



Fairtrade
certification
and the Pacific:
A voyage of
discovery



Fairtrade

Our Goals

- make trade fair
- empower producers and their communities
- foster sustainable development



Fairtrade System



Social

- Participation
- Non-discrimination
- Child protection
- Equal rights for women
- Freedom of association
- Healthy and safe working conditions

Environmental

- Maintenance of soil fertility and water sources
- Proper and safe management of waste and recycling
- Minimised and safe use of agricultural chemicals
- Promotion of organic farming
- No use of GMOs

Economic

- Fairtrade minimum price
- Fairtrade premium
- Access to financing
- Long-term trading relationships
- Access to information

Fairtrade ANZ





FAIRTRADE BENEFITS

131,000

MEN & WOMEN
IN THE PACIFIC





Tonga

- Support **302 small-scale** vanilla growers in Vava'u to build a strong and sustainable vanilla business
- Support Queen Fine Foods to develop a **long-term Pacific partnership** for their range of vanilla products
- Planting and rehabilitation of vanilla vines
- Technical trainings with Ministry of Agriculture on best practices of production and processing
- **Access to loans** for farmers to plant vanilla
- Trainings on Fairtrade Standards for good governance, child protection, gender equality, and environmental protection



Samoa

- Savai'i Coconut Farmers Association: 2012: 16 farmers -> **2018: 110 farmers**
- With Krissy Co. they produce a Fairtrade Organic coconut cream which sells to NZ, Australia, Cook Islands and the US. **729,000 coconuts sold in 2017.**
- Partnering with VSA to find horticultural advisor to work with the association to become self-sufficient and increase coconut sustainability
- Members planted 50-200 coconut trees each
- Financial literacy trainings planned for the leadership team as well as member households. To be rolled out by the Samoan Chamber of Commerce



Fiji

- **16,335 Small-scale Cane Farmers** and **200,000+ people** depending on Sugar Cane for their livelihoods

Since initial Fairtrade Certification in 2011:

- **234,796 Metric Tonnes** of Fairtrade Sugar sold between 2011–2016 at a total value of **\$144 Million** (23.7% of Fiji's Total Production)
- **>\$20 Million in Fairtrade Premium**
- An estimated **750–800 Community Projects** delivered by the 3 CPAs from 2011–16
- Sugar Cane **yields increased by up to 27.5%** indicating potential future income
- **Environmental impacts have been significant**, particularly the phasing out of Paraquat.





FAIRTRADE
AUSTRALIA
NEW ZEALAND



Challenges?



Fairtrade ANZ Producer Support Approach

