



SUSTAINABLE DEVELOPMENT GOALS AND FAIRTRADE: THE CASE FOR PARTNERSHIP



FAIRTRADE

FOREWORD

BY MARIKE DE PEÑA,
CHAIR OF FAIRTRADE INTERNATIONAL



Marike de Peña

The new Global Sustainable Development Goals (SDGs) are a big deal for the 1.5 million farmers and workers who work within Fairtrade. Not to mention the other 500 million small-scale farmers and one billion agricultural workers who between them supply 70% of the world's population with food.

All of the issues in the SDGs are ambitious, urgent, and interconnected. But if there is a priority we need to consider, I firmly believe it is looking after our farmers and those who work the land. As caretakers of our environment, as producers of food and key actors in rural development, farmers are at the core of a healthy planet and a thriving global population.

I know from my own experience working in a cooperative how trade can be the magic ingredient to boost incomes and deliver lasting poverty reduction for farmers. BUT, it can only do so when the people at the bottom of supply chains are empowered to take control over their lives and businesses through collective action and more equitable trading rules.

Here is where Fairtrade can really help deliver on the SDGs. At the small farmer banana co-operative that I co-founded nearly twenty years ago in the Dominican Republic, and in countless other small-scale farming operations around the world, we are already showing how Fairtrade can make a difference; helping producers build sustainable livelihoods, diversify their businesses, even reinvigorate entire sectors of production. On plantations, our Standards contribute to decent work, and, if we consider that farmers and workers invest in their local communities, share their knowledge, and innovate to improve their businesses and workplaces, we also see that the benefits of Fairtrade extend well beyond the people we work with.

The “Fair Trade Beyond 2015” campaign we launched with the Fair Trade movement prior to the goals, was endorsed by 200 mayors around the world, and supported by Ban Ki Moon. Now that Agenda 2030 is adopted, we want to seize the opportunity to urge governments to strengthen their cooperation with us. To work with Fairtrade's farmers and workers, with Fairtrade companies large and small and with the millions of citizens and consumers across the world who support us.

Let's work together to ensure SDGs will deliver inclusive trade to benefit poor farmers and workers, not just trade for its own sake, and build a better, more sustainable future for all.

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SUMMARY

The Sustainable Development Goals – an ambitious set of 17 overarching global goals to combat poverty and achieve sustainable development - were adopted by the UN General Assembly in September 2015.

The goals set the ambition of ending poverty “in all its forms, everywhere”, while leaving no-one behind. They represent a powerful opportunity to improve the lives of the 1.3 billion small scale farmers and agricultural workers upon whom the world depends to produce our food and protect our planet. The overarching SDG, Goal 1 – to end poverty in all its forms everywhere – is central to Fairtrade’s mission. All of our work stems from this overarching goal, as we seek to ensure trade fuels sustainable livelihoods for poor smallholders and workers.

Notably, of the targets underlying the goals that will determine the world’s action plan over the next fifteen years, there is barely a single one of the 169 different action points that isn’t somehow related to food and farming. **This means that the SDGs will only be delivered successfully if these smallholder farmers and workers play a central role in planning and implementation.**

But what does this need to look like on the ground? And how is Fairtrade playing its part in meeting the new goals?

Owned by the farmers and workers that we seek to serve, Fairtrade works globally to bring lasting and positive change to their lives and those of their communities. Our unique approach puts producers in the driving seat, from our own governance and operations, to farmer owned programmes on the ground tackling deeply embedded problems like child labour and gender discrimination.

Over 25 years, our model has proven that it can be an active game changer enabling **producers to build strong, democratic organisations, productive businesses and fairer workplaces.** Access to markets, minimum prices and more equitable trading relationships remove the uncertainty of volatile commodity markets, enabling producers to plan for the futures and leverage investment.

Our **strong standards in production and trade** are a key ingredient in making value chains work for small farmers and workers, increasing transparency and accountability and helping to protect the most vulnerable against trade-related exploitation. Going beyond compliance, the Fairtrade Standards act as a development tool. Boosted by the incentive of the Fairtrade Premium, farmers and workers set and work towards their own development goals, fostering democratic and associative processes from below and contributing to the fabric of their communities.

Fairtrade is **a trusted partner of thousands of companies** across the globe, from major multinationals to dedicated fair trade brands, supporting them to build fair and sustainable value chains. Working within the framework of our Theory of Change, developed with farmers and workers themselves, and supported by our expert independent certification and auditing body, FLOCERT, we are increasingly helping both the private sector and producer organisations **to monitor and measure the change** they seek to make.

ⁱ Consumer Awareness and Trust levels from Fairtrade International GlobeScan Consumer Study 2015 © Fairtrade International

The Fairtrade Mark is the **most recognised ethical label globally**, trusted by 8 out of 10 consumers.¹ In recent years, our grassroots consumer movement has extended to emerging markets – to India, Brazil, Kenya and South Africa among others, leveraging the power of the consumer to influence the development agendas of Southern governments and local private sector actors.

Alongside our work with producers, consumers and companies, we also look to the **long-term and complex barriers to overcoming poverty and sustainability** for farmers and agricultural workers. This includes understanding the policies that can make or break a poor farmer's or workers chance of succeeding and supporting these same farmers and workers to tackle these barriers directly.

Some of the key organising principles that link all of our contributions to the SDGs, include:

- multi-stakeholder perspective
- rights based approach
- capacity building and organisational development
- inclusive bottom up ownership
- equitable participation
- Presence in 74 countries, of producers, consumers and the public

While all of the goals are relevant to Fairtrade producers, Fairtrade has a particular role in those most closely related to trade in export supply chains. This short publication shares case studies of just some of Fairtrade's work in key SDG goal areas, including Goals 2, 5, 8, 12, 13, 16 and 17, illustrating tangible ways we can achieve outcomes in partnership with others.

GOAL 2: END HUNGER, ACHIEVE FOOD SECURITY AND IMPROVED NUTRITION AND PROMOTE SUSTAINABLE AGRICULTURE.

Small farmers with holdings of less than 2 hectares continue to provide 70% of the world's population with food. In order to feed farmers themselves, let alone a rising population in increasingly difficult circumstances, creating robust livelihoods will be the single most important thing we can do to implement this goal.

GOAL 5: ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS.

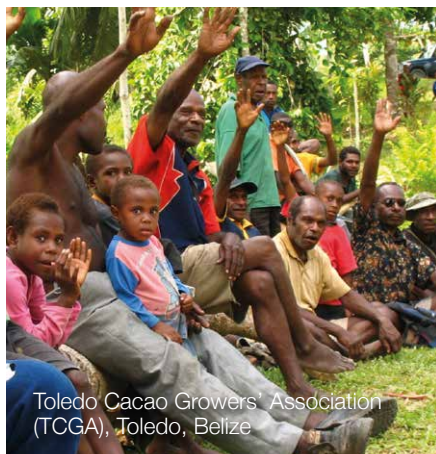
As women workers on farms can comprise 70% of the workforce in poorer countries, the FAO has rightly recognised that overcoming gender inequalities can reduce the number of hungry people in the world by 150 million. Fairtrade is aiming to focus its efforts on building the capacity of women to participate equally in agriculture, earn a fair wage and ultimately generate the resources to diversify their income and opportunities.

GOAL 8: PROMOTE SUSTAINED, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT AND DECENT WORK FOR ALL.

Inclusive and sustainable economic growth can only be achieved if all workers have their rights to secure and safe employment fulfilled, receive a living wage, which enables them to survive and thrive, and where child and forced labour are remediated and ultimately eliminated. Research has shown that standard setting approaches, including Fairtrade, can improve working conditions and livelihoods.

GOAL 12: ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS.

Sustainable consumption and production is about both environmental and economic sustainability. Labelling can help consumers make sustainable choices that ensure farmers are paid a fair price, which will enhance their ability to practice sustainable farming practices.



BOOSTED BY THE INCENTIVE OF THE FAIRTRADE PREMIUM, FARMERS AND WORKERS SET AND WORK TOWARDS THEIR OWN DEVELOPMENT GOALS, FOSTERING DEMOCRATIC AND ASSOCIATIVE PROCESSES FROM BELOW AND CONTRIBUTING TO THE FABRIC OF THEIR COMMUNITIES.

GOAL 13: TAKE URGENT ACTION TO COMBAT CLIMATE CHANGE AND ITS IMPACTS.

Small farmers are already bearing the brunt of a changing climate, with unpredictable weather patterns, often combining both floods and drought in the same year. But they are also part of the solution: enabling small farmers to minimise their impacts through farming can have a significant impact on our efforts to reduce global greenhouse gas emissions.

GOAL 16: PROMOTE PEACEFUL AND INCLUSIVE SOCIETIES FOR SUSTAINABLE DEVELOPMENT, PROVIDE ACCESS TO JUSTICE FOR ALL AND BUILD EFFECTIVE, ACCOUNTABLE AND INCLUSIVE INSTITUTIONS AT ALL LEVELS.

From its very beginnings Fairtrade has focused on building democracy from the ground up. Farmers are empowered to demand accountability of their organisations, workers of their employers, consumers of their brands. As our networks of Fairtrade producers grow stronger, we are seeing them seize possibilities to pursue their goals at national and international level, from workers in Kenya aligning their own goals to the SDG targets to producers in Ecuador influencing government trade policy.

GOAL 17: STRENGTHEN THE MEANS OF IMPLEMENTATION AND REVITALIZE THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT.

Eighty-six percent of the value of a supply chain is currently shared by brands and traders, excluding farmers and workers. Policies that deliver fair trade for all – those that share the value of a supply chain -- will be important levers in helping to implement the global goals. Fairtrade works with multiple partners; producer organisations, businesses, trade unions and civil society to create a platform that supports governments to build policies that can deliver on the ambitious agenda laid out in the SDGs.

Of course, Fairtrade cannot deliver poverty reduction alone, or in all circumstances. Tackling deeply embedded power structures is no easy task, and each day is a lesson in what works well and less well. We recognise, for example, the need to increase our impact on workers on small farms; to support more targeted initiatives for women and, to address low wages, to more deeply engage at sectoral level to drive change throughout the value chain.

We still have more hills to climb. But Fairtrade already makes a significant impact on the lives of hundreds of thousands of farmers and workers worldwide. We explain throughout this paper how our work combines our core strengths of supporting small producers and workers in value chains with building citizen support and consumer demand for fairer trade. As we have been increasingly building evidence to show success through the Fairtrade model, we present some short case studies on each of the goals, above, to illustrate outcomes via our tangible experience on the ground.

This document is primarily intended as a tool for governments to understand the ways in which Fairtrade can support delivery of the SDGs; and by partner organisations, such as businesses who want to understand more about how they can work with the Fairtrade movement to generate real and lasting progress. We invite both public and private sectors, together with civil society and citizens, to work with us over the coming years on helping bring the SDGs to life.

To find out more about Fairtrade and our work on the SDGs please see www.fairtrade.net.

GOAL 2

GOAL 2. END HUNGER, ACHIEVE FOOD SECURITY AND IMPROVED NUTRITION AND PROMOTE SUSTAINABLE AGRICULTURE

Small farmers, with holdings of less than 2 hectares are at the heart of our global agricultural system, producing food under increasingly challenging conditions; from climate change, to land access. They are also subject to extreme price volatility, a significant barrier to trade enabling sustainable livelihoods. It is vital that farmers can depend upon a stable income, to invest in their farms and businesses, to ensure long-term food security for their families and communities and to keep people working in agriculture.

HOW DOES FAIRTRADE SUPPORT SUSTAINABLE AGRICULTURE AND FOOD SECURITY?

Fairtrade seeks to enable farmers to achieve better market access, and campaigns to ensure trade policies support their needs in practice. Fairtrade has been shown to increase standards of living and reduce risk and vulnerability of both farmers and workers. The Fairtrade Minimum Price provides a safety net for farmers, reducing their vulnerability to price fluctuations. The Fairtrade Premium provides an additional incentive: on average, 46% of the Fairtrade Premium is reinvested back into farmer organisations, strengthening their ability to participate in markets, access affordable credit, invest in infrastructure or more resilient seeds.

The Fairtrade Standards help foster sustainable food production. Our high environmental standards impose strict rules on pesticide use, water conservation, soil erosion, GMOs, biodiversity, energy use and reducing the carbon footprint of agriculture.

FAIRTRADE ENABLES:

- A more secure and stable income for small holder farmers
- Stronger organisations which strengthen farmer access to markets on fairer terms, including access to affordable credit
- Support to adopt the highest standard of sustainable farming methods

PARTNER WITH US.

Our practical approach supporting small farmers and workers to attain robust livelihoods through organisation and trade, alongside value-added research into policy and sustainable practice can support government and private sector efforts to achieve the outcomes articulated in Goal 2. The Fairtrade movement is also a key channel to build global citizen support for the enabling environment needed to ensure sustainable sourcing.

“With Fairtrade we have an incentive to invest in social programs that benefit producers and the community. We also receive higher incomes to sustain ourselves. If it weren’t for Fair Trade, we wouldn’t exist as banana producers since the amount we receive for a box of conventional bananas does not cover our expenses.” - Edinson Cabana Zapata, co-op member, ASOPROBAN banana cooperative, Colombia

70% OF THE WORLD'S POPULATION
DEPEND ON FOOD PRODUCED BY
500 MILLION
SMALLHOLDER FARMERS

FARMING PROVIDES LIVELIHOODS
FOR 40%
OF TODAY'S GLOBAL
POPULATION

THE MAJORITY OF SMALL FARMERS
IN THE SOUTH SPEND
60-70%
OF THEIR INCOME ON FOOD



Kohinoor Foods Limited, India

CASE STUDY

Every year, the elected farmer delegates to The Assembly of Delegates at the Cooperativa de Caficultores de Antioquia meet to analyse, discuss and eventually approve projects that will be financed with the Fairtrade Premium. The outcome of the discussions is reflected in a detailed Annual Development Plan.

The cooperative became Fairtrade certified in 2010. In 2013, the farmers sold more than 776MT of their coffee on Fairtrade terms. These sales resulted in significant amounts of Fairtrade Premium – more than €281,000 – which is the additional sum paid on top of the green coffee purchase price.

The Fairtrade Premium gives the cooperative the ability to make significant investments to improve their community. But this money also brings a huge responsibility since the projects must reflect the wishes and respond to the needs of the more than 10,000 farmer members and their families, in more than 50 municipalities, gathered through a detailed consultation plan.

To date, members of the cooperative have devoted much of the Premium to training programs and projects to improve coffee quality and increase productivity. Seven laboratories have also been built in different municipalities and shelters to dry coffee.

Gomez Giraldo, a representative of the cooperative said “Fairtrade certification has allowed us to achieve many of our objectives within the social, economic and environmental pillars.”

“ACROSS THE WHOLE FAIRTRADE SYSTEM IS A VISION OF NON-DEPENDENCY ON THE PRODUCTION OF COFFEE. INSTEAD, WE BELIEVE THAT OUR FARMS SHOULD HELP US ON FOOD SECURITY, GIVE US WHAT OUR FAMILIES NEED AND HELP US TO FIND OTHER PRODUCTS LIKE COCOA, BANANAS, ETC. WHICH CAN FEED OUR FAMILIES BUT ALSO BE TRADED LOCALLY AND THEREFORE PROVIDE US WITH ADDITIONAL INCOME TO SPEND ON OTHER PRODUCTS THAT WE CAN’T GROW, LIKE SUGAR, OIL OR SOAP.”

Fatima Ismael, General Manager of SOPPEXCCA coffee co-operative, Nicaragua. ⁱⁱ

ⁱⁱ Fairtrade and sustainable Fact Sheet, FTF UK.
www.fairtrade.org.uk/en/what-is-fairtrade/fairtrade-and-sustainability

GOAL 5

ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS

Women on average comprise 43% of the world's agricultural labour force, rising to 70% in many poorer countries. They are, nonetheless, often marginalised, lacking rights to land ownership and access to agricultural credit. Female employees are often paid less than their male counterparts and run the risk of exposure to gender based violence in the workplace.

Gender norms see women undertaking the bulk of household labour alongside their agricultural work, reducing their ability to participate and there are often significant cultural and political barriers to overcome to improve their status. **According to the FAO, removing gender inequalities in agriculture could reduce the number of hungry people in the world by up to 150 million.**

HOW DOES FAIRTRADE SUPPORT GENDER EQUALITY?

Fairtrade works to enable women to participate more equally in farmer and worker organisations. Research shows that we effectively contribute to increased gender equality when targeted initiatives exist, and where the leadership of organisations support and promote this; without such support participation remains low. For example, a growing number of Fairtrade cooperatives have introduced quotas for women's participation and initiatives to create a more enabling environment for women. The Fairtrade Standards themselves define our aspirations for gender equality and empowerment. The Fairtrade Premium is often invested in ways to tackle women's burden of care through improving access to clean water, healthcare, childcare and transport, or through purchasing labour saving devices, like mills for maize – all benefits that enable women to play a more active role in their organisations, their communities and their families.

FAIRTRADE SUPPORTS:

- A more equal voice for women through better representation in Fairtrade certified organisations
- Leadership programmes for women cooperative members
- Equal opportunities for women through our Hired Labour Standard
- Education on and protection from gender based violence
- Enabling women to participate in education or community life, by addressing women's burden of care through investment of the Fairtrade Premium



PARTNER WITH US

Fairtrade can work with governments to help overcome the barriers to gender equality in agriculture. We do this by identifying policies and interventions that can strengthen women's ability to participate fully - in farming, in cooperatives and in the workplace - and better protect them from exploitation.

Businesses that procure agricultural commodities can help by undertaking a gender analysis of their supply chains, informed by the Fairtrade Standards and supported by experts working with producers on the ground. Fairtrade has experience developing robust tools and indicators to appropriately embed gender sensitive interventions and monitor their progress.

^{iv} For more information on GALS see: www.wemanglobal.org/2_GenderActionLearning.asp

60-80%
OF GLOBAL FOOD
IS PRODUCED BY
WOMEN

FAIRTRADE LIFTS
350,000
WOMEN FARMERS AND WORKERS
OUT OF POVERTY



SODEFITEX Cotton Producer Cooperative, Senegal

CASE STUDY: TRANSFORMING GENDER RELATIONS IN UGANDA

Bukonzo Joing Co-operative Union brings together around 5,500 coffee-growing households in the Rwenzori mountains of western Uganda. A sizeable majority of its members are women, due to a policy of joint membership for married couples. By using the Fairtrade supported Gender Action Learning System (GALS)[®] the members and leaders of Bukonzo Joing have engaged in a participatory process of analysing and addressing gender inequalities in their organisation and communities. This has involved men and women farmers committing to specific actions to overcome inequalities, such as equitable allocation of work in their households and joint decision-making on how to use household income. They keep diaries to chart progress and report back to their community groups. At the same time cooperative staff and leaders have reflected on organisational policies and practices and taken steps to ensure women are able to participate actively in all aspects of cooperative life.

“IT’S IMPORTANT TO BE AN ACTIVE MEMBER OF THE ASSOCIATION BECAUSE IT GIVES WOMEN THE RIGHT TO VOTE, TO PARTICIPATE IN DECISION-MAKING, THE RIGHT TO RECEIVE BENEFITS AND TO LIVE WITH DIGNITY. IT GIVES WOMEN THE RIGHT TO SAY ‘IT’S MY ORGANISATION’, NOT AN ORGANISATION BELONGING TO A SMALL GROUP, BUT EVERYONE’S WITH THE RIGHT TO SAY WHAT IS GOOD AND WHAT IS BAD.”

Female Small Producer Organisation member, Dominican Republic

GOAL 8

PROMOTE SUSTAINED, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT AND DECENT WORK FOR ALL

Agriculture is the mainstay of the global economy, with over a billion people working in the sector. Yet we must face the challenge that young people are abandoning agriculture to migrate to often informal and insecure work in urban centres or on larger farms. Agricultural workers often lack formal contracts, freedom of association, basic health and safety assurances, let alone adequate wages. Inclusive and sustainable economic growth can only be achieved if farmers have robust livelihoods and if all workers have their rights to secure and safe employment fulfilled and receive a living wage that enables them to survive and thrive.

HOW DOES FAIRTRADE SUPPORT DECENT WORK FOR ALL?

Fairtrade Standards are based on core ILO Conventions, and through its Workers' Rights Strategy and Hired Labour Standard, Fairtrade enables workers to organise and negotiate better pay and conditions through collective bargaining. Importantly, we actively promote initiatives to bring about better conditions sector-wide, not just on Fairtrade farms or plantations. Fairtrade also works with hired labour employers and farmers in small producer organizations to build their capacity to respond to and mitigate the risks of child and forced labour.

- Fairtrade promotes better working conditions – workers on Fairtrade plantations in the banana sector had 100 percent indefinite term contracts, compared to 16% for those on non-Fairtrade plantations.ⁱⁱⁱ
- Fairtrade supports workers in the formal sector to negotiate better pay and conditions, working in partnership with trade unions and labour rights organisations.

- Fairtrade is working together with other standard setters to ensure common approaches to calculating and paying a living wage

PARTNER WITH US:

A multi-stakeholder approach is required to improve the livelihoods of farmers and workers in agriculture, particularly with regard to wages. In 2012, Fairtrade International launched a new progressive Workers' Rights Strategy that can serve as guiding light to improve productive employment for formal workers in agriculture. We have pioneered a methodology to calculate living wage in key commodities and regions and are working with our fellow certifiers and companies to see how we can move towards key benchmarks. Working with trades unions, we have successfully supported collective bargaining at sectoral level. We have now embarked on the challenging and sensitive task of exploring how Fairtrade better benefit informal agricultural labourers.

THE AGRICULTURAL SECTOR EMPLOYS:

- **1 IN 3** OF ALL WORKERS **WORLDWIDE**
- **1 IN 2** OF WORKERS IN PARTS OF SUB-SAHARAN AFRICA AND SOUTH ASIA

MORE THAN 800 MILLION PEOPLE HAVE ABANDONED THE COUNTRY FOR THE CITY IN THE LAST 50 YEARS

"It is very important for you to know that fair trade leads to better roads, better health and better lives for farmers not just in Nicaragua, but around the world."
- Rosario Castellon, former director of PRODECOOP



COAGROSOL Fresh Fruit and Juices in Brazil

Standards and certification are vital tools in tackling child labour. To work effectively where the problem is most acute however, they need to be supplemented by targeted initiatives to support producers tackle a deeply embedded and difficult issue.

One of the primary challenges in addressing child labour is to acknowledge it. In February 2014, Fairtrade hosted a child labour discussion and training with producers in Paraguay, where there is a known risk of child labour in the sugar cane industry¹. However, nervous of sanctions which could affect their livelihoods, the tendency is to hide the issue, rather than confront it. Thus, Fairtrade farmers were initially reluctant to discuss child labour, but through careful facilitation, they were slowly able to admit that during busy harvest times, the problem might exist.

Following the workshop, one Fairtrade sugar cooperative in Paraguay took a decision at the Cooperative's General Assembly and voted overwhelmingly to pilot a **"Youth Inclusive Community Based Monitoring and Remediation Programme"**. Led by farmers and communities themselves, and supported by Fairtrade in conjunction with expert Child Rights partners, these programmes are a key plank of Fairtrade's approach to the elimination of child labour. Young people's participation is of paramount importance, and one of the co-operative's first tasks was to select male and female young people who are working with the Fairtrade officer to monitor and remediate child labour in the sugar producing areas.

Through piloting this approach, and through a comprehensive training programme, cooperatives in Paraguay and across the geographies where Fairtrade works are increasingly understanding the importance of engaging their children and young people not just in learning how to grow sugarcane, but also in learning about child labour, the risks to well-being and the importance of decent youth employment.

¹US Department of Labor (USDOL) List of Goods Produced by Child Labor or Forced Labor

ONE CAN FEEL THE GENERATION GAP ALREADY WITH OLDER PRODUCERS, THE YOUTH OF IVORY COAST ARE VERY WELL AWARE OF CHILDREN'S RIGHTS AND CAN REALLY BRIDGE THE GAP TO MAKE SURE CHILDREN'S VIEWS ARE TAKEN INTO ACCOUNT.

Fairtrade producer group in Cote d'Ivoire involved in child labour programming

■ An Evaluation of Fairtrade Impact on Smallholders and Workers in the Banana Sector in northern Colombia, CODER, Netherlands, February, 2014
http://www.fairtrade.net/fileadmin/user_upload/content/2009/resources/140330-Banana-Colombia-Fairtrade-Impact-Study-final.pdf.

GOAL 12

ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS

Sustainable consumption and production requires the fostering of a policy and market environment that promotes social inclusion and economic wellbeing while living within our planetary boundaries. Sustainable trade policy, for example, factors in fairness and protection for the most vulnerable producers. Business reporting measures and procurement policies alongside incentives to change consumer behaviour can facilitate more sustainable outcomes by rewarding those in the market who work to a high standard of sustainability.

HOW DOES FAIRTRADE SUPPORT SUSTAINABLE CONSUMPTION AND PRODUCTION?

Fairtrade has combined a social movement with a business proposition to help the world's poorest farmers achieve sustainable livelihoods. Fairtrade brings together thousands of communities and millions of consumers who are committed to buying sustainably from Fairtrade sources, improving the lives of farmers and workers alike. Fairtrade is developing markets in the South, such as India and South Africa, to enable those with rising incomes to be make sustainable lifestyle choices.

Fairtrade Standards ensure that environmentally sustainable practice is adhered to at farm level, and that businesses are aware of best practice. Capacity is built for continuous improvement to reduce the impact of agriculture on the planet. Fairtrade Premiums have been invested by some communities in building sustainable farming systems, such as better irrigation, or to improve productivity and yields without using more resources.

FAIRTRADE SUPPORTS:

- Consumers to make informed choices about the benefits of purchasing from sustainable producers. There are over 1,600 Fair Trade Towns in 25 countries, extending from Latin America to Lebanon; from Hungary to Hong Kong
- Development of new markets for ethical consumption in the south, such as India, Brazil, Kenya and South Africa
- Adoption of ethical procurement policies that include the highest standards of environmental performance to meet sustainable production criteria

PARTNER WITH US.

Fairtrade provides a clear proposition to enable consumers to choose sustainable products, allowing business to better communicate their ethical credentials. Local governments can lead through issuing country and community based procurement policies that prioritise Fairtrade, and join Fairtrade towns and cities worldwide who are already leading the charge.

AROUND 30%
OF THE WORLD'S TOTAL
ENERGY CONSUMPTION
COMES FROM THE
FOOD SECTOR

IF GLOBAL POPULATION REACHES
9.6 BILLION
BY 2050
WE WILL NEED
3 PLANETS
TO SUSTAIN CURRENT LIFESTYLES



COOPASV, Brazil

CASE STUDY

Public procurement provides a significant opportunity to align policies for sustainable development across governments. In Europe, a growing number of contracting authorities are choosing to integrate Fair Trade criteria in their sustainable procurement policies and calls for tenders. On 27 March 2014, the first-ever pan-European Award Scheme on Fair Cotton Procurement took place in Bremen, Germany. The following public and private sector bodies won awards for their use of Fairtrade cotton.

The city of Paris, as part of its Fair Trade Towns commitments, dressed one third of its uniformed agents with Fairtrade cotton uniforms. The municipality of Traun, France, bought Fairtrade-certified Polo T-Shirts to dress three out of four of its staff members. 100% of the T-Shirts and 40% of the work wear of La Poste, in France, are Fairtrade cotton certified, an initiative backed by a comprehensive communications campaign among the postmen. Most uniformed staff working for the London School of Economics (LSE) wear Fairtrade cotton certified uniforms. In addition, all of the promotional clothes of the LSE are made with Fairtrade certified cotton. The LSE is encouraging other high educational establishments to follow their example.

THE NEEDS OF SMALL FARMERS, WHETHER THEY GROW COFFEE [IN THE SOUTH] OR PRODUCE [IN THE NORTH], MAY BE QUITE SIMILAR. BOTH GROUPS NEED BETTER ACCESS TO AND MORE CONTROL OVER THE MARKET. THAT CAN ONLY HAPPEN IF CONSUMERS USE THEIR MARKET POWER TO VOTE FOR FAIR PRICES TO THE GROWER, BETTER ACCESS TO FINANCING FOR SMALL FARMERS, AND MORE ENVIRONMENTALLY SUSTAINABLE PRODUCTION.

Rink Dickinson, Co-Director,
Equal Exchange

GOAL 13

TAKE URGENT ACTION TO COMBAT CLIMATE CHANGE AND ITS IMPACTS

Climate change is wreaking havoc on our ability to produce enough food to feed a growing global population. Small-scale farmers are bearing the brunt of climate change, causing erratic weather patterns, ranging from hurricanes, to droughts and floods. Some of this results in the emergence of new pests and the rapid spread of diseases. Climate change impacts go beyond food production: when farmers' crops fail, their economic conditions can worsen, as they may go further into debt, leading to an ongoing cycle of poverty.

HOW DOES FAIRTRADE HELP TO COMBAT CLIMATE CHANGE AND MANAGE ITS IMPACTS?

Fairtrade provides the tools to enable smallholder farmers and larger plantations to cope with a changing climate while reducing impacts. The standards require reduction in energy use and other sources of greenhouse gas emissions, such as fertilisers; they promote soil and water quality management as well as biodiversity protection. Research shows Fairtrade standards have resulted in switches to less toxic pesticides, for example, in cotton cultivation. Over 50% of all Fairtrade certified producers are also certified as organic, considered by experts to be better for the environment and therefore the climate.

Farmers are given training and support to adapt. In 2014, we trained over 14,000 Fairtrade farmers on how to improve agricultural practices to encourage environmentally friendly production methods. In some communities, the Fairtrade Premium has been used to invest in rainwater irrigation systems or in experimental plots where pest-resistant and productive varieties of seeds can be tested for local use. Organising into co-operatives

helps farmers deal collectively with problems. Fairtrade cooperatives in Latin America, for example, helped coffee farmers deal with the spread of the devastating fungal disease, coffee leaf rust.

Fairtrade aims to ensure producer voices are heard in key global forums dealing with climate change policy, such as convening producers to attend and be heard at COP meetings.

FAIRTRADE SUPPORTS:

- Tools and training for farmers to help adapt to climate change, and reduce impacts
- Advocacy for farmer's needs, such as access to finance for adaptation and mitigation
- Cooperative development which builds capacity to deal with climate change
- Implementation and enforcement of the highest environmental standards

“ FAIRTRADE SUPPORTS SOME OF THE MOST BIO-DIVERSE FARMING SYSTEMS IN THE WORLD. WHEN YOU VISIT A FAIRTRADE COFFEE GROWER'S FIELDS, WITH THE FOREST CANOPY OVERHEAD AND THE SOUND OF MIGRATORY SONGBIRDS IN THE AIR, IT FEELS LIKE YOU'RE STANDING IN THE RAINFOREST. ”

Professor Miguel Altieri, Leading expert and author on agroecology



Kavokiva - Coopérative Agricole Kavokiva de Daloa - Ivory Coast

PARTNER WITH US

Fairtrade offers a leading producer support programme for climate change, enabled by a new Fairtrade Climate Standard, that builds skills and capacity of farmers in the most vulnerable regions in the world. By working with Fairtrade, governments and business can help us build more resilient value chains, increasing the impact and reach of our support directly to producers.. The standard and all related documents can be found at www.fairtrade.net/climate-standard.html



Norandino (Perù)

25%
**OF GLOBAL GREENHOUSE
GAS EMISSION
COME FROM AGRICULTURE**

.....

**MAJOR CROPS
LIKELY TO DECLINE BY
2% PER DECADE
— DEMAND IS LIKELY TO
RISE BY 14%**

.....

**CLIMATE CHANGE
IS RESPONSIBLE FOR
MALNUTRITION & HUNGER FOR
45 MILLION PEOPLE**

.....

CASE STUDY

In mid-2013 organic banana producers from Piura in Peru were hit by a severe outbreak of red rust thrips, believed to be triggered by climate change. These tiny insects eat banana flowers and young bananas, leaving red spots on the skin and making them unsuitable for export. The infestation affected 40% of banana farms and reduced exports by 30%.

Responding to this challenge Fairtrade, supported by German supermarket, Kaufland and in partnership with the Association of Small Organic Producers from Querecotillo (APOQ) and the National University of Piura, implemented a one-year project in Sullana, Peru to help organic banana producers find local solutions to control red rust thrips, raise awareness and increase resilience to climate change.

At the end of the project 80 percent of participants were using practices like mulching, pruning, deflowering, removal and protection of banana hands. Pests and diseases were under control, including red rust thrips, and the amount of crop discarded for export was at a minimum. Demonstration plots were also created to share best practice, while different irrigation systems were showcased to show how to reduce water usage.

APOQ will apply and share this knowledge with other small organic banana producers of Piura to begin tackling the effects of climate change, secure their livelihoods and our banana supplies for years to come.

GOAL 16

PROMOTE PEACEFUL AND INCLUSIVE SOCIETIES FOR SUSTAINABLE DEVELOPMENT, PROVIDE ACCESS TO JUSTICE FOR ALL AND BUILD EFFECTIVE, ACCOUNTABLE AND INCLUSIVE INSTITUTIONS AT ALL LEVELS.

Many of the problems faced by farmers and workers are deeply ingrained after generations of marginalisation and exploitation. Ruthless pressure to cut costs to meet suppliers' demands combined with weak or clientilistic national institutions unable or unwilling to put effective agriculture and trade policies in place contribute to human rights' abuses including human trafficking, forced and child labour, while young people, seeing no future in agriculture, leave to swell the ranks of the urban unemployed. Empowering workers within trade unions is essential to the latter's legitimacy and success as development actors. Well organised networks of small producers can also form a bedrock of a strong Small and Medium Enterprise (SME) sector, providing an urgently needed counterbalance to national elites and global monopolies, reducing inequality and driving more inclusive economic growth.

HOW DOES FAIRTRADE SUPPORT INCLUSIVE SOCIETIES, ACCESS TO JUSTICE AND ACCOUNTABLE AND EFFECTIVE INSTITUTIONS?

Fairtrade's approach combines rights-based standards with inclusive, bottom-up ownership and commitment by producers themselves to strengthen governance and accountability, and to tackle human rights abuses. Our unique governance, with 50% producer ownership and representation at all levels, lays the foundations for genuine empowerment of smallholders and workers. Fairtrade assists producer organisations to understand more about market conditions and trends, supporting them to develop the knowledge, skills and resources required to exert more influence on public and private sector actors. Fairtrade's structure of national, regional and continental producer platforms and networks lends itself to greater involvement in advocacy.

FAIRTRADE ENABLES:

- Formation and capacity building of representative local, national and regional structures of small producers
- Raising the voices of smallholders and workers in key debates
- Expert support to producers, private sector and government on tackling human rights abuses in supply chains.
- Provision of data and information needed to equip producer organisations and networks to understand and advocate for removal of key barriers to effective agriculture and trade
- Consumer pressure for change, in consuming and producing countries

PARTNER WITH US:

In consultations on our 2016-2020, both Fairtrade producers and Fairtrade organisations working in the market clearly called for Fairtrade to use its expertise to drive wider change. Producer networks want greater support on how to influence

FOREIGN INVESTORS CONTROL
38.8 MILLION
HECTARES OF LAND
GLOBALLY
— MOSTLY IN
SUB-SAHARAN AFRICA

AROUND 60%
OF ALL CHILD LABOURERS,
129 MILLION
PEOPLE, WORK IN
AGRICULTURE

change at the local and regional levels. Consumers, civil society and the public and private sectors are calling for us to rapidly scale our human rights work, for example through the launch of our new Textile Standard. Fairtrade has led in enabling consumers to create change. Now, we seek partners to grow our consumer movement in developing countries and to help leverage the nascent power of our producer movement.



CANN, Ivory Coast

CASE STUDY

In the Dominican Republic, Fairtrade supported producer-led, in-country solutions to address the issues facing Haitian migrant workers in Small Producer Organisations and large commercial farms. Working as a sector Fairtrade entered dialogue with the Dominican and Haitian governments, partnering with trade unions and labour rights NGOs, to advocate a better legal solution for undocumented Haitian workers. In these efforts, they have been closely supported by the Fairtrade Producer Network representing Latin American and Caribbean producers and workers. As a result, the Dominican and Haitian governments have reduced the costs and facilitated simpler processes for legalisation of migrant workers. The banana sector has also been successful in obtaining EU funding to support small farmers and workers in the legalisation process. Small producers will receive the support and guidance needed by expert organisations to guide them through the process. A revolving micro-credit for Haitian workers has also been established.

“ IF THIS PREMIUM MONEY CAN CHANGE THE LIFE OF A WORKER IN SUCH A SHORT TIME, TURN AROUND THE LIFE OF A FAMILY, OF A COMMUNITY, CAN'T THIS PREMIUM ALSO CHANGE THE STRUCTURE OF THE COUNTRY? IN THE LONG RUN WE WILL IMPACT KENYA AND THEN EVEN AFRICA. ”

Samuel Atieno, Chairperson,
Fairtrade Workers Premium
Committee, Harvest Limited's Athi
River Flower Farm, Kenya

GOAL 17

STRENGTHEN THE MEANS OF IMPLEMENTATION AND REVITALIZE THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT

All actors – businesses, governments, producers and consumers, have a role to play in implementing the Sustainable Development Goals. Current power imbalances in supply chains, however, that favour companies over poor producers can be a barrier to implementing the SDG goals, excluding the voices of those whom the SDGs are intended to impact. For small producers and workers, building the capacity to participate on an equal footing in markets will enable business to share the benefits of trade more widely, passing the value of trade further down the supply chain. This extends to both their participation in markets and the policy platform alike.

HOW CAN FAIRTRADE STRENGTHEN IMPLEMENTATION OF THE SDGS?

By catalysing actors in the supply chain through a multi-stakeholder approach, Fairtrade impacts wider change - across communities, sectors and at the policy level – as well as leveraging greater financing for development. In the most recent reporting period, producer organisations recorded €944 million in Fairtrade sales and Fairtrade buyers invested an additional €95 million in Premiums which small farmers and workers are investing in their businesses, workplaces and communities. Fairtrade certification is also an important asset in itself that cooperatives are leveraging to attract private investment and wider sales.

Fairtrade develops innovative partnerships to benefit producers. For example, the Fairtrade Access Fund, a partnership between Fairtrade, Incofin Fund Management and Grameen Foundation has made loans of over €11 million to date to producer organisations. Nestlé Nespresso, the Colombian Ministry of Labour, the Aguadas Coffee Growers Cooperative and

Fairtrade International are engaged in a public-private partnership to establish a retirement savings plan for coffee farmers

Fairtrade is well placed to play our part in the 'data revolution'. Working within the framework of our Theory of Change, developed with farmers and workers themselves, and supported by our expert independent certification and auditing body, FLOCERT, we are increasing helping both the private sector and producer organisations access the data they need to monitor and measure the change they seek to make.

Finally we strive to foster policy coherence in support of smallholder farmers and agricultural workers, and provide insight and support on how the private sector can be most effective in development, for example our report on the need to better engage small producers in the design of Public Private Partnerships that seek to benefit them.^v

UP TO 86%
OF THE VALUE
OF A SUPPLY CHAIN
IS SHARED BY
BRANDS AND TRADERS

FAIRTRADE SUPPORTS:

- Research and advocacy to ensure policy coherence that is pro-poor
- Organisational development to strengthen farmer and worker organisation and empower them to become full participants in the SDG agenda.
- Extending the benefits of Fairtrade – including policy and market access for farmers to southern markets
- A multi-stakeholder approach to catalyse innovations and new sources of investment in agricultural development
- Producer inclusive Public Private Sector Partnerships

PARTNER WITH US:

Enabling producers to trade is more sustainable than conventional development aid. Fairtrade's investment and innovation in agriculture leads to development, jobs and higher standards of living. By supporting Fairtrade, governments can bring about fairer trading practices which are key to reconciling economic growth with social justice and sustainability.



TCGA members vote during the 2013 Annual General Meeting. Toledo Cacao Growers' Association (TCGA) Julian Cho Technical High School, Mile 14 Southern Highway, Toledo, Belize

CASE STUDY

Coobafrio cooperative in Columbia has been Fairtrade certified since 2011. Co-operative members produce around 240,000 boxes or 4,000 tonnes of bananas a year and now sell two-thirds as Fairtrade. Fairtrade sales include a minimum price that covers costs of production and an additional Fairtrade Premium to invest in business and community development.

Coobafrio's Fairtrade certification has resulted in stronger, long-term business commitments with Uniban, their main trading partner. The increased farmer incomes, generation of employment for local people, and social projects funded by the Fairtrade Premium have all strengthened the standing and credibility of Coobafrio in the local community.

Almost 100% of members report that their quality of life and economic situation has improved because of Fairtrade, and that they have greater control over their futures and those of their families. All members said they now have greater freedom in carrying out their businesses and all have received financial services, technical support and access to fertilisers. In financial terms, members report an average 35% increase in incomes since their co-operative became Fairtrade certified.

Through their research, Fairtrade markets in the UK were becoming increasingly concerned that the price supermarkets paid to banana producers still failed to meet the cost of production. So Fairtrade worked with members of the Coobafrio cooperative, including Albeiro Alfonso Cantillo, known as Foncho, to raise a campaign about fair pricing to the UK public and policy makers. A petition was signed, with Foncho at the centre, with 72,000 supporters asking the government to take action, while strengthening the powers of the Groceries Code Adjudicator (GCA), and calling on businesses to treat their supply chains more fairly. In January 2015 the Prime Minister showed support to strengthen the GCA, which came into force in April 2013.

FAIR TRADE SERVES TWO OBJECTIVES, NAMELY: IT PROVIDES REAL OPPORTUNITIES FOR THE DEVELOPMENT OF SMALL-SCALE PRODUCERS AND WORKERS IN DEVELOPING COUNTRIES; AND IT HAS A POSITIVE IMPACT ON THE GLOBAL TRADING SYSTEM AND PRIVATE COMPANIES, WHICH ENCOURAGES THEM TO BECOME MORE JUSTICE-ORIENTED, SOCIALLY INCLUSIVE AND SUPPORTIVE OF SUSTAINABLE DEVELOPMENT; ALL OF THIS MUST BE DONE IN COMPLIANCE WITH THE STANDARDS AND POLICIES OF THE ILO

Resolution adopted unanimously by the 128th IPU Assembly (Quito, 27 March 2013)

∇ A Seat at the Table: Ensuring smallholder farmers are heard in Public Private Partnerships. Fairtrade Foundation. 2014



FAIRTRADE
INTERNATIONAL

Fairtrade International

Bonner Talweg 177 53129 Bonn Germany

Tel +49 (0) 228 949 23 230 Fax +49 (0) 228 242 1713 www.fairtrade.net

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