NPI Brown Bag Seminar Series
Equitable Food Initiative/Fair Trade USA

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Transparency in Ag Supply Chains

Presentation by Equitable Food Initiative & Fair Trade USA

NPI Brown Bag
September 27, 2018
Challenging issues exist in the food system

- Labor Recruiting
- Housing
- Working Conditions
- Health & Safety
- Farmworker Food Access
- Food Safety
- Environmental Impact
Labels & verification programs are growing
Consumers support transparent supply chains

- 91% Sustainability/Labor Efforts
- 95% Source of Ingredients
- 90% Shipping & Handling
- 92% of consumers would pay more

2017 Transparency Study by Response Media
Mission

We bring together growers, farmworkers, retailers and consumers to transform agriculture and improve the lives of farmworkers.
Multi-Stakeholder Approach

Responsible Labor Practices

Food Safety

Pest Management

ASSURANCE
EFI’s Assurance: 24/7 Worker Verification

- Rigorous Standards
- Worker Training
- Audit and Certification
- Continuous Verification

Customer Assurance
EFI Premium: Worker Bonus for Additional Responsibilities

- Participating Buyers (retail, restaurant, food service)
- EFI Premium
  - Farmworkers: 87%
    - Bonus to total compensation of farmworkers*
  - Growers: 3%
    - Retained by grower to offset costs of administering the EFI Worker Bonus
  - EFI: 10%
    - Licensing fee paid to EFI

*Cost-neutral to growers
EFI’s Reach

- **948** Leadership Team Members Trained
- **4** Countries
- **28** Farming Operations Certified
- **21** In Progress
EFI’s Reach

29,000 Workers on Farms With Trained Leadership Teams

$5 million+ Generated in Worker Bonuses
The Fair Trade program

Fair Trade is a sustainability certification that provides retailers, traders, and consumers with an assurance that their product comes from farms with the best social and environmental practices, as well as an opportunity to give back to the farming communities that grow their products.

Safe working conditions
Protection for the planet
Advancement of people
Consumer activation
Fair Trade USA

From bananas and berries to tuna and rugs, the breadth of Fair Trade Certified products continue to expand.

- Apparel & Shoes
- Quinoa & Rice
- Fruits & Vegetables
- Coffee
- Tea
- Honey and Sugar
- Flowers
- Herbs & Spices
- Body Care
- Chocolate
- Home Goods
- Seafood
2017 Summary of Fair Trade Impact

2017 Impact Highlights

$63 Million Direct Financial Impact to Farmers and Workers

>50 Countries with producer organizations selling product on Fair Trade Certified terms

>900K Farmers / Workers directly benefiting from partnering with FTUSA

$90k Average Fair Trade Premium Received per Fair Trade Committee

>615 Producer Organizations in FTUSA supply chains

$8.5 Million Paid above coffee market prices

137% Growth in Premiums to workers in Fair Trade factories

$500 Million Cumulative Financial Impact since 1998
Spanning North, Central & South America, as well as South Africa and Spain, the Produce & Floral category is making it even easier for consumers to support Fair Trade through the significant variety of produce items available year round.

**Fair Trade Produce & Floral by the numbers**

- **Brand Partners**: 35+
  - Selling Fair Trade Certified Produce & Floral products
- **Certificate Holders**: 150+
  - Participating in and benefiting from Fair Trade Produce & Floral compliance & projects
- **Farmers & Farm Workers**: 55k+
  - Impacted by the Fair Trade Produce & Floral program
- **Community Development Funds**: $44m
  - Distributed to Produce & Floral farmers & workers over a decade of partnerships
First Fair Trade Farm in USA
Thank you!