PLANTING SEEDS
REPORTING ON FAIRFOOD’S 1ST YEAR OF RECLAIM SUSTAINABILITY!

FAIRFOOD
To Fairfood, transparency is the missing piece in reaching more inclusive supply chains for our food. Add traceability to the mix, and then food companies have the recipe in hand to start distributing value over their supply chains more evenly. Improved transparency and traceability through smart innovations, that is our contribution to the 5-year programme RECLAIM Sustainability! Here’s what we did in year 1:

FIRST, SOME NUMBERS:
- 526 cocoa farmers connected to Trace and 150 transactions logged to the blockchain
- 25,000 KG of cocoa traced, which will be shipped to a Dutch cocoa trader
- 200 coffee farmers connected to Trace and 774 transactions logged to the blockchain
- 42,000 KG of coffee traced, which will be shipped to a Scottish coffee roaster
- Engaged 21 private-sector companies (4 from Sierra Leone, 2 from Honduras, 10 from Uganda, 4 from the Netherlands, 1 from Scotland)

CONNECTING THE DOTS
For the pilots, we are integrating our transparency and traceability platform Trace with Solidaridad’s Farm Diary, a tool that collects farmer data.

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2 field visits, to Sierra Leone and Honduras

The first challenge in kicking off the projects was bringing new partners together, identifying key actors’ relationships and building trust within the project teams. We embarked on 2 field visits to map these relationships and lay the foundation for the project.

On the other end of food supply chains, in Fairfood’s home- land the Netherlands, we are actively working on getting the government and private sector on board with improved transparency and traceability. Spreading the word:

- We published 13 articles on transparency, traceability, living wage & living income
- We organised 3 webinars on the topics of transparency, traceability and a living income

Our Living Wage & Income Lab brings together stakeholders from the agri-food sector to co-work on solutions to close the income gap for farmers and workers.

Did you know that 80-90% of all cocoa from Sierra Leone is being sourced by 1 European cocoa buyer? Luckily, this buyer confirmed interest in working with Trace.

Thanks to the leadership of the Solidaridad teams in Sierra Leone and Honduras, team Fairfood got to physically meet with, listen to, and learn from many of the key actors in the coffee and cocoa value chains – farmers, local exporters, and government officials. This boost of relationship building will prove crucial as we continue to learn and innovate in the years to come.

Jose Omar Rodriguez Romero
Founder of coffee cooperative Capucas, a partner in our Honduras pilot

Local buyers embraced the idea of this pilot with optimism. They truly see value being added to their products by Trace. It takes them beyond certification requirements and can do more for their product’s image and their competitiveness in the world market.

Andrew Morrison
Programme Technical Advisor Solidaridad West Africa

—John Cherek
Programme Manager Value Chain Innovation Fairfood

£10-20% other buyers
£80-90% one buyer

RECLAIM Sustainability! Here’s what we did in year 1:

- Improved transparency and traceability through smart innovations
- Start distributing value over their supply chains more evenly
- We organised 1 Living Wage & Income Lab session, with speakers from Tony’s Chocolonely, Eosta, Fairtrade International and Oxfam
- Over 150 people from 20 countries tuned in, among which Chile, the Netherlands, Belgium, Uganda, Kenya and The United States

1. DESIGN
2. DEVELOP
3. DEPLOY
4. DELIVER

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