

FAIRTRADE IRELAND

AND THE SUSTAINABLE DEVELOPMENT GOALS

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FAIRTRADE

What is Fairtrade?

Fairtrade is about better prices, decent working conditions and fair terms of trade for farmers and workers.

With Fairtrade you have the power to change the world every day.

With one simple choice you can empower farmers to make their own decisions, control their futures and lead the dignified life everyone deserves.

Fairtrade's vision is a world in which all producers can enjoy secure and sustainable livelihoods, fulfil their potential and decide on their future.

The FAIRTRADE Mark



®When a product carries the FAIRTRADE Mark it means that producers and traders have met Fairtrade Standards. The standards are designed to address the imbalance of power in trading relationships, unstable markets and the injustices of conventional trade.

Fairtrade is unique

Fairtrade is an alternative approach

that is based on partnership;

one between those who grow our

food and those that consume it.

Fairtrade offers important benefits for farmers and workers

1 Stable prices

Farmers and workers receive a fair price (the Fairtrade Price) for their products. This protects them from damaging fluctuations in world market prices so they have a stable income and can plan for their future.

Fairtrade is the only certification scheme that offers such a unique minimum price protection for farmers.

2 A Fairtrade Premium

Farmers and workers also receive an additional sum of money (the Fairtrade Premium) for investment – as they see fit – in social, economic and environmental development in their community, such as educational and medical facilities.

3 50% Producer Ownership

Fairtrade certified producers are involved in decisions that affect their future through Fairtrade International's Board, its committees and consultation processes. Producers can influence prices, premiums, standards and overall strategy.

4 Empowerment of farmers and workers

Small farmer groups must have a democratic structure and transparent administration in order to be certified. Workers must be allowed to have representatives on a committee that decides on the use of the Fairtrade Premium.



GROWING FAIRTRADE MARKETS

Mamtuben Charda harvests cotton as a member of Rapar and Dhrangadhra Farmers Producer Company in Gujarat, India.
Photo: Sean Hawkey

GLOBAL FAIRTRADE SALES REACHED



€8.49 BILLION

IN 2017

In 2017 we were proud to work with more than 2,400 licensees who used the FAIRTRADE Mark on about 30,000 different products. The Mark is a sign to consumers that farmers and workers benefited from the Fairtrade Minimum Price (where applicable, or the market price if that is higher) and received the Fairtrade Premium.



FAIRTRADE SALES

DRIVE CHANGE

Cocoa farmer Ruber Acuna Vasquez is a member of ACOFAGRO cooperative in Peru.

Photo: Luca Rinaldini



Farmers and worker RECEIVED AN ESTIMATED

€178 MILLION IN FAIRTRADE PREMIUM IN 2017 for the top 7 products



Fairtrade certification is a pathway towards sustainable livelihoods for farmers and workers. Volume is key: the more producers can sell on Fairtrade terms, the more they benefit.

On top of the selling price, producer organizations receive an extra sum called the Fairtrade Premium.








These funds go towards democratically chosen projects that benefit the producers' businesses and communities.

In 2017, farmers and workers producing Fairtrade's top seven products earned €178 million in Fairtrade Premium – an increase of 19 percent over the previous year. This represents more than 90 percent of all Fairtrade farmers and workers.



ESTIMATED VOLUME OF PRODUCTS SOLD BY FAIRTRADE PRODUCERS IN 20

17

| PRODUCT ¹ | VOLUME | UNIT | GROWTH | CONVENTIONAL | ORGANIC |
|---|---------|-------------|--------|--------------|---------|
|  Bananas | 641,727 | MT | ↑ 11% | 38% | 62% |
|  Cocoa (Cocoa bean) | 214,662 | MT | ↑ 57% | 85% | 15% |
|  Coffee (Green bean) | 214,106 | MT | ↑ 15% | 43% | 57% |
|  Cotton (Cotton lint) ² | 8,311 | MT | --- | 27% | 73% |
|  Flowers and Plants | 834,750 | 1,000 Items | ↑ 1% | 100% | |
|  Sugar (Cane sugar) ³ | 207,222 | MT | ↑ 30% | 77% | 23% |
|  Tea (Camellia sinensis) | 10,724 | MT | ↓ -12% | 71% | 29% |

MT = metric tonnes

1. These volumes are for the seven products that account for roughly 90 percent of producers in the Fairtrade system. The volumes reported are of sales on Fairtrade terms regardless of ultimate market destination.

2. The source for the cotton sales volume figure reported here is different from the prior year, hence a direct comparison is not possible. The 2017 figure comes from the producer sales, reported by their customers and collected by FLOCERT, which is the same source used for the other products in this report. Due to the highly complex nature of the cotton supply chain, some transactions may not be reflected in the above figure. For reference, using the same market sales-based data source as in the previous report, the volume recorded in 2017 was 10,799 metric tonnes giving a growth rate of 33 percent.

3. The reported sugar sales volume for 2016 has been adjusted due to sales being reported after last year's publication deadline. Sugar harvest periods last approximately six months, vary by region, and usually don't coincide with a calendar-based sales reporting period. This mismatch between harvests and reporting period can result in the fluctuation of sugar sales figures on a yearly basis.

RETAIL SALES STAY STRONG

Retail sales of Fairtrade products neared €8.5 billion in 2017, a growth of eight percent from the previous year. The UK, Germany and the US were the largest Fairtrade markets according to retail sales, while more than half of markets with a national Fairtrade organization posted double-digit growth in 2017. Sales in countries without a national Fairtrade organization, i.e. newer Fairtrade markets, grew at a combined rate of 45 percent.

| Country | 2017 (in €) | Growth |
|-------------------------|---------------|--------|
| Australia/New Zealand | 226,040,305 | -6%* |
| Austria | 304,000,000 | 13% |
| Belgium | 145,000,000 | 8% |
| Brazil | 10,539,685 | ** |
| Canada | 296,557,255 | 11%* |
| Czech Republic/Slovakia | 25,659,253 | ** |
| Denmark | 134,317,800 | 15%* |
| Finland | 233,532,569 | 23% |
| France | 561,000,000 | 5% |
| Germany | 1,329,345,276 | 15% |
| Hong Kong | 4,563,458 | ** |
| India | 2,764,715 | ** |
| Ireland | 342,000,000 | 26% |
| Italy | 130,032,000 | 16%* |
| Japan | 93,687,248 | 4%* |
| Korea | 30,478,322 | ** |
| Luxembourg | 13,500,000 | 25%* |
| Netherlands | 290,383,920 | 8% |
| Norway | 120,795,621 | 22%* |
| Philippines | 212,789 | ** |
| Poland | 22,491,011 | 6%** |
| Sweden | 35,243,798 | 12%* |
| Spain/Portugal | 394,375,47 | 12%* |
| Switzerland | | ** |
| UK | 2,013,663,284 | 7%* |
| USA | 994,122,992 | 5%* |
| Rest of world | 96,287,099 | |
| Total | 7,377,96 | |

MORE THAN 30,000

FAIRTRADE



PRODUCTS

ON

SALE

MORE FAIRTRADE SALES, MORE CHOICES: FAIRTRADE SOURCED INGREDIENT MODEL

Fairtrade products make their way to supermarket shelves as single-ingredient products such as packaged cocoa or sugar or cut flowers, or they can be incorporated into multi-ingredient products – cocoa in a chocolate bar, sugar in a biscuit, or flowers in a bouquet.

We are collaborating with our stakeholders to find more flexible solutions to expand sales under Fairtrade terms, with the aim of increasing sales for Fairtrade farmers and workers. Since 2014, companies have been able to purchase Fairtrade certified cocoa, sugar and cotton for use as ingredients in a finished product (called the Fairtrade Sourcing Program). This makes a big difference to producers – in cocoa for instance, sales went from averaging 21 percent growth per year in the period 2010- 2013 to averaging 38 percent growth in 2014-2017, including a 57 percent increase in the past year alone. As of 2018, businesses can extend their commitment

to sustainable ingredient sourcing to any other Fairtrade certified commodity, except bananas and coffee. This greater flexibility should yield more sales and more benefits for farmers and workers, while also allowing a greater choice of sustainable products for consumers than ever before.

* Growth rate is based on local currency ▼ Growth rate reflects an adjusted 2016 figure

** Validated growth rates for countries with a Fairtrade marketing organization are not available due to a change in the reporting methodology.



SUSTAINABLE DEVELOPMENT GOALS

| | | | | | |
|--|--|--|--|--|--|
| 1 NO POVERTY | 2 ZERO HUNGER | 3 GOOD HEALTH AND WELL-BEING | 4 QUALITY EDUCATION | 5 GENDER EQUALITY | 6 CLEAN WATER AND SANITATION |
| 7 AFFORDABLE AND CLEAN ENERGY | 8 DECENT WORK AND ECONOMIC GROWTH | 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE | 10 REDUCED INEQUALITIES | 11 SUSTAINABLE CITIES AND COMMUNITIES | 12 RESPONSIBLE CONSUMPTION AND PRODUCTION |
| 13 CLIMATE ACTION | 14 LIFE BELOW WATER | 15 LIFE ON LAND | 16 PEACE, JUSTICE AND STRONG INSTITUTIONS | 17 PARTNERSHIPS FOR THE GOALS | SUSTAINABLE DEVELOPMENT GOALS |

FAIRTRADE AND THE SDGS



- ALL RELEVANT TO FAIRTRADE
- FAIRTRADE INTERNATIONAL FOCUSES ON 8
- FAIRTRADE IRELAND FOCUS ON FAIRTRADE FIVE IN 2019



GENDER EQUALITY



60-80%
OF GLOBAL FOOD
IS PRODUCED BY
WOMEN

- **FAO – OVERCOMING GENDER INEQUALITIES CAN REDUCE WORLD HUNGER BY 150 MILLION**



FAIRTRADE EXAMPLES

- **MANY COOPS HAVE GENDER QUOTAS FOR PARTICIPATION – COAGRICAL WOMEN PLANTING TREES**
- **GENDER OFFICER AT COOPS (JULIET) ADVOCATE**
- **WOMEN IN COFFEE ASSOCIATION KERICHO – KENYA. GROWING WOMEN IN COFFEE PROJECT**
- **TRANSFER OF COFFEE BUSH OWNERSHIP TO WOMEN.**
- **300 MILLION WOMEN IN KABNGE'TUNY COOP BENEFITTED**
- **TRAINING ON AGRICULTURAL PRACTICES TO INCREASE YIELD AND QUALITY**
- **BURSARY KITTY FOR EDUCATION NEEDS**
- **FAIR REPRESENTATION OF WOMEN ON COMMITTEE FOR VOTING**

Grumpy Mule Supporting Female Coffee Growers through Café Femenino



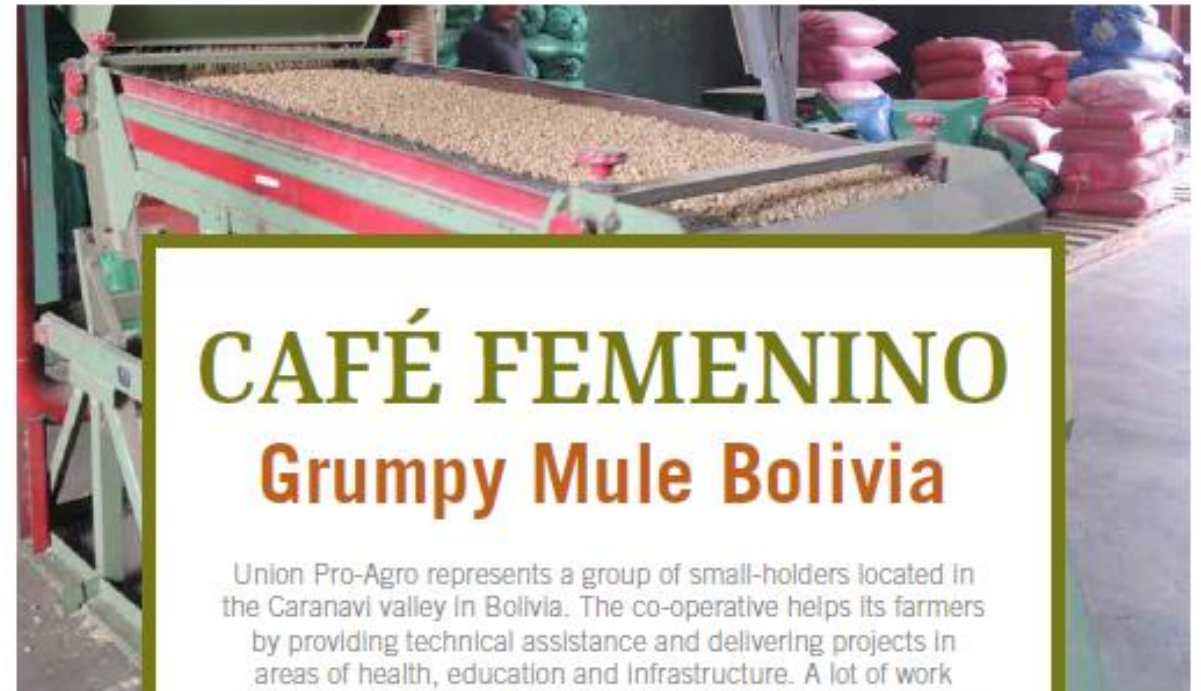
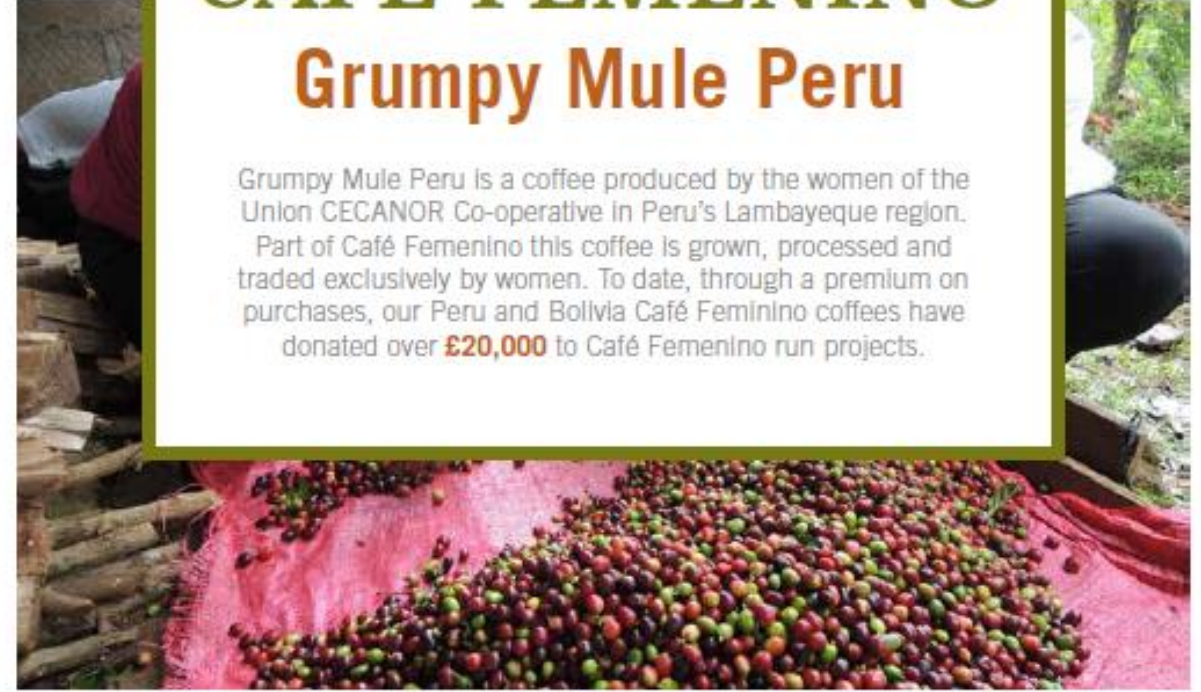
The story of Café Femenino began in 2004 when women farmers from northern Peru began talking with their co-operative leaders about their desire to separate their coffee from the men's. These female members of CECANOR felt they put more care into their production, creating a superior product and wanted to know if there might be a market for women's coffee.

The goal was to empower female farmers using the production and sale of their own product as the vehicle to create social change. Today the Café Femenino Program continues to have a huge impact in the daily lives of many female coffee farmers around the world and creates greater gender equality in families, co-operatives, and communities; something that Bewley's is proud to support.



CAFÉ FEMENINO Grumpy Mule Peru

Grumpy Mule Peru is a coffee produced by the women of the Union CECANOR Co-operative in Peru's Lambayeque region. Part of Café Femenino this coffee is grown, processed and traded exclusively by women. To date, through a premium on purchases, our Peru and Bolivia Café Femenino coffees have donated over **£20,000** to Café Femenino run projects.



CAFÉ FEMENINO Grumpy Mule Bolivia

Union Pro-Agro represents a group of small-holders located in the Caranavi valley in Bolivia. The co-operative helps its farmers by providing technical assistance and delivering projects in areas of health, education and infrastructure. A lot of work has been done to facilitate the incorporation and registration of women (wives and widows) to obtain the deeds to their land enabling them to become coffee farmers in their own right.

13 CLIMATE
ACTION



Climate change is now affecting every country on every continent.

It is disrupting national economies and affecting lives, costing people, communities and countries dearly today and even more tomorrow.

Weather patterns are changing, sea levels are rising, weather events are becoming more extreme and greenhouse gas emissions are now at their highest levels in history.

Without action, the world's average surface temperature is likely to surpass 3 degrees centigrade this century.

#justtransition????

The poorest and most vulnerable people are being affected the most by what we in the western world are doingthat's where Fairtrade can help!

WHAT NEEDS TO BE DONE?

- **Trade Level**

Sustainable trade policy, for example, factors in fairness and protection for the most vulnerable producers.

- **Community Level**

The fostering of a policy and market environment that climate mitigation, carbon reduction, promotes social inclusion and economic wellbeing while living within our planetary boundaries.

- **Accountability level**

Business reporting measures and procurement policies, alongside incentives to change consumer behavior can facilitate more sustainable outcomes by rewarding those in the market who work to a high standard of sustainability.

Environment: Our Footprint

Carbon Emissions



We offset our carbon emissions through the purchase of carbon credits with one of our coffee partners in Honduras

Our business has an established history of offsetting our carbon emissions. Over the last two years, Bewley's UK and Bewley's Ireland have combined to offset our Scope 1 and Scope 2 Carbon Emissions through the purchase of carbon credits from two co-operatives from whom we buy coffee. In 2016 we purchased carbon credits from CEPICAFE in Peru and in 2017 we donated a cheque for \$32,000 to COMISUYL coffee co-operative in Honduras. The team in Honduras have used the money to provide an agronomist to the coffee community to help them increase yields and quality in the coffee they provide. This helps the long-term sustainability of the coffee crop, enabling them to sell the coffee for a higher price as well as improving the efficiency of the harvest. We plan to offset our 2018 emissions with COMISUYL too.

**12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION**



If Global Population Reaches 9.6 Billion by 2050 We Will Need 3 Planets



Why Responsible Consumption and Production?

- **Increase of Socioeconomic growth patterns** are increasing the demand for already constrained natural resources.
- We need to **find just and equitable ways** to meet our needs within the ecological limits of the planet.
- **Our current Sustainable practices** in the production phase of products and services **are not sufficient** responses to meet the science-based targets (emissions reduction, natural resource constraints, growing demand for basic needs such as food, water and sanitation, and access to energy)
- **Consumption patterns need to be made sustainable** to allow for the regeneration of natural resources

• <https://sdgcompass.org/sdgs/sdg-12/>

ACCOUNTABILITY - FAIRTRADE STANDARDS

- ENSURE THAT **ENVIRONMENTALLY SUSTAINABLE PRACTICE** IS ADHERED TO AT FARM LEVEL, AND THAT BUSINESSES ARE AWARE OF BEST PRACTICE.
- **CAPACITY IS BUILT FOR CONTINUOUS IMPROVEMENT TO REDUCE THE IMPACT OF AGRICULTURE** ON THE PLANET.
- **FAIRTRADE PREMIUMS** HAVE BEEN INVESTED BY SOME COMMUNITIES IN BUILDING SUSTAINABLE FARMING SYSTEMS, SUCH AS BETTER IRRIGATION, OR IMPROVING PRODUCTIVITY AND YIELDS WITHOUT USING MORE RESOURCES

GOAL 8: PROMOTE SUSTAINED, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT AND DECENT WORK FOR ALL.

8 GOOD JOBS AND ECONOMIC GROWTH



8 DECENT WORK AND ECONOMIC GROWTH



1.7 Million farmers and workers in the system

DISTRIBUTION OF FAIRTRADE FARMERS AND WORKERS 2016



| Latin America and the Caribbean | |
|--|----------------|
| Fairtrade Farmers | 308,950 |
| Workers on Fairtrade certified plantations | 18,625 |
| Total | 327,575 |

| Africa and the Middle East | |
|--|------------------|
| Fairtrade Farmers | 996,231 |
| Workers on Fairtrade certified plantations | 98,012 |
| Total | 1,094,243 |

| Asia and Pacific | |
|--|----------------|
| Fairtrade Farmers | 173,887 |
| Workers on Fairtrade certified plantations | 69,349 |
| Total | 243,236 |

| World | |
|--|------------------|
| Fairtrade Farmers | 1,479,068 |
| Workers on Fairtrade certified plantations | 185,986 |
| Total | 1,665,054 |

Note: Percentages may not sum due to rounding.

A LIVING INCOME FOR FARMERS

A living income (defined by the living income community of practice) is calculated as the net annual income needed for a household to afford a decent standard of living for all members of that household. That means you need to earn enough to eat nutritiously throughout the year, drink safe water and access healthcare. This would also allow you to send your children to school, live in a decent home, save for unexpected setbacks and allow the elderly to retire with dignity.

Farmers' income often comes from multiple sources such as crop sales, farm business and remittances. To work out whether a farmer achieves a decent living, all of these sources of money are combined and checked against **a living income reference price**. Many of the farmers who grow our food don't come close to earning a living income. It's clear that there is a lot of work to do and many industry players to convince.

Work focuses on getting businesses to pay the living income reference price for commodities like cocoa and incorporate work to improve farmers' productivity and yield, proportion of product sold as Fairtrade

www.fairtrade.net/new/latest-news/single-view/article/cheap-cocoa-is-costing-farmers-dear.html

<http://www.fairtrade.org.uk/Media-Centre/Blog/2018/October/How-much-money-do-you-need-to-live-a-decent-life>

A LIVING WAGE FOR WORKERS

Remuneration received for a standard work week by a worker in a particular place sufficient to afford a decent standard of living for the worker and her or his family. Elements of a decent standard of living include food, water, housing, education, health care, transport, clothing, and other essential needs, including provision for unexpected events.' (GLOBAL LIVING WAGE COALITION 2016)

Fairtrade international are currently conducting a survey among stakeholders about the feasibility of implementing their living wage strategy for workers on Fairtrade Certified banana farms. This strategy includes:

- **Allowing more of the premium to be used for income support**
- **Incorporating a Fairtrade base wage level on Certified farms**
- **revising the minimum price to help pay for improved wages and**
- **Using contributions from retail price and intermediaries**



Fairtrade Campaigns



Fairtrade Campaigns – Community Engagements



- **FAIRTRADE FORTNIGHT 2019 (25 FEB – 10TH MARCH) CREATE FAIRTRADE**
- **Fairtrade Communities**
- **Fairtrade At Work**
- **Fairtrade Colleges**
- **Fairtrade Schools**
- **For the Government: Fairtrade policies, Green Procurement, Fairtrade At Work, Irish Aid**



**WE ARE A FAIRTRADE
WORKPLACE**



FAIRTRADE AT WORK



FAIRTRADE AT WORK



FAIRTRADE AT WORK



FAIRTRADE AT WORK



FAIRTRADE AT WORK



FAIRTRADE AT WORK



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