



FAIRTRADE JUICE NEWSLETTER

ISSUE 3, OCTOBER 2017

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What excites us the most is that we were again able to report double-digit growth in Fairtrade juices.

DEAR READER

It's already more than a year ago, that we have decided to strengthen our commitment in juices. Since then we have truly stepped up our efforts to unlock new opportunities on the market and on addressing and solving the challenges in juices. There is still a lot of work to do, but we truly believe, that we are on the right way forward.

Producer trainings in agro ecological farming, farm management, financial management, standards & contracting and communication were held, Fairtrade was rated **SAI silver** equivalent, producer organizations started posting on @Instagram... just to mention a few achievements, but most important, we are again, thanks to the efforts of all of you, able to report double-digit growth for Fairtrade juices.

About all of this and more, we report in this edition of our juice newsletter. Enjoy reading.

And again: If you have comments or interesting topics to share please do not hesitate and contact your local Fairtrade juice contact person or Petra Just from Max Havelaar Fairtrade Switzerland (p.just@maxhavelaar.ch), Alien Huizing from Max Havelaar Netherlands (huizing@maxhavelaar.nl) or Catalina Jaramillo from CLAC (catalina.jaramillo@clac-comerciajusto.org).

Your Fairtrade Juice team
Petra Just & Alien Huizing & Catalina Jaramillo



THE UNIQUENESS OF FAIRTRADE

The Fairtrade Standards that include social, environmental and economic requirements are designed to tackle poverty and empower farmers and workers.

There are distinct sets of Fairtrade Standards, which acknowledge different types of growers. One set of standards applies to smallholders that are working together in cooperatives or other organizations with a democratic structure. The other set applies to workers on plantations, whose employers pay minimum wages with annual increases on workers' real wages towards living wage, guarantee the right to join trade unions, ensure health and safety standards and provide adequate housing where relevant.

Fairtrade Standards also cover terms of trade. Most products have a set Fairtrade Minimum Price, which is the minimum that must be paid to the producers. In addition producers receive an additional sum, the Fairtrade Premium, to invest in their communities or businesses.

UNIQUE TO FAIRTRADE:

1. Fairtrade Minimum Price as a safety net

The minimum price paid to Fairtrade producers is determined by the Fairtrade Standards and Pricing Unit, based on consultations with farmers and traders. It applies to most Fairtrade certified products. This price aims to ensure that producers can cover their average costs of sustainable production. It acts as a safety net for farmers at times when world markets fall below a sustainable level.

When the market price is higher than the Fairtrade Minimum Price, the buyer must pay the higher price. Producers and traders can also negotiate higher prices based on quality and other attributes.

For an overview of minimum prices click [here](#).

2. The Fairtrade Premium

In addition to the price paid for the product, there is an additional sum of money, called the Fairtrade Premium which farmers receive for products sold on Fairtrade terms. This is a fixed amount, non-negotiable and paid directly to the farmer organizations or in the case of plantations to the premium committee of the workers.

The use of this additional income is decided upon democratically by farmers within the farmers' organization, or by a workers' committee on a plantation. The Premium is invested in quality and yield improvement, farmer trainings, education and healthcare or processing facilities.

For an overview of the Fairtrade premiums click [here](#).

Fairtrade is really good because it pays a better price than the market does and also teaches us how to better organize our land and also raises awareness of the producer to use allowed products only, to protect the environment. The project gives us a lot of hope that the conditions of the small producers will improve and that we are able to grow.

- Nilson Antônio Cuoghi, 55 -

3. Democratic organizations: farmers and workers

The standards intend to ensure that farmer organizations facilitate the social and economic development of their members and guarantee that the benefits of Fairtrade reach these members.

A farmer organization should have democratic structures in place and a transparent administration that allows members and the board to have effective control over the management of the organization.

For plantations applies that all worker members on the Fairtrade Premium Committee (FCP) are democratically elected. The Fairtrade Premium Committee meets and consults with the workers to understand workers' needs and to discuss project ideas regularly.



General Assembly of workers in Kenya

4. Fairtrade is 50% owned by farmers/workers

Fairtrade is governed for 50 % by the producers/workers in the producing countries and for 50% by the national Fairtrade organizations in the consuming countries. The important voice of the farmers/workers means that the right priorities are addressed in the producing countries.

5. Empowerment and ownership of development

Farmers and workers decide how the premium is spent. This means they are empowered to take decisions and construct their own development path.

6. Living Wage

Fairtrade has a leading role in the global living wage work and is the first certifier to include living wage in the standards.

The Fairtrade Standard for Hired Labour (plantations) requires employers to negotiate with workers' representatives on wages if these are below the living wage benchmarks. There must be annual increases on workers' real wages towards living wage.

Workers need strong organizations to represent them in these negotiations. The Hired Labour Standard greatly strengthens workers' Freedom of Association in practice. Fairtrade International is also directly supporting trade unions in a number of regions with Fairtrade certified plantations.

Workers can also spend up to 20% of the Premium for cash or in-kind benefits. This also lowers the gap with living wage.

Click [here](#) for more information on Fairtrade's work on living wages.

FAIRTRADE NEWS

SUSPENSION MINIMUM PRICE MANGO PULP SOUTH AMERICA AND THE CARIBBEAN

Fairtrade Standards & Pricing unit has decided to suspend the Fairtrade Minimum Prices for mango pulp for South America and Caribbean as of **June 28th, 2017**. This means that the Fairtrade Premium will remain, and the Fairtrade Minimum Prices, which will be applicable, will be market prices. These prices and

Specific Product Standard	Product variety	Price applies to	Currency / Quantity x unit	Price level	Fairtrade Minimum Price value	Fairtrade Premium value
1. New prices for: Mango pulp						
Prepared and Preserved Fruit & Vegetables	Conventional	South America (SPO/HL)	USD / 1 MT	FOB	Market Price	70.0

Click [here](#) for all Fairtrade mango pulp Minimum Prices and Premiums for all regions.

RATIONALE

Current Fairtrade Minimum Prices in South America and the Caribbean for mango pulp are much higher than market prices and threaten to jeopardize Fairtrade mango pulp volume sales. Therefore, the Fairtrade Minimum Prices set in March 2010 for mango pulp are suspended and replaced by market prices.

PRICE REVIEW MANGO PULP 2018

Meanwhile Fairtrade Standards & Pricing will monitor transactions and prices paid and will carry out a price review consultation with all mango traders and producers in order to set new prices as soon as possible. The time frame for the next price review will be communicated once the workplan for 2018 is finalized, and until the next price review is completed the current price suspension will remain valid.

FAIRTRADE SOURCING PROGRAM CONSULTATION

Between 21 April to 30 May 2017 Fairtrade International conducted a consultation on the Extension of Fairtrade Sourcing Program (FSP) in the Fairtrade Trader Standard. The objective of this consultation was to collect views and input on the proposals to extend the sourcing program to all Fairtrade products except coffee and bananas. All Fairtrade certified stakeholders, including the ones for Fairtrade juice received a notification to participate.

In June the Fairtrade Standard Committee approved the proposed changes to the Trader Standard to extend Fairtrade Sourcing program (FSP), which will for the first time include fruit juices. A project team will begin the steps necessary for implementation.

WHAT IS THE FAIRTRADE SOURCING PROGRAM?

Fairtrade Sourcing Programs for cocoa, sugar and cotton were introduced in 2014 to connect Fairtrade farmers with companies wanting to buy these specific commodities on Fairtrade terms. Rather than focusing on all the ingredients for one finished composite product, under the Fairtrade Sourcing Program model companies can make commitments to sourcing one or more specific products for use as ingredients in finished composite products across ranges, or even their whole business. This means for example in the case of a chocolate bar, it became possible to Fairtrade certify only the cocoa in the chocolate bar, instead of all ingredients that are available as Fairtrade. In the future with FSP fruit juice manufacturers can choose to focus their Fairtrade sourcing engagement on one (or more) Fairtrade certified ingredient(s) of a mixed juice.

Fairtrade International's Monitoring & Evaluation report on the first two years of FSP has confirmed that FSP has increased sales of Fairtrade producers' products.



Sugar and Cocoa certified in chocolate bar



Only Cocoa certified in chocolate bar



FAIRTRADE STANDARDS ARE SAI SILVER EQUIVALENT

WHAT IS SAI – FSA?

The Sustainable Agriculture Initiative (SAI) Platform is a food industry initiative supporting the development of sustainable agriculture worldwide. SAI developed the Farmer Sustainability Assessment (FSA) that allows farmers to assess, improve and report their sustainable agricultural practices in a way that is recognized by their customers. Farmers complete a simple spreadsheet or online assessment made up of a number of key questions which assess their sustainable agricultural practices and provides them with a result. The questions are based on sustainable farming practices over relevant environmental, economic & social impacts of farming. The results help the farmers to know how to improve their performance. FSA scores sustainable agriculture on 3 performance levels; bronze, silver and gold.

FAIRTRADE-SAI BENCHMARK RESULT

For a number of juice companies SAI's FSA is an important tool. Therefore Fairtrade and SAI took the initiative to do a benchmark with the following result: The Fairtrade Standard for Small Producer Organisations and the Fairtrade Standard for Hired Labour have a Silver level equivalence for the FSA 2.0

DIFFERENT FOCUS

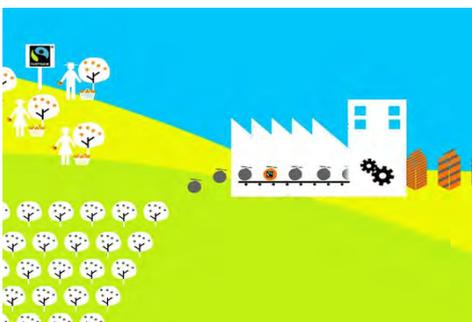
Obviously, Fairtrade and SAI have a different focus. Fairtrade has a focus on small farmers and the transfer of value in the chain is essential (Fairtrade minimum price and premium), whereas SAI pays for example more attention to production practices. This means the benchmark score reflects the overall alignment between the FSA and Hired Labour and Small Producer Organisation standard of Fair Trade.

Capitalising on this benchmark result, we hope that it can be used to further strengthen the relationship between Fairtrade and SAI and drive alignment between the two systems where possible.

NEW MASS BALANCE VIDEO

In our last newsletter edition, we presented our video “make a difference with orange juice”, which illustrates the way of an orange from the tree into the supermarket shelf. This time we want to share our new mass balance video with you, which explains how mass balance is working.

Have a look at the case of Maria, an orange juice farmer without own processing facility and therewith better understand mass balance. Please feel free to share in your own communication channels. For downloading the video, please get in touch with your local Fairtrade contact.



Click [here](#) to play the video (1:41mins).



Click [here](#) to play the video and get to the campaign.

VIDEO: THE COST OF EXPLOITATION

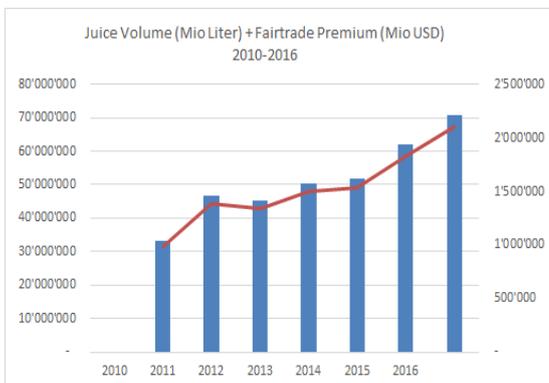
Moreover, another video worth having a look at.

Right now, millions of hardworking farmers in developing countries are not paid enough to support their families. Yet every day, they provide food we eat and products we depend on.

With a brilliant video Fairtrade UK brings the topic of inequality and child labor into our minds! Feel free to share.

MARKET NEWS

FAIRTRADE MARKET FIGURES 2016



2016 was another year of strong growth for Fairtrade juices. Especially in Switzerland, Germany and the Netherlands sales volumes have steeply increased. This was driven by big commitments of European retailer chains. It resulted in approximately 63 Mio Litre of Fairtrade certified juices being sold in 2016, which means an increase of 18% compared to the year before. This information is based on preliminary sales figures. For more information, please contact your local juice partner

NEW FAIRTRADE PRODUCTS ON THE SHELF

ALDI SUISSE (SWITZERLAND) ADDS TWO JUICES TO THEIR FAIRTRADE RANGE.

The two new Fairtrade juices of Fair Fruits will soon be available at the stores of ALDI SUISSE. One is an Orange juice, the other orange with acerola, both available in 1l bottles. The juices both are sourced with 100% Fairtrade oranges. This innovation is an exciting development of the existing range of Fairtrade juices and will surely meet customers' requests.



ALDI FRANCE HAS A NEW MANGO-ORANGE JUICE IN THEIR SPECIAL RANGE SHELVES

ALDI France further extends its juice range by a new mango-orange-passionfruit juice. All the fruits are sourced Fairtrade. The juice will be available in a 1L Tetra packaging. Customers soon will be able to find it in the shelves.





PFANNER (AUSTRIA) FURTHER EXTENDS ITS WIDE FAIRTRADE RANGE WITH A NEW PINEAPPLE-GUAVA JUICE.

The new juice is an excellent addition to Pfanner's high quality range. It contains fresh pineapples and sweet guava. This combination gives it an excellent and exotic taste. It will be sold in a 1,0L Elopak-packaging.



ALDI THE NETHERLANDS LAUNCHED 2 NEW FAIRTRADE JUICES UNDER FAIR

End of 2016 Aldi The Netherlands has added 2 new Fairtrade juices to their FAIR assortment; pink grapefruit and orange mango. Both juices are available in 1L tetra pack.

PRODUCER NEWS

#ORANGE #JUICE #PRODUCERS #BRASIL ON INSTAGRAM

Next to trainings on standards and contracting, financial management, agro ecological farming and farm management, a communication training was held for producers to learn more about the power of visual communication. In the first module representatives of two cooperatives from Brazil have participated, Coopealnor and Ecocitrus. During the coming module three more cooperatives will follow.

Have a look and follow their journey on Instagram: [@ecocitrus](https://www.instagram.com/ecocitrus) and [@coopealnor](https://www.instagram.com/coopealnor).



fairtradejuice #juicesmallproducer
#chosefairtrade #drinkfairtrade
#WhoMadeMyJuice @ecocitrusbr

PRODUCER IN THE SPOTLIGHT: ECOCITRUS

FACTS:

Founded in:	1994
Fairtrade certified in:	2005
Members:	85
Total production area:	270 hectares
Product:	Organic orange, mandarin, tangerine (frozen concentrate / NFC), essential oils

GERMAN SETTLERS

Farmer cooperative Ecocitrus is located in the Caí river valley near Porto Alegre city in the Brazilian state Rio Grande do Sul. The region received immigrants from the Azores (Portugal) in the 18th century and from Germany in the 19th century. The German settlers constituted a new social class, formed by free farmers working on small plots of land.





„Since we started the cooperative in 1994 we were trying to increase production. Then, we realized that the market is also really important. Through exploring the market, both local and for export, we found out that the economic conditions were very difficult for small producers. Therefore, we looked for Fairtrade opportunities to support the commercialization of our production

- Luis Carlos Laux, 47 -



BUILDING FACTORIES

At present, the farmers cultivate mainly organic oranges, tangerine and citrus for juices. Tangerine is the main product from the region and Montenegro has its own variety called Bergamota Montenegrina (Citrus deliciosa Tenore) product from a spontaneous mutation discovered in 1940 by João Edwino Derlan in its orchards. Ecocitrus produce proudly Bergamota Montenegrina juice and essential oils. The juice is very well accepted in the domestic market and the oil is mainly exported to natural cosmetic brands in Europe.

In 1995, Ecocitrus built its own compost factory looking for a solution for the difficulties faced from its members to find organic compost in the region for their orchards. Now Ecocitrus' compost factory has capacity to process 12 thousand m³ a month of waste produced from several food industries in the region.

In 2010 the cooperative built its own factory for essential oils, followed by another factory for juices in 2013 making the production and market independence dream come true, after years of investment.

Farms are small highly diversified and typically managed with family labour with a few seasonal workers during harvest.

Ecocitrus also grows kiwis, avocados, watermelons and vegetables such as garlic and beans in mixed crops. Organic fertilizers are processed from compost in a processing plant that receives inputs from several factories from the region.

FAIRTRADE

Ecocitrus joined Fairtrade because they believe the force of the organization allows family producers to get more independence to trade products directly to the market, bringing more benefits to their community. Fairtrade offered opportunities to promote their product and export their products directly and as such create more value for the farmers. They also wanted to strengthen production techniques by complying to Fairtrade standards.

Fairtrade helped them to obtain a stable market with a good price and a premium that is for example used to increase small producer's knowledge on production and safety. The Fairtrade premium also helped the cooperative in setting up an own worker's team that supports the farmers during harvest. Fairtrade regulations also helped Ecocitrus to improve the planning of the organization and production.

More information: <http://www.ecocitrus.com.br> or here: <https://m.youtube.com/watch?v=dkkdr4s4sl4>

(NEW) FAIRTRADE PRODUCTS

FAIRTRADE RASPBERRIES



Did you know there are Fairtrade raspberries? The Chilean company Dukraft (FLO ID 32377) exports different fresh and frozen Fairtrade raspberries produced by the cooperative Loncofrut (FLO ID 33576)- Cooperativa Silvoagropecuaria y de Servicios Loncoche placed at Araucania Region.

More information:

www.dukraft.com

info@dukraft.com

+56 (2) 436 0303



FAIRTRADE AND ORGANIC PEAR AND APPLE JUICE

Patagonian Fruits in Argentina (FLO ID 30838) processes and exports Fairtrade organic apple and pear NFC and concentrate. The apples are grown at Lago Verde S.A. (FLO ID 30680), at awesome Argentinian Patagonia .

More information:

Patagonian Fruit, Nicolas Sanchez

www.patagonianfruits.com

nsanchez@pft.com.ar