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

Aziz Rasulov
NAPP FT Associate Officer
WHY DO WE NEED FAIRTRADE?

- $1 per day
- Agriculture for their livelihoods
- Price volatility directly linked to poverty
- Poverty cycle broken when farmers receive a sustainable income and support for their communities
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 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
Fairtrade Worldwide

MORE THAN 1.4 MILLION FARMERS AND WORKERS IN 74 COUNTRIES
OVER 80% ARE SMALLHOLDERS

© Fairtrade 2010
The Fairtrade System

Certification

FLOCERT

Production Chain

Producer → Trader → Licensee → Distributor → Consumer

Fairtrade Services

- Producer support
- Standard / Price setting

- Licensing
- Promotion

National Fairtrade Organizations or GAM

Fairtrade Marketing Organizations

Fairtrade International

Producer Networks
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.
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
**Numbers of Producers in NAPP zone**

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Fairtrade in Asia and Pacific 2014

Number of farmers and workers in Fairtrade producer organizations 2014

163,700
Small Producer Organizations and Contract Production
11%

104,000
Hired Labour Organizations
51%

267,700
Asia and Pacific Total
16%

Fairtrade Premium receipts 2013–14 (€ millions)

€9.2 million
Small Producer Organizations and Contract Production
10%

€1.7 million
Hired Labour Organizations
11%

€10.8 million
Asia and Pacific Total
10%

Note: Numbers may not sum due to rounding.
## Fairtrade in Asia and Pacific: Farmer and worker numbers 2012-2014

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<td>Asia and Pacific Total</td>
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### Diagram

- **Farmers in Fairtrade Small Producer Organizations**
- **Workers in Fairtrade Hired Labour Organizations**
- **Total**

*Note: Numbers may not sum due to rounding.*
Fairtrade in Central Asia

UZBEKISTAN

KYRGYZSTAN
2 SPO

3 SPO

TAJIKISTAN
3 SPO
EXPANSION OF FAIRTRADE IN CENTRAL ASIA 2016

**KYRGYZSTAN**
- Arable land: 1.4 Mln ha
- Fairtrade: 3315.4 ha (0.23%)

**TAJIKISTAN**
- Arable land: 0.8 Mln ha
- Fairtrade: 3692.6 ha (0.46%)

**UZBEKISTAN**
- Arable land: 4.4 Mln ha
- Fairtrade: 555.1 ha (0.01%)
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 programme
- Procedures and practices of Fairtrade, Flo-cert
Tendency for growing 2008-2016

- Kyrgyzstan
- Uzbekistan
- Tajikistan
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
BUILDING CAPACITY FOR FAIRTRADE

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

SMART FARMING & ADAPTATION TO CLIMATE CHANGE
REGIONAL PRODUCER’S NETWORK

ESTABLISHED IN 2016
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
- Disaster risk management
- To develop sustainable supply chain link to traders work with traders
The approach (Environmental Strategy)

People - Health
No destruction of habitats
No GMO

Sustainable farms and farming
GOOD AGRICULTURAL PRACTICES

Sustainable region and ecosystem
INCREASE BIODIVERSITY

Additional contributions to the Planet
CARBON and ENERGY
Thank you for Attention!