CELEBRATING 10 YEARS OF FARMERS AND WORKERS EMPOWERMENT
WHO WE ARE

Fairtrade Africa is a member organization representing Fairtrade certified producers in Africa and the Middle East. We currently support over 430 producer organizations in 32 countries, ensuring they get better prices, decent working conditions and fair terms of trade.

Fairtrade is the world’s largest and most recognized ethical certification system. Being Fairtrade certified enables farmers and workers in developing countries to be empowered to access markets, achieve better prices and working conditions, while also contributing to sustainability of the environment.

Fairtrade Africa is a member of Fairtrade International, the umbrella organization for Fairtrade worldwide. Through Fairtrade, consumers connect with producers with the aim of reducing poverty through trade. Shoppers can recognize products that meet the Fairtrade Standards by the FAIRTRADE Mark.

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

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.
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**FAIRTRADE AFRICA IN NUMBERS**

- **€21.3 M**
  - Fairtrade Premium money received by Fairtrade farmers and workers in 2013

- **430**
  - Producer organizations in Africa & Middle East

- **62%**
  - Of all Fairtrade farmers and workers worldwide are in Africa & Middle East

- **40%**
  - Of workers on Fairtrade plantations in Africa are women

- **930,000**
  - Farmers and workers
WHERE WE WORK

1. Benin
2. Burkina Faso
3. Burundi
4. Cameroon
5. Comoros Islands
6. Cote d’Ivoire
8. Egypt
9. Ethiopia
10. Ghana
11. Kenya
12. Lebanon
13. Liberia
14. Madagascar
15. Malawi
16. Mali
17. Mauritius
18. Morocco
19. Mozambique
20. Palestine
21. Rwanda
22. São Tomé and Principe
23. Senegal
24. Sierra Leone
25. South Africa
26. Swaziland
27. Tanzania
28. Togo
29. Tunisia
30. Uganda
31. Zambia
32. Zimbabwe

KEY

- Fairtrade presence in Africa & Middle East

Top products in Fairtrade Producer Countries in Africa

- **FLOWERS**
  - Egypt
  - Ethiopia
  - Kenya
  - Tanzania
  - Zimbabwe

- **COTTON**
  - Cameroon
  - Mali
  - Senegal
  - Benin
  - Burkina Faso

- **COCOA**
  - Cote d’Ivoire
  - Ghana
  - Sao Tome and Principe
  - Liberia
  - Togo

- **TEA**
  - Kenya
  - Uganda
  - Rwanda
  - Tanzania
  - Malawi

- **COFFEE**
  - Burundi
  - Ethiopia
  - Kenya
  - Uganda

- **SUGAR**
  - Malawi
  - Mauritius
  - Mozambique
  - Swaziland
  - Zambia

- **WINE, FRUITS & VEGETABLES**
  - South Africa
  - Tunisia
  - Ethiopia
  - Mozambique
  - Sierra Leone

- **NUTS, OILS, HERBS & SPICES**
  - Palestine
  - Morocco
  - Madagascar
  - Comoros Islands
  - Lebanon
IN COMMEMORATING OUR ANNIVERSARY, WE SHARE WITH YOU

2005
Fairtrade Africa Secretariat is established in Moshi Tanzania.

2009
The first South-to-South market for Fairtrade products is set up: Fairtrade Label South Africa in Cape Town.

2010
The first Fairtrade Convention takes place in Victoria Falls, Zimbabwe, entitled “Sustainable Livelihoods in Africa – the role of Fairtrade”.

2011
Fairtrade producers take part in the UN Climate talks in Durban, calling for a fairer climate deal for farmers.
**Ten Highlights in Fairtrade Africa’s History**

**2012**
Fairtrade Africa, alongside ARM, Solidaridad and Fairtrade Foundation launch the Extending Fairtrade Gold to Africa project.

**2013**
Fairtrade Africa launches a climate adaptation programme called ADAPtea in partnership with VISkogen and Fairtrade International.

**2014**
Fairtrade system introduces a new model of trading – Fairtrade Sourcing Programs. This is to benefit Fairtrade Africa producers of cocoa, cotton and sugar.

**2014**
Fairtrade Africa and Fairtrade International’s producer services and relations are merged as one unit – Team Africa!

**2015**
Launch of the “Women in Coffee project” in Kenya.

Launch of Fairtrade Marketing organization East Africa, to promote local sales of Fairtrade products in the region.
At Fairtrade Africa, we have farmers and workers at the centre of all our work. Over the past ten years we have created platforms for our growing number of members giving them a voice inside and outside of Fairtrade. We have built opportunities through our product networks, regional and country networks, and have helped members from different countries, growing different crops to share their experiences, work together and learn from each other.

Fairtrade’s vision is, ‘a world in which all producers can enjoy secure and sustainable livelihoods, fulfill their potential and decide on their future’. Empowerment is key to this; enabling farmers and workers to make their own decisions in very challenging trade and development environments.

To achieve our objectives, we have collaborated with like-minded organizations and formed strategic partnerships. Our partners work with us to increase market access for our members, build on our advocacy work, and work with us on various programs such as our work on climate change adaptation.

This document is in some ways a glance backwards, but it is also a way of celebrating the roots we have put down - roots that will help us increase our effectiveness and influence in the years ahead. Looking at the next ten years, our goal is to help farmers and workers in Africa continue to build themselves a brighter future. We want to see them live their lives with increasing security and a growing sense of hope. We will be by their side as they build stronger businesses and communities.

NYAGOY NYONG’O,
Executive Director, Fairtrade Africa
The transformation of Fairtrade in Africa is up there as one of our proudest joint achievements. Now Fairtrade in Africa stands proudly and truly African, driven by the experience and expertise of small farmer and worker organisations themselves, not just selling to the rest of the world, but building local and regional markets so that Fairtrade is for everyone.

Barbara Crowther, Director of Policy and Public Affairs, Fairtrade Foundation

It’s hard to remember that ten years ago, only producers in East Africa had any kind of network of their own, no product with the Fairtrade label could actually be purchased in Africa, and there were certainly none of the innovative climate change adaptation, gender equality and local market development programmes we now have. Together we’ve dreamed of a new vision and ridden through many storms, but it has been a true story of partnership, perseverance and passion.

We look forward to working even closer with Fairtrade Africa in the future and building on the successes already achieved. Have a wonderful birthday celebration, and here’s to the next 10 years!

Michael Gidney, Chief Executive, Fairtrade Foundation
Fairtrade Africa was born out of East Africa. The pioneer Fairtrade coffee cooperatives, led by people like Raymond Kimaro from KCU and John Kanajaile from KNCU in Tanzania, had a vision of networking together to strengthen the producer cooperatives and to share learning. I remember a meeting in KCU offices in Moshi – together with dedicated brands like TWIN and Cafedirect – and the smallholder leaders discussing how they could expand from just East Africa to bring in the other groups across the continent and people growing other products such as cocoa.

We all piled into a bus and went to visit KCU farmers in the foothills of Mount Kilimanjaro. Everyone was struck by the fact that all the coop members were old men, people who had fought to build their country after independence. For them, being in a cooperative was second nature – but they were worried that their children were not so interested in coops or in coffee. A Ugandan delegate started to share his ideas about how they were interesting younger farmers, and soon a hot debate was under way.

Another debate started about quality and productivity. Everyone could see the benefits of building a stronger network, and DfID provided some funding.

And so, step by step, Fairtrade Africa walked the path to today’s 10 year celebrations. Still the journey has barely begun. Surely, in the next ten years, Fairtrade Africa will become a beacon, showing how farmers and workers can best be supported to create change in their own communities through trade.

HARRIET LAMB,
CEO, Fairtrade International
CONGRATS ON 10 YEARS OF FAIRTRADE AFRICA!

WE LOOK FORWARD TO MANY MORE YEARS OF WORKING TOGETHER TO SUPPORT FAIRTRADE FARMERS AND WORKERS, AS THEY SEEK TO TRANSFORM THEIR COMMUNITIES AND LIVES THROUGH TRADE.

HAVE A WONDERFUL CELEBRATION
GO BANANAS!

THE FAIRTRADE INTERNATIONAL TEAM
FIRTRADE AFRICA – A HISTORY

As recently as the year 2000, Africa had just ten Fairtrade producer organisations. These had no way of co-operating with each other or working together. The groups would focus on their own work and their annual audits. They rarely communicated even with other Fairtrade farms in their own countries.

Then came the East African Coffee Network. This was formed to give farmers and workers in the countries covered a stronger say in the selling and marketing of their crops—a sign that producer groups had become aware of the need to exchange ideas and experiences with others. This network was the first step forward.

The next development was the Fairtrade Board in Africa, launched when the producers from eastern Africa met in Arusha, Tanzania, in October 2002. Having realised the need to discuss markets and other issues, they elected the Board’s first representatives: Yorokamu Abenamar (Uganda), Tadesse Meskela from the Oromia Coffee Farmers’ Cooperative Union (Ethiopia) and Raymond Kimara from the Kilimanjaro Native Co-operative Union (Tanzania). They could afford to meet just once a year, but an important principle had been established.

In 2005, Fairtrade International organised the first meeting of the West Africa Network in Akosombo, Ghana. The elected members included Lawrence Santama from Kuapa Kokoo (Ghana), Alex Yeboah-Afari from Volta River Estates (Ghana), Gloria Tackie from Tacks Farms (Ghana), Isaac Tetteh from Blue Skies (Ghana), Issaka Sommande from Association TON (Burkina Faso), Felix Dossou from UGPAT (Benin) and Sidy el Nguiro from Mobiom (Mali).

Fairtrade certified producers in both East and West Africa were now organised into networks. Next came the south. In 2009, farming groups from South Africa, Zambia, Zimbabwe and Swaziland had a meeting in the Western Cape to discuss forming their own network.

At the time, the grouping encompassed certified farmers producing raisins and wine grapes from South Africa, sugar from Zambia and Swaziland, and

With the help of the stakeholders and members of the board we took a bold stance. We introduced strategic changes and these allowed our regional network to fit into the grand plan of Fairtrade for Africa. We became part of the centre of Fairtrade Africa.

There were many consequences to this; one particular result was that we became more inclusive with the island countries such as Madagascar, Mauritius and Réunion.”

Mkhululi Silandela, then Southern African Regional Co-ordinator for Fairtrade Africa.
flowers from Zimbabwe. International not-for-profit organisation TechnoServe, which promotes business solutions to poverty, played a key role in supporting the nascent organisation in the south.

The newly elected Board for Southern Africa Network (SAFN) was as follows: Laputa Hwamiridza from Dezign Inc (Zimbabwe) Noel Oettle from MGM consultancy (South Africa), Boudewijn Goossens (South Africa), Jully Nixon from Gone Rural - Craft (Swaziland) and Mwiinga Maxwell from Kaleya Smallholders (Zambia).

The decision to unify the three emerging Fairtrade networks in East, West and Southern Africa followed research by Jos Harmsen, now Supply and Development Manager at Max Havelaar Netherlands. He pinpointed the need to bring the organisations together to give them a stronger voice. The Fairtrade Foundation in the UK read the research, realised the potential impact of a joint network and made a successful funding proposal to the UK charity Comic Relief to support its establishment.

Funding was confirmed in 2005 and Project Manager Michael Nkonu began his work. A small office was set up in Moshi, Tanzania, to house what was known as the Africa Fairtrade Network, which later became Fairtrade Africa.

There have been many changes over the past ten years. Perhaps most significantly, in 2009 consultants Imani Development were commissioned by the board to review the organisation. They identified weaknesses within the constitution, the organisation, its communications strategy and its accountability.

Fairtrade Africa tackled these issues, leading to the stronger, more visible and improved network we have today. Staffing was increased, a stronger leadership team was put into place, and teams were created to cover different areas including Fairtrade Standards, programmes, policy and communications. The new position of Executive Director was filled by Michael Nkonu who set to work transforming the organisation from a new head office in Nairobi, Kenya.
FOUNDING BOARD MEMBERS OF FAIRTRADE AFRICA

Alex Yeboah, Volta River Estates. Member of the first West Africa Network Board.

John Kajangaile, Kagera Coffee Union. Member of the first Fairtrade Africa Board.

Maxwell Mwilinga. Member of the first Southern Africa Network Board.

Tadesse Meskela. Oromia Coffee Cooperative. Member of the first East Africa Network Board.

Michael Nkonu, the first Executive Director of Fairtrade Africa.
Growing Rural Prosperity: Root Capital, Fairtrade Africa & You

Building better livelihoods for African farmers is a team sport. And for the last 10 years, Root Capital has been honored to partner with fair trade farmers, cooperatives, and buyers to lend **over $190 million to agricultural businesses in Africa.**

Root Capital looks forward to the next 10 years, and is here to serve your credit needs. Together, we’ll keep building a brighter tomorrow for farmers across the continent.

Congratulations Fairtrade Africa, to you and the thousands of hardworking farming families you represent, on 10 years of laboring for dignity and fairness in the fields.

For more information about Root Capital and our financial services, please visit www.rootcapital.org or contact globalvalue@rootcapital.org.
In 2009-10, Fairtrade Africa decided that building grassroots structures was key to the success and growth of the organisation and the Fairtrade movement in the continent. It established strategies to develop country networks, and also product networks to allow farmers and workers involved with similar crops to communicate and work in partnership. These bodies were given financial support to ensure they functioned and developed effectively.

Investment in the Eastern Africa Fairtrade Network, Western Africa Fairtrade Network and Southern Africa Fairtrade Network was used well. All had properly functioning offices and full time Regional Coordinators. These Regional Networks were able to support the work of producers, as well as establish relevant strategic partnerships in the region - with Dutch international development organisation SNV; Africa Now, which assists farmers in finding new markets and with bank loans, training and auditing; and TechnoServe.

Meetings were held in North Africa in 2010 to bring producers in this part of the continent together and begin to set up a regional network. A regional office does not yet exist, but producers from the Middle East and North Africa do participate in the regional board meetings. The aim of country and product networks was to provide a forum for producers to discuss and share ideas of mutual interest and in this way help to build Fairtrade in Africa. There are currently seven active and fully functioning country networks in Malawi, Madagascar, Mauritius, Burkina Faso, Ivory Coast, Ghana and Mali.

Three product networks - for coffee, tea and cocoa - were established in 2010. These have played an important role in developing Fairtrade standards and are easy and accessible structures enabling producers to consult on standards and other matters.

Plateforme Nationale du Commerce Equitable - Burkina Faso

Fairtrade organisations in the food industry and others in crafts, cosmetics and textiles came together in 2010 to found the National Fairtrade Network, Burkina Faso, named the Plateforme Nationale du Commerce Equitable (PNCEB). All wanted to work together and increase their visibility.

With the backing of mango producers Cooperative Agricole du Kenedougou in Orodara, Association TON in Niangoloko and Association Napam Béogo in Ouagadougou, the National Fairtrade Network is a formal network of Fairtrade certified and also non-certified organisations in Burkina Faso.

Shea nut producers from the National Fairtrade Network, Burkina Faso.
It includes more than 20 organisations representing 11,200 individuals and covering the whole supply chain from production and processing to sales and promotion.

They are 14 on the Executive Board, eight of whom are specialized technical agents in crafts, textiles, agribusiness and advocacy.

The PNCEB has a multi-sectorial approach, involving agriculture (growing mango, cashew, hibiscus, shea), textiles (producing and processing organic and Fairtrade cotton) and crafts (creating pottery, bronze, woodwork, furniture and recycled objects).

The network developed rapidly for two years with funding from Helvetas, Diakonia, Oxfam, AFD (Agence Française de Développement), Max Havelaar France, WAEMU (West African Economic and Monetary Union), BIOFAC and la Maison de l’Entreprise. More recently the National Fairtrade Network unfortunately had to reduce its activities, mostly as a result of cuts in funding and technical support. Yet the PNCEB continues to represent an excellent opportunity to further the development of Fairtrade in Burkina Faso and the rest of the region.

**Key activities**

- Official website launched in July 2010; printed information brochures and a directory of all registered members.

- Study tour organized in Peru in October 2010, covering governance, social impact of Fairtrade and comparative analysis of practices between Latin America and Africa.

- Attended the international crafts fair, the Salon International de l’Artisanat à Ouagadougou (SIAO), in October–November 2010 and 2012. The SIAO was cancelled in 2014 due to Ebola.

- Representatives of 12 member organisations attended Annual Fairtrade Convention in Accra, Ghana in December 2012.

- Representatives of eight member organisations attended awareness building and training workshop on ‘Child Labour according to Fairtrade Standards’ in June 2015.
The Fairtrade Co-operative Federation Limited - or the Mauritius Country Network - was created in August 2011, with 32 Cooperative societies as members. As a result of two cooperatives merging and voluntary decertification of others, there are now 27 cooperative members (including 26 Fairtrade cooperatives) comprising around 5000 small-scale sugar cane planters.

The Federation was established to gain Fairtrade certification for the umbrella organization in order to reduce the cost of certification and to simplify the certification process. This remains one of its goals.

The network has worked with the growers to strengthen working relationships with their key local partners, including traders such as the Mauritius Sugar Syndicate and the Ministry of Business Enterprise and Cooperatives. This has led to recognition and support from the Mauritian Government which provides funding for the network’s projects. The member cooperatives also have easy access to the services for capacity building offered by the Ministry of Business Enterprise and Cooperatives.

Fairtrade Cooperative Federation Ltd provides technical support associated with Fairtrade Standards to members through centralized training. This is coordinated by Fairtrade Africa, the trader, the Ministry of Business Enterprise and Cooperatives and a research institute. The Federation also provides technical support to the cooperatives if changes are needed after they have been audited.

Key activities

- Hired full-time office bearer as secretary and coordinator, in charge of administrating and coordinating the activities of the Federation.


- Attended international ‘peer to peer exchange’ organized by Fairtrade Africa.

- Disseminated Government information including amendments to the law. As a centralized body, the Federation is able to do this effectively.

Sooriadeho Punchu, who chairs the Federation, explains, “One of our aims is to improve members’ access to agricultural inputs & tools at competitive prices by buying them centrally, which will bring economies of scale.

“We are also planning to explore other income generating activities.”

He adds that the network’s focus is to support sugar cane planting and encourage increasing yield by promoting Good Agricultural Practices. In this way it will respond to the market demand for Fairtrade sugar from Mauritius.

The Medine Camp de Masque Cooperative Society Centre in Mauritius.
“WORKING FOR FAIRTRADE MEANS BEING AN INTERNATIONAL EMPLOYEE. IT DOESN’T MATTER IF ONE IS BASED IN NAIROBI OR COLOGNE. AT FAIRTRADE WE ARE ALL COLLEAGUES. AFTER 10 YEARS WE HAVE NOW REACHED A CLOSE WORKING RELATIONSHIP AND WE SHARE OUR EXPERTISE IN JOINT PROJECTS. THE BEST EXAMPLE OF THIS IS THE JOINT PRODUCT MANAGEMENT FOR FLOWERS: BRINGING PRODUCERS AND MARKET REALITIES TOGETHER IS ONE OF THE BEST THINGS FAIRTRADE CAN DO. THIS ONLY WORKS THROUGH DIRECT EXCHANGE AND PERSONAL CONTACT. WELL DONE, FAIRTRADE AFRICA – DANKE!”

Dieter Overath, Chairman of Fairtrade Germany
Réseau Fair Trade Madagascar (REFAMADA) is the network of Fairtrade certified producer groups in Madagascar. It arose from a producer workshop funded by Fairtrade International in Sambava, Madagascar, in 2009. The idea of the workshop was to facilitate dialogue between producers and traders.

In 2011, with help from Fairtrade Africa, the producers from Madagascar accessed Comic Relief funding and undertook training sessions on management of organizations. During these sessions REFAMADA was formed. The network currently has nine small-scale farming organizations with 5300 members.

**Key activities**

- Information sharing for its members about the Fairtrade system and market. The network organizes annual training sessions during their Annual General Meetings.
- Facilitating exchange visits among its members.
- Organizing annual meetings with themed training: on marketing, project management and business planning.

After inviting the Ministry of Population to the 2012 annual meeting, the Ministry invited REFAMADA to become a member of the legal network on child protection, at national and local levels.

Network President Noviasy Tafara Florian says there are big challenges in communication for the organization to overcome and it is hiring officials to deal with these, including setting up a website and establishing a bi-annual bulletin for sharing information among members.

He adds, “In the next ten years REFAMADA is looking to support the members to become more independent and have increased access to markets. We want to become financially autonomous. We shall also engage in protecting the environment through different projects.”
HAPPY BIRTHDAY

“S’il y a un événement à ne pas manquer pour Max Havelaar France, c’est bien les 10 ans de Fairtrade Africa.
10 ans de travail au plus près des producteurs et des travailleurs.
10 ans de travail conjoint qui aboutissent à toujours plus d’empowerment.
10 ans de passion, de détermination et d’engagement commun.

L’équipe de Max Havelaar France souhaite un joyeux anniversaire à Fairtrade Africa, avec autant de succès pour les 10 prochaines années.”

L’équipe de Max Havelaar France

“If there is one event that the Max Havelaar France team doesn’t want to miss, it’s the 10 years of Fairtrade Africa.
10 years of close work with the producers.
10 years of joint work leading to growing empowerment.
10 years of passion, determination and joint commitment.

The team of Max Havelaar France wishes a happy birthday to Fairtrade Africa.

We would like to wish you as much success for the next 10 years.”

Team of Max Havelaar France
Fairtrade had little voice in Malawi from 2005-8 as there were very few Fairtrade farmers and workers. However, in 2007, Malawian consultant Doreen Chanje approached two Fairtrade producer groups Satemwa Tea Estate and sugar farmers Kasinthula Cane Growers Association (KCGA) to look at establishing a national body to represent all Fairtrade producers in Malawi to protect and promote their interests.

The idea was warmly received by the producers. In 2008 the Malawi Fairtrade Network (MFTN) was formed with Doreen Chanje, Satemwa’s Fadson Mandala and Kasinthula’s Charles Chavi as co-founders. The secretariat was headed by Frank Olok, a volunteer who was placed by Voluntary Service Overseas (VSO). In 2013, Frank Olok left to join the Fairtrade Africa secretariat and Alinafe Kasinja took over.

**Key activities**

- Talking with the Malawian Government about Fairtrade and its impact on smallholder farmers in the country.

- Working closely with ethical investment organisation Shared Interest in 2013 to negotiate trade financing agreements with producers.

- Organising a Fairtrade Breakfast to promote the business model of Fairtrade in the country, with the support of Fairtrade Africa, in 2012. More than 60 representatives from the Malawi Parliament, producer organisations, donor communities and others met in Lilongwe to discuss opportunities for the Malawian agricultural sector.

As a country network we appreciate Fairtrade Africa for contributing towards our Fairtrade breakfast. Fairtrade Southern Africa also supported us in putting a joint proposal to support flood victims who were severely affected by the heavy downpour in early 2015. We also wish to applaud the work done by Fairtrade Africa in publishing Malawi Fairtrade news in its quarterly newsletters.”

Alinafe Kasinja, Head of Secretariat, Malawi Fairtrade Network
Kasinja adds his own personal overview, “The impact Fairtrade has on the livelihoods of smallholder farmers in Malawi cannot be over-emphasized. This shows the passion and drive behind the people in the Fairtrade system.”

Looking to the future, the Malawi network hopes to see Fairtrade grow in numbers and in diversity. Current crops are tea, sugar, macadamia and groundnuts and the network hopes to see more added to this list.

“We also want an increased market share for the producers,” he says. “We believe in the Fairtrade system and we believe that markets will be available to our producers to make their businesses sustainable.”

NATURAL DISASTER STRIKES

Shared Interest Foundation had been working with the Malawi Fairtrade Network for just over a year when they were hit by the worst flooding seen in Malawi for centuries.

Farmers saw crops washed away and homes destroyed. Shared Interest Foundation’s Livelihood Security Fund, which helps organisations to start trading again when natural disasters strike, became a vital means of support. It helped Malawi Fairtrade Network’s members replant their crops and rebuild their livelihoods.

Since then, Shared Interest Foundation and Malawi Fairtrade Network have worked together to offer farmers a way of getting further financial support needed for their businesses to survive. Their Finance Management project has enabled farmers to improve business management skills and learn about reputable and fair sources of finance.

Eastern Outgrowers Trust of tea smallholders has benefitted from the training.

“At first Eastern Outgrowers Trust was unable to prepare sales forecasting documents and cash flow statements. Thanks to Malawi Fairtrade Network and Shared Interest Foundation, we are now able to prepare these documents monthly and others too. We can’t wait to have similar training in future.”

Emmanuel Chilanga, Trust Administrator, Eastern Outgrowers Trust of tea smallholders.

Shared Interest Foundation says: Thanks to the Malawi Fairtrade Network and Fairtrade Africa, we have been able to help farmers in Malawi look to the future with hope. We send our best wishes to Fairtrade Africa on their tenth anniversary and celebrate all that has been achieved in this time.
CONTINUING TO ADD VALUE TO OUR MEMBERS

Fairtrade Africa has increased value for members in the organisation and continues to do so. This is demonstrated by the growing interest in the organisation at all levels.

We are aware that our members’ commitment to the organisation depends on the value they derive from it. So we work hard to support our members and their businesses to help them flourish. We have added value over time in the following ways:

TECHNICAL ASSISTANCE FUND:

The Technical Assistance Fund was started in 2009, as part of the Comic Relief project. It focuses on ensuring producer organisations are well managed and have viable businesses, organised and able to benefit from trade. So far there have been 25 awards totalling $278,114, with an average award per organisation of around $11,000.

STANDARDS WORK

Our efforts to support the development of standards that reflect the realities of farming and working in Africa have increased tremendously over the years. We are aware of the importance of involving farmers and workers on these issues and have increased the number of workshops and direct consultations as a result.

EXPOSURE TO MARKETS

Accessing markets remains the major constraint for our members. Fairtrade Africa has been supporting producers to participate in trade shows to exhibit their products and to interact with traders and consumers.

Participants at a past convention organised by Fairtrade Africa.

These include Biofach (for organic producers), the Malawi Agricultural Show and the European Speciality Coffee Fair. Raymond Gitau of Ndumberi Coffee Cooperative, Kenya, who represented his organisation at the European Speciality Coffee Fair in 2010 expresses why attending these events is so important.

“This was a very important opportunity for me to interact with the consumers of the coffee I have been cultivating since I was a young boy. I made people aware of the work involved in placing a cup of coffee on their breakfast table. In addition, I met many buyers and we are now talking to them in order to develop long term supply contracts.”

Raymond Gitau of Ndumberi Coffee Cooperative, Kenya.

Raymond also spoke at length on the BBC World Service and Al Jazeera TV about some of the challenges encountered by African coffee farmers.
AFRICA FAIRTRADE CONVENTION - CONNECTING PRODUCERS, PARTNERS AND BUYERS

Fairtrade Africa has held a series of conventions to bring different producer groups together to discuss issues of significance and provide marketing opportunities. These have been held at the Victoria Falls, Zimbabwe; in Accra, Ghana; in Addis Ababa, Ethiopia and in Cape Town, South Africa. The next is in Nairobi, Kenya, in February 2016.

As well as farmers and workers, the conventions are attended by NGO and government representatives, micro-finance institutions, traders, Fairtrade partners and journalists.

Key note speakers have included the Ghanaian Trade Minister Hanna Tetteh and Director of Ethiopia’s Ministry of Agriculture, Fikre Markos.

Topics discussed have included market access, climate change, access to financing and the increasing significance of trade within Africa as the African consumer gains more financial power. Visits to Fairtrade farms and plantations give all attendees the chance to gain first-hand experience. The conventions have also been used as opportunities to undergo training, for instance on gender issues and media relations.

An expo running alongside the convention enables producers to display their products and get connected to potential buyers and partners.

"We have a long-term relationship with Fairtrade but observed a gap between Latin America and Africa. The Africa Fairtrade Convention demonstrated how Fairtrade is growing in Africa."

Isabel Vertriest, Oxfam-Wereldwinkels, Belgium.

"The Africa Fairtrade Convention was an excellent platform to introduce our organisation and products to new partners and to deepen relations with existing ones."

Nimrod Wambette, Gutumindo Coffee Cooperative, Uganda.
Ever since its formation, Fairtrade Africa has continued to empower producers, enabling them to improve their own lives. This was confirmed within the structure of Fairtrade International in June 2013, when African producers became equal owners of the global Fairtrade system along with producers from Latin America and Asia. This means they are key decision-makers on Fairtrade strategy and the direction taken by the movement. The three producer networks have 50 percent of the vote in Fairtrade’s General Assembly and are represented on the Board of Directors. Currently, there are two Fairtrade Africa representatives on the Board of Fairtrade International.

The Fairtrade Africa website was launched in July 2010, to highlight the work of the organisation and increase access to information for members. This highly interactive website features producer profiles, contact details, market information and an e-newsletter. A quarterly newsletter “Fair Post Africa” also communicates developments within the organisation and within the Fairtrade system to producers and the public. This has been distributed every quarter to producers and subscribers since 2010 and is also available electronically.

Fairtrade Label South Africa (FLSA) has been promoting Fairtrade in the regional market and is a pioneer in south to south trade. Its work involves:

- Licensing the use of the FAIRTRADE Mark to local brands
- Creating awareness about Fairtrade among local consumers and others with an interest
- Developing the local market for products carrying the FAIRTRADE Mark.

The FLSA model has become an example for other emerging markets. The Fairtrade Marketing Organization of Eastern Africa (FMOEA) which operates in Kenya, is one example.

**SMALLHOLDER FARMERS AND WORKERS ARE CO-OWNERS OF FAIRTRADE**

**IMPROVED COMMUNICATION AND VISIBILITY OF THE ORGANISATION**

**CHAMPIONING FAIRTRADE MARKETS IN AFRICA**

Africa now has a market for Fairtrade sales within the continent. Africa’s middle class is growing and is showing an interest in ethical purchasing. The first Fairtrade market was launched in South Africa in April 2009 and is proving successful and leading the way for other countries. Fairtrade Africa believes that trade within Africa can contribute greatly to the wellbeing of African farmers, their families and communities.
Enjoy our Safari Export Blend

KENYA'S ONLY FAIRTRADE CERTIFIED COFFEE.

Dormans Safari Export blend is sourced from cooperatives in Kenya, known for producing some of the highest quality coffees in the world. With intense fruity and floral aromatics, enjoy fresh acidity, combined with a deep sweetness and a hint of milk chocolate.

KENYA'S No1 COFFEE CO. ★★
SINCE 1950

👍 dormanscoffee
FAIRTRADE SPECIALITY TEAS

Kericho Gold is proud to be part of Fairtrade Africa on their 10th anniversary.

Our Speciality Green and Black teas are equitably sourced from Fairtrade growers in Kenya empowering farmers and workers to improve their livelihoods and communities.

Change lives, buy Fairtrade.

Congratulations Fairtrade Africa, for 10 years of changing Tea growers livelihoods.
ACTIVE STRATEGIC PARTNERSHIPS

Fairtrade Africa’s work with partners with specific expertise helps us to carry out the best work we can. Our partners have included:

**Oxfam Belgium (OWW)** – this partnership has resulted in support for the coffee network. More than €40,000 was spent establishing this network in 2009.

**SNV Zimbabwe/SNV Eastern and Southern Africa** – in 2009/2010 we collaborated to increase Fairtrade activities in Zimbabwe, especially to support smallholder vegetable producers. We also worked with cotton and banana supply chains for the Fairtrade market within South Africa.

**Social Enterprise Academy (SEA) of Scotland and Imani Development Foundation (IDF)** – this collaboration was to develop a programme for establishing a dedicated training unit for producer members.

**Fairtrade Foundation** – Fairtrade Africa and the Foundation worked together on various project proposals. The Fairtrade Foundation provided initial support for the Fairtrade Label work in Kenya.

**Africa Now** – Africa Now worked with Fairtrade producers in Kenya to increase market access and capacity development. The collaboration was worth €500,000 and it benefited Kenyan producers by supporting the country’s Fairtrade network and producer visits, participation in exhibitions and specific capacity building activities.

**KPMG** – Fairtrade Africa and KPMG worked on improving financial planning, risk and investment management for producers. KPMG offered free training in these areas for Fairtrade certified producers in 2011 and 2012.

**VI Agroforestry** – in partnership with Fairtrade Africa, this organization established the ADAPTea project which has enabled farmers from 21 tea cooperatives from Kenya, Uganda, Tanzania and Rwanda to adapt to climate change. They have achieved this by adopting Sustainable Agricultural Land Management (SALM) practises.

**Solidaridad** - the regional office of this Dutch organisation has been a close collaborating partner with FTA. Solidaridad is one of the Founding Members of the Fairtrade Market Organization in Eastern Africa, and a partner for Fairtrade’s pilot work in gold in the artisanal small mining sector (funded by Comic Relief, UK). In addition, it is a partner in the first gender project for FTA - Women in Coffee (funded by the Big Lottery Fund, UK).

**Christian Aid** - This charity is a founder of Fairtrade Marketing Organisation Eastern Africa. In addition to that, it has collaborated with us by funding a market study aimed at unlocking the local and regional market for African Leafy Vegetables. Through this partnership, FTA was able to make the business case for a Fairtrade standard for 7 African leafy vegetables. A move towards regionalisation that reflects the tastes and needs of New Markets.
Dutch Postcode Lottery – This organisation funded ‘It takes a village to protect a child’ a project based in Côte d’Ivoire, aimed at tackling child labour in the farming communities. The project focuses on enabling the producer organizations to establish self-governing systems to monitor child labour, and making sure they are developed with young people’s input.

Big Lottery Fund (BLF) – This organisation funded an ongoing project aimed at mainstreaming gender and youth involvement in Fairtrade-certified coffee value chains. This was under the theme of ‘Economic empowerment of women and girls in trade’.
REACTION FROM PRODUCERS TO THE ADAPTea PROJECT

In Uganda, the banana is our staple crop. We decided to diversify to banana farming in addition to tea. Our banana plantations suddenly began developing kajunde, or wilt. Through the Farmer Field Schools set up by the ADAPTea program, we discovered that the insect causing the wilt can be controlled by mixing animal urine, ash and tobacco. We leave this to stand for two weeks, then inject it into the banana stems. To our surprise, the wilt was destroyed naturally.”

Muteguya Archangel, lead farmer, Kibazi Field School, Uganda.

I have adopted SALM practices in my farm. I have been able to build a water storage tank which allows me to irrigate my farm during the dry season. This means I can now sell vegetables out of season, which means I have a constant source of income and I can get a higher price for them.”

Turatsinze Gaspard, farmer, Assopthe Cyohoha-Rukeri, Rwanda.

The ADAPtea project has been an eye-opener to us. We had been planting the wrong kind of trees. We have now been taught to plant Gravellier and avoid Eucalyptus as much as possible. We learnt Gravellier is more advantageous because it keeps nutrients in the ground, and its leaf mulch improves the soil. The trees grow quickly and require less water than many other varieties.”

Philemon Koech, farmer, Fintea Co-operative, Kericho, Kenya.
Telling stories of farmers and workers empowerment and improved livelihoods in Africa through our photography is an experience worth sharing with the whole world. At Versatile Photographers we tell your story through a wide range of photography and videography services. We also offer training on videography and Photography.
ACCESS TO FINANCE

Access to Finance was a two-year project set up in 2013 by Fairtrade Africa and Shared Interest Foundation, to enable farmer organisations in eastern and western Africa to access fair finance – loans on favourable lending terms.

From April 2013 to March 2015, Shared Interest conducted training for sixty nine producer organisations in Eastern Africa and fifty three in West Africa. Almost fifty businesses then received one to one mentoring.

This gave the producers additional skills in financial management and business planning. By the end of the project over $4 million of loans had been approved for participants.

Kabuboni Farmers’ Co-operative Society Ltd, located on the slopes of Mount Kenya, was one of the selected applicants. The farmers had always relied on coffee growing as their main source of income, but when global coffee prices plummeted, a number of farmers neglected the crop. Others identified an opportunity to diversify into dairy farming. Although many of the farmers already kept dairy cows, they did not have facilities to store the milk at the correct temperature.

Some of them relied on the nearest dairy cooling plant which was 10km away and, due to transport challenges, they would lose up to 500 litres by the time they got to the plant.

This Access to Finance project was timely for them. They received specialist business training, after which they were able to apply to Shared Interest Society for a loan to expand their dairy project.

They bought a cooling plant and they are now able to run their milk production business.

As a result, the co-operative’s farmers are now less vulnerable to coffee price fluctuations because they have an additional income.

We knew we were in dire need of funds to enable us to diversify. This finance project came in at the right time. We have learnt financial management and business planning and eventually we have been able to access finance. Subsequently participation of women in our co-operative has increased since the majority of them are dairy farmers.”

Agostino Mureithi, Accountant, Kabuboni farmers’ co-operative society.

This training is a catalyst in the revenue growth of the co-operative.”

Arisitde Kouame, Accountant, SCINPA.
Access to finance

Shared Interest Society pools the investment of 9,000 UK members and provides lending facilities of £35 million to fair trade organisations around the world. Offering a variety of lending options that enable businesses to pre-finance orders, purchase machinery, and pay farmers on collection of harvests, Shared Interest Society gave financial support to over 50 African producer groups last year alone. One of these producer groups is COCOPACK.

Based in Ivory Coast, COCOPACK has produced Fairtrade coconuts for export for the past ten years and is now a major employer in Grand Bassam.

COCOPACK is using a Shared Interest loan to buy two new tractors and tools, as well as contributing to the renovation and expansion of a fresh fruits processing plant. It is expected that production will increase by 40% when these works are complete.

If you think that your business would benefit from financial support, please contact your local Shared Interest representative.

Contact Details
Kenya Office: Rachel Ngondo, Karen Blixen Court, off Karen Road, Nairobi, Kenya.
Tel: +254(20) 253 8712 Email: rachel.ngondo@shared-interest.com
Ghana Office: John Dossou, No.13 Akosombo Street, Airport Residential Area, PO Box KIA 9272, Accra,Ghana.
Tel: +233 (0) 302 786 047 Email: john.dossou@shared-interest.com

www.shared-interest.com

We are delighted to have received the loan from Shared Interest. This will enable us to solve a number of challenges. The loan will allow us to improve efficiency in the coconut plantation and help us to upgrade our fruit processing plant as well as replace and improve personal protective equipment.”

Renaud Goirand, COCOPACK
Kagera Cooperative Union (KCU), in the north-west of Tanzania, is the oldest and largest Fairtrade co-operative in Africa. Its 60,000 coffee farmers are proof of what Fairtrade can achieve. Just 20 percent of KCU farmers are women – coffee is seen in the country as a man’s crop – but the cooperative has made recent strides to increase equality.

There are numerous other signs that KCU is an organisation which understands how to build security for its future and bring real benefits to local communities. It has constructed roads and bridges to link farming groups to the coffee collection areas, helping the farmers who have to transport their crops across the hillsides. It has invested in an instant coffee factory which exports to different African countries. It has helped with the construction of many schools and health centres. It has spent money on organic conversion to help the environment and to gain bigger returns for the farmers. It has purchased hulling machines to speed up the coffee product process, getting the coffee to market sooner. It even owns a cooperative bank and two boarding houses to ensure that, no matter what happens with the coffee price, its future is secure.

KCU is truly a successful business. It is run professionally, democratically and purely to benefit its members, their families and communities. Fairtrade Africa is proud to have these pioneering smallholders among the initial team that came together to form the first Board of Fairtrade Africa.

This organisation has provided a benchmark to other upcoming Fairtrade organisations including miners of East Africa who are soon to receive Fairtrade certification.
While addressing miners in 2014 during an exchange visit, John Kajangaile the Export Manager of KCU, explained, “Fairtrade is about learning from one another.” He was pleased to find out that Tina Mwasha, who is working with the Tanzanian gold miners to improve conditions and safety, is a former pupil of Hekima Girls Secondary School - a school supported by KCU as part of its drive to empower women through education.

Kajangaile explained that farmers selling to the Fairtrade market can be paid twice as much as those selling conventionally. He took the miners back to the very beginnings of Fairtrade in his organisation.

“We took a risk and borrowed money in order to buy and sell a trial Fairtrade shipment. This hadn’t been done before. It was a very big gamble for us but we managed it. We were given advice on how to market and trade the coffee. We are now professionals. When we talk about Fairtrade, most people think of price and premium. But for us it’s a connection point between small producers and the rest of the world. We share and exchange ideas. We sell to the UK, Europe, Japan and even New Zealand. We hope to sell to the US thanks to us opening up our organic project.”

John Kajangaile, Export Manager of KCU.

Looking at the next 10 years
Looking to the future, Kajangaile says, “Fairtrade continues to attract the attention of producers and consumers who believe in responsible production, sourcing and marketing. I see more awareness being created about behaving responsibly towards people and the environment. Let each of us play our part.

“When we are united, small-scale African producers stand together to cope with this globalized world. This is the future we need with Fairtrade Africa.”
Kuapa Kokoo started with 22 societies with about 2,200 members in the Ashanti and Brong Ahafo regions of Ghana and has since grown to cover all five cocoa growing regions in the country.

In 1995, Kuapa decided to apply for Fairtrade certification and created the Kuapa Kokoo Farmers’ Union (KKFU) which became the first Fairtrade small-scale farmers’ organization in west Africa. KKFU’s output in terms of volumes of cocoa beans supplied by its members reached 45,000 metric tonnes in the 2014-2015 cocoa seasons, almost seven percent of Ghana’s total output for the season, with a healthy proportion sold on Fairtrade terms. Members of Kuapa Kokoo Farmers’ Union held its 21st Annual Delegates Conference in August 2015 and announced impressive steps forward in health care, gender and other areas. Quality health care is seen as a priority. A referral clinic at the head office in Kumasi is providing quality health care to members and plans are well advanced to extend the service.

Kuapa’s achievements in the area of female empowerment are demonstrated by the composition of the current National Executive Council which has six female members including the second successive female president. There are 43 active women’s groups in 13 districts of the KKFU and these have been trained in income generating activities, increasing their family incomes and well-being. In the past, some women have shown a reluctance to put themselves forward for positions of responsibility. Anecdotal evidence indicates this might be because some are unable to read and write, so a pilot literacy programme has been established, directed at these women. KKFU is also the majority shareholder of its own chocolate company - Divine Chocolate, a UK-based brand - and has received £19,000 this year as a dividend on its investment in the company.

One of the best known names within Fairtrade, Kuapa Kokoo means ‘best farmer cocoa’. It has 100,000 members and continues to grow in strength and stature. Its beginnings were on a different scale. In 1993 cocoa buying was run by the Ghanaian government, but the World Bank and IMF had insisted the country liberalise its structure. This meant private companies were about to make as much money from the cocoa industry as they could and they would all be heading to the bigger farmers to supply their cocoa. Kuapa’s starting point was to ensure that small-scale farmers - those who produced less than five bags of cocoa a year – didn’t get left behind.

A farmer representative on the Cocoa Marketing Company of Ghana board (COCOBOD), Nana Aberese, gained the support of NGOs including ActionAid, TWIN and SNV, mobilised four other farmers and registered Kuapa Kokoo Limited in 1993. The company would belong to the farmers who would decide how the profits would be spent. They organized more farmers to supply cocoa beans to the new company.
HOPE THEATRE NAIROBI CELEBRATES

YEARS OF FAIRTRADE AFRICA

Hope Theatre Nairobi - Contact: akinyiwinfred@yahoo.com | Photos: Christof Krackhardt, Selina Pfrüner, Hope Theatre Nairobi | Layout: Carsten Karbach
Eskteenskuil is the historic name of a community which resides on the islands in the delta of the Lower Orange River, close to the town of Keimoes in the Northern Cape. There are 21 islands within this delta. The area is famous for its raisins and sultanas and formed the first cooperative to receive certification in 2003.

The farmers heard about Fairtrade through word of mouth, proving the old African adage that says ‘a good thing sells itself’. They became aware of the benefits that Fairtrade farmers receive, in the world market as well as within their own communities, in Tanzania, Ethiopia and other countries and decided to go Fairtrade and form the Eksteenskuil Agricultural Co-operative (EAC).

Fairtrade officer Filomaine Schwartz explains that Fairtrade certification has been a great boost to their raisin production, their livelihoods and their communities. “In the days before Fairtrade the farmers operated as individuals, not collectively, and each supplied their raisins to South African Dried Fruit Co-operative (SAD) directly,” she says. “Then British alternative trading organisation Traidcraft visited with the aim to develop a trading relationship.”

Traidcraft began purchasing the farmers’ raisins from the dried food cooperative and exporting to Europe. In line with Fairtrade principles, Traidcraft paid a ‘levy’ on each kilogram of raisins and sultanas sold which was used for the betterment of the farmers and to improve their productive capacity. Some of the funds were used to send farmers on training courses and some to purchase agricultural machinery.
Fairtrade has allowed a loose alignment of autonomous farmers to join together into a strong entity with the technical capacity and business leadership to engage in marketing. Fairtrade allows the EAC to access export markets and benefit from the Fairtrade Premium. It also benefits from networking support.

The cooperative has remained small but efficient. Fairtrade standards have allowed the EAC to take a greater role in marketing its own raisins, though its size leaves it in a weak position when negotiating with the processor and importer.

The EAC keeps members up to date with new developments through information boards - one on each island, plus newsletters and informal meetings. Board members meet regularly and financial expenditure is overseen by a finance committee and all members have access to the financial records, minutes of meetings and resolutions. Fairtrade is thought to have provided a framework to guide the cooperative resulting in good practices and avoiding the pitfalls of leadership corruption and poor management systems that have harmed other small-producer organisations in South Africa.

Over the years Traidcraft, has supported the organization with technical advice and secured funding from the UK Fairtrade movement for farmer training and other projects. It has received technical support and strategic advice from Environmental Monitoring Group, through its role in the Association for Fairness in Trade.

These various dimensions of organizational support have strengthened the organization, particularly its Board.

Fairtrade certification has created additional income through the Fairtrade Premium. This has purchased better farming equipment - grass cutters, pumps and ploughs - which is rented out to the farmers at a nominal price as individual farmers cannot afford this equipment by themselves. This has led to increased yields.

Practices such as avoiding irresponsible application of toxic chemicals have been embraced by the members. This has helped farmers to take care of themselves and their environment.

With their increased income, members have been able to send their children to schools which offer a better quality education. Some schools in the communities have received schoolbags and food parcels for every pupil through Fairtrade Premium payments. Some have received laptops.

Once a year, members of Eksteenskuil prepare a balanced meal for the children in the community who may not be getting enough food, giving them a happy time to look forward to. A key benefit of Fairtrade has been direct market access to the UK. This has saved them exporting through the South African Dried Fruit Co-operative which would put the farmers in stiff competition with better placed producers. This gives them a sense of achievement in their farming efforts. Long-term trading relationships also give them security and the ability to plan for the future.

The farmers hope to forge more networks with fellow producers and to learn more through Fairtrade’s training programs. They want to increase their market share and - most certainly - to continue in their strong relationship with Fairtrade.

School Projects made possible by Fairtrade Premium

1. Pupils using laptops purchased using Fairtrade Premium.
2. A good balanced meal for the children.
Mouton Citrus is based near the small town of Citrusdal, in the Western Cape of South Africa. The citrus and rooibos farms are situated along the Elephants River and flanked by the imposing Cederberg Mountains.

Fairtrade sales of citrus fruits at COOP stores in Switzerland have meant the community around Mouton Citrus has benefitted immensely from Fairtrade Premium projects. They have raised qualified teachers, IT specialists and accountants, one of which is currently working in the finance department of Mouton Citrus. They have also promoted sporting activities and performing arts over the years.

“Fairtrade has been a pioneer in providing real monetary feedback to farmworkers. The value this has brought back to farm level is still not quite fully understood by consumers. Many social responsibility movements have sprung up over the last few years, but few have followed suit to making the difference as tangible as Fairtrade does.”

Madele Mouton, Mouton Citrus.
Coop has achieved some important goals, thanks to a clear and thorough product conversion strategy. Yet there is still a lot to do in order to achieve the Fairtrade vision. We are highly motivated and committed to implementing our strategy and to promoting Fairtrade products as we believe the Fairtrade system provides people in southern countries with better prospects and improves their lives and future.

Coop is the second-biggest retailer in Switzerland, with turnover of CHF 17.718 million (2014). The Fairtrade Max Havelaar quality label has been representing fair trade in Switzerland since 1992, when the collaboration between Coop and the Fairtrade Max Havelaar and Coop began. Our first Fairtrade products in 1992 were coffee and honey. Since 2001 we have sold Fairtrade roses, and in 2005 all roses in Coop’s range were gradually switched to Fairtrade (most of them come from Africa). In 2009, Coop decided to put an end to the five-year stagnation in sales of Fairtrade-certified products and took action to define our vision and growth strategy in terms of Fairtrade.

Co-op’s commitment to Fairtrade

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Our Fairtrade vision
Fairtrade is imperative for products sourced in developing and emerging countries!

Our strategy with Fairtrade:
• Conversion to Fairtrade for all products with ingredients sourced in developing and emerging countries.
• Focus on ONE fair trade label – Fairtrade – certified by the Fairtrade Labelling Organization (FLO).
• Impact-oriented approach.
• Clear and thorough product strategy.

Effect of Coop’s commitment to Fairtrade
The gradual changeover of typical products such as Asian rice, chocolate bars, coffee, exotic fruits and juices to Fairtrade has enabled us to double sales of Fairtrade products since the strategy was implemented. Over a period of five years, there was a threefold increase in the food and non food product ranges to over 400 different Fairtrade-certified products. Coop is Switzerland’s largest supplier of Fairtrade products. Switzerland has the world’s highest per capita Fairtrade consumption. Coop accounts for over half of all Fairtrade products sold in Switzerland. Of the Fairtrade products sold by Coop, around CHF 3.75 million is channelled through the Fairtrade premium to the cooperatives every year.

Cooperation with Africa
Coop sells a wide range of Fairtrade products produced and even manufactured in Africa including roses, cocoa, rooibos tea, plenty of whole fresh fruits such as pineapple, litchi, mango, melon, pomegranate, citrus fruits, ready-to-eat fresh fruits and dried fruits such as dates. Coop has the world’s widest selection of Fairtrade-certified exotic fruits.

www.coop.ch/sustainability
Fruit and juices organisation Al Shams Agro Group became the first certified producer in the Middle East and North Africa region in 1999. It was attracted to Fairtrade to increase sales, bring sustainable income to its workers and because it saw the Fairtrade Minimum Price as fair and attractive.

The Egyptian Hired labour farm produces oranges, orange juice, pomegranate juice, tomato juice and paste, strawberries and strawberry juice. It has a huge juice factory.

Fairtrade Premium projects include establishing a bread bakery with proceeds shared among the workers. There is a subsidized canteen and a football pitch.

As Fairtrade members representatives have taken part in capacity building workshops and pan African events, including the 2010 African Assembly in Zimbabwe and the Africa Fairtrade Convention in Ghana the following year. The Convention gave them a platform to exhibit which enhanced their visibility, as the event was well attended by traders and potential buyers.

The organisation has experienced falling sales of its Fairtrade volumes, but still remains certified, in the words of its Fairtrade officer Lofty Shawky, “for the long haul”. “Through Fairtrade we have seen an improvement of workers’ commitment to production, in terms of quality and quantity. The environmental conditions of the farms have improved and the farm in general has become a fair and nice place to work in,” he adds.

Last year Al Shams added a new juice factory to its Fairtrade certificate, hopeful that this will lead to additional Fairtrade sales.
Wishes to Congratulate FAIRTRADE AFRICA as they Commemorate their 10th Year Anniversary!

To the Fairtrade Africa farmers, workers and miners; Together We Co-operate, Together We Advance. We are proud to be associated with you!

Miles and Beyond Travel is a Limited Company, IATA certified and a member of Kenya Association of Travel Agents (KATA) Conference and Workshop organization is our primary focus being the driving force behind the company’s foundation. We offer great value for money and a wide range of services beyond the clients’ expectations allowing organizations concentrate on their core business.

Similarly, we are committed to building a listening culture that ensures we understand our clients’ needs and deliver impressive results as we handle each individual customer. We place special emphasis on engaging professional personnel and have created partnerships with suppliers who are able to deliver on our promise.

VISION
To see conference and workshop management logistics taken to the next level in service delivery, be the leading and preferred solution provider with representation in strategic destinations worldwide.

MISSION
To offer stakeholders value for money and excellent customer service beyond their expectations.

CORE VALUES
- Integrity
- Efficiency and Commitment
- Respect and Compassion
- Fun & Adventure

SERVICE DELIVERY
Conference Services & Logistical Organization
We don’t just supply you with a great venue; from the moment of engagement, we take on full responsibility and help deliver an event until it is successfully completed.

This is where we effectively assist in managing all the logistics involved in executing the travel arrangements and on-site coordination for the event.

Whether it is a small seminar for ten people or an international event in most of the African cities we are capable of proposing practical solutions to your secretariat and have the capacity to fully manage the intricacies required for a successful conference/event.

INDUSTRY EXPERTISE
Our depth of knowledge also means we can offer exciting ideas and full conference packages that add value to your event. We are able to quickly and effectively source everything required to facilitate your meetings from;

1. A suitable venue
2. Air tickets
3. Visas
4. Travel insurance
5. Meet & greet VIPs / participants
6. Airport transfers
7. Assist with registration on arrival
8. Assist with your secretariat desk
9. Simultaneous interpretation equipment, booths and interpreters
10. Workshop equipment; printers, photocopiers, desktops, laptops, LCD projectors etc.
11. Assist with per diem payments
12. Before & after events i.e. opening/closing cocktail dinner, short safaris or teambuilding.
13. Final budget & financial reporting.
At the foot of Eldama Ravine Hills stands a multimillion Resource Centre constructed from premiums funds. It is a one stop center for acquisition and exchange of information through the use of the library and ICT center, recreational center where patrons can relax and play games at a small fee, office spaces to let, a tailoring unit and a restaurant earning an annual income of approximately kshs 500,000 which supplements the premium funds.

Workers’ dreams come true

Arising from the spirit of Fairtrade, Karen Roses Premium Committee has managed to utilize Fairtrade Premium funds for the socio-economic development of the workers and the surrounding community. With an average of Ksh. 27,000,000 premium money received annually, the Premium Committee has initiated diverse projects ranging from healthcare, education and environmental services. The spirit of cooperation and helping each other is our key success pillar, says Wesley Rutto, (Kapkolia worker).

In excess of 2,000 workers and 160 community members have benefited from financial support from the premiums. Since inception of this programme, 82 scholars are proud to have completed their studies through to the university education. Several others are currently pursuing studies at tertiary, ordinary and primary education levels.

The dilapidated or inadequate learning infrastructure could not be left behind too. A number of classrooms, libraries, laboratories and dormitories within surrounding schools have benefited greatly to the extent that premium funds could afford. Students from Kamelilo day secondary school with a 60 seat library can vividly recall reading under a ‘Prunus africana’ tree within the compound. Today they appreciate the services of a well furnished library with assortment of reading books courtesy of Karen Roses Premium Committee.
OUR HISTORY
Karen Roses is a family owned business registered in Kenya, producing 90 million quality stems of cut flowers a year. It was started way back in 1989 and it is currently made up of six semi-autonomous farms strategically located at the equator which geographically presents suitable ecological conditions for production of quality roses.

OUR JOURNEY TO CERTIFICATION
The organization is globally accredited with world class accreditations including Fairtrade, MPS, LEAF and BOPP, hence a front runner in supplying premium roses for European retailers. Being Fairtrade certified farm since 2004, the organization has remained steadfast in minimizing its environmental footprint through good agricultural practices and quality management systems built over the past decade. Guided by Fairtrade standard for Hired labor, the organizations’ farming and production practices are environmentally sustainable based on integrated farm management systems (e.g. scarab), non-use of prohibited pesticides, efficient water use and adoption of green energy sources (solar).

Congratulations!
Fairtrade Africa on your 10th anniversary.

Karen Roses Limited
P.O Box 68010 – 00200 Nairobi, Kenya
Tel: +254 20 207 8269 / +254 722 897169
Karen@karenroses.com-www.karenroses.com
As Fairtrade Africa celebrates its 10th anniversary, we are happy to announce that the first-ever small-scale gold mining cooperatives in Africa will take their final steps towards Fairtrade certification. The move presents the prospect of a brighter future for unregulated gold miners in East Africa, working in one of the world’s most dangerous and exploitative industries.

International companies have stopped sourcing gold from small-scale mines in Africa’s Great Lakes region – the countries neighbouring the Democratic Republic of the Congo. This is because of legislation and regulation which demands proof that supply chains are not involved with ‘conflict gold’ – the mineral’s equivalent to ‘blood diamonds’. Small-scale miners do not have the means to provide this proof, and it makes them even more vulnerable. They are often forced into exploitative underground markets where unscrupulous traders play on their “illegality”.

Fairtrade offers an answer. It gives both physical and documentary traceability from mine to market and miners earn 95 percent of the London Bullion Market Association’s fixing for gold. They also earn a Fairtrade Premium of $2000 per kilo to invest in economic, social and environmental projects. Safety at the mines is transformed.
Cred Jewellery are the Fairtrade jewellery pioneers, working with gold miners since 1996, developing ethical standards & a transparency from mine to finger.

As part of the Fairtrade gold pilot, we’ve created a route to international markets. The miners have worked incredibly hard, & we are excited to see them become part of an international movement towards a more ethical & traceable jewellery industry.

Where many miners in Africa receive just 75% of the value of the gold from local traders, Fairtrade mines will receive 95% plus the Fairtrade premium to invest in their community.

15 countries now sell Fairtrade gold. We are encouraging more jewellers across the globe to use Fairtrade metals & inspiring consumers to ask their jewellers “Where does your gold come from?”

Our goal for the next 10 years is eradication of mercury use in gold extraction. This will benefit workers & the environment, and lead to greater efficiency as the amount of gold extracted from the ore will increase productivity by 50%.

www.credjewellery.com
#goldforgood

“Congratulations Fairtrade Africa for a decade of dedication to farmers, miners & producers. We’ve seen first-hand the difference made by improved safety & efficiency, access to international markets, receiving a fair price & the Fairtrade premium.”
Let's have some coffee as we celebrate!

Fairtrade Africa’s 10 Years of Empowering Producers.

Delivering inspiring creativity to meet your business needs.
CONGRATULATIONS TO FAIRTRADE AFRICA FROM ALL THE STAFF IN FAIRTRADE IRELAND!

THANKS TO FAIRTRADE AFRICA FOR 10 YEARS OF UNLOCKING THE POWER OF MANY, 10 YEARS OF SMALLHOLDER FARMERS AND WORKERS EMPOWERMENT

MAKING REALLY GOOD THINGS HAPPEN! HAVE A WONDERFUL BIRTHDAY CELEBRATION AND HERE’S TO THE NEXT 10 YEARS!
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