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### Retailers expect demand to grow for sustainable products over the next five years

European retailers from Germany, France, Italy, the Netherlands and Spain show increased demand for sustainably sourced products, reveals the recently published survey of the International Trade Center (ITC) on "[The European Union Market For Sustainable Products – The Retail Perspective on Sourcing Policies and Consumer Demand](#)".

"Consumers increasingly seek products that reflect ethical treatment of workers and are environmentally conscious, as we know from previous surveys", states Arancha González from ITC. Retailers therefore implement fair and sustainable trade criteria and apply sustainability standards to meet consumer demands, mitigate sustainability risks in their supply chains and to avoid company reputational risks.

The implementation of third-party voluntary sustainability schemes, such as 4C, does provide assurance that the products retailers are sourcing originate from sustainable production. According to the report, producers who meet and implement those standards therefore do face an advantage towards their competitors who are not committed to sustainable production. Cecilia Malmström, European Commissioner for Trade, mentions "people of the EU want international trade to go hand-in-hand with social, economic and environmental sustainability."

With 4C certification, independent third-party auditors ensure compliance with economic, social and environmental criteria for coffee production and processing in order to establish credible sustainable coffee supply chains.

The ITC maintains the so-called [sustainability map](#), comparing various voluntary sustainability standards against each other to provide a comprehensive repository for companies and other interested parties.

To learn more about trade and end consumer market requirements and the implementation of sustainability strategies of leading brand owners and traders, join 4C at its first **4C Global Sustainability Conference taking place on 06 June 2019 in Berlin, Germany**. The conference offers great insights into the most pressing issues of a sustainable coffee sector and provides excellent networking opportunities.

Do not miss this chance and [register now](#).  
The event is free of charge.

### Upcoming 4C Trainings and Events

#### 4C Events:

- 4C Global Sustainability Conference, 6 June 2019, Berlin

Click [here](#) for further information and registration.



4C Trainings:

- 12-13 June 2019, Abidjan, Ivory Coast
- 04-05 September 2019, Mexico City, Mexico
- 16-17 October 2019, Campinas, Brazil
- 06-07 November 2019, Ho-Chi-Minh, Vietnam
- 12-13 November 2019, Jakarta, Indonesia

Click [here](#) for further information and registration.

Best regards,

Your 4C team