



FAIRTRADE

**THE 2019 EU AGRICULTURAL
OUTLOOK CONFERENCE**

10TH, DECEMBER 2019

EMILIE SARRAZIN





FAIRTRADE : WHO WE ARE

**A NON PROFIT MULTISTAKEHOLDER ORGANIZATION
CO-OWNED BY PRODUCERS AND NATIONAL INITIATIVES**

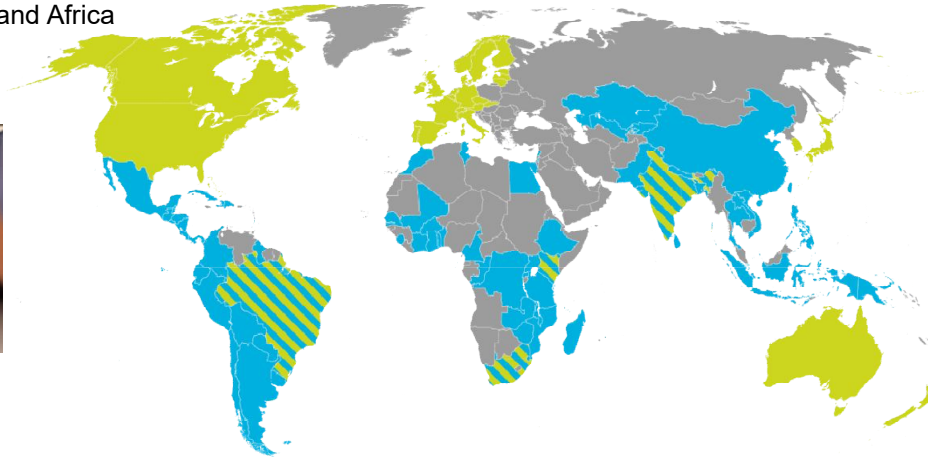
30 NATIONAL MULTISTAKEHOLDER
INITIATIVES

In Europe, America, Asia,
Australia, Latin America and Africa



3 CONTINENTAL PRODUCERS
NETWORKS

CLAC for Latin America
NAPP for Asia
FTA for Africa

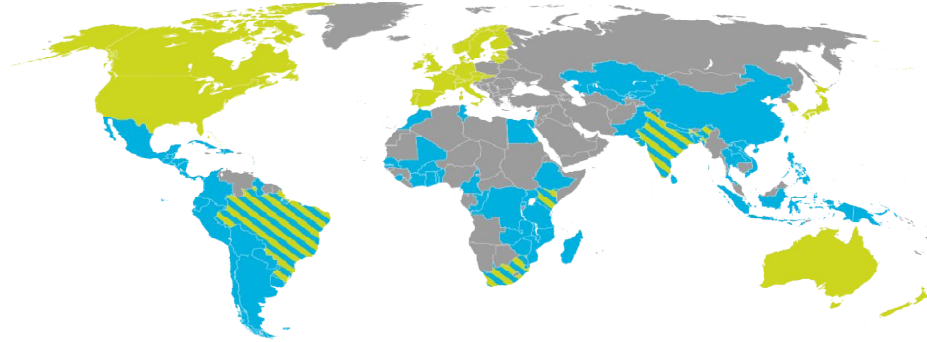




FAIRTRADE IN 2018



1.7 MILLION FARMERS
AND WORKERS IN
1.707 CERTIFIED
ORGANIZATIONS IN
73 COUNTRIES
BENEFITING OF BETTER PRICES
AND EARNING
€176.5 MILLION
OF FAIRTRADE PREMIUM
FOR THE TOP 7 PRODUCTS



[FAIRTRADE PRODUCTS]



COFFEE



COCOA



BANANA



SUGAR CANE



TEA



COTTON



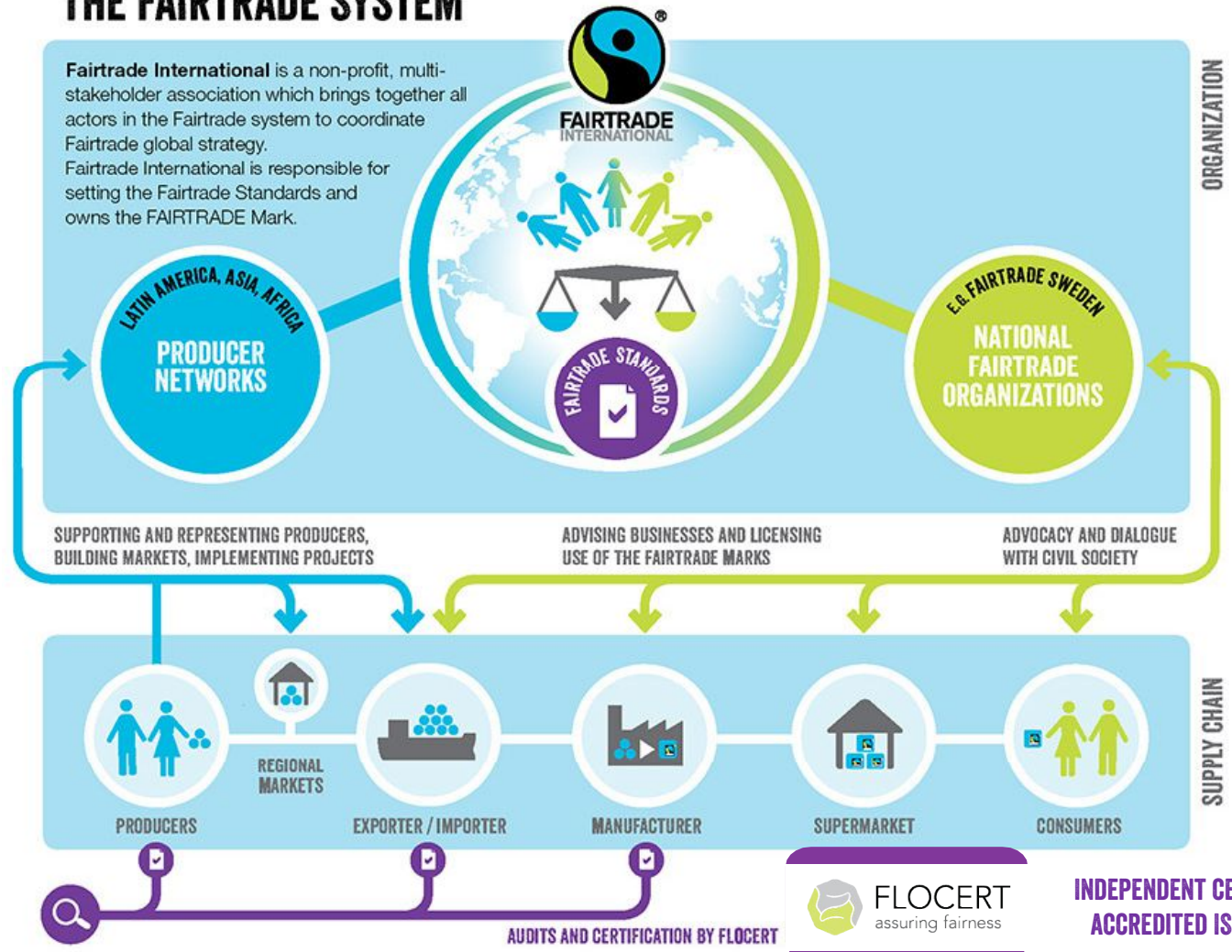
FLOWERS



35.000 FT PRODUCTS
SOLD BY MORE THAN
2.480 CERTIFIED
COMPANIES IN
158 COUNTRIES
REPRESENTING
€9.8 BILLION
OF FAIRTRADE GLOBAL
RETAIL SALES

... AND FRESH FRUITS AND VEGETABLES (ANANAS, MANGUO,
LITCHI, ETC.) / FRUIT JUICE / CEREALS (RICE, QUINOA, ETC.)
/ HERBS AND SPICES / NUTS / HONEY / WINE / GOLD

THE FAIRTRADE SYSTEM

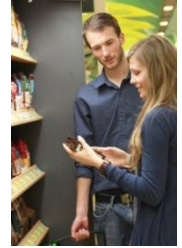




FAIRTRADE MARKS AND STANDARDS



CONNECTING CONSUMERS AND DISADVANTAGED PRODUCERS TO EMPOWER PRODUCERS TO ENJOY SECURE AND SUSTAINABLE LIVELIHOODS, AND DECIDE ON THEIR FUTURE .



ECONOMIC criteria :

Sustainable living incomes and wages

- **FAIRTRADE MINIMUM PRICE** based on cost production
- **FAIRTRADE PREMIUM** for business and community development
- **Long term and stable contracts** relationship between producers organizations and buyers

SOCIAL criteria :

Decent working conditions

- **Respect for the fundamental rights of workers, women and children, to CORE ILO CONVENTIONS**
- **Strict health and safety** standards
- **No discrimination**, freedom of association

ENVIRONMENT criteria :

Sustainable and ecological agriculture

- **Additional PREMIUM FOR ORGANIC PRODUCTION**
- **Reasoned use of fertilizers and pesticides**, preferred natural inputs and list of prohibited chemicals
- Sustainable management of resources : **soil, water, biodiversity**, and prohibition of GMOs

EMPOWERMENT criteria :

Autonomous and strong organizations

- **Transparent and DEMOCRATIC GOVERNANCE** of producers and workers organizations
- **AUTONOMOUS MANAGEMENT** of the FT premium
- Producers and workers **defining their own strategies** and action plans and negotiating capacity building ⁵



FAIRTRADE : OUR 5 GOALS



**DEVELOP STRONG
FAIRTRADE TOOLS
AND SALES
LEADING TO...**



**... DECENTLY PAID,
BETTER ORGANIZED,
AND CLIMATE
PREPARED FARMERS
AND WORKERS...**



**... THANKS TO BETTER
ENGAGED BRANDS,
RETAILERS AND
SHOPPERS WHO BUY
MORE...**



**... AND GOVERNMENT
POLICIES SUPPORTING
FARMERS & WORKERS**



**ALL BECAUSE
FAIRTRADE IS SPEAKING WITH
ONE VOICE FOR BETTER
FUTURE FOR FARMERS &
WORKERS**

