



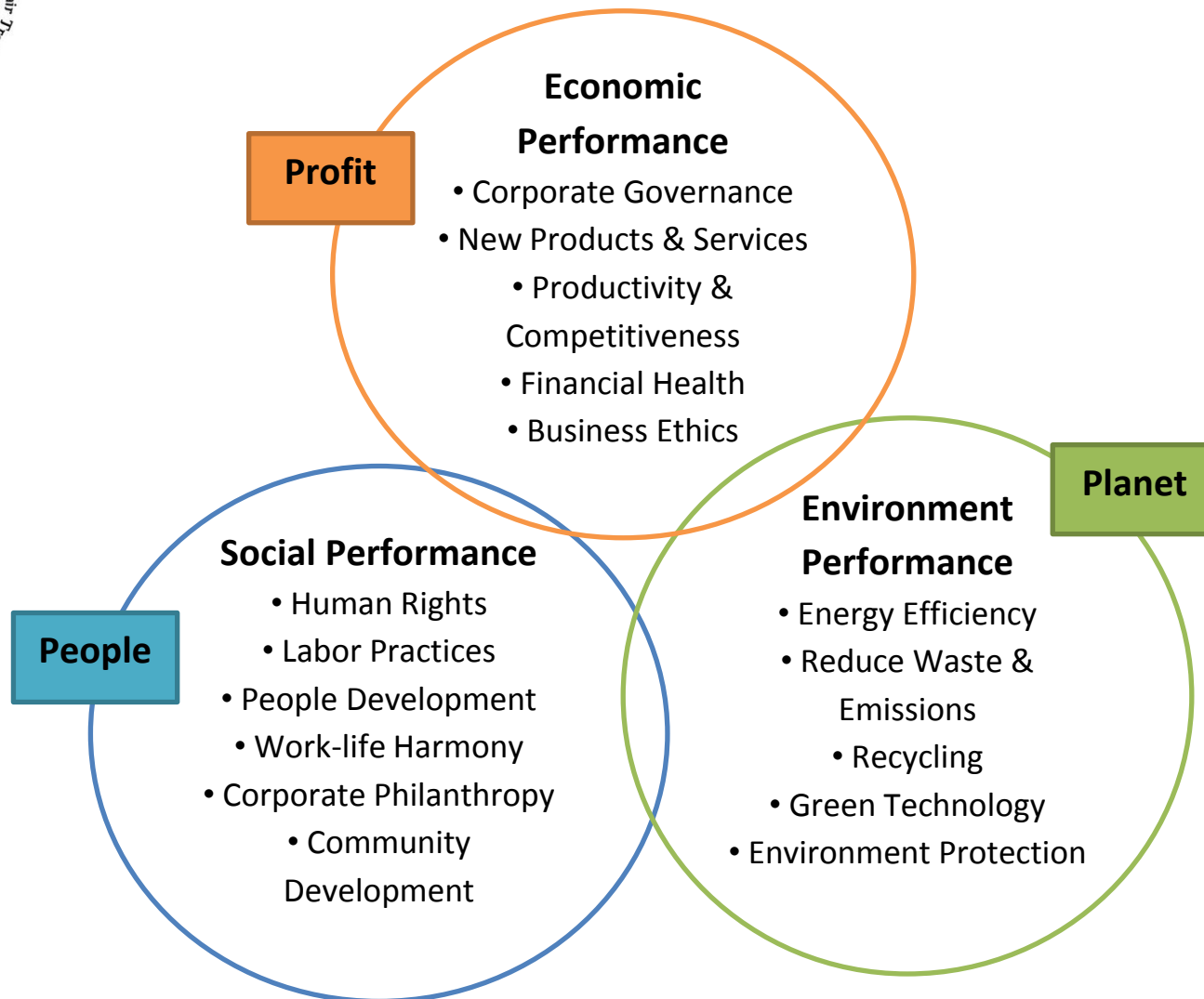
# WHAT IS

# FAIR TRADE?

Fair Trade is a global market-based social movement that puts higher ethical standards on consumer products. As a globally recognized marketing strategy, Fair Trade certification initiatives have proven to significantly and sustainably improve lives of producers and farmers throughout the world.



# Triple bottom line for sustainable development









# Growth of Fair Trade market



## ESTIMATED VOLUME OF PRODUCTS SOLD BY FAIRTRADE PRODUCERS IN 2015

PRODUCT	VOLUME	UNIT	GROWTH	CONVENTIONAL	ORGANIC
 Bananas	553,047	MT	↑ 12%	45%	55%
 Cocoa (Cocoa beans)	102,067	MT	↑ 27%	79%	21%
 Coffee (Green bean)	179,119	MT	↑ 18%	41%	59%
 Flowers and Plants	747,611	1,000 Items	↑ 6%	100%	
 Sugar (Cane sugar)	154,287	MT	↓ 32%	78%	22%
 Tea ( <i>Camellia sinensis</i> )	11,528	MT	↑ 3%	71%	29%

### Notes:

- In previous years we reported volumes of these products as sold in consumer countries.  
From this year, the volumes reported are of sales on Fairtrade terms by Fairtrade certified producers regardless of ultimate market destination.
- These volumes are for the six\* products that account for 90 percent of producers in the Fairtrade system: bananas, cocoa, coffee, flowers, sugar, and tea.  
For the other products we work in, we continue to publish the volumes sold in consumer countries.

\*2015 producer sales for cotton were not available for this report so we have reported the sales in consumer countries.



Source: <https://annualreport15-16.fairtrade.net/en/growing-better-futures/>



# Growth of Fair Trade market

## ESTIMATED VOLUME OF PRODUCTS SOLD IN CONSUMER COUNTRIES IN 2015

PRODUCT	VOLUME	UNIT	GROWTH	CONVENTIONAL	ORGANIC
Cotton (Lint)	9,060	MT	↓ 9%	68%	32%
Dried and Processed Fruits	2,288	MT	↑ 13%	65%	35%
Fresh Fruits	11,823	MT	↑ 0%	95%	5%
Fruit Juices	53,997	1,000 Litres	↑ 23%	98%	2%
Gold	40,020	g	↑ 45%	100%	
Herbs, Herbal Teas and Spices	3,426	MT	↑ 44%	65%	35%
Honey	3,103	MT	↑ 19%	77%	23%
Quinoa	720	MT	↑ 19%	11%	89%
Rice	4,654	MT	↓ 8%	42%	58%
Sports Balls	137	1,000 Items	↓ 1%	100%	
Vegetables	1,217	MT	↑ 3%	99%	1%
Wine	24,732	1,000 Litres	↑ 11%	83%	17%

Note: These volumes are based on products sold in consumer countries under the FAIRTRADE Mark and through the Fairtrade Sourcing Programs.

Source: <https://annualreport15-16.fairtrade.net/en/growing-better-futures/>







# Growth of Fair Trade market

Source: WFTO-Asia

## □ Handicraft sector

- Sale 2015 : 3.7 million dollars, global
- 65 million is the sale in Asia





# Fair Trade Laos

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Fair Trade Laos is a nonprofit organization, established in 2008 with an aim to contribute to poverty alleviation, especially among vulnerable people , through productive resources and fair employment, and in harmony with improved social and environmental standards.



# Main activities of Fair Trade Laos

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- Fair Trade Laos Certification ( Standards and procedure development)
- Awareness creation on accountable business practices and sustainable consumption
- Economic empowerment and social entrepreneurship development

# FTL Principles

Principle 1: Vision towards sustainable practices

Principle 2: Fair for Employees

Principle 3: Fair for producers or suppliers

Principle 4: Capacity building.

Principle 5: Non-discrimination, gender equality and respect culture identity

Principle 6: No child or forced labor

Principle 7: Environmental stewardship

Principle 8: Fair for consumers

Principle 9: Fair Trade promotion

Principle 10: Fund for Good

Minimum Standards



Progress standards





# Fair Trade Laos' members

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## ● Vientiane

1. Saoban Handicraft
2. AgroAsie
3. Mai Savanh Laos
4. Les artisans Lao
5. Lao Disable women development center
6. Lao Mountain Coffee

## ● Luangprabang

7. Ma Te Sai
8. Traditional Arts and Ethnology Center
9. Ock Pop Tok

## ● Champasack

10. Bolaven Plateau Coffee Producers Cooperative



# Network with Fair Trade International

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WFTO ASIA

CSR ASEAN Network

ASEAN Women Social

Entrepreneurship Network



# Why Fair Trade Laos certification?

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- Standards and procedure that fits to local context and capacity of micro small medium enterprises (MSMEs)
- Cost effective for MSMEs
- Peer learning and participatory guarantee among MSMEs
- Encouragement system for MSMEs to make progressive improvement towards the standards
- Stepping stone to international certified



# Benefits

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- Fair Trade labeling/certified
- Improve company management system
- Preparing/steppingstones to Fair Trade International Certification
- Access to Fair Trade information
- Fair Trade Market platform
- Joint marketing event
- Access to capacity building activities
- Partnership project



# Challenging

- Understanding of customers
- Limited number of company that interested/understand the benegits
- Capacity of MSMEs especially local companies
- Cost of certification

# Thank you



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Fair Trade Laos

