

A FAIRTRADE STORY POSTER GUIDELINE

A Fairtrade Story is a comic strip based story for small producers in which the basic requirements of Fairtrade certification are part of the story. The tool covers the following subjects: the members list; the power of working together; traceability and record keeping; the Fairtrade Minimum Price; the Fairtrade Premium; democracy, transparency and participation; and the Fairtrade consumer.

HOW TO PLAY

2-10 people can play. Players must interpret each strip and narrate the story depicted in each illustration. Stories can be based on the players' daily lives or can be entirely fictional.

USE

This tool should be used during introductory training sessions about the Fairtrade system, its basic requirements and benefits. The illustrations in the poster should be utilised to start conversations around the Fairtrade system and raise awareness on its standards. Trainers must give attendees the opportunity to lead the conversation; they must also focus only on connecting the discussion to the specific concepts outlined in this guidance document.



GUIDANCE

This strip represents a producer community concerned about fair and stable prices, and the lack of secure markets for their cash crops. The illustration also refers to the concept that Fairtrade is a business decision for small producers.

Fairtrade is a certification system that contributes to the sustainable development of small producers, workers and their communities. To be part of the Fairtrade system and receive its benefits, farmers must focus on working together to comply with Fairtrade Standards, which require keeping track of members through a members list. The members list should be updated regularly and contain information about each member, including the size of the land, and the volumes of Fairtrade certifiable crop produced.



FAIRTRADE STANDARD

YEAR 0 CORE

You are a small producer organization and at least half of your members **must be small producers.**

- Farm work is mostly done by members and their families.
- They do not hire workers all year round.
- At least half of the volume of a Fairtrade product that you sell as Fairtrade per year must be produced by small producers.

You can only sell as Fairtrade those products which were sourced from your members. For Fairtrade sales you must physically separate the products that were produced by members from the products from non-members, at all stages, until the product is sold.

GUIDANCE

These illustrations make reference to the value of teamwork when building a producer organisation. Committed producer members build strong organisations and businesses. By working together in organised groups, small producers can have a stronger position for business negotiation and can access services only available to organisations.

FAIRTRADE STANDARD

Development Potential

Fairtrade should lead to demonstrable empowerment and environmentally sustainable social and economic development of producer organisations and their members, and through them, of the workers employed by the organisations or by the members, and the surrounding community.

Democracy, Participation and Transparency

Fairtrade International follows ILO Recommendation R193 “on the promotion of cooperatives” which is based on the cooperative principles of “voluntary and open membership, democratic member control, member economic participation, autonomy and independence, education, training and information, cooperation among cooperatives and concern for the community”. Fairtrade International extends these principles to primary producer organisations (cooperatives, associations or other types of organisations) and to umbrella organisations where they exist.



GUIDANCE

These illustrations refer to traceability as a requirement for Fairtrade organisations. The strip sets the basis of traceability at the individual and organisational level. Every actor in the supply chain is required to keep sales records as physical evidence for traceability, in addition to labelling and separating Fairtrade products from non-Fairtrade products.

FAIRTRADE STANDARD

YEAR 0 CORE

You can only sell as Fairtrade those products which were sourced from your members. For Fairtrade sales you **must separate** the products that were produced by members from the products from non-members, at all stages, until the product is sold.

You **must keep records** of products sourced from members. Records **must indicate** the name of the individual member, date of purchase, product name, volume and the price received by the member.

When you sell a Fairtrade product you **must identify** clearly in the related documents (e.g. invoices, delivery notes) that this product is Fairtrade.

You **must keep records** of all your Fairtrade sales. Those records **must indicate** the volume sold, the name of the buyer and its Fairtrade International ID number, the date of the transaction and a reference to sales documents in such a way that the certification body is able to link these records with the corresponding sales documents.

When you sell a Fairtrade product you **must mark** the product clearly so that it can be identified as Fairtrade.



GUIDANCE

The fourth strip refers to the main economic benefits of Fairtrade: the Fairtrade Minimum Price and the Fairtrade Premium.

The left half of the strip refers to the Fairtrade Minimum Price; it aims to cover the cost of sustainable production for Fairtrade certifiable crops and guarantees a stable income for farmers and workers in the Fairtrade system



FAIRTRADE STANDARD

Pricing:

The Fairtrade Minimum Price or relevant market price, and the Fairtrade Premium are core benefits of the Fairtrade system for producers. The payment of the Fairtrade Minimum Price and Fairtrade Premium is a key function of those trade operators who buy from producers and are responsible for paying the Fairtrade price (the “Fairtrade payer”).

Fairtrade Minimum Prices are meant to protect and reduce the risks for producers in the event that market prices fall.

GUIDANCE

The right half of the strip makes reference to democratic participation through General Assembly meetings, and to the use of the Fairtrade Premium.

Fairtrade Standards stipulate that the General Assembly (representation of the membership) must be the main decision making body of a producer organisation. Democratic decisions include those related to the use of the Fairtrade Premium. Producer organisation can have a Premium committee to oversee the implementation of Premium projects and report to the General Assembly on their development.

The Fairtrade Premium is the sum of money paid to Fairtrade certified producer organisations on top of the agreed price for investment in social, environmental and economic development projects that meet the needs of producer organisations. Common projects include the investment in quality and productivity, education, health, infrastructure or technology.

The Fairtrade Minimum Price and Premium for each certifiable product are set in consultation with producers, and can be accessed at <http://www.fairtrade.net/price-and-premium-info.html>



FAIRTRADE STANDARD

YEAR 0 CORE

The structure of your organisation **must have:**

- a General Assembly as the highest decision making body where all major decisions are discussed and taken
- equal voting rights for all members in the General Assembly
- a Board chosen in free, fair and transparent elections

It needs to be clear who is a member of your organisation. Therefore, you **must have** written rules to determine who can become a member and you **must keep a record** of your members.

You **must follow** your own rules and regulations such as a constitution, by-laws and internal policies, including those for election and membership processes.

You **must hold** a General Assembly at least once a year.

Minutes of the General Assembly **must be** taken and **signed** by the president of the Board and at least one other member, and **must contain** a list of participants of the General Assembly.

The last strip highlights the importance of Fairtrade consumers and their role in the supply chain. By buying Fairtrade products, consumers support producers who are working to improve their lives. Fairtrade facilitates a closer relationship between all actors in the supply chain. There are many activities in which consumers are engaged in order to raise awareness about Fairtrade. For more information on how to get involved, see <https://fairtrade.org.nz/page/get-involved>



“What we do at the end of the day must come to this. The people with the Fairtrade label on their t-shirts are [from] Fairtrade certified [organisations], and the ones without the label are not members but are still benefiting from the organisation and its Fairtrade certification. These people form the ‘Fairtrade community’.
“Member of **Neknasi Coffee Growers Cooperative Society in Papua New Guinea**

ACTIVITY GUIDELINE

METHOD: Group discussion, brainstorming, presentation

MEDIA: Poster, flipchart, video, written profiles

DURATION: 1 hour

PROCEEDING:

Ask participants to organise themselves into groups, and to interpret the story described on the first strip of the poster, giving 10 minutes for discussion.

After 10 minutes, record on a flipchart the interpretations given by each group.

When all the ideas are collected, present the story described on the relevant strip, making connections where possible to the relevant Fairtrade Standard.

Follow these steps for each story in the poster.

To close the activity, the trainer can summarise the key concepts using the A Fairtrade Story PowerPoint presentation, and distribute the poster among participants, inviting them to share the story with their families and friends.

SUPPORT DOCUMENTS AND WORKSHEETS

- A Fairtrade story Powerpoint
- Fairtrade Basics Booklet
- Fairtrade Basics Powerpoint
- Members List Template

