



FAIRTRADE
BELGIUM

Flowers: impact & stories

Brussels, 2020



Jairo Restrepo © Sean T. Hawkey

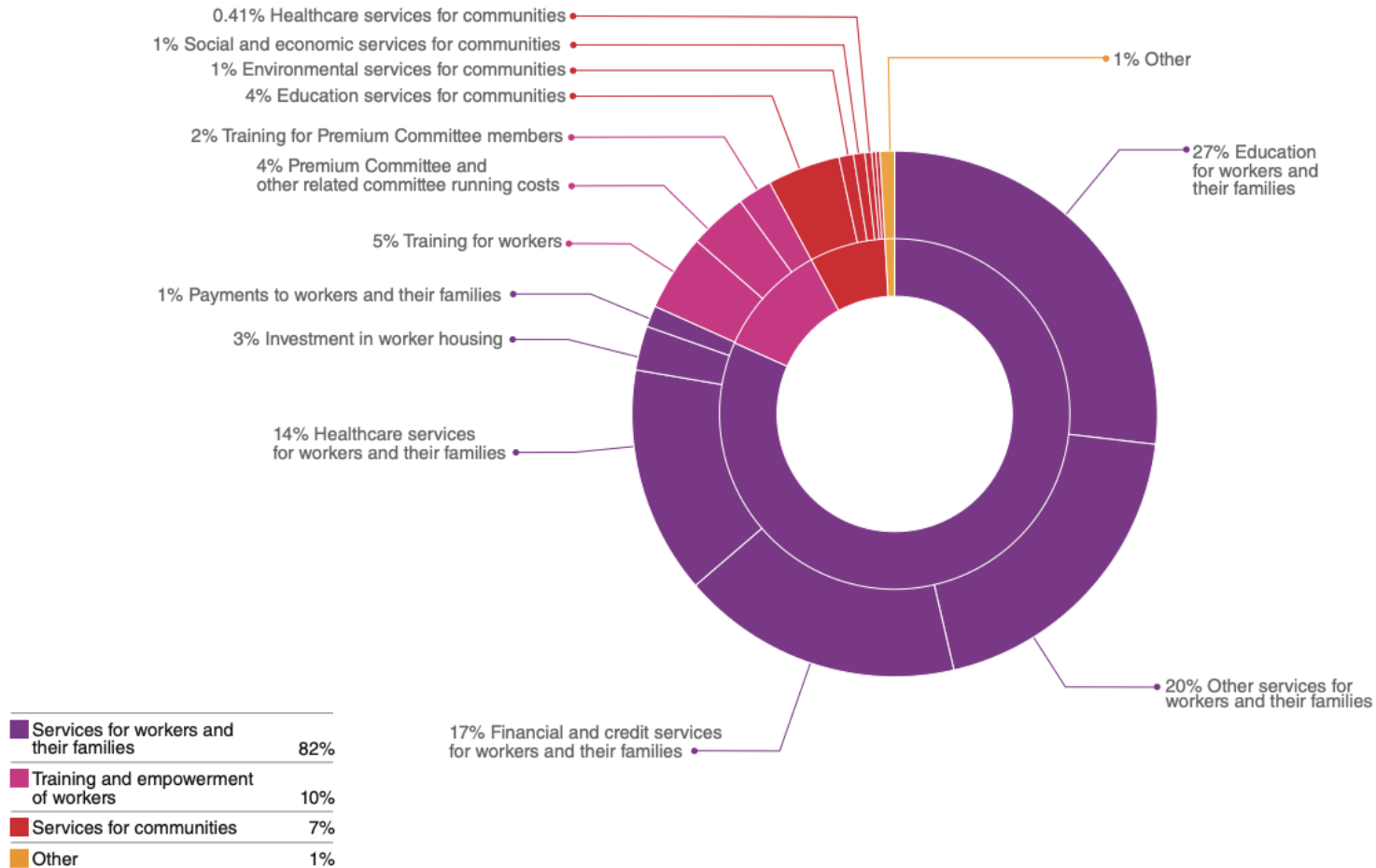
Fairtrade Guaranteed Minimum Price & Premium

Fairtrade certified farmers, organised in cooperatives, benefit from a *better price* (than non-certified farmers) enabling them to invest in the future. In addition, they benefit from the *highest premium* of all certification schemes, paid on top of the price to their cooperatives. It is invested in sustainable practices & community projects.



The Fairtrade Flowers Premium

Fairtrade flowers *premium use* in hired labour organizations 2016-2017



Impact of Fairtrade in *Kenya*

The example of Panda Flowers, a Kenyan flower plantation with an average annual production of more than 75 million roses. For the organization, respect for the environment is central, which translates into a serious determination to make the production process more sustainable. The Fairtrade Premium makes it possible.



©James Robinson

Impact of Fairtrade in *Kenya*

The example of Panda Flowers & how the cooperative has invested the Fairtrade Premium :

Education

- Access to school and training courses which were previously not available
- Construction of classrooms for various primary and secondary schools in Naivasha
- Bursaries awarded to cover part of the fees for children of Panda Flowers employees in secondary school, college and university. In total, more than 1500 students have benefited from the bursaries. The project is a breakthrough for most students who otherwise would not have continued to secondary education
- Covering 50% of fees for various courses offered to workers helping them improve their computer, driving and secretarial skills, ultimately encouraging income diversification

Finance

- Use of organic matter and fertilizer
- Reduction of water consumption and pesticide use
- Development of production methods that leave trees intact, thus creating a mix of natural and exotic vegetation that is a sight to behold
- Water management project – a huge water reservoir is being constructed to complement the well water. The reservoirs will collect runoff water, which will then be purified using the reverse osmosis technology, providing clean water both for the workers and surrounding communities
- Construction of solar panels, providing electricity for more than 700 workers

Impact of Fairtrade in *Kenya*

The example of Panda Flowers & how the cooperative has invested the Fairtrade Premium :

Health

- Construction of the Naivasha Maternity Hospital. More than 21k babies have been born in the hospital, averaging to around 600 births per month. The hospital is extremely important as more than 60% of the workers at the farms are women
- Acquiring necessary equipment
- Launch an HIV/AIDS campaign to spread awareness among the community and aid in preventing the pandemic as well as to provide nourishment for those already infected
- Support workers in producing their own flour, as well as purchasing a variety of vegetables and running a dairy farm, which provides them with a more balanced diet at lower prices
- Provision of blankets, fridges, mosquito nets and washing

47-year-old Rosemary Achieng is a supervisor at Panda Flowers. She is highly qualified: she has a function at the top of the health and safety committee, and was previously head of the gender committee. She thinks that gender equality has improved a lot since the Fairtrade certification.

"Women and men now have the same rights. There are regular working hours, fixed leave days, and significantly improved safety regulations."





Penninah Njambi, a worker
at the farm:

*"Fairtrade is very important to us.
Only this way, we can plan our
future."*

Impact of Fairtrade in *Tanzania*

The implementation of a base wage for workers yields positive change at Mount Meru.

In 2017, Fairtrade International changed its Flower Standard, to demand from employers to apply the World Bank's global poverty line (US\$1.90 per day in purchasing power parity terms), as a minimum base wage.

One of the Fairtrade certified flower plantations where the new requirements had a great impact, was Mount Meru, a plantation in Northern Tanzania. The workers there received a base wage salary increase of nearly 30 percent in 2017! Instead of the national minimum wage in Tanzania which is set at 100,000 Tanzanian Shillings (TZS), the workers earn now 129,000 TZS as a base wage. In addition to this, workers receive extra payments depending on their roles and responsibilities on the farm.

Next to the better wages, the workers have benefitted from the Fairtrade premium funds which have been used for several projects:

- Social & educational projects, eg. the financing of school fees & the provision of further education opportunities for both workers and their families
- The construction of a borehole led to massive improvements in the drinking water supply in the village
- The construction of a dining hall with better hygiene conditions & reduced smoke emissions from cooking, where the children can have their lunch now

"I appreciate what Fairtrade has done...The economic situation is still difficult but Fairtrade has certainly helped. On behalf of the workforce, I want to say that we really appreciate the change that Fairtrade has brought about."

A worker and union member at Mount Meru when asked how the new base wage system had impacted on those employed there.



Sirila Ion, a female worker at Mount Meru:

"We have benefitted from an increase in salaries but there is more than that. Through Fairtrade, my children and even my husband were able to go to school and further their education. Besides this, the entire community is benefitting from Fairtrade projects such as the water project and, more recently, the construction of the dining hall and canteen."



Damian, another worker at the farm:

"Fairtrade has supported not only my education but also the education of my brother, who is now a hotel manager, and of my sister. I was also able to build a house with the revolving fund set up with money from the Fairtrade Premium."



©Didier Gentilhomme

Impact of Fairtrade in *Kenya*

Oserian was founded in 1969 and became Fairtrade certified in 2002. Currently, there are about 3600 workers (varies depending on season) out of which 1000 are employed in the pack house.

Oserian has used its Fairtrade premium for several aims such as:

- Computers at school
- Trainings in leadership skills
- Wetlands that control chemical pollution
- Empowerment of women, the tackling of harassment
- Bursaries to cover the school fees
- The construction of bore holes & a hospital in the community



Ellias Walekhwa, general worker and chairman at the Workers' Committee.

Thanks to Fairtrade, a pay of a general worker today is (10 746 ksh/month) double the minimum salary of workers in the agricultural sector in Kenya (5 800 ksh/month).

"Fairtrade has enabled us to follow trainings, more specifically trainings in leadership skills. Because of this, we have managed to guide our colleagues on the ground on how to follow the labour criterias."



Linet Nyikui, vice chair person
of the committee of the
workers.

*"When you are a flower farmer employee,
at the long run you can find that your
health deteriorates, because of inhaling
poisonous chemicals at the farms. The
Fairtrade certification has enabled us to
combat this problem, for instance we do
not spray our flowers with pesticides."*





Around 70 employees at Oserian are deaf, and Zavedi Kagoki is one of them. It is because of their anti-discrimination policies, such as employing people with disabilities, that Oserian has been awarded the Henry Wanyoike Foundation Award.

"I have worked here for 13 years. I have benefited a lot through the Fairtrade premium: my daughter is getting full scholarship and my son is getting partial scholarship for school fees. I am happy to be here. Here there is no discrimination, we are getting equal opportunities. We are provided free housing, free water and free electricity. And those who are staying outside of Oserian, they are being payed house allowances."

Evans Omundi Kenegé, the chairman of the Fairtrade Premium Committee at Oserian.

"Without Fairtrade, I think it is hard for the employees to sustain themselves. I did not have an education before. Thanks to Fairtrade, I was sponsored and I could take several courses. I am now one of the mechanic engineers. So, through Fairtrade, my life has changed a lot!"





FAIRTRADE
BELGIUM

Thank you

Any questions?

www.fairtradebelgium.be



Diego Guarchaj © Sean T. Hawkey18