



**Fair für mich.
Fair für alle.**

EZA Fairer Handel Ltd.

**Your Fair Trade Partner
in Austria – Feb. 2026**

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Definition of Fair Trade



Fair für mich.
Fair für alle.

*„Fair Trade is a trading partnership, based on **dialogue, transparency** and **respect**, that seeks greater **equity** in international trade. It contributes to **sustainable development** by offering **better trading conditions** to, and securing the rights of, **marginalized producers and workers** - especially in the South. Fair Trade organizations (backed by consumers) are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade.“*

FINE-Definition (FLO, IFAT/WFTO, NEWS! and EFTA)



Ten Principles of Fair Trade (WFTO)

10 Fair Trade Principles



Fair für mich.
Fair für alle.

The **10 Principles of Fair Trade** are the basis for our cooperation with our trading partners and must be followed by them and their producers as well as by EZA.



Objectives of Fairtrade



Improve the situation of marginalized (organized) **producers & workers** in Africa, Asia, Latin America & the Near East



Awareness raising of consumers / change their attitude towards consumption – Fair Trade offers information and alternative buying options!



Inform about unjust structures in international trade, try to influence and work for changes by political campaigning, lobbying and concrete actions.

Networks of Fair Trade



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Fair für alle.



EFTA: European Fair Trade Association founded 1987; EZA is one of the founding members;
10 members (all importers) in 7 European countries
(f. e. GEPA – Germany, CTM – Italy, Oxfam FT - Belgium,...)



WFTO: World Fair Trade Organization founded 1989; more than 300 members in 79 countries all over the world; EZA is a founding member of WFTO Global and WFTO Europe.*



FLO International: Association of FAIRTRADE Labelling Organizations founded 1997, 28 members: three producer networks and 25 national Fairtrade organizations; more than 1.700 certified producer organizations involved**

* <https://wfto.com/about-wfto/our-team-and-governance/#annual-reports> (figures from 2023 – latest available figures)

** <https://www.fairtrade.net/en/about/overview-of-fairtrade-producers.html>
<https://www.fairtrade.net/en/about/fairtrade-global-network/producer-networks.html>
<https://www.fairtrade.net/en/about/fairtrade-global-network/fairtrade-organisations.html>

Where is Austria situated?

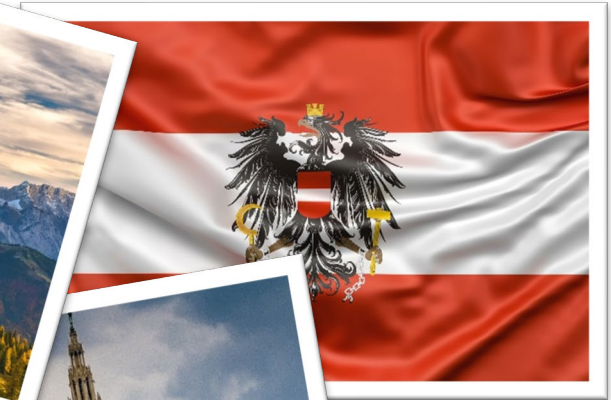
EZA

Fair für mich.
Fair für alle.

Inhabitants: 9.2 million
Surface area: 83,878.99 km²
Capital city: Vienna
Highest mountain: 3,798 m



...in the center of Europe



Fair Trade in Austria – main actors



Fair für mich.
Fair für alle.



EZA Fairer Handel GmbH (EZA Fair Trade Ltd.)

Biggest Fair Trade import organization in Austria – since 1975.



WELTLADEN

Fair Trade Shops / World Shops
87 shops* all over Austria (sell mainly products from registered Fair Trade import organizations)



FAIRTRADE AUSTRIA

is an independent association with 25 members**. Responsible for the assignment and promotion of the FAIRTRADE label and information about FAIRTRADE in Austria, member of FLO International;

* <https://www.weltladen.at/>

** <https://www.fairtrade.at/fairtrade-oesterreich/mitglieder-und-unterstuetzer>

EZA Fairer Handel LTD



Fair für mich.
Fair für alle.

- Founded 1975 – 50 years of Fair Trade experience!
- First Fair Trade organization in Austria: EZA is one of the European Fair Trade pioneer organizations.
- Since 07/2005 the EZA headquarter is based in Köstendorf / Weng near Salzburg.
- EZA headquarter & warehouse is a low energy & ecological building and winner of several energy awards.



Austria and its neighbouring countries

EZA imports and exports products that are produced and traded under the conditions of Fair Trade.

Actually EZA exports to:

Germany, Switzerland, Italy, Belgium, France, Spain, Poland, Luxembourg, Czech Republic, Finland, Slovenia, Denmark, Latvia, Sweden, Netherlands, Slovakia, Hungary, Croatia and Liechtenstein;



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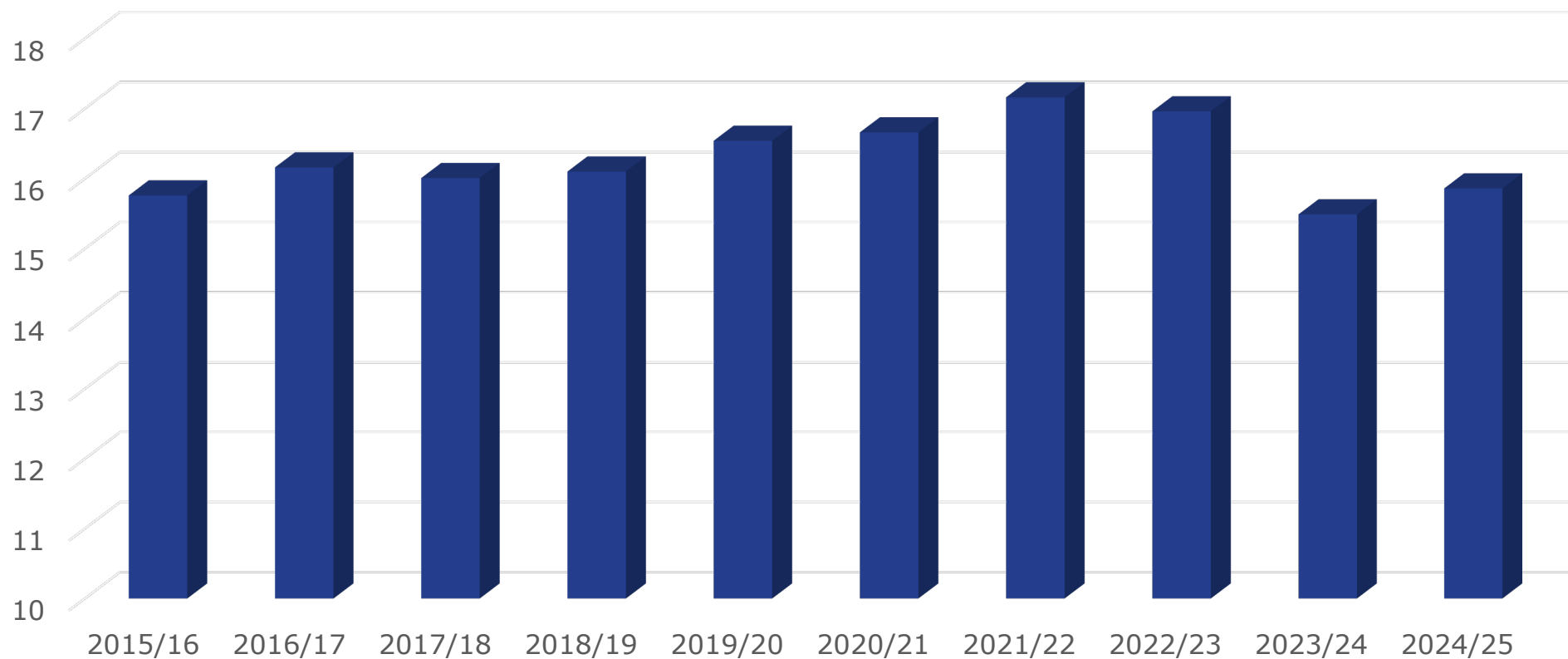


EZA Fairer Handel

- We offer different food and handicraft articles from **124 partner organizations** from **45 countries in Africa, Asia, Latin America** and the **Near East**. Since 2023 we offer fresh fruits from Solidary Trade from Spain.
- Most food products (coffee, cocoa, chocolates, fruit juices, sugar, rice, etc.), organic cotton and footballs are labeled with the **FAIRTRADE-label**.
- **Many products** (more than 90% of all the food products) **are from certified organic production** – coffees, teas, cocoa, chocolates, rice, quinoa, spices, sugar, etc.

EZA Turnover (last 10 years)

Turnover 2024/25: € 16 Mio.



Turnover per Product Group



2024/25

2023/24

FAVOURITES

FOOD



ORGANICO MILD
Ground, vacuum-packed 500g
140,278 pieces



ORGANICO ESPRESSO
Whole beans 1 kg
139,548 pieces



NAM OM RICE
White 1 kg
85,755 pieces

NON-FOOD



COMPASS WITH CARABINER
54,489 pieces



SOAPS (various types)
41,922 pieces



KEY POUCH
22,809 pieces



Coffee

- **Most important** product of EZA is coffee.
- Accounts for **48%** of total turnover (+3%)
- NEW: Fairioso
 - 1st EZA coffee blend with Robusta coffee ~30%
 - over 24,000 kg sold in the first year
 - sold 60% via retail





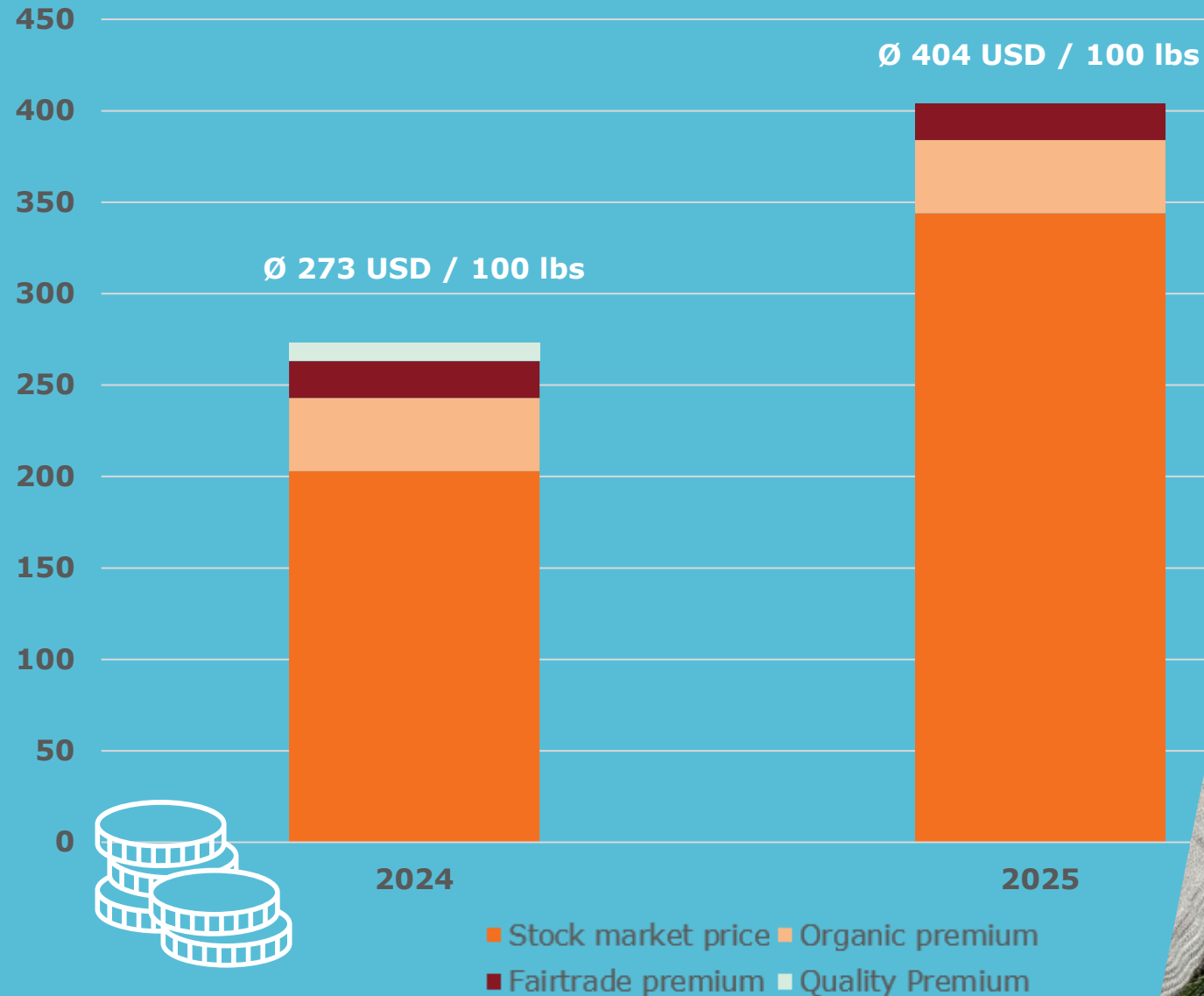
Coffee price calculation



Fair für mich.
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	2024	2025	
Trading partners and producers receive	30%	39%	(+9%)
Processing, packaging, transport	9%	8%	(-1%)
EZA Fairer Handel margin	22%	14%	(-8%)
Retail margin	22%	22%	
Taxes	17%	17%	

Avg. coffee price payed by EZA



Handicrafts

- Accounts for **12%** of our total turnover (-2%)
- EZA offers the **largest Fair Trade handicraft assortment** in Europe.



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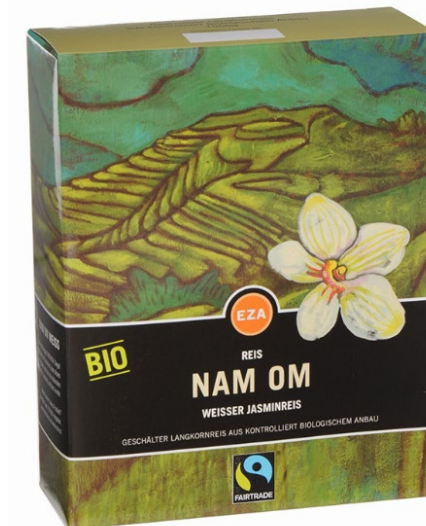


Other Foodstuff

- Accounts for **16%** of total turnover (+1%)
- This product group includes tea, cocoa, chocolate spreads, sugar, honey, nuts, dried fruits, various snacks, spices, oil, rice and quinoa.
- Since 2023: fresh fruits from Solidary Trade in Spain – in cooperation with Oxfam Intermon.



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Chocolate

- Chocolate makes up for **12%** (-1%) of the total turnover.
- Mascao was the first organic & Fair Trade chocolate of the world!
- Design relaunch in 2024 - a new look for our Mascao chocolates.



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Fashion Accessories

- 6% (-1%) of our total turnover



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Fair Fashion

- Accounts for **3%** (+-0%) of our total turnover
- Garments from organic and FLO-certified cotton, alpaca, bags, fashion jewelry and accessories, silk shawls and stoles,...



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Cosmetics

- **1%** (+-0%) of our total turnover
- **vegan, organic and fair**

EZA

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Green Coffee

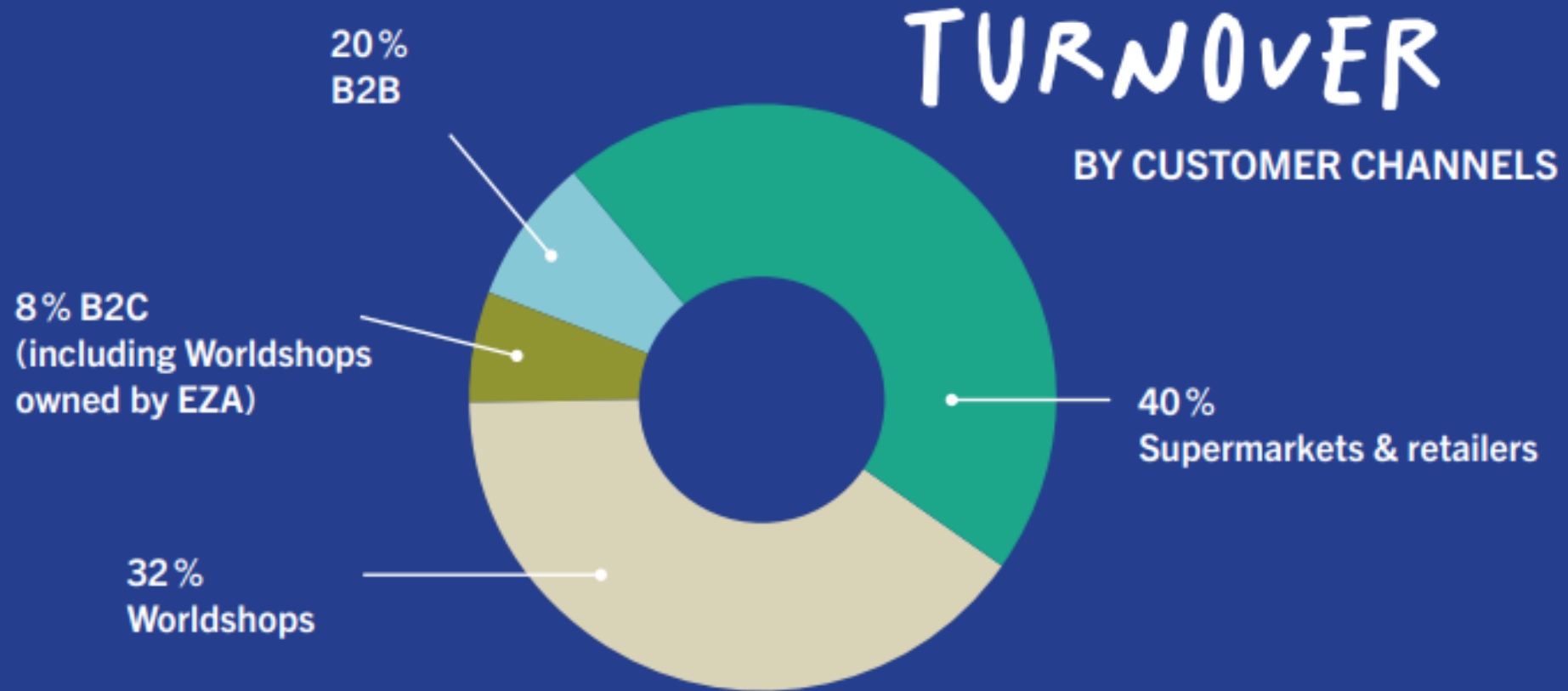
- **3%** (+1%) of our total turnover
- A new trend has become apparent in recent years: small coffee roasters are booming in Austria.



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Sales by distribution channels





World Shops

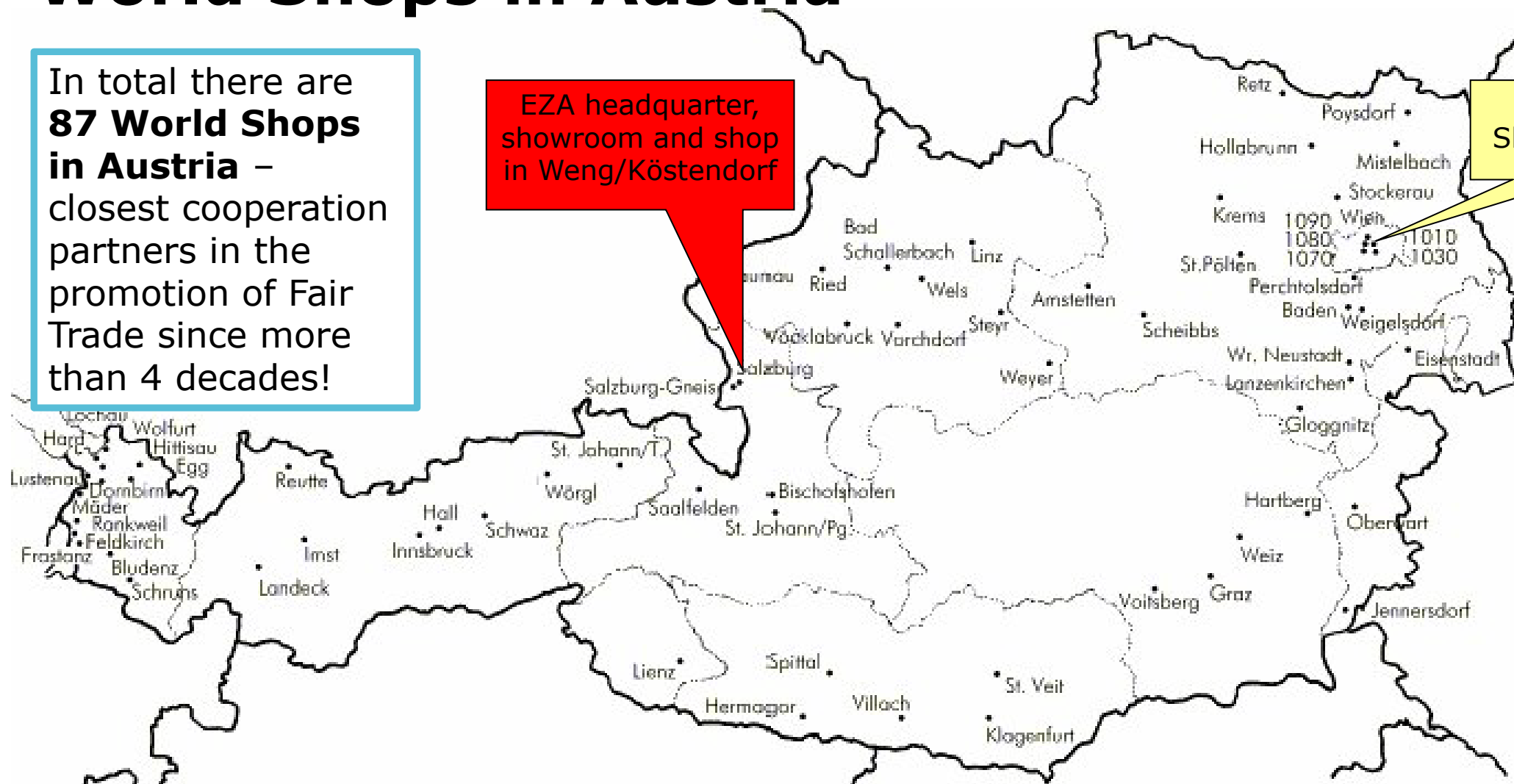
- World Shops are specialized Fair Trade shops.
- Organized in the Austrian Association of World Shops (Umbrella Organization of Austrian World Shops).
- Most of the Fair Trade products sold in World Shops are imported by EZA Fairer Handel GmbH.
- Most engaged partners for local and regional Fair Trade activities & (political) campaigning.

World Shops in Austria

In total there are **87 World Shops in Austria** – closest cooperation partners in the promotion of Fair Trade since more than 4 decades!

EZA headquarter, showroom and shop in Weng/Köstendorf

1 EZA World Shop in Vienna



EZA World Shop in Vienna (1st district)



Fair für mich.
Fair für alle.

The EZA World Shop in the city center of Vienna.



EZA World Shop in Vienna (1st district)



Fair für mich.
Fair für alle.



World Shop in Vienna (8th district)

EZA

Fair für mich.
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World Shop in Baden

EZA

Fair für mich.
Fair für alle.



World Shop in Amstetten

EZA

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Fair für alle.



World Shop in Salzburg



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Fair für alle.



Grocery retailer & supermarkets



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Fair für alle.

- EZA shelves in Austrian supermarkets
- High customer frequency
- Only selected food products displayed
- 40% of total turnover





OUR PARTNERS IN THE „GLOBAL SOUTH“



Fair für mich.
Fair für alle.



Our partners in the „Global South“



Fair für mich.
Fair für alle.

Food producers

- Associations of small-scale farmers (for example cooperatives and cooperative unions)
- FLO certified plantations (only for tea)



Handicraft producers

- Associations of handicraft producers
- Fair Trade Marketing organizations
- Some private enterprises with special social and/or Fair Trade engagement



Our partners in the „Global South“



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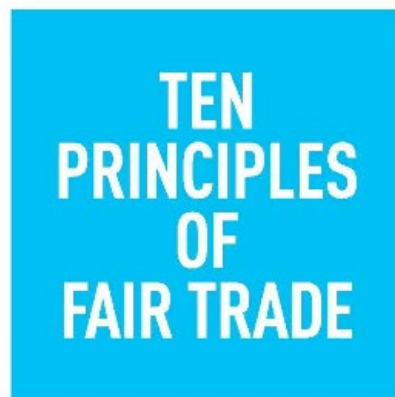
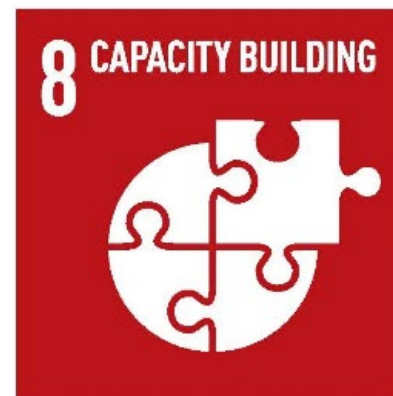
WHAT WE EXPECT FROM OUR TRADING PARTNERS?

Commitment and compliance with the 10 Fair Trade Principles as established by WFTO.





Fair für mich.
Fair für alle.



10 Fair
Trade
Principles
as defined
by WFTO

What our partners may expect from us



Fair für mich.
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Market access

... avoiding commercial intermediaries - means more participation and power for the producers throughout the supply chain.

Fair prices

... that are set by our trading partners and mutually agreed on to enable the economic and social development of our primary producers and their organizations.

Prepayment (up to max. 60% of the order value)
... makes producers and their organizations more independent from banks and money lenders.



What our partners may expect from us



Fair für mich.
Fair für alle.

- Long lasting trading relations
... that create a good basis for the cooperation and further development - enables producers to plan their future.
- Product development and design inputs (for key products of our assortment)
... to re-enforce the market-position of our trading partners & producers.



What our customers may expect from us



Fair für mich.
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Products of first quality

- careful processing and best product quality (small farmer's products, hand-picked & sorted, hand-made HC)
- social and ecological aspects of our products

Check it out:

<https://shop.eza.cc/>

Transparency from the shelves to the origin of production

- Information about the origin of a product
- Information about EZA trading partners & producers
- Compliance with the Fair Trade principles

Check it out:

<https://www.eza.cc/unsere-partnerinnen>

What our customers may expect from us

EZA

Fair für mich.
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Possibility for individual action

Chance for concrete and individual action for a more just trade relationship...

- by buying Fair Trade products.
- by participating in campaigns which demand for fair rules of the global trade.





Let's build **TOGETHER** a new normality!

**TRANSPARENT
SOLIDARY
OPEN-MINDED
FAIR**

Respectful with people and nature.



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