



FAIRTRADE

FLOWERS IN

AFRICA

2015 REPORT

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FOREWORD



As this report shows, flower farms and their workers gain many benefits from being Fairtrade certified. The Fairtrade Standards provide clear guidelines for improving workers' rights, representation and collective organization. There are also clear procedures for ensuring the local environment is protected. These standards improve the sustainability of the farms and improve the quality of the working environment.

The Fairtrade Premium which Fairtrade farms receive on top of the commercial price is invested in a range of social projects to improve the livelihoods of the workforce and the wider community. In 2013, 20 percent of the Fairtrade Premium received in Africa went to Fairtrade flower farms – only cocoa growers received more.

This year sees the tenth birthday of Fairtrade Africa (FTA), the producer network that represents and serves Fairtrade workers and members in Africa. We have come a long way since our formation in 2005 in Moshi, Tanzania. One of our greatest achievements in recent years has been to welcome worker representatives on to the network's governance structure. Our worker representative on the FTA Secretariat Board is Grace Cherotich, who comes from a Fairtrade flower farm in Kenya. You can read more about her story inside this report.

An increasing number of initiatives make Fairtrade Standards more effective and relevant for farms and their workers. This includes the implementation, in 2015, of the new Fairtrade Hired Labour Strategy and Trader Standard. We are also supporting the implementation of new technologies through online marketing platforms, to help farms to access markets and pesticide management information system aimed at improving handling of pesticides.

We have come a long way, yet we have so much more that we can do. Together with Fairtrade International and our other partners, we are looking into solutions to the challenges we face. As the case studies in this report show, FTA must continue to support Fairtrade flower farms in building their access to Fairtrade markets. We are excited to be part of this journey and invite you to join us.

By Brenda Achieng',

Vice-Chair of the Fairtrade Africa board.

Tapped water financed by
Fairtrade Premium has saved
Kiliflora producers 7km trekking.



FAIRTRADE FLOWERS – THE BENEFITS



The Fairtrade Premium

A Fairtrade Premium is paid for Fairtrade flowers on top of the purchase price. This Premium is set at ten percent of the commercial price. In order to manage the Fairtrade Premium for the benefit of the workers, the flower farm appoints a Fairtrade Premium Committee (FPC), with democratically elected worker members together with advisors appointed by the management. The FPC develops a yearly Fairtrade Premium plan that must be approved by the workforce at an annual meeting.

Fairtrade Premium plans must be able to demonstrate that a broad range of workers, their families and the wider community are benefiting from the funds

received. Up to 20 percent of Fairtrade Premium income may be distributed equitably amongst all workers in cash as a Fairtrade bonus, if the workers choose to do this. The FPC must be able to demonstrate clearly how money has been distributed. All accounts must be made available to FPC members and FLOCERT, the auditing body, to show that the Premium has been spent in line with agreed Premium plans.

Rights for farm workers

To obtain Fairtrade certification, flower farms have to adhere to Fairtrade Standards. An initial audit, followed by monitoring audits, will be conducted by FLOCERT. Fairtrade Standards include a list of requirements to safeguard the rights

of farm workers. These are based on the International Labour Organization's (ILO) conventions on workers' rights, representation and organization and ensure that workers have freedom of association and freedom to make collective agreements. They also have the right to establish or join an independent union, elect their advisors and design their own programmes. Fairtrade is committed to the payment of living wages where farms establish a progressive plan up to the living wage benchmark.

Preserving the environment

The Fairtrade Standards include a detailed set of environmental requirements, specific to flower production, to limit the use of agrochemicals and prohibit the use of banned pesticides. Farms are also required to adopt measures that will conserve local water, take care of soil and handle waste management.

The standards require that flower farms implement initiatives to preserve the biodiversity of the surrounding area. They must limit the impact of production practices on the local ecosystem.

Trading terms

Fairtrade buyers must comply with the Fairtrade Trader Standard. These terms include implementing a traceable system, providing contracts and supplying all payment details including details of the Fairtrade Premium. This helps provide greater predictability in trading and protects the farms from fluctuating prices.



Left: Flower cutter Edwin Magadi of Harvest Farm Limited, Athi river, Kenya. Right: Evagerine Wamuyu of Simbi Roses working at the packaging department.

HOW FAIRTRADE PREMIUM COMMITTEES IN AFRICA USED THE FAIRTRADE PREMIUM 2012-2013



As figure 2 shows, 56 percent of the Fairtrade Premium was spent on services for workers on the farms and their families, and 24 percent on initiatives to support the wider community. Education for workers, their families and the wider community was the area with the highest level of spending with 40 percent of the allocated Premium. This includes adult education, bursaries for school children, school facilities and teacher support services.

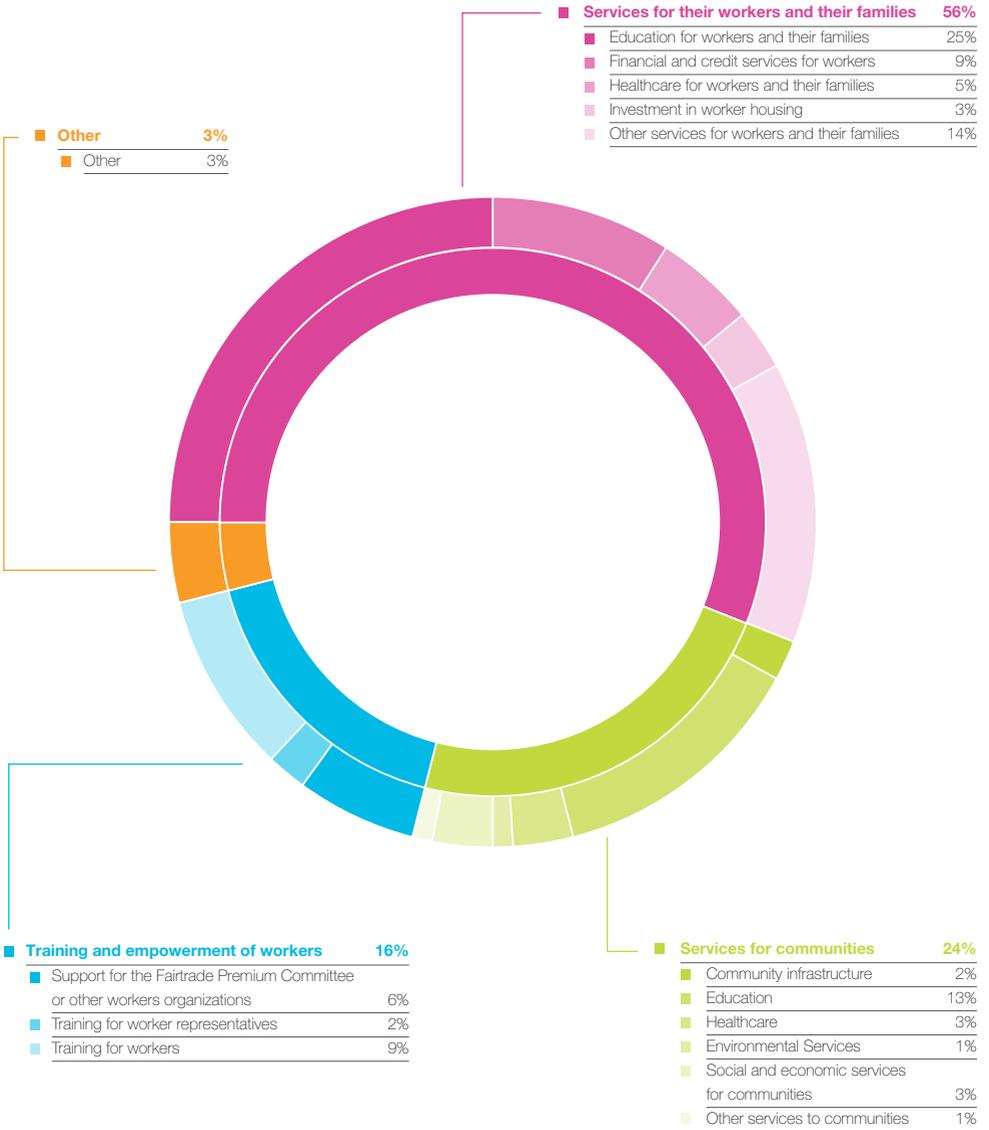
Six percent of the Fairtrade Premium allocation was spent on building worker representation and empowerment,

enabling works to improve their own lives. This includes training for the Fairtrade Premium Committee representatives to enable them to better handle their new roles. Treasurer of Harvest Flowers Fairtrade Premium Committee Lawrence Mwangi explains, “We were taken to a computer college to learn how to use a computer before joining the FPC. Before this I didn’t know how to use a computer. I have also gained strong leadership skills.”

Above: Happy beneficiaries of Fairtrade Premium in Gird Port and Harvest Flowers.

PREMIUM SPEND BREAKDOWN 2012 - 2013

Figure 2: Breakdown of Premium Spend

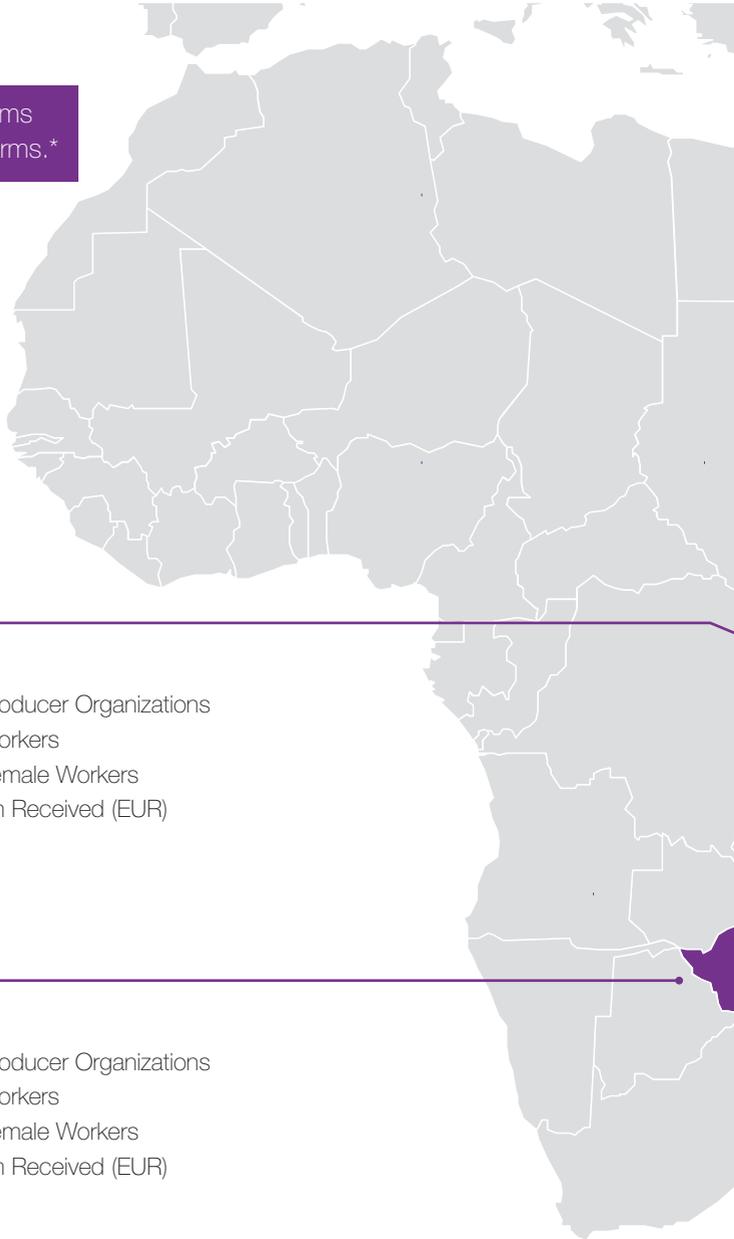


Note: The data in this section is based on figures collected as part of audits on producer organizations conducted by FLOCERT between the years 2012-2013. Data is based only on producer organizations that submitted data on breakdown of Premium use.

Note: Percentages may not sum due to rounding.

FAIRTRADE CERTIFIED FLOWER FARMS IN AFRICA

Over 2.6 billion flower stems produced on Fairtrade Farms.*

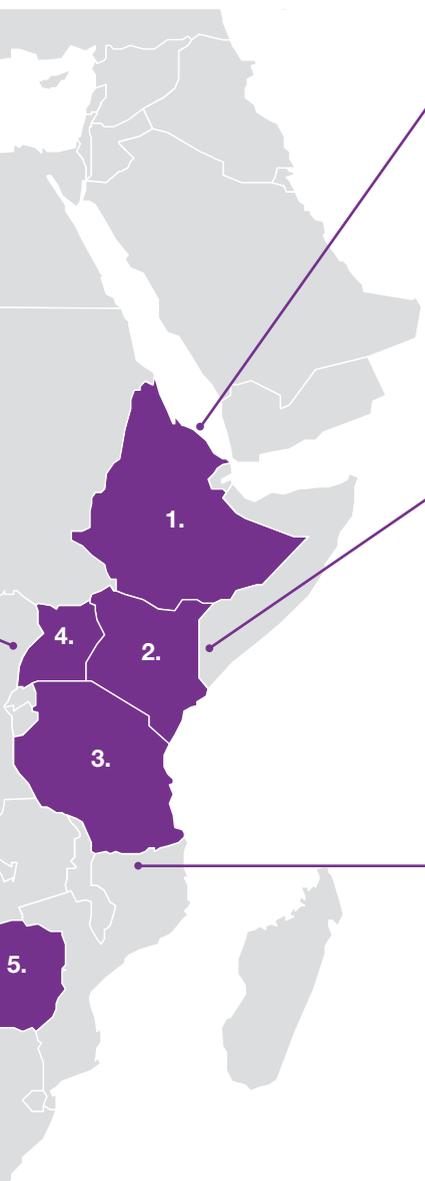


4. Uganda

@	2	- Number of Producer Organizations
👤	1,600	- Number of Workers
👤	400	- Number of Female Workers
€	14,400	- Total Premium Received (EUR)

5. Zimbabwe

@	3	- Number of Producer Organizations
👤	1,100	- Number of Workers
👤	500	- Number of Female Workers
€	29,100	- Total Premium Received (EUR)



1. Ethiopia

- @ **4** - Number of Producer Organizations
- 👤 **11,300** - Number of Workers
- 👧 **7,800** - Number of Female Workers
- € **517,500** - Total Premium Received (EUR)

2. Kenya

- @ **30** - Number of Producer Organizations
- 👤 **30,400** - Number of Workers
- 👧 **14,000** - Number of Female Workers
- € **3,589,900** - Total Premium Received (EUR)

3. Tanzania

- @ **3** - Number of Producer Organizations
- 👤 **1,700** - Number of Workers
- 👧 **800** - Number of Female Workers
- € **492,800** - Total Premium Received (EUR)

Note: * The data in this section are based on provisional figures that have been collected as part of audits of producer organizations conducted by FLO-CERT during 2013 and 2014.

AN INNOVATIVE APPROACH TO PREMIUM SPEND IN AFRICA



Over the past ten years the development of the horticultural sector of Naivasha, a small town in Kenya's Rift Valley, has boomed.

Workers and their families have migrated to the region and the flower sector now employs 70,000, 70 percent of them female. Local health and educational facilities have struggled to keep up with a rapidly expanding population. The maternity wing of Naivasha's only district hospital had a 20 bed capacity. Services were stretched. Women and their newborn babies often had to share a bed and other facilities, creating unsanitary conditions that increased the risk of cross contamination of infection diseases.

In response, the 'Friends of Naivasha' self-help group was established to build a dedicated women's health care centre to meet the maternity needs of the region. This group included six Fairtrade certified flower farms in the area: Panda, Oserian, Finlays Homegrown, Tulaga,

Longonot Horticulture and Bigot Flowers. The Fairtrade flower farms contributed 60 percent of the required funds for the first two phases of the project, with the support of the Fairtrade Premium. Other funding came from two other organisations: Friends of Naivasha (USA) and the REWE group (Germany).

The facility now has 80 patient beds and 18 delivery beds with 550 to 600 babies a month now delivered there. It has become a referral institution for new babies born in adjacent facilities and for mothers in need of specialized post-birthing care. According to the centre's director, mortality rates of mothers and infants have decreased dramatically. Two deaths were reported at the centre last year, compared with 20 in the year before the centre was opened.

Above: Naivasha Women's Hospital, Naivasha, Kenya.

BUILDING WORKER REPRESENTATION IN THE FAIRTRADE SYSTEM



Recognising the importance of worker representation in the Fairtrade system, in November 2013, the Fairtrade Africa board added a worker representative to the Board.

The worker representative position will be filled in rotation by the four regional networks within FTA. The election candidates are required to be office bearers in their respective workers' committees. They also need to have a minimum of a high school education and have been working at a Fairtrade certified farm for at least four years.

Grace Cherotich who currently works for Ravine Roses, a Fairtrade certified flower farm in Kenya, won the seat in an election process held across East Africa in 2014.

She attends FTA board meetings every quarter and was one of three FTA delegates who attended the Fairtrade International General Assembly in Bonn, Germany, in June 2014.

"In June 2014 I was elected as a worker representative to the Fairtrade Africa Board. This was the highest position I have ever held," she says. "I am happy to be in this position where I can represent workers like myself. Having been a flower worker for 12 years, I know the challenges that workers face and I am proud to have been given this platform to champion their rights."

Above: Grace Cherotich, speaking to guests at the launch of Fair Trade Town Campaign in Switzerland.

CASE STUDY: HARVEST FLOWERS



Kenyan Fairtrade flower workers at Harvest Flowers in Athi River were delighted to win a special Fairtrade award for the work of their Premium Committee in 2014. And the award has brought more than an increase in pride to the organisation.

“Since we received the Fairtrade Award there has been a massive increase in interest [from the markets] in Harvest Flowers,” says Raj from its sales team. “We have definitely seen more interest from Scandinavian countries... three years ago we were selling five percent of our produce to Fairtrade buyers, now we are selling 30 percent.”

The farm was established 20 years ago and was certified Fairtrade in 2012. It currently employs 872 permanent workers. The decision to join Fairtrade

was a way of formalizing the farm’s commitment to the welfare of its workers as well as exploring the possibilities of reaching new Fairtrade markets.

Managing Director John Williams says that a key outcome of implementing Fairtrade Standards has been the improved relationship and image of the farm among the local communities and their leaders. Harvest Flowers has worked with the local population in the past, but the additional funding from the Fairtrade Premium has allowed the farm to expand this relationship, addressing more social and environmental issues.

Chair of the Premium Committee, Samuel Otieno, says the biggest impact of the Fairtrade Premium has been the distribution of sanitary towels to 12 schools in the local community.

The significance of this decision is clear to the head teacher of Kanane Girls High School, whose girls are benefiting from the scheme. "Here you find families that are very poor. Often you find children whose only meal of the day is that served at school. If families can't afford food how can they afford sanitary towels for their daughters?" adds the Headmaster. This problem had led to high absenteeism rates among the girls right across the district.

According to Samuel Otieno, since the schools began distributing sanitary towels free of charge, absenteeism has been reduced by up to 60%. The sales team at Harvest Flowers believes Fairtrade certification has helped to diversify markets as well as build loyalty between buyer and farm. The buyer sees the long term benefit of investing in the farm because of the impact of the Fairtrade Premium. And the buyer also knows that

Harvest Flowers will favour their contracts over others because of the additional benefits they receive.

Harvest Flowers would like to sell its entire product to Fairtrade buyers but its biggest challenge is finding Fairtrade buyers across its markets, which include Russia, other countries in Eastern Europe, and Australia. A further challenge is that buyers are squeezing farms to get a higher margin for the end markets. John Williams explains that this affects the quality of the final product and the welfare of the workers. His team would like to see Fairtrade continue lobbying governments and retailers to raise awareness of the consequences of price cuts on the farm worker. 'Even a 1 cent increase per stem would make a significant difference for the lives of the worker.' He explains.

Left: Flower workers at Harvest Flowers in Athi River, Kenya.

CASE STUDY: GIRDPORT



Zimbabwean Flower Farm Girdport Flowers, in Glendale, sells only six percent of its annual sales volume as Fairtrade and the cost of implementing Fairtrade Standards has been significant for the company. Yet the farm continues to be part of Fairtrade.

This is because the positives for Girdport Flowers are plain to see, both for the workers on the farm and the local community. As Tinashe Chigarisano, the farm's Fairtrade Officer, explains, "Fairtrade is one of a kind. The Premium benefits can't be compared to any others.



It gives a meaning to life for those who have lost hope."

Girdport Flowers was established around ten years ago and became Fairtrade certified in 2010. The farm employs 673 permanent and 481 seasonal workers. Of these 450 are women. It chose to become Fairtrade certified in order to diversify its markets, become more sustainable and improve the welfare of its workers and the local community. According to members of the Fairtrade Premium Committee, one of the biggest impacts the Fairtrade Premium has had for workers on the farm is the improvement in the childcare and education provided by the farm's pre-school. Through the support of the Fairtrade Premium, the pre-school has built a playground, bought ten mattresses and blankets for children and provides funds for meals so that the 95 children attending receive two subsidized meals a day.

The benefits of Fairtrade are not just limited to the Premium. The Fairtrade Standards have helped the farm to reach higher levels in worker welfare. Previously the farm adhered to the basic requirements set by standard labour laws.

Since certification the organization has reviewed its health and safety policy and

fire policy. It has also carried out an appraisal of equipment safety. As a result the use of personal protective equipment has improved and those using potentially harmful chemicals have blood tests every three months. The Health and Safety Committee and the Fire Committee now have clearer mandates and address these issues within the workplace.

The farm has implemented measures to improve workers' rights. A Workers' Committee has been established. Every worker is now a member of the General Agriculture & Plantation Workers' Union of Zimbabwe. Working hours have been cut for some teams. The spray team's daily hours have been reduced from eight to four; security workers from 12 to nine. Workers are now also being paid according to a collective bargaining agreement agreed between worker representatives and management on their terms and conditions of employment.

However Girdport Flowers needs to sell a larger percentage of its product on Fairtrade terms to make the implementation of the Standard commercially viable. The farm says it would like Fairtrade's support to build its Fairtrade markets, including providing trading information directly related to the Fairtrade Flower market.

NEW INITIATIVES IN FAIRTRADE FLOWERS



The Fairtrade flowers team is constantly seeking new ways to improve the relevance and value of Fairtrade for farms and their workers. This includes new initiatives being rolled out across Africa in 2014 and 2015.

Online Marketing Platforms

The flower business is constantly changing and Fairtrade wants to ensure its members benefit from the opportunities that exist. Today more than 90 percent of floriculture buyers use the internet as their prime source of information when looking for products. This is also true of the search for Fairtrade products. We want to make sure that buyers are connected to products in the most effective ways possible.

FlorAccess is an example of a new online platform that connects floricultural companies and buyers and it now also includes Fairtrade flower farms and Fairtrade buyers. We are open to cooperate with other online platforms as

well. They increase the visibility of Fairtrade flower farms by displaying the farms' products in an online catalogue that is easy for buyers to find. Buyers who subscribe to the platform can look for the products they need and contact either the farms directly or the export companies shown as the farms' sales contacts. These platforms also provide market statistics to farms, so they know the impact of their online visibility and have insights into which products are most popular and which countries are interested in them."

FLOPIS - Flower Pesticide Information System

New software designed by Max Havelaar Switzerland that provides flower producers with a system for capturing and storing data on the daily usage of pesticides, fertilizers and water, to ensure environmentally friendly production methods are implemented and documented. This allows Fairtrade flower producers to plan and evaluate pesticide usage and ensure that they are in line with Fairtrade Standards and generally responsible and sustainable farming. It also allows them to document their progress in reducing pesticide use over time (showing reductions in both volume and toxicity).

To find out more about both initiatives and their implementation in Africa please contact Caleb Lang'at at Fairtrade Africa c.lang'at@fairtradeafrica.net

Left: Flower workers at Gird Port Floer Farm, Zimbabwe.
Top: Flower worker from Harvest Flowers, Athi River, Kenya.



Secretariat, Fairtrade Eastern and Central Africa Network (FTA-ECAN)

Westcom Point, Block C,
6th Floor Mahiga Mairu Road,
Off Rhapta Road Westlands,
Nairobi, Kenya.

+254 202 721930

Fairtrade Southern Africa Network (FTA-SAN) Office

Unit 20, Block E, Collingwood
Place, Anson Street,
Observatory 7925,
Box 13450, Mowbray 7705,
South Africa.

+27 2144 88911

Fairtrade West Africa Network (FTA-WAN) Office

No. 13 Akosombo Road,
Airport Residential Area,
Accra, Ghana.

Tel: +233 307079286

Fairtrade Middle East and North Africa (FTA-MENA) Office

Westcom Point, Block C,
6th Floor Mahiga Mairu Road,
Off Rhapta Road Westlands,
Nairobi, Kenya.

+254 202 721930