

Fair Trade Certified™

Co-op Link

Fair Trade Producer Support



Fair Trade USA's mission is to alleviate poverty in farming communities in ways that are socially and environmentally sustainable. We achieve our mission by empowering farmers and workers around the world with the business training and capital investment necessary to grow high-quality products that can compete in global markets.



MAXIMIZING IMPACT

Community development plays a critical role in our efforts to maximize the benefits of Fair Trade for producers and help to build sustainable futures for farming communities. Since 2006, Fair Trade USA has directly invested over **\$10 million**, along with millions of dollars in additional funds from industry partners, individuals and NGOs, in product quality, market access, business capacity, and biodiversity initiatives in Africa, Asia and Latin America.

Building on the success of these programs and feedback from partners and producers, Fair Trade USA is evolving its approach to development by creating innovative new partnerships with global financial institutions, industry partners, NGO's, leading social entrepreneurs and in-country service providers. We call this new effort 'Co-op Link' to recognize the unique role Fair Trade USA can play in linking organizations from all areas of the supply chain to maximize impact for producers.

CO-OP LINK

- **Increased market opportunity**
- **Improved access to capital**
- **Expanded range of training**
- **Quality improvement initiatives**

Fair Trade USA is already working with producers and global banking organizations to increase the amount of working capital available to cooperatives.

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CO-OP LINK PROGRAMS

PROJECT	PRODUCT	REGION	PARTNER/FUNDER	\$\$\$	OVERVIEW
Mexico Coffee and Honey Project	Honey, Coffee	Chiapas, Mexico	Progreso/ W. K. Kellogg Foundation	\$227,000	Promotes economic security and sustainable livelihoods for coffee farmers and beekeepers from the Highlands of Chiapas through Fair Trade certification, quality improvement, capacity building, market access, and access to capital.
Sustainable Sourcing Partnership Project	Coffee	Brazil	Fair Trade USA, USAID, Green Mountain Coffee	\$400,000	Enables farmers to continue making high-volume sales, while diversifying their client bases with higher-value sales to new sustainability and quality-oriented customers.
Global Coffee Quality Research Initiative	Coffee	Asia, Africa, Latin America	GCQRI/ Fair Trade USA and 27 other partners	Pending	GCQRI will carry out short, medium and long-term projects relating to both quantity supply) and quality in the face of climate change in small coffee farming communities around the world.
Price Risk Management Workshop	Coffee	Colombia	World Bank/ Avina Foundation	\$15,000	35 producer organizations receive training to manage risks like devaluation of currencies, minimizing their exposure, managing differentials, and the macro and micro economic concepts that drive prices and costs.
Price Risk Management Workshop	Coffee	Guatemala, Mexico	Twin and CLAC/Red de Café/Avina Foundation	\$35,000	25 and 30 producer organizations, respectively, receive training to manage risks like devaluation of currencies, minimizing their exposure, managing differentials, and the macro and micro economic concepts that drive prices and costs
Loan Origination	Coffee	Indonesia, Costa Rica, Nicaragua, Honduras, Mexico	responsAbility, Rabobank Foundation, Microvest, Islamic Trade Finance Corporation Inter-American Development Bank – Opportunities for the Majority, Fair Trade USA	Pending	Connects financiers/lenders to producer groups seeking short-term post-harvest export capital and long-term investment capital for infrastructure improvements, coffee replanting, etc.
Fair Trade Organic Tea Project	Tea	Indonesia	PT. SHGW Bio Tea Indonesia/ SHGW Foundation (SHGW – Stichting Het Groene Woud)	\$180,000	250 households of tea farmers receive technical assistance related to Fair Trade and organic certifications, support in developing direct market linkage and strengthening supply chains through production.
Fair Trade Conventional Sugar Recruitment and Certification Project	Sugar	Mexico	Viva Trust	\$25,000	Supports small farmers to build a strong organization, pursue Fair Trade certification, and link them to market opportunities for conventional refined Fair Trade Certified sugar in the US market.

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HISTORICAL PRODUCER SUPPORT

PROJECT	PRODUCT	REGION	PARTNER/FUNDER	\$\$\$	OVERVIEW
Fair Trade Certified Apparel Pilots	Cotton	India, Peru, Liberia	Levi Strauss Foundation & Greenwood Foundation	\$540,000	Apparel standard development assistance to guarantee higher wages to garment factory workers, and integrate consumers directly into the effort to improve workplace conditions with a consumer-facing label.
Haiti Recertification/Leadership Training	Mangos	Haiti	Fair Trade USA/Ansara Family Foundation	\$40,000	Recertification program helped mango cooperatives stay in the Fair Trade system after the devastating 2010 earthquake. Leadership training program assisted in democratic self-management, basic accounting, and helped re-establish sound agricultural practices.
Fair Trade Certified Vegetables	Vegetables	Costa Rica, Honduras, Guatemala, Perú, México	Greenwood Foundation/Viva Trust	\$75,000	Developed Fair Trade standards for large farms and plantations producing over 13 fresh fruits and vegetables focused on improving working conditions of farm workers and abolishing child labor. Identify, train and commence certification process for 4 plantation producer groups.
Responsible Sourcing Partnership Project	Coffee	Brazil	USAID, Walmart, SEBRAE-Minas Gerais	\$1.9 million	Linked coffee farmers with consumers in the United States through Fair Trade, and encouraged participation by small scale coffee producers in the global market by: (1) expanding and improving the quality of their supply; (2) increasing capacity; and (3) enhancing the marketing skills of coffee growers.
Cooperative 101	Coffee	Rwanda	Fair Trade USA	\$1.3 million	Comprehensive 3 year program developed robust accounting practices, assisted in tracking production and sales information, initiated a women's empowerment program and supported the creation of development tools for more than 10,000 Rwandan coffee farmers.
Rwandan Water Project	Coffee	Rwanda	Clinton Global Initiative/ CGI and Fair Trade USA	\$30,000	Built a water recycling system at the Abakunda Kawa cooperative. The project reduced the strain on the cooperatives water resources and provided necessary water to a nearby health clinic.
Kenyan Coffee Project	Coffee	Kenya	Grassroots Business Fund	\$30,000	Provided cooperatives with services in the following areas: capacity building and training, including certification and business management and cooperative governance and management, and market linkage services to connect them to potential buyers in the United States.
Sidama Coffee Project	Coffee	Ethiopia	Fair Trade USA/ Greenwood Foundation	---	Kept buyers informed and alleviated concerns about the reliability and legitimacy of Sidama's certified coffees. Work also led to Sidama's re-certification and expansion to include an additional 29 primary cooperatives.
Rebuilding Indonesian Coffee	Coffee	Indonesia	Rabobank Foundation/ Progreso Fund	\$175,000	Fair Trade USA worked with 8 middle to upper tier coffee cooperatives to provide emergency capacity building, technical assistance and to improve quality and efficiency.
West African Cocoa Project	Cocoa	Côte d'Ivoire	Fair Trade USA	\$250,000	2 year program- worked with 2 Ivorian cocoa cooperatives – Kavokiva and Coopaga – reaching nearly 6,000 small farmers. Increased the capacity of producer organizations by leading activities around cocoa quality improvement, developing farmer business skills, and increasing market linkages.