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The Growth & Opportunity of Ethical Food Market in Taiwan



Wan-Ju Yu
2012.9.20

一杯公平的咖啡 能夠喚回一座森林 同時芬芳兩個家庭

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About Wan-Ju Yu

Master of Anthropology in Food,
SOAS, University of London

Experiences :

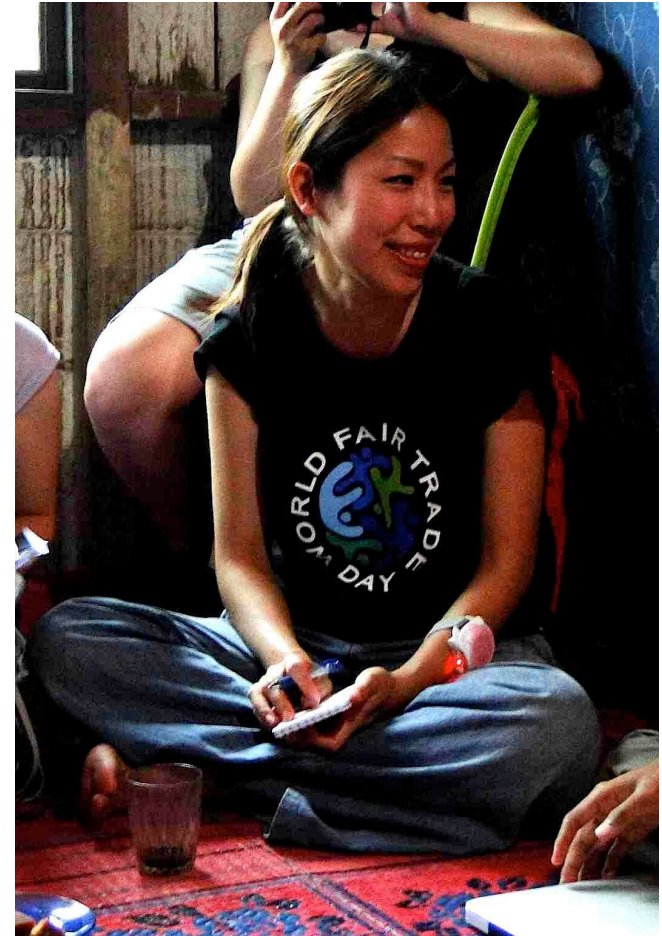
Founder of Ökogreen

Director of Taiwan Fairtrade Association

Columnist of Green Magazine

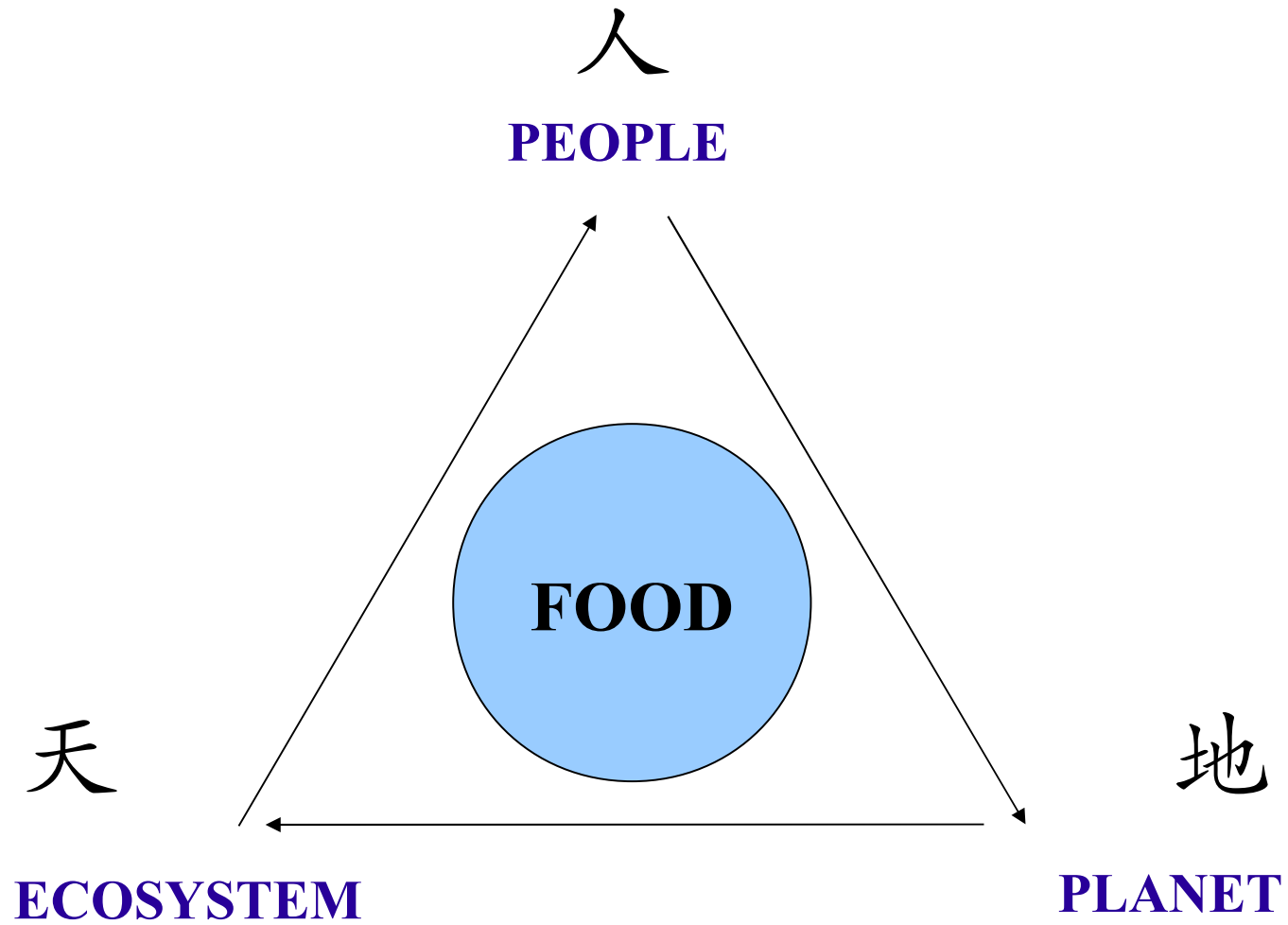
Marketing Manager of Jurlique

Law researcher of the Congress



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Behind Food



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Ecosystem



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Planet



BLUE GOLD

THE WAR OVER YOUR WATER IS ABOUT TO BEGIN

IN THEATRES DECEMBER 12

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People

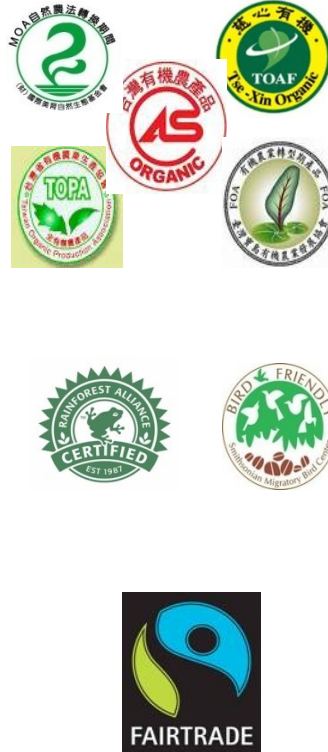


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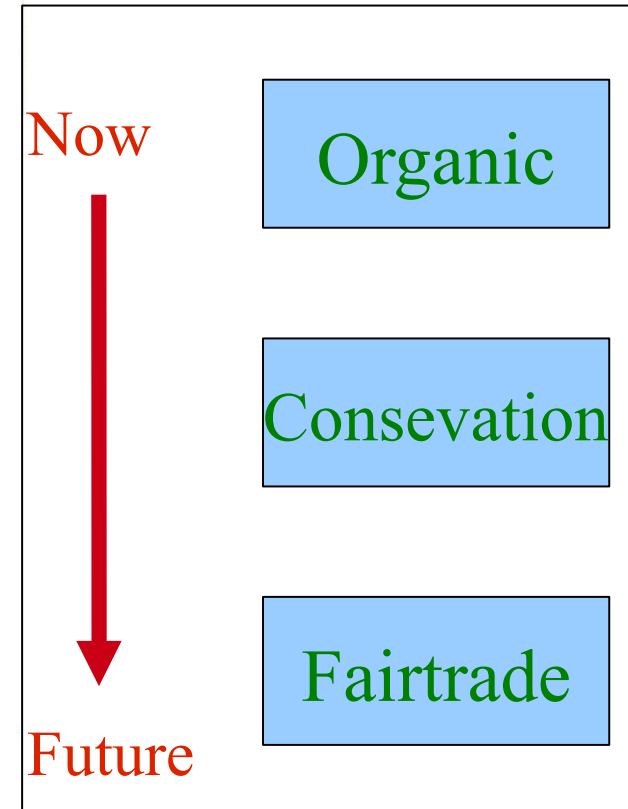
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Ethical Market

Ethical Production



Ethical Consumption



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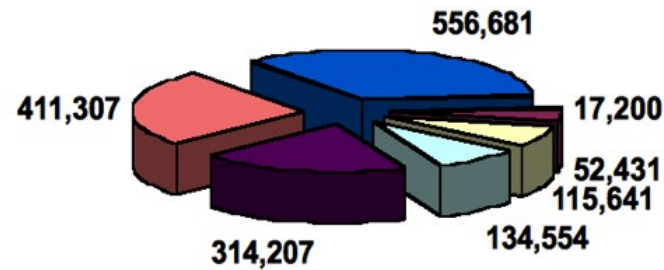
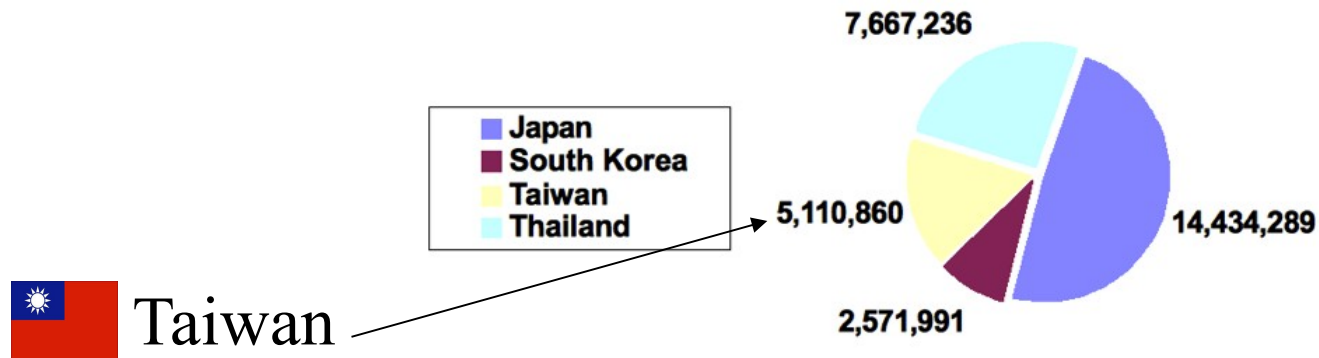
About Organic in Taiwan

1. 13 Certification Distributor.
2. About USD 60 millions sales volume in 2006.
3. USD 171 millions sales volume in 2013.
4. Average annual growth rate is 16.1%.
5. 70% importation.
6. Motivation is to avoid food additives and chemical pesticides. → **Self Concern**

Ökogreen want to create the market of Altruism.

How We Achieve That ?

Retail sales volume Fairtrade 2010 in Euro



- | | | | |
|-----------|----------|----------------|-------------|
| Vietnam | Malaysia | Indonesia | Philippines |
| Singapore | China | China HongKong | |

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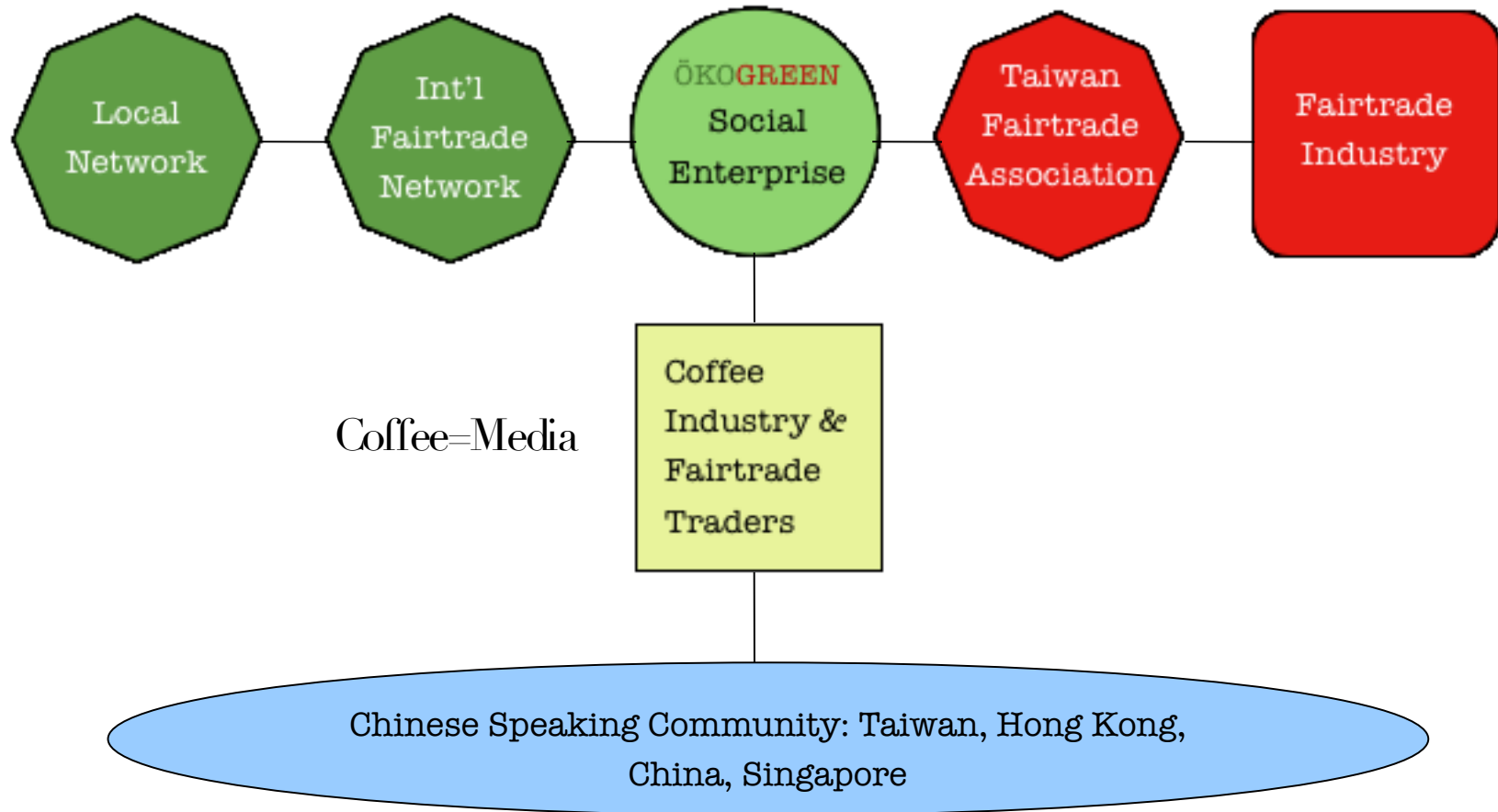
Is Food " Culture " Thing ?

1. 21th Consumer Culture: Consumption behavior becomes a kind of idealist practice.
Consumption is a way to identify themselves.
 2. A gap between producers and consumers. A space where is manipulated by various players.
 3. Can “Value” beat the “Price” ? Can “Nature” beat the “Artificial” ?
- **Reset the Mindset of Consumer !**

Social and Culture Norm in Taiwan

1. Democracy and diversity: ethnicity, culture, ecosystem, religions and so on.
2. Active force of grassroots.
3. The growing awareness of social and environmental issues.
4. Inherited the core value of Chinese culture and traditional philosophy.
5. Humanity and Hospitality.
6. Rich and fragile ecological environment.

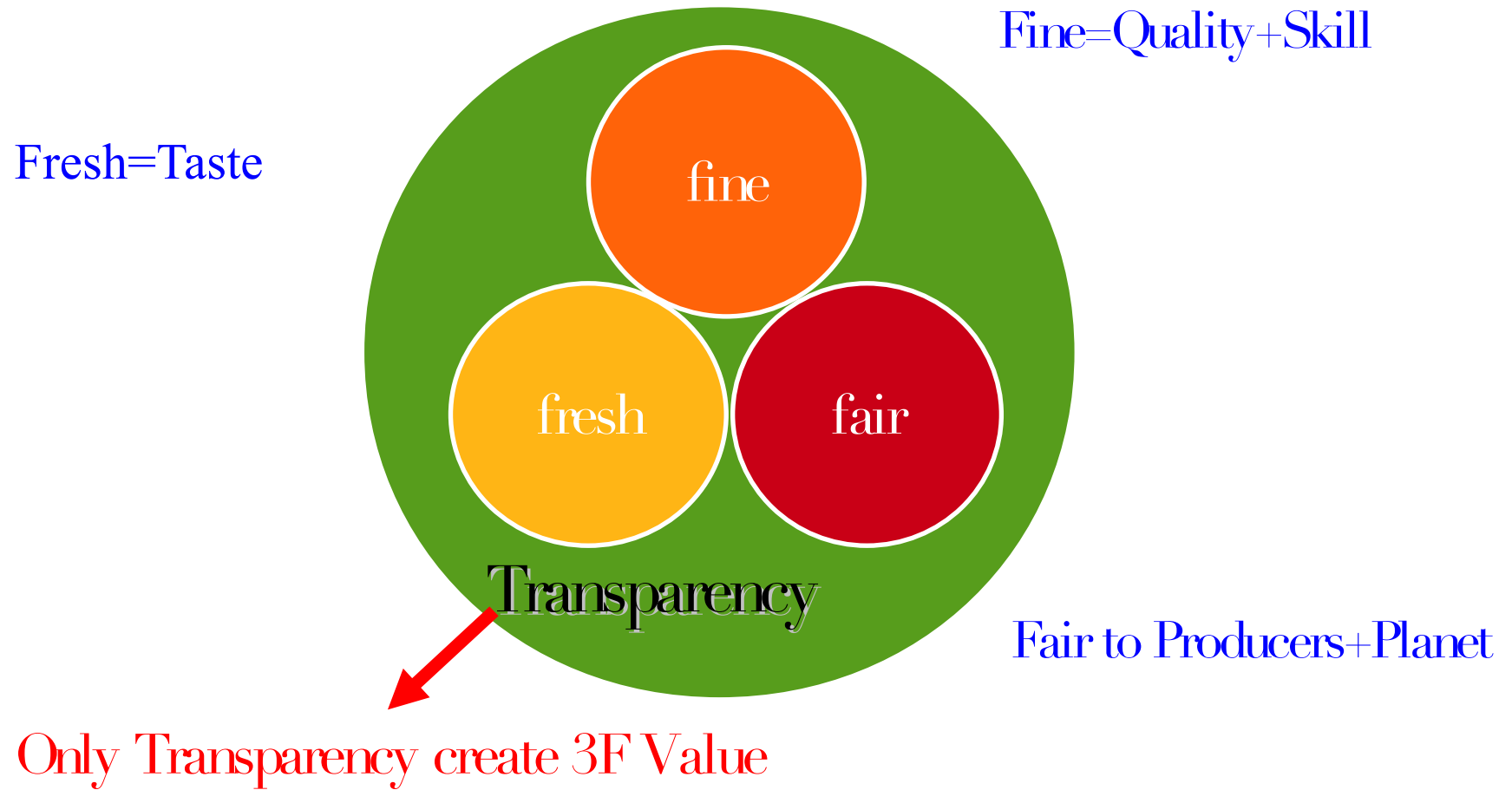
Pioneer & Social Enterprise



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Core Value=3F+1T



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Business With Social Value



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Social Reputation



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Network

今天就改變 選擇公平貿易
讓消費更有意義

台灣公平貿易協會簡介



消費背後的祕辛
公平貿易生產者的故事
關於我們
公平貿易係啥米?
公平貿易茶水間
公平貿易校園
公平貿易哪裡買?
支持公平貿易
捐款義助·立即行動

公平貿易公益大使
美濃鎮樂齡士鼓樂手 陳曼青



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Campaign & Social Responsibility

熱血青春
公義校園



公平貿易公益大使
果凍娛樂爵士鼓歌手 陳曼青
與輔大公義商店學生志工



台灣公平貿易協會 年度行動



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Challenge and Opportunity

- The number of fairtrade traders
- Consumer awareness
- Free Rider and Green Wash
- The role of government: social enterprise, green procurement, sustainable strategies
- The myth of nation and food mileage
- The networks of NGOs and NPOS

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Thanks for your attention



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