

# Fair Trade in Slovakia

Plus Reflections from the Dark Side

Allan Bussard

Managing Director

Ten Senses Slovakia Ltd.



# Campaigning

## *Enlarging FAIR*

(European educational project)

*World Fair Trade Day 2010 in Bratislava*

(8. 5.)

*School visits* (workshops for students and teachers)

*Articles in National Magazines*

*National meetings with Fair Trade  
Organisations*

*International Day against Poverty* (17. 10.)



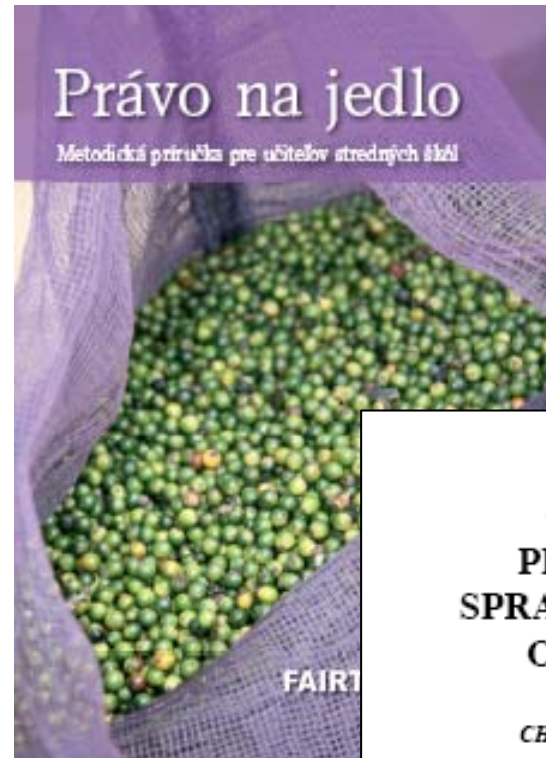
**FAIRTRADE**  
Slovakia

**TENSENSES**  
A FAIR TRADING COMPANY

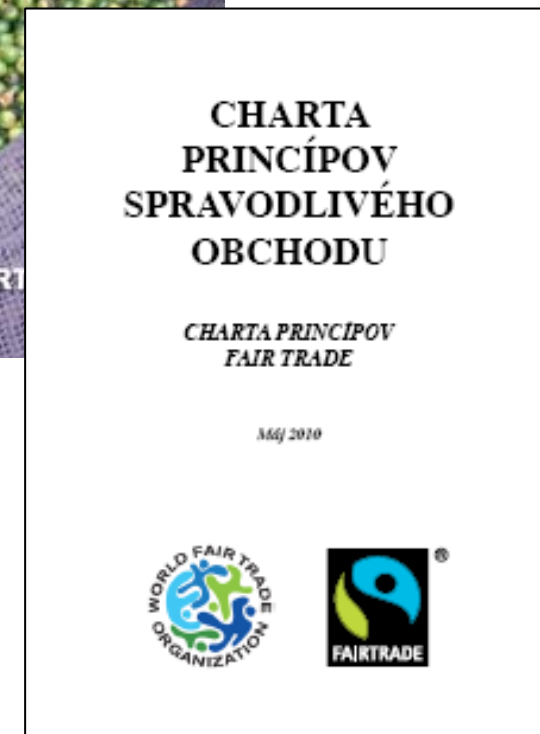
# Publications

## *Right to Food*

(handbook for teachers)



## *Charter of Fair Trade Principles* (in Slovak)



**FAIRTRADE**  
Slovakia

**TENSENSES**  
A FAIR TRADING COMPANY



## *Seeds of Freedom*

(from Italian original)

## *Lao Farmers Products*

(from French original)

## *Iné východisko*

(from Italian original)



**FAIRTRADE**  
Slovakia

**TENSENSES**  
A FAIR TRADING COMPANY



# *The World in Your Shopping Basket*



**živica**  
Centrum  
environmentálnej  
a etickej výchovy

  
**TENSenses**  
A FAIR TRADING COMPANY

*niejenamtopochuti.sk*



integra  
foundation  
nadácia

  
**TENSENSES**  
A FAIR TRADING COMPANY

POZNANIE OSLOBODZUJE



**Nadácia Integra**

**Quantitative Research on Fair Trade**

10.9.2009



# **Main findings**

## **Fair trade as a concept**

-35% of respondents had met concept of Fair Trade. Most had encountered it on the Ten Senses billboard campaign.

## **Logo Fair trade**

➤ 12,6% of respondents recognized FLO logo.

## **The meaning and goal of the fair trade concept:**

➤ 20% recognised main goal of fair trade as support of producers in third world countries.

## **Purchase of fair trade goods**

➤ 17.2% have purchased fair trade products.

➤ Main place of purchase: specialized shop (77%), shopping centres (47%) and supermarkets (39%).





# Re-selling...the only value proposition?



# The story of a nut



# Farmer Exploitation



# Creating an alternative





# Market Opportunity





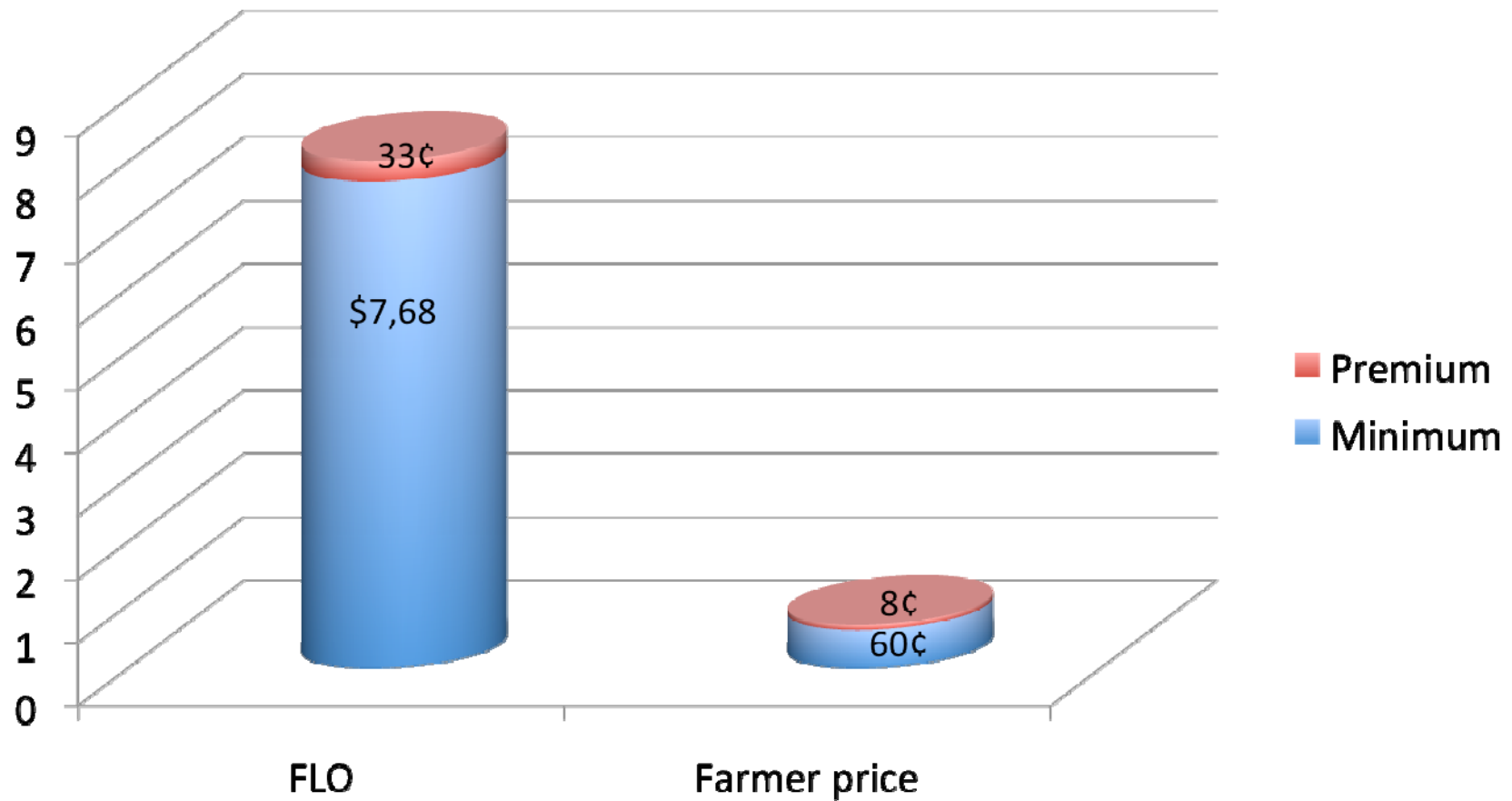
# Meeting the macadamia mafia



# Explaining Fair Trade



# “Do you pay the farmers the FLO price?”



# “Do the farmers get the FLO price?”

- Minimum FLO price \$7,68/kg for finished product, plus \$0,33 social premium.
- Farmers cannot create finished product
- Finished product yield 18% by volume
- Market price €0.28/kg for raw nuts in shell
- Ten Senses minimum price of €0.40 for nuts in shell plus €0.05 social premium plus €0.05 capacity building
- During season farm gate price varies between €0,18 and €1,20/kg
- FLO price last revised 5 years ago, no variation for different grades

# Explosion in the Factory





# Farmer Groups

- Taita Taveta 480 farmers
- Chogoria 1100 farmers
- Embu 700 farmers
- Ten Senses covers costs of audit, plus capacity building
- “Forget about the social premium, just pay us more”.

# 28 months later

FLO-CERT GmbH CERTIFICATION FOR DEVELOPMENT

Bonn, Germany  
02/11/2014

## CERTIFICATE of Conformity

FLO-CERT GmbH hereby certifies that

Organization name **Wekulima wa Macademia Taita Taveta Association**

FLO ID **21484**

Address **PO Box 1102**

Town **Wundanyi**

Country **Kenya**

Is in compliance with the FAIRTRADE standards and FLO-CERT certification requirements listed in appendix 1.

The appendices form part of the certificate and comprise 2 pages:

Appendix 1: List of FAIRTRADE Standards and FLO-CERT Certification Requirements

Appendix 2: Scope of Certification

This certificate is valid until:

**02/11/2014**

or until renewed or revoked.

Approved signature



Thomas Poole  
Director of Certification



GROUP OF  
FLO-CERT



Page 1 of 3

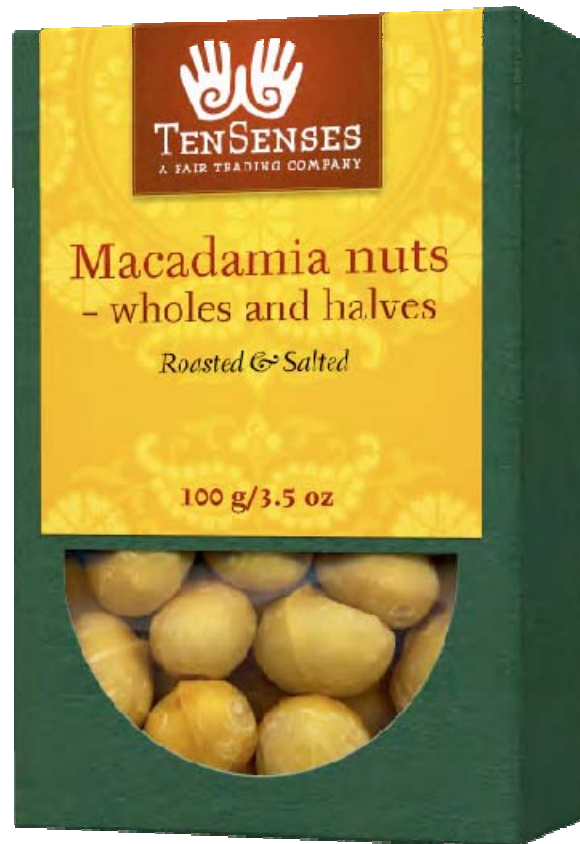
This certificate may only be awarded by FLO-CERT GmbH, any unauthorized amendment will be invalid. All awarded certificates are renewed by this law.

  
**TENSENSES**  
A FAIR TRADING COMPANY

# A New Start



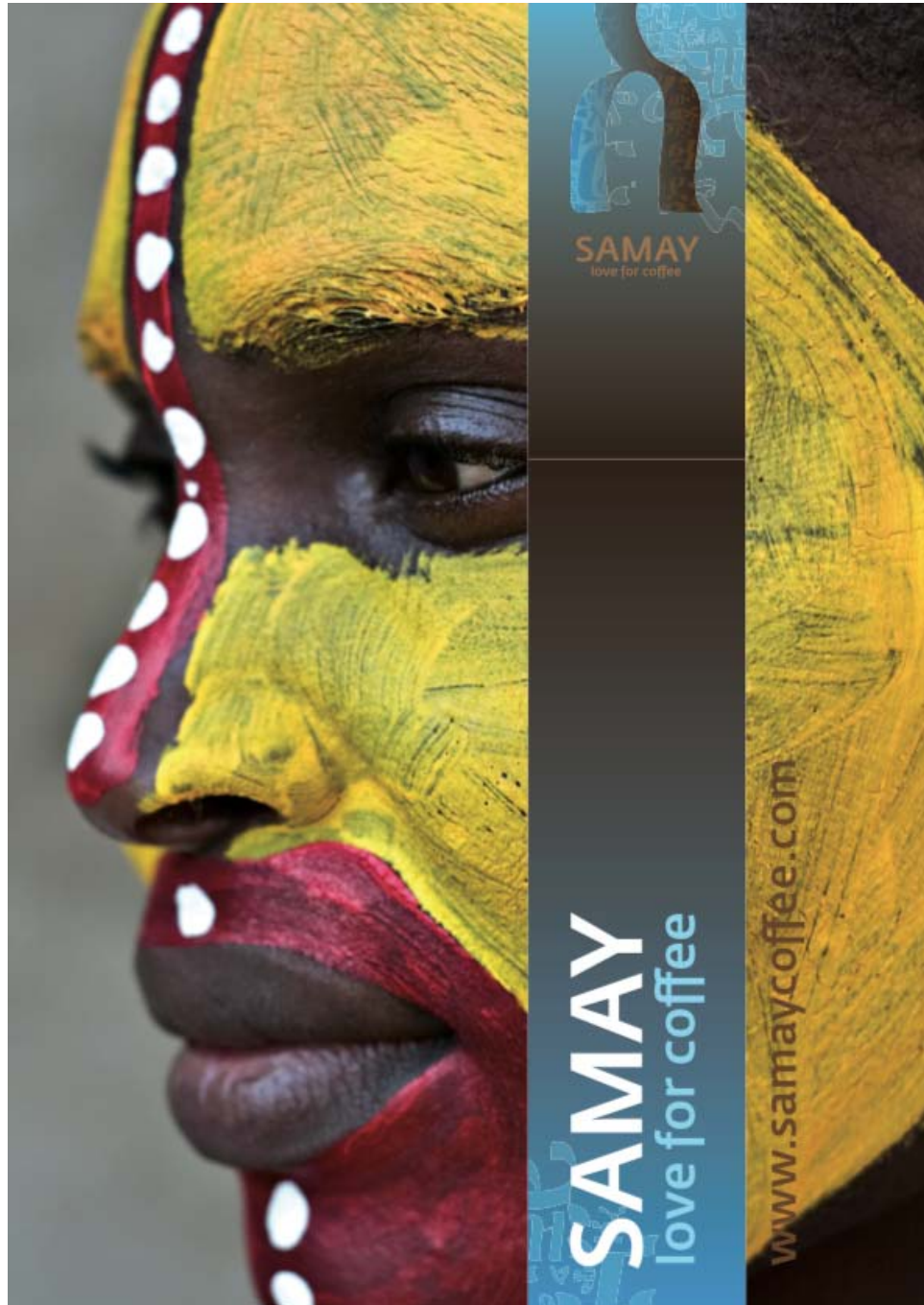
# Market promise



# Lessons

- FLO standards a challenge to explain – both ways
- Farmers need convincing
- Exploitation is not only one way
- Developing a new product takes financial reserves and flexible financial partners
- Allow twice as long as the business plan projections





[samaycoffee.com](http://samaycoffee.com)

*A story for another time...*



# Fair Trade in Slovakia

Plus Reflections on the Dark Side

Thank you.

Allan Bussard

[allan.bussard@tensesenses.com](mailto:allan.bussard@tensesenses.com)

[www.tensesenses.com](http://www.tensesenses.com)

