



NAPP ANNUAL

REPORT 2017



FAIRTRADE
NETWORK OF ASIA &
PACIFIC PRODUCERS

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GLOSSARY

COSP	-	Cost of Sustainable Production	LI	-	Living Income
CP	-	Contract Production	LW	-	Living Wage
EU	-	European Union	MEL	-	Monitoring, Evaluation and Learning
FMO	-	Fairtrade Marketing Organization	NAPP	-	Network of Asia and Pacific Producers
FPC	-	Fairtrade Premium Committee	NFO	-	National Fairtrade Organization
FT	-	Fairtrade	Non-GM	-	Non-Genetically Modified
FTF	-	Fairtrade Trade Foundation	PN	-	Producer Network
FTI	-	Fairtrade International	PO	-	Producer Organization
GAP	-	Good Agricultural Practices	PSR	-	Producer Support Services
GIZ	-	The Deutsche Gesellschaft für Internationale Zusammenarbeit	SDGs	-	Sustainable Development Goals
HLO	-	Hired Labour Organization	SPO	-	Small Producer Organization
ILO	-	International Labour Organization	ToC	-	Theory of Change
ISO	-	International Organization for Standardization	UK	-	United Kingdom

REPORT FROM CHAIR AND CEO

2017 has been the most spectacular year for us spelling a period of CHANGE. Filled with the excitement and anxiety of wading into uncharted territory, we marched on confident in our commitment and purpose to the great work we do daily amongst the underprivileged farmers and workers.

Challenges encircled us at every step of our journey, but our collective strength and common beliefs helped us brave all odds. And this again has helped us close the year with much satisfaction and accomplishment. And this is reflected in the subsequent pages of the annual report we present to our esteemed stakeholders.

Some highlights of what we have collectively achieved through the years

- The number of producer organizations in NAPP grew by 38% in 2017 compared to that in 2014 when the last General Assembly was called.
- In 2017 alone field officers made 235 visits to serve producer organizations in our region.
- 211 trainings on various relevant topics were organized for producers in which 3545 individual farmers and workers participated; 37% of whom were women.
- An independent survey with producer organizations reflected about 60% organizations reporting satisfaction with the services provided by field staffs in 2017.

We have strengthened Marketing and Communication, Monitoring Evaluation & Learning and Programmatic Verticals of the operations to deliver much needed services to strengthen the producer organizations. Producer organizations have informed us during annual consultations to focus more on creating market access opportunities, timely and easy access to information and data and engaging communities through programmatic interventions to tackle the effects of climate change on farms.

The entire organization's effort along with strategic partnerships with other organizations of similar vision is needed to fulfill the aspirations of the producers we serve. We have initiated a Business to Business portal which is an online match-making tool with buyers, Climate School to build adaptation capacities on ground through informed decision making and working in systematic manner with producer organizations to deepen our programmatic engagement on gender, avoiding child labour in communities we work with and encouraging the next generation to take up farming. These fledgling initiatives will be strengthened and resources by fully exploiting the best technology available at very competitive prices and effecting deep penetration of affordable gadgets among the producer organizations in our region.



Bijumon Kurien, Board Chair



Kuldeep Chauhan, CEO

We will also encourage Fair Trade and explore opportunities within our own region which hosts the top three out of the five biggest global economies and a sizeable young population favorably disposed to ethical consumption.

Our true strength lies in diversity, not similarity of thoughts and experiences. To nurture this unique example of unity in diversity, shared values and purpose, and great vision override the differences we may have of religion, region, race, differences of opinion or color of skin, requires a lot of perseverance, sensitivity and care from us, each one of the stakeholder. Respect for each other, for farmers and workers, for nature and collective always above individual are the underlying values of shared culture of our region.

In the recent anonymous employee survey we found out that more than 90% of the NAPP staff members understands, are engaged in and motivated to deliver the goals of the organization set by the producers. This very high level of engagement from the executive team portends the way ahead for the coming years for excellent delivery of required services at the service of producers.

The true potential of our region will be unleashed and collective strength of the organization will be realized when each farmer and worker of our region earn a living income and living wage and when we are able to effectively capture and communicate the difference Fairtrade has made over the years to change destinies of the underprivileged and disadvantaged of our region.

Fairtrade International system has been a pillar of strength during the period of NAPP restructuring. Thank you for believing in us. Lastly, we are truly indebted to Fairtrade producers, stakeholders and staff for supporting us in incredible journey of changing lives by changing trade. Continue to inspire and to be inspired.



MISSION, VALUES AND PLANNING

NAPP VISION

Our vision is a world in which all producers can enjoy secure and sustainable livelihoods, fulfil their potential and decide on their future.

NAPP MISSION

Our mission is to facilitate the incorporations 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. NAPP also works 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.

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

2016-2020 STRATEGIC

ALIGNMENT

NAPP is aligned with the Global Fairtrade International 2016-2020 strategy, which has an aim of **'Changing Trade, Changing Lives'** and also contributing to the Sustainable Development Goals (SDGs). The strategy acknowledges the challenges we face now and the world we

want to head towards in alignment with the Fairtrade Theory of Change (ToC). Our strategy's 5 goals are designed to leverage our strengths & enable us to drive change in trade & transform lives:



Building benefits for smallholders and workers

focus on expanding markets for key products



Deepening impact through services and programs

focus on gender equality, climate resilience and children & young people



Building fairtrade markets

channelize global consumer power in emerging economies



Influencing government policies

greater influence of farmers and workers in having a voice in key policy debates; focus on living wages; foster coalition and partnerships



Building a strong, global system

working as one more focus of producer networks and having learning at the heart of impact

STRATEGIC GOALS



STRENGTHENING PRODUCER SUPPORT

2017 PRODUCER SATISFACTION SURVEY FAIRTRADE NETWORK OF ASIA AND PACIFIC PRODUCERS (NAPP)

Fairtrade International (FI), in close consultation with Network of Asia and Pacific Producers (Fairtrade NAPP), conducted a survey looking at producer organizations (POs) satisfaction with the producer support services they received from NAPP in 2017. The objective of this survey was to better understand how producer organizations are interacting with and receiving support from NAPP, how this support has contributed to producer organization development, and how satisfied producer organizations are with these training and support activities. A brief summary of the survey is shown in the figure.



51.5%

NAPP POs who had responded to the survey



The most popular way for POs to receive information from FT NAPP was through participation in meetings/forums/trainings



Physical site visits were a common way for FT NAPP to provide support to POs



The most popular topics were focused on receiving or maintaining Fairtrade certification status and assistance in developing the Fairtrade Development Plan



59.6%

Across the region, 59.6% of NAPP producers whom answered this question were either satisfied or very satisfied with FT NAPP's 2017 services

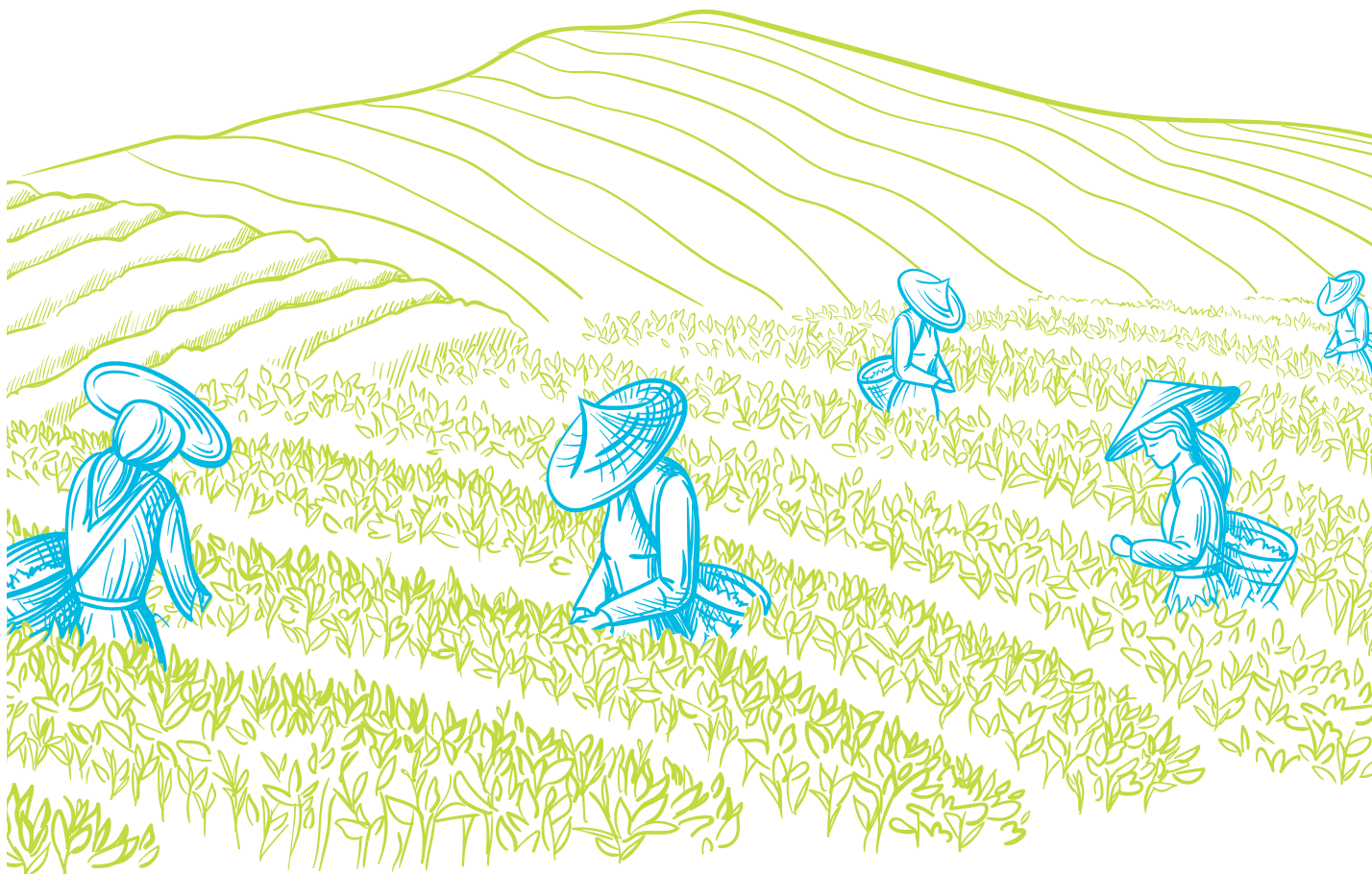


MONITORING EVALUATION AND LEARNING (MEL)

Monitoring, Evaluation and Learning (MEL) are essential parts of creating external accountability for the Fairtrade system. There is an increasing impetus at NAPP to demonstrate Fairtrade's impact. This is also something that major stakeholders like commercial partners, funders, consumers and supporters want to know more about.

Our approach to MEL has been driven by the global Fairtrade Theory of

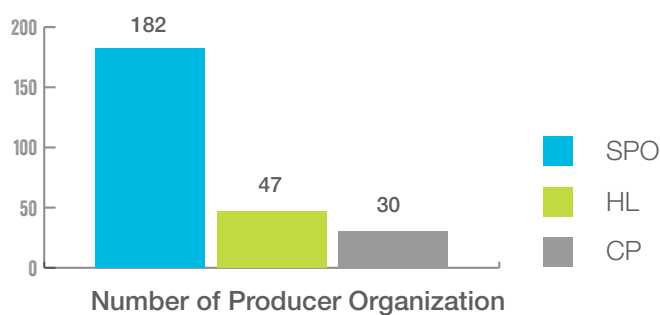
Change (ToC). We are systematically trying to understand how Fairtrade contributes to change as well as test underlying assumptions through our research and evaluations. We are trying to measure indicators to demonstrate impact so that we understand the change we bring in the lives of producers through our standards, producer support, Fairtrade premium projects etc.



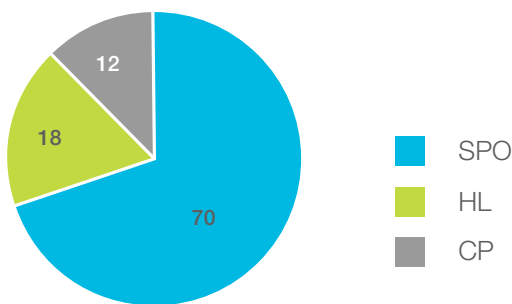
MEL ANALYSIS

COMPOSITION OF PRODUCER ORGANIZATION IN ASIA PACIFIC REGION – 2017

NUMBER OF PRODUCER ORGANIZATIONS BY TYPE



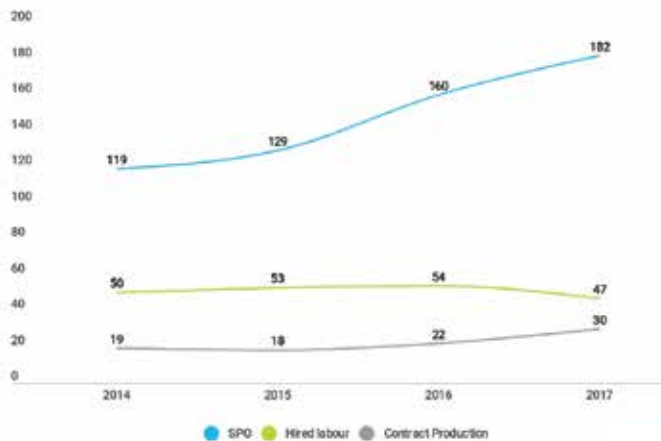
PERCENTAGE SHARE OF PRODUCER ORGANIZATION BY FLO ID



There were 259 producers in total within NAPP region by the end of 2017. Among them 182 were Small Producer Organizations (SPO), 47 were Hired Labour (HL) and 30 were Contract Production (CP). Overall, SPOs

constituted 70% of the total producer organization followed by Hired Labour (HL) 18% and Contract Production (CP) 12%.

GROWTH OF NAPP OVER THE YEARS



53%

The number of SPOs within NAPP region increased by 53% in 2017 when compared to 2014.



-6%

The number of HLOs within NAPP region decreased by 6% in 2017 when compared to 2014.



58%

The number of CPs within NAPP region increased by 58% in 2017 when compared to 2014.

Source: CODImpact

NAPP has its presence across 20 countries within Asia and Pacific. While it is important for NAPP to grow in terms of countries where it is present or in terms of producer organizations however, simultaneously it is crucial that we deepen impact within the current producers we have. Growth also needs to be considered along with resources available, and markets for the products.

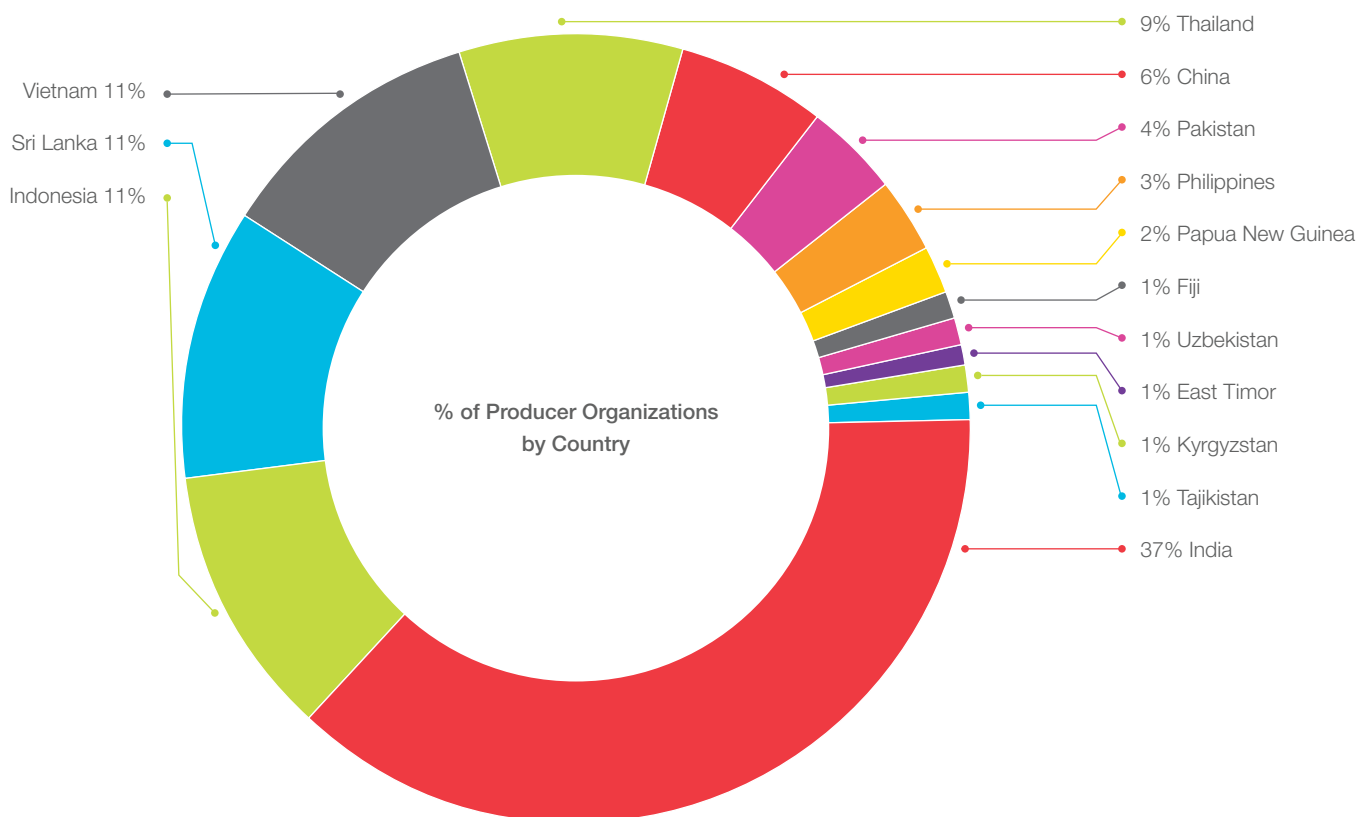


Figure 3: % of Producer Organizations by Country



THE BASKET OF PRODUCT CATEGORIES



Herbs



Coffee



Fresh Fruits



Honey



Nuts



Dry Fruits



Vegetables



Banana



Sports Ball



Tea



Sugarcane



Cereals



Cocoa



Cotton



Rice














































































Oil Seeds



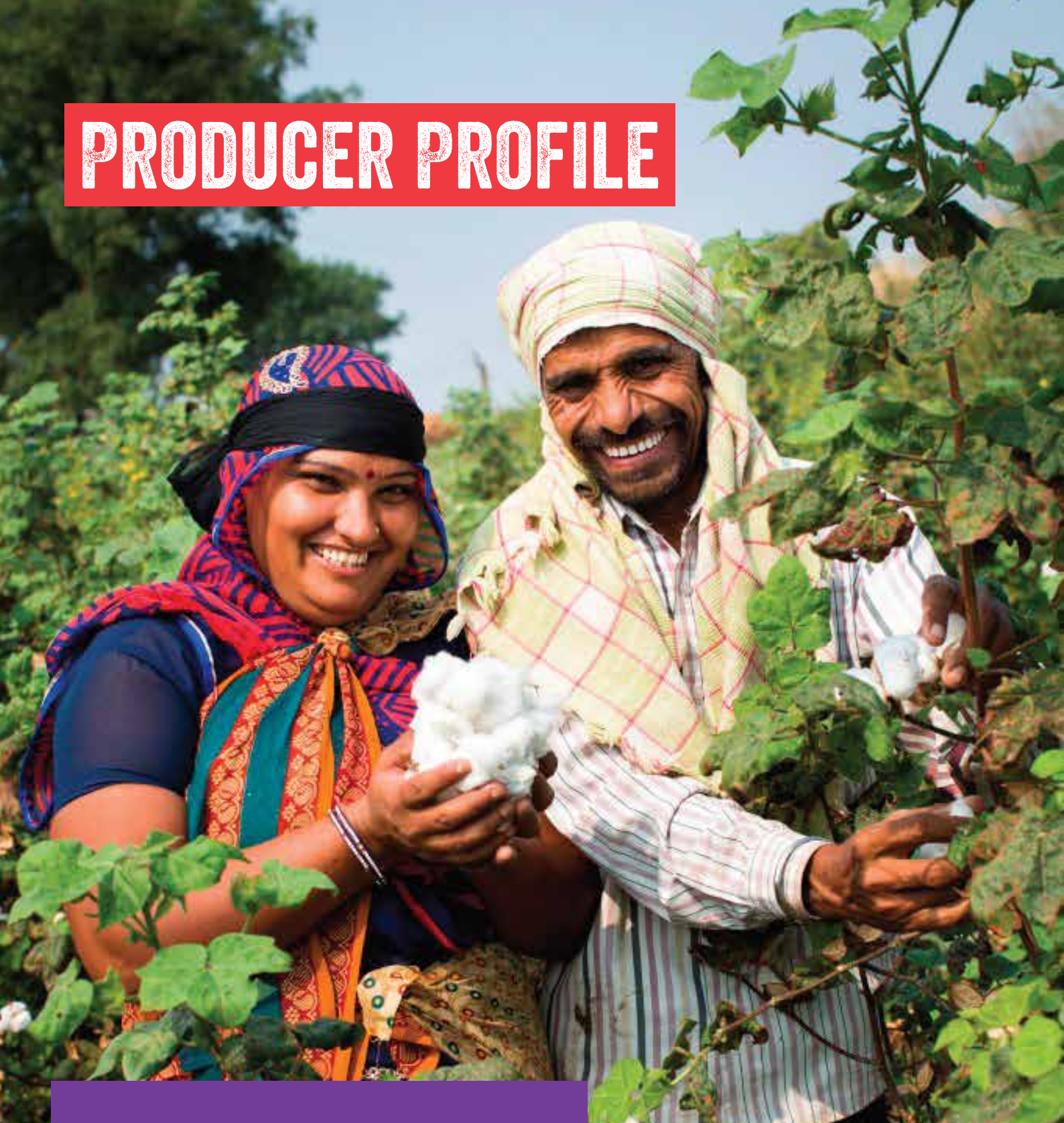
Flower and Plants

PRODUCT CATEGORIES – BY COUNTRY

Country		Products
Bangladesh		
China		     
East Timor		
Fiji		
India		            
Indonesia		  
Iran		
Kyrgyzstan		 
Laos		
Myanmar		
Pakistan		    

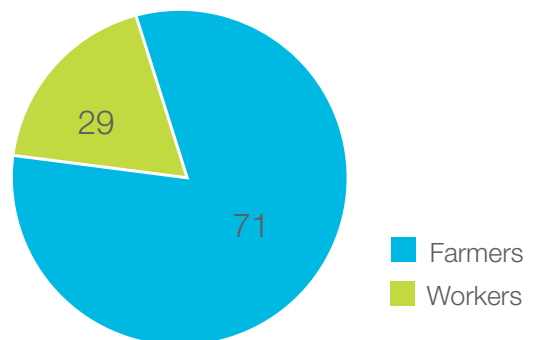
Country	Products
Papua New Guinea	 
Philippines	 
Samoa	
Sri Lanka	     
Tajikistan	 
Thailand	      
Tonga	
Uzbekistan	
Vietnam	      

PRODUCER PROFILE

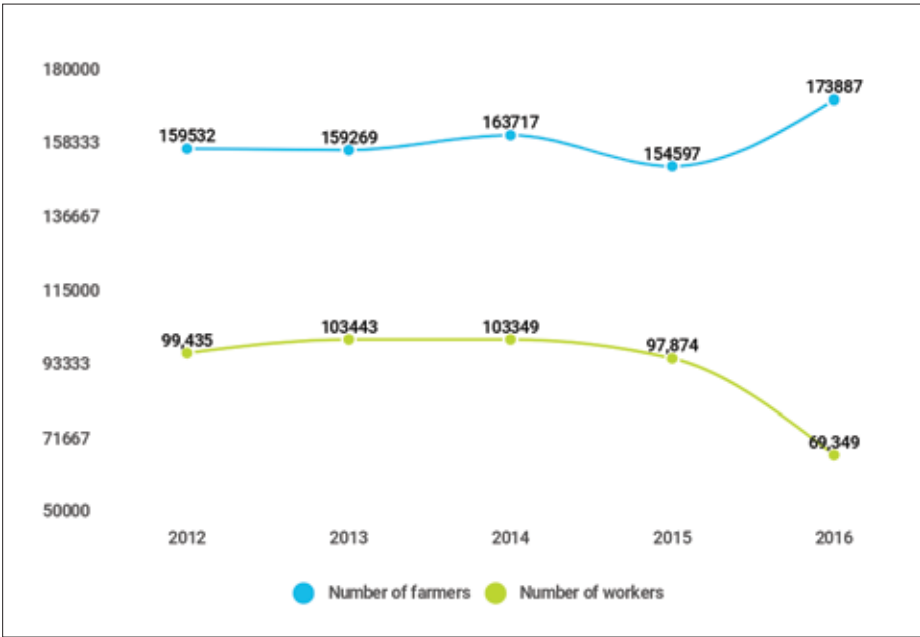


FARMERS AND WORKERS – OVERVIEW

While farmers account for 71% of our membership, workers are only 29% of our membership, even though in terms of global representation, 37% of global Fairtrade workers are in Asia Pacific. Hence, our region is crucial for the progress of the Hired Labour strategy of Fairtrade.



NUMBER OF FARMERS AND WORKERS OVER TIME IN NAPP REGION



Source: CODImpact

The above graph shows the number of farmers and workers across Asia Pacific region over time. The number of farmers grew by 9% in 2016 when compared to 2012, whereas the number of workers decrease by 30% in 2016 when compared to 2012.

FARMERS AND WORKERS – CLASSIFICATION BY SET-UP

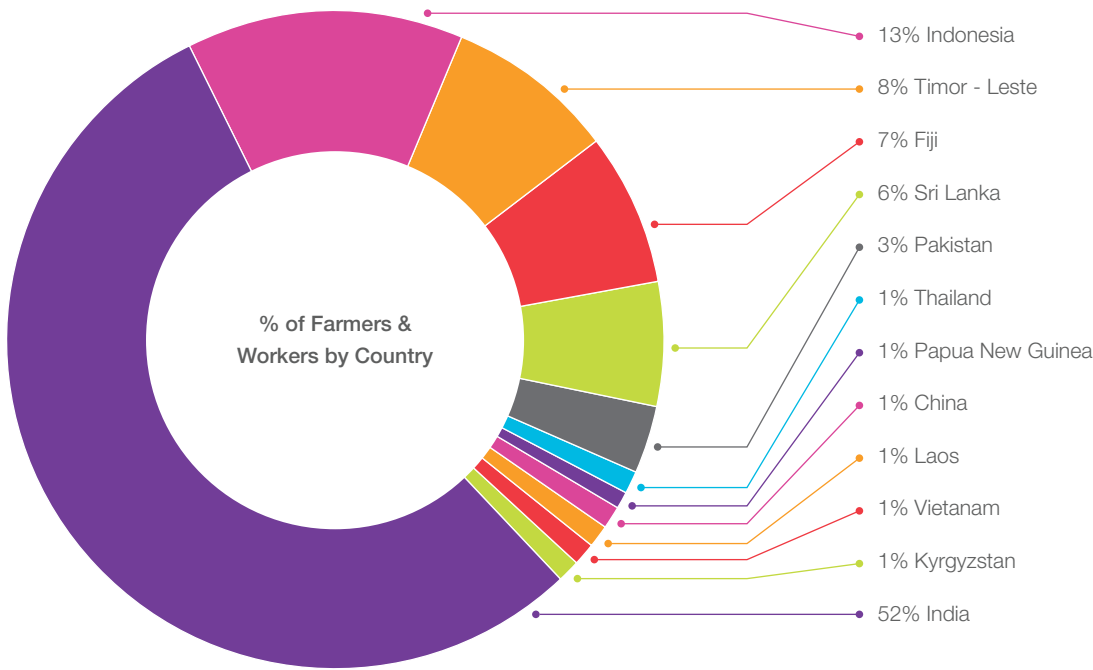


Figure 5: % of Farmers & Workers by Country

FARMERS AND WORKERS IN PRODUCER ORGANIZATIONS

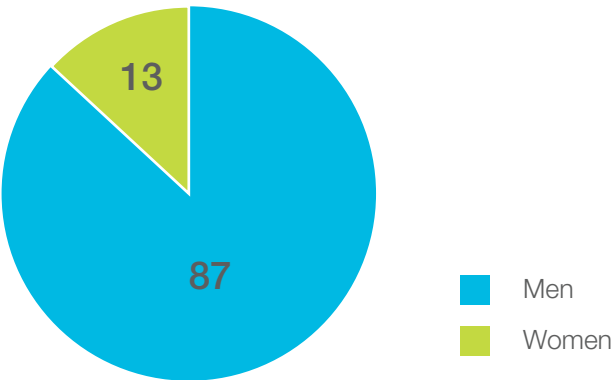
On comparing producer organizations in relation to farmers and workers by country, while India represents 37% of the producer organizations in our region, it accounts for 52% of the farmers and workers. Some aspects that stand out in the figures below are that while Thailand accounts for 9% of the number of producer organizations, it accounts for only 1% of farmers and workers of the region and while Vietnam accounts for 11% of the number of producer organizations, it accounts for less than 1% of the farmers and workers. On the other hand, Timor-Leste which accounts for less than 1% of number of producer organizations, accounts for 8% of the farmers and workers and Fiji which accounts for 1% of the number of producer organizations, accounts for 7% of the farmers and workers. These figures especially crucial to be considered while planning for our producer support services that are geared towards organizations and programmes that are geared towards individual farmers and workers

GENDER BALANCE IN ASIA PACIFIC

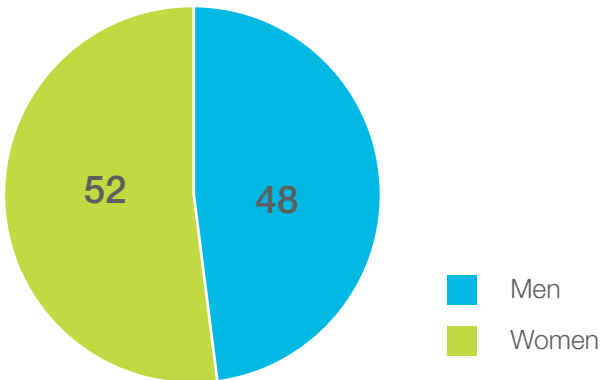
When we look at a combined figure of representation of farmers and workers by gender it does not quite clearly reflect the diverse situation of the farmers and workers in the respective structures that they work in i.e. SPOs and HL plantations. For programme impact and delivery, percentage of women participation cannot be looked at in isolation.

If we take a closer look at similar figures for farmers and workers separately it shows a completely different picture. It is quite evident from figures above that while women represent 52% of the workforce in the hired labour settings, only 13% of the farmers seem to be represented in the SPOs. However, this may not necessary mean that only 13% of the farmers in Asia Pacific are women. This may have a lot to do with how membership of SPOs is often based on land titles which tend to be more in the name of men than women, thus limiting their representation in the co-operatives.

FARMERS BY GENDER (%)



WORKERS BY GENDER (%)



FAIRTRADE PREMIUM

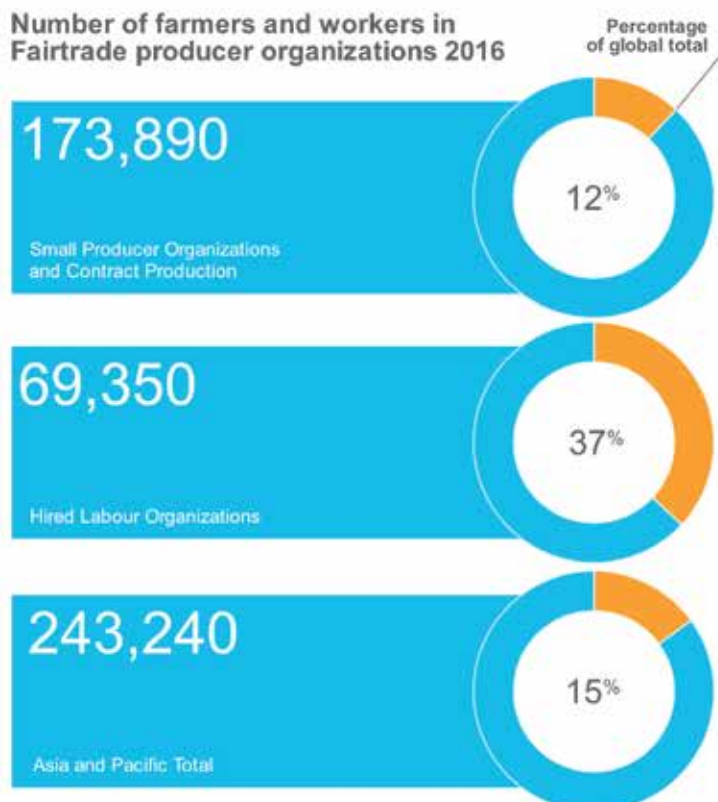
Nine percent of global Fairtrade Premium revenues were earned by producer organizations (both small-scale producers and plantations) in Asia and Pacific in 2016. This equated to €13.6 million in 2016, an increase of six percent on 2015 levels. Growth was concentrated within plantations and sports ball factories, which reported an 11 percent increase in Fairtrade Premium revenues, whereas small producer organizations' Premium earnings grew only by six percent.

Of the Fairtrade Premium earned by plantations globally, 10 percent was earned by plantations in the NAPP region. The contrast between this figure and the higher proportion of hired workers here reflects the ongoing challenges for South Asian tea estates and sports ball producers to sell more of their product on Fairtrade terms. However, many retain their Fairtrade certification because they feel it brings other benefits beyond sales and Fairtrade Premium funds.

FIGURE 7.2.2

FAIRTRADE IN ASIA AND PACIFIC 2016

Number of farmers and workers in Fairtrade producer organizations 2016



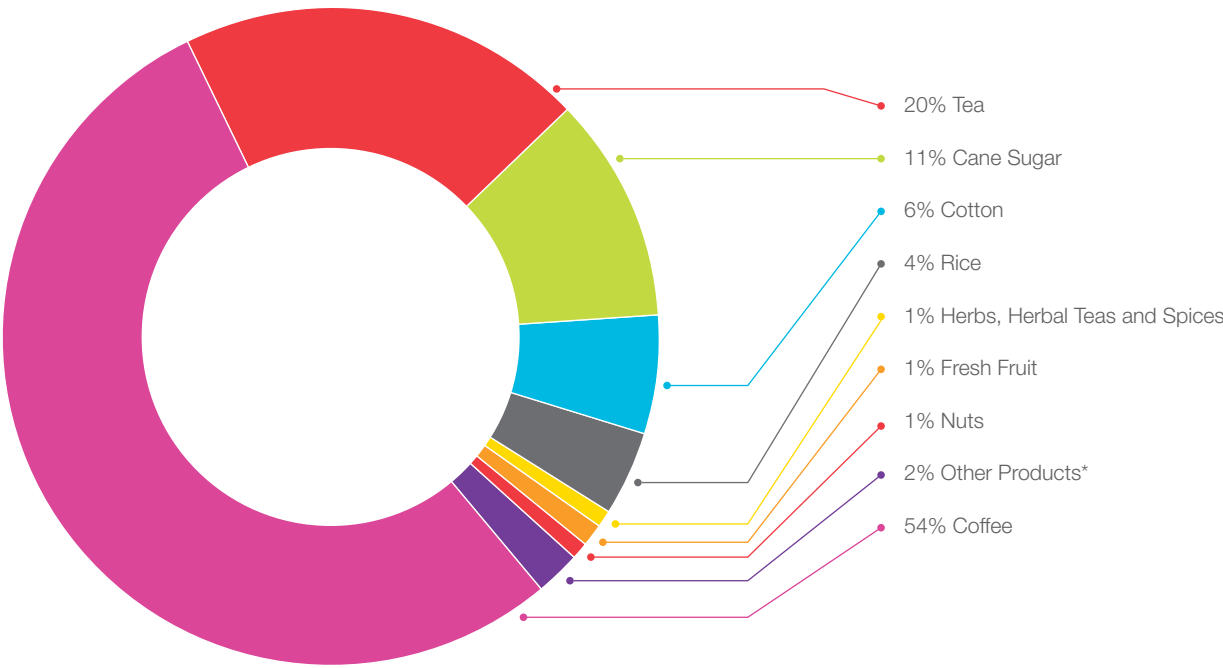
Fairtrade Premium receipts 2015-2016 (€ millions)



Note: Numbers may not sum due to rounding.

Source: FI Monitoring Report 9th edition

FAIRTRADE IN ASIA AND PACIFICS:
FAIRTRADE PREMIUM DISTRIBUTION BY PRODUCT 2016



Source: FI Monitoring Report 9th edition

* Includes Sports Balls, Dried Fruit, Oilseeds and Oleaginous Fruit, Honey, Flowers and Plants.



Coffee still earns the highest share of Fairtrade Premium revenues within the Asia and Pacific region, and its share increased from 49 percent in 2015 to 54 percent in 2016. The share of tea increased slightly from 19 percent to 20 percent. Cotton also increased by one percentage point (from five to six percent). However, cane sugar saw a sharp decline, down from 20 percent to 11 percent of the total Fairtrade Premium being received in the region.

**FAIRTRADE PREMIUM
PAID TO PRODUCERS IN
ASIA AND PACIFIC
INCREASED BY 6%**



**56% OF THE FAIRTRADE
PREMIUM GOING TO
ASIA AND PACIFIC
IS PAID TO PRODUCERS IN
INDIA AND INDONESIA**



**COFFEE AND TEA
ACCOUNT FOR 74%
OF THE FAIRTRADE PREMIUM PAID
TO PRODUCERS IN
ASIA AND PACIFIC**



**93% OF THE
WORKERS IN
ASIA AND PACIFIC
PRODUCE TEA**



FAIRTRADE PREMIUM USAGE – SMALL PRODUCER ORGANIZATIONS (SPOs)

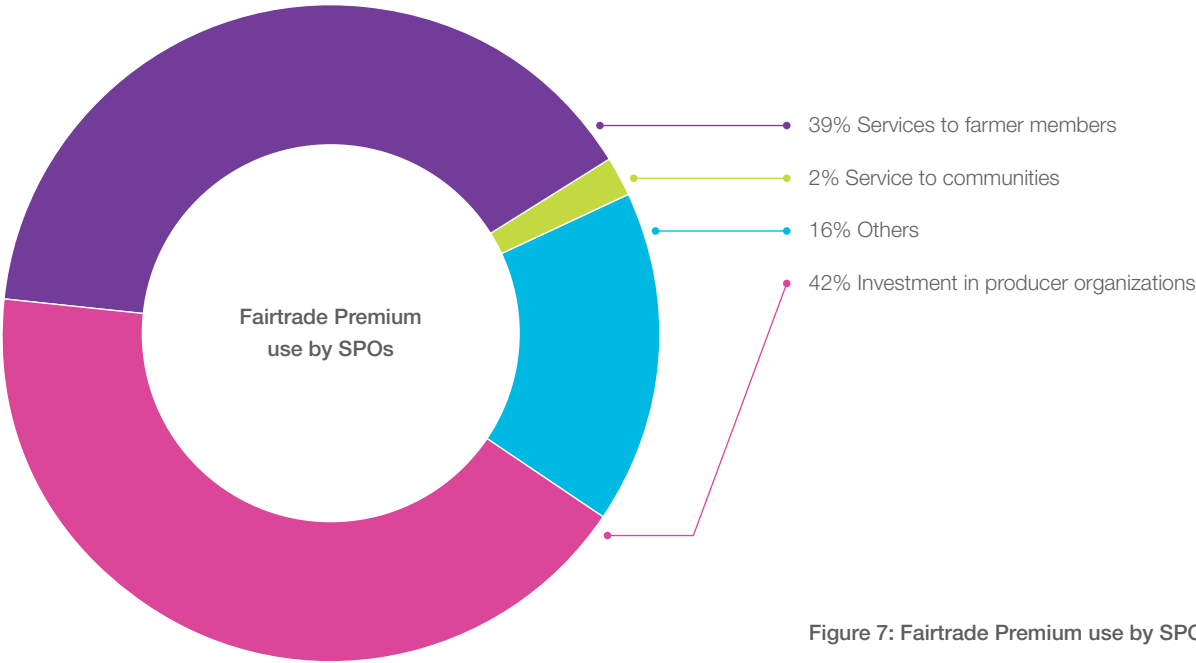


Figure 7: Fairtrade Premium use by SPOs

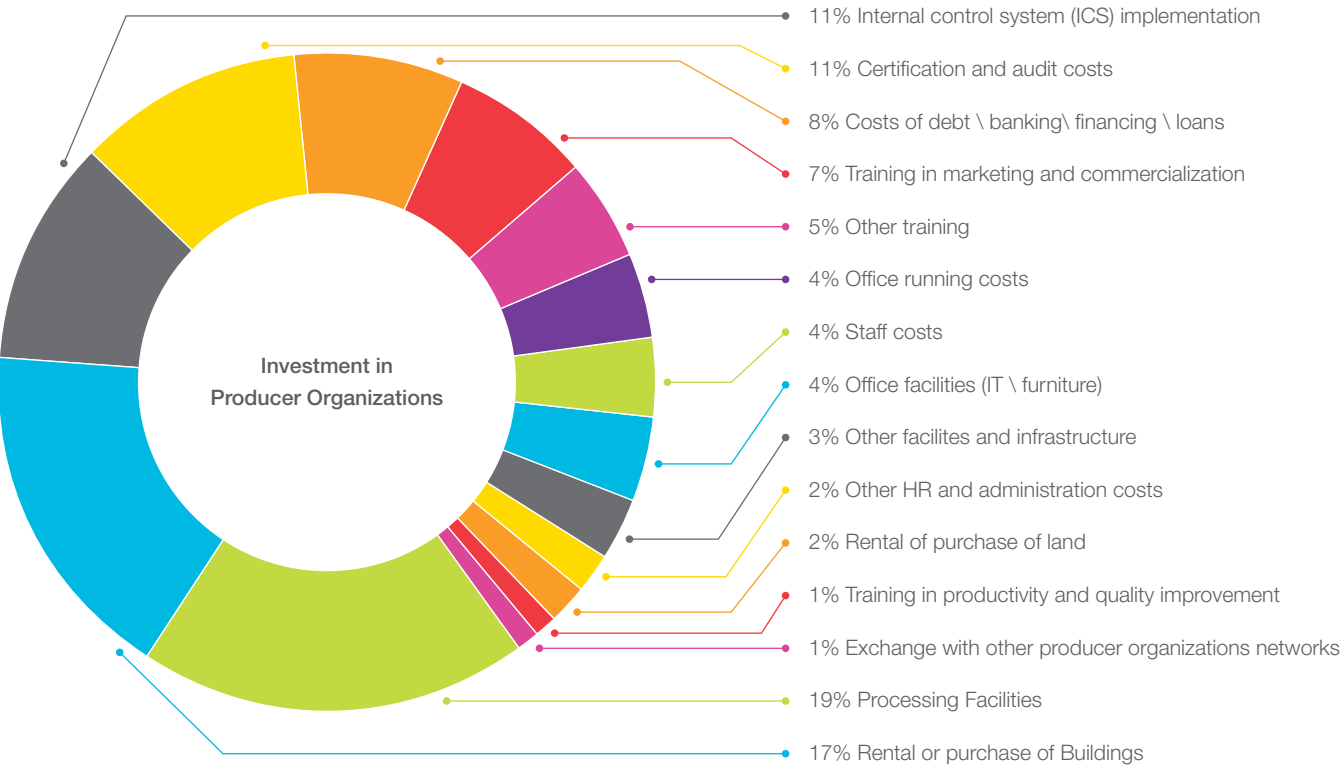


Figure 6: Premium use by SPOs: Investment in Producer Organizations

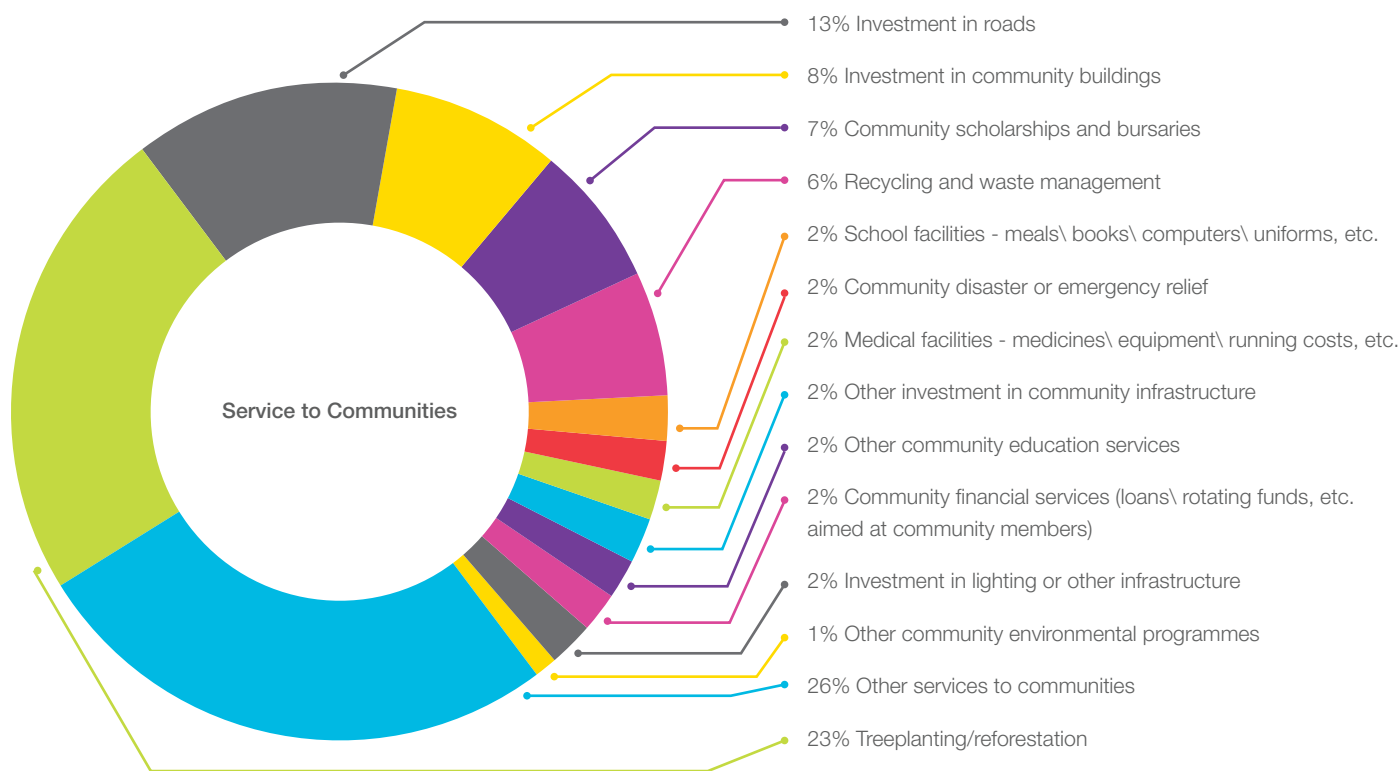


Figure 8: Premium Use by SPOs: Service to Communities

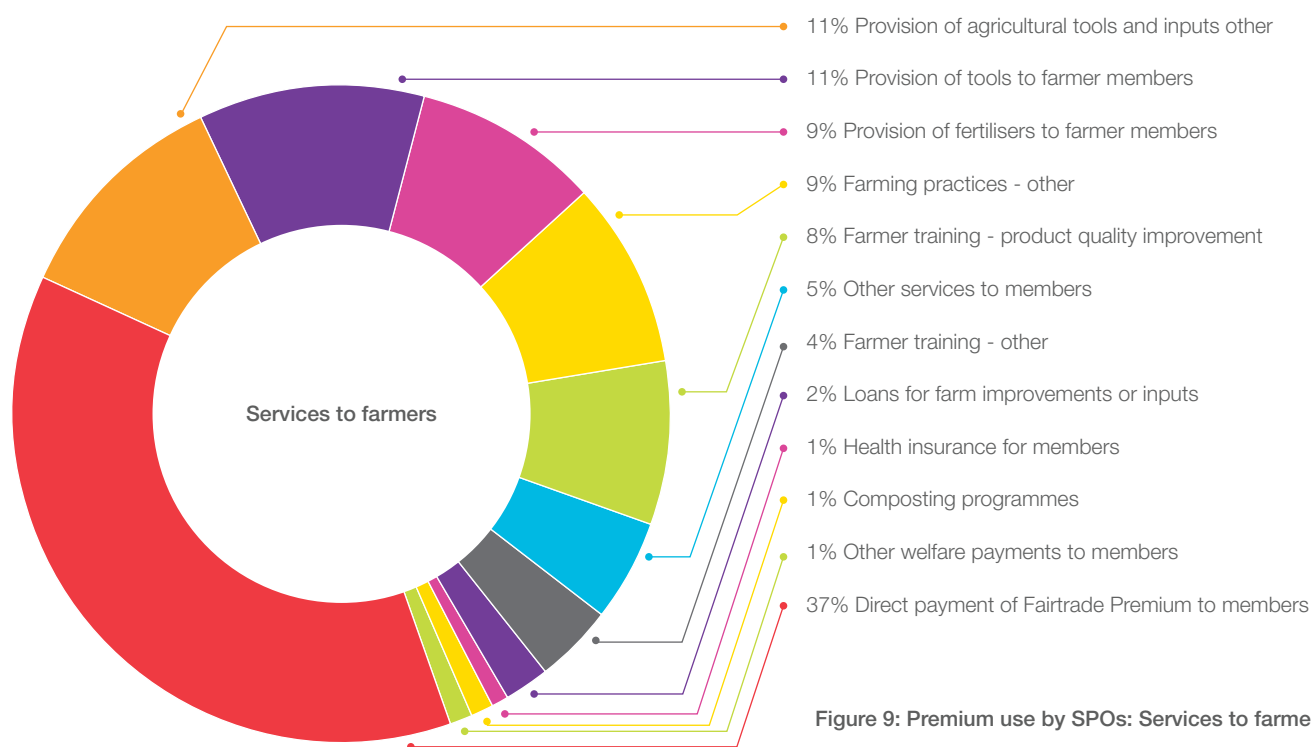


Figure 9: Premium use by SPOs: Services to farmers

PREMIUM USE BY SPOs

The broad categories of use of Fairtrade premium by SPOs are mainly investment in producer organization itself, services to individual farmers and services to communities. Further analysis of these broad categories is depicted. It can be observed that most of the premium amount (81%) was utilized in investment in producer organization and services to farmer members. Within investment in producer

organization, about 50% of premium was utilized in improving processing facilities, rental or purchase of building and in implementation of internal control systems (ICS). Within services to farmers, about 50% of the premium amount was utilized in direct payments of Fairtrade Premium to members and provision of agriculture tools and inputs.

FAIRTRADE PREMIUM USE BY THE PLANTATIONS

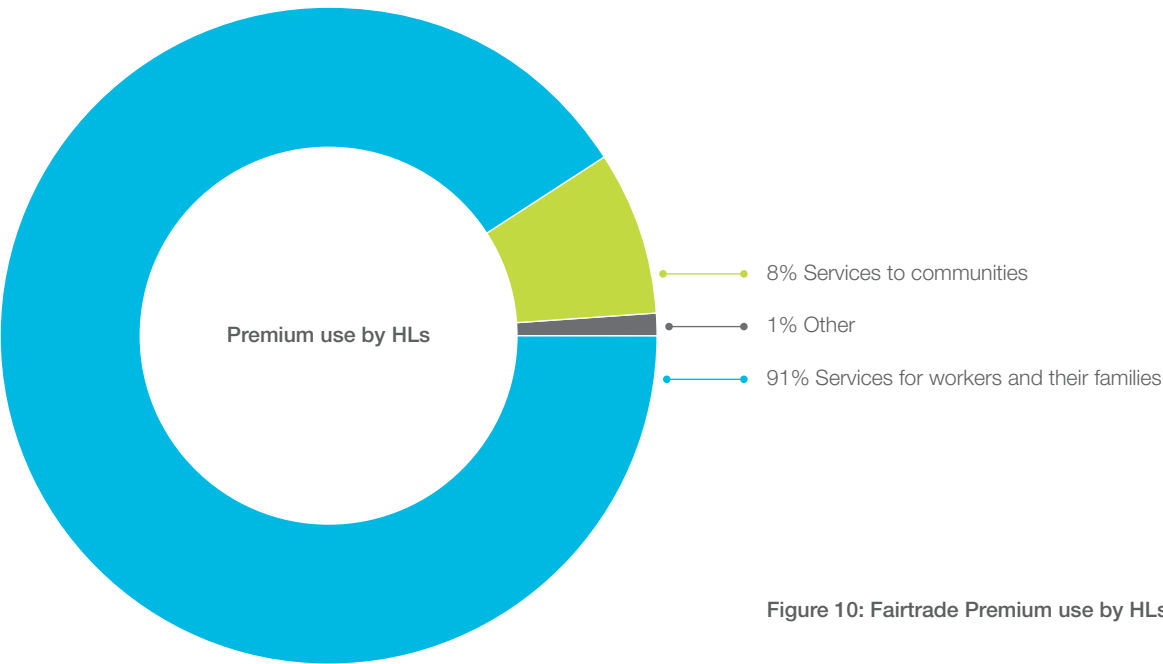


Figure 10: Fairtrade Premium use by HLs

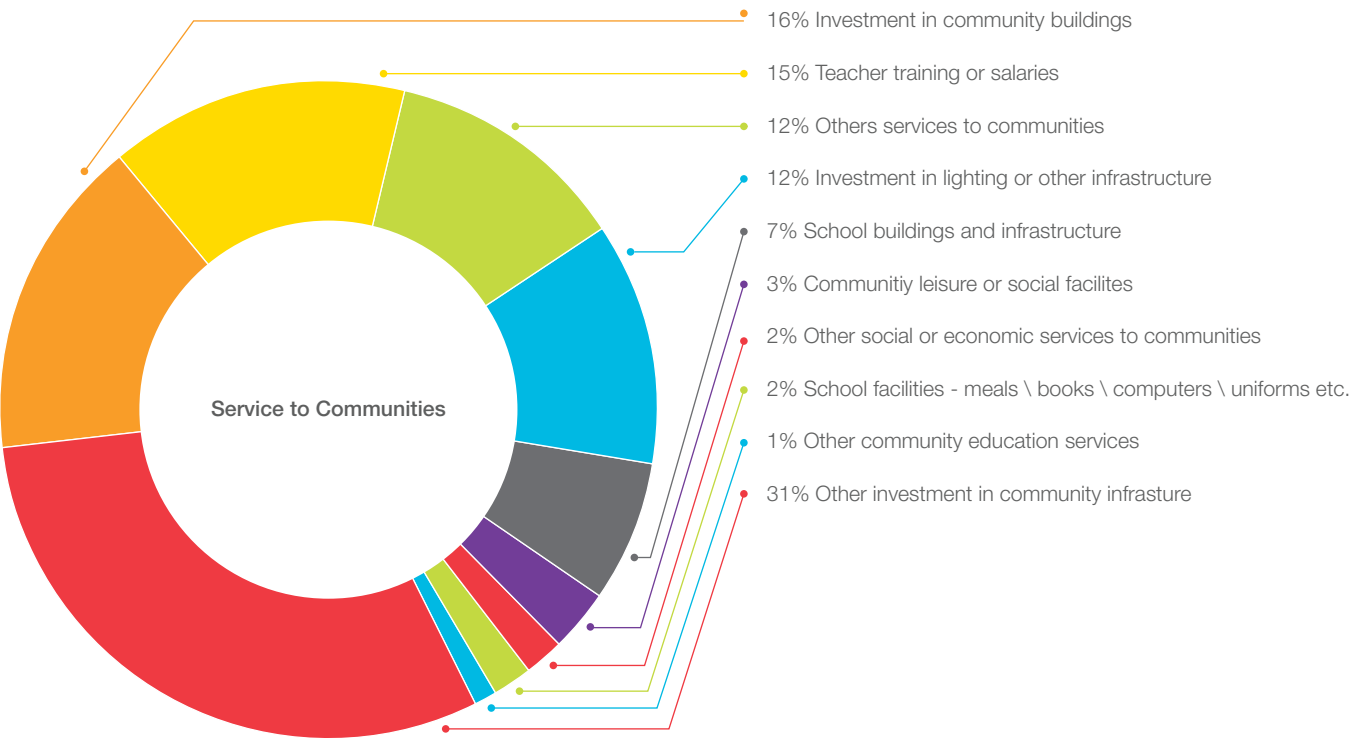


Figure 11: Premium Use by HLs: Service to Communities

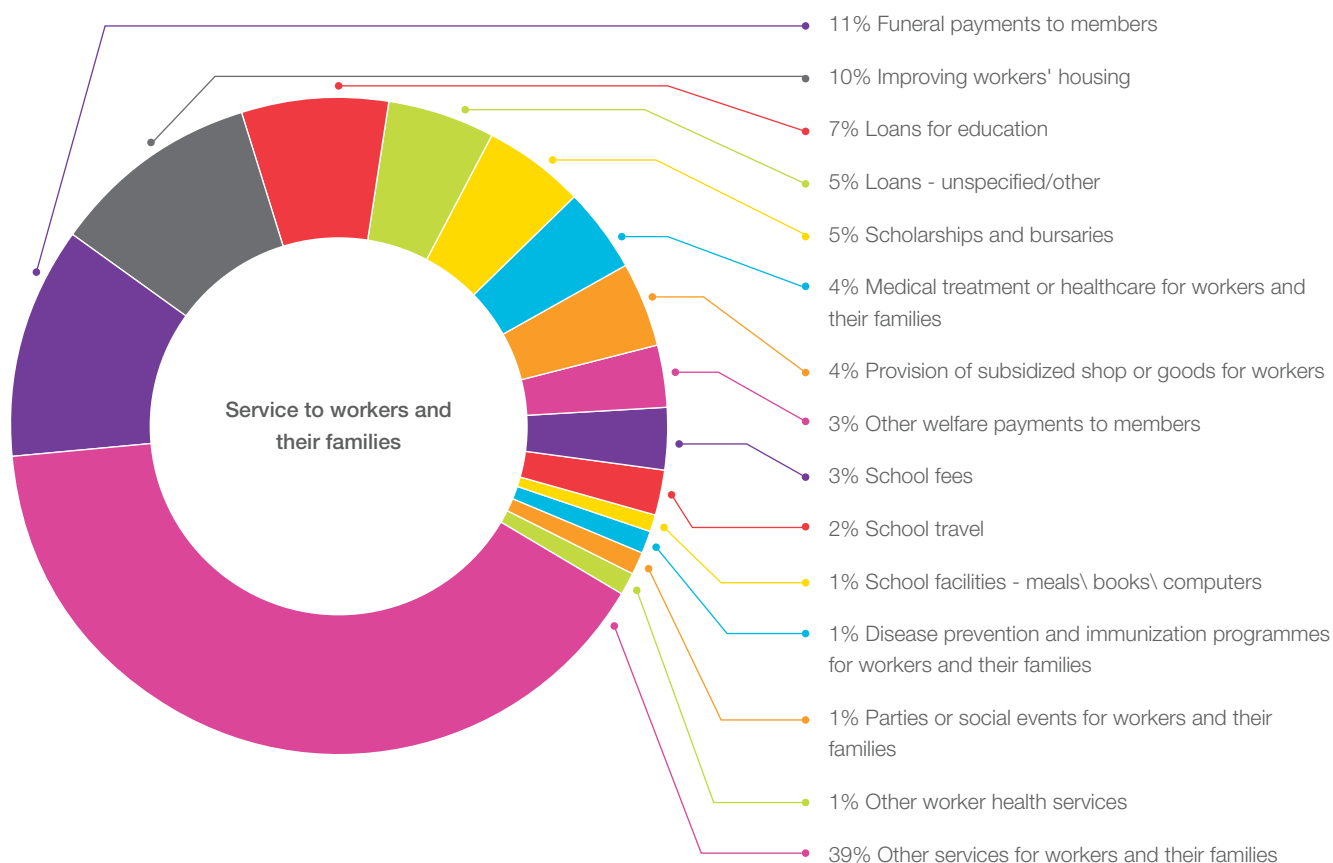


Figure 12: Premium Use by HLs: Service to workers and their families

The above figures depict broad categories of use of Fairtrade premium by HL Plantations which are mainly investment in services for workers & their families and services to communities. Further analysis of these broad categories is depicted in the next figures. These figures show that majority of the premium has been used for services for workers and their families (91%) followed by services to communities. Community infrastructure receives highest percentage investment in terms of services to communities.

FAIRTRADE PREMIUM USE BY THE CONTRACT PRODUCTION

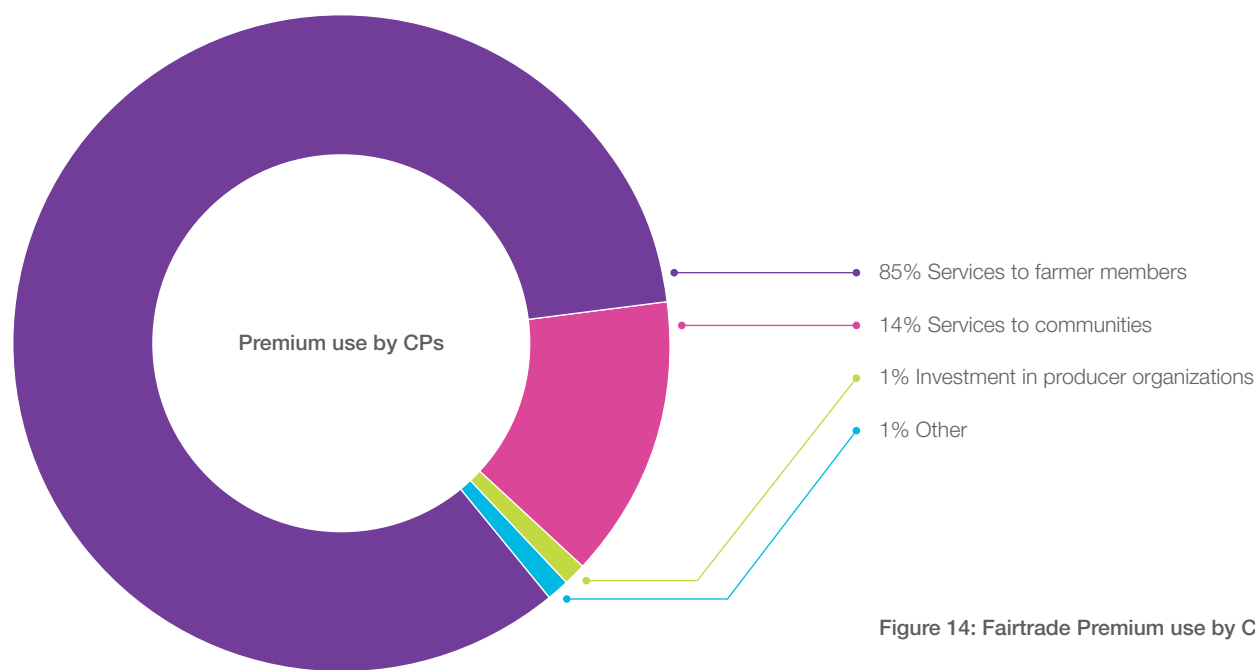


Figure 14: Fairtrade Premium use by CPs

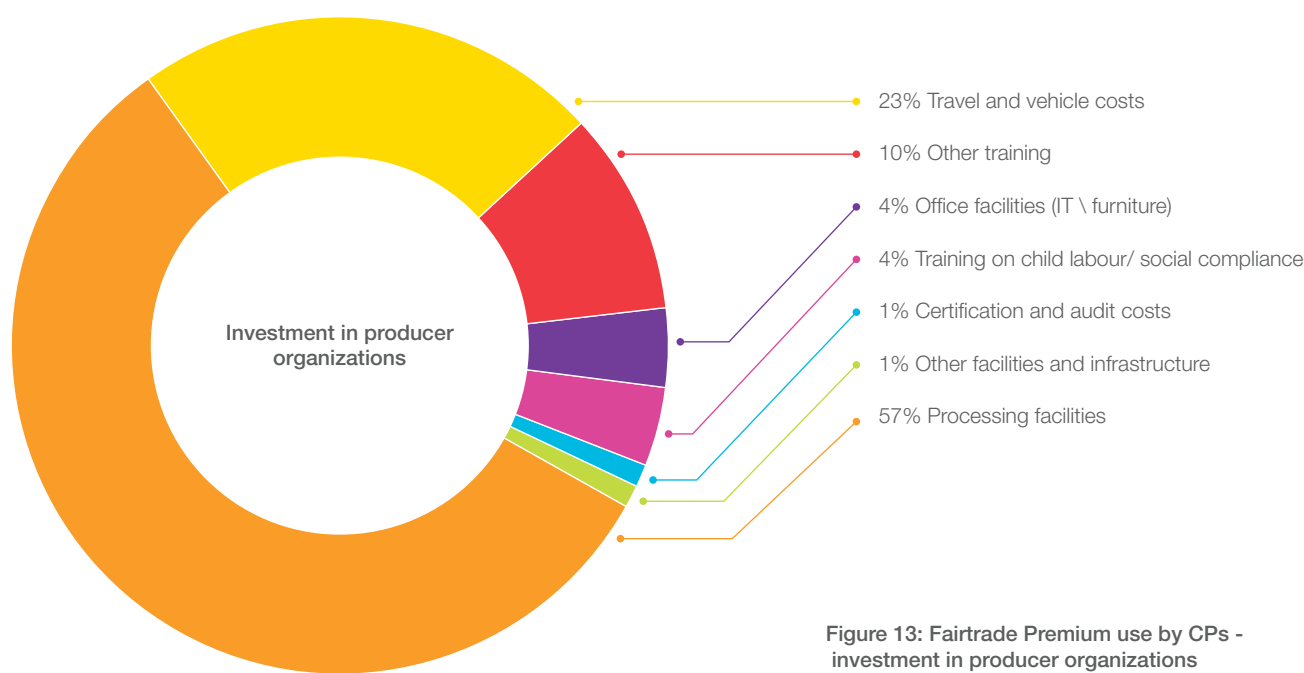


Figure 13: Fairtrade Premium use by CPs - investment in producer organizations

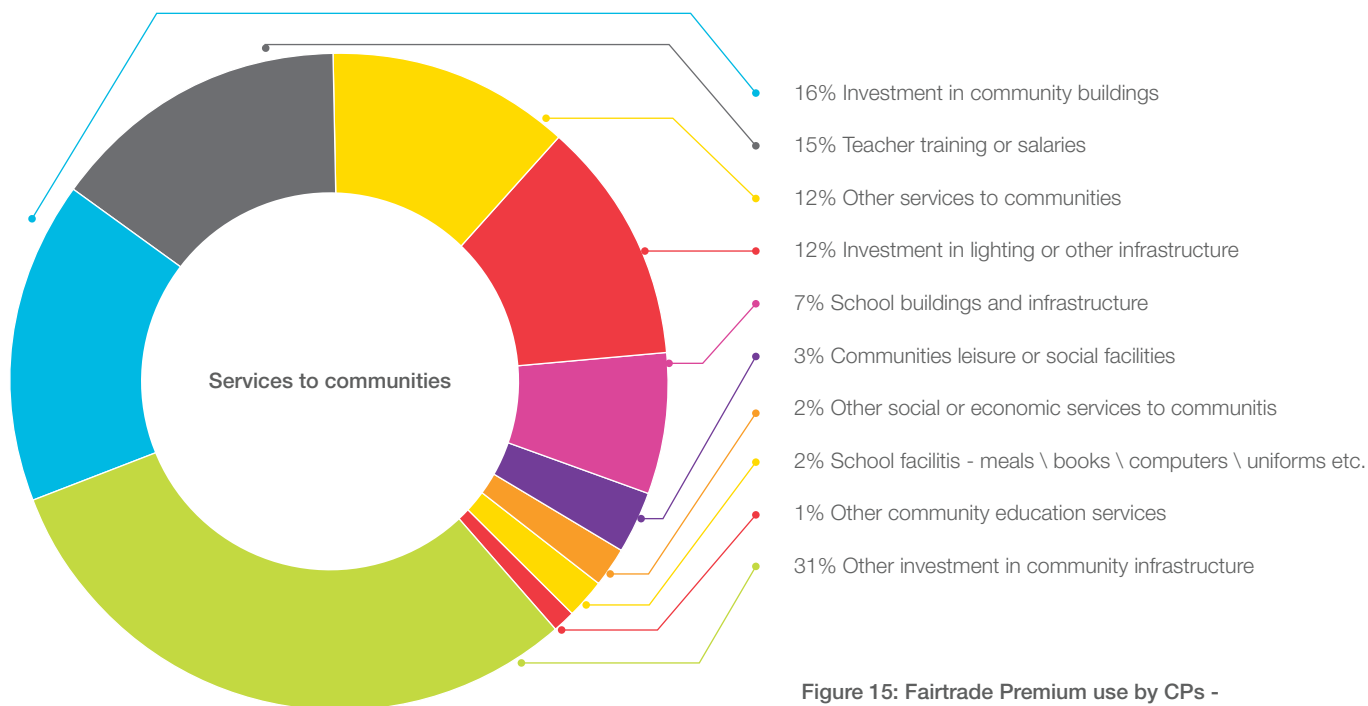


Figure 15: Fairtrade Premium use by CPs - services to communities

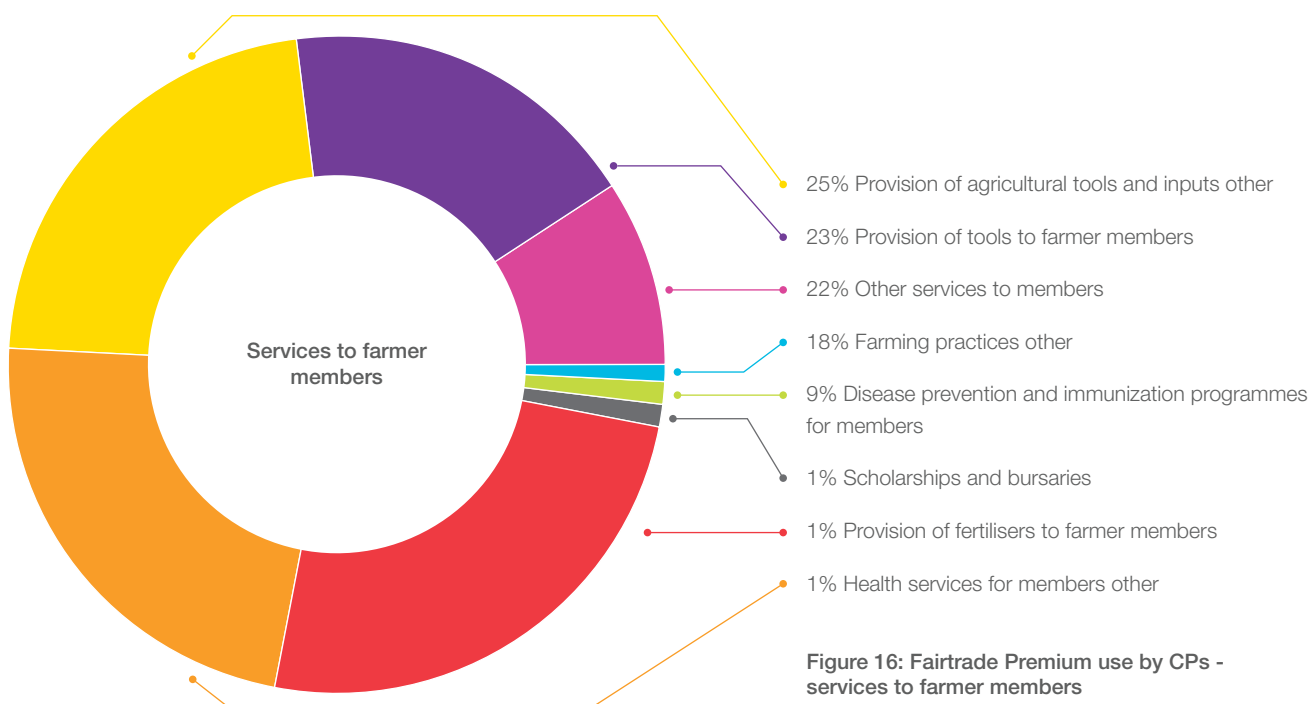


Figure 16: Fairtrade Premium use by CPs - services to farmer members

PREMIUM USE BY CONTRACT PRODUCTIONS (CPs)

The above figures depict broad categories of use of Fairtrade premium by HL Plantations which are mainly investment in services for workers & their families and services to communities. Further analysis of these broad categories is depicted in figures below. These figures

show that majority of the premium has been used for services for workers and their families (91%) followed by services to communities. Community infrastructure receives highest percentage investment in terms of services to communities.

ACTIVITIES IN THE YEAR 2017



SUMMARY

The year 2017 has seen range of activities delivered through our officers. During the year, we provided services to producer organizations through 235 field visits and 211 trainings. Our team members covered 1567 persons (1038 Men and 529 women) as part of the field visits, and 3545 persons (2216 men and 1329 women) participated in trainings conducted by our officers and affiliate resource organization. Women constituted 36% of the total persons covered. This year has also seen several newly certified producer organizations for tea, cocoa, seed cotton, nuts and grapes.



235

Field Visits Done



211

Trainings Done



1038 men were part of field visit

2216 men participated in trainings



529 women were part of field visit

1329 women participated in trainings

PRODUCER MEETINGS

NAPP provided multiple platforms for producers to meet many times nationally, regionally or under product categories throughout the year such as Vietnam producer's meeting, Sri Lanka Fairtrade producer's meeting, Central Asian producer's meeting, Indonesian producer's meeting, Asia Pacific Coffee producer's meeting, Philippines producers meeting and Indian cotton producers meeting to discuss common opportunities and challenges in Fairtrade. All these platforms provided good opportunity for producers to gather and exchange ideas on innovative practices in different areas related to Fairtrade. Plans for 2018 service delivery were drafted during the meetings.

PRODUCER SUPPORT

NAPP provided wide-range of services to producers across Asia Pacific region. Services were provided to producers through trainings and providing on-field support during field visits. Our program officers supported in familiarizing the producers on Fairtrade standards, providing advisory support, post-audit premium training, supporting in needs assessment, training on Fairtrade premium planning and management, compliance requirements, finance and accounting training for financial reporting, supporting in thematic topics such as gender, women leadership, youth inclusion and climate change.

Services were also provided to applicants and new producers in GAP analysis and training on Fairtrade standards, health and safety standards, providing certification support, initial audit Fairtrade premium committee training, assisting in finalizing terms of reference.

We also provided services to trader and exporters in training on Fairtrade compliance, trader's standards, providing certification support and advise, orienting on Fairtrade certification process, supporting in developing supply chains and marketing event.

ADVOCACY

- NAPP participated in **Ways of Working workshop in Nairobi**. Apart from being a learning opportunity for NAPP on how Fairtrade Africa has been building deeper relationship with fellow producer network, the workshop also helped in building closer ties with NFOs. Many NFOs have expressed their interest for collaborating with NAPP for various projects.
- **Collaboration with Ministry of Plantation Industries, Sri Lanka:** Meeting was held with the director of plantation management monitoring division from the Ministry of plantation industries to plan for the launch of 'Productivity and quality improvement pilot' in one of the tea estates.
- **We Effect Workshop, Philippines:** NAPP representative participated in the workshop which was focused on country program development of 'We Effect' in the Philippines.
- **Meeting with UKM centre from Syiah Kuala University, Indonesia:** The meeting was to explore the possibility of collaboration on training related to finance and accounting for the producers.
- **Fairfield Conference on Ethical Trade, New Zealand:** We participated in the conference and presented on Fairtrade's ethical approach to the development of ethical supply chains.



Figure 18: Fairtrade study finding workshop, Dhaka

- **Fairtrade study finding workshop with Traidcraft Exchange:** Fairtrade Asia Pacific, in association with Traidcraft Exchange, conducted a workshop to share findings of a study that evaluated the potential benefits of Fairtrade to farmers in Bangladesh. Various stakeholders and iNGOs such as Christian Aid, Catholic Relief Services, and AID Foundation participated in it. Fairtrade Asia Pacific leveraged its partnership with Traidcraft Exchange to commission a study to understand the agricultural landscape in Bangladesh vis-à-vis Fairtrade.
- **Annual Pacific stakeholders' workshop, Papua New Guinea:** With the support of New Zealand Ministry of Foreign Affairs and Trade, this workshop was held, focussing on speciality coffee quality training. A

coffee grader from Costa Rica and a New Zealand licensee also attended the workshop.

- **Advocacy workshop:** Advocacy workshop was conducted in which producers participated with interest and wanted further work to be done on advocating for Asian Fairtrade products and for Fairtrade premium taxation by governments in Indonesia and Pakistan.
- **Hongkong Students visit Sri Lankan Producers:** A visit was organized in coordination with Fairtrade Hong Kong for a group of students to visit the producers in Sri Lanka. The visit included an introduction to Fairtrade's impact, followed by visit to farmers and premium projects.



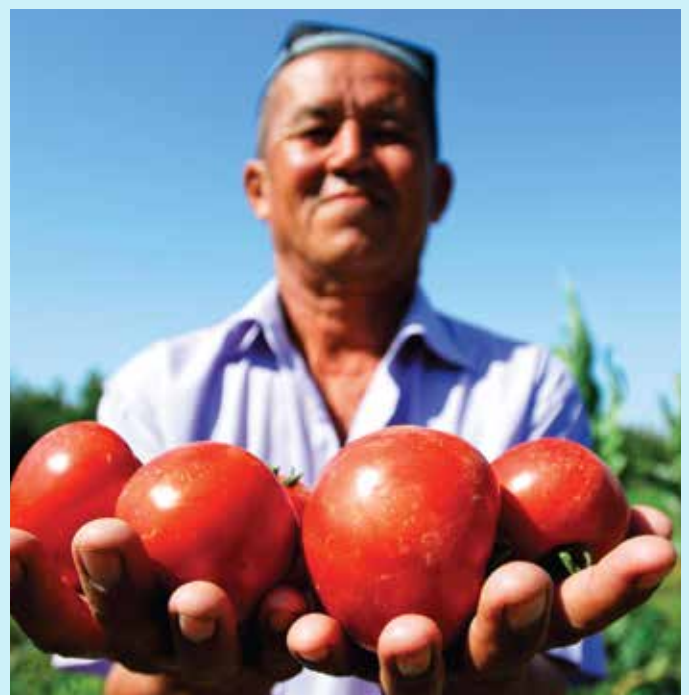
Students from Hongkong visit Fairtrade producers in Sri Lanka

- Meeting was held with government officials of Meghalaya, India from Meghalaya Institute of Entrepreneurship with the objective of promoting products such as Honey, Spices and Tea as Fairtrade products. The demand for these products due to their medicinal properties is increasing in the international markets.
- Consultation with Ministry of Agriculture and Water resources, Uzbekistan On the draft laws for organic agriculture conducted.
- Presentation at a workshop convened by the **Department of Export Agriculture, Sri Lanka:** NAPP got an opportunity to give an overview of Fairtrade system and certification at a workshop on "Green Ecological Villages concept – Organic & Fairtrade certification" which was convened by the Department of Export Agriculture. A large group of officials and farmers of the Business Counselling Unit of the Department of Export Agriculture attended the workshop.
- **Meeting with the tea commissioner for improving Fairtrade tea sales, Sri Lanka:** Various strategies and options for improving Fairtrade tea sales were explored in this meeting as a joint effort.
- NAPP is founder member of Organic and Fairtrade Cotton Secretariat along with stakeholders and participated actively in the cotton policy review for the state government of Madhya Pradesh in India.
- **International Conference, Global GAP, Central Asia:** Presentation by NAPP on - 'Fairtrade and Development of Domestic Organic Markets' in Uzbekistan and 'Development of Organic Agriculture' in Central Asia.

- **International Coffee Day, Indonesia:** Presentation by Fairtrade on the ideas and approach of Fairtrade during International Coffee Day to the coffee farmers, traders, exporters and importers of Robusta coffee.
- **31st National Coconut Week & 4th International Coconut Festival, Philippines:** It was held in Mandaluyong City with a theme: "GoHealthy, Go Wealthy with Coconuts!" Our objective of attending the event was to gather information and data about coconut sector in the country.

PARTNERSHIPS

- **Credit Union League of Thailand:** Conducted a meeting with, federation of cooperative in Thailand to explore collaboration in providing training for certified SPOs in Thailand and Laos.
- **UKM centre of Syiah Kuala University, Indonesia:** Under this partnership training was provided on finance and accounting to three SPOs in Aceh region.
- **Coordination meeting with chief of agriculture and plantation department of NTT province, Indonesia:** Agenda of the meeting was regarding Flores Coffee and access to market. It has been agreed to have further coordination with the local associate to develop a better strategy for Flores coffee's growth.
- **Potential partnership with China Merchandise Association, China:** Had talks with China Merchandise Association to explore potential of being part of its sustainable consumption campaign. Joined the ISEAL China groups.
- **Vietnam Chamber of Commerce and Industry:** Shared details of Fairtrade with the chamber representative. 110 traders under the support of ministry of agriculture and rural development were present at the meet.
- **We Effect, Sri Lanka:** In Sri Lanka, NAPP staff participated in a meeting convened by WeEffect to develop the country program for Sri Lanka. WeEffect is a well-established right based INGO engaged in poverty alleviation and gender related activities. NAPP strengthened the professional linkages and relationship with We Effect. We Effect agreed to collaborate and partner with Fairtrade NAPP producer support for relevant projects/ programs/ bids and interventions, particularly in Sri Lanka.
- **Ethical Trade Initiative, Pakistan:** In Pakistan, NAPP staff participated in a meeting with Ethical Trade Initiative to make them aware of Fairtrade and discuss possibilities for collaboration with NAPP.
- **Partnership engagement with Doaba Foundation, Pakistan:** NAPP engaged with Doaba Foundation for cooperation on capacity building and business opportunities for rice farmers in Pakistan. The Doaba foundation agreed to sign a MoU with NAPP to facilitate development of rice farmers.
- **Partnership MoU with GIZ and a producer, Pakistan:** NAPP staff visited and participated in the signing of MoU event between HLO Vision (producer) and GIZ in their collaboration under their labour standards project, to implement productivity improvement activities and support compliance with labour standards.
- **Partnership with Fairtrade Germany & Retailer:** In partnership with Fairtrade Germany and a reputed retailer programs to benefit workers were launched in tea sector.
- **Partnership with Rietzel:** Buy-in was secured from Reitzel for conducting IVRS facilitated dissemination of information on Fairtrade standards and Good Agricultural Practices (GAP).
- **TRAID bi-annual reporting:** The project aims to address the current under-supply of non-genetically modified (non-GM) cotton seeds in India by providing a sustainable and reliable supply of non-GM cotton seeds for 1,500 farmers in one of the cooperatives. It will provide environmental benefits relative to non-GM crops, including better resistance to climate variations and water shortages, as well as improving the market value of the crop itself. The programme is being run under the supervision of a qualified agronomist and plant breeder, and will involve producer stakeholders throughout the project duration, engaging them to take ownership of the project and ensure its sustainability past the project period's end.
- **Proposals developed on various themes to FTF-UK** for consideration for cotton on livelihoods; income generation, water conservation and productivity.
- NAPP partnered with CARE, Helvetas, Christian Aid and Inter Cooperation to submit various proposals to enhance benefits for Fairtrade producers in Asia and Pacific.
- **Fairtrade Italy** invited NAPP to be a part of a consortium to develop spice supply chain from Sri Lanka. NAPP consulted Fairtrade certified spice producers of Sri Lanka and shared inputs to the proposal that was led by a leading Italian NGO, namely ICEI, Italian Spice retailer Canamela along with University of Milan, University of Rajarata and Ecowave.
- **Discussions with Hilfswerk International:** To forge a partnership to provide consulting support (BDP) to business intermediary organizations in Kyrgyzstan and in Tajikistan to establish SPOs under a project.
- **Engagement with Vietnam chamber for commerce and industry and traders:** Communication about Fairtrade with Vietnam Chamber for Commerce and Industry and with 110 traders on agriculture was undertaken with the support of Ministry of Agriculture and Rural Development.
- **Engagement with district level government, Indonesia:** Initial step has been taken to coordinate with local government at district level. Chief of BenerMeriah district attended one of Fairtrade training on premium use in August 2017. He confirmed his willingness to further coordinate with NAPP and producers to work together in addressing any practical and policies issued to enable cooperative run the business better in the future.
- Damian Buckley from New Zealand joined Savai'i Coconut Farmers Association as a management and horticulture adviser, supported through a partnership between Volunteer Services Abroad, Krissy Co., Savai'i Coconut Farmers Association facilitated by PSR pacific team.
- Interaction with Assam Rural Livelihood Mission Society (Under National Rural Livelihood Mission, government of India) for setting up a project for five Budget Shop in two tea estates of Assam and Darjeeling respectively.





MONITORING, EVALUATION AND LEARNING

- **Tea Study in collaboration with Fairtrade Foundation:** A scoping study for a programme on tea in association with Fairtrade Foundation, UK and ILO was done in Assam. The findings of the study are aimed at informing the teams for designing interventions for improving the working condition among workers in plantations.
- Pilots on digitizing the daily work and reporting to ease the work load and reduce drudgery specially for field staff were kicks-tarted in 2017 with encouraging results.

Living Wage:

- The study was carried out in Sri Lankan tea plantations, supported by Sri Lankan staffs of NAPP. The study report was shared among key stakeholders for their comments and feedback at the living wage study report validation workshop held with key stakeholders of the Sri Lankan tea industry, trade union and civil society representatives as well as the consultants who conducted the study.
- The Living wages validation event for textile hub Tirupur, India was hosted by Social Accountability International (SAI) in consultation with trade unions, NGOs and suppliers in 2017.
- NAPP staff attended a meeting on living wage with the Pakistani producer organizations post the recently concluded living wage study based on Anker methodology for sports balls industry.
- **Donor evaluations:** This was successfully carried out by one of the research consultants engaged by Fairtrade International who interacted with a producer on the current Fairtrade sales, challenges in implementing Fairtrade standards, Fairtrade committees, their role in bringing changes with their communities, long-term impact of the Fairtrade premium projects and role played by the committees

- **Rice study–India and Thailand:** An impact assessment has been commissioned for rice producers in India and Thailand by Max Havelaar France which is aimed at understanding changes resulting because of the Fairtrade certification. The long-term objective of this assessment is to develop sales opportunities in the French market, but also in other markets.
- **Advocacy based research of NAPP focussed on SDGs:** The research was started in Sri Lanka. The first part of this research was to administer the questionnaire to the producer Organizations (POs) who are significantly benefiting from Fairtrade. And the second phase was the field research. The research was carried out through FGDs with farmers and workers and in-depth interviews with selected management representatives of the two producer organizations.
- **Impact documentation:** Documentation on Fairtrade premium uses for two SPOs who sold their product to South Korea was undertaken.
- UKM Centre of Syiah Kuala University was selected as implementing partner for wide data collection in Indonesia
- The Cavendish Banana Study in the Philippines conducted in 2017 and the findings shared
- BTC research of cashew nut in Vietnam has been disseminated in 2017
- India Tea Scoping – Validation Workshop conducted - The report was shared with stakeholders and feedback from producers incorporated
- Need assessment study was conducted in tea estates in Assam. The study was supported by FTF-UK, and was led by external consultant, and consultant from ILO.

COMMUNICATIONS

- **People & Produce:** NAPP has introduced a product periodical that shared relevant market insights and innovation both at market and producer level. Primarily targeted for producers, the periodical also holds interest for the wider system as it showcases producer drive or initiative in accessing new markets, responding to market trends and field innovation that reduces cost on production or allays negative environmental impact. The first edition focussed on coffee.
- **'Notes from the field' Asia Pacific Newsletter:** NAPP, launched its newsletter from January 2017. The objective of the newsletter is to share the stories, updates and activities being undertaken in Asia Pacific region. The newsletter is circulated to a large readership across producers, Fairtrade system and external stakeholders.
- **Fairtrade Juice Newsletter:** A short report was prepared and sent for Fairtrade Juice newsletter to one of the producers on their partnership with Caspian impact investment and advisors focussing on their success in access to Finance and the buyers visit from Netherlands in the year 2016
- **Fairtrade standards translated to Russian language:** In Central Asia, NAPP staff proof read the explanatory document on SPO standards and compliance, which was translated to the Russian language. This was finalized and shared with all producer organizations in Central Asia.
- **Journalist visit from Fairtrade Foundation:** NAPP supported preparation of journalist visit from Fairtrade Foundation to coffee producers to gather information for promotion of Fairtrade with focus on impact of Fairtrade and climate change.

MARKETING EVENTS & TRAININGS

- **Visit to Biofach, Nuremberg:** NAPP received an opportunity to establish market linkages for its nine products with the leading buyers of Europe through its presence at Biofach.
- A training programme on “**Creating Winning Marketing Plans for Fairtrade Markets**” was conducted for Fairtrade producers from

Pakistan and Sri Lanka in March 2017. The event was held in Fairtrade tea plantations of Sri Lanka. The training received participation from 22 producer organizations. The first phase of this two-phase programme kicked off with classroom training on marketing, supply chain management, and real-world marketing case analysis. In Phase 2, producers went back to their organisations and implemented the learnings to build marketing plans for their organisations with guidance from NAPP's marketing team.

- **Global Specialty Coffee Expo, Washington, USA:** In this Expo NAPP facilitated forging of ties and building relationship with traders for the producers from Asia Pacific region.
- Visit by three roasters and one NFO to coffee producers in Central Aceh, Indonesia.
- **USAID Business grow initiative project, Kyrgyzstan:** NAPP staff facilitated the Tajik SPO to connect with USAID Business Grow Initiative project located in Kyrgyzstan to market their cotton as value added textile from Kyrgyzstan to EU.
- **Retailer sourcing support:** A meeting was organized with the help of Fairtrade Marketing Organization(FMO) to understand the sourcing requirement of a major global retailer. Based on sourcing requirement NAPP along with FMO mapped it with producers through parallel costing, commercial viability etc. to ensure that it works both ways for producers and retailers alike.
- **Tea and Coffee Producers World Cup, Singapore:** Several South East Asian and Indian coffee producers participated in the tea and coffee world cup meet held at Singapore in Sept 2017. NAPP staff also participated in the meet. The samples of these coffee producers were exhibited in the show and kept for cupping sessions.
- **FMO Hong Kong's second student Visit:** The second student visit to SPO in Sri Lanka and member farmer families by the FMO Hong Kong sponsored group of secondary school students was successfully coordinated. This is part of the FMO Hong Kong effort to popularize Fairtrade and increase demand and sales of Fairtrade products in HongKong.
- **Trader visit:** NAPP supported Australia/New Zealand NFO in organising traders visit to coffee producer SPOs in Takengon/BenerMeriah. SPOs and two traders have been selected.



Figure 20: Biofach, Nuremberg

PROJECTS

Textile project

- **Pre-assessment of ginning operations** vis a vis textile standard has begun. This included observing the activities undertaken at the two farms that were visited along with the spinning mill.
- **Trainings:** Six trainings sessions were conducted in with an aim to provide the basis for creating better management and worker support in the certification for textile standards covering topics such as health & safety, grievance redressal and anti-sexual harassment. Management and workers were included.
- **Organizational Development:** The training of auditors to understand textile supply chain was hosted by Fairtrade International textile program official for SA 8000 auditors with non-textile background for two days in 2017. The event was attended by auditors from four certifications bodies mainly located in and around the textile centre of Tiruppur in India.

Cocoa project - Vietnam

- Three of the cocoa groups included in this project have been audited. One of them received training on marketing.
- Video film of the project has been shot along with a monitoring trip by the donor.
- Donor visit and mid project review was facilitated. The visit also led to meetings with EC in Hanoi and Belgium Embassy in Hanoi. This also led to interaction with VIRI, a Vietnamese organization that is currently implementing an EC project on Fairtrade in Vietnam.

Tea project, India

Tea Project was developed with support of FT-Germany, for intervention towards improving the living conditions of workers in Darjeeling and Assam. The Project has confirmed funding from German commercial partner and from FT Germany for the project period of two years. Three tea companies from Assam would participate in the project.

CONSULTATIONS

- **Global Coffee Consultation:** NAPP staff participated in discussion about Sourcing Policy of a big buyer, and to advocate to them to remain Fairtrade licensee. They remain the largest licensee for Fairtrade in the last few years.
- **Engagement with HWA-Austrian NFO:** There has been regular engagement with HWA (Austrian NFO) to develop an action plan for conducting a training on Fairtrade certification for Business Intermediary Organizations in Tajikistan and Kyrgyzstan. GAP, HACCP, ISO and Fairtrade standards will be considered for further application from exporting companies.
- **Cocoa COSP study:** Fairtrade International has undertaken a project with NAPP to conduct the Cost of Sustainable Production (COSP) study for cocoa in Asia region. The objective of the study is to provide Fairtrade with a complete and detailed list of cost items related to the sustainable production of Fairtrade cocoa in Asia Pacific. The list of cost items includes all production costs, starting at the crop establishment, up until the level where the cocoa beans are delivered Free on Board (FOB) in the port of origin. The scope of this consultancy project includes providing an exhaustive list of the indicators that make up the cost of production, collecting primary data from producers with support from Fairtrade, analysing the information collected and provide final results.
- **Living Income Workshop:** A draft on living income has been developed in the international workshop. There will be further deliberation on it with the global leadership team of Fairtrade. The objective is to integrate the learning as part of the overall global strategy.

SPO Standards Consultation

- **India:** SPOs participated in the SPO consultation process and one submitted their inputs for SPO standards review.
- **Sri Lanka:** NAPP team, in Sri Lanka conducted the SPO standards review with several SPO representatives at a one-day seminar. Very relevant and appropriate recommendations were made by participants on areas for revising the standards to match the Sri Lankan producers.
- **Vietnam:** Views of producer about standard have been taken and considered for the new standard.
- **Rest of Asia:** Meetings have been organized that were attended by representative from 10 SPOs in reviewing SPOs standard.
- **Fairtrade prices for Persimmon from Pakistan:** The standards and pricing unit at Fairtrade International announced Fairtrade prices (based on the QE procedure) for both organic and conventional Persimmon from Pakistan, giving producers from Pakistan access to the UK market for this product, which did not have any economic value earlier.
- **The Pineapple Price Review Workshop, Thailand:** It was held on 2017 in Samroi yod, Thailand aiming to collect cost of sustainable production data from farmers and farmer group. The call for review was due to the expansion of the Fairtrade market.
- Validation meeting in Kolkata, India for the delivery of research findings under the Tea Scoping study was held during the year 2017 in Assam India in association with Fairtrade Foundation UK, ILO and two tea companies.
- Aware mothers project held in Pakistan in which more than 200 mothers were trained on child nurturing.

ORGANIZATION DEVELOPMENT

- **Women Leadership Training:** NAPP attended the training on Women's Leadership. This was to field test the manual, which was prepared for the Women's Leadership School, Africa. The training consisted of 10 days of interactive sessions that covered 10 modules including constitutional rights of women, Fairtrade gender strategy, self-confidence & self-esteem, group cohesion, women and leadership qualities, women and economy, women understanding money, income diversification and project management, strategic negotiation and influencing skills, masculinity and gender.
- **Shadow Audit Training, Sri Lanka:** NAPP staff from Sri Lanka participated in a shadow audit in India along with FLOCERT Auditor. This helped in building insights regarding how FLOCERT audits are conducted and also what auditors look for during producer audits. The aim is to give this same opportunity to the rest of the team members as soon as possible, as it would help them to understand the producer standards and compliance criteria in a practical manner.
- **ISEAL webinar on Living Wage research:** Webinar training by ISEAL on living wage research conducted by Anker couple using the Anker methodology.
- **Advocacy workshop:** The workshop focused on the System Wide Project (SWP) funding received and the work undertaken by the three Producer Networks on advocacy. Discussions on the living income/wage/climate change adaptation programmes were undertaken. NAPP presented outlined the work (completed and envisaged) with the advocacy funding received.
- **Global Resource Mobilisation (GRM) workshop:** The focus was on how new financial resources could be secured and partnerships forged so as to enable Fairtrade International organisations implement objectives set out under its 2016-2020 strategy. NAPP shared its perspectives on GRM, systems/processes in place and work envisaged to truly work as one.

THEMATIC SUPPORT

CHILD RIGHTS

- Child rights committee training on objectives and ways of working training was conducted for cotton producer.
- **Child labour issues awareness & productivity for sugar SPOs, India:** Meeting with representatives of the sugar SPOs was held to advise them about child labour remediation and good agricultural practices leading to better productivity.

GENDER

- **Gender training for South Indian tea producer supervisors:** 13 tea producers in South India participated in a gender training. 24 supervisors from 9 producer organizations participated in the training. It had 8 women participants and 16 male participants.
- **Women leadership training for tea workers, Darjeeling:** 22 women workers from 11 tea estates participated in the training. The participants learnt about gender, gender discrimination, gender violence, and ways and means of redressal against abuse/sexual harassment at work place. There were also discussions on gender roles in decision making of Fairtrade Premium projects.
- **Two phases of training were conducted on Women's Leadership for women tea estate workers in Assam:** Qualities of leaders, communication, public speaking, cooperation, collaboration, budget, women in economics, diversification of income, sex and gender, gender-based violence were some of the topics covered under the two training programs.
- Seven trainings of working and non-working mothers were organized who belong to a Fairtrade sports ball producer in Pakistan.





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