



fair trade fair & sustainable trade symposium



PROCEEDINGS

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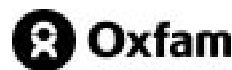
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DEAR FRIENDS



While World Trade Organization (WTO) members met in Cancun for the 5th WTO ministerial, just minutes away civil society organization, producer group, government, business, and multilateral institution representatives participated in three major events showcasing sustainable and Fair Trade. Thanks to the support of a wide range of funders and the efforts of many speakers, producers, and volunteers, we were successful in demonstrating to many of the world's policy makers and key media that Fair Trade is a viable alternative that warrants much greater support from governments, businesses and international institutions. We also sent a powerful message that fair trade rules, especially fair prices and wages, respect for the environment and direct trading relationships, are fundamental for a sustainable trading system.

Over 70 producers, representing 20 countries, participated in the Fair Trade events. More than 600 people attended one or more of the 20 panels that made up the Symposium and Policy Forum. The International Fair Trade Fair was the first-ever of its kind held at an official international meeting. Nearly hundred producer cooperatives, businesses and supportive organizations from every continent showed off their high quality ecological products ranging from Amazonian paper to no-sweatshop clothing to dozens of delicious varieties of organic Fair Trade Certified coffee, tea, and chocolate. All WTO delegates got a taste of the wonderful Mexican Fair Trade coffee as part of their official Mexican government gift basket upon their arrival.

This historic event opened with an evening reception of over a thousand people, featuring Nobel Peace Prize winner Rigoberta Menchu and high government officials from South Africa, Canada, Germany, Switzerland, and Mexico. At the end of his closing remarks, Mexican Foreign Minister Ernesto Derbez (who also chaired the WTO meeting) joined forces with Nobel Peace Prize winner and Guatemalan human rights activist Rigoberta Menchu Tum to pound open a piñata full of Fair Trade chocolates, coffees, teas, and other goodies.

The Fair Trade in the Americas Policy Forum examined policies in the developed and developing world that could significantly increase support for and investment in Fair Trade. During the Forum, participants agreed on the need for a process among Fair Trade stakeholders aimed at improving cooperation, increasing information flow and expanding Fair Trade in the hemisphere through coordinated action. The UNCTAD XI meeting coming up in Brazil next June could be an important opportunity for Fair Trade organizations to meet again to deepen our dialogue and work towards expanding sustainable and Fair trade globally.

Our challenge and commitment as we move forward is to continue to advocate for the conditions which will enable many more producers and workers around the world to benefit from the international trading system—and to make sure that this system truly works in the interests of the poor and the environment. Included in this report is an open letter to governments signed by nearly 60 organizations represented in Cancun describing how governments and international institutions can advance Fair Trade globally.

Many seeds were planted in Cancun and we look forward to working with all of you to build support and expand cooperation for Fair Trade globally.

Mark Ritchie

President,
Institute for Agriculture and Trade Policy



THE FAIR TRADE FAIR: OPENING RECEPTION

It wasn't the free-flowing mescal, the marimba music filling the tropical night air, or the view of the incandescent moon over the Caribbean Sea that made the roof-top opening reception of the Fair Trade Fair an unforgettable event (though this wonderful ambiance didn't hurt!). What truly made the event memorable was the almost intoxicating sense of hope and joy that permeated the festivities. Nearly a thousand people, including many WTO delegates, assembled to learn about, to witness and celebrate the vitality of Fair Trade. Even speakers who may have never shared a podium before came together at the reception, testifying to the compelling nature of an ethical system of trade guided by principles of fair wages, work-place democracy, and environmental sustainability.

After Mark Ritchie, President of the Institute for Agriculture and Trade Policy (IATP), warmly welcomed everyone and guests took a moment of silence to express their collective sorrow over the suicide of a Korean Farmer with a moment of silence, the evening got underway with one inspiring speech after another endorsing Fair Trade as the wave of the future.

Germany's minister of Consumer Protection, Food and Agriculture, Renate Kuenast, opened the event by reminding everyone that "free trade alone does not automatically create more justice and development opportunities for southern countries." Globalization and trade, she said, must be shaped in such a way that "favors developing countries, especially small farmers. How we can shape trade so that it can act as an effective tool for ecolog-

ically and socially sustainable development is a question that must be addressed by the WTO." She said Fair Traders and consumers can provide the answers and practical alternatives and that the promotion of Fair Trade is an "essential instrument for reducing poverty." Her announcement that Germany had decided to launch a broad-based consumer campaign to promote Fair Trade, was greeted with cheers.

South Africa's Minister of Arts, Culture, Science and Technology, B. S. Ngubane, expressed his satisfaction at seeing the South African exhibition



Minister Kuenast visits the Indonesian booth before the opening reception

booth while touring the Fair. Ngubane, who as the chairman of the Sustainable Trade and Innovation Center (STIC), is a strong advocate for sustainable trade, said, "We want a global Fair Trade regime that is able to have a substantial impact on poverty and end what South African President Mbeki calls global apartheid." Ngubane highlighted a South African poverty alleviation program "Proud to be South Africa" that promotes and sets Fair Trade standards for production and sale of handicrafts and other products. He promised to bring the lessons from the Fair and Symposium back to South Africa.

Swiss Ambassador Matthias Meyer, the trade representative for the Swiss Secretariat for Economic Affairs (SECO), one of the principal sponsors of the event, called Fair Trade "the model for the future" because "it helps

producers to be independent and get a fair share of income.” It is a model that he said the Swiss government has long supported. He expressed hope that Fair Trade would move from being a niche to a more mainstream market. In Switzerland, he said, they had some success mainstreaming Fair Trade bananas which represent a market share of close to 25%. While Meyer advocated for maintaining Fair Trade as a private initiative, he suggested governments can help in the harmonization of labels and standards, expressing concern that the multiple standards in the marketplace could eventually be prohibitively difficult and costly for producers. Finally, he expressed hope that in the future labels like Fair Trade will “become the standard for exports.”

Vandana Shiva, a long time Indian global human rights and farmer advocate, said that Fair Trade is the WTO’s “mirror image.”



She encouraged everyone not to think too short term. “While we have inequality in the world, some Fair Trade initiatives might survive because of the trading partnerships between producers and consumers.” She warned, however, that if current trends continue “most people will have their livelihoods lost and the artificially low prices of agribusiness dominated agriculture will make Fair Trade such a luxury that it will shrink again ... I want to see all trade fair, that is why rules of the WTO must change. Fair Trade must be the mainstream.”

The special guest of the evening Nobel Peace Prize winner **Rigoberta Menchu Tum** followed with an equally stinging criticism of the current trading system which she said is responsible for the growing chasm between the rich and poor and growing unrest in the world. In the face of this totally unjust and unilateral system, Fair Trade is a critical means “to create more equal trade



Rigoberta Menchu and Minister Derbez take a swing at the piñata

relations” and to “maintain the productive capacity and improve the well being of producers and their communities ... Thanks to Fair Trade, thousands of producers in regions all around the world have been able to sustain and diversify their agriculture” and protect the environment. She pointed out how critical agriculture is to the planet and to its inhabitants, 50% of whom rely on agriculture for their livelihoods. Ironically, she said, “three quarters of the 800 million people who suffer from malnutrition actually live in rural areas and work in agriculture!”

Fair Trade, she said, is key in the struggle against “a perverse system that benefits a few and maintains a large majority of people on the planet in misery.” Menchu expressed skepticism that there would be any positive result from the Cancun meeting since rich countries didn’t come with any positive proposals. “The majority of developing countries”, she said have not received benefits from “free trade.” In fact, as free trade grows, many small and medium enterprises continue to disappear, along with jobs. Finally she said that “the protests that we have seen are a solid rejection of the behavior of those who direct world trade and the decisions they make on the backs of the people.” The protests are the “voice of the world citizenry, of the majority who demand democratic decision making, who believe that another world is possible and who are fighting for fair and just trade that supports development.”

Before introducing the final guest

speaker of the night, **Isais Martinez Morales, President of the Union of Indigenous Communities in the Istmo Region (UCIRI),** a Mexican Fair Trade coffee cooperative, highlighted the importance of the Fair Trade movement to the small producers of coffee and other products as well as the consumers in the north. “Small producers,” he said, “are ready to fight not only to create a Fair Trade system with better prices, but to create a different society where we all have equal value.”

Mexican Foreign Minister Luis Ernesto Derbez opened his remarks describing a meeting he had just attended with African countries to discuss their proposal to eliminate all subsidies in the cotton sector. He expressed strong support for the proposal and said that this was “an important meeting since it represents without a doubt the first step coming from a ministerial meeting of support for low income countries that depend on cotton for subsistence.” He said that he was very happy to be at the Fair Trade event because he believes that “agriculture is the basis for development in our nations” and encouraged greater partnership with non governmental organizations (NGOs). “With the support of each other working together, we can achieve Fair Trade in the world. That is the reason for the Doha rounds, that is why we are here, and why many developing countries like Mexico are pushing very hard on the issue of agriculture.” With those words, Derbez and Menchu picked up the stick and successfully broke the piñata, amidst cheers and shrieks of the crowd that dived for hundreds of Fair Trade goodies that came tumbling out.

It was visible that there was a hunger for and a vital movement around the world to construct new trade rules that truly uplifted and empowered the farmer, the artisan, and the consumer. And the good news that greeted us was that system was already thriving, and spreading contagiously.

THE INTERNATIONAL FAIR TRADE FAIR

Gathered together for the first time at the International Fair Trade Fair, producers from every continent expressed great pleasure at being able to show the world's trade ministers, media, policy makers and NGOs gathered in Cancun, just how Fair Trade really works. With coffee, tea, herbs, spices, coco, chocolate, mescal, honey, maple syrup, grains, fruits, textiles, paper, wood products, and more, as calling cards, nearly a hundred producer cooperatives, NGOs, businesses from around the world showed how this thriving economic system is bringing great benefits to producers and their communities.

With more than 24 countries represented including Brazil, Peru, Chile, Ecuador, Venezuela, Panama, Honduras, Nicaragua, Guatemala, Mexico, Nepal, India, Ghana, South Africa, Indonesia, the USA and Europe, this was no ordinary "trade" show, but rather a showing of the diversity and breadth of the international Fair Trade system. Over 40 Mexican Fair Trade producer organizations were featured in the Mexican Pavilion, located in the center of the Fair. It was hard for visitors to enter the pavilion without first tasting the famous Oaxacan mescal, and hearing first hand from the mescal producers about the tremendous work that goes into the production of such a delicious spirit. Comercio Justo Mexico, the first developing country Fair Trade certification organization, organized the pavilion to highlight the growth of the Mexican Fair Trade movement, which they hope will catch on with Mexican consumers. Their aim is to build Fair Trade markets nationally in a country that produces more than enough coffee to meet consumer demand.

While protesters clamored outside barricades calling for policies to make all trade fair, Fair Trade Fair participants made the same cry by demonstrating that there are alternatives to the WTO



Mescal producers share their spirits in the Mexican pavillion

free market approach to international trade. The plight of these farmers was brought to the fore in Cancun by the shocking and tragic suicide of a Korean farmer in protest of such "free-market" policies that have driven down global commodity prices. The Fair Trade Fair provided the hope and the model that Lee was looking for a system of trade that is based on respect, fair prices and fair wages at a time when coffee farmers are seeing the lowest global coffee prices in a hundred years.

With colorful Mexican flags and posters hung overhead, the more than 2,000 visitors to the Fair had the opportunity to taste many products including chocolate, coffee, quinoa cookies, honey and hibiscus tea. As visitors tasted these delicious goodies, and purchased beautiful gifts, they learned that



Rigoberta Menchu visits with producers at the Fair

Fair Trade products are about quality on all levels—quality of life for the producer and quality products for the consumer. Exhibitors spent much of their time explaining how the products are made and how their cooperatives, NGOs and businesses function. They also described the many social, economic and environmental benefits that Fair Trade brings to local communities. Perhaps most importantly, visitors learned how Fair Trade is helping to build and strengthen family and community structures, and about the dignity and respect that Fair Trade brings to



Adriana Gonzales shows off her beautiful molas from Panama

producers. Visitors to the Fair also became aware of the important role of consumers

in this movement and the need for rapid growth in Fair Trade markets to counteract the devastating impact of low commodity prices that are driving many farmers off their land.

The impact on the visitors was clear. WTO trade ministers and delegates who came looking for delicious chocolate and to see how their own country was represented at the Fair, were heard to comment: "This is the perfect thing for our country, which is full of small scale producers. I see that we should be bringing Fair Trade to our homes." International media teams were likewise impressed with the existence of an alternative trade system already in the works.

Visitors and producers alike were inspired by what they saw at the Fair: a vibrant, healthy, sustainable form of trade that can revolutionize the ways in which we interact with one another and our planet. The Fair participants left Cancun feeling that they had made many vital connections. As one producer group representative from Guatemala said: "This Fair helped all of us as we had the opportunity to not only meet other Guatemalans working in Fair Trade but to begin to coordinate our efforts on a national and international level to benefit everyone."

Chamaedorea Palm in the Floral Trade: Promoting Environmental Sustainability and Social Equity through Strategic Alliances between Producers and Christian Congregations – A Workshop

SPONSOR: Commission for Environmental Cooperation (CEC)

MODERATORS: Chantal Line Carpentier, *Director of Environment, Economy, and Trade Program, CEC & Dean Current, Program Director for Integrated natural Resources and Agricultural Management, University of Minnesota*

SPEAKERS: Rene Ochoa, *Texas A&M University*; Sarah Ford, *Lutheran World Relief*; Jim Everett, *Continental Green*

The summary and documents related to Palm meeting can be found at the following web address:
http://www.cec.org/programs_projects/trade_enviro_n_econ/project/index.cfm?projectID=11&tvarlan=english

WTO Policy Plenary: Making Trade Work for Producers, Rural Communities and the Environment

SPONSOR: Oxfam International, Institute for Agriculture and Trade Policy

MODERATOR: Mark Ritchie, *President, Institute for Agriculture and Trade Policy, USA*;

SPEAKERS: Susan Whelan, *Minister, Canadian International Development Agency (CIDA)*; Phil Bloomer, *International Trade Campaign Manager, Oxfam International*; Isaias Martinez Morales, *Union of Indigenous Communities in the Istmo Region (UCIRI), Mexico*; Katherine Anderson, *International Federation for Alternative Trade, UK*

OVERVIEW: Panelists discussed the impact of current trade rules and practices, such as dumping and low commodity prices and explored the growth and benefits of Fair Trade in the North and South. They also addressed the following questions: What lessons does the Fair Trade system hold for conventional trade? What kinds of trade rules are needed to expand sustainable trade and make all trade fair?

Susan Whelan emphasized that economic growth is critical to development and poverty alleviation and that the WTO and international regulatory bodies represent the way to promote openness, which is critical to growth. Ideally, the WTO can hold powerful countries accountable in ways that national-level schemes cannot.

Whelan highlighted Canada's primary interests in the WTO meeting: fundamental reform in agricultural trade, better market access for goods and services, and improved trade rules. Whelan described how Canada is helping developing countries improve their trading position through a \$165 million trade-related capacity building program and by removing all quotas and tariffs on imports of most products from most Least Developed Countries.

Fair and sustainable trade is one way to make trade work for the poor. The government cannot replace the market, but it can complement it effectively, especially by focusing on the needs of the poorest, and most vulnerable players in the market. "Fair Trade can help people lift themselves out of poverty without compromising their culture, social institutions, or the environment. It is a proven model for how equity can be integrated into trade. The efforts of both government and Fair Trade organizations in working towards more equitable trade are very important. Let's keep at it." she said.

Phil Bloomer stressed that the benefits of trade to the poor are undermined by rigged rules set in powerful countries. Rich countries make promises to keep the poor countries at the table, and then break them when it comes time to follow through. This brings the whole multilateral system into disrepute.

Bloomer pointed out the underlying causes of poverty among commodity producers: market concentration, subsidies and dumping policies in the North, and insufficient diversification, which increases risk. He compared and contrasted coffee and sugar. Coffee, exclusively a tropical crop, is experiencing overproduction and rapid liberalization, which has led to a "free market" – the solution prescribed by rich countries. The result has been the worst crisis for coffee farmers in 100 years. Sugar, on the other hand, is a tropical and temperate crop. As a result, it is a highly regulated market which subsidizes grossly uncompetitive northern products that lead to surpluses dumped in the world market, destroying poor peoples markets and livelihoods. The EU has the highest cost of production, but is the second-biggest exporter. These commodities require management schemes that are globally just, based on Fair Trade principles, and open market access.

Isaias Martinez Morales described the cooperative's initial efforts to develop and find Fair Trade markets in Europe more than fifteen years ago. He was clear in his prescription how to improve the lives of producers in developing countries: "Producers simply want to be paid a fair price for the commodities they produce." The fair price brings many benefits, especially enabling producers to develop social and environmental projects in their

communities. He also emphasized that Fair Trade is not about charity or aid. Producers work hard to make a quality product. Buyers pay for quality, not pity, and it is time that the international bodies understand the issues and challenges facing producers.

Kathy Anderson stressed that Fair Trade is not just about fair access to markets. It is about building partnerships along the commodity chain. Consumers come into the partnership through interest in seeing small producers get a fair deal. In order to bring greater benefits to producers there must be more value added products, more South-South trade, more local trade, more diverse markets and producer ownership. Consumers also need to be informed of the broader injustices because only then will we have a broad market for change. IFAT brings together 200 members from 55 different countries for three main reasons: to build a market for Fair Trade; to build trust in Fair Trade; and to advocate for Fair Trade. "Trade can alleviate poverty but only under certain circumstances., but free trade must be fair—and there must be discretion to enable poor countries to protect their markets and to adopt policies that benefit small scale producers Market access is not the end of the story, it must be linked to capacity building programs for small enterprises."

Fair Trade: A Path Forward to the Millenium Development Goals

SPONSORS: Women's Edge & Institute for Agriculture and Trade Policy

MODERATOR: Marcelline White

SPEAKERS: Eveline Herfkens, *UN Secretary General's Executive Coordinator of the Millennium Development Goals*; Marcelline White, *Director, Global Trade Program, Women's Edge Coalition and Board Chair, Fair Trade Federation*; Antonia Rodriguez de Moscoso, *ASERBOLSOM, Bolivia*

OVERVIEW: This panel discussed the important connection between Fair Trade and the achievement of the United Nation's Millennium Development Goals. The eight "Millennium Development Goals"(MDGs) agreed upon at the UN by heads of state in 2000 are to: Eradicate extreme poverty; Improve maternal health; Achieve universal primary education; Combat HIV/AIDS, malaria, and other diseases; Promote gender equality and empower women; Ensure environmental sustainability; Reduce child mortality; Develop a global partnership for development.

Eveline Herfkens stated that the Fair Trade movement is leading the way in helping to realize the Millenium Development Goals. Poor people want a decent income by getting a decent price for their goods. It is generally agreed that the developed world can help poor countries by using aid AND trade as well as aid FOR trade. Developed countries must use aid money to help coun-

tries strengthen their ability to trade on fair trade terms. Heads of state have promised to help achieve these goals, Hefskins noted. "We can't let them fail to fulfill those promises".

Lip service has long been given to the idea that trade serves the poor. However, current agricultural policies which allow for overproduction and export are destroying poor farmers. Developed countries must open their markets to products of poor people. We need to keep tariffs from increasing; we need to prevent dumping, we need to simplify rules of origin; they are too complicated. Another problem for developing countries is that transnational companies will use knowledge that they learn from small communities without giving them any compensation. "It is very important," Herfskens emphasized, "that you become advocates for all trade being fair." We need to increase awareness of how rules are rigged against the poor.

Finally, in order for the MCGs to succeed, we must have a UN that has muscle. The UN needs powerful members. The UN has come up with excellent proposals. For instance, it was decided by the UN that rich countries should use a mere 0.7% of their resources for development in poor countries. Only 3 or 4 countries have done this, which is not the UN's fault.

MARCELLINE WHITE addressed the one of the MDGs: gender equality, noting that since 70% of the poorest people in the world are women, to focus on poverty, we must focus on women's poverty. One reason that women suffer from poverty more than men do is that they have less access to land, credit, banking. Another is the social and cultural discrimination they face. Women often won't be hired for certain jobs. Women are the last hired and first fired. Women earn less even if they have the same education, same experience. White stated that there is also an issue for women that she referred to as "time poverty:" Women spend more time in care activities. Therefore they have less time to look for work or to relax. Finally, White noted that countless studies show that women channel money into their homes and children. Men spend money on private pursuits and leisure.

There are certain types of work that allow women, in particular, to care for their families while gaining income. Banana growing and weaving are two activities that are easily combined with child care. But WTO rules make it difficult for poor families to choose the best activities for their lifestyles because, for instance, U.S. tariffs are huge on value-added goods.

International property rights rules are not being discussed at all in the WTO. This is critical to making trade fair for poor countries. There is no way in the WTO system to protect cultural knowledge, only individuals can patent ideas. One can take any idea from a group of people and market it without compensating that group. In some instances, cheap Asian copies of indigenous products are being sold falsely labeled as handmade goods.

White made several recommendations to make international trade more fair: Build a market for fairly traded goods; diversify the types of goods available through Fair Trade; tell the stories of producers; work closely with producers; challenge existing trade rules.

Antonia Rodriguez explained that she was born in a very poor community, where there was no transportation available and it took two days to walk to the nearest town, Potoci. She began to work as domestic at 8 or 9 years old, taking care of a baby. She herself now has 3 children. Two of her sons are engineers; her third son is a dentist. Rodriguez herself finished primary and secondary school two years ago, and stated that she plans now to study business at university.

"I've been mistreated," she said. "Our rights as women have been violated." Many people in Bolivia have had experiences like hers. After Rodriguez had 3 children, her husband left her, telling her, "Without me, you will starve." But Rodriguez, determined to prove him wrong, worked night and day and gained strength from making it on her own. "I have learned a great deal," she told the crowd, "and I have strength and courage to move forward."

She produces handicrafts and works for equal rights. She participates in the local Chamber of Commerce. In the last election, she was a candidate for congress through the Socialist party. She is also an advocate for Fair Trade. She said that it is important for value to be placed on natural materials, things made with love. "Coffee beans and other products must be natural so as not to harm our bodies," Rodriguez noted. We produce crafts with love and affection because people are going to use those products.

The policies of the United States marginalize poor countries and their people. Maquila factories hurt us; the FTAA can harm humanity. Bolivia has many resources, and the indigenous people there live in harmony with the land. They are fighting the export of gas; it is being sold for practically nothing and is controlled by multinationals.

What's Behind The Label?

SPONSOR: Swiss Secretariat for Economic Affairs (SECO)

MODERATOR: Pierre Johnson, *Coordinator of the Fair Trade Workshop of the Alliance for Responsible, Plural and United World, France*

SPEAKERS: Matthew Sebastian, *Executive Director, Indocert, India*; Chantal Havard, *TransFair Canada*; Dawn Robinson, *Forest Stewardship Council (FSC)*; René Audet, *University of Quebec in Montreal, Canada*

OVERVIEW: Consumer labeling is a compelling strategy for building consumer trust and an important component of a broader sustainable development strategy. This panel high-

lighted three labeling initiatives: Indocert, TransFair Canada, and Forest Stewardship Council. An interesting discussion ensued about the possible impact of the WTO on labeling (could force a lowering of the standards) and lessons that the Fair Trade movement could learn from experiences such as the U.S. organic label.

Matthew Sebastian spoke about Indocert's role in inspection, certification and labeling of organic products in India. Indocert conducts several kinds of inspections at each farm it certifies: the initial inspection, subsequent annual inspections, and "additional" inspections that may be done upon suspicion of non-compliance, to check on implementation of "conditions" imposed when certification was granted, or simply at random. Certification is based on the results of these inspections as well as compliance with legal requirements and labor standards. Indocert labels certified products with its "India Organic" logo and monitors the marketplace to prevent misuse of the logo. Many NGOs have been promoting certified organic products in India and have influenced the government to consider promoting organics as well. Still, there are barriers to small producers' involvement in this movement:

- Many farmers and government extension workers are unfamiliar with organic standards and practices and don't have access to marketing information;
- Data on the economic performance of organic products is lacking;
- Consumers don't know where to buy organic and whether the quality is reliable; and
- The costs of certification are high, though it has come down.

Chantal Harvard explained that TransFair Canada started in 1995 and currently certifies five products (coffee, tea, sugar, sugar and chocolate), with more than 100 Canadian companies participating. Fair Trade standards are determined by FLO and vary slightly by product, but are based on four principles:

- Produced by democratically-organized cooperatives or, for some products, in plants or estates where workers have the right to unionize;
- Laws are obeyed and production is environmentally sustainable;
- The price paid includes a social premium; and
- Contracts are signed in advance, with credit provisions.

Participating companies must provide quarterly reports to TransFair, pay licensing fees based on the volume of certified products they sell, and submit to annual audits. Many groups are now encouraging common inspection among Fair Trade and organic certifiers, and FLO is currently experimenting with one such model in Mexico –

Certimex. There is also debate currently about whether Fair Trade standards should be public or private, with the French and Belgian governments attempting to make them public. FLO prefers that they remain private. A recent Canadian study concluded that TransFair is the best option for certification but that the government should develop some legislation on Fair Trade products.

Dawn Robinson spoke for FSC and referred people who want more information to her colleague Carolina Hoyos (choyos@fsoax.org). FSC members provide two kinds of certification (forest management certification and chain-of-custody certification) according to FSC's ten principles (the 10th being for plantations only) and 56 criteria. National initiatives can use the generic FSC standards, though most choose to adapt them to their local context. Local and national standards are field tested before the national initiative is accredited as part of FSC. FSC also accredits and monitors certifying bodies and issues "corrective action requests" when necessary. Certified products include timber and non-timber forest products (hearts of palm, chicle, Brazil nuts). Formed in 1993, FSC adopted a social strategy in 2002 that gives special attention to small producers, indigenous people and community forestry practitioners.



Robert Stiller speaks about Green Mountain's success at opening press conference

Chiapas, Oaxaca, and Guerrero. Sample projects involve the production of honey, hibiscus, mescal, and coffee. This is a unique endeavor for the Bank because these are small-scale rather than large infrastructure projects. The program provides financial resources, technical assistance, and marketing support. It also works through existing NGOs that in turn provide credit and assistance.

The project proposals come directly from the communities, which ensures their cultural and regional relevance. Operations are administered in Mexico, and are approved by the Bank's civil society committee. Technical assistance and accompaniment is a vital component of the program and must be ongoing in order for these projects to be successful.

Robert Stiller believes in a "bottom up" rather than a "top down" business approach. Green Mountain sells coffee in various venues. The company often sends employees to the source, to visit the producers directly, and frequently brings producers to the United States. He underscored the importance of educating the consumer, who doesn't often understand the reality of the growing conditions.

Fair Trade sales are growing rapidly, though the company does not buy all of its coffee in the FT market. He highlighted the importance of building consumer demand in order to expand the Fair Trade market, pointing out that increased consumer demand is the major driving factor behind Green Mountain's increased FT purchases. He also mentioned the critical role of third party verification in ensuring that consumers learn about and trust the FT movement.

Paola Ghillani provided a brief history of FLO's beginnings as an umbrella labeling organization. It is now comprised of 17 labeling organizations and has 315 certified producer organizations. It is a rapidly growing organization with an average rate of 20% growth annually. The FLO vision is that Fair Trade will become the norm and not the exception in the global community.

FLO's mission is to: 1) certify and control products that carry the FT label and to ensure they follow FT standards as set by FLO's stakeholders, which includes all involved in the FT chain: producers, traders, consumers etc.; 2) open markets to producers in developing countries with FT conditions. Ghillani stressed the importance of strengthening producer position through commercial training, more autonomy, quality standards, and management.

New product addition is also a major aspect of scaling up Fair Trade. The most important markets are in

Scaling up Fair Trade for Greater Impact: What Will it Take?

SPONSOR: Green Mountain Coffee Roasters

MODERATOR: Steve Sellers, *Chief Operating Officer, TransFair USA*

SPEAKERS: David Atkinson, *Representative, Inter-American Development Bank, Mexico*; Robert Stiller, *CEO of Green Mountain Coffee Inc., USA*; Paola Ghillani, *President Fair Trade Labeling Organization International (FLO)*; Rene Ausecha Chaux, *Director, COSURCA, Colombia*

OVERVIEW: Speakers addressed what the current impact of Fair Trade (FT) is, how it can be expanded and what the future of FT looks like. Speakers representing four distinct aspects of the FT movement addressed these questions from their respective viewpoints: producer, roaster/buyer, certifier, outside financier. The unifying goals for all were increasing consumer awareness and demand, expanding technical capacity in producing communities, and maintaining unity within a diverse FT movement.

David Atkinson: The IDB is financing eighteen community development projects in the Mexican states of

Europe, though the US and Canada are both growing. As the organization grows, it is a challenge to continue to ensure effective producer participation while maintaining an efficient system. Another important goal is to maintain transparency of the labeling system to keep consumer trust. The goal is to strive towards a progressively common identity within FT movement without endangering consumer recognition.

Rene Ausecha Chau highlighted the benefits of Fair Trade. In a region heavily affected by the civil war and cocaine production, access to the FT market has allowed COSURCA farmers to stay on their land and continue to make a living through their coffee. FT betters their living conditions and gives producers a voice and greater autonomy in international and local markets. In order to meet the growing demands of the Fair Trade market, COSURCA needs to focus on organic production and organizational development. Their goal is to continue strengthening their position as campesinos to dialogue with the government, negotiate further development projects, and seek foreign investment. They aim to accelerate the conversion to completely organic production as well as open new export channels for their coffee.



Guadalupe Quiróz speaks to reporters about Fair Trade

tion on family agriculture in Brazil, namely the loss of competitiveness and environmental degradation. This is a very serious problem since family agriculture produces 51% of the food grown in Brazil, and with only 30% of the overall land area in the country, this sector is responsible for 39% of the agricultural GDP. The speaker argued for the state and social movements to play a role in promoting Fair Trade in Brazil through marketing and other assistance to family farmers including: production management, credit, appropriate technology and technical assistance, and strengthening the cooperative sector. The state could also help by funding local organizations to plan development and by promoting networks for ethical trade based on solidarity.

Guadalupe Quiróz Jiménez: Comercio Justo Mexico (CJM) groups together 125,000 small producers of coffee, honey and other products from Oaxaca, Chiapas, Guerrero, Puebla, Queretaro and the capital city (D.F.). CJM was founded in 1998 and launched the first Fair Trade certification initiative (seal) in a Southern/producing country. CJM is a member of Fair Trade Labeling Organizations International (FLO). Six producer cooperatives are now using the

Comercio Justo seal, including UCIRI, CESMACH, CEPCO, Agromercados and others. These producers joined together to create the “Café Fertil” brand of fair trade certified coffee, which is a blend of coffee from many different groups now being distributed in Queretaro and Guadalajara. Comercio Justo sees its primary roles as creating “Value Added” for producers and helping its member organizations with sales and marketing. Future projects include a consumer campaign planned for this fall and opening retail cafes.

Winnie Lira: Fundacion Solidaridad was started in order to support families of the disappeared during Chile’s Pinochet regime. The group was successful in exporting “arpilleras” (a traditional textile) on Fair Trade terms to 15 countries. In 1990, a group of Fair Trade producers in a neighboring country began exporting a similar product at a significantly lower price, causing a decrease in orders for arpilleras from Chile. As a result, Fundacion Solidaridad re-examined its strategy and decided to pursue other markets within Chile. Their successful strategy, which has expanded the organization’s impact to nearly 500 families, includes:

- Operating two Fair Trade retail stores in Chile.
- Securing government contracts for educational dolls used in the schools (Fundacion Solidaridad beat out multi-national corporations Disney, Mattel, and Fisher-Price to win these contracts!).

Fair Trade Within Borders: Creating Domestic Markets and National Policies to Support Small Producers

MODERATOR: Seth Petchers, *Consultant, Chocolate Matters, USA*

SPEAKERS: Guadalupe Quiróz Jiménez, *President of Comercio Justo Mexico*; Winnie Lira, *Executive Director, Fundacion Solidaridad, Chile*; Alberto Broch, *Vice President, CONTAG*; Hannah Lewis, *Coordinator for the Domestic Fair Trade Working Group, USA*

OVERVIEW: Northerners tend to think of Northern (industrialized) countries as the primary markets for Fair Trade products. However, there are viable and significant markets in Southern (developing) countries as well. This panel highlighted three organizations and their strategies for successfully developing domestic markets in Brazil, Mexico and Chile, as well as an example of Fair Trade principles being used in marketing US-produced goods locally.

Alberto Broch CONTAG is a labor confederation made up of 25 federations, comprising 2700 labor unions representing small producers and rural workers. Broch spoke about the negative impact of economic globaliza-

- Launching a campaign to encourage corporations to make employee gifts Fair Trade, as part of their Corporate Social Responsibility commitments. Out of 80 companies the foundation approached, three responded and have ordered Fair Trade gifts several years in a row.

Hannah Lewis: The Domestic Fair Trade Working Group is a six-month-old initiative aimed at supporting small and medium-sized farmers in the US using Fair Trade principles. International Fair Trade principles could be adapted in the US to support these farmers. These include transparency, democracy, and the idea that a product's true cost is equal to the cost of production plus the cost of living and an additional social premium. Farmers' markets and community-supported agriculture (CSA's) are examples of Fair Trade-like programs that have supported small and organic farmers in the USA for decades. Several new projects are building upon on these ideas and looking more directly to the Fair Trade model. For example, the Washington Fair Trade Agriculture (WAFTA) project is bringing farmworkers (through the United Farmworkers Union) together with small and medium-sized apple growers to market Fair Trade apples at a higher price that will actually meet growers and farmworkers' needs. Several wholesalers and retailers are already interested. Native Harvest is another example of a domestic Fair Trade project in which Native Americans are producing and marketing wild rice, maple syrup and raspberry preserves.

Sustainable Procurement: Key Strategies for Advancing Sustainable Development

SPONSOR: Commission for Environmental Cooperation (CEC)

MODERATOR: Chantal Line Carpentier *Director, Environment, Economy, and Trade Program, CEC*

SPEAKERS: Diego Masera Cerutti, *ROLAC, UNEP*; Luz Aida Martinez, *Mexican Environment and Natural Resources Secretariat (SEMARNAT)*; Robert Kerr, *(ICLEI)International Council for Local Environmental Initiatives*

Summary is unavailable. More information regarding the North American Green Purchasing Initiative as well as powerpoint presentations from UNEP and SEMARNAT are available on the CEC website at: http://www.cec.org/programs_projects/trade_envir_econ/

Trade Preferences and Environmental Goods and Services

SPONSOR: Commission for Environmental Cooperation (CEC)

MODERATOR: Scott Vaughn, *Visiting Scholar, Trade, Equity*

and Development Project, Carnegie Endowment for International Peace

Speakers: John Polak, *President of the Global Ecolabeling Network, President, Terra-Choice, Canada*; Kevin Gallagher, *TUFTS University, USA*; Beatrice Chaytor, *FIELD, UK*; Annie Dufey, *Economist, RIDES*

Summary is unavailable.

Wearing Sustainability on Your Sleeve: Organic Cotton and Fair Trade in the Apparel Industry

SPONSOR: Organic Consumer Association

MODERATOR: Chris Treter, *Clothes for Change Campaign, Organic Consumers Union*

SPEAKERS: Will Allen, *Organic Cotton Farmer and Founder of the Sustainable Cotton Project, USA*; Ronnie Cummins, *Organic Consumers Association, USA*; Roian Atwood, *Community Relations Coordinator, American Apparel, USA*; Bena Burda, *President of Maggie's Organics, USA*; Zulema Mena, *Maquilador Mujeres (supplier to Maggies Organics), Nicaragua*

OVERVIEW: Panelists discussed increasing corporate control and manipulation of the market in a wide range of agricultural commodities, especially cotton, and the harsh impact this is having on family farms. They emphasized the need for building support among the anti-sweatshop and labor movement for both organic and Fair Trade standards in the factories and in the fields. Representatives from two pioneering retailers of sustainable cotton clothing in the United States discussed their business models and a Nicaraguan worker/owner of an alternative sewing Maquila discussed the struggles and successes of women in Nicaragua in the Maquila sector.

Will Allen stressed the fact that the agricultural sector in grains, meat and other commodities in the USA (and the world) is now dominated by a small handful of multinational corporate entities (Cargill, Conagra, IBP, ADM). Vertical and horizontal control enables them to manipulate the supply and the price and retain political control over many farmers in the USA and Europe. The GATT exacerbated this trend. For example, after the passage of North American Free Trade Agreement (NAFTA) the world price for cotton dropped; as a result, Native Americans lost land that their ancestors had lived on for 5000 years and 20,000 Indian cotton farmers committed suicide.

Cotton is one of the world's most important crops with 85 cotton producing countries. China is the biggest producer; the USA is the second biggest producer and largest exporter. The U.S. government subsidizes cotton, with 80% of those subsidies going to less than 10% of cotton farmers. The average size of a cotton farm in the

USA now is 1000 acres, while the average size in the 1940s was 17 acres. Back then, 40% of the population farmed; now less than 1% of population are farmers. Five hundred farms a week are going bankrupt in the USA. Monocultural production is encouraged all over world, in large part, as a result of WTO policies. Fair Trade organizations and the Fair Trade movement is important to enable local communities to continue to have their traditional farming system.

Many farmers in the USA want to farm organically or by using Integrated Pest Management (IPM). In the 90s, we spent a lot of time creating the organic market and were able to get a number of clothing companies interested and farmers shifted 15,000 acres to certified organic cotton. After NAFTA and GATT, organics were practically eliminated with only 130 acres of organic cotton left. As a result of subsidies, we export over 50% of our cotton and create a downward price pressure on all cotton. Subsidies have to change so that they encourage sustainable and organic agriculture.

Ronnie Cummins: The Organic Consumers Association is a network of 500,000 organic consumers working to promote food security and Fair Trade (see www.organicconsumers.org/ for a wealth of info about organics, Fair Trade and the food industry). While there is a major organics trend in the \$800 billion food industry, it is much more difficult to find organic in the garment industry, and even harder to find organic and Fair Trade or non-sweatshop together in one product. Of the \$300 billion U.S. garment industry, 90% of garments are produced outside of the USA. Of the 10% of production in the USA, sixty percent is in sweatshops. You cannot readily buy 100% organic cotton, union made clothes. The Organic Consumers Organization's Clothes for Change campaign is asking organizations and retailers to commit to selling non-GMO, non-sweatshop, and 100% organic cotton clothing.

Thirteen million households say they are buying organic food—but very few are buying organic clothing. While there are lots of protests against NIKE, there are few alternatives. The bottom line is that we must create mass awareness in the USA and the global north around the issues of sweatshop and GMO garment production. People need to become aware that “every time you buy an article of clothing in the USA, you are destroying the environment, promoting genetic engineering and oppressing workers.” Seventy percent of Americans are willing to pay more for products, including garments that don't damage the environment and don't exploit workers. However, if there's no marketplace alternative, they are going to keep doing what they are doing.

NIKE's response to current anti-sweatshop movement is to buy organic cotton—NIKE is now the largest purchaser of organic cotton. The problem is that organic cotton does not guarantee fair wages and conditions for workers. For example, sweat labor in fields is behind the cot-

ton that even well-intentioned companies like SWEAT X use. AFL-CIO refused to pay \$1 more for t-shirts to be organic. It is critical to get the anti-sweatshop movement to address sweatshops in fields, and promote Fair Trade along with organics. USDA organic does nothing to ensure that minimum labor standards have been met.

Roian Atwood described American Apparel's recent commitment to transitioning to using organic cotton in 80% of its production. American Apparel's emphasis has been on fair treatment for workers. The Los Angeles based company pays its workers \$11-\$15/hour, based on experience. It also offers subsidized dental and health care, subsidized lunches, access to college scholarships, and is creating an on-site childcare center and wellness center.

Bena Burda, of Maggie's Organics offers a 100% organic cotton line of clothing. In order to be competitive, the company had to go off-shore. However, it was committed to finding production facilities that treated their workers well and wanted to promote a connection between the producers and the consumers of the product. Eventually, it decided to source its t-shirts from a women's sewing cooperative in Nicaragua formed by victims of Hurricane Mitch. Burda showed a video that highlighted the tremendous work of this women-owned sewing factory in Nicaragua.

Zulema Mena recounted how the Maquiladora workers are mostly women and are very poor. Because there is high unemployment, maquila work is an important alternative. However Nicaraguan women are very exploited in this sector and have long been struggling for a fair wage. Mena sharply criticized the maquilas, many of which are run by the Chinese. In contrast to the majority of maquilas, Mena described the worker owned sewing factory model that she has helped create. She highlighted the joy and happiness the women feel at being to run their own business, and the significant wage increases women enjoy now that they are able to divide the profits among the cooperative's membership. This is the first coop in the maquila sector in Nicaragua that has this kind structure. The women receive a fair salary of 42.50 cordobas per day compared to the 9 cordobas average workers receive in the Chinese factories. “We are a model that we want other factories to copy—we are managed by Nicaraguan women, not the Chinese.”

WTO Policy Plenary: Social and Eco-labeling: Market Opportunities, Challenges & Future Strategies

SPONSOR: Swiss Secretariat for Economic Affairs (SECO)

MODERATOR: Daniel Wermus, *Journalist, Infosud, Switzerland*

SPEAKERS: B. S. Ngubane, *South African Minister of Arts, Culture, Science & Technology, Chair of Sustainable Trade and Innovation Center (STIC)*; John Polak, *President of the*

Global Ecolabeling Network, President, Terra Choice Environmental Services Inc., Canada; Froilan Beltran Condori, General Manager, and Bernardo Apaza, Marketing Manager, El CEIBO, Cocoa cooperative, Bolivia; Matthias Meyer, Trade and Development Issues Officer, Swiss Secretariat for Economic Affairs (SECO)

OVERVIEW: Panelists discussed eco-labeling in the context of WTO agreements and highlighted the kinds of policies and resources that are needed in order to enable producers in the South to benefit from ecological and Fair Trade markets in the North.

B. S. Ngubane stressed how resources for capacity building initiatives must go hand in hand with the development of ecological and social standards. He pointed out that producers are increasingly facing pressure to comply with ecological, social and health standards in the North. Ironically these very standards intended to favor sustainable producers and increase sustainable development sometimes have the opposite effect—harming prospects for poverty reduction and economic growth—since producers which can't meet these standards are being excluded from markets. It is not that producers and their governments are not willing to meet these standards, they simply lack the institutional, technical and financial capacity to do so.

There are several things needed to improve this situation: (1) Southern participation in the development of standards; (2) increased access to technical knowledge and resources; (3) financial resources to comply with expensive certification requirements; (4) need for better criteria; and (5) increased uniformity of different standards. In addition, more official development assistance needs to be channeled to producers, both for the development of technical infrastructure and human resources. Finally, we need more organizations like STIC, that can help provide the specific technical assistance to producers.

John Polak emphasized that eco-labeling initiatives require discipline in order to be meaningful. There are many varieties of eco-label; many bases upon which they can be distinguished. These include: voluntary v. mandatory (toxicity); self-declared v. 3rd party verified; single issue (energy) v. multiple issue (lifecycle); single sector v. multiple sector; leadership v relative rating v information.

Trade agreements might or might not have application to eco-labeling. There are three trade agreements that could be relevant: a) GATT b) Technical Barriers to Trade and c) General Agreement on Trade and Services.

There are three issues that have been raised as concerns: 1) access to label regardless of country of origin; 2) transparency in decision-making process and the ability of stakeholders to influence the development of standards; and 3) non product related PPM (process and production methods) requirements.

There is a lot of confusion and criticism from both the environmental and trade camps, but not a lot of understanding. Any type of eco-labeling could be operated in a way as to cause unnecessary barrier to trade, if poorly implemented. However, Polak was not aware of any operating that way nor of any specific complaint to

WTO. Environment could and perhaps should be used as a trade policy tool, encouraging the trade in environmentally preferable products and eco-labeling could play a key

role in that. Fair trade standards should be set and promoted with this in mind.

Froilan Beltran Condori spoke of the tremendous benefits to producers from FT and ecological markets in the North. El Ceibo cocoa cooperative, located 160 kms from La Paz, has grown from

12 cooperatives in 1977 to 37 today, with more than 4000 members. It was founded in order to help producers overcome exploitative middlemen and help them find direct markets for their cocoa. Given the lack of government support and infrastructure, El CEIBO was created to enable producers to gain the support they need and help them diversify their production. There are many different aspects of the organization's work: agro-forestry (environmental protection); sustainable democracy (development); agro-industry (production), and marketing. Sales have been steadily rising. Production is 60% Fair Trade, and 40% organic. "We are fighting the injustices that exist in the economic and social realm of our country."

Mathias Meyer emphasized that eco-labels should be seen in the context of both trade rules and environmental regulations. SECO would like to see the WTO incorporate eco-labels, along with the precautionary and polluter-pays principles. To achieve this, the labels must be predictable and set consistent high goals, which may imply harmonization of labels. Governments should be involved mainly in raising public awareness and helping harmonization efforts. Two essential principles: nondiscrimination and transparency, should guide labeling. This would include transparent criteria determination. The inclusion of these principles will help engender trust in the labels.



Minister Ngubane speaks on ecolableing panel

Corn at the Nexus of Debates over Trade, Hunger, Biotechnology, and Agricultural Subsidies

SPONSOR: Consumer's Choice Council

MODERATOR: Barbara Unmuessig, *President of the Heinrich Boell Foundation*

SPEAKERS: Gustavo Alanis, *Mexican Center for Environmental Law (CEMDA), Mexico*; Pat Mooney, *ETC Group, Canada*; Kathleen Delate, *Iowa State University, USA*; Gonzalo Fanzul, *Intermon (Spanish member of Oxfam International)*; Paul Kwengere, *ActionAid, Malawi*

This panel explored some of the challenges posed to farmers, export markets, food security, and biodiversity by the advent of genetically engineered and subsidized corn. A summary of this panel is not available. Speeches from this panel are available on line at www.consumerchoice.org.

100% Fair Trade in Coffee: The Power of Commitment

SPONSOR: Cooperative Coffees, Inc.

MODERATOR: Monika Firl, *Cooperative Coffees, USA* *

SPEAKERS: Dean Cycon, *Dean's Beans Organic Coffee Co., USA**; Beth Ann Milardo, *Equal Exchange, USA**; Scott Patterson, *Peace Coffee, USA**; Augustin Vazquez Ruiz, *Maya Vinic Cooperative, Mexico**

* speakers are representatives of Cooperative Coffee Roasters

OVERVIEW: This is a critical moment in the Fair Trade movement, especially with regard to the coffee market. There are currently more than 200 Fair Trade licensees, but many sell only one FT blend. In contrast, each of the roasters on the panel is committed to buying 100% Fair Trade, in an effort to create fundamental changes in the trading system. These roasters emphasize how crucial it is to increase current licensee participation to truly expand the market and discussed ideas of what 100% fair traders and other coffee roasters could do to expand Fair Trade and broaden its impact.

Scott Patterson: The creation of Cooperative Coffees has been helpful to Peace Coffee (PC) and other small FT roasters in the USA by allowing small roasters to gain purchasing power and offer greater varieties of coffee. It allows 100% FT coffee producers to share risk, and get better access to credit. Peace Coffee prioritizes relationships with producers and especially purchasing from not-so well-established producers. Pre-harvest financing is critical to enable less established producers grow and move to the next stage. Last year, PC did provide pre-harvest financing for 50% of all purchases. Few companies are doing that and it should be a bigger priority for

companies that offer FT coffee. The 100%ers need to advocate for companies who often just carry one selection to purchase a greater volume of FT and certification requirements should also aim at increasing volume of FT purchasing. Also, there needs to be greater transparency in business practices so consumers know where the coffee comes from. Also, more roasters should be more directly involved with producers and make commitments up front in their FT purchases.

Beth Ann Milardo: Equal Exchange takes a holistic approach to Fair Trade. The mission statement is to build long-term trade partnerships that are economically just and environmentally sound; to foster mutually beneficial relationships between farmers and consumers; and show the success and viability of a worker cooperative in Fair Trade. Equal Exchange prioritizes educating both the consumers and internal education of their staff, offering work-time to employees to go to forums. Equal Exchange is proud that it is a worker-owned coop with 40 members. It is also proud of the impact they have had, purchasing from 23 coops, making over \$800,000 available for pre harvest financing, and returning an additional \$1million to farmers over the market price. She suggested that there needs to be a common language around quality since producers, roasters and consumers all have different ideas about that. She said that pre-harvest financing was an important value and should be pushed more among companies offering Fair Trade certified coffee. Key demands for improving the impact of the certification process: 1) encourage more companies to buy more FT coffee; 2) Allow for positive discrimination between products based on how they are produced; 3) encourage public institutions to purchase more FT.

Dean Cycon: Dean's Beans was started ten years ago, motivated by the community development aspect of the FT business. (Dean's Beans is not a co-op, but an ordinary business). FT should appeal and speak to ordinary people and needs to be mainstreamed. FT is not ideological, but ethical. Dean mentioned the many ways that Fair Trade business could and should be used to empower farmers. He stressed that a Fair Trade price alone is not enough to take people out of poverty. It helps, but much more is needed. He mentioned examples of how his business model has helped to create self-financing of women's health care clinics and has provided a clean-water well in Ethiopia for their communities. In January, Dean's Beans will extend their profit-sharing plan to their farmers, offering an additional 5 cents per pound. He reiterated that profits from companies should be shared with producers and challenged the FT movement to look for more creative ways to do this. Dean criticized large companies which only sell 1% or 10% FT coffee. He argued that they actually undermine FT since they can afford to sell FT product at lower prices because the rest of their sales subsidize the low price.

Augustin Vazquez Ruiz: Shared his testimony of how FT benefits him and his fellow coffee producers in the Maya Vinic coop. There are 680 coop members who work on farms in three municipalities. He expressed his relief and gratitude for being part of the FT system because farmers have experienced such profound marginalization, and exploitation at the hands of the coyotes and the intermediaries in the regular market. The coyotes don't pay fair prices and they tend to prey on those who cannot read and write. Already we have benefited directly even though we are in the initial phases, being in the coop for four years and exporting FT for only two years. But FT is a way of finally bringing justice.

Indigenous Trade, Tourism, and the Environment

MODERATOR: Oscar Chacón, *Director, Enlaces America, USA*

SPEAKERS: Antonia Rodriguez de Moscoso, *ASARBOLSEM, Bolivia*; Deborah McLaren, *Executive Director, Indigenous Tourism Rights International, USA*; Francisco Cali, *Board President and Director of Guatemala Office, International Indian Treaty Council*; Jose Antonio Gomez Diaz, *Biotrade Program, Humboldt Research Center, Colombia*; Maritza de Carmen Parra Cordoba, *community leader, Colombia*

OVERVIEW: This panel examined the broad topic of the role of indigenous people in tourism and production systems, exploring the cultural clashes between indigenous worldviews, market capitalism, and even well-meaning ecotourism projects. Panel members also emphasized the importance of indigenous peoples gaining control of the marketing of traditionally crafted goods and ecological products.

Antonia Rodriguez de Moscoso: ASARBOLSEM is a non-profit co-operative facilitating sustainable economic and environmental activities by producing and marketing goods for local and international Fair Trade markets. Through Fair Trade, ASARBOLSEM has enabled indigenous people, especially women, to significantly improve their economic conditions and conserve their traditions and cultural values, while increasing their community participation, cultural pride and self esteem. It promotes ancestral knowledge of production, using for example, natural vegetable dyes to color their hand knit sweaters. The organization focuses particularly on women, disabled people and street children and in line with Fair Trade principles, gives them direct management responsibility for production and marketing, ensuring their participation at all levels of the organization. ASARBOLSEM won awards internationally for both quality and product orientation, and has also extended technical, administrative, operative and productive aid to non-member producer groups. The Association has also worked closely with street children, women's groups, and other local organizations dedicated to improving the situation of socially excluded groups.

ASARBOLSEM has in total more than 900 members spread throughout Bolivia; 93% of members are socially excluded or disadvantaged women.

Deborah McLaren: Indigenous Tourism Rights

International promotes community based tourism that is sustainable and based on Fair Trade principles. Tourism is the world's largest industry and has huge impacts on indigenous people, yet has very little participation from or benefits to indigenous people. Ecotourism groups and the UN-declared "Year of Ecotourism" have largely ignored indigenous concerns. The declaration from Indigenous Tourism Rights International's Oaxaca conference in 2002 outlines key issues of concern to indigenous people. These include: recognition of land rights, access to natural resources, and issues surrounding bioprospecting. The declaration calls for support of environmental laws, autonomy, and indigenous participation and respect for indigenous rights in tourism.

McLaren pointed out that there is an ecotourism certification effort underway spearheaded by international NGOs, yet indigenous people are being left out of the process. Indigenous Tourism Rights International is working to facilitate improved indigenous participation in this process. At the same time, they see the need for an alternative Fair Trade oriented community tourism certification program. They are working with groups such as and the International Indian Treaty Council to build indigenous networks and establish FT standards or community based tourism in indigenous communities.

Francisco Cali: "Ecotourism is selling our worldview – but we're still alive. We want to stop being postcards and folkloric objects, we want to be subjects of history," ... "Our role in the history of our countries hasn't been recognized. We are the fundamental part of the national culture of our countries and we are the wealth of cultural diversity of our countries. This is what we want recognized." Ecotourism has been converted into the latest popular fad and NGOs have taken it over. They are using indigenous people and undermining our rights in the process. Ecotourism and Fair Trade certification needs to come from indigenous communities, from below, not from a top-down process. According to Cali, indigenous rights needs to be a central theme in the area of Fair Trade, and profits from Fair Trade shouldn't stay with Northern NGOs as intermediaries; the benefits must remain with the communities. "We want to continue our way of life, our way of dressing, our culture, our relationship with the earth, and our vision of the world."

Jose Antonio Gomez Diaz: The Biotrade program in Colombia is working to promote biodiversity through production and trade. It is supported by United Nations (UNCTAD) and has programs in Bolivia, Ecuador and Peru. It is helping to facilitate access to local, regional, national and international markets for biodiversity products. It also facilitates information to small pro-

ducers about credit, training, markets, and product development.

Maritza de Carmen Parra Cordoba: “I represent an Afro-Caribbean women’s group in Colombia that works with Biotrade on the production of organic herbs, such as oregano, cilantro, and basil.” The project has grown considerably since it was formed in 1996 with a small group of 45 woman. The support of Biotrade in the marketing of the products has been very important. The program supports 230 initiatives, including the marketing of live frogs, butterflies, and snails to collectors in a legal manner, and with Fair Trade prices. It also works on local certification. The project has been invaluable in providing opportunities and space for women in the community. “Our community faces a lot of violence, but in the midst of this, Fair Trade is a great help.”

Making Trade Fair: Solving the Global Commodity Crisis (Part I)

SPONSOR: Global Alliance on Commodities and Coffee (CLACC)

MODERATOR: Meredith Ailloud, *Director, Strategic Development Initiative, France*

SPEAKERS: Paul Nicholson, *Spanish-Basque Farmer, European Farmers Confederation and Via Campesina*; Lorenzo Castillo, *Global Alliance on Social Commodities and Coffee*; François Vanier, *Youth Farmers of France*; Ibrahima Coulibaly, *Executive Council of ROPPA, and member of the Association of Peasant Farmers’ Professional Organizations (AOPP), Mali*

OVERVIEW: Panelists discussed the principal causes of the commodity crisis, outlined the environmental and, social impacts of chronically low prices and put forth recommendations to improve the situation for small farmers and promote food sovereignty for developing countries. To resolve the global commodity crisis, participants recommended: Returning to price guarantees to protect peasants; Increasing farmers’ bargaining power; Implementing global mechanisms to control supply; Generalizing the fair trade system; Guaranteeing the fundamental human right to access to food; Regional economic integration among developing countries.

Paul Nicholson opened this panel on a somber note by stating that the suicide of Korean farm leader Kyung Hae Lee “is the clearest expression that the WTO is the instrument of death of campesinos all over the world. We cannot maintain markets that do not consider food sovereignty.” Nicholson asserted that the WTO does not take into account social, ecological, and cultural factors, and destroys economic culture. This divides the world into two parts that ignore each other. For instance, contrary to what the free-traders uphold, subsidies are not a problem by themselves, but rather because they favor

an agricultural model based on exports and thus make it impossible for small farmers to survive. The agricultural market needs be regulated. The EU and the USA have to manage their production capacities so as not to destroy agriculture in other parts of the world. He also observed that there is an even greater intensity of repression against campesinos that resist the privatization of natural resources.

Lorenzo Castillo illustrated the environmental and social impacts of the commodity crisis using the example of coffee. Abandoned coffee farms are often deforested when converted to other crops. In the Andes, many small-scale producers turn to coca or opium production instead, because they are much more profitable: coca is sent at \$3 per kilo, while coffee is worth only 77c/kg. Other families chose to migrate, disrupting the education of their children. While the United States and Canada remain absent from the International Coffee Commission (ICO), “negotiations to address this crisis are in the grave.” Thus producers try to organize by working in solidarity, reviving their cooperatives so as to reduce their production costs: “alone, isolated, it is impossible to face the market”; it is necessary to look for solutions together.

François Vanier (who replaced Simon Batesta on the panel as a signatory of the World Declaration of Young Farmers) reminded us that 800 million persons in the world suffer from malnutrition, among which 75% are farmers! Low prices are to blame.

François insisted that getting rid of subsidies would maybe enable prices to rise in the short term, but if no rules are imposed on the market, this rise will not be sustainable, and supply will remain much more important than demand, driving prices down once again.

François observed that as more farmers leave the country side and migrate to cities looking for factory work, wages for urban workers will decrease worldwide, all the more now as China has entered the WTO! The Youth Farmers of the World propose to generalize the proposals of Fair Trade, advocating for supply management and the expansion of regional markets.

Ibrahima Coulibaly pointed out that subsidies and market concentration of buyers drive down commodity prices, noting that there are only five major buyers of cereals on the world market. “Who benefits from falling commodity prices? Who benefits from this crime?” Coulibaly asked. European and American food policies are supposed to benefit their people, but they don’t benefit the vast majority, he pointed out.

Coulibaly illustrated the plight of African farmers, where countries are so short on resources they can barely pay the salaries of public workers, much less offer subsidies to farmers that compete with those offered in the United States and the European Union. When trade barriers protecting these farmers’ internal markets were

dismantled upon pressure from the WTO, “the promises of growth did not come true.”

According to him, no people should be dependent on others for food. The WTO and all free-trade agreements contribute to reinforce the dependence of Africa for food. All the instruments available for poor countries to protect their producers have been dismantled, so Africa now relies on imports while it has the capacities to feed itself! African governments still believe in liberalism, but the farmers have understood that it will never benefit them! There is a need for mechanisms to tackle the problem of prices and to organize international trade around solidarity.

Making Trade Fair: Solving the Global Commodity Crisis (Part II)

MODERATOR: Mark Ritchie, *President, Institute for Agriculture and Trade Policy (IATP), USA*

SPEAKERS: Pedro de Camargo Neto, *former WTO agriculture negotiator from Brazil*; Alexander Sarris, *Commodities Division Director, Food and Agriculture Organization (FAO), Italy*; NDiogou Fall, *Président du ROPPA, Senegal*; Rubens Ricupero, *Secretary-General, UNCTAD*; Daniela Solis, *Agromercados, Mexico*

Pedro de Camargo discussed how there are current mechanisms within the WTO that can be used to address aspects of the global commodity crisis. He shared Brazil’s experience over the past 12-13 years with bringing challenges to the WTO and GATT and explained why some were successful and others were not. He sees many southern countries at a disadvantage because they do not understand how the WTO works, or how to use countervailing duties. Brazil learned through the experience of opposing U.S. subsidized milk imports, which was ruining Brazilian production capacity in milk. They made an official complaint against the USA before GATT, but lost because of its failure to follow correct procedures. Brazil also lost its cotton challenge in 1992. They couldn’t prove that damage to its economy was exclusively the result of one country’s dumping practices (USA), since Brazil had been also importing from other countries. In the case of cotton, over three years, they had a huge increase in cotton imports that destroyed Brazilian cotton production. Brazil has now learned from these experiences and is now effectively using countervailing duties in their current challenge of U.S. cotton dumping practices, focusing on one specific issue and demonstrating clearly that the USA is not following the rules. Brazil decided to focus on agricultural dumping and is working on solving this. If you try everything at the same time, you will get nothing. Now there is a consensus against the USA and EU dumping. They are now confronted thanks to the developing country alliance, the G-21. This alliance has made an

enormous change here this week. It will not solve the global commodity crisis, but, it will go a long way to stop those responsible from destroying opportunities for developing countries.

Alexander Sarris: In order to solve the commodity crisis, it is important to understand the causes of the problem: 1) Oversupply; 2) Slow growth in demand; 3) Export subsidies and support; and 4) Monopolies. There is a growing gap between producer prices and consumer prices and producers are getting a shrinking share of the international purchase price. What is difficult to assess is which one of these causes is the most important factor behind the crisis. Recent research shows that most commodity prices are governed by cycles with periods of longer slumps in prices (average 5-8 yrs) and short spikes (1-3 years). It is critical to find solutions that deal with the fundamentals of these market trends. In the past, most strategies were geared towards market manipulation, which have all failed (i.e., stocks, price stabilization, quantity limitations, commodity agreements). Some ways to deal with the crisis include: reducing production (can be unfair as less efficient producers stay in the market while more efficient ones go out due to subsidies); influencing demand by differentiating products, as in the case of Fair Trade labels; or dealing with monopolies through the creation of countervailing forces, such as producer associations which can increase their power in the market place.

The WTO, if properly structured can help address the commodities crisis through: 1) requiring the dismantling of export subsidies; 2) demanding tariff de-escalation; and 3) introducing competition issues into WTO, such as the establishment of anti-trust laws at the international level. Organizations like FAO can also help by studying and analyzing issues and implementing recommendations that emerge from these studies. For example UNCTAD and FAO are working on a proposal to help developing countries with a food import financing facility to help them finance and assess food import bills. Many of the southern nations don’t have the analytical capacity to bring challenges at the WTO, and perhaps the UN system (organizations like FAO) could be used in this regard.

NDiogou Fall: The price trends clearly show that the dominant logic of the WTO is how to make agricultural products constantly cheaper. The mechanisms that were traditionally put in place that got us into this mess have already been discussed. Rich countries can afford to subsidize their own farmers, but poor countries like those in Africa cannot. So agriculture in developed nations benefit from subsidies, and can dump their excess production on foreign markets. Prices drop. Poor producers always lose when subjected to this kind of unfair competition from foreign imports. Our problem is how to insure a fair price for the people who work in agriculture. Another problem with the WTO is to say for instance that 5% has to be open to the international

market. But some countries rely on one agriculture product for their income. The third issue is the continued insistence that the market would regulate everything. While this is clearly not the case, there's no intention to change free market policies.

We need to talk about solutions, especially to the price issue, at the level of WTO. By controlling the supply, we could guarantee fair prices. However, supply regulation should not be carried out by WTO because that would make it "judge, jury and defendant!" We need to reinstate the support for agriculture that used to exist. Countries should be able to use whatever means they need to support their agriculture, including tariffs. But the WTO is pushing against those regulations. We need to differentiate between types of subsidies. Subsidies that don't cause damage should be okay, but if it leads to greater production and falling prices, they should be suppressed since it is not conducive to fair competition on world market. Global export subsidies are threatening local food security, and affecting the food habits of entire populations. We should protect basic food security for the population. Current proposals at the WTO are not enough to restore successful agriculture in Africa.

Ruben Ricupero: For 25 years, commodities have been a central aspect of UNCTAD's work, as well as the central place where commodities agreements are formalized. Today, it retains expertise on commodities, collecting statistics, and publishing an annual report. At the request of the UN general, UNCTAD is creating a body of eminent thinkers to take on this crisis. Also, UNCTAD next big global conference, UNCTAD XI, will be held next June 14-18, 2004 in Sao Paolo. It will focus largely on the problem of developing countries and trade. Secretary General Ricupero strongly urged NGOs attending the WTO meeting to come and be part of the UNCTAD XI in June. UNCTAD is committed to tackling the commodity crisis and wants to bring together and create alliances between governments, consumers, producers, traders, companies and civil society organizations to address trade inequities and promote the concept of fair and equitable trade.

In terms of solutions, Ricupero pointed out that the causes and factors underlying the commodity crisis are complex, requiring a combination of policies. He reiterated that "there is no single magic bullet that will kill the tiger," and that a multifaceted approach is necessary. Ricupero explained that the low prices are not only the result of subsidies or market manipulations, but are due to the enormous gains in productivity since WW2. The real question is who is capturing the gains in productivity? Looking at the case in coffee, it is clear that gains have been captured by traders and others in the chain, while the producers have lost. UNCTAD estimates that 15 years ago, the total market for coffee in the world amounted to approx. \$30 billion of which, \$14 billion went to the producers. Today, the total market amounts to \$70 billion, among which only 7-8 % goes to the producers.

Key strategies for solving the crisis include diversification and ensuring that producers capture some of the gains. Ricupero doesn't believe it is productive to go back to the past and reinstate supply management schemes (such as buffer stocks, supply management) since there's no support or political will for them. Finally, Ricupero stressed the importance of looking at the broader relationship between trade and poverty. While we are told by trade liberalization advocates that increasing production and exports is enough to alleviate poverty, these results are not automatic. There are many examples of countries which have increased production and exports, but experience no decline in poverty, like Brazil in the 1970s, and Mexico between 1994 and 2000 when exports have tripled between 1994-2000. Not enough is known about this relationship. UNCTAD will be releasing a major study about trade and poverty next year.

Innovative Fair Trade Models: Expanding Producer Participation in Business Development Strategies

SPONSOR: Comercio Justo Mexico

MODERATOR: Chris Bacon, *Cecocafen, Nicaragua*

SPEAKERS: Abraham Appiah-Kubi, *Kuapa Kokoo, Ghana* ; Marcela Alvarez Perez, *Red Bioplaneta, Mexico*; Carmen Leon, *Central de Co-operativas Agrarias (COCLA)*; Daniela Solis, *Agromercados*

OVERVIEW: This panel sought to examine how different FT coop models give greater participation and ownership to producers. Speakers on the panel shared their perspectives on how the coop structure can empower workers, improve their communities and how more developed collaboration and coop networks can increase overall success and effectiveness of the business.

Abraham Appiah-Kubi: Although only 2% of Kuapa Kakao's production goes to the Fair Trade market, the extra income has yielded enormous benefits. The FT money has funded 200 projects. The coop helps farmers by doing away with middle-men and retaining ownership in Day Chocolate Company, a British company. Kuapa Kakao's partnership with Day Chocolate helps farmers access Fair Trade markets. Each year our farmers go on speaking tours in Britain to help increase our visibility. A U.S. NGO has also helped to market Divine chocolate, a product made from Kuapa Kakao fairly traded cocoa. In order to continue the progress made by Kuapa Kakao, Abraham emphasized that democratic principles must be in place to achieve our goals.

Carmen Leon: COCLA, located in Peru, near Machu Pichu, trades products, mostly coffee, nationally and internationally. COCLA's membership is primarily comprised of coffee farmers, although they are diversifying. COCLA helps farmers with financing, offers technical

assistance, helps with international marketing and acts as an advocate. With its facilities, it helps farmers with supplies and storage. Beyond this type of day-to-day assistance, the cooperative is important for the overall development of the poor farmers, by actively promoting health and education. Together they work for improvements even beyond the borders of the farm, such as advocating for infrastructure improvements, like improving the streets. COCLA believes that the more the cooperative system can be consolidated, the more living standards can be improved. Through working together, they are on the edge of net capacity. COCLA will soon open a new processing plant because of its high volume. Profits are shared among all producers. “We share risks and responsibilities,” Leon said.

Marcela Alvarez Perez showed a promotional video by Red Bioplaneta, which they use as an educational tool to introduce people to the concept of Fair Trade. Red Bioplaneta, a network of cooperatives, works with Fair Trade products and producers on many fronts: arts and crafts, organic agriculture, processed products, eco-tourism, and environmental education. Their approach is multi-faceted and seeks to address the spectrum of human and planetary needs. For example, one coop member, Ecostar, works for conservation and has helped some peanut producers begin using bio fertilizers. In another exciting success, Anita Roddick helped to finance the building of the offices out of clay and adobe (respecting the local traditions), and the streets are now paved in cobblestone. The local collective has a small manufacturing company and its own cosmetic company. Through agro-ecology, Red Bioplaneta seeks to re-capture traditional agriculture and enrich the soil. Another member is the Tomatal Health Center, where women learn about medicinal features of plants.

Marcela emphasized that the work of Red Bioplaneta is to create solidarity and participation networks. Universities, for example, have been valuable allies by providing students who have focused their dissertation on developing eco-tourism in various countries. Having this international organization has helped to create closer links between producers and consumers. Moreover, Red Bioplaneta helps give members access to larger events such as trade shows, where small groups might not otherwise have the information or resources to get connected.

Foreign Investment, Democracy and Sustainable Trade

SPONSOR: ActionAid

MODERATOR: John Hilary, *ActionAid UK*

SPEAKERS: John Hilary, *ActionAid UK*; Aileen Kwa, *Focus on the Global South*; Adriando Campolina Soares, *ActionAid Brazil*

OVERVIEW: Panelists described the anti-democratic nature of trade negotiations and trade agreements and how these procedures undermine positions of developing countries and civil society. Specific examples from Brazil were presented documenting the growing multinational control in agriculture, especially in seeds, and the serious negative consequences this has for sustainable development and the rights of poor farmers.

John Hilary informed everyone that a group of developing countries, including India, Brazil, and China, had just held a press conference in which they indicated that they would not accept the WTO proposal to open their markets to multilaterals without regulation. Hilary highlighted the powerful opposition of civil society groups around the world, 300 groups of which he said “have signed up to a statement opposing the introduction of investment issues in the WTO.” He indicated that even business groups were opposed to pushing through these proposals in the WTO. Nevertheless, he said, “Pascal Lamy (the EU trade commissioner) is still adamant that he wants to push through the investment agreement without consideration to the global consensus” Hilary was optimistic, however, that with both civil society and developing countries opposing the agreement, the EU and the US would not prevail on this issue.

Aileen Kwa reported on the anti democratic procedures and decision making processes at the WTO and how these undermine the possibility for sustainable development. Kwa recently completed a book on the subject. She first described the exclusionary nature of negotiations at the official meetings. For example, in the last ministerial, there were twenty three members meeting together in the negotiating room. Some key developing countries were there but the majority were outside and forbidden to enter the room, even thrown out when they tried to enter. Typically, once the negotiations are concluded, the agreement is then sent to everyone and at that time it is very difficult for small states to have any influence. Another example of a highly undemocratic procedure is the fact that the draft text coming out in the committees usually reflects US and EU positions while ignoring the positions of developing countries. This is highly unfair since this document serves as the basis for negotiations. For example, despite the fact that more than 60-70 countries are categorically opposing new issues (investment, competition, government procurement), their positions are sidelined.

Another issue is the difficulty of developing countries sustaining their positions amidst coercion, blackmailing and other inducements or pressure by the US and EU. Kwa gave various examples of how this happens. In Geneva, ambassadors are under tremendous pressure if they push a position unpopular with the EU or US. Home offices get complaints from EU and US and even pressure is often put to remove an unsupportive ambassador. In the case of the Dominican Republic, Kwa reported that all US bilateral agreements were put on

hold until they agreed removed their ambassador. In another example, Kenya was under pressure just days before Cancun because of its opposition to the US position on pharmaceuticals. Nairobi's capitol was called 5 times, and informed that they were being unreasonable and overly rigid and that they were the only country opposing it. Because of pressure and a threat to hold up a 150 million loan with IMF, Kenya agreed to support the US position.

Adriano Campolino described in detail how trade agreements are affecting the poor in Brazil and undermining sustainable development. Since before the Uruguay rounds, Brazil was under a lot of pressure from US to strengthen laws around intellectual property rights in areas such as medicines, seeds, technology. Previously, Brazil didn't allow patents in these areas. Campolina highlighted what he considers to be one of the most damaging aspects of the TRIPS agreement, which he said was another step in forcing developing countries to change their laws. Because of massive opposition of civil society, it took Brazil 5 years to pass the new law corresponding to the TRIPS agreement.

The main consequence (of the TRIPS agreement) is to destroy the rights of farmers and local communities to save, exchange, develop, and gain ownership over their own seeds. In 1997, there used to be a competitive maize seeds market with over 50 Brazilian seed companies. In 2 years, one multinational company went from 0% to 66% of the market in maize seeds and now there is total monopoly over certain seeds.

Campolina highlighted other negative impacts relating to foreign investment. Parmalat, an Italian dairy company, recently bought 21 local companies and in just 3-4 years, has become the second largest leader in the dairy market. Because of their strong position in market, they have been able to redesign the chain of production and together with other multinationals such as Nestle, have driven more than 70,000 small-scale farmers out of the market by giving priority and incentives to larger farmers that produce more milk. Trade agreements under consideration would give equal treatment for national and multinational companies, with the ensuing result of reduced performance requirements in the sector and negative impacts on small farmers.

Sustainable Trade in the Marketplace: What Role do Governments and International Financial Institutions Play?

SPONSOR: Danish Aid for Development Assistance (DANIDA)

MODERATOR: Katherine Anderson, *International Federation for Alternative Trade (IFAT)*

SPEAKERS: Agnes van Ardenne, *Dutch Minister for Development Cooperation*; Guillermo Perry, *Chief Economist for the Latin American Region, World Bank*; Robert Devlin,

Deputy Manager, Integration and Regional Programs Department, Interamerican Development Bank; Laurent Levard, *Artisans du Monde*

OVERVIEW: Panelists addressed the role of governments and international institutions in promoting socially and ecologically responsible trade and enabling developing countries to compete effectively in Northern markets and obtain greater benefits from trade.

Agnes van Ardenne: While some governments are taking active roles to promote Fair Trade, the major international financial institutions are not focusing on this alternative. Agnes van Ardenne described how the Dutch government takes a proactive stance in combining "aid with trade," trying to find a coherent policy between trade and development cooperation ministries. While emphasizing that the success of Fair Trade ultimately lies with consumer education, van Ardenne pointed out that governments can play an important role in funding labor unions, procuring fair trade goods, and forming partnerships with NGOs and developing countries to end agricultural protectionism. She proposed that Fair Trade should not be regulated by the WTO.

Guillermo Perry: Mr. Perry and Robert Devlin both mentioned that they do not work on nor do they actively follow Fair Trade. Instead, Perry offered an analysis of the impact of trade liberalization on developing countries to date. According to World Bank data, trade liberalization has had a slightly positive effect on growth, but not as great as expected, which has been disappointing. Real wages haven't risen, and trade liberalization has helped skilled workers much more than the unskilled. Small enterprises haven't benefited as much as larger ones have. In sum, Perry observed, there are groups that have not benefited from trade liberalization. Trade can help development, but it is not enough. The most important factors to ensure greater benefits from trade are education, clear and transparent legal systems, and access to credit.

Robert Devlin agreed that trade negotiations always have winners and losers, and the losers should be assisted. "Some sectors will be phased out over time," he added. The IDB is assisting countries in navigating the WTO as well as other trade negotiations such as the FTAA. For example, they give loans to countries to train and fund negotiators, and do empirical research on how trade negotiations may affect them. Both Devlin and Perry agreed that trade should not be linked to environmental or social standards, in part because such standards can be used by developed countries as trade barriers.

Laurent Levard cautioned against having illusions about the international financial institutions (IFIs) and their goodwill. He proposed that IFIs have contributed to the commodity crisis, offering the example of how they promoted coffee production in Vietnam. He mentioned that there are crucial issues IFIs don't look at, such as land reform, the co-existence of agribusiness

and family farms, and unequal access to credit and to markets. Low wages are due to low agricultural prices. Levard advocated rehabilitating the role of the states. “Another trade system is possible, through consumer awareness and the development of small-scale producers,” he asserted.

Scaling Up: Successful Strategies from the Field

MODERATOR: Kevin Healy, *Inter-American Foundation (IAF)*

SPEAKERS: Arun Raste, *International Resources for Fair Trade, India*; Freddy Ticona, *General Manager, CECOAT, Central Cooperativa Campesina Agricola Operación Tierra, Bolivia*; Tolentino Martinez Perez, *The Oaxacan State Coffee Producers Network (CEPCO), Mexico*; Catalina Sosa, *Fundacion Sinchi, Ecuador*

OVERVIEW: Panelists from two producer organizations and one technical assistance organization described their organizations and the key challenges and factors for success in expanding Fair Trade businesses in the South.

Arun Raste: IRFT is a non-profit organization formed in 1995 aimed at reducing poverty and unemployment in India through Fair Trade and advocacy. IRFT provides support for the development of Community Based Enterprises including capacity building and marketing support etc. It is also involved in code of conduct audits and organic certification.

Ruste highlighted key problem areas related to Fair Trade producers in the South:

- Attitude - The professionals working in NGOs take “decisions for people”, this creates capacity problem as producers always look to someone else for decision making;
- Supply chain management - Unlike the “mainstream” business the supply chains are not well established. The buyer is not sure of getting the right product at the right time and in the right quantities. There needs to be emphasis on the 4 Ps of the classical marketing model;
- Costing and general management; and
- Lack of Domestic market.

Ruste presented various projects supported by IRFT and highlighted some key business and marketing strategies for success. Key among these is the need for avoiding dependence on outside resources. For example, “when

groups rely on outsiders for marketing support, they lose the ability to make decisions.” Maintaining decision making within the groups is very important. The most important aspects of their support include: organizational strengthening; capacity building; and the planning of an Exit strategy (to reduce dependency). All of their support is carried out with the idea that these community based businesses need to achieve sustainability. Arun highlighted a success story in the case of Bhopal Rehabilitation (widows of those affected by Union Carbide gas leak in 1984). By working with them for 3 years and changing their product mix, incorporating value added and linking them to a Fair Trade buyer in UK, the women who were earning 25 cents a day increased their earnings tenfold.



Freddy Ticona and Seth Petchers pass out quinoa goodies at Fair

Freddy Ticona: CECOAT is an association of 14 quinoa cooperatives and 500 individual members, based in Potosi, Bolivia. It was established 29 years ago. “Our vision is to be a representative, self reliant and sustainable organization which improves the economic and social well-being of the quinoa producers who are members of our grassroots cooperatives.” The association’s primary activity is the collection and processing of organ-

ic quinoa for export as well as producing finished quinoa product, mostly for markets in Europe and Canada. Ninety percent of their income comes from exports. In this sense, FT is a great opportunity.

The structure of the organization includes a general assembly, an administrative council and a management group that implements the plans and strategies elaborated by the council and assembly. The organization provides a range of support services to its member cooperatives, including marketing, technical assistance, improvement of agricultural technologies, organizational support and credit and loan programs. The producer cooperatives are very well organized and operate according to a strategic and operational plan. Every leader has certain administrative and technical standards and procedures they are supposed to follow which helps contribute to overall success.

CECOAT faces a number of limitations: operational problems; difficulty securing government contracts because of its non profit status; and lack of access to formal credit.

CECOAT also has a number of achievements, most notably securing of international organic certification and diverse international markets. Locally, Ticona reported on an incredible marketing success: the securing of a contract with a local school breakfast program to distribute 33,000 portion of quinoa cookies monthly or 600,000 portions throughout the year. Public pur-

chasing represents a huge opportunity, though many challenges remain.

One key challenge for the future is the construction of a high quality state of the art processing plant. They are also striving for human dignity and the rights of all campesinos.

Tolentino Martinez Perez: In 1994 CEPCO created a Fair Trade and organic production project and in 2001, created a sustainable project. Its main objectives are: recovering soil and water, maintaining biodiversity, strengthening environmental standards, since many environmental factors affect coffee. The coffee grown by CEPCO producers is primarily organic, shade grown, sustainable and high quality. Key challenges include strengthening the marketing strategy and expanding markets; creating better financial systems, improving technologies and providing solutions for communities.

Catalina Sosa: Fundación SINCHI SACHA Foundation was established with the aim of supporting Amazonian populations, particularly Indigenous people, in their self-directed development plans; promoting and disseminating the cultural riches of these communities and supporting environmental defense campaigns in the Amazon. It is now working with more than 100 producers from all over Ecuador.

The Foundation's Amazonian Centre, located in Quito was set up seven years ago and provides a rich base of information on the Ecuadorian Amazon and its people. It is composed of an Amazonian museum and an Ethnic Arts Gift Shop. The Foundation now has two shops which also provide wide information on the producers and their products. Sinchi Sacha does not export its products; in fact it is one of the few Fair Trade stores in the South

Fair Trade represents a new way of doing business that gives people a choice and a new possibility for living. It is all about alliances between Fair Trade networks and producers, mutual growth, and chains of people. It is not just about money. Trade can be a mode of liberation, a new paradigm for growth and social well-being.

Rethinking U.S. Agricultural Policy: Changing Course to Secure Farmer Livelihoods Worldwide

MODERATOR: Mark Ritchie, *President, Institute for Agriculture and Trade Policy (IATP)*

SPEAKERS: John Dittrich, *policy analyst with the American Corn Growers Association*; Daniel De La Torre Ugarte, *Agricultural Economist, Agriculture Policy Analysis Center (APAC) USA*

Speakers presented the findings of a study done by APAC. The findings of the study are summarized below.

For more than a century, U.S. farm policy has been driven by two engines. The first was government investment in research, extension, technology, credit and marketing to assist farmers in agricultural production. The second, which arrived later, was government willingness to intervene in the marketplace to stabilize prices and ensure farm income.

In the last decade, however, the focus of U.S. farm policy has shifted as government abandoned historical market stabilizing tools in favor of “decoupled” programs and trade liberalization. The results have been dramatic, especially since 1996 when these policy shifts were formalized in Freedom to Farm. Since then, U.S. crop exports have remained flat or declined, farm income derived from the marketplace has fallen dramatically, government payments to farmers have skyrocketed, and consolidation and corporate integration of farm assets in ag sectors such as livestock have reached record levels.

The consequences of the policy shift have been global, making American agriculture policy a lightning rod for governments and producers around the world. Since 1996, world prices for America's four chief farm exports—corn, wheat, soybeans and cotton—have plunged more than 40 percent. In their wake, farmers from the USA to Peru, from Haiti to Burkina Faso have harvested poorer incomes, hunger, desperation and migration. Today, global agriculture faces a crisis.

The crisis is no accident. While it is important to continually expand food production capacity, elimination of tools to manage that ever-increasing capacity inevitably produces disastrous results. Crop agriculture does not quickly self-correct like other industries. Neither total crop demand nor total crop supply responds much to changes in prices. Without timely self-correction, the elimination of supply management tools in recent U.S. farm legislation has led to record government payments of nearly \$20 billion per year to American farmers. Foreign competitors charge America with “dumping” excess U.S. production on world markets for less than the cost of production, which, in turn, ratchets up the cost of competitors' farm programs and damages the agriculture economies of developing countries. The outcome of this “race to the bottom” is certain: all farmers around the world will lose.

Today's global agriculture economy may be broken, but it can be fixed. It is time to replace the failed policies of the present with policies that can increase market prices to a reasonable and sustainable level and effectively manage excess capacity in U.S. agriculture.

An illustrative policy blueprint could include a combination of (1) acreage diversion through short-term acreage set asides and longer-term acreage reserves; (2) a farmer-owned food security reserve; and (3) other price support mechanisms. A simulation model using those tools shows total cropland planted to the

eight major U.S. crops drops by 14 million acres in the first year, prices for the major commodities increase between 23 and 30 percent, net farm income rises while government payments fall by more than \$10 billion per year. Such “farmer-friendly” policies will limit future asset consolidation, reinvigorate farmer investment in agriculture and eliminate global concerns for American commodity dumping. In short, farmer prosperity in the USA and world is not only possible, it is achievable.

For the full study, go to:
<http://agpolicy.org/blueprint.html>

Fair Trade Marketing and Education

MODERATOR: Jacqueline DeCarlo, *Fair Trade Resource Network*

SPEAKERS: Isaac Grody-Patinkin, *United Students for Fair Trade*;
Isabelle St-Germain, *Equiterre*;
Glayson Ferrari dos Santos, *World Vision, Brazil*

OVERVIEW: While the presenters tactics for marketing and education were diverse, there were some underlying similarities. Each panelist identified the need to keep activities interesting and take into account specific audience interests and needs. Participants underlined the broader “global citizenship” issues of Fair Trade, making Fair Trade purchases a “political act.” Panelists also mentioned the fact that the positive image of Fair Trade makes it a useful partner, and a “wedge” for other issues. The ease with which Fair Trade marketing lends itself to wider issues brought up the importance of creating links and alliances between Fair Trade groups and others of similar ideological alignment. For example, participants called for greater unification of Fair Trade and organic movements.

Glayson Ferrari dos Santos: World Vision faces the distinctive challenge of educating the public in a producing country. Producers are an integral part of the marketing and education campaigns, encouraged to “produce knowledge” for education. Similarly, buyers used to gearing output to an external market are shown the possibilities that Brazil’s huge domestic market can offer. Ferrari seemed to suggest that the niche market that Fair Trade has found in consuming countries is harder to find in Brazil. Status consumption is the rule, and Fair Trade is not a status commodity. A large part of their public awareness campaign, therefore, is aimed at getting beyond that; educating consumers to generate their consumption decisions not “to be somebody,” but around larger issues of global justice.

Isaac Grody-Patinkin described Fair Trade as a formidable tool to energize enthusiasm for “a global economy

based on human relationships,” saying that it appealed to people because it was a “tangible” or “winnable” issue. Much of USFT’s work is organized around overcoming the perceived antagonism of student groups. Building bridges to campus dining service contractors, for instance, can be a major challenge for students generally seen as “raving lunatics with brilliant ideas, but who never listen to anyone.” Coming to discussions with an open mind, and working with businesses of all sizes to find creative promotional tactics (for instance, adapting a common student drinking game into a Fair Trade coffee promotional technique, or letting students charge Fair Trade coffee purchases directly to their student accounts), USFT has found businesses much more willing to buy in to Fair Trade.

Isabelle St-Germain underlined the effectiveness of promoting Fair Trade as a “positive message,” a “boycott instead of a boycott.” However, she also noted that Oxfam international’s coffee campaign primarily on the negative, the injustice of the current trading system, and was still quite effective. Oxfam Quebec

has linked Fair Trade to wider issues of ethical consumption. St-Germain outlined some of Equiterre’ specific tactics such as producing books, videos, educational curriculum, photo exhibits, informational kiosks and conferences. She also spoke of the importance of building relationships with other groups, from producers in Guatemala and Mexico through school boards, unions, student groups and government organizations to industry groups such as the Specialty Coffee Association. Getting media coverage is an important way to amplify messages. St-Germain said that Equiterre has placed more than 500 stories on Fair Trade since 1997.



Isaac Grody-Patinkin speaks about successful education strategies on college campuses

Fair Trade in the Americas Policy Forum: Expanding Fair Trade through Policy and Cooperation

This ground-breaking forum aimed to bring together Fair Trade stakeholders to explore key policy and market challenges and to identify successful strategies for expanding the Fair Trade system in the Americas. A key goal of the day was to encourage cooperation and collaboration among Fair Trade groups across the Americas.

The day consisted of four highly participatory workshops. Documents prepared for each of the workshops are available at www.fairtradeexpo.org. Since many issues overlapped in each of the sessions, a unified, rather than individual summary of each of the following workshops follows.

Workshop 1: Exploring Fair Trade Policy and Programs in Producer Countries.

MODERATOR: *Hillary Abel, FTF*

PRESENTER: *Illeana Cordon, CRECER, Guatemala*

RESPONDENTS: *David Atkinson, Representative, Inter American Development Bank; Lorenzo Castillo, Junta Nacional del Café, Glocal Alliance on Commodities and Coffee (GLACC)*

Workshop 2: Exploring Fair Trade Policy and Programs in Consuming Countries.

MODERATOR: *Mark Ritchie, IATP*

PRESENTER: *Jason Potts, IISD*

RESPONDENT: *Paola Ghillani, FLO International*

Workshop 3: Fair Trade Marketing and Education (see detailed summary above)

Workshop 4: Closing Session: Exploring Opportunities for Collaboration

MODERATOR: *Hillary Abel, FTF*

RESPONDENTS: *Steve Sellers, Transfair USA, Paula Ghillani, FLO International, Catalina Sosa, IFAT Latin America, Chris O'Brien Fair Trade Federation*

Throughout the forum, Southern producers voiced many practical concerns. Chief among them were:

- A desperate need for credit and risk mitigation tools;
- Lack of technical capacity, including agricultural technology and managerial skills;
- Poor infrastructure, both physical and communications;
- Lack of accurate and timely market information;
- Insufficient access to markets for capital, insurance, and northern consumers. Access to the consumer market implies both physical market access for the southern producers, and consumer awareness both in the North and the South;
- Lack of developed Fair Trade markets in developing countries;
- Lack of awareness of Fair Trade among government officials.

An overarching concern was the lack of government support for the small producers overall. The forum identified many areas in which policy might help alleviate these problems. These can be broken into those which focus on consumers and on producers. Most of these avenues are appropriate to policy originating in both the North and the South.

With respect to producers, governments in the North and South can:

- Enact government procurement programs;
- Help fund pre-financing to producers. This could both take the strain off producers, and give the importers better opportunities, stimulating entry into the Fair Trade importing market;
- Aim policy to support small-scale agriculture, as opposed to either large-scale agroindustry or the manufacturing/industrial sector.
- Expand rural credit programs;
- Create crop insurance programs;
- Invest in infrastructure programs in marginal areas;
- fund technological adoption programs and managerial training;
- fund agronomic research into areas that benefit small producers and indigenous farming methods;
- Provide more information relating to markets and label/certification requirements.

With consumers, policy in developed and developing countries has the possibility of improving Fair Trade through support for:

- Educational programs and public information dissemination;
- Government support for trade missions and marketing (along the lines of the Juan Valdez government supported marketing campaign);
- Formal recognition of FT, and/or inclusion of FT principles in official development strategies;
- Funding for research to document social and environmental impacts of Fair Trade and/or, market related studies.

However, there was recognition that some work may remain before policy can be effectively implemented. In particular, much work must be done to build a coherent policy platform and a capacity building around policy and advocacy. This, in turn, implies the formation of a network of alliances throughout the American Fair Trade system. The need for this coalition-building was



David Atkinson speaks about IDB programs for small producers in Mexico

perhaps the strongest result of the Forum. Time and again, these alliances were underlined in one forum or another. Among the various types mentioned were:

- South-South alliances, to create solidarity among producers, who sometimes feel that “all roads lead to the North.”
- North-North communication, to harmonise standards and reduce political divisions between Fair Trade groups.
- North-South collaboration, to ensure that the process of Fair Trade expansion in the Americas is “flexible, transparent, democratic and collaborative.”
- Links between Fair Trade and environmental, organic, social economics and cooperative organizations, as well as student groups, unions, business etc., to leverage the positive, “tangible”, “winnable” power of Fair Trade for wider causes, and also to leverage the structures of those more established organizations for Fair Trade.

To begin this collaboration, the establishment of a Steering Committee was proposed by Equiterre and IATP and endorsed by the plenary session. The goals of this non-decision-making body would be to:

- Design and propose a consultative process for bringing in other players on the broadest basis possible (paying special attention to producer participation);
- Identify existing initiatives, networks and events for carrying the discussion forward;
- Locate funding for financing the development of a strategic process for the Americas;
- Include representatives from FLO, FLO’s South American producer coordination committee, IFAT’s Latin America division, the FTF, ITAP, Comercio Justo Mexico and Equiterre. Brazil’s National solidarity network FACES also proposed to be a member;
- The main issues that the eventual strategy might focus on includes the form of collaboration among diverse Fair Trade stakeholders; the system by which the Fair Trade standards and criteria could be harmonized; a plan for coordinated policy action; funding to expand the Fair Trade system.

Representatives of Transfair USA, FLO International, the FTF and IFAT Latin America were on hand to give general first impressions of the proposal.

Steve Sellers, the representative from Transfair USA, was slightly skeptical that such a process/structure was needed. It would have to position itself carefully, he warned, suggesting there was at most a narrow niche of useful action in the current Fair Trade environment. Stray too far one way, and such a program would detract from the group’s core mission: marketing Fair Trade in the US. Stray too far in the other direction,

however, and it risked duplicating efforts already underway.

FLO International had similar worries, although to a lesser degree. Speaking for FLO, Paola Ghillani said she wished that FLO International would be involved, as opposed to just the Latin American Coordinadora, FLO’s South American producer group organization. She suggested that it made sense for a representative of FLO in North America, either TransFair Canada or TransFair USA to be part of the committee

Chris O’Brien, of the Fair Trade Federation, had a detailed response, insisting that, as had been emphasized throughout the Forum, collaboration was a number-one priority, out of which he hoped to see harmonization of standards directly arise. Neither policy formulation nor fundraising from international and multi-lateral institutions were areas where he said the FTF had much expertise, but that the group would be happy to support such efforts by others. In the first of several constructive ideas, he mentioned that the FTF’s administrative group CoopAmerica also managed the social Investment Forum, a trade association of nearly 500 U.S.-based responsible investment firms, and suggested that that capital could likely be leveraged for Fair Trade development.

Catalina Sosa, IFAT’s Latin American regional representative, possibly attempting to head off objections to a northern-based (and therefore perhaps northern-biased) group, underlined that, representing a great number of southern producers, she felt that a strategy to expand Fair Trade in the US and Canada was more than appropriate, and that the Steering Committee seemed a good way to start the process.

Responses and Reactions from Participants: Support for the idea of some kind of collaborative committee was nearly universal among the hundred or so people that remained for the final session. In general, producers and their representative in the audience supported the proposal. There were some suggestions that the Committee should not include national-level initiatives. National groups work best at the national level, and international issues should be addressed by international groups, the reasoning went. Others disagreed stating that national level initiatives could contribute a lot, particularly if one of the goals of the process was to expand Fair Trade in the North and the South. Similarly, others said that the proposal risked muddying further an already overcomplicated system.

However, such views were a minority of those expressed. The reservation most clearly articulated among the participants was that such a strategy would only be legitimate if it were developed as true collaboration between the North and the South. The Steering Committee must adequately represent the producers and southern national groups. “All must participate for the benefit of all” sums up much thinking, as do warnings

that the committee, or at least the decision-making group that emerges from it, be “flexible, democratic, and transparent” with “direct lines of communication” between stakeholders. It should also be noted that a significant Brazilian contingent at the Forum, also argued that they should have a bigger role in the development of the strategy.

There were several other interesting comments that enriched the discussion. First among these was an interesting proposal for a systems analysis approach to designing the collaborative structure, a systematic way to look at Fair Trade throughout the Americas in order to come up with “partnerships where goals are in alignment, and let people go their own way where goals are maybe less in alignment.” Funding was still pending for the project at the time of the conference.

There were also very relevant “lessons learned” presented by Kathy Anderson of IFAT “from the organization’s Asian experience. First, it was suggested that overarching structures do not work unless the local and national structures that support them are strong. Second, collaboration was found to require some kind of project to organize around. Asian groups that start up by organizing around a particular issue “go from strength to strength.” However, maintaining organization for organization’s sake is much harder to do. Finally, and that said, frequent face to face meetings among the Fair Trade movement are important, even if there is no specific objective. The collaboration that was emphasized again and again, it should be remembered, is not only a practical way to make sure everyone’s aims are met. It is also a means of maintaining the trust that binds together the movement.



Swill minister of economy and el Ceibo

In summary, the need for collaboration expressed throughout the day is hard to overstate. However, moving forward, participants felt the Steering Committee must be vigilant to avoid the following errors:

- Duplicating work already underway;
- Diluting scarce funds for organizations’ core expertise;
- Especially important, the committee must take pains to ensure not just transparency, flexibility and representation for Southern producer stakeholders, but a true collaborative process of development for the eventual strategy decisions.

Participants identified future opportunities for bringing Fair Trade stakeholders together again. These included: the UNCTAD XI meeting in Brazil in 2004, the FLO Latin American Coordination’s meeting in Mexico in August 2004 and the IFAT international meeting, planned for 2005 in Quito.

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OPEN LETTER TO GOVERNMENTS REGARDING FAIR TRADE

September 2003

On the occasion of the WTO Cancun Ministerial, we, members of the international Fair Trade movement, call on governments and international institutions to contribute to the expansion of Fair Trade and the promotion of a global trading system that truly works for poverty reduction and sustainable development. We offer the following concrete proposals.

INTRODUCING FAIR TRADE

The Fair Trade movement has been operating for more than forty years, demonstrating that trade can make a sustainable and significant contribution to improving the lives of producers and workers, while protecting natural resources and the environment. From modest beginnings we have developed into a global network, bringing together thousands of small-scale producer groups, trading companies and labelling organizations into an organized trading system reaching tens of millions of consumers.

Fair Trade is a trading partnership based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South. Fair Trade organizations (backed by consumers) are actively engaged in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade¹.

We estimate that more than 5 million producers in 40 countries of Latin America, Africa and Asia benefit from Fair Trade relationships. More than 200 Fair Trade companies and producer organizations are represented by IFAT, the International Federation for Alternative Trade. The Fairtrade Labeling Organizations International (FLO-I) represent 17 national Fairtrade Labeling initiatives in the United States, Canada, Europe and Japan.

In 2002, worldwide sales of Fair Trade products were² estimated at over US\$400 million and the market is growing rapidly. International sales grew last year by an average of 21%, and by more than 100% in Austria, France and Norway. US sales of Fairtrade certified coffee grew 46%, while Fair Trade growth overall in Switzerland, Canada and the UK surpassed 30%.

Producers, consumers and traders are key to the success of Fair Trade, but governments and international institutions have a critical role to play.

SUPPORTING SUSTAINABLE DEVELOPMENT AND POVERTY REDUCTION THROUGH FAIR TRADE

We call on governments and global institutions, as well as civil society and businesses, to increase significantly their support and investment in Fair Trade.

Many national governments, together with the European Union, have provided welcome support for Fair Trade and Fairtrade labeling. But now, more than ever, we call on governments to implement proactive policy initiatives and negotiate trade agreements to enhance and not impede the growth of the Fair Trade system.

The promotion of Fair Trade must never be used as an excuse for inaction on broader policy reforms to address the structural inequalities in trade. Fair Trade is a model for a more equitable trading system; we urge politicians to be courageous in giving people in the South a fair chance to develop through trade.

KEY POLICY RECOMMENDATIONS:

1. Governments should formally integrate support for Fair Trade into the national development policies and poverty reduction programs. Measures should include:

- The development and adoption of a Fair Trade policy, based on the definition of Fair Trade given here, that is integrated into appropriate government agency programs and positions vis a vis international organizations such as the World Bank, United Nations Development Program and the WTO.
- Support for the creation of small-scale producer credit and loan guarantee programs, accompanied by business support services for producer organizations.
- Support for monitoring and certification programs and Fair Trade impact research in developing countries.
- Support for consumer awareness-raising campaigns.
- Encouragement of wider Fair Trade-Industry partnerships.

2. Governments should actively encourage the adoption of Fair Trade criteria in procurement policies at the national, regional and local levels in government and international agencies.

3. WTO specific recommendations

Trade policy should not promote and enforce liberalization as an economic solution where “one size fits all”.

Trade policy should be made in a fair, transparent and democratic way, seeking the full participation of the

small and medium-sized enterprise and agricultural sector in developing countries.

Trade policies should promote and enabling environment for Fair Trade that upholds the right of producers and consumers to take part in Fair Trading without restriction, for example through restrictions on preferential purchasing and voluntary preferences based on PPM.

- WTO trade rules prohibiting export dumping must be strictly enforced.
- Global commodity agreements should be concluded to help farmers get a fair price while protecting consumers and the environment.
- Trade rules should address the disproportionate market power and predatory business practices of transnational monopolies in the food and farming sector.

- Governments should preserve their prerogative to choose social and green procurement policies and reject any proposal that may contravene this.
- Tariff and non-tariff barriers to trade should be lowered to improve market access for small-scale producers in developing countries. This market access should be linked at every stage to development programs across a range of areas including marketing, pricing, product design, quality assurance, health and safety compliance and logistics.
- Governments should implement social and environmental impact assessments prior to any new trade agreements, with particular attention to social, economic, gender and environmental impacts.

¹ Definition of Fair Trade developed by FINE: the Fairtrade Labeling Organizations International (FLO-I), the International Federation for Alternative Trade (IFAT), Network of European World Shops (NEWS!) and the European Fair Trade Association (EFTA).

² Figures from the Fairtrade Labeling Organizations International (FLO)

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* This is a partial list, which primarily includes those who registered prior to the event.