



## **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**





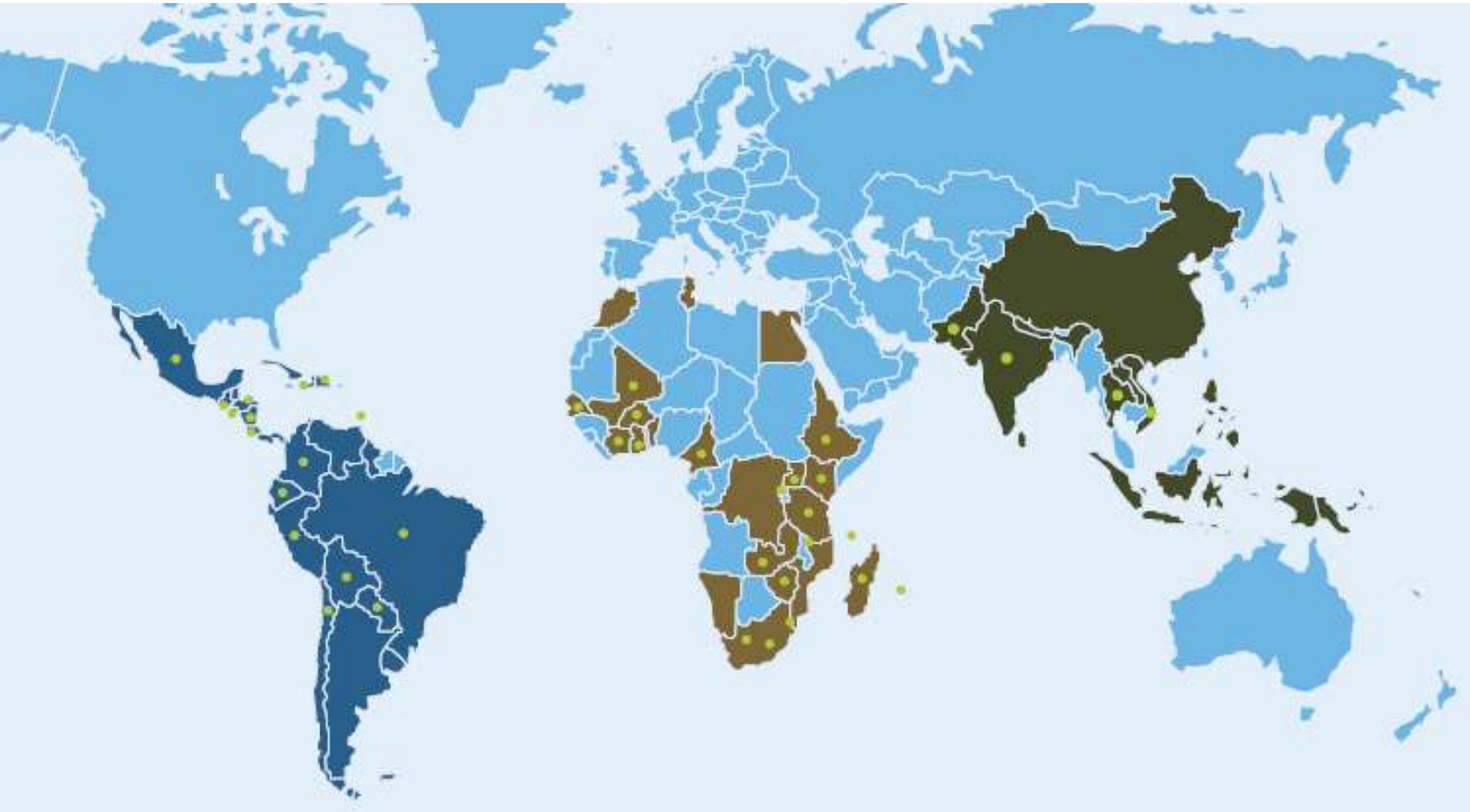
# Fairtrade products





®

# Products' origins





# Fairtrade in Action

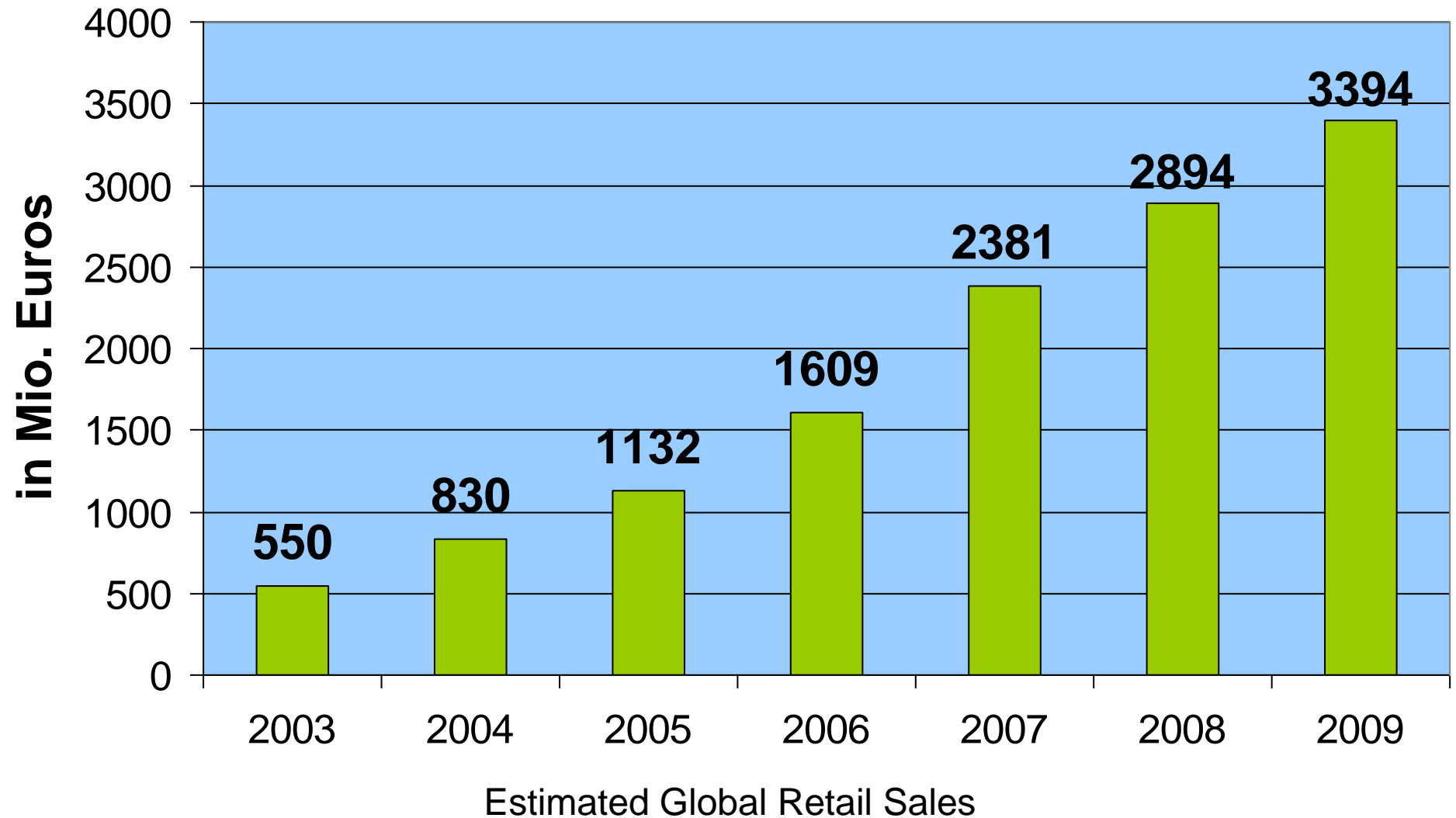
- Estimated **7.5 million small-scale farmers, workers and dependents** in 60 countries benefit from Fairtrade (2009)



- 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

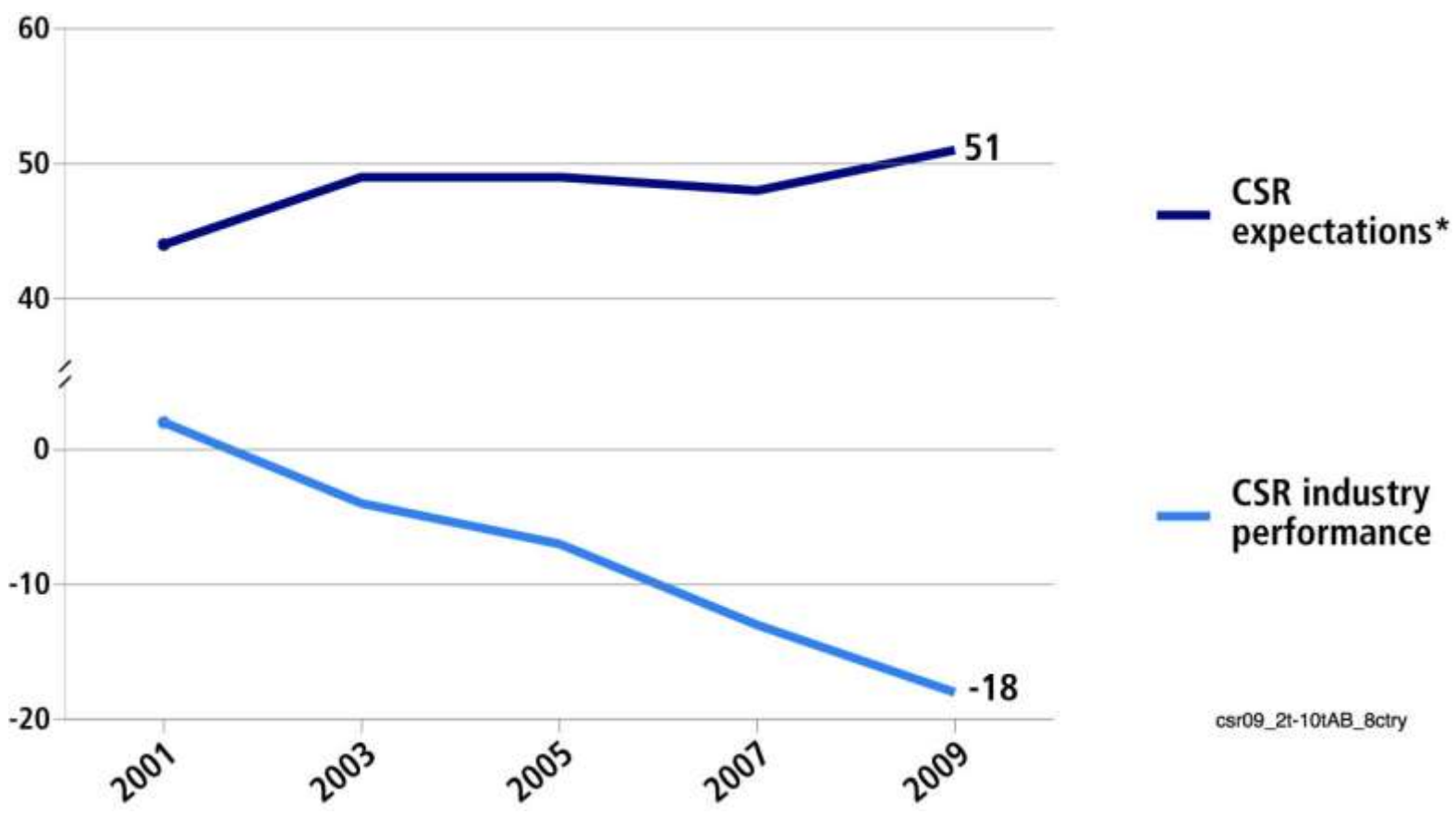






# Expectations on CSR vs Industry Performance

Average of 8 Countries, 2001–2009



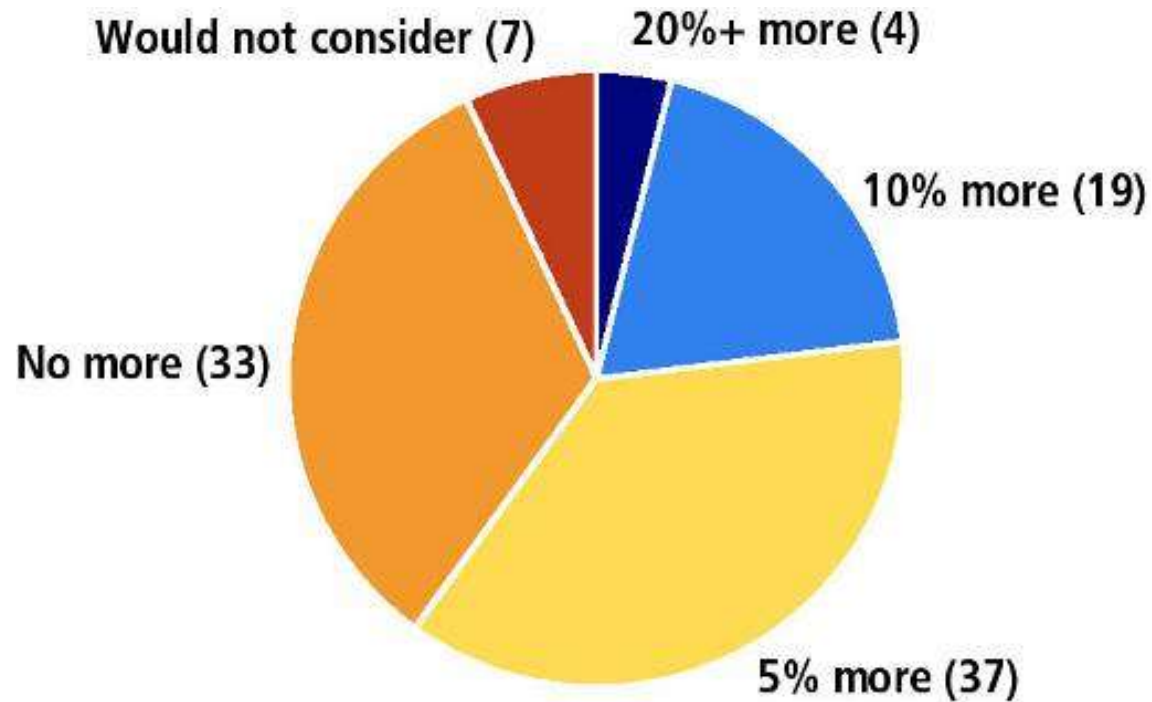
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\*Aggregate net expectations of 10 responsibilities of large companies

\*\*Aggregate net CSR performance ratings of 10 industries



# Power of consumer support



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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







Old  
Happy  
Sweet  
Salt  
Soft  
Lumpy  
Dry

Admiral  
Tadka  
Dish  
Bun  
Starch  
Creamy  
Sticky

46P  
11

SMILE  
A-O

# liberation

The world's only farmer-owned Fairtrade nut company



[Home](#) | [Liberation's Farmers'](#) | [Our Products](#) | [Press](#) | [Harry's Nuts!](#) | [FAQs](#) | [Contact Us](#)

**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 belongs 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](#).

## 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!



## BUY OUR NUTS:

### Liberation Nuts

- Waitrose
- Oxfam

### Harry's Nuts!

- Sainsbury's
- Waitrose
- Vendia
- Peros

### Own-brand Fairtrade Nuts

- Tesco
- Sainsbury's
- [Traidcraft](#)
- Morrison's

### Liberation Peanut Butter

- Oxfam
- [Traidcraft](#)

And at selected stockists

Ask and they shall stock! If your store or pub doesn't have Liberation Nuts, ask your nearest and let us know so we can follow up!



**Thank you!**

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