The Fair Trade Movement is Growing!
Consumer Awareness and Brands ‘Going Fair Trade’ Are on the Rise

Consumer awareness of Fair Trade increased to 59% (NMI 2016)

In 2015, CPG brand partners launched over 500 new Fair Trade products (↑ 57% from 2014)

$47M in Fair Trade premiums delivered to farmers and workers in 2015 (↑ 3% from 2014)
Coconut Is A Versatile Crop Found In Many Of Our Favorite Products, From Food to Soap
The Coconut Products That We Love Are Grown Mostly By Smallholder Farmers In Asia Pacific

Top 10 Producers
1. Indonesia
2. Philippines
3. India
4. Sri Lanka
5. Brazil
6. Thailand
7. Vietnam
8. Mexico
9. Papua New Guinea
10. Tanzania

95% of coconut is harvested by smallholders
90% is grown in Asia Pacific
70% is grown in just Indonesia, Philippines, India
59% of global exports are from the Philippines
~3.5M smallholders contribute to the Filipino industry

Fair Trade Certified coconut is produced in the Philippines, Indonesia, Sri Lanka, Thailand, India, Samoa, Tonga, Ghana, Cote d'Ivoire, and Saint Vincent and the Grenadines
Smallholder Coconut Farmers Face Many Challenges Which Lead To Supply Instability

Farm Challenges

Old Trees
A coconut tree reaches its prime between 25-50. Many trees are now more than 60 years old!

Tree Damage
Pest and typhoons (PH is hit by ~25 per year) can damage and destroy trees overnight and recovery can take years.

Low Investment
Farmers have limited access to technical support and financing to implement best farm management practices

Income Challenges

Low Investment
Extra cash to invest in intercropping or other income diversification is scarce while costs/risks of loans are high.

Costs
Prices affected by various markets and events are often volatile while costs of harvest remain high.

Productivity
Productivity issues mean farmers’ harvests are volatile and generally declining.
Fair Trade Coconut Is Growing And Catalyzing More Sustainable Coconut Production Around The Globe

1. Fair Trade Standards
   Drive social, environmental, and economic responsibility in production
   - Over 4,900 facility workers are protected by safe and fair working conditions

2. Fair Trade Structure
   Empowers farming communities to work together towards progress
   - Over 6,000 certified farmers are becoming capacitated leaders in their communities

3. Fair Trade Premiums
   Facilitates farmer investment in better todays and brighter tomorrows
   - Over $800K paid to farmers in Premium in 2015, Over $1.4M since program launch in 2013.
# Producer Spotlight:
**Peter Paul Philippines Corporation**

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See what the farmers have to say here: [https://www.dropbox.com/s/xpyjtz6aq3h7gqp/Peter PaPaul Fair Trade Video.mp4?dl=0](https://www.dropbox.com/s/xpyjtz6aq3h7gqp/Peter Paul Fair Trade Video.mp4?dl=0)
Together, Farmers Invest Fair Trade Premium In Better Todays And Brighter Tomorrows

Thriving Communities
- Hygiene Kits
- Community Support
- School Feeding
- School Supplies
- Scholarships
- Calamity Fund
- Rice Retailing
- Christmas Package
- Water Purifying

Stronger Livelihoods
- Insurance
- Lending
- Burial Assistance
- Group Business Investments
- Husk Upcycle
- Organic Fertilizer Production
- Productive Livestock

Healthy Farms
- Demo Farms
- Coconut Replanting
- Productive Livestock
- Organic Fertilizer Production
- Group Business Investments
- Husk Upcycle

Immediate Needs
- Hygiene Kits
- Community Support
- School Feeding
- School Supplies
- Scholarships
- Calamity Fund
- Rice Retailing
- Christmas Package
- Water Purifying

Long-term Stability
- Hygiene Kits
- Community Support
- School Feeding
- School Supplies
- Scholarships
- Calamity Fund
- Rice Retailing
- Christmas Package
- Water Purifying
Far Trade Members Invest In Healthier Coconut Farms To Ensure Long-term Supply And Prosperity

So far, farmers have planted over 40,000 seedlings to replace old trees. But just planting a tree isn’t enough. Farmers have invested in technical training, seed banks, monitoring, IPM, and incentives to ensure the trees survive to bare fruit in 5-7 years.
Fair Trade Members Invest In Income Diversification And Productive Assets To Become More Resilient

So far, over 300 farmers have leveraged a Fair Trade micro-loan to invest in improving their livelihoods. Many have invested in livestock to haul coconuts. This is a game-changer on the farm since transport to point-of-sale can be one of the most expensive harvest costs.
While Rebuilding Their Strength And Resiliency, Fair Trade Members Invest To Solve Their Most Immediate Challenges In The Short-term

Since many farmers live in remote areas, their children, especially in higher grades, often have to travel far to get to school. One of the Fair Trade communities was experiencing a high rate of 7th grade dropouts because families could not afford the 30 peso/day fare ($0.65). Fair Trade farmers invested in equipment to establish a satellite school in the community so their children can immediately continue their education.
Your Commitment To Fair Trade Empowers Thousands Of Farmers To Help Themselves And Each Other!
Thank you!