

NPI Brown Bag Seminar Series

Equitable Food Initiative/Fair Trade USA

Lilian Autler | Senior Facilitator at the Equitable Food Initiative (EFI)

Nathalie Marin-Gest | Director of Produce and Floral at Fair Trade USA

Thursday, September 27th, 2018

<http://npi.ucanr.edu> • Twitter @UCNPI



University of California
Agriculture and Natural Resources

■ Nutrition Policy Institute



Transparency in Ag Supply Chains

Presentation by Equitable Food
Initiative & Fair Trade USA

NPI Brown Bag
September 27, 2018

Challenging issues exist in the food system

Labor
Recruiting

Housing

Working
Conditions

Health &
Safety

Farmworker
Food Access

Food Safety

Environmental
Impact

Labels & verification programs are growing



Consumers support transparent supply chains

91% Sustainability/Labor Efforts

95% Source of Ingredients

90% Shipping & Handling

92% of consumers would pay more

2017 Transparency Study by Response Media





Equitable Food Initiative



Mission

A photograph of farmworkers in a field, viewed from behind, with rolling hills in the background. The workers are wearing various clothing, including a green hoodie and a straw hat, and are pushing small carts. The scene is brightly lit, suggesting a sunny day.

**We bring together growers,
farmworkers, retailers and
consumers to transform
agriculture and improve the lives
of farmworkers.**

Multi-Stakeholder Approach



ASSURANCE



RESPONSIBLY™

GROWN

FARMWORKER

ASSURED

EFICERTIFIED.ORG

EFI's Assurance: 24/7 Worker Verification

- 📄 Rigorous Standards
- 📄 Worker Training
- 📄 Audit and Certification
- 📄 Continuous Verification



Customer Assurance



EFI Premium: Worker Bonus for Additional Responsibilities



*Cost-neutral to growers





EFI's Reach



4 Countries

948

Leadership
Team
Members
Trained



28

Farming
Operations
Certified



21

In Progress



EFI's Reach

29,000

Workers on Farms With Trained
Leadership Teams



\$5 million+

Generated in Worker
Bonuses



Program Outcomes





**FAIR TRADE
CERTIFIED™**



The Fair Trade program

Fair Trade is a sustainability certification that provides retailers, traders, and consumers with an assurance that their product comes from farms with the best social and environmental practices, as well as an opportunity to give back to the farming communities that grow their products.



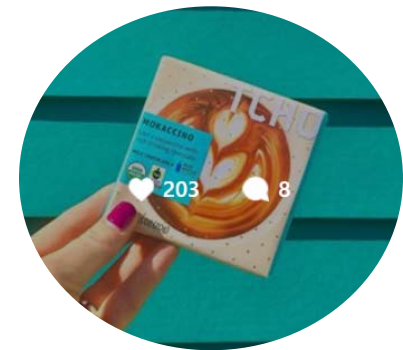
Safe working conditions



Protection for the planet



Advancement of people



Consumer activation

Fair Trade USA



From bananas and berries to tuna and rugs, the breadth of Fair Trade Certified products continue to expand.



Apparel & Shoes



Quinoa & Rice



Fruits & Vegetables



Coffee



Tea



Honey and Sugar



Flowers



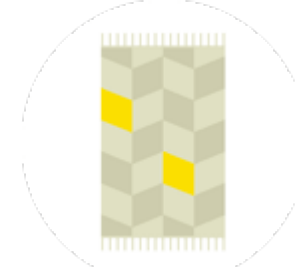
Herbs & Spices



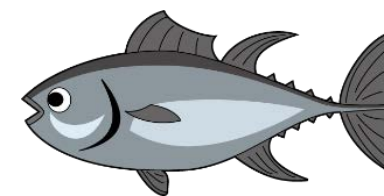
Body Care



Chocolate



Home Goods



Seafood

2017 Summary of Fair Trade Impact



2017 Impact Highlights



Fair Trade Produce & Floral by the numbers



Spanning North, Central & South America, as well as South Africa and Spain, the Produce & Floral category is making it even easier for consumers to support Fair Trade through the significant variety of produce items available year round.



Brand Partners

Selling Fair Trade Certified Produce & Floral products



Certificate Holders

Participating in and benefiting from Fair Trade Produce & Floral compliance & projects



Farmers & Farm Workers

Impacted by the Fair Trade Produce & Floral program



Community Development Funds

Distributed to Produce & Floral farmers & workers over a decade of partnerships







First Fair Trade
Farm in USA





CONSULTORIO
OPTOMETRISTA



CONSULTORIO
DENTAL



CONSULTORIO
MEDICO



COMITE DE COMERCIO JUSTO LOS JANGOS A.C.



EMERGENCY EXIT

GUARDERIA



Thank you!