Dear Reader,

Fair trade is on the rise. In 2012, more than 650 million euro was spent by German consumers on fair trade products – that is more than double the amount than three years ago. Those numbers are encouraging! But in times of success, critics are not too far. The reproach states that fair trade rather has been deteriorating into a trade with fairness, whereby primarily the food processing industry makes profit. However, it has been revealed that fair trade has definitely improved the livelihood of smallholder farmers in the disadvantaged Southern countries during the last 20 years and continues to do so, thanks to increased prices and better planning reliability. Such a development does not imply that poverty could have been eliminated and a European lifestyle can be implemented in the short-run. Nonetheless, comparing the actual status with the initial situation, a lot has been achieved.

Regardless, a great deal still remains to be done – and the upcoming path is worthwhile to be taken. Only if fair trade grows, peasant farmers in the Global South benefit. The World Shops as pioneers in the sector make an important contribution to that growth, especially by opening up new market segments and carrying out educational work. In a desirable future, fair traded products are increasingly available in organic food markets and also through alternative distribution channels, as long as the added-value is still received by the producer. What counts is the quality of growth.

Hans Hohenester

The added value of Naturland Fair: Organic, Social and Fair - in the North and South

“Fair is the new organic”: that is the result of a new study. It may sound as those are different trends. But indeed, the result is concerned with two main pillars of a sustainable, human and environmental-minded economic approach, which are pooled together by the Naturland Fair symbol.

Already in 1986 Naturland initiated a joint project with the German Fair Trade company GEPA and confessed hereby its international commitment. The gained experience with the fair trade system was a valuable contribution to the development of the Naturland standards on Social Responsibility, which are binding on all Naturland producer and processor worldwide since 2005. The Naturland Fair certification continues this path since its launch in 2010 and incorporates for the first time also the farmers in the North within the fair trade concept.

Compared to existing certification schemes, the Naturland Fair certification lays down more sophisticated requirements to be met by those businesses, whose products are then entitled to use the Naturland Fair symbol:

• Organic, social and fair: whoever desires a Naturland Fair certificate has to comply previously with the strict Naturland organic and social standards
• Priority is given to smallholders: It applies to the purchase of raw materials and additionally includes the support of producer organizations concerning educational and informative activities
• Requirements for processors: besides guidelines on raw materials, social responsibility and a transparent corporate policy is required
• Holistically fair: a product that bears the Naturland Fair symbol does not only contain organic and fair raw materials, also the processing and trading conditions comply with strict requirements
• Personal contact creates confidence: Naturland has representatives in various countries of origin of the products. Moreover, the headquarters’ staff undertakes visits to the different international regions several times a year

Fair trade requires efficient control systems and trust, which can only prosper through long-term, reliable trade relations, face-to-face contact and commitment towards common goals and mutual convictions. We at Naturland Fair are convinced, that this is the right track.

Hans Hohenester

Campaign „Organic plus Fair - more food to share!”

Organic agriculture and fair trade has to become the guiding principle of a global nutritional change. That is demanded by Naturland and the German National Association of Worldshops within their jointed campaign. The objective: to scrape experts on development politics and elected politicians together, such as at the closing event of the campaign on 27th September: “Small producers on the rise!”

A highlight of the campaign was „agraprofit“. The short film manifests consumers’ buying behavior even under general known unjustifiable business practices. Why is that? youtube.de/agraprofit

The Naturland Fair Logo is being licensed for three years. By this time, more than 500 products from 21 businesses bear the symbol and thus indicate: they correspond to the Naturland Fair certification and hence satisfy the organic and Fair standards, which apply in the North as well as in the South.
The social integration enterprise Gutshof Warstein becomes Naturland Fair Partner

The long-time Naturland member Gutshof Warstein in North Rhine-Westphalia receives a warm welcome within the community of Naturland Fair certified enterprises in the North. All products, such as grain, potatoes, vegetables and strawberries, cultivated on the 53 ha arable and grazing land, are allowed to bear the supplement “Fair”. If more than 70% of a company's products are certified according to the Naturland Fair standards, it can be described as „Naturland Fair partner.”

The Naturland Fair certification demonstrates the extraordinary commitment towards the social responsibility taken by Gutshof Warstein. As a social integration enterprise, it creates jobs and training opportunities for people with disabilities. Moreover, being a “Demonstration plant for organic farming” the Gutshof introduces its visitors to agriculture and food production, organizes workshops on organic and regional nutrition in schools and kindergartens and arranges workshop days for pupils with learning disabilities. Social responsibility does not yet come to an end: already today, the business operates CO₂ neutral and supports the preservation of the local biodiversity by breeding the endangered species “red cattle”.

BioUnganda is the second African producer who got certified by Naturland Fair. General manager Edward Mulondo assists ca. 200 peasants in the conversion to organic agriculture and organizes the internal control system. Naturland works supportive. BioUnganda processes and exports primarily pineapple and apple bananas as fresh or dried fruits and generates hereby an additional income for local smallholder farmers. The most important business partner is the fair trade cooperative dwp.

A central issue of BioUngadas’ social activities is the educational work for the farmers. Furthermore, BioUnganda is setting an excellent example with their commitment towards environmental protection as they obtain energy from solar electricity. A biogas plant and waste water treatment system are also in development.

BioUnganda pays a steady price that is significantly higher than the local market price. Fair partners pay an additional 10% fair trade premium.

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For more detailed information on “Naturland Fair” certification and the standard requirements, see http://www.naturland.de/fair_certification.html

Naturland Fair for Naturland farmers – worldwide.

That implies among others:

✓ Fair prices for growers – pricing determined by all parties in co-operation to cover production costs and allow a commensurate profit

✓ Reliable trading relationships – long-term, respectful co-operation with all trading partners

✓ Social responsibility – such as fair pay, human rights, exclusion of exploitative child labour and investments in jobs, environmental, social, health, cultural and educational projects

✓ Regional procurement of raw materials – principle of local production and processing as possible

Naturland Fair – pioneers in the market

<table>
<thead>
<tr>
<th>Company</th>
<th>Products</th>
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<tbody>
<tr>
<td>ArcheHof Schlickenrieder</td>
<td>Products from individual organic agriculture</td>
</tr>
<tr>
<td>BanaFair</td>
<td>Bananas, fresh and dried</td>
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<tr>
<td>Banalade</td>
<td>Fruit spread</td>
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<tr>
<td>dwp eG</td>
<td>Tea, herbs, spices, herbal tea, coffee, sugar, spread, dried fruits, olive oil</td>
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<tr>
<td>GEPA – The Fair Trade Company</td>
<td>Chocolate</td>
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<tr>
<td>Gutshof Warstein</td>
<td>Products from individual organic agriculture</td>
</tr>
<tr>
<td>Lendi S. + P. Erboristi S.A.</td>
<td>Herbs, spices, dried vegetables, dried fruits tea</td>
</tr>
<tr>
<td>Ludwig Stocker Holzpflisterei GmbH</td>
<td>Cereal products, bread and pastries</td>
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<tr>
<td>Milchwerke Berchtesgadener Land Chiemgau eG</td>
<td>Milk and dairy products</td>
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<tr>
<td>Merchant &amp; Friends</td>
<td>Coffee and espresso</td>
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<tr>
<td>Original Food GmbH</td>
<td>Coffee and espresso</td>
</tr>
<tr>
<td>Terra Bio Consorzio Produttori Biologici So. COOP A.R.L.</td>
<td>Cereals, cereal products, pasta, legumes, minestrone, sunflower seeds</td>
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</tbody>
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Prem Tamang, responsible for organic and fair trade in the tea production at Tea Promoters India