Fair Trade Scotland was set up in 2006 as a WFTO importer to support WFTO producers gain market access for their products. It was clear, having owned a Fair Trade shop, that consumers were confused with the plethora of labels flooding the market and it made sense to us to focus on WFTO producers who adhere to the 10 WFTO Principles, through their membership.

The success of the Fairtrade Mark in the UK has further confused Fair Trade supporters and we felt it was crucial to highlight the WFTO Guaranteed Fair Trade product label.

In March 2018, during Fairtrade Fortnight, we formed a partnership with Mzuzu Coffee Planters Cooperative Union, Malawi, to import their coffee, which is grown, roasted and packaged in Malawi, launching the FIRST 500 venture.

This is the first value added coffee to carry both the Fairtrade Mark and the WFTO GS label – the only two 3rd party audited Fair Trade systems.

“Our partner will bring a lot of benefits to our farmers as value addition is done right here in Mzuzu, Malawi, and we will export to Scotland, Fairtrade Mzuzu Roast and Ground Coffee” Bernard Kaunda, CEO

We have a short video that explains our project and its advantages:

<https://chuffed.org/project/mzuzugoldencoffee>

As a mission led business we believe it is essential that the importer acts as the ‘watchdog’ in the supply chain, ensuring a completely fair distribution of the added value, giving consumers the confidence that their purchase contributes to sustainable economic development through Fair Trade.