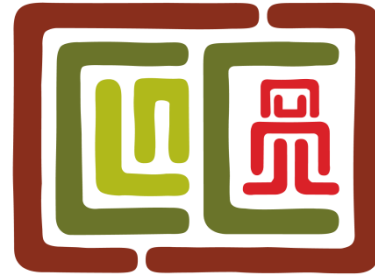


CLAC Newsletter 1

1 QUARTER 2011



**Coordinadora Latinoamericana y
del Caribe de Pequeños Productores
de Comercio Justo**

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Introduction

The CLAC has begun a year of many tasks for development of small producers organized. In the month of Enero/11 the previous Board made a very legal and transparent transfer to the new Board, who has already set in motion the Operational Plan for 2011, a year that no doubt will be many tangible results for CLAC and Small Producers Organizations' (SPOs) affiliates.

We are working on several strategies that lead to an overall strengthening and development not only of the SPOs, but of all the fair trade movement and solidarity economic.

We encourage you to join this movement, and together build a better life and just for small producers in Latin America and the Caribbean.

IV General Assembly of CLAC in San Pedro Sula, Honduras

The Fourth General Assembly of CLAC was carried out successfully in the city of San Pedro Sula, Honduras, on 04 and November 5, 2010, with the support of many agencies and organizations who are always willing to work pro- small producers of fair trade.

In this Assembly was attended by representatives of organizations of producers in different countries of the region and even other continents.

CLAC Assistants IV Assembly	
Total participating countries:	18
Representatives of Producers:	71
Observers Producers:	43
Observers Generally:	42
Total attendees:	156

In a warm and lively, in keeping with the hospitality of the host country partners, Honduras, CLAC members gathered to conduct a more

democratic process, as was the election of the new board.

Also during the Assembly presented the activity report of the Board in its two years, was discussed and adopted the strategy of the Symbol of small producers (SSP). Some of the National Coordinators: Ecuador, Peru, Honduras, Guatemala and Mexico also gave their reports. Networks products: coffee, cocoa, fruit and juice, sugar / cereal, honey and banana together, presented their reports and they elected their representatives by product for the Board CLAC. During the Assembly also introduced the Strategic Plan 2011 - 2012, which was approved by the plenary, as also presented the financial report and audit.

The whole event of the Assembly was systematized in a video, which can be found by visiting the youtube page (www.youtube.com) and placing it into your browser: "Video Summary CLAC Assembly."

Honduran Coordinator also has already prepared a report on the event and has performed the audit of funds.

The V 2012 CLAC Assembly would host the beautiful country of Colombia. While the VI CLAC 2014, would host the country considered as half of the world: Ecuador!



Symbol Small Producers

News - SPP

- Continue to increase the number of organizations and companies in the process of certification and registration. There are now 65 in total!
- We having an increasing interest of fair trade buyers. Some of them are in the process of registration; others have announced their interest to do so in the near future.
- The Chairman of the Board of FUNDEPPO, Mr. Marvin Lopez Garcia of Guatemala, was present at the General Assembly of the Mexican Coordinator Small Fair Trade Producers, on 24 March in the city of San Cristobal de Las Casas , Chiapas, Mexico. FUNDEPPO visited Mexican Coordinator, where he had the great pleasure to have participation from Nicaragua, Ms. Merling Preza Ramos, president of CLAC. Also present were FUNDEPPO treasurer, Mrs. Martha Torres Chávez and the Executive Director, Jerónimo Pruijn, both of Mexico.
- Workshops are being prepared in coordination with the National Coordinators of the CLAC to train local staff so they can accompany the Small Producers' Organizations in each region in addition to the Symbol of Small Producers.

- Are moving forward in the approval process for certification bodies to incorporate the program's symbol Smallholders to offer to the Small Producers' Organizations and the buyer. In late April, will make the first visit to a Certification Body.
- April 29 FUNDEPPO, together with CLAC, is organizing a toast to the symbol of Small Producers in the specialty coffee fair SCAA, which takes place in Houston, Texas, USA. The main objective is to present to the coffee industry and other partners the Symbol Small producers and FUNDEPPO .
- In site www.tusimbolo.org is now available in English all the information and documents of the symbol system of small producers, for the convenience of buyers from different countries. They have also released some new versions of some documents from the development and continuous improvement of the symbol system of small producers.



First Board Meeting in San Salvador, March 2011

The first meeting of the Board of CLAC, was held on 14 and 15 January this year in the city of San Salvador, El Salvador. In this first meeting of the year, the previous board functions transferred to the new board, and it was a very good meeting, where the Honduran Coordinator gave a report on the implementation of the Fourth Assembly of CLAC, made the annual operating plan, defined a new operational structure to internal CLAC in order to achieve the objectives and results outlined in the Strategic and Operational Plan CLAC, as also in this meeting - and as usual - every manager reported the most important happenings in their national coordinators and network products.

Also held in this meeting an exchange with the PSR to discuss the roles of the Unity in FLO and its relationship with the producers of the different networks Producers on every continent.

The representatives in bodies such as the Fairtrade Foundation, RIPESS, WFTO, among others, also provided reports of their participation in these spaces.

The task force also provided or comprehensive report to management on the most relevant actions undertaken during the year 2010, among which the formalization of membership of the SPO affiliated to

CLAC accountability cooperating agencies, the presentation of financial statements and the audit institution for each agency cooperation.



One day before this meeting, also the Board of Directors of the FUNDEPPO, had a meeting at the Central Office of CLAC, to discuss progress and strategy of operation for 2011.



Role of the Red Cafe in the Review Process and Increase in Minimum Price and Prize for the FLO Fair Trade Coffee

The Red Café - CLAC early 2010 completed a study on costs and prices of small coffee producers certified by FLO, whose main objective was to demonstrate that the costs of production, processing and marketing of PP-FT coffee, increased progressively. Accumulated inflation for the past 8 years, are not covered by the current minimum price, so that the latter is not achieving the purpose for which it was created..

Based on the results of this study, Red Cafe, across the CLAC and their representatives to decision-makers in FLO, promoted from May 2010 a review process by a proposal to increase the minimum price and awards, which the authorities FLO agreed until September of that year, during a meeting in Brussels with the Producers Network, Industry and National Initiatives.

That meeting did not achieve any result of increase and, having agreed to postpone the revision of minimum price for the 1st quarter of 2011, it was agreed to raise the proposed FLO JD CLAC - Red Café for a temporary increase in premium social, which was not passed during the October 2011 meeting of the Directors of FLO, which was available through the entire process of revision of minimum price, marketing awards and standards so that the expected increase and the change in requirements are effective from April 1, 2011.

At the end of the process specific results were:

Concept	Café Arábica		Café Robusta	
	Washing	Natural	Whasing	Natural
1. Minimum Price	140	135	105	101
2. Social Premium (*)	20	20	20	20
Total Price Coffe FT, Cents/pd	160	155	125	121
3. Organic Premium	30	30	30	30
Total Organic Price, Cents/pd	190	185	155	151

(*) **Note:** in all cases of the social premium must be at least 5 cents for investment in productivity improvement, which will be exclusively handled by the OPP for relevant investment projects.

Assembly of the Mexican Fair Trade Coordinator. San Cristóbal de las Casas, México.

In the month of March (24) was carried out by the General Assembly of the Mexican coordinator of Small Fair Trade Producers in the city of San Cristobal de Las Casas, Chiapas, Mexico.



It was attended by 21 organizations from the 28 who are legally certified to the coordinator. In addition also attended by the President of the CLAC, Merling Preza Ramos and Marvin López, treasurer and president of FUNDEPPO CLAC.

Martha Torres, treasurer of the Mexican Coordinator, presented the activity report and financial.

The president of the CM, Hugo Reyes presented the Work Plan for this year, with the goal of receiving input and approval of the Assembly, be clear about the activities to develop and have a basis for resource management

The CM in its Strategic Plan has defined 4 lines:.

1. Institutional strengthening and incidence
2. Productivity, Quality and Marketing
3. Empowerment and support to producers
4. Gender & Environment

CLAC's President made a presentation on the current structure and function of CLAC, Strengthening National Coordinators, Implementation of Small Producers Symbol - FUNDEPPO, minimum prices and awards FT-FLO (Coffe) and New Scheme FLO producer.



The President of CLAC made the closing remarks at the meeting, as was requested by the CMCJ in which he emphasized: the need for organizations of small producers remain united to face the current difficulties, internally and in Fair Trade System, the provision of CLAC to support the strengthening of the Mexican coordinator and support must provide the PPOs with their representative bodies.

SUNDRY NEWS

Climate Change Strategy

The CLAC has begun to prepare the ground for the creation of a Climate Change Strategy, to which from the month of marzo/11 is working with FLO Central America to begin a round of workshops on the subject, which will begin in the month of Abril/11 in all Central American countries. The specialists who taught the workshops, are authors of several publications on the subject and extensive experience in the field. Subsequently these workshops would begin with the coordinators of the countries of Mexico, Caribbean and South America are expected to be the strategy for the end of 2011.

Store Opening Fair Trade "Coffee and Art"

Is given by the 2nd store opened Fair Trade in Peru, which offers unique products. As well the word says "Fair Trade", the store meets all requirements of the global Fair Trade movement. Among the crafts can be found: carved wooden furniture, accessories bull horn, silver jewelry, etc.

To suit the client, the shop also has a small bar serving coffee, hot chocolate and tea, all products made by cooperatives Quillabamba, Cusco environmental certifications.



If you are interested to visit, there will show you where you can find at: Calle Alfonso Ugarte N ° 355, Miraflores, Lima, Peru.

Store Opening of OPP's in Honduras: "Honor Coffee"

In Santa Rosa de Copan, Honduras, have opened a couple of coffee shops whose owners are 5 Organizations of Small Fair Trade Producers, CLAC and certified members of the Symbol of Small Producers (SPP), these organizations are: COAGRICSAL, COARENE, COMSA, COPROCAEL and RAOS.

This is a limited liability company where all these organizations have

had to bring capital, also within the Company is FLO Central America and ASONOG.



Honor means "Honduran Original" and seeks to honor small-scale producers in Honduras, making it the country's first coffee shop where the owners are more than 2,000 small producers organized.

To his knowledge, the main store can be found in Jorge Bueso Arias Boulevard, next to Texaco Gas Station, Santa Rosa de Copan, Honduras.

Honduran Coordinator Prepared Workshop Encourages Audits FLO Cert

The Marzo/11 28 and 29, the Honduran Coordinator Small producers promoted a workshop for the preparation of the PPOs to FLO Cert inspections, as well as on the process of suspension and de-certification, the event was also held with Central FLO support and strategic partners in that country, also had CLAC operational staff to

carry out presentations on the subject and to promote the grievance procedure CLAC certification is also driving.



Opening of the CLAC Social Networking



Social networks today have become very useful tools to communicate across the world for free and effective. Reason, CLAC has also incorporated these elements into their communications strategy. You can find us on Facebook as: CLAC Small Farmers and Twitter as CLAC (@CLACnoticias).

You can also write to: comunicacion@claconline.com and / or info@claconline.com. Visit us at: www.clac-comerciojusto.org.