**Introduction**

We’ve come to the end of the second quarter of the year, marked by intense work at CLAC and involving national coordinating committees, product networks, support committees, board members and operations personnel. There is a great deal to report, and many achievements to acknowledge. This current issue, CLAC’s second Quarterly Newsletter, describes some of the activities in which CLAC has been involved, including: a Toast to the Small Producers’ Symbol in Houston; Board of Directors’ meetings held in Houston and El Salvador; Assemblies held by the Guatemalan and Costa Rican Coordinating Committees; Workshops on Climate Change in Central America; a Banana Network meeting; and other important activities. We are also pleased to share the case of a woman who is managing a Small Producers’ Organization in Peru, and legislation benefitting coffee growers in that country.

We hope you enjoy reading this issue, and would like to take this opportunity to invite you to join us in assisting small producers in Latin America and the Caribbean to live with more dignity, fairness and equity.

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Assembly held by the Guatemalan Coordinating Committee of Small Fair Trade Producers

An ongoing struggle has been waged in Guatemala for the last ten years to establish an entity for coordinating and representing small producers. As a result of these enormous efforts, the Coordinadora Guatemalteca de Pequeños Productores (Guatemalan Coordinating Committee of Small Producers) was legally constituted in 2008. At the national level it represents 18 organizations that are certified with the International Fair Trade system, generating direct benefits and opportunities for over 17,000 organized coffee and honey producers. In 2010 their economic activities contributed US $41,808,480 and $10,873,200 in coffee and honey, respectively, from exports to specialized markets in the United States, Canada, Europe and Japan.

On April 7 this year, the Guatemalan Coordinating Committee of Small Fair Trade Producers held its Ordinary General Assembly with participation by 50 representatives of grassroots organizations, donor agencies, the Central American Coffee Network (Red Café de Centro América) and the Latin American and Caribbean Coordinating Committee for Small Fair Trade Producers (Coordinadora Latinoamericana y del Caribe de Pequeños productores de Comercio Justo—CLAC).

The objectives of the Assembly were to provide feedback on progress and achievements to date; make strategic decisions for strengthening the presence of small producers in the Fair Trade System; and enhance agreements on assistance from agencies supporting this sector. During the Assembly, the results from the baseline established in this country were reported, and progress in the Small Producers’ Symbol system was presented.

Banana Advisory Committee Meeting, Dominican Republic

According to FLO statistics, growth in banana sales has diminished, with a growth rate of only 2% observed in 2010. Prices increased by 1.5% in 2010, in response to the negative effects from the devaluation of the US dollar in most Latin American countries.

FLO is currently developing a global banana strategy, analyzing the generic criteria for Contracted Work, conducting a study on dignified wages, and waiting for the Board’s response on the New Producers’ Schemes. The global strategy is aimed at increasing conventional fair trade banana sales, since FLO understands the possibilities for organic banana growing to be minimal in the current market, due to specific climate conditions. Producers in the Dominican Republic and Peru expressed their disagreement, especially in relation to this strategy’s negative effects on organic agriculture and on their efforts to protect the environment as much as possible.
Advisory Committee participants agree that the key to growth in banana sales lies in improving the image of the Fair Trade Seal, promoting the original principles, and improving communication regarding the impacts generated in the South. National Initiatives should report more information on the use of the premium, and producers have the obligation to facilitate this information. Producers understand that the use of the premium can never by conditioned by the FLO or the market, since this would affect self-management and empowerment. When needed by producers, FLO may assist in identifying needs in specific cases, through participative processes conducted with the beneficiaries themselves.

The minimum price, as well as the premium, are Fair Trade principles that must be respected. Producers understand that in order to improve prices, FLO must increase the transparency of costs and benefits for the various stakeholders in the chain. This will give producers from the South greater negotiating power. Prices must always be sustainable for small producers. FLO should not continue to open the door to large producers, since by doing so, small producers and smaller plantations are excluded. The representative from Banana Link commented that the Contracted Work model does not have much credibility in the market, and that FLO needs to improve the model so that the impact will be guaranteed and so that even more questionable models will not continue to expand.

The issue of dignified wages must be associated with dignified income and guaranteed markets, since producers cannot guarantee wages if the income received does not permit them, and if fair trade sales are not assured.

Members of the Banana Network attended this event, held on April 3-4 on this Caribbean island, the Dominican Republic.

**Second Board of Directors Meeting in Houston, April 2011**

The international gathering of coffee growers at the SCAA Fair in Houston provided an opportunity to bring together CLAC leaders for their second meeting of the year, held on April 27-28, 2011. The chairperson presented his report, at the same time, CLAC representatives presented their report to the FLO board, and the commission that participated in the CAN meeting also reported on its participation.

In addition, other issues were addressed during the Board of Director’s meeting, and a number of agreements were reached, including:

- Approval was given for CLAC to assume responsibility for administering the Latin American Community of Learning and Services (Comunidad Latinoamericana de Aprendizaje y Servicios—CLA@SE) platform.
• The Administrative Procedures Manual and the Job Positions and Functions Manual were approved.

• Approval was granted for the membership of 19 additional organizations, from Guatemala, Peru, Colombia and Honduras.

• The following committees were formed: Statutes Review Committee; Committee for Managing Funds for SPOs; Representatives to RIPESS, Fairtrade Foundation, Max Havelaar France and WFTO; delegation of members to participate in the assemblies of the coordinating committees in each country; Document Review Committee; and the Executive Committee.

Also at this meeting, the Board of Directors evaluated the implementation of the operations plan during the first quarter, and progress was made in developing a global CLAC proposal for obtaining financing for its various work areas.

Also, on April 29 a meeting was held with the Vice Chairperson of the FLO Board of Directors, to follow up on a meeting held on April 15 in San Salvador, with the purpose of discussing issues affecting small producers in Latin America, and focusing on the following points:

• To demand that FLO maintain a balance of power in the decision-making occurring in the main bodies in the Fair Trade Label system, guaranteeing that the voices of organized small producers are duly represented.

• To fully implement the regionalization of the Fair Trade mission, vision and standards to ensure that they respond to the particular reality of certified producers; fighting against the poverty in which they live; avoiding unfair competition to the greatest degree possible; and allowing producers to have genuine control over their future.

• To request that the decision on new producers’ models be revoked. This decision was made by the Board of Directors at its meeting in March of this year.

• To demand that the Fair Trade Label system implement genuine, effective measures for eliminating unfair practices in fair trade.

• To demand that the Board of Directors for the Fair Trade Label delegate responsibilities and designate economic resources for providing our members with the assistance they need to
strengthen and develop themselves. This will lead to not only more empowerment, but also greater production by SPOs.

**Workshop on Risks involved in Coffee Trade**

Also in Houston, Texas, a workshop on the Risks in the Coffee Trade was held on April 1-4, 2011. The workshop was presented by the World Bank, and the Coffee Network (*Red Café*) coordinated the participation by 15 representatives of the network. The workshop had very favorable results, and was attended by coffee growers from small producers’ organizations in Mexico, Guatemala, Honduras, Nicaragua, the Dominican Republic, Costa Rica, Haiti, Peru, Colombia and Ecuador.

**News on the Small Producers’ Symbol (SPS)**

**A “Toast” to the SPS during the SCAA**

On April 29 CLAC organized a ceremony to celebrate the progress made in the Small Producers’ Symbol. The event took place at the Special Coffees Fair, SCAA, held this year in Houston.

CLAC’s president, Merling Preza Ramos, initiated the event, with the presentation of the Symbol and FUNDEPO to all those present from the international coffee industry. Then, FUNDEPO’s president, Marvin López, talked about the origins and advances made thus far in the Symbol. Arnaldo Neira, a member of CLAC’s Board, spoke to the Symbol’s importance for small producers, and finally, Martha Torres and Raúl del Águila, Treasurer and member of the FUNDEPO’s Supervision Committee, respectively, invited those in attendance to celebrate with a toast to the Symbol.

The attendance at this event was extraordinary. Although about 100 persons were expected, nearly 250 came, from North America, Latin America and the Caribbean, Europe,
Africa and Asia. Delicious food from Latin America and of course drinks were served. The atmosphere was lively, and there was even some dancing by producers, buyers, exporters, other friends of the coffee world and fair trade, and especially, small producers. It was a fiesta to remember, and commemorated another historic step forward on the path forged by CLAC’s small producers.

MEETING IN TOGO

FUNDEPPO and CLAC were invited to the event “Fair Trade and Small Producers in West Africa,” held on May 9-11 in Kpalimé, Togo. The event was organized by AFN del Oeste (WAFN), Agrónomos y Veterinarios sin Fronteras (AVSF) and Max Havelaar France.

Dozens of Small Producers’ Organizations participated in the event, representing the region’s countries including Mali, Niger, Nigeria, Benin, Ivory Coast, Ghana and Senegal. It was a very inspiring event, and the experiences of CLAC and the Symbol through FUNDEPPO were received.

As part of the visit, experiences were exchanged among pineapple, avocado and cacao producer organizations. The similarities between Small Producers’ Organizations in Africa and in our continent were confirmed. Mutual interest was expressed with WAFN in continuing to exchange experiences between small producers’ organizations in Africa and those associated with CLAC.

REGIONAL WORKSHOP IN QUITO, ECUADOR

As a result of major efforts by the Ecuadoran Coordinating Committee for Fair Trade, an Andean Regional Workshop was held on June 1-3 to provide training to evaluators, examiners, promoters and technicians regarding the standards and certification system of the Small Producers’ Symbol.

Those participating represented SPOs that are CLAC members from Ecuador, Peru and Colombia, with support from their respective National Coordinating Committees.

The support offered by the Ecuador government was exceptional. In fact
the workshop was held in the elegant Foreign Ministry facilities.

The workshop lasted three days and offered the opportunity for a total of 48 persons to fully understand the Small Producers’ Symbol system, in all the aspects of its functioning. There was active participation by those in attendance, with an enriching dialogue focused on the system’s development and ongoing improvement. Those completing the workshop received the corresponding diplomas.

It was concluded by the representatives of the various coordinating committees that it is important for each National Coordinating Committee to appoint its own delegate to FUNDEPPO, to serve as a contact person specializing in information associated with the Symbol.

VISIT TO PRODUCERS OF AROMATIC HERBS AND QUINOA

Following the Andean Regional Workshop for training on the Small Producers’ Symbol, Xiomara Paredes of CLAC, and Jerónimo Pruijn and Lorenzo Nigo representing FUNDEPPO, were given the opportunity to visit two small producers’ organizations.

First they visited Jambi Kiwa, a network of about 250 producers of aromatic herbs in different regions in the Ecuadoran province of Chimborazo, a region of magnificent snow-capped volcanic mountains.

The processing plant is located near the provincial capital of Riobamba. There, the representatives of CLAC and FUNDEPPO were welcomed by Doña Rosa Guamán, an outstanding social activist and the current leader of Jambi Kiwa. She described the history of the origins and the struggle waged by Jambi Kiwa to achieve their current situation. She also described the struggles of the indigenous peoples in Ecuador in general. She has played a key role in those struggles, and Jambi Kiwa is one of the results of those struggles.

Currently, this organization has many products, herbal mixtures and their derivatives, for high-quality teas and medicines, both with its own trademark for the domestic market, and with clients’ trademarks for foreign markets, including Ethiquable (France) and Just Us! (Canada).

Jambi Kiwa’s struggle continues, since there are local interests that would like to expropriate its lands and industrial facilities, now that the organization’s success is apparent. Readers can learn more about Jambi Kiwa and its products on its webpage: www.jambikiwa.com.

After the visit to Jambi Kiwa, an opportunity was provided to visit the COPROBICH organization, the “Bio-

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Taita Chimborazo” Corporation of Organic Producers and Traders, an organization of over 1,600 producers of quinoa, a small ancestral grain that is delicious and rich in nutrients.

The visitors were given a pin with the image of the COPROBICH organization. Members explained the process in which their organization was formed, a long path with many obstacles that they have been able to surpass. They have been able to export their products for the Fair Trade market and also process final products for the local market.

The visitors were also able to see the beautiful quinoa fields in the San Bartolo Grande community, a half hour from Riobamba, where they were welcomed by producers in the middle of the quinoa fields. These producers spoke of the high costs of production and the low prices in local markets. They were very pleased to hear that CLAC and FUNDEPPO are concerned with obtaining markets and better prices in markets.

Coprobich continues on its path, gradually making its goal of developing its own quinoa processing plant a reality, since existing private plants do not have sufficient capacity for their production. They are gradually acquiring their own land and the necessary equipment. They have not yet found a way to finance the industrial bay they will need, but they still have faith it will be possible. If readers would like to learn more about COOPROBICH, its products and history, they may write the organization’s president, Avelino Morocho: avelinomorocho@coprobich.org.ec

WORKSHOP IN CHIMALTENANGO, GUATEMALA – Learn about Crafts!!!

The Guatemalan Coordinating Committee for Fair Trade took the initiative to organize a training workshop on the Small Producers’ Symbol on June 9-10 in Chimaltenango, located one hour from the Guatemalan capital.

Participating were over 30 persons from organizations of producers of different Guatemalan products, ranging from coffee and honey to vegetables, palm products and crafts. In particular the crafts sector was well represented. The event was held at Aj Quen, an organization of crafts producers.
The workshop was useful not only for providing training on the Symbol’s origins, values and functioning, but it also served to bring together crafts producers to talk about certifying their crafts products with our Symbol in the near future. The crafts producers view the Small Producers’ Symbol as being very useful for distinguishing their products in the market, especially with regard to other labels, since the Symbol is one of those managed by small producers themselves and with enough flexibility to be adapted to particular regions and products.

**CHANGES IN STANDARDS AND PROCEDURES**

New documents on standards and procedures for the Small Producers’ Symbol are currently being published. The most significant changes are related to issues already announced in the “Certification Policy” published by FUNDEPPO on April 5, particularly specifying the standards and procedures for the different stakeholders participating in the commercial process. Previously, the major distinction was made between Small Producers’ Organizations and Buyers, however currently new categories have been added, such as Collective Trading Companies, Intermediaries and Maquila Companies. The intention is to respond to the different situations that have arisen in practice.

**SOON!!!**

A workshop for Buyers and Traders was held in Halifax, Canada at the end of June.

In July of this year, we are hoping to complete the process of authorizing Certimex, headquartered in Oaxaca City in Mexico, as the first Certification Entity authorized to operate the Small Producers’ Symbol program.

FUNDEPPO is anticipating publishing the Specific Standards for Crafts in September of this year. It is actively involved in the development of and consultation for these standards.

The First International Forum of the Small Producers’ Symbol is scheduled to take place this fall. This forum will be an important meeting between producers and other stakeholders in the Small Producers’ Symbol system, focused on the Symbol’s future.

The Ethiquable company in France announced that it will be launching its first product with the Small Producers’ Symbol in the European market in September, and it is preparing to launch other products as well.

For more information, please contact us at info@tusimbolo.org or call us at: +52-55-52647205. Also, look for the Symbol on Facebook (Small Producers’ Symbol), Twitter (@SimboloPP) and Youtube (SimboloPP).
FLO Central America and CLAC joined efforts to work together on a topic of mutual interest. Together, they have held a round of workshops on climate change in five Central American countries, and also Panama and Southern Mexico, constituting an initial step toward creating a Regional Strategy on Climate Change. The following topics were covered in the workshops: What is climate change and what are the causes?; Manifestations and efforts at international and regional levels; Impacts on agriculture; Impacts on food security; Steps in response to climate change at the international level; Mitigation challenges in agriculture and silviculture; Strategies, policies and measures in each country and at the SICA level. These workshops were also opportunities for learning more about specific cases in which climate change is affecting Small Producers’ Organizations and their products. The intention has been for these workshops to serve as a foundation for constructing a methodology for creating a Climate Change strategy.

**San Salvador, El Salvador**

The Climate Change workshop was held on April 4, 2011 in San Salvador, El Salvador, with participation by all the member organizations in that country: Cooperativa Los Pinos, APRAINORES, Cooperativa Siglo XXI, APECAFE and Cooperativa El Jabalí.

**Guatemala City, Guatemala**

The Climate Change Workshop was held in Guatemala City, Guatemala on April 6. Sixty percent of the organizations invited by the Guatemala Coordinating Committee participated, in addition to six entities designated as special guests. The Small Producers’ Organizations were: FEDECOCAGUA,
CUNA CHORTI, COPIASURO, LA VOZ QUE CLAMA EN EL DESIERTO, MANOS CAMPESINAS, GUAYA’B, ACODIHUE, FECCEG, APODIP, COADAP, ASOBAGRI, CODECH, and CECAPRO. Special guests were: Coordinadora Mexicana, Guatemala’s Ministry of the Economy, IDE, CECI – France, CRECER, and AGRITRADE, and also participating were members of CLAC, FLO C.A. and CGCJ.

Small producers participated actively and spoke of their experiences associated with climate change and the effects they are perceiving, such as: rains arriving early or late, causing flooding in plantations and thus losses in harvests, and also pests and diseases in crops not previously seen.

**Siguatepeque, Honduras**

In Siguatepeque, Honduras on May 16-17 of this year, the Honduran Coordinating Committee, together with FLO CA and CLAC, invited 22 Small Producers’ Organizations (SPOs), of which 14 participated, signifying 64% attendance. The participating SPOs were: COCAOL, COMSA, COPROCAEL, CAFEL, COAQUIL, COMISUYL, PAOLT, COCANEL, COSAGUAL, RAOS, CARUCHIL, COCASJOL, and CARSBIL, and there were also special guests such as the staff from ASONOG. There was a great deal of exchanging of knowledge among those invited, the organizers, participants and workshop facilitators, since the causes and effects of problems can be studied more clearly when scientific knowledge is contrasted with the reality experienced by small producers.

**Estelí, Nicaragua**

The workshop was held in Nicaragua on May 18 in Estelí, and was attended by representatives from 14 Small Producers’ Organizations and two entities as special guests. The organizations represented were: Cooperativa El Polo, COOMPROCOM, CACAONICA, Cooperativa El Gorrión, CECOESEMAC, SOPPEXCA, Aldea Global, CECOCAFEN, Cooperativa Solidaridad, PRODECOOP, UCASUMAN, UCASIRC, UCPCO and UCA San Juan. Also, television channels and local radios were present, as well as staff from the TECAP-IDEAS project.
Santo Domingo de Heredia, Costa Rica

On May 20-21, the Climate Change workshop was held in Santo Domingo de Heredia, Costa Rica. Eleven Small Producers’ Organizations attended, and there were also producers from Panama. The participating organizations were: APPTA, COCABO–Panama, COOPETRABASUR, Cooperativa La Alianza, COOCAFE, COOPECAÑERA, ASOPRODULCE, ASOPROAGROIN, COOPEVICTORIA, COOPEAGRI and COOPEATENAS.

Overall, these workshops have been an opportunity to exchange opinions, and gather input on ways in which climate change is affecting different crops such as: bananas, coffee, fruit, cacao, sugarcane and honey. These workshops have been an initial step toward creating a Regional Strategy on Climate Change, which is a joint goal between FLO Central America and CLAC.

A total of 57 small producers’ organizations participated in the Workshops on Climate Change in Central America. Participating were 127 producers of different products, as well as 19 special guests representing 9 support organizations.

Assembly of the Costa Rica Coordinating Committee for Small Fair Trade Producers

On May 21, 2011, after the Workshop on Climate Change was finished, the General Ordinary Assembly of the Costa Rica Coordinating Committee on Small Fair Trade Producers was held in Heredia, Costa Rica.

The Assembly was a success, with representatives from the following SPOs:
APPTA, ASOPROAGROÍN, ASOPROODULCE, COCABO, COOCAFE, COOPEAGRI, COOPECAÑERA, COOPETRABASUR, COOPEVICTORIA and LA ALIANZA. After the Assembly was officially initiated, a quorum was confirmed, and the Agenda was modified and approved. The first item on the agenda was the election of the new Board of Directors, which is now formed by the following individuals:

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<thead>
<tr>
<th>POSITION</th>
<th>NAME</th>
<th>ORGANIZATION</th>
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<tbody>
<tr>
<td>Chairperson</td>
<td>Sonia Murillo Alfaro</td>
<td>COOPECAÑERA R.L.</td>
</tr>
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<td>Secretary</td>
<td>Carlos Eugenio Vargas Masis</td>
<td>COOPETRABASUR</td>
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<tr>
<td>Treasurer</td>
<td>Leonardo Sánchez H.</td>
<td>COOCAFE</td>
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<tr>
<td>Member 1</td>
<td>Basilio Rodríguez Vargas</td>
<td>ASOPROAGROÍN</td>
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<tr>
<td>Member 2</td>
<td>Cándida Salazar B.</td>
<td>APPTA</td>
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<tr>
<td>Fiscal Rep</td>
<td>Gilbert Ramírez A.</td>
<td>COOPEAGRI [*]</td>
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*Special Member of the Coordinating Committee: COCABO of Panama

Also in attendance was the Chairperson of the CLAC Board of Directors, Merling Preza, who presided over swearing in the new board members. Then, Doña Sonia Murillo presented a report on the National Coordinating Committee to the plenary session, and Merling Preza made a presentation on CLAC, its work during the last two years, and the current demands being proposed to FLO. Also, Xiomara Paredes, CLAC’s Operations Manager, made a presentation on the Small Producers’ Symbol. The meeting ended with a proposal from the chairperson to send the POA 2011 to the SPOs in Costa Rica affiliated with the National Coordinating Committee, so they can review it, and add comments and suggestions, to then move on to its approval.
In PERU: Coffee growers welcome approval of the Law recognizing Cooperative Activities

The National Coffee Board of Peru acknowledges assistance from sectors that supported the approval of the Law on Cooperative Activity. This is an historic achievement that was led by coffee growers, who worked together with member organizations, professionals in cooperatives, the agricultural sector in general and Congressional Representatives from different parties. On May 19 the Board of Directors for the National Coffee Board (Junta Nacional de Café—JNC), chaired by César Rivas Peña, publicly acknowledged and expressed gratitude toward the various sectors that firmly supported the approval and enactment of legislative decree 29683, which declares the internal operations conducted by members with their cooperatives to be exempt from Income Tax.

Through this act of recognition, coffee growers celebrated this new measure, approved through persistent efforts, by the full Congress, and enacted on May 12 in a special ceremony led by the Parliament chairperson, César Zumaeta. This new norm brings an end to the improper tax specifications applied by the Superintendencia Nacional de Administración Tributaria (SUNAT) to coffee cooperatives.

It was acknowledged that there were shared efforts made in what has been referred to as an “Historic Conquest” led by coffee growers, referring to member organizations, professionals from cooperatives, Congressional Representatives from different parties, the press, support organizations and the agricultural movement in general. “The foundations have been established for associative entrepreneurial development in Peruvian agriculture, with small and medium-sized agricultural producers as the central players and stakeholders.”

We join in celebrating another conquest by Peruvian coffee growers in their public laws.
Testimony from Esperanza Dionisio, Manager of the Pangoa Coffee Agricultural Cooperative of Peru

PARTICIPATION IN THE WORLD OF COOPERATIVES:

Esperanza Dionisio entered into the world of cooperatives in 1977, offering her professional services as a rural extensionist. She worked with members of the cooperative in modernizing and increasing productivity in coffee, cacao and citric fruits.

In August of 1996, she moved into Management of the Pangoa Coffee Agricultural Cooperative, in response to the request by the Cooperative’s leaders.

She began working in management at a low point in the cooperative’s history, and consequently her primary task from 1997 to 2000 was to concentrate on paying off debts and assist in bringing members back into the cooperative, convincing them that their organization should continue to operate. Prices were regulated to benefit members and non-members.

Today the cooperative has 800 members.

According to comments by Doña Esperanza, one of her main tools has been to maintain good communication and relationships with members. This has made it possible for the voices of women to be heard.

From Doña Esperanza’s viewpoint, women should be constantly working on their development in order to grow and to transform their workplaces.

COFFEE AND FAIR TRADE:

Esperanza tells us: My experience with fair trade leads me to think of it as a practice of economic exchange based on dialogue, respect, transparency and solidarity. Its objectives are equitable treatment between participating parties and economic efficiency, incorporating social and environmental costs in a responsible manner.

“......In Peru, as in other Latin American countries, rural women also play a leading role in family economics. In addition, they are developing active leadership within their community organizations, and are now filling leadership positions that allow them to enhance their personal development by building capacities and potentialities.”
The highest objectives of Fair Trade are to contribute to sustainable human development and to the fight against the poverty and injustice in which many people live, especially in the planets’ southern hemisphere.

Fair Trade is an alternative to conventional trade conducted on the basis of asymmetrical relationships of exchange. In this sense Fair Trade promotes economics at the service of people, or solidarity economics, in which the exchange that takes place is not only a commercial relationship, but also a cooperative relationship in which human rights are respected, and producers and traders at the small and micro levels, the poorest among us and those with fewer opportunities are those who are prioritized.

The Pangoa Coffee Agricultural Cooperative began the process of entering into the Fair Market in 1997, and this process lasted four years, after which it obtained its admittance in 2001. Recently in 2003, we began to sell products, with the purchase of our coffee by Dean Cycon, currently an honorable member of Pangoa. We met him at the Specialty Coffees Fair in the United States and he became interested in our organization.

Fair Trade coffee toasters purchase special coffee of a very high quality, and thus product quality is a determining factor in the organization’s sustainability.

From 2003 to date, Pangoa CAC’s coffee has been known on the international market, and currently we have sold 56 containers of very high quality coffee.