

FAIRTRADE EMPOWERMENT

AN EXAMPLE OF COOPERATION OF SMALLHOLDER BANANA PRODUCERS FORMING THE ASOGUABO COOPERATIVE IN ECUADOR



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The text is based on internal materials made available by ASOGUABO and on interviews with producers, workers, members of local communities, members of the board, the chairwoman and the administrator of ASOGUABO conducted during a study visit to Ecuador from 21 to 27 April 2017.

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HOW THE ASOGUABO COOPERATIVE OF BANANA PRODUCERS WAS FOUNDED AND HOW IT WORKS

The ASOGUABO (Asociación de Pequeños Productores Bananeros 'El Guabo') cooperative has been working since 1998. It was founded by 14 producers who wanted to sell their products directly to buyers from Europe or the US, without commission-charging intermediaries. It is a hard goal to be achieved for small, single producers, but they stood a chance when working together. And they succeeded. The first container of Fairtrade bananas set off to Europe in October 1998.

Today, ASOGUABO is above all a cooperative of 125 small producers, 30% of whom are women. They grow bananas on their small farms in the south of Ecuador, mostly in El Oro province, where the cooperative has its seat in the town of El Guabo. ASOGUABO is a nonprofit organization. All the funds are used for its day-to-day operations and development.

Apart from having their own farms, the ASOGUABO producers leased 85 hectares of land together and founded a community plantation. In total, the small producers and the plantation sell over 1 million boxes of bananas annually.

Ever since starting its operations, ASOGUABO has been producing Fairtrade bananas. Today, 100% of the fruit grown in the cooperative is Fairtrade-certified. 50% has an additional organic farming certificate. The producers are motivated to adjust the production to the certificate's standard mostly

by the guaranteed Fairtrade minimum price. At present, a buyer pays 9 dollars for a box of such bananas, with about 6 dollars out of it going directly to the producer. The rest is used to cover the costs of producing boxes, transportation, port charges and other expenses related to organizing the sales. A box of Fairtrade bananas with the additional organic farming certificate costs buyers 12 dollars, so producers are also paid a higher amount per box.

Each year there are at least three general meetings of the cooperative's members, with compulsory attendance. If his or her absence is not justified, a non-attending producer must pay a fine. As a result, ASOGUABO has meeting attendance of more than 90%, and so the representativeness of decisions taken is equally high. Every two years the general meeting elects the management board, the chairperson and the administrator of the cooperative. It also decides annually about how the Fairtrade premium is to be used.

BUYERS

The cooperative's ambitious goal is to "change the banana market." Thus, it focuses on customers who can ensure selling on a large scale - mostly retail chains. ASOGUABO bananas are delivered to supermarkets and stores in Europe, Canada, New Zealand and the US. Ben&Jerry's ice cream producer buys banana pulp for its products from ASOGUABO.

	Fairtrade certified bananas	Bananas with both Fairtrade and organic farming certificates
Austria	-	100%
Canada	5%	95%
Germany	-	100%
New Zealand	30%	70%
Switzerland	30%	70%
USA	-	100%
Italy	50%	50%

Source: Internal ASOGUABO materials (information on selected countries)

When working with its clients, ASOGUABO seeks to have constant communication and build long-term partnerships. It is important to exchange information about expected orders for the given year to plan the production of the right amounts of bananas with the appropriate certificate.

Since the beginning ASOGUABO has worked with the Dutch company AgroFair, of which it holds 5% of shares. AgroFair specializes in importing certified bananas to Europe. All the ASOGUABO bananas sold on our continent are brought here by AgroFair.

BENEFITS FOR PRODUCERS

Thanks to the Fairtrade minimum price and regular buyers who are sourced by ASOGUABO as a cooperative, its members have a steady income, allowing for a stable life. Membership in the cooperative also provides producers with other, equally important kinds of support:

- ▶ Making collective investments, such as the community plantation, common logistics center and improving packaging facilities.
- ▶ Helping with choosing the right fertilizers and plant protection products, and with soil management.



- ▶ Selling necessary articles (fertilizers, cover bags for banana bunches), tools and packaging materials (cardboard boxes, labels).
- ▶ Facilitating access to bank loans (e.g. for investments in farms such as cableways for harvesting bananas, irrigation systems or pack houses).
- ▶ Technical support and training in pest and disease control that is safe for people and the environment, in order to improve efficiency and production quality management.
- ▶ Managing certificates, including Fairtrade and organic farming, coordinating external audits and providing an internal system of compliance control (also between external audits).
- ▶ Obtaining external financing for investment projects, project management and reporting.
- ▶ Marketing, networking with customers in Europe and beyond, organizing external visits of ASOGUABO customers.
- ▶ Representing members (and the smallholder banana producers sector) before the authorities, Ecuador banana sector and in national and international networks of Fairtrade producers.

“We make it possible for small producers to survive. Alone, they often fall victim to invasions of big plantations that push them out of the market. Under pressure, they end up selling their farms and becoming workers on big plantations, often growing bananas on the land that used to belong to them. Thanks to ASOGUABO they remain producers” – says Lianne Zoetewij, the cooperative’s administrator.

THE SITUATION OF WORKERS

Sadly, the world banana business is known for instances of labour rights violations. Long working hours, low wages, lack of health insurance, hindering the activities of trade unions or constant exposure to dangerous pesticides happen on a daily basis on many plantations belonging to big companies. Looking for solutions to these problems was one of the things that motivated the founding of ASOGUABO and starting the production of certified bananas. Fairtrade and organic farming standards require compliance with high social and environmental criteria. This has a positive impact on the workers of certified farms and plantations.

ASOGUABO estimates there are around 600 workers employed at the farms of the cooperative’s members. They are mostly men, because most of the work requires physical strength (e.g. carrying banana bunches of 40 kg) but there are also many women working at such jobs as washing and packing the fruit. There are usually several people working on the small producers’ farms, up to twenty. Many of them are family members, some are hired workers. On the larger community plantation there are 46 permanent workers and 28 working 2 days a week. The nature of banana growing makes it necessary to employ additional workers for 1-2 days a week when bananas are harvested, prepared for shipment, labelled and packed. Small producers often “share” additional workers.

Many people want to work at the farms and the plantation of the ASOGUABO producers. Why?

“They are attracted mostly by the healthy work environment, without continuous exposure to poisonous pesticides, insurance, which is often not offered by big plantations, a 5-day, 40-hour working week, in contrast to 6 days on big plantations, and 15 days of paid leave” – explains Segundo Cañar, a board member of the cooperative responsible for the community plantation.

Another thing that counts are the steady wages. At small producers’ farms wages can be about 420 dollars a month and on the community plantation workers earn a minimum wage of 375 dollars. However, they do get the thirteenth salary in the summer and they benefit from the Fairtrade premium that makes it possible e.g. to subsidize meals and commuting to work, support for school-going children, financing house repairs and other needs.

Workers at ASOGUABO are, if needed, provided with personal protection equipment and health and safety training. Permanent workers on the plantation and farms also have social and health insurance. The problem is to ensure these standards to workers employed for 1 day a week. Unfortunately, the public insurance system in Ecuador does not include a possibility to cover them with insurance. Thus, the ASOGUABO producers increase the daily wage by a few dollars and workers can get private insurance with the extra

money. However, not all of them choose to do so.

FAIRTRADE PREMIUM

The producers get 1 dollar of the Fairtrade premium for every box of Fairtrade bananas they sell. Its aim is to support the development of local communities, producers and workers. The members of ASOGUABO make about **1 million dollars of Fairtrade premium** a year. At annual general meetings, they decide together about investment priorities to allocate it to. Based on this, subsidies are granted during the year for the needs of individual producers.

These can be **technological investments**: modernizing the infrastructure at the farms, financing the implementation of auditors’ recommendations, small repairs, but also remedying of flood damages, building flood barriers as well as water reservoirs for sustaining cultivation during droughts. Around 1/3 of the Fairtrade premium budget goes to investments related to individual ASOGUABO producers.

Another 1/3 of the sum allows ASOGUABO to finance **social projects** at local communities. The cooperative regularly supports schools attended by children of the producers and plantation workers. This aid includes providing students with textbooks and workbooks, backpacks and vouchers for libraries and stationery stores.



OPENING A WATER TREATMENT PLANT

In 2017, ASOGUABO used some of the Fairtrade premium to fund a potable water treatment plant at a school in a small village near El Guabo, where heavy water pollution had been a problem for years. The water was not suited for drinking due to the high content of iron, chemicals getting into the soil from surrounding plantation, or fecal matter.

"We have been asking authorities for years to help us provide clean water for children. Nobody listened to us. No one but the ASOGUABO producers supported us" - said the school's principal at the opening of the treatment plant in April 2017.

The plant was funded with around 18,500 dollars out of the Fairtrade premium. It will not only serve the school but also the entire local community of around 80 people, including workers from the surrounding plantations belonging to big companies.

Another field of expenses is **health-care**. Part of the Fairtrade premium is used to run the **medical center** in El Guabo offering free-of-charge services to producers and their families and admitting other patients from local communities for a small charge of 3 to 5 dollars (medical consultation is about

30 dollars in Ecuador). ASOGUABO has been financing the medical center for 13 years. Two doctors are employed there. Patients are both adults and children who are treated mostly for respiratory system problems, often caused by air pollution due to the use of pesticides at the big plantations.

ASOGUABO also supports the **center for the disabled** in Tenguel, run by the Carlos Pereza Camacho Association of the Disabled. The ASOGUABO producers finance the help of a therapist who sees members of local communities twice a week, around 35 patients a month in total. They often suffer as a result of accidents on plantations and from complications after various diseases and strokes. One of the causes is again air pollution due to pesticide use.

ASOGUABO also supports **elderly people** from producers' families, who often have limited access to healthcare. The cooperative signs agreements with an insurance company providing medical services, with senior citizens getting vouchers for healthcare.

The final 1/3 of the accumulated Fairtrade premium is spent on the **development** of ASOGUABO, e.g. providing common transportation, loading or office infrastructure used by all the producers.

NATURAL ENVIRONMENT

All the bananas grown by the ASOGUABO producers are Fairtrade certified,

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An example of cooperation of smallholder banana producers forming the ASOGUABO cooperative in Ecuador

and 50% of them have an additional organic farming certificate. The latter are produced with the use of natural pesticides only. Although Fairtrade has less strict environmental requirements than the organic farming certificate, the ASOGUABO Fairtrade producers also meet high standards in this respect.

The ASOGUABO farms have been examined in terms of pesticide impact according to the Usotox 2.0 international model. The study shows that the cooperative’s farms have a relatively low impact on human health, compared to both conventional and certified big plantations in other countries. One of the reasons is not using two pesticides: oxamyl and terbufos, banned in the Fairtrade system but allowed in Rainforest Alliance standards, for instance. Another reason is the climate in El Guabo area, allowing relatively lower use of pesticides and thus making Fairtrade production in ASOGUABO closer to organic farming standards.

ASOGUABO encourages its producers to obtain an organic farming certificate, with higher environmental requirements, besides producing in the Fairtrade system. Many consider this, yet it is a challenge to invest in adapting the farms and to coordinate with neighbouring farms in order to prevent plant protection products prohibited in organic farming from

getting transferred from them. It is also challenging to gain knowledge on the subject.

“Sometimes plants grown without synthetic pesticides get diseases. We have a problem with that, we are looking for solutions. We test different natural products, exchange experiences, we are also helped by the certifying bodies or by AgroFair, for example, offering suitable training” – says Fabiola Ramon, the chairwoman of the cooperative.

ASOGUABO supports its producers, providing them with the right fertilizers and plant protection products, especially natural ones. They are bought with the money from the Fairtrade premium.

Banana production requires a lot of water. Above all, due to latex that is naturally secreted by banana trees and covers the harvested fruit, bananas have to be carefully washed before they are packed. High demand for water is a big environmental challenge, the more so that there are sometimes periods of drought in the area. Therefore, many of the ASOGUABO investments financed with the Fairtrade premium concern water management optimization, e.g. water reservoirs are built at farms or tanks for banana washing are modernized so as to use as little water as possible.

	Fairtrade plantation in Panama	Conventional plantation in Costa Rica	ASOGUABO producers
Pesticide use per hectare	80 kg/hectare/year	104 kg/hectare/year	15 kg/hectare/year

Source: An internal study report made available by ASOGUABO

ANIBAL CABRERA

Anibal grows bananas of 4 hectares of his land, another 4 hectares are taken up by cocoa and the remaining area is protected forest with no entry but with unspoilt vegetation and wildlife. Anibal's farm is located in the mountains, near La Cadena in the El Oro province. He has lived here since his childhood, this is where he grew up, where he walked to primary school from, with the journey taking an hour one way. Later, when he went to secondary school, it was 2 hours. Before he started growing bananas on his farm, he worked in a gold mine and on big conventional banana plantations. He doesn't have the best memories of his work there...

"It was hard, working twelve hours a day or more, carrying heavy banana bunches, with no stability of employment. It was in the nineties, when there was less control of pesticide spraying that we were exposed to."

Anibal took over the farm from his father. At the beginning they grew cocoa. Anibal wanted to switch to bananas. His father was against it. At that time many banana producers went bankrupt, he was afraid they would too. But Anibal had a different opinion.

"Bananas are more profitable. Unlike cocoa, bananas are not a seasonal crop, they are harvested all year long, so there is income."

According to Anibal, many producers went bankrupt because they did not ensure quality of their products, and operating alone they couldn't keep regular buyers. Learning from their mistakes, Anibal joined ASOGUABO. In 2003, he sent first boxes of certified bananas from his farm to Europe.



Anibal's bananas are both Fairtrade and organic farming certified. It means they meet high social and environmental standards. They are produced respecting labour rights and without the use of synthetic pesticides. Moreover, Anibal's farm has the BioSuisse certificate that includes an additional criterion of crop biodiversity and covers mostly producers from mountain areas.

Usually work on the farm is done by Anibal and one worker he hires. During the intense period of fruit harvesting and packing they are joined by several more people, mostly Anibal's family. They produce 40-60 boxes of bananas a week.

Why has he decided to become a member of ASOGUABO and grow Fairtrade bananas?

"The biggest advantage is income stability. Maybe the profits are not enough to fulfill your dreams but they cover your basic needs."

Thanks to regular income Anibal could pay for university education for his elder daughter. The younger one goes to school supported by ASOGUABO with the Fairtrade premium, e.g. by buying textbooks for students.

Anibal thinks about developing his farm, buying more land in order to increase his production. Last summer drought was a problem, affecting the crop. So now Anibal is working on a water reservoir. This investment is possible thanks to the Fairtrade premium he receives as a certified producer.

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An example of cooperation of smallholder banana producers forming the ASOGUABO cooperative in Ecuador



MARCELINA AGURTO

She is 81 years old and one of the ASOGUABO members. Her farm near La Raquel are 3 hectares belonging to her and 1 hectare she leases. She grows bananas on all this land and has been doing so for almost 40 years. She works at the farm with her husband and 5 other family members. Additionally, she employs 2 people who mostly work 1 day a week, harvesting and packing fruit.

Marcelina comes from the area near Cuenca. For a few years, she was coming to El Guabo to sell vegetables and visit her father who moved here after divorcing her mother. She joined him with her seven children when her first husband died. It was her father who taught her how to grow bananas. After some time she bought her first hectare of land and when she was 44 she began a new life as a banana producer. Soon, at a dance in a nearby village, she met her new husband Feliciano and they have been growing bananas together ever since.

Initially, she sold her fruit through large intermediaries. She remembers the ever changing prices and instability of income:

“We worked nonstop just to survive.”

The situation changed 14 years ago when she joined ASOGUABO. She was talked into it by her sister, one of the cooperative’s founders. Marcelina started producing Fairtrade bananas and became one of the suppliers for the Swiss chain COOP. So she has steady market for her fruit and thus also a steady income.

“It’s not bad at all. I have enough for a living and I can invest in my farm.”



These investments are possible mostly thanks to the Fairtrade premium received by all the banana producers with this certificate. Once a year at the general meeting, ASOGUABO members, including Marcelina, jointly decide on what kind of investments they will be funding that year.

“Despite my knees hurting sometimes, I go to the meetings, it’s important.”

The Fairtrade premium was used to modernize the washing and packing station at her farm so that it could use less water. It was also covered with a roof. The investment works both in economic and environmental terms.

Marcelina thinks the fact that she is a Fairtrade banana producer has changed a lot in her life:

“When I came to El Guabo as a widow, I had to keep asking for a job to support children, and today I give jobs to others.”

FABIOLA RAMON

Fabiola comes from El Guabo but she left the town to study economics in Quito. She lived there for over ten years, got married, had two kids, worked in a bank. She came back to her homeland when her father died. With her 4 sisters and 4 brothers, they divided his farm among them. Due to its location and kinds of crops, it couldn't be divided into equal parts. So they designated 9 parts in such a way it would make sense, and drew lots. Fabiola got 6 hectares where bananas were grown and this is what she has been doing since 2000.

She first heard about ASOGUABO from her brother who got involved with the cooperative. Fabiola joined it in 2005.

“At that time Fairtrade was considered a crazy idea, a pipedream. But we decided to try. At first there were sometimes delays with payments but soon the operations became stabilized.”

Today Fabiola grows bananas with both Fairtrade and organic farming certificates. Weekly yield from her farm is about 200 boxes. They are sent mostly to Canada and the United States, sometimes also to Europe.

Only natural plant protection products and fertilizers are used on the farm. The employed workers are paid more than most of those working at conventional plantations. The Fairtrade premium allows for modernization, e.g. putting a roof over the pack house or creating a social space for workers. The premium is also used by ASOGUABO to buy environmentally friendly fertilizers and provide training for producers and workers concerning the use of personal protection equipment.

In 2013 Fabiola became the chairwoman of ASOGUABO, as the first woman to hold this post. When she was elected, not everyone was happy.

“Some thought entrusting ASOGUABO to a woman will end in the cooperative's collapse.”

It did not, though, and in 2015 Fabiola was elected for her second term, unanimously. She admits that managing the farm and the cooperative might not be easy for a woman:

“Sometimes men still have a problem with taking instructions from a woman but I manage somehow. I'm happy I got back from Quito and took up banana farming. I don't regret this decision.”

Fabiola's second term as a chairwoman ends this year. She is coming back to her farm. It was being taken care of by her husband when she was managing the cooperative. Fabiola plans to develop her crops in the future. She is also thinking about cocoa.



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An example of cooperation of smallholder banana producers forming the ASOGUABO cooperative in Ecuador.

HUGO ROCAFUERTA

Hugo is 68 years old. He comes from Los Rios in the north of Ecuador. He has lived near El Guabo since 1983 and has been growing bananas for over 20 years, at present at a 9-hectare farm "Peresosa" ("Lazy One"). Despite the name, working here is rather intense. Weekly harvest is about 260 boxes of Fairtrade certified bananas. Five people work at the farm every day, and once a week 6 more workers help them with harvesting, washing and packing. Hugo's partner and their three children help him run the farm. Another son already has his own farm nearby.

Hugo is a Fairtrade forerunner. He grew Fairtrade bananas before ASOGUABO was founded. He was a member of "Libertad" ("Liberty"), one of the producers' groups that created ASOGUABO in 1998. Cooperation within "Libertad" continues to this day. Since "Libertad" is almost 40 km away from El Guabo, the producers invest in their own infrastructure.

"We built a packing station, we can organize common transportation to the warehouse and the harbour from here. It was made possible by the Fairtrade premium, as was a playground for kids and a shop selling fertilizers."

Hugo also invests in his own farm. He modernized and extended the tanks for washing bananas. As a result, latex that naturally covers bananas can be effectively removed, and thus the quality of his fruit has improved. He covered half of the cost and ASOGUABO paid the rest.

Fairtrade is also an investment in the environment. At Hugo's farm soil samples are examined each year. Basing on the results of the analyses, with ASOGUABO's help, he chooses the



right fertilizers and plant protection products, avoiding those that are synthetic and harmful to the environment. Everything he uses is safe for workers and consumers.

"We used to use the pesticides that we considered good but it turned out they poisoned the soil. We didn't know there were much healthier alternatives."

However, the biggest benefit of Fairtrade according to Hugo is the steady income allowing him to ensure education for his children.

"One of my sons got educated in agriculture. Now we are learning a lot from him."

Banana trees are not the only plants at Hugo's farm. He also grows cocoa, avocado and many other tropical fruits. The farm provides Hugo's family with most of the food they need, and at the same time biodiversity is maintained.

What are his plans for the future?

"My son is persuading us to adapt the farm to the organic farming certificate standards. But it's a big investment, requiring cooperation with our neighbours, we'd have to do it together. Maybe we'll pull it off sometime."

GALO CERRASCO

Galo is 38 and works at the 85-hactare community plantation founded by the ASOGUABO producers. The 46 regular workers of the plantation form a workers' cooperative. Together with the 28 temporary workers, they grow Fairtrade and organic farming certified bananas.

Galo is a member of the cooperative and has worked here for 6 years. He puts protective covers on banana bunches, around 150-160 such bags every day. Before, he used to work at a conventional plantation owned by a big company exporting bananas to Poland, among other countries.

"I worked there over 2 years, when I got sick. I had problems with my stomach, the doctor said that it's because of exposure to harmful pesticides. I started looking for a different job, better for my health. I ended up here."

A healthy working environment at a plantation where no pesticides harmful to the workers are used is the main advantage of certified farms. Another is

the Fairtrade premium. In case of this plantation, a committee of 5 worker representatives decides how to distribute it. They are elected by all the 46 members of the cooperative every 2 years. Galo serves his second term on the committee.

"Workers submit their needs, we prepare proposals for projects to be financed. The final decision about what to spend the premium on is made by all the workers from the cooperative."

The annual premium made by the plantation is around 177,000 dollars. Part of this sum is spent on modernizing the plantation's infrastructure. The remaining funding makes it possible to meet workers' individual needs. They don't get cash but products they need are bought directly. Last year the cooperative financed textbooks and shoes for the workers' children. Many of them could extend or renovate their houses. All the workers get subsidies of 50% of the costs of meals at the plantation. Thanks to the premium, Galo could buy 4 cows.



FROM PRODUCERS TO CONSUMERS

Fairtrade cannot work without interested consumers who would buy certified products. All the benefits for producers, workers, local communities and natural environment that result from ASOQUABO's operations and from growing certified bananas are made possible by regular buyers who order Fairtrade and organic bananas. The following initiatives are working towards raising consumer awareness and introducing Fairtrade bananas to Polish shops.

BUY RESPONSIBLY FOUNDATION

The Buy Responsibly Foundation (Fundacja Kupuj Odpowiedzialnie - FKO) is an all-Poland organization acting for sustainable development and environmental protection, sustainable consumption and production, and human rights and environmental compliance in business.

The Buy Responsibly Foundation carries out awareness raising and educational projects, works with teachers and other NGOs, reaches out to businesses and the government. Its knowledge resources are published at a popular website www.ekonsument.pl. FKO has also created the Sustainable Consumption Where-To-Go Guides for Polish cities (www.ekonsument.pl/spacerownik) and the Good Shopping online guide (www.ekonsument.pl/dobrezakupy) - the first independent ranking of environmentally friendly and socially responsible companies in Poland.

The Buy Responsibly Foundation is a member of the Fair Trade Coalition -

Fairtrade Polska and the Polish partner of the Make Fruit Fair campaign.

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FOUNDATION OF THE FAIR TRADE COALITION - FAIRTRADE POLSKA

Fundacja „Koalicja Sprawiedliwego Handlu” Foundation of the Fair Trade Coalition - Fairtrade Polska (FP) is an all-Poland organization that originated as an informal Fair Trade Coalition in 2009. Now FP is a public benefit organization and the sole representative of Fairtrade International in Poland.

FP works for the development of the Fairtrade market in our country, collaborating with an independent certifying unit FLOCERT GmbH from Bonn to support Polish companies with Fairtrade certification. It aids Polish companies with issues concerning license agreements with Fairtrade International for using the Fairtrade mark and supports the marketing of Fairtrade-labelled products.

FP also does advocacy work, e.g. concerning Sustainable Public Procurements. It supports the Make Fruit Fair campaign and works towards raising consumer awareness, e.g. with the campaign Fair Trade Communities (together with Polskie Stowarzyszenie Sprawiedliwego Handlu – Polish Fair Trade Association).

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MAKE FRUIT FAIR

In 2010, nineteen organizations from all over the world formed a partnership and started an international campaign: Make Fruit Fair. NGOs from Eu-

rope work closely with organizations of small producers and trade unions of plantation workers from Africa, Latin America and the Caribbean to improve living and working conditions of hundreds of thousands of people who grow, harvest and pack tropical fruit bought by consumers in Europe. In Poland the partner of the campaign is the Buy Responsibly Foundation, supported by the Foundation of the Fair Trade Coalition – Fairtrade Polska.

THE MAIN TASKS OF THE MAKE FRUIT FAIR:

- ▶ promoting fair and sustainable supply chain of tropical fruit;
- ▶ defending labour rights and environmental rights in production countries;
- ▶ providing a forum for hearing out the voices of people from production countries and developing countries;
- ▶ bringing production and consumption countries closer together through the shared campaign;
- ▶ encouraging the creation of new forms of policies and practices in international trade.

MORE ABOUT THE MAKE FRUIT FAIR CAMPAIGN:

- ▶ www.makefruitfair.org/pl
- ▶ www.ekonsument.pl/owoce

FAIRTRADE EMPOWERMENT

An example of cooperation of smallholders in the producers forming the ASOCUA 50 cooperative in Ecuador

