WTO 5th Aid for Trade Review

Supply chains working for small producers: the role of Aid4Trade

Geneva, 1 July 2015
Fair Trade
an inclusive business model

By seeking greater equity in international trade through trading partnerships, based on dialogue, transparency and respect, it contributes to sustainable development and inclusive growth by offering better trading conditions to, and securing the rights of, marginalized producers and workers.

Fair Trade operates in two distinct but complementary channels:

The product certification route

The integrated supply chain route

Representing together more than 2.5 million producers in 70 countries.
Best practice
Cafédirect

São Tomé – The journey to direct trade

Reforestation Sierra Piura
Key questions to address

1) Who is the private sector?

2) What can governments do to help create fairness in supply chains for small producers?
Proposed Aid4T policy objectives

1) Empower small producers in supply chains
2) Create an enabling environment
3) Adapt trade and trade-related policies
4) Make offer meet Fair Trade demand
Let’s cooperate!

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