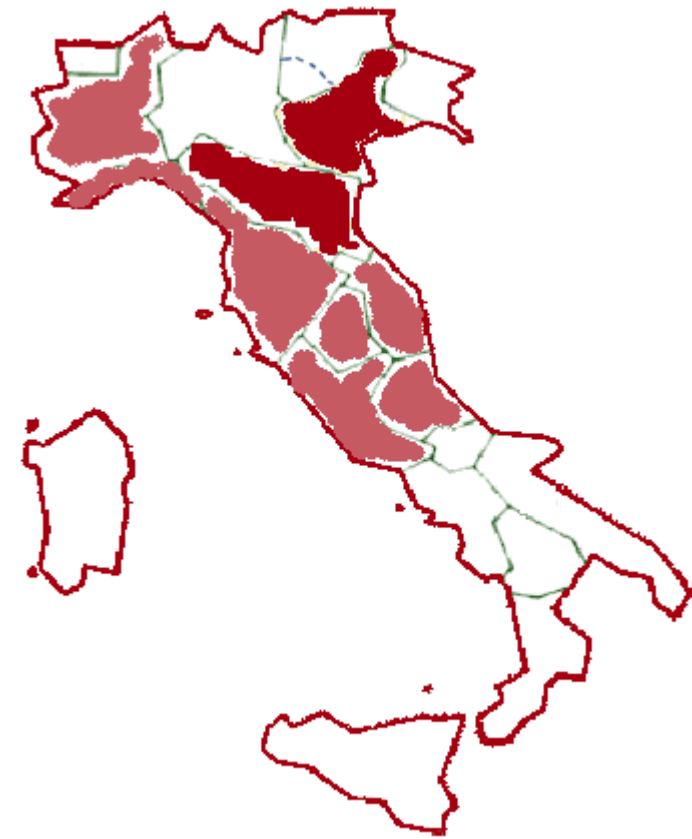
FT products available at least in 3000 School canteens, hospitals and public canteens

Main Products (FT and organic): bananas, snack, chocolates, quinoa, cereals, sugar and honey



Developing the legal framework of FTTP

Systematic advocacy work on the approval of regional laws on Fair Trade, including provisions on FTTP



Thank you!

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