



FAIRTRADE ANZ'S PRODUCER LIBRARY
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FAIRTRADE
AUSTRALIA
NEW ZEALAND



SECTION 1

ABOUT FAIRTRADE ANZ

Fairtrade Australia & New Zealand (Fairtrade ANZ) is a full and active member of Fairtrade International and the sole provider of producer support for producer organisations in Papua New Guinea (PNG), East Timor and the Pacific Islands (referred to throughout this document as 'the Pacific') that aim to access the Fairtrade system. Fairtrade ANZ also works with businesses, community groups and individuals to grow the demand for Fairtrade certified products in Australia and New Zealand.

"Sometimes what happens when we read and write, we tell people, they don't understand. But when they see the pictures...then basically they put their brain on there, and they see the impact of it. And I will say that is one step ahead."

**Parbindra Singh, Chairperson
of the Lautoka Cane Producers
Association in Fiji**

ABOUT THIS DOCUMENT

This document provides guidance on the use of Fairtrade ANZ's Producer Library educational games. It includes suggested training activities for trainers, as well as the direct connections between the games' illustrations and the Fairtrade Standards for Small Producer Organisations and Contract Production. the standards referenced here, have two different types of requirements:

- Core requirements which reflect Fairtrade principles and must be complied with. These are indicated with the term 'CORE'
- Development requirements refer to the continuous improvements that certified organizations must make on average against a scoring system (also defining the minimum average thresholds) defined by the certification body. These are indicated with the term 'DEV'

Each requirement is assigned a number (0, 1, 3 or 6). This number represents the number of years a producer organisation has until it is audited against the requirement.

In the standards 'you' refers to the party responsible for fulfilling the requirement, In this case, this party could be a Small Producer Organisation or a Contract Production set up.

NOTE: The games and activities included in this document **do not replace** the Fairtrade Standards. Please download your relevant Fairtrade Standard at www.fairtrade.net/our-standards

THE PRODUCER SUPPORT & RELATIONS PROJECT FOR THE PACIFIC

Fairtrade ANZ launched its Producer Support and Relations (PSR) project for the Pacific as an acknowledgment of the limited understanding of Fairtrade certification in the region, the lack of tailored support for local producers, and the resulting missed market opportunities.

The main goal of Fairtrade ANZ's PSR project is to bring attention to the needs of Pacific producers within the Fairtrade system, and to provide organisations with the necessary support so they are able to:

- Achieve and maintain Fairtrade certification
- Secure long-term trading partnerships
- Achieve long-term organisational development
- Develop sustainable farming practices
- Contribute to the sustainable development of the organisations' producers, workers and communities
- Contribute to the understanding among producer communities of child protection policies, gender equality and good governance practices
- And, capitalise on market opportunities in Australia, New Zealand and internationally.

To achieve the goals above, PSR delivers tailored support to producer organisations through a team of two Liaison Officers and three Producer Support Officers. Services

focus on building the capacity of management teams, boards of directors, and farmer members of producer organisations through training on Fairtrade certification requirements.

Capacity building services are especially important for producer stakeholders, as they are challenged by isolation, low levels of education, illiteracy, and limited access to information in local languages; these services close the communication gap between isolated farmers and the market, and equip producer organisations with effective tools for the understanding and incorporation of Fairtrade Standards.

PSR's main training resource is the Producer Library, which is a compilation of interactive tools, templates and worksheets to promote understanding of the Fairtrade system, its standards and benefits, and its implementation at the organisational and business levels.

The Producer Library has been developed as a learning strategy based on storytelling activities, illustrations, games, check lists, and friendly quizzes, giving

producers the opportunity to use their own knowledge to understand the Fairtrade Standards and become disseminators of this understanding among their fellow members.

The Producer Library was developed with input and advice from stakeholders in the Pacific and the international Fairtrade system. The development process included a wide consultation about content and methodology, as well as several pilot sessions in the field. Feedback gathered was key to produce tools that promote conversation and encourage producers to analyse why following the Fairtrade Standards is a sound business strategy.

SECTION 2

PURPOSE OF THE PRODUCER LIBRARY

The Producer Library aims to facilitate the training efforts of Fairtrade applicant and certified producer organisations as well as support organisations in remote areas, through a set of tools that facilitate compliance with the Fairtrade Standards at different levels, focusing on the learning needs of isolated farmers and designed to overcome communication challenges.

The library provides awareness raising tools to be used during introductory sessions or as part of awareness raising campaigns. The format in which the tools are presented are suitable for public display at community gathering places in order to enable further dissemination. The library also supplies tools to encourage a deeper understanding of specific Fairtrade Standards during workshops that can be led by the producer organisation, support organisations or by Fairtrade ANZ's PSR team. It also offers templates and worksheets which may be customised with the support of the local Fairtrade Liaison Officer, for the implementation of standards at the administration and business level.

The training materials are accessible through Fairtrade ANZ's PSR project. Examples of these materials are available online at www.fairtrade.org.nz. If your organisation is interested in using the Producer Library as part of ongoing training activities, please send a request to psr@fairtrade.org.nz.

The Producer Library is mostly successful when it is accompanied by the appropriate Fairtrade Standards. It is important to note that although the tools make direct reference to the standards, these are continually revised and modified. Thus, the user must be sure to always have an up-to-date copy of the relevant standards as a main reference. To acquire the most recent version of the Fairtrade Standards, please visit the Fairtrade International website, contact the Fairtrade ANZ' PSR team at psr@fairtrade.org.nz, or make a request to your local Liaison Officer.

WHO WILL FIND THE PRODUCER LIBRARY USEFUL?

The Producer Library targets organisations that work to support isolated smallholders to reach the international Fairtrade market through Fairtrade certification. It can also be used to raise awareness of the Fairtrade system.

The following audiences will especially find the Producer Library useful in helping them to better understand and implement the Fairtrade Standards:

- Producer organisations
- In-country support organisations
- Development agencies
- NGOs and governmental organisations
- Schools and support groups

"PNG farmers struggle with information given in lecture-like sessions. Even the most educated people in my village could not find a methodology to break the barrier between information contained in text and the farmers' way of learning. These materials give producers the opportunity to understand the Fairtrade Standards in their own way and in an engaging manner." David Micah, Huiwani Cooperative Society in PNG



SECTION 3 CONTRIBUTORS

Fairtrade ANZ would like to recognise the critical role played by its partners and stakeholders during the development of the Producer Library.

Donors provide the resources for Fairtrade ANZ to engage with producer organisations for the delivery of core services, to liaise with partner organisations, and produce support resources.

The New Zealand Aid Programme funds PSR's core activities including the development of training materials on all areas of the Fairtrade standards.

International Fund for Agricultural Development supported the development of tools related to child labour, gender equality and Fairtrade basics.

The Interchurch Organization for Development Cooperation (ICCO) has provided support for the development of training the trainers activities and related tools, as well as a training package on good governance.

The Biodiversity and Agricultural Commodities Program supported the development of training the trainers activities and its related materials, as well as a training package on biodiversity conservation and sustainable farming practices.

Fairtrade International works with producers and businesses to set the Fairtrade standards and to produce resources for the dissemination of these. The following staff members contributed with their expertise to the development of the Producer Library:

- Juan Carlos Isaza, former Standards Project Manager, provided input and advice on the materials related to Fairtrade environmental standards.
- Anita Sheth, Senior Advisor on Social Compliance and Development (Informal Sector) provided input and advice on the materials covering Fairtrade standards on child labour.
- Fairtrade International's Asia PSR team provided general feedback on materials focused on Fairtrade environmental standards.

PRODUCER ORGANISATIONS and their members represent the focus of Fairtrade ANZ's efforts in the Pacific.

The following producer organisations participated in several pilot sessions that constituted the main source of feedback for the development of the Producer Library:

- Adelbert Cooperative Society
- Alang Doam Cooperative Society
- Club 3000
- Huiwani Cooperative Society
- Labasa Cane Producers' Association
- Lautoka Cane Producers' Association
- Cooperative Keto Tapasi Progress Association
- Neknasi Coffee Growers Cooperative Society
- Queen Vanilla Growers' Association
- Rarawai and Penang Cane Producers' Association
- Savai'i Coconut Farmers' Association
- Unen Choit Cooperative Society
- Untpina Cooperative Society

SUPPORT ORGANISATIONS:

Non-governmental and governmental organisations provided extended support to producer organisations through capacity building, technical training, and organisational linkages.

- Papua New Guinea Coffee Industry Corporation has provided ongoing feedback while providing support related to coffee productivity and quality to Fairtrade certified and applicant producer groups in Papua New Guinea.
- The Nature Conservancy of Papua New Guinea provided feedback on materials associated with the Fairtrade general requirements, and designed the Land Use Management Plan template as part of its partnership with Fairtrade ANZ, which included support to selected cocoa producer organisations on protection of high conservation areas, national legislation in relation to agricultural land use, planning for biodiversity conservation, land use management, and participatory assessment and monitoring.

EXPORTERS provide support to producers in the form of technical and organisational capacity building, agricultural infrastructure and tools, and logistics.

- Monpi Cocoa Exports has provided ongoing feedback while providing support related to cocoa productivity and quality to Fairtrade certified and applicant producer groups in Papua New Guinea.

DESIGN DAIRY diligently implemented the design and guidelines provided by Fairtrade ANZ for the development of materials and illustrations.

Illustrators: Glen Drake, Eban Ardley, Deanne Antao, Alexandra Boustead,

Creative Director at Design Dairy: Jonathan Templeman

TRANSLATORS: Translations of materials into local languages were carried out by Fairtrade Liaison Officers for the Pacific Mukesh Kumar and Gabriel Iso, Jerry Marawong of Monpi Cocoa Exports, Carlito Alvarez of Cooperativa Sociedade Agricola Logistica Timor, and Ale Logo, independent Samoan translator.

THE PSR TEAM: the development of the Producer Library was a team effort that required extensive consultation in the field and within the international Fairtrade system. Feedback was gathered by Fairtrade Liaison Officers for the Pacific Mukesh Kumar and Gabriel Iso, and Producer Support Officers Will Valverde, Sandra Mendez and Rachel Levine. The design of games, stories and illustrations was led by Sandra Mendez.



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