



**MAURITIUS
SUGAR
SYNDICATE**



FAIRTRADE:

**The System,
Global Presence,
In Mauritius**

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Fair Trade and Fairtrade

'**Fair Trade**' refers to the concept of **trading** that follows a set of agreed principles.

'**Fairtrade**' is a trademark name of Fairtrade International.

1. Fairtrade



What is Fairtrade?



- It is a system that aims to promote **sustainable development** and **fairer** trade.
- The main goals of Fairtrade are to make changes to the conventional trading system that aim to benefit small producers and workers in the South and increase their access to markets. These actions can lead to improvements in small producers' and workers' social and economic well-being, as well as to their empowerment, and to environmental sustainability.
- Central values: partnership, dialogue, transparency, accountability, respect, (gender-) equity, sustainability.

A Brief History of Fairtrade

- **1988** – Max Havelaar, the 1st Fairtrade label, was launched. Fairtrade coffee from Mexico sold in Dutch supermarkets.
- **Late 80's/Early 90's** - The Max Havelaar initiative is replicated in several other markets across Europe and North America.
- **1997** – Fairtrade International (formally known as Fairtrade Labelling Organizations International or FLO) was established in Germany to unite the national Fairtrade organizations under one umbrella and harmonize worldwide standards and certification.
- **2002** – Fairtrade International launches the international FAIRTRADE Certification Mark.
- **2004** – Fairtrade International splits into two independent organizations: FLO, which sets Fairtrade standards and provides producer support, and FLOCERT, which inspects and certifies producer organizations and audits traders.
- **2011** – Fairtrade Labelling Organizations International decides to go by the abbreviated name 'Fairtrade International'.
- **2013** – A change in Fairtrade International's constitution gives farmers and workers an equal say in running the global Fairtrade movement.

Some Fairtrade Products



The Four Pillars of Fairtrade

Fairtrade International	Standards Development Producer Support International Policy & Advocacy
FLOCERT	Producer & Trader Certification
3 Producer Networks: Central & Latin America (CLAC) Fairtrade Africa (FTA) Fairtrade Asia & Pacific (NAPP)	Awareness Raising in the South Consolidating Producer Policy & Strategy Developing Partnerships & Capacity Support
25 National Fairtrade Organisations: Fairtrade Foundation (UK) Max Havelaar (France) Fairtrade Germany etc.	Licensing Marketing & Communication Awareness Raising

Fairtrade Geographical Scope Policy of Producer Certification

- Fairtrade International considers income per capita, wealth disparity and other economic and social indicators, as well as long-term impact for producers and Fairtrade International's ability to support producers, to determine which countries can be included in the geographical scope. Excluded from Fairtrade International's geographical scope are members of the European Union and G8-countries.

Eligibility

- Only small-scale producer organisations (SPO) are eligible for certification.
- An SPO is defined as a group where at least 2/3 of the members are small-scale producers.
- Small-scale producers are those who:
 - do not hire workers on a continuous basis and work on their own-account &
 - Perform farm work with the support of their families.
- Workers are only allowed if they support the farm work in addition to members and their families working in their own fields.
- However, small-scale members in Mauritius that have less than 10 hectares of cane sugar are allowed to pursue other economic activities outside of sugar farming and hire workers to carry out the farming work.

Key 2020 Figures

Key 2020 figures at a glance

1.9 million

farmers and workers
in **71** countries are
members of

1,880

Fairtrade
certified
producer organizations



Fairtrade farmers
and workers earned

€179.4

million in

Fairtrade Premium
in 2020

for the
top 7
products



2,552 companies
licensed more than

37,000

products

in 2020



Fairtrade products
sold in

131

countries
in 2020



78% of coffee
cooperatives sold

at least half

of their
total production

on Fairtrade
terms



Women
represented **17%**

of Fairtrade farmer
members

and **41%**

of Fairtrade
workers
in 2020



€15.1 million

in COVID relief
funds

raised
in 2020



Fairtrade is the
most trusted
ethical label

67%

of shoppers
recognize
the Fairtrade mark



Of them,

87% trust it

And
nearly **7 in 10**
feel that they are
part of a community
standing up for
fairness and justice

when they buy

Fairtrade



For more information on the characteristics of Fairtrade producers and farms, visit our website: www.fairtrade.net/impact

Key 2020 Cane Sugar Data



70% conventional
30% organic



77 Fairtrade certified
sugar producer
organisations in 18
countries



€6.8m Fairtrade Premium
paid to sugar producers



More than **36,700**
farmers in Fairtrade
certified sugar
organisations



18 producer origins of which
5 produce only non-centrifugal
cane sugar

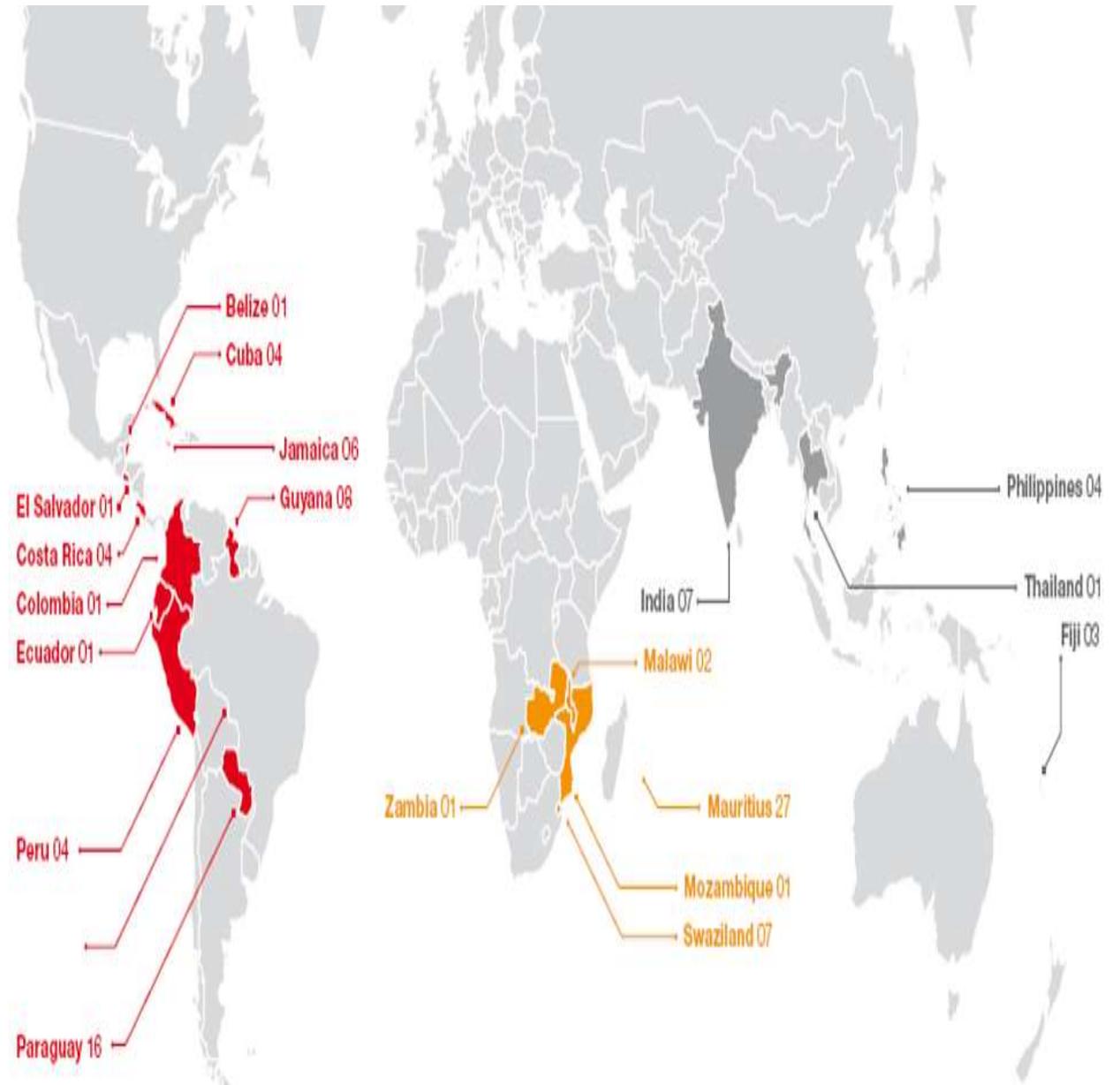


Estimated
120,230 MT
of Fairtrade sugar sold

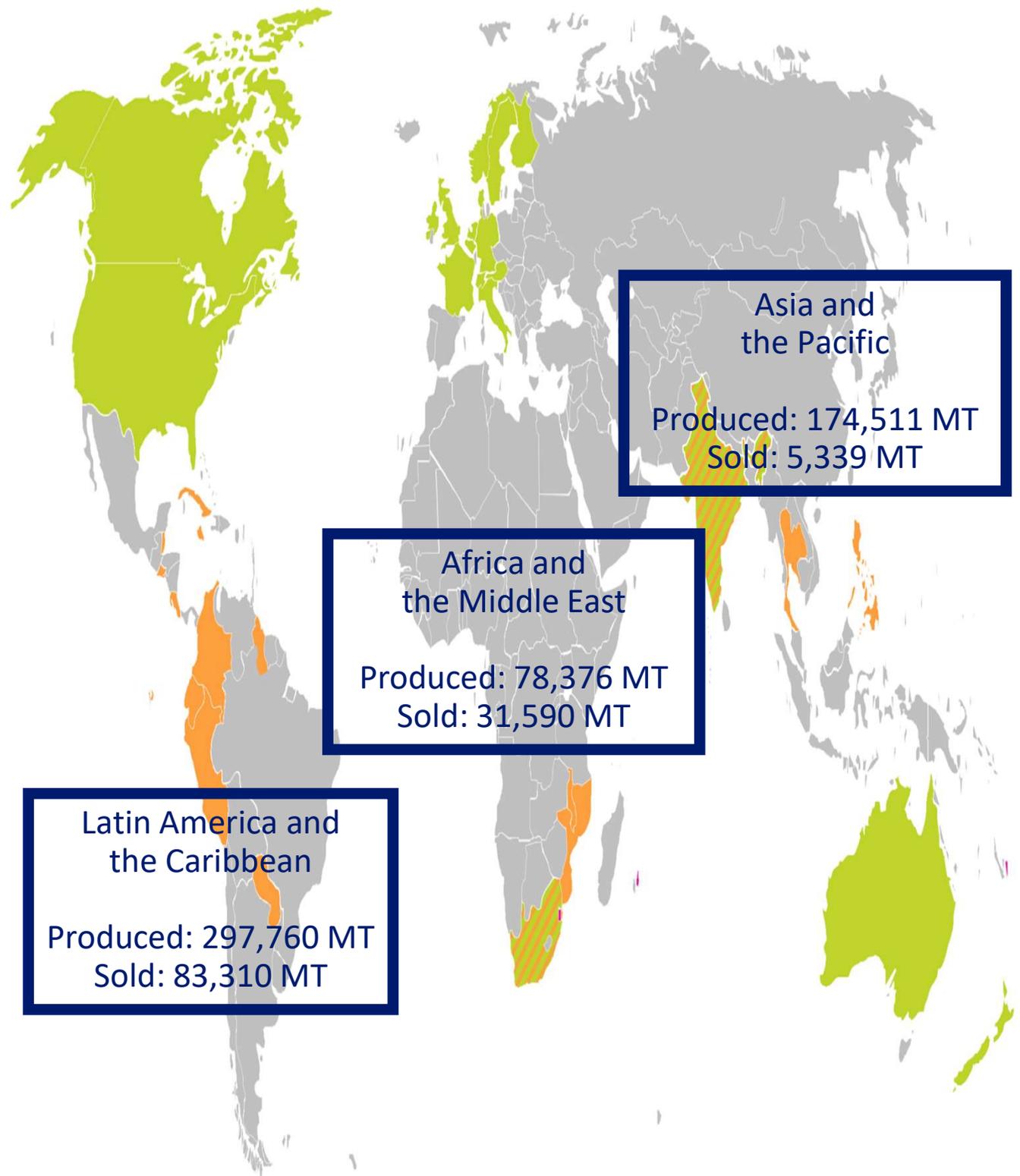
2. The Global Fairtrade Sugar Scene



Fairtrade Sugar Origins



Fairtrade Sugar Origins



The Fairtrade Premium

The Fairtrade Premium is an extra sum of money, paid on top of the selling price, that farmers invest in projects **of their choice**.

Conventional Sugar : USD 60 / ton

Organic Sugar : USD 80 / ton

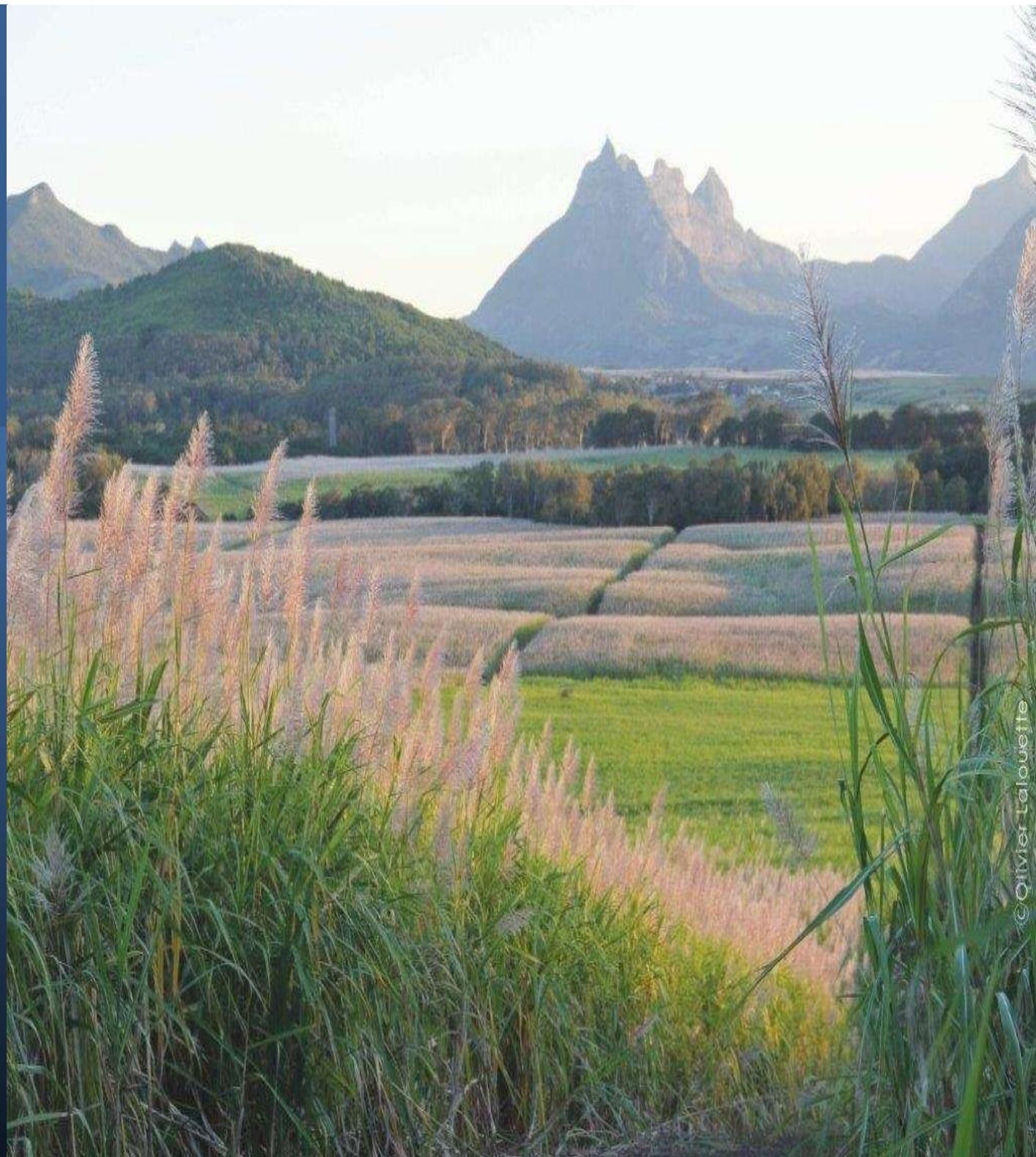
3. Fairtrade in Mauritius



In a nutshell

- ❑ **21** certified Co-operatives (**4** others have applied for recertification)
- ❑ 1 Federation of Fairtrade Co-operatives (MFTCF)
- ❑ 1 certified Trader / Payer (MSS)
- ❑ About **3,000** sugar cane
- ❑ **15,818** mt of certified sugar produced in 2020
- ❑ Potential for more than **50,000** tonnes (20% of total national production)
- ❑ More than **Rs 500 million** received as Premium since 2009

Fairtrade Impact



Capacity Building



Collection of agri-waste



Training



Community Action



Diversification



Property Development



Improved Producer Visibility



The Mauritius Fairtrade Project

Some Milestones

- **Sept 2009** – A 1st group of 5 co-ops become Fairtrade certified.
- **Nov 2009** – MSS launches Phase 2 of the Mauritius Fairtrade Project.
- **Beginning 2011** – Certification of a 2nd group of 27 co-ops.
- **2012** – On the initiative of MSS, the Miller – Co-op Agreement is amended. Miller's & owner of metayer land's shares are included in certified coops' sugar production.
- **2013** – MSS gives coops online access to their Fairtrade statements.
- **End 2014** – MSS announces Phase 3 of the Mauritius Fairtrade Project.
- **2015** – MSS encourages large planters to join co-ops.
- **Early 2016** – Certification of a 3rd group of 13 co-ops.
- **2016** – MSS partners FI in reviewing both Producer and Trader Standards.
- **2016** – Further MSS – FI collaboration results in the introduction of Production Indicators in the Producer Standard.
- **2020** – Carbon & Water Footprint Study of the Mauritian sugar cane industry
- **2021** – Registration of the MSS MCS Ltd

Thank You

