



**FAIRTRADE  
SUGAR  
FOR YOUR  
BUSINESS**



# FAIRTRADE: A SUSTAINABLE SUPPLYING METHOD.

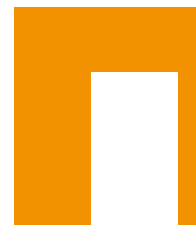
## FAIRTRADE CERTIFIED SUGAR SUPPLY CHAIN

### 1. CERTIFIED PRODUCERS

SMALL PRODUCER ORGANIZATIONS  
THAT CULTIVATE  
FAIRTRADE  
SUGAR CANE.



### 2. CERTIFIED TRADERS



BUY, TRANSFORM  
AND/OR SELL  
FAIRTRADE  
SUGAR.

### 3. LICENSEES



PUT THE FAIRTRADE MARK ON  
FAIRTRADE SUGAR  
OR PRODUCTS MADE OF IT.

### 4. RETAILERS

DISTRIBUTE AND SELL  
FAIRTRADE  
SUGAR  
OR PRODUCTS  
MADE OF IT.



### 5. CONSUMERS

BUY AND CONSUME  
FAIRTRADE SUGAR  
OR PRODUCTS MADE OF IT.



# A CREDIBLE AND INFLUENTIAL CERTIFICATION

**FAIRTRADE LABELLED PRODUCTS ARE CERTIFIED ALL THE WAY ALONG THE TRADE CHAIN FROM PRODUCER ORGANIZATIONS TO THE FINAL PACKAGED PRODUCT**

## **Fairtrade certification Standards**

are set in accordance with the ISEAL Code of Good Practice on Standard Setting, a process that involves wide consultation with stakeholders.

Fairtrade certification of cane sugar is only applicable to Small Producer Organizations (SPOs). Sugar cane production is certified against *Fairtrade Standards for Small Producer Organizations* ([www.fairtrade.net/standards/our-standards/small-producer-standards.html](http://www.fairtrade.net/standards/our-standards/small-producer-standards.html)). Buying and selling of cane sugar is certified against *Fairtrade Trader Standards* ([www.fairtrade.net/standards/our-standards/trade-standard.html](http://www.fairtrade.net/standards/our-standards/trade-standard.html)).

## **Fairtrade is a third party**

**certification run by FLO-CERT**, an international social certification body, thanks to many years of experience working with supply chain partners across more than 70 countries around the world. Its auditors are highly qualified, usually based in the countries and regions where they work.

FLO-CERT is a leading international social certification body, ISO 17065

accredited by the Deutsches Akkreditierungssystem Prüfwesen (DAP) in Germany.

## **A SUPPLY CHAIN CERTIFICATION:**

- Producer organizations are inspected on-site on an annual basis. They own a Fairtrade certificate that is valid for four years, unless non-compliances are identified during the inspection.
- Traders are audited on an annual basis either physically or through a desk audit.
- Brands owners need to obtain a license from a National Fairtrade

Organizations to use the international FAIRTRADE Mark on their products.

## **A TRANSPARENT REPORTING SYSTEM:**

- FLO-CERT ensures that relevant social and environmental Standards are met by Fairtrade producer organizations and that they receive the Fairtrade Premium;
- Traders and licensees are required to submit regular reports declaring all Fairtrade sales made by their business.



**Right:** Elian Vargas Arias, small-scale sugar cane producer affiliated to the San Ramon Sugar Co-operative, Costa Rica (ph. James A. Rodríguez).

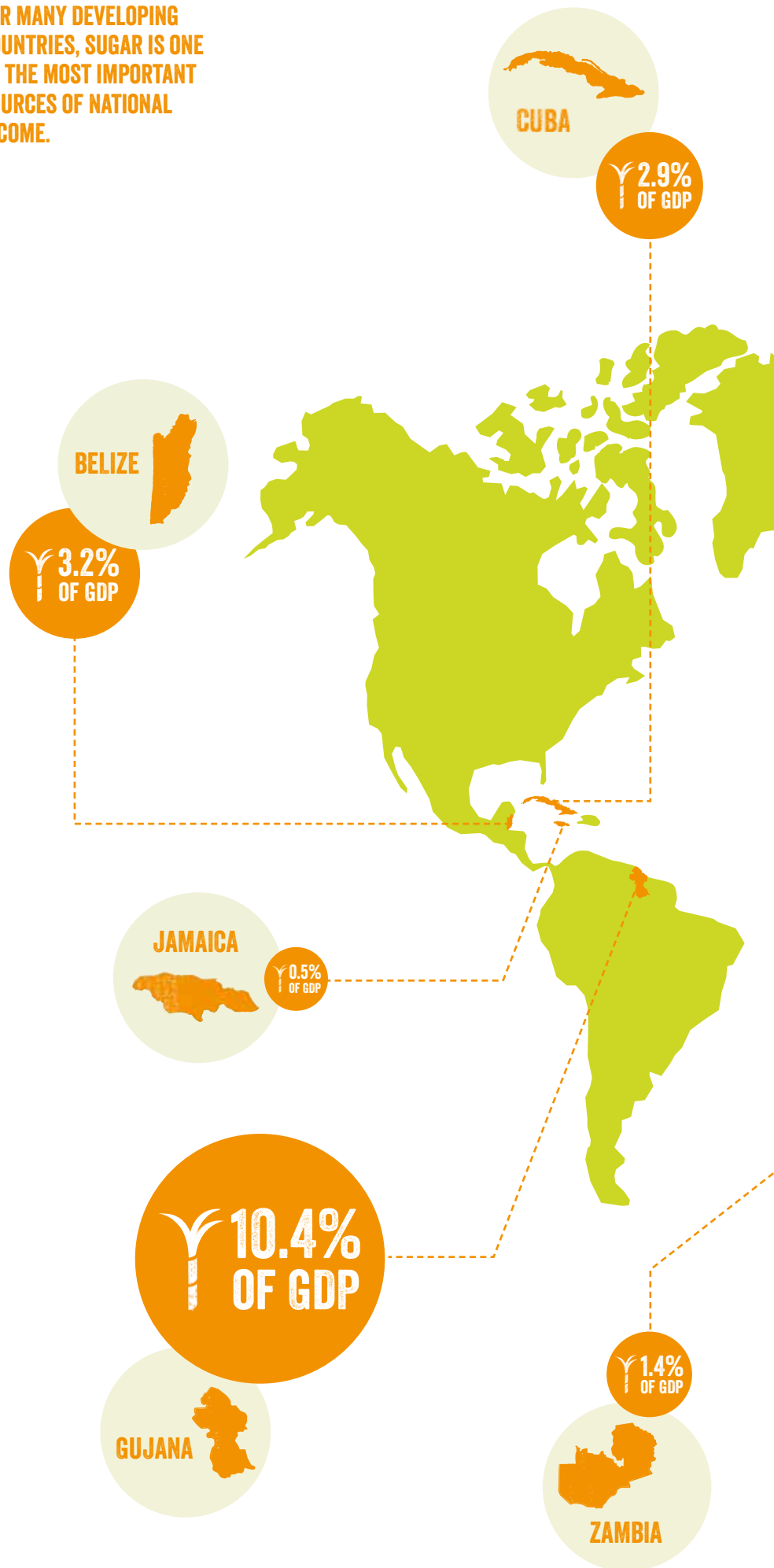
# SUGAR: A KEY COMMODITY FOR DEVELOPING COUNTRIES

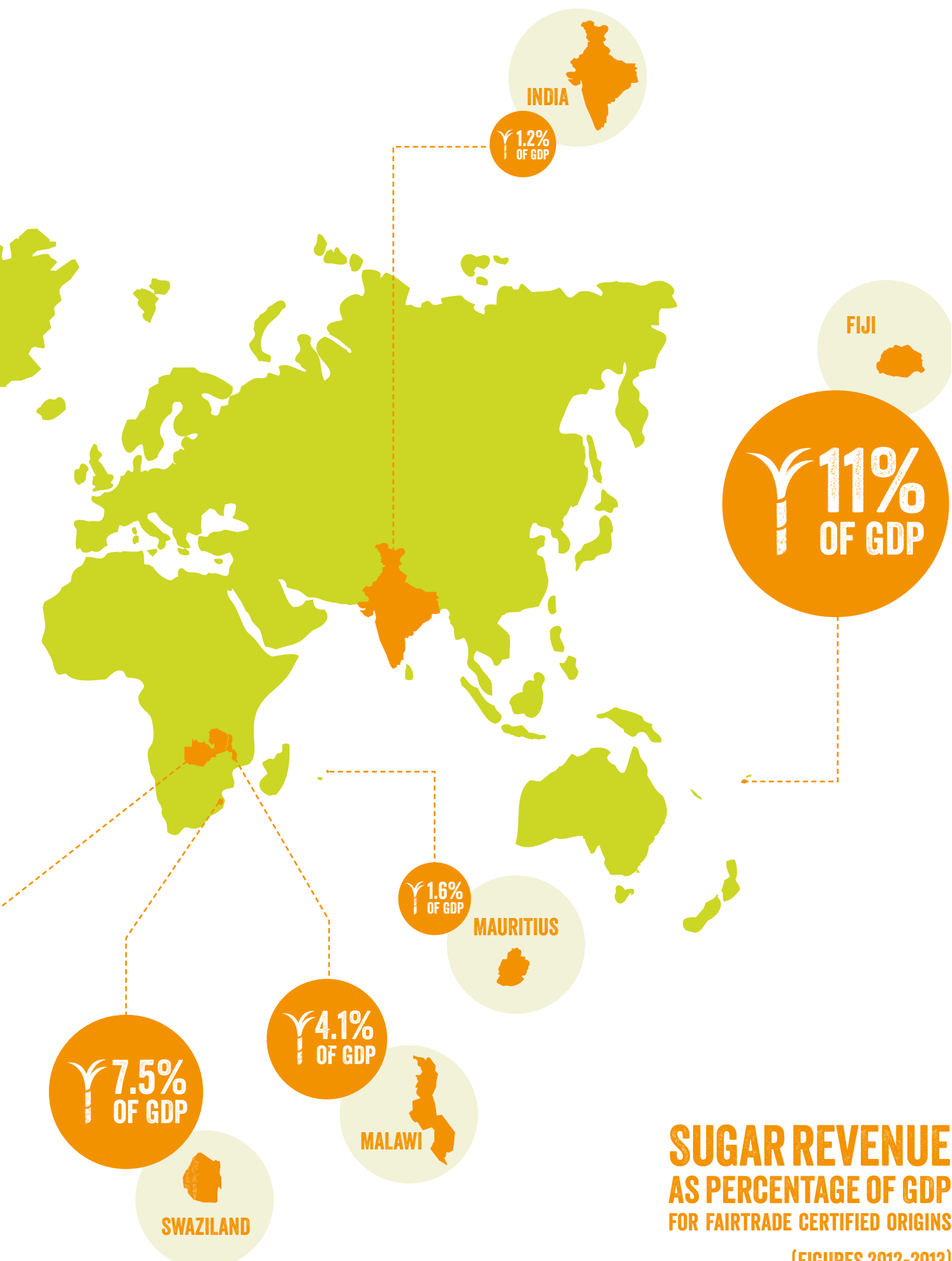
FOR MANY DEVELOPING COUNTRIES, SUGAR IS ONE OF THE MOST IMPORTANT SOURCES OF NATIONAL INCOME.

Refined sugar derives from sugarcane or sugar beets. World production of sugar consists 80% from sugarcane and 70% of world sugarcane production happens in the developing countries.

The sugar sector is important for their rural development, particularly for small farmers who produce approximately 40% of the global exportable volume of cane sugar.

Unpredictable world prices and poor wages challenge those who earn their living growing and harvesting sugarcane in developing countries. Small farmers compete with lower costs cane sugar production from mechanized sugar plantations. Sugar producers, in many ACP and Least Developed Countries (LDCs), see in Fairtrade their only hope to reduce the loss of price cuts and use the premium income to invest in productivity.





**SUGAR REVENUE  
AS PERCENTAGE OF GDP  
FOR FAIRTRADE CERTIFIED ORIGINS**

(FIGURES 2012-2013)

# SUSTAINABLE PRODUCTION USING BEST AGRICULTURAL PRACTICES

**FAIRTRADE REWARDS AND ENCOURAGES FARMING AND PRODUCTION PRACTICES THAT ARE ENVIRONMENTALLY SUSTAINABLE.**

Fairtrade Standards define what producers can do via sustainable production practices using best environmental practices and through banning prohibited materials. Producers are encouraged to strive toward organic certification. An additional Fairtrade premium must be paid to producer organizations for organically grown sugarcane.



	2011 2012	2013 2014	PERCENTAGE CHANGE
<b>TOTAL NUMBER OF FARMERS</b>	61.800	62.700	+1,5%
<b>TOTAL NUMBER OF HECTARES UNDER FAIRTRADE SUGAR CULTIVATION</b>	157.400	162.100	+3%
<b>TOTAL CERTIFIABLE VOLUME (MT)</b>	611.900	625.500	3%
<b>ORGANIC FAIRTRADE-CERTIFIABLE VOLUME (MT)</b>	82.500	143.600	+74%
<b>TOTAL FAIRTRADE SALES VOLUME (MT)</b>	170.000	219.700	+30%
<b>TOTAL FAIRTRADE PREMIUM RECEIVED (EURO)</b>	9.244.400	10.247.900	+11%

**Above:** CoopeAgri R.L., Costa Rica (ph. courtesy of Fairtrade Australia and New Zealand).

# FAIRTRADE CERTIFICATION: A STRATEGIC ASSET FOR THE SUGAR INDUSTRY

THE NATIONAL FAIRTRADE ORGANIZATIONS HELPS COMPANIES DRIVE SALES AND AWARENESS OF FAIRTRADE SUGAR IN THEIR NATIONAL MARKET.

**Producer support is one of the biggest assets of Fairtrade certification.**

Fairtrade International works to strengthen the capacities of small producer organizations in close collaboration with the Producer Networks. They provide advisory services to sugar cane farmers, help them comply with the Fairtrade Standards and deepen Fairtrade impact. They deliver support services for certification training to small farmer organizations at no monetary costs.

**Fairtrade International** supports small sugar cane farmers by giving them access to international markets. We provide supply chain development advisory services and help sugar companies find out where to source Fairtrade sugar. National Fairtrade Organizations also help distributors to find finished packaged Fairtrade sugar.



**Right:** Producer at work, Kasinthula Cane Growers Association, Malawi (ph. courtesy of Fairtrade Sweden).

# CORPORATE REPUTATION AND BRAND EQUITY

**SINCE ITS LAUNCH IN 2002, THE FAIRTRADE MARK HAS BECOME THE MOST WIDELY, RECOGNIZED SOCIAL AND DEVELOPMENT LABEL IN THE WORLD.**

Today, companies are asked to provide public information on their method of verification used to ensure good business practices in the value chains. Fairtrade certification is a risk management tool for the sugar industry and a credible certification system that provides improvement to satisfy ethical consumer values.

**Fairtrade certification offers companies a credible way to ensure that their trade has a positive impact** for the people at the end of the chain. It provides consumers with reassurance of the product integrity against social, economic and environmental standards.

The FAIRTRADE mark has a high level of consumer awareness and trust and is now available on about 30,000 products in 125 countries. Consumers are receptive toward the FAIRTRADE mark and consequently willing to pay higher prices than for other products.

# ALL TYPES OF SUGAR QUALITIES ARE AVAILABLE TO SATISFY CLIENTS' NEEDS

**Fairtrade sugar sourcing is connected to consumer demand and market product requirements.**

The product specific Fairtrade Standards set quality requirements for conventional and organic cane sugar with percentages of polarization. Bilateral sales contracts agree further specifications, requirements and quality control. Trade rely on representative samples accepted by both parties.

**SUGAR TYPE EU 2 CAN BE FAIRTRADE.**

There is no Fairtrade minimum price set in the sugar cane standards. Although Fairtrade premium, paid to producers' organizations, increases the price paid by Fairtrade sugar importers and creates an additional cost passed on to their customers, sugar is bought at a commercial negotiated price often lower than the subsidized beet sugar prices paid in developing countries. Fairtrade International recognizes that physical traceability may not be possible for certain products without bringing harm to small producer organizations, e.g. to sugarcane producers. For that reason, mass balance requirements are applicable.



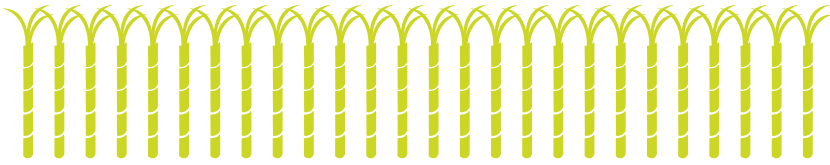
**Above:** ph. James A. Rodríguez.

**Right:** ph. Krause, Johansen.





# FARMERS WANT TO SELL MORE FAIRTRADE SUGAR



THERE'S ANOTHER WAY FAIRTRADE MAKES A DIFFERENCE

## FAIRTRADE PRODUCTS

WORKING WITH COMPANIES TO MAKE FAIRTRADE LABELLED PRODUCTS

## FAIRTRADE SOURCING PROGRAM

WORKING WITH COMPANIES TO SOURCE SUGAR ON FAIRTRADE TERMS



COMPANY SOURCES FAIRTRADE SUGAR AND OTHER INGREDIENTS FOR SPECIFIC CONSUMER PRODUCTS



FAIRTRADE MARK SHOWS THAT ALL POSSIBLE INGREDIENTS ARE SOURCED ON FAIRTRADE TERM



COMPANY SOURCES FAIRTRADE SUGAR



FAIRTRADE SUGAR IS USED ACROSS PRODUCT RANGES



FAIRTRADE PRODUCT CERTIFICATION



FAIRTRADE SOURCING PROGRAM



MORE BENEFIT FOR FARMERS



MORE OPPORTUNITIES FOR BUSINESSES

# MORE FAIRTRADE



MORE FAIRTRADE FOR SHOPPERS

# FOR EVERYONE

# SUGAR GLOSSARY



**Terms used to determine the suitability of sugar for any purpose include:**

**Polarisation or pol:** a measure of the sucrose content of sugar.

**ICUMSA:** acronym that means “International Commission for Uniform Methods of Sugar Analysis”, the international body that defines different methods of sugar analysis, including, but not limited to, colour ([www.icumsa.org](http://www.icumsa.org)). Measures of colour also reflect flavour, as both are the result of the amount of molasses remaining in the syrup or crystal.

**Brix:** a measure of the dissolved solids in sugar, juice or syrup.

## EC 2 WHETHER BEET OR CANE ARE EXACTLY THE SAME.

**White refined sugar:** it is classified by colour, not by origin (cane or beet). Intended for industrial use as well as for retail, there are several classifications like for example EC 2 - the type of common choice used for ingredients or industrial use, and plantation white – 150 ICUMSA, mainly



offered as a refined product from origin, like Costa Rica.

**Speciality sugar** or “special raws”, are very high value sugar, e.g. Demerara and Golden Caster, basically for direct consumption. They have different aspects: from off white to dark brown, from fine to larger crystals.

This type of sugar is not always suitable for industrial manufacturing.

**Organic sugar** includes different types of “raw” or specialty sugar for direct consumption and industrial use, Plantation White included.

**Whole raw sugar:** non centrifugal sugar, e.g. Panela, Mascobado, Sucanat, Jaggery.

**Top:** Farmer attaching a load of sugarcane onto his cart, ASOCACE sugar cooperative, Paraguay (ph. Didier Gentilhomme).

**Bottom:** ph. Didier Gentilhomme.

# TRADER: ALCE NERO

## FLO ID 1716



### Size available

500 g retail packs

### Minimum drop/quantity available

Please ask for more information

### Other information

Available for retail/OOH market in UK

Please ask for further information

### Main Contact details

Renzo Patelli [r.patelli@alcenero.it](mailto:r.patelli@alcenero.it)

### Website

[www.alcenero.com](http://www.alcenero.com)

### Country of origin

Peru, Cuba, India



### Fairtrade Sugar Available Range

Product	Organic or Conventional	Pack size
Panela organic sugar from Peru	0	500 g retail packs
Golden Light organic sugar from Cuba	0	500 g retail packs
Demerara organic sugar from India	0	500 g retail packs

# TRADER: DALTAM EL CIBAO

## FLO ID 6067



### Size available

25 kg bags, 1 kg and 500 g retail packs,  
also as a co-packer

### Minimum drop/quantity available

Please ask for more information

### Other information

Mass Balance sugar

### Main Contact details

Paolo Tonini daltam@elcibao.it

### Website

www.daltam.com

### Country of origin

Cuba, Mauritius



### Fairtrade Sugar Available Range

Product	Organic or Conventional	Pack size
Speciality Golden caster from Cuba	O	25 kg bags, 1 kg retail pack
Speciality Dry Demerara from Mauritius	C	500 g retail pack

# TRADER: ED&F MAN

## FLO ID 20566



### Size available

Bulks 1 MT bags, 25 kg bags.

Not directly available for OOH/retail market

### Minimum drop/quantity available

Please ask for more information

### Other information

Mass Balance sugar

### Main Contact details

*Daniel Polak* daniel.polak@edfman.com

### Italy Subsidiary Details

*Franco Pistocchi* franco.pistocchi1@gmail.com

### Website

www.edfman.com

### Country of origin

Cuba, India, Swaziland



### Fairtrade Sugar Available Range

Product	Organic or Conventional	Pack size
Golden light organic sugar from Cuba	O	25 kg bags / 1 MT bags Liquid & Invert
Organic golden sugar, extra light sugar, demerara sugar and white sugar from India	O	25 kg, 1 MT, Bulk, Liquid & Invert
White refined sugar from Swatizland	C	50 kg, 1 MT, bulk trucks
Brown, Golden Granulated sugar from Swatizland	C	50 kg, 1 MT

# TRADER: EVERTON

## FLO ID 5666



### Size available

500 gr retail packs, also as co-packers

### Minimum drop/quantity available

50,000 bags

### Other information

Mass Balance sugar

### Main Contact details

Marco Zoldan marco.zoldan@evertonspa.it

### Website

www.evertonspa.it

### Main office

Regione Bessiche 70

15070 Tagliolo Monferrato (AL), Italy

Ph: +39 0143 882041

### Country of origin

Paraguay



### Fairtrade Sugar Available Range

Product	Organic or Conventional	Pack size
Organic Demerara sugar from India	0	500 g retail packs

# TRADER: FIGLI DI PININPERO

## FLO ID 20566



### Size available

See below

### Minimum drop/quantity available

Please ask for more information

### Main Contact details

*Mauro Rossetto* mauro.rossetto@pininpero.com

*Maria Beatrice Pero* mariabeatrice.pero@pininpero.com

### Website

www.pininpero.com

### Country of origin

Various origins, mainly Swaziland, Costa Rica,  
Cuba, Mauritius



### Fairtrade sugar available range

Product	Organic or Conventional	Formati disponibili
Raw cane sugar from Swaziland and Costa Rica	<b>C</b>	Sachets in various sizes, in 5 kg or 10 kg boxes, 3 kg dispenser box, 500 g and 1 kg stabilo bags (4 corners sealed), 500 g PET; 500 g and 1 kg flat bottom bags (3 corners sealed), 500 g, 750 g and 1 kg stabilo bags (4 corners sealed); 25 kg paper bags; Alla bove mentioned products can be customized. Big bags
Raw cane sugar from Cuba	<b>O</b>	Sachets in various sizes, in 5 kg or 10 kg boxes, 3 kg dispenser box, 500 g and 1 kg stabilo bags (4 corners sealed), 500 g PET; 500 g and 1 kg flat bottom bags (3 corners sealed), 500 g, 750 g and 1 kg stabilo bags (4 corners sealed); 25 kg paper bags; Alla bove mentioned products can be customized. Big bags
White sugar from Mauritius	<b>C</b>	Sachets in various sizes, in 5 kg or 10 kg boxes, 3 kg dispenser box, 500 g and 1 kg stabilo bags (4 corners sealed), 500 g PET; 500 g and 1 kg flat bottom bags (3 corners sealed), 500 g, 750 g and 1 kg stabilo bags (4 corners sealed); 25 kg paper bags; All above mentioned products can be customized. Big bags Bulk sugar

# TRADER: ILLOVO SUGAR COMPANY

## FLO ID 2279



**Size available**

See below

**Country of origin**

Malawi

**Minimum drop/quantity available**

Please ask for more information

**Other information**

Mass Balance sugar

**Main Contact details**

Angelo Ali aali@ilovo.co.za

**Country/Subsidiary Details**

Ask for more information

**Website**

www.illovosugar.com



**Fairtrade Sugar Available Range**

Product	Organic or Conventional	Pack size
EU Refined	C	25 kg bags
Fine Grain Raws	C	25 kg bags
Light Golden Granulated	C	1050 kg bags
Illovo Brown Sugar	C	1050 kg bags
Dry Demerara	C	1050 kg bags
Golden Granulated	C	1050 kg bags
Golden Raw Sugar from Malawi	C	1050 kg bags



# TRADER: PRONATEC

## FLO ID 1453



**Size available**

See below

**Country of origin**

Paraguay, Costa Rica

**Minimum drop/quantity available**

3.2-4 t

**Main Contact details**

Andres Schwippert schwippert@pronatec.com

**Website**

www.pronatec.com

**Main office**

Stegackerstr. 6,  
CH 8409 Winterthur, Switzerland  
Ph: +41 52 234 0909



**Fairtrade Sugar Available Range**

Product	Organic or Conventional	Pack size	Notes
SYRAMENA ® Special Light Raw cane sugar from Paraguay	O	25 kg bag, 1000 kg big bag	Certified EU 834/2007; NOP / COR; Bio Suisse; Demeter; Naturland; Ecocert Fairtrade, JAS; Kosher
SYRAMENA ® Golden Light Raw cane sugar from Paraguay	O	25 kg bag	Certified EU 834/2007; NOP / COR; Bio Suisse; Naturland; Ecocert Fairtrade, JAS; Kosher
SUCANAT ® Whole cane sugar from Costa Rica	O	25 kg bag	Certified EU 834/2007; NOP / COR; Kosher
White Refined cane sugar from Costa Rica (only in Switzerland)	C	25 kg bag, 1000 kg big bag	Kosher

# TRADER: SÜDZUCKER

## FLO ID 5969



### Size available

Bulks, 1 MT big bags for industrial use.  
Available also for retail on request.

### Country of origin

Various origins

### Minimum drop/quantity available

please ask for further information

### Other information

Mass Balance sugar

### Main Contact details

*Eberhard Thiel (Südzucker Germany)*  
eberhard.thiel@suedzucker.de

### Website

www.suedzucker.de



### Italy Subsidiary Details

Retail, Catering and Industry: Maxi S.R.L.  
Forum Galilei, Via G. Galilei 10  
I-39100 Bolzano (BZ) - Italy  
Tel: +39 0471533558  
Fax: +39 0471210590  
www.maxi-online.it  
*Walter Bergmeister* walter.bergmeister@maxi-online.it

### Fairtrade Sugar Available Range

Product	Organic or Conventional	Pack size
Cubes ranged and loose, Crystals in Boxes and Bags, Sticks, White Refined Fair Trade, Brown Crystals, Wide range of packaging facilities, Brands and Private Labels	<b>C</b>	Available out of Germany upon request
EC1-EC2 sugar	<b>C</b>	1 MT bag, bulks, please ask for further information
Speciality sugars	<b>C</b>	25 kg, 1 MT bags please ask for further information

# TRADER: TATE&LYLE

## FLO ID 6075



### Size available

bulk sugar, syrups...

### Minimum drop/quantity available

Depending on destination country;  
please ask for further more information

### Main Contact details

*Michael Barrel* michael.barret@asr-group.com  
(industrial sugar);

*Darren Peters* darren.peters@asr-group.com  
(retail sugar)

### Website

[www.tateandlyle.com](http://www.tateandlyle.com)

### Country of origin

Various, mainly Belize, Guyana, Fiji, Jamaica



### Fairtrade Sugar Available Range

Product	Organic or Conventional	Pack size
EC1-EC2 sugar	C	Bulk, please ask for more information

# TRADER: VEDAL

## FLO ID 33026



### Size available

25 kg bags, 1 MT bags, 1.075 kg Big bags

### Country of origin

Cuba, India, Swaziland

### Minimum drop/quantity available

1.000 kg

### Main Contact Details

info@vedal.it

Ph: +39 0461822245

Fax +39 0461822361

### Website

www.vedal.it



### Fairtrade Sugar Available Range

Product	Organic or Conventional	Pack size
White organic cane sugar	<b>O</b>	25 kg bags, 1 MT Big bags
Extra Light organic cane sugar	<b>O</b>	25 kg bags, 1 MT Big bags
Golden Light organic cane sugar	<b>O</b>	25 kg bags, 1 MT Big bags
Zucchero di Canna Grezzo VHP	<b>C</b>	1.075 Kg bags



**Left:** Gonzalo Blanco, 55, Belize Sugar Cane Farmers Association (BSCFA), Xaibé, Corozal, Belize (ph. James A. Rodríguez).

**Back cover left:** Sugar cane cutting at Belize Sugar Cane Farmers Association (BSCFA), Xaibé, Corozal, Belize (ph. James A. Rodríguez).

**Back cover right:** Enelesi Samu, Kasinthula Sugar Cooperative, Malawi (ph. Anette C. Kay).

**Front cover:** Sugarcane farmer, Asociación de Cañicultores Org. de la Zona Central (ASOCACE), Paraguay (ph. Didier Gentilhomme).

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