

WELCOME TO FAIRTRADE AFRICA

INTRODUCTION PACK





'A warm-hearted welcome to Fairtrade Africa! You are now part of an organisation which unites over 700,000 Fairtrade certified farmers and workers across the African continent. We believe by working together we will further strengthen your organisations and improve your livelihoods in a sustainable way. You, the producers, share ownership of the Fairtrade system and have an equal voice in all decisions that affect you. As a Producer Network, the Fairtrade Africa team is here to ensure your voice is heard in the system. We hope this manual will help you understand more about who we are and how we can assist you maximising the benefits Fairtrade has to offer you.'

Chief Adam Tampuri, cashew farmer and Board Chairman of Fairtrade Africa

1. What is Fairtrade Africa?

a) Our mission

Fairtrade Africa believes in a world where all producers can enjoy secure and sustainable livelihoods and fulfill their potential. We contribute in the following ways:

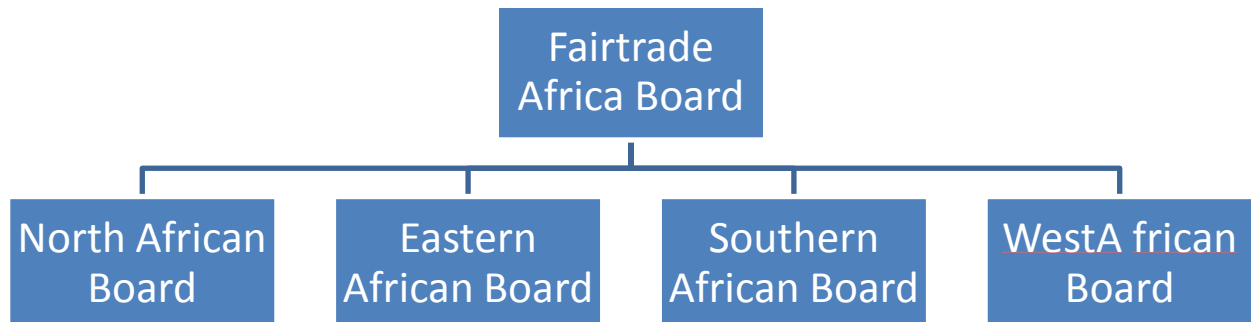
- We represent you within the global Fairtrade system. Fairtrade producers are co-owners of that system and they (you!) influence decisions that will impact your lives
 - ➔ *What does this mean for you? When Fairtrade standards are changed or product strategies are developed, we ask for your feedback*
- We build your capacity through training, partnerships and knowledge exchange
 - ➔ *We organise workshops where you can learn how to address challenges (e.g. climate change, financial risk management) and exchange experiences with fellow producers*
- We promote intra-African trade opportunities to create extra market access and offer African consumers the opportunity to shop sustainably
 - ➔ *Products with the FAIRTRADE Mark (chocolate, coffee, sugar...) can now be bought in South Africa and Kenya*
- We raise awareness on trade justice by drawing attention to the concerns and challenges you face
 - ➔ *We have been very active on the issue of climate change and we attend high-level official events like the UN Convention on Climate Change (COP)*

b) Our structures

Fairtrade engages with farmers and workers through different structures.

The Board

Fairtrade Africa is run in a way that enables its members to contribute to its decision-making process. The organisation is divided into four regions: Eastern Africa, Southern Africa, West Africa and North Africa. Each region has its own regional Fairtrade Africa Board with representatives from the producer organisations. The Fairtrade Africa Board is elected by members at the African Assembly held every two years and includes one representative from each regional network.



The Secretariat

Fairtrade Africa currently has an able and dedicated team operating from different parts of Africa, but its main hub is located in Nairobi, Kenya. Staff members provide producer support (see below); they assist in the roll-out of communications, marketing and policy plans; and they help identify funds and partnerships.

Regional Networks

Fairtrade Africa's Regional Coordinators are your main point of contact. They will keep you up to date on events, standard changes and partnership opportunities; they will also facilitate experience sharing.

Your contact:

- For Eastern Africa: Zachary Kiarie
z.kiarie@fairtrade.net or +254 202 721930
- For North Africa: Chiraz Skhiri
c.skhiri@fairtrade.net or +49 228 949 23 238
- For Southern Africa: Mkhululi Silandela
m.silandela@fairtradeafrica.net or +27 2144 88911
- For West Africa: Kwame Banson
k.banson@fairtradeafrica.net or +233 302 76 64 11



Product Networks

The Product Networks provide a platform for networking and experience sharing across countries and subregions. Producers from the same sector can relate to each other's challenges and share best practices. Currently Fairtrade Africa has three Product Networks for: coffee, cocoa and tea.

Your contact:

- For the Coffee Network:
Zachary Kiarie
z.kiarie@fairtrade.net or +254 202 721930
- For the Tea Network
Zachary Kiarie
z.kiarie@fairtrade.net or +254 202 721930
- For the Cocoa Network:
Kwame Banson
k.banson@fairtradeafrica.net or +233 302 76 64 11

Country Partnerships

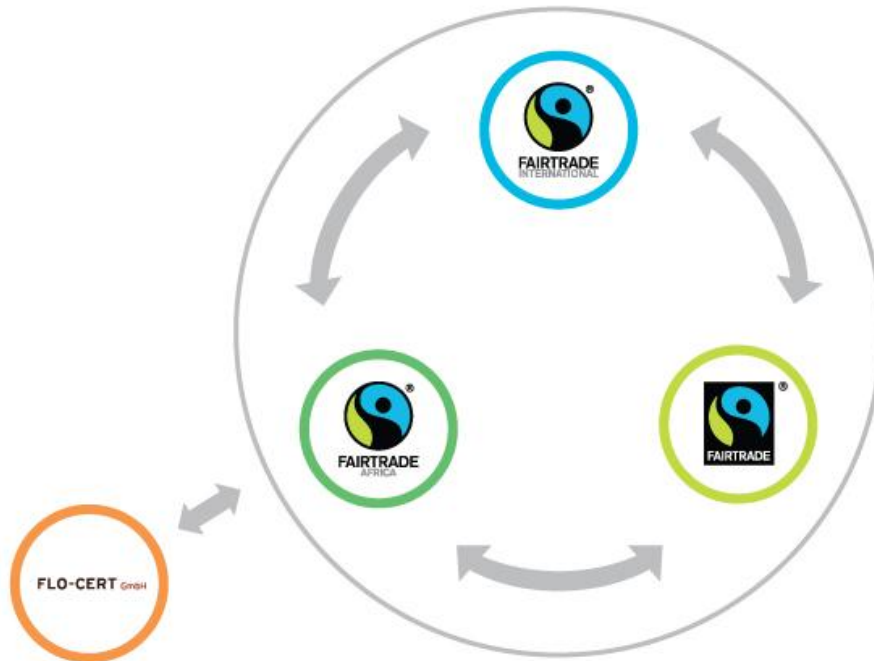
Country partnerships help producers take advantage of local market and support opportunities, while providing a platform to advocate for relevant changes in local policies. The partnership unites producers across different sectors who are based in the same country. While the Regional and Product Networks are set up by Fairtrade Africa, producers are expected to initiate country networks – with support from Fairtrade Africa.

Check with your Regional Coordinator if a partnership is active in your country.

2. Fairtrade Africa in the Fairtrade system

Fairtrade Africa is part of Fairtrade International and we work closely together with its different members:

The Fairtrade system:



Fairtrade International

Located in Germany, Fairtrade International sets international Fairtrade standards and the global strategy. Fairtrade International provides support to producers who want to become certified. The Producer Services & Relations (PSR) team, through the Liaison Officers (LO's), helps you to become and stay certified. Fairtrade Africa works closely with PSR.

Fairtrade Africa

Once you are Fairtrade certified, Fairtrade Africa ensures your voices are heard on issues relating to Fairtrade, agriculture, food security, capacity development and trade policy. We also build your capacity through training, partnerships and knowledge exchange.

Labeling Initiative (LI)

The 21 LIs promote Fairtrade products in their own countries. Organisations like Fairtrade Foundation, Fairtrade Sweden and Max Havelaar France create market access and communicate about the impact of Fairtrade on consumers in their own country. Fairtrade products can also be found in African supermarkets, notably in South Africa and Kenya.

FLO-CERT

FLO-CERT is the Fairtrade certification body. FLO-CERT inspects producers and traders to ensure they comply with Fairtrade standards. FLO-CERT is a separate company owned by Fairtrade International.



3. Stay engaged

Fairtrade Africa has created tools to keep you up to date on its activities and to build bridges between you, the traders, NGOs and other stakeholders:

Website

The Fairtrade Africa website is your first stop if you want to learn about who we are, what we do and what we are currently up to. You can find updates on Fairtrade news, events, training opportunities etc. You can also have a look at the Best Practices section (under Producers & Products). In this section, Fairtrade certified producers share experiences and practical solutions. Every quarter, we tackle a business, environmental, social, or health challenge. We may ask your organisation to share experiences with us. So start preparing a case, should you have one! www.fairtradeafrica.net

Also, have a look at our website on climate change, where you can find stories about how changing weather patterns are influencing the lives of producers across Africa and in the rest of the world. The site is a hub for all relevant information regarding Fairtrade's battle against climate change. Producers can contribute to the online discussions. Again your contribution will be highly valuable. www.fairclimatedeal.net

Newsletter

Every quarter, you will receive an issue of the Fair Post Africa, Fairtrade Africa's newsletter. The newsletter contains the following information:

- Fairtrade Africa updates and news from the regional networks
- Spotlight on a producer organisation (why it is Fairtrade certified, the benefits, the challenges, etc)
- Relevant news from Fairtrade partners, like Fairtrade International and LIs
- Trade and retail news

Attached, you will find the latest issue of our newsletter.

Producer profiles

Every producer organisation gets a profile on Fairtrade Africa's database, which you can find on our website. The aim of these profiles is to provide information to traders and other stakeholders like NGO's looking for specific producers (or produce) to work with. The profile highlights details of your harvest, Fairtrade benefits and other information. Contact your Regional Coordinator who will provide you with a username and a password that will enable you to access the producer profile pages via the homepage of our website. Alternatively, you can fill in the form in Annex 1 and send it back to your Regional Coordinator. We will then upload the information to the site.

<http://www.fairtradeafrica.net/producers-products/producer-profiles/>



Evaluation

We will contact you annually during the course of your membership for feedback on the impact Fairtrade Africa is having on your organisation.

4. Membership

Once you have become Fairtrade certified, you automatically become a member of Fairtrade Africa. However, you first have to validate your membership in order to be recognised by Fairtrade Africa and to benefit from all the activities Fairtrade Africa has to offer.

You can validate your membership by filling in the membership form on the Fairtrade Africa website and paying the requisite annual fee. Once you are an official member, you will have access to the following services:

- Participation in the decision making procedures of Fairtrade Africa
- Participation in Fairtrade policies formulation including Fairtrade standards, climate issues, etc.
- Access to capacity building services such as volunteer programmes, trainings, etc.

For an overview of the categories and corresponding rights and obligations, and membership fees, please visit the Fairtrade Africa website: www.fairtradeafrica.net



ANNEX

Producer Profile Information for Website

1. Organisational Details

Name of organisation	
FLO ID	
Country	
Full Address	
Telephone number	
Contact Name/s	<i>Please include someone responsible for sales, as this profile function is designed to attract traders. Please restrict contact names to two persons only.</i>
Email address of contact/s	
Website address (if applicable)	
Fairtrade Certified Products	
Are certified products organic?	
Potential Fairtrade Products	
Are potential products organic?	
Date became Fairtrade Certified	
Type of organisation (either small holder or plantation)	
Product availability	<i>Please include detail on variety of crop, quality, other certification schemes, harvest dates, delivery date and other relevant information about your product that would be of interest to traders. Please do not exceed <u>300</u></i>



	<i>words.</i>
Fairtrade benefits	<i>Please give summary of latest premium use, benefits that Fairtrade has provided, aspirations of being part of Fairtrade etc. Please do not exceed <u>400</u> words.</i>
Other Platforms you are linked to e.g. other networks, export associations	
Other	<i>Please include any other information here that you think may be useful</i>