

**TRAIDCRAFT PLC**

**&**

**THE FAIRTRADE**

**FOUNDATION**



**FAIRTRADE**

**FAIRTRADE PREMIUM YEARLY REPORT - 2020**

## YOUR IMPACT THIS YEAR

Licensee	Traidcraft PLC
FLOID	388
Year	2020

Commodity	Premium Generated
Tea	£ 10,200
Coffee	£ 9,100
Cocoa	£ 2,200
Other	£ 2,400
<b>Grand Total</b>	<b>£ 23,900</b>

**THANK YOU FOR  
GENERATING £23,900 IN  
FAIRTRADE PREMIUM**

Over the last 25 years, businesses like yours have contributed to the €1 billion of Fairtrade Premium received by farmers and workers. Thank you for joining the global movement to make real impact in the Global South.

In total, Traidcraft PLC has generated an estimated £23,900 in Fairtrade Premium during 2020. The majority of Fairtrade Premium was generated through the sale of tea.

Your business choosing Fairtrade is a vote for the world you want to see. It means that farmers and workers have a lifeline during crises like the Covid-19 pandemic. Farmers can use their Premium funds to become more resilient to climate change, to educate their children and to improve their communities. This report will show you where your Fairtrade Premium contributions and commitment to Fairtrade have made a real difference to the lives of farmers and workers, positive change that ripples through their communities and local environment.

*Note: Fairtrade Premium estimates are calculated using the recipe information and sales reports you provide. The Fairtrade Premium is calculated using standard Premium rates (<https://www.fairtrade.net/standard/minimum-price-info>) and rounded down to the nearest £100. Minor commodities may not be included in the Premium total.*

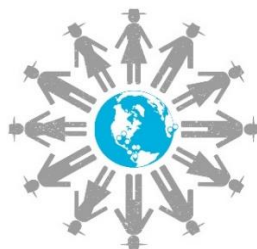
# FAIRTRADE TEA - PREMIUM USE IN A NUTSHELL

136 THOUSAND HECTARES UNDER CULTIVATION



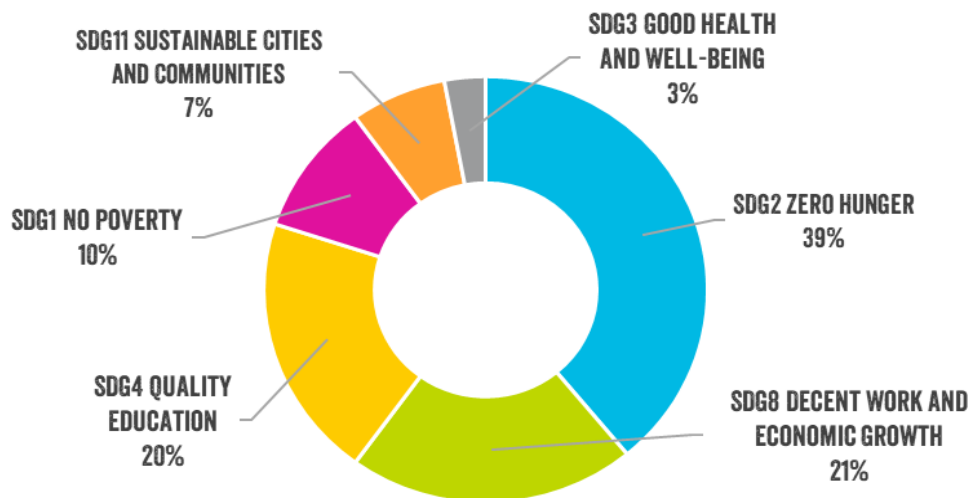
£4.1 MILLION IN FAIRTRADE PREMIUM EARNED BY TEA PRODUCERS

9,837 METRIC TONNES OF FAIRTRADE TEA SOLD



390 THOUSAND FARMERS AND WORKERS IN 100 PRODUCER ORGANISATIONS

## FAIRTRADE PREMIUM USE IN TEA SMALL-SCALE PRODUCER ORGANISATIONS



### How your Fairtrade Premium contributes to the UN Sustainable Development Goals (SDGs)

Fairtrade Premium investments made by tea farmers and workers contribute to many of the SDGs. SDG 2: Zero Hunger (39 percent of spending) aims to achieve food security, improve nutrition and promote sustainable agriculture, in this case through spending on agricultural tools and inputs including fertilisers, crop storage and infrastructure. 21 percent of Fairtrade Premium spending contributed to SDG 8: Decent Work and Economic Growth. This mainly included contributions to subsidised shops or goods for workers and transportation for workers. 20 percent of Fairtrade Premium funds contributed to SDG 4: Quality Education, including school meals, computers and uniforms.

Note: Information taken from Fairtrade International's 2018 Monitoring Report.

## THE DIFFERENCE YOUR PREMIUM MAKES



*United Nilgiri Tea Estates (UNITEA) in Tamil Nadu, India provides vital support to their workers.*

The difference your support makes for Fairtrade farmers and workers cannot be underestimated. Having a more stable income enables them to plan for the future and make dreams reality. On top of the Fairtrade Minimum Price, Fairtrade co-operatives receive the Fairtrade Premium to invest in the community as they see fit. Here's how one farming community uses their Premium...

After a challenging 2020, which saw the Covid-19 pandemic disrupt food supply chains and hit many tea workers and their communities, United Nilgiri Tea Estates (UNITEA) in Tamil Nadu, India, won the International Fairtrade Hired Labour Organisation award.

During the pandemic, they issued rice, cooking oil and lentils to each family using Fairtrade Premium funds. UNITEA has three main focuses to their vital support for their workers; schooling and education; health and medical centres; and care in retirement. This support is exceptional in the region, where education is scarce and retirement can be a particularly difficult time to maintain an income.

Muneshwaran Visvan, Assistant Section Office at UNITEA, says: 'Our workers should not suffer at all, in fact, they should be moving up to a better life. Fairtrade will make their lives even better in future.' The workers agree. 'Working here was the only way I could provide a good education for both my children and take care of them,' adds Alamelu Rajan, UNITEA tea picker.

Changes like these are only possible with buying commitments like yours.

## YOUR WIDER FAIRTRADE IMPACT

### **You support Fairtrade's policy and advocacy work, improving wages in the tea industry**

Fairtrade works closely with stakeholders and advocates to reinforce workers' knowledge of their rights. For instance, we participate in both the Ethical Trading Initiative and the Ethical Tea Partnership, which bring together companies and NGOs, certification schemes and producers to improve areas like wages and working conditions across the sector.

[You can see more on our fight for living wages here.](#)

### **You support tea farmers and workers in their fight against the climate crisis**

Tea farmers and workers are facing irregular weather patterns, worsening soil conditions, and unpredictable floods and droughts. Fairtrade supports them in their fight for climate justice, as they weather the storm on the front line, despite contributing the least to the climate crisis. For example, the Fairtrade Network for Asia and Pacific Producers (NAPP) runs a Climate Academy in India, Indonesia and Laos. The academy trains farmers and workers on topics like climate change adaptation and mitigation. The co-operatives can learn crop rotation and diversification, reducing pesticides and improving soil fertility.

[Read more about the academy.](#)

### **You support tea farmers and workers in their response to crises like the Covid-19 pandemic**

Tea farmers and workers were severely impacted by Covid-19, which disrupted production, exports and tea auctions. Lockdowns in India and Sri Lanka left workers unable to work and earn income. To support communities like these, Fairtrade established the Fairtrade Producer Relief Fund and Economic Recovery Fund. These represent over €15 million to help with the immediate impact of the pandemic, and invest in long-term resilience. Fairtrade also fast-tracked flexible use of the Fairtrade Premium in 2020, which enabled producers to purchase masks, disinfectant, medical supplies and nutritional supplements. Some used the flexible Premium to make cash payments directly to workers.



**THANK YOU TO TRAIDCRAFT PLC  
CUSTOMERS FOR BUYING FAIRTRADE IN  
2020!**



**YOUR SUPPORT RAISED £23,900 IN  
FAIRTRADE PREMIUM FUNDS FOR  
PRODUCERS TO USE IN THEIR FIGHT FOR A  
FAIR DEAL FOR THEIR COMMUNITIES.**

