

## **Committed Organizations Statement in Support of Fair Trade**

17 June, 2014

Most commerce and trade worldwide favors large-scale farms, multinational corporations and other conglomerates that have easy access to capital and can take advantage of economies of scale. These large companies, landowners, and investors continue to grab land at an alarming rate around the globe. That is why small farmers, despite growing most of the world's food and making up most of the world's farmers, have access to just 25% of the world's land, a proportion that continues to shrink, obliging people to abandon rural areas. Those who benefit most are individuals within the system with power, and it is not uncommon for CEOs of these businesses to earn millions of dollars a year or for some companies to be more economically powerful than countries.

The fair trade movement seeks to change this system and offer an alternative economic model based on long-term relationships, democratic control, and empowerment, that enables small-scale farmers to stay on their land against all odds, build stronger local communities, and compete together in the global marketplace. Fundamental to the model is democratic organization allowing farmers to act collectively to access markets and change policies as well as share in profits. Engaging in transforming trade and agriculture policies to benefit, not harm, small-scale farmers while simultaneously increasing market opportunities for small-scale farmers is a huge task, too often ignored by governments. Though fair trade alone can never address all the world's ills, if done well, can have a big impact on the lives of many of the world's most marginalized farmers. Supporters of fair trade are in the movement not because we believe the system has been changed, but because we believe it can be and that we are already making progress and avoiding some of the worst outcomes of conventional trade.

Fair trade has already had an impact in many communities around the world. This is especially true when the model of fair trade implemented includes committed fair trade brands who work in solidarity with organized farmer co-operatives. These long-term relationships based on solidarity and common values result in both positive impacts in farming communities and high-quality, ethical consumer goods. It is because of the success of this model of fair trade that a growing number of brands, farmer groups, and advocates are looking beyond certification and know that fair trade must be a holistic movement and not just a seal or an asterisks on an ingredient list.

Reports such as the Fairtrade, Employment and Poverty Reduction in Ethiopia and Uganda (FTEPR) report and subsequent media coverage generates outrage that fair trade is not "working." This is disappointing as it implies the conclusion is that conventional trade is just as good or better than fair trade, even as most people, consumers and producers alike, recognize that our food system is broken and our economic system does not work for many people involved in the production of consumer goods including apparel, body care products, and handicrafts. The report offers some helpful insights, such as the prevalence of seasonal wage laborers, a group often invisible, even on small-scale fair trade farms, and points out that laborers do not always benefit from working on a certified farm.

However, the report places unfair burden on the fair trade farmers themselves to address this problem without examining why fair trade farmers, especially small-scale farmers who originally organized themselves and contributed to the development of fair trade precisely to improve their market access and ability to stay on the land and hire the labor they needed, may not yet be able to offer favorable employment conditions. Individual economically marginalized farmers cannot address this problem alone without a collective analysis of the supply chain and our willingness to pay the true cost of producing fairly.

We need to be very careful drawing conclusions about an entire movement based on one very specific study. Not only was this study limited in its scope to wage laborers in just two countries, it also did not look at whether fair trade increased quality of life for small-scale farmers, did not look at whether farmers were selling all of their product under fair trade terms and what, if any, impact that may have on their ability to provide benefits and increased wages to employees, and only looked at one tool of the fair trade movement, that is certification, which is a tool primarily designed to verify fair trade standards but cannot be expected to create impact in the absence of meaningful supply chain relationships.

Other studies of fair trade have found more positive impacts of fair trade. For example, sociologist Daniel Jaffee, in his landmark book *Brewing Justice*, though critical of some aspects of fair trade, did find benefits of involvement in fair trade co-operatives for the farmers he lived with and surveyed in two communities in Mexico. “In Yagavila and Teotlasco, Oaxaca, the coffee producers who belong to organizations participating in the fair-trade market clearly receive real and significant benefits—social, economic, and environmental—even in the midst of a severe price crisis.” Mr. Jaffee also draws a direct comparison of the positive impact producer groups working under fair trade conditions see compared to their conventional counterparts. “Compared with their conventional neighbors, the Michiza member families who participate in fair trade are more food secure and less indebted, have higher gross incomes, engage in more environmentally beneficial organic coffee farming methods (and spread those methods beyond coffee plots to their milpas), generate more paid work for local people, and are more likely to continue growing coffee than to abandon or raze their shade-coffee plots. These differences are evidence that fair trade does indeed constitute a fairer, more sustainable market.” In addition, the University of Göttingen, in their 2013 report *Food Standards, Certification, and Poverty among Coffee Farmers in Uganda*, states that fair trade certified farms have increased household living standards by 30% significantly reducing the prevalence of poverty.

Fair trade is meant to build a different economic model, in which small-scale producers, committed traders and brands, and consumers have a space to together engage in a democratic and equitable trade and create a more just society. The concentration of economic power in the hands of just a few transnational companies might bring some benefit for a few, but at the same time it is bringing economic and social exclusion, marginalization, and segregation to most people while threatening the environment around the world. The reports and recommendations of many multilateral institutions including UNCTAD and FAO agree with the idea that support for sustainable small-scale production is essential for the fight against

poverty, famine, and ecological disasters. The evidence in this direction is so clear the UN has in fact named 2014 the year of the family farmer. Fair trade is the movement that supports small-scale sustainable production and advocates for fairer political decision-making around the world.

As fair trade as a movement evolves, it is increasingly clear that we can have the most impact when there is full commitment to fair trade along the supply chain and when those intended to benefit from fair trade control key decisions. That is why the Small Producer Symbol was developed as the first fair trade label created by small-scale producers themselves, and was quickly adopted by many of the pioneering fair trade coffee roasters of North America and Europe. Recent years have also seen the growth and resurgence of membership organizations like World Fair Trade Organization that verify a company’s overall commitment to fair trade principles rather than reward them for certifying a product line or two.

We, the undersigned, committed fair trade brands, advocates, and producer representatives from around the world believe deeply in the original intent of fair trade that works to create a level playing field for small-scale farmers and producers so they can compete in a global market that currently benefits large scale companies. We are putting people before profits and would like to ask consumers to pledge to work with us to continue to support this just model of trade and engage in policy transformation.

Signed by:

<b>Organizations:</b>	<b>Individuals:</b>
<ol style="list-style-type: none"> <li>1. Alter Eco, Manufacturer, USA</li> <li>2. Asociación Aldea Global Jinotega, Small Farmer Association, Nicaragua</li> <li>3. British Association of Fair Trade Shops and Suppliers(BAFTS), Membership organizations, UK</li> <li>4. Cafe Chavalo, Coffee Roaster, Germany</li> <li>5. Cafe Michel, Coffee Roaster, France</li> <li>6. Central Cacao de Aroma, Producer Groups, Peru</li> <li>7. COAGROSOL, Producer Group, Brazil</li> <li>8. Cooperativa de Ahorro y Crédito Tiempos Nuevos, Peru</li> <li>9. Cooperative Coffees, Green Coffee Importing Cooperative, Canada/USA</li> <li>10. Central de Cafetaleros Especiales de Cutervo – CEPROCE, Peru</li> <li>11. Central de Cafetaleros del Nor Oriente , CECANOR, Peru</li> <li>12. Cooperativa El Arroyense, Producer Group, Paraguay</li> <li>13. Cosurca, Producer Group</li> </ol>	<ol style="list-style-type: none"> <li>1. Abel Medina, Presidente de CEPROCE</li> <li>2. Adran Gómez Luna, ASPROSUCRE</li> <li>3. Alejandro Burbano, ASPROMAGUEY</li> <li>4. Aleyda Muñoz Guamanga, FRUTAS Y FUTURO</li> <li>5. Alfonso Cotera Fretel, RPCJyCE</li> <li>6. Alvaro Gómez, ECOHABITATS3</li> <li>7. Alveiro Oz, ASPROCOP</li> <li>8. Ana Patricia Calderón Bazante, COSURCA</li> <li>9. Angela Isabel Polo, COSURCA</li> <li>10. Ben Kaukler , TopQualiTea-Group for Fairtrade &amp; Organic Teas &amp; Spices</li> <li>11. Bertha Flores, CIAP</li> <li>12. Carlos Collazos, COSURCA</li> <li>13. Carlos Reynoso, Manos Campesinas</li> <li>14. Cecilia Plengifo, COSURCA</li> <li>15. Celia Pollimue, FONDO PAEZ</li> <li>16. Chris Treter, Higher Grounds Trading Co., Coffee Roasting Company, USA</li> </ol>

<p>14. Dean's Beans Organic Coffee Company, Roaster, USA</p> <p>15. Dr. Bronner's Magic Soap, Manufacturer/Brand, USA</p> <p>16. ETHIQUABLE, Manufacturer/Brand, France</p> <p>17. Equal Exchange, Manufacturer/Brand, USA</p> <p>18. Equal Exchange Trading Ltd, Brand, UK</p> <p>19. Fair World Project, NGO USA</p> <p>20. FUNDEPPO, Small Producers' Symbol, Mexico</p> <p>21. GEPA GmbH, Brand, Germany</p> <p>22. Higher Grounds Trading Co., Coffee Roaster, USA</p> <p>23. IMO Control Latin America Ltda, Bolivia</p> <p>24. IMOLA, Producer Group, Bolivia</p> <p>25. Just Us! Coffee Roasters Co-op, Canada</p> <p>26. La Cooperativa CIDERURAL, Producers and Credit Cooperative, Peru</p> <p>27. Maggie's Organics (Clean Clothes Inc.), Manufacturer/Brand, USA</p> <p>28. Mesa de Coordinación Latinoamericana de Comercio Justo - RIPESS LAC, Peru</p> <p>29. People Tree Fair Trade Group, UK</p> <p>30. ProGua e.V., MOCINO Café, Germany</p> <p>31. Promotora de la Agricultura Sustentable S.A. – PROASSA, Peru</p> <p>32. Red Peruana de Comercio Justo y Consumo Ético, Peru</p> <p>33. Red Uniendo Manos Perú y Bridge of Hope, NGO, Peru</p> <p>34. Santropol, Coffee Roaster, Canada</p> <p>35. TopQualiTea South Africa (Pty) Ltd, Manufacturer/Brand, South Africa</p> <p>36. Trade Aid, Brand, New Zealand</p> <p>37. Undugu Fair Trade Limited, Producer Group, Kenya</p> <p>38. Union Nacional de Asociaciones de Pequeños Productores Certificados en comercio justo del Ecuador "CECJ", Ecuador</p> <p>39. Unión de Comunidades Indígenas de la región del Istmo de R.I.(UCIRI), Mexico</p> <p>40. World Fair Trade Organization</p> <p>41. Zaytoun Community Interest Company, Brand, UK</p>	<p>17. Christine Gent WFTO-Asia</p> <p>18. Climaco Mestizo, FONDO PAEZ1</p> <p>19. Conrado Olivera, Red Uniendo Manos Perú y Bridge of Hope</p> <p>20. Dana Geffner, Fair World Project</p> <p>21. Dario Iezzoni, Santropol</p> <p>22. Dennis Omar, SEDAM-PATIA</p> <p>23. Deyanira Astaiza, COSURCA</p> <p>24. Edilberto Torres, ASPROBALBOA</p> <p>25. Edouard Rollet, Alter Eco USA</p> <p>26. Edui Montilla, UMATA- BALBOA</p> <p>27. Eliana Maco, COSURCA</p> <p>28. Elizabeth Mess Jaramillo, COSURCA</p> <p>29. Elsi Bibiana Bolaños, ASPROSUCRE</p> <p>30. Fabián Andrés Hoyos Purjano, COSURCA</p> <p>31. Fernando Alvarado de la Fuente, IDEAS</p> <p>32. Freddy Libano, COSURCA</p> <p>33. Fredrick Masinde, Undugu Fair Trade Limited</p> <p>34. Gerardo Gomez, ASPROSI</p> <p>35. Hernán Guamanga, ASPROSANCOR</p> <p>36. Heyer Cordoba Samboni, ASPROBALBOA</p> <p>37. Ingrid Mayali Fuertes, COSURCA</p> <p>38. Isabel Uriarte, Gerente General de PROASSA</p> <p>39. James Solkin, Santropol</p> <p>40. Javier Rivera Laverde, ASOPECAM</p> <p>41. Javier Torres, COSURCA</p> <p>42. Jeff Moore, Just Us! Coffee Roasters Co-op</p> <p>43. Jennifer Luczynski, Santropol</p> <p>44. Jerónimo Pruijn, FUNDEPPO</p> <p>45. Jimmy Muñoz, ASOCAFE</p> <p>46. John Aldana, COSUREA</p> <p>47. John Gomez, ASPROBALBOA</p> <p>48. José de la Cruz, Presidente de CECANOR</p> <p>49. José Edilberto Narvaez, COSURCA-SEMBRAPAZ</p> <p>50. José Narvaez, COSURCA-SEMBRAPAZ</p> <p>51. Juan Roberto Aguirre Moyano, IMO Control Latin America Bolivia</p>
---	--

52. Karen Rodríguez Araya, Cooperativa Cañera de San Ramón R.L. - Costa Rica
53. Kerstin Lindgren, Fair World Project
54. Leydy Rosero Hoyos, ASPROSUCRE
55. Lily Leyva, Secretaria de la Mujer de CECANOR
56. Lina Girón, SEDAM-PATIA
57. Luis Jimenez , ASOPROA
58. Luis Medina, ASOPROA
59. Luperca Angulo, COSURCA
60. Luzmila Ruano, FUNDESUMA
61. Ma. Monica Tobar, CRC
62. Marcos Neira, Ex Presidente de CECANOR
63. Maria Fernando Mangullo, COURSUCA
64. Maria Janet Gorteu, COSURCA
65. Maricet Vivas, FGG
66. Marvin López, FUNDEPPO
67. Miguel Gronert Vásquez, CAPOMIR
68. Milton Vallejo, COSURCA
69. Moelm Muñoz Rodríguez, FUNDESUMA
70. Nauli Mabel Flor, ASOCOMP
71. Nelson Melo, CLAC
72. Nelson Montilla, FUNDESUMA
73. Nevar Ramos, SEDAM-PATIA
74. Olivar Hoyos Buesaquilla, ASPROSUCRE
75. Oscar Gomez, ASPROALMAGUER
76. Patricia Odez, CRC
77. Patricia Paz, ECOHABITATS
78. Pedro Cordova del Campo, CEDAL
79. r. Francisco VanderHoff Boersma, UCIRI
80. Reinerio Bustamante, Ex Presidente de CECANOR
81. René Ausedra Chzua, COSURCA
82. Robert Armas, Ex Presidente de CECANOR
83. Robert Fernández, Director Ejecutivo de CECANOR
84. Rosa Cruz, ASPROCOOP
85. Rudi Dalvai, World Fair Trade

	<p style="text-align: center;"><b>Organization</b></p> <p>86. Sabina Hernández, Presidenta de la Asociación de Café y Quinoa.</p> <p>87. Safia Minney, People Tree Fair Trade Group</p> <p>88. Samuel Quinuyas, ASPROSUR</p> <p>89. Segundo Fabio Ordoñez, ASOCAFE</p> <p>90. Silvia Wu Gin, CCE</p> <p>91. Silvio López, COMEP-CAFÉ</p> <p>92. Sonia Murillo Alfaro Coopecañera</p> <p>93. Sylviane Parent, Santropol</p> <p>94. Victor Cordero Ardila, Red Ecolsierra</p> <p>95. Víctor Rojas, Presidente de PROASSA</p>
--	--