



CENTRAL FINLAND HOTELS' INTEREST TOWARDS FAIR TRADE PRODUCTS

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Abstract <p>The aim of the research was to map out a possible launching of Fair Trade products in Central-Finland's hotels. The research was divided into three different parts. The first part concentrates on the hotels' current knowledge level and on the knowledge of Fair Trade, the second part on a possible launching of Fair Trade products to the hotels' breakfast tables and the last part concentrates on practicality issues affecting the launching process. The target group chosen to the research is Central Finland's twelve hotels out of which the respondents were responsible for the hotels' breakfasts. Also the wholesale's products selection and their way of acting played an essential part of the research.</p> <p>The research was conducted as a qualitative research. A questionnaire was sent to twelve respondents out of which seven returned it. The sample consisted of private as well as chain hotels. Two persons were also interviewed over the telephone, one representing Hotel Cumulus and the other the wholesale.</p> <p>The results showed that Fair Trade acts and principles were familiar to the respondents. The respondents' knowledge of product selection though was lacking. The respondents reacted mainly in a positive way to the launching idea of Fair Trade products to the hotels. The respondents did not see any reason why Fair Trade products could not enter the breakfast tables of the hotels. According to the respondents, the most important factor when choosing a new product to the breakfast table, is the feature of the product (such as taste/quality). The second most important factor was found out to be the availability of the product. According to the results of the research, the price does not play an important role when choosing a new product.</p> <p>The results showed that Fair Trade products have a good chance to enter the hotels' breakfast tables. The research proved that the general knowledge of Fair Trade operations was good, but the area of product knowledge would need improvement. Taking into consideration the visibility of Fair Trade and the popularity of ethical values today, it is only a matter of time when the first hotel tries Fair Trade products on its breakfast table! Reilun kaupan edistämisyhdistys ry can use the research in further utilization concerning the launching of the products.</p>		
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<p>Tiivistelmä</p> <p>Työn tarkoituksena oli kartoittaa Reilun kaupan tuotteiden mahdollista laajentamista Keski-Suomen alueen hotelleihin. Tutkimus oli jaettu kolmeen eri asiakokonaisuuteen; hotellien tämän hetkiseen tietämystasoon ja Reilun kaupan tuotteiden tuntemukseen, tuotteiden mahdollisesta lanseerauksesta hotellien aamupalavalikoimiin sekä viimeisenä tuotteiden lanseeraukseen liittyvien tekijöiden kartoitus. Tutkimuksen kohderyhmäksi valittiin Keski-Suomen alueen kaksitoista hotelliä, joista kyselyyn vastasivat aamupalatarjonnasta vastaavat henkilöt. Olennaisena osana tutkimusta oli myös tukkujen tarjonnan selvittäminen ja tukkujen toimintaperiaatteet.</p> <p>Tutkimus toteutettiin kvantitatiivisena tutkimuksena. Kysely lähetettiin kahteentoista hotelliin postitse ja vastauksia palautui seitsemän kappaletta. Otoksessa mukana oli niin ketjuun kuuluvia kuin yksittäisiä hotelleitakin. Kysymykset olivat pääosin rakenteeltaan monivalintakysymyksiä sekä mukana oli muutama avoin kysymys. Tutkimusta varten haastateltiin sähköpostitse yhden hotellin aamupalavastaavaa sekä Keski-Suomen alueen tukkujen edustajia.</p> <p>Tuloksista kävi ilmi, että Reilun kaupan toiminta sekä sen peruseriaatteet olivat vastaajille tuttuja. Tuotevalikoiman tuntemus oli kuitenkin vastaajilla puutteellinen. Vastaajat suhtautuivat tuotteiden lanseeraus-ehdotukseen pääosin positiivisesti. Vastaajat eivät näe mitään syytä sille, etteikö tuotteita voitaisi ottaa käyttöön hotellien aamupalavalikoimiin. Tärkein tekijä uusien tuotteiden valinnassa vastaajien mukaan oli tuotteen ominaisuudet, kuten maku/laatu. Toiseksi tärkeimpänä kriteerinä vastaajat pitivät tuotteiden saatavuutta. Tutkimuksen tulosten mukaan, tuotteen hinnalla ei ole suurta merkitystä.</p> <p>Tutkimuksen mukaan Reilun kaupan tuotteilla on hyvät mahdollisuudet edetä hotellien aamupalatarjontaan. Tutkimus osoitti että yleinen tietämys Reilun kaupan toiminnasta oli hyvä, mutta tuotetuntemuksen saralla olisi parannettavaa. Ottaen huomioon Reilun kaupan näkyvyyden sekä eettisten arvojen suosion nykypäivänä, on vain ajan kysymys, milloin ensimmäinen hotelli ottaa tuotteet koekäyttöön! Reilun Kaupan Edistämisyhdistys voi käyttää tutkimusta hyväkseen tulevia lanseeraustoimenpiteitä silmällä pitäen.</p>		
Avainsanat (asiasanat) Reilu Kauppa, kestävä kehitys, hotellit, eettisyys, tuotteet		
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1. INTRODUCTION

According to the Fair Trade Labelling Organizations International, Fair Trade is aimed at benefiting those who find it difficult to sell into the international market and to trade responsibly and profitably when they do. Fair Trade brings benefits such as access to the market, with increased sales and increased income as well as advice and support. Producers are expected to use these benefits to increase their organizations ability to trade responsibly and to respect and improve the lives of those who work with them, the communities in which they work and the environment. The benefits are also to be used by any workers employed to improve their living and working conditions and those of their communities.

Reilun kaupan edistämisyhdistys ry acts as a link between the producers in developing countries and sellers in Finland. It does not participate in the sale process but controls the use of Fair Trade label in Finland and informs of the system and the affects of Fair Trade on the life of people in developing countries.

This Bachelor's Thesis is an assignment from Reilun kaupan edistämisyhdistys ry to research if the hotels in the Central Finland area are interested in taking Fair Trade products (coffee, tea, honey, sugar, cacao and fruits) to be served on their daily breakfast and which are the most important practicality issues affecting those decisions. The study also aims to observe the attitudes and knowledge about Fair Trade. The concrete outcome is a survey for Finland's Fair Trade Organization which will help them to continue the work of launching the products to hospitality industry and especially to the hotels.

The decision of the topic was easy for the researchers since ecological values and sustainability issues are important for them. Also the studies of the degree program have supported the subject. Fair Trade as a phenomenon has been in the public eye during the recent years and more

and more businesses are considering using Fair Trade products. That is why this topic is very current as well.

Similar surveys have been carried out in other countries and the results have been very positive. Launching Fair Trade provisions to hotels in Finland and this process has not been previously researched and beside the surveys carried out so far has been mainly targeted to find out the consumers point of view.

2. WHAT IS FAIR TRADE?

2.1. The history of Fair Trade

There are many different versions about the history of Fair Trade. The earliest marks of Fair Trade movement date back to America, where first Ten Thousand Villages began to buy needlework from Puerto Rico in 1946. The first “Fair Trade” shop selling these items opened in 1958 in the United States. (Fair Trade Labelling Organizations International, 2006.)

In Europe, the earliest traces of Fair Trade are from the late 1950's; Oxfam UK started to sell crafts made by Chinese refugees in Oxfam shops. They also created the first Fair Trade Organization in 1964. Equivalent initiative proposals of Fair Trade were taking place in the Netherlands and in 1967 Fair Trade Organisation, the importing organization, was established. (Fair Trade Labelling Organizations International, 2006.)

In the 1960's and 1970's Non-Governmental Organizations in Asia, Africa and Latin America perceived the need for fair marketing organizations which would provide advice and support to disadvantaged producers. Southern Fair Trade Organizations were established and associates were made with the new organizations in the North. The goal was to better equity in international trade by partnership, dialogue, transparency and respect. (Transfair USA, 2005)

The first “fairly traded” coffee was imported from cooperatives of small farmers in Guatemala in 1973 by Fair Trade Organisation in the Netherlands. Today, 34 years later, Fair coffee has become a model – more and more consumers drink fair coffee and thousands of coffee farmers have benefited from Fair Trade. After coffee, the food assortment was expanded and today it includes products like cocoa, sugar, tea, wine, nuts, spices, rice, fruits, etc. Food products enable Fair Trade Organizations to open new market channels, such as institutional market, supermarkets and bio shops. (Transfair USA, 2005)

Fair Trade products have been sold in Finland since 1999. The farmers living in the developing countries have so far gained 5 million euros of extra income from the Finnish people who have bought the products. As an example, in the year 2005 the farmers and workers got one million euros of extra income from the Finnish consumers buying the products. (Reilun kaupan edistämisyhdistys, 2006)

The Fair Trade logo in the products was used in Finland for the first time in the year 2003. The sales went up very fast and in the year 2005 the products sold 104% more than in the year 2004. The market share was 13 million euros. The most sold product were bananas (105%), pineapple (104%), oranges (31%) and tea (26%). The Fair Trade coffee sold 16% more. (Reilun kaupan edistämisyhdistys, 2006)

2.2. Fair Trade product system

“Fair Trade is a trading partnership, based on dialogue, transparency and respect, which 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 organisations (backed by consumers) are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practices of conventional international trade.” (EFTA 2001)

The Fair Trade Labelling Organizations International (FLO) is the global body for Fair Trade certification and labelling around the world. In total, there are nineteen different consumer programmes in twenty different countries that take part in the FLO system. FLO is responsible for setting international Fair Trade standards that the producers and international traders are required to meet in order for products to be labelled as FAIR TRADE. (Nicholls & Opal, 2005, 11-12)

The Fair Trade guarantee to consumers is backed by qualifications and trade inspection system that applies to all companies in the supply chain up to the

point of final packaging. This includes **Fair Trade certified producers** (who meet the terms with Fair Trade standards), **Fair Trade listed importers** (who pay a Fair Trade premium, in addition to minimum prices, that supports social, economic and environmental development) and **Fair Trade licensees** (who are approved to apply the Fair Trade label to packaged products and sell them in to the market).

Given the development focus of Fair Trade, FLO standards contain minimum requirements that all producer organisations must meet to become certified as well as progress requirements in which producers must demonstrate improvements over time. (Fair Trade UK, 2006)

2.3. Fair Trade standards principles

According to Reilun kaupan edistämisyhdistys ry, in trading relationships, the Fair Trade supports the following principles and practises:

- **Create opportunities for economically disadvantaged producers**
Fair Trade is a strategy for poverty improvement and sustainable development. Its purpose is to create opportunities for producers who have been economically disadvantaged by the predictable trading system.
- **Transparency and liability**
Fair Trade involves transparent management and commercial relation in order to deal fairly and respectfully with trading partners.
- **Resource building**
Fair Trade's goal is also to develop producers' independence. Fair Trade bond provides continuity, during which producers can improve their business skills and the way in to new markets.
- **Sum of fair price**
Fair price has been agreed all the way through dialogue and participation. Not only are the costs of production covered, but it also

makes it possible in socially and environmentally friendly way. Fair Trade allows an equal pay of work for women and men as well as it provides fair pay to the producers. Fair Trade partners enable prompt payment to its farms and if possible, help with preproduction financing.

- **Gender equity**

Fair Trade fosters that also women's work is well valued and rewarded. Women are getting paid for their work in the production process and are authorized in their organizations.

- **Working conditions**

Fair Trade secures a safe and healthy working environment for the producers. The participation of children (if any) conforms to the UN Convention on the Rights of the Child as well as the law and norms in the local context.

- **Environment**

Fair Trade actively encourages better environmental practices and the application of responsible methods of production.

(Reilun kaupan edistämisyhdistys ry, 2006)

2.4. Social responsibility and Fair Trade

In the recent years there has been a trend for framing business activities in terms of ethical behaviour. Under increasing inspection from consumers and media, companies have had to re-evaluate their operations by measures beyond profitability and efficiency alone. This change in thinking has also lead to the development of strategic corporate social responsibility within many major businesses, underpinned by greater transparency and supply chain accountability (Littrell&Dickson, 1999, 5-7). Fair Trade falls within this larger range of ethical business actions, representing its most clearly defined and strictly observed expression.

Fair Trade attempts to address some of the key problems in the increasingly deregulated global marketplace by addressing the producers' needs, as well as those of consumers, big corporations and their shareholders. Fair Trade represents a new way to do business that looks holistically at the supply chain to address market failures and their social impacts at source, but which still acknowledges the need for profitability. Fair Trade is not about aid, charity, or just "doing good"; it is about recognizing the global community as having rights and responsibilities that extend across all of its shareholders. Fair Trade is now the subject of hundreds of global media stories each year. National governments and supra-national organizations, such as the United Nations and European Commission, are also recognizing this important new model of trade. (Nicholls&Opal, 2005, 5)

The concept of Fair Trade, however, goes far beyond a simple economic transaction. What is at the heart of Fair Trade is that buyers and producers build long term partnerships. Unlike aid, which is dependent on donors, Fair Trade offers a more sustainable way for farmers, workers and their families to improve their living conditions.

Personally the authors do think that Fair Trade system improves the life of many families in third world countries. Fair Trade gives the producers the chance for education and better income which will provide the base for equal rights. By small decisions every consumer can make a difference by affecting to the standard of living of the producers and their families.

2.5. Service Industries of today using Fair Trade Products

The following companies have made an impact in the service industry sector by choosing to use Fair Trade products:

Starbucks in the United States

In 2000, a campaign by thousands of activists across the United States of America pressured the Starbucks café company to carry Fair Trade coffee in

all their cafes. As a result, on October 4th in 2000, Starbucks introduced whole bean Fair Trade Certified coffee at over 2,300 stores, which brought the number of Fair Trade channels to almost 5,000 countrywide. This is a remarkable proof to the power of grassroots Fair Trade activism and the real concrete changes that citizens can make in global trade system when they demand products made under fair labour environment. This was achieved because of the pressure of grassroots campaign, including 84 organizations that signed an Open Letter to Starbucks as well as 29 national demonstrations that were planned across the country. (Starbucks 2006)

Scandic hotels in Sweden

As the first hotel chain in Sweden Scandic has switched its coffee to Fair Trade coffee. Approximately 9 million cups of coffee are drunk in the chain's hotels. By this decision Scandic improves the lives of thousands of coffee farmers and their families. During the last five years, Scandic has also served approximately 19 million breakfasts made of organic products. Sweden's Scandic chain uses the Löffbergs Lila's roasted Fair Trade coffee. Lila's coffee is also sold in Finland and is available in Selecta's coffee machines. (Reilun kaupan edistämisyhdistys 2006)

The restaurant chain Chico's and Virgin Oil Co. in Finland

Chico's restaurant chain is the first restaurant chain in Finland to sell Fair Trade wine Thandi in all its 14 restaurants. The chain will take the wine for sale for a month; November 2006. Thandi Merlot/Cabernet Sauvignon 2003-red wine will also be sold in Helsinki-based restaurant Virgin Oil Co. Most of the grape plantations are large plantations in which Fair Trade aims to improve the wages, rights and work conditions.

The producer plantations get guaranteed price and Fair Trade gets extra money from the grapes produced which will be aimed to improve the living conditions of the workers families. In South Africa the workers will also become the owners of the wine plantations.

The Fair Trade wines have been sold in Finland for a year now, first in Alko's order assortments and since June, also in Alko's standard assortments. Finnish people have tasted the wine eagerly and the sale has exceeded all the expectations. Thandi wine has brought more choice to the consumers since this wine has not been in the Finnish markets before. (Reilun kaupan edistämisyhdistys 2006)

The ABC – gas and service stations in Finland

All the ABC – gas and service stations will start using Fair Trade coffee by the beginning of the year 2007. The ABC – chain will be the first gas and service station chain in the world which will switch the coffee of its all stations to Fair Trade coffee. 20 million cups or 200 000 kilograms of coffee are sold in the chain's restaurants yearly. The decision of using Fair Trade coffee will bring 80 000 dollars of extra income to the Fair Trade coffee farmers. The ABC's decision is remarkable since switching their coffee to Fair Trade the advantages will reach even more farmers and workers in the developing countries. The decision is also a challenge for other restaurants, hotel chains and cafés so that they should start paying attention to their product accessions. (Reilun kaupan edistämisyhdistys 2006)

2.6 Marketing of Fair Trade

Fair Trade mark and Fair Trade Organisation is very visible in the public media. It has accomplished a lot of advertising space in the radio, TV and news papers lately. Reilun kaupan edistämisyhdistys ry organizes Fair Trade theme weeks twice a year when they go to the local markets and deliver fliers and leaflets as well as serves Fair Trade products to customers. People can ask about Fair Trade and test Fair Trade products at the same time. Many of these volunteers that are giving information and working for Fair Trade have visited the farms of producers and seen for themselves how the products are prepared and how big steps of development have taken place.

Marketing of Fair Trade has succeeded to avoid many of the usual criticism of marketing in general. Fair Trade fits within a broadly consumerist agenda, developing in parallel with the “green” tradition of sustainability and environmental awareness. Fair Trades marketing is not perceived as being irresponsible, wasteful, manipulative or overly materialistic that tends to be the problem of marketing today.

One reason for this is that Fair Trade marketing is focused on ethical and economic values inherent in the end product as the developmental focus of the supply chain process aligned with identifiable producers (whose stories are often told in product packaging). Instead of keeping the main concentration on the end consumer, it is in the producer. (Fair Trade - Market driven ethical consumption, Nicholls, A. & Opal, C. 2005, 153-154,157)

The present marketing method is working well and it’s been used as the base of marketing. Besides that Fair Trade could get even more visibility in the public by entering the advertisements on TV or in the streets. It could be a short campaign and last a certain time but it would still have a bigger affect than one might believe. These days’ people are receiving so many influences from television that it would be a certain way to reach wide audience. But when thinking the origins of Fair Trade it is perhaps planned that these products are not advertised on common mass media almost at all.

3. BACKGROUND OF THE RESEARCH

3.1 Finland's Fair Trade Organization

Fair Trade Organization "Reilun kaupan edistämisyhdistys ry" in Finland is one of 20 Labelling Initiatives that are located throughout Europe and North America. Reilun kaupan edistämisyhdistys ry's mission is to control the use of Fair Trade mark in Finland, promote the selling of Fair Trade products and inform of Fair Trades influence on the lives of people in the third world –bring out the good news that Fair Trade brings.

The association is financed mostly by its own license system but it is also receiving EU financing as well as monetary support from the Ministry of Foreign Affairs. Reilun kaupan edistämisyhdistys ry collects license fee from license holders which are organizations that are approved to use the Fair Trade mark in their products (e.g. Meira Oy, Ruokakesko Oy). The licence fee is defined for each product separately which is e.g. for bananas 3 cents/kilo. Reilun kaupan edistämisyhdistys ry has also 24 member organizations that pay yearly member fee for them. (Reilun kaupan Edistämisyhdistys 2006)

Reilun kaupan edistämisyhdistys ry has been working in Finland since 1998 and its very first product in sale was coffee a year after from the foundation. During these eight years since the foundation of the association the range of products in markets has grown hugely. We already have 120 Fair Trade products in 25 different product groups in sale in Finland and especially this year a multiple amount of new products have come in the market. Popularity of Fair Trade in Finland is growing faster than in any other country at the moment. A lot of work has been done but there is still a long way to go with Fair Trade. (Reilukauppa 2003)

The reason for choosing this subject is to really map out if there is a possibility to launch Fair Trade products to the hotels and their breakfast tables, even a few of them. For example the Scandic hotel chain in Sweden is

showing a remarkable example with their decision to replace normal coffee with Fair Trade coffee in all of their hotels. That is a big step for the right direction but much more can still be done. Small decisions can affect for so many people's lives in the third world countries that it is worth researching and making a wake up call for people.

3.2 Fair Trade products in Finland

As mentioned earlier the very first Fair Trade product in Finland was coffee and soon after that, tea. From the year 1999 when coffee was launched until today we already have 120 different Fair Trade products in 25 different product groups in sale.

Here are examples of them in the table:

Table 1. Fair Trade products

<i>Coffee 1999</i>	<i>Tea 1999</i>
<i>Cacao 2000</i>	<i>Chocolate 2000</i>
<i>Honey 2000</i>	<i>Sugar 2000</i>
<i>Banana 2001</i>	<i>Mango 2001</i>
<i>Pineapple 2003</i>	
<i>Orange 2004</i>	<i>Muesli 2004</i>
<i>Juices 2004</i>	<i>Grapes 2004</i>
<i>Avocado 2005</i>	<i>Lemon 2005</i>
<i>Wine 2006</i>	
<i>Roses 2006</i>	

Beside these products there are specialist shops that sell Fair Trade rice, footballs, biscuits, muesli bars, chocolate raisins and orange marmalade. One of these shops, Maailmankauppa Mango, is located in Jyväskylä. The selection of the products is growing all the time and new products are accepted into the system regularly.

The newest products here in Finland are Meira Fair coffee, Pirkka Fair Trade roses, Dansukker sugar, red and white wines, mandarins and quinoa flour and seeds. The most popular Fair Trade product has been and still is banana and here in Finland 5479 Fair Trade bananas are eaten every hour. That is certainly an amount! The biggest reason for that is the Siwa markets decision to sell only Fair Trade bananas in all of their stores. Seppo Hämäläinen, Tradeka's Corporate Brand Manager explains their choice in the following way "Siwa started to use Fair Trade products for two reasons. First of all the product itself is fine. Its quality, price competitiveness and certainty of delivery are working so well that we were able to choose it for the only product mark. The second reason is combined with the fact how we want our customers to see our stores, products and ways to work." He also believes that bringing these products into the stores the customers will become more aware of Fair Trade and its products and which gives an occasion for new Fair Trade products to enter supermarkets shelves. He also adds that "There is no reason why buying Fair Trade products could not become a daily routine. Buying those products is genuinely normal consuming." (Fair Trade annual report 2005)

Small decisions that managers and heads of corporations do can have huge affects on the producers of the product. This is why it is worth exploring if Fair Trade products would have a possibility to expand even further and make contracts with bigger subscribers.

3.3 User statistics of Fair Trade products in Finland

Finnish consumers have a good reputation as users of Fair Trade products. It is also researched that every Finn uses an average of 4 euros yearly for Fair Trade products, which is the third most in the whole world. The amount of money used for Fair Trade products has been growing every year and we could even call ourselves well conscious consumers in the Fair Trade area. According to the research made by Media office Dagmar Oy in August 2005, even 83% of Finnish people recognize Fair Trade label or know how Fair Trade association works. At the moment as much as four fifths of the Finnish

grocery stores have at least one Fair Trade product in their selection. Many cafes (e.g. Stockmann Deli, Wayne's Coffee and Robert's Coffee) have started to use Fair Trade coffee and tea in their stores. Companies have also expressed their desire to change the coffee selection to Fair Trade coffee, or at least add the Fair Trade coffee to their selection. A good example is Tjäreborg that offers Fair Trade coffee, tea and sugar in all of its workplaces. All together there are an average 200 companies that already use Fair Trade coffee. It is presumed that this year the selling of Fair Trade products will even double.

This year the Fair Trade award was granted to the ABC- service station chain because of their decision to start to use Fair Trade coffee in all of their stations in January 2007 at the latest. Because of this decision, the consumption of Fair Trade coffee in Finland will double and producers are getting approximately 17 000 euros more than last year. (Reilukauppa 2006.)

14.12.2006 in the newspaper there was reported a new selling record for Fair Trade products. This year the selling has risen 20 million euros which means 60 % growth compared with the last year's selling. The same article brings out also the negative influence that Fair Trade might cause in the near future. There is a possibility that the production of coffee and bananas can be overdosed in the future. Producers are now getting a better compensation in the market because of the Fair Trade system and economists are predicting that it might cause problems in the form of overproduction.

(Keskisuomalainen 14.12.2006.)

Future's researcher Mika Mannermaa predicts in his article, that in the near future, Fair Trade products become more popular since the product range is growing all the time. People are willing to pay a little more of products that are produced the way where ethical values have taken into consideration. He also reminds that the most important thing is to bring Fair Trade products to the markets, and increase the availability of the products. Lazy consumers do not go after the products to the special shops selling these products but Fair

Trade products need to be found from the market people daily use. (Me Naiset 4.1.2007)

So, according these numbers, figures and articles the future of Fair Trade is seen bright and shiny. Only obstacle or factor slowing down the selling seems to be the availability of the Fair Trade products, which is really true.

Availability is the keyword for the consumers and that is a thing that Reilun kaupan edistämisyhdistys ry could start to think more clearly. By widening the selection of Fair Trade products to the markets could bring a lot more customers to the Fair Trade.

4. HOTELS IN THE CENTRAL FINLAND AREA AS AN EXAMINATION OBJECTS

4.1 Introduction of the hotels chosen to the research

According to Reilun kaupan edistämisyhdistys ry there is a strong need to find out whether it would be possible to launch the Fair Trade products in Central-Finland area hotels. Authors mapped out the potential customers in hospitality industry sector, especially in hotel business.

Hotels that were included into this research are all located in the central Finland area: eight of them in Jyväskylä, three in Laukaa, one in Hankasalmi and one in Jämsä. Some of them are chain hotels and some individual ones. The questionnaire was sent to twelve hotels out of which seven responded.

Here is a short introduction of the hotels who responded to the questionnaire:

The Himos Hotel is located in Jämsä approximately 40 km to the South of Jyväskylä. The hotel consists of 28 double rooms and 26 smaller cabin rooms. During the winter the hotel is very popular among young snowboarders and skiers but also families. In the summertime there is e.g. the Himos Festival as well as the Neste Oil Rally Finland's special stages which guarantee a flow of customers. (Himos Hotelli 2004)

The Hotel Milton in the Jyväskylä city centre is a small individually owned hotel with fine decoration and cosy atmosphere. It is located right next to the centre, bus and train station and the city theatre. There are 38 rooms and room for 57 guests in the hotel. (Hotelli Milton 2006)

The Hotel Alba is individually owned hotel right next to Jyväsjärvi in Jyväskylä. There are 104 rooms, a restaurant, a terrace and facilities for meetings and for sauna. At the moment the hotel is being expanded by 22 new rooms. The Hotel Alba's clients consist mainly of foreign guests. (Hotelli Alba 2003)

The Hotel Scandic is a chain hotel belonging to the Hilton Honours. The Hotel Scandic in Jyväskylä is situated right in the city centre of Jyväskylä and its accommodation capacity consists of 150 modern rooms. It also has five up to date meeting rooms, a popular bar and a restaurant premises. (Scandic Jyväskylä 2006)

The Hotel Cumulus is situated in the heart of the city centre of Jyväskylä and is part of the Restel hotel group. The Hotel Cumulus has all together 203 rooms. There is a possibility to book either single, double or family rooms. Cumulus also has a relaxing sauna unit and a pool for its customers' use. In the ground floor there is also a popular Irish pub, Molly Malone's. The hotel is very popular because of its good location; it is right next to the bus and train station. (Cumulus hotellit 2001)

The Hotel Yöpuu is a privately owned city hotel in the heart of Jyväskylä. In this building of considerable historic interest the guests will find important characteristics of the 1920's but also of the present day. The cosy atmosphere has been obtained by numerous small details, such as the personal style in which the rooms are decorated. There are 26 rooms in the hotel. The customers can enjoy rewarding dining experiences in the hotel's restaurant, Pöllöwaari, which constitutes a perfect environment for hurry-free enjoyment. (Hotelli Yöpuu Jyväskylä 2006)

The Hotel Rantasipi Laajavuori belongs to the same Restel hotel group as the hotel Cumulus. Rantasipi Laajavuori is situated approximately four km from the city center, near to the ski center Laajavuori. It is a popular hotel especially during the winter because of its excellent location; there are ski slopes and tracks for skiing next to the hotel. The hotel has in total 175 rooms, five saunas and a large swimming pool. (Rantasipi hotellit 2001)

Hotel	Location	Size	Customer Group	Owner
Cumulus	City centre	203 rooms	Business people	Chain hotel
Himos hotel	Jämsä	28 rooms+ 26 cabin rooms	All kinds	Individually owned
Hotel Alba	Near the centre	104 rooms	Foreigners	Individually owned
Hotel Milton	City centre	38 rooms	All kinds	Individually owned
Hotel Yöpuu	City centre	26 rooms	Business people	Individually owned
Rantasipi Laajavuori	Laajavuori, near the city	175 rooms	All kinds	Chain hotel
Scandic Jyväskylä	City centre	150 rooms	Business people	Chain hotel

Table 2. Facts about hotels

4.2 How new provisions enter to the hotels' breakfast table?

As an example from the Scandic hotel Jyväskylä, it is possible to see how taking a new product into the selection takes place. The following facts were provided by the Scandic hotel Jyväskylä, Birgitta Siitari.

In the Scandic hotels the breakfast selection is designed for each country individually. Every hotel in the chain must follow the designed concept. The decisions of the product choice are made by the head quarter's purchasing and restaurant managers. They choose the needed products, compete with the suppliers and inform each unit about the product chosen.

Each hotel can have its "own" product which gives out a message, for example about the region's food tradition. A good example is Scandic in Tampere which has *mustamakkara* (black sausage) in their breakfast selection. The head quarters receive feedback concerning the products, expenses, client satisfaction and so on. The person in charge of the breakfast selection aims to take individual feedback into consideration; the clients' wishes are being heard. (Siitari 2006)

4.3 Taking a new product into the hotels' breakfast selection

A person responsible (restaurant manager/hotel owner) of the hotel breakfast signs a contract with the wholesale before the cooperation begins. It states the product providers, contact persons and possible details concerning buying: purchasing contracts, terms of ordering and delivery. (Lehtinen, Ruoanvalmistuksen käsikirja. 1996, 52)

Everyone owning a wholesale card and a customer contract can do business in express wholesale. A client can pick up the needed product himself or be a so-called delivery customer. The payment of the products is conducted in cash unless the client has an invoicing contract. Contracts are drawn up with the clients individually. The main customer groups of wholesales are cafés serving food, restaurant type companies and public administration. (Lehtinen, Ruoanvalmistuksen käsikirja. 1996,52)

The products are ordered by using product names or codes. The choices of products are based on the clients' needs which are defined as accurately as possible when negotiating the purchasing contract. The client obtains information in which the wholesale is trying to offer the product that it assumes to be suitable for the client. The wholesale supplies the client everything they need. (Lehtinen, Ruoanvalmistuksen käsikirja. 1996, 52)

The order is made via a telephone call on agreed time. All the ordering should be done at once and post-ordering should be avoided, since it affects to the service level and smoothness of the cooperation. The most appropriate way of ordering is to send a fax, which makes the possible post-ordering more flexible and faster. The orders are given by product groups which makes the delivery of the orders fluent.

(Lehtinen, Ruoanvalmistuksen käsikirja. 1996, 52)

4.4 Fair Trade products at the wholesale in Central Finland

The results from the questionnaires showed that there are five different wholesales that the respondent hotels are using at the moment. They are Kespro, Meira Nova, Vendor, Vihannespulkka and Vihertukku. This part will give a short introduction of each and give precise information about the products and the package sizes, which the products are available at.

Kespro Ltd is owned by Ruokakesko, which works as its customer-company's wholesale and partner in Finland. Kespro produces deliver and pick up services for HoReCa, retail dealer, bakery and industrial customers. Kespro is a leading wholesale in the HoReCa-business sector. Kespro's aim is to be the most wanted cooperation partner and employer in the field of the wholesale. Kespro supports its customers' business activities by providing more customer-based wholesale services.

Kespro provides variable services in whole Finland:

- in six sale areas
- in seven deliver sale units
- in 16 wholesales
- with a personnel of 550 people
- with approximately 25 000 customers

Kespro advertises itself as a customer friendly and good quality producer with competitive prices. Its large national basic selection of product consists of food products, alcohol products, dishes, sitting products and car and office supplies. Kespro has also created its own product label, called Menu, for its HoReCa-customers. (Kespro 2005.)

In Jyväskylä Kespro has its wholesale store in Seppälä. From Kespro it is possible to get *Meira Fair Trade coffee* with a 100g portion bags for automats as well as 500 g packages. They also have *Classic Reko coffee* with 500 g packages as well as *Fair Trade bananas* available in case the order is given two days in advance. (Ahonen 2006.)

Meira Nova Oy is a 100% owned subsidiary and cooperative company by Inex, which is a remarkable producer of services in the chained retail business. Meira Nova has specialised in daily food products in HoReCa trade's supply, marketing and logistic solutions. The company's action, selection and process of logistics as well as internet ordering system is developed together with the clients and trade provider. Their central goals are certainty of delivery and cost effectiveness. Meira Nova's customer group consists of hotels and restaurants, personnel restaurants, kitchens in the public sector, big kitchens and gas- and service stations. (Meira Nova Oy 2006)

Meira Nova has Fair Trade coffee: *Café Original* with 100 g and 300 g portion bags as well as *Fair Trade organic coffee* with 100 g packages. Other fair-trade products are *Sugar cubes* with 500 g packages and *Cane sugar* with 500 g packages. In fresh products they have *Fair Trade bananas, oranges and pineapples* at the moment. (Ritolainen 2006)

Vendor Oy has operated since the year 1969 and their mission statement has remained the same "good coffee outside home" since the beginning. Their passion is to offer good quality coffee to their clients. Vendor has about 60 employees and it operates in seven different locations in Finland as well as in Estonia, Latvia, Lithuania and the St. Petersburg economic area of Russia. One of the offices in Finland is located in Jyväskylä. Vendor is also advertised taking care of one quarter of workplace coffee solutions in Finland. It can partly affect the popularity of Fair Trade coffee at workplaces since they have two separate varieties in the selection, Fair Trade coffee for automats and for normal coffee machines. This way the availability is guaranteed. Every second restaurant or café in Finland has a machine supplied by Vendor and their yearly delivery of machines has been calculated to be 3000.

Vendor has Fair Trade products in their wholesale in five different product groups: coffee, tea, cacao, sugar and honey. Coffee can be ordered in two different forms, for automatic machines *Classic Fair Trade coffee* as well as for normal coffee machines *Café Original Fair Trade coffee*. In the tea group

Vendor has to offer two different teas: *Clipper Organic, Earl Grey and Clipper Organic Green* tea. As cacao for automatic cacao machines Vendor offers *Van Houten Choco Drink*. From the Vendor's sweetener group it is possible to offer *Sam honey* in a bottle and *Cane Sugar Cubes* from Fair Trade. (Vendor 2006.)

Vihannespulkka is a fresh wholesale specialized in vegetables and their processed products but they do offer products for institutional kitchens, restaurants and shops in other product categories as well. Since the year 2000 Vihertukku has belonged to Patu Palvelutukkurit chain, which is a service chain owned by private fresh wholesales. It has also its own product label Patu, which they describe to have a very good price/quality ratio. Vihannespulkka serves its customers individually and takes the products that customers wish into their product selection. Part of their business idea is to deliver the products to the customer fast, in order to secure the freshness of the products when they enter the kitchen. At the moment, Vihannespulkka does not have any Fair Trade products in their product selection. (Leppänen 2006.)

Vihertukku concentrates on serving the institutional kitchens and restaurants. Their product range consists of fruits and vegetables. Raw materials are purchased from the nearest home grown product supplier. Vihertukku delivers its products as processed products, grated, salads or ready sliced the way the customer wishes. Eggs and canned products are also part of Vihertukku's product range. If agreed, Vihertukku can also produce an extra service for the client and deliver supplementary provisions. Vihertukku itself takes care of home grown supplier delivery and its staff provides service 24/7. Vihertukku makes grated, salads, strips, cubes, slices and vegetable mixes either with modern machines or hand made. Vihertukku does not have any Fair Trade products in their product selection at the moment. (Hämäläinen 2006.)

5. THE RESEARCH

The target of the Bachelor's Thesis was to examine the major hotels in Jyväskylä region and to find out whether they would be willing to choose Fair Trade provisions (especially coffee, tea, honey, sugar, cacao and fruits) to be served at their daily continental breakfast or if they already have some of these provisions being served. The thesis also examined what kind of practicality issues especially affect their decision-making when buying provisions (package size, price, logistics etc.) The thesis will also examine the hotel's knowledge and attitudes towards the Fair Trade products generally.

The topic is especially interesting since people today are paying even more attention to their daily sustainability issues and the topic is very visible everywhere. Fair Trade products finding their way to the provision markets - worldwide Fair Trade sales rose by one third in 2005. On the other hand the thesis will hopefully help the Finland's Fair Trade Organization to promote and market the Fair Trade label in Finland and especially in Jyväskylä.

5.1 Research methods

The research was conducted as a quantitative survey. The chosen method was a mailed survey. A quantitative method answers to the question "what?" and the results can usually be measured in numbers.

The survey is an analytical survey, which collects descriptive data, but attempt to go on to examine relationships among variables in order to test research hypotheses. Accordingly, a survey may assess the impact of an advertising campaign on public awareness of a brand and changes in market share of a product. Such explanatory surveys have also played a prominent part in research in the social affect of the media.

According to Jensen (2001), surveys are in a major forms quantitative research that does not involve any manipulation of participants or their

circumstances in advantage. Surveys collect data according to the fact. Because they obtain information from respondents about their knowledge, beliefs, attitudes, values and behaviours on *post hoc* basis, surveys cannot test cause-effect relationships directly. Surveys instead explore relationships or degrees of association between variables. Thus, surveys are entirely dependent upon self-report information supplied by respondents, whereas experiments can compliment questionnaire responses with direct observations by researchers. (Jensen, Handbook of Media and Communication, 2002, 180)

5.1.1 Questionnaire

The questionnaire was sent out to the respondents on the 9th of November and the return date was set to the 21st of November. The respondents had 11 days to return the survey. To make it very easy for the respondents the researchers included a paid envelope with the questionnaire so the respondents could just drop it in the mailbox. Five surveys were returned on time and two were returned after a brief e-mail reminder. There would have been the possibility to make personal interviews since the low respondent rate but unfortunately time and resources were limited. At the moment when the questionnaire was sent it was high season in the hotels and the staff was very busy preparing Christmas parties.

The sample consisted of twelve chosen respondents; the number of returned surveys was seven, so in together the percentage of the responses was approximately 60%. In order to receive a response from as many respondents as possible the authors especially paid attention to the following points:

1. The layout is clear so it s easy to see how to proceed
2. The questions are attractively spaced and easy to read
3. The response tasks are easy to do. This is why the researchers ended up using check a box and circle a number question types.

A specific criterion used when choosing the respondents was to reach the person responsible of hotel's breakfast servings. In the chain hotels the respondent was mainly the restaurant manager, whereas in the smaller hotels it was the hotel manager. The hotels were chosen to represent the hotels in the Central Finland region, in the city centre as well as in Laukaa, Hankasalmi, and in the Jämsä region. (Table 2)

The questionnaire was divided into three different parts according to the subject of the questions. The first part covered the breakfast products that are in use at the moment in the hotel, the second part covered the knowledge and attitudes in general towards the Fair Trade association and its products. The last part aimed to find out whether the Fair Trade products would be suitable to be used in the hotels' breakfast selection.

In total there were 33 multiple choice questions and one extra the aim of which was to find out if there were wishes for further information of Reilun kaupan edistämisyhdistys ry and cooperation between the parties. Firstly, multiple questions were chosen in order to maximize the returns of the surveys and secondly the authors came to the conclusion that open ended questions would not produce useful data.

5.2. Research questions

The goal of the thesis was to provide updated information on Central Finland's hotels' attitudes, practicality issues and existing knowledge of Fair Trade products. The thesis will also find out whether the hotels would be willing to use the products at their daily breakfast and if not – why. Following points were discussed and decided between Reilun kaupan edistämisyhdistys ry and the authors.

Research questions:

- What are the attitudes of the manager of the hotel restaurant towards Fair Trade products and how much they know about the Fair Trade at the moment?

- Are the hotels in the central Finland area interested in taking Fair Trade provisions (coffee, tea, honey, sugar, cacao and fruits) to be served at their daily breakfasts?
- Which are the most important practicality issues when choosing a new provision to be served? Possible obstacles?

5.3 Gathering the material

The research was conducted as a mail survey, which was sent out to the respondent hotels in the Central Finland area. The hotels that were under research were: Hotel Milton, Hotel Alba, Himos Hotel, Scandic Jyväskylä, Sokos Hotel Jyväskylä/Sokos Hotel Alexandra, Hotel Yöpuu, Cumulus Jyväskylä and Rantasipi Laajavuori in Jyväskylä city, Hotel Peurunka, Hotel Vuolake and Laukaanhoivi in Laukaa, Hankasalmen Revontuli in Hankasalmi, as well as Himos Hotel in Jämsä. A response was received from seven hotels.

The sampling form used was a purposive sample, which is taken when respondents are selected according to a specific criterion, such as their purchase of a particular product (Floyd J. Fowler, Jr. Survey research methods.2002. 14)

The researchers chose a mail survey since it was cheap to run and the respondents were able to complete questionnaires at own pace. An advantage was also that the researchers avoided the interviewer bias. Although as a disadvantage researchers observed that questionnaires were not always returned and there were delays in responses. The survey consisted of three separate papers. Firstly there was an introduction letter, secondly the questionnaire itself and last a slip which was asked to be filled if there was a desire for immediate further information of cooperation with Reilun kaupan edistämisyhdistys ry. The aim was to send also a brochure with the short introduction of available Fair Trade products but unfortunately brochures did not arrive in time.

6. THE RESULTS OF THE RESEARCH

The aim of the first part of the questionnaire was to find out which products were used in the hotels in general. The second part went through knowledge and attitude towards Fair Trade and its products. In the end opinions were asked if Fair Trade products would be suitable for the hotels' breakfast selections.

In the first part the questions concerned in which form the product is served, what is the package size and which wholesale the product is purchased in.

6.1 Current convention in breakfast serving at the hotels

The following chapters have been divided into smaller paragraphs in order to help the readers and the Reilun kaupan edistämisyhdistys ry to get the best possible benefit from the text.

Coffee

Coffee is served from an automat in three hotels and from pot in four hotels. Five hotels purchase the coffee in the Kespro wholesale in 18 x 300 g, 0,5kg or 125g sized packages. Four out of those five use pot and one uses an automat when serving the coffee.

Two hotels use the Meira Nova wholesale and purchase the coffee in either 2kg or 2,5kg sized packages. Both of the hotels serve coffee from automat.

Tea

Tea is served as tea bags in six hotels, brewed in two hotels and as loose tea leaves. In one hotel all the forms of tea served are used. Five hotels purchase the tea from the Kespro wholesale in either 20 bags/2,5kg, 50 bags/100g or 500g or 100 bags packages. Two hotels use Meira Nova wholesale purchasing tea either in 100 bags packages or 400 bags packages.

Cacao

Cacao is served in a portion bag in four hotels, from an automat in one hotel and as loose powder in two of the hotels. Four hotels purchase the product from the Kespro wholesale, two from Meira Nova and one from Vendor. From Kespro cacao is purchased in 50 bags packages and loose powder in 0,5kg or 1kg sized packages. From Meira Nova cacao is purchased in 200bags or 70 bags packages. From Vendor, cacao for the automat is purchased in 1kg packages.

Sugar

All of the hotels use fine sugar and sugar cubes in their breakfast servings. Five hotels purchase the sugar from the Kespro wholesale. Sugar cubes are purchased in 0,75kg or 1kg packages and fine sugar in either 1kg, or 20kg packages. Two hotels purchase the sugar from the Meira Nova wholesale. Fine sugar is purchased in 1kg or 5 kg packages and sugar cubes in 0,7kg or 5kg packages.

Honey

Six of the hotels use bottle when serving honey and one of the hotels use a portion goblet.

Fruits

In two hotels they serve both bananas and oranges at breakfast. In two hotels both grapes and oranges are used. In one hotel they serve bananas, grapes and oranges at their breakfasts. The last hotel serves bananas, pineapples and oranges. One hotel did not reply to this question.

Two of the hotels use the Vihannespulkka wholesale, one the Meira Nova wholesale, one Vihertukku and the Kespro wholesale, and one hotel uses both the Meira Nova and Vihannespulkka wholesales.

Are you using Fair Trade products at the moment?

For the question if the hotels are using Fair Trade products at the moment the answers were negative – none of the hotels are using Fair Trade products at the moment.

Purchasing decisions

In two of the hotels, the decisions concerning product entries are made by the chef. In the rest of the hotels the decision is made by one of the following: the hotel chain in Helsinki, a product manager and a head of supplies, a hotel manager, a head of the kitchen or a person responsible of hotel chain's purchasing manager.

6.2 Attitudes and knowledge about Fair Trade

The second part of the questionnaire was dealing with common personal knowledge of Fair Trade of the respondents. It was carried out with arguments which the respondents were asked to answer with the scale from one to five where 1 = fully agree, 2= agree, 3= neither agree nor disagree, 4= disagree and 5= strongly disagree.

6.2.1 Knowledge of Fair Trade

The question 18 was an argument "*I have a basic knowledge of Fair Trade association and its principles*". 14 % of the respondents, which was one respondent, answered to fully agree concerning the knowledge base towards the Fair Trade association and its principles. 43 % of the respondents, which was three respondents, agreed they had basic level information concerning Fair Trade and its mission. 29% of respondents answered to neither agree nor disagree with the argument. 14% which was one respondent disagreed with the argument. No one answered to strongly disagree which will give the direction that all of the respondents in some level knew about Fair Trade and its principles. Here you can see the results in the figure 1.

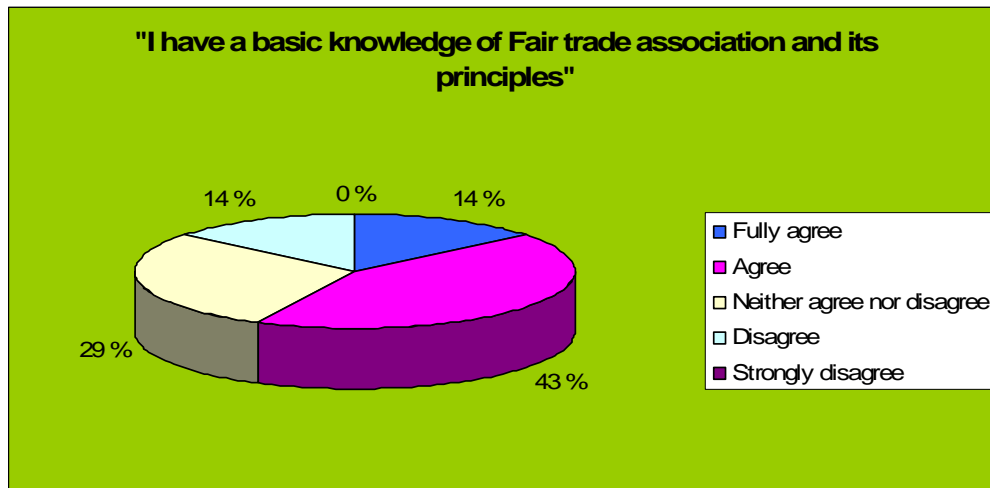


Figure 1. Knowledge of Fair Trade

Question 19 concerned the product selection of Fair Trade. The argument was the following *"Fair Trade product selection is familiar to me"*. Two of the respondents, which was 29%, answered to agree, four of the respondents which was 57% gave the answer to neither agree nor disagree, and one of the respondents, 14%, answered to disagree. Fully agree and strongly disagree did not receive any respond. From these answers it is possible to see that the product selection of Fair Trade is not that clear for the respondents than one might hope.

6.2.2 The respondents' personal experience of Fair Trade products

Question 20 had an argument *"I have personal experience in using Fair Trade products"* One of the respondents fully agreed, and two of the respondents agreed with the statement. One respondent neither agreed nor disagreed, where two disagreed and one strongly disagreed. Basically the respondents divided to half and half whereas it is easy to assume that persons having a personal experience of Fair Trade products might have also better knowledge level of the Fair Trade and its products. In the figure 2 one can see the graphs of the answers.

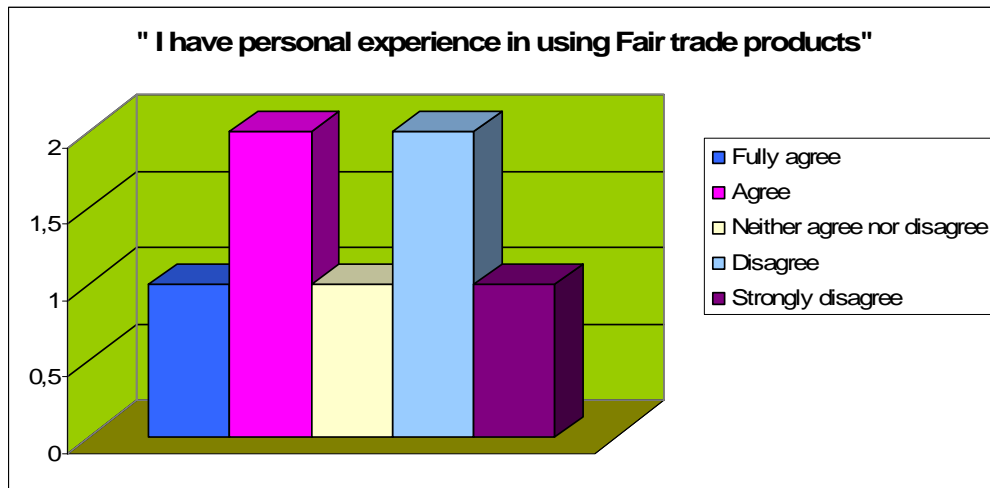


Figure 2. Personal experience of Fair Trade products

6.2.3 Price/quality ratio of Fair Trade products

The argument in the question 21 concerned the respondents' opinions on Fair Trade products' price/quality ratio. The argument was as follows *"Fair Trade products' price/quality ratio is fine"* One of the respondent agreed with the argument. Even five of the respondents answered to neither agree nor disagree, whereas one disagreed. Either of the respondents fully agreed or strongly disagreed with the statement. The results are shown with graphs in the figure 3 beneath.

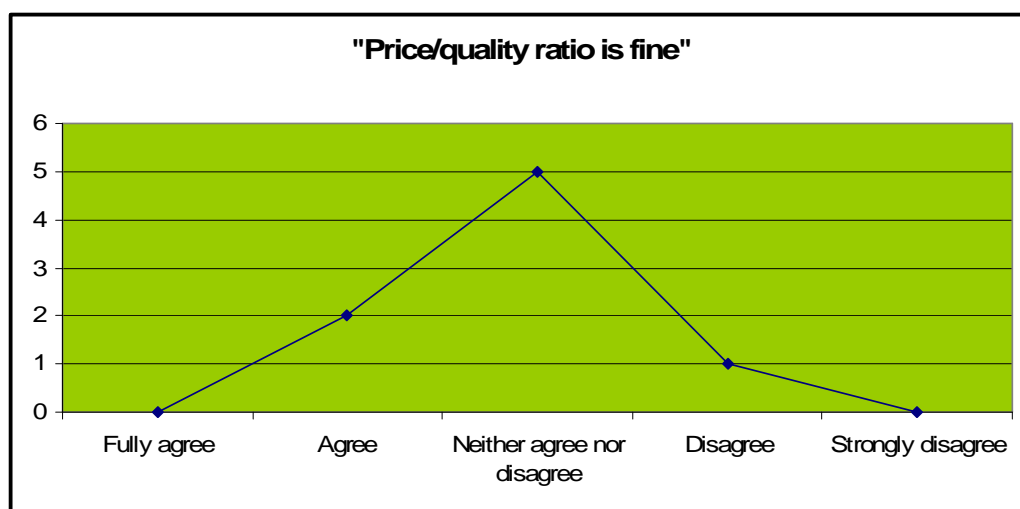


Figure 3. Price/quality ratio

From these answers it is easy to assume that the respondents do not have information on the price level of the Fair Trade products since they did not have that much knowledge or personal experience on it. On the other hand Fair Trade products might commonly have a reputation of being a bit expensive compared to some other producer's product which can also affect to the result.

6.2.4 Buying behaviour of the respondents

In question number 22 the argument was "*The benefit of Fair Trade affects my buying behaviour*". The responses were split between two alternatives. Three of the respondents agreed with the statement whereas four respondents neither agreed nor disagreed. The main reason for not neutral response could be the fact that many of the respondents have really not used these products personally.

On the second part of the questionnaire there were also arguments concerning Fair Trade products and their suitability to the hotels. The scale of the answers was the same: from one to five.

6.2.5 Fair Trade's influence on the hotels' image

Question 23 asked about the respondents' opinions with next argument "*The hotel's image would rise positively if we took Fair Trade products in our breakfast selection*". Two of the respondents agreed with the argument. Four neither agreed nor disagreed, and one disagreed.

The results can be seen in the figure 4, on the next page.

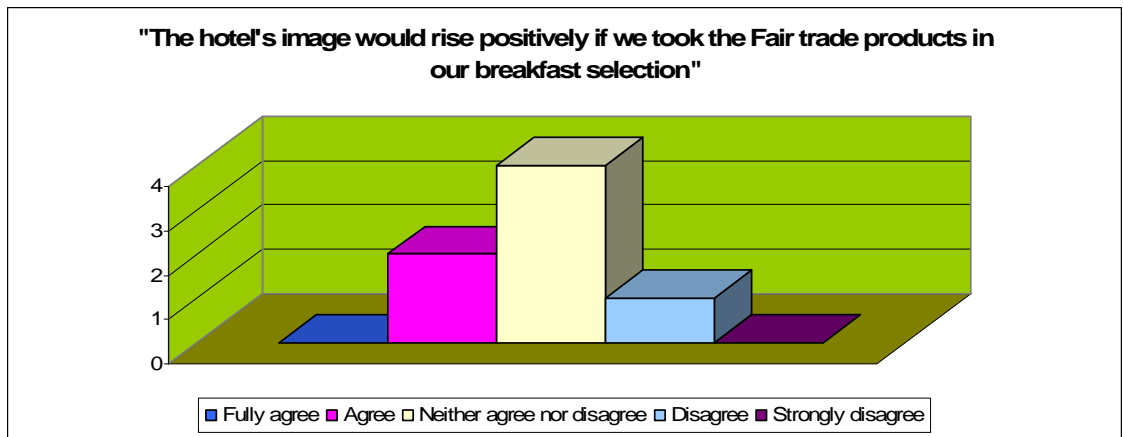


Figure 4. The hotels' image with Fair Trade products

An attitude towards the statement is more positive than negative. It could partly affect the image of the hotel in case the clients are aware of Fair Trade and its products.

6.2.6 Fair Trade products and sustainable development

The argument in the question 24 was that *"By taking Fair Trade products in use, hotels could affect sustainable development positively"*. Responses to this were the following. Two of the respondents fully agreed, and two of the respondents agreed, with the statement. Three respondents expressed their disagreement towards the statement concerning the hotels' impact on sustainable development if taking Fair Trade products into their selections. Even though over a half of the respondents agreed with the argument it is still striking that some of the respondents do not believe that their participation could have a positive affect on sustainable development.

6.2.7 Hotels' further need for information of Fair Trade

Argument number 25 was *"Hotels need more information on Fair Trade label products"*. Answers in this were the following: one of the respondents fully agreed, two of them agreed and four respondents disagreed with the statement. There did not seem to be any division with the answers between individually owned or chain owned hotels. Basically it is easy to assume that

need for the information about Fair Trade is connected with the interest towards the products of the person filling the questionnaire.

6.2.8 Taking the products to the breakfast selection

Question 26 *"I do support the idea of taking Fair Trade products as a part of our hotel's breakfast selection"* responses were divided into two directions. Even six of the respondents agreed with the statement which was a really positive result. Only one respondent disagreed with the statement. It gives a picture that hotels would be at least ready to try these products and that way to see the customers' reception and reactions.

6.2.9 Willingness to take Fair Trade products to the breakfast selection

For the argument in the question number 27, *"I do not see any reason why Fair Trade products could not be taken into our breakfast selection"* the respondents answered the following way. Two of the respondents fully agreed, and two of them agreed with the argument. Two respondents chose neither to agree nor disagree and only one respondent disagreed. None of the respondents strongly disagreed with the argument. So, the main reaction to the question is positive, and respondents seems to be open to the idea of taking Fair Trade products into their breakfast selection. In the figure 5 the answers are introduced with graphs.

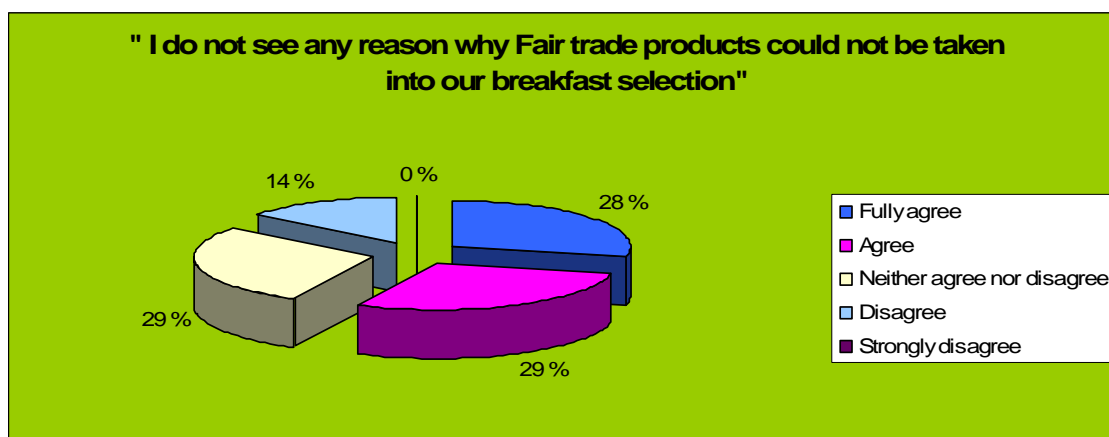


Figure 5. Willingness to take Fair Trade products to the hotels

6.2.10 Possible use of specific Fair Trade products

On question number 28, the respondents were asked “*I could consider using the following Fair Trade products: coffee, tea, cacao powder, honey, sugar or fruits.*” If they could not think of using the products, the question also asked why not. Three of the respondents answered that they could consider using all of the Fair Trade products mentioned. Two of the respondents answered that they could consider all the other products, but not coffee. The other respondent pointed out that the coffee has a “strange taste” and the other respondent uses a specific deep-freeze coffee. One of the respondents answered negatively concerning the use of the products, but did not specify his/her answers. One of the respondents left the questions unanswered and commented: “This decision is made by the chain’s decision portal”.

6.2.11 The most important factors affecting the buying decision of a new product

In questions 29-33 were asked *the most important factors* which affect for the decision of choosing new product in to the hotels breakfast selection.

The following factors were compared:

- ◆ Price
- ◆ Availability
- ◆ Logistics
- ◆ Right package size
- ◆ Product features

The arguments were scaled from one to five where 1= The most important factor, 2= Important factor, 3= Does not matter in anyways, 4= Not that important factor and 5= Not important factor at all.

Price

When asked if the price was the most important factor when choosing a new product the respondents answered the following. One of the respondents

agreed that the price is the most important factor when choosing a new product. Four of the respondents thought that the price is an important factor. One of the respondents answered that the price is not that important factor and one thought that it is not an important factor at all.

Availability

The second argument concerned the availability of the products. Two of the respondents agreed that the availability is the most important factor, while four of the respondents thought that it was an important factor. One respondent answered that the price did not matter in anyway. None of the respondents chose availability to be “not that important or not important at alternative”.

Logistics

The third argument aimed to find out about the importance of logistics. Two of the respondents thought that it was the most important factor. Three of the respondents answered that it was an important factor. One of the respondents stated that it did not matter in anyway and one thought that it was not important at all.

Package size

The fourth argument inquired if the right package size would be the most important factor. Only one respondent thought that it was the most important factor, while four respondents thought that it was an important factor. One did not agree or disagree and one thought that it was not so important.

Products features

The last argument asked if product features, such as taste/quality, were the most important factors when choosing new products. Five respondents stated that it was the most important factor, and two of the respondents thought it was an important factor.

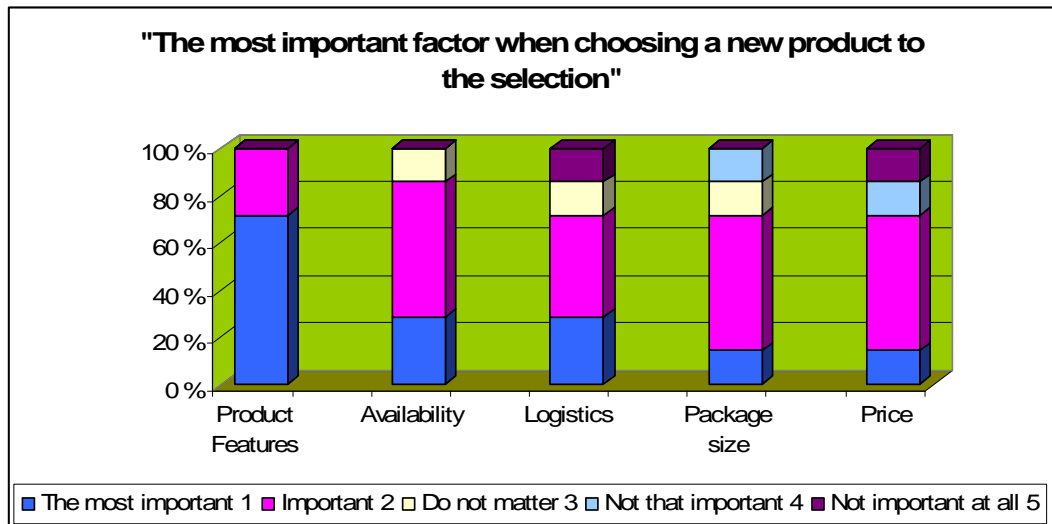


Figure 6. The most important factor when choosing a new product

Above in the figure 6 one can see the percentages of the responses concerning the most important factor when choosing a new product to the selection.

From these results it is obvious to see that **all the hotels considered product features to be the most important factor when choosing a new product into the hotel breakfast table.** The second important factor seems to be the availability of the product. Logistics was the third important, whereas a right package size of product was the fourth important. The price was considered to be the last important factor in the decision making process, which was quite surprising result.

6.2.12 Comparison between chain and individual hotels

In the figures 7 and 8 one can see figures from two different hotels, one is owned by the chain whereas the other is individually owned. For both of them the product features seemed to be the most important factor when considering new products into the selection. In the chain owned hotel the second important was the price and after that the availability of the product. In individually owned hotel the second important factor seemed to be the availability and package size of the product. Logistics comes the fourth and

the less important was the price. In chain owned hotel the fourth important factor seemed to be the package size and the less important logistics.

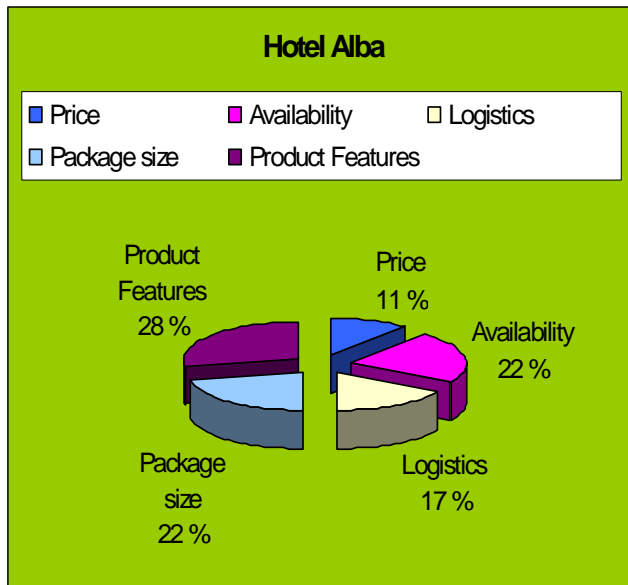


Figure 7. Hotel Alba

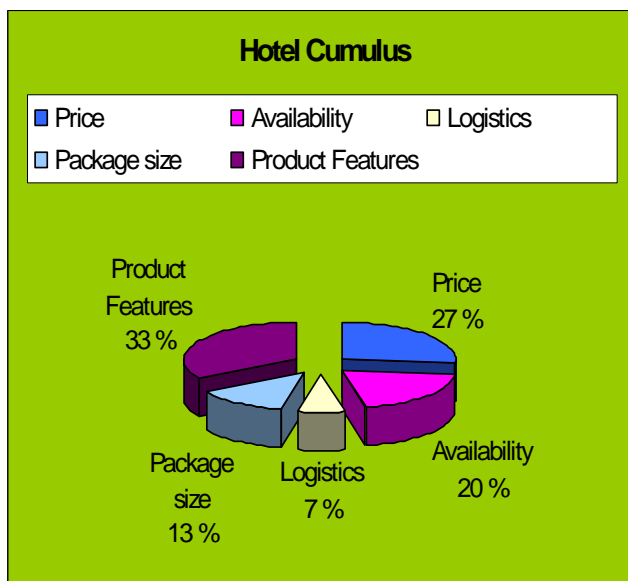


Figure 8. Hotel Cumulus

For the final question, number 34 “Do you need further information of Fair Trade and its products, and if you do, what kind of information?” only two respondents gave their answers. The first one stated that they had no need for further information because there has not been demand from the customers’ side for these products. The other one just reminded that if Fair

Trade products would be served at the hotel's breakfast, there could be information of it for the clients. That way the influence would be positive also for the hotel's image. Even though only two of the respondents answered to this question it is obvious to see that customers are the key issue in the subject. Hotels are trying to serve their customers the best way they can, and if customers ask something their wishes can be perhaps fulfilled.

6.3 Validity and reliability of the research

According Floyd J. Fowler Jr. in his book *Survey Research Methods*, in surveys answers are of interest not intrinsically but because of their relationship to something they are supposed to measure. Good questions are reliable- providing consistent measures in comparable situations, and valid- answers correspond to what they are intended to measure. One goal of a good measure is to increase question reliability. When two respondents are in the same situation, they should answer the question same way. To the extent that there is inconsistency across respondents, random error is introduced, and the measurement is less precise. Ensuring the consistent measurement is that each respondent in a sample is asked the same set of questions, and the form of questions is understandable. (Floyd J. Fowler Jr, *Survey Research Methods* 2002, 76-77)

In the research, the results given were reliable, and validity of answers correct. Questions were understandable since no one of the respondents contacted and asked adjustment. Questionnaires were aimed at the persons making the decisions considering breakfast products, for the reason to ensure the reliability of the research. Of course the sample of the survey was not too big but the main hotels in the Central Finland area were included in it.

Carrying out the research by personal interviews would probably given even more useful information and the possibility to map out each hotels real intentions towards Fair Trade products, and possible use of them. It is easy to give answers in the paper compared to the personal interview. But because of lack of time and resources authors were been contented to the survey.

7. CONCLUSIONS AND SUGGESTIONS

During the writing process it was nice to see that Fair Trade gained large media attention in news papers and on TV. It seems that also larger business sectors are paying nowadays more and more attention to their daily sustainability issues and ethical questions when doing business. This trend is really pleasant to notice and it gives faith that in the future Fair Trade will gain even more attention and support than it is getting today. Consumers also receive more and more information and that way affect their buying behaviour and ask these products in the stores.

The research succeeded well and all the research questions were answered. The results for the questions were following:

What are the attitudes of the manager of the hotel restaurant towards Fair Trade products and how much they know about the Fair Trade at the moment?

The respondents' answers were mainly positive to this question. A common attitude seemed to be that the respondents were interested in the Fair Trade and its products but there might be a need for further information on it. Every one of them recognized the association and its mission, and some of them had even personal experience in using Fair Trade products. Still there was a clear image that perhaps these persons did not really have a deeper knowledge of the subject. Also the product groups seemed to be unfamiliar to the respondents. Perhaps the knowledge level of the range of Fair Trade products is higher among the persons having personal experience in using these products. The purpose was to send together with the questionnaire a small brochure where all the products would be listed but because of lack of time those brochures were not included in the letters. At this point it is easy to say it was mistake. It could have had a big impact on the respondents because of its multiple range of products.

It also stayed as a question mark if the respondents really had information on the price level of the Fair Trade products or not. According to their answers it could be clearly seen that most of the respondents did not rank the price/quality ratio of Fair Trade products very high. It is difficult to find the reason for that because it is impossible to know if the answers were based on their assumption that the Fair Trade products are a bit high priced.

A problem in the beginning, while planning the mailing of the questionnaire, was that the researchers did not have any information considering the prices themselves. There was not even a possibility to get any kind of list of prices which would have helped the respondents a lot and that way also brought out more of the responses.

Are the hotels in Central Finland interested in taking Fair Trade products to be served at their daily breakfasts?

When asking the possible use of Fair Trade coffee, tea, cacao, honey, sugar and fruits, most of the respondents considered using all of the above. A few of the respondents were set against the use of coffee because of its weird taste or because of using special frozen coffee. That was a bit surprising result because Fair Trade is basically known for its coffee and the quality of coffee. When asked if the respondents supported the use of the Fair Trade products, the results were positive.

On the other hand it must be kept in mind that the results are subjective, since the respondent might not be the person making the decisions of choosing new products to the selection. Even though the researchers aimed to address the questionnaire to the persons in charge, it was not always possible to do so. In the chain hotels reaching the right person was difficult since the decisions many times come from the higher level, and the office is often located in Helsinki.

Which are the most important practicality issues affecting when choosing a new provision to be served?

The most important factors were found out to be the product features such as the taste and quality of the product. For the researchers this was quite surprising since they would have thought that the price and availability would have been the most important factors if thinking about the buyers' point of view. As a matter of fact one interviewed person from the wholesale stated that the price was the first criterion for their customers ask when purchasing products. That is a bit confusing information since the hotels' respondents ranked the price to be the last important factor when choosing new products into the selection.

In order to improve the product features, Reilun kaupan edistämisyhdistys ry could examine more closely the product features with the producers and organize for example taste panels or such occasions which the experts of certain product range could participate in.

The availability and logistics were also ranked important. The availability is especially an important factor in the process of launching Fair Trade products since the availability in the Central Finland wholesale is not wide enough at the moment. According to the persons interviewed from the whole sale new products are easily taken to the selection in case client is wishing to get that product from the whole sale. So, hotels themselves can affect to the selections what whole sales have to offer.

The authors found out that coffee, fruits, sugar, tea and honey were all available in the wholesales of the Central Finland area. None of the wholesales had the whole selection of these products available but some of the products were found in majority of wholesales.

As an example if hotel Cumulus would start to use Meira Fair Trade coffee the results would be following. Full hotel accommodates 345 persons. If each of them drinks approximately two cups of coffee per breakfast, total amount of coffee cups drank is 690 cups. The producer of the coffee receives 2 euros per kilo. Hotel Cumulus is using 2,5 kilograms coffee packages which makes 390 cups of coffee. If the hotel is full Cumulus uses approximately 2 packages of 2,5 kilograms per breakfast. This would give the producer 10 euros per breakfast. In a monthly base assuming that the hotel is full, the producer of the coffee would receive 300 euros of extra income. This is making a big difference in regions where the coffee is coming from in Latin America.

The most important thing that Reilun kaupan edistämisyhdistys ry could start to plan is to how to get more Fair Trade products to the markets and that way raise the awareness of these products. As seen from the results the availability is second important factor for hotels when purchasing products from the wholesale (in figure 6) as well as according to the future researcher Mika Mannermaa, the main criterion for the consumers is the availability. By adding the availability of the products it is possible to affect the knowledge level of the consumers, and that way to the values and the buying behaviour of them.

While the consumers are supporting Fair Trade they can ask these products when visiting hotels, restaurants etc. Like one of the respondents commented to the final question where was asked if they had a need for further information of Fair Trade and its products that "At the moment no, because clients have not asked for these products"

The availability in the wholesale is easily guaranteed because of their possibility to take new products into the selection if their customer, in this case the hotel, wishes that.

The research itself was well succeeded and the information of the Fair Trade, its products and the hotels were easily available. In the beginning the lining of

the research was essential because of huge amount of information. Authors really went deep into the subject and became inspired of the Fair Trade and its products themselves. The results from the research were pleasant and they left positive image and gave hope for the authors that Fair Trade products really can be found from the hotels some day. Of course there need to be done further research for the hotels if thinking about the whole Finland area but at least in Central Finland, the results are positive and this process of getting these products to the hotels is worth of continuing. Suggestion from the authors is to start for example with one hotel, or chain if possible, by adding Fair Trade products to the breakfast selection by way of experiment for a certain time period and measure the response of the consumers.

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APPENDICES

Appendix 1. Information letter of the questionnaire

Dear restaurant manager/person responsible from daily breakfast,

We are two students from Jyväskylä University of Applied Sciences, from Consumer Communication Degree. At the moment we are working on our thesis, which is a research given by Reilun Kaupan Edistämisyhdistys Ry. The research will concentrate to find out the image and opportunities of Fair Trade products on hotel's breakfast tables.

We kindly ask you to fill in the enclosed questionnaire. Before filling it, please read through the enclosed additional material concerning the Fair Trade system. With this questionnaire we aim find out the visibility of Fair Trade as well as better the qualities of products in order to be more suitable for hotel's use. The research will focus only on Central-Finland's hotels **so your answer is more than important!**

On the questionnaire we use both open and multiple choice- question types, please read through the instructions carefully before each question! The questionnaire is not anonym, in order to secure the best results for Reilun Kaupan Edistämisyhdistys ry. Please note though, that the answers are confidential and will not be use for marketing purposes. If you wish to get more information of Fair Trade right after replying to the questionnaire, please fill in and return the separate slip enclosed.

We wish that you close the ready questionnaire to the return envelope and return it to us **by Tuesday 21st of November.** If you have any further questions, we are more than happy to answer!

Thank you for your cooperation in advance!

Kind regards,

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E-mail: C2415@jamk.fi

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Thesis instructor:
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Appendix 2. Questionnaire

Hotel: _____

Name of the respondent: _____

The questionnaire consists of three parts. First part will aim to find out which products you normally use on your hotel's breakfast. The second part we will inquire your knowledge base and attitudes towards the Fair Trade products. In the end, we aim to find out your opinion; if the Fair Trade products would be suitable for hotel's breakfasts.

Product information

On this part we inquire in details the use of coffee, tea, sugar, honey, cacao powder and fruit's use in your hotel's breakfast. Please circle the right option.

1. The coffee is served from
1 pan
2 coffee automat
3 some other way, how? _____
2. The coffee is purchased in _____ gram's package
3. The coffee is ordered from _____
(wholesale's name)
4. Tea is served as
1 brewed from the pan
2 tea bags
3 some other way, how ? _____
5. Tea is purchased in _____ bag's/ _____ gram's package.
6. The tea is ordered
from _____ (wholesale's name)
7. Hot chocolate is served from
1 automat
2 portion bag
3 some other way, how? _____
8. The cacao powder is purchased in _____ bag's/ _____ gram's package.
9. The cacao powder is ordered from
_____ (wholesale's name)

10. Sugar is served as
- 1 sugar cubes
 - 2 sugar cubes in a paper wrap
 - 3 fine sugar in portion bags
 - 4 in bowl as fine sugar.

11. Fine sugar is purchased in _____ gram's package.

Sugar cubes are purchased in _____ gram's package.

12. The sugar is ordered from _____

(wholesale's name)

13. Honey is served as
- 1 portion goblet
 - 2 in a bowl
 - 3 in bottle
 - 4 portion bag
 - 5 some other way, how?
-

14. On the breakfast we serve the following fruits

- 1 bananas
- 2 pine apples
- 3 grapes
- 4 oranges

15. The fruits are ordered from _____

(wholesale's name)

16. Are you using any Fair Trade products at the moment?

- 1 yes
- 2 no

If your answer was yes, which products are in your use at the moment?:

17. The decisions concerning the products served at breakfast at your hotel are made by who?: _____

Basic knowledge of Fair Trade products

Please answer to the following thesis by circling the correct answer so that, **1= totally agree, 2= agree, 3= not agree or disagree, 4= disagree, 5= strongly disagree.**

If you replied no, why? _____ If you replied no, why? _____

Circle the right alternative in you priority scales, so that

1= the most important factor and 5= the less important factor.

29. Price is the most important factor when choosing a new product

1 2 3 4 5

30. The availability from the wholesale is the most important factor when
choosing a new product

1 2 3 4 5

31. Logistics is the most important factor when choosing a new product

1 2 3 4 5

32. The right package size is the most important factor when choosing a new
product

1 2 3 4 5

33. Product qualities (taste/quality/appetising) are the most important factors
when choosing a new product

1 2 3 4 5

34. Would you need more information/material from Fair Trade product, if so
which kind?

Appendix 3. Saatekirje

Hyvä hotellin aamupalavastaava,

Olemme kaksi Jyväskylän ammattikorkeakoulun Consumer Communication – koulutusohjelman viimeisen vuoden opiskelijaa. Teemme opinnäytetyötä Reilun Kaupan edistämisen yhdistyksen toimesta kartoittaen heidän tuotteidensa imagoa ja mahdollisuutta ottaa ne mukaan hotellien aamupala tarjontaan.

Pyydämme teitä ystävällisesti vastaamaan oheiseen kyselyyn. Tutustuttehan ensin Reilun Kaupan periaatteisiin lukemalla liitteenä olevat esitteet huolellisesti. Kyselyn avulla pyrimme selvittämään Reilun Kaupan näkyvyyttä, sekä parantamaan tuotteiden ominaisuuksia myös hotellien tarpeisiin soveltuvaksi. Kysely keskittyy vain Keski- Suomen alueen hotelleihin ja näin ollen otos on pieni - **vastauksenne on siis ensiarvoisen tärkeää!**

Kyselyssä käytämme sekä suljettuja että avoimia kysymyksiä, joten luettehan huolella vastausohjeet ennen kysymystä. Kyselyä ei toteuteta anonymisti Reilun Kaupan edistämisen yhdistyksen toiveesta jotta yhdistys saisi tutkimuksen tuloksista parhaan hyödyn irti. Huomioittehan kuitenkin että tulokset ovat luottamuksellisia, ja niitä ei tulla käyttämään markkinointitarkoituksessa. Jos olette kiinnostunut saamaan lisätietoa mahdollisesta yhteistyöstä Reilun Kaupan edistämisen yhdistyksen kanssa, voitte palauttaa erillisen lomakkeen täytettynä kyselyn yhteydessä.

Toivomme että suljette täytetyn kyselylomakkeen oheiseen palautuskuoreen, ja **palautatte sen meille tiistaihin 21.11 mennessä.** Mikäli kyselyyn liittyen on jotakin kysyttävää, annamme mielellämme lisätietoa.

Kiitämme etukäteen yhteistyöstä!

Ystävällisin terveisin,

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Appendix 4. Kyselylomake

Hotelli: _____

Vastaajan nimi: _____

Kysely koostuu kolmesta osasta. Ensimmäisessä osassa kysymme, mitä tuotteita yleensä käytätte hotellinne aamiaisella. Toisessa osassa tiedustelemme tietojanne ja asenteita Reilua Kauppaa sekä sen tuotteita kohtaan. Lopuksi selvitämme mielipiteitänne siitä, soveltuisivatko Reilun Kaupan tuotteet hotellinne aamiaisvalikoimiin.

Tuotetiedot

Tässä osiossa selvitämme tarkemmin kahvin, teen, sokerin, hunajan, kaakaon ja hedelmien käyttöä aamiaistarjonnassanne. Ympyröikää käyttämänne vaihtoehdot.

1. Kahvi tarjoillaan aamiaisella
1 pannusta
2 automaatista
3 muuten, miten? _____
2. Kahvin hankimme _____gramman pakkauksissa
3. Hankimme kahvin _____(tukun nimi)

4. Tee tarjoillaan aamiaisella
1 haudutettuna pannusta
2 pussiteenä
3 muuten, miten? _____
5. Teen hankimme _____ pussin pakkauksissa/ _____gramman pakkauksessa
6. Teen hankimme _____(tukun nimi)

7. Kaakao tarjoillaan aamiaisella
1 automaatista
2 annospussista
3 muuten, miten? _____
8. Kaakaon hankimme _____ pussin pakkauksissa/ _____gramman pakkauksessa
9. Kaakaon hankimme _____(tukun nimi)

10. Sokeri tarjoillaan aamiaisella
1 sokeripaloina
2 paperikääreessä paloina
3 annospussissa hienona sokerina
4 astiassa/sirottimesta hienona sokerina
11. Hienon sokerin hankimme _____gramman pakkauksissa
Palasokerin hankimme _____gramman pakkauksissa
12. Sokerin hankimme _____(tukun nimi)

13. Hunaja tarjoillaan aamiaisella

- 1 annospikareissa
- 2 astiassa
- 3 pullossa
- 4 annospusseissa
- 5 muuten, miten? _____

14. Aamiaisella seuraavista hedelmistä tarjolla on

- 1 banaania
- 2 ananasta
- 3 viinirypäleitä
- 4 appelsiinia

15. Hedelmät hankimme _____ (tukun nimi)

16. Onko käytössänne tällä hetkellä Reilun kaupan tuotteita aamiaistarjonnassanne?

- 1 kyllä
- 2 ei

Jos vastasit kyllä, niin mitä: _____

17. Hotellimme hankintapäätökset aamiaistuotteiden osalta tekee:

Yleinen tietämys Reilun Kaupan tuotteista

Vastatkaa oheisiin väittämiin ympyröimällä sopivin vaihtoehto niin, että **1= täysin samaa mieltä, 2= jokseenkin samaa mieltä, 3= ei täysin samaa mutta ei eri mieltäkään, 4= jokseenkin eri mieltä, 5= täysin eri mieltä**

Tässä kysymme henkilökohtaisia kokemuksianne Reilun kaupan tuotteista

18. Tiedän Reilun Kaupan järjestön peruseriaatteet. **1 2 3 4 5**

19. Reilun Kaupan tuotevalikoima on minulle tuttu. **1 2 3 4 5**

20. Olen käyttänyt Reilun Kaupan elintarvikkeita. **1 2 3 4 5**

21. Reilun kaupan tuotteiden hinta/laatu suhde on kohdallaan **1 2 3 4 5**

22. Reilun kaupan hyöty tuotteen tuottajalle vaikuttaa ostopäätökseeni **1 2 3 4 5**

Reilun kaupan tuotteiden soveltuvuus hotelleihin

23. Reilun kaupan tuotteiden käyttöönotto nostaisi hotellin imagoa
positiivisesti 1 2 3 4 5
24. Reilun kaupan tuotteiden käyttöönotolla hotellit voivat vaikuttaa
kestävään kehitykseen positiivisesti 1 2 3 4 5
25. Hotellit kaipaavat lisätietoa Reilun kaupan tuotteista 1 2 3 4 5
26. Kannatan Reilun kaupan tuotteiden käyttöönottoa hotellissamme
1 2 3 4 5
27. En näe mitään syytä sille miksi Reilun kaupan tuotteita ei voitaisi ottaa
valikoimiimme 1 2 3 4 5

Rastittakaa seuraavista vaihtoehdoista valitsemanne tuotteet:

28. Voisin harkita käytettävän seuraavia Reilun kaupan tuotteita hotellimme
aamiaisvalikoimissa

Kahvi Kyllä
 Ei

Te Kyllä
 Ei

Jos vastasit ei, niin miksi _____ Jos vastasit ei, niin miksi _____

Kaakao Kyllä
 Ei

Hunaja Kyllä
 Ei

Jos vastasit ei, niin miksi _____ Jos vastasit ei, niin miksi _____

Sokeri Kyllä
 Ei

Hedelmät Kyllä
 Ei

Jos vastasit ei, niin miksi _____ Jos vastasit ei, niin miksi _____

Ympyröikää seuraavista vaihtoehdoista tärkeysjärjestyksen mukaan,
asteikolla 1-5 siten, että

1= tärkein tekijä ja 5= vähiten tärkein tekijä.

29. Hinta on ratkaiseva tekijä uusien tuotteiden käyttöönotossa
1 2 3 4 5
30. Tuotteiden saatavuus tukusta on ratkaiseva tekijä uusien
tuotteiden käyttöönotossa 1 2 3 4 5

31. Logistiikka on ratkaiseva tekijä uusien tuotteiden käyttöönotossa

1 2 3 4 5

32. Oikea pakkauskoko on ratkaiseva tekijä uusien tuotteiden käyttöönotossa

1 2 3 4 5

33. Tuotteen ominaisuudet (maku/laatu/herkullisuus) on ratkaiseva tekijä uusien tuotteiden käyttöönotossa

1 2 3 4 5

34. Tarvitsetteko lisätietoa Reilusta kaupasta ja sen tuotteista, ja jos kaipaatte, niin minkälaista?
