



EMPOWERING AFRICAN PRODUCERS THROUGH TRADE

WHO WE ARE

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.



FAIRTRADE VISION

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

MISSION

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

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.



BENEFITS OF FAIRTRADE

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.

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.

GROWING WOMEN IN COFFEE PROJECT

Supporting Kenyan women coffee farmers to grow their livelihoods



Who we are: Fairtrade Africa (FTA) is leading a three year project – ‘Growing Women in Coffee’ - with the support of Solidaridad Eastern and Central Africa Expertise Centre (SECAEC), Kenya National Farmers’ Federation (KENAFF), Fairtrade Marketing Organization Eastern Africa (FMOEA) and Fairtrade Foundation (FTF). Activities will run from March 2015 – February 2018.

The problem: Despite providing up to 70% labour in coffee production, majority of rural smallholder women farmers in Africa do not earn any proceeds earned from coffee sale. As such, their purchasing power, contribution to household income, attitude and

perception towards achieving development through agriculture is often retrogressive. Research shows that when women are in control of more household income, that money contributes to better outcomes for the community, including health, education and household investments.

What we’re doing: We’re working on three levels.

1. Within **Kabng’etuny Farmers’ Cooperative Society** we’re building on pilot work which has recently supported 300 women farmers into income earning roles. These farmers will receive Good Agricultural Practice trainings to improve their coffee yield and quality.

We’re also supporting the construction of biogas units which will reduce the burden on women of collecting firewood each day, while conserving the environment.

2. Within **Kapkiyai Multi-Purpose Cooperative Society**, we’re using lessons learned from Kabng’etuny to work with men and women farmers to encourage transfer of ownership of coffee bushes to 150 more women coffee farmers, providing them with greater independence and income.
3. Within **Kipkelion Union**, which encompasses both Kabng’etuny and Kapkiyai, we’re developing and marketing a new product for sale into the local, regional and international market combining women’s coffee from these two groups.

We’re being supported in this project by the **Big Lottery Fund** and the **Guernsey Overseas Aid Commission**. To find out more about how you can get involved contact Marion Ng’ang’a at: m.nganga@fairtradeafrica.net

How we’ll know we’ve succeeded:

For the first time, Fairtrade certified women’s coffee from **450** organised women farmers is sold from Kenya.

Coffee yields increase by **250%** after training Kabng’etuny Women Coffee Farmers on GAPs.

200 biogas units are constructed by youth masons trained within Kabng’etuny FCS community.

Over **60,000** hours of firewood collecting is saved by using biogas units for household cooking needs.

A women’s coffee farmer association is formed in Kapkiyai MCS with **150** members, all of whom have been empowered by their husbands to ‘own’ coffee bushes, register as cooperative members and earn independent income.

Marketing contracts with businesses signed to sell the new branded women’s coffee to local and International Markets.

ABOUT PROJECT IMPLEMENTATION PARTNERS:



Fairtrade Foundation is an independent non-profit organisation that licenses the use of the FAIRTRADE Mark on products in the UK in accordance with internationally agreed Fairtrade Standards. In addition, we work to grow demand for Fairtrade and support our producer organisations and their networks.

Fairtrade Foundation will act as grant manager for this project, and holds the primary relationship with the funders who made this work possible www.fairtrade.org.uk.

Solidaridad

Solidaridad Eastern & Central Africa Expertise Center (SECAEC) is one of the 9 regional centers of the Solidaridad International Network. The Solidaridad network constitutes an international civil society organisation with more than 45 years of global experience in facilitating the development of socially responsible, ecologically sound, and profitable supply chains.

Solidaridad will be leading on implementing the Good Agricultural Practices (GAPs) trainings for farmers in Kabng'etuny. Solidaridad have recently trained over 300,000 coffee farmers in improved farming and management techniques, and have a track record of improving yields and quality www.solidaridadnetwork.org.



Kenya National Farmers' Federation (KENAFF) is a non-political, non-profit umbrella body of Kenyan farmers whose main objective is advocacy and targeted capacity building in favour of farmer cohesion and progressive uptake of agricultural innovations.

KENAFF will be responsible for supporting the construction of biogas units in Kabng'etuny cooperative. KENAFF come to this project with extensive experience, having installed over 10,000 bio digesters in Kenya over the past four year www.kenaff.org.



Fairtrade Marketing Organization Eastern Africa (FMOEA) is a member organization of Fairtrade International and it is the independent organization that markets Fairtrade products and promotes the use of FAIRTRADE Mark on products in Eastern Africa Region starting with Kenya.

FMOEA will be responsible in identifying market routes for Fairtrade-certified coffee produced and sold by women farmers that belong to cooperative societies that are affiliate members of Kipkelion Union Mill. They shall also be involved in training Kipkelion Union Mill staff on improved processing and value addition techniques, support actual product development activities to access identified markets for women's coffee and enhance accessibility of market information, increased visibility and access to better markets of Fairtrade-certified processed through the mill www.fairtrade.or.ke.

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