



FAIRTRADE, CLIMATE CHANGE AND ECONOMIC JUSTICE

**CHOOSE THE WORLD
YOU WANT**



FAIRTRADE

WHAT MADE YOU THINK 'I NEED TO TAKE ACTION ON THIS' ABOUT THE CLIMATE CRISIS?



WHAT DOES THE CLIMATE CRISIS MEAN FOR FAIRTRADE PRODUCERS



'CLIMATE CHANGE IS A GLOBAL ISSUE. WE, THE FARMERS, HAVE TO DEAL WITH ITS CONSEQUENCES EVERY DAY.'

- MORE VOLATILE, LESS PREDICTABLE SEASONS MAKE AGRICULTURE HARDER
- HEAVY RAINS CAUSE MORE PLANT DISEASES
- WEATHER EXTREMES LEAD TO A LACK OF FOOD



ZEDDY ROTICH
FAIRTRADE-KABINETUNY WOMEN IN COFFEE
KERICHU COUNTY, KENYA

'WE FEAR LESS COFFEE IN FUTURE BECAUSE OF CLIMATE CHANGE. WE'VE HAD PROLONGED DRY SPELLS AND THE TEMPERATURE IS TOO HIGH.'

- MANY FAIRTRADE CROPS – ESPECIALLY COFFEE – ARE EXTREMELY VULNERABLE TO SMALL CHANGES IN TEMPERATURE
- 25% OF CURRENT COFFEE FARMS IN BRAZIL & 37% IN INDONESIA LIKELY TO BE LOST TO CLIMATE CHANGE IF NO ACTION IS TAKEN
- HUGE GROWTH IN FUNGAL DISEASES HAVE DESTROYED COFFEE PLANTS IN PAST DECADE



'CLIMATE CHANGE IS RESPONSIBLE FOR A DECLINE IN PRODUCTION AND POOR GROWTH OF OUR CROPS'

- MORE FREQUENT DROUGHTS, WET SEASONS AND WEATHER EXTREMES HIT PRODUCTION & CAUSE PLANT DISEASES
- FARMERS RECEIVE LOWER INCOMES
- 97% OF TEA SMALLHOLDERS IN ASSAM SAY CLIMATE CHANGE IS THREATENING THEIR FUTURE

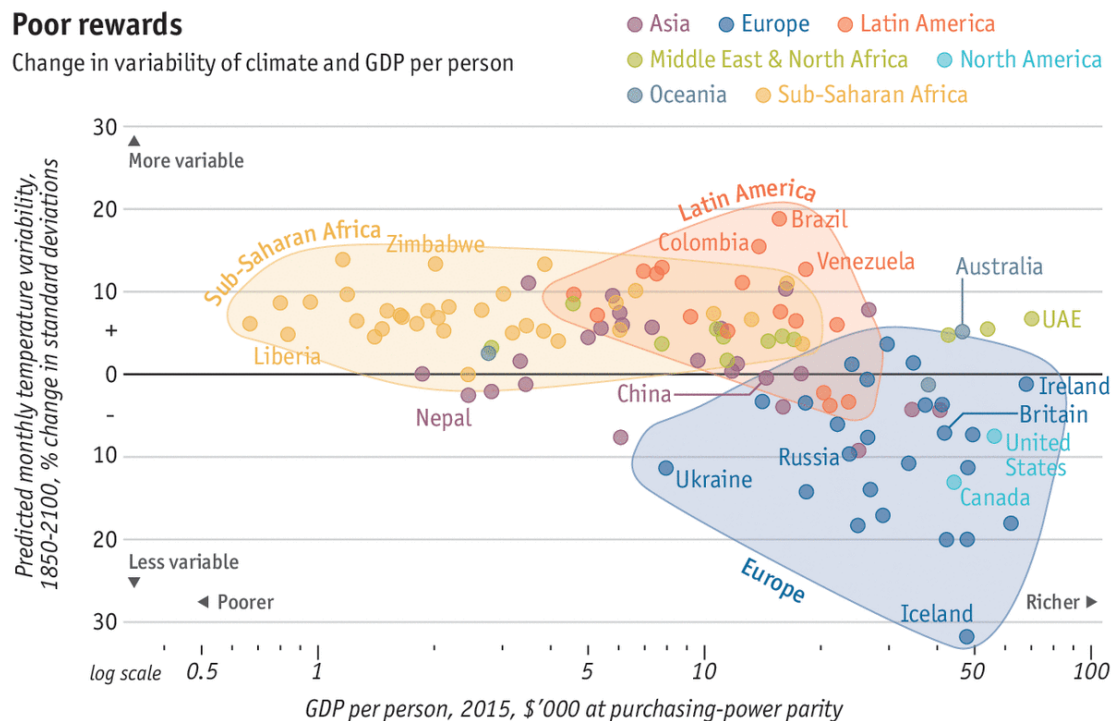
CONTRIBUTED THE LEAST, BUT HIT THE HARDEST



FAIRTRADE

Poor rewards

Change in variability of climate and GDP per person



Source: "Climate models predict increasing temperature variability in poor countries",
by Sebastian Bathiany, Vasilis Dakos, Marten Scheffer and Timothy M. Lenton, *Science Advances*, May 2018

Economist.com

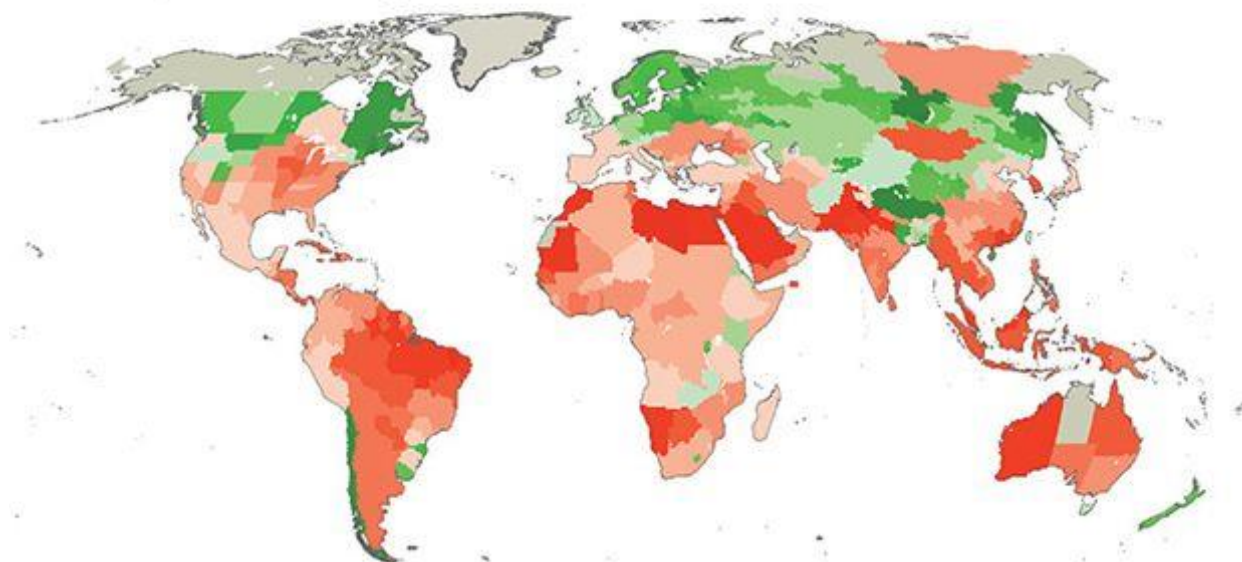
- FAIRTRADE FARMERS CONTRIBUTED THE LEAST TO CLIMATE CRISIS – BUT ARE ALREADY FEELING THE WORST EFFECTS
- 21 PEOPLE FROM COTE D'IVOIRE HAVE SAME CARBON FOOTPRINT AS ONE PERSON IN THE UK
- FARMERS IN THE GLOBAL SOUTH HAVE LOWER RESILIENCE TO FACE THE IMPACTS OF CLIMATE BREAKDOWN.

CONTRIBUTED THE LEAST, BUT HIT THE HARDEST



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Estimated impact of +3 degrees C change on crop yields by 2050



- TOO MANY FARMERS BARELY EARN ENOUGH TO MAKE ENDS MEET AS IT IS, EVEN WITHOUT FACTORING IN DECLINING YIELDS AND ADAPTATION COSTS.
- FARMERS NEED A LIVING INCOME, SO THEY HAVE THE POWER TO EFFECTIVELY FIGHT THE CRISES AFFECTING THEIR COMMUNITIES AND CONTINUE WITH THEIR LIVELIHOODS SUSTAINABLY.

WHAT WILL HAPPEN WITHOUT ACTION?



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- **50% LESS LAND SUITABLE FOR COFFEE GROWTH ACROSS THE WORLD BY 2050**
- **INCREASED WEATHER EXTREMES IN INDIA TO REDUCE TEA PRODUCTION – AND INCREASE DISEASES THAT DESTROY CROPS**
- **WINE PRODUCTION IN SOUTH AFRICA TO FALL BY 50%, 40% IN CHILE**
- **MANY CURRENT COCOA GROWING REGIONS IN GHANA AND COTE D'IVOIRE WILL BECOME TOO HOT TO GROW COCOA BY 2050**
 - **HIGHER ALTITUDE AREAS, CURRENTLY VALUABLE FORESTED, BIODIVERSE AREAS, WILL LIKELY BE CLEARED TO BECOME COCOA FARMS**

Say Goodbye to Chocolate: Climate Change Is Destabilizing the Food Supply Chain

Climate change and volatile weather events are turning once-arable land into inhospitable environments for a number of crops.

Most Coffee Species At Risk Of Extinction Due To Climate Change

**WHAT WILL THIS MEAN
FOR THE MILLIONS OF
PEOPLE RELIANT ON
THESE CROPS FOR
THEIR LIVELIHOOD?**

WHERE DOES FAIRTRADE COME IN?



FAIRTRADE CANNOT SOLVE THE CLIMATE CRISIS ON IT'S OWN. BUT WE CAN BE AN IMPORTANT PART OF TACKLING IT THROUGH:

- **ADVOCACY – AS CAMPAIGNERS IN THIS COUNTRY MAKING SURE PRODUCERS' PLEAS FOR ACTION ARE HEARD BY POLICY MAKERS. WE ARE FIGHTING FOR LIVING INCOMES FOR FARMERS AROUND THE WORLD TO ENSURE THEY CAN AFFORD TO ACT.**
- **ADAPTION – CLIMATE CHANGE IS ALREADY HARMING COMMUNITIES. FAIRTRADE HELPS THEM ADAPT WITH HIGHER INCOMES, TRAINING AND SUPPORT**
- **AVOIDING EMISSIONS – OUR FAIRTRADE STANDARDS AIM TO MINIMISE THE EMISSIONS PRODUCED IN ANY FAIRTRADE PRODUCTS.**

FAIRTRADE STANDARDS ARE TACKLING THE CLIMATE CRISIS



FAIRTRADE

- **ALL FAIRTRADE PRODUCTS HAVE TO MEET THE FAIRTRADE STANDARDS**
- **STRICT PROVISIONS ON ENVIRONMENT, INCLUDING MEASURES TO TACKLE CLIMATE CHANGE LIKE:**
 - **MONITORING AND REDUCING CARBON EMISSIONS**
 - **PROHIBITING ON DEFORESTATION**
 - **TACKLING SOIL EROSION**
 - **REDUCING WATER WASTAGE**

HOW DO YOU THINK
THESE FAIRTRADE
STANDARDS HELP
FARMERS? AND HOW
DO THEY LINK THE
CLIMATE CHANGE?

HOW DOES THE FAIRTRADE MINIMUM PRICE AND PREMIUM COMBAT THE CLIMATE CRISIS?



- THE HIGHER INCOME THAT THE FAIRTRADE MINIMUM PRICE AND FAIRTRADE PREMIUM CAN PROVIDE IS VITAL IN ALLOWING FAIRTRADE PRODUCERS TO FOCUS ON BETTER ENVIRONMENTAL PROTECTION
- ALLOWS SUSTAINABLE, LONG-TERM PLANNING
- ALLOWS FARMERS TO INVEST IN AND PRACTICE MORE ENVIRONMENTALLY-FRIENDLY FARMING
- AND FAIRTRADE PREMIUM PROJECTS ARE FREQUENTLY INVESTED DIRECTLY IN ENVIRONMENTAL PROTECTION MEASURES – SEE NEXT SLIDES

COOCAFE, COFFEE PRODUCING COOPERATIVE IN COSTA RICA



COOCAFE have started a Foundation, part-funded by Fairtrade Premiums, committed to reforestation, water recycling and other environmental initiatives to tackle climate change.



GROWING WOMEN IN COFFEE, KENYA



Invested in biogas stoves so no longer need to cut down near-by trees for firewood. Lessening emissions and protecting local environment.



SUMINTER INDIA ORGANIC FARMERS, COOPERATIVE IN KERALA, INDIA



Invested Fairtrade Premium in Solar Panels,
meaning halved the amount of wood they need
to burn to dry seeds.



FARMERS ARE TAKING ACTION – BUT WHAT CAN WE DO?



YOU CAN HELP FIGHT THE CLIMATE CRISIS
ALONGSIDE FAIRTRADE FARMERS BY SIGNING UP
TO THE CLIMATE COALITION'S COMMUNITY
DECLARATION AT WWW.THETIMEISNOW.UK



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