

Chocoa Conference

**Profit - Rewarding Efforts
and Reliable Income**

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28-03-2014



Our Mission

Connect consumers with disadvantaged producers, supporting them to combat poverty, strengthen their position and take more control over their future.



Fairtrade is a ***global movement and product certification*** with a people first approach to trade.

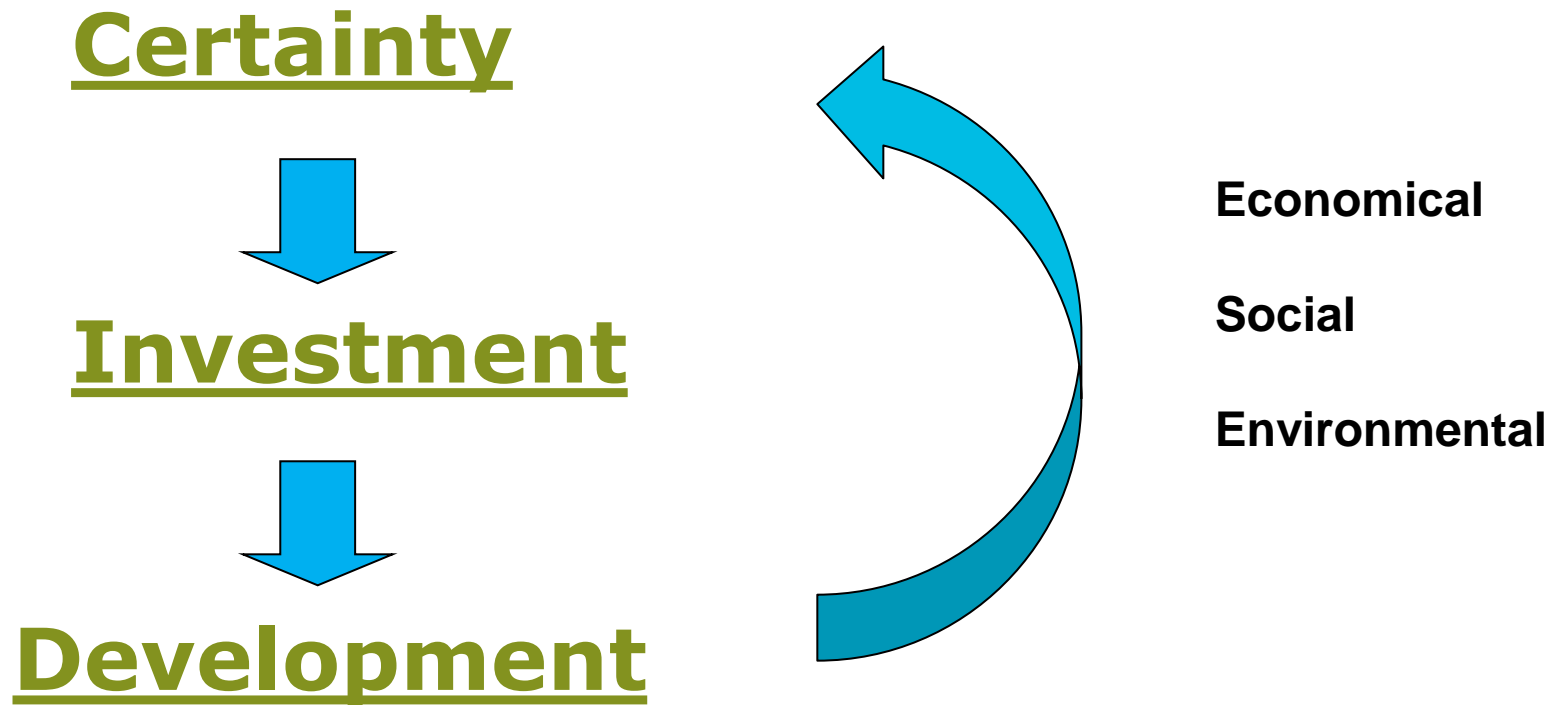
Standards for both producers and traders

Cidora Samaniego Yancallaco, CEPICAFE coffee cooperative, Peru. © Linus Hallgren / Fairtrade Sweden

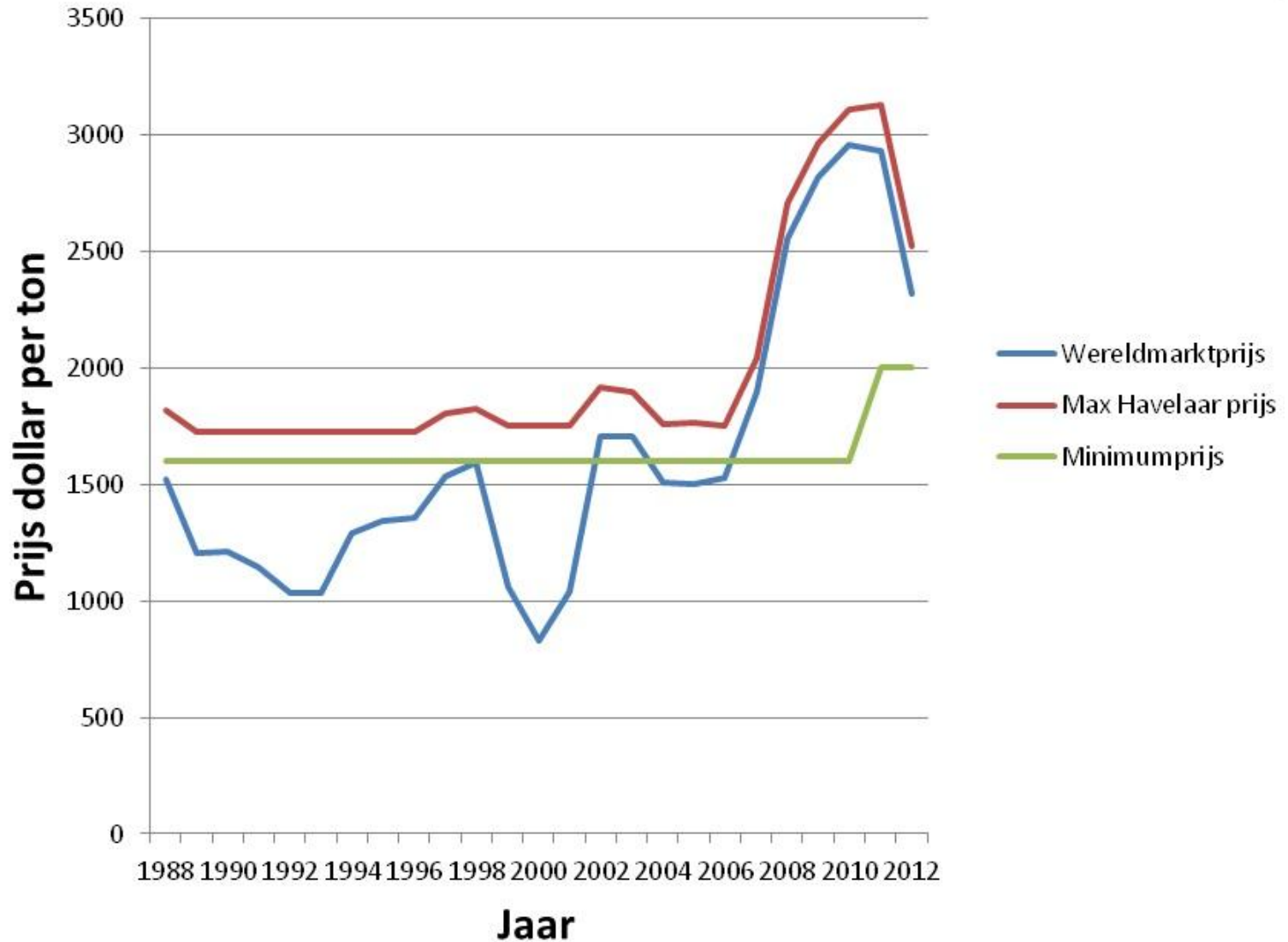


FAIRTRADE

A simple development model



Cacao prices – Fairtrade / worldmarket



Minimum price
is a safety net

FAIRTRADE going beyond ...

- Focus on **small farmers**
- Working with **Organizations** only
- **Security:**
minimum price, prefinancing, long-term relationship
- **Premium:** investments (ec-soc-env)

together:
DEVELOPMENT

- **Involvement producers** in FT system - e.g. 50% owner



SHARED BASIS
ALL SUSTAINABILITY SYSTEMS

Basic sustainability requirements

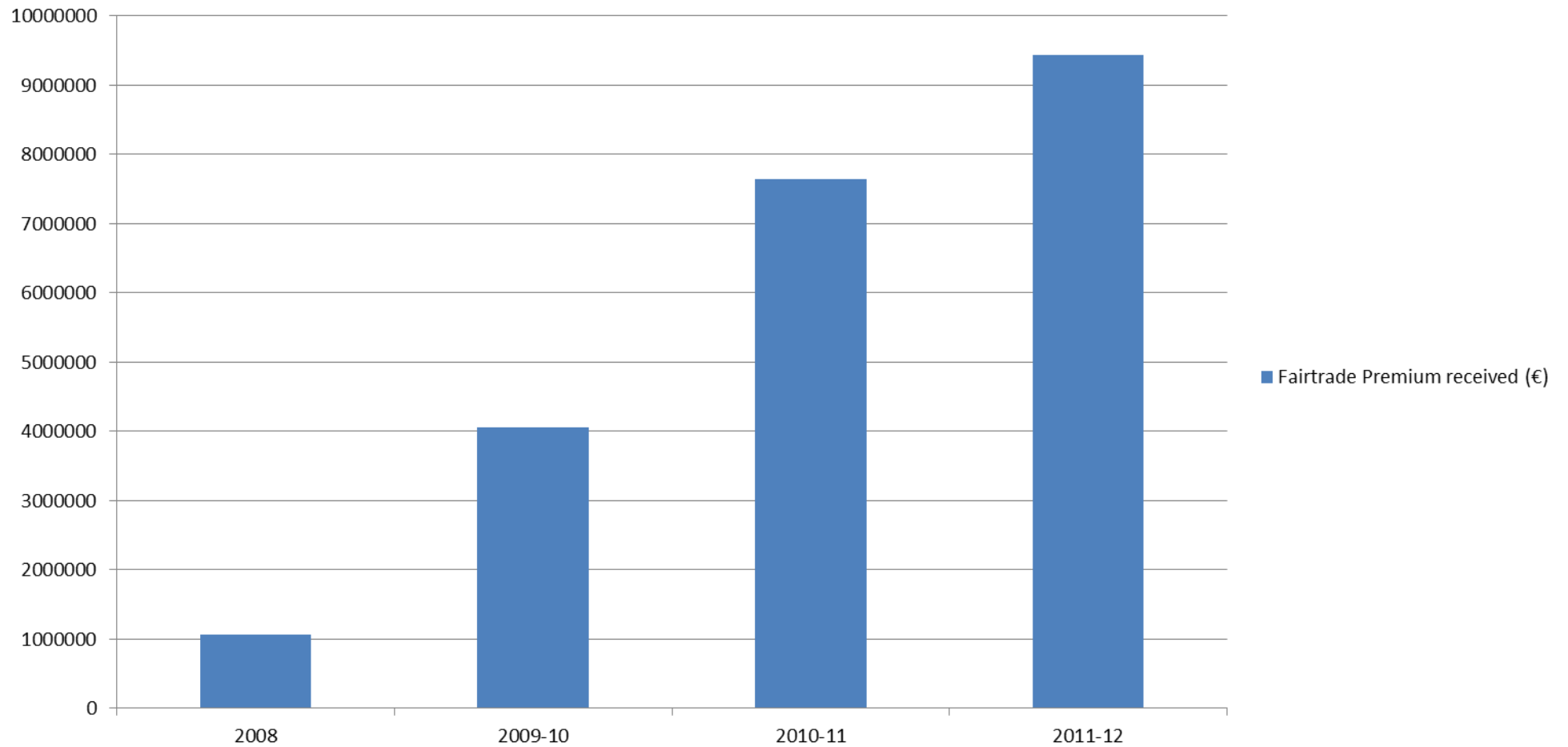
Fairtrade Minimum Price

- **FOB price**
- **Paid to organizations**
- **Payments to farmers → depend on total sales (FT + non-FT)**



Fairtrade premium received

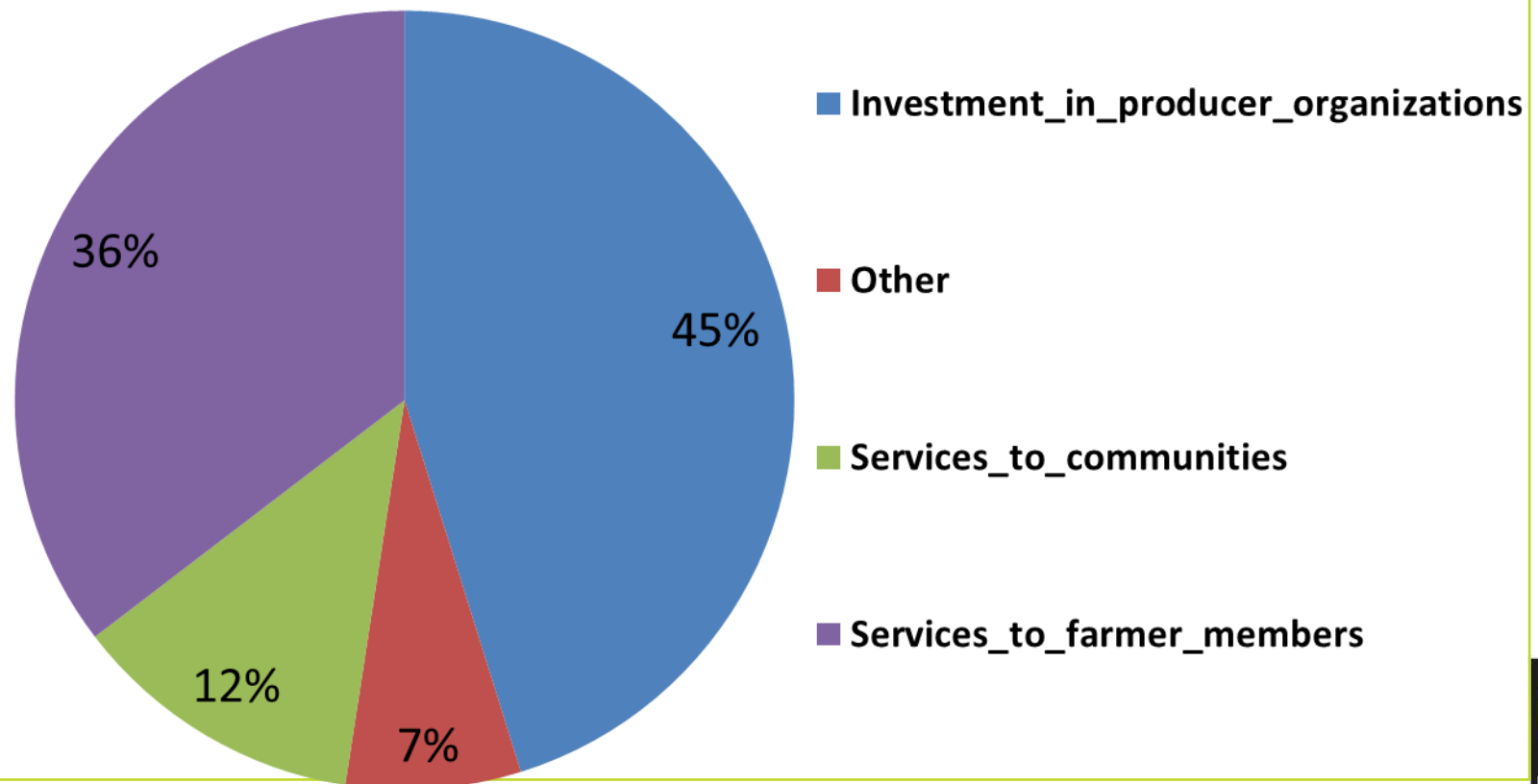
Fairtrade Premium received (€)



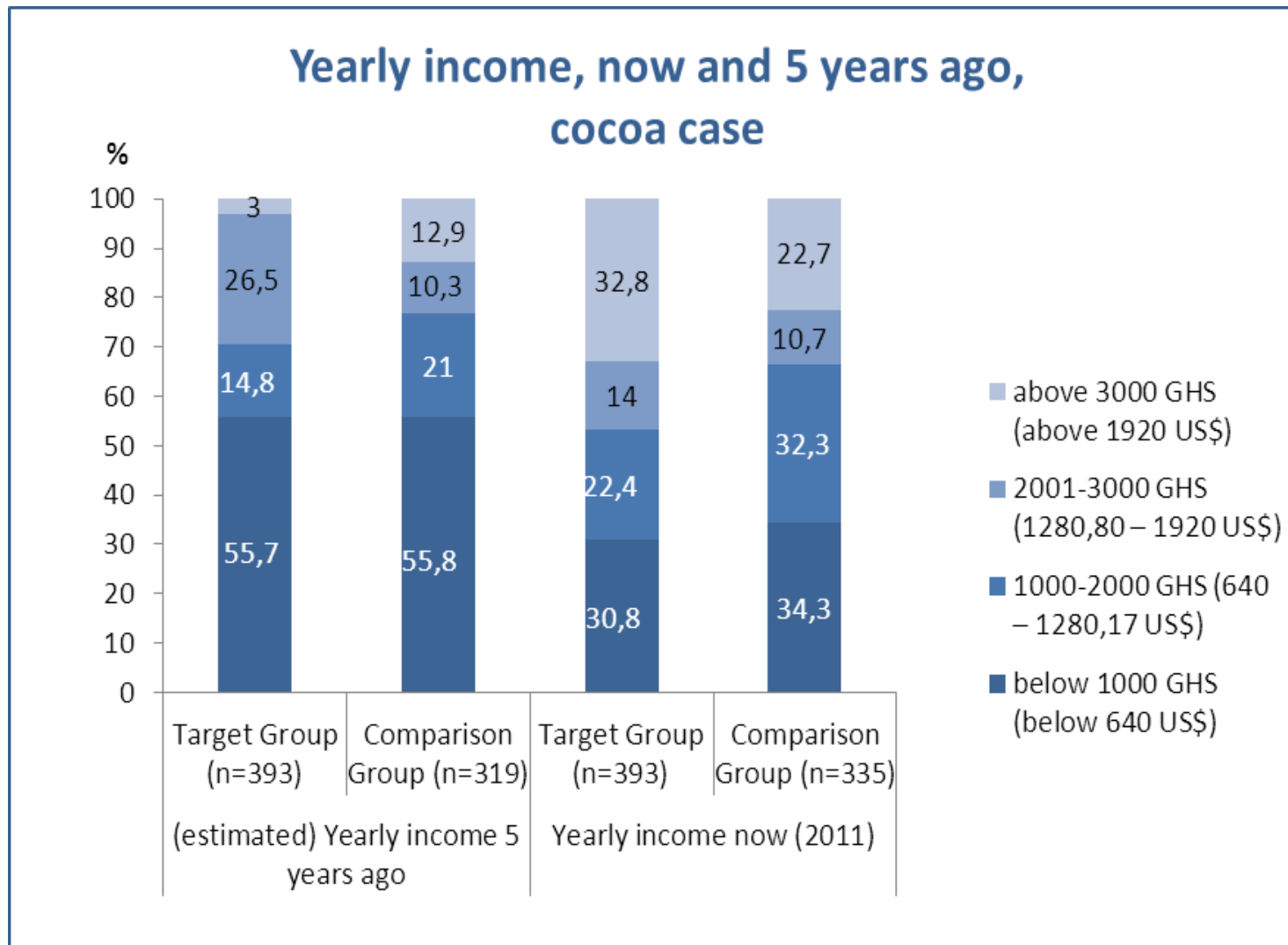
Fairtrade premium use

- Additional to Fairtrade price
- Paid to organizations
- Collective investments
- Decisions taken democratically

Small farmers' organizations



Sustainable Livelihoods



Source: CEval, 2012

Preconditions Impact

- **Increase of sales**
- **Support to producers (capacity building)**