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# NAPP Fairtrade in Central Asia, Build Capacity of Small Farming, Enlarge and Opportunity for Fair Trade



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# WHY DO WE NEED FAIRTRADE?



OF PEOPLE LIVING IN RURAL  
AREAS IN DEVELOPING  
COUNTRIES LIVE ON LESS THAN

**\$1 PER  
DAY**

MOST DEPEND ON  
**AGRICULTURE**  
FOR THEIR LIVELIHOODS



**PRICE  
VOLATILITY**

OF COMMODITIES IS  
DIRECTLY LINKED TO  
POVERTY



**POVERTY  
CYCLE BROKEN**

WHEN FARMERS RECEIVE A  
SUSTAINABLE INCOME AND  
SUPPORT FOR THEIR  
COMMUNITIES



**FAIRTRADE**

## Fairtrade Vision

**A world in which all producers can enjoy secure, sustainable livelihoods, fulfill their potential and decide on their future.**

**Our Mission** Connect disadvantaged producers and consumers, promote fairer trading conditions and empower producers to combat poverty, strengthen their position and take more control over their lives.



Rice farmer ©Simon Rawles



FAIRTRADE

# Fairtrade core principles in line with Fairtrade Global Strategic Vision 2016-2020

Supporting small-farmers and workers to become empowered through strong organization

Linking producers to markets, developing price and premium mechanisms, and making the case for companies to invest in fair, long lasting relationships

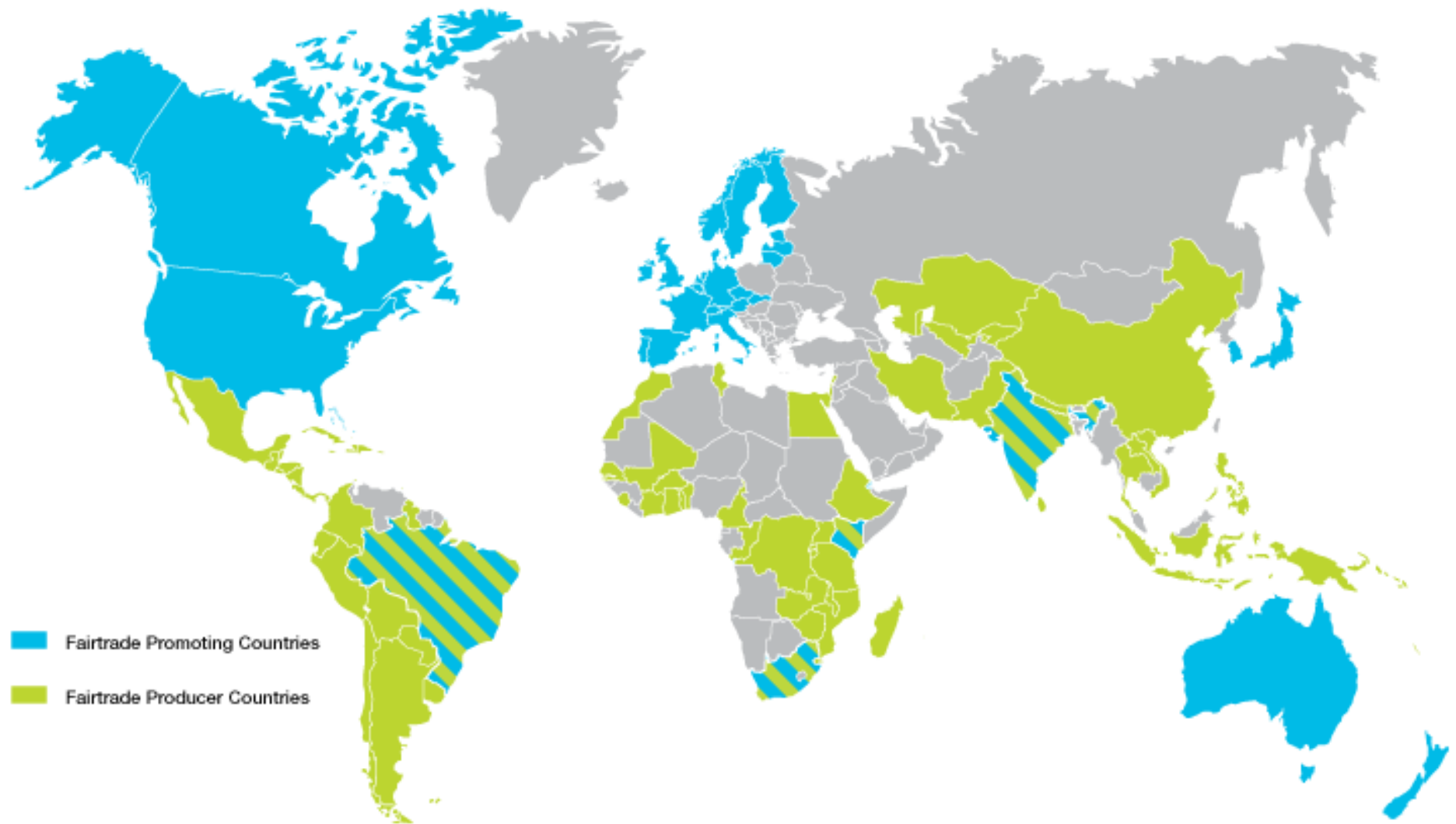
Developing our grassroots social movements for change across the world  
More flexibility for producers in regions



Rice farmer ©Simon Rawles



# Fairtrade Worldwide




 **1210** PRODUCER ORGANIZATIONS WORLDWIDE

MORE THAN  
**1.4** MILLION FARMERS AND WORKERS  
IN **74** COUNTRIES

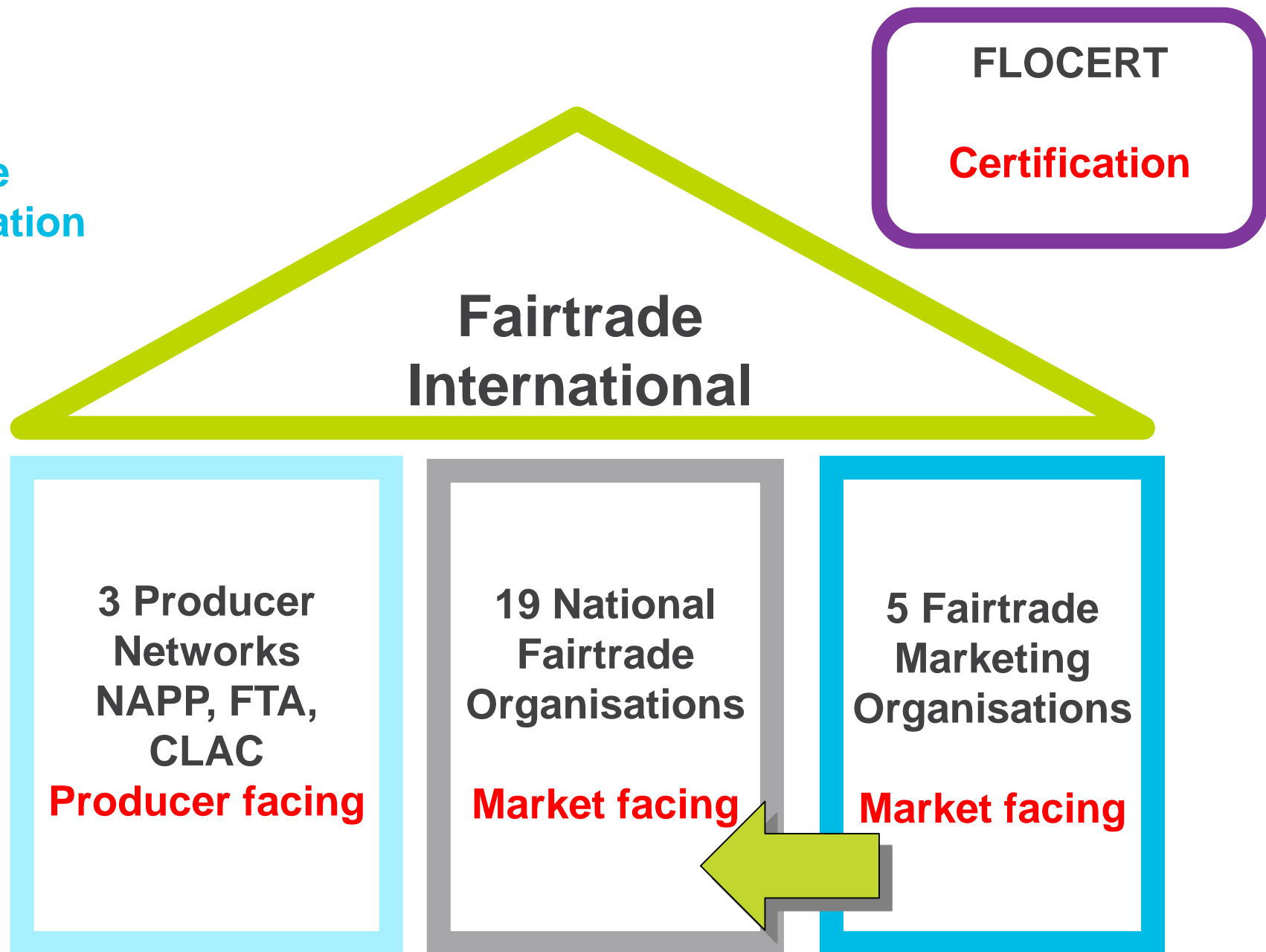


 OVER **80%** ARE SMALLHOLDERS

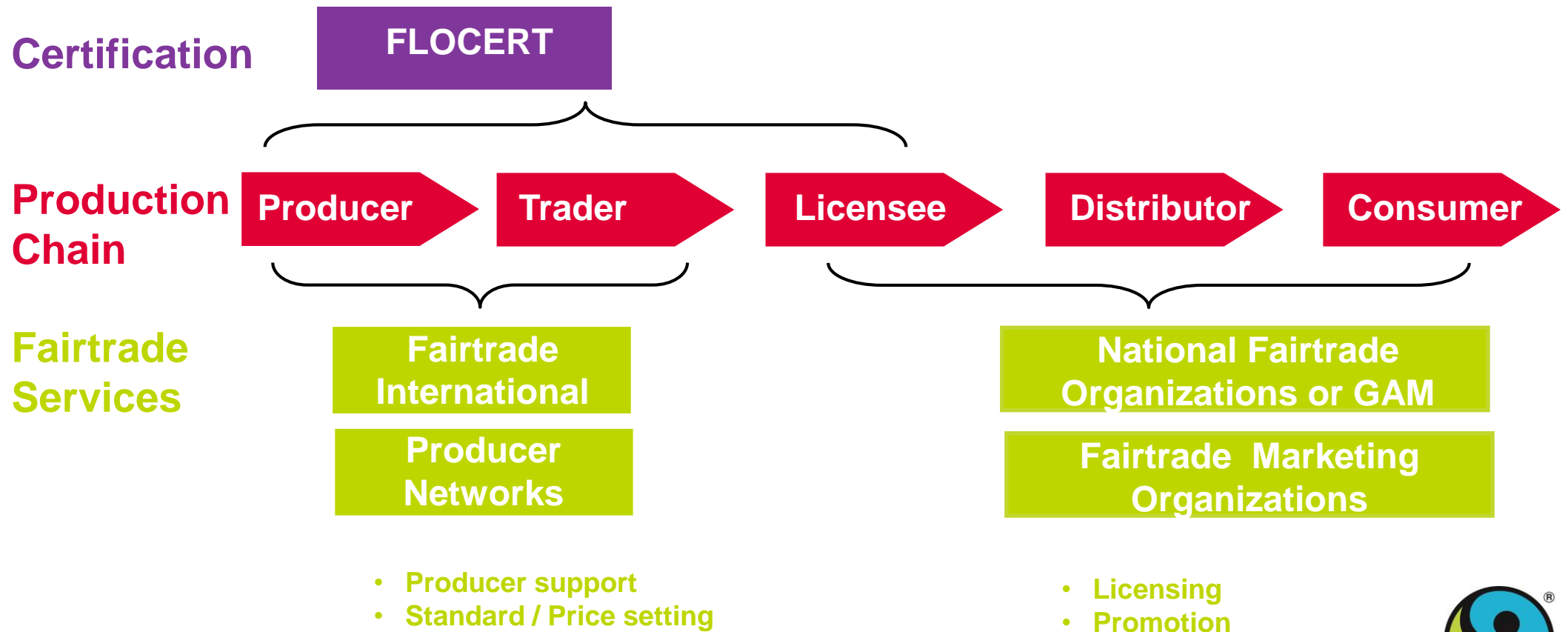


FAIRTRADE

**Fairtrade  
Organization**

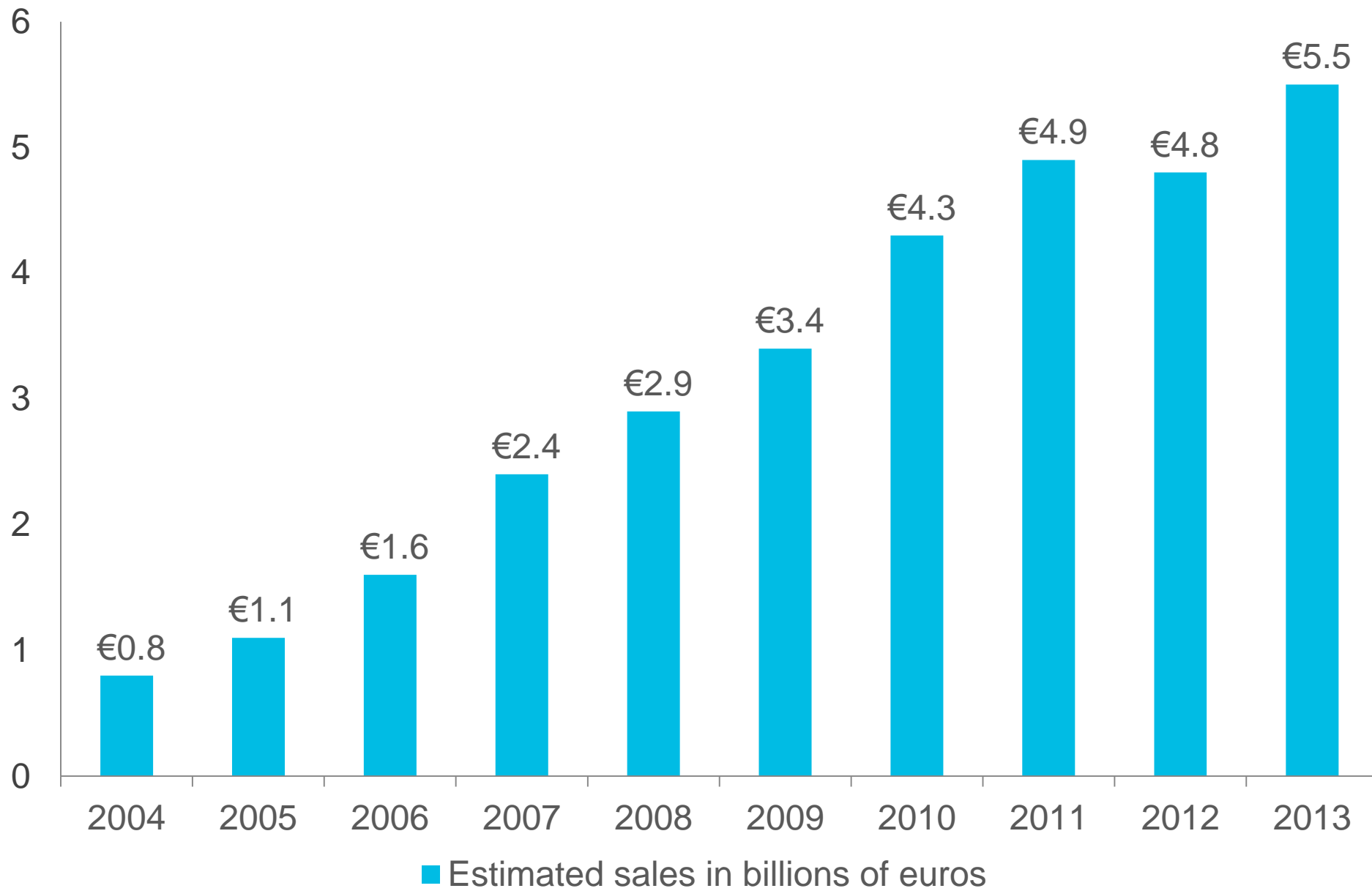


# The Fairtrade System





## Fairtrade Global Retail Sales – 10 Years of Strong Growth



# Network of Asia Pacific Producers- NAPP

**Fairtrade NAPP established in 2005 and is a member of Fairtrade International**

**It is a multi-stakeholder body comprising of representatives of producer organizations, premium committees, small farmer organizations and promoting bodies who are Fairtrade certified across the Asia Pacific region.**



**FAIRTRADE**  
NETWORK OF ASIA &  
PACIFIC PRODUCERS

# NAPP Mission- The Three Pillars

To serve as an organ of representation, coordination, exchange and collaboration for the empowerment of small scale farmers and farm workers from Asia and the Pacific within the framework of Fairtrade certification.

To facilitate the incorporation of more producers to be able to join the Fairtrade movement in Asia and the Pacific through an existing wide range of products and services.

To ensure that Asian and Pacific realities and conditions are taken into account while setting Fairtrade Standards without compromising on the basic principles of Fairtrade



# NAPP Support

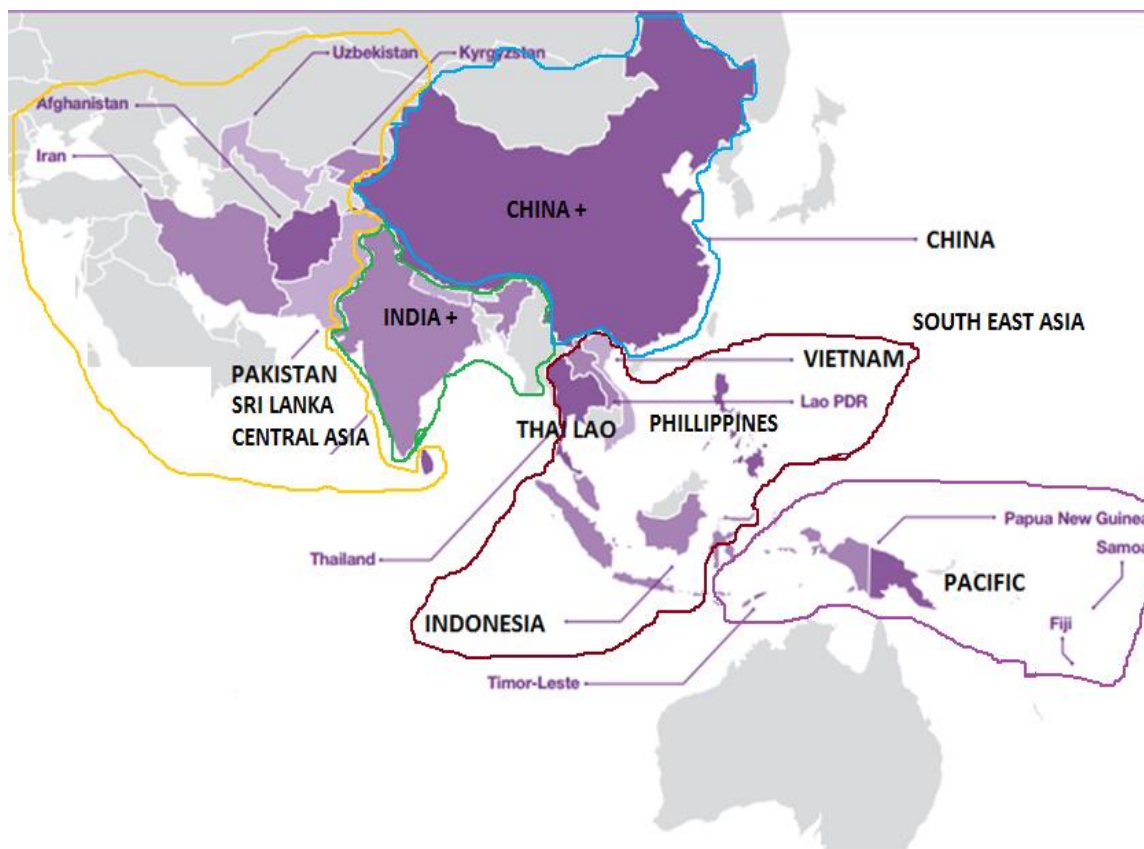
- *providing training in local languages*
- *offering guidance on Fairtrade certification requirements*
- *facilitating relationships with buyers and access to new markets*
- *supporting producer involvement in consultations on Standards and Pricing*
- *supporting networking and partnership development*



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# Numbers of Producers in NAPP zone



Country	Num.	Country	Num.
Afghanistan	0	Pakistan	8
China	14	Papua New Guinea	3
East Timor	1	Philippines	3
Fiji	3	Samoa	1
India	85	Sri Lanka	23
Indonesia	19	Tajikistan	2
Iran	1	Thailand	21
Kyrgyzstan	2	Tonga	1
Lao	1	Uzbekistan	3
Nepal	1	Vietnam	17
Kazakhstan	0	Turkmenistan	0
Total			209



### Number of farmers and workers in Fairtrade producer organizations 2014

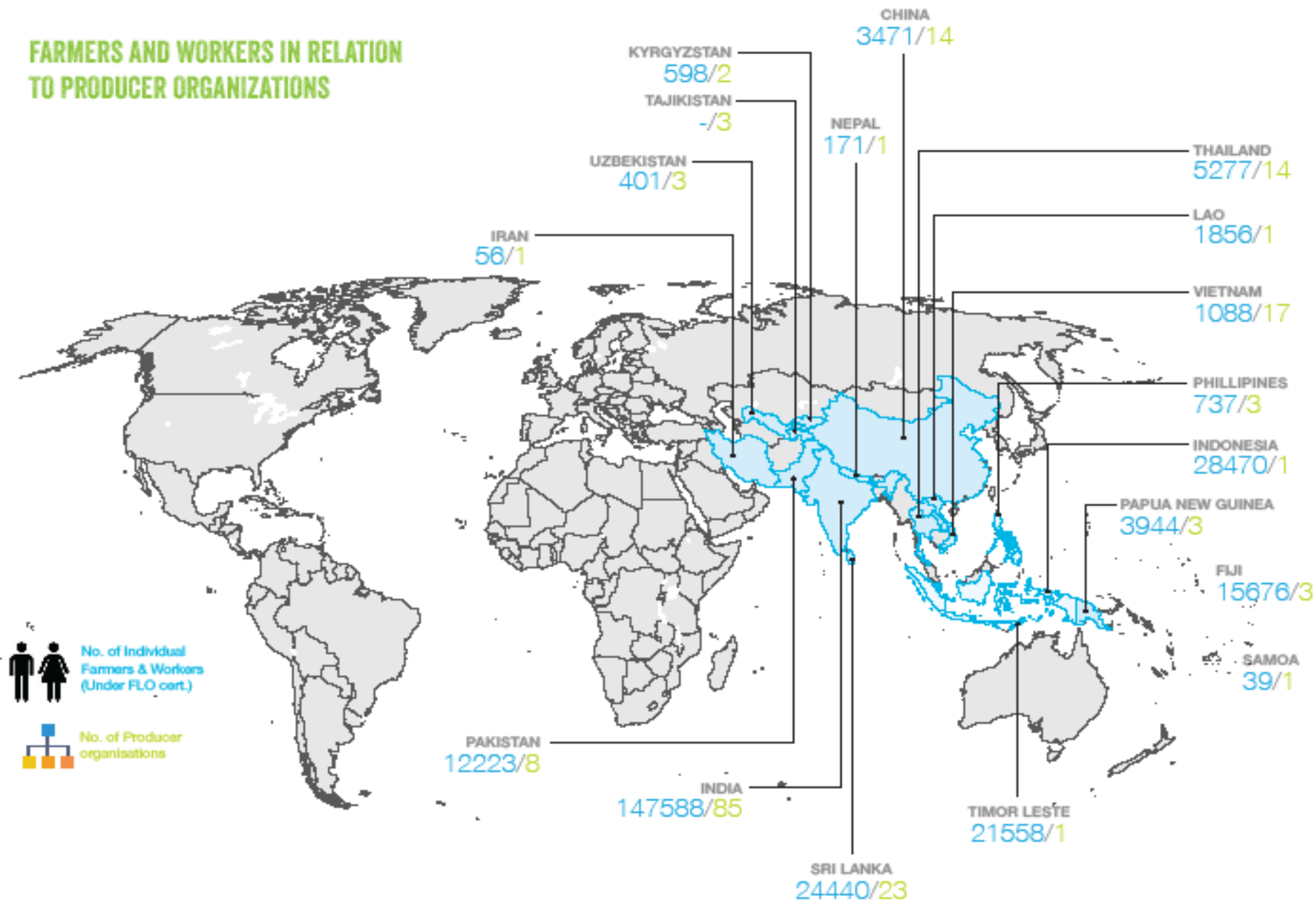


### Fairtrade Premium receipts 2013-14 (€ millions)



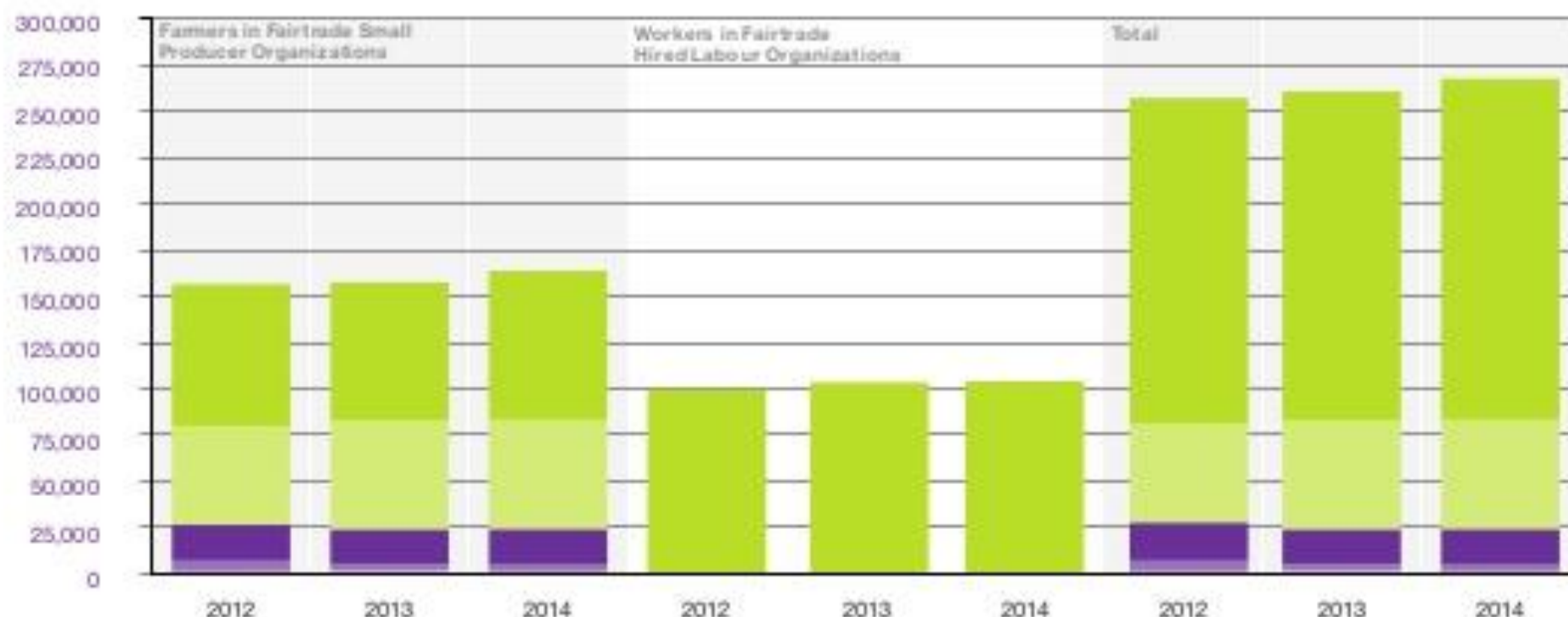
**Note:** Numbers may not sum due to rounding.

## FARMERS AND WORKERS IN RELATION TO PRODUCER ORGANIZATIONS



# Fairtrade in Asia and Pacific: Farmer and worker numbers 2012-2014

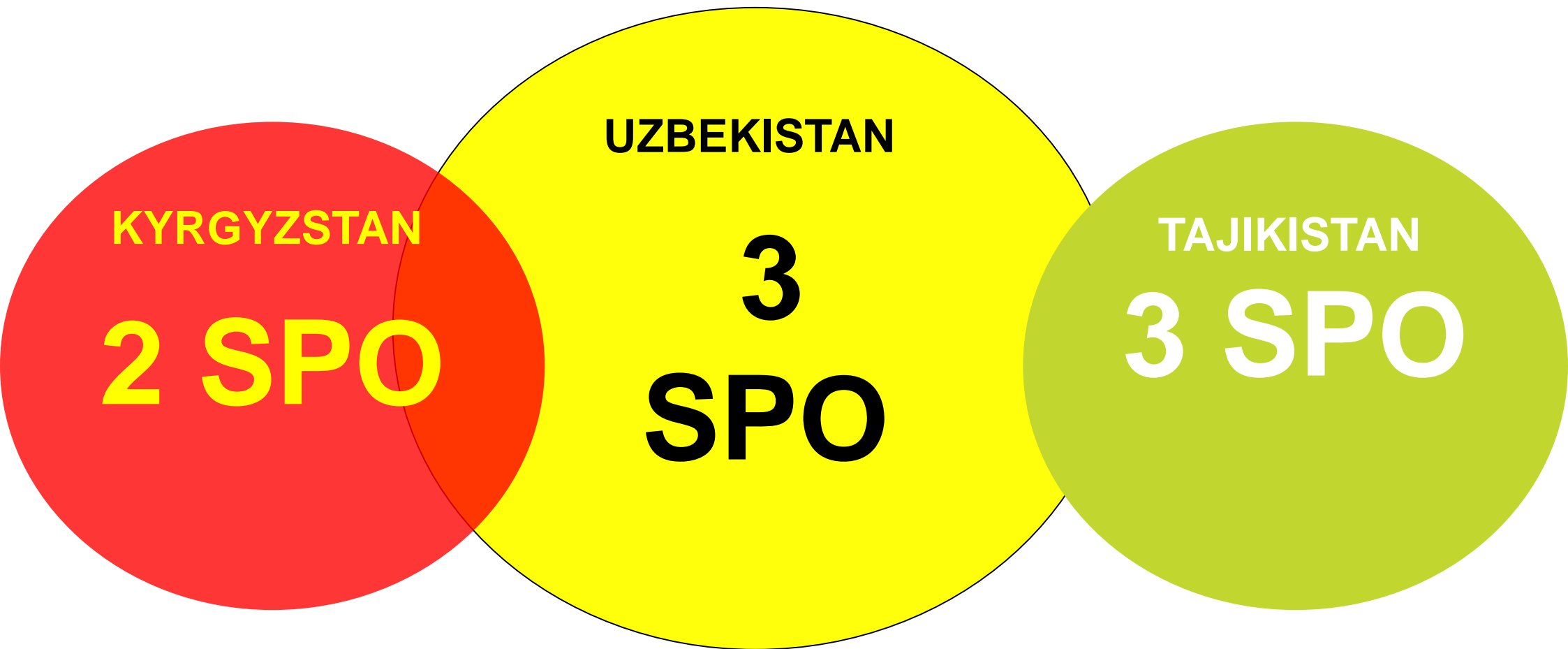
	SPO farmers 2012	SPO farmers 2013	SPO farmers 2014	HLO workers 2012	HLO workers 2013	HLO workers 2014	Total 2012	Total 2013	Total 2014
Central Asia	1,100	1,500	1,000	0	0	0	1,100	1,500	1,000
Eastern Asia	6,000	3,500	3,500	0	0	0	6,000	3,500	3,500
Pacific	19,200	19,100	19,700	0	0	0	19,200	19,100	19,700
South-Eastern Asia	53,500	58,900	59,000	100	0	0	53,500	58,900	59,000
Southern Asia	76,700	74,400	80,600	99,400	103,400	104,000	176,100	177,800	184,600
Western Asia	---	100	---	---	---	---	---	100	---
<b>Asia and Pacific Total</b>	<b>156,500</b>	<b>157,500</b>	<b>163,700</b>	<b>99,400</b>	<b>103,400</b>	<b>104,000</b>	<b>255,900</b>	<b>260,900</b>	<b>267,700</b>



Note: Numbers may not sum due to rounding.

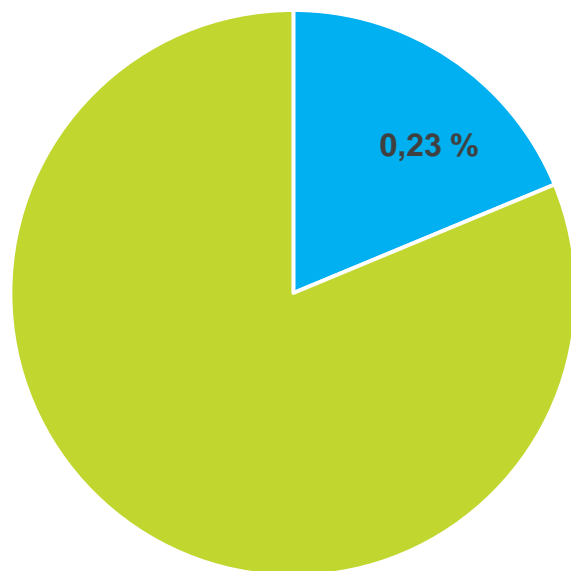


# Fairtrade in Central Asia



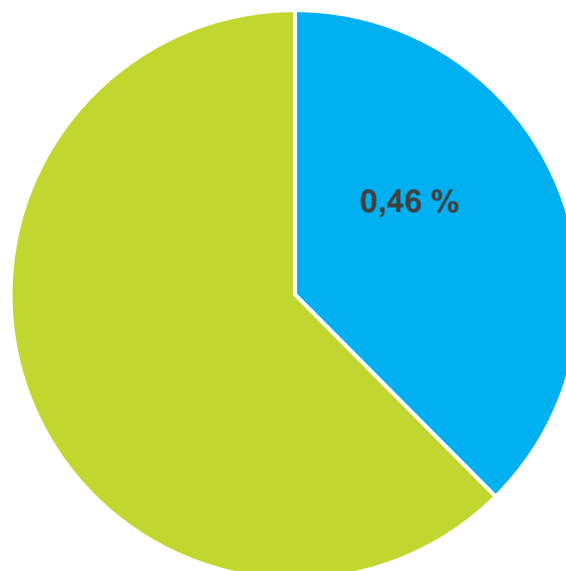
# EXPANSION OF FAIRTRADE IN CENTRAL ASIA 2016

KYRGYZSTAN



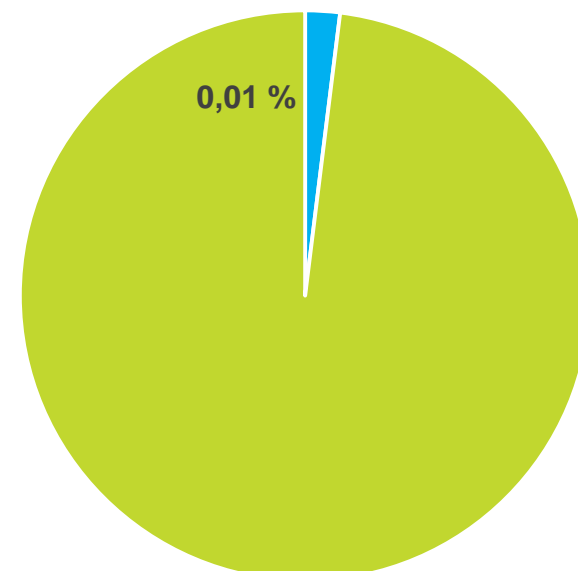
ARABLE LAND- 1,4 Mln ha  
FAIRTRADE – 3315,4 ha

TAJIKISTAN



ARABLE LAND- 0,8 Mln ha  
FAIRTRADE – 3692,6 ha

UZBEKISTAN



ARABLE LAND- 4,4 Mln ha  
FAIRTRADE – 555,1 ha

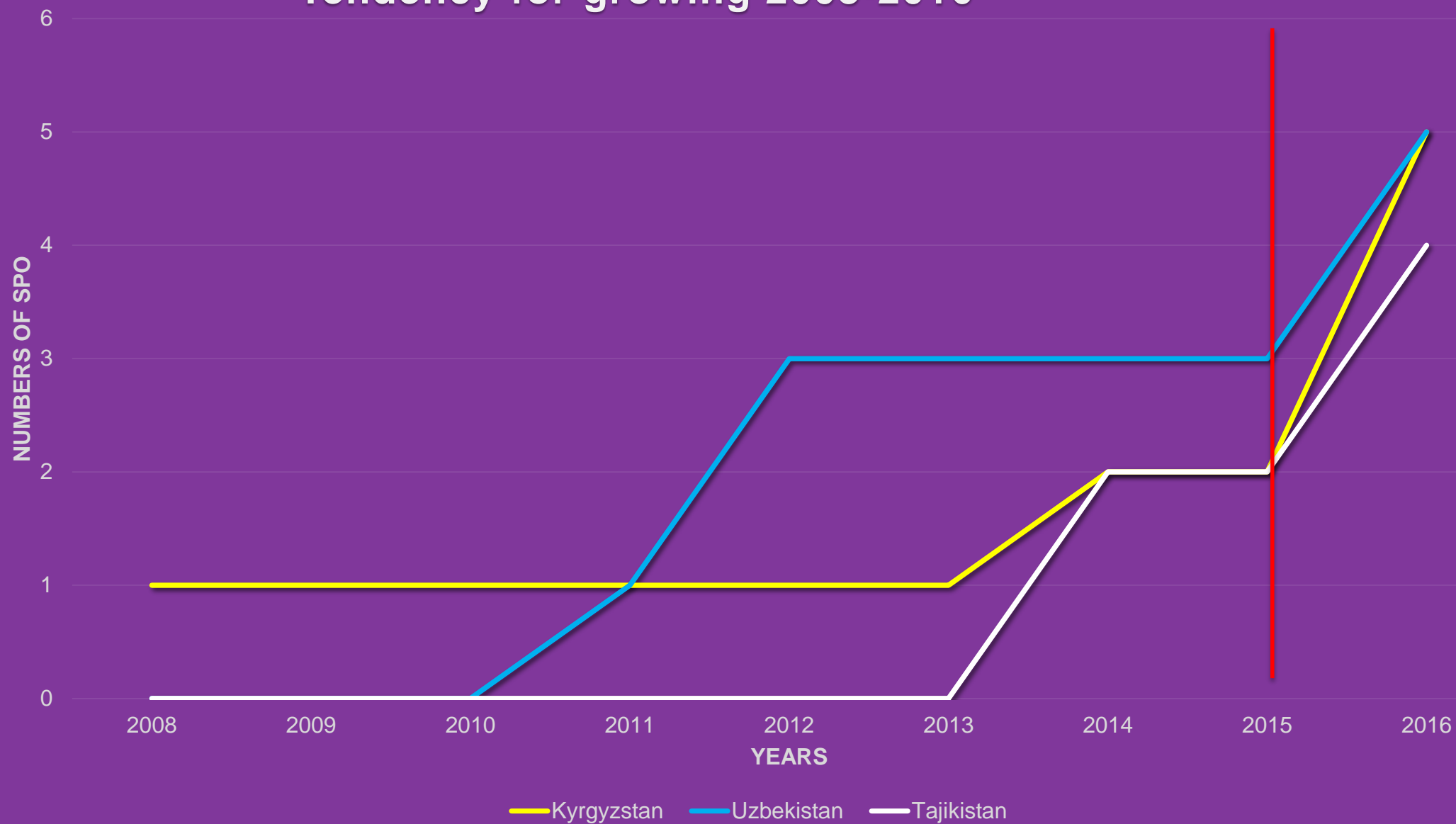
# CHALLENGES

- Low sale of FT products, access to FT MARKETS
- Organisation: membership and participation, leadership, transparency
- Dependence from Traders/decision making
- Less of women's participation/gender programm
- Procedures and practices of Fairtrade , Flo-cert



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NETWORK OF ASIA &  
PACIFIC PRODUCERS

## Tendency for growing 2008-2016





# OPPORTUNITIES

- Access to information about Fairtrade
- Business orientation/new markets
- Consulting provided/NAPP Associate is available in region
- Fundraising/Donors/Cooperation
- Training for SPO
- ISO 9001, Certification for Organic
- Regional Network of Producers in CA



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# BUILDING CAPACITY FOR FAIRTRADE

- **ADVOCACY**
- **TRAINING**
- **PARTNERSHIP**
- **MARKET ORIENTAION**
- **REGIONAL PRODUCER NETWORK**



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# REGIONAL FAIRTRADE WORKSHOPS 2012-2015

## KYRGYZSTAN *Fairtrade Conference in Central Asia, 2012*



## KYRGYZSTAN *Organic cotton and products in Jalal-Abad October 24, 2015*



## TAJIKISTAN *Challenges and opportunities of promoting Fairtrade principles in Central Asia” July 27-29, 2015*



# REGIONAL TRADE WORKSHOP 2016

**KAZAKHSTAN**  
**IV Central Asia Trade**  
**Forum, 7-8 September**  
**2016**

**KAZAKHSTAN**  
*Regional and*  
*International*  
*Cooperation in CA and*  
*SC, Almaty*  
*4-6 April*



**UZBEKISTAN**  
**AVC PROJECT**  
**USAID FOUNDED**  
*August, 2016*



**KYRGYZSTAN**  
**Experience exchange and**  
**knowledge sharing event-**  
**Bio Cotton project,**  
**Sep 27-28, 2016**







# PRE -AND POST CERTIFICATION ADVISORY

UP TO 50 % OF  
ENGAGEMENT



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# TRAINING

## SMART FARMING & ADAPTATION TO CLIMATE CHANGE





# REGIONAL PRODUCER'S NETWORK

ESTABLISHED IN 2016



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PACIFIC PRODUCERS

# PLAN HIGHLIGHTS 2017

IMPROVING  
POWER OF  
SMALLHOLDER  
FARMERS IN MARKET

WOMEN'S  
ECONOMIC  
EMPOWERMENT

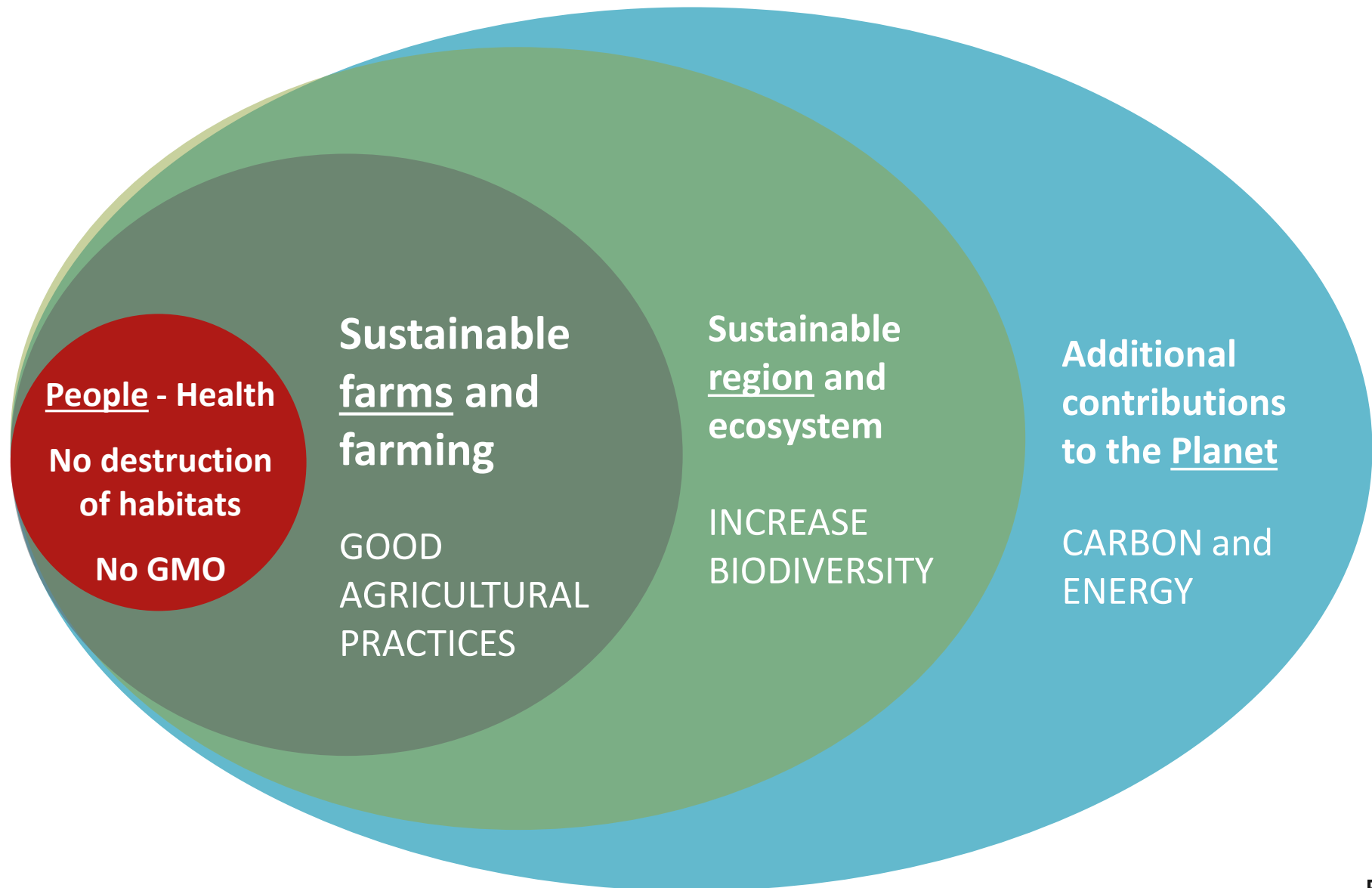
SUSTAINABLE WORK  
OF REGIONAL  
PRODUCER'S  
NETWORK IN  
CENTRAL ASIA

CLIMATE CHANGE  
ADAPTATION TO  
CLIMATE CHANGE

DISEASTER RISK  
MANAGEMENT

TO DEVELOP  
SUSTAINABLE  
SUPPLY CHAIN LINK  
TO TRADERS WORK  
WITH TRADERS

# The approach (Environmental Strategy)



**Thank you for Attention !**