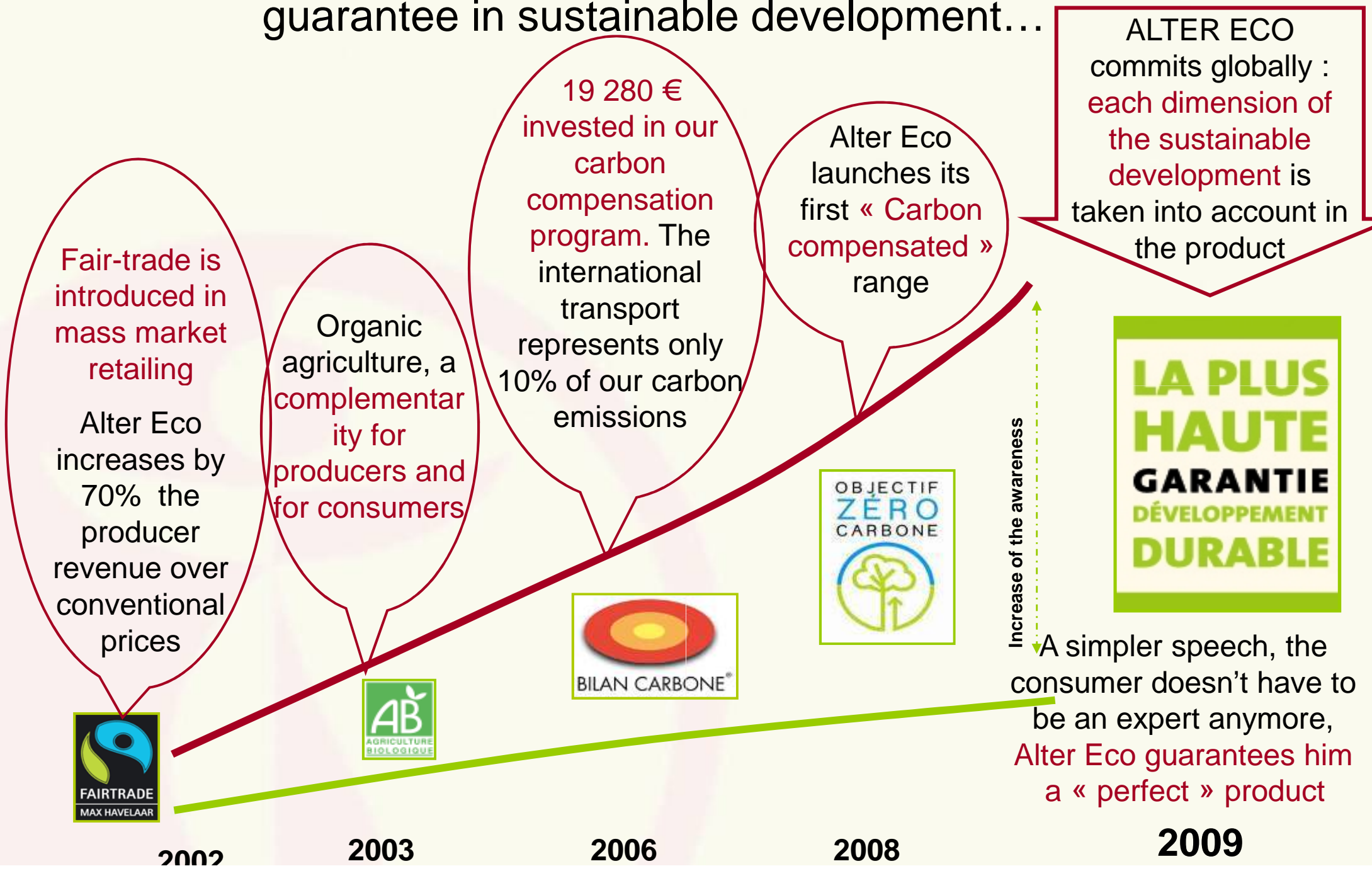




# INTRODUCTION TO ALTER ECO

# Alter Eco, 10 years of evolution to reach the highest guarantee in sustainable development...



**Alter Eco**, the only brand growing on the fairtrade market in a crisis period...

**Created in 1998** by Tristan Lecomte, **40 employees**

First company dedicated to Fair-trade with a **2008 turnover of 19.5 million euros.**

**Pioneer and leader of the fair-trade market**, Alter Eco increases the value of the fair-trade offer thanks to its approach « the highest requirements in sustainable development »

**130 products**, all of them traded within the fair-trade system

Long-term partnership with **51 cooperatives in 28 southern countries**

# Fairtrade and organic, 2 complementary guarantees for the producers, and for the consumers !



Recognized by 80% of the consumers, the [Fair Trade Max Havelaar label](#) guarantees that the products have been traded in a fair way:

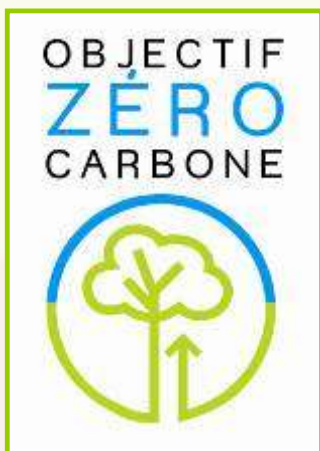
> Alter Eco goes further by favouring partnerships with small producers, by paying the raw material on average 58% as much as on the conventional market (vs 37% for 85767), or by prepaying the crops with a zero interest rate loan.



Identified by 85% of the French people\*, the [organic agriculture label](#) is recognized by the Ministry of agriculture, and certifies that:

> For the small producers; it represents a stronger independence and complementary revenues thanks to the premium for organic products, and thanks to the processing and selling of natural fertilizers.

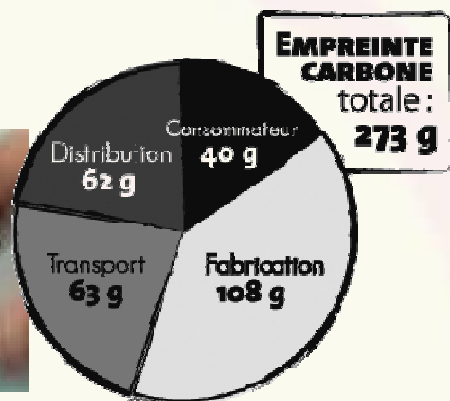
# Carbon neutral objective, Alter Eco's anti-carbon tool !



Since 2008, with its **Carbon Neutral Objective program**, Alter Eco wants to go further in its commitment to respect and protect nature.

The best way to capture the CO2 that we give out and at the same time to allow producers to earn complementary revenues is to replant tropical trees in agro forestry systems.

## Measure



Footprint example of the intense black chocolate

## Reduce



## Compensate



It allows at the same time:

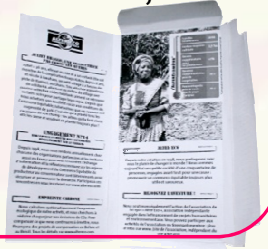
- a natural transformation of CO2 in oxygen
- to safeguard biodiversity
- to favour the food sovereignty of the producers

# Our identity and our differences make our added value!

A **full transparency** : Alter Eco put at your disposal many tools:

- AlterEcomètre©
- Audit report for each cooperative
- Travability and origins guaranteed
- [www.altereco.com](http://www.altereco.com), all the information about fairtrade and Alter Eco

A **speech inside the packaging** both didactic, fun and very greedy!



A **clear engagement** concerning our approach of sustainable development

An **irreproachable quality** : original savours, a traditional know-how, natural products... Our leitmotiv: pleasure and greed

A **strong visual identity** : Identifiable products by the consumers on the shelves thanks to the Alter Eco logo and to our **specific design that breaks** the market codes

The only brand stating on the front of the packaging **the name of the cooperative and the country**

**100% fair-trade and organic** (or in transition) products

The only range of products **Carbon compensated** on the grocery market

# The Alter Eco tools, a way to follow the evolution of our cooperatives...

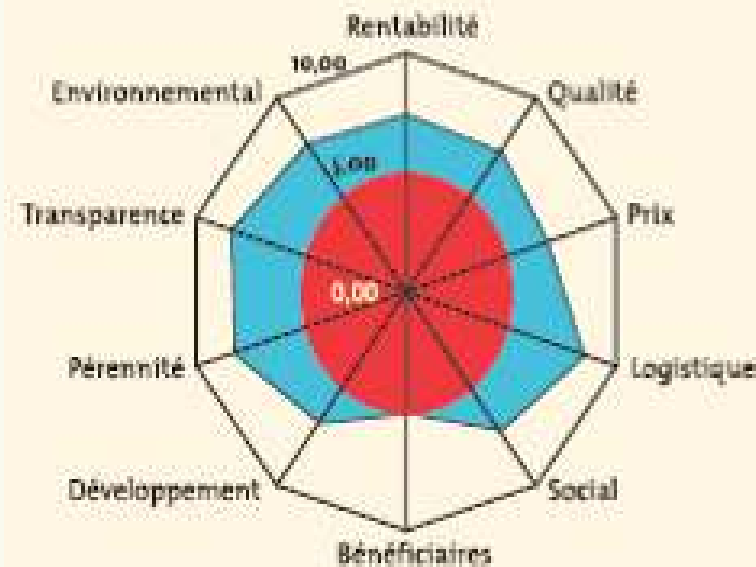
The **AlterEcomètre©** is the synthesis of the main information that allows to precisely evaluate *the economic fallouts of fair-trade for the producers and for the cooperatives*, compared to the conventional system .



When a customer buys 2.70€ a Ceylon tea box, he is ensured that 1.21€ will be redistributed in Sri Lanka.

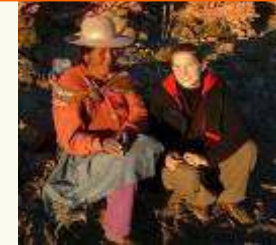
The **FTA 200** is an audit methodology, that allows to evaluate the *triple added value (economic, social and environmental) of the whole industry*.

*Example : This cooperative ensure a good transparency of its practices but presents a risk on its future development.*



... .. and to establish a privileged relationship with the partner producers!

The **full audit reports**, carried out in all the partner cooperatives, allow to have a **deep knowledge of the national, regional and local situations, of the stakes related to the production and the organisation of producers.**



The **AEDI©** (Alter Eco Development Index) has the following goals: to draw the portrait of producers, to know their history and to **measure the impact in terms of human development for the people involved in the fair-trade relationship.**

**Jasmar SINGH,**  
rice producer  
Federation of the  
producers of Khaddar  
65 years old, married,  
2 children



**Nom :** SINGH  
**Prénom :** JASMAR  
**Membre de la coopérative :** Khaddar  
**Âge :** 65 ans  
**Producteur de :** Riz basmati  
**Statut :** Marié  
**Nombre d'enfants :** 2 enfants, 1 garçon et une fille  
**Groupe ethnique :** Sikh  
**Situation des enfants :** Son fils est marié et a lui-même 2 enfants et vit avec sa famille sous le toit de ses parents. Sa fille est marié et a quitté le domicile.  
**Revenu mensuel :** 12 500 Rupees/month = 210 €/mois  
**Situation professionnelle :** Consacre l'intégralité de son temps de travail à travailler sa terre.  
**Impact CE sur le prix payé au producteur :** 263 €/MT contre 220 €/MT sur le marché conventionnel  
**Capacité de production :** 9 MT en 2006  
**Surface cultivée :** 4 hectares  
**Prestation médicale :** Centre médical le plus proche à 16 km  
**Situation politique :** Droit de vote + liberté d'expression  
**Langue maternelle :** Indie  
**Situation scolaire :** a été à l'école jusqu'au primaire. Son fils est allé jusqu'au lycée (17 ans) et sa fille a quitté l'école à 14 ans.

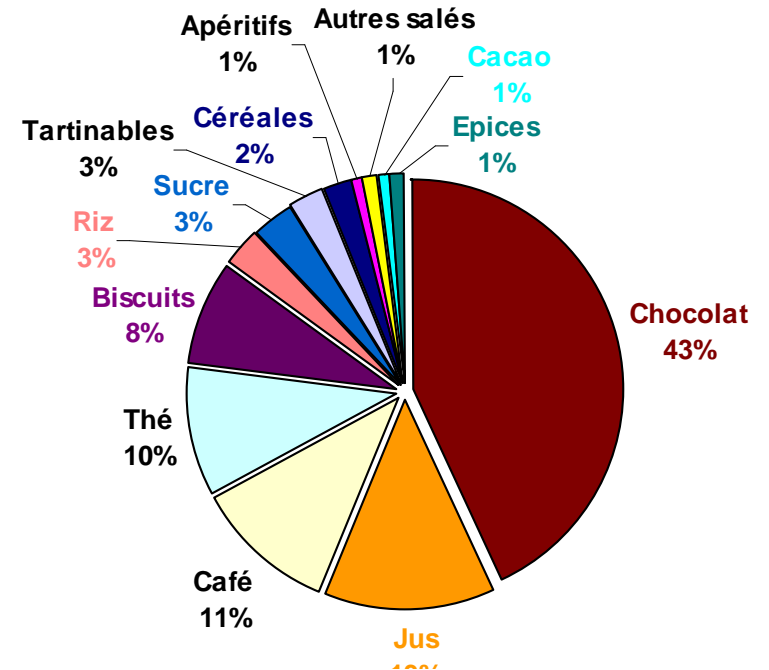




# The largest range in the Fair-trade department!



Poids des familles dans les volumes Alter Eco - 2008



Alter Eco, the **undisputed leader** on the following fair-trade markets: chocolate, biscuits and juices.

**Co leader** on the following markets : tea and sugar.

# Alter Eco's chocolate exemple : Greed without any compromise!



**Rodolfo Cometeros Paima,**  
cocoa producer,  
ACCOPAGRO Cooperative, Peru

## THE PLUS OF THE PRODUCTS

1<sup>er</sup> player of the organic and fair-trade chocolate in France.

- 17 skus
- An authentic savour: Pure cocoa butter, without neither soy lecithin nor artificial flavours.
- Well known classics for experts and original recipes for the most greedy!

## OUR PARTNER COOPERATIVES:

Within the framework of a UNO program aiming to substitute the coca culture by the cocoa one, the producers have created the cooperative to sell of their production

- Reforestation project in the Peruvian Amazonia wood through the compensation program « Carbon Neutral Objective ».
- Project of an AOC development « Alto Huayabamba » with the cooperative.

L'ALTERÉCOMÈTRE	
Familles bénéficiaires	902
Surface moyenne cultivée	2 ha
Revenus supplémentaires pour les producteurs*	+18%
Revenus supplémentaires pour la coopérative*	+19%
Pourcentage du prix de vente pour le pays d'origine	13%

\*Comparaison entre Alter Eco et le marché conventionnel

AlterEcomètre  
Absolute dark  
chocolate