

Updates from People for Fair Trade – February 2010

Fair Trade is everywhere!

As the message of fair trade spreads into mainstream markets through the Fairtrade label, PFFT continues its distinct message: “Fairtrade” alone is not enough. It is great that through the Fairtrade labelling process, growers are part of a co-operative, that environmental and labour standards are enforced, and that growers are guaranteed to share in the benefits through a fairtrade premium.

BUT: even greater benefits come to coffee or tea growing areas when the same communities who grow the coffee (or tea) can have a part in processing, roasting and packing the final product (value adding).

Our products from Sri Lanka, Colombia and PNG are already value added in the producer country (with East Timor-roasted coffee coming soon). To add to the collection, we now have ...

A new Value-Added Coffee from Vanuatu

You'll see on our order form a new product – Tanna coffee from Vanuatu - where all the processing and packaging takes place in Vanuatu. Tanna is one of Vanuatu's main islands.

The process:

- Over 550 subsistence farmers grow coffee as a cash crop, part of a Government-supported program to help farmers grow a quality cash crop while maintaining their traditional village life.
- Initial processing of the coffee cherries takes place at 36 village-based local pulping stations.
- Coffee is processed at a centralised Dry Processing factory on Tanna Island.
- Beans are then roasted and packaged at a facility in Port Vila, capital of Vanuatu.

Currently this packaged coffee is supplied almost exclusively to the local Vanuatu market. There is capacity to produce more, but an export market is needed before production can grow. Our friends at Tradewinds in Sydney have taken up the challenge of providing this group with their first export opportunity.

Vanuatu at a glance

Population: 225,000

Number of Islands: 83

Gross Domestic Product (GDP) per capita:

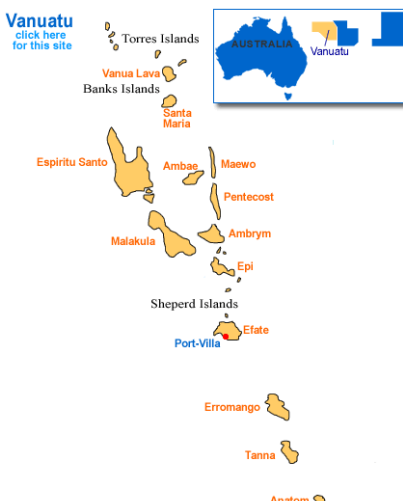
US\$1,900 (compared to Australia's US\$36,900)

Largest Sector in the Economy: Tourism (40% of GDP)

Industry (manufacturing, value-adding):
currently less than 10% of GDP

Benefits of Tanna Coffee

- Initial processing in the villages leads to much better returns to the growers. Growers receive around triple the income of subsistence coffee growers in neighbouring countries.
- Roasting and packaging in Vanuatu adds further employment and economic empowerment to the local people of Vanuatu.
- This expansion into an export market, supported by Tradewinds, will allow a greater proportion of the coffee crop to be processed and packaged in Vanuatu, rather than being exported as green beans.



Herbal Leaf Teas ...

To make room in our garage for the Tanna coffee, we have reduced our range of herbal teas from Southern Light Herbs. We have kept the most popular ones, but if you're really disappointed to see your favourite tea go, let us know – we may be able to help.

Thanks again from the PFFT Management Collective for your support and interest in fair trade!