



AFRICA
FAIRTRADE
CONVENTION
- 2021 -



Co-funded by
the European Union



7th AFRICA FAIRTRADE

Theme: Producers leading the future of trade

Virtual Event: 22 – 25 June 2021

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Preamble

The Africa Fairtrade Convention (AFC) is Fairtrade Africa's premier event (FTA). Producers, traders, partner organizations, the Fairtrade movement, government, policymakers, and other stakeholders are all represented at the AFC.

The 7th AFC, themed '**Producers, Leading the Future of Trade**,' took place virtually from June 22nd to June 25th, 2021, with the main goal of discussing how to strengthen value chain trade connections and conditions so that farmers and workers in Africa can have sustainable lifestyles. The event was held in conjunction with the Global Fairtrade General Assembly this year.

AFC 2021 served as a networking opportunity for Fairtrade farmers, dealers, buyers, the public and private sectors, and others to discuss trade and agriculture in the post-COVID-19 era, as well as upcoming prospects and trends in international commerce. The event gave a platform to exhibit FTA impact and footprint in pushing producer empowerment first as a human development priority, bringing all producers together virtually for the first time due to the global coronavirus outbreak.

"The COVID-19 pandemic has served as a wake-up call for governments to invest more in protecting African farmers from such losses. Our food systems must undergo fundamental transformations in order to become more efficient and sustainable. Many people have lost their employment as a result of the epidemic, while businesses have closed down due to lack of access to markets as most countries have closed their borders" In a media interview, Chris Oluoch, Director of Fairtrade Africa Programmes, expressed his thoughts. Media Interview: <https://youtu.be/454P2iRgMow>

Producers won several honours at the second edition of the Fair Ngoma Awards, which included five for hired labour, five for small producer organizations, and four special awards.

The FAIR (Fairtrade Africa Impact Recognition) Ngoma Awards are the title of the awards. Drums are referred to as Ngoma in Swahili. Drums are a treasured instrument with a long history in Africa, and they play an important role in the definition of African culture. Its effect reverberates across the continent, bringing with it a sense of belonging, a shared pulse, and a shared beat. We drum to acknowledge the fruits of their labour and farming as a business, as well as the role they each play in shaping their own fate.

The European Union is co-funding the 7th Africa Fairtrade Convention and the 2nd Fair Ngoma Awards as part of the project "Unlocking the Power of Producers and Workers to Drive Inclusive Trade and Development through Fairtrade." The goal of this project was to strengthen the Fairtrade system's governance processes, promote inclusivity and efficiency, and increase the system's capacity to execute advocacy measures to better help farmers and workers.

CONFERENCE NUMBERS



4
DAYS



1656
PARTICIPANTS



70
SPEAKERS



VIRTUAL
LOUNGES



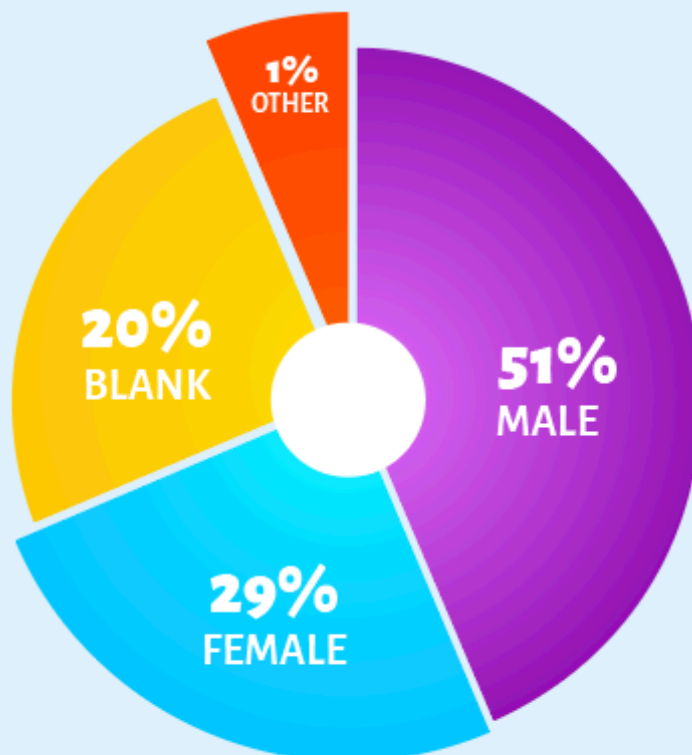
83
COUNTRIES
REPRESENTED



27
EXHIBITORS

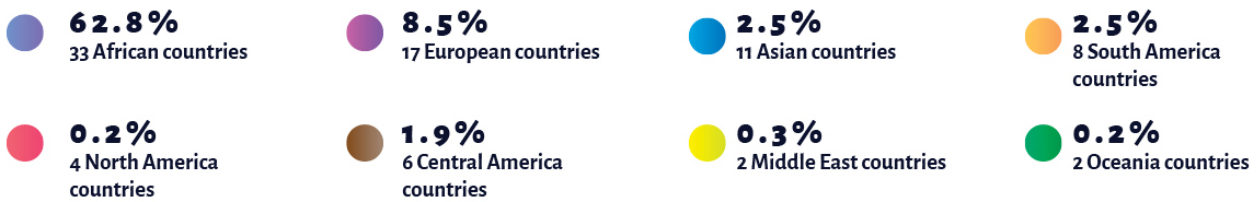
BREAKDOWN BY GENDER

AFC registration breakdown



COUNTRY OF ORIGIN

82% of the users came from 83 distinct countries



About this report

This report represents on how to enhance value chain trade ties and circumstances in Africa, which would lead to more sustainable livelihoods for farmers and workers. With a gathering of gathering of producers, traders, partner organizations, Fairtrade movement, government, policy makers among other stakeholders.

Section 1: This section covers the live sessions held at the Conventions, including panellists and moderators, as well as brief remarks from each speaker. At the Convention, there were a total of 17 (seventeen) live sessions. At the conclusion of the Convention, a celebration event, the 2nd Edition of the Fair Ngoma Awards, was held for Africa's recognized producer organizations. The producers were recognized in 13 (thirteen) categories, including five for hired labour, five for small producer organizations, and four special awards. There is a link to the session recording at the end of the section.

Section 2: This section was designed to assist stakeholders learn more about Fairtrade certified product manufacturing processes, exchange information and learn from one another by sharing best practices, and learn about the realities of production and what works at the product owner level. Seven videos on best practices and lessons were shown during the program. At the end of each part, there is a link to the session recording.

Section 3: During the exhibition session, Producer Organizations and exhibitors were given the opportunity to showcase their products and services. A total of seven exhibits showcased their products during the Convention. At the end of the section, there is a link to the session recording.

Section 4: This section documents the virtual farm tour, which provided participants with a one-of-a-kind 360-degree interactive tour of Wildfire Flower Farm, Winery Production, Honey Production and others offering the attendees a glimpse day-to-day activity of producers. The videos from the session can be found at the end of this section.

Abbreviations

AFC	Africa Fairtrade Convention
ASFTA	Australia Singapore Free Trade Agreement
BREXIT	Britain Exit
CCS	Cooperative & Credit Society
CLAC	Latin American and Caribbean Network of Fairtrade Small Producers and Workers
COMESA	Common Market for Eastern and Southern Africa
CSAF	Council of Small Agricultural Finance
CSR	Corporate Social Responsibility
EBITDA	Earnings Before Interest, Taxes, Depreciation and Amortization
ECAN	Eastern and Central Africa Network
EU	European Union
FAC	Food and Agriculture Committee
FAIR	Fairtrade Africa Impact Recognition
FLO	Cert Certification
FTA	Fairtrade Africa
GBP	British Pound Sterling
GDP	Gross Domestic Product
HREDD	Human Rights and Environmental Due Diligence
IAT	Inclusive Agricultural Transformation
LLC	Limited Liability Company
MASS	Manarcadu Social Service Society
ME	Middle East
MENA	Middle East and North Africa
MFI	Microfinance Institution
NAPP	Network of Asia and Pacific Producers
NGOs	Non-Governmental Organizations
NTMS	Non-Tariff Measures
OACPS-EU	Organisation of African, Caribbean and Pacific States – European Union
POs	Producer Organizations
RFTR	Regional Food Trade and Resilience
RTF	Right to Farm
SAN	Southern Africa Network
SDGs	Sustainable Development Goals
SMES	Small and Medium Sized Enterprises
TBT	Technical Barriers to Trade
WAN	West Africa Network
WFTO AFRICA	World Fairtrade Organisation Africa
WFTO	World Fairtrade Organisation
YICBMR	Youth Inclusive Community Base Monitoring and Remediation

Section One: The Convention

1. Opening Ceremony

Moderator: Wangeci Gitata – Kiriga – Kijana Group

Keynote Addresses:

- **Mary Kinyua, Fairtrade Africa, Board Chairperson**
- **Norman Katihvu, Youth Representative & FTA Board Member**
- **Lynette Thorstensen, Board Chair Fairtrade International**
- **Chief Guest: H.E Chileshe Kapwepwe, Secretary General, The Common Market for Eastern and Southern Africa (COMESA)**

Ms. Kinyua, provided a brief overview of Fairtrade Africa, emphasizing the new milestone set by the commissioning of the 2021-2025 strategy in 2020, as well as Fairtrade International's global strategic direction, which outlines a system-wide priority focus on emerging trends while addressing organizational strengthening and capacity building within Fairtrade as an organization and within Fairtrade as a sector. She stated that the Fairtrade Africa Board's approval of governance frameworks, which resulted in the registration of Commerce Equitable d'Afrique, led to a significant organizational changes.

Ms. Thorstensen, who had invited all participants, officially opened the inaugural virtual AFC. She emphasized the new FTA approach as well as the pandemic's lessons, which highlighted the importance of long-term value chains. She highlighted the growing significance of e-commerce and digitization. The Chair also emphasized Africa's enormous potential to feed the world, as well as the agricultural sector's significance on the continent, with agriculture accounting for more than 23 percent of Sub-Saharan GDP. The Chair asked everyone to persuade national governments and other stakeholders to devote a greater proportion of GDP to agricultural development.

Mr. Katihvu, spoke about the Recover Africa COVID-19 initiative, which has helped African youth recover from the pandemic. Throughout the session, the program was also acknowledged as having positive outcomes. He also urged the youth to stand up and be counted, to do more than simply wait for the torch to be passed to them, and to be a part of the solution and Africa's bright future.

Her Excellency Kapwepwe, in her keynote speech for the opening session, outlined how emerging trends in domestic food demand, particularly for processed foods, are causing trade flows to respond favourably. Intra-continental trade is being driven by demographic shifts, urbanization, and changing population lifestyles and habits. Africa's population will have more than doubled to 2.5 billion people by 2050. This means that Africa will be home to more than a quarter of the world's population, necessitating a significant increase in affordable and nutritious food production. Diversification of agricultural exports away from primary commodities was critical for intra-African trade expansion. There was potential for intensifying intra-regional trade in selected regional

agricultural value chains by leveraging localized comparative advantages within the region. These geographical disparities can be used to boost the competitiveness of important agricultural value chains. To move Africa away from subsistence farming and toward a more market-driven approach, it will be necessary to promote the long-term development of priority agricultural value chains and to capitalize on mutual market opportunities across the continent, boosting regional and international agricultural trade and triggering long-term economic growth.

The primary goal is to continue strengthening producer organizations, which can become more sustainable business partners and improve livelihoods if they are better managed and member-focused. Fairtrade Africa plays an important role in developing inclusive agricultural markets and trade by focusing on major agricultural stakeholders such as farmers, agro-food processors, rural youths and workers, and addressing economic power inequities in agricultural supply chains. Producers need help to improve their economic and long-term viability through fairer pricing and strong business relationships, and they want fair prices that ensure liveable incomes and increased inclusive trade and development.

COMESA also assists the private sector, particularly SMEs, in developing capacity in areas such as sanitary and phytosanitary measures, food safety standards, and quality management in order to increase their market and trade growth and competitiveness. Some of the current interventions are as follows: Sub regional training workshops on chemical risk assessment (June-July 2021); Sub regional training workshops on microbiological risk assessment (July-September 2021); Six training courses on adopting best practices in food import control will be held from June to July 2021. (Overview of risk based national and imported food control systems; Legal and institutional framework supporting import controls; Support functions for import controls; Importer and imported food profile; Risk categorization).

Sessions video : <https://youtu.be/qO79qEYSSeg>

“COMESA was open to partnerships that will help enable drive regional integration and continental development agenda.” Her Excellency Chileshe Kapwepwe, Secretary General, (COMESA).

“This has been a great opening, thank you for such inspiring remarks!” - Arisbe Mendoza Session chat

2. Best Practices for Producer Organizations Access to Fairtrade Markets

Moderator: Kate Nkatha Ochieng' - Commercial Director, Fairtrade Africa

Panellists:

- **Hend Kassab - Quality and Corporate Affairs Director, Daltex Cooperation, Egypt**
- **Maryna Calow - Communications Manager, Wines of South Africa**
- **Sigfredo Benitez - General Manager, Cooperative Los Pinos, El-Salvador**
- **Jens Kramer - Managing Director, Omniflora, Germany**
- **Mr. Nicolas Lambert – Chief Executive Officer (CEO), Fairtrade Belgium**

Ms. Ochieng', the moderator, provided an overview of the Convention, and a dialogue with participants was held to gain a better understanding of the barriers to accessing Fairtrade markets in critical supply chains, as well as the expansion of Fairtrade markets, with six panellists participating in the discussions.

Ms. Kassab, opened the discussion by stating that quality was the most important factor in allowing producers to enter global markets, noting that each market country has its own set of requirements. Quality, according to her, includes proper farming techniques, fertilizer use, water use, crop preparation, and harvesting practices.

"If a producer satisfies the unique needs of their country, then they will be able to penetrate any market" - Hend Kassab

Mr. Benitez, emphasized some major obstacles, such as rivalry generated by an oversupply of coffee beans, which makes participation in markets in the United States and other nations difficult. Smallholder agricultural organizations, he said, were unable to enhance the quality and practices of their food because they had limited access to markets and thus low returns. He urged Fairtrade to continue to help smallholder farmers improve their quality and market access.

Ms. Calow, added that future development potential must be established as international customers need Fairtrade certification from their farmers, but that minimum pricing is helping producers gain greater value.

Mr. Lambert, stressed the need of farmers having a thorough understanding of the markets in order to meet the needs of buyers and consumers. Producers of specialty coffee, for example, should be aware of the buyer's taste profiles, whereas a mainstream chocolate manufacturer may be more concerned with the humanitarian element of manufacturing than with the taste.

Mr. Kramer, emphasized the importance of better coordination between farmers and various value chain actors in order to establish stronger market appeal. He claims that maintaining a consistent supply and using the same suppliers throughout the year ensures that farmers are supported all year. He cited examples from his own company, such as how they maintained continuous supply to their clients and continued to use the same service providers to ensure that their supply chain remained uninterrupted.

Sessions video : <https://youtu.be/anizrtcHta8>

*“Good job with advocacy activities on causes and mitigation efforts on Climate Change,” Marion Ng'ang'a -
Session Chat*

3. High Level Meeting: Africa Sustainability Standards and Value Addition

Moderator: Chris Oluoch - Programmes Director, Fairtrade Africa

Panellists:

- **Key Note Address: Dr Hermogene Nsengimana- Secretary General of the African Organisation for Standardisation (ARSO)**
- **Guest Speaker: Mr. MacMillan Prentice - Senior Scientific Officer, Ghana Standards Authority**
- **Richard Odurose Kwarteng- Certification Officer, BOMARTS, Ghana**

Mr. Oluoch, the moderator, introduced the panellists and mentioned the theme “Producers Leading the Future of Trade,” which focuses on the topic in discussion putting producers in the driver’s seat to lead, repositioning Africa for self-reliance and resilience in the face of future Global pandemics, and fast-tracking the development of Global business and unlock the African trade.

Dr. Nsengimana, emphasized the need of Africans altering the narrative and taking ownership of the sustainability processes. He went on to say that producers should begin engaging customers in order to trade fairly within these safety criteria. Each African country should begin to consider how to position itself in the market. In light of the Sustainable Development Goals (SDGs) and the African Agenda 2063, he emphasized that everyone’s future depends on taking action to protect the environment, emphasizing that Africa has a good Climate that allows us to cultivate all year and that we should take use of this. The continent is young in the sense that its youth are more motivated than those on any other continent, particularly in the digital domain and future industrialization. He went on to illustrate how the Eco Mark certification can ensure high returns by citing the Kamuthanga Company in Kenya as an example of a company that increased its income after becoming Eco Mark certified. The eco-labelled items are not only for export, but also for local people to purchase.

He went on to say that as a country and continent, we have a responsibility to preserve the environment and people by ensuring that products are safe to consume and that standards be established dynamically in response to the demands of producers in order to ensure long-term sustainability. He went on to say that because Africa does not create what it consumes, it is unable to control standards. Africa can produce what it consumes and control the standards if African governments invest locally in value-added industries and the continent changes its mind-set by feeding its people with positive images of Africa. Finally, he informed the global audience that ARSO was benchmarking to reduce the cost of certification and that it was focusing on SME certification and capacity creation.

Mr. Prentice, stated that having regional standards contributes to sustainability initiatives as well as the benefits it delivers in terms of improving people’s livelihoods. For some years, Africa has seen commercial and factory growth as a result of customer demand for high standards. Customers can trust producers since they have followed regional norms and are able to move forward, he said.

Mr. Kwarteng, supplemented similar sentiments by stating that producers must adhere to worldwide production standards. They are able to tap into the market and profit as a result of this. He stated that capacity building is necessary at all times, and that farmers should be assisted in implementing the standards at a cheaper cost so that the expense does not damage their margins and earnings. We are committed to improving our infrastructure and ensuring the long-term viability of our manufacturing system, according to the Certification Officer. In addition, he stated that during the formulation of these standards, it was indicated that each country would be required to build its own standards in the development of national implementation plans because standard setting in general entails a great deal of consultation. Farmers should be assisted in implementing the rules at a lesser cost, he said, so that the expense does not harm their margins and profits. He stressed that they are committed to improving infrastructure and ensuring the long-term viability of their production system.

The moderator concluded the session by adding that there was still a lot of awareness work to be done in order for people to grasp the value of standards and to make it a basic language in order to modify their lifestyles and appreciate locally produced products. In terms of production management, we have a role to play.

Sessions video : <https://youtu.be/VeGVa-widho>

Very useful insights on African Regional Standards approaches - African countries need to be standard setters and not just standard takers...!" Peter Gaynor – Session Chat

4. What Is Fair

Moderator: Uduak Amimo - Journalist

Panellists:

- **Jennie Coleman – Chief Executive Officer (CEO), Equifruits**
- **Traore Ousmane- Chairman, ECAKOOG**
- **Daniel Duarte -Founder, Koakult Germany**
- **Dr Marco Hartman - Head of Program, Sustainable Agricultural Supply Chains and Standards, GIZ**

Ms. Amimo, the moderator, gave an introduction and asked the panellists working with Equifruits about banana history, sustainability production and what is fair in the world of Equifruit.

Ms. Coleman, mentioned that Equifruit is the only Canadian member of the World Banana Forum, a multi-stakeholder group working on solutions to the industry's most serious sustainability issues, and Canada's biggest Fairtrade banana importer, as she mentioned in her opening remarks. Regrettably, he pointed out that the banana industry's approach ignores land and labour costs. It's an industry that's been operating under the same conditions for almost a century. The low price of bananas is the reason for their high market share. Equifruits' goal is to persuade customers to spend a little bit extra. Maintaining a fairtrade system that covers the costs of sustainable production while also providing a profit margin for small producers is critical.

The average Canadian consumes 15 kg of bananas each year. Apples weigh ten kilograms per capita, but they are twice as expensive as bananas. Equifruits' goal is to persuade customers to spend a little bit extra. This is a massive undertaking. It is critical to consider the cost of production in terms of various standards. Maintaining a fairtrade system that covers the costs of sustainable production while also providing a profit margin for small producers is critical. Equifruits is a B2B firm, which means it must go through buyers at larger grocery chains to persuade them that their products will find a market if they are labelled as Fairtrade members. He stressed the necessity of teaching people about the food supply chain so that they can make socially responsible decisions.

Mr. Duarte, believes that its fair when rules and regulations are being followed. The monopoly of institutions does not allow negotiations and there's also no leverage on information. The need to have the information shared out, to allow people to make negotiations and make a living from the produce.

Mr Ousmane, stated that more work on sustainability is required. Fair, he explained, means having access to technology in order to increase farming activities and having market access. Since 2012, the Corporation has been in operation. They started with 600 members and now have 400,000 members with a productivity of 5,000 tonnes. They are expected to reach 8,000 tonnes this year.

There is need to work on long-term sustainability. Work on measures to guarantee that new markets are discovered so that manufacturers can reap greater benefits. It is necessary to raise awareness and advocate for women to cultivate organic cocoa, which is more advantageous to them. In the cocoa plantation, women work meticulously. We make use of every component of the plant. Organic cocoa is a long-term investment. We are putting out 800 kilograms per hectare: Importance of information, particularly organic crop protection methods; Access to technology to increase farming activities; Marketing access.

In addition to Ousmane's response, gave an example from Cote d'Ivoire in terms of social justice: a typical cocoa farming household/family of seven makes just 172€ per month, which is one-third of a liveable income (478€) that would allow all family members to live comfortably. A human right to a decent wage and a liveable income

Dr. Hartman, was asked by the moderator to share his thoughts, and he stated that in order for governments to play a role in ensuring social justice for farmers, a strong collaboration of policymakers, industry, and non-governmental organizations is required, as well as how to ensure that everyone benefits from these public-private partnerships. He shared his thoughts on working with partnerships and provided an example from Germany in which collaboration between the private sector, politics, and civil society is critical to bringing all actors to the table. Starting a dialogue and driving change requires a multi-stakeholder initiative.

Sessions video: <https://youtu.be/3JCXjQuSVIY>

5. Unlocking Trade Potential and Investment Opportunities

Moderator: Peter Kettler - Senior Coffee Manager, Fairtrade International

Panellists:

- **Jon Walker - Senior Advisor, Cocoa - Fairtrade International**
- **Amy Collis - Supply Chain Manager, Fairtrade Foundation**
- **Liezl Van Ryhn - Human Resource Manager, Lutzville Vineyards, South Africa**
- **Kate Ochieng' - Commercial Director, Fairtrade Africa**
- **Bernard Outah - Regional Director, World Fairtrade Organization Africa & the Middle East (WFTO Africa & ME)**
- **Hernan Manson - Head Inclusive Agribusiness Systems & Manager of the Alliances for Action Workstream, International Trade Centre (ITC)**

The moderator, Mr. Kettler, gave an introduction that the panel would use commodity exchange platforms, product bi-lateral and multi-lateral cooperation and agreements at the country, regional, and continental levels to drive a producer-led conversation in the form of a virtual town hall to explore specific platforms, specific partnerships, and potential buying and trading partners

Producers and producer organizations are becoming aware of available opportunities through platforms such as trade expos, trade fairs, and stakeholder engagement across the many product sectors in an increasingly changing and growing global supply chain. In light of the African Continental Free Trade Area, the potential for trade with markets in the Global South, as well as cross-learning opportunities for producers to improve their value chain from production to value addition, as well as economies of scale for manufacturing sectors, presents enormous opportunities.

Lastly, the moderator added that Fairtrade has a responsibility to play in bridging the gap between producers and consumers by utilizing technology solutions to preserve livelihoods. Because producers do not deal directly with commercial partners, Fairtrade criteria must be implemented on farms. It was acknowledged that in order to implement sustainable practices, a bottom-up strategy is required. Fairtrade is the solution for firms who actually care about the triple bottom line and want to communicate it to their customers.

Mr. Walker, highlighted the need for effective communication and transparency in order to create a long-term collaboration between the producers and the consumers thus giving an extraordinary opportunity to transform the supply chain. He stated that the way to become more sustainable, is to work with the producer by proper communication and building relationships with them. The burden of sustainability is shifting to producer organizations. There is need to address farmers living income to achieve sustainability. As such, democracy, communication and participation are very important.

Ms. Collis, mentioned the importance of developing relationships and engaging in dialogue with various supply chain partners. Producers face numerous challenges, such as Climate Change, and need a way to share more values and transparency within the supply chain.

Ms. Ryhn, also emphasized that farmers must farm with integrity and ensure that quality is not compromised. She also stated that a board that is focused on the needs of the producers is required to ensure that quality products are produced at the end of the line. Producers should take the lead and build capacity to ensure that their objectives and demands, as well as those of the customers, are addressed. Overall, the producer is responsible for maintaining the Fairtrade label's integrity.

Ms. Ochieng, conquered with the other on the responsibility of manufacturers in delivering quality products. The Commercial Director reminded the audience that one of Fairtrade's goals is to work with kids and educate them about the importance of agriculture; Using trade as an enabler; Using the price models that are available; and social goals that can be achieved

With the signing of the African Continental Free Trade Area Agreement in January 2021, the Commercial Director was impressed with the new chances in Africa. It will assist producer organizations in bringing their products into the EU in the simplest possible way while also promoting inter-Africa trade. Many African businesses will be forced to migrate toward industrialization, which will lead to economic growth.

Mr. Outah, talked on the importance of reflecting a lot on how the market can be expanded as a region. He accentuated the need for partnerships as a way of unlocking opportunities. Since Fairtrade can be relied upon, the businesses can be trusted since it offers a great platform to producers. He also agreed that sustainability should be a responsibility of all players within the supply chain.

Mr. Manson, underlined the importance of involving consumers in what Fairtrade farmers are doing to make products sustainable by including them in more than just buying the product. He then asked Fairtrade to help with capacity building in this area.

Session video: <https://youtu.be/CFfonW3W-KY>

“Innovative packaging solutions will not only improve sustainability but also reduce the carbon footprint and worth exploring.” Emerentia Patientia. Session chat

6. Consumer Insights, 2021 Survey Results

Moderator: Johnna Phillips - Director of External Relations at Fairtrade International

Panellists:

- **Caroline Holme - Senior Director, Globescan**
- **Lisa Groves - Associate Director, Globescan**

Ms. Phillips, the moderator, introduced the session, panellists, and the Globescan organization.

Ms. Holme, shared consumer insights. according to research Consumer advocacy is increasing globally, environmental/ethical labels are becoming more popular, and Fairtrade is currently the most trusted and recognized label. Consumers want to make a difference, and there is still room for growth in the sustainability market. They discussed the findings of two research projects they completed the previous year. They are useful for anyone who interacts with customers. The first study looks at global consumer and citizen attitudes. It was held in 27 countries in June of last year. There are numerous concerns about the environment, health, poverty, and the economy, as well as the impending reckoning.

According to experts, Ms. Groves agreed that social and environmental ideals are increasingly influencing consumer choice. Fair treatment and compensation, as well as trustworthy information and recommendations, are important to consumers. When a company does something different, customers notice. In the last three years, the number of issues that customers care about has increased. Making a difference through action: To make a difference, the majority of respondents (53 percent) changed their purchasing habits. It takes precedence over voting in elections and making monetary contributions. As a result, customers will feel more empowered. First and foremost, provide fair wages, followed by decent treatment of employees. The customer is curious about the roles that businesses that strive for social and environmental responsibility play. A clear upward trend can be seen; business openness in terms of social performance: 47 percent of people agree. Information about a company is still viewed with scepticism.

She went on to say that Globescan conducted a Consumers' Relationship with Producers survey spanning 15 significant markets on March 21st, 2021. The research looked at: **Fairtrade's value and impact:** Fairtrade has a high level of trust and has a significant impact on brands. Shoppers have an emotional attachment to the brand. Many people are willing to support Fairtrade in general and fair prices in particular. Fairtrade is the most trusted label on the planet. 87 percent of those who have seen it trust the label. Fairtrade has a positive impact on brands, according to 78% of participants; Fairtrade connection: 73% of consumers believe they are standing in solidarity with farmers, as well as for justice and fairness (69 percent). The vast majority of people believe that paying themselves more would be beneficial in order to ensure that producers are adequately compensated.

Sessions video: <https://youtu.be/YdGTIJY-gol>

"Thanks for the sharing this insight. It is good knowing that more youth are more aware of the FT brand."

Abubakar Afful. Session Chat

7. Africa Centric Event: Living Income Interventions

Moderator: Carla Veldhuyzen Van Zanten - Senior Advisor, Sustainable Livelihoods, Fairtrade International

Panellists:

- **Keynote Address: Dr. Apollos Nwafor - Vice President, Policy and State Capability, AGRA**
- **Kwasi Kugblenu - President, Fanteakwa Cooperative Union, Ghana**
- **Fanny Assata Doumbia - President of the Cocoa Farmers' Cooperative, Entreprise Coopérative des Agriculteurs de Meagui, ECAM, Côte d'Ivoire**
- **Solomon Boateng - Certification and Risk Manager, Kuapa Kokoo Cooperative Cocoa Farmers and Marketing Union Limited (KKFU), Ghana**
- **Francesca Dobrigna - Supply Chain Manager, Fairtrade Germany**
- **Dr Martina Bozzola - Lecturer, Queen's University Belfast and ZHAW and Senior Advisor on Sustainability and Livelihood, International Trade Centre's Alliances for Action Programme**

Ms. Zanten, moderated this session, which focused on progress on farmer living income programs across Africa, with specific Living Income projects focusing on household consumption, food security, access to education, and health care delivery improvements.

According to Dr. Nwafor, non-tariff measures (NTMs) are the main bottleneck, and there are information and data gaps in food production, trade, prices, and Climate monitoring, as well as inadequate implementation of Strategic Food Reserve Initiatives and Standard Harmonization and Implementation, all of which are lessons learned from PEA. Inadequate policy stability and predictability, political and civil unrest, non-compliance with regional integration, and high levels of informality, corruption, and inadequate standard enforcement characterize food market policy.

Dr. Nwafor, described AGRA's theory of action, which is focused on achieving sustainable, inclusive agricultural change, which necessitates system thinking and an integrated solution. State Capability and Policy Engagement, which collaborates with government to strengthen execution capability, System Development, which focuses on downstream delivery systems closer to smallholder farmers, and Partnerships, which facilitate alignments between government priorities and private sector interests, are all components of the solution. AGRA is taking policy actions to improve food security in Africa through vehicles such as the Regional Food Trade and Resilience (RFTR) program and the Hub for Agriculture Policy Action, which provide up-to-date market and political economy analysis, a better policy environment for enabling Inclusive Agricultural Transformation (IAT), and more resilient smallholder farmers with better access to services. RFTR interventions have been carried out in West, East, and Southern Africa.

He concluded by stating that AGRA would like to collaborate on: **Policy Change** – RTF Coalition; **Market Shaping** - Increase regional trade and develop resilient market systems by improving

coordination among market participants and ensuring better access to markets and services for smallholder farmers; **Driving Capacity** - Standard Harmonization, Aggregator Capacity for a Better Supply Chain

Mr. Boateng, who shared the overall goal of their institution, aspires to become a formidable farmer-based organization capable of mobilizing quality cocoa products, improving members' livelihoods, and satisfying customers.

Dr. Bozzola, presented an overview of the approach they use to promote living wage interventions. The holistic approach at the value chain level, involving all stakeholders to promote sustainability and competitiveness by improving livelihoods, building resilience, and increasing incomes.

Ms. Doumbia, discussed the living income project's activities aimed at improving the livelihoods of producers and the communities in which they live. The project takes a comprehensive approach to ensuring a living income, investing in enabling and encouraging cocoa farmers to become entrepreneurs. The cooperative intervention that was implemented was a success.

Ms. Dobrigna, highlighted that there are numerous programs targeted at and prioritizing the Living Income Intervention, one of which is the GISCO (German Initiative on Sustainable Cocoa), whose members collaborate to improve living standards for cocoa producers. The goal is for all stakeholders to work together to ensure that projects are implemented and monitored in a way that benefits everyone in the value chain. In May of 2021, GISCO conducted the 1st Monitoring Round to better understand the performance and outcomes of the living income project.

Mr. Kugblenu, indicated that during the project's implementation, they have seen 167 farmers implement farm recording keeping, validating production data throughout the season, farm volunteers assisting colleague farmers on record keeping, increasing members' interest in this activity, and successfully transfer the Fairtrade Living Income Differential paid by Rewe to all the farmers within the project, resulting in a decrease in the number of farmers in the project.

In conclusion, Mr. Kugblenu, claimed that farmers require assistance with bookkeeping, that members are devoted to and participate in projects that provide direct revenue to farmers, and that collaborating with numerous partners helps the cooperative develop more quickly. The main issue was that farmers were forced to sell their crops on the side owing to a shortage of finances at one point throughout the season. The Cooperative's next steps are to work with LBC to ensure a free flow of funds for the purchase of cocoa and to enrol members in Mobile Money for digital payment remittance. Carla came to the conclusion that all stakeholders must work together in order for farmers to have a sustainable living. It's a group effort.

Session video: <https://youtu.be/XyU7NS6C4TM>

"Income diversification is the way to go to our farmers to develop economic resilient and sustainability."

Nelson Ngeno Session chat

8. Trends and Responses: To Market Opportunities and Failures

The role of Human Rights and Environmental Due Diligence (HREDD) Approach: Introducing HREDD and Fairtrade's ongoing work

Moderator: Dr Tytti Nahi - Business and Human Rights Lead Finland, Fairtrade's HRDD Centre of Excellence

Panellists:

- **Marika de Pena-General Manager of BANELINO, Dominican Republic**
- **Judy Njino - Executive Director, Global Compact Kenya and Chair, Africa Region Network Council**
- **Joecel D. Palacios-Secretary and Bookkeeper of Dama Farm Workers Agrarian Reform Beneficiaries Association, Philippines**

Ms. Nahi, the moderator, briefly introduced the session and the panellists. The session's goal was to go over the Human Rights and Environmental Due Diligence (HREDD) Approach. It introduces the ongoing work of HREDD and Fairtrade. The panel aimed to shed more light on Fairtrade's evolving work as well as some initiatives such as National and Regional Actions on promoting business and human rights and social compliance, citing Dignity for All, YICBMR, Women School of Leadership, and other capacity-building initiatives based on child protection and human rights based on Fairtrade standards as examples. She went over the fundamentals of HREDD (Human Rights and Environmental Due Diligence). She then went over the six actions that businesses must take in order to comply with the UN's guiding principles for business and human rights. She stated that businesses cannot handle everything on their own. She finished by talking about what's new in HREDD. Companies must now concentrate on the most serious issues, conducting ongoing due diligence in collaboration with rights holders. Companies are also becoming transparent and humble.

Ms. Pena, spoke of Purchasing Practices and Price Pressure over the years. She emphasized the relevance of the financial aspect in addressing human and environmental risks. 50 percent of cocoa farmers work 50 percent of the time. She discussed the rise in production costs as a result of Climate Change, illness, COVID, and many certification requirements, as well as the impact these factors are having on farmers. The right to clean air, water, and other environmental protections do not cover the expenses of sustainable production. One of these is a rise in pesticide and chemical fertilizer use, as well as a reduction in biodiversity and crop diversification. She went over some of Fairtrade's key human rights, such as decent wages and environmental rights. Then talked over how they can turn HREDD into a real chance for farmers to take the lead in addressing and responding to key human/environmental rights risks: There's the Bottom-Up strategy, which focuses on farmers' risk identification; Farmers, communities, and businesses are supported by local government and human/environmental rights organizations; In response to significant human and environmental rights risks, businesses improve their purchasing practices and commit to paying a fair price and co-investing.

Ms. Njino, spoke about the importance of the SDGs' principle-based approach. They encourage businesses to assess, prevent, reduce, and correct any negative effects on society or the environment. Businesses are feeling increasing pressure to act. She spoke about the potential of businesses as well as the importance of adhering to values. Noncompliance also risks losing clients and tarnishing one's reputation.

The Kenyan constitution established a normative framework for corporate compliance with human rights. Kenya's National Action Plan is the continent's first action plan led by the government. It is already operational. Throughout the process, businesses and companies were extremely cooperative. Businesses' reactions range from complete ignorance of the issues to establishing a competitive advantage.

Ms. Palacios, outlined how they established the YICBMR system in their community, which encourages community members to report human rights violations. Gender-based violence is one of the Philippines' most persistent and concerning issues. Fairtrade promises to take swift action if they discover violations of our relevant criteria. The panellists specified the Youth Inclusive Community Base Monitoring and Remediation System (YICBMR) and the three-phase approach to Human Rights Risk Mitigation. She then discussed the YICBMR project's lessons learned and challenges, including the pandemic situation and aging farmers. She spoke about human rights as part of a long-term project for SPO's anthology. In her closing remarks, she discussed human rights and next steps. The risks to the environment and society must be addressed. Judy stated that we all want to do the right thing and that we should make it as simple as possible for us to do so. Businesses will need all available resources to recover from the epidemic.

Session video: <https://youtu.be/6Z29ZT4pOMA>

9. Trends and Responses: EU Organic Response

EU Organic Regulation. Impact of new rules for the certification of organic grower groups in developing countries supplying the growing EU organic market.

Moderator: Jorge Conesa - Project Coordinator, Fairtrade Advocacy Office

Panellists:

- **Elena Panichi - European Commission, Head of Unit, Directorate-General for Agriculture and Rural Development (AGRI)**
- **Morag Webb - Head of Science and Policy, COLEACP**
- **Escipi3n Joaqu3n Oliveira G3mez- Assistant Secretary General, Department of Structural Economic Transformation and TradeACP**
- **Michel Reynaud - Board Member, IFOAM Organics Europe**

The moderator, Mr. Conesa, stated that the purpose of the panel session was to discuss the impact of organic farmer regulations and certification on organic producers' ability to enter the EU market. The EU Organic Regulation will have a significant impact on the environment. Many African producer countries will be unable to meet the sanitary and phytosanitary requirements required to access the EU market as a result of the EU Organic Regulation. As a result, effective stakeholder engagement with the EU is fundamental. Organic producers and other related institutions have petitioned the EU through various organizations and governments, but the regulations have not changed significantly.

Ms. Panichi, emphasized that a new rule (2018/848) will eliminate a la carte derogations and provide an equal playing field for EU producers beginning January 1, 2022. It will simplify group certifications for small producers by lowering certification costs and administrative burdens while also establishing risk-based controls. Farmers will not be forced to switch to organic farming if demand is not stimulated, she emphasized.

Ms. Webb, clarified that the new EU organic producer certification criteria will have an impact on countries supplying the EU market. She went on to say that the COLEACP's goal was to promote inclusive and sustainable trade in fruits, vegetables, and food products between ACP members and the European Union. The Farm to Fork Strategy aims to reduce the environmental and Climate footprint of the EU Food System while also promoting a global transition to sustainable agri-food systems. She noted several important advances in Farmer Groups, including the need that group members be farmers, a maximum size of 2,000 members, each group's own legal organization, each group's own marketing and internal controls, and members must be in the same geographical area. The importance of group certification for small-scale farmers in developing countries, the technical, administrative, and cost burdens, the fact that groups will have to split to meet the maximum member limit, the fact that processors, exporters, and cooperatives are not recognized as certifiable group entities, and the uncertainty surrounding the transition period were all raised as major concerns.

Mr. Gómez, emphasized the importance of cooperating with all development partners to address the EU's new laws and regulations, particularly the organic one, which could result in insurmountable tariff and non-tariff trade barriers. Production and productivity, fair pricing (Living Wages and Price Volatility), sustainability Agenda, new Regulations, and BREXIT are issues influencing agricultural produce market access that the OACPS-EU Cooperation could also address (Environmental, Social, and Economic).

Mr. Reynaud, stated that in order to increase the trust in the systems. He stated that not all employees should be employed and that farmers can outsource employees like internal inspectors. To ensure compliance with legislation, he emphasized the importance of high-level discussions as well as a second level of dialogue between farmers and certifying agencies.

Sessions video: <https://youtu.be/-NaNgopb118>

“The fact that farmers are the certificate holders is a very positive step towards farmer empowerment and this fully aligns with the Fairtrade approach. I think you have to do a lot of due diligence to ensure that these groups truly are owned by the farmers and no other actors hiding behind the farmers.” Abubakar
Afful – Session Chat

10. Impact of the COVID-19 Pandemic

Moderator: Gonzaga Mungai - Product Manager Flowers, Fairtrade Africa

Panellists:

- **Chris Oluoch - Programmes Director, Fairtrade Africa**
- **Clement Tulezi - Chief Executive Officer (CEO), Kenya Flower Council**
- **Olav Boenders - Chief Executive Officer (CEO), Wagagai Ltd, Uganda**
- **Vinicio Martinez- President, FAPECAFES, Ecuador**

Mr. Mungai, moderated the session and began by stating and acknowledging the current issues that producers have faced since the COVID-19 pandemic. He praised businesses that have devised strategies to maintain continuity and to help them withstand the pandemic. This session focused on the impact of COVID-19 on producers and their communities, as well as some of the interventions used to assist them in building resilience. Fairtrade used a fund-and-recover strategy to assist hard-hit producers and commodity sectors. The emphasis was on key takeaways and new insights into how to assist farmers in adapting to pandemic situations in the future.

Mr. Tulezi, reiterated how farmers were forced to throw away millions of stems as Europe closed its borders, postponing weddings and other public events. Companies saw a drop in revenue of up to 60%, which had an impact on employees whose salaries had to be reduced and other businesses who had to reduce their human resources. During this time, the majority of businesses lost an average of \$300,000 in revenue. Because of a severe lack of inputs, prices rose as a result of limited air travel, which hampered the transport of fertilizers and chemicals from China, lowering flower quality. In his closing remarks, he emphasized the social instability caused by revenue loss in Kenyan communities, as well as the CSR projects in which they have been involved in order to restore hope and calm the storm.

Mr. Boenders, began by explaining how, on April 1st, 2020, Uganda would be placed under a six-week total lockdown. Over 1,700 Wagagai residents were forced to remain at home, while 500 Wagagai farm workers slept in the fields. Despite the fact that Uganda's situation is still complicated and unclear, the horticultural industry has done well. He mentioned that sales have increased, which is good news. Wagagai converted the green cottages into sleeping quarters for the workers in order to keep them.

When Mr. Martinez, spoke of Ecuador, the most significant outcome was a dramatic increase in poverty and inequality. Access to social services was limited as a result of the government's need to focus on more pressing issues. He did, however, say that the epidemic made them aware of flaws in their sanitary system as well as their lack of connectivity. To mitigate the effects of the pandemic, the government began distributing family bonuses and food baskets to rural residents in an effort to meet their most basic needs.

Mr. Oluoch, confirmed that Africa is now prepared to deal with the pandemic, and he then offered a message of hope to producers, stating that some businesses are doing significantly better than they were prior to the outbreak. He emphasized the importance of embracing new ways of adapting to the new normal. He cautioned members to expect the unexpected. Fairtrade Africa (FTA) was forced to act first due to the failure of several businesses. In collaboration with FTA partners, they developed a framework for response needs, resilience, and recovery. Food and Agriculture Committee (FAC) has been able to reach more than 70% of certified members. This is an attempt to help producer organizations regain their footing. The FTA has set aside approximately 6 million euros to address any issues that members may face as a result of the pandemic. This project also aims to develop indigenous treatments, such as masks and sanitizers, that can be distributed across the continent. FTA is funding a variety of organizations in programs aimed at basic maintenance in order to provide members across the continent with discounted rates. The Programmes Director also mentioned that they had put up some medical facilities for members and their families. He continued by emphasizing the significance of the Free Area Africa trade deal, which provided a foundation for expanding local trade.

Session video: <https://youtu.be/iXHZpk318x8>

“Wow, this is very impressive. Well Done!!!” Abubakar Afful - Session chat

Technology for Organization Development, access to Markets, and Information

Moderator: Abubakar Afful- Programme Team Leader-Cocoa, West Africa Network

Panellists:

- **Paul Baranowski - CEO, Climate Edge UK**
- **Brenda Bijen - Managing Director, THINK Data Services, Ghana**
- **Pauline Hilley - Key Account Manager Farmforce, Côte d'Ivoire**
- **Malick N'Diaye - Manager, CAPTURE Solutions, Côte d'Ivoire**
- **Victor Cordero - General Manager, Red Ecolsierra, Colombia**

Mr. Afful, the moderator, briefly introduced the panellists and stated that the session aims to investigate the role of technology in improving localized market access, as well as how knowledge, skill, and experience play a role in facilitating technology that supports long-term supply chains.

Mr. Baranowski, began by stating that access to small-scale farmers is still costly and inefficient, putting producers at a disadvantage and separating them from the farmers. He explained how their approach helps producers reduce service delivery costs by allowing them to reach farmers at the right time. Agricultural models are hosted directly on the Climate Edge Platform, and API endpoints are integrated to reach a wider audience. Farmers have also benefited from the SMS Service in terms of receiving real-time farming information. Farmers are constantly engaged throughout the year, which results in better services.

Ms. Bijen, explained that their technology solutions are focused on data collection and analytics, as well as document capture, document management, data collection, and data analysis. She stated that producer organizations have the potential to transform from low-tech to data-driven businesses, but that this would necessitate behavioural changes. When working with dealers and manufacturers, POs who control their own data and solutions have more knowledge and thus bargaining power. Technology improves the transparency and legitimacy of POs throughout the global supply chain. She went on to say that technology is only a means to an end; it is not always necessary.

Farm force, according to Ms. Hilley, is a cloud-based mobile application that extends digital management to the agricultural "first mile," with a focus on smallholder farming schemes. They use mobile technology to replace paper-based processes, increasing management information and transparency, documenting compliance with any food and sustainability standards (Fairtrade, Rainforest Alliance, Organic), and simplifying audits.

Mr. N'Diaye, demonstrated a family solution that eliminates data manipulation and makes use of biometric data to maintain trust. It has been nearly impossible to track products throughout the African supply chain so that farmers can be fairly compensated. Their solution unifies all of the data in the community using an Android smartphone and a Bluetooth transmitter. With over 150,000

farmers on their platforms in Kenya, they help them work in a remote location, both online and offline, and make information accessible by providing them with these simple tools.

“Smart farming solutions improve the income, productivity and ability to adapt to Climate change” Malick N’Diaye

Mr. Cordero, concluded the session by stating that their method has standardized the price categories in the coffee industry based on the quality of coffee beans, the process used, and the origin of the product.

Finally, it was agreed that technology tools designed for farmers and producers should be used. Solutions should be simple to implement because technology should be viewed as a tool rather than an end in itself. In order for the tools to be used, the benefits of the solution must be properly communicated. There is a need to build capacity around the benefits of the solutions. Technology also helps businesses organize and be more professional. It is essential for farmers. Farmers must have a consistent source of water.

Sessions video: <https://youtu.be/XnqfXdzSpg>

“In our era, almost every sector is tech inclined and we cannot be left out. Therefore, since youth participation in the agriculture value chain is low in Africa, tech associated agricultural activities are some of the initiatives we can use to get the youth embrace agriculture in Africa.” Francis Xavier - Session chat

Farm Level Diversification and Enterprise Development Initiatives

Moderator: Benjamin Asare- Senior Programme Officer, Sankofa Project

Panellists:

- **John Githinji - Chairman New Gikaru Coffee Farmers' Cooperative Society, Kenya**
- **LINGOCK Roger Brice- Chairman SCOOPs MAHOL, Côte d'Ivoire**
- **Tapan Ray- Promoting Board Member, Pratithi Organic Foods Pvt Limited, India**
- **Warsiwi - Chairwoman, KSP Karya Manunggal Sejahtera (Karmatera), Indonesia**
- **Lazarus Bwambale - Secretary Manager, Bundikakemba Growers Cooperative Society Ltd, Uganda.**
- **Roberto Arturo López- Sustainability Program Manager, Cooperativa Agrícola Cafetalera San Antonio Limitada (COAGRICSA), Honduras**

The Moderator, Mr. Asare, stated that the goal of the session was to have a better grasp of diversification trends and prospects for new revenue streams.

Mr. Githinji, began the session by pointing out the benefits of farm level diversification in generating living income and living wages for farmers and their workers. He quantified the reduced risk at the farm level and the increased income that the farmers they work with have experienced. He also went ahead to define the different approaches to diversification that could help the farmer increase yield or create additional sources of income by using value addition. He concluded by stating that with the increased income stability the farmers were now enjoying high profitability per unit area.

Mr. Ray, added that by following organic practices, Basmati farmers in India have been able to create a demand in the overseas market. However, because holdings are small and agricultural income as a share of total household income is declining, conversion to organic basmati farming alone will not provide households with a sufficiently appealing future outlook. He advocated for efforts to improve the long-term viability of rice-based organic farming systems by focusing on crop diversification with higher value crops.

Website: <http://pratithiorganic.com/>

Mr. Brice, also added that chicken farming has helped Cocoa farmers in his country to diversify their income.

Website: <https://www.facebook.com/mahol.scoops>

Ms. Warsiwi, concluded the session by adding that the farmers they work with have diversified from just doing Coconut sugar to planting strawberries, passion, mangosteen as well as a variety of organic spices. 20% of their 1126 members have participated in the diversification projects

participating in organic farming of fruits and spices and are currently earning an average of 400 Indonesian rupees.

Website: <https://kspsb.id/>

Mr. Bwambale, demonstrated how distribution of cassava cuttings to Cocoa farmers in his area has helped them have an additional income stream, while the youth in the farms also engage in Eco technology enterprise. He reiterated that the local company in Uganda, used the COVID-19 pandemic to emphasize the message of food security. As a result, the cooperative spent some of its funding support on education and sensitization activities through a local radio station. The cooperative has educated farmers on the importance of reserving small sections of their farms for subsistence crops through radio talk shows. The cooperative is seeing its members take food security messages more seriously, and the community as a whole is compliant with the necessary COVID-19 hygiene and prevention measures.

Website: <https://www.facebook.com/Bundikakemba-Growers-Cooperative-Society-Ltd-881866831918926/>

Mr. López, referenced that the cooperative seeks to improve the standard of living of small producers through crop diversification, which includes coffee, cocoa, and pepper, while also ensuring a marketing channel to special markets, in order to contribute to the development of the producing families, their communities, and the country, the country is focusing its projects on increasing the productivity and quality of its crops, as well as products that can access new markets.

Website: <https://www.coagricsal.hn/category/cacao/>

Opportunities for Agricultural Finance for Producer Organizations

Moderator: Zachary Kiarie - Resource Mobilization Co-ordinator, Fairtrade Africa

Panellists:

- **David Lukwata- Kibinge Coffee Farmers' Co-operative Society, Uganda**
- **Dianah Irungu- Investment Manager, INCOFIN Investment Management**
- **Wondu Tadesse Teklebirhan- Savings and Loans Manager, Bench Maji Cooperative Union, Ethiopia**
- **Peter Onguka - Head of Lending- Africa, Root Capital**
- **France Villeneuve- Business Development Manager, Shared Interest**

Mr. Kiarie, the moderator, indicated that the session's goal was to look into the current trends in financial and microfinance borrowing and lending, as well as the opportunities and limitations that exist.

Ms. Irungu, began her remarks by introducing INCOFIN as a leading international impact investment firm focused on investing in dynamically managed enterprises in emerging markets, with over 20 years of experience with private debt and equity impact investments in emerging markets. They primarily serve rural and agricultural end-clients in the financial services and food and agricultural sectors. They do not provide large amounts of social capital to individuals or businesses. Their goal is to raise the farmer's minimum wage by financing small producers. She spoke about the Fairtrade Access Fund, which provides assistance to small-scale farmers. They sustain 14 crops, with coffee, cashew nuts, and macadamia nuts being the most important. INCOFIN believes in building a relationship with the client, who must have a social influence. Only that they are Fairtrade certified is the only condition. Long-term viability is ensured by Fairtrade certification.

The Fairtrade Access Fund Technical Assistance Facility, which aims to support and develop extra capacities of INCOFIN's investees by offering technical assistance, was also noted by the Manager of Investments. The company solves agricultural finance challenges by mobilizing grant funds for capacity building services to FAF investees and potential investees; Extension Services: Increase product production and quality, among other areas of support intervention, she discussed; Fairtrade and Sustainable Certification: help with certification needs; Organizational Capacity Building: organizational strengthening with a focus on financial and risk management, as well as governance; Social Performance: Improve the management of social and environmental performance; Knowledge exchange: forums for exchanging optimal agricultural practices that are both equitable and sustainable.

Website: <https://incofinfaf.com/about-us/>

Mr. Teklebirhan, gave an overview of the Coffee Farmers' Cooperative Union, which was established to provide Bench Maji farmers with skills and knowledge for improved livelihoods,

leadership and representation for better price and market linkage negotiations, and to rightfully place the Bench Maji name on the global coffee market map. Ensure the long-term viability of Bench Maji's coffee production, as well as the participation of future generations of farmers.

Website: <https://benchmajicoffee.com/>

Mr. Onguka, presented an introduction of African Root Capital, a non-profit organization that works with agricultural enterprises to help communities all over the world. With a major impact, the organization provides village-based producer businesses with short-term harvest financing, operating capital, and longer-term loans in order to boost community economic growth. Root Capital funds the expansion of agricultural businesses with the goal of transforming rural areas. We fund and teach enterprises that produce staple grains, honey, tree nuts, spices, and other items, in addition to coffee and chocolate. He also discussed the value chain finance model and the working capital of loans ranging from \$200K to \$2M, which allows enterprises to pay farmers greater, more consistent earnings in cash at harvest time, allowing producer organizations to access agricultural finance.

It takes a community to improve the lives of African farmers. For the past ten years, Root Capital has had the privilege of lending over \$190 million to African agricultural enterprises in collaboration with fair trade farmers, cooperatives, and purchasers. Fairtrade Africa, congratulations on ten years of fighting for dignity and fairness in the fields for you and the thousands of hardworking farming families you represent. Root Capital is excited about the next ten years and is ready to assist farmers with credit needs. We'll keep working together to achieve a better future for farmers all around the continent.

Website: <https://rootcapital.org>

Ms. Villeneuve, gave an explanation about the history of her organization, which was founded in 1990 in the North-east of England and has an ethical lender that works cooperatively with investment from over 10,000 UK-based members and a share capital of GBP 48 million. Its headquarters are in the United Kingdom, and it has regional offices in Kenya, Ghana, Peru, and Costa Rica. It is a strong supporter of fairtrade and a WFTO member, as well as a member of the Council of Small Agricultural Finance (CSAF), and has received three Queen's Awards for its support of fairtrade.

They offer the following products: Short-term (1-year - renewable) - Pre-financing: used as working capital against individual orders to facilitate trade (Export Credit/ Buyer Credit); Stock Facility for stockpiling, purchasing seasonal raw materials, or assisting with pre-harvest activities prior to establishing sales contracts; Long Term: A loan to purchase infrastructure or equipment in order to increase capacity and/or profitability (1 to 5 years) - Loan for plantation renewal in order to prevent plant plagues and increase farm productivity (1 to 7 years).

Website: <https://www.shared-interest.com/>

Mr. Lukwata, emphasized that farming is the single or primary source of income for many of the men and women working in the cooperative. As a result increasing market access and earnings has a direct impact on their livelihoods and, as a result, their quality of life. Initiatives have centred on acquiring access to greater markets while also giving back to farmers. Through solid agricultural methods, the cooperative has made significant progress in assisting its members in increasing not only output but also quality and flavour of its crop.

Website: <https://kibingecoffee.com/>

Best Practices in Climate Change Adaptation and Mitigation

Moderator: Jean- Philippe Zanavelo - Senior Programme Officer, Southern Africa Network, Fairtrade Africa

Panellists:

- **Emelia Deborah - Kuapa Kokoo Cooperative Cocoa Farmers and Marketing Union Limited, Ghana**
- **Koume N'dri Benjamin Francklin- Société Coopérative Simplifiée Agricole M'Bloussoue, Côte d'Ivoire**
- **Mkhululi Silandela - Senior Manager, Sustainable Agriculture and Smallholder Farmer Support, World Wide Fund, South Africa**
- **Shamiso Mungwashu- Co-founder, Fairtrade Support Network, Zimbabwe**
- **Rohan Grover- Director, Nature Bio Foods Pvt Ltd, India**
- **Matteo Bigoni- Climate Finance Specialist, FSD Africa**

Mr. Zanavelo, the moderator, began the discussion by emphasising that Climate Change poses a threat to food and water security, forcing farmers in arid areas to be displaced. Farmers in Africa rely on rain-fed irrigation systems.

Ms. Deborah, described her journey as a farmer. She said that while in the past, it was easier to predict the weather patterns however, in recent years, Climate Change has been an issue as they can no longer predict the weather because the plants deteriorate after planting which in turn expensive as they need to turn to irrigation. She highlighted that by moving away from mono-cropping and cultivating various crops in the same piece of land has helped slow down the effects of Climate Change. This has also enabled them to not rely on the cocoa season only by diversification of their income sources and additional sources of food.

Mr. Francklin, went on to say that he has been growing cocoa in a transition zone between the savannah and the forest for the past 20 years. He works with 5000 cocoa farmers, with his organization providing funding for 2004 of them. The location provides them with consistent water supplies, but they are dealing with a lack of rain, trees that are drying out and disappearing, soil that is losing fertility, cocoa plants that are dying, and, last but not least, the forest is in danger. Their PO has realized that the forest is a friend who needs to be cherished, and they have made significant efforts to raise awareness about the crisis that is trying to harm them.

Fairtrade Africa has aided them with a programme that aims to teach producers on plantain producing techniques. They also have a partnership with an agricultural institute that educates farmers about the importance of using leguminous crops to enrich the soil, such as soya and ground nuts, as well as the development of community resource management techniques that involve the community in the protection of protected areas while imposing sanctions on certain activities, such as the use of fire near forests/firewood collection. He continued by adding that there was potential

for collaboration in the transformation of cocoa stems into organic manure or charcoal, which he described as a highly practical undertaking.

Mr. Silandela, highlighted that the World Wide Fund works to solve low output by promoting good agro-ecological techniques that keep nitrogen in the soil. Their strategy contributes to market access, which they want to link to Climate Change. The following main interventions are being prioritized by the organization in response to Climate Change issues: Water management: Optimisation and the use of appropriate technology; Regenerative agriculture - Agricultural approaches that are both regenerative and decarbonizing; Responsible sourcing – Scientifically sound and context-specific goals; Food waste reduction - halving present levels by 2030; Dietary shifts - eat more plants and less meat, and improve your health and environment.

Mr. Mungwashu, is a supporter of organic farming, which is linked to Climate Change concerns. He made a contribution to the discussion by saying, *“We all share a relationship of nutrition with the world.” We nourish it because it nourishes us. It is critical, perhaps critical, for humanity's survival to address Climate challenges seriously in order to preserve the world and the human race.”*

Mr. Grover, collaborates with some of the top agricultural teams in the world to bring Indian organic farmers to the forefront by using Bio-Dynamic farming principles in new products, combining technology with farming, and innovating for long-term success. Climate Change, he said, has a direct or indirect impact on crop, water, and soil because it affects water availability, changes the intensity and frequency of droughts, affects the microbial population, reduces soil organic matter, reduces yields, and depletes soil fertility due to soil erosion, among other things.

FSD is a specialist development agency striving to strengthen financial markets across Sub-Saharan Africa, according to Mr. Bigoni. He reminded the audience that there is an opportunity to direct funds toward more sustainable agricultural practices like restorative agriculture and agroforestry, as well as to use carbon credits to support bond repayments (Green Bonds) and to connect small-holder farmers to capital markets to increase access to capital.

Session video: <https://youtu.be/cH4xy7vkkZc>

“God bless Africa.” Mkhululi Silandela - Session chat

Empty Cups: Climate Change and a Future without Coffee

Moderator: Amanda Grossi - Staff Associate, IRI

Panellists:

- **Juan Pablo Solis- Senior Climate Advisor, Fairtrade International**
- **Juan Nicolás Hernandez-Aguilera - Research Scientist, IRI**
- **Zeddy Rotich - Coffee Producer, Growing Women in Coffee**
- **Bernard Njoroge - Senior Project Officer- Coffee, Fairtrade Africa**

Ms. Grossi, the moderator, began the discussion by giving an introduction of the theme to improve Climate Change, coffee and human rights. Impact of Climate and Coffee, for consumers and producers of coffee. The virtual panel event hosted by the Earth Institute's International Research Institute for Climate and Society (IRI) and Fairtrade International.

Mr. Solis, began by mentioning that the six years between 2015 and 2020 were the hottest on record. Despite a host of difficulties ranging from a new strain of coffee rust to the recent COVID-19 pandemic that has crippled logistics in the sector, coffee has proven resilient. Fairtrade promotes, among other things, the development and execution of Climate Action Plans (Fair Adaptation), sustainable farming methods that can sustain Climate Resilience, Climate Change leadership schools, and Fairtrade Carbon Credits.

Mr. Aguilera, proceeded by outlining the ideal climatic conditions for coffee production. He also stated that by 2050, suitable coffee production acreage will be reduced by 30%. He talked on some of the analytical and advisory tools that link Climate and Economic data.

Mr. Njoroge, continued by outlining the activities of Kenya's Climate Change leadership schools, as well as the present levels of participation from the coffee industry. As a result of Climate Change, he discussed the effects of pests and illnesses, as well as lower rainfall.

Ms. Rotich, described some of the Climate-smart farming techniques she learned at the Climate Academy. She then went on to discuss the influence of Climate Change on coffee growing, claiming that, whereas coffee plants used to flower twice a year, they now flower all year, producing low-quality beans. Moreover, Climate Change has resulted in prolonged dry spells, forcing women to walk vast distances in search of water and causing severe food shortages. She went on to explain how she has been able to diversify her own income by engaging in different agricultural activities.

Session video: <https://youtu.be/l9vG9egJHJA>

Raising Up Next Generation

Moderator: Hilda Ojall - Youth President of International Co-operative Alliance (ICA)

Panellists:

- **Deborah Osei Mensah - Youth Cocoa Producer and Livelihood Development Officer, Asunafo Cooperative Cocoa farmers Union (Fairtrade Certified Producers), Ghana**
- **Ruth Namaganda- Youth Coffee Producer and Fairtrade Africa Continental Youth Association Representative, Kibinge Coffee Farmers' Co-operative Society Ltd, Uganda**
- **Mkhuleko Dhlamini- Youth Sugarcane Producer and Water Officer in the Department of Water Affairs, Eswatini**
- **Ana Laura Sayago- COOPSOL, Argentina**
- **Pham Thi Huyen Anh - Chairperson, Poko Farms; Board Member, NAPP, Coffee Producer, Vietnam**

The moderator, Ms. Ojall started off the session by introducing the panellists who consisted of young producers and farmers from various global markets. She expressed her desire to see the audience learn something from the panellists on the different solutions that would apply to their organization.

The session was created to answer the frequently asked questions regarding the youth:

- How they engage the young people in their community to take interest in cocoa farming in the organization?
- Why it was important to engage young people in agriculture?
- What Fairtrade can we do to support youth in the system?
- How to ensure gender equality from a younger age to support the youth?
- What challenges affect the youth in participating in sugarcane farming?
- What they proposed is the solution to the challenges faced by youth in participating in and developing value chains?
- How they have engaged young people in coffee farming in Uganda?
- What they thought needed to be done to change the narrative "Old farmer's Old bushes"?
- What they can do to assist the older generation in building intergeneration gaps and breaking language barrier?
- What they can do best to change the attitude of youth in Uganda?
- How young people are being engaged in leadership roles?
- What achievements the youth had impacted in the organization?
- One message to the investors about investing to the youth?
- What are the difficulties in engaging youth in agriculture systems in Argentina and how they are engaging them?
- Why should youth be focused on farming?
- What they are doing to encourage the youth?

One of the issues facing Ghanaian cocoa growers, according to Ms. Mensah, is a lack of youth participation due to their upbringing. She talked about how her group has a credit union that helps young farmers get low-interest loans to help them with their farm operations. She went on to say that the organization is introducing livelihood activities or additional sources of income, particularly in cocoa farming, and that they frequently involve youth who are involved in cocoa farming in order to make extra money that will help them invest in cocoa and avoid dropping out if they do not receive assistance. They supply agricultural input to farmers every year, which can include agri-chemicals, seedlings, and other items. They locate young farmers and aid them in keeping the farm equipment they require during these operations. Finally, she noted that for society to encourage the youth in concerns of gender equality, it must begin in the schools by including young girls and boys in farming activities without assigning different genders to distinct tasks.

Mr. Dhlamini, took up the subject and listed three key obstacles that young sugarcane producers encounter; Land scarcity – largest farms and high-performing farms were held by the elderly or the rich. As a result, young people are discouraged from getting involved in farming; Young representation in government - It was determined that youth representation in government was not required, resulting in their demands not being met. He also remarked that getting a driver's license was unreasonably expensive for teenagers; Credit facility - the minimum loan requirement was too high for young people to meet.

Ms. Namaganda, emphasized when engaging youth, there are two elements to consider: Government involvement - She mentioned that the Ministry of Youth and Gender was established by the government to allow young people to express their concerns about agriculture. During times of famine, farmers were frequently visited by the government, which offered incentives such as seeds or farm products. In addition, the government built resource centres and a learning centre, both of which provided work for young people; Cooperation participation- She stated that the cooperation has been encouraging youth to join council groups in their zones to assist them with farming needs such as purchasing land, which the cooperation closely monitors to ensure that it is being used for farming and how they can best assist, such as pruning, planting, and so on. The cooperative collaborates with the government to discover a market that is ready to purchase. The majority of young people have noticed the increase in farming and are returning to the area to help. Despite the fact that it is still a work in progress, they try to keep motivating the youth.

Ms. Sayago, explained that the Cooperative provides exchange and travel opportunities for the youngsters to learn from other beekeepers, as well as assisting farmers in purchasing beekeeping equipment to establish their own programs. She went on to state that they worked with a variety of networks to facilitate travel and distribution in the trade chain. Finally, she believes her biggest achievement to be having members of her team who are youth stay with the Cooperative through good times and bad, as well as their engagement in the value chain's processes and management. She was keen that key stakeholders analyse the complete value chain "from farm to table," with autonomy being her toughest obstacle; most youth work for free for their parents.

Ms. Anh, the session's final speaker, stated that agriculture is extremely important in the globe since it supplies inputs for industrial development, urbanization, and environmental protection. The supply value chain's continuity should be emphasized. She described the exercises that have increased the youth's ability to produce high-quality, long-lasting items.

Session video: <https://youtu.be/uYeryafTFTU>

“I believe the best way is to listen to the innovative and constructive ideas they have as the Y generation are more tech advancement and they will only be engaged via Tech-Agri innovation. Also, they want smart techniques and less time involvement in terms of working hard.” Shah-E-Alam Noormamode Session chat

Closing Ceremony

Moderator: Wangeci Gitata – Kiriga, Kijana Group

Panellists:

- **Sanjeet Singh Khurana- Chief Operating Officer, Network of Asia & Pacific Producers (NAPP)**
- **Miguel Munguía- Board Chair, Latin American and Caribbean Network of Fairtrade Small Producers and Workers (CLAC)**
- **Ms. Mary Kinyua- Board Chairperson, Fairtrade Africa**
- **Melissa Duncan- Executive Director, Fairtrade International**
- **Hon. David Osiany- Chief Administrative Secretary, Ministry of Industrialization, Trade and Enterprise Development**

The Moderator, Ms. Kiriga, opened the session by observing that the discussions had been cantered on collaboration. Climate Change has been perceived as an externality in the past, but "that's not true; we're all in this together," she said. Producers have been the hit the hardest by these changes." The conversations had cantered on how to adapt and foresee a sustainable future, she said. She was ecstatic that important decision makers were able to obtain direct feedback from customers during some of the discussions regarding access to innovation, investment possibilities, and finance.

Mr. Khurana, proceeded by expressing his delight at seeing how technology can intelligently reproduce a Fairtrade event. He noted that there was a big turnout of stakeholders, industry partners, and enterprises who were all working toward the same aim of improving trade relations and conditions, as well as the livelihoods of farmers and workers in Africa and other Fairtrade regions. For NAPP members and partners all throughout the world, the past year has been extraordinarily difficult. The COVID-19 pandemic has wreaked havoc on people's lives and livelihoods. He went on to say that virtual adventures have become an important component of the companies' businesses.

Mr. Munguía, continued by thanking Fairtrade Africa for putting the event together. He claimed that Africa and Asia were brothers of the Global South, and that bringing their concerns to the international arena was vital. He hoped that the partners will contribute to improving living circumstances in the south, particularly for women and youth. He went on to say how important it is to fund the entire value chain.

Ms. Duncan, emphasized that the Fairtrade plan, which spans from 2021 to 2025 and focuses on unifying all stakeholders to bring social justice to agriculture while keeping farmers and workers at the forefront of our activities, needs to be looked forward to. Africa, she said, has the world's youngest population. Youth and agriculture are positioned to lead the continent into the future. The continent's youth must spearhead digitization efforts, aiming for information traceability and openness.

Ms. Kinyua, thanked the Fairtrade Africa personnel; the Fairtrade Africa staff, with over 1,579 participants signing up from 99 countries across four continents. She emphasized the conversations about integrating different supply chains and developing vital alliances, stating that everyone agreed that standards should be considered as a market instrument. Farmers and other stakeholders in the value chain must work together more effectively. She was encouraged to learn that young people are worried about Climate Change and are willing to pay a higher, more equitable price for things produced in a sustainable manner. The new EU regulations are aimed at levelling the playing field for EU producers. “In my opinion, trade and sustainable development go hand in hand. In new markets, we, as Fairtrade producers, are always adapting and evolving. These collaborations, I hope, will continue after the Convention.”

Hon. David Osiany, emphasized that the Ministry of Industrialization, Trade, and Enterprise Development has acknowledged Fairtrade International for its role in promoting fair trade both globally and in Kenya. The Ministry's goal, he said, is to offer a policy framework and an enabling environment for Kenyan industrialization and enterprise development. The government views trade and enterprise development as essential pathways to accomplishing national, economic, and social development goals of growth, employment, and equity in this regard. Micro, small, and medium-sized companies (MSME) play a critical role in development, and the Ministry is dedicated to fostering an environment that promotes the primary stream of youth and women to participate. He also indicated that they were working on lowering license requirements and pricing. By establishing the Anti-Counterfeit Authority, whose duty is to advise the general public, the Ministry has made gains in spotting counterfeits that have an influence on the market. Consumers may be confident that the things they receive are of great quality. He finished by discussing the difficulties created by the COVID-19 pandemic, which has impacted Kenya's anti-poverty efforts.

Session video: <https://youtu.be/u7alUYRe23g>

“Great Event Thank you for organizing this.” Joy Zenz – Session Chat



FAIR | NGOMA AWARDS

Celebrating Fairtrade Producers in Africa



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Fair Ngoma Award Ceremony

Moderator: Wangeci Gitata – Kiriga - Kijani Group

MC: Jalang’o

Speakers:

- **Opening Address: Dr. Nyagoy Nyong’o- Global CEO, Fairtrade International**
- **Judges’ representative: Risper Abungu – Certification Analyst – FLOCERT GmbH**
- **Judges’ representative: Larry Attipoe – CEO – Indegene Associates**
- **Testimonial: Previous Year’s Award Winner – Ines Zairi**
- **Closing Address: Xiomara J. Paredes, Executive Director, Latin American and Caribbean Network of Fairtrade Small Producers and Workers (CLAC)**

Ms. Gitata, kicked off the awards ceremony at 18:00 HRS (EAT) by thanking the audience for coming to the 2nd Annual FAIR Ngoma Awards. She ensured that the audience was prepared for a lovely and exciting evening with her upbeat mood and tempo, as this was the final event hosted during the 7th Annual Africa Fairtrade Convention.

Dr. Nyong’o, did begin her speech by welcoming and thanking all participants for attending the Convention on behalf of the global Fairtrade system, exchanging ideas, planning for the future, and, most importantly, giving farmers and workers in Africa and around the world a voice. She stated that there are 14 awards to be won, all of which are in critical areas and all of which demonstrate that producers are unquestionably driving the future of trade. What the pandemic has changed, the lessons learned, and the opportunities created have made it more important than ever for farmers and workers to drive the future of trade. She stated that, while conferences often give big talk, action was best and that there was a need to add value at the source in order to gain leverage with larger market players and create jobs for the youth.

According to Ms. Abungu, the Ngoma Awards are significant because they allow organizations to recognize the accomplishments of their employees. The awards have brought to light our culture's support for positive outcomes. There were 170 submissions for the 14 different categories, with 70 coming from producer companies. She informed the audience that the process was overseen by a panel of judges, who had a difficult time making a decision because all of the producer organizations deserved the awards. Her hope was that the award ceremony would inspire organizations to strive for excellence.

“Excellence is a continuous improvement of what you do because improvement is the key to the growth of our community” she said.

Mr. Attipoe, one of the other Ghanaian judges, stated that the producer companies had submitted high-quality submissions, making it difficult to select the top winners. He stated that the chosen

winners articulated the qualities that they had discussed and went on to congratulate everyone who forwarded submissions.

Ms. Zairi, a past winner, expressed her gratitude for being acknowledged at the 1st FAIR Ngoma awards. She noted that winning would not have been possible without the efforts of the employees and all those who contributed, noting that she is a board member representing MENA.

The MC took over the Awards Ceremony, which served as the Convention's grand finale, with entertainment, drums pounding, and a receptive audience. Jalang'o, the show's ever-jovial MC and comedian, took the MIC and made sure the audience was pumped for the next segment. As soon as he started, he had photographs from all over the world flooding in on the virtual platform about who was the best dressed. Throughout the evening, photos continued to pour in, and the much-anticipated Award Ceremony began. The MC built suspense by announcing the top three nominees in each category and then using music and drum beats to announce the winners, who were then shown in a two-minute video.

He congratulated the following winners in the various categories:

- Most Supportive Hired Labour Management – Desert Joy
 - <https://youtu.be/ReT4UD3lw7E>
- Best Value Addition to Products – Kibinge Coffee Farmers' Cooperative Society
 - <https://youtu.be/1SISoi776lI>
- Workers' Rights Champion of the Year – Desert Joy
 - <https://youtu.be/eccxyKlt5qQ>
- Social Compliance Champion – Bukonzo Joint Cooperative Union
 - <https://youtu.be/DDr4ejbkQcQ>
- Gender Committee of the Year – Oserian Development Company
 - <https://youtu.be/VuuRqueZCoo>
- Income Diversification – SOCADA
 - https://youtu.be/Z_BOVgE6K-l
- Premium Project with the Most Impact – Kayonza Growers Tea Factory
 - <https://youtu.be/Qvvs6YTU74>
- SPO Chair of the Year – Iyego Farmers' Cooperative Society
 - <https://youtu.be/61P3XDDjmZI>
- Environmental Champion SPO - Kayonza Growers Tea Factory

- <https://youtu.be/wtsnmmzEfko>

- Climate Award – Desert Joy
 - <https://youtu.be/5iumuKujuMI>

- Most Enterprising Youth - Kibinge Coffee Farmers' Cooperative Society
 - <https://youtu.be/ih1HeT2cpow>

- Most Innovative Premium Project – ECAM COOP-CA
 - https://youtu.be/5mB8D1_FJHg

- Premium Committee of the Year – Oserian Development Company
 - <https://youtu.be/5xM29w7lmyo>

The MC invited Ms. Muga to the stage to witness the awarding of trophies and diplomas to the winners and runners-up.

As the evening came to a close, Ms. Paredes gave her vote of thanks to the many partners, nominees, and award winners. She emphasized that the convention was an excellent opportunity to learn about global producers' challenges and projects, as well as their initiatives, technology, and best practices. Nothing beats ending this event with an award ceremony to encourage excellence and recognize our members' incredible labour and farming efforts. We see empowered women, men, and youth shaping their own futures and believing that agriculture can be a lucrative way to earn a living. My admiration and congratulations for your dedication and hard work.

“Great to have a Woman Youth board member on the FTA MENA board!!! BRAVO FTA for your inclusive governance!!!” - Kelly Hawrylyshyn, Session Chat

At 2120 HRS (EAT), the 7th Annual Africa Fairtrade Convention and the 2nd Edition of the FAIR Ngoma Awards came to a conclusion.

Session video: https://youtu.be/_ltxfnCHFFY



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Section Two: Best Practices and Lessons

Objective: To build understanding of Fairtrade certified products production practices, facilitate information exchange and learning by sharing best practices, and discover the realities of production and what is working at the POs level.

11. Vanilla Farming in Madagascar

The Soarano Vanilla Association is introduced in this video, as is vanilla farming in Madagascar. Since becoming a Fairtrade member, the Association has implemented internal safeguards to prevent child labour, which is common in vanilla farming. The Ministry of Population, the Labour Inspection, and Fairtrade Africa collaborated to provide farmer training, which resulted in the establishment of a Day Care Centre, a High School, and a hospital for the children of the agricultural community. Farmers have benefited from higher commodity prices, a more stable market, and improved product quality as a result of adhering to stringent Organic and Fairtrade regulations, thereby improving their livelihoods.

Session video: <https://youtu.be/f6jVmlJexnI>

“Great to see the impact of Fairtrade certification also on the children of farmers and their community. This is real investment in the future.” – Lillian Maina Session Chat

12. Premium Use by Golden Exotics Banana Company, Ghana

This video introduces the Golden Exotics Banana Company in Ghana and how they use premium funds earned from Fairtrade banana sales. Since receiving Fairtrade certification in 2012, they have used the premium to fund projects such as schools, science labs, buses, and housing, to name a few. Mr. Tekpe stated that they plan to provide significant assistance to employees, their families, and the community as a whole. The Committee has purchased buses that will be rented to the enterprise for the transportation of field employees within a 70-kilometer radius. In addition, a community vocational centre will be built. Osudoku Senior Tech High School's science lab was built with premium funds.

Session video: <https://www.youtube.com/watch?v=4aUKctPrIWg>

*“Real change real impact to the community! Wonderful work there” - Faith Muthoni
Session chat*

13. Empowering Cocoa Farmers with Fairtrade Certification, Ghana

The West Africa Cocoa Program is introduced in this video. In the four years since it began, Fairtrade Africa's program has transformed the lives of farming communities throughout the region. Fairtrade Africa was providing high-yielding agricultural practices to these small-scale cocoa farmers. Fairtrade works with Fairtrade Certified Producer Organizations to ensure that farmers have a stable income, can reach their full potential, and have a say in their own destiny.

Session video: <https://youtu.be/sdLUm1FdQVU>

“I like the integrated development ranging from WASH to education” - Vincent Dzikupi

14. Empowering Sugarcane farmers, Mauritius

This video introduces Century Cooperative & Credit Society (CCS) and provides a brief overview of best practices for reducing the use of chemical fertilizers. As a result of the FLO-CERT certification, the CCS has been training and educating its members on the product quality and environmental impact of the chemical fertilizers they have been using, and has since been supplying their farmers with bio-fertilizers. This has also reduced reliance on chemical fertilizers by half while maintaining sugarcane yields of over 10,000 tons.

Session video: https://youtu.be/aApR9iWel_M

“Wow! I am motivated by your best practices especially in decreasing the use of chemical fertilizers. I would like to know more about the Bio Fertilizers? please share more details, links, and even suppliers” - Mordesia

Sikhondze

Session chat

15. Conserving Biodiversity for Sustainable Tea Production Ecosystem, Uganda

This video introduces Kayonza Growers Tea Factory's work and how it works to preserve biodiversity. Tea production, by definition, requires vast swaths of land to be sustainable. As a result, farmers encroach on the adjoining Bwindi Impenetrable Forest National Park. Kayonza Growers Tea Factory has begun a conservation initiative on the tea farms, with the goal of preserving the ecosystem through the planting of indigenous and eucalyptus trees.

Session video: <https://youtu.be/qbYjGwldUEs>

“Good practices for environmental conservation and co-existence with wild life” - Brian Nimwesiga

Session chat

16. Building Resilience of Coffee Farmers - Climate Academy, Kenya

In this video, Sarah Ndunge, a coffee farmer in Kenya, discusses how the Climate Academy Project has benefited her. In response to the growing implications of Climate Change on smallholder coffee producers, Fairtrade Africa launched the Climate Academy Project in Kenya's Machakos, Nandi, and Kericho counties in 2018. Sarah's has learned how to properly plant and care for coffee plants, how to adapt to and manage the effects of Climate Change, which threatens both coffee production and her livelihood and accomplish with the additional income generated by her increased productivity. Sarah has been designated as a Village Service Provider (VSP), which gives her the authority to train other farmers.

Session video: <https://youtu.be/czMSc9818dA>

“Beautiful and inspirational. Love how she is paying it forward - contributing to the success of others.” -

Emerentia Patientia

Session chat

17. Waste Water Management in Flowers, Kenya

Mr. Njuguna, begins by providing a brief history of Kongoni River Farm Ltd (Longonot Division). The video describes each step of the waste water management procedure at the Kongoni River Farm wetlands plan. Julius displays photographs of various flowers and plants, as well as information about their role in water purification. The project demonstrates how farms can help to keep Lake Naivasha clean while also sustaining the livelihoods of the surrounding communities. The video also includes a Fairtrade Premium Housing Project, which sells a parcel of land to 70 to 80 workers each year at a reduced price in order to improve their living conditions.

Session video: <https://youtu.be/IFlkMoA3-LA>

“Hydroponic and waste management systems are great environment-friendly initiatives; good job Kongoni!” - Leah Mutinda Session chat

Exhibitors:



Vijana Tupo
YES . YOUTH . CAN



Section Three: Exhibitors

18. List of Exhibitors

Africa Management Institute	https://www.africanmanagers.org/
Alliance for a Green Revolution in Africa (AGRA)	https://agra.org/
Amaan Africa	https://www.amaanafrica.org/
Bio Farmer Agricultural Commodity and Service Cooperative	https://www.fairtradenapp.org/the-agricultural-commodity-and-service-cooperative/
Cedar Africa Group	https://cedaraficagroup.com/
Latin America and Caribbean Network of Fair Trade Small Producers and Workers (CLAC)	http://clac-comerciojusto.org/en/
Climate Edge	https://www.climate-edge.com/
Cropin	https://www.cropin.com/
Desh Care International	https://deshcare.org/
Eden Ecotech Global	https://www.facebook.com/environpreneur/
Fairtrade Africa	https://fairtradeafrica.net/
Fairtrade Germany	https://www.fairtrade.net/
Fairtrade Network of Asia and Pacific Producers	https://www.fairtradenapp.org/
Forum for Fairtrade Organic Agri Betterment (FFOAB)	https://partner.fairtradecertified.org/profile/ffoab
High range Organic Women Fairtrade Farmers Association	https://www.fairtradenapp.org/seco-covid-19-relief-project-supports-women-at-highrange-organic-women-fairtrade-farmers-association-howffa-to-build-a-sustainable-agriculture-system/
Hydroponics Mtaani	https://www.youtube.com/watch?v=egZX8_xC_IM&t=2s
KSU Arinagata	http://arinagata.com/
Manarcadu Social Service	https://www.fairtrade.net/news/manarcadu-social-service-society-india
Natal Cares	http://www.natalcares.com/service.php
Nature Bio – Foods Ltd	https://naturebiofoods.organic/
PraTithi Welfare Foundation	https://www.zaubacorp.com/company/PRATITI-WELFARE-FOUNDATION/U85300PN2021NPL202241
Safety Assured	https://www.youtube.com/watch?v=3aXjoFzBnEo&t=76s
Shimei Eco – Gardens	https://www.shimei-eco.com/
Talentos Multiplus, LLC	https://talentosmultiplus.blogspot.com/
Vijana Tupo Initiative	https://vijanatupo.co.ke/
Vizuri 360	https://www.vizuri360.africa/
Wayanad Agricultural Society	https://moolakarawayanadspices.com/wayanad-agricultural-society.html

19. Exhibitor Pitch

Exhibitors were invited to showcase their products and or services. The exhibitor pitch session was designed to give exhibitors a chance to market their goods and services to the convention participants. The session was attended by seven exhibitors. Here is a short intro of each exhibitor and their contact details.

Session video: <https://youtu.be/oilMPkZzlak>



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Section Four: Virtual Farm Tours

Session Introduction:

This session gave attendees an inside look at the daily activities of producers from the Eastern and Central Africa Network (ECAN), the West Africa Network (WAN), the Southern Africa Network (SAN), and the Middle East and North Africa Network (MENA) (MENA). Before moving on to the virtual field tour, a producer gave a 3-5-minute presentation, similar to a Ted talk. They went about the steps they took to teach their members about COVID-19 safety and precautions, as well as how they fostered a safer working environment in their communities.

20. 360 Virtual Farm Tour: Wildfire Flower, Naivasha Kenya

This video takes you on a 360-degree interactive tour of Wildfire Flower Farm, Winery and Honey Production. It offers a variety of detailed views of the flower farm and provides the viewer with an understanding of the various types of Fairtrade farms, as well as views of the water reservoir, rose greenhouses, Hypericum flower farm, receiving bay, cool room, pack house, and other components of the 45-hectare site. The tour also includes videos with more information that explains the processes.

Session video: <http://360.hotlist.co.ke/wildfireflowers/>

“The virtual tour is fantastic - it brings what is happening on the ground closer to the customers. A big thank you to the team.” Susan Limisi. Session chat

21. Koompanskloof Winery, South Africa

Koompanskloof Winery is introduced in this video. Mr. Williams, a Fairtrade Officer at the winery, discusses the company's history and their most valuable asset, their employees. Because they are so important to the way they do business, employees are at the heart of everything they do. Their employees contribute to the company's growth as a wine industry powerhouse. They prioritize professional satisfaction, work-life balance, and the ability to contribute equally as part of a diverse workforce.

Session video: <https://youtu.be/8TmLsQSAMDA>

“Beautiful Video, Proud to be working with your farm Mari in promoting workers' rights, inclusion of vulnerable groups & empowerment through Dignity for All (D4A) Wine Project as supported by Emerentia!” Marion Ng'ang'a. Session chat

22. Honey Production, Guatemala

This video introduces a virtual tour demonstrating how Climate Change has impacted the honey output of Gaspar Jimenez, a beekeeper, as a result of the area's high temperatures causing reduced flower blooming. Gaspar rejuvenates the bee colonies by exchanging the queen and strategically feeding them, as well as reforesting with local trees and plants. His honey production has increased from 40 to 65 pounds per box as a result of this.

Session video: <https://youtu.be/xyEBaFM2Qco>

23. Gender-Based Equality Training, Asia & Pacific

Mr. Novianto, Regional Manager, introduced the Fairtrade Network of Asia & Pacific Producers in a film that highlighted the launch of a new program aimed at improving women's chances and helping to correct the gender balance in agricultural communities. The institution, which has 275 organizations in 20 countries and is focused on Goal 5 of the Sustainable Development Goals, focuses on business skills that can be a powerful tool for women, providing practical training in skills such as finance, negotiation, group decision-making, and gender equality awareness. The school also educates men, assisting them in better understanding the issues women experience, being role models in their communities, and promoting gender equality.

Session video: <https://youtu.be/Hicok-oAHFQ>

24. Pandemic Awareness, Pakistan

Fairtrade Health and Hygiene Training aids growers on the frontlines of the COVID-19 outbreak in Pakistan with this video field visit. They have trained over 30 volunteers with the aid of Fairtrade to raise pandemic awareness among individuals at the household level while also providing safety hygiene kits to the communities.

Session video: https://youtu.be/iJLAvY9ew_4

25. Resistance to Climate Change, India:

Nature Bio Foods Land Laser Levelling FT Premium Initiative for Climate Mitigation in India by Adopting Sustainable Production of Organic and Fairtrade Rice is featured in this video. Climate-smart agricultural Land Laser Levelling is used by the company as a technologically driven process that requires less groundwater for excellent resource coverage. This technology saves farmers time and money, conserves resources and energy, strengthens crop resistance to Climate Change, and boosts crop production.

Session video: <https://youtu.be/SQVMDPHtllQ>

26. Farmer's Day Excursion, Pakistan

This virtual reality field tour takes you on a day in the life of a producer, Ms. Mavluda, a farmer in the Khazhyr –Abad village, as she explores her day focusing on farming. The farmer was featured in the video from sunrise to sunset, beginning her day by sweeping the yard, followed by an easy skill of milking the cow, techniques for extracting the cream from the milk, cooking (e.g. baking of bread (Tandyre), Kurut with pepper and choboy), cleaning the house, watering flowers, land weeding and planting techniques, and ultimately resting by reading a book.

Session video: <https://youtu.be/Pk7n5CoUZMQ>

"Nice I liked the milking of the cow" Jeremiah Mweene - Session chat

Annex 1: 7th Africa Fairtrade Convention Programme

DAY/SESSION	AGENDA	TIME (EAT)
TUESDAY, 22ND JUNE, 2021		
SHARING BEST PRACTICES	<p>FAIRTRADE IMPACT ARENA- SHARING BEST PRACTICES AND LESSONS</p> <p>Objective: <i>To build understanding of Fairtrade certified products production practices, facilitate information exchange and learning by sharing best practices, and discover the realities of production and what is working at the POs level</i></p> <p>Key videos: Videos and photos from Recover Africa, Climate Academy, Sankofa, International Women’s Day, etc</p>	11.30 - 1900 HRS
OPENING SESSION	<p>OFFICIAL OPENING CEREMONY</p> <p>Moderator: Wangeci Gitata- Kiriga</p> <p>Keynote Addresses</p> <ol style="list-style-type: none"> Mary Kinyua - Fairtrade Africa, Board Chairperson Norman Katihvu - Youth Representative and FTA Board Member Lynette Thorstensen - Board Chair, Fairtrade International Chief Guest: H.E Chileshe Kapwepwe - Secretary General, The Common Market for Eastern and Southern Africa (COMESA) 	14.00 – 15.00 HRS
SESSION 2 MARKETS FIRESIDE CHAT	<p>BEST PRACTICES FOR ACCESS TO FAIR TRADE MARKETS</p> <p>Objective: <i>Build understanding of factors that hinder access to Fair Trade markets in key supply chains. What is hindering the growth of Fair Trade Markets?</i></p> <p>Moderator: Kate Nkatha Ochieng’- Commercial Director, Fairtrade Africa</p> <p>Panellists</p> <ol style="list-style-type: none"> Hend Kassab - Quality and Corporate Affairs Director, Daltex Cooperation, Egypt Maryna Calow - Communications Manager, Wines of South Africa Sigfredo Benitez - General Manager, Cooperativa Los Pinos, El-Salvador Jens Kramer- Managing Director, Omniflora, Germany 	1530 – 1700 HRS

DAY/SESSION	AGENDA	TIME (EAT)
	5. Dr Nicolas Lambert - CEO, Fairtrade Belgium	
NETWORKING HOUR	VIRTUAL NETWORKING	1800 - 1900 HRS
WEDNESDAY, 23RD JUNE 2021		
SESSION 3 PARALLEL EVENTS	VIRTUAL EXHIBITION Objective: <i>To provide an opportunity for Producer Organizations and exhibitors to promote their products and services.</i>	1100 – 1900 HRS
	VIRTUAL FIELD TOURS <i>Virtual field expo in selected Producer Organizations</i>	1100 – 1900 HRS
HIGH LEVEL AFRICAN MEETING	<p>HIGH LEVEL MEETING: AFRICA SUSTAINABILITY STANDARDS AND VALUE ADDITION</p> <p>Moderator: Chris Oluoch - Programmes Director, Fairtrade Africa</p> <p>Panellists</p> <ol style="list-style-type: none"> Key Note Address: Dr Hermogene Nsengimana- Secretary General of the African Organisation for Standardisation (ARSO) Guest Speaker: Mr. MacMillan Prentice - Senior Scientific Officer, Ghana Standards Authority Richard Odurose Kwarteng- Certification Officer, BOMARTS, Ghana 	1130 – 1300 HRS
	<p>A DAY IN THE PRODUCER'S WORLD</p> <p>Objective: <i>The session aims to provide participants with an experience of what day-to-day activities for producers from each of the 4 regions (ECAN, WAN, SAN and MENA and Producer Networks; CLAC and NAPP) look like.</i></p> <p>Each field visit will begin with a producer giving a short talk similar to a Ted talk for 3-5 minutes before proceeding to provide a virtual field visit and sharing daily experiences</p>	1200 – 1330 HRS
NETWORKING HOUR	VIRTUAL NETWORKING	1300 - 1400HRS

DAY/SESSION	AGENDA	TIME (EAT)
FI LED SESSION	<p>WHAT IS FAIR?</p> <p>Objective: Perspectives on social justice in agriculture and ‘what is fair?’</p> <p>Moderator: Uduak Amimo</p> <p>Panellists:</p> <ul style="list-style-type: none"> ▪ Jennie Coleman – Chief Executive Officer (CEO), Equifruits ▪ Traore Ousmane- Chairman, ECAKOOG ▪ Daniel Duarte -Founder, Koakult Germany ▪ Dr Marco Hartman - Head of Program, Sustainable Agricultural Supply Chains and Standards, GIZ 	1400-1500 HRS
SESSION 4 INTERGENERATIONAL VIRTUAL TOWNHALL	<p>UNLOCKING TRADE POTENTIAL AND INVESTMENT OPPORTUNITIES</p> <p>Objective: <i>The session aims to explore existing opportunities and how producers can leverage these</i></p> <p>Moderator: Peter Kettler - Senior Coffee Manager, Fairtrade International</p> <p>Panellists</p> <ol style="list-style-type: none"> 1. Jon Walker - Senior Advisor, Cocoa - Fairtrade International 2. Amy Collis - Supply Chain Manager, Fairtrade Foundation 3. Liezl Van Ryhn- Human Resource Manager, Lutzville Vineyards, South Africa 4. Kate Ochieng²- Commercial Director, Fairtrade Africa 5. Bernard Outah - Regional Director, World Fair Trade Organization Africa & the Middle East (WFTO Africa & ME) 6. Hernan Manson - Head Inclusive Agribusiness Systems & Manager of the Alliances for Action Workstream, International Trade Centre (ITC) 	1515 –1645 HRS
FI LED SESSION	<p>CONSUMER INSIGHTS, 2021 SURVEY RESULTS</p> <p>Objective: <i>To provide an overview of the perspectives of consumers from 15 countries, their attitudes toward social issues, certification schemes, and Fairtrade</i></p> <p>Moderator: Johnna Phillips - Director of External Relations at Fairtrade International</p> <p>Panellists:</p> <ol style="list-style-type: none"> 1. Caroline Holme - Senior Director, Globescan 	1700-1800 HRS

DAY/SESSION	AGENDA	TIME (EAT)
	2. Lisa Groves - Assistant Director, Globescan	
NETWORKING HOUR	VIRTUAL NETWORKING	1800-1900 HRS
THURSDAY, 24TH JUNE, 2021		
PARALLEL EVENTS	VIRTUAL EXHIBITION FORUM Objective: <i>To provide an opportunity for Producer Organizations and exhibitors to promote their products and services.</i>	1100 – 1900 HRS
	VIRTUAL FIELD TOURS Objective: <i>Virtual field expo in selected Producer Organizations</i>	1130- 1900 HRs
	AFRICA CENTRIC EVENT: LIVING INCOME INTERVENTIONS. Moderator: Carla Veldhuyzen van Zanten - Senior Advisor, Sustainable Livelihoods, Fairtrade International Panellists: <ol style="list-style-type: none"> Key Note Address: Dr. Apollos Nwafor - Vice President, Policy and State Capability, AGRA Kwasi Kugblenu - President, Fanteakwa Cooperative Union, Ghana Fanny Assata Doumbia - President of the Cocoa Farmers' Cooperative, Enterprise Coopérative des Agriculteurs de Meagui, ECAM, Côte d'Ivoire Solomon Boateng - Certification and Risk Manager, Kuapa Kokoo Cooperative Cocoa Farmers and Marketing Union Limited (KKFU), Ghana Francesca Dobrigna - Supply Chain Manager, Fairtrade Germany Dr Martina Bozzola - Lecturer, Queen's University Belfast and ZHAW and Senior Advisor on Sustainability and Livelihood, International Trade Centre's Alliances for Action Programme 	1130 – 1300 HRS
NETWORKING HOUR	VIRTUAL NETWORKING	1300 - 1400 HRS
SESSION 5	TRENDS AND RESPONSE TO MARKET OPPORTUNITIES AND FAILURES STREAM 1: The role of Human Rights and Environmental Due Diligence (HREDD) Approach. Introducing HREDD and Fairtrade's ongoing work.	1400- 1530HRS

DAY/SESSION	AGENDA	TIME (EAT)
SESSION 6	<p>Moderator: Dr Tytti Nahi - Business and Human Rights Lead Finland, Fairtrade's HRDD Centre of Excellence.</p> <p>Panellists:</p> <ol style="list-style-type: none"> Marike de Pena- General Manager of BANELINO, Dominican Republic Judy Njino - Executive Director, Global Compact Kenya and Chair, Africa Region Network Council Joecel D. Palacios - Secretary and Bookkeeper of Dama Farm Workers Agrarian Reform Beneficiaries Association, Philippines <p>STREAM 2: EU Organic Regulation. Impact of new rules for the certification of organic grower groups in developing countries supplying the growing EU organic market.</p> <p>Moderator: Jorge Conesa - Project Coordinator, Fair Trade Advocacy Office</p> <p>Panellists:</p> <ol style="list-style-type: none"> Elena Panichi - European Commission, Head of Unit, Directorate-General for Agriculture and Rural Development (AGRI) Morag Webb - Head of Science and Policy, COLEACP Escipión Joaquín Oliveira Gómez- Assistant Secretary General, Department of Structural Economic Transformation and TradeACP Michel Reynaud - Board Member, IFOAM Organics Europe 	1400 -1530 HRS
	<p>IMPACT OF THE COVID-19 PANDEMIC</p> <p>Objective: To deliberate on how the situation has evolved for Producer Organizations over time and how they are coping.</p> <p>Moderator: Gonzaga Mungai; Flower Manager, Fairtrade Africa</p> <p>Panellists:</p> <ol style="list-style-type: none"> Chris Oluoch - Programmes Director, Fairtrade Africa Clement Tulezi - Chief Executive Officer, Kenya Flower Council Olav Boenders - Chief Executive Officer, Wagagai Ltd, Uganda Vinicio Martinez- President, FAPECAFES, Ecuador 	1600 -1730 HRS
NETWORKING HOUR	VIRTUAL NETWORKING	1800 - 1900 HRS
FRIDAY, 25TH JUNE 2021		
PARALLEL EVENT VIRTUAL EXHIBITION	VIRTUAL EXHIBITION FORUM	1100 – 1900 HRS

DAY/SESSION	AGENDA	TIME (EAT)
	<p>Objective: <i>To provide an opportunity for Producer Organizations and exhibitors to promote their products and services.</i></p>	
<p>PARALLEL EVENT</p>	<p>VIRTUAL NETWORKING</p>	<p>1200 - 1400 HRS</p>
<p>SESSION 7 PARRALEL SESSIONS</p>	<p>SUSTAINABILITY AND INNOVATION IN SUPPLY CHAINS</p> <p><u>STREAM 1: Technology for organization development, access to markets, and information</u> Objective: <i>To explore the role of technology in enhancing localized access to markets. How are knowledge, expertise and experience critical in facilitating technology that supports sustainable supply chains?</i></p> <p>Moderator: Abubakar Afful- Programme Team Leader-Cocoa, West Africa Network</p> <p>Panellists:</p> <ol style="list-style-type: none"> Paul Baranowski - CEO, Climate Edge UK Brenda Bijen - Managing Director, THINK Data Services, Ghana Pauline Hilley - Key Account Manager Farmforce, Côte d'Ivoire Malick N'DIAYE - Manager, CAPTURE Solutions, Côte d'Ivoire Victor Cordero - General Manager, Red Ecolsierra, Colombia <p><u>STREAM 2: Farm level diversification and enterprise development initiatives</u> Objective: <i>To build understanding on diversification trends and opportunities for additional income streams</i></p> <p>Moderator: Benjamin Asare- Senior Programme Officer, Sankofa Project</p> <p>Panellists</p> <ol style="list-style-type: none"> John Githinji - Chairman New Gikaru Coffee Farmers' Cooperative Society, Kenya LINGOCK Roger Brice- Chairman SCOOPs MAHOL, Côte d'Ivoire Tapan Ray- Promoting Board Member, Pratithi Organic Foods Pvt Limited, India Warsiwi- Chairwoman, KSP Karya Manunggal Sejahtera (Karmatera), Indonesia Lazarus Bwambale - Secretary Manager, Bundikakemba Growers Cooperative Society Ltd, Uganda. 	<p>1400 - 1530 HRS</p> <p>1400 - 1530 HRS</p>

DAY/SESSION	AGENDA	TIME (EAT)
	<p>5. Rohan Grover- Director, Nature Bio Foods Pvt Ltd, India 6. Matteo Bigoni- Climate Finance Specialist, FSD Africa</p> <p><u>STREAM 4(b): Empty cups: climate change and a future without coffee</u> Objective: <i>To explore the nexus of climate change and social justice in the world's coffee industry and what consumers, industry and legislators can do to effect change.</i></p> <p>This is a virtual panel event hosted by the Earth Institute's International Research Institute for Climate and Society (IRI) and Fairtrade International. Register here. Passcode: 146016</p> <p>Moderator: Amanda Grossi- Staff Associate, IRI</p> <p><u>Panellists:</u></p> <ol style="list-style-type: none"> Juan Pablo Solis- Senior Climate Advisor, Fairtrade International Juan Nicolás Hernandez-Aguilera - Research Scientist, IRI Zeddy Rotich- Coffee Producer, Growing Women in Coffee Bernard Njoroge - Senior Project Officer- Coffee, Fairtrade Africa <p><u>STREAM 5: Rising up next generation farmers</u> Objective: <i>To explore the role and value of youth in agricultural value chains for sustainable farming systems across Africa</i></p> <p>Moderator: Hilda Ojall - Youth President of International Co-operative Alliance (ICA)</p> <p><u>Panellists:</u></p> <ol style="list-style-type: none"> Deborah Osei Mensah - Youth Cocoa Producer and Livelihood Development Officer, Ghana Ruth Namaganda- Youth Coffee Producer and Fairtrade Africa Continental Youth Association Representative, Uganda Mkhuleko Dhlamini- Youth Sugarcane Producer and Water Officer in the Department of Water Affairs, Eswatini Ana Laura Sayago- COOPSOL, Argentina Pham Thi Huyen Anh- Chairperson, Poko Farms; Board Member, NAPP, Coffee Producer, Vietna 	<p>1400-1530 HRS</p> <p>1400-1530 HRS</p>
<p>CLOSING SESSION</p>	<p><u>CLOSING CEREMONY</u></p> <p>Moderator: Wangeci Gitata – Kiriga</p>	<p>1600-1700 HRS</p>

DAY/SESSION	AGENDA	TIME (EAT)
	<p>Closing remarks:</p> <ol style="list-style-type: none"> Hon. David Osiany- Chief Administrative Secretary, Ministry of Industrialization, Trade and Enterprise Development Sanjeet Singh Khurana- Chief Operating Officer, Network of Asia & Pacific Producers (NAPP) Miguel Munguía- Board Chair, Latin American and Caribbean Network of Fairtrade Small Producers and Workers (CLAC) Ms. Mary Kinyua- Board Chairperson, Fairtrade Africa Melissa Duncan- Executive Director, Fairtrade International 	
	<p>FAIR NGOMA Gala Dinner and Award Ceremony Objective: To celebrate Certified producers in Africa</p> <p>Moderator: Wangeci Gitata – Kiriga</p> <p>MC- Jalang’o</p> <ol style="list-style-type: none"> Opening Address: Dr. Nyagoy Nyong’o- Global CEO, Fairtrade International Judges’ representative: Risper Abungu – Certification Analyst – FLOCERT GmbH Judges’ representative: Larry Attipoe – CEO – Indegene Associates Testimonial: Previous Year’s Award Winner – Ines Zairi Closing Address: Xiomara J. Paredes - Executive Director, Latin American and Caribbean Network of Fair Trade Small Producers and Workers (CLAC). <p>Entertainment</p>	<p>1800 – 2000 HRS</p>

THANK YOU