

# The WINDWARD ISLANDS Fair-trade Experience



**A best practice  
towards Sustainable  
Development**







# WINFA – A Caribbean Farmers Association

- Organization of farmers
- Training and Education
- Promotion and Monitoring of Standards
- Farmers Exchange
- Advocacy and Lobbying
- Promotion of Diversification

# Fairtrade Development in the Windward Islands

- WINFA started to discuss Fairtrade in 1992
- First shipment of Banana in July 2000
- Start with 466 growers organized in 12 groups in 3 islands: Dominica, St. Lucia and St. Vincent
- January 2002: 584 growers registered in 18 groups in all 4 Windward Islands
- It has allowed us to achieve sustainable livelihoods and decent work and economic growth

## **WINFA's Objectives in Fairtrade are:**

- Fairtrade has contributed to climate action , good health and well being, life below water, life on earth and safe water through its environmentally friendly production system.
- To strengthen networking with critical stakeholder agencies working for Agricultural and Environmental sustainability.
- To seek new markets for Fair Trade in Non-bananas products including added value products.





## Buffer zones

- Placed alongside rivers and roadways
- Alternative source of income for farmers



## Weed control

- Ongoing research with the University of the West Indies.
- Alternative methods of weed control using cover crops



## Contour drains

- Placed on farms to control water runoff
- Method of erosion control.

# **Promote Environmentally Friendly production practices**

- Develop and implement a structured Farm waste collection and disposal system.
- Establish production practices that protect waterways (buffer Zones).
- Implement more effective soil erosion measures (Grass barriers, contour drains mulching etc).
- Implement soil testing programme as basis on which nematicides are applied.



# Social Premium Projects



**Agricultural  
Education in schools**



**Building of schools and  
support with equipment**



**Support of sports**



**Support health Facilities**



# The direct participation of Women through

- Transparent and democratic structures
- Establishing Business Units for Direct Trading (empowerment)
- Widening womens participation in decision-making
- Improved mechanisms for farmers to share ideas and find common solutions
- Groups provide forum for improved technical services
- New improved relationship between farmers and communities







## FAIRTRADE FARMERS INVOLVEMENT IN DECISION MAKING PROCESSES



# Ftrade Builds resilience to Climate change through

## Adapting to Climate Change

- Investments in water infrastructure
- Reinvestment fund
- Support for Disease control -Black sigatoka - research and support

# Other benefits of Fairtrade

- Skills
  - On-farm training
  - Farmer exchange programme through technical institutions.



On farm training and demonstration



Farmer Incentive programme



# Other benefits

- Access to credit
  - Fairtrade access fund
  - Revolving fund for farmers
  - Micro credit institutions
- Livelihoods alternatives–  
MARKETS, MARKETS, MARKETS
  - Agro-processing plant in Montaque
  - Local and regional market opportunities for agricultural products
    - Low levels of confidence among producers

# Agro Processing and Rural enterprises

- Montaque Products Limited



## **Way Forward**



- The need to build on the solidarity and partnership for develop of the network to continue to support small farmers- EUROBAN, MFF, WINFRESH
- Striving to maintain and improve the WI as an ethical source of high quality Fairtrade products



Thank you

