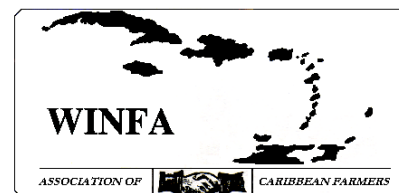


# FAIRTRADE IN THE WINDWARD ISLANDS

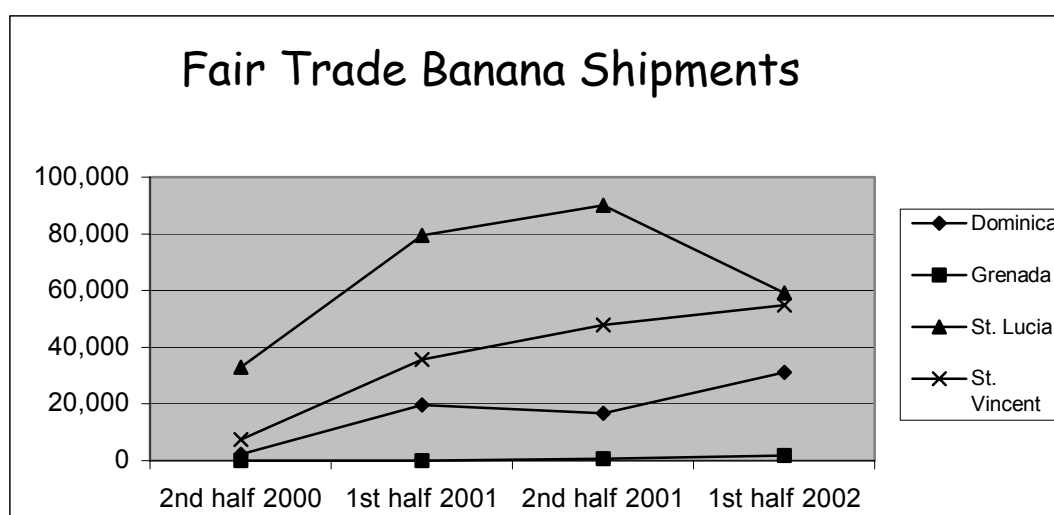


General Introduction

February 2003

## 1. Fair Trade in the Windward Islands

The first Fair Trade banana from the Windward Islands was shipped in July 2000. Since then Fair Trade Bananas are shipped on a weekly basis to the UK market and a small amount to the Irish market.



	2nd half 2000	1st half 2001	2nd half 2001	1st half 2002	Total
Dominica	2,294	19,684	16,761	31,184	<b>69,923</b>
Grenada	0	0	727	1,894	<b>2,621</b>
St. Lucia	32,982	79,515	90,048	59,167	<b>261,712</b>
St. Vincent	7,452	35,649	47,801	54,958	<b>145,860</b>
<b>Total</b>	<b>42,728</b>	<b>134,848</b>	<b>155,337</b>	<b>147,203</b>	<b>480,116</b>

Farmers have been skeptic in the beginning and a lot of them waited for the first results. Fair Trade is new in the Windward Islands. Bananas are the first Fair Trade produce ever shipped from here. Fair Trade developed during the last 1½ years, structures are implemented and further developed. Farmers were able to see that Fair Trade can work and that it brings a lot of benefits. Many farmers want to join Fair Trade now.

## 2. Structure

In Fair Trade Producer organizations or plantations are registered with the Fair Trade Label Organization International (FLO). In the case of the Windward Islands WINFA is the registered Fair Trade producer organization.

The situation in the Windward Islands is unique. No other Fair Trade producer organization has so many registered members living in different islands. It was necessary to develop an own system to guarantee the participation of farmers in the decision making process and transparency. It took some time to implement and consolidate the structures.

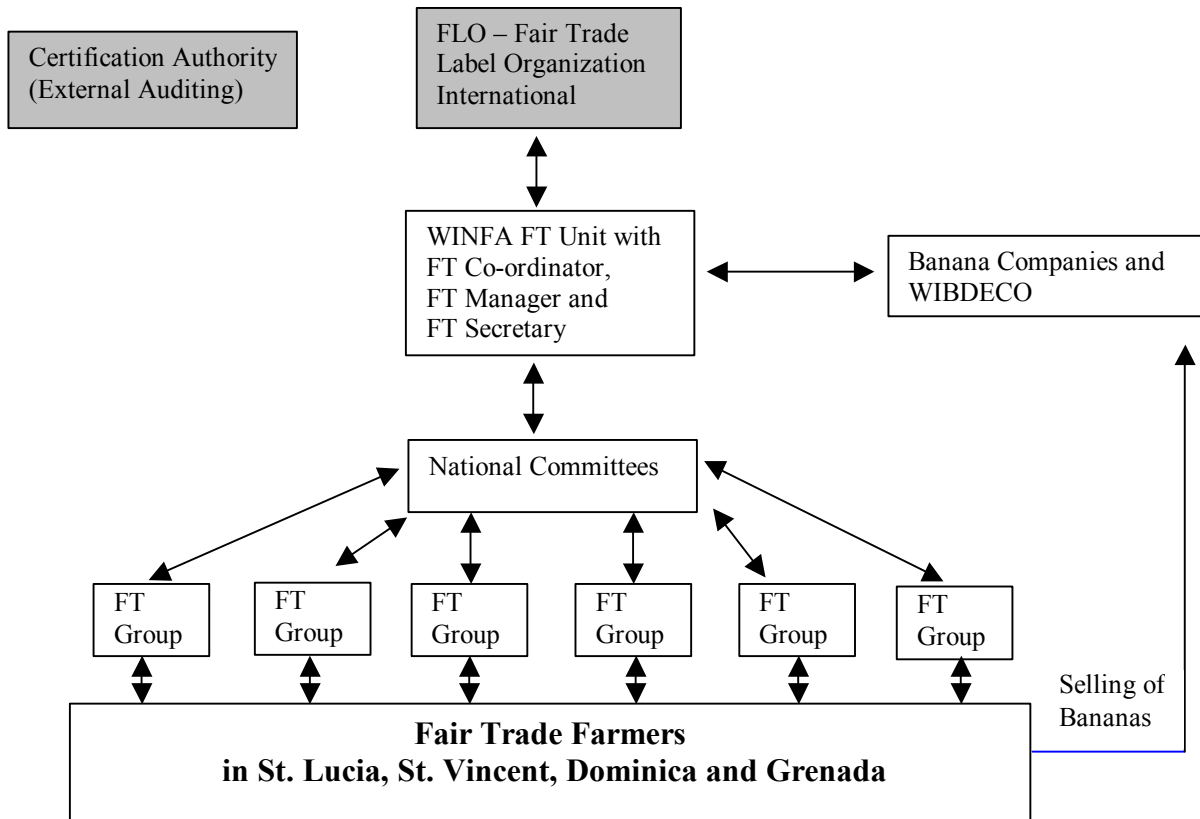
Fair Trade started with 466 registered banana growers in 12 groups on the islands of Dominica, St. Lucia and St. Vincent. Currently 535 farmers are registered in 18 groups in all 4 Windward Islands but there are many more who want to join.

### Members of Fair Trade in the Windward Islands (July 2002)

Country	Groups	Members	Female	Male	Acre
Dominica	3	63	14	49	249.35
<b>Average or % D'ca*</b>			<b>22.22</b>	<b>77.78</b>	<b>5.09</b>
Grenada	1	14	3	11	73
<b>Average or % G'da*</b>			<b>21.43</b>	<b>78.57</b>	<b>6.64</b>
St. Lucia	6	216	37	179	1008.35
<b>Average or % SLU*</b>			<b>17.13</b>	<b>82.87</b>	<b>5.63</b>
St. Vincent	8	242	99	141	673.05
<b>Average or % SVG*</b>			<b>40.91</b>	<b>58.26</b>	<b>4.77</b>
Total WI	18	535	153	380	2003.75
<b>Average or % WI*</b>			<b>28.60</b>	<b>71.03</b>	<b>3.75</b>

Country	Age				
	18-25	26-35	36-45	46-60	>60
Dominica	2	15	20	23	3
<b>Average or % D'ca*</b>	<b>3.17</b>	<b>23.81</b>	<b>31.75</b>	<b>36.51</b>	<b>4.76</b>
Grenada	0	0	2	9	3
<b>Average or % G'da*</b>	<b>0.00</b>	<b>0.00</b>	<b>14.29</b>	<b>64.29</b>	<b>21.43</b>
St. Lucia	4	28	63	91	24
<b>Average or % SLU*</b>	<b>1.85</b>	<b>12.96</b>	<b>29.17</b>	<b>42.13</b>	<b>11.11</b>
St. Vincent	10	50	85	60	36
<b>Average or % SVG*</b>	<b>4.13</b>	<b>20.66</b>	<b>35.12</b>	<b>24.79</b>	<b>14.88</b>
Total WI	16	93	170	183	66
<b>Average or % WI*</b>	<b>2.99</b>	<b>17.38</b>	<b>31.78</b>	<b>34.21</b>	<b>12.34</b>

Farmers attend monthly Fair Trade group meetings where they exchange experiences, discuss the use of the social premium and problems related to Fair Trade. They also organize social events together. The groups elect a representative to the National Fair Trade Committees. These Committees are established in three islands. It is not necessary in Grenada since there is only one group. Communication in the Fair Trade



initiative is always bi-directional to ensure the involvement of farmers in the whole process.

The WINFA Fair Trade Unit co-ordinates the Fair Trade initiative on the regional level, is responsible for collecting and distribution of information, administration and internal monitoring. The Fair Trade Unit supports in negotiations and organize training and workshop in co-operation with the National Fair Trade Committees and the Fair Trade Groups.

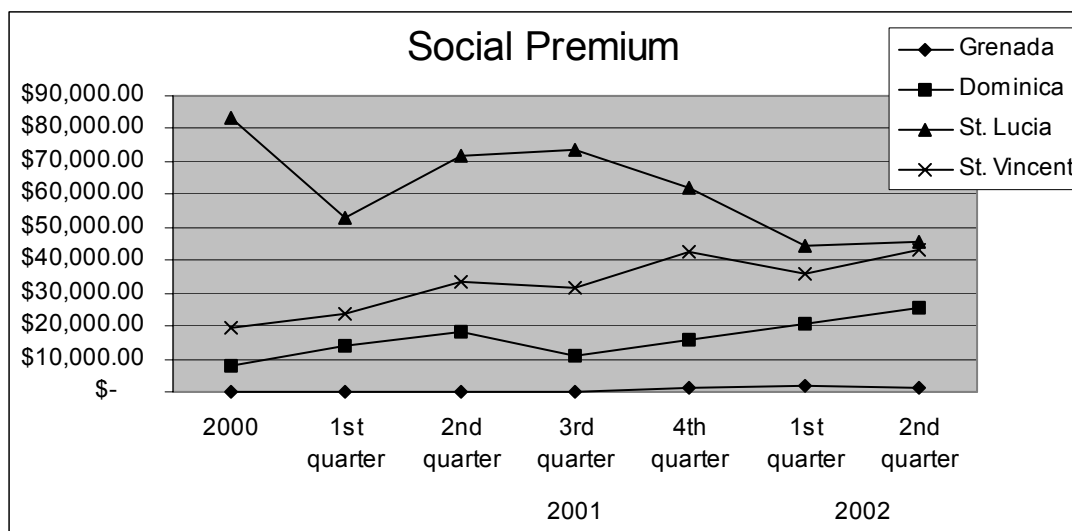
The bananas are sold through the Banana Companies/Associations and WIBDECO with whom WINFA has a good working partnership and close co-operation.

### 3. Social Premium

Social Premium is for the collective use in the different islands. It is allocated to each island, not to Fair Trade Groups or individual farmers. The Fair Trade groups discuss the use of the social premium and make proposals to the National Fair Trade Committee.

The National Fair Trade Committees develop a work plan for the year based on the recommendations of the groups which goes back for discussion to the Fair Trade Group. The last decision is taken in the groups.

The Social of 4.67 EC\$ per 40lb box is divided into  
 2.67 EC\$ Social projects and business development  
 2.00 EC\$ Implementation of criteria and administration with  
 0,50 EC\$ towards WINFA for education, internal monitoring, co-ordination and administration



**in EC\$**

	2nd half 2000	1st half 2001	2nd half 2001	1st half 2002	Total
Grenada			\$ 2,841.43	\$ 8,082.07	\$ 10,923.50
Dominica	\$ 20,984.40	\$ 86,938.11	\$ 72,600.84	\$ 123,588.45	\$ 304,111.80
St. Lucia	\$224,058.27	\$334,377.35	\$ 365,190.93	\$ 242,035.23	\$1,165,661.79
St. Vincent	\$ 52,582.32	\$152,964.31	\$ 199,487.01	\$ 213,176.68	\$ 618,210.32
<b>Total</b>	<b>\$297,624.99</b>	<b>\$574,279.78</b>	<b>\$ 640,120.21</b>	<b>\$ 586,882.43</b>	<b>\$2,098,907.41</b>

The first project realized in all Fair Trade Groups was the purchase of weed-eaters for the weed control without herbicides. The weed-eaters are collectively used.

The social premium is also used to upgrade sheds to the required standards. During the year 2003 farmers in will be also supported to meet environmental criteria with pit toilets on farms and incinerators to burn plastic waste more efficiently. The implementation of buffer zones needs an initial investment but will give farmers additional income in the long term because fruit trees such as mangoes, citrus and coconuts are promoted and

can be included in the Fair Trade initiative. The farmers will be supported with plants for the buffer zones.

In Dominica and St. Vincent money was paid directly to farmers to support the implementation of the Fair Trade Criteria for the years 2001 and 2002. Fair Trade farmers have additional labour costs due to different farm practices. In St. Vincent 0.80 EC\$ per box and 0.65 EC\$ in Dominica have been paid directly to farmers. In the year 2003 no direct cash payment will be made. The Fair Trade farmers in both countries decided that farmers are supported to meet quality standards and necessary quantities for Fair Trade through fertilizers.

Besides the direct support of farmers and their farms social projects have been approved and have been started.

Dominica:

- Support of primary school in Castle Bruce with chairs and tables which enabled the school to run in full operation.
- Computer for Primary Schools in Calibishie and Carib Territory
- Bus shed in Calibishie
- Improvement of feeder roads in all groups

St. Vincent:

- Fair Trade farmers in some Fair Trade groups had no possibilities to sit during the meetings. For these groups chairs were purchased which are also used for other meetings and events in the communities.
- Social project in all communities with fair Trade group:
  - Home economic centre. The centre will be used for classes in cookery and for catering for events which take place at the center.
  - Refurbishing community centers to enable the community to fully use it.
  - Purchase of material to enable knitting classes for young people which are organized in a rural community center.
  - Improvement of feeder roads and bridges to give farmers better access to their banana fields. Fair Trade farmers will not only benefit, also non-Fair Trade farmers are located along these roads.
  - Support of three pre-schools with sponges so that children can rest after lunch, toys, story books, chairs, a tape recorders and a fridge
  - Construction of two sheds for bus stops in an area where no sheds exist
  - Support of a rural clinic in the north of the island with the purchase of a nebulizer
  - Support of a primary school with 1 computer

St. Lucia:

- Refurbishing/construction of agricultural center in Grace, Mabouya Valley and Vigé/Cocoa
- Equipment for Science laboratories for two schools
- Farm Road improvement

- Support of the Cassava processing plant in Vigier to enable the plant the start of the processing
- Construction of a community center in Grace
- Support of educational institutions
- Community projects (to be defined)
- Farm road repairs
- Support of members in case of health problems

A part of the social premium is used for administration, to set up the office of the National Fair Trade Committee in Dominica and St. Lucia and reimburse members on the National Committees for their costs in form of stipend. Members of the National Committee in St. Vincent spend one day each week to monitor Fair Trade farms. The purpose of the monitoring is to help farmers on an individual basis to ensure the implementation of the Fair Trade criteria and to help them to overcome weaknesses identified. The reports of the monitoring visits assist in the overall participation of farmers in the programme.

WINFA is responsible for the co-ordination, administration and monitoring of the Fair Trade initiative in all four Windward Islands. 0.50EC\$ per box sold as Fair Trade is used to finance the work of the Fair Trade Unit. This money is used for staff (Co-ordinator, Manager and Secretary) and office costs, travel, training and education programmes.

## 4. Perspectives

### Fair Trade Bananas

The Fair Trade system is established in the Windward Islands and has support from all stakeholders. The biggest problems farmers have at the moment is that the demand for Fair Trade bananas on the market is much smaller than the possible production of Fair Trade bananas. A quota system had to be implemented which restricts farmers to a certain amount of Fair Trade bananas in order to share the ordered amount among all registered farmers.

Denise Sutherland, Fair Trade Farmer from Langley Park FT group in St. Vincent. "You get satisfaction to see the plant grow and to reap the harvest. For over a year I have been selling Fair Trade bananas and selling my full production to Fair Trade. I would like to see all my bananas being sold as Fair Trade because the extra effort that we have to put into meeting the criteria of Fair Trade bananas, is helping to protect the environment. We need greater consumer demand in the UK so we could increase our Fair Trade production."

## Fair Trade is not just bananas

With the development of Fair Trade criteria for fresh tropical produce it has become possible to include other commodities in the Fair Trade initiative. Farmers in the Windward Islands produce a wide variety of high quality produce: fruits, vegetables and spices. WINFA is now a registered Fair Trade Exotic producer with FLO.

The diversification of Fair Trade into other produce is of great importance in the Windward Islands. Not only to reduce the dependency on bananas and build other stable markets but most of all it will help to further develop an environmentally friendly sustainable agriculture.

Fair Trade in the Windward Islands is seen as a possibility to convert the production to organic production. Diversification of produce will be one part of this process.

Other Fair Trade produce like Mangoes, Sweet potatoes and Limes will be delivered from the same groups currently involved in Fair Trade or registered on the waiting list. Other farmer producing in the same areas already indicated great interest to join the groups.

First shipments of Fair Trade mangoes to the British market are expected in April 2003.

**The Windward Islands have much to offer!**