

FAIRTRADE AFRICA

**Opportunities for Fair Supply Chain
A regional Perspective**

James Mwai

Director of Programmes



Fairtrade's vision

is a world in which all producers can enjoy

secure and sustainable livelihoods,

fulfil their potential

and decide on their future.



Fairtrade in Africa

1. Benin
2. Burkina Faso
3. Burundi
4. Cameroon
5. Comoros Islands
6. Cote d'Ivoire
7. Dem. Rep. of Congo
8. Egypt
9. Ethiopia
10. Ghana
11. Kenya
12. Lebanon
13. Liberia
14. Madagascar
15. Malawi
16. Mali
17. Mauritius
18. Morocco
19. Mozambique
20. Palestine
21. Rwanda
22. São Tomé and Príncipe
23. Senegal
24. Sierra Leone
25. South Africa
26. Swaziland
27. Tanzania
28. Togo
29. Tunisia
30. Uganda
31. Zambia
32. Zimbabwe

KEY
 Fairtrade presence in Africa & Middle East



Top products in Fairtrade Producer Countries in Africa

FLOWERS		Egypt Ethiopia Kenya Tanzania Zimbabwe
COTTON		Cameroon Mali Senegal Benin Burkina Faso
COCOA		Cote d'Ivoire Ghana Sierra Leone Sao Tomé & Principe Liberia Togo
TEA		Kenya Uganda Rwanda Tanzania Malawi
COFFEE		Burundi DRC Ethiopia Kenya Uganda
SUGAR		Malawi Mauritius Mozambique Swaziland Zambia
WINE, FRUITS & VEGETABLES		South Africa Tunisia Ethiopia Mozambique Sierra Leone
NUTS, OILS, HERBS & SPICES		Palestine Morocco Madagascar Comoros Islands Lebanon

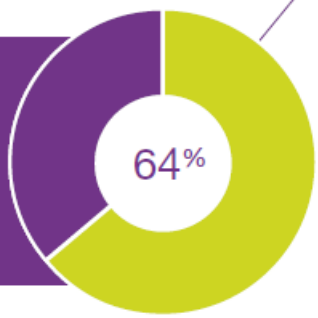
Number of farmers and workers in Fairtrade producer organizations 2013

Percentage of global total

838,500



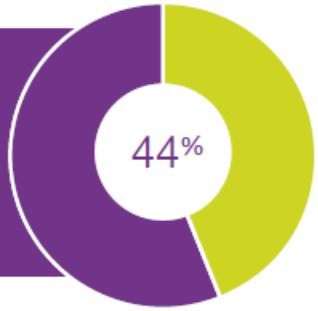
Small Producer Organizations



93,600



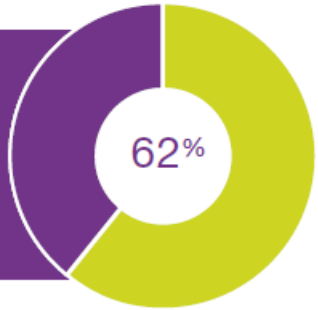
Hired Labour Organizations



932,100



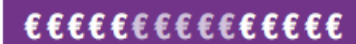
Africa Total



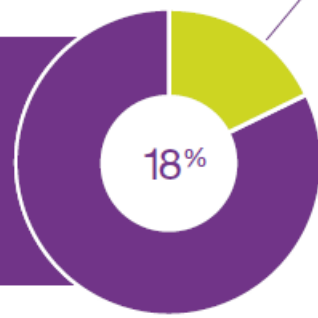
Fairtrade Premium receipts 2012-13 (€ millions)

Percentage of global total

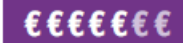
€ 14.6 million



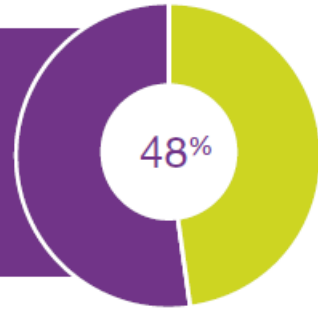
Small Producer Organizations



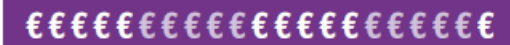
€ 6.7 million



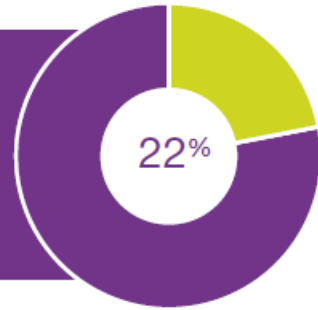
Hired Labour Organizations



€ 21.3 million



Africa Total



**This
is
Africa
(TIA)**

- 1. Fastest growing economy**
- 2. Population dividend**
- 3. Focus on agriculture**
- 4. Regional integration**
- 5. Trade facilitation**
- 6. Africa connected**
- 7. Remittances**
- 8. Rural population**

Supply Change Project

- **Specific issues and opportunities for African region as they relate to produce supplied for European retail**
- **Key issues for awareness of European consumers regarding their food consumption.**
- **We would like to use those insights to drive progress through the retail supply chain.**

Issues and Opportunities

- 1. Quality**
- 2. Reliability**
- 3. Income**
- 4. Sustainability**

Issues and Opportunities

QUALITY

1. Information (What to grow / How to grow / When to grow)
2. International Standards
3. Post-harvest losses
4. Costs of Production

Issues and Opportunities

RELIABILITY

1. Contracts
2. Order fulfilment
3. Moral hazard
4. Access to Finance
5. Redress mechanisms
6. Infrastructure

Issues and Opportunities

INCOME

1. Living wage
2. Price stability
3. Cost of production
4. Access to Finance
5. Cooperatives
6. Accountability

Issues and Opportunities

SUSTAINABILITY

Brundtland Report definition:

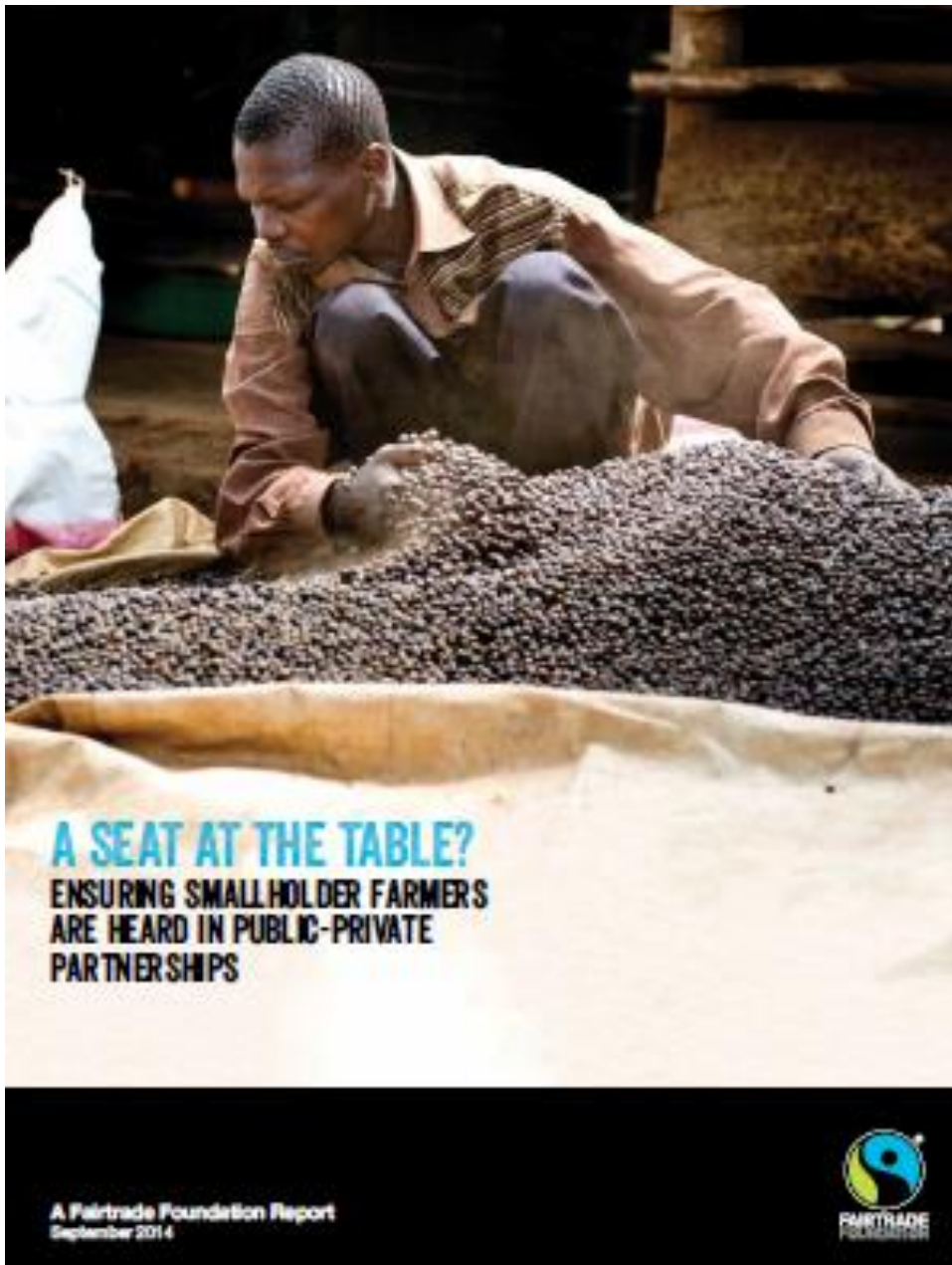
Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

The three pillars of sustainability –
environmental, economic and social





The Sustainable Development Goals (SDGs) are a **universal set of goals, targets and indicators** that UN members will use to **frame their agendas and political policies** over the next 15 years



A SEAT AT THE TABLE?
ENSURING SMALLHOLDER FARMERS
ARE HEARD IN PUBLIC-PRIVATE
PARTNERSHIPS

A Fairtrade Foundation Report
September 2014



RECOMMENDATIONS

The findings of this study suggest that governments and international development partners can do much more to ensure that smallholder farmers are given the opportunity, space and information to play an active role in the design and development of agricultural PPPs – should they wish to participate in them. Below we offer some initial ideas on how each of the case study PPPs could be improved in this regard, as well as some general thoughts and recommendations for improving future engagement of small-scale food producers in agricultural partnership initiatives.





A Fairtrade Foundation Report
February 2015



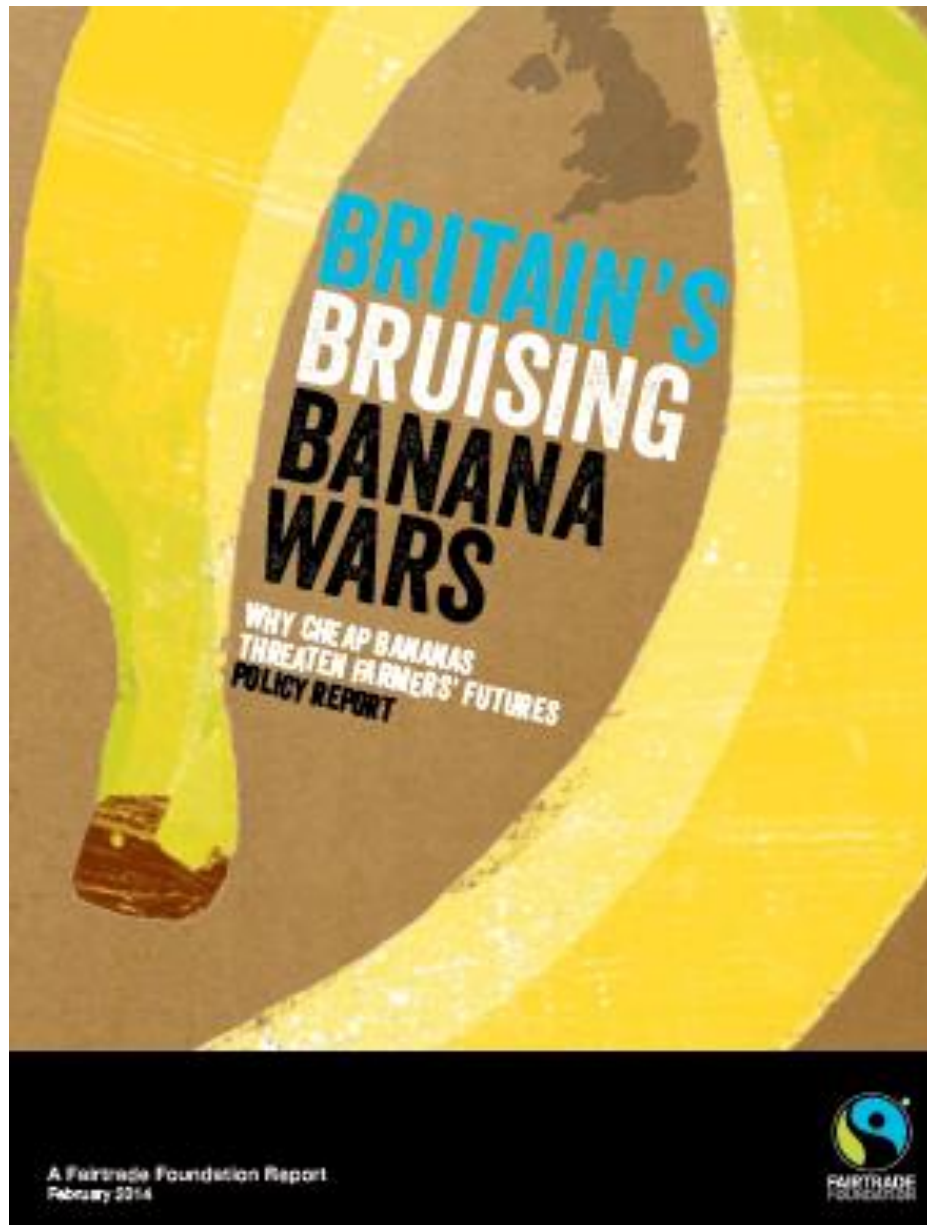
I AM PROUD TO BE A COMMITTEE MEMBER OF KASINTHULA ASSOCIATION. WITH THE FAIRTRADE PREMIUM, WE HAVE CONSTRUCTED A CLINIC AND HOUSES FOR THE FARMERS AND DRILLED BOREHOLES SO THAT WE HAVE SAFE, CLEAN WATER.

Henry Matenda, sugar cane farmer, Malawi, pictured with his daughter Esthery

RETAILERS

Supermarkets also have a choice when making listing decisions on both white sugar and higher value brown sugars that can only be made from cane sugar. Will they support farmers in developing countries, whose livelihoods depend on it, or do they want to stock sugar that costs a penny or two less per bag, at the cost of pushing hundreds of thousands of people into poverty?





2/ EXECUTIVE SUMMARY BANANA FARMERS AND WORKERS AROUND THE WORLD ARE BEING SQUEEZED. THE PAST 10 YEARS HAVE SEEN A 40 PERCENT FALL IN THE TYPICAL UK RETAIL PRICE OF LOOSE BANANAS WHILE COSTS OF PRODUCTION HAVE DOUBLED IN SOME REGIONS. THE PRESSURE ON FARMERS AND WORKERS HAS BEEN RELENTLESS.



Leverage Points for a Sustainable Food Chains

- 1. Research**
- 2. Joint Action**
- 3. Review Mechanisms**
- 4. Collaboration and Pilots**
- 5. Policy Influence**



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