FAIRTRADE AFRICA - DRIVING CHANGE FOR SMALLHOLDER FARMERS AND WORKERS 2016-2020

OUR VISION

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

OUR MISSION

We support our members to strengthen their organizations in line with Fairtrade Standards.

We will improve and increase our members’ ability to access Fairtrade markets.

We will engage with our members to advocate for their interests and take active ownership of the global Fairtrade system.
We want to build benefits with smallholders and workers and deepen Fairtrade impact by ensuring that our members receive services that are cost-effective and market-driven. By working with a needs based approach, we will facilitate the right environment for stronger and more resilient producer organisations through core and beyond certification services in thematic areas such as climate change, living wage and income, gender, workers’ rights and child protection.

Deliver relevant and valued services to Fairtrade smallholders and workers.

We will actively support our members in identification, securing and sustaining market access for their products in south-to-south and global supply chains. Market access is not the only measure of Fairtrade’s success but it is a prerequisite for all the impact that we want to achieve by supporting democratic organisations.

Without sales we achieve nothing – with the right kind of sales we can start to change the world.

By working within the Fairtrade system and with strategic partnerships, we will deliver on the following:

1. Deliver relevant and valued services to Fairtrade smallholders and workers.
2. Build, secure and sustain access to market for our members.
3  
**ADVOCACY.**

We will amplify the voice of our members through advocacy and increase Fairtrade’s influence in national, regional, and continental policies, rules and agreements which affect our members’ ability to trade, maintain food security and stewardship of their community resources.

4  
**BUILD A STRONG, SETTLED PRODUCER NETWORK AS PART OF A GLOBAL SYSTEM.**

To ensure resilient and representative product, country, regional and continental networks, we will maintain effective and accountable organisational structures, establish communication channels, and engage and retain highly competent and motivated staff. We recognise that our membership is diverse in geography, language, culture and products. There is need for creation of more opportunities for information exchange as there are massive opportunities for learning.

**HOW WE SHALL DELIVER**

- Building partnerships with the civil society, private and public sectors.
- Decentralisation of producer services by strengthening selected products, countries and regional roles and developing regional strategies & partnerships.
- Defined packages for services offered from minimum/basic to fee for service packages.
- Facilitation of producer support by quality assurance of external service providers, training of trainers and peer to peer learning approaches.
- Information and knowledge management.
- Active dialogue with all players in the value chain.
- Diversification of funding sources.
Secretariat, Eastern and Central Africa Network (FTA-ECAN)
Westcom Point, Block C, 6th Floor Mahiga Mairu Road, Off Rhapta Road Westlands, P.O. Box 3308-00200, Nairobi, Kenya.
+254 202 721930
+254 704 180 169

Southern Africa Network (FTA-SAN) Office
Unit 20, Block E, Collingwood Place, Anson Street, Observatory 79265, Box 13450, Mowbray 7705, South Africa.
+27 2144 88911

West Africa Network (FTA-WAN) Office
No. 13 Akosombo Road, Airport Residential Area, Accra, Ghana.
Tel: +233 307079286

Middle East and North Africa (FTA-MENA) Office
Westcom Point, Block C, 6th Floor Mahiga Mairu Road, Off Rhapta Road Westlands, Nairobi, Kenya.
+254 202 721930