

## **MEDIA RELEASE**

13 September 2018

# **FAIRTRADE CANE PRODUCER ASSOCIATIONS BENEFIT FROM LATEST FAIRTRADE DEAL**

Through smart negotiations and perseverance, FSC has been able to secure sugar sales utilizing the Fiji Fairtrade accreditation. Fiji's Fairtrade Cane Producers' Associations are part of the grower associations that are affiliated to Fairtrade globally. They were set up in Fiji, in 2012, to promote the interests of Fijian sugar cane farmers.

### **ABOUT FAIRTRADE**

Fairtrade Sugar was launched in the 1990s in several European markets. The main objective of the organization was to improve the position of small sugar cane growers in developing countries, and the communities that depended on them for their livelihood. In 2000, Fairtrade was launched in the UK and thereafter in Europe.

The main economic benefit of Fairtrade Standards in sugar, is a Premium of US\$60 per tonne of sugar above the negotiated purchase price.

Fiji, which is 100% Fairtrade Certified has been supplying to customers globally for the last two decades but sales declined until 2017, when FSC re-launched the initiative.

Through Fairtrade Certification and by working in partnership with FSC, sugar cane farmers can get improved access to international markets and develop the necessary business skills and technical capacity to become more competitive.

This September's Fairtrade sale totals 20,000 tonnes and the Premium amounts to US\$1.2 million, which will be distributed equitably amongst the three Fiji Cane Producers' Associations.



FSC is primarily involved in the negotiation and sale of sugar. The Fairtrade Premium of US60 per tonne is paid directly to the Fiji Cane Producers' Associations and is mostly used to pay for fertilizer, herbicide, weedicide and utilities like electricity and water. The associations have in the past also used the premium to invest in mechanical harvesters.



**Fairtrade Liaison Officer Mukesh Kumar** (*pictured above left with a grower in Labasa*) in thanking FSC said, “the efforts of Fiji Sugar Corporation have been wonderful this year in securing premium Fairtrade prices for the three cane producer associations. This will assist the associations greatly and ensure that growers get an excellent return for their crop. Funds earned from this Fairtrade sale will go towards more investments in enhancing mechanical farming equipment and farming supplements”.

Chief Executive Officer, Graham Clark says “this latest commercial sale with Fairtrade accreditation has come about through some effective negotiations with a European based sugar buyer, to purchase 20,000 tonnes of Fairtrade Certified sugar which is being shipped this week”.

Each of Fiji’s three Fairtrade Grower Associations, in the three mill areas will benefit to the tune of US400,000 each, as a result of the supply of this Fairtrade Sugar to Europe.

Clark adds “this is very good news for growers and a further demonstration of FSC’s drive to channel as many benefits to growers”.

FSC will also be shipping later this month, its inaugural shipment of 34,000 tonnes of sugar to China. Of this 20,000 tonnes will be loaded from Labasa and the remainder at Lautoka.

**ENDS**

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