Sugar Cane Impact Report
2016 Annual Fair Trade Supply Chain Report

Published June 2017
By: Fair Trade USA, CPG
Consumer Demand for Sustainable Products is Increasing

89% would like to see more products they use support worth social and/or environmental issues

– Cone Communications, 2015

60% are more likely to try products if they know a company is mindful of sustainability

– Natural Marketing Institute, 2016

58% are more likely to buy sustainable products repeatedly

– Natural Marketing Institute, 2016
Fair Trade is Growing in Consumer Packaged Goods (CPG)!

- Consumer awareness of Fair Trade USA increased to: **67%** (+8% from 2015)
- CPG Fair Trade USA Certified products launched: **963** (+75% from 2015)
- Fair Trade CPG premiums delivered to farmers and workers: **$34M** (+2% from 2015)
The Fair Trade Model Ensures that Products are Made with Respect to People and Planet

**Fair Trade STANDARDS**
require rigorous labor and environmental practices

**Fair Trade PREMIUMS**
are invested by farming communities to improve livelihoods

**Fair Trade STRUCTURE**
empowers farmers to work together to address their greatest needs
Sugar is Grown by Millions of Smallholder Farmers Around the World
Sugar Cane Farmers and Workers Face Significant Economic, Social and Environmental Challenges

- **Income Sustainability**: Farmers struggle with low yields and high input costs, trapping them in a cycle of poverty.
- **Well-being**: In the absence of a soil analysis, sugarcane farmers often incorrectly use fertilizers, leading to degraded soil and polluted waterways.
- **Environmental Stewardship**: Harvesting sugarcane is done by hand in extreme heat. Worker health is at risk without regular access to water, rest, and shade.
- **Empowerment**: Farmers are highly dependent on nearby mills and have little bargaining power.
## Fair Trade Makes a Difference in Sugar Communities

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<th>Income Sustainability</th>
<th>Well-being</th>
<th>Environmental Stewardship</th>
<th>Empowerment</th>
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<td>Fair Trade coops invest Premiums in shared farm machinery, which increases efficiency while improving farmer quality of life.</td>
<td>The Fair Trade Standard requires access to potable water, shaded rest breaks, and free PPE to protect worker health and safety.</td>
<td>Required use of biological pest controls &amp; soil analysis to promote soil health &amp; protect ecosystems &amp; water sources from chemical runoff.</td>
<td>Many Fair Trade coops have long-term relationships with their buyers, who are keen to foster impact over time.</td>
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Since 2005, Fair Trade has Delivered $7.3M of Impact to Sugar Communities!

Investments in Fair Trade Sugar Communities
(Volumes +29% vs PY; Premium +32% vs PY)
Belize Sugarcane Farmers Association

Orange Walk and Corozal, Belize

4,500 farmers,
The ILO estimates there are 98 million children working in agriculture worldwide. The BSCFA has tackled this problem by instituting a child labor monitoring and remediation program. The BSCFA has intervened with solutions like scholarships, alternative sources of employment, and lobbying of government and civil society to prioritize the health and safety of children.
Cañeros Orgánicos Asociados

Tebicuary-mi, Paraguarí, Paraguay
230 farmers
The members invested Premium in communally-owned tractors, trucks, and cranes, investments no individual farmer could ever afford. This machinery allows farmers to harvest more cane, more quickly, translating into increased revenue for farmers. It also reduces the physical burden of cutting, lifting, and carrying massive loads of cane.
Thank you!
We’d love to hear your thoughts on this report. 
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