

Fairtrade AFRICA Workshop

*Cape Town, South Africa
22 March 2012*



Agenda

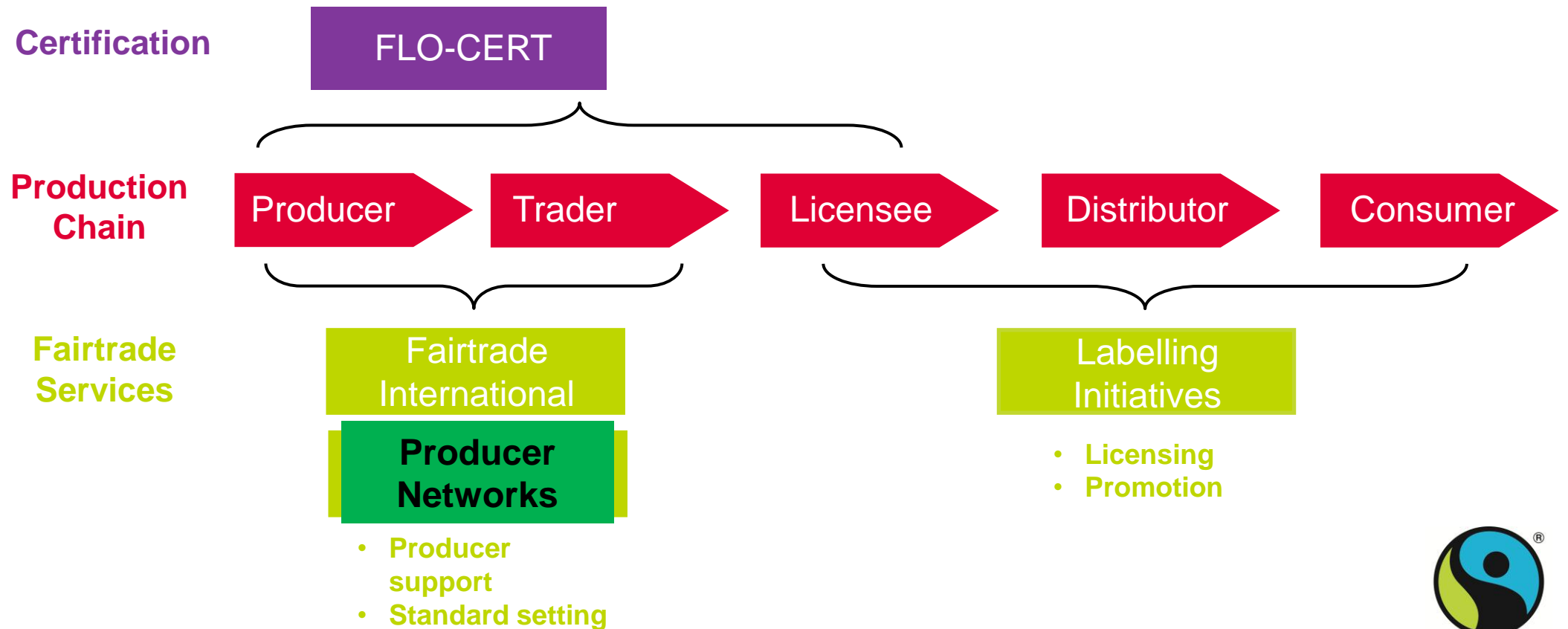


Tea harvest, Kenya

© FLO

- **09:00 Welcome and Introductions**
- **09:10 Introducing Fairtrade Africa**
- **09:20 Researchers' presentation**
- **10:30 Coffee/Tea Break**
- **10:45 Presentation continues**
- **13:00 Presentation/workshop ends**







Where does FTA stand in the FT value chain?



Background to Fairtrade Africa

- Fairtrade Africa (FTA) (formally Africa Fairtrade Network (AFN)) is a member and co-owner of the Fairtrade International (FLO)
- FTA was established 2005 and is currently headquartered in Nairobi Kenya and it is the Umbrella organisation of all Fairtrade certified producers in Africa
- FTA works with producers in 27 countries in Africa
- FTA Represents the voice of African producers within the Fairtrade system
- Additionally, we work to:
 - Improve producer capacity (organisational, financial and management) to trade effectively and benefit from trade
 - Promote intra African trade and facilitate producer participation in regional trade including South-South collaboration .
 - Develop partnerships to promote socio-economic development and livelihoods
 - Work with producers broadly - beyond Fairtrade to improve livelihoods.

OUR ACTIVITIES IN THE REGION

COUNTRY	PROJECT	PRODUCTS
ZIMBABWE: 	SMALL SCALE FARMERS CERTIFICATION	HERBS & SPICES
MALAWI 	FAIRTRADE BREAKFAST IN MARCH	TARGETING POLICY MAKERS
MADAGASCAR 	Technical Assistance Fund Evaluations (TAF)	Mostly Vanilla
MAURITIUS 	Developing New Products	Honey & Fruits
SWAZILAND 	CERTIFICATION AUDIT SUPPORT of 3000 Farmers	SUGAR
SOUTH AFRICA 	CERTIFICATION AUDIT SUPPORT OF 800 Farmers	SUGAR

Our Partners

Newsletter

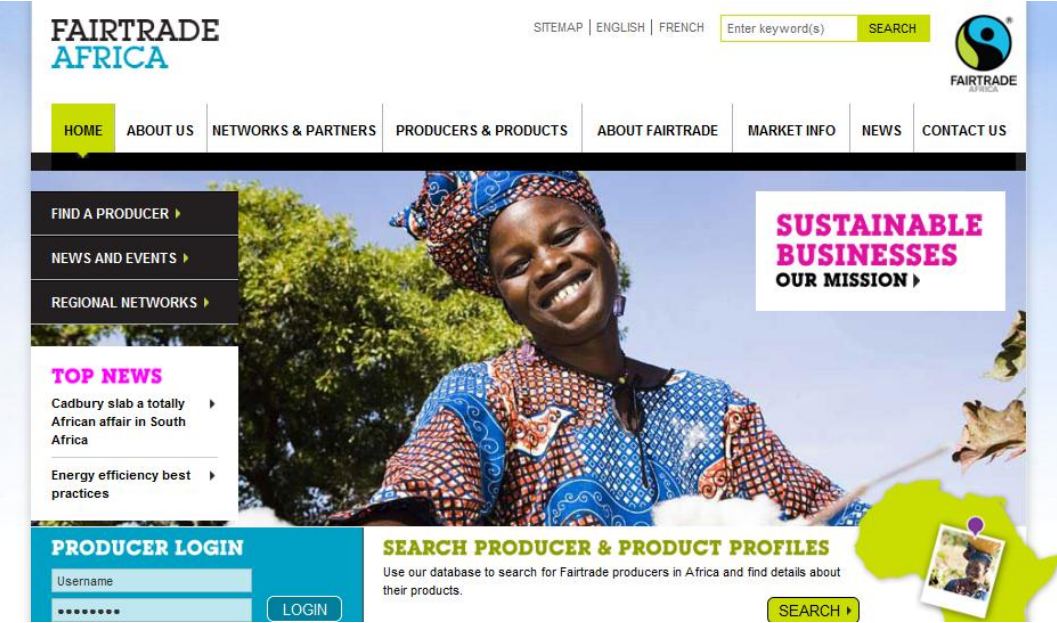
Fairtrade communications



Banana plantation, Volta Rivers Estate, Ghana
© FLO / Nathalie Bertrams



Website – www.fairtradeafrica.net



Fairtrade Standards



PhytoTrade Baobab fruit
© PhytoTrade

Website

- *Best Practices*
 - Energy efficiency (posted)
 - Education on HIV/AIDS
 - Income-generating projects
 - Next project: water conservation

The screenshot shows the Fairtrade Africa website interface. At the top, there is a navigation bar with links for SITEMAP, ENGLISH, FRENCH, a search bar with the text 'Enter keyword(s)', and a SEARCH button. The main navigation menu includes HOME, ABOUT US, NETWORKS & PARTNERS, PRODUCERS & PRODUCTS, ABOUT FAIRTRADE, MARKET INFO, NEWS, and CONTACT US. A sidebar on the left contains a menu with PRODUCE PROFILES, BEST PRACTICES (highlighted in green), PRODUCER TRAINING, and PRODUCER VIDEOS. The main content area features a breadcrumb trail: HOME > PRODUCERS & PRODUCTS > BEST PRACTICES. The section title is 'BEST PRACTICES'. Below the title, there is a paragraph: 'In this section, Fairtrade certified producers can share experiences and best practices. Every quarter, producers tell about their practical solutions to a certain challenge.' The sub-section title is 'HOW TO BECOME MORE ENERGY EFFICIENT'. The text below reads: 'Fairtrade organisations across Africa are committed to combating climate change through committing to solid energy efficiency plans. A smart move, as producers are not only decreasing their impact on the environment, they are also reducing their own energy bills. But how do Fairtrade producers become more energy efficient? What efforts are they making to reduce energy consumption in their organisation?' The sub-section title is 'CASE STUDY 1 – A WOOD-FREE FACTORY'. The profile information is: 'Profile: Iriaini Tea Factory, Product focus: Tea'. The Fairtrade Africa logo is visible in the bottom right corner.

Website

- *Database*

Fairtrade Standards



Vanialla trader, Madagaskar

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PRODUCER PROFILE

SORWATHE S.A.R.L.

BP 1136
Kigali
Rwanda



Tel:
+250788300546,+250788302834

J.C Alles: jcalles@jcalles.com

Rohith Peiris: rohithpeiris@gmail.com

FLO ID: 4340

FAIRTRADE PRODUCTS

Tea: Camellia

ORGANIC

In Progress

ORGANISATION DETAILS

Fairtrade certified since

2005

Type of organisation

Hired Labour

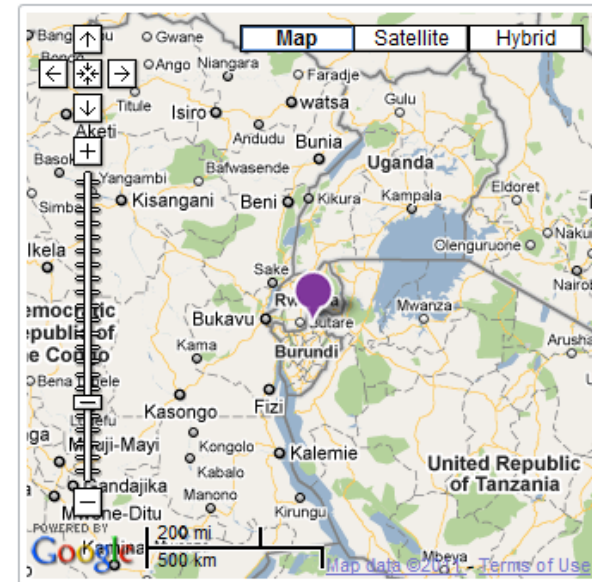
PRODUCT AVAILABILITY

Sorwathe produces both CTC and Orthodox Type green and black Tea. White Tea is produced on order. All types of tea can be produced throughout the year. Sorwathe is ISO 22000:2005;ISO 9001:2008;Fairtrade;RBS and ETP certified.

FAIRTRADE BENEFITS

The Fairtrade premiums have been used for the improvement

UPDATE YOUR DETAILS ▶



OTHER PLATFORMS

African Tea Traders Association

OTHER INFORMATION

In addition to premium projects, there are many CSR projects undertaken by Sorwathe such as the Rocket Stove project which saves around 90% of firewood, Agasake Basket making project and Adult Literacy programme. Sorwathe is also the



Fairtrade communications



The Africa Fairtrade Convention

- a **platform** to discuss how better trade conditions can help improve the livelihoods of African farmers and workers
- **Audience:** African small-scale producers, international traders, policy makers, partner organisations and Fairtrade stakeholders
- Different **activities**, including a forum, an expo, workshops and field trips



Africa Fairtrade Convention 2011

- Over 270 participants attended the AFC in Ghana
- 139 producers attended the AFC, representing 103 organisations and 26 countries
- Other attendees incl traders, policy makers, NGOs etc

Africa Fairtrade Convention 2012

- Nairobi, Kenya
- End of November - TBC



Thank you



FAIRTRADE
AFRICA