

# QUARTERLY NEWSLETTER



Dear Partners,

As we continue to face the truly unprecedented situation affecting the global community and our way of life, we thank all our stakeholders for their sheer determination to keep their product FAIR, even when the world is going through a really UNFAIR deal.

We continue to work from home and deliver our best performance and availability. We are also asking our teams to work with producers through digital channels as much as possible. Though, we have postponed our physical participation at events and on field visits, all the trainings and producer support services are provided remotely. In countries where the situations are reported to be improving or under control such as Sri Lanka and Pakistan, the teams have started providing their on-field support to producers.

This moment reminds us that though we stay apart, we remain connected more than before. During this time, we wanted to reach out and update you on how we approached the situation at NAPP through the 2<sup>nd</sup> quarter. As we go forward, we will be sure to keep you updated on our progress and activities through our fortnightly newsletter instead of quarterly, and know that we always value your support and empathy for our farmers, workers, and their communities.

With Regards  
NAPP Communications.

## PRODUCERS AS OUR FRONTLINE HEROES DURING COVID-19



Amid the current crisis, we have witnessed tremendous agility and great determination from our producers to overcome these adversities by remaining at the fore front to support their farmers, workers, and communities. In a global crisis the plight of workers and farming communities are doubled as they remain vulnerable not only to the spread of disease but also to a loss of their livelihood.

It is commendable on the part of our producers to remain vigilant and pro-actively take mitigation measures through various relief programs and activities (independent resource, collaboration with Govt and Fairtrade Premium projects) to ensure the workers and farming communities remain well protected and secured during the crisis. This has not only boosted their morale but also enabled them to combat the challenges during the difficult times.



To find out about the various initiatives taken by our producers [Click here.](#)

## PRODUCER SUPPORT SERVICES

### Program Consultants in Sri Lanka resumes Physical Support Services for Producers under the new normal



On March 19, the Government of Sri Lanka (GOSL) declared a partial shutdown of all ports and a nationwide lock-down since March 20 with the exceptions of agriculture activities. The Fairtrade producer organizations continue to carry out its operations on the field. As such the dissemination of information on COVID19 awareness, and its preventive measures to the grass-root level, becomes a crucial requirement to be followed by all producers for the safety of its workers and farmers. With an immediate need to address the concern, the NAPP Field Operations Team has carried out certain awareness drive along with physical training and guidance to support the Fairtrade producers to carry out its normal activities without any hindrance, and to create conditions for them to adapt to the changing scenario owing to the current pandemic.

[Read more](#)

### Fairtrade Introductory Meeting and Training for marginalized farmers in Sri Lanka



A Fairtrade Introductory Meeting and Training was conducted by the Fairtrade Program Consultants of Sri Lanka at Warawewa, Rajanganaya Sri Lanka. Warawewa is a very rural area with marginalized farmers and currently starting a new Ginger and Turmeric project with the support of the Smallholder Agribusiness Partnerships Programme of Sri Lanka (SAPP). They are the members of the PARABOWA Farmers Society who are applying for the Fairtrade certificate.



The program was held as per the COVID 19 safety protocol and was being monitored throughout by the Public Health Inspector. Additionally, training on Organic and Agriculture training was also provided by the Government and private sector.

### **FairAware: Educating and Creating awareness of Fairtrade at the University of Agricultural Sciences (UAS), in India.**



Fairtrade is an accessible approach for representing various issues across the developing countries and it is important to make it a prominent feature in the agricultural education system across the Asia Pacific. On 3<sup>rd</sup> June 2020, NAPP was represented by its Regional Program consultant as one of the

speakers at a training program on Organic Certification to create awareness on Fairtrade, its Standards, and Procedures for certification to the students and key agricultural bodies in the State.

[Read more](#)

### **E Learning - Training of Trainers (TOT) program for Cotton and Rice Producers in India**

E Learning has gained a massive popularity during the pandemic. With online resources being easily available for anyone to access from the comforts from their home, it provides a more convenient option for participants and trainers as opposed to the traditional learning in a classroom set up.

To facilitate this- 02 digital training for Trainers on Standards and Social Compliance Requirements was organised by the Regional Program Consultant in India for cotton and rice producers. Appropriate guidance was provided to the Fairtrade officers on the use of Fairtrade resources available online. 22 members from 3 producer groups - Noble Ecotech - Sonic Kisan Samiti (FLO ID - 25683), Pratibha - Vasudha (New Producer Group from Madhya Pradesh) and Nature Bio Foods (FLO IDs - 39169, 39170, 39073, 35291, 27596, 33987) received the advantage of the training.

### **Remote Advisory Services in Indonesia by Regional Program Consultant**



Owing to the current pandemic situation the coffee SPOs in the region have made a participatory decision to shift the Premium fund allocation from the agreed Fairtrade Development Plan (FDP) to the Crisis Mitigation Plan. To ensure the shifting, planning and implementation of the fund takes place according to the Fairtrade Standard, the Regional

Program Consultant has been actively providing the necessary guidance along with other advisory services. [Read more](#)

### **Business Development Support to Producers in South East Asia.**

The Regional Business development consultant of South East Asia has been closely monitoring the evolving market situation post the pandemic and providing relevant advisory services for supply chain solutions to producers and traders. [Read more](#)

### **Capacity Building Boot Camp for Thailand Producers**

Language plays a vital role in sharing people's ideas and feelings with others. In a globalised economy, businesses now extend over borders in a diversified environment. Therefore, language proficiency is an important business skill and it is important to understand the impact it can have on one's business network.



To develop the capacity of producers on the command over English language communications, reading and writing skills, NAPP in collaboration with Fairtrade Germany had organized a Fairtrade Boot Camp in Thailand for producers belonging to rice, fruits, and herb & spice product category.

The training was attended by 18 young farmers, SPO staffs, and committee members. The participants were also briefed on the overall understanding of Fairtrade vocabulary, Fairtrade development project, and climate change knowledge. The sessions were facilitated through interactive activities and fun games and was received well by the participants

## **BRINGING RELIEF AND RESILIENCE TO PRODUCERS THROUGH FAIRTRADE FUNDS**



On World Fair Trade Day, Fairtrade International announced the launch of a “**Fairtrade Producer Relief Fund**” and establishment of a “**Fairtrade Producer Resilience Fund**” in response to the global COVID-19 pandemic. In the second phase “Fairtrade Producer Resilience Fund” will be established to meet the long-term needs of producers as they begin to look at life after COVID-19.

We are also happy to announce the securing of an external fund through SECO (State Secretariat for Economic Affairs), Switzerland along with Max Havelaar Switzerland.

[Read more](#)

### **COVID-19 Direct Fund Support**

NAPP has also initiated a parallel line of funding to enable donors to choose the members they would like to support and do so swiftly and directly. The main aim was to enable small emergency relief activities to be taken up by the members on an immediate basis. The Direct Fund link is active and running live on our website.

[Read more](#)

## FAIRTRADE ASIA COFFEE WEBINAR 2020



The Fairtrade Asia Coffee Webinar on 'Effect of COVID-19 on Fairtrade Supply chain across Asia and Way Forward' was successfully concluded on 5<sup>th</sup> June with around 90 attendees from different coffee organisations across the globe. The theme of the webinar was adequately met through an in-depth insight provided on the Impact of COVID 19 and the changing scenario across the Fairtrade supply and demand side by- NAPP, Fairtrade International, Fairtrade America and Producers from Indonesia, Vietnam, and India.

[Click to read](#) the outcome of the Webinar and watch the full session

## FAIRTRADE GLOBAL CAMPAIGNS

### Fashion Revolution Week Campaign #Imadeyourclothes on April 21<sup>st</sup>



During the Fashion Revolution week NAPP started a social media campaign **#imadeyourclothes** to stand in solidarity with our cotton producers and to share the plight of our farmers and workers who work hard to grow cotton and to provide us with one of the important necessities of life i.e. clothing.

We encouraged the global consumers and supporters to join the revolution **#WhoMadeMyClothes** by asking their favourite brands to act fairly and choose a traceable, ethical, and transparent supply chain.

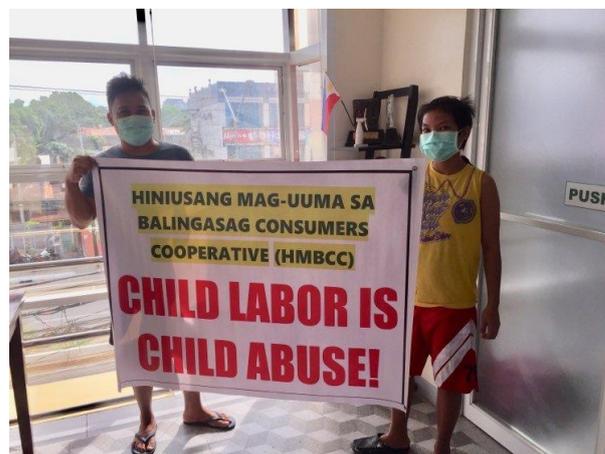
To find out about the various COVID 19 relief initiatives taken by our cotton producers [Read more](#)

### Intl Labour Day Campaign on 1<sup>st</sup> May

Fairtrade celebrated the International Labour on 1<sup>st</sup> May 2020 to extend its gratitude to the entire labour force for being our front liners. We thank our farmers and workers for fighting against unprecedented calamities in their everyday work life to provide enough food resources for the global population to sustain.

We also reached out to some of our women farmers and Gender school leaders to find out how they are coping up with the current crisis and the challenges therein. Women farmers have started forming into cooperatives, cross-learning, and encouraging other women to join the profession and the responses received from these leaders were truly inspiring. [Read more:](#)

### World Day Against Child Labour on June 12<sup>th</sup>



On the World Day Against Child Labour, Network of Asia and Pacific Producers (NAPP) extended its support through its social media platforms, to voice out the messages from the Fairtrade Producers organizations in the Philippines, who came together to firmly take a stand against any form of Child Labour. We thank the producers for leading this noble effort.

[Read more](#)

## **NAPP COVID 19 Monthly Business Impact Reports**

In order to keep our Fairtrade partners and stakeholders informed on the current challenges and developments of our producer organizations across 21 countries, NAPP has been collecting real time on ground information on the impacts felt by our farmers and workers across different product categories. The 'Business Impact Report' is shared monthly by the COO to all the CEOs within the Fairtrade system. It is also updated on the Internal Fairtrade Basecamps Communication group and can be accessed by the Fairtrade Comms officials to be shared within their respective teams.

If you have missed receiving the reports for the 2<sup>nd</sup> Quarter, please download from the link below.

[April 2020](#)

[May 2020](#)

[June 2020](#)

## **COVID 19 COO Communique/ Announcements**

All the COO Communique and NAPP Announcements can be accessed [HERE](#)