Innovative Models for Sustainable Development: The Fairtrade Perspective

Rob Cameron, Chief Executive
Fairtrade International (FLO)
Fairtrade - an introduction

- Fairtrade is an independent voluntary standards and certification scheme
- Founded in 1996, FLO comprises 24 national and regional associations
- Producers are co-owners of the federation
- Principle focus is agricultural products and SMEs

Our Vision

*A world in which all producers can enjoy secure and sustainable livelihoods, fulfill their potential and decide on their future.*

Our Goals

*Making trade fair, Sustainable livelihoods, Empowerment and Business development*
Fairtrade – the producer opportunity

- Economic benefits
  - a **guaranteed minimum price**
  - an extra revenue through **Fairtrade Premium**
- Certification guarantees compliance with Fairtrade social and environment standards
- Market access, but no sales guarantee
- Access to finance and capacity building support

“Now that we farm with natural pesticides and fertilisers the soil quality has improved. The soil repays us by giving us a greater yield from our land.”

Jethanda Patel, Cotton Farmer, India
Fairtrade products
Products’ origins
Fairtrade in Action

- Estimated **7.5 million small-scale farmers, workers and dependents** in 60 countries benefit from Fairtrade (2009)

- Over **€50 million** of additional revenue via Fairtrade premium

- Invested in business improvements, community development, health and education projects

- **800+ Fairtrade Towns in 18 countries** (London, San Francisco, Rome)
Strong, consistent market growth

Estimated Global Retail Sales

- 2004: 830 Mio. Euros
- 2005: 1132 Mio. Euros
- 2006: 1609 Mio. Euros
- 2007: 2381 Mio. Euros
- 2008: 2894 Mio. Euros
- 2009: 3394 Mio. Euros
Expectations on CSR vs Industry Performance

Average of 8 Countries, 2001–2009

*Aggregate net expectations of 10 responsibilities of large companies
**Aggregate net CSR performance ratings of 10 industries
Power of consumer support

- Would not consider (7)
- 20%+ more (4)
- 10% more (19)
- No more (33)
- 5% more (37)

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Sustainable supply and responsibility

• From responsible business to sustainable business
• Low yields + poor quality > limited livelihoods = supply chain challenges
• Global brands now making major investments at farm level

Recent 100% Fairtrade commitments
Fair Trade Alliance Kerala
OUR NUTS come from all over the world. Liberation belongs to the farmers of 11 different co-operatives from India, Malawi, Mozambique, Bolivia, Brazil and Nicaragua. We know the source of all our nuts. We pay a Fairtrade® price for them and any profits the company makes belong to the farmers who own it. To read more follow the links below.

CASHEWS
Grown by members of the Fairtrade Alliance Kerala in India and IKURU in Mozambique.

PEANUTS
Grown by members of the Mchinji Area Smallerholder Farmers Association in Malawi.

BRAZIL NUTS
Grown by members of 4 cooperatives in Brazil and Bolivia. Read more here.

WALNUTS
Grown by Fairtrade farmers in Chile. Read more here.

MACADAMIA NUTS
Macadamia nuts come mostly from Indonesia and we are working towards creating a Fairtrade supply. Read more here.

NUT MIXES
About a third of our nuts are sold in mixes.

HARRY says: Don't go home without a bag of my nuts!
Rob Cameron, Chief Executive
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