



# SHAPING GLOBAL PARTNERSHIPS

FAIRTRADE LABELLING ORGANIZATIONS INTERNATIONAL ANNUAL REPORT 2006/07





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## ••• MESSAGE FROM THE CHAIR OF THE BOARD OF DIRECTORS

- It is just ten years since Fairtrade Labelling Organizations International (FLO) was created in April 1997. The 14 National Labelling Initiatives, which were at that time operating independently in their respective markets, came together to create FLO as an umbrella organization with a mission to set Fairtrade Standards, to support, inspect and certify producers, as well as to harmonize the Fairtrade message across the movement. In only a decade, FLO has developed from being a small organization into a multinational association with global outreach. The number of Fairtrade Certified Producer Organizations has tripled and Fairtrade sales have enjoyed an average growth of 40% per year.

- Attracted by Fairtrade's success with consumers, 2006 saw increasing numbers of mainstream companies and major supermarket chains embracing Fairtrade. Sainsbury's, one of the major UK retailers, announced last December the switch of its entire banana range to 100 per cent Fairtrade Certified. Marks & Spencer, another UK retailer, also responded to its customers' desire for ethical products when it converted its entire tea and coffee range to Fairtrade in April 2006. Dunkin Donuts, a global retailer and franchiser, adopted a policy of 100% Fairtrade espresso coffee in Northern America and Europe. Scandic and Hilton, one of Sweden's major hotel chains, announced that it would only serve Fairtrade Coffee to its customers. And these are only some examples that occurred during 2006.

- Without a doubt, the most significant aspect of this expansion is that it will directly benefit over 1,4 million producers and workers worldwide. A good example of this impact can be found in the Windward Islands. Thanks to the growth in Fairtrade Banana sales, we hope that all Windward Island bananas will be Fairtrade Certified by the end of 2007. This is an incredible achievement, especially taking into account that in the 1990s almost half of the small banana farmers there were forced out of business due to lower prices, leaving them unable to cover basic costs. All in all, ten years after

its foundation, Fairtrade Labelling is perceived as a worldwide reference for companies that want to do ethical business with producers in developing countries. Our challenge now is to keep the personal trust of producers so that they continue to feel that Fairtrade Labelling is a system they own, at the same time as encouraging growth in global markets. That is the reason why FLO's constitution was changed last November. FLO's owners, the Labelling Initiatives (LIs), unanimously voted to adopt a new constitution to allow the networks of Fairtrade Certified Producers to become members of the association. There are currently three producer networks, one in each of the continents from which Fairtrade Products originate: CLAC, Coordinadora Latinoamericana y del Caribe de Comercio Justo, AFN, African Fairtrade Network, and NAP, Network of Asian Producers. These three networks officially became members of FLO during the General Assembly in May 2007. This expansion of membership converts FLO into a truly multi-stakeholder organization and ensures that producers will be key decision-makers in the future development of Fairtrade Labelling. In that sense, FLO remains unique in comparison with other certification schemes – we continue to be a system of and for producers.

- On the auspicious occasion of our 10th anniversary, I would like to thank all the people around the world, who have contributed with their work and energy to enable FLO to become what it is today, a credible and dynamic organization, representing the interests of those it aims to help, namely, the disadvantaged producers and workers of the developing world. On behalf of the FLO Board, I also want to express my deepest thanks to Luuk Zonneveld, who is leaving after directing FLO for the last six years. Mr. Zonneveld has played a crucial role in the transformation of Fairtrade Labelling and his contribution will always be remembered.

- **BARBARA FIORITO**





## ••• MESSAGE FROM THE MANAGING DIRECTOR

- As Fairtrade is making solid inroads into mainstream consumer markets and Fairtrade Products become ubiquitous in many a household, journalists writing about it are virtually ensured an eager audience. And their reports are often critical, as some of those published in the past year show. As if when Fairtrade does indeed promote the development of poor producers and workers in the global South, it isn't worth writing about. The problem with most of these critical stories is that they are so superficially researched that they either only paint a very small part of the picture, or are plainly erroneous. Moreover, to really understand Fairtrade's lasting impact, which encompasses much more than extra money, nothing beats meeting producers where they work and live.

- Last June, I visited several Fairtrade Certified Tea Estates in Darjeeling in north-eastern India. One of them was Samabeong Tea Estate, hidden in the forests of the Himalaya foothills. It was established by the British colonialists in 1882. After India's independence in 1947, new Indian owners took over. All along, it produced "brick tea" which was transported by foot across the mountains to Tibet in the north, where this tea had a steady market. But in 1962, China invaded Tibet and the Indian-Tibet border was closed. The estate closed down, and a few thousand families lost their main and often only source of livelihood. In 1990 Samabeong was acquired by Tea Promoters India (TPI), an innovative company that, with strong support from the German Fair Trade Organization gepa, heavily invested in reviving the estate. Nowadays, 265 workers and their families live in small houses scattered on the 500 hectares of the estate. They produce highest-quality organic Darjeeling tea, jointly managing the estate with TPI. When Samabeong became Fairtrade Certified, a "Joint Body" was established of mostly women workers and some TPI representatives, to manage the Fairtrade Premium funds received on Fairtrade sales. The funds' most spectacular use to date: the equipment of all houses with solar panels. They brought electricity, light, and ...television: for the first time ever, the

isolated mountain community had a window on the world. Samabeong's Joint Body is led by women workers, who manage the investment of over 50.000 € Premium money a year. Together with Tea Promoters, gepa and Fairtrade, they have given the Samabeong community a new lease of life. But it did take a generation to achieve this. Indeed, development is a long-term process, rarely spectacular, and the slow, incremental progress is not really the stuff journalists make their headlines with. Some years ago, we investigated the critical factors for successful worker empowerment and development through Fairtrade on estates and plantations such as Samabeong. While these factors varied from one estate to the next, three success factors stood out: **1. commitment of the estate management to Fairtrade, 2. adequate support to the Joint Body – which is a specialty of FLO's "Producer Business Unit", with its over 25 "Liaison Officers" based in the producer countries, and 3. regular Fairtrade sales.**

- The last factor explains why FLO's member Labelling Initiatives and we at FLO put so much emphasis on making Fairtrade Products more attractive for consumers: because it is only through consumers' daily purchases of Fairtrade Certified Darjeeling Tea, for example, that Samabeong's workers receive the Fairtrade Premium. Which is why the continued increase in Fairtrade sales all over the world – for a value of over 1,6 billion € in 2006 – is the single most important milestone of Fairtrade Labelling in 2006.

- Finally, a personal note. After over six years of serving Fairtrade Labelling as FLO's managing director, I am handing over FLO's direction to Mr. Rob Cameron. It has been an honour for me to serve the organization and to contribute to the improvement of the livelihoods of ever more producers, workers and their families.

- **LUUK LAURENS ZONNEVELD**



## ... WHO ARE WE?

- FLO INTERNATIONAL is a publicly recognized non profit multi-stakeholder association involving Labelling Initiatives, producer organizations, traders and external experts. FLO International offers the following services:

1. Development of FAIRTRADE STANDARDS that benefit small farmers and workers, promote sustainable production, guarantee a fair price and an extra Fairtrade Premium. Fairtrade Standards go further than Codes of Conduct and other social labels: besides minimum requirements that producers and traders must meet, FLO expects them, through progress requirements, to continuously improve working conditions, to increase the environmental sustainability of their activities and to invest in organizational development for workers and small farmers.

**FAIRTRADE STANDARDS EXIST FOR FOOD PRODUCTS SUCH AS TEA, COFFEE, COCOA, HONEY, JUICES, WINE GRAPES, FRESH FRUIT AND VEGETABLES, DRIED FRUITS, NUTS AND SPICES, AND NON FOOD PRODUCTS SUCH AS FLOWERS AND PLANTS, SPORTS BALLS AND SEED COTTON.**



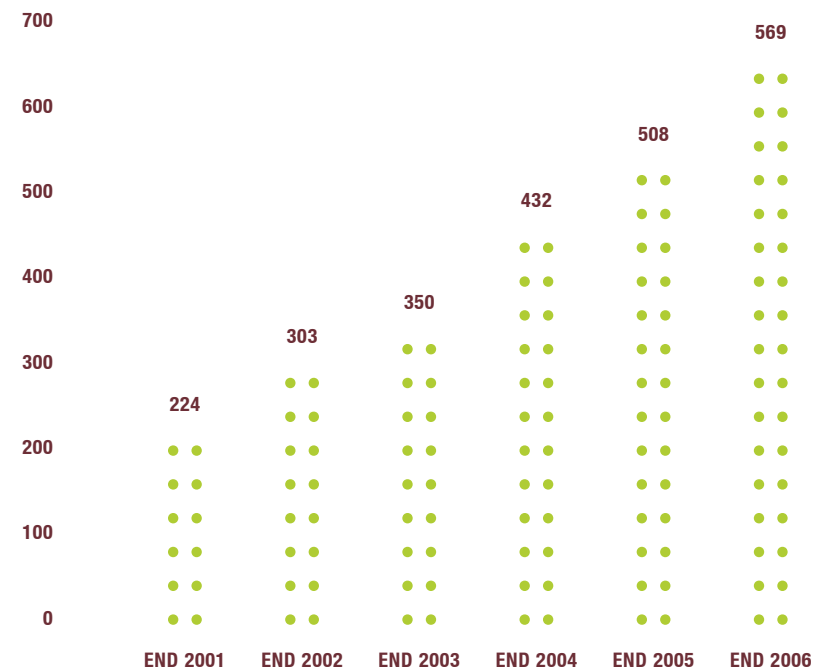
2. PRODUCER BUSINESS SUPPORT: it facilitates producers' compliance with the Fairtrade Standards and provides them with information to strengthen their businesses and seize new market opportunities.

- The Labelling Initiatives, such as Max Havelaar, Fairtrade Foundation, Transfair USA, which are members of FLO International, license the Fairtrade Certification Mark onto consumer products and promote Fairtrade in their countries.

## WHO DOES THE CERTIFICATION?

- Certification is done by an independent international certification company, FLO-CERT GMBH.
- FLO-CERT GMBH is responsible for the inspection and certification of producer organizations and traders against the Fairtrade Standards. The independence of the inspections ensures that the Fairtrade Minimum Price and Premium reaches the producers and that the Fairtrade Certification Mark is only used on products coming from Fairtrade Certified Producers.
- For more information on FLO-CERT services, please consult the website: [WWW.FLO-CERT.NET](http://WWW.FLO-CERT.NET)

### EVOLUTION OF THE NUMBER OF FAIRTRADE CERTIFIED PRODUCER ORGANIZATIONS



# ••• THE PRODUCER NETWORKS BECOME CO-OWNERS OF FLO

- May 25th 2007 will be remembered as an historic day in FLO's history. During the General Assembly, the Producer Networks, CLAC (Coordinadora Latinoamericana y del Caribe de Comercio Justo), AFN (African Fairtrade Network) and NAP (Network of Asian Producers) officially became full members of FLO.
- This expansion of membership became possible through a change of FLO's constitution which was approved by FLO's Meeting of Members in November 2006. The Labelling Initiatives (LIs), which were at the time the only members of FLO, unanimously voted to adopt a new Constitution allowing networks of Fairtrade Certified Producers to become members of the association.
- "This unanimous decision to expand FLO General Assembly membership to include Producer Networks is an important step for FLO to become a truly multi-stakeholder organization" said Barbara Fiorito, Chair of FLO Board, after the new constitution was approved.
- Producer Networks are associations which Fairtrade Certified Producer Organizations may join if they so wish and which are recognised by FLO as the representative body of farmers, workers and others belonging to Fairtrade Certified Producer Organizations. At the moment, there are three producer networks, one in each of the three continents, Africa, Asia and Latin America, where Fairtrade Certified Producers Organizations are.
- "The face behind the Fairtrade movement is the southern producer and the inclusion of Producer Networks in the FLO constitution is a welcome step towards further strengthening Fairtrade" says Binod Mohan, Network of Asian Producers (NAP) Chairman.
- Raymond Kimaro, Chairman of the African Fairtrade Network (AFN), is of the same opinion as Mr. Mohan and is very positive about the enlargement of FLO's membership to producer organizations: "We are optimistic that the new FLO Constitution shall ensure that right arrangements are in place to sufficiently accommodate member producer aspirations and expectations. The new arrangement should facilitate more understanding of the difficult living conditions in the south and possibly trigger urgent transfer of wealth to the south where the poor are badly in need."
- Peter Gaynor, Director of Fairtrade Mark Ireland, one of the 20 Labelling Initiatives which voted in favour of the enlargement, also expressed his confidence that this move will help to shape the future development of Fairtrade Labelling in benefiting the producers in the South: "We think it is important that producers are now co-owners of FLO – we are working to improve their situation and need to know what their priorities are. Whilst what we do is very simple, it's important that we listen to each other and then do what will make the most difference to people in developing countries."

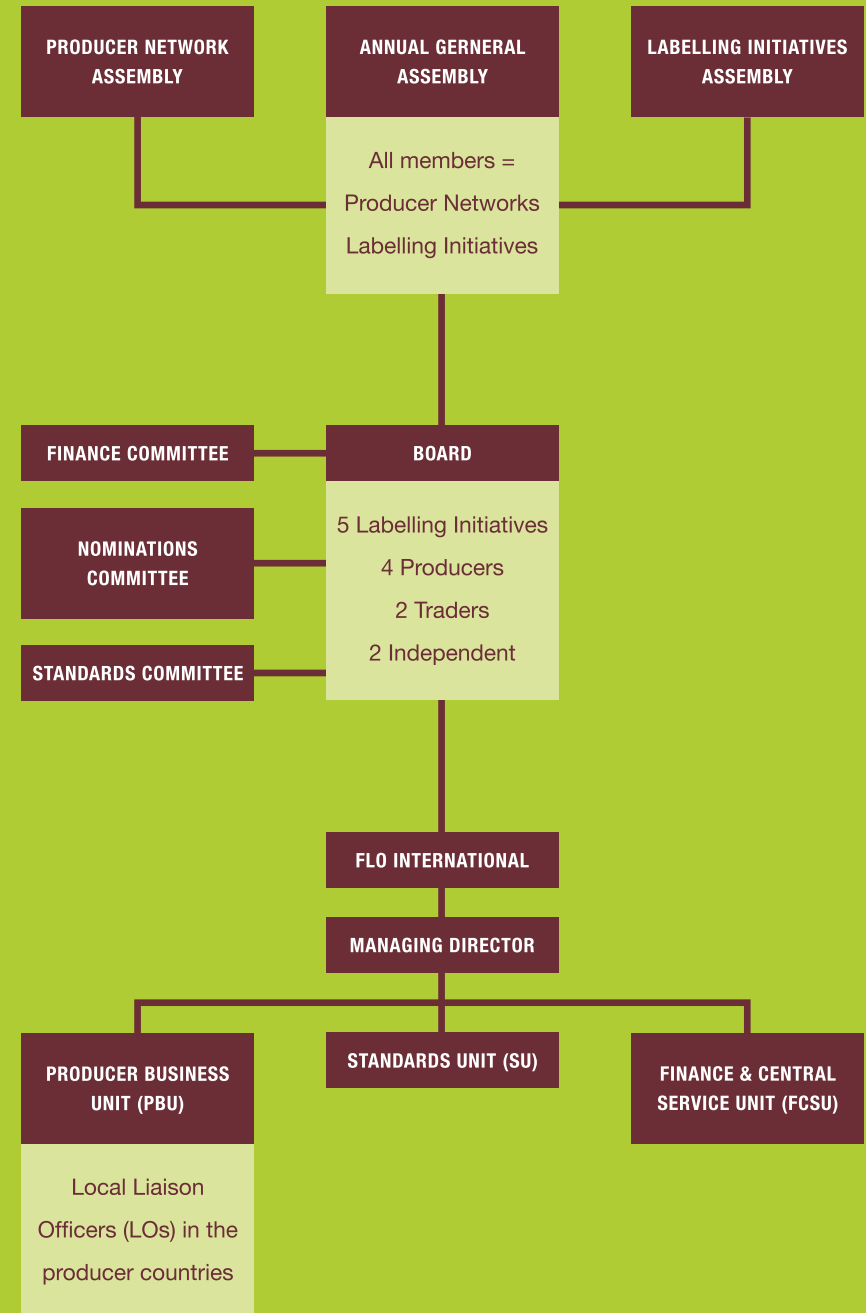


## ••• FLO'S NEW GOVERNANCE STRUCTURE

•• The new membership structure of FLO also means some changes in its governance. Both the Producer Networks as well as the Labelling Initiatives now have their respective Assemblies, the Producer Network Assembly and the Labelling Initiatives Assembly, where both stakeholder groups discuss issues which are relevant to them.

•• It is in the Annual General Assembly that all members get together to decide on membership issues, such as approval of the annual accounts and possible admission or expulsion of members. The General Assembly also elects the Board of Directors, which is responsible for FLO's strategic direction, financial management, risk management and employment of the Chief Executive of the association. The Board's composition is as follows:

- **5 REPRESENTATIVES FROM THE LABELLING INITIATIVES**
- **4 REPRESENTATIVES FROM FAIRTRADE CERTIFIED PRODUCER ORGANIZATIONS (AT LEAST ONE FROM LATIN AMERICA, AFRICA AND ASIA)**
- **2 REPRESENTATIVES FROM FAIRTRADE CERTIFIED TRADERS**
- **2 INDEPENDENT BOARD MEMBERS**



## ••• PRODUCER NETWORKS: THE NEW FLO MEMBERS

- The role of the new FLO members, the Producer Networks, will be crucial in shaping the future of the Fairtrade Labelling system. Below we offer a brief overview of each of them: the reason for their foundation and their membership structure.

# AFRICAN FAIRTRADE NETWORK (AFN)

### SHORT HISTORY

- The African Fairtrade Network (AFN) was established at the 4th Assembly of Africa commodity producer organizations certified by FLO in Addis Ababa Ethiopia in March 2004. AFN is an independent, not for profit umbrella continental network of Fairtrade Certified African Producer Organizations.

### FIRST MEETING OF THE AFRICAN FAIRTRADE NETWORK (AFN)

AFN held its first ever Members Meeting in Moshi, Tanzania on June 6th and 7th 2006.



### MISSION & ROLE

- The AFN mission is to increase awareness of fair trade in Africa. Thereby AFN also explores remunerative trade opportunities for Fairtrade Producers and Workers through networking within and outside Africa. In addition to this, AFN is the body that represents African producers within FLO.

### AFN MEMBERSHIP

- The membership of the AFN is open to all Fairtrade Certified Producer Organizations and potential applicants, AFN founding organizations that have business relations with Fairtrade Certified groups and African trade companies which are registered with FLO-CERT. In addition to this, agencies and other organizations promoting fair trade may gain eligibility for AFN membership. Members are grouped in four fair trade regional networks, namely in East, South, West and North Africa.
- By July 2006, AFN membership amounted to 164 Fairtrade Certified Producer Organizations and 43 registered organizations in 24 countries of Africa. Given the AFN wide membership base which also includes Fairtrade aspiring organizations, the total is expected to have grown to well above 230 by the end of 2007.







FIRST NAP GENERAL ASSEMBLY, BANGKOK SEPTEMBER 2006.

# NETWORK OF ASIAN PRODUCERS (NAP)

## SHORT HISTORY

- NAP was founded on 16th June, 2005. Producers from different Asian countries met in Sri Lanka and discussed the need of having a Network which can present a united voice to FLO. The First General Assembly of the Network of Asian Producers (NAP) took place in Bangkok, Thailand from the 17th to the 19th of September 2006. Producers from India, Pakistan, Sri Lanka, Nepal, Thailand, Philippines, Indonesia, Papua New Guinea, East Timor, and China were represented.

## MISSION & ROLE

- NAP's mission is to facilitate the incorporation of more producers to be able to join the Fairtrade movement in Asia through an existing wide range of products and services. NAP also works to ensure that Asian realities and

conditions are taken into account while setting Fairtrade Standards without compromising on the basic principles of Fairtrade. Finally, NAP is also the official representative of Asian Producers within Fairtrade Labelling Organizations.

- “We want to work in close cooperation with FLO and seek the support of the entire Fairtrade movement. We are young but believe that Fairtrade will grow rapidly in Asia and offer a wide range of products” said Binod Mohan, NAP Chairman, on the occasion of the first NAP General Assembly held in Bangkok in September 2006.

## NAP MEMBERSHIP

- The Network of Asian Producers (NAP) is a multi stakeholder body comprising representatives of producer organizations, Joint Bodies, small farmer organizations and promoting bodies who are certified by or registered with the Fairtrade Labelling system. At present, NAP has 96 members.

# COORDINADORA LATINOAMERICANA Y DEL CARIBE DE COMERCIO JUSTO (CLAC)

## SHORT HISTORY

- The Latin American and Caribbean Network of Small Fair Trade Producers (CLAC) is a regional organization which has its origins in the Latin American Network of Small Coffee Producers (CLA, or “Coordinadora”), and in the Latin American Network of Small Beekeepers (PAUAL), both of them founded in 1996.
- During the fifth Regional Assembly of the CLA, which took place in August 2004 in Oaxaca, Mexico, CLAC was established as a legal entity, thus incorporating representatives of small Latin American and Caribbean Fairtrade Certified Producers.

**THE SECOND CLAC GENERAL ASSEMBLY TOOK PLACE IN THE DOMINICAN REPUBLIC FROM THE 26TH TO THE 28TH OF OCTOBER 2006.**



## MISSION

- CLAC’s mission is to be an organ of representation, coordination, exchange and collaboration for the strengthening of cooperative organizations of small producers from Latin American and the Caribbean within the framework of Fair Trade.

## CLAC MEMBERSHIP

- Membership of CLAC is open to Fairtrade Certified Small Farmer Organizations. Currently CLAC consists of nearly 300 small producer organizations in twenty countries of the region, organized as national multi product networks or “Coordinadoras”. CLAC estimates that the number of families of affiliated small producers exceeds 200.000, thus covering more than a million people.



## ESTIMATED FAIRTRADE RETAIL VALUE

COUNTRY	2005	2006	INCREASE
Austria	25.6	41.7	63
Belgium	15.0	28.0	86
Canada	34.8	53.8	54
Denmark	14.0	21.5	54
Finland	13.0	22.5	73
France	109.1	160.0	47
Germany	70.9	110.0	55
Ireland	6.6	11.6	77
Italy	28.0	34.5	23
Japan	3.4	4.1	23
Luxembourg	2.3	2.8	23
Netherlands	36.5	41.0	12
Norway	6.7	8.6	28
Sweden	9.3	16.0	73
Switzerland	133.8	135.3	1
UK	276.8	409.5	48
USA	344.1	499.0	45
Australia/New Zealand	2.5	7.2	191
Spain	0.03	1.9	7.474
<b>TOTAL (IN MIO. EUROS/IN%)</b>	<b>1,132.4</b>	<b>1,609.0</b>	<b>42%</b>

## NUMBER OF LICENSEES PER COUNTRY\*

COUNTRY	2004	2005	2006
Austria	31	37	47
Belgium	38	50	75
Canada	124	160	185
Denmark	10	21	33
Finland	16	20	44
France	72	106	158
Germany	66	87	100
Ireland	12	22	57
Italy	45	45	65
Japan	14	19	26
Luxemburg	19	19	22
Netherlands	36	41	47
Norway	19	24	40
Sweden	12	24	31
Switzerland	32	42	45
UK	157	193	252
USA	435	534	615
Australia/New Zealand	26	56	91
Spain	—	9	21
<b>TOTAL</b>	<b>1,164</b>	<b>1,509</b>	<b>1,954</b>

\* This is an approximate figure of the number of licensees (companies selling Fairtrade Certified end products) in each LI market. However, it is important to bear in mind that due to cross border sales, Fairtrade Certified Products can be found in over 50 countries.

\*



## ••• FAIRTRADE SUPPORT, GOING FAR BEYOND CONSUMPTION

- Being a consumer comes so naturally to most of us that we hardly give it a second thought. Economists, however, have made it their business to understand what makes consumers tick. In recent years, many studies have confirmed the rise of a so called “ethical consumer”. According to these studies, consumers’ values have shifted from pragmatic, price and value-driven imperatives to a new focus on ethical values and on the story behind the products.
- The increasing popularity of Fairtrade Products can be taken as a proof of this. In 2006, consumers worldwide bought 1,6 billion Euros worth of Fairtrade Certified Products, **42%** more than the year before. For products like coffee and cocoa, the growth was particularly impressive, **53%** and **93%** respectively. The sales of other major Fairtrade Products – Bananas, with **31%** growth, and tea, with **49%** – also grew significantly. Fairtrade Cotton Farmers too have seen how the demand for their produce has more than doubled in only one year (see table page 15).
- This growth in sales was accompanied by more licensees (companies that sell the final packaged Fairtrade Products) joining the scheme. The number of licensees in 2006 reached 1954, increasing by **29%** in comparison to 2005 (see table page 11 for details). Despite this number sounding impressive we are still very far from Fairtrade Certified Producers being able to sell all their produce under Fairtrade terms. In fact, FLO estimates that approximately **20%** of the total production of Fairtrade Certified Producers is sold under Fairtrade terms.
- This is one reason why despite the impressive growth in the last 10 years, the Fairtrade market still has plenty of room for growth. FLO and its member Labelling Initiatives are working to open new markets and identify new business opportunities for producers. Fortunately, they are not alone in this endeavour, as millions of consumers and supporters are helping out.
- This year again we have seen how volunteers have mobilized themselves in order to raise awareness about trade injustice and promote Fairtrade in their local communities, churches, cities etc. For example, during the last Fairtrade Fortnight in the UK, from February 26 to March 11 2007, around ten thousand local events promoting Fairtrade were organized by committed volunteers across the country.
- Another very successful initiative driven by committed consumers is the “Fairtrade Town Campaign”. To gain the name of a Fairtrade Town a Town’s council must, among other criteria, adopt the resolution to support Fairtrade and commit to Fairtrade Certified Products (coffee, tea, sugar and other products) for the city’s needs. It was thanks to the incredible support of engaged Fairtrade consumers that many local governments decided to get involved. The Fairtrade Town Campaign was originally born in the UK, where there are currently more than 270 Fairtrade towns, but quickly expanded to other countries like Belgium, Italy, Ireland and more recently Canada, Finland and Sweden.
- In Belgium, this campaign, which was only launched in 2005 in Flanders, has been very successful. **40%** of the 308 towns in Flanders are currently involved in the Fairtrade Town Campaign and 30 of them have already been officially recognized as “Fairtrade Towns”.
- In Canada, the first Fairtrade Town was only designated three months ago. It was on April 17, 2007, that the town of Wolfville officially became the first Canadian Fairtrade Town. This was possible through the efforts of the members of the Wolfville Fairtrade Advisory Committee, which includes a broad representation of stakeholders, among them, representatives of the town of Wolfville, Wolfville Business Development Corporation and university students. On the occasion of the launch, the Mayor of Wolfville, Mr. Bob Stead said:



“The Fairtrade Town designation for our unique town speaks to the fabric and conscience of this community in a sincere and genuine way.” “The focus on fairness and sustainability allows our residents to participate in this endeavour with deep personal conviction and commitment” added Mr. Stead.

- In addition to the Fairtrade Town Campaign, numerous local volunteer groups work tirelessly to increase the awareness of Fairtrade. Very often you will find them providing information to pedestrians in city squares. These volunteer groups often work in close cooperation with staff at the Labelling Initiatives.

- Max Havelaar France, for example, works with a total of 46 associations, comprising approximately 2000 volunteers all over France. Romain Vignes, Volunteer Network Development Officer at Max Havelaar France, is in daily contact with many of these engaged volunteers: “Without them, it would be impossible to reach so many people in so many places. Their commitment and enthusiasm are simply admirable.” During 2007 FLO, its member Labelling Initiatives, and thousands of committed consumers and supporters will be working towards beating this year’s mark of 1,6 billion €, ensuring next year producers will get to sell more products under Fairtrade terms.

- “I buy as many Fairtrade Products as I can: coffee, tea, chocolate, bananas and more recently also flowers. To me, the knowledge that the producers have been paid a fair price for their commodity adds value to the product. Fairtrade popularity is spreading in Japan and the number of outlets selling Fairtrade goods is also increasing. I hope this will continue expanding and that Japanese consumers will be very soon leading in the consumption of Fairtrade Products” says Masao Takahashi, a Fairtrade consumer in Tokyo, Japan.

# ... FAIRTRADE CERTIFIED PRODUCER ORGANIZATIONS BY COUNTRY

COSTA RICA 13  
NICARAGUA 20  
HONDURAS 19  
BELIZE 1  
EL SALVADOR 6  
GUATEMALA 23

GHANA 8  
BURKINA FASO 9  
CAMEROON 2  
CONGO DEM. REP. 1  
ZIMBABWE 3  
MALI 6

PAKISTAN 5  
INDIA 49  
SRI LANKA 15  
NEPAL 1  
THAILAND 9  
CHINA 3

LAOS 3  
INDONESIA 3  
VIETNAM 1  
EAST TIMOR 1  
PHILIPPINES 2  
PAPUA NEW GUINEA 4

CUBA 7  
HAITI 9  
MEXICO 51  
PANAMA 1  
COLOMBIA 34  
ECUADOR 18  
PERU 37  
CHILE 9  
VENEZUELA 1  
BRAZIL 16  
BOLIVIA 20  
PARAGUAY 6  
ARGENTINA 11

DOMINICAN REPUBLIC 11  
ST. VINCENT AND THE  
GRENADINES 1

TUNISIA 2  
MOROCCO 1  
ZAMBIA 3  
MALAWI 2  
RWANDA 10  
BENIN 1  
IVORY COAST 4  
SENEGAL 3  
TOGO 2

EGYPT 5  
ETHIOPIA 4  
KENYA 22  
MOZAMBIQUE 2  
NAMIBIA 1  
UGANDA 15  
TANZANIA 14  
SOUTH AFRICA 38  
COMOROS ISLANDS 1

569 PRODUCER ORGANIZATIONS  
IN 57 COUNTRIES





••• FAIRTRADE SALES VOLUMES BY PRODUCT 2005/2006

**BANANAS \*** 2005 103.877 • 2006 135.763   
 **COCOA \*** 2005 5.661 • 2006 10.952   
 **COFFEE \*** 2005 33.994 • 2006 52.077   
 **COTTON \*\*** 2005 688.170 • 2006 1.551.807  
**FLOWERS \*\*\*** 2005 113.535 • 2006 171.697   
 **HONEY \*** 2005 1.330 • 2006 1.552   
 **JUICES \*** 2005 4.857 • 2006 7.065  
**RICE \*** 2005 1.704 • 2006 2.985   
 **SPORTSBALLS \*\*** 2005 64.144 • 2006 152.412   
 **SUGAR \*** 2005 3.612 • 2006 7.159   
 **TEA \*** 2005 2.614 • 2006 3.886  
**WINE \*\*\*\*** 2005 1.339 • 2006 3.197 • \* MT \*\* ITEMS \*\*\* STEMS (IN TSD.) \*\*\*\* LITRES • THESE ARE THE SALES VOLUMES OF THE MAJOR FAIRTRADE

PRODUCTS. INFORMATION ABOUT SALES VOLUMES OF OTHER FAIRTRADE PRODUCTS CAN BE FOUND ON THE FLO WEBSITE: [WWW.FAIRTRADE.NET](http://WWW.FAIRTRADE.NET)

## ••• GRAB A FAIRTRADE BANANA AND CHANGE A LIFE

- Without a doubt, 2006 will be remembered as the year when Fairtrade bananas definitively left the niche to go into the mainstream, reaching millions of consumers and changing the lives of thousands of producers in developing countries.
- The good news arrived November 2006 from the UK when British supermarket chain Sainsbury's announced that it was going to switch its entire banana range to 100 per cent Fairtrade Certified.
- As a result of converting to 100 per cent Fairtrade, Sainsbury's will buy five times as many Fairtrade Bananas from suppliers – almost doubling the volume of Fairtrade bananas being sold in the UK. Currently, Fairtrade Bananas already make up nearly **8%** of the UK banana market. But not only in the UK did Fairtrade Bananas hit the big time. In 2006, Finnish consumers bought 7,3 million kilos of Fairtrade Bananas, **46%** more than in 2005. One of the major supermarket chains in the country, Siwa, has been selling only Fairtrade Bananas since June 2005. Fairtrade Bananas already represent **11%** of market share in Finland (**7%** in 2005).

- And in Switzerland, which has always been and continues to be the leading market for Fairtrade Bananas, the Fairtrade variety represents **55%** of the Swiss banana market. Overall, the sales of Fairtrade Certified Bananas in 2006 grew by **31%**, amounting to over 135.000 metric tonnes. This impressive growth will make a difference to the lives of an estimated 8,500 farmers and their communities across Central and South America and the Caribbean. Banana farmers have been hit hard in recent years by price wars in supermarkets. While the big high street chains battled for ever cheaper prices, the banana-growing communities at the end of the supply chain paid a high social and environmental cost. In this context, Fairtrade has proved to be a lifeline for banana farmers.
- On the Windward Islands of Saint Lucia, Grenada, Dominica and Saint Vincent in the Caribbean there are 3.000 Fairtrade Banana farmers and 90 per cent of their export is now Fairtrade. Renwick Rose, coordinator of the Windward Islands Farmers' Association (WINFA), says Fairtrade has effectively saved the banana industry, which is vital to the islands' economies. In the 1990s, almost half of the banana farmers in the Windward Islands went out of business as lower prices left them unable to cover costs. Thanks to growth in Fairtrade Banana sales, and the resulting wider growth that is anticipated in the Fairtrade Banana market, it's hoped that all Windward Island bananas will be Fairtrade by the end of 2007.

- But besides bringing economic stability, Fairtrade also aims to empower small farmers and help them to take the greatest part of the value chain for the produce they grow. A good example of this kind of development happened in the banana region of Valle Del Chira, in the province of Piura, North of Peru. In the past, due to the lack of export experience of the four Fairtrade Certified Banana Producers Organizations in this region, the Fairtrade exporters assumed responsibility for the harvest, packaging and export processes of the bananas while the producers focused only







#### SOME FIGURES ON FAIRTRADE BANANAS (END OF 2006)

Number of Fairtrade Certified Producer Organizations	28
Sales volumes 2006 in Metric Tonnes	135.763
Extra amount of money through Fairtrade Market (in Mio. Euros)	15

on the production of the fruit. Having gained a great deal of experience in the banana business in the last years, in 2006, producers were ready to take more responsibility in the trade chain for their bananas. From January 2006, they have been working to deliver their harvested, packed fruit (Farm Gate level) or take their fruit ready for export to the port (Free on Board level). FLO's Producer Business Unit (PBU) for Latin America provided support to the producers to carry out this transition.

- Among other activities, PBU Latin America organized a visit to Ecuadorian small farmers' producer organizations to get a better inside on the banana production chain, provided studies and facilitated bilateral meetings between producers and exporters. This process was also fully supported by the Fairtrade exporters in the region.

One of the first producer organizations to complete the process of packing was APPBOSA, in December 2006. On such an auspicious occasion, Valentín Ruíz Delgado, the President of the cooperative said: "I am very proud that APPBOSA has started its own packing system. This was only possible thanks to the support of PBU Latin America and our exporter. And, of course, thanks to the hard work and enthusiasm of all our members. I would like to send a message of hope to other small farmers: they shouldn't be afraid, sometimes, dreams can become reality."

- Given our seemingly insatiable appetite for bananas and the demand for ethically sourced products, it is anticipated that more companies will decide to offer Fairtrade bananas to their consumers, allowing even more producers to benefit and empower themselves. •••

**“WITHOUT FAIRTRADE, WE WOULDN'T EXIST AS BANANA PRODUCERS.”**

FERNANDO PACHECO • APAO • ECUADOR



# ... FAIRTRADE STANDARDS FOR BANANAS

## FAIRTRADE MINIMUM PRICE AND PREMIUM

1. Producer organizations are guaranteed a floor price (Fairtrade Minimum Price) that covers the average cost of production. The Fairtrade Minimum Price for bananas is different for each region and is based on the cost of sustainable production in each of them. The Minimum Price for organic fruits is also higher than for conventional. See the full list of Banana Fairtrade Minimum Prices on the FLO website: [WWW.FAIRTRADE.NET/FILEADMIN/USER\\_UPLOAD/CONTENT/BANANA\\_SF\\_MARCH\\_07\\_EN.PDF](http://WWW.FAIRTRADE.NET/FILEADMIN/USER_UPLOAD/CONTENT/BANANA_SF_MARCH_07_EN.PDF)
2. A Fairtrade Premium of 1 US\$ per box of bananas is paid to the producer organizations.

## FAIRTRADE STANDARDS FOR BANANA COOPERATIVES

### DEMOCRACY

- Profits must be equally distributed among the members of the cooperative.
- All the members of the producer organization have a voice in the decision-making process and in the group organization.



## FAIRTRADE STANDARDS FOR BANANA PLANTATIONS

### MANAGEMENT OF THE FAIRTRADE PREMIUM

- A joint body is formed and includes workers and a management team responsible for the Premium.
- The Premium must not be used to cover ongoing operating expenses, but rather to improve living and working conditions.

### FORCED LABOUR AND CHILD LABOUR

- Forced labour and child labour of children of 15 years and under is prohibited. Child labour of children over 15 must not prevent their having an education. They must not be doing work that could pose a risk to their health.

### FREEDOM OF ASSOCIATION AND COLLECTIVE AGREEMENTS

- Workers have the right to establish or join an independent union.

### WORKING CONDITIONS

- Working conditions are equitable for all workers.
- Salaries must be equal to or higher than the regional average or than the minimum wage in effect. Health and safety measures must be established in order to avoid work-related injuries.

## ••• A BRIGHTER FUTURE FOR FAIRTRADE COFFEE FARMERS

- There are about 25 million coffee farmers around the world and all remember the last coffee crisis. Almost overnight, international prices crashed. Hundreds of thousands of farmers from the rainforest of Peru to the steep slopes of Kilimanjaro were forced out of business. It was yet another reminder of just how vulnerable coffee farmers are to the volatile international market and its wildly fluctuating prices.
- It is in this difficult and unstable context that the Fairtrade Minimum Price and the Fairtrade Premium can make the most substantial difference to the lives of farmers. Having or not having a buyer who is willing to pay the Fairtrade Minimum Price can mean having to sell up and head to the next big city or continue living and working on your land.
- Valentín Chinchay, the President of Federación Regional de Asociaciones de Pequeños Cafetaleros Ecológicos del Sur (FAPECAFES), a Fairtrade Certified Coffee Cooperative in Ecuador, has not forgotten what the last coffee crisis meant for him and the other coffee farmers of his cooperative, a total of 1.500 people.
- “In 2001 and 2002, during the world coffee crises, our situation was desperate. We received between 20-25 dollars per quintal (quintal = 100 pounds, 25 US\$ per quintal = 0,25 US\$/lb) ... many of the Ecuadorian coffee producers left. We did not have any other choice but to abandon the coffee culture” explains Valentín. FAPECAFES became Fairtrade Certified four years ago, in 2003. Having suffered himself from the crash of the coffee prices, Valentín is a passionate advocate of Fairtrade: “We are currently selling **80%** of our total coffee production under Fairtrade terms. For our Fairtrade organic coffee we are receiving 139 US\$ the quintal and 119 US\$ the quintal for our conventional Fairtrade coffee. But more important than the higher prices is the stability that Fairtrade brings. We are not as vulnerable to market volatility as we used to be.”

### SOME FIGURES ON FAIRTRADE COFFEE (END OF 2006)

Number of Fairtrade Certified Producer Organizations	241
Sales volumes 2006 in Metric Tonnes	52.077
Extra amount of money through Fairtrade Market (in Mio. Euros)	41

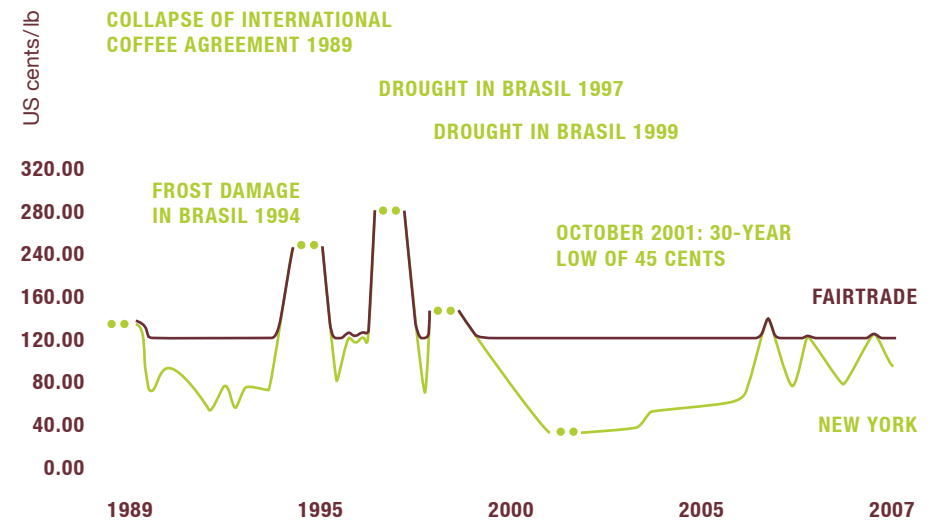
- The fact that FAPECAFES and more and more other coffee cooperatives can get to sell higher percentages of their total coffee production under Fairtrade terms is thanks to millions of consumers who are demanding it. The consumption of Fairtrade Certified Coffee worldwide increased by **53%** last year, reaching a total of 52.000 metric tonnes. The fastest growing market is the United States, where Fairtrade coffee sales more than doubled in 2006.
- Eager to satisfy consumer demand, some companies made major commitments to Fairtrade Coffee during 2006. In September 2006, Insomnia Coffee Company in Ireland announced that all coffee served from outlets across the country would be **100%** Fairtrade Certified. This was the first time that an Irish coffee company took the decision to source all its coffee through Fairtrade. In the UK, Marks & Spencer converted its entire tea and coffee range to Fairtrade in April 2006. In October, Scandic and Hilton, one of Sweden’s major hotel chains, announced that it would only serve Fairtrade coffee. Also in 2006, Irish and German airlines, Ryanair and Air Berlin, started offering only Fairtrade Certified Coffee to their passengers. And these are only some examples. This continued growth in sales will benefit the coffee producer communities even more in the future. Since June 1 2007, the Fairtrade Premium increased from 5 US cents to 10 US cents per pound for all Fairtrade Coffee.

## ••• FAIRTRADE STANDARDS FOR COFFEE

1. Producer organizations are guaranteed a floor price (Fairtrade Minimum Price) of 1,21 US/lb for washed Arabica from Africa and Central America and 1,19 US/lb for washed Arabica from Asia and South America.
2. A Fairtrade Premium of 10 cents US/lb (since June 1st) is added to the purchase price and is used by cooperatives for social and economic investments at the community and cooperative level.
3. Producers are organized in organizations which they own and govern.
4. Environmental standards restrict the use of agrochemicals and encourage sustainability.
5. Pre-export lines of credit are given to the producer organizations. If requested, up to **60%** of the purchase price should be pre-financed to the producer organizations.
6. Democratic decision making is required. Everybody has equal right to vote.



## THE ARABICA COFFEE MARKET 1989-07: COMPARISON OF FAIRTRADE AND NY PRICES



NB Fairtrade Minimum price = 121 cents/lb + 5 cents/lb Premium. When the New York price is 121 cents or above, the Fairtrade price = New York price + 5 cents/lb Premium. The NY Price is the daily closing price of the second position Coffee “C” futures contract at the NY Board of Trade

•• The Fairtrade Organic Differential for all certified organic coffee has also risen by 5 US cents per pound, increasing from 15 to 20 US cents. The increase in the Organic Differential reflects the higher costs of organic production and compliance, as well as offering a further incentive for environmentally sustainable development. These increases will provide coffee producer organizations with the additional revenue to continually invest at the individual farmer, cooperative and community level. The decision was very well received by the producer networks. Merling Preza, vice-president of the Coordinadora Latino Americana y del Caribe de Comercio Justo (CLAC), said: “This is a step further of Fairtrade to address the needs of small farmers organizations, our label is becoming the real golden label.”

•••



## ••• FAIRTRADE COTTON IMPROVING LIVES

•• Cotton is the major source of foreign exchange and government revenue for West African countries such as Burkina Faso, Mali, and Benin and it is estimated that 10 million people in the region depend directly on cotton production for their living. In many small villages in these countries, cotton is the mainstay of that rural community, providing the major, and in some cases the only, source of income for many inhabitants. Cotton pays for health and education. It helps to build houses and schools.

•• According to the World Bank, the West Africa region is among the lowest-cost producers of cotton. Yet despite this comparative advantage, it is losing world markets, and its cotton farmers are suffering rising poverty. US and, to a lesser extent, also EU cotton subsidies, are contributing to slumping world cotton prices. According to a report released by Oxfam as recently as June 2007<sup>1</sup>, by eliminating US cotton subsidies the revenues of 10 million Africans would rise by 2.3 to 5.7 percent. Since April 2004, FLO together with the other International Fair Trade Organizations, grouped in the network FINE (standing for the first letters of FLO, IFAT, NEWS! and EFTA respectively<sup>2</sup>) have a Fair Trade Advocacy Office in Brussels. The advocacy work focuses on speaking out for trade justice, for instance strengthening the position of Fair Trade and the elimination of agricultural subsidies.

•• Many other non-governmental organizations and activists groups are fighting an ongoing battle against agricultural subsidies from rich nations. Unfortunately, changes will not happen overnight. In the meantime, the situation of cotton producers in developing countries continues to deteriorate. With the aim of helping as many of these farmers as possible, FLO developed Fairtrade Standards for cotton in 2005. FLO estimates that 28.000 farmers are currently benefiting from the initiative. This is still a modest figure, but an increasing number of consumers are demanding textile products made out of Fairtrade Cotton.

### SOME FIGURES ON FAIRTRADE COTTON (END OF 2006)

Number of Fairtrade Certified Producer Organizations	14
Sales number of items made out of Certified cotton (in Mio.)	1.6
Extra amount of money through Fairtrade Market (in Mio. Euros)	6

•• This demand is beginning to persuade high-street stores to stock clothes and household items from fairly-traded fabrics. As a consequence, FLO expects that more and more producers will be able to sell their cotton under Fairtrade terms.

•• For those farmers who are already selling their cotton to the Fairtrade market, the financial benefits are significant. For example, in the 2005/06 harvest, the income farmers received for Fairtrade Cotton compared to the cotton traded under conventional terms was **40%** higher in Senegal and **70%** higher in Mali (see table page 23). This additional income made it possible to concretely improve the lives of many communities.

•• For instance, in Association Dougouragroni, a Fairtrade Certified Cotton Cooperative in Mali, the 500 inhabitants of the village have seen how the extra income generated through Fairtrade has had a positive impact on their lives. In their General Assembly, the farmers decided they were going to invest part of their Fairtrade Premium to construct a proper building for the local school, which previously consisted of a hut.

<sup>1</sup> [http://www.oxfam.org.uk/what\\_we\\_do/issues/trade/bp30\\_cotton.htm](http://www.oxfam.org.uk/what_we_do/issues/trade/bp30_cotton.htm)

<sup>2</sup> IFAT (International Fair Trade Association), NEWS! (Network of European Worldshops) and EFTA (European Fair Trade Association)

## ... FAIRTRADE STANDARDS FOR COTTON

1. Producers are small family farms organized in cooperatives (or associations) which they own and govern democratically.
2. The minimum guaranteed price is paid directly to the producer organizations.
3. Environmental standards restrict the use of agrochemicals and encourage sustainability.
4. Pre-export lines of credit are given to the cooperatives if requested, of up to **60%** of the purchase price.
5. A Premium of 0,05-0,06 US\$/kilo is added to the purchase price and is used by producer organizations for social and economic investments such as education, health services, processing equipment, and loans to members.
6. No forced labour of any kind, including child labour.



•• “We are really happy about it. The children pay more attention since they are in the new school” says the village teacher. A second project which was financed with the Fairtrade Premium is a grain store. This will considerably improve the food security of the villagers, allowing them to store their grain the whole year through. Before, they were forced to sell it at a low price during the harvest season, when there was plenty of grain available, and had to buy grain at a high price in the rainy season. The farmers at Dougouragoroni are already busy planning their new Fairtrade Premium project, which has been agreed will be a community well.

•• Fairtrade Cotton Products can currently be found in France, the UK, Austria, Belgium, Canada, Italy, Luxemburg and Switzerland. The range of products has expanded dramatically in the last two years and nowadays consumers can find items ranging from towels, sheets and t-shirts to cotton buds and pads made out of Fairtrade Cotton. In 2006, it is estimated that over 1,5 million items made out of Fairtrade Certified Cotton were sold worldwide.

•• During 2007 and 2008, Norway, Denmark, Sweden, Finland, Austria and Germany will also be launching Fairtrade Cotton Products in their markets. With this expansion, Fairtrade will continue to deliver tangible benefits to small cotton farmers, allowing the people at Dougouragoroni and many other villages, to continue discussing how they will invest their Fairtrade Premium in the future.

•• “The rainy season, between June and September, is a really tough time for cotton producers in Mali. Fortunately, this year we will not fear food shortage again because we are now stocking provisions in a food warehouse. The money we got from the Fairtrade Premium enabled us to build it” says Soloba Mady Keita, a Fairtrade Certified Cotton Producer from Mali.



**“FAIRTRADE HAS PUT MONEY INTO  
THE HANDS OF WOMEN TO MEET OUR  
CHILDREN’S NEEDS.”**

SIRA SOUKO • COOPERATIVE DE PRODUCTEURS DE COTTON DE BATIMAKANA • MALI

**DURING THE LAST HARVEST (WINTER 2005/06), THE PRODUCERS IN MALI RECEIVED 70% MORE FROM SELLING COTTON UNDER FAIRTRADE TERMS, AND IN SENEGAL 40%.**

Fairtrade Minimum Price for conventional cotton

**0,36 EURO/KG**

**+ 0,05**

Fairtrade Premium for cotton

Price for conventional cotton in Senegal

**0,30 EURO/KG**

Price for conventional cotton in Mali

**0,24 EURO/KG**



## ••• SUMMARIZED ACCOUNTS FLO INTERNATIONAL E. V.

INCOME	2006	2005
Membership contributions	2.027.926	1.333.982
External grants for specific projects	1.487.821	653.218
Interest earnings & other income	8.765	1.546
<b>TOTAL INCOME</b>	<b>3.524.512</b>	<b>1.988.746</b>

EXPENDITURES	2006	2005
Governance FLO International e. V.	442.483	251.963
Finance & Central Service Unit	612.306	530.004
Standards Unit	461.403	346.760
Producer Business Unit	928.448	622.981
Regional Liaison	979.012	185.809
Producer Certification Fund	100.649	63.334
	<b>3.524.301</b>	<b>2.000.851</b>

BALANCE CARRIED FORWARD	2006	2005
	211	- 12.105

Signed by Luuk Laurens Zonneveld, Managing Director FLO International e. V., Bonn, 15. March 2007

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDING DECEMBER 31ST, 2006

All amounts in € (Euro)



## ••• BALANCE SHEET FLO INTERNATIONAL E. V.

ASSETS	2006	2005	EQUITY AND LIABILITIES	2006	2005
<b>FIXED ASSETS</b>	<b>85.196</b>	<b>71.833</b>	<b>EQUITY CAPITAL</b>	<b>163.348</b>	<b>154.490</b>
Intangible assets	8.443	6.668	Revenue Reserves	126.398	117.750
Tangible assets	48.228	36.640	Unappropriated surplus	36.950	36.740
Financial assets	28.525	28.525			
<b>CURRENT ASSETS</b>	<b>626.757</b>	<b>522.318</b>	<b>LIABILITIES</b>	<b>548.605</b>	<b>439.661</b>
Outstanding accounts for services	371.343	236.454	Provisions	53.700	83.400
Other current assets	83.259	101.404	Liabilities to banks	29.259	15.886
Liquid funds	172.155	184.460	Liabilities for supplies and services	164.560	190.724
			Other liabilities, accruals, deferrals	301.086	149.651
<b>TOTAL</b>	<b>711.953</b>	<b>594.151</b>	<b>TOTAL</b>	<b>711.953</b>	<b>594.151</b>

These annual accounts have been produced on the basis of internal documentation and internal accountancy following general accepted accounting principles and taking into account German tax law (KStG) and commercial law (HGB). The summarized accounts reflected here may not contain sufficient information to permit a full understanding of the company's financial affairs. They are extracted from the annual statement of accounts, available from the Financial Department of FLO International e. V.

Signed by Luuk Laurens Zonneveld, Managing Director FLO International e. V., Bonn, 15. March 2007

## ... BOARD MEMBERS



- **MR. RAÚL DEL AGUILA** representing coffee producers in Latin America. Mr. del Águila is also the President of the CLAC and the Managing Director of COCLA, a Fairtrade Certified Coffee Cooperative in Peru.
- **MR. IAN BRETMAN** Deputy Director and Head of Commercial Relations Fairtrade Foundation UK.
- **MR. MIGUEL DE CLERCK** Director Max Havelaar Belgium.
- **MR. VICTOR FERREIRA** Director Max Havelaar France. Mr. Ferreira resigned from his position as Board Member and Director of Max Havelaar France in May 2007.
- **MRS. BARBARA FIORITO** Chair of the Board of Directors. Mrs. Fiorito is an independent Board Member. Prior to FLO, Mrs. Fiorito served on Oxfam America's Board from 1992 and as Chair of the Board as well as Deputy Chair of Oxfam International from 2000 – 2005.
- **MR. LEO GHYSELS** representing Fairtrade Registered Traders. Mr. Ghysels is the Director of the Department of Producer Research Oxfam Wereldwinkels Belgium.
- **MR. JENS ERIK DALGAARD JENSEN** Deputy Director Max Havelaar Denmark.
- **MR. JEAN-LOUIS HOMÉ** Independent Board Member. Mr. Homé was Heineken's Director for African and Middle East operations for ten years, from 1993 to 2002.
- **MR. BINOD MOHAN** representing Producer Organizations in Asia. Mr. Mohan is also the Chairman of the NAP and the Managing Director of Tea Promoters India, a Fairtrade Certified Tea State.
- **MR. RICK PEYSER** representing Fairtrade Registered Traders. Mr. Peyser is Director of Public Relations, Green Mountain Coffee Roasters USA.
- **MR. PAUL RICE** Founder and CEO of TransFair USA.
- **MR. MARTIN ROHNER** CEO Max Havelaar Foundation Switzerland. Following Mr. Ferreira's resignation, Mr. Rohner is replacing him on the FLO Board.
- **MR. CARLOS EUGENIO VARGAS** Board Member representing Producer Organizations in Latin America. Mr. Vargas works for a Fairtrade Certified Banana Cooperative in Costa Rica, as co-ordinator for the compliance with FLO standards and for commercial relations.
- **MR. YOROKAMU K.** "Abaine" Abainenama, representing Producer Organizations in Africa. Mr. Abaine is the General Manager of Union Export Services Ltd (UNEX) in Uganda.



## ••• FLO MEMBERS

### LABELLING INITIATIVES

- Fairtrade Austria • [WWW.FAIRTRADE.AT](http://WWW.FAIRTRADE.AT)
- Max Havelaar Belgium • [WWW.MAXHAVELAAR.BE](http://WWW.MAXHAVELAAR.BE)
- TransFair Canada • [WWW.TRANSFAIR.CA](http://WWW.TRANSFAIR.CA)
- Max Havelaar Denmark • [WWW.MAXHAVELAAR.DK](http://WWW.MAXHAVELAAR.DK)
- Association for Promoting Fairtrade in Finland • [WWW.REILUKAUPPA.FI](http://WWW.REILUKAUPPA.FI)
- Max Havelaar France • [WWW.MAXHAVELAARFRANCE.ORG](http://WWW.MAXHAVELAARFRANCE.ORG)
- Transfair Germany • [WWW.TRANSFAIR.ORG](http://WWW.TRANSFAIR.ORG)
- Fairtrade Mark Ireland • [WWW.FAIRTRADE.IE](http://WWW.FAIRTRADE.IE)
- Fairtrade TransFair Italy • [WWW.FAIRTRADEITALIA.IT](http://WWW.FAIRTRADEITALIA.IT)
- Fairtrade Label Japan • [WWW.FAIRTRADE-JP.ORG](http://WWW.FAIRTRADE-JP.ORG)
- TransFair Minka Luxembourg • [WWW.TRANSFAIR.LU](http://WWW.TRANSFAIR.LU)
- Comercio Justo Mexico • [WWW.COMERCIOJUSTO.COM.MX](http://WWW.COMERCIOJUSTO.COM.MX)
- Max Havelaar Netherlands • [WWW.MAXHAVELAAR.NL](http://WWW.MAXHAVELAAR.NL)
- Fairtrade Max Havelaar Norway • [WWW.MAXHAVELAAR.NO](http://WWW.MAXHAVELAAR.NO)
- Asoc. del Sello de Comercio Justo Spain • [WWW.SELLOCOMERCIOJUSTO.ORG](http://WWW.SELLOCOMERCIOJUSTO.ORG)



- Fairtrade Sweden • [WWW.RATTVISEMARKT.SE](http://WWW.RATTVISEMARKT.SE)
- Max Havelaar Switzerland • [WWW.MAXHAVELAAR.CH](http://WWW.MAXHAVELAAR.CH)
- Fairtrade Foundation UK • [WWW.FAIRTRADE.ORG.UK](http://WWW.FAIRTRADE.ORG.UK)
- TransFair USA • [WWW.TRANSFAIRUSA.ORG](http://WWW.TRANSFAIRUSA.ORG)
- Fairtrade Labelling Australia/NZ • [WWW.FTA.ORG.AU](http://WWW.FTA.ORG.AU) • [WWW.FTA.ORG.NZ](http://WWW.FTA.ORG.NZ)

### PRODUCER NETWORKS

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#### •• ASIA

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#### •• LATIN AMERICA AND CARIBBEAN

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[WWW.CLAC-PEQUENOSPRODUCTORES.ORG](http://WWW.CLAC-PEQUENOSPRODUCTORES.ORG)

## ••• FLO STAFF/LIST OF DONORS (2006/2007)

### GOVERNANCE UNIT (GU)

Luuk Zonneveld • Managing Director  
Gelkha Buitrago • Policy Coordinator  
Marian Beaujon • Assistant to the  
Managing Director

### PRODUCER BUSINESS UNIT (PBU)

Robin Roth • Director  
Alex Assanvo  
Christelle Ayglon  
Tatiana Mateluna  
Monika Berresheim-Kleinke  
Guillermo Denaux  
Carla Veldhuyzen van Zanten  
Hà Tran  
Miyako Takahashi  
Xavier Huchet  
Karimah Hudda  
Nadia Hoarau-Mwaura  
Matthias Kuhlmann

### LIAISON OFFICERS

#### •• AFRICA

Anne Chepkoech  
Chala Erko  
Kadzo Kogo  
Sandra Kruger  
Onesmus Kyule  
Michael Nkonu  
Pascasie Nyirandeghe  
Isabelle Pistone

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Prince Nehemiah  
Beate Pinisch  
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Aysha Sayfuddin  
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Shemina Amarsy  
Maria Armas  
Wilma Bergman  
Kieran Durnien  
Walter Gonzales  
Julia Malquín  
Ines Mendoza  
Detlef von Storch  
Maria Trinidad

### STANDARDS UNIT (SU)

Andreas Kratz • Director  
Rob van Hout  
Ricardo Guimaraes  
Dorothee Jung  
Arisbe Mendoza  
Kate Kilpatrick  
Cécile Phillipart

### FINANCE AND CENTRAL SERVICES UNIT (FCSU)

Simon Hunt • Director  
Cornelia Halm  
Martina Meckel  
Karen Nemes  
Andreas Nübel  
Nicole Petz  
Verónica Pérez  
Helga Stark  
Frank Vierheilig

### ALL THE WORK DONE COULD NOT HAVE BEEN CARRIED OUT WITHOUT OUR FINANCIAL SUPPORTERS. WE ARE VERY GRATEFUL TO

- Brot für die Welt • Germany
- Centrum für Internationale  
Migration und Entwicklung  
(CIM) Germany
- Deutsche Gesellschaft für  
Technische Zusammenarbeit  
(GTZ) • Germany
- Deutscher Entwicklungsdienst  
(DED) • Germany
- European Commission
- Evangelischer Entwicklungs-  
dienst (EED) • Germany
- Fondation des Droits de  
l'Homme au Travail  
Switzerland
- Hivos • Netherlands

- Interchurch Organisation for  
Development Cooperation  
(ICCO) • Netherlands
- Misereor • Germany
- Oxfam-Novib • Netherlands
- Schweizer Staatssekretariat für  
Wirtschaft (Seco) • Switzerland
- SNV • Netherlands
- STEP Stiftung Gerechte  
Teppiche • Switzerland
- UNAT/ATES • France

### MANY THANKS ALSO TO FUNDS THAT HAVE BEEN RECEIVED BY THE FAIRTRADE FOUNDATION UK AND FAIRTRADE MARK IRELAND FOR SPECIFIC PROJECTS MANAGED BY FLO

- Comic Relief • UK
- Department for International  
Development (DfID) • UK
- Four Acre Trust • UK
- Oxfam • UK
- Plymouth and South West  
Coop Society • UK
- Rufford Maurice Laing  
Foundation • UK
- Shell Foundation • UK
- SMB Charitable Trust • UK
- Stephen Clark 1965 Trust • UK
- Irish Aid • Ireland

## ... CREDITS

**EDITED BY** Verónica Pérez • **DESIGN** beau bureau Kommunikationsdesign • [www.beau-bureau.eu](http://www.beau-bureau.eu)  
**PHOTOGRAPHY** Didier Gentilhomme • Kennet Havgaard • Henrik Kastenkov • Fairtrade in Finland  
Max Havelaar Switzerland • Fairtrade Media Bonn • Recycled paper with added cotton • • •





[WWW.FAIRTRADE.NET](http://WWW.FAIRTRADE.NET)

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Francisco Guamán, member of COPROBICH, a Fairtrade Certified Quinoa Cooperative in Riobamba, Ecuador. He harvests the quinoa in his field with the help of his sons and daughters.