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.

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? Check out our report!

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

5,474 farmers connected to Trace 25,000 kg of cocoa (1 container) 1,018,951 kg of coffee (3 containers)