

# BREAKING FAST

WHY IT'S TIME TO WAKE UP TO THE HUNGER BEHIND OUR BREAKFAST



**MEDIA BRIEFING / FEBRUARY 2016**



**FAIRTRADE  
FOUNDATION**

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Breakfast – many of us know it as the most important meal of the day. Many of us will decide when we choose to break our fast and sit down for our first meal. Yet many of the farmers who provide items for our breakfast table don't earn enough to feed themselves or their families properly all year round.

In the UK, we drink around 70 million cups of coffee daily in an industry worth £941 million a year<sup>1</sup>. Millions of farmers are going hungry, missing meals or, worse, facing a year-round struggle to get enough food to eat, despite working long hours to provide for consumers in the West first and their families second. It's a similar story for many of the producers who supply us with cocoa for the UK's £4 billion-a-year chocolate confectionery market<sup>2</sup>, or the £700m banana market<sup>3</sup> and the £495m tea market<sup>4</sup>. The current system is broken and farmers are paying the true cost on our behalf.

Seasonal hunger is common to coffee and cocoa smallholder farmers who harvest once and twice a year respectively. One or two annual payments are meant to see a family fed, clothed, housed, educated and healthy throughout the year.

**BEFORE FAIRTRADE, WE WEREN'T COVERING OUR COSTS WHICH MEANT WE HAD TO BUY LESS FOOD FOR THE HOUSEHOLD... I HAD EITHER BREAKFAST OR LUNCH... THE PORTIONS WERE SMALL AND DIDN'T LEAVE US FULL... WE HAD TO MEASURE THE AMOUNT OF FOOD: THE RICE, THE MEAT... THOSE WERE CRITICAL TIMES... NOWADAYS WE GET PAID A REALLY GOOD PRICE. IT'S ENOUGH FOR OUR EDUCATION AND OUR NOURISHMENT...**

*Leonidas Jiménez Chaparro, banana farmer, BANAFRUCOOP, Colombia*



# SUMMARY: THE HUNGER BEHIND OUR BREAKFAST

The lean period between harvests when the money has run out and household food prices are high might go by different names, but each is blunt in its description – the hungry months, the thin months, the months of the big stomach, or the ‘Chulga’ (meaning ‘food suffering’).

And while those who work on banana or tea plantations don’t necessarily name periods, as they don’t experience a single acute period of need, poor pay leaves them with persistent hunger throughout the year.

This is wrong. Fairtrade and its supporters believe farmers and workers should be able to earn enough from the food they produce for the rest of us, so that they can afford to feed their families throughout the year.

Fairtrade can offer food security for many of the farmers and workers in its system but more needs to be done – by consumers, companies and governments to ensure farmers around the world can earn enough to move out of poverty. And stay there.

The consequences of food insecurity at its worst are brutal and include malnourishment, stunting, deteriorated cognitive capacity, greater susceptibility to illness and infant mortality.

**Fairtrade is calling on governments, businesses and communities to stand up for farmers – this Fairtrade Fortnight they can show solidarity by sitting down for breakfast.**



**SMALLHOLDER COFFEE FARMERS IN THREE CENTRAL AMERICAN COUNTRIES WERE FOUND TO HAVE NO GUARANTEE OF FOOD SECURITY FOR 3-4 MONTHS EVERY YEAR<sup>5</sup>**



**65% OF COCOA FARMERS IN CÔTE D’IVOIRE LACK ENOUGH RESOURCES FOR FOOD DURING JULY AND AUGUST. 80% LIVE ON LESS THAN 40P A DAY PER PERSON<sup>6</sup>**



**IN THE WORLD’S MAIN TEA PRODUCING REGIONS MORE THAN 30% OF CHILDREN ARE MALNOURISHED – RESULTING IN STUNTED PHYSICAL AND MENTAL DEVELOPMENT. IN MALAWI, THIS RISES TO 50%<sup>7</sup>**



**500 MILLION SMALL FARMS PROVIDE UP TO 80 PER CENT OF FOOD FOR MOST OF THE DEVELOPING WORLD<sup>8</sup>**



**OVER 90% OF THE WORLD’S COCOA AND 80% OF COFFEE IS GROWN BY SMALLHOLDERS<sup>9</sup>**



**AN ESTIMATED 400 MILLION SMALLHOLDER FARMERS ARE UNDERNOURISHED<sup>10</sup>**

# WHAT'S WRONG WITH OUR BREAKFAST?

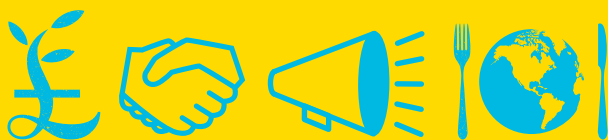
When farmers do not receive a fair price for their produce they struggle with a whole range of challenges, including finding the resources to invest in their farms and to help adapt to climate change, and the movement of young people away from the farms. These threats to their farms' sustainability could mean that the foods we enjoy could become increasingly expensive and scarce in the longer term.

Last year saw a worldwide commitment to end hunger with the Global Goals (also known as the Sustainable Development Goals, or SDGs).

By paying a fair price we can help move towards the Global Goal of reducing poverty.

Stronger food security is another of the many goals that Fairtrade can contribute to. **But this needs action from all.**

During Fairtrade Fortnight 2016, we're calling for action for the people behind our breakfast, from tea and coffee to bananas and cocoa, by setting out a four-point agenda to help tackle their food insecurity.



## FAIRTRADE'S FOUR-POINT CALL

### 1. FAIR PRICES FOR ALL

Farmers must be paid fair prices.

Consumers can help by getting behind Fairtrade. Businesses can help by committing to fair prices for the produce they buy, prices that allow farmers and workers to meet the needs of their families today, and build for the future. Governments can help with policy incentives for companies that act more fairly and sustainably, and clamp down on those that don't move on from abusive practices.

### 2. REMOVE UNFAIR TRADE RULES

Unfair subsidies and tariffs cut out farmers from the markets they rely on for sales. And farmers are often at the mercy of buyers and traders who can pressurise them to accept low prices.

Governments must address unfair trade rules that privilege richer countries at the expense of developing countries, undermining farmers' ability to sell their produce.

Businesses can help by committing to long-term, trusting relationships with the producers they buy from, agreeing fair contracts, and clamping down on unfair trading practices in their supply chain.

### 3. STAND UP FOR HUMAN RIGHTS

Poor food security can be closely linked to poor workers' rights and gender discrimination, which result in poor job security and wages. Action to improve workers' rights and women's rights can help improve both. Businesses can help by encouraging the work of trade unions and action to improve women's rights in their supply chains. Governments can help through robust national policies that support improved workers' rights and women's rights in supply chains.

### 4. FAIR INVESTMENT TO END HUNGER

Farmers need the right investment to face an uncertain future. They need support to adapt to climate change, support to improve the rights of women and workers, investment in basic services like health and education, and the expertise to compete in tough export markets. The UK government can help by backing development programmes which tackle these challenges, so that farming communities can look to the future with confidence. Companies can help by making these crucial investments in their own supply chains, in partnership with organisations such as Fairtrade.

# HUNGER AND THE GLOBAL GOALS

The world has just made a new commitment to end hunger. In September 2015, 193 UN member states – including the UK Government – agreed to the Global Goals.<sup>11</sup> Among other targets, the goals aim to end hunger for the remaining 795 million people in the world without enough food. One of the ways in which world governments plan to tackle hunger is by encouraging farmers to produce more, higher value food for export.<sup>i</sup>

The idea is that with more export income, people will be able to buy the extra food and other things they need. For example, African agricultural exports are on the up, and are forecast to increase by 80 percent to US\$20 billion by 2030 from US\$11 billion in 2000.<sup>12</sup>

But it's not that simple. Ironically, many of the world's hungry people are already involved in the production and supply of food to other parts of the world.

We need governments and businesses to fully take on board that food security for the farmers and workers who sell their food to us only happens if that trade is fair, and if the other underlying issues which get in the way of tackling hunger are also addressed. The UK Government must now make good on its commitment under the Global Goals to improve food security for smallholder farmers and rural workers. Companies too must do more to ensure their supply chains pay not just for them, but for the producers at the other end as well.



## FAIRTRADE AND THE GLOBAL GOALS

Delivering decent work and fair incomes is at the very heart of what Fairtrade does. These are vital building blocks for delivering food security for farmers and workers. The following Global Goals are critical for eliminating food insecurity and are also core to Fairtrade's mission.

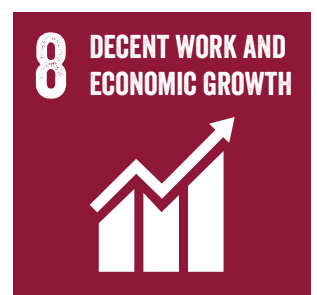
### GOAL 2 ▶

'End hunger, achieve food security and improved nutrition and promote sustainable agriculture... By 2030, double the agricultural productivity and incomes of small-scale food producers...'



### GOAL 8 ▶

'Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all'<sup>13</sup>



<sup>i</sup> For example, Global Goal 17.11 calls to 'Significantly increase the exports of developing countries, in particular with a view to doubling the least developed countries' share of global exports by 2020'

# HUNGER AND FOOD SECURITY EXPLAINED

## THE FOUR MAIN COMPONENTS OF FOOD SECURITY

### 1. AVAILABILITY

There is a reliable and consistent source of quality food.

### 2. ACCESS

People have sufficient resources to produce and/or purchase food.

### 4. STABILITY

People's ability to access and utilize food that remains stable and sustained over time.



### 3. UTILIZATION

People have the knowledge and basic sanitary conditions to choose, prepare, and distribute food in a way that results in good nutrition.

Source: FAO

Hunger, or undernutrition, happens when someone doesn't get enough to eat to stay healthy. Hunger can also result from poor quality food, which may be cheap but offers poor nutrition.

One of the common effects of long-term, chronic hunger is stunting – children simply don't grow as a result of poor diet. If left unaddressed, the physical and mental damage can be irreversible. Hunger also makes children more vulnerable to disease and early death.

'Food security' means addressing immediate nutritional needs, but also addressing the underlying causes of hunger. For a farmer or worker to be food secure, good quality food needs to be reliably available. They need to be able to buy or grow that food, and prepare it in a healthy way, all year round. Achieving food security can be closely related to job and income security, the availability of food in the market place, food prices, crop yields, favourable weather and much more.

'Food sovereignty' is also very important for farmers in the developing world. It goes beyond technical descriptions of food security, and frames food in terms of rights. It is commonly defined as 'the right of peoples to healthy and culturally appropriate food produced through ecologically sound and sustainable methods, and their right to define their own food and agriculture systems.'<sup>14</sup>

## FACING UP TO AN UNCERTAIN FARMING FUTURE



### The farmers and workers growing our breakfast face many other pressures.

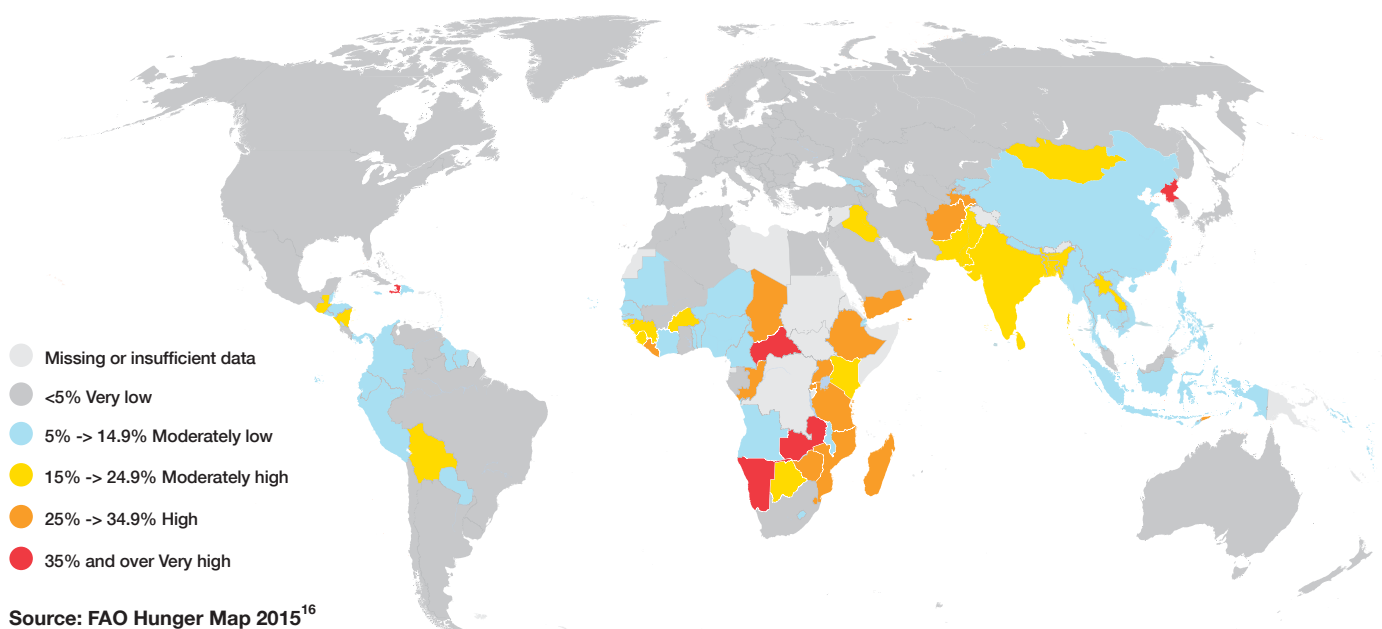
Climate change is leading to increased plant disease and reduced productivity for cocoa farmers in West Africa and coffee farmers in Latin America. In 2015, late rainfall in Côte d'Ivoire led to a poor harvest for many cocoa farmers an example of the kind of adverse weather that is occurring more frequently. Predictions by climate scientists suggest that many crops will be harder to grow in the future.

Combined with the problem of low prices, the pressures are leading many young people to leave farming in the hope of other work.

Some analysts are now predicting that coffee and cocoa will be much more scarce in the future, unless action is taken to help farmers adapt and invest for this changing world.

# THE HUNGER BEHIND OUR BREAKFAST

The Food and Agriculture Organization of the United Nations (FAO) estimates that just over one in every nine people (about 795 million) around the world are hungry.<sup>ii</sup> In Africa, the figures are proportionally much higher. UN estimates for sub-Saharan Africa for 2014-2016 indicate a rate of undernourishment of almost 23 percent. Poor nutrition is responsible for almost half the number of deaths in children under five – 3.1 million every year.<sup>15</sup>



There is a striking correlation between global hunger and the countries that grow much of the food and drink that ends up on our breakfast tables. For example, Malawi and India grow tea, Côte d'Ivoire produces cocoa and Ethiopia produces coffee.

The role played by small farms is crucial for tackling hunger. And yet, ironically, nearly half of the world's hungry people are estimated to live on small farms.<sup>17</sup> A vast number of small farms – 500 million – provide an estimated 80 percent of the food in much of the developing world. They also provide much of our food in developed countries like the UK, especially for products such as coffee, bananas and tea.<sup>18</sup>

Alongside smallholder farmers, 400-600 million agricultural workers are estimated to work on plantations.<sup>19</sup>



**500 MILLION SMALL FARMS WORLDWIDE, MOST STILL RAIN-FED, PROVIDE UP TO 80% OF FOOD CONSUMED IN A LARGE PART OF THE DEVELOPING WORLD<sup>8</sup>**



**30 MILLION SMALL FARMS PRODUCE MOST OF THE WORLD'S COFFEE AND COCOA<sup>9</sup>**



**400-600 MILLION AGRICULTURAL WORKERS ARE ESTIMATED TO WORK ON PLANTATIONS<sup>20</sup>**

In the next section, we look more closely at the challenges faced by some of these farmers and workers.

ii 'Hunger' is used synonymously with 'undernourishment' in most food security literature

# THE COST OF FOOD INSECURITY

Farmers and workers producing crops for export supply chains face a number of challenges that mean they can struggle to be food secure. A particularly important challenge is income. Farmers growing cash crops often rely heavily on the money they receive from selling what they grow so that they can buy other services and foods they cannot grow themselves. The terms of trade can be unfair and prices volatile.

While conditions for agricultural workers vary considerably, many experience low wages, poor living and working conditions, and poor employment rights, especially seasonal and migrant workers. These factors often lead to poor food security among workers and their families.<sup>21</sup>



**THE CAUSES OF SEASONAL HUNGER INCLUDE LACK OF ACCESS TO FOOD, HIGH FOOD PRICES, LACK OF FOOD STORAGE SPACE, ENVIRONMENTAL INSTABILITY AND LACK OF DIVERSIFIED CROPS.**

When people do not even get paid enough to cover all their household expenses it can lead to some difficult decisions. Parents may skip meals to save money to be able to send their children to school. When the unexpected happens, such as illness in the family or an accident, this might mean a medical bill has to be paid, leaving less money for food. If a harvest fails or can't be sold for a high enough price, incomes have to stretch further. But being able to grow some of the household's food themselves, or having some savings or getting better prices, means that families can cope better with these emergencies.

Alongside this immediate impact on families, poor food security also holds back long-term development and sustainability. If farmers are making tough choices between food on the table, health and education, and investment in their farms for the future, then something has to give.



**A PLANTATION WORKER CAN SPEND UP TO 80% OF THEIR INCOME ON FOOD<sup>22</sup>**

## THE SEASONAL HUNGER BEHIND COFFEE AND COCOA

Seasonal hunger is common to coffee and cocoa smallholder farmers, who harvest once and twice a year respectively. One or two annual payments are meant to see a family fed, clothed, housed, educated and healthy throughout the year.

The lean period between harvests when the money has run out and household food prices are high might go by different names but each is blunt in its description – the hungry months, the thin months, the months of the big stomach, seasons of hunger, times of silence and the months of water.

**ACROSS THE WHOLE FAIRTRADE SYSTEM IS A VISION OF NON-DEPENDENCY ON THE PRODUCTION OF COFFEE. INSTEAD WE BELIEVE THAT OUR FARMS SHOULD HELP US ON FOOD SECURITY, GIVE US WHAT OUR FAMILIES NEED...**

Fatima Ismael, General Manager, SOPPEXCCA, Nicaragua





# THE COST OF FOOD INSECURITY

People who are 'seasonally hungry' are undernourished for part of the year. When times are hard they may have some access to food but cut back on the number of meals or the quality of food. They can end up lacking the nutrients, vitamins and minerals they need to function well. This can lead to stunting, to weakened immune systems and more vulnerability to disease and infection. Children are particularly vulnerable, as periods of undernutrition can hinder both their physical and mental development.

Seasonal hunger is a serious problem for many coffee and cocoa farmers. Smalholder coffee farmers in three Central American countries were found to have no guarantee of food security for 3-4 months every year.<sup>23</sup> In Côte d'Ivoire, 65 percent of cocoa farmers lack enough resources for food during July and August. And 80 percent live on less than £1.70 a day.<sup>24</sup>

These figures should shock us. The growers of many coffee and chocolate products don't have a stable or high enough income to guarantee the basic needs of their families.



## CHRONIC UNDERPRICING IN BANANAS AND TEA

**BEFORE FAIRTRADE, THERE WERE DAYS WE ONLY HAD ONE MEAL A DAY. THERE WASN'T ENOUGH. SINCE WE JOINED, EVERYTHING HAS CHANGED. WE HAVE ALL OUR DAILY MEALS.**

*Julio Mercado Cantillo, banana farmer, BANAFRUCOOP, Colombia*

Smallholder banana and tea growers harvest throughout the year, and therefore don't experience seasonal hunger in the same way as coffee and cocoa farmers. Their income tends to be more stable and predictable. But still many report that they often struggle to put enough nutritious food on their own tables, or afford more than one meal a day.

Many growers of tea and bananas must contend with persistently low prices for their crop and high household food prices. For example, the cost of banana production in countries such as the Dominican Republic and Ecuador has doubled while the prices of bananas sold at retail has halved, putting pressure on prices all the way down the supply chain.<sup>25</sup>

For plantation workers in tea and bananas, there is a very close link between food security and wages. Plantation workers can spend up to 80 percent of their income on food. Poor living and working conditions have a direct link to food security, and when coupled with a malnourished workforce susceptible to disease can create additional health costs, reduce working hours and productivity, and therefore wages, reducing income necessary to buy food.<sup>26</sup>

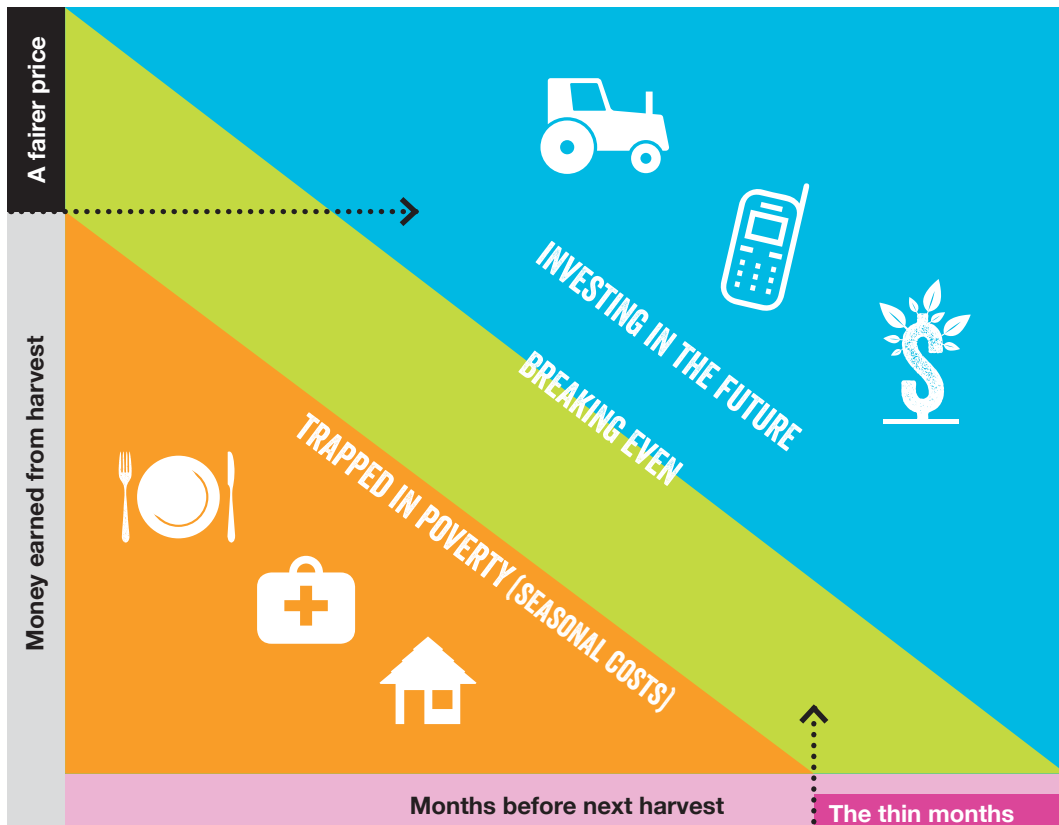
# FAIRTRADE AND FOOD SECURITY: CASE STUDIES

Fairtrade can make a difference to food security. When farmers and workers are paid fairer prices within a fairer trading relationship, selling a decent proportion of their produce on Fairtrade terms, they can then become less vulnerable and experience less risk, with improved incomes, benefits and food security.

Whether it's the extra cash in their pockets or being able to expand their farms to grow more food to eat, Fairtrade means many farmers and workers are able to do what we take for granted – put enough food on the table for the people they care about, all year round. When times are hard they are likely to have more assets to fall back on, and worry less about how they will feed their families.

When businesses commit to fairer trading relationships, export farming is much more likely to deliver on food security.

## SEASONAL HUNGER AND A FAIRER PRICE FOR COFFEE AND COCOA FARMERS



- Farmers and their families
- have to make hard choices
- between food and other
- household needs

# FAIRTRADE AND FOOD SECURITY: CASE STUDIES

## FAIR PRICES AND FAIR TERMS OF TRADE

Simply raising the incomes of farmers and workers does not automatically improve food security. But better prices mean more money to buy food and the opportunity to invest in generating other food sources, such as growing new crops, better productivity or value addition.

A study by the Center for Evaluation (CEval) at Saarland University<sup>27</sup> found that, in all the regions researched, small-scale farmers benefiting from Fairtrade enjoyed higher and more stable incomes than producers in the respective comparison groups. An increase in income can lead to households being able to save more easily and eventually also being able to invest more, which the study was able to prove quantitatively.



## FAIRTRADE MINIMUM PRICE

The Minimum Price acts as a safety net, calculated to cover the average costs of sustainable production for a producer group's region. Recent research in Colombia found that there was noticeably smoother cashflow for smallholders belonging to co-operatives.<sup>28</sup> It has also been found that smallholder farmer co-operatives supplying the Fairtrade market were more likely than other producers to have contracts with exporters and, with experience from these relationships, they could negotiate better prices and trading terms.

Banana farmer Julio Mercado Cantillo, 57, lives on his farm in Macondo, Colombia, with his wife Alicia, children and grandchildren. For Julio, one of the benefits of Fairtrade has been better and more stable prices for his bananas, which has improved his income and the food security of his family.

**'When we began growing bananas, it was tough. There were some days when we only had one meal,' he says. 'Since we joined Fairtrade, everything has changed. We have all of our daily meals.'**

Julio and Alicia have also managed to buy farm animals because of the prices they get for their bananas. That provides an extra source of food, and the opportunity to bring in more income by selling the animals.

Fairtrade has also meant more knowledge about the export market.

**'Before, we didn't have information, there was no communication. They didn't explain anything to us and we didn't know where our product would end up,' Julio says. 'Since we started, with the certification we got from FLOCERT,<sup>iii</sup> we now have training. We gather together and they will explain and tell us where our bananas are going.'**

iii FLOCERT ([www.flocert.net](http://www.flocert.net)) certifies Fairtrade products against Fairtrade Standards.

# FAIRTRADE AND FOOD SECURITY: CASE STUDIES



## FAIRTRADE PREMIUM

The Premium is an extra sum of money farmers and workers receive to invest in business or community projects of their choice. Farmers have used Premium funds to support training, for example in climate change adaptation, as well as for resources such as crop seeds or beehives, so that they can begin branching out into other crops. For workers, the Premium can increase and improve in-kind benefits, such as education scholarships, which means saving money that can be used for food.

Research at Satemwa Tea Estate in Malawi has shown that one of the most significant benefits that workers believe Fairtrade certification has supported them with is food security. Workers chose to use the Premium to subsidise maize, buying it during the months of plenty and then selling it at low cost to workers during the lean months.<sup>29</sup>

Tsala Mwale, 28, a worker (and mum) at Satemwa, says: **'On a day-to-day basis, my life would have been extremely difficult without Fairtrade. Take maize, which is very expensive, I could not afford to buy for my family and feed them, but the allocations from Fairtrade make a difference.'**

Meanwhile, Jane Sepkazi, 36, a member of Sireet OEP tea co-operative in Kenya, is one of the farmers who have been trained to grow different crops as part of her organisation's plan to increase food security for farmers. The idea is to make farmers less reliant on tea for their income and offer ways to use their land to produce food.

Jane lives on her 0.2-hectare farm with her parents and two children and as well as tea, she has chickens and a kitchen garden. She says: **'I've been taught on poultry keeping, other than just relying on tea plant.'**



## EMPOWERMENT

Fairtrade supports farmers and workers to become better organised, better placed to negotiate trade and wage deals, get access to credit and have an equal voice in the Fairtrade system. Fairtrade's approach to establishing democratic, transparent farmer and worker organisations contributes to greater inclusivity for men, women and young people.

# FAIRTRADE AND FOOD SECURITY: CASE STUDIES



## EQUAL HARVEST

Women are a pivotal part of food security – not only in food and cash crop production, but also as decision-makers on how household and business income should be allocated. Women make up 43 percent of the agricultural labour force in developing countries.<sup>30</sup> It is widely accepted that in female-headed households and households in which women allocate resources, a family is better fed.

Luz Marina García Ruíz, part of Fairtrade coffee co-operative Asprocafé Ingrumá in Colombia, runs training for women like Ana Lucia Taba as part of a Premium-funded women's programme. The training supports them to grow other food and set up small chicken rearing businesses on their coffee farms. This not only improves the diversity of food and income available for the family but also boosts women's self-esteem and keeps indigenous traditions alive.

Ana Lucia says: **'We learned a lot with the trainings. We started with the vegetable kitchen garden, which we didn't have before... we sell three or four chickens and with that money we can buy rice... or whatever we need at home.'**

## PARTNERSHIPS

Fairtrade brings together businesses, shoppers, campaigners, farmers and workers in a unique partnership to take collective action. Additional funding and stronger partnerships with businesses enable farmers and workers to address factors associated with food security such as adding value to supply chains, increasing productivity, improving business expertise and fighting the effects of climate change.



# FAIRTRADE AND FOOD SECURITY: CASE STUDIES



## SIT DOWN FOR BREAKFAST, STAND UP FOR FARMERS

Fairtrade Fortnight 2016 is a prime example of how Fairtrade's unique partnerships can tackle important issues such as food security. From February 29 to March 13, campaigners will be holding Big Fairtrade Breakfasts up and down the country – and waking others up to the challenges facing farmers and workers. Shoppers around the country will be able to hear real stories first-hand from the people behind breakfast products such as coffee. Businesses have pledged to get behind the campaign and we'll be asking politicians to show their support.

## FAIR TRADE DEALS

World governments are looking to trade as a driver of economic growth and poverty reduction, which is why it is central to the Global Goals. When trade systems are designed with sustainable development in mind, they can boost incomes, tackle poverty and deliver a lasting impact. But trade systems and trade liberalisation can often work against farmers and workers. Subsidies and tariffs hold back poorer countries from accessing markets, while poorly managed liberalisation undermines livelihoods without adequate support for those affected.

Our *Show Your Hand* campaign called for trade policy to strive for coherence with the Global Goals, through robust sustainable development impact assessments of trade deals, prioritisation of development goals by trade negotiators and by ensuring adjustment support where adverse impacts on poverty are unavoidable.



# CONCLUSION

The commitment in the Global Goals to address hunger comes at a time when we are seeing an explosion of interest in boosting agriculture across the developing world. Policymakers are right to recognise the need to address hunger among farmers and agricultural workers, and the importance of agriculture as part of boosting jobs and economies.

But there is a danger of assuming that more investment will automatically lead to improved food security, or that any agricultural job is better than no job. It's not that simple, and it's not enough.

The experience of many farmers and workers around the world today is that prices paid for their hard-grown produce are too low, and their trading relationships too unreliable, reducing the security of their livelihoods. Many are experiencing poor food security, with millions vulnerable to hunger and all the human cost that implies.

Meeting the rights of farmers and agricultural workers to food will take more than investment capital. It demands a new approach to our relationship with them.

**We need to break their fast, fast!**

## MAKE YOUR BREAKFAST COUNT

We're encouraging everyone to sit down for a Big Fairtrade Breakfast and stand up for farmers and workers this Fairtrade Fortnight. We hope the message will be shared far and wide – the more we act together to support farmer livelihoods, the better chance we all stand to tackle hunger for farmers, and build healthy, sustainable and fair food for all.

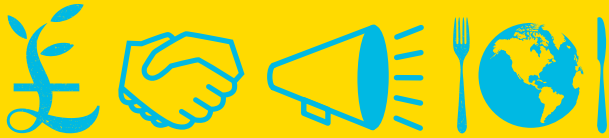
## FAIRTRADE AND UK FARMERS

Milk, eggs, bread, cereal, bacon – we know there's more to breakfast than just Fairtrade, with plenty ending up on our plates from hard-working UK farmers. While the focus of this report is on farmers in developing countries, we also need a sustainable future for UK farmers. Although they do not experience food insecurity in the same way as farmers in developing countries, many of the same principles about paying them a fair price that meets the true costs of production, incentivising fair and sustainable agricultural practices, and ensuring farm workers are paid fair wages, also apply. We encourage people to support their local farmers, and farm assurance schemes that offer the highest ethical, animal welfare and organic and sustainable farming standards.

**When we sit down for breakfast, let's stand up for farmers everywhere.**



# FAIRTRADE'S FOUR POINT CALL TO ACTION



## FAIRTRADE'S FOUR-POINT CALL

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Farmers must be paid fair prices.

Consumers can help by getting behind Fairtrade. Businesses can help by committing to fair prices for the produce they buy, prices that allow farmers and workers to meet the needs of their families today, and build for the future. Governments can help with policy incentives for companies that act more fairly and sustainably, and clamp down on those that don't move on from abusive practices.

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Unfair subsidies and tariffs cut out farmers from the markets they rely on for sales. And farmers are often at the mercy of buyers and traders who can pressurise them to accept low prices.

Governments must address unfair trade rules that privilege richer countries at the expense of developing countries, undermining farmers' ability to sell their produce.

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Poor food security can be closely linked to poor workers' rights and gender discrimination, which results in poor job security and wages. Action to improve workers' rights and women's rights can help improve both. Businesses can help by encouraging the work of trade unions and action to improve women's rights in their supply chains. Governments can help through robust national policies that support improved workers' rights and women's rights in supply chains.

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Farmers need the right investment to face an uncertain future. They need support to adapt to climate change, support to improve the rights of women and workers, investment in basic services like health and education, and the expertise to compete in tough export markets. The UK government can help by backing development programmes which tackle these challenges, so that farming communities can look to the future with confidence. Companies can help by making these crucial investments in their own supply chains, in partnership with organisations such as Fairtrade.



# REFERENCES

- <sup>1</sup> The British Coffee Association, [http://www.britishcoffeeassociation.org/about\\_coffee/coffee\\_facts/](http://www.britishcoffeeassociation.org/about_coffee/coffee_facts/) accessed February 2016
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