



Co-op Fairtrade Programmes 2022

Case studies of Co-op Future of Food Sourcing Programmes with Fairtrade producer communities in 2022

Driven by our passionate members, Co-op have championed the Fairtrade movement for over 29 years, supporting trade justice through better prices, working conditions and terms of trade in addition to strengthening producer communities around the world through pioneering climate change resilience and international development programmes, as set out in our ['Future of Food'](#) sustainability commitments. At Co-op, we believe that the cornerstone of our Fairtrade legacy and difference is our commitment to producer engagement, demonstrated through the depth and authenticity of our relationships with our producers, some spanning decades.

In 2022, the strength of our commitment to the Fairtrade movement and our producers was consolidated, as Co-op delivered outcomes across four multi-year Co-op ['Future of Food'](#) sourcing projects; investing support for both improved livelihoods and resilience to climate change within Fairtrade producer communities. The following case studies present Co-op's Fairtrade sourcing projects in 2022 and the lasting impact of these projects within Fairtrade communities.

- **Cocoa:** Since 2017, Co-op have partnered with Fairtrade Africa to support the Women's School of Leadership, a pioneering programme empowering women within cocoa co-operatives in Côte d'Ivoire via training and coaching to improve their leadership abilities and awareness of human rights and gender issues to support better livelihoods. In 2022, 83 students participated in this programme. Find out more about [our support for the WSOL](#) on our website, or continue reading [here](#).
- **Tea, coffee, and flowers:** Partnering with Fairtrade Africa to support 1,400 producers in Kenya, Ethiopia and Rwanda to adapt to and mitigate climate change through the Fairtrade Alliance for Climate Smart Supply Chains in Africa programme (FACSCA). Read more [here](#)
- **Bananas:** Partnering with the CLAC Fairtrade Producer Network, Fairtrade Foundation and Fyffes to improve smallholder resilience and livelihoods in Colombia and Dominican Republic through improved soil health and productivity. Watch this [video](#) to hear from banana farmers about this programme and read more [here](#).
- **Flowers:** Partnering with our supplier, Flamingo Horticulture, who are delivering a programme 'Inua Dada' (translating to 'Uplift Women' in Swahili) to improve female flower workers' earning potential through training and income diversification initiatives in Kenya. Read more [here](#)

Read more about these projects in the following pages and in [Our Sustainability Report 2022](#).

Cocoa | Women's School of Leadership | Côte d'Ivoire | Women's empowerment

Co-op are proud to have supported Fairtrade Africa's Women's School of Leadership (WSOL) since 2017 and are delighted to see the success of this programme in the 4th year of operation supporting a vital part of the West African cocoa farming. In Côte d'Ivoire alone, women represent 68% of the active cocoa farming workforce and are therefore essential to the sustainability of the entire cocoa industry, however they are often disempowered and marginalised.

In order to strengthen *'women's participation and leadership in the management of their communities, organisations and households'* the Women's School of Leadership (WSOL) is a training, mentoring and coaching programme which supports women and some men to better understand gender issues and integrate women further within membership and decision-making activities. Through the WSOL, participants are supported to acquire knowledge of human rights and gender issues in their communities, in addition to skills of leadership, negotiation, financial management, entrepreneurship and decision making which enable participants to fulfil leadership roles within their respective producer organisations and communities.

Consolidating the success of 2021, with the support of Co-op, the WSOL has expanded the programme's offering in 2022, rolling out the 'Equity 2' phase of the programme. Consisting of a 10-module training programme facilitated by graduates of the previous cohort, the Equity 2 programme has been delivered to 144 participants from 14 cocoa producer co-operatives in Cote d'Ivoire, constructing knowledge of Fairtrade principles, the importance of women within the economy, simultaneously with leadership, financial and project management skills. Additionally, after training, WSOL participants have relayed knowledge and good practices for gender equality via awareness sessions within their respective communities, reaching a total of 3245 beneficiaries via 68 awareness sessions.

Significantly, in 2022 the WSOL has established gender committees across 7 cocoa co-operatives to proactively tackle the high exclusion of women and promote gender equality within communities. Furthermore, the programme has also supported 7 co-operatives to diversify their income with 147 students implementing additional income generating activities such as chicken rearing and bee keeping, applying the skills they have learnt via the WSOL. Looking ahead to 2023, the Equity II programme is set to conclude and the WSOL aim to consolidate and strengthen the existing gender committees and establish further additional income generating activities.

Co-op look forward to seeing further inspirational results of the Equity II programme and hearing from the women who benefit.

Producer Voices



'I understand better the interest for women to be involved in cooperatives. Only then can we make our voices heard and make our cooperatives stronger.' – Mariam Kanzie, SOCAREBIA Co-operative (pictured above).



'Thanks to the module on self-confidence, I have the courage to speak in front of an authority to plead for the opening of an alpha school for women. And that was the case!' – Marie Kabore, CAAM Co-operative (pictured above).

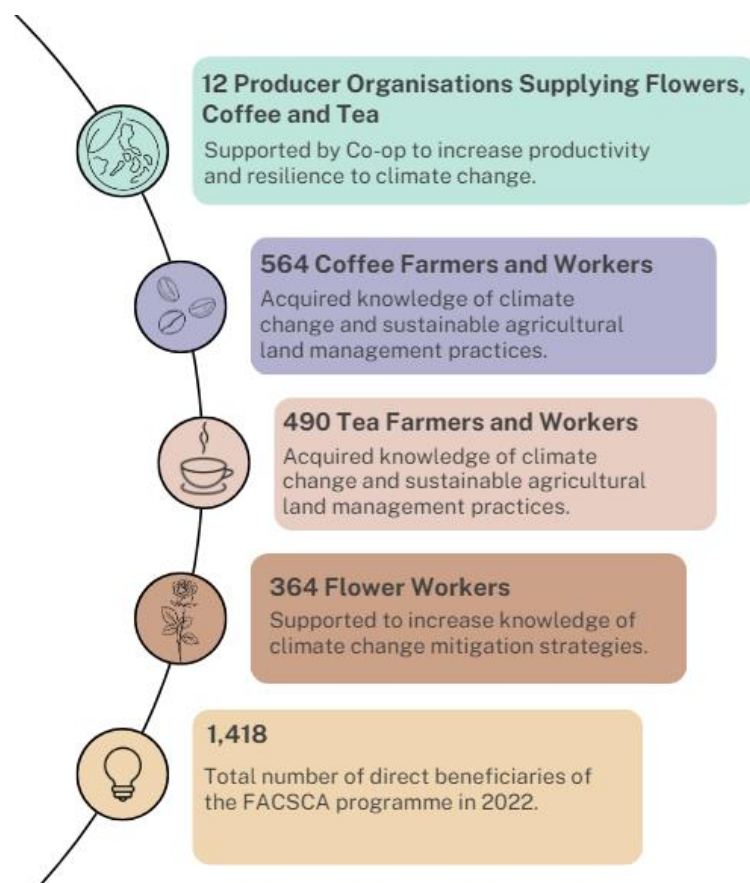
Find out more about [our support for the WSOL](#)

Tea, coffee and flowers | Fairtrade Alliance for Climate Smart Supply Chains in Africa (FACSCA) | Kenya, Ethiopia, Rwanda | Climate Resilience

As one of the most detrimental and concerning issues facing farmers and workers in global supply chains, climate change is directly impacting the livelihoods of producers who are increasingly faced with unpredictable climatic conditions, pests, and diseases which affect yields and incomes.

Co-op are the first UK retailer to invest in Fairtrade Africa's climate strategy, funding the Fairtrade Alliance for Climate Smart Supply Chains in Africa (FACSCA) since 2021: a farmer-centric programme which assists farmers and workers to adapt and mitigate against the detrimental impacts of climate change to better secure their own livelihoods, environments and protect the futures of key commodities for the long-term benefit of us all.

Through this programme, Co-op currently supports 12 at-risk producer organisations in tea, coffee, and flower supply chains in Kenya, Rwanda and Ethiopia to increase their knowledge of climate change and sustainable land management practices amongst farmers and workers. Year one of FACSCA aimed to increase awareness of climate change and sustainable agricultural land management practices and has translated to the following results in 2022.



In year two of FACSCA, the programme has supported farmers and workers to increase their resilience to climate change via initiatives including rainwater harvesting, sustainable energy solutions and income diversification.

Significantly, by the conclusion of the programme in December 2023, FACSCA aims to have impacted 25,688 beneficiaries directly across the 12 producer organisations. Co-op looks forward to seeing the impact of the FACSCA programme on worker and farmer livelihoods and resilience to climate change.

Producer Voices



FACSCA producers: Mary Warau (top left), Lilian Wangu (bottom left), Emily Chepngenoh Rotich (centre) and Reuben Njuki Julius (right).

'FACSCA is a project that teaches us how to deal with climate changes. Like the use of tanks, using manure, terraces, and mulching. We have been taught to place manure in between two plants and to cover them. And that conserves the water. Here, people are buying water tanks, installing gutters, and harvesting rainwater.' - Lilian Wangu, Mutira Farmers' Co-operative (pictured above).

'Through FACSCA, we have been taught about how to plant indigenous trees, indigenous vegetables, use of organic fertilizers and how to place drainage in the farm. Now when I go to the farm, I get good yields and thus I have money for food, children's clothes and a few things in the house. There is a huge difference.' - Emily Chepngenoh Rotich, Fintea Growers Co-operative Union Ltd (pictured above).

Find out more about [our support for the FACSCA programme](#)

Bananas | Productivity Improvement Programme (PIP) | Colombia | Smallholder Resilience

As one of the most important food crops globally, the historical demand for bananas from international markets has led to agrochemicals being deployed on soils to increase banana yields. However, over time, these chemicals have significantly reduced soil fertility and presented difficulty for banana farmers attempting to achieve profitable and sustainable production without factoring in the existing threat of pests and diseases such as Tropical Race 4 (TR4) which present a significant threat to yields and subsequent farmer and worker livelihoods.

In response, the Productivity Improvement Programme (PIP) was developed by CLAC (the Latin American and Caribbean producer network) to support smallholder Fairtrade banana farmers in Colombia and the Dominican Republic in recuperating the health of depleted soils, whilst further supporting the responsible usage of agrochemicals in-line with Fairtrade standards. Specifically, via organic fertilisers derivative of banana harvest residue and low-cost organic materials. This change of agricultural practice aims to increase the production potential of banana farms and the subsequent income of farmers and workers whilst reducing the negative environmental impact of banana production, in particular water usage, carbon footprint and improving soil biodiversity and resilience to diseases. In 2022, Co-op and our supplier Fyffes have continued to fund this programme, deepening our impact in Colombia through the provision of technical assistance and capital for infrastructure to increase organic fertiliser usage across 6 producer organisations, equating to 220 banana farmers.

To date, the PIP programme has translated to the following productivity and environmental impacts for banana producers:

- After 4 years of PIP, some producers have gone from producing 40 boxes per-week to producing 75 boxes per-week, representing an increase of more than 85%, with PIP farms generating a gross income 15% higher than non-PIP farms.
- When the PIP programme began 5 years ago only 7% of banana smallholders applied bioproducts - now that figure is close to 42%.
- Reduction of fixed production costs by over 25% for PIP farms.
- A study conducted in Colombia by CIAT (International Centre for Tropical Agriculture), comparing PIP farms with non-PIP farms, indicated a more efficient use of water on PIP farms with a reduction of water usage of by 12% and an overall reduction of greenhouse gas emissions of 29%.

- PIP farms demonstrated a reduction in agrochemical usage of 30%.

Looking ahead to 2023, Co-op looks forward to seeing the continual positive impact of the PIP programme on farmer and worker livelihoods.

Producer Voices



Celenia Orozco, banana farmer and member of ASOBANARCOOP Co-operative, Columbia (pictured above).



‘Through the PIP program and the new organic fermented soil we are using, we have seen the soil’s health improve, the production has increased. ... The project on increasing productivity came at a crucial time for us because the input prices have increased, so with the use of organically fermented soil, they [the Fairtrade PIP programme] have guaranteed the sustainability of the production and the health not only from the soil, but also of the producers and workers on the farm’ - Ana Anjelica Lopez, Fairtrade banana farmer and member of EMPREBANCOOP Co-operative, Colombia (pictured above).

Find out more about [our Fairtrade banana producers](#)

Flowers | 'Inua Dada' Programme | Kenya | Women's empowerment

In 2022, Co-op partnered with our Fairtrade flower supplier Flamingo Horticulture to address gender inequality in the Kenyan cut flower industry, reflective of a wider endemic issue of gender inequality experienced by women in East Africa. Although the cut-flower industry presents opportunities for women to work as farmers, producers and workers, unfortunately the invaluable skills and contributions of women are often undervalued and therefore they are prevented from fulfilling their potential in higher skilled technical and managerial roles held by men. To promote and progress equitable gender relations and empower women within their community, Inua Dada or 'Uplift Women' in Swahili, is a 2-year programme for diversity and inclusion which aims to economically empower, upskill, and improve the socio-economic and health status of female horticulture workers within the workplace and their communities.

In order to achieve this, the Inua Dada programme provides extensive training and educational opportunities for women, equipping them with the skills to pursue technical and leadership roles in addition to increasing their economic and physical well-being. Significantly, within the first year of operation, 5742 women were enrolled on training courses across the Inua Dada programme, ranging from financial literacy, welding and plumbing, to machinery and poultry rearing. Crucially, the Inua Dada programme has also facilitated health intervention sessions to over 4000 female flower workers including cancer screening and the provision of free sanitary products.

Additionally, through the Inua Dada programme, training and leadership hubs for female workers have been established on partner farms Bigot Fleurs and Penta Flowers, enabling additional income generating activities including poultry rearing. Looking ahead to 2023, Co-op look forward to seeing the further impact of the Inua Dada programme and hearing from the women who benefit.

Veronica's Story



Veronica is currently a security cadet is really enjoying doing a Diploma in General Agriculture. The course has helped her understand a lot more about how the farm runs. She sees herself being able to apply the same skills back in her rural home in Kiambu where she does a lot of the farming herself. In the future, Veronica would like to do a degree course in Agronomy.

Pictured left: Veronica Wanjiru Kamau – Flamingo Horticulture Security Cadet and Inua Dada student.



Pictured above: Inua Dada Participants during 2022

Find out more about [our support for Inua Dada in our annual report](#)



It's what we do

Find out more about [Co-op's commitment to Fairtrade](#)

Co-operative Group Limited

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1 Angel Square, Manchester M60 0AG
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