



FAIRTRADE
BELGIUM

Fairtrade sustainability goals

CIFAL, 15/09/2020



Kavita Yadav & students © Suzanne Lee

Fairtrade Belgium

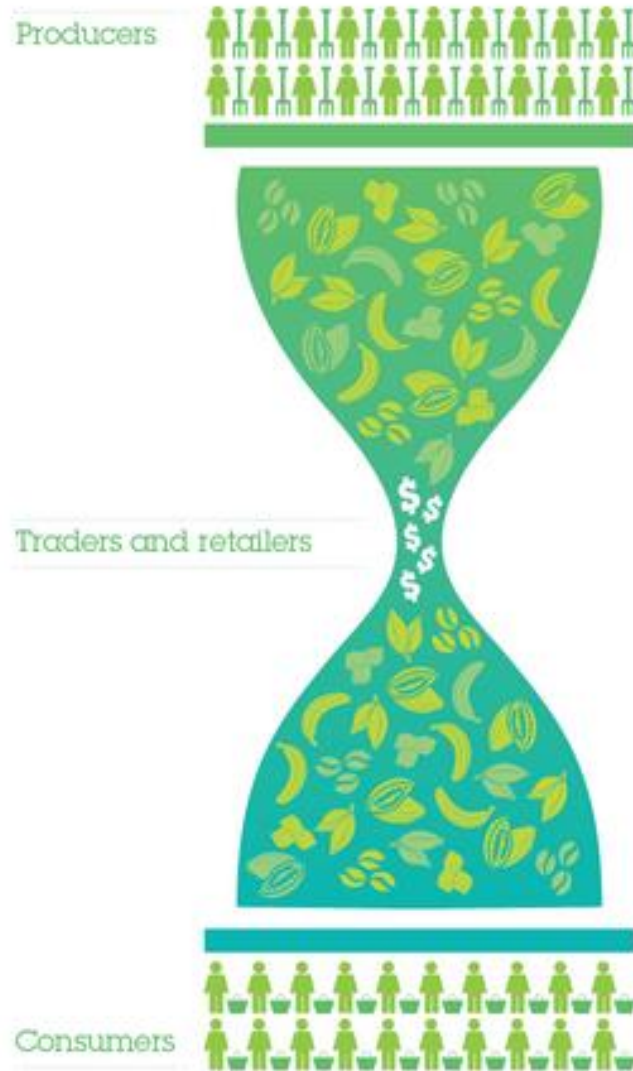


Those who produce our food in developing countries often live in extreme poverty



On average, a cocoa farmer in Ivory Coast earns 67cents a day...

Key issue: disbalance of power



Less than 7% of the
consumer price of a
tablet of chocolate
goes to the farmer
(it was 16% in 1980)

A low-angle photograph of a man wearing a white turban and a dark long-sleeved shirt, reaching upwards with his right arm towards a large, dense bundle of harvested crops, possibly rice or wheat, that is suspended in the air. The background is a clear, bright blue sky. The man is smiling and looking up at the bundle. The crops are dark and appear to be freshly harvested, with some stalks still attached. The overall scene conveys a sense of achievement and the fruits of labor.

Trade not aid

**The best remedy
against poverty
is to empower people
to earn a decent living**



Examples of **positive impact** on the UN's SDGs

2 ZERO HUNGER

Farmers feed the world & add value to their commodities

- ☞ Best practice shared driving land productivity and sustainable agriculture
- ☞ Diversification is a key pillar to Fairtrade's strategy in empowering farmers to earn a living income

5 GENDER EQUALITY

Women farmers are reinforced by standards and business programs

- ♂♀☐ Gender leadership schools
- ♂♀ Fairtrade standard and gender-based violence prohibits gender discrimination, sexual harassment
- ♂♀ Seed funding for women's initiatives through the Fairtrade Premium

More information on fairtradebelgium.be



13 CLIMATE ACTION

Farmers adapt their practices to mitigate climate change & drive resilience

- ☞ Climate Academies
- ☞ Reduction in energy usage & other causes of greenhouse gas emissions
- ☞ Monitoring of ground & water quality
- ☞ Protection of biodiversity

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RESPONSIBLE PRODUCTION & CONSUMPTION

The only ethical standard working on both ends of the supply chain

- ☞ Producer comply with environmental and social standards (incl. no GMO and no child or forced labor)
- ☞ Traders & buyers are held accountable through transparent contracts and sourcing, fair prices and compliance with labor and environmental law
- ☞ Consumers are sensitized and supported to make fair choices

Fairtrade principles



Small-scale farmers unite to gain market advantages



Products and actors follow strict standards: for the planet, people & prosperity



Democratically elected representatives & the cooperative's investments are decided collectively



Farmers decide how to best invest the premium & contribute to shaping the Fairtrade system of tomorrow



A safety net when market prices crash



The highest & non-negotiable development premium. Used by cooperatives to invest in sustainable practices and their community

Coffee market in crisis



The standards

All Fairtrade Products and actors follow strict social, environmental & economic standards



The standards

Farmers



Basic (immediate)

Certification
Democratic organisation
Environment (GMO, pesticides)
Labor (child, discrimination)

Progressive (within 3 years)

Environments (waste, water, soil))
Labour (health, safety)

Traders



Certification
Minimum price + premium
Pre-financing
Sustainable trade
ILO standards
Traceability
Reporting on sourcing + sales
Rules for composite products

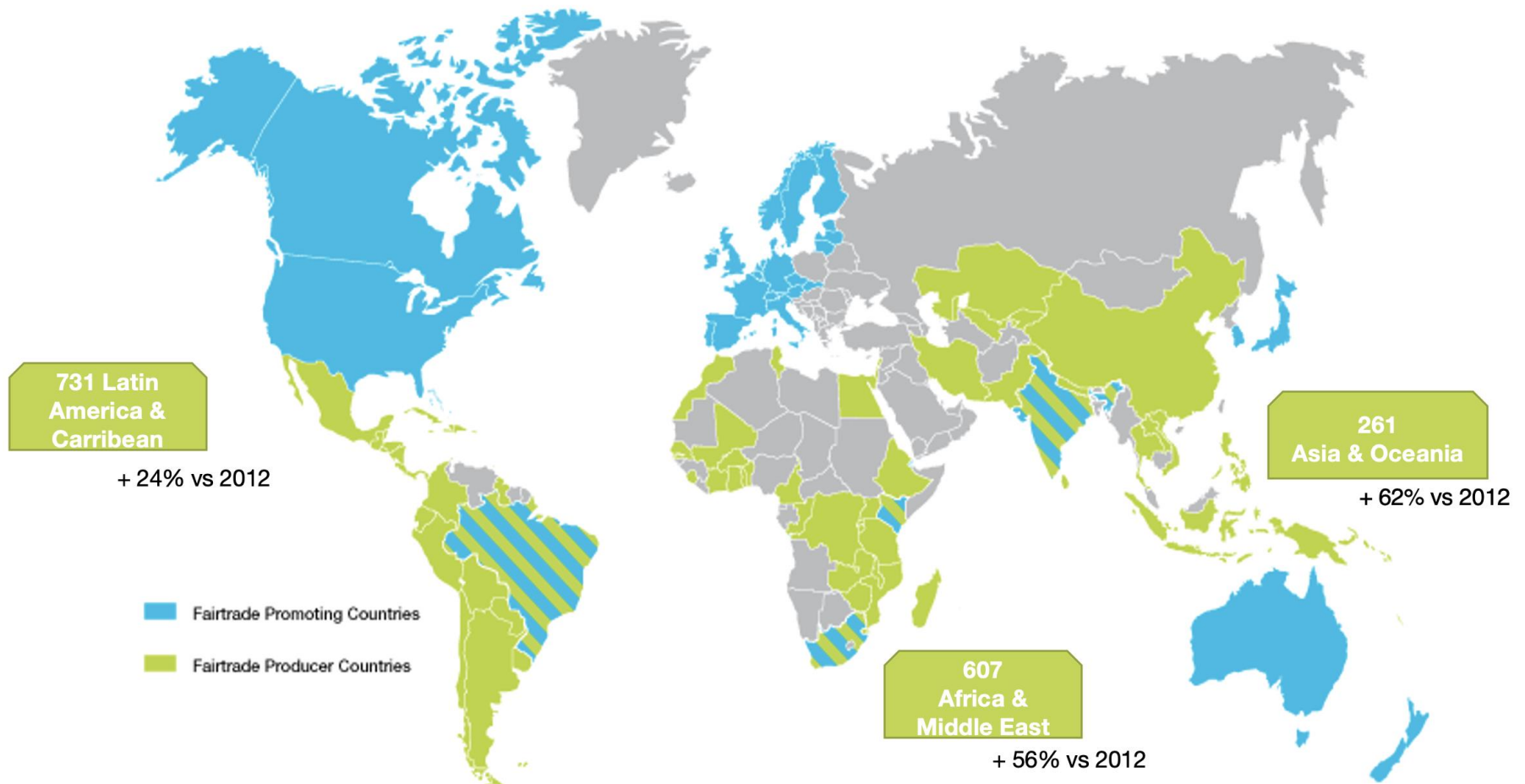
Products



For traders & farmers
Specification on typical requirements: pricing, premium payment, environmental criteria (ex. how coffee should be washed)

Global results of Fairtrade

1.599 Certified organizations
in 75 countries + 40% vs 2012



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1,66 millions

Producers and workers
88% of them being small producers
+18% vs 2012



25%

of producers and workers are women
+ 2ppt vs 2012

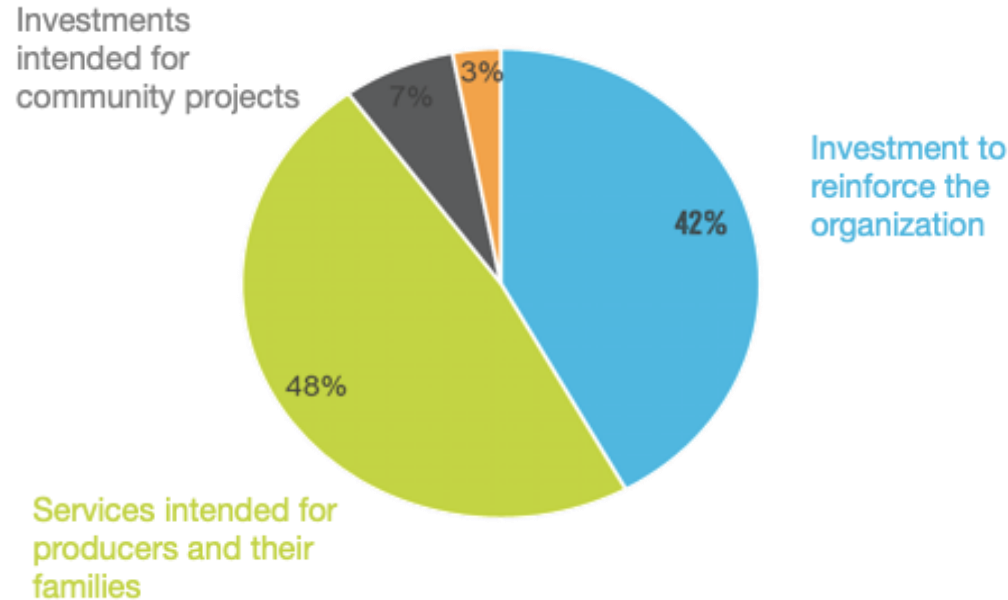


178 millions

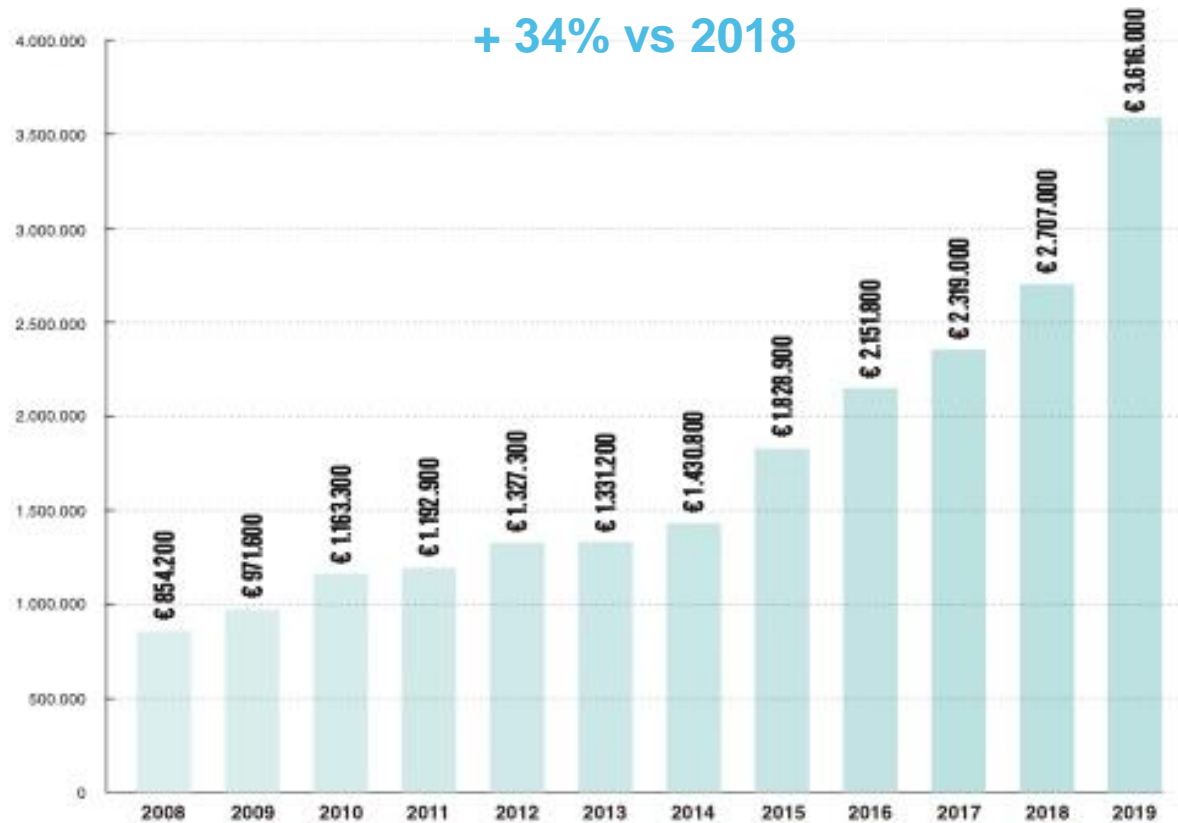
of development premium
+ 207 % vs 2012

Use of the development premium

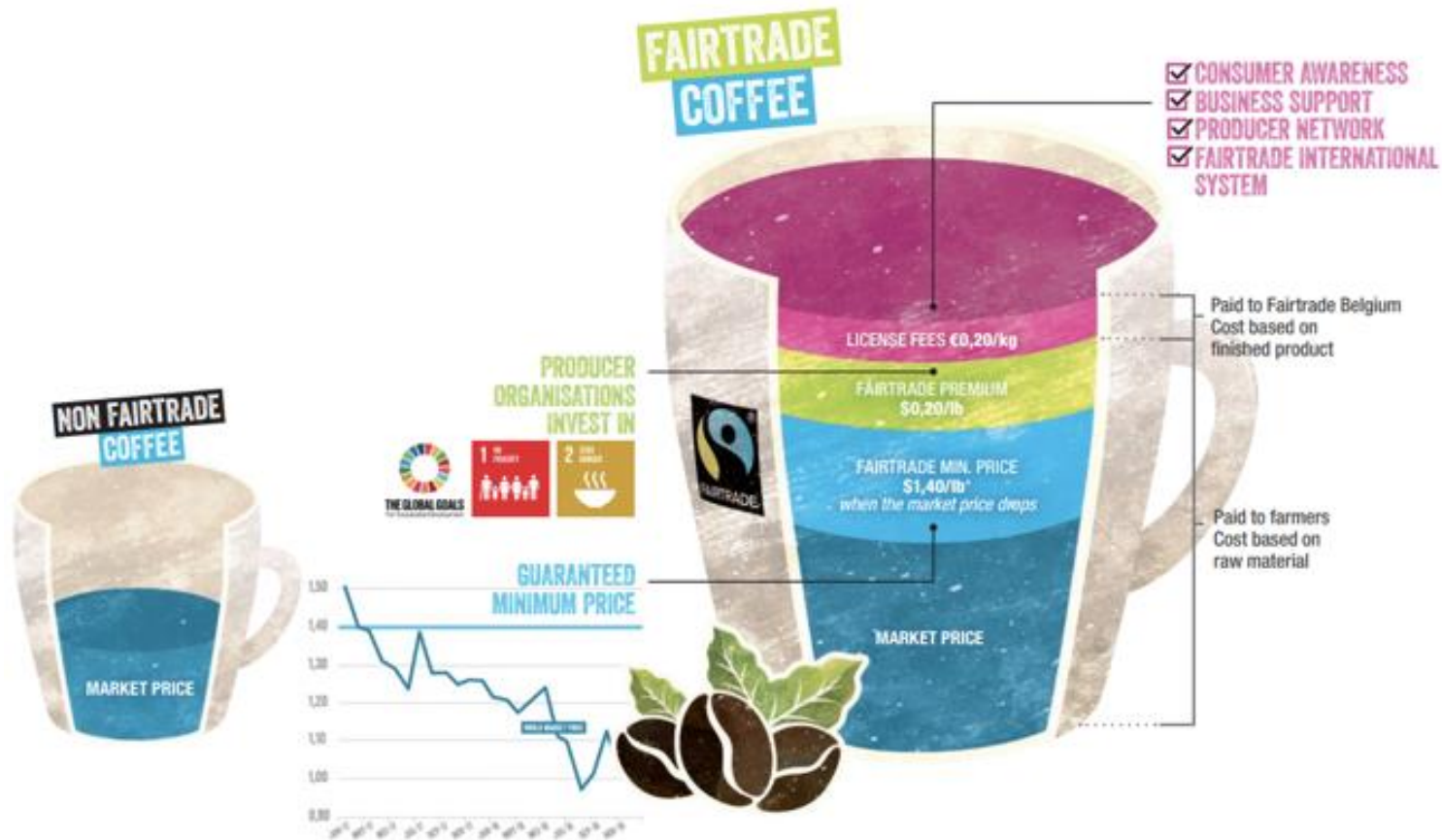
Small producers' organization



3,6 mio€ Fairtrade Premium generated in Belgium in 2019



Fairtrade's Value Added



NB: the data is based on non-organic arabica coffee
Sources: NY stock exchange, Fairtrade standards and monitoring reports

* The NY stock exchange price of Arabica coffee is in dollar/lb of green beans

A close-up photograph of two hands, likely belonging to a person of African descent, cupped together and holding a large quantity of dark brown, roasted coffee beans. The beans are piled high, filling the palms and spilling slightly over the edges. The background is a soft, out-of-focus light gray.

**One cup of coffee won't change
the world on its own,
millions of Fairtrade coffee
drinkers
just might!**



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Thank you

Any questions?

www.fairtradebelgium.be



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