

FAIRTRADE AND SUSTAINABILITY



FAIRTRADE
FOUNDATION

STRONGER ORGANISATIONS

Fairtrade can enable farmer groups to become stronger businesses. Fairtrade Standards encourage democratic leadership, administrative efficiency, transparent accounting and improved governance. This means that farms are well represented and trust their leadership, which makes the organisation a stronger business partner within the supply chain.

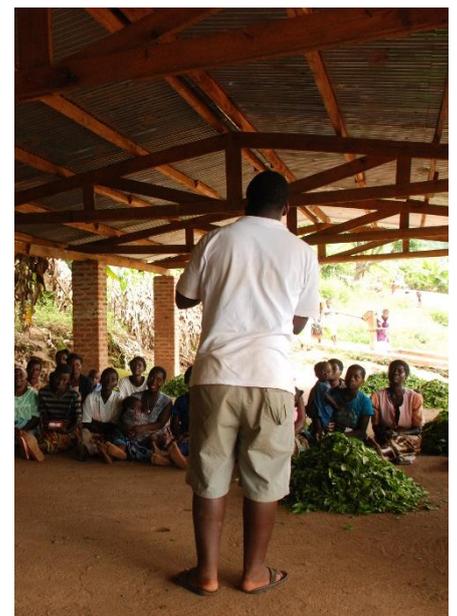
Being part of a strong co-operative can empower farmers, building market knowledge and developing their skills through technical support. This means they have confidence and are more able to expand their enterprises, and benefit from the security of the Fairtrade Minimum Price and Fairtrade Premium.

Being organised as a co-operative means farmers can pool their resources. They can also invest the Premium in long-term assets, such as transport and storage facilities, beyond the reach of individual farmers. Often these assets and long-term trading partnerships mean co-operatives can become more creditworthy, which brings a much-needed injection of cash into their businesses and improves economic sustainability – not just good for farmers but the whole supply chain.

For workers, Fairtrade Standards mean they become more organised and join together to negotiate better terms of employment. By forming Premium Committees to decide how to spend their Premium, they can develop skills to benefit the wider community. [Latest data](#) shows around 14 percent of the Premium in plantations was used to support workers' organisations and training.

Investment in Fairtrade producer networks, the regional associations that Fairtrade certified producer organisations may join if they wish, means that resources are channelled to support and represent small-scale farmers, workers and other producer stakeholders. Producer representation also makes up 50 percent of Fairtrade International's General Assembly.

Being part of the Fairtrade network also means that farmers and workers are able to share knowledge with each other and learn from other organisations about how to improve. Many have the opportunity to travel on exchange visits to meet other Fairtrade certified organisations to share ideas, experiences and struggles, and see what they have accomplished through being part of Fairtrade.



CASE STUDIES

COTTON

Research due to be published soon has found that 80 percent of Fairtrade cotton farmers in India believe that the level of cooperation in their community has increased after joining Fairtrade.



WINE

Workers from Cilmor wine farm in South Africa were able to benefit from an exchange trip by visiting Fairhills Wine Estate in the Western Cape. They learnt about various projects established through Fairtrade and found out how they could harness the support from retailers and government departments that resulted from being Fairtrade certified.

Fairhills has received funding for projects such as a library, computer centre and a new primary school, which means they can use their Premium to fund day-to-day running costs. By travelling to see Fairhills, Cilmor workers were left with plenty of food for thought on how they can start similar projects with their Premium.



Children using the computer centre at Fairhills Wine Estate, South Africa

WHAT'S THE LINK TO THE SUSTAINABLE DEVELOPMENT GOALS?

The [Sustainable Development Goals \(SDGs\)](#) are a new set of global targets for future international development. They follow and expand on the Millennium Development Goals, which expire at the end of 2015. UN member states will be expected to use the SDGs to frame their agendas and policies over the next 15 years.

Fairtrade's work on building stronger organisations delivers towards the following SDGs:

- Goal 2 - end hunger, achieve food security and improved nutrition and promote sustainable agriculture