FAIRTRADE AFRICA

Opportunities for Fair Supply Chain
A regional Perspective

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Fairtrade’s vision is a world in which all producers can enjoy secure and sustainable livelihoods, fulfil their potential and decide on their future.
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.
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.
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 Matondo, 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?
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