

**EMPOWERING  
AFRICAN PRODUCERS  
THROUGH TRADE**



A producer from Kasinthula  
Cane Growers Association,  
Malawi.



## WHO WE ARE

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**Fairtrade is a global movement which addresses the injustices of conventional trade by supporting smallholder farmers and workers to secure better terms of trade.**

Fairtrade Africa, a member of the wider International Fairtrade movement represents Fairtrade certified producers in Africa and the Middle East. We currently support over 420 producer organizations in 32 countries achieve Fairtrade Standards. This in turn enables them access markets, decent working conditions and fairer terms of trade.

Fairtrade is the world's largest and most recognized ethical certification system. Fairtrade International is the umbrella organization for Fairtrade worldwide. Through Fairtrade, consumers connect with producers with the aim of reducing poverty through trade. Shoppers can recognize products that meet the Fairtrade Standards by the FAIRTRADE Mark.

There are currently 24, Fairtrade Organizations who market Fairtrade in their countries and three Producer Networks in Africa & the Middle East, Latin America & the Caribbean, and Asia & the Pacific.



A lady enjoying  
fairtrade  
chocolate.

# FAIRTRADE VISION

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

## MISSION

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We support our members to strengthen their organizations in line with Fairtrade Standards. We will improve and increase our members' ability to access Fairtrade markets. We will engage with our members to advocate for their interests and take active ownership of the global Fairtrade system.

## FAIRTRADE STANDARDS

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### **Fairtrade Standards**

There are Fairtrade Standards for over 300 raw products. These include coffee, cocoa, cotton, tea, sugar, flowers, shea butter, argan oil, vegetables and wine grapes amongst others.

### **Main objectives of the Standards are to:**

- Ensure producers receive prices that cover the average costs of sustainable production.
- Provide a Fairtrade Premium to be invested in projects that enhance social, economic and environmental development.
- Facilitate long-term trading partnerships and enable greater producer control over the trading process.

Women from SODEFITEX,  
Senegal throwing cotton  
onto a pile.



# BENEFITS OF FAIRTRADE

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For farmers and workers at Fairtrade certified organizations, Fairtrade means:

## **Fair Prices**

Most Fairtrade products have a Fairtrade Minimum Price, which aims to cover the average cost of sustainable production. This acts as a vital safety net for farmers and workers and protects them from market price fluctuations. If the market price is higher than the minimum price, then producers receive the market price.

## **Fairtrade Premium for development**

Fairtrade farmers and workers receive a Fairtrade Premium, which are additional funds above the purchase price, which they invest in social, economic or environmental projects of their choice. The Premium is most often invested in education and healthcare or farm improvements to increase yield and quality.

€21.3m

**Amount farmers and workers in  
Africa & the Middle East received  
in Premium money in 2012-13.**

## **Small-holder farmers and workers are co-owners of Fairtrade**

African producers are half-owners of the global Fairtrade system along with producers from Latin America and Asia. They are key decision makers on Fairtrade strategy and direction. The three producer networks have 50% of the vote in Fairtrade's General Assembly and are represented on the Board of Directors. Currently, there are two Fairtrade Africa representatives on the Board of Fairtrade International.

## **Stable trading relationships on more equal terms**

Through Fairtrade, producers can benefit from increased financial stability through partnerships with buyers which enhance their access to credit. Long-term contracts and strong trading relationships are encouraged and promoted by the Fairtrade system.



A producer from Mabale Growers,  
Uganda picking tea.

## WHAT WE DO

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Through a network of Liaison Officers and strong partnerships, we support our members across 32 African countries to meet their needs, such as:

### **Delivering relevant and valued services to members.**

We support our members achieve and maintain certification. We provide relevant training to our producers and so far we have supported our producers in:

### **ADAPTATION TO CLIMATE CHANGE**

In partnership with ViSkogen we have supported 21 producer organizations in Kenya, Uganda, Tanzania and Rwanda to adapt to climate change challenges in the tea sector through adoption of Sustainable Agricultural Land Management Practices (SALM).



*Before the ADAPTea project, most of Igara farmers were using the traditional local three stones for cooking food. This was very un-healthy, as too much smoke was being emitted and it consumed a lot of fire wood which is scarce. Fire accidents were very common while cooking. Now with the energy saving jikos, women have an easier time when preparing food."*

**- Godfrey Turinabo, Standards Officer Igara farmers' Co-operative, Uganda.**

## ACCESS TO FINANCE

We are working together with Shared Interest Foundation to increase producer organizations' access to favourable lending terms, allowing them to invest in projects that would achieve their organization's vision and mission and their capacity to support their members. This project is being implemented with cooperatives in Kenya, Tanzania, Ghana, Uganda and Côte d'Ivoire, covering products such as cocoa, citrus fruits, coffee, handicrafts, tea and vanilla producers.

**So far, results from year one indicate that 90 businesses were trained in financial management and sources of finance.**

**29**

**businesses  
received  
1-1 mentoring**

**£947,000  
of loans disbursed**



*"Before the training I didn't use any financial ratio analysis in my reporting as I didn't know how to. After the training I was able to provide financial ratio with the reports to the management. I have introduced some of the formats in the financial management including a cash flow, balance sheet and income statement."*

**- Finance Officer, NIHACOFA, Uganda.**



Members of the Akoma Co-operative in Ghana washing and drying shea nuts.

## TECHNICAL ASSISTANCE FUND

This was a fund set up between 2009 and 2012 with an aim of assisting producer organisations build their capacity.



**Close to 8,000 Fairtrade producers were trained**

# \$676,462

**Was invested to 60 producer organizations**

Sireet, a cooperative from Kenya received the funding for training in organizational development. This training enabled the organization to list its objectives and priorities and to eventually create a “road map” for its development.



*In fact, I would say this training we got as a Board of directors and employees, was an eye opener in the sense that apart from prioritizing what we need to do first, it also gave us knowledge on how to relay the baton. You see after the Board sits and makes a resolution, the baton is relayed to the manager and the manager takes it down to other employees to implement and it is going on well.”*

**- Paul Tiony, Director, Sireet Outgrowers, Kenya.**

*“Having undergone traceability training enabled by the Technical Assistance Fund, we introduced a voucher system for monitoring and recording flow of products. This played a significant role in improving the management of the entire organization. Vouchers for the sub-sections and the central store ensure that payments are reported and collections of products are verified. This was a major innovation that has significantly improved traceability. - Fulbert Dago, Managing Director, KAVOKIVA Cooperative, Cote d’Ivoire.*



Guébré Adama and his daughters: Assetou Guébré (5 years old) and Dianatou Guébré (8 years old) from Côte d'Ivoire.



## CHILD PROTECTION PROJECT

In efforts to continue strengthening our work to protect children, in 2014, we started a Community Based Youth Inclusive Monitoring and Remediation program on Child Labour and protection. This project was funded by Dutch Postcode Lottery through Max Havelaar Netherlands. This is based in Côte d'Ivoire and it is aimed at tackling Child Labour in the farming communities.

The project, known as “**It Takes a Village to Protect a Child**,” has the farming communities take responsibility in monitoring themselves for Child Labour. The project involves having a youth inclusive program with community mapping exercises to identify where the risks exist concerning Child Labour and take appropriate action to protect. Once the mapping exercises are done, Child Labour Monitoring Committees are set up and community members are then tasked to identify safe and high risk areas for children. Based on their judgement, children can either be allowed or restricted to go to certain areas in the villages, farms, public places, among others.

The project is running in partnership with the Government of Côte d'Ivoire's Inter-ministerial Committee to Combat Trafficking and Exploitation, Child Labour local authorities, Schools, Vocational colleges and Cooperatives.



A producer from Kaliluni  
Coffee Co-operative, Kenya.

## POWERING UP THE ROLE OF WOMEN

In February 2015, Fairtrade Africa kicked off a gender mainstreaming and youth involvement project targeting Fairtrade-certified coffee value chains as part of its long term goals of promoting gender equity in the producer value chains.

The project which is funded by Big Lottery Fund (UK) aims at creating sustainable smallholder coffee enterprises for rural households by engaging with male coffee farmers to recognize and support economic empowerment of women and youth.

Through working closely with partners in the project, Fairtrade Africa shall oversee implementation of the following key activities for the next 3 years:

- Sensitization among male coffee farmers to allocate at least 50 coffee bushes to their wives and/or youths enabling them own and manage coffee bushes, register as cooperative members and earn independent income;
- Training on Good Agricultural Practices (GAPs) for all members of Kabng'etuny Farmers' Cooperative Society;
- Training Kapkiyai Farmers' Cooperative Society on Organizational Development, Gender analysis and mainstreaming;
- Supporting women coffee farmers of Kabng'etuny Farmers' Cooperative Society to install biogas units in their homes;
- Support Kipkelion Union to identify and access Fairtrade markets 'Women labelled' coffee both locally and internationally.

The implementing partners include Solidaridad Eastern and Central Africa Expertise Center (SECAECO), Kenya National Federation of Agricultural Producers (KENAFF), Fairtrade Marketing Organization Eastern Africa (FMOEA) and Fairtrade Foundation UK.



## WHERE ARE THE SOUTH TO SOUTH MARKETS?

Sustainable development in Africa can only be achieved if producers and local value chains are supported. Africa's middle class is growing and so is the demand for sustainable and ethical products. Consumers can now purchase Fairtrade products in South Africa and Kenya, and are thereby given the unique opportunity to contribute to sustainable development in Africa.

With the FAIRTRADE Mark introduced to the African market, Fairtrade is enhancing intra-African trade while creating further market access for all our African producers.



*Fairtrade products available in South Africa*

<b>HERBS</b> 	<b>WINE</b> 	<b>SUGAR</b> 
<b>COFFEE</b> 	<b>TEA</b> 	<b>COCOA</b> 
<b>COTTON</b> 	<b>GREEN OLIVE</b> 	<b>CHOCOLATE</b> 

*Fairtrade products available in Kenya*

<b>WINE</b> 	<b>SUGAR</b> 
<b>COFFEE</b> 	<b>CHOCOLATE</b> 
<b>FLOWERS</b> 	<b>TEA</b> 



Flower Sorter Jacquiline  
Kemunto Harvest Limited  
Athi River, Kenya.

## OUR STRUCTURE

Fairtrade Africa's Governance structure enables its members to contribute democratically to its decision-making process.

We are organised into four Regional Networks:

- Eastern and Central Africa Network (FTA-ECAN) based in Nairobi, Kenya
- Western Africa Network (FTA-WAN) based in Accra, Ghana
- Southern Africa Network (FTA-SAN) based in Cape Town, South Africa
- Middle East and Northern Africa Network (MENAN)

Each region has its own Regional Fairtrade Africa Board with representatives from the producer organisations. The Continental Fairtrade Africa Board includes one representative from each regional network and is elected by members at the African Assembly, held every two years. Through our four Regional Networks we represent our members in relevant product events and International Expos and Fairs. We also raise our producer voices through our mainstream continental event, Africa Fairtrade Convention. *Visit our convention website for more information ([www.africafairtradeconvention.com](http://www.africafairtradeconvention.com)).*

Country Networks help producers take advantage of local support opportunities, while providing a platform to advocate for relevant changes in local policies. Our Country Networks are active in Ghana, Malawi, Côte d'Ivoire, Madagascar and South Africa.



*AFC 2013 fulfilled my expectations because I knew more about building long-term, sustainable partnerships and increasing access to finance, I met and interacted with Alterfin, Root capital and Shared Interest and I also learnt promotion of intra-Africa trade.* " - **Harimana Japhet, COCAGI, Rwanda.**

### Our partners include:



LOTTERY FUNDED





# EXPANDING FAIRTRADE GOLD TO AFRICA

In 2012 Fairtrade Africa, alongside Solidaridad and Fairtrade Foundation launched the 'Extending Fairtrade Gold to Africa' project. The project aims to build the capacity of 1100 artisanal gold miners in 9 ASMOs (Artisanal Small Scale Mining Organizations) in Uganda, Tanzania and Kenya to reach Fairtrade certification.

*"Before this Fairtrade project started, we were just dying in silence, we are grateful that we now know about the dangers of mercury. We will never let children close to mercury-burning and breast feeding mothers will stay away."* - **Josephine Agutu, Tiira Small-scale Miners Association Uganda.**



# GET FAIRTRADE CERTIFIED!

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Anyone who works in a country within Fairtrade's geographical scope and supplies a product covered by the Fairtrade Standards, can become a Fairtrade producer.

Deciding whether to get certified is an important business decision. Audits will need to be undertaken and paid for annually. Fairtrade producers and traders are inspected and audited by FLOCERT, an independent certification company.

As part of this decision, you should find out if there are any traders who want to buy your products under Fairtrade terms for the countries you want to sell to.

Also note that the whole supply chain – from producer to consumer – needs to be compliant with Fairtrade standards. The buyer of your products therefore needs to be licensed to sell products with the FAIRTRADE Mark. They will need to apply to be a Fairtrade trader.

**For more information you can reach us at: [info@fairtradeafrica.net](mailto:info@fairtradeafrica.net)**



**THE MOST  
WIDELY RECOGNIZED  
ETHICAL LABEL  
GLOBALLY**





# BECOME A MEMBER OF FAIRTRADE AFRICA!

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We have the following membership categories

## 1. Ordinary Membership

Open to certified Fairtrade producer organisations in Africa, and applications are made through regional offices.

## 2. Associate Membership

Open to non-Fairtrade certified producer organisations operating in Africa, non-producer organisations certified by Fairtrade and operating under the rules as pertains to their certification; and organisations registered with any of the fair trade movement members operating in Africa.

## 3. Honorary Membership

Shall be conferred on distinguished individuals and organisations based on criteria for honorary membership as set out in Fairtrade Africa's constitution. Honorary Membership status shall be proposed by the Board and confirmed at the African Assembly.

*More information on the rights accompanying each membership category can be found in our website: [www.fairtradeafrica.net](http://www.fairtradeafrica.net)*

**Interested in working with us to build a more sustainable Africa?  
We are looking for like-minded organizations to partner with us.  
Contact our Partnerships Manager on: [info@fairtradeafrica.net](mailto:info@fairtradeafrica.net)**



Connect with us on Facebook – Fairtrade Africa



Connect with us on twitter - @FairtradeAfrica



**FAIRTRADE**  
AFRICA

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