



# Results of the Survey for Producer Clients to Assess Their Satisfaction with Fairtrade Liaison Officer Producer Services

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## 1. Setting of the survey

The survey was carried out between 16<sup>th</sup> of July and 6<sup>th</sup> of August 2012. The invitation was sent to a sample of 1403 Fair Trade (FT) producer organizations all around the world out of which 195 mails bounced back as undeliverable, giving a real sample of 1208 invited producer organizations.<sup>1</sup>

The questionnaire was programmed as online survey in four languages: English, French, Spanish and Portuguese so that the participants could choose their preferred language. The questionnaire itself was developed by the Fairtrade International Producer Services and Relations Unit (PSR) and methodologically agreed with INCCAS. It was divided into two parts:

**Part 1** consisted of generic questions to get a clearer picture of the structure of the producer units and the kind of services they received;

Part 2 was dedicated to the assessment of satisfaction with the Fairtrade Liaison Officers: participants had the choice to select agree /disagree in a scale of 5 ranging from “fully agree” to “fully disagree” to a set of pre-established statements. At the end of the questionnaire participants had the possibility to comment in form of a free text.

Each organization had generally **one** opportunity to participate (organized by token), but they could ask for up to 3 token per organization. Only 10 organizations asked for more than one token (2 organisations asked for 3 more token for sub-organisations; 3 organisations asked for 2 token and 5 for one additional token). By this way the participation of the target group was well controlled.

## 2. Executive summary

The survey was well accepted by the Fairtrade producer organizations of the three world regions: Africa/Middle East, Asia and Latin America/The Caribbean. A total of 274 companies/ organizations participated in the survey; the return rate of 22.7% represents a valid data base for the results analysis.

The **first part** of the survey reveals interesting information about the location and size of the organizations, their certification status, their producer type set up according to the Fairtrade standards and the services they received on behalf of the Liaison Officers.

The majority of surveyed organizations (234) are already **certified**, only 29 have an applicant status and 8 have been de-certified. Regarding the **producer type set up** in Africa and Latin America the biggest group is represented by Small Producer Organizations followed by Hired Labour Companies; Contract Production plays an inferior role or is not present at all (in LA). In Asia Contract Production plays a bigger role but as much as Small Producer Organizations and Hired Labour Companies which both share the same part.

In terms of the **organization/ company size** the picture is quite diverse all over the regions, having in Latin America a clear dominance of small organizations with below 50 employees, in Africa the

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<sup>1</sup> Haiti was not included due to the fact that the position of the Liaison Officer has being vacant since beginning of 2012.

biggest number of responses comes from middle sized organizations of 101 to 500 employees; whereas in Asia most responses come from organizations with more than 1001 employees and a considerable number of organizations with 501-1000 employees.

Regarding the **role of the responding persons within the organization/company** a high number of management or administrative staff within the Small Producer Organizations has responded, followed by a considerable number of Board members from Africa and LA. In LA a surprisingly high number of workers contracted by Small Producer Organizations answered the questionnaire.

In Africa an outstanding number of responding persons from the Hired Labour Company setting has the role of Fairtrade Officer. It is remarkable that a good number of company owners of the Hired Labour Companies have responded the survey – for Asia this is true as well for the Contract Production setting.

Eight questions of the questionnaire deal with the **support services** the producer organizations and companies received on behalf of Fairtrade Officers. They show a clear picture of the importance of the Fairtrade Liaison Officers and their services:

A majority of 83 % of the surveyed would contact the Fairtrade Liaison Officer in case he/she needs a Fairtrade service and they also know how to get in touch. The **contact is quite frequent**: In 35% of the cases it is more than 5 times a year, 27 % have 2-3 times contact and still 19% have 3-5 times contact with the Liaison Officer. On the other side up to a fifth part of all organizations throughout the regions had only one time or less contact.

An overwhelming group (86 % - in Asia about 90%) of organizations have received support by the Liaison Officers. **Communication technology** plays an important role **for the delivery of the support service**: The form of the support provided is predominantly by Email (76%) and Telephone or Skype (60%). Workshops also play a considerable role mainly in form of meetings in offices (46%) and also of workshop setting on site. Workshops settings off site are the minority (10%).

The support is mostly initiated **by request** on the producers' side (almost 70 %, in Africa 77%) - at 55% the Liaison Officers offer the support to the producers.

Regarding the **kind of support services** the organizations received, an outstanding number of more than 80% of services are qualified as "Training on Fairtrade Standards", followed by the "Orientation on Fairtrade premium use" (67%), "Overcoming non compliances identified in a FLO Cert audit" (57%), "Training to board members/ organizational strengthening" (51%) and "Understanding and meeting the compliance criteria as defined by the auditing organization (FLO-Cert)" (47%).

The **second part** presents the assessment of the Fairtrade Liaison Officers along 16 pre-established statements that could be assessed with values between 0 (fully disagree) and 5 (fully agree) and one free text comment. The results concerning the general satisfaction level are rather homogenous among the regions with interesting variations between regions in some aspects.

In general the Liaison Officers received a very good feedback by the surveyed organizations which is reflected in the value almost always being higher than 4. Four out of five organisations are highly satisfied with the Liaison Officers; at the same level (83%) they highly value their timely reaction, and their services are considered as important for the organizations. Furthermore, these

three statements are highly correlated with the overall satisfaction with the Liaison Officers. Additionally they are mostly (86%) regarded as competent and professional service providers.

The ability to speak the local language (82% of positive feedback) is not correlated at the same high level – indicating that respondents obviously do not expect that the FTLO is able to speak their language for being satisfied with his/her service (although high dissatisfaction and high satisfaction both mentioned more frequently in this item than in most other statements indicate a certain polarization in valuing the language aspect which will be commented in more detail when distinguishing respondents’ answers by regions).

The only statement that received quite low satisfaction rates and could be interpreted as the critical or weak point is related to market opportunities: a considerable group of organizations (33%) expressed that the LO did not support them in seizing a market opportunity (and 28% were undecided).

In their free text comments respondents also gave more positive than negative feedback; but they also made some interesting suggestions for improving the services and trainings.

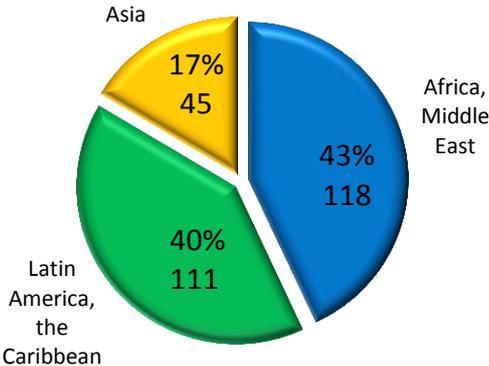
Taking a closer look at the negative feedback we found there is very little direct critique to the Liaison Officer, his/her knowledge, skills, abilities or attitudes. Two kinds of problems are outstanding which are inter-related: about 10 statements from Africa and Latin America do complain contact problems or a lack of information about who is the Liaison officer. And a similar number of statements suggest that the frequency of visits or the contact intensity or even the number of responsible Liaison Officers should be increased.

### 3. Survey return rates

A total of 274 out of 1208 organizations invited to participate in the survey answered the questionnaire, giving a feedback rate of 22.7%. The feedback rate is reasonable and represents a valid database. Considering that this was the first Fairtrade producer survey in an international setting at this scale and that it was only opened for 3 weeks, the feedback rate is more than satisfactory.

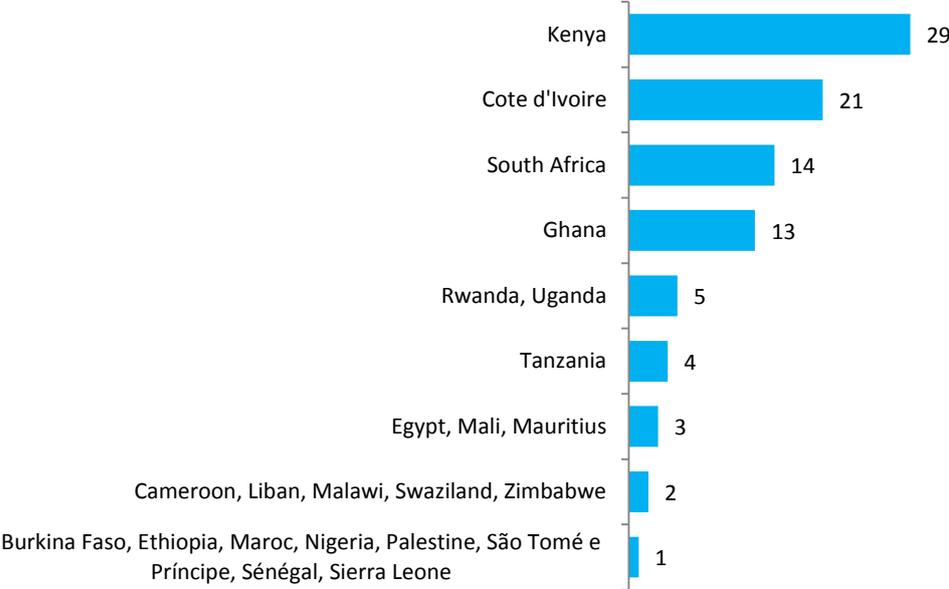
The distribution of the responses by regions is shown in the following graph:

*Survey Return Rates by Regions*



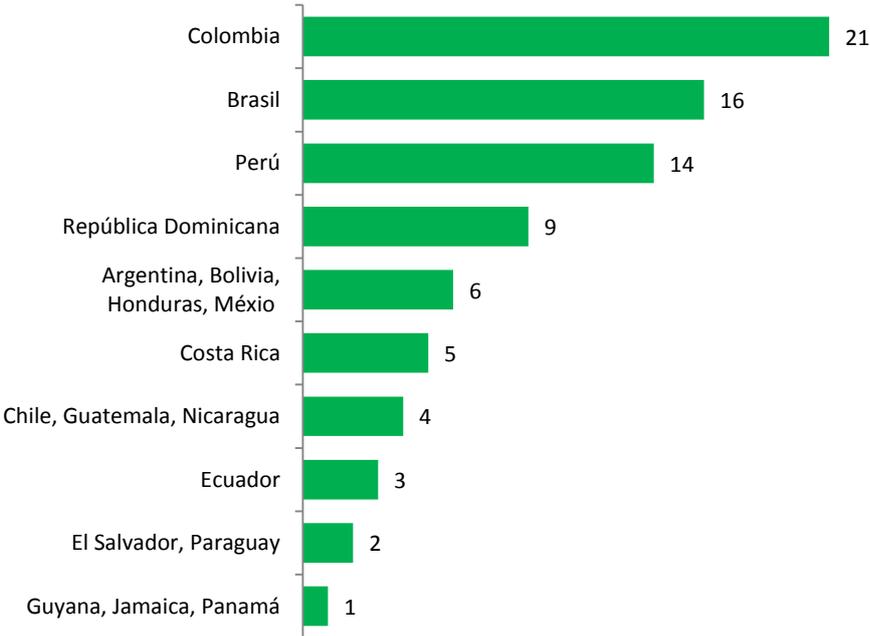
So far, most of the responses came from Africa, followed by Latin America and then Asia. However, comparing the response return in each region with the invitations sent the feedback rates of Africa/Middle East and of Asia were higher than that of Latin America, the latter representing the highest number of invited organizations. A closer look at each region reveals that in Africa and Middle East, most organization participated from Kenya and Cote d'Ivoire, followed by South Africa and Ghana:

*Africa & Middle East: Survey Return Numbers per Country*



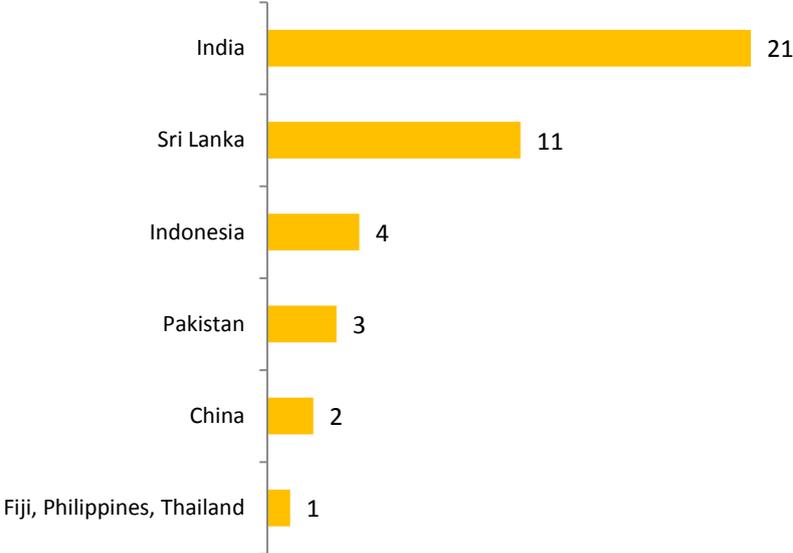
In Latin America most organizations came from Colombia, followed by Brazil and Peru:

*Latin America & The Caribbean: Survey Return Numbers per Country*



And finally in Asia organizations from India made up the biggest group, followed by Sri Lanka.:

*Asia: Survey Return Numbers per Country*



Only one organization did not specify properly the country.

**4. General information**

Being asked for their **certification status** most organizations qualified themselves as already certified (234), 29 as applicants and 8 were suspended or decertified. The following table presents the regional distribution of the certification status:

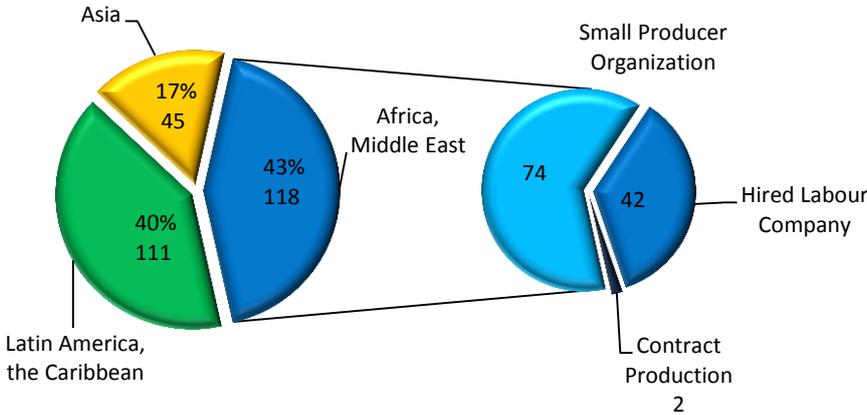
	<b>Certification status:</b>		
	<i>Not yet certified (applicant)</i>	<i>Fairtrade certified</i>	<i>Suspended/ OR decertified</i>
<i>Africa, Middle East</i>	19	97	1
<i>Latin America, the Caribbean</i>	9	96	5
<i>Asia</i>	1	41	2
<b>Total</b>	<b>29</b>	<b>234</b>	<b>8</b>

In all regions the majority of participating organizations is already certified, some differences among the regions can be stated regarding those which are not yet certified, having the biggest number in Africa and the lowest in Asia.

Another important information concerns the **producer type set up** - distinguishing between the three types of producer groups of the Fairtrade standard system: Small Producer Organization, Hired Labour Company and Contract Production.

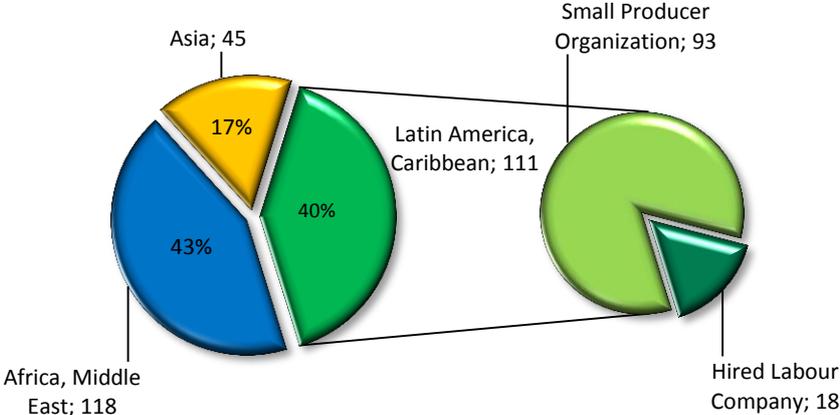
The survey results in a quite diverse picture in each of the three regions:  
 In Africa most of the organizations belong to the Small Producer group, followed by Hired Labour Companies, whereas Contract Production is represented by only 2 organizations - as shown in the following graph:

*Survey Return Numbers by Region and Set Up: Africa & Middle East*



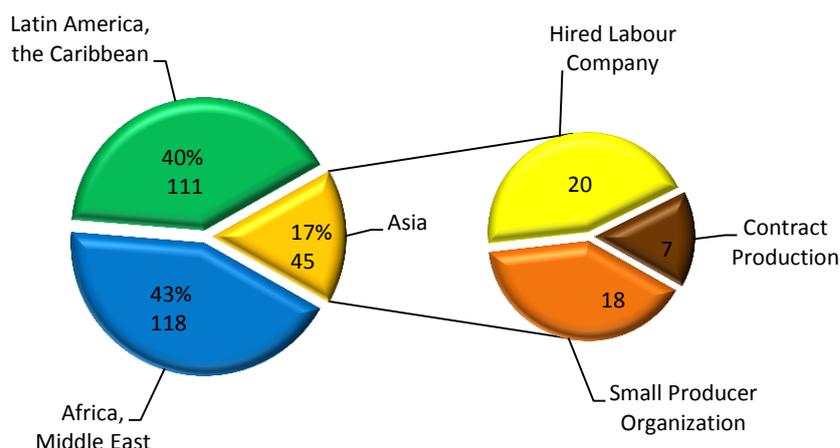
In Latin America Contract Production does not play any role at all and the big majority is represented by small producer organizations:

*Survey Return Numbers by Region and Set Up: Latin America & The Caribbean*



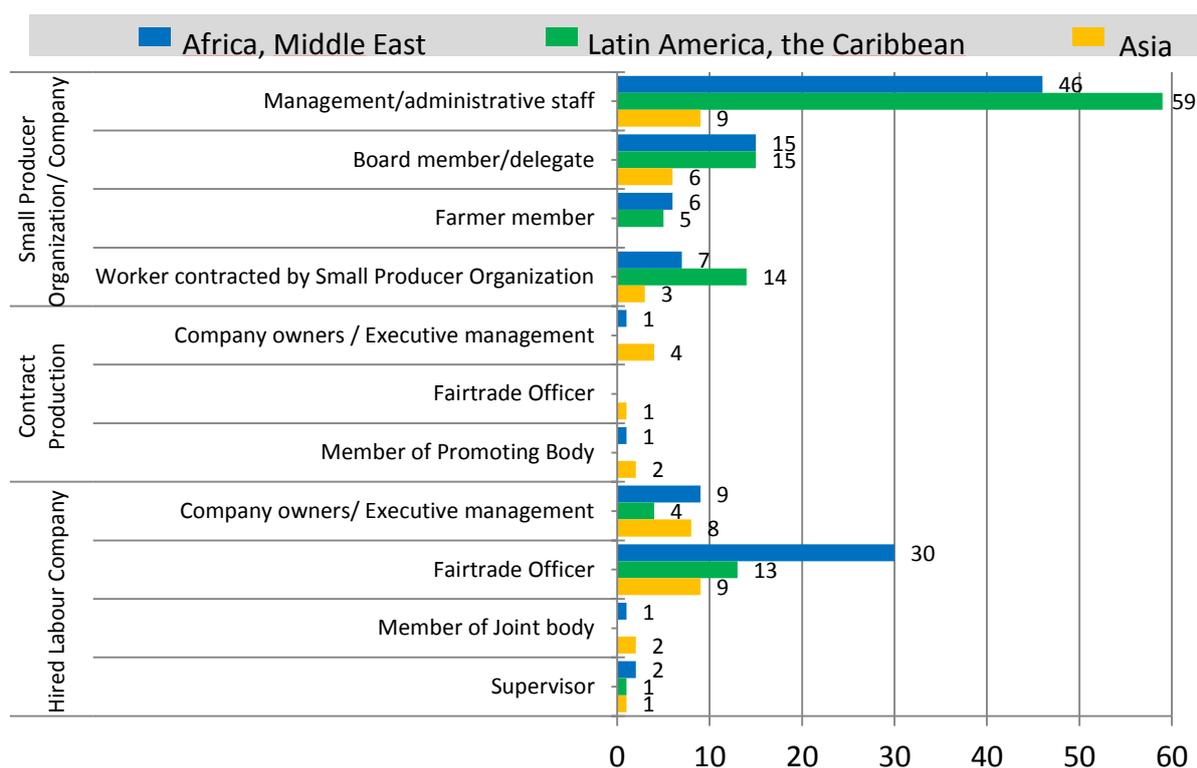
Compared to both regions, Asia has the biggest share of Contract Production whereas the small producer organizations and the Hired Labour Companies are represented at a similar level:

### Survey Return Numbers by Region and Set Up: Asia



In addition to their general belonging to one of the three producer groups participants were also asked for their role within this group. The findings are presented in the following graph:

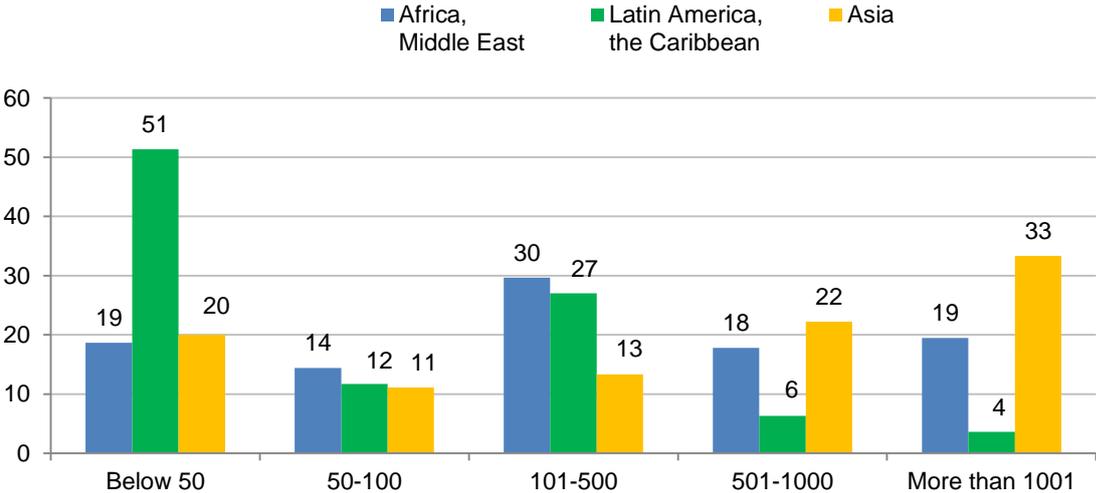
### Survey Return Numbers by Role and Set Up



The fact that almost in all regions a high number of respondents is allocated at the management or administrative staff of Small Producer Organizations is not surprising: they represent the group with easy internet access. But also a considerable number of Board members from Africa and LA answered the questionnaire. In LA a surprisingly high number of workers contracted by Small Producer Organizations filled out the questionnaire. Comparing to these groups, the number of farmer members reached by the survey is relatively small – in order to address them sufficiently, a future survey should be offered as paper based form in addition to the online version.

In Africa an outstanding number of respondents from the Hired Labour Company setting have the role of Fairtrade Officer, and these are also quite representative in LA and Asia. It is remarkable that a good number of company owners of the Hired Labour Companies answered the survey – for Asia this also holds for the Contract Production setting.

Asked about the **number of persons directly employed** by the company or organization at peak times (i.e. permanent, seasonal, part-time staff as well as farmers as members) participants answered as shown in the following chart:



Size of organizations responding varies a lot by regions:

In **Africa** the highest absolute number are middle size organizations of 101 to 500 employees; but also organizations of all other sizes answered in a considerable number.

In **Latin America** the very small organization with less than 50 employees represents the highest absolute number of respondents whereas few bigger organizations of more than 500 employees are represented.

**Asia** shows up a different picture having the highest number of responding organizations in the group of 1001 employees and more and a considerable number in the group of 501-1000 employees.

Participants were also asked “Out of the number of individuals working in your organization or company, how many are women?”

The actual share of women could not be calculated exactly due to the way the corresponding questions were formulated: As participants had to choose the same size classification for share of women as for total organization’s members, the share of women could be calculated as indicated in the following table.

Out of the number of individuals working in your organization or company, how many are women?							
How many individuals do work IN TOTAL in your organization or company?		Below 50	50-100	101-500	501-1000	More than 1001	Total
	Below 50	87	1	0	0	0	88
	50-100	29	6	0	0	0	35
	101-500	36	22	13	0	0	71
	501-1000	1	6	28	3	0	38
	More than 1001	1	3	6	16	16	42
	Total	154	38	47	19	16	274

The **green** marked fields give a statistically correct result, they indicate that **women represent a minority** of all members and can be read as follows:

- 1) Number of women below 50 is given in
  - In 36 cases of companies with 101-500 employees women represent maximum 50 and by this they represent a minority.
  - In 1 of the companies with more than 500 and in one with more than 1000 employees – in these both cases it is obvious that the number of women employed is small.
- 2) Number of 50-100 women employed is given in:
  - 6 cases of companies with 501-1000 employees and
  - 3 cases of companies with more than 1001 employees
- 3) The number of 101-500 women employed is only given in 6 cases of companies with a total of more than 1001 employees.

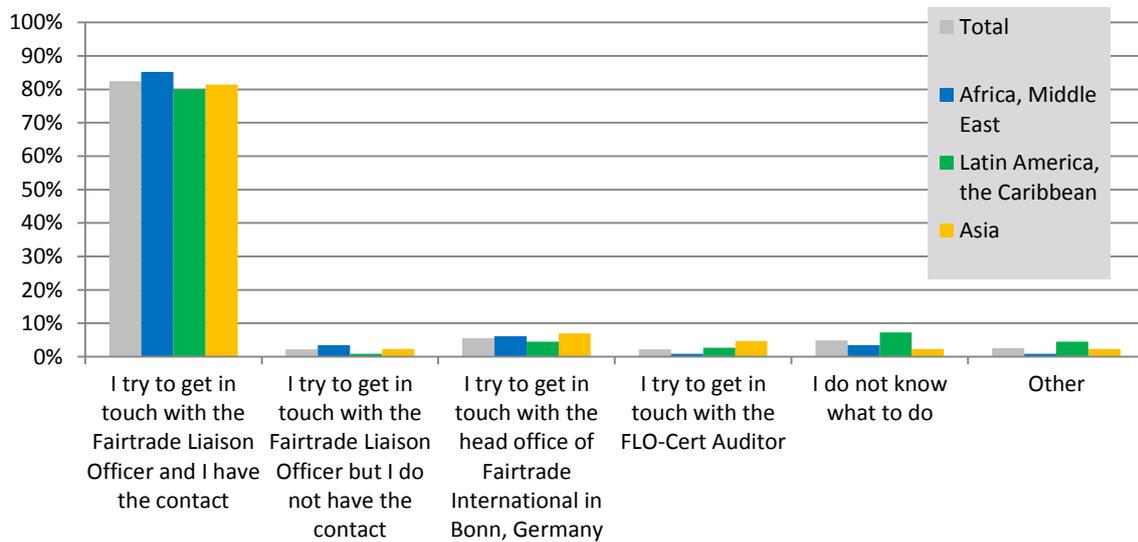
In the case of the boxes marked in yellow the share of **women could be higher than half** of all persons working in the organization, but no clear statement could be made. In case of the pink boxes no reasonable statement concerning the share of women could be made.

## 5 Results regarding support service

A good number of questions were posted to get a clearer picture of the kind of support service the organization received. The corresponding results will be presented in the following pages in the same sequence they were posted in the questionnaire.

5.1 The first question was the following:

## What do you normally do in case you need Fairtrade producer support services?



The result shows clearly the important role the Fairtrade Officer play for providing support services.

Those who responded “other” had the possibility to specify. These are the results:

### From Asia:

1. The Fairtrade Liaison Officer gave orientation in a forum that we sponsored attended by the Provincial governor, NGOs and SPOs who would like to join Fairtrade in xxx<sup>2</sup>, Philippines.
2. Seminar/Meeting

### From Africa/Middle East

1. Depending on the kind of assistance required: - Find out from fellow Fairtrade Producers if they are in a position to assist. - Contact the regional coordinator of FLO-Cert. - Contact the regional Coordinator at Flower International (Head Office). - Hire an external consultant. - And as a very last resort contact the local regional coordinator / Liaison officer. (However with not much high expectation of any assistance).
2. Bank

### From Latin America/Caribbean:

1. Private consultancy
2. I look for the information available on the web page of the organization
3. I am rather new in my organization of small producers, so I will have to consult other members.
4. We consulted xxx, who works for Funder and who knows xxx
5. I will ask the company who has the FT mark

<sup>2</sup> The xxx indicate the names of persons or countries and languages which we have deleted due to data protection reasons.

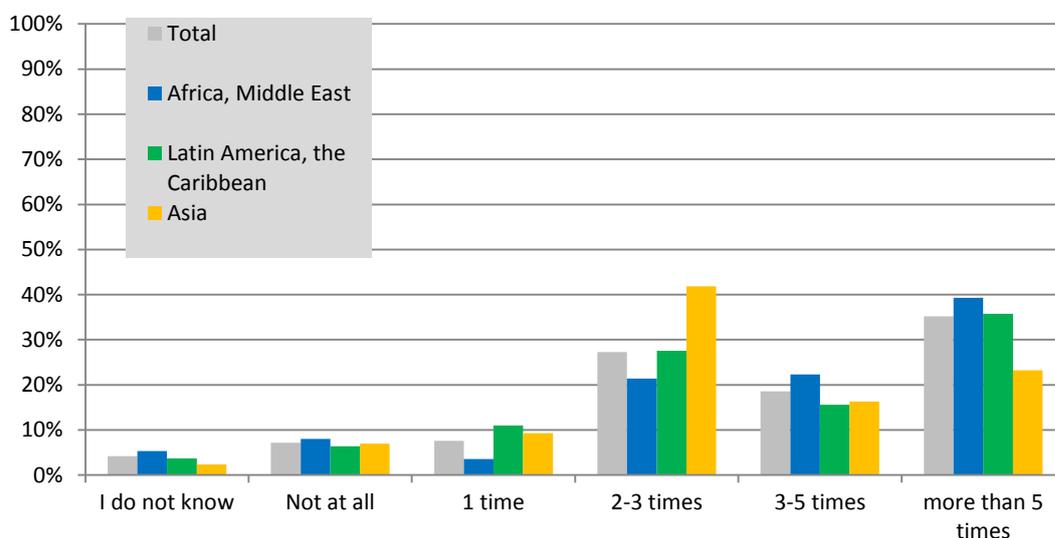
5.2 ***”Do you know how to get in touch with the respective Fairtrade Regional Coordinator in case you would like to enquire about Fairtrade producer support services?”***

This question was confirmed by a high majority of about 80% of the respondents, in Asia even a bit higher - but a still considerable fifth part of the respondents answered NOT to know how to get in touch. This finding indicates a need for improving the Fairtrade information policy.

5.3 Almost 90% of responding organizations indicated having (a) **specific person(s) as the appointed contact person(s)** for the Fairtrade Liaison Officer (or the Regional Coordinator in some countries).

5.4 The organizations were asked for the **contact frequency of the Liaison Officer during a year** and the following graph shows the results:

**How often has your organization or company been in touch with the Fairtrade Liaison Officer in the last 12 months?**



Contact frequency varies a lot even among the regions: up to a fifth part of all organization was in touch with the FTLO only one time or less a year (or did not know).

Big majority of respondents indicated to have frequent communication: A third part was more than 5 times per year in touch, in Africa even a bit more, in Asia only 23 %. Almost another third part had been 2-3 times in touch - up to 42% of the producers in Asia. The rest of almost another fifth part has been in touch for 3-5 times, with a peak of 22.3 % in Africa.

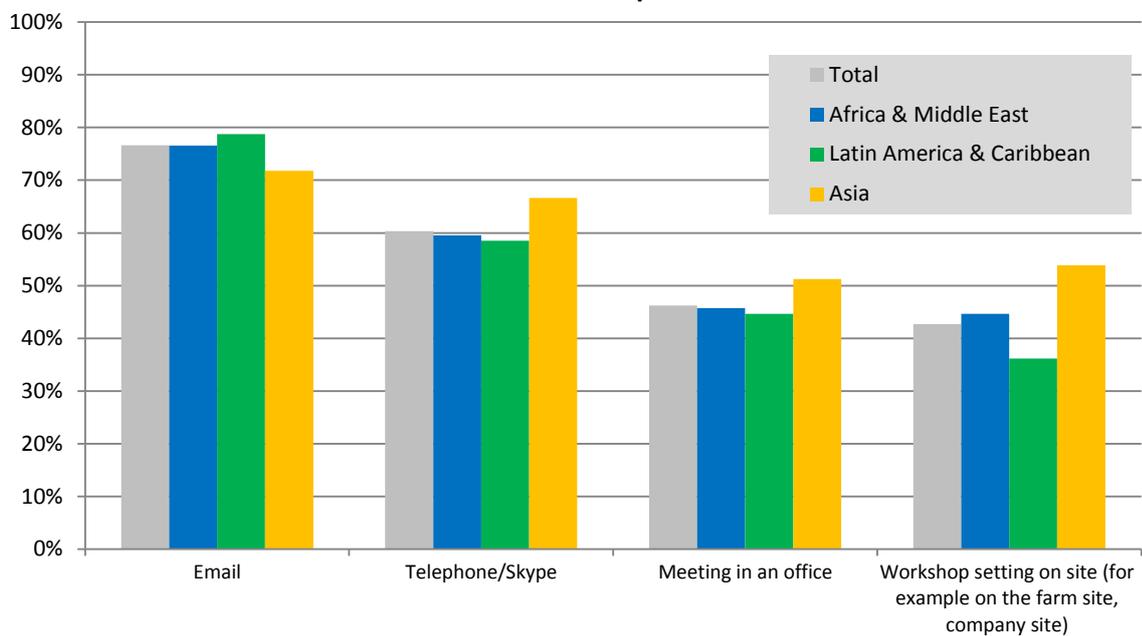
A complaint of not being enough in contact can also be stated from the free text comments given at the end of the survey (see point## below), this should be an issue to be further analyzed and discussed.

5.5 The companies were asked if they had **received support services from the Liaison Officers**; the answers clearly state in about 86% (in Asia about 90%) that they received support. About 11 % did not receive any and some few did not know.

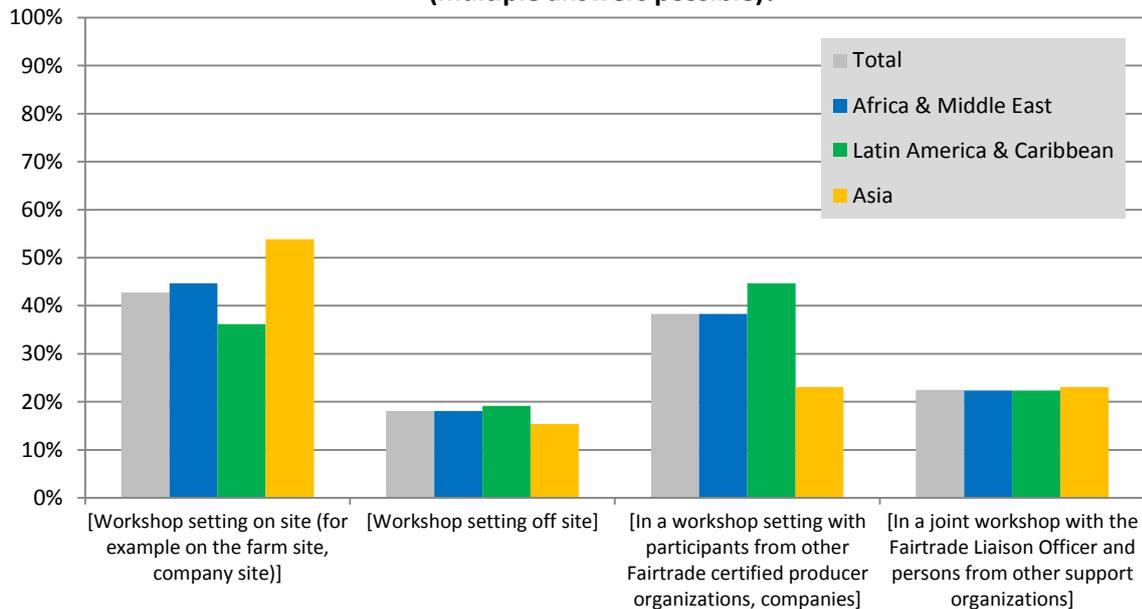
The following questions were directed only to those who did receive support.

**5.6 How was the support provided** - this question was posted as a multiple choice selection of 7 items. As shown in the following 2 charts the support is mainly provided by new technologies such as Email (76% average) and Telephone (60%) or Skype - this is almost the same for all regions having a slight preference for the direct communication via phone or Skype in Asia. In general, communication technology plays an important role for the support service. Regarding meetings and workshop settings we find a considerable number of about 46% for meetings in offices with a slight peak in Asia and also of workshop setting on site. Slightly less but still about 38% are provided in workshops with the participation of other producer organizations whereas workshops with the LO and persons from other support organizations represent only 20% of the support supply. Workshops settings off site are the minority (10%).

**If a support service was provided by the Fairtrade Liaison Officer HOW was the service provided?**



**If a support service was provided by the Fairtrade Liaison Officer (or the Regional Coordinator in some countries) HOW was the service provided (multiple answers possible)?**



Note: The item “Workshop setting on site for example on the farm site, company site” is repeated in the graphs to facilitate the comparison of the different workshop settings.

In the free texts some participants specified:

From Asia:

1. MEETING WITH PEB & PB AT OUR OFFICE OR FARMING AREA. SUGGESTION ON PHONE/EMAIL
2. Meeting/Seminar

From Africa/Middle East

1. At the instance of Fairtrade International on Orange Juice Pricing Project
2. Holland Team was involved and personally was at your head office and phone calls from them to you
3. We had a workshop on what Fairtrade works and on how the producer and the workers get to receive the premiums.

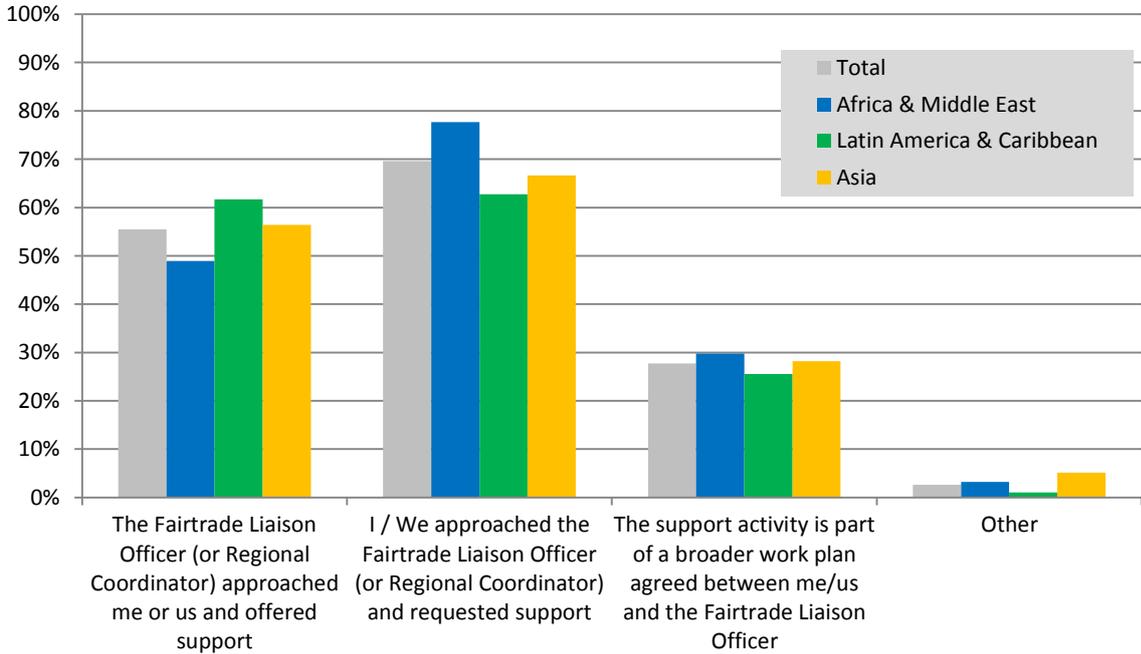
From Latin America/Caribbean:

1. Contact by telephone, we explained the problem, we asked for support with the implementation of corrective actions to resolve the temporal suspension status announced by flocert in one of the previous years. There has been a good communication with the liaison officer who showed interest and willingness to support in situations when an organization faces difficult times.

5.7. The question on **How the support was initiated** results in the following interesting findings: The majority of support (almost 70 %, in Africa 77%) is initiated by request on the producer’s side - at 55% the support is initiated by the Liaison Officer as an offer to the producers. In Africa the request from the producers initiates up to almost 30 % more the support than the offer by the

Liaison officer does. In general we have predominantly an active approach of demand and offer- compared to a setting where the support service is part of a broader work plan (28%).

**If your organization or company has been supported by the Fairtrade Liaison Officer HOW was the support action initiated?**



Those participants who made use of the free text pointed out:

From Asia:

1. SUPPORT IN MAKING PREMIUM USAGE PLAN, UPDATION OF RULES, & SO MANY OTHER POINTS ARE DISCUSSED .
2. Training

From Africa/ Middle East:

1. We have received assistance to certify an affiliate. Today Macecoop is fairtrade certified.
  2. Visits, workshop audits for certification
  3. Clarifications on unclear requirements of the standards/clearing doubts where committee/workers ask for clarity
  4. Information about applying to the PCF fund
- (1) Answers to specific questions about the Joint Body, Premium Spending and the Joint Body Expenses. (2) Assistance with information on product scope extension (3) Information on AFIT activities

From Latin America/ the Caribbean:

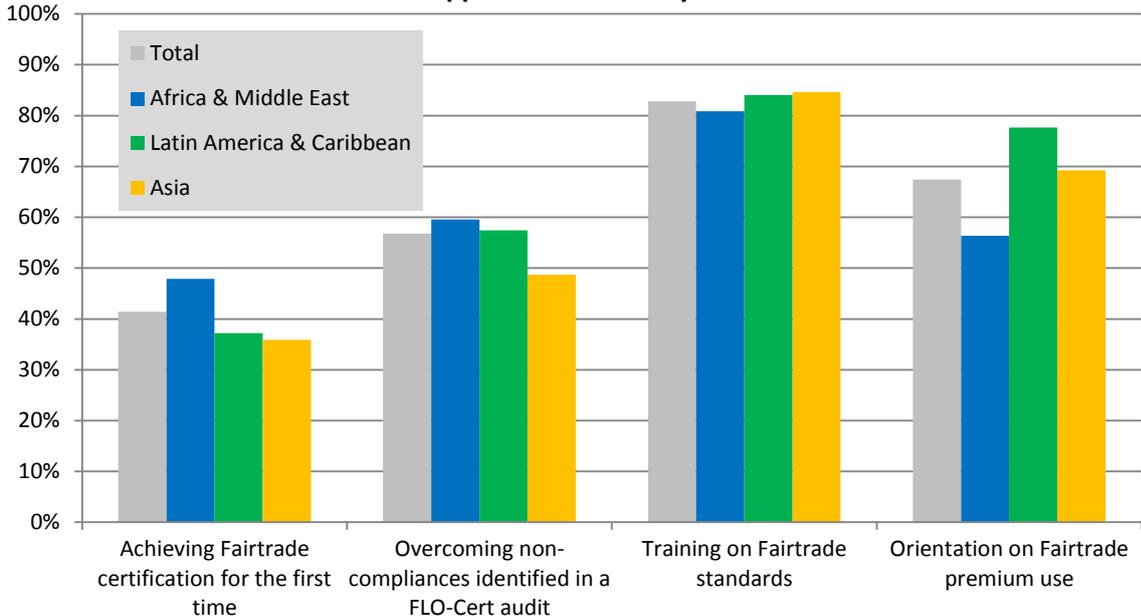
Visits to the farm

5.8. The last question regarding the support services regarded **What kind of support services** the organization received. The results show an outstanding number of more than 80% of services as “Training on Fairtrade Standards”, followed by the “Orientation on Fairtrade premium use” (67%), “Overcoming non compliances identified in a FLO Cert audit” (57%), “Training to board members/ organizational strengthening” (51%) and “Understanding and meeting the compliance criteria as defined by the auditing organization (FLO-Cert)” (47%). The support topics do not differ very much

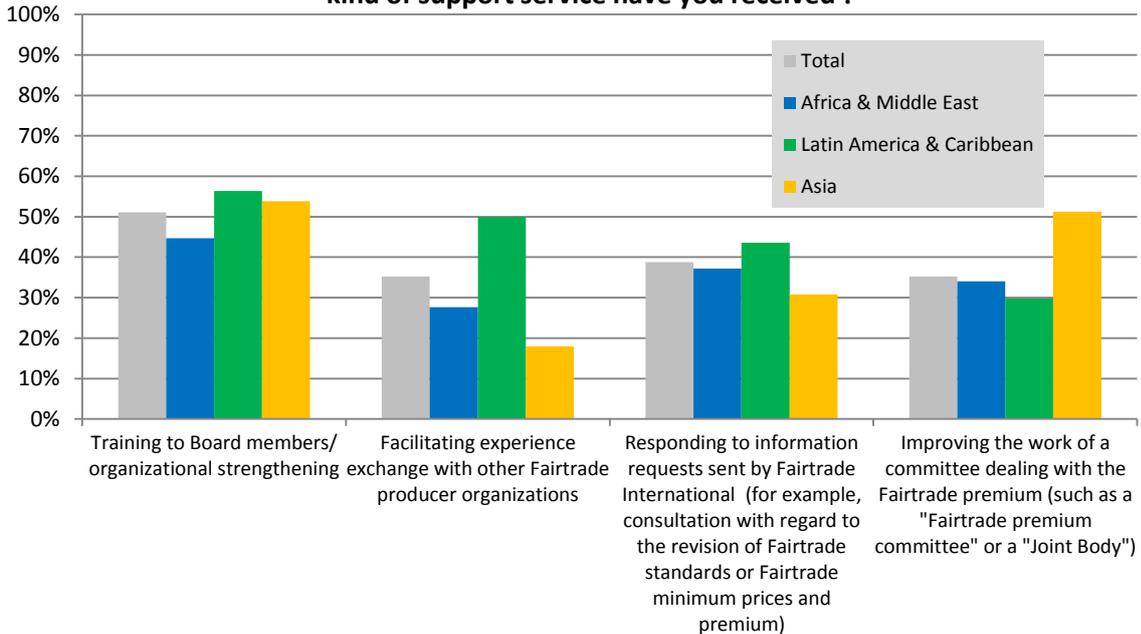
in the regions, only in some cases: In Latin America there is obviously more demand for “Facilitating experience exchange with other Fairtrade producer organizations” than in the other regions (50%), in Asia “Improving the work of a committee dealing with the Fairtrade premium” with 51% is higher supported than in the other regions and also the statement “Executive Management needed information on the Fairtrade International system” is qualified much higher (41%).

Here are the results in detail:

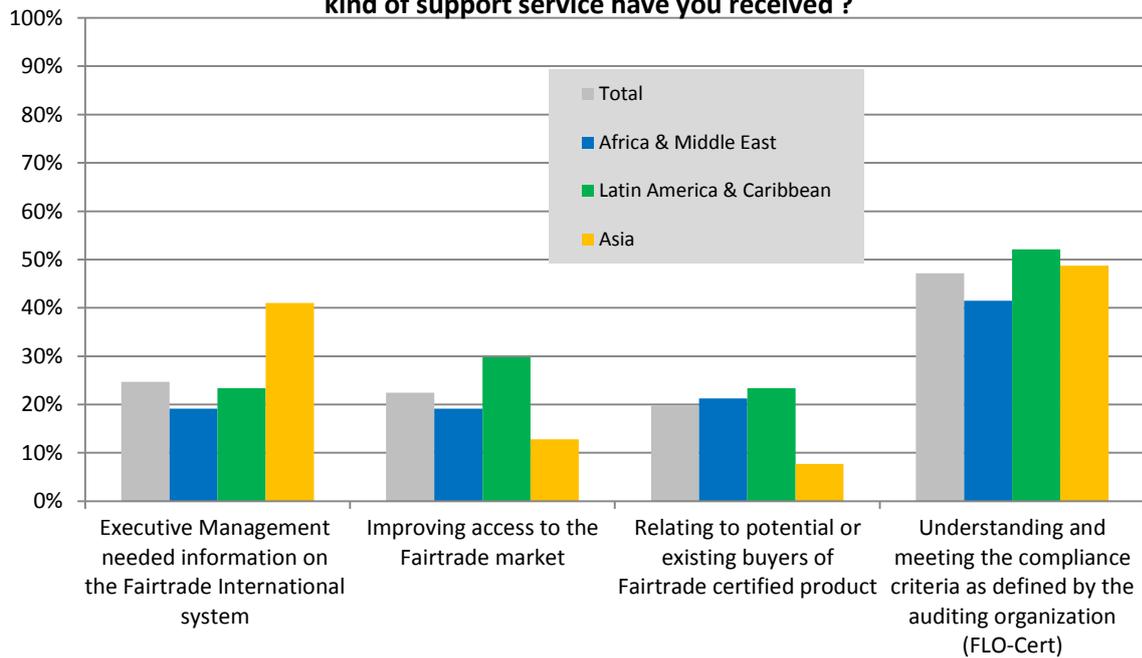
**If your organization or company has been supported by the Fairtrade Liaison Officer (or the Regional Coordinator in some countries), What kind of support service have you received ?**



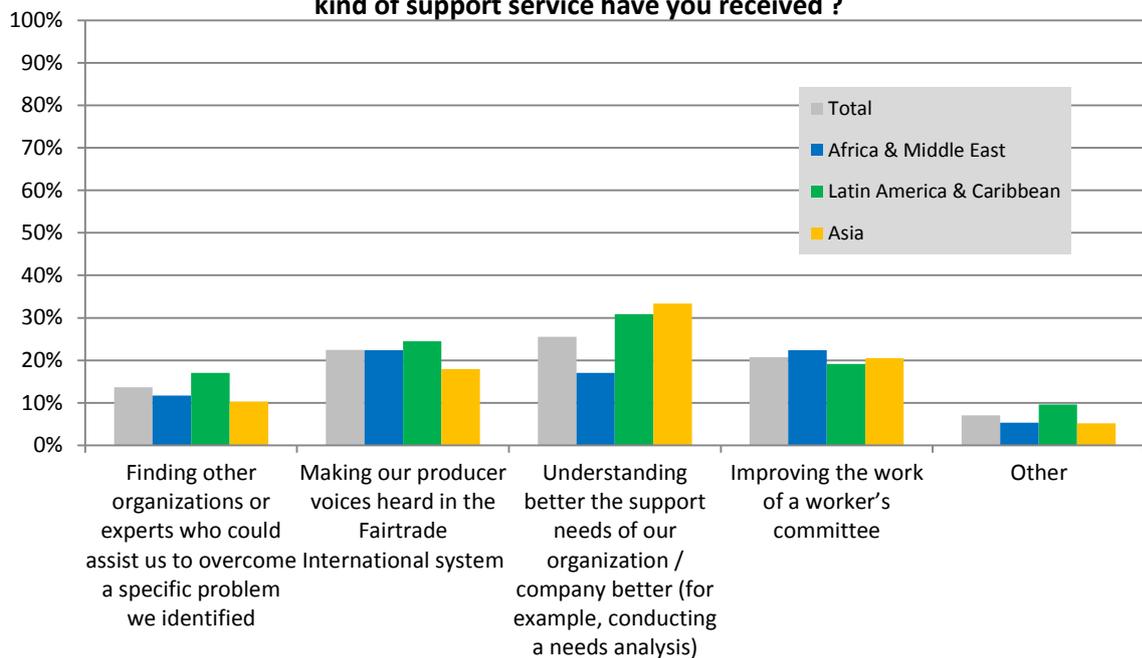
**If your organization or company has been supported by the Fairtrade Liaison Officer (or the Regional Coordinator in some countries), What kind of support service have you received ?**



**If your organization or company has been supported by the Fairtrade Liaison Officer (or the Regional Coordinator in some countries), What kind of support service have you received ?**



**If your organization or company has been supported by the Fairtrade Liaison Officer (or the Regional Coordinator in some countries), What kind of support service have you received ?**



Participants who specified other support services answered the following:

From Africa/ Middle East:

1. Visits, workshop audits for certification

### From Latin America:

1. Advise in decision taking, clarify doubts regarding standards, information about potential clients or companies, service providers, consultants, coordination and support in Fairtrade workshops etc.
2. Assistance in the steps to follow, to be able to obtain the certification
3. Contact by telephone, we explained the problem, we asked for support with the implementation of corrective actions to resolve the temporal suspension status announced by flocert in one of the previous years. There has been a good communication with the liaison officer who showed interest and willingness to support in situations when an organization faces difficult times.
4. Support in the documentation of inconformities as a result of the audit.
5. Canalize external funds to improve the infrastructure of the small producer organizations and training in cooperative membership.
6. Support in the preparation of some documents requested by FLO CERT, for example the development plan. Access to other ways of support, this through lobby of FLO CA
7. Audits
8. When we were in process of certification, they always gave us the necessary information

## **6 Results regarding the satisfaction with Fairtrade Liaison Officer Producer services**

To assess the satisfaction with the Liaison Officers, participants provided their feedback to 16 statements using a scale from completely agree (5) to completely disagree (0 - or “no answer”). In addition they had the opportunity to insert additional comments as free text and made good use of it (see all free text answers in the annex).

In general the Liaison Officers received a very good feedback by the surveyed organizations; they are highly (to 83%) satisfied with them as experts and trainers. They are mostly regarded as competent providing professional services, and their services are considered as important for the organizations.

Before presenting all 16 items in detail we will start with an overview of the 5 best results (Top 5) and the five worst results (Flop 5) as to be seen in the two following charts.

### Frequency Distribution and Correlations – Top 5

	corr.1*	corr.2**	
[The Fairtrade Liaison Officer is a competent trainer.]	0,77	0,70	n= 233 
[After approaching the Fairtrade Liaison Officer, I get a timely reaction/ answer.]	0,74	0,77	n= 229 
[I am satisfied with the Fairtrade Liaison Officer (or Regional Coordinator) as he/she provides a competent and professional service.]	1,00	0,75	n= 238 
[The Fairtrade Liaison Officer is able to speak to me / us in my / our local language.]	0,49	0,40	n= 229 
[The support services we received as an organization from the Fairtrade Liaison Officer (or Regional Coordinator) were important to us.]	0,78	0,72	n= 235 

Beside the distribution of positive (green marked) and negative (red marked) feedback for all items two kinds of correlations are indicated:

\* Correlation with the item:[I am satisfied with the Fairtrade Liaison Officer as he/she provides a competent and professional service.] and

\*\* Correlation with the item:[We would recommend the Fairtrade Liaison Officer to others.] (n = corresponds to the number of answers for this item).

Regarding the two statements mentioned before as the best indicators for the overall satisfaction of respondents with the FTLO, these correlations allow to identify the aspects with which it goes hand in hand. So the first, the second and the fifth statement listed in the Top-5 above are highly correlated with the overall satisfaction with the Liaison Officer and his/her services provided.

The ability to speak the local language is not correlated at the same high level – indicating that respondents obviously do not expect that the FTLO is able to speak their language for being satisfied with his/her service. At the same time, high dissatisfaction **and** high satisfaction are both mentioned more frequently than in the four other statements. This indicates a certain polarization in valuing the language aspect – some explanation is given when distinguishing the regions. (corr.1\* value is one because it is correlated with itself – so there is no meaningful interpretation, in general, due to direct sequence of some of the questions correlated, significance of statistical measures has to be interpreted carefully.)

The following chart shows those statements that received a minimum of satisfaction rates and could be interpreted as the critical or weak points that might be analyzed more in detail:

The worst qualified statement (33% negative feedback, 28% in between and only 39 % positive feedback) is related to market opportunities: for a third of the producer organizations Liaison Officers do NOT support in seizing market opportunities. This is first to be considered as a fact, but it can also be asked whether organizations should expect more support in this regard.

The second negative statement has to do with the connection provided by the Liaison Officers to other service providers in order to tackle a specific problem: 16% of the respondents do not agree with this statement, meanwhile even 56 % of respondents agree or fully agree with this statement – this reveals that even in the Flop-5 items there is a relatively high degree of satisfaction. Nevertheless, the share of not agreeing respondents – and taking into account also relatively high shares of undecided respondents – give serious hints were FTLO’s work could and should be improved.

11% of organizations considered that the LO did not help them to identify areas where they need support; nearly the same number of 10% mention that the LO did not help them to increase their capacities and 8% view weaknesses in the LO’s ability to relate well to different groups within their organization. All these could be issues to be addressed by Fairtrade International as consequence of the survey.

*Frequency Distribution and Correlations – Flop 5*

[The Fairtrade Liaison Officer supported us in seizing a market opportunity.]			n= 196	
	0,50	0,56		
[The Fairtrade Liaison Officer is able to connect us to other service providers in order to tackle a specific problem, if he / she did not have the specific skills or resources him/herself.]			n= 198	
	0,56	0,58		
[The Fairtrade Liaison Officer (or Regional Coordinator) helped us to identify areas where we need support.]			n= 232	
	0,67	0,58		
[The Fairtrade Liaison Officer has helped us to increase our capacities.]			n= 226	
	0,72	0,67		
[The Fairtrade Liaison Officer is able to relate well to the different groups in our organization and takes into consideration their needs.]			n= 221	
	0,68	0,75		

\* Correlation with the item:[I am satisfied with the Fairtrade Liaison Office as he/she provides a competent and professional service.]

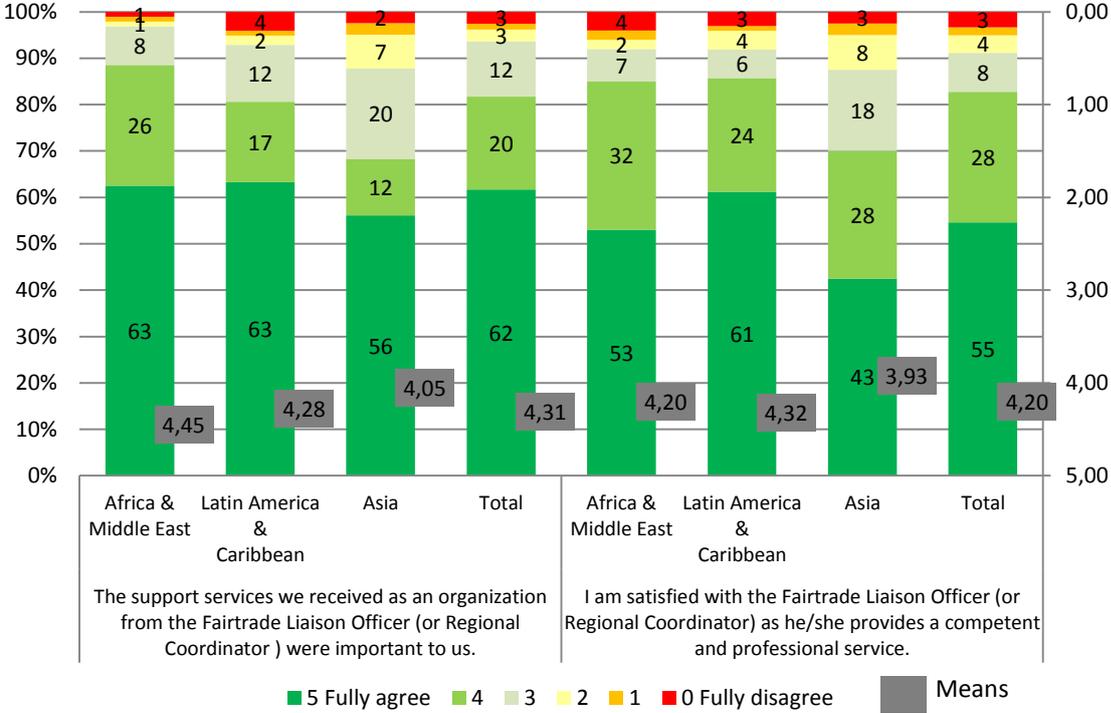
\*\*Correlation with the item:[We would recommend the Fairtrade Liaison Officer to others.]  
 Due to direct sequence of some of the questions correlated, significance of statistical measures has to be interpreted carefully.

The following charts show the satisfaction results of all 16 statements in detail by region. They are arranged according to traffic lights, giving at the first glimpse a clear picture of the very positive feedback as indicated by the predominantly “green lights”. In each column, besides the number indicating the share of respondents in the corresponding category, the level of the grey field and the corresponding number in it represent the arithmetical mean calculated based on a scale from 0 to 5. The overall high level of satisfaction with the FTLO is reflected in the value

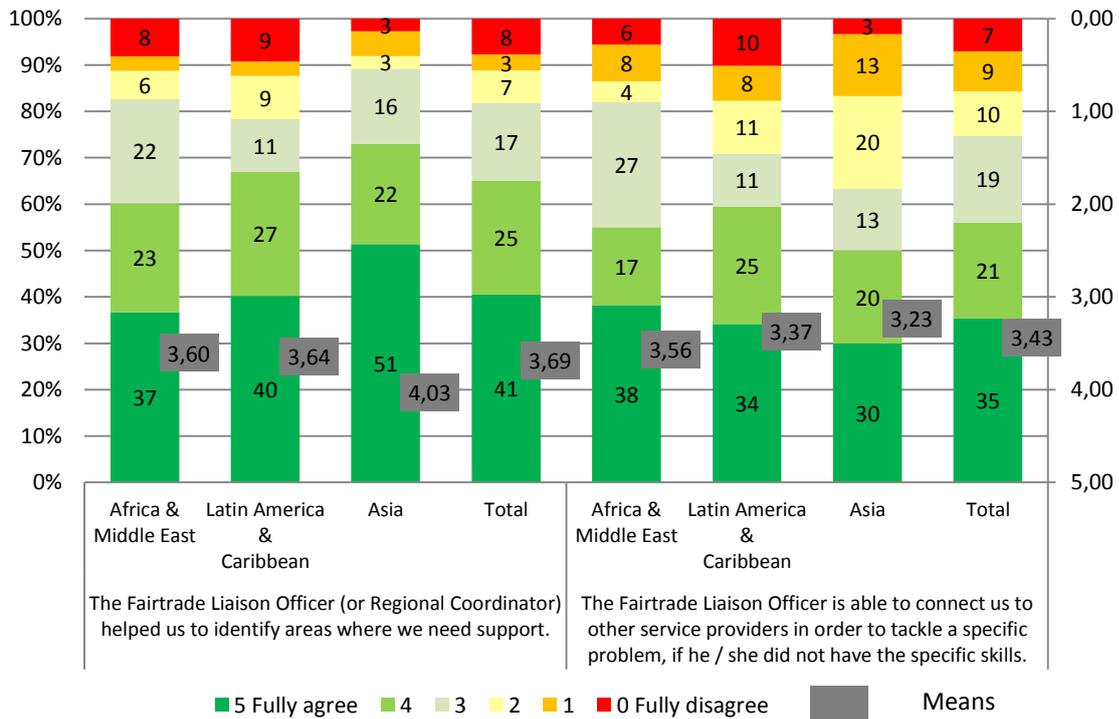
almost always being higher than 4. This is true even for most of the above stated “Flop 5”-results. The topic of supporting in seizing market opportunities is the only bad evaluated one.

The results are rather homogeneous among the regions, only in few cases there are significant differences - these are commented below the corresponding graphs.

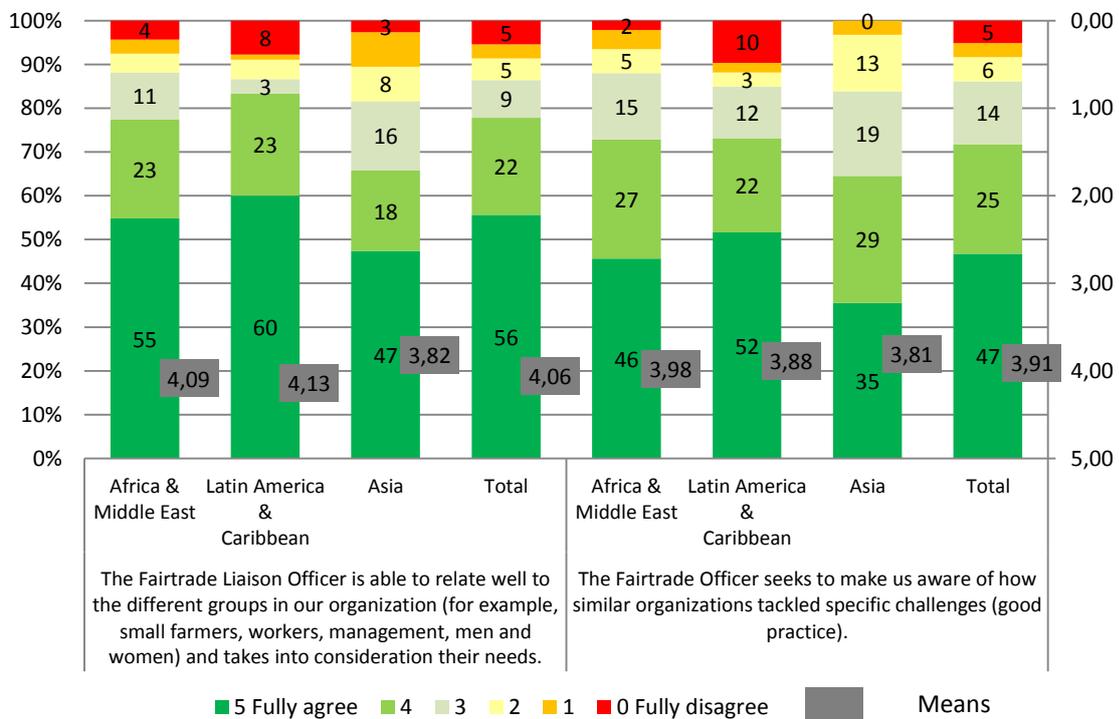
*Satisfaction with the Fairtrade Liaison Officers – Comparison by Region*



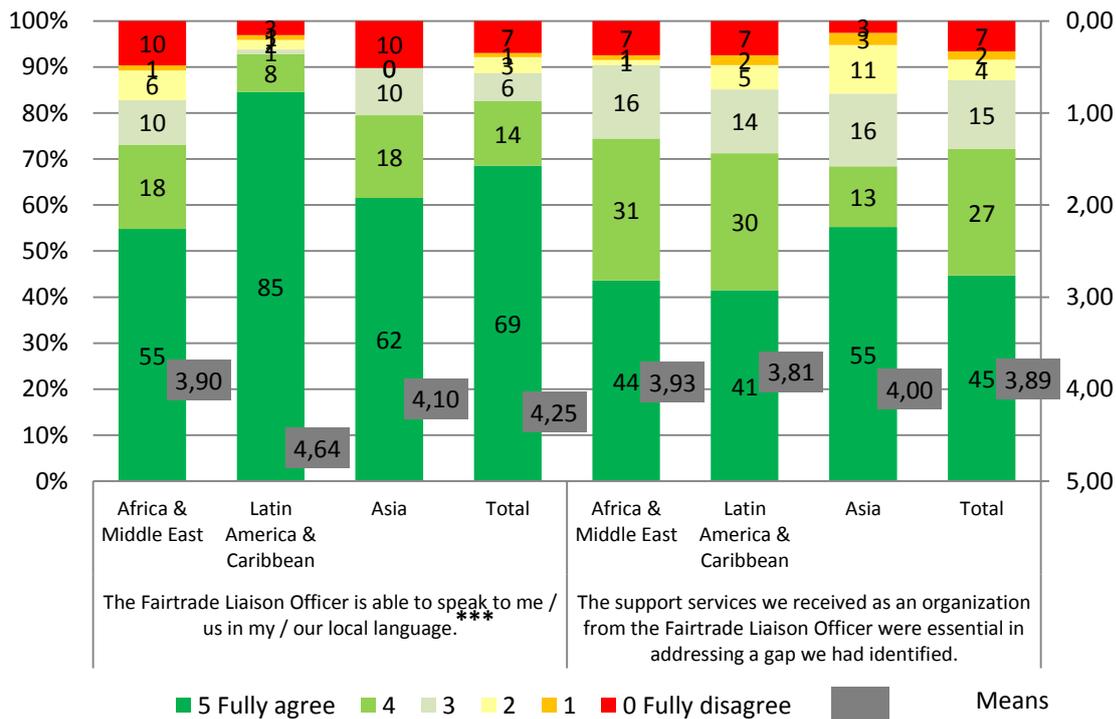
Overall satisfaction as indicated in the two items is very high, although share of undecided respondents (color 3) is quite high in Asia.



Asia shows higher rate of satisfaction in the left hand item; the level of dissatisfaction and indifference (red and yellow) is quite high in the right hand item.

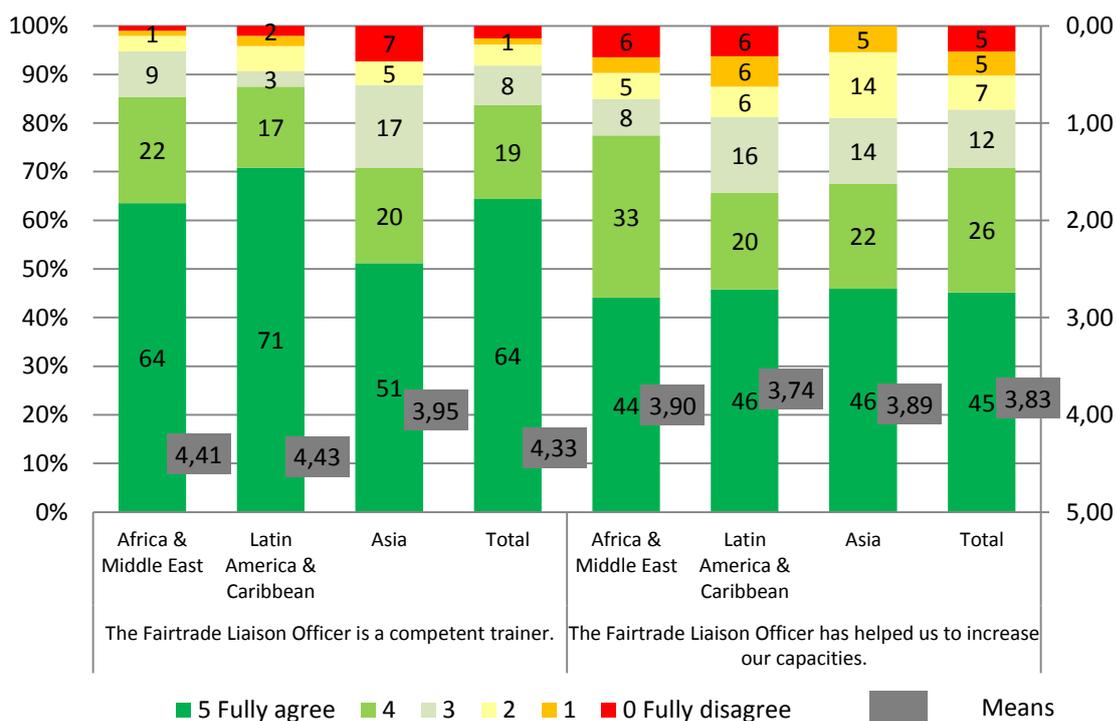


Relative indifference of Asia in the right hand item requires deeper explanation (cultural attitudes in answering?, question remained unclear?).

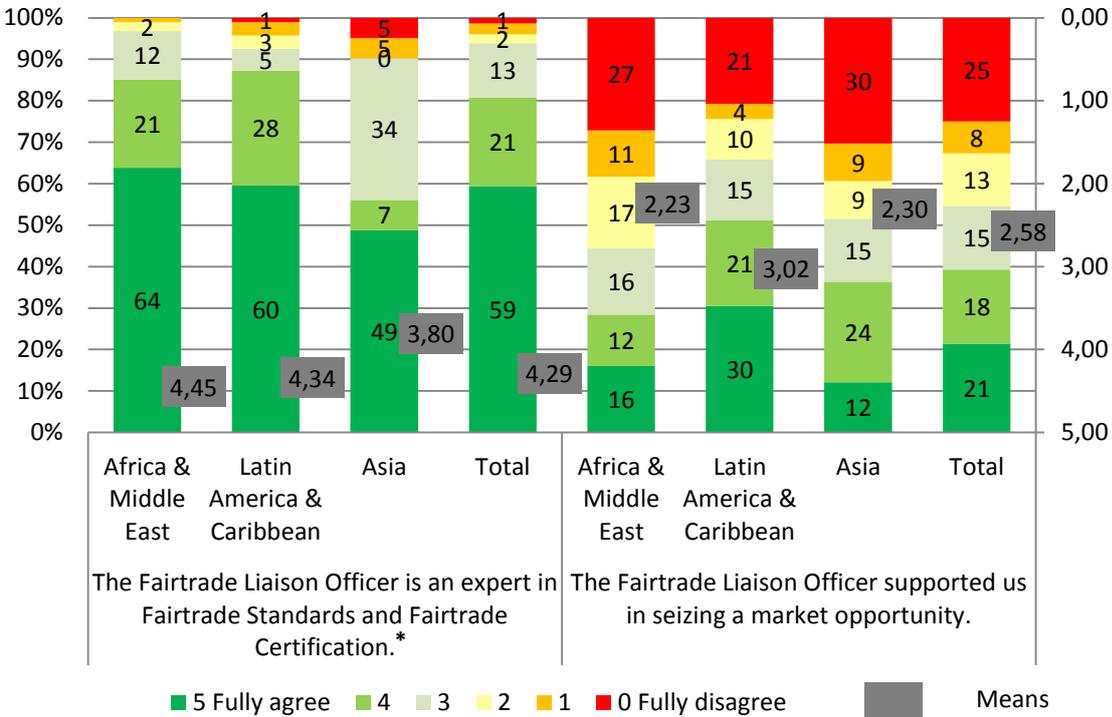


Significant with \*  $p \leq 0.05$ , \*\*  $p \leq 0.01$ , \*\*\*  $p \leq 0.001$  between country groups

In the case of the ability to speak the local language statistically significant differences could be detected between the 3 regions (there is a probability of at least 99,9% that respondents' variation by region is not by random). Whereas in Latin America this statement is confirmed by up to more than 93 %, it is less in Asia (80%) and much less in Africa (63 %). This indicates that either there might exist demands of a better local language performance in Africa and Asia or this issue is not in the same way important in the 3 regions.



Very high levels of satisfaction with the left hand item, although considerably lower level for Asia. High levels of satisfaction in right hand item without greater variations.



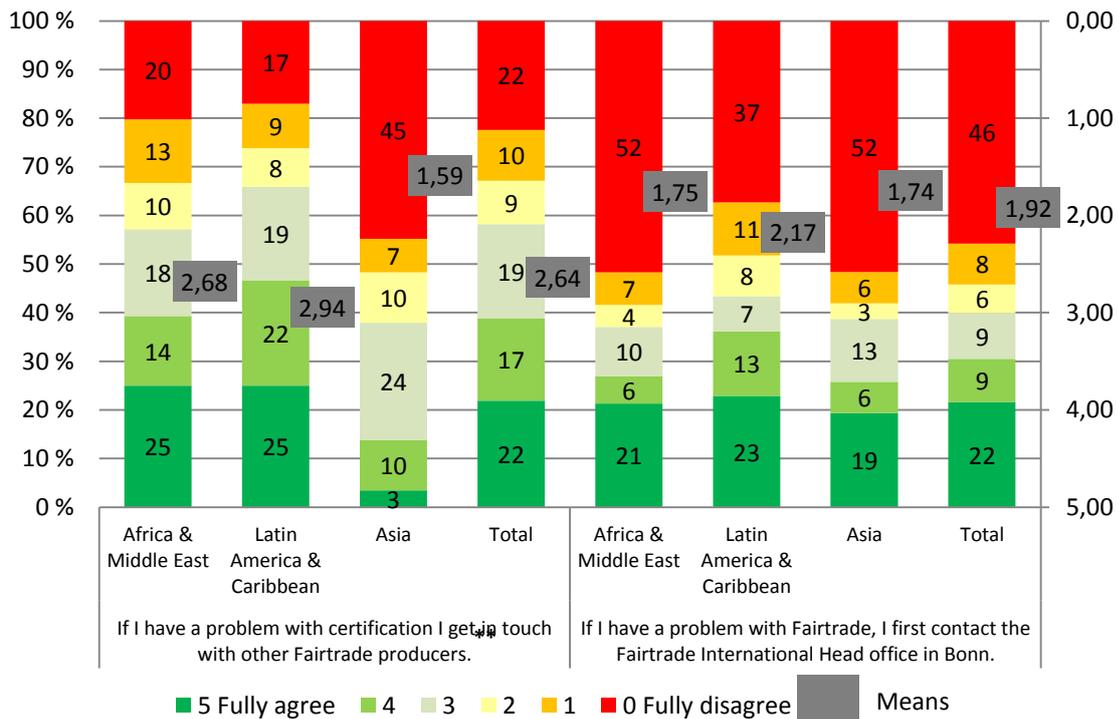
Significant with \* p ≤ 0.05, \*\* p ≤ 0.01, \*\*\* p ≤ 0.001 between country groups

The left hand item varies in a statistically significant way (95% and more probability) by region: Asia shows up a quite lower level of satisfaction with a high share of indifferent respondents. As mentioned before, the right hand statement reveals relatively low levels of satisfaction, mainly in Africa/Middle East and Asia.

The statement on seizing the market opportunities is clearly the worst evaluated throughout the regions with means ranging from 2,23 and 2,3 in Africa and Asia and 3,02 in Latin America.

In the appendix you find an additional presentation of the results of satisfaction with the Liaison Officers by regions and according to the belonging to the different set ups of the organizations/companies.

The following two statements are different from the previous ones in so far as they do not really assess the Liaison Officers or their services. They should have been integrated in part 1 of the survey on the general information of the organizations rather than into the satisfaction part.



Significant with \*  $p \leq 0.05$ , \*\*  $p \leq 0.01$ , \*\*\*  $p \leq 0.001$  between country groups

The first statement shows (statistically significant with 99% and more probability) that the organizations mostly do NOT contact other producer organizations in case they have a certification problem; this finding is not surprising as they are also competitors on the Fairtrade market. Here we have again significant differences among the regions: in Asia we find this negative feedback much more than in the two other regions.

The last statement shows the low importance of the Fairtrade head office in Bonn for local problem solving; maybe this finding gives room for discussion at the head office. At the same time this finding is another confirmation of the high estimation of the role of the Fair trade Liaison Officers, a role that could not be replaced by any central problem management.

## 7 Additional Comments in Free Texts

At the end of the survey 163 participants made use of the possibility to express additional comments: 23 from Asia, 72 from Africa and 68 from Latin America. We tried to group them into positive / negative feedback and comments, but this was not possible for all statements and the distinction between positive or negative feedback and comment is not always clearly given; they sometimes overlap. Nevertheless it is obvious, that the clearly positive feedback is more frequent than the clearly negative in all regions as showed in the following table:

	Positive Feedback	Negative Feedback	Comments/ Recommendations
Asia (1)	5	3	9
Africa, Middle East (2)	14	12	22
Latin America, Caribbean (3)	29	16	10
<b>Total</b>	<b>48</b>	<b>31</b>	<b>41</b>

In the appendix (8.2) all free texts are listed by regions.

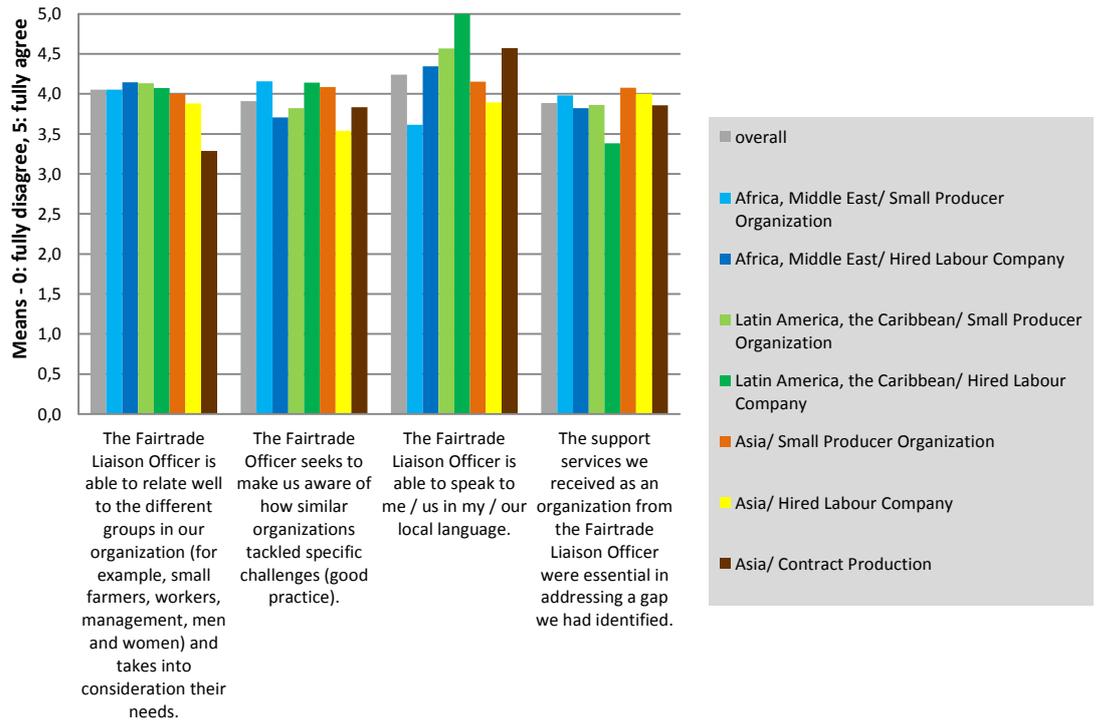
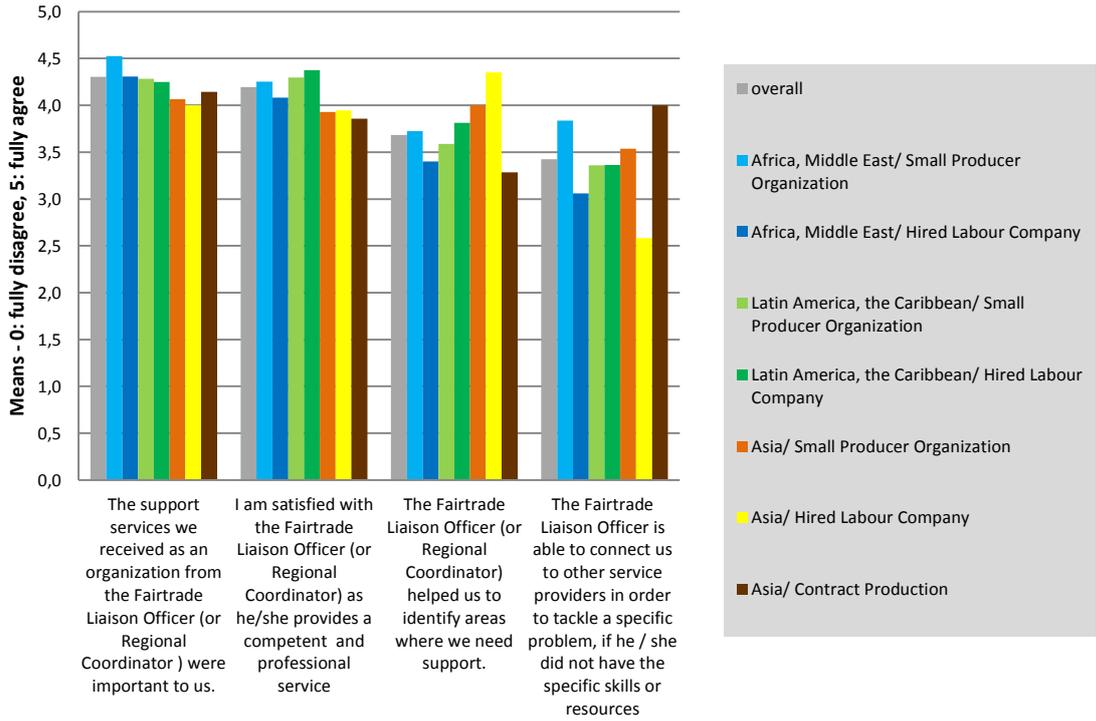
Taking a closer look at the negative feedback we found there is very little direct critique to the Liaison Officer, his/her knowledge, skills, abilities or attitudes. Two kinds of problems are outstanding which are inter-related: about 10 statements from Africa and Latin America do complain contact problems or a lack of information about who is the Liaison officer. And a similar number of statements suggest that the frequency of visits or the contact intensity or even the number of responsible Liaison Officers should be increased:

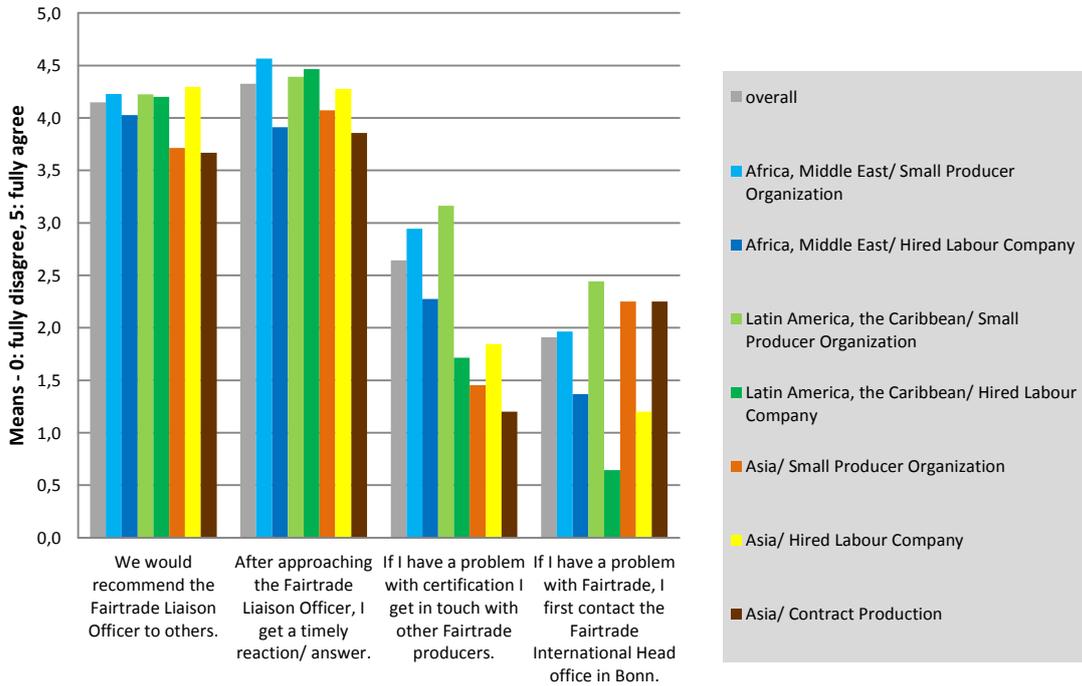
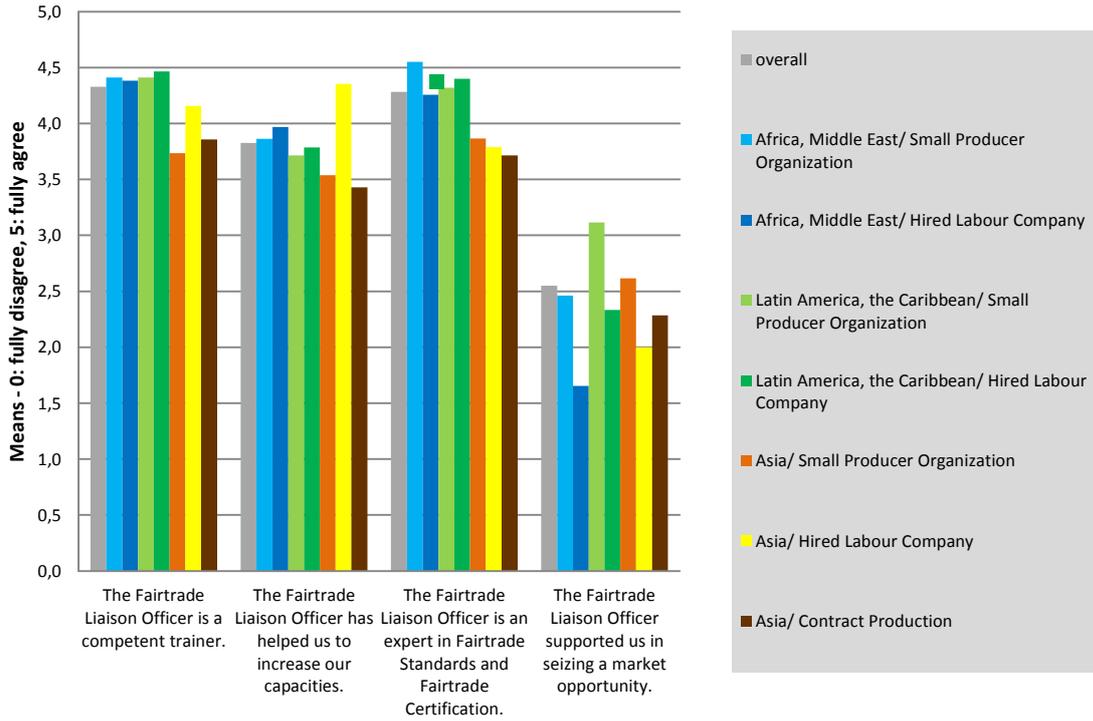
	Contact Problems	Increase Frequency/ Contact Intensity/ Number of Officers
Asia (1)	0	2
Africa, Middle East (2)	5	5
Latin America, Caribbean (3)	5	4
<b>Total</b>	<b>10</b>	<b>11</b>

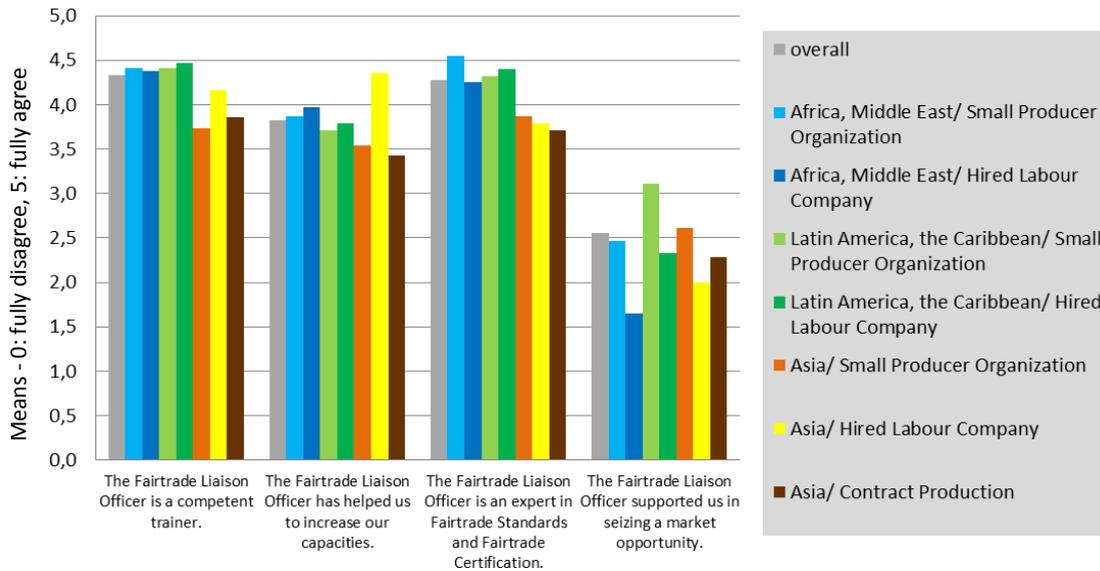
## 8 Appendix

### 8.1 Satisfaction with the Fairtrade Liaison Officers Comparison by Region & Set Up

The following charts present the results of the satisfaction with the Liaison Officers by means in the regions and according to the belonging to the different set ups of the organizations/ companies.







## 8.2 Additional Comments\_in Free Texts

	Positive Feedback	Negative Feedback	Comments/ Recommendations
Asia (1)	5	3	9
Africa, Middle East (2)	14	12	22
Latin America, Caribbean (3)	29	16	10
<b>Total</b>	<b>48</b>	<b>31</b>	<b>41</b>

All free text comments by regions:<sup>3</sup>

### 1. Asia:

1. I WANT TO KNOW THE USEAGE AND DESIGN FOR THE FAIRTRADE MARK
2. The support given to us by the FLO services is commendable. It is very easy to work with him and he knows how we committed to the fairtrade as a company and as a team.
3. Continued support from Liaison officers is important for a new organization such as ours. We hope to get more support in future from the PSR. Thanks
4. The service as it stands today is very useful to the producer and there is no doubt that the producer will require it in future also. We need to work towards ensuring that the PSR function is a cost effective and services are offered in the most efficient manner
5. We need more support to increase our FT sales, so that the workers get more FT premium for their social & economical development.
6. Fairtrade Liaison Officer has good skill of local language by which he is able to make the workers understand the Fairtrade matter. More frequent visits will benefit us.

<sup>3</sup> The xxx indicate the names of persons or countries and languages which we have deleted due to data protection reasons.

7. Liaison officer cannot spare more than a day in a year due to his/her pre commitment and larger area he is covering. Lot of burden and hence the training period need to be improved.
8. WE WANT TO EXTRA SERVICES IN SALE
9. 1.WE SUGGEST THAT MORE THAN ONE FT LIAISON OFFICER IS ALLOTTED FOR xxxx REGION TO HAVE TRAINING PROGRAMMES FOR OUR WORKERS AND MEMBERES ON A HIGHER FREQUENCY 2. WE SHOULD BE GUIDED ON THE NAMES,ADDRESSES AND CONTACT DETAILS OF ALL FAIR TRADE CERTIFIED BUYERS IN EUROPE AND US TO IMPROVE OUR MARKETING 3.FLO SHOULD HELP US TO MARKET OUR TEAS IN A BETTER MANNER. 4.WE ARE UNABLE TO GET THE TIME TO TIME DETAILS OF THE FT CERTIFIED TEAS SOLD BY US, THE PREMIUM PAID BY THE BUYER,ETC.WE SHOULD BE ABLE TO ACCESS SUCH DETAILS FROM FLO DIRECTLY TO OUR EMAILS FOR QUICKER AND READY REFERENCE.
10. No comments. Thanks and Regards, xxx
11. Thanks
12. Though the service provided by Liaison officers are good but their physical visits are very limited to just 1 to 2 times a year. This should be increased.
13. PLEASE PROVIDE INFORMATION ABOUT MARKET(BUYERS OF FAIRTRADE COTTON)ESTABLISH LINK BETWEEN PRODUCERS & PROCESSORS FOR ATLEAST COMING ONE YEAR. 2.PLEASE DONT INCREASE SUPPLY BECAUSE SUPPLY IS MORE THAN DEMAND IN xxx..
14. we are satisfied for fairtrade liaison officer producer services and thank you very much for your guide to support our organization
15. Flo should appoint another liaison officer for xxx producers
16. It seems this was evaluation of the FT liaison officer. I have minimum satisfaction levels for the liaison officer and regional officer one of the reasons may be difficult to access to my region and may be the liaison officer was newly appointed. He must be enable to spend some time with producers at field and highlight areas of improvements. 85% of the producers do not know our liaison officer. I wish our liaison officer should have a specific task to be accomplished with producers and analyses the status and capacity of the producers instead of following instructions from main office to save his job.
17. The Fairtrade Liaison Officer in our area from xxx. He not speak the local dialect xxx". But he speak English translated by staff of xxxthat speak English andxxx. Sometime some farmer members also understand English but not speak full.
18. Liaison Officer better to be spoken both languages (xxx). He should be given a schedule to visit the Gardens at least quarterly.
19. As an organization which has been in the fair-trade concept for more than 10 years, we have a good understanding about the standards, regulations and principles of fair-trade and our farmers are able to solve their problems to a very great extent within the organization itself. A democratic system existing in our organization enables them to present their problems and suggestions at village or regional or society level and a liaison officer has the freedom to discuss and obtain any relevant information. However, as an organization working according to the fair-trade concept, the producer members should have the freedom to take decisions and as a fair-trade member, even we should have the privilege of addressing our problems directly to the Fair-trade Head Office. It is more suitable for a liaison officer to assist as a coordinator by sharing the experience of the small farmers and building up a good relationship than being a trainer or expert. Further, it is the producer organization which contributes more for setting the fair-trade standards by making suggestions. It is also the responsibility of the producer organization to

implement and maintain the standards set by the FLO-international. Therefore, the producer organization could be treated as an expert in this connection.

20. It will be very helpful if the liaison officer could speak xxx language and who can visit the garden at least 3 times a year.
21. Fairtrade Liaison Officer system has been very useful and supportive to producers in xxx.
22. Our fair trade liaison officer is excellent to help us.
23. The current 1.standard still not in accordance with our cultures. 2.Price minimum has not been as expected because the market price is always higher minimum price is never touched. 3.fairtrade still working with the cooperative, not a local government.

## 2. Africa/Middle East:

1. Liaison Officers are crucial because they are culturally close to organizations such as ours. We share a common culture, which helps our mutual understanding.
2. I pray for the fair trade liaison officers to find more markets for producer organizations like ours. In the absence of selling much cocoa, we remain impoverished because of the commitment to pay audit fees.
3. Thank you for linking us up.
4. We are satisfied with the Liaison Officer.
5. We were able to hire a certification manager who will work as a link between the Liaison Officer and our organization. Hence we have no opinion on the Liaison Officer.
6. We recently became FAIRTRADE certified and we have not had contact with them so far even though we would be interested.
7. The two Liaison Officers live in xxx.
8. We have not worked together long enough.
9. WHEN WE HAVE DIFFICULTIES THE REGIONAL COORDINATOR IS UNREACHABLE. I WISH THEY HAD A SATELLITE CONNECTION.
10. We would like the Liaison Officer services to become a reality so that we could partake in the vision of Fairtrade International.
11. We would be delighted to be in contact with the Fairtrade Liaison Officer in order to benefit from certain advantages in our organization.
12. The exporters helped us with our certification.
13. We do not know them (first name or family name).
14. The Fairtrade Liaison Officer plays an important part and their contact should be widely distributed.
15. Liaison Officers in my country are truly available and accessible. However I wish FLO would give them a means of transportation (a company car) and increase their number because two LOs alone cannot supervise more than 50 producer organizations.
16. No particular comment, all the questions have been dealt with in the various surveys.
17. WE WOULD WELCOME MORE INFORMATION ON THE LIAISON OFFICERS' ROLE AS WELL AS THE PRODUCER SERVICES YOU ARE REFERRING TO. WHAT CAN THEY BRING TO SMALL AFRICAN PRODUCERS IN ORDER TO IMPROVE THEIR LIVES KNOWING THAT BEHIND EACH AND EVERY BEEKEEPER THERE ARE MANY MOUTHS TO FEED. FAIRTRADE LIAISON OFFICER MUST COME FORWARD BECAUSE WE DO NOT KNOW WHAT TYPE OF HELP THEY CAN PROVIDE SMALL PRODUCERS WITH. AS FAR AS THE BEEKEEPING INDUSTRY IS CONCERNED, WHAT CAN THEY DO TO HELP MODERNISE OUR ACTIVITY?
18. The liaison officer is xxx? Yes or no.
19. we need here in xxx more FT minimum prices for many products

20. we do not have a liaison officer at xxx and we always have to refer our questions to the Regional coordinator. since we got our awareness training before certification of our company we have not had any more training or capacity building despite continuous requests.
21. The exercise is very interesting.
22. The liaison office is very helpful as it updates us on current issues by explaining further the underlying concept
23. So far, our work with the Fair Trade Alison Officer have very cordial and he has helped our organization so much and we are very much grateful to him
24. THERE IS NEED FOR GREATER ASSISTANCE IN ACCESSING MARKETS AND FUNDS FOR SMALL-HOLDER FARMERS
25. We are able access the services of the liaison officer (cocoa) easily and on timely basis. He is an expert and very competent in his service delivery. Very friendly but firm
26. The Fairtrade Liaison Officer that helps xxx is always available and he helps us 100 % in every need that the small farmers may need. He is very supportive and willing to assist us with any problem that we cannot solve. We at xxx are proud to have him on our team he is motivational and supportive and very friendly.
27. The issue we want most is on pricing of our produce. When shall we be connected direct to the markets or buyers of our produce?
28. liaison officer really non-existent, he is there but impossible to get hold of and almost no help! for over a year the position was not occupied and now he is only employed half time! what a joke! Also all officers very rude and probably only in it for the paycheck! contacting Bonn is useless because they are just as disinterested and arrogant to boot! service is non-existent as is any kind of back-up or support! I doubt that this survey is anonymous! thank you very much!
29. We appreciate the support given by the liaison officer and FLO and request more workshops which should also include the producers directly. The management has been attending workshops and one was organised by the liaison officer at the Society offices and we request more to our producers.
30. we are in initial stage
31. Fairtrade LOS provided us with the standards required we were able to implement them in the farmers farms Auditors provided open comments on performance and challenges which needed to be addresses they shared information feedback with the staff board and farmer representatives in a honest and transparent manner they are user friendly
32. WE HAVE RECEIVED ALL THE NECESSARY SUPPORT IN INDUCTION AND TRAINING BEFORE AND AFTER THE INITIAL AUDIT ALTHOUGH WE ARE YET TO BE CERTIFIED
33. having a high number of farms that are now being certified, the Fairtrade Liaison Officer should concentrate on xxx alone, then we get the required support immediately and not wait for him to come back to the country and give required support.
34. educate us more on certification, marketing and convening joint meetings of producers organizations
35. -Recent experiences with LO has been of frustration and un-pleasantries efforts to get FLOInt to intervene have met with the same reluctance and futility. -The LO is of the opinion that since having been in FT for a long duration there would be no cause or need for further assistance more so than the newer producers. -Is there a shortage of LO's in respect to the workload? It take's up to 3 months to be scheduled for a visit? -The LO'S should make at least, courtesy calls to their assigned producers. -It's interesting research how they allocate time to each producer.

36. Now that we are fair trade certified we would request we be connected to various fair trade certified coffee markets by liaison Officer if possible.
37. If possible there is need to increase the number of Liaison Officers in the Country/Region and they should have a program to visit producers three times in the year and give the much needed support
38. we are always willing to participate in any cause that could be significant towards executing your remarkable services. Thanks for considering us worth to participate in offering feedback to your questionnaire.
39. We would love to have more Liaison officers
40. C/A
41. There should be more time allowed for the Liaison officer to visit the producers more regulary
42. We are happy with the support that we normally receive from the Fairtrade Liaisons Officers and the Regional Coordinator. This is more so in that it does not cost us money when we need their support.
43. Areas Fairtrade Liaison Officers need to improve: 1. Development of training materials to facilitate training on the FT standards-This may include clips, audios and photos, on good practices and how the good practices were achieved. Mostly the FT liaison officer train the growers just using the Ft Standards document as it is. This becomes a bit boring for adult learners who need practical things to retain understanding and remembrance of what has been taught. 2. Interpretation of the standards to facilitate implementation by producers
44. The fairtrade liaison officer has been vital and reliable to us in all fairtrade issues and she has managed to build us to a higher level. We look forward for continued support.
45. no comments,
46. I do not have much information regarding Fairtrade Liaison Officers.
47. WE PRODUCE WINE TO REPLACE AN ILLICIT CROP FAIR TRADE IN xxx OPENED A GLOBAL MARKET AND INTERNATIONAL DISTRIBUTION FOR US
48. The organization should help the producers with market outlets and continues training to the members especially on the labour standards
49. Organization members' capacity building is our priority and we are not satisfied because between 2005 and today there has been only one literacy training programme.
50. Try and translate all important documents into French because not all of our clients understand English and it can help us reach markets since our organization has not yet sold products on the fair trade market.
51. We are satisfied even though the support could have originated in a better organized plan and pre-audits and via training programmes and the possibility to share experiences with other Fairtrade certified organizations! Thanks!
52. we are a 2nd grade not certified but want to be. Our members are individually certified and receive support services from FLO but as a 2nd grade we have had zero support and none is forthcoming.
53. Training to be provided how to tackle questions put forward by auditors. Concrete solutions to overcome the shortcoming identified/existing.
54. Fairtrade is a wonderful way to help poor farmers in Africa. In xxx as the only fairtrade farmers group we are trying our best to introduce it to the whole country. we will need a lot of support in this area. fairtrade should be more vocal in xxx. Thanks for your help and support. xxx

55. It would be most beneficial if the Fairtrade Liaison Officer were able to spend more time at our company. The Fairtrade Liaison Officer has planned training for our Fairtrade Officer in the near future.
56. We are satisfied with the Regional Coordinator's competent and professional service.
57. Thanks to the LO support, it is easy to access the Fairtrade service but we are asking Fairtrade International to increase the training fund through the liaison service in order to benefit from more training programmes. Thank you.
58. I would like to thank you. And I request you to extend your programs as well as increase your financial supports as it is shown that they have a positive impact in achieving our goals and objectives
59. I feel that the reading material sent by FT should be minimal. It is far too excessive.
60. Until the moment my organization has not lacked the support from the officers. We have managed to solve most problems, even without the presence of the officers. However it is always a support that we have at our disposal and we have known how to use it. In our view our official has been able to win our trust. We have been wishing for a visit to other Fairtrade cooperatives in order to compare our development with the development of other organizations.
61. It is important to research clients better for Fairtrade Producer Organisations because that part of the process is complicated. Likewise, during the meeting in xxx, we also mentioned the necessity to find support funds to increase the yield and so far nothing has been done.
62. If the liaison officer can have more visits to our producers locally it will strengthen the relationship with our producers and the Fairtrade Movement and large.
63. We would like a follow up visit from the liaison officer, we only met him once.
64. All Fairtrade Documentation should be available in the language of the country, i.e. xxx for xxx.
65. I would like to ask your good office to find ways on how they can provide us with the training on different issues concerning Fair Trade so that the Liaison Officer responsible can be competent on all matters concerning Fair Trade International
66. some questions we might have interpreted wrong: q3) 1000+ is the number of farmers (1300) + workers q 11.c) all activities by FT liaison officer since 2009 (not last 12 months)
67. xxx WISHES TO BE CERTIFIED SOON.
68. Fair-trade is a very crucial element in value chain development, and farmers should get certified with fair-trade and comply if they are to add value and benefit from their farming.
69. Xxx especially coffee producers are well contented with liaison officer xxx.
70. It was quite a good idea to have Fairtrade Liaison officers in place more so in xxx one who can communicate in a local language which most people in the country do understand.
71. I am appealing if Flo can also appoint Regional officers who can speak our mother language, this will make learning life easier for our farm workers.
72. We highly request if we can have regional co-ordinators in our mother language xxx, because in some instances some of the workers have very little literacy.

### 3. Latin America/Caribbean:

1. In xxx we really have not had a liaison officer at our disposal, we recently got to know the new assigned liaison two months ago, that is why we cannot really form an opinion.
2. We almost did not receive any support of the Liaison Officer in xxx and it would have been excellent to have that support. We understand that only recently, from February 2012, a

Liaison Officer has been assigned to xxx). We hope that from now on, we will have a more direct support. For the certification we received a lot of support from the Regional Coordinator xxx and the certification analyst xxxx. Greetings,

3. It is of great help that we can count on the support of the liaison officer in our country. (xxx)
4. The new liaison officer in xxx has never contacted us.
5. We would like to know who is the liaison officer for xxx, as we always have doubts, we communicate with the head office. We would like to receive more assistance in such a way that we could strengthen our organization of small producers. Good to have the inquiry.
6. There is much difference between what the Fairtrade Liaison Officer instructs us about the Fairtrade standards and what the audit demands from us. It should be more standardized, i.e. level the information they pass on.
7. The support was stronger to show the Fairtrade system to farmers in the region and subsequently create a Cooperative. Several seminars were held in the xxxregion.
8. We need more field officers in xxx so that they can give even greater support to the groups!
9. We have never had problems with Fairtrade.
10. I found the questionnaire very practical and its answer options reflects the reality clearly.
11. We do not know who the Fairtrade Liaison Officer for our organization here in xxx is - in the state of xxx. The headquarters are located xxx. xxxx).
12. I would first like to thank the support received from the Liaison Officer in our area, and say that the groups of small producers would not be able to develop without the support from the officer. In addition to a training course on "Fairtrade Certification" for managers and technicians, I would also suggest a project that would fund the interaction between groups of small producers, with different realities. The goal is to achieve an exchange of experiences. One group would experiment the day-to-day reality of the other group. The results and failures of a group will give guidance or encouragement to another group. We could write a project in more detail, if the proposal would be considered feasible.
13. The Officer is to be congratulated for being competent, efficient and very important to keep us in the FLO System.
14. In our case the liaison officer has been adequate and clear in the support and solution of problems or doubts raised regarding certification, he encourages us constantly to continue to improve our opportunities for development.
15. The coordinator assists us by telephone and sporadically he pays a personal visit as it is difficult to visit each and every production center of the organization, we only did it once last year with all the workers from farm to farm.
16. There is no continuity in the support service as liaisons are replaced frequently. There was some discrepancy between the FT liaison officers and the persons who were in charge of the audit.
17. The liaison officer xxxx showed excellent behavior in the support service to the organization, he was able to help out with every request we had and he was able to canalize our applications.
18. The support of Fairtrade International through its liaison officer has been of great benefit for our organization, as he/she has always been there when we were asking for support, we are very much satisfied with his/her service
19. Here in xxx, the liaison officers are accurate, but an inconformity is that they are limited in their work and in their support to handle the premium they create regulation that is not consistent with the FT criteria.

20. Although we felt support, I would like to have a more regular support.
21. We are initiating in Fairtrade, we comply with the requirements and we expect more support regarding the market. We want to contact potential buyers for our product.
22. In our organization we are very satisfied with the support of our liaison officer xxx.
23. For us in the xxx region a liaison officer is absolutely necessary, even he/she should be there full time in the region as there are a lot of certified organizations and more time is necessary for support.
24. In xxx, in the xxx region, at the banana plantations we can count on the support of a very capable liaison officer who has great knowledge and who gives us excellent support.
25. The liaison officer has always paid attention to our problems and has participated personally in the search for solutions.
26. Whatever the problem, we can count on the full support of the flo-cert official.
27. I have no questions.
28. The work of the liaison is important for the producer organizations.
29. In our case we are in an audit process to obtain certification, but we did not have any knowledge of these free service provided by FLO. And we would like you to contact us so we can get the information how to obtain this support.
30. Taking into account that I answered all the questions in part II of the inquiry with: "I have no answer", I would like to learn more about everything related to the liaison officers and the mechanism of answering questions regarding fairtrade. Besides that I would like to learn more about Fairtrade in general because at the moment I think that the price that is paid for our product (pine apple) is like the international price and we are being compared with big enterprises (for example Dole, Chiquita, etc) which is NOT fair, as our way of producing, our production costs, the problems of the small producers, the social security charges in our countries etc. are far MORE different for a small organization than for a big one. With all due respect I think that the system today instead of being fair-trade is getting more and more unfair-trade, the existence of the small organization and the small producers is at risk.
31. It would be good if you could count on a service that provides the organization with a pre-qualification and an orientation regarding the steps one has to follow previous to a pre-audit or an audit.
32. The auditors use certain criteria that are not very suitable in some of the audits.
33. The contact with the liaison officer has been very important for the organization, as this enabled us to overcome impasses in the certification process.
34. Please inform us about the double certification with Transfair and FLO for the North American market. It should be done in a more professional way and you should not only look after the interests of FLO and Transfair. You have lost your principles.
35. Excellent evaluation, we recommend to do this yearly. In the case of our organization -xxx - we have nothing against the work of the liaison officer in Central America. We are very grateful for his support.
36. The liaison officer is an excellent person, with a good sense of humor, dedication, prepared to give the support although it is not enough, we only see him a couple of times a year only when we go to the meetings of the Coordinadora. The auditors of FLO CERT on the other hand are harsh and jump to erroneous conclusions, although we do the opposite.
37. We are satisfied with the work of our liaison officer.
38. if we have any problem at all. we first contact the Fairtrade Liaison Officer and get immediate attention.

39. We do not know exactly the role of the liaison officer and although we have not received any support we do not consider it bad, but for example, we have not been able to sell one coffee bean, we did not receive any support in productivity and that is really what we need.
40. I think that the FT certification is an excellent socio-economic initiative, nevertheless it is necessary to evaluate first the basic fee (US\$ 140.-), as costs have incremented enormously and I don't think that costs can be covered, and additionally the importers don't comply with the differential stipulated in the criteria (+ US\$ 20.-)
41. The support of the liaison officer in xxx has been very good. It is a pity that his working area (taking into account the number of small producer organizations) is very big and he cannot support all these small producer organizations sufficiently. A second liaison officer should be considered.
42. We consider the work of the liaison officer as very valuable for our organizations as we always maintain contact for orientation and/or the solution of a problem.
43. The liaison officer continues with the support of the small producer organizations.
44. We are interested to become certified within the FLOCERT system.
45. Yet a liaison officer for producers and the office of FLO International was necessary.
46. We are satisfied with the Fairtrade regional support.
47. I assume that the liaison officer is not the auditor, as we have been certified recently, so we did not have the opportunity to get support, we are in the phase of complying with some observations, best regards
48. We have been working with Fairtrade for a while and we have collected a lot of information, which undoubtedly helped us to grow as a group. Fairtrade was undoubtedly an opportunity and a guarantee of our product and our quality, but there are many challenges and the people involved in the chain are daily contributors for increasingly strengthening the link. This is why it is so important that the interpretation is not only made on paper but also in practice so that there will be no misunderstandings from any related part.
49. The liaison officer does an excellent job for the organizations, supporting the process of strengthening management capacity of the organizations and has obtained additional support that does not come from FLO but that has been crucial for the improvement of many organizations. It is necessary for the liaison office to receive more support from FLO in Bonn, in certain occasions we felt that resources have been scarce in Bonn for these regional offices and their work is specifically punctual.
50. Fairtrade, should be prepared to support the organizations, certified with this mark, in issues like marketing and commercialization. Provide strategies to overcome commerce problems and liaise with roasters and/or buyers.
51. We need an office in xxx, as the actual office is in xxx and it would be better to have personal attention and not through mail or telephone.
52. Well in the communication with flo I do not agree as they communicate when it is in their interest, as they de-certified my cooperative and I sent a letter and I asked them to give us more time to pay and I never received an answer and that is why we were de-certified.
53. Greetings and congratulations for this work. In my opinion we need to grow, using a market with direct clients and not with brokers in between who do not permit us to grow and even relate, we need finance for recollection and commercialization.
54. The liaison office should have more presence and give the support that is necessary, especially the benefits of FT. Specifically the changes in regulation and benefits.
55. I only want to mention that I am grateful for the FT support to my organization and that we, on our side, also need to make more efforts in our institutional relations.

56. Thank you for the inquiry
57. We are happy families thanks to Fairtrade and to the liaison officers who help us to become better every day.
58. As small producers, we have a vision and a mission to produce a quality product that enables us to be competitive and so our dream is to conquer sustainable markets with social responsibility, that compensate the efforts of the small producer, who is dedicated to organic agricultural practices, with social and environmental responsibility.
59. These are very important as they help us to strengthen our organization
60. The liaison officer has been of great support for the organization we feel his commitment with the producer organizations.
61. not one
62. My wish is to learn more about the identity of FLO, it would be good to receive workshops or information from the liaison officers in our region.
63. The FT liaison is very efficient, dynamic, capable and punctual, always responding to our calls and always willing to assist us in what we need.
64. The service Fairtrade provides, is excellent, it is only a pity that we don't receive any.
65. The Liaison Officer is completely distant from the FT certified Associations and Plantations, she seems to have her own agenda, with personal objectives.
66. The Liaison officer for the xxx , has done an exceptional job and she deserves all the merits!! Congratulations! The producers are very grateful.
67. Until now, the support received, has been totally satisfactory, she always supported us when we had any questions about FT, she has given us training at all levels of our enterprise, we consider her support during all these years of great importance.
68. We think that the liaison officer should pay more attention to the producers, so that we improve constantly.