



STAKEHOLDER DIALOGUES

2nd YEAR REPORTS!

REPORTING ON FAIRFOOD'S 2nd YEAR OF RECLAIM SUSTAINABILITY!

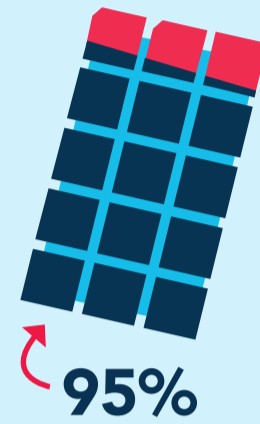


THE LATEST NUMBERS ON THE THREE TRANSPARENCY PILOT PROJECTS WE ARE RUNNING:

- We organised **4** traceability workshops in Honduras, Uganda, and Sierra Leone with companies working in cocoa and coffee supply chains 
- We connected **5,474** farmers to Trace 
- 4** fully traceable containers were shipped:
25,000 kg of cocoa (1 container)
1,018,951 kg of coffee (3 containers) 
- We welcomed **8** new partners, ranging from exporters and importers, to cooperatives. Among them are Tradin Organic in Sierra Leone, Molinos/Volcafe in Honduras, and Fairtrade Original in Uganda!

FAIRFOOD

Fairfood's contribution to the 5-year programme **RECLAIM Sustainability!** is improved transparency through smart innovations. Why transparency, you ask? Because it is the ultimate tool in corporate accountability - don't tell us about your impact, just show us the actual proof. Traceability is a prerequisite in obtaining this transparency; by mapping out all actors involved in a specific value chain, we gain a more profound understanding of the extent of any unfair distribution of value between them. 2021 was about laying the groundwork for said traceability. In 2022, we involved new partners from the private sector, and facilitated the dialogue between different stakeholders of cocoa and coffee value chains. Here's what we did:



In the past year, we expanded our network among relevant stakeholders in the pilot countries. For example, in Sierra Leone, we **aligned with exporters that together make up for 95% of all exported cocoa**. The status of this dialogue: We are currently exploring the usage of our platform Trace to obtain farmer verification on the payment of a premium price for organic cocoa.



Fairfood colleagues Marten and John with Ugandan coffee farmers

“The response we received from the cooperative has been very positive. [...] They are proud to be able to show where the products come from, what work they put into it, while at the same time they can see where it ends up. It makes them much more involved in the wider chain.”

~ Lotje Kaak,
Development Manager at
Fairtrade Original



We have been conducting baseline research to better understand the potential value of traceability for local farmers and communities - specifically the potential impact for a fairer distribution of value. Want to learn more about fair value distribution, and how it relates to traceability and transparency?



BUILDING KNOWLEDGE AND ADVOCATING FOR CHANGE

An important part of our work is advocating for greater inclusivity and sustainability through multi-stakeholder dialogues, workshops and capacity building activities. In fact, as due diligence legislation is accelerating in the Netherlands and EU, this year has been crucial for our advocacy efforts.



- Our advocacy efforts are also coming from our own events, as we hosted **4 Living Wage & Income Labs**, building a strong network among companies, CSOs, government agencies, and other stakeholders from across various sectors, including coffee, cocoa and tea
- Over **200** people attended
- Speakers joined us from Tony's Chocolonely, Fairtrade Original, Oxfam, Fairphone, B Lab and other inspiring organisations



WE BELIEVE KNOWLEDGE-SHARING IS KEY TO PROGRESS. THAT'S WHY, OVER THE PAST YEAR, WE RELEASED:

- 20** articles about upcoming due diligence legislation, agroforestry, transparency and traceability, and important updates on our work
- 2** reports on Fair Value Distribution and Data Governance
- 5** factsheets on living income, fair data management and other topics
- 1** webinar on data governance
- 5** publications were released among external partners, including press releases, consultation papers, and living income reference research



“The relationship between the buyer and the producer, to me, is the most important. It is good to have this transparency inside the cooperative; to be able to show what we are doing with the coffee, every step of the process. It helps build strong and dependable relationships with buyers.”

~ José Francisco Villada (Panchito),
Coffee producer and co-founder of Capucas



Our **ALIGN** platform is continuously growing, with our Source Map holding living wage and income knowledge for **43** countries and **10** commodities.

“Big commodity markets like the ones for coffee and cocoa [...] actually kill the connection between the producer and the consumer. Without this connection, it's harder to feel empathy and that's needed to solve the issues. Shorter and less complex chains are key to fostering long-term sustainable relationships.”

~ Paul Schoenmakers,
Head of Impact at Tony's Chocolonely during a session of the Living Wage & Income Lab



The Fairfood team also presented at important events, hosted by IDH, ILO, DISCO, and was invited to talk at BBC's radio programme Newsday!



Read our **joint letter** with an alliance of 60 companies and NGOs, to call for a stronger European due diligence directive: “The inclusion of living wages and incomes in the EU corporate sustainability due diligence directive is essential. The time for living wage and incomes is now.”