

# PLANTING SEEDS

## REPORTING ON FAIRFOOD'S 1ST YEAR OF RECLAIM SUSTAINABILITY!

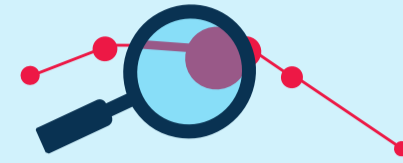
# FAIRFOOD

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.



Colleagues Isa and Marten on the Honduras field trip.



We kicked-off 3 pilot projects together with Solidaridad, in which we will prove the business case for transparency and traceability. These pilots will have us tracing cocoa and coffee from **SIERRA LEONE, HONDURAS** and **UGANDA** straight into the hands of European consumers.

“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

“Fairfood came here, listened to us, showed us the platform, and we saw the quality of the information and the value of it. They did that with all actors involved, so we could understand what, for example, the roaster needs - what information they don't have now, or do have, but too late. This connection gives us a better understanding of all needs in the chain and makes the tool really useful to everyone: the producer, the coop, the importers and the roasters.”

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

### 2 field visits, to Sierra Leone and Honduras

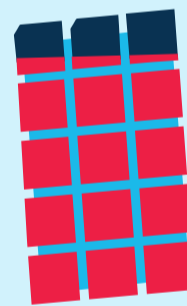
The first challenge in kicking off the projects was bringing new partners together, identifying key actors' relationships and **building trust** within the project teams. We embarked on 2 field visits to map these relationships and lay the foundation for the project.



“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.”

~ **John Cherek**  
Programme Manager Value Chain Innovation Fairfood

10-20% other buyers



80-90% one buyer

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.



Colleague John and cocoa farmers during the Sierra Leone field trip.



On the other end of food supply chains, in Fairfood's homeland 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



“Data collection can become a fairer and more inclusive practice if we make farmers aware not only of how data can bring benefits to themselves, but also of the value of their data and that it can become an additional product they produce.”

~ From our blog '3 Challenges in the Digital Era'

### AS WE DON'T LIKE TO KEEP OUR KNOWLEDGE TO OURSELVES:

- We gave **7 big industry presentations**. Among which: a presentation and training for Dutch government officials at The Fork, and presentations at the Sustainable Coffee Challenge, of which companies like Jacob Douwe Egberts, Nescafé and Starbucks are active members
- We joined **several multi stakeholder platforms**, among which MVO Platform (the Dutch Responsible Business Conduct Platform), the Sustainable Coffee Challenge, and the Dutch Initiative on Sustainable Cocoa (DISCO)

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.

- 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

