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International Cooperation Agency (JICA)

Fair Trading in the Philippines

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Introduction

Fair Trade is a development concept that engenders to make trade work for poor and marginalised producers. It focuses on improving the chances of small producers to gain access to markets and through the various capacity building activities built around it, fair trade empowers producers to play a more active role in their quest for economic self-sufficiency and sustainability. As an ethical construct, fair trade is strategically aimed at reversing the negative impact of globalization and the unbridled catastrophic results of conventional market orientations and structures.

As defined by the informal umbrella organization of the global Fair Trade Movement, FINE¹

Fair Trade is:

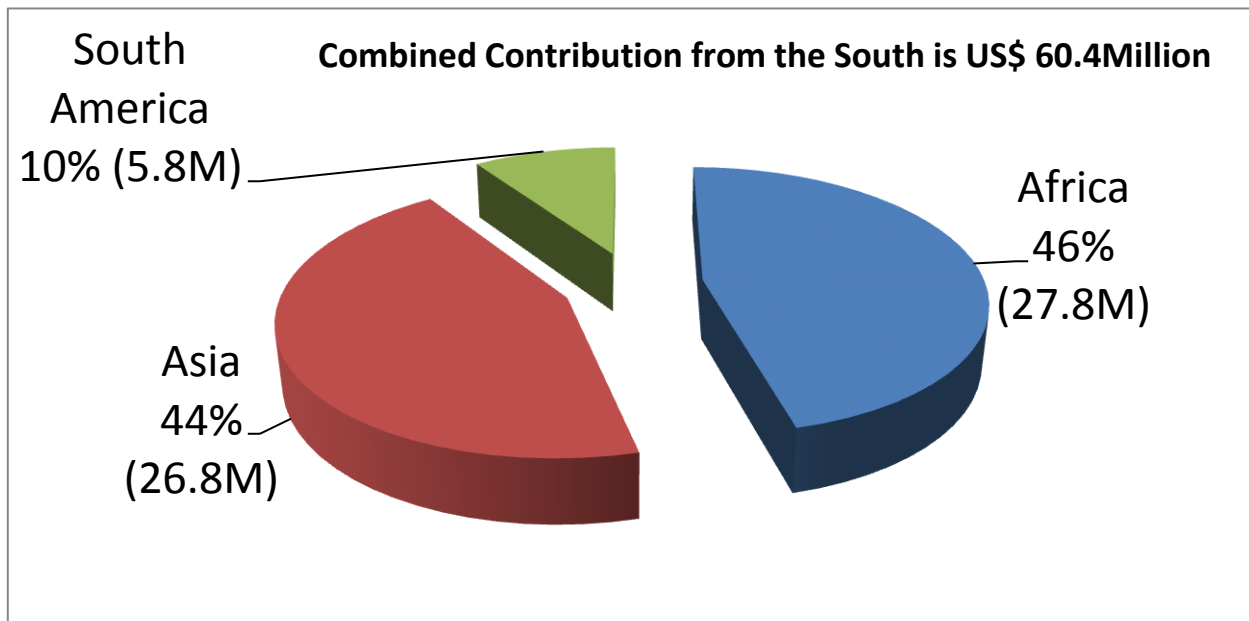
A trading partnership, based on dialogue, transparency and respect that seek greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South.

Fair Trade organizations (backed by consumers) are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade. (FINE, 2001)

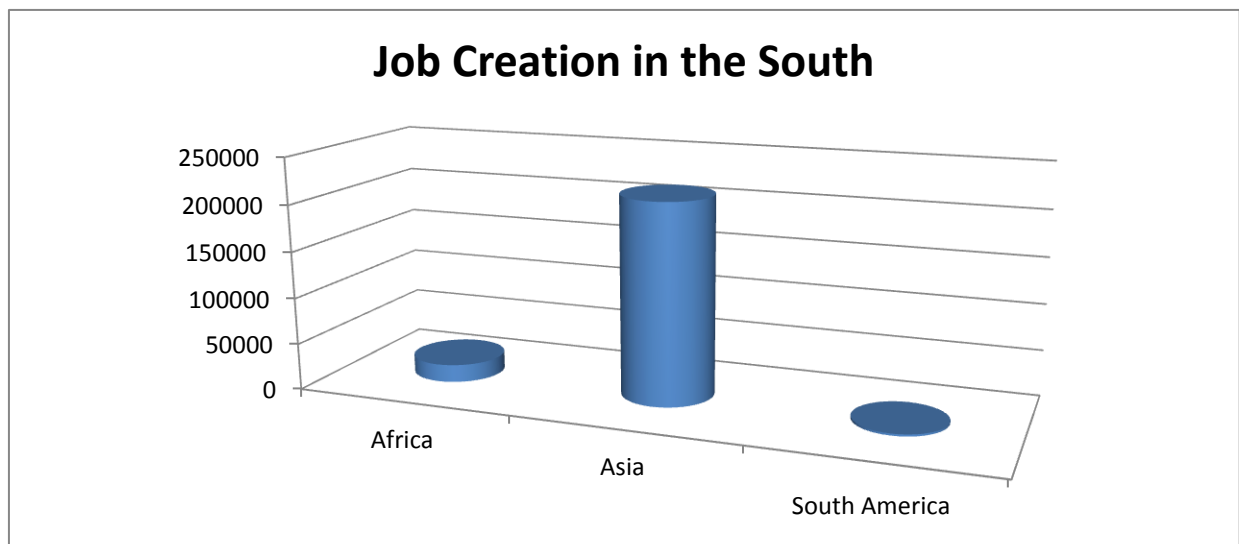
The Fair Trade movement which has been operating for more than fifty years now, demonstrates that trade can make a sustainable and significant contribution to improving the lives of producers and workers, across the world while protecting natural resources and the environment. From its modest beginnings, the Fair Trade Movement has developed into a global network, bringing together thousands of small-scale producer groups, trading companies, non-government organizations, labelling organizations and many others into an organized trading system reaching tens of millions of consumers worldwide.

In 2010, total global sales of Fair Trade products is estimated to have reached more than US \$ 5 Billion. The European Fair Trade Association (EFTA), whose members are considered to be the biggest Fair Trade importing organizations in Europe reported sales amounting to US \$ 393 Million with an average annual growth rate of 8.8 per cent within the last ten years. The Fair Trade Labeling Organization (FLO), on the other hand, reported that total sales for Fairtrade labelled products amounted to € 3.4 Billion or an estimated US \$ 4.7 Billion. This figure is based on the sales recorded by FLO member organizations (known as national initiatives) in 25 countries. (DAWS, 2011)

From the figure cited by EFTA, producers from Asia, South America, and Africa, collectively called as the South, contributed a total of US \$ 60.4 Million. Data reveals, that on the producer level, Africa accounts for the biggest share with sales of US \$ 27.8 Million (46%), followed by Asia US \$ 26.8 Million (44%) and South America US \$ 5.8 Million (10%) (DAWS, 2011)



Job creation also form part of the global impact of Fair Trade especially in marginalised communities, where work or employment is often scant. Based on the DAWS (2011) Report, it is estimated that Fair Trade activities created 19,000 jobs in Africa, 215,000 jobs in Asia and 2100 jobs in South America. These are quite significant achievements, especially in the face of global poverty where 1.4 billion people earn an income below the international poverty line of € 0.90 (\$1.25) per day and 27% of the population in developing countries live in extreme poverty (United Nations).



Why Fair Trade?

One of the fundamental objectives of Fair Trade is to promote a trading system which ensures complete human development for grassroots producers who have been marginalized by the conventional trading system.

For complete human development to be achieved, the role of Fair Trade organizations is not only to ensure that fair wages are paid to producers, but also to provide a safe, comfortable and respectful working environment conducive to the producers' health, freedom of choice, and personal development.

In certain cases, the lack of restrictions and regulations in the conventional trade arena, coupled with a profit-motivated ideology of valuation, have led to widespread instances of worker exploitation in developing nations around the world. It is the belief of Fair Trade, that by restoring these standards on a voluntary level for producers to aspire to, workers can be assured of job which not only offers them a fair wage, but a fair and sustainable lifestyle for themselves and their families.

The World Fair Trade Organization (WFTO, formerly IFAT) prescribes 10 principles which must be met by all Fair Trade producers and organizations. These are designed to ensure that each organization is providing the opportunity for complete human development among their workforce. They are internationally recognized to similarly provide consumers with a guarantee that all products bearing the Fair Trade label were manufactured in conditions adhering to each standard.

Creating opportunities for economically disadvantaged producers

Fair Trade is a strategy for poverty alleviation and sustainable development. Its purpose is to create opportunities for producers who have been economically disadvantaged or marginalized by the conventional trading system.

Transparency and accountability

Fair Trade involves transparent management and commercial relations to deal fairly and respectfully with trading partners.

Capacity building

Fair Trade is a means to develop producers' independence. Fair Trade relationships provide continuity, during which producers and their marketing organizations can improve their management skills and their access to new markets.

Promoting Fair Trade

Fair Trade Organizations raise awareness of Fair Trade and the possibility of greater justice in world trade. They provide their customers with information about the organization, the products, and in what conditions they are made. They use honest advertising and marketing techniques and aim for the highest standards in product quality and packing.

Payment of a fair price

A fair price in the regional or local context is one that has been agreed through dialogue and participation. It covers not only the costs of production but enables production which is socially just and

environmentally sound. It provides fair pay to the producers and takes into account the principle of equal pay for equal work by women and men. Fair Traders ensure prompt payment to their partners and, whenever possible, help producers with access to pre-harvest or pre-production financing.

Gender Equity

Fair Trade means that women's work is properly valued and rewarded. Women are always paid for their contribution to the production process and are empowered in their organizations.

Working conditions

Fair Trade means a safe and healthy working environment for producers. The participation of children (if any) does not adversely affect their well-being, security, educational requirements and need for play and conforms to the UN Convention on the Rights of the Child as well as the law and norms in the local context.

Child Labour

Fair Trade Organizations respect the UN Convention on the Rights of the Child, as well as local laws and social norms in order to ensure that the participation of children in production processes of fairly traded articles (if any) does not adversely affect their well-being, security, educational requirements and need for play. Organizations working directly with informally organised producers disclose the involvement of children in production.

The environment

Fair Trade actively encourages better environmental practices and the application of responsible methods of production.

Trade Relations

Fair Trade Organizations trade with concern for the social, economic and environmental well-being of marginalized small producers and do not maximise profit at their expense. They maintain long-term relationships based on solidarity, trust and mutual respect that contribute to the promotion and growth of Fair Trade. An interest free pre-payment of at least 50% is made if requested.

Objectives

This Report aims to document the current status of Fair Trade activities in the Philippines today, with a particular focus on the WFTO-Philippines whose membership base include all Philippine-based organizations affiliated to the WFTO Global and WFTO-Asia. With its 29-member organizations, WFTO-Philippines is recognized as the formal umbrella organization of all Philippine Fair Trade Organizations and is considered at the forefront of the Philippine Fair Trade Movement.

The results presented herein are more of a research documentation with the objective of presenting a consolidated view of Philippine FTOs as a network. Except for the Research Study commissioned by the United Nations Research Institute for Development (UNRISD) which looked into several civil society movements in the country in 2005, studies and reports about Fair Trade in the Philippines, dating back

from its introduction some four decades ago, have always focused on the individual organizations. While the number of Philippine FTOs has not dramatically expanded since the study in 2005, important developments have nonetheless taken place with WFTO-Philippines at the center of all these.

Methodology

Primary data for this study were gathered through key informant interviews and a survey conducted among the member organizations of WFTO-Phils. Visits were made to the three existing Fair Trade Shops (Bohol, Cebu, Cagayan De Oro). Face to face and phone interviews were also conducted with the Officers and individual members of the network. To consolidate the results of their trading activities, survey forms were sent to the 23 organizations with known trading activities. Of that number, however, only 19 forms were sent back, thus providing the limitation to some of the primary data pertaining to sales, employment generated, and producer reach as presented herein.

Fair Trade in the Philippines

History²

There is no clear and definitive point in which to mark the birth of the Fair Trade movement in the Philippines. Instead it has gradually gained traction over the past four decades, as more organizations aspire to the standards and identification of Fair Trade. There has meanwhile been a shift towards establishing a unity and collective voice, as the Philippine Fair Trade Movement has developed from the scattered individual efforts of various organizations pursuing separate advocacies and causes to the collective unity of 29 member organizations with shared objectives known today as World Fair Trade Organization – Philippines.

In the case of some of the first Philippine Fair Trade organizations, including Social Action for Filipino Youth (SAFFY) and People's Recovery, Empowerment and Development Assistance Foundation (PREDA), the work of foreign religious missionaries, such as Father Shay Cullen of PREDA, helped transform existing socioeconomic development programs into Fair Trade ventures. In doing so, the organizations were able to expand their consumer base due to the opportunities afforded by new trade channels to export markets

The People's Revolution in 1986, on the other hand, drew the world's attention towards the Philippines, while movements of solidarity with the non-violent revolution generated international support for Philippine-made Fair Trade goods. This included the 'Negros Project'; a direct people-to-people trade between Japanese consumers and displaced sugar plantation workers from Negros which was developed and supported by the Japanese Committee for Philippine Concerns (JCPC). The aftermath of the People's Revolution also gave birth to Salay Handmade Paper Industries Inc. (SHAPII), a civic-minded organization, which, through the manufacture of paper products, sought to alleviate the poverty and displacement of citizens in the town of Salay in Misamis Oriental, Northern Mindanao.

Around this time other FTOs sought to directly counter the inequalities of the conventional trading system, among them Southern Partners and Fair Trade Center (SPFTC), whose mission is to provide a direct link between producers and consumers and, in doing so, eliminate the role of middlemen which is largely controlling product prices and profiting at the expense of grassroots producers and agricultural workers.

Up to this point, the Fair Trade Movement in the Philippines was largely decentralized, and while there was co-operation between various Philippine FTOs, they lacked a unified objective. Messages about Fair Trade were likewise polarized. This situation began to change with the creation of the Philippine Fair Trade Programme in 1994, which eventually led to the establishment of the Advocate of Philippine Fair Trade, Inc. (APFTI) in 1997, an organization that pushed for the collaboration of Philippine FTOs to form a unified voice for the advocacy of Fair Trade. Under APFTI's leadership, with the active support of other Philippine FTOs, informal talks of setting up a national Fair Trade coalition or network began to surface in 1999 and a loose Technical Working Group (TWG) for this matter was convened. In 2002, following a series of consultations and discussion activities, the incorporation of a formal coalition of Philippine FTOs was started and in early 2003, the Philippine Fair Trade Forum was formally registered as a non-profit organization with the Securities and Exchange Commission (SEC)³.

Following the transition of the International Fair Trade Association (IFAT) into its new image as World Fair Trade Organization (WFTO) in 2008, and the subsequent realignment of the regional network, Asia Fair Trade Forum (AFTF) as WFTO-Asia, the PFTF also decided to rebrand itself and adopted the name WFTO-Philippines.

As a formal network that eventually became recognized as the country arm of the WFTO, through its partnership with WFTO-Asia, WFTO-Phils strives to work for the development of a progressive and responsible fair trade stakeholders in the Philippines; sustainable social enterprises that ensure income and food security in disadvantaged communities; empowered community-based producers; and a quality and market-driven image of fair trade products⁴

Since its incorporation in 2003, WFTO-Phils has been working to serve as a common vehicle of the member organizations for

- Increasing market access both domestic and export;
- Raising consumer awareness on fair trade;
- Sharing experiences and taking common action;
- Establishing a center of information for fair trade initiatives, products and services; and
- Lobbying and campaigning for changes in trade policies which will redound to the benefit of disadvantaged producers

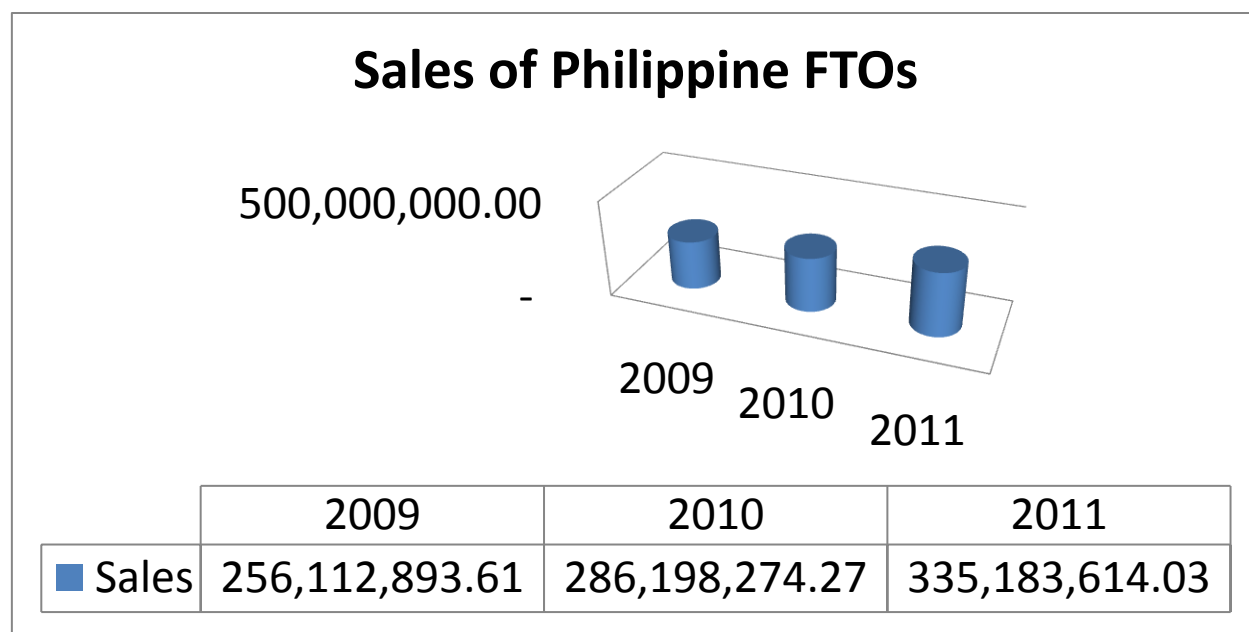
Today, by working together as a cohesive group, the member organizations of WFTO-Phils have collectively put together significant achievements that add to the global impact of fair trade. These include generating total sales of PhP 335,183,614.03 in 2011, establishing a network of local fair trade shops and developing a National Labelling and Certification System, among others

Sales Contribution

Of the 29 member organizations of WFTO-Phils, 23 have trading operations while the remaining 6 organizations fall under the category of support organizations, providing business development services such as trainings, finance, trade facilitation, product development, advocacy support activities and the like. The level of affiliations of these organizations also vary with 9 organizations being members of WFTO-Global and 12 are members of WFTO-Asia.

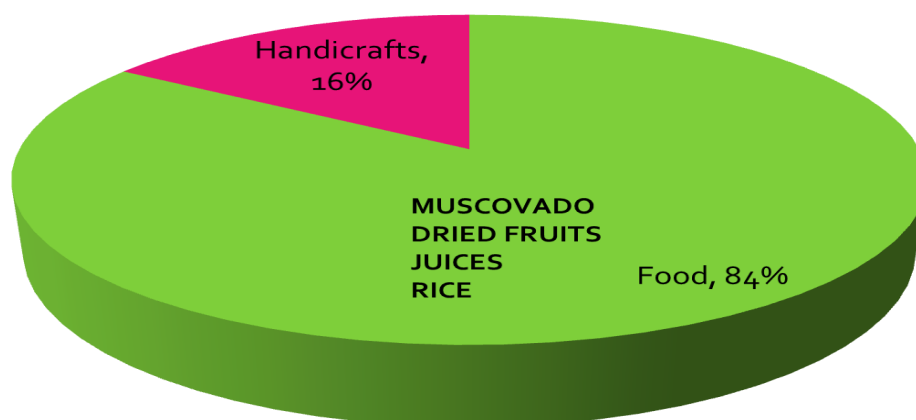
WFTO - Global	WFTO-Asia
<ol style="list-style-type: none"> 1. Advocate of Philippine Fair Trade, Inc. 2. Barcelona Multi Purpose Cooperative 3. Community Crafts Association of the Philippines 4. Katakus 5. Panay Fair Trade Center 6. Preda Fair Trade 7. Social Action Foundation for Rural and Urban Development 8. Salay Handmade Paper Industries, Inc. 9. Southern Partners and Fair Trade Center 	<ol style="list-style-type: none"> 1. Advocate of Philippine Fair Trade, Inc. 2. Barcelona Multi Purpose Cooperative 3. Community Crafts Association of the Philippines 4. Katakus 5. Panay Fair Trade Center 6. Preda Fair Trade 7. Social Action Foundation for Rural and Urban Development 8. Salay Handmade Paper Industries, Inc. 9. Southern Partners and Fair Trade Center 10. Alter Trade, Corp. 11. Bote Central 12. Filipinas Fair Trade Ventures Circle, Inc.

In a survey conducted among those with actual trading activities, data gathered shows that between 2009 - 2011 total fair trade sales among the Philippine FTOs have been steadily growing. In 2009, sales of Philippine Fair Trade products were estimated at PhP 256,112,893.61, while in 2010 it gradually increased to about PhP 286,198,274.27. And in 2011 total sales amounted to PhP 335,183,614.03.



Correlating the above figures to the global fair trade facts and figures reported by DAWS (2011), the Philippine contribution to the total Asia sales of US\$26.8 Million in 2010 roughly amounts to US\$ 6.656 Million or 24.8%. While of the total sales in the South of US\$60.4 Million in 2010, Philippine FTO's contributed an estimated 11% share.

Still based on the data shared by the Philippine FTOs, for the total sales in 2011 (PhP 335,183,614.03), 75% (253,005,139.74) were generated from export trade while 25% (PhP 82,178,474.29) was the result of domestic trading activities. In terms of products, the value attributed to food products amounts to PhP 279,998,708.95 (84%) while that of handicrafts or Gifts and Living products is PhP 55,184,905.08 (16%). The bestselling products include, muscovado sugar, dried fruits, tropical fruit juices, and rice.



It is worth noting that although export activities still generate the bigger share in sales results, 81% of the Philippine FTOs that were surveyed and interviewed indicated that they already have domestic trading activities. Part of their reason in exploring the domestic market is the continuing global recession which they feel may soon affect the orders of their fair trade buyers. Likewise, they now recognize the potential of the domestic market where the current population stands at more than 90 million Filipinos.

In terms of export activities, the countries of destination of Philippine fair trade products are often the United States, Italy, Australia, Japan, UK, the Netherlands, France, Germany, HongKong, and Canada. Fair Trade buyers in these countries are the ones most commonly tapped by Philippine FTOs.

Producer Reach

The current number of families benefitting directly or indirectly from fair trade related activities across the Philippines is estimated at 13,742. The benefits enjoyed by these families ranged from having actual income that allows them to live more decently to having a healthier and more sustainable community environment. Philippine FTOs likewise have direct engagement with 711 communities/enterprises. These communities/enterprises are either suppliers of the Philippine FTOs or are direct beneficiaries of their development programmes and activities.

With regard to employment generation, Philippine FTOs are directly employing some 235 individuals. These are salaried workers or regular employees provided with regular benefits as mandated by law.

The Network of Fair Trade Shops

In 2009, the Advocate of Philippine Fair Trade, Inc. (APFTI), in collaboration with the members of WFTO-Phils, spearheaded the initiative to set up a network of Fair Trade Shops that will cater to the market needs of local fair trade producers and likewise provide local consumers a venue to make their fair trade purchase. The Shops were envisioned to provide the Fair Trade guarantee of quality and social and environmental sustainability among consumers by ensuring that all the products that were to be displayed in the Shops were manufactured responsibly observing the principles and standards of fair trade. It was hoped that the Shops would eventually become a brand in themselves, similar to the World Shops located in Europe, where the mere display of a product inside the shop is already enough guarantee to consumers that such a product is authentically fair trade.

This initiative took off to a good start with the Department of Trade and Industry (DTI) manifesting its support through a Memorandum of Agreement (MOA) signed by no less than the DTI Undersecretary Merly Cruz. The said MOA established a partnership between DTI and APFTI to improve market opportunities for Micro, Small and Medium-scale Enterprises (MSMEs) which later led to the setting up of a running Fair Trade Bazaar, which lasted for six months (June-November 2010) at the ground floor of the DTI Main office in Makati City.

Today, there are existing shops banner the store name Fair Trade Shop in the cities of Cebu, Cagayan de Oro, and Tagbilaran, Bohol. These Shops are recognized by WFTO-Phils as part of the country network and are individually operated by member organizations. Products displayed in these Shops are supplied directly by the Philippine FTOs or by other local producers with affiliation to any of the FTOs. In addition, although not under the banner of the Fair Trade Shop, some of the member organizations of WFTO-Phils, such as SAFFY Handicrafts' Mano-Mano, operate their own stores. Including the individual showrooms that the members are maintaining in their respective offices, there are 19 establishments across the country from where local fair trade products can be purchased. These stores and showrooms serve not only as a point of sale for authentic Fair Trade products, but also a showcase of the range of products being produced by Fair Trade organizations in the Philippines, and form a center for Fair Trade advocacy⁵.

Mainstream Shops

Alongside the shops and showrooms operated by the members of WFTO-Phils, there are a number of outlets that also sell local and international fair trade brands. For local products, the Echo Store, along the Bonifacio High Street in Taguig City is currently being supplied by some WFTO-Phils members with fair trade products. EchoStore is known to carry goods imbued with developmental advocacies, hence it also displays products from other cause-oriented enterprises. The opening of two other Fair Trade Shops separately located in Naga City and General Santos City were also facilitated by APFTI, however these Shops are not currently considered part of the WFTO-Phils network as they have not yet undergone the audit and certification process required by the network.

As to the Shops carrying International Fair Trade Brands, they are mostly located in mainstream outlets such as malls and they carry products with the FLO label. These include Starbucks, Body Shop, Marks and Spencer, Debenhams, Healthy Options and Lush. All of these Stores have international affiliation and are operated in the Philippines with a licensee agreement.

For some Philippine FTOs such as Moondish and Upland Marketing Foundation, Inc. (UMFI), their products are already being sold by mainstream grocery stores and supermarkets, however, consumer appreciation of the products being fair trade is still lacking as they are marketed just like any other conventional product. The recently developed Philippine Fair Trade Mark is also not present on their product labels yet.

The Philippine Fair Trade Labelling and Certification Initiative

With the Philippine Fair Trade Labelling and Certification Initiative and the introduction of the Philippine Fair Trade Mark, WFTO-Phils aims to promote and distinguish Fair Trade products of Filipino producers and help create a more vibrant domestic market.

The design of the Philippine Mark, which was launched during the World Fair Trade Day celebration in 2010, is one that creatively promotes the spirit of family, community, and co-operation through the embrace of adult and child, while also conveying the product's national identity with the flag of the Philippines shown in the background⁶.

Principally, the establishment of a Fair Trade Labeling and Certification Initiative provides an accountable guarantee to consumers that equitable business practices have been employed in the production of all goods bearing the Mark. For enterprises and organizations awarded the Mark, it denotes their exemplary achievement in adhering to the standards and principles of Fair Trade and that such adherence is verifiable. It is hoped that through the Mark's distinctive iconography, a Fair Trade brand, which conveys the quality of both product and the progressive business practices exercised in its production will be established.⁷

It took several years for the Philippine Fair Trade network to evolve a local Labeling and Certification Initiative. Much of the initial work was also spearheaded by APFTI including the development of standards and indicators that are based on the international Fair Trade standards, but are also suited to the context of Filipino small producers. To ensure that everything fit within the context of Filipino small producers, consultations with various groups and sectors were conducted. Among those that participated in the consultations were officers from relevant government agencies, representatives from consumer groups, trade and producer development experts and producer groups and associations. As a final validation of the relevance of the initiative, the Philippine FTOs were also convened and, as a network, embraced the full implementation of the initiative.

The Standards adopted for the Initiative primarily focus on the adherence of the organization to the standards and principles of fair trade, hence it is considered as an organizational certification. The certification, however, carries with it the right to use the Philippine Mark on the products being produced or marketed by the certified organization.

The intrinsic value that the Certification communicates is that the certified organization is committed to transparent and responsible business practices along with the assurance to stakeholders that systems are consistently of high standards and the organization is seriously taking into account the continuous improvement of workplace conditions.

Being certified also offers the organization the support and skills of the other member organizations and new potential trading channels for their products. Being identified with the brand of Fair Trade further evokes the organization's integrity and commitment to the alleviation of poverty and protecting the environment and the rights of the marginalised.

For an organization to be certified and gain the right to display the Philippine Mark on their products, they must first pass an audit or an assessment of their practices against the following Standards and Indicators:

Philippine FT Standards and Indicators⁸

I. Awareness and Practice of Fair Trade

This scope looks at the main and core responsibility of Management to install systems and mechanisms that promote the awareness and practise of Fair trade within the organization. Management should be able to install instruments and/or vital information/dissemination activities that proliferate the principles and/or stories of Fair Trade.

Awareness on Fair Trade

- Copy of current labor code.
- Fair Trade principles are included in the written and/or expressed mission, vision, values of the company.
- Orientation on employee benefits/salaries and office rules/guidelines and pertinent government laws is conducted.
- Mechanism for complaints and grievances is evident.
- Mechanism for promoting fair trade practices exists.

Cooperative Workplaces

- Company conducts meeting and consultations with workers on matters concerning company policy, plans, and procedures
- Workers are allowed to join associations, unions, cooperatives or similar organizations that promote their rights and welfare, in the best interest of the organization
- The company provides an atmosphere conducive to the social, physical, intellectual and emotional development of workers.
- Workers are informed about the performance of business and the organization's plans
- Family-friendly policies at work exist.

Respect for Cultural Identity

- An equal work opportunity for IPs and Moros is practised.
- The company protects and promotes communal intellectual property rights and cultural designs of IPs.
- Respect of cultural practise is evident.
- Free and prior informed consent in the use of communal IP design/tradition is ensured.

II. Human Resource Development and Responsibility

This scope underscores the main and vital bias of Fair trade - the workers. Mechanisms, policies, and guidelines within the enterprise should promote the welfare, security and development of its workers.

Fair Wages

- Wages approximate average rate for similar occupation or minimum wage except those with exemptions (refer to legally mandated regional minimum wage rate)
- Wages regularly paid in full
- Wages are properly documented
- Deductions from workers are done in agreement with workers
- Wages are in cash or check, never in kind.
- Pakyaw rates (if any) have been negotiated and agreed upon.
- Legally mandated and transparent mechanism on the calculation of piece rates exists.
- Legally mandated benefits for regular workers are given.

Safe and Healthy Working Conditions

- Working hours in a workplace other than home do not exceed 40hours/week or whatever timeframe is legally mandated
- Workplace provides sufficient light, ventilation & comfort
- Trainings on potential hazards and safe use of equipment and materials are conducted
- Accidents are recorded and appropriate measures are taken to prevent repetition
- System for proper handling and storage of toxic or dangerous substances is in place
- Worksite and lavatories are kept clean.
- Production process is not hazardous to health
- Safety gears, devices & accessories are provided and worn by workers (e.g. gloves, helmet, masks)
- Eating area is separated from production area
- First aid medicines and firefighting equipment are available and accessible for use
- Living quarters (if provided) are clean and comfortable
- Corporal punishment, verbal abuse, mental or physical coercion are not used as disciplinary measures

- Smoking is allowed only in designated areas.
- Written health and safety manual/policy/guidelines exists.

Fair Labor Provisions

- No child labor
- Married women enjoy their paid maternity leave and married men their paid paternity leave
- Mechanism to prevent and address concerns relating to sexual harassment exists.
- No prejudice in hiring, training or promotion
- Equal pay for equal work
- Reasonable arrangements for children's care while mothers are at work are in place.
- No discrimination on types of work.

Provisions for Differently-abled Workers

- No prejudice against differently-abled and capable employees, as long as they are able to do tasks assigned.
- Working place is differently-abled friendly
- Special skills training for differently-abled workers is provided.
- Appropriate consideration is given to the special needs of differently-abled workers.

III. Social Accountability and Transparency

This scope looks at various accountability systems within the enterprise. Documentation and verifiable evidences of legal compliance becomes all the more important in this scope. Business relationships with suppliers and customers are given weight in this scope along with product quality, compliance to statutory requirements and environmental accountability.

Fair Trade Pricing

- Transparent pricing mechanism is evident.
- Avoids engaging in unreasonable competition and unethical trading practices (e.g. undercutting, no invoice etc.
- Social premium generated is used for community development.

Public Accountability

- Willingness to show practices to fair trade aligned groups to foster cooperation
- Willingness to open books to authorities
- Taxation payment history, if applicable
- Business registration is present

Environment Sustainability

- Production process and materials used do not pollute or are hazardous.

- Production does not involve banned natural raw materials, chemicals, endangered species or resources.
- Production process and sourcing of materials do not involve illegal means
- Recycling program is in place
- Measures are in place such that resources (water, energy, materials) are sustainably utilized and wastage is minimized or eliminated
- Promotion and/or use of renewable energy sources in production is practised.
- Promotion and/or use of natural/organic/local resources is evident.

Respect for Intellectual Property

- Respect for intellectual/cultural property is ensured.

IV. Continuous Improvement and Social Development

This scope looks at various mechanism/systems/plans the enterprise is working on to continuously develop the plight and circumstance of the other scopes, especially on human resource development and social accountability.

Total Quality Management

- Prime consideration of users/consumers safety in the use of product is evident.
- Continuous quality improvement and product research to provide world-class products is conducted

Practice of Management to give Motivational Rewards

- Recognition and incentives are given for outstanding achievements and long , quality service
- Programs, activities and incentives that promote family values and participation are in place

Voluntary Benefits are extended to Workers

- Housing Benefits, Profit Sharing, Performance Bonus etc.

According to available data from the WFTO-Phils Country Office, the number of inquiries for the local certification has been growing since its introduction to the public in 2010. In a Report presented to the WFTO-Phils General Assembly last February, there have been at least 19 inquiries for certification in 2011. This number is only reflective of those who sent a formal communication to the Country Office and does not include those who inquired through the individual members. Only one of those who inquired, however, pursued its application. The Country Office shared that some were vocal about their hesitation as due to the cost implication of the whole certification process, while others honestly admitted that their organizations are not ready yet to meet the Standards. It was, also noted by the Country Office, that the primary reason for those who inquired in seeking a certification is buyer demand from the North. Both the growing number of local producers inquiring about the certification and the injunction of Northern buyers to their local suppliers to seek certification is taken by WFTO-Phils

as a good indication of the relevance of the Labeling and Certification Initiative and the credibility of the Country Network as being recognized internationally.

WFTO-Phils bears cognizance on the issue of cost, limiting smaller producers to seek certification. However, given the amount of work required to be performed in the whole process, WFTO-Phils admits that it is also difficult for the network to reduce the fees at this point. Based on the current fee structure, an organization is expected to invest a minimum of PhP 28,000 for the Certification⁹. This investment which covers the first year of Certification also covers membership application to WFTO-Asia. The WFTO-Phils country office shared that the local certification process is integrated with the membership system of WFTO-Asia which means that any organization seeking local certification will also be simultaneously assessed for membership to the regional network. The audit and assessment work, however, is performed by WFTO-Phils and whatever result generated is simply forwarded to WFTO-Asia for approval.

Members of WFTO-Phils argue that the amount required should really be viewed as an investment by the applicant and that the local certification remains a cheaper alternative to the Certification being offered by International Labeling Organizations such as the Fair Trade Labeling Organization (FLO) or Ecocert¹⁰. These are only two of the growing number of Certification Bodies performing audit work against voluntary social and environmental standards today. The growth of the Certification sector is predicated by the growing consciousness of consumers on the impact of their purchases not only to their personal welfare but also to the lives of the people who were involved in the production of their purchase, as well as the continued protection and sustainability of the environment. All the social, environmental, and eco labels today are responses to this consumer demand for a guarantee.

Within WFTO-Global, a Sustainable Fair Trade Management System (SFTMS) is also currently being evolved to guarantee consumers about their fair trade purchases. The SFTMS Standard has been developed to provide a credible route to the market through Fair Trade labeling of the products after the certification of the concerned organization. Trading organizations are certified by an independent third party verification body to guarantee that their production chains follow the Fair Trade (SFTMS) Standards and Fair Trade Code of Practice. After certification the organization has the option of labeling its product and services as “Fairly Traded”. It is a guarantee of an organization’s adherence to Fair Trade Principles in all its business transactions. The standard specifically focuses on the management system of the organization in order that the principles and practices of Fair Trade are sustainable within it. SFTMS is thus an Organizational Standard and not merely a Product Standard. The label on the product endorses the fact that the organization producing it adheres to the Fair Trade Principles and Practices (SFTMS Manual, 2010).

Thus far, at least 3 organizations globally have already been awarded with the SFTMS interim Mark and in the Philippines, 3 FTOs (SPFTC, SAFRUDI, SHAPII) are currently undergoing a Pilot preparatory programme for their eventual certification against the SFTMS Standard.

Across the South, where most fair trade producers are located, the setting up of a local Labeling Initiative is also slowly gaining ground. Apart from the efforts of the Philippines, networks in India, South Africa and Brazil have also started rolling their own fair trade certification.

In India, the development of the Labeling Initiative (Shop for Change) was brought about by several factors. Seth Petchers, the current CEO of Shop for Change shared that the Initiative was set up because they realized that despite the growth of Western fair trade markets, demand has failed to absorb the supply of fair trade products from Indian producers and with the growth of India's middle class consumer base, Indian farmers and artisans saw enormous potential within their own market and did not want to tie their fate in export market alone.¹¹ With aggressive networking, promotion and marketing strategies, SFC, within a short period of time has evolved as one of the major players in the Fair Trade Certification business in India today.

Challenges of the Philippine Fair Trade Network

Network Challenges

Despite the evident triumphs and gains of the Philippine Fair Trade network, there remain several bottlenecks and issues which the network has to contend with as the members move along in carrying out their mission as FTOs striving to strike a balance between their social and economic agenda.

As network, the membership base of WFTO-Phils of only 29 organizations remains relatively small for the network to really make a major dent in what it aims to achieve socially and economically. There is a need to engage more organizations and producers, to build further its image as a credible body of representing the voice of Philippine small producers. The country is not in short supply of MSMEs which could potentially join the network. In the Philippine MSMED Plan 2011-2016, it reports that the MSME sector today accounts for 99.6% of total establishments in the country.

The network also has to formulate a responsive strategic direction to further the gains it has already achieved in the setting up of the Labeling and Certification Initiative and establishment of a Network of Fair Trade Shops. While these are good milestones, they will remain to be insignificant accomplishments if they remain to be relatively unknown to majority of Filipino consumers and the general public. The continued sustenance of initial efforts is among the major bottlenecks of the network, and in the face of dwindling resources and the continued shifting of funders to other countries, the best strategic option for WFTO-Phils is to engage the government. Strategic partnerships with government agencies like the Department of Trade and Industry (DTI) and the Department of Science and Technology (DOST) are potential considerations for the network to establish, since the programmes of these agencies have a natural fit to the activities of the network and the individual FTOs. As shared by the members themselves, these two agencies are at the forefront in providing valuable services to their respective organizations, such as providing support and assistance in their product development activities, trade fair and selling mission endeavors, technology and facilities improvement, and training needs among others.

Related to the above, it is also high time for WFTO-Phils to craft a clear policy agenda to be able to generate sustainable support for fair trade organizations and small producers from the government. At present, small producers lack adequate trade policies that safeguard their interests. Combined with their lack of knowledge of market systems, they are vulnerable to exploitative trading relationships. They have no bargaining power and often find themselves working for unfair wages and unacceptable working conditions. For those that are self-employed, it is difficult to develop sustainable businesses, as they are unable to compete with cheap imports that flood the economy as a result of unfair international trade regulations that allow this to take place¹². The planned lobbying for the passage of a Social Enterprise Bill, which WFTO-Phils is fully supporting, is a good entry point for the network to test the acceptability of its own policy agenda among the legislators.

Business Challenges

Low Consumer Awareness and Visibility

Consumer demand is a key to the growth of Fair Trade, however, consumers' support will only augur well if products are visible and accessible to them. Today, the general sentiment is that fair trade products remain within the confines of very limited specialty shops and those that make it to large mainstream outlets are hardly recognized as fair trade products because they are marketed like any other conventional product. Acceptance in large markets is also a big struggle for Philippine FTOs because of the issues of volume and consignment terms. Together, these make it very difficult for Philippine FTOs and small producers to be highly visible and accessible to consumers.

Consumer concerns on product quality and safety, a healthier lifestyle as well as the protection of the environment are among the driving forces in the continued growth of fair trade sales worldwide. But while there is exponential growth in western markets brought about by high consumer demand, the WFTO-Phils still needs to weave its way to the consciousness of local consumers. Building a strong consumer base for locally produced fair trade products remains a bottleneck of the network.

Fair trade products need to become more visible and accessible. This is crucial if WFTO-Phils wants to influence the buying habits and attitudes of local consumers. Without the products, translating the call for patronage to fair trade products into a concrete consumer action (such as actual procurement and including fair trade products in their shopping lists or grocery carts) will be quite difficult. The current number of local fair trade stores that were launched, including the individual showrooms of the individual FTOs are not enough to create the needed impact on the consumers. They may have generated a few attentions, but these are still confined to allied groups and sectors and only within the community where these shops and showrooms are located. A remarkable dent is still not felt at this point.

Market visibility and accessibility requires interplay of factors. One is the conduct of an intensive consumer awareness campaign to drum up the availability of fair trade products in the domestic market, as well as the education of consumers on the significance of such products to their health, the protection of the environment and to the lives of small scale farmers and producers. However, such a campaign would become irrelevant if consumers are not able to access these products. As such, WFTO-

Phils should exhaust its available options to make the products be known and visible to the consuming public.

In the two consumer awareness survey commissioned by APFTI in the past, the results were not very impressive. In 2005, national Fair Trade awareness was registered at 10% while in 2009, in a separate survey that focused on key cities and provinces in the country, consumer awareness on fair trade and fair trade products was registered at only 2%.¹³ The two surveys, employed different strategies, in that the 2009 survey as compared to the earlier one, employed more detailed questions on the definition of fair trade and the actual experiences of the respondents with fair trade products. Despite the differences in results, however, both figures suggest very low awareness about the fair trade concept and fair trade products.

One of the reasons, for this low awareness level is the lack of a strong message that is relatable to consumers. The definition of fair trade is too loaded with development concepts and jargons that ordinary consumers find it difficult to immediately grasp what it means. WFTO-Phils, should seriously look into translating the message of fair trade to something that ordinary consumers can relate to. Apart from a relatable message, the network can also use the Fair Trade Shops and the Philippine Fair Trade Mark as platforms in getting the fair trade message across to consumers.

Product Quality

Local Fair Trade product lines have considerable strength in meeting the stringent demands of the export market in terms of quality and design. However, as the domestic market attempts to engage more products from local producers, there is considerable concern as well to the quality of these products especially on the food products. Inconsistent quality and even in the use of packaging and labels have to be addressed to gain more trust and confidence from local consumers. These problems are evident in some of the Fair Trade Shops, especially for food products that have been sourced from within or a nearby community.

Technology Issues

Most Philippine FTOs have very limited capacities. As shared by the former marketing manager of APFTI, even with the Memorandum of Understanding (MOU) of APFTI with the Philippine Association of Supermarkets, Inc. (PASI) for the group's full support to fair trade, the plan of setting exclusive fair trade shelves in supermarkets owned by PASI members did not materialize because fair trade producers can not deliver the volumes required.¹⁴ This is an issue faced by most micro and small producers in the country and this is closely tied to the issues on technology. Due to lack of technology, their productivity remains very low and product quality are not at par with those that are produced by mainstream manufacturers having all the technologies at their disposal.¹⁵

Dependence to Fair Trade Market

There is heavy dependence among Philippine FTOs to fair trade buyers. In some organizations there is an almost homogenous FT Market catered to. This creates a high level of vulnerability especially in the

face of continuing global recession. Recent events in the global FT Market prove that Fair Trade players are slowly beginning to feel the impact of the global economic slowdown and it is may be high time for Philippine FTOs to take caution as among the most affected by the recession are the countries in which most Philippine fair trade products are exported to¹⁶.

Limited knowledge of the mainstream market

The mainstream market presents a huge potential for Philippine FTOs. Some have been hugely successful in tapping this market, but majority are still not willing to move towards this direction, despite being a logical option if growth is an objective of the organization. To some extent there is fear among FTOs to venture into the mainstream market primarily because of their lack of knowledge about the requisites and nuances of the said market. In a recent failed attempt of the Community Crafts Association of the Philippines (CCAP) to engage a mainstream buyer, Ms. Virginia Sadorra, Executive Director, shared that the buyer left the organization with the lesson that CCAP has still so much to learn about the rigours of the Mainstream Market. She believes that Philippine FTOs can be competitive in the mainstream market, especially that mainstream market trends are favouring the kind of products that most Philippine FTOs are producing¹⁷.

NGO image

Philippine FTOs are known as cause-oriented organizations. A number of them are actually registered as NGOs with the Securities and Exchange Commission, while some are cooperatives. The others while registered as businesses are still more predominantly identified as development organizations because of the nature of their activities and engagements with communities and marginalised sectors. While Fair Trade buyers are accustomed to dealing with development organizations, the mainstream market is not. Worst, a number of mainstream buyers specifically avoid dealing with NGOs or development organizations because of impressions of inefficiency, slow-paced movement and decision-making, poor product quality, delayed delivery, among others¹⁸.

Market Trained Staff

Because of the nature of the activities of most Philippine FTOs, where a social agenda is part of the organization's core objective, most employees employed by the FTOs are also those that are trained in development work and whose skills and competencies lean more in performing tasks that support the social bottomline of the organization. This, however, becomes a limiting factor when the organization decides to engage in business such as for example the case of the three Fair Trade Shops where the managers and key staff handling the Shops are NGO workers with very little know-how on how to manage and run a retail shop. Unless, the Shops decide to invest in engaging professionals with particular expertise in managing a retail shop, they are bound to be confined as well within the patronage of a very limited group of people and growth may be slow as the learning process may take a very long time for the assigned staff.

Saturation of new media

The advent of social and other electronic media has proven quite successful in building the image of enterprises and organizations across the globe. These are cost-effective tools with enormous impact potential especially among direct consumers. However, several Philippine FTOs and even the WFTO-Phils as a network with its own personality are yet to take advantage of these tools.

High production cost

The cost of production continues to beset Philippine manufacturers in general. From labour to electricity, total cost of production, continues to hurt Philippine producers.

Cheaper Asian competition

A major threat to the export and domestic potential of the Philippines producers in general is China and other Asian countries which can offer their products at much lower prices. There is also unhampered influx of cheaper imports into the country, which in some cases are even priced cheaper than locally produced goods.

Opportunities

Huge mainstream market demand

The mainstream market has a huge demand not only for products under the handicrafts or Gifts and Living products category but also in healthy and responsibly produced food products. In a recent market study done for the GTH sector of Cebu, it indicated that while growth will be slow for the sector in the export market within the next few years due to the effects of the global recession, demand will remain huge, especially in the gifts sector as people do not tend to economize on this¹⁹. For food products, as already being experienced by some Philippine FTOs, they can not even cope with the growing demand for organic and healthy products.

The countries in which Philippine FTOs are already present are also the leading countries in terms of importing other Philippine products. Philippine FTOs can take advantage of this opportunity by expanding their presence beyond the realm of the Fair Trade network and reach out to other potential buyers.

Trend in natural materials

The trend today in most product areas is the use of natural and eco-friendly materials and processes. These are inherent features of the Philippine fair trade products, thus creating a good fit to current market demand²⁰.

Rising ethical consumer base

In Asia and elsewhere in the world there is a growing number of people adopting an ethical lifestyle which is creating the increasing demand for products made under responsible conditions. This lifestyle

shift among consumers contributed largely to the success of Fair Trade in Europe. Across Asia and the Pacific, a Research released by Mastercard revealed that a high percentage of consumers in China, Thailand, India and HongKong are drawn to products based on fair trade principles. These consumers also indicated that they would go out of their way and not mind paying a higher price if they know that part of the proceeds will go to a good cause²¹.

Fast developing Asian Markets

Several market research reports are pointing to the robust economic positioning of several Asian markets. In an interview with Mr. Dennis Orlina, he is urging local handicraft manufacturers to explore other Asian markets as alternative to the local market. Countries in Asia bursting with opportunities, he said include: India, China, Indonesia, Malaysia, and Vietnam, among others. Mr. Orlina based this recommendation on the 2011 Global Retail Development Index which he said indicated several Asian Markets, the Philippines included, as among the top 30 destinations of global retailers²². Within the Fair Trade movement, WFTO-Asia shared that more recent developments also indicate that South Korea, Taiwan, and Singapore are gradually taking interest in fair trade products, adding to the already existing fair trade markets established in Japan and HongKong²³.

Ways Forward for WFTO-Phils

Globally, the Fair Trade movement has evolved dramatically over the years, with remarkable growth in sales, number of stakeholders involved, consumer awareness, and market base in the North. However, Fair Trade remains confined to being a small alternative market with a very limited absorptive capacity. Thus, the emergence of country and regional networks are important steps taken to ensure continued growth for the movement and eventually realize its full potential of improving the lives of small, marginalized producers.

To be able to make a significant contribution to this much needed growth, country networks such as WFTO-Phils, need to craft a strategic direction to ensure that initial local gains will be sustained, its principles and standards get to be embraced by more producers and preference for fair trade products becomes part of the buying habit among consumers.

With the formation of WFTO-Phils into a formal network with a single voice, the establishment of a network of Fair Trade Shops and the development of local Labeling and Certification Initiative, the foundation for this growth has already been laid down in the Philippines. The challenge now is how to cohesively make everything work and ultimately build a vibrant environment for fair trade in the country.

Strengthening the Network

Growth in membership has been very slow for WFTO-Phils. Majority of the existing members form part of the original group that took part in establishing the network in 2002. Between 2006-2011, an average of 2 organizations per year is added to the list of members. Clearly, WFTO-Phils needs to explore ways on how to attract more organizations to join the network and capitalize on the inquiries it increasingly receives from interested organizations and enterprises. With the implementation of the Labeling and Certification Initiative which now mandates all organizations seeking membership to the network to undergo the full Certification process, it may be wise for WFTO-Phils to seek an alternative system that is more inclusive and accommodating especially among small producers with very limited financial resources. Cebu's local Fair Trade Network (CFTN) presents a good model in engaging small producers which do not have yet the capacity to join the country network. CFTN is a loose group, but is very active in doing advocacy activities and in supporting the Cebu Fair Trade Shop. While it is not formally recognized as part of WFTO-Phils, the agenda and concerns of CFTN and its members are always brought to the attention of the country network through SPFTC.

Evolving the local Certification and Labeling Initiative

The development of the Certification and Labeling Initiative and the Philippine Mark has been met with enthusiasm by the members of WFTO-Phils. They believe that with the formal Certification and their products bearing the Philippine Mark, consumers will now have more trust and confidence on their organizations and products. However, the local consuming public is still not aware about the significance of both the Certification and the Philippine Mark as no consistent and active promotional activities have been done to drum up the existence of such. Among the members, only a handful has started incorporating the Philippine Mark on their product labels and hang tags. Providing a formal structure that guarantees the independent operation of the Certification Initiative is also wanting at this point. With the current set up, the function of Standard setting and Certification is both assumed by WFTO-Phils. To build better credibility for the Certification process, WFTO-Phils need to evolve the Certification with its own identity, where its implementation and operation will be totally independent from the country network. The country network can continue to serve as the Standard Setting Body and approving authority of all Certification results as forwarded or endorsed by the Certification body. Evolving the Certification and Labeling Initiative towards this direction needs to be carefully studied.

As regards the Philippine Mark, a promotional campaign can be devise, to make its significance be known to consuming public. The member organizations, being strategically located in various parts of the country can spearhead this campaign in their respective areas for a wider impact and start using the Philippine Mark on their products and collaterals for consistent visibility and recognition.

Maximizing the Fair Trade Shop Brand

The development of the network of Philippine Fair Trade Shops took inspiration from the success story of the World Shop concept in the North. In putting up the local network of Fair Trade Shops, WFTO-Phils, along with the leadership of APFTI, wanted to emulate the symbolic significance of the World Shops as being houses of fair trade goods enjoying widespread consumer recognition. The success of the World Shops did not, however, come easy as a lot of the World Shops in their early years faced

enormous amount of challenges such as those being encountered by the 3 existing Philippine Fair Trade Shops now. With the help of volunteers in promotions and in managing the day to day operations of the Shops and pouring in resources to professionalize its image and systems, including the quality of the products displayed, the World Shops gradually gained the support of consumers and eventually became as one of the most recognizable brands within fair trade.

For the network of Philippine Fair Trade Shops to achieve the same, they may have to channel their efforts as well in engaging volunteers and utilizing their available resources in improving the image of the Shops and its systems. The Cebu Shop has partly taken on this route by tapping the volunteer services of the Young Advocates for Fair Trade (YA) and the member organizations of the CFTN. These groups are likewise helping the Shop in conducting advocacy and promotions activities. As a result, compared to the other Shops (Bohol and CDO), the Cebu Shop is generating better sales results. All 3 Shops are at this point, seeking assistance in the development of better systems and the creation of an Operations Manual that will guide them in moving the Shops forward. The absence of an Operations Manual or a generic Store Manual is also limiting the creation of more Fair Trade Shops. This is possibly one of the areas, which WFTO-Phils could focus on as a network.

Engaging Government Support

The Poverty Reduction through Social Entrepreneurship (PRESENT) Bill is a good window of opportunity for the Country Network to institutionalize government support to fair trade and other small producers espousing social entrepreneurship. WFTO-Phils should continue its active participation in lobbying for the passage of the Bill and at the same time strengthen the partnerships that the individual members have already established with various government agencies like the DTI and DOST. According to Undersecretary Cruz of the DTI-RODG, the MOA with APFTI still stands today. Perhaps as a network, WFTO-Phils can further study the provisions of the MOA and build on this to generate more support from the government.

Almost a decade has past, since the formation of the Philippine Fair Trade Network. And despite its limited number of members and challenges on the funding side, the network has managed to weave through the different hurdles and stands as among the most cohesive fair trade country networks in the world today. In a short period of time, WFTO-Phils, was able to string together remarkable milestones such as the development of a local Labeling and Certification Initiative and the establishment of a Network Fair of Trade Shops, carrying a single brand and image. These, together with the members' modest contributions to the economy, prove that Fair Trade works in the Philippines.

APPENDIX A: List of Philippine Fair Trade Organizations

1. ADVOCATE OF PHILIPPINE FAIR TRADE, INC. (APFTI)

The Advocate of Philippine Fair Trade, Inc. (APFTI) is a non-government organization, which seeks to contribute to poverty alleviation through its advocacy of Fair Trade practices and the provision of business development services to the micro, cottage and small enterprises (MCSEs) in the country.

APFTI enhances the entrepreneurship of the producers by aiding them in their business activities from raw materials sourcing to product development to market access to training and the upgrading of their skills and technology. By addressing some major difficulties encountered by an emerging enterprise, for instance, the organization strengthens the chances of producers in becoming a competitive participant in the domestic and global markets.

Vision

Vision For The Producers

Responsible and viable community enterprises and a community of responsible Filipino entrepreneurs contributing to poverty alleviation

Vision of APFTI

A leading provider and facilitator of innovative programs and strategies aimed at building a community of responsible and viable Filipino enterprises and entrepreneurs

Mission

To alleviate poverty through fair trade;

To enhance the sustainability of fair trade enterprises through product development assistance, market assistance, and business development assistance;

To promote fair trade in the Philippines through advocacy in the government, consumer and corporate sectors.

2. ALTER TRADE CORP.

Alter Trade (Alternative Trading) was created to establish, develop and sustain an alternative trading system, with the aim of improving the socio-economic condition of Negros marginalized sugar workers and farmers for their empowerment and self-reliance.

Alter Trade Corporation was established to engage in both domestic and international trading. It's counterpart, Alter Trade - Japan (ATJ) was set up to reach out to the Japanese consumers. Together, they became significant links between the marginalized Negros producers and Japanese consumers in a relationship known as People to People Trade.

Mascobado became the first trading commodity because sugar is representative of the struggles of the sugarcane workers and farmers in Negros. The first shipment of Mascobado to Japan was in 1987. A year later, it was able to establish distribution channels in Germany and Switzerland.

Alter Trade also exports other products such as frozen pineapples, fresh mangoes, organic corn, and trade various other products of PO's locally.

To cope with competition and increasing volume and quality requirements, it is continually innovating, developing systems and procedures and training its manpower.

Today, Alter Trade has evolved as the leading practitioner of Fair Trade and advocate of SA-OF (Sustainable Agriculture - Organic Farming) in the Philippines.

Vision

A professional, innovative and socially responsible business organization in partnership with self-reliant and self-determining communities responding to the demands of customers in the Philippines and the world for quality produce from sustainable agriculture, operating in a viable, socially-just economic system that is in harmony with the environment and the society.

Mission

The organization is:

committed to facilitate, develop and expand a trading system that will contribute to increasing self-reliance and independence of marginalized organized producers and will provide consumers with competitive quality products.

committed to promote Sustainable Agriculture and Organic Farming improving people's access to and management of resources and contributing to security of land tenure and food supply towards the attainment of economic sufficiency, sustainability and self-governance of people's organization and communities.

committed to serve as a reliable & stable market and processor of people's products that respond to the demands of our local and foreign customers with a competitively priced, high quality produce thereby realizing benefits for our producers and stakeholders.

committed to produce and supply competitively priced, quality organic fertilizer and other farm inputs meeting the demands of customers and its partners.

3. BAHAY PANGARAP

Bahay Pangarap is a socio-economic project of the ICM sisters. It is a business with a social purpose. It is engaged in the production and marketing of woodcraft directed to the domestic and international market. Disabled men and women are the primary beneficiaries of the project. Able-bodied men and women are also employed to contribute to the requirements of the project operations. The project currently employs and benefits a mix of differently-abled and able-bodied individuals. Its office and workshop is located on a 1,000 sq. meter lot in Novaliches, Quezon City. Bahay Pangarap is a home, a new beginning for the disabled who

have been discharged for hospitals, for the many who are outcasts not only of society but also of the own families, and for those who still aspire to be productive.

It aims to place these people in a comfortable, work-oriented home of their own, therein they can establish themselves as individuals and thus be rehabilitated as functioning members of the community.

It intends to help them achieve full, productive lives to gain for themselves respect and human dignity. It also aims to teach them to help themselves to become providers instead of burdens to the families and their community.

Bahay Pangarap teaches the disabled cottage industries and find outlets in the market for their products.

Vision

A productive and strong community of disabled and abled men and women, united in the pursuit of developing their livelihood and life guided by spiritual life.

Mission

To provide opportunity and livelihood for the disabled and abled who are producing quality products and gives premium to the physical and spiritual health and development of each individual as well as its community.

4. BARCELONA MULT-PURPOSE COOPERATIVE (BMPC)

The Barcelona Multi-Purpose Cooperative or BMPCI started in 1985 but was only registered in 1989. Initially, the cooperative provided livelihood training to farmers in the community of Barcelona. At present, their main project is the production of handicraft items such as baskets, place mats, trays, and decor items. All are made from locally available raw materials such as abaca, buri, calagumoy, and muras. The cooperative currently has some 50 producers spread out in about 6 or 7 barangays in the Barcelona area. Of these, 33 were reported to be active in making handicraft items. They also have a cooperative store for members.

5. BOTE CENTRAL

Bote Central is a family-owned corporation, established on March 22, 2002, with a vision of Working to Clean & Save the Environment by using agro forest products for livelihood. At present, the company is focused on the joint production and consumption program of Philippine coffee, rationalizing the supply chain and embedding Fair Trade principles to promote the Philippine coffee industry's sustainability. It is focused on deploying community roasting business units (CRBU) all over the country, most especially in the countryside, propelling local economies by having different business models of retailing Philippine brewed coffee.

Vision

Working to Clean and Save the Environment

Mission

Providing Sustainable Livelihood Using Forest and Agroforest Products

Bring Back Respect to Animals in the Forests

Maintain the Forests Clean and Alive

Assist with technological intervention for agroforest products

The organization actively espouses its passion both for business and nurturing nature. They also advocate and practice Fair Trade as can be gleaned from its direct dealings with farmers, to avoid unnecessary traders & middlemen. Bote Central also believes in using technology to promote efficiency at community levels as a means to improving & sustaining businesses. Currently they also design/build small and big scratch built machines for the organization's own use and benefit, whilst sharing them with partner producer communities. The organization also maintains a culture driven and people centered approach .

6. BOHOL UNITED SECTORS WORKING FOR THE ADVANCEMENT OF COMMUNITY CONCERNS (BUSWACC)

BUSWACC is a non-stock, non-profit organization formally organized on May 26, 2006 and registered with the Securities and Exchange Commission (SEC) on August 8, 2006. It was formed by the Peace and Equity Access for Community Empowerment Foundation (PEF) as a Partnership and Access Center (PAC) in the Province of Bohol that acts as conduit of funds and other resources for poverty alleviation programs/services.

The organization's primary objective is to serve as an umbrella organization for local non-government organizations (NGOs), People's Organizations (POs), cooperatives, government agencies, academe, and other civil society groups that promote community development to address the problems on poverty.

Vision

A united and sustainable resource institution advancing community development

Mission

To provide opportunities for easy access to entrepreneurial and basic social services to the disadvantaged communities in the priority municipalities of the province of Bohol.

7. COMMUNITY CRAFTS ASSOCIATION OF THE PHILIPPINES

CCAP was organized in 1973 by 11 founding members who envisioned that significant contribution to social and economic development could be achieved by the urban and rural poor by focusing on the craftworkers nationwide. Livelihood and social development were the forefront objectives of the newly organized non-stock, non-profit association that was also aimed to unify and provide support services to the numerous crafts associations existing by then. After more than 25 years of existence, the association has retained majority of its features in terms of its socio-economic goals; the challenges that were adopted over the years, mostly concerned the business aspects of the operations.

In addition to livelihood and crafts, the CCAP is also involved in advocacy programs in health, sanitation, sensitivity to women's issues, and respect for indigenous culture.

CCAP currently works with community-based enterprises and has a number of partner producer groups such as: Mauraro Handicraft Producers Association (MAHAPA), Bulusan Handicraft Producers Association (BULHAPA), Bonbon-Libon Handicraft Producers Association (BONLIHAPA), Del Rosario Handicraft Producers Association (DELROHAPA), Riverside Basket Producers Association, Dilan Handicraft Producers Association, Bonapal Handicraft Producers Association, and Urbiztondo Handicraft Producers Association.

Vision

An empowered community-based craft producers' organization engaged in Fair Trade

Mission

Unify crafts producers into an effective Fair Trade Organization working together in developing local and global market access

Promote the cultural heritage of the Filipino people through the development of the craft industry; and

Establish a relationship of partnership between GOs and NGOs in developing a community-based craft industry.

8. CM BAMBOOCRAFT

On April 30, 1974, the joint efforts of the Carmelite Missionaries and the Bishops Business Conference of Iloilo (BCCI) launched a livelihood project envisioned to alleviate poverty and help out-of-school youth obtain gainful employment. The project started with a meager cash donation from BCCI and a few pieces of machinery and tools donated by private groups. From its initial five workers, CMBC has grown into a small business employing more than 80 persons. The driving force behind CMBC is the call for the integral and total development of persons. The organization wanted to achieve its goals by providing livelihood and opportunities for development for its workers.

The products of CMBC are expressions and reflections of their religious convictions. These include rosaries, crosses, desk stands, pendants, key holders, tabletop accessories, picture frames, Christmas decors, and religious icons. Moreover, the present product lines have expanded to include functional non-religious articles like bamboo pitchers, wind chimes, and other home decors.

CMBC continues to market their products under the "social concern banner". However, it had also developed the level of product that would sell in the commercial market. Most of the products were designed for the mainstream market, although many products are intended for a certain niche, which has a religious theme. Although, this newer set of products seem to veer away from purely religious articles, CMBC has found out that there is a strong market for them.

9. CUSTOM MADE CRAFTS CENTER

CustomMade was informally launched in 2003 as an initiative to expand the market for indigenous and rural crafts in order to create a regular source of livelihood for the upland dwellers and provide a venue for the continuation of their traditional arts

CustomMade, through continuous product development and market linking, finds new niches, uses and applications for the traditional products and skills. Thus, it creates a steady demand for it. However, the main goal is to generate income that will meet the daily requirement of an artisan and his or her family—enough that will allow them to meet the expenses brought about by modern, while still having the freedom to carry out their traditional way of life – a life tied to the land and customs.

Aside from promoting indigenous artistry and its enduring relevance to present times, CustomMade also advocates fair trade and environmentally sustainable production practices. Its pricing system is guided by the principle of protecting both the rights of the artisans and the consumers while maintaining economic viability. Being a non-profit organization, generated income is reverted back to partner communities through services such as continuous marketing, product development, promotion and sales activities. A design premium added on to the retail price is given back to artisan as an incentive to improve and perfect their craft.

Non-Timber Forest Products Task Force is the organization, which supports these indigenous peoples through marketing services and skills assistance and product development.

Vision

For CMCC to be established as a sustainable social enterprise, leading in the marketing of fairly traded indigenous and rural handicrafts, both traditional and customized to modern functions that feature top quality, top design and value for money.

Mission

Marketing Philippine art and design to raise the incomes of rural poor, advocate natural resource sustainability, and promote Filipino culture and craftsmanship.

10. DAM GOOD STUFF

Dam Good Stuff, Inc. (DGSI) is a 60% Filipino-owned, 40% foreign owned company. The shareholders of DGSI – each of whom was involved in the development of San Roque Multipurpose Project in some way – decided to organize, manage, operate and finance a company to serve as training, purchasing, production, quality control, and marketing vehicle for such livelihood projects.

In February 2004, women from families and communities affected by the San Roque Dam Multipurpose Project organized Agno Artisans Multipurpose Cooperative with the help of Dam Good Stuff, Inc.. It is registered and confirmed by the Cooperative Development Authority of the Philippines. The Coop consists of nearly sixty members. DGSI provides training and equipment for its members in three categories: designing and making jewelry, sewing, and crocheting. Currently most of the jobs involve the design and

manufacture of jewelry and fashion accessories. The other two categories were not as successful as making fashion accessories.

The coop members consider it a major blessing because there are very few jobs available in the area. For most of them, the only jobs available (other than subsistence farming) require leaving their families and working overseas as domestic helpers. This option exposes them to unscrupulous employment agencies and risk of abusive treatment and uncertain wages from their employers. In contrast, the Coop enables them to earn a livelihood while living at home and supporting their families – and teaches them the new skills required to do so. Actually, some tried working as OFW's but came back after abusive treatment (agreed salary was not given, over worked, not allowed to eat on time, etc.).

Corporate Mission

Dam Good Stuff, Inc. was formed for the purpose of developing and funding livelihood programs and projects for families living in the communities affected by the San Roque Dam Project in San Manuel and San Nicolas, Pangasinan and Itogon, Benguet, Philippines.

Corporate Vision

To become a leader in the fashion jewelry business by pursuing excellence in design, quality, and service to our customers. By being a leader in the industry we can increase our sales, which will provide more jobs for the women in the affected families in San Roque.

11. FILIPINAS FAIR TRADE VENTURES CIRCLE, INC.

FFTV or Filipinas Ventures Circle, Inc. was established in 2002 to complement, or to complete the services being provided by APFTI to micro and small enterprises.

FFTV helps in bridging the gap by providing them the marketing components in APFTI's line of services (Capacity Building, Empowerment Trainings, Technical Development, Trade Facilitation) that these enterprises lack.

FFTV offers a range of handcrafted products made from indigenous materials and designed for modern day lifestyles. Inspired by different cultures, FFTV's unique products are developed by experienced in-house designers in partnership with highly skilled craftsmen from small and medium enterprises located in the different regions of the country.

FFTV's international buyers include importers and wholesalers from USA, Germany, France, United Kingdom, Spain, The Netherlands, Italy, Saudi Arabia and China, its local buyers are retailers from Metro Manila.

Vision

Improving our grassroots producer's lives through Fair Trade as we promote the Philippines finest crafts

Mission

FFTV endeavors to contribute to poverty alleviation by addressing the need of micro and small enterprises for market access. We provide an alternative market access for these enterprises to exhibit their products and explore the gamut of possibilities for trade

FFTV creates market avenues for small enterprises so that producers can explore the marketability of their products and learn in the process. Inevitably, FFTV assists them in widening their scope as a launching pad for future professional trade.

12. GIFTS AND GRACES FAIR TRADE FOUNDATION

Gifts and Graces supports livelihood communities in their quest to pursue entrepreneurship as a means to overcome marginalisation and poverty. It provides assistance with product design and marketing. The goal is to provide the livelihood communities access to larger, more lucrative markets.

Gifts and Graces was informally organised in 2005, and was officially registered with the Securities and Exchange Commission in 2006. It was established with two key concepts: social entrepreneurship and fair trade. As a social enterprise it seeks to carry out its mission by running a financially sustainable organisation. As an advocate of fair trade, Gifts and Graces promotes the ten principles of fair trade.

Mission

To increase incomes of marginalised members of society by providing product development, technical support on enterprise management, and global market access to livelihood communities under the Gifts and Graces brand.

Vision

Gifts and Graces partner communities and their beneficiaries enjoy a humane quality of life that is the fruit of their livelihood endeavours.

13. HANDICRAFTS OF AKLAN MULTI-PURPOSE COOPERATIVE

Handicraft of Aklan Multi-Purpose Cooperative (HAMPCO) was organized by Uswag Development Foundation on December 27, 1989 with the purpose of providing livelihood to the community through using the indigenous natural fibers available in the province and thus keeping the centuries old industry of handloom weaving which is part of the tradition, history, and culture of Aklan.

Using raw materials from Abaca and pina fibers, HAMPCO has been producing various handloom woven goods such as bags, cushion covers, hats, placemats, shawls, and Barongs.

14. KATAKUS

Kababayen-an Alang sa Teknolohiya nga Haum sa Kinaiyahan ug Kauswagan or Empowering Women Through Appropriate Technology in Harmony with the Environment was organized in May 1996. KATAKUS is an NGO promoting sustainable agriculture with gender perspective in the rural communities of Davao Province. Capability building and awareness-raising on gender and sustainable agriculture are its core activities. It also facilitates setting up of social enterprises in communities as a support to its core activities so that women will have a source of income. One of its social enterprises is the Handmade Paper Making Project. It produces paper out of abaca, banana, and durian fibers. These handmade papers are converted into cards, albums, scrapbooks, frames, boxes, lamps and other novelty items. KATAKUS partners with the women farmers and their families.

Vision

KATAKUS envisions an egalitarian society where women and men decide and act collectively in building empowered communities and in working for the sustainability of the environment amidst the pressures of a globalize economy.

Mission

KATAKUS is a non-profit organization that promotes the practice of sustainable agriculture among subsistence farming communities in Davao City and Davao Province for the improvement of their food security and livelihood and the enhancement of their environment.

Recognizing that women play an important role in the development of rural communities, KATAKUS promotes sustainable agriculture primarily through facilitating and guiding women's organizations and building women's skills in integrated systems of organic agricultural production and in the innovative use of appropriate technologies.

Goals

To enhance food security and increase household incomes of subsistence farmers through their conversion from monoculture to diversified and integrated farming systems in selected upland and lowland sites in Davao;

To encourage women and men farmers to conserve and make optimum use of indigenous resources, through their development and innovative use of appropriate on-farm and off-farm technologies;

To build and strengthen women's leadership and their community organizations; to develop their capacity to analyze their situation and take action on economic, social and political issues, especially at the household and barangay levels;

To increase household incomes and enhance the social welfare of subsistence farmers through collective and individual off-farm enterprises;

To facilitate the marketing of off-farm products through the design and development of products from farmers' enterprises and establishment of marketing partners and networks; and

To forge partnerships and access resource from government and non-government organizations and networks, locally and internationally.

15. LA HERMINIA

La Herminia Piña Weaving Industry located at Old Buswang Kalibo, Aklan was established in 1996. Duly license manufacturer/trader of hand woven piña cloth, piña-silk, abaca-cotton-silk, piña bastos-abaca-cotton and fine abaca cloth. It is a single proprietorship, own and manage by the entire family from production, product research development to the marketing. It started with three weavers-the owner, Herminia and she teaches her son and daughter-inlaw. Back to the old generation, grand parent - Dominga and Claudia Tumbokon, Rosario Menez, and Severina and Magdalena Lachica were weavers. Infact they handed more than hundred year old handwoven cloth. That hundred year old cloth had been revived. La Herminia Piña weaving industry as a small scale industry with approximately 85 weavers and supported by an indirect production group of about 250 person. The Company cares so much with the environment. All the material use are natural fiber from pineapple, silk cocoons, abaca and cotton and the fabric are color with vegetable dye. The company also preserve the cultural heritage, all the process are done in traditional method from manual extraction of fiver to weaving, but it is also kept innovation in processing without sacrificing the quality. Multi harness looms are being adopted to produce more intricating design like the traditional method, which called pili or sinuksuk

Vision

To become a financially capable of growth and development family enterprise engaged in commercial production of various quality pina, abaca and raffia-based products with innovations in the processing/production time preserving the cultural heritage of weaving

Mission

To integrate all programs and activities geared towards the sustained development of the pina, abaca and raffia loom weaving industry with focus on raw material availability, aggressive marketing, product development, quality control, institutional linkages and practice the Fair Trade principles.

16. MOONDISH FOODS, CORP.

Moondish Foods Corporation was formerly known as “Moonbake Breadhouse” that was established in 1991. Products being offered as chocolate crinkles, brownies, and lengua de gato became widely accepted in schools, markets, and variety stores that a decision to expand the business was made. Production was then improved, mechanization was introduced and modern technologies were applied.

Moondish enjoys good ratings and brisk sales. Workers grew from less than 10 to about 50. It expanded its production facility to meet the rising demands. New plant facility for the thermally processed products was leased at FTI, Taguig City. Also, farmers were given livelihood opportunities by contracting them to supply fresh raw materials. Export orders continued to increase as the company pursues to develop and innovate new products that serve wellness, quality, affordability and convenience to the growing consumers.

Moondish Laing in Can won the First Luzon Invention Contest – Likha Award for Outstanding Creative Research in 2001 as well as the Top Innovative Product by the National Consumer Quality Award.

In March 2004, Moondish Foods Corporation was registered in the Securities and Exchange Commission to focus on the canning business and separate its operation from the bakery. On the same year, with the help of DOST, the company engaged itself to environmental management system in order to pursue cleaner production technologies, productivity and efficiency.

Vision

To be a world-class provider of traditional homely food products for Filipinos in the domestic and international market associated with convenience, wellness and affordability.

Mission

To satisfy and delight global Filipinos everywhere by commercializing quality taro-based foods and other dishes developed from Filipino homespun cuisine using improved and environmental-friendly technologies.

To provide employment and livelihood opportunities to people from farm level to the factory sites.

To bring out healthful food products made of natural ingredients from indigenous crops.

To adhere to the principles of fair trade and equal opportunities for all gender in the workplace.

17. MOTHER BONIFACIA RODRIGUEZ FOUNDATION, INC.

Siervas de San Jose created Mo. Bonifacia Rodriguez Foundation Inc. in 1991, a non-profit organization, the legal personality of the Talleres de Nazaret, and serving other functions such as scholarships, sheltering, convivence, dormitory for students / workers, promotion of women workers & presence in the world of work.

At the core of the charism of the Siervas de San Jose (SSJ) is to perpetuate the 'Nazaret Spirituality' -- sanctifying the work & the worker thus one of her main apostolate is the development of workshops named as 'Talleres de Nazaret' (TDN) which now numbers to 6 branches wherein the first was established in 1987 (TdN Mandaluyong) & the newest in 2008 (TdN Tagaytay).

Vision

The Talleres de Nazaret, empowering workers and upholding the dignity of work and the workers, creating products of harmonized prayer-work with excellent quality and service.

Mission

To live out the values of shared leadership, responsible freedom, participation, mutual responsibility and interdependence

To engage in ministries that offer alternative responses and approaches to the world of work particularly to the socially challenged sectors such as women and youth at risk.

To respond to the urgent calls of the church for justice and integrity and care of creation”

In the spirit of the Founders Fr. Francisco, SJ and Bl. Bonifacia, SSJ, specifically commits:

- To live out the principles of **FAIR TRADE**:
 - dignified working conditions
 - just wages with benefits
 - wholistic formation
 - social responsibility
 - respect & care for creation
 - absence of child labor & exploitation
- To be creative in the development of products and responsive to the needs of customers
- To adhere to high quality standards of products by customers and / or certifying agencies

18. NON-TIMBER FOREST PRODUCTS – EXCHANGE PROGRAMME

The NTFP Exchange Programme for South and Southeast Asia is a collaborative network of non-governmental organisations (NGOs) and community-based organisations in South and Southeast Asia. We work with forest-based communities to strengthen their capacity in sustainable management of natural resources.

Recognizing the potential benefits of sharing experiences and pooling expertise, in 1988, people have started an informal group of practitioners in local initiatives in Malaysia, Indonesia, India, Vietnam, and in the Philippines. The group decided to register as a non-profit organization in September 2003.

The group’s shared goal is to empower forest-based communities to make use of and manage forest resources in a sustainable manner. To this end, the organization catalyzes and supports activities that build up and strengthen the capacity of our partner organizations in their work with forest-dependent communities, particularly indigenous people.

To achieve their goals, the NTFP-EP considers the following in their work:

Facilitating the exchange of expertise, experiences and approaches;

Providing technical support/backstopping and enabling training;

Giving inputs in strategy discussions;

Documenting best practices and success stories and providing information on NTFP related issues;

Mobilising resources and essential contacts; and

Sourcing advocacy support for local initiatives and helping articulate needs and aspirations.

19. ORGANIC CERTIFICATION CENTER OF THE PHILIPPINES

The Organic Certification Center of the Philippines (OCCP) is one of the agencies tasked in the development of the organic farming industry in the Philippines. It is an independent, private, membership-based organic standard setting and organic certification body. Established in 2001, it ensures the relevance of organic standards and the integrity of the certification process for the mutual protection of consumers and producers. OCCP is the first, and until 2010, the only organic certification body in the Philippines accredited by the Department of Agriculture. It is the only certification body with national scope to date.

OCCP was formed through the collaborative effort of the organic sector, mainly NGOs, and government agencies, the DA and the Department of Trade and Industry (DTI). To date, OCCP has a total of 25 members, composed of 22 organizations and 3 individuals. The member-NGOs are spread in the country and most of them are taking active and leading roles in the promotion of organic agriculture in their respective locality and fields of interest. The OCCP is also a member of the International Federation of Organic Agriculture Movements (IFOAM), Certification of Environmental Standards GmbH (CERES), Certification Alliance (CertAll), and Philippine Fair Trade Forum.

The OCCP was at the forefront of crafting the Certification Standards of the Philippines and the Philippine National Standards Specification for Organic Agriculture. It was also one of the leading NGOs that lobbied for the passage of the Organic Agriculture Act of 2010 or Republic Act 10068.

Vision

Genuine socio-economic development primarily through organic agriculture and certification

Mission

To improve quality of life and economic well-being by promoting and mainstreaming Organic Agriculture and Certification, and responsibly bringing together the stakeholders of the sector

20. OXFAM – GB PHILIPPINE OFFICE

Oxfam-Great Britain is an independent organization, registered as a charity, affiliated to Oxfam International, with partners, volunteers, supporters and staff of many nationalities – part of a global movement to build a just and safer world. It is catalyst for overcoming poverty. To achieve the greatest impact, Oxfam works on three inter-linking fronts:

- Saving lives by responding swiftly to provide aid, support and protection during emergencies.
- Developing programs and solutions that empower people to work their way out of poverty.
- Campaigning to achieve lasting change.

Oxfam works at all levels from global to local, including international governments, global institutions as well as with local communities and individuals, to ensure that everyone's rights are fulfilled and protected. The

organization works closely with others to implement the most appropriate, effective solution in any particular situation.

Oxfam's values are centered on three inter-related themes:

- Empowerment: Everyone who is involved with Oxfam – whether by contributing to the organization's work, or those who are living in poverty – feels empowered.
- Inclusiveness: Oxfam is inclusive – open to everyone, regardless of ethnic background or religion
- Accountability: Oxfam's purpose-driven/results-focused approach, which holds ourselves – and others – accountable.

21. PANAY FAIR TRADE CENTER

PFTC was organized in 1991 by KABALAKA, a women's association in Ilo-ilo. Banana Chips was the first product produced by the urban poor women and in the following year, Mascobado, a raw sugar was added as product of small farmers in Janiway. Banana Chips and Mascobado sugar then became the main products of PFTC.

PFTC unites with urban poor communities through an economic venture wherein the farmers supply the raw material and the urban poor women process them into finished products. From being mainly a women's project at the beginning, PFTC has evolved into a multi-sectoral endeavor. Cooperazione Terzo Mondo Altromercato in Italy played an important role in PFTC's establishment.

PFTC exports banana chips and mascobado sugar. Its activities are implemented with the support and collaboration of Ctm and a number of local organizations involved in community development projects.

Vision

We at Panay Fair Trade Center recognize the significant role producers play in the process of product creation and in the dynamics of trading. We are also cognizant of global trading trends that is quite unfair to the small producers and which has created a marginalized sector among them. As an advocate of social justice, we uphold fair trade practices and just relations between trading partners.

PFTC envisions various organized communities in Panay producing and selling natural and organic products here and abroad.

Mission

PFTC is a business enterprise owned by peoples' organization in Panay. PFTC is engaged in building resources for its partner-people organizations in Panay trading in people's environment-friendly agricultural produce and facilitating technical assistance services for people's organizations.

22. PARTNERSHIP FOR DEVELOPMENT ASSISTANCE IN THE PHILIPPINES (PDAP)

The Partnership for Development Assistance in the Philippines Inc (formerly known as Philippine Development Assistance Programme, Inc.), started as a consortium of Filipino and Canadian non-government organizations

(NGOs). It was founded in 1986 as a non-stock, non-profit organization, to become an effective instrument in reducing poverty and inequity in the Philippines. PDAP prides itself in having 6 member networks with more than 300 community-based members and partner NGOs. PDAP has distinguished itself in promoting and developing rural enterprises for poverty reduction and as a tool in promoting peace in conflict-affected areas.

Vision

PDAP seeks the economic empowerment (increased decision-making over economic assets, increased employment, increased household income and enhanced food security) of enterprising rural poor communities and their residents, particularly those emerging out of post-conflict situations.

Mission

PDAP wishes to be recognized as the leading NGO in the Philippines in the promotion of viable, market-oriented rural small enterprise (producing quality organic products), utilizing sustainable agriculture practices producing safe, healthy and quality products which are operated by rural enterprising communities who receive significant income benefits from these enterprises.

Towards the above, PDAP will serve as a catalyst: (a) mobilizing key resources and expertise in community capacity building, financial intermediation, business development services, market linkaging and financial packaging in partnership with the private sector; and, (b) engaging national and local government in formulating policies supportive of community enterprises.

In support of this mission, PDAP is committed:

- To be an institution that employs an industry-based approach to the development of rural enterprising communities;
- To be recognized as an institution whose engagement with the market is guided by values of sustainable agriculture and commercial considerations;
- To be recognized as an institution that is guided by the principle of innovation in its response to client needs;
- As an institution that maximizes the participation of its members and other key stakeholders; and
- To be guided in its operations by the principles of transparency, accountability and good governance, particularly in the management of financial resources.

23. PHILIPPINE NETWORK OF RURAL DEVELOPMENT INITIATIVES (PHILNET-RDI)

The Philippine Network of Rural Development Institutes, Inc. or PhilNet-RDI is a network of rural development NGOs and individuals working for rural democratization and development at the barangay, municipal, provincial, regional and national levels. Its original members consist of the provincial rural development institutes that led in the implementation of the regionalization operations of the Philippine Peasant Institute.

With the end of the 1993-1996 program of the Philippine Peasant Institute, the RDIs saw the need to continue their grassroots operations even as PPI saw it fit to revert to its pre-regionalization mandate of research and advocacy on rural development issues and let the RDIs proceed with their work independently. Because of the need for strong coordination among the RDIs, as well as the need for continued improvement in

methodologies and approaches in area development work, the RDIs decided to establish PhilNet-RDI. Since then, the number of RDIs has grown to its present number.

In essence, PhilNet-RDI tries to provide its sector-partner with an alternative way towards self-reliance. That is, from direct access and control of asset to viable and sustainable agricultural production up to the formation of an economic enterprise.

The formation of this cooperative is primarily designed to uphold the interest of the sector-partner and to sustain the gains achieved by such interventions. PhilNet-RDI's interventions are generally in areas where problem factors can be influenced.

Vision

PhilNet-RDI envisions the attainment of self-determining rural communities whose development is founded on equity, ecological sustainability, gender equality, respect for children's right and people's rights and culture, and the economic, socio-cultural and political empowerment of marginalized rural sectors and peoples.

Mission

To actively and directly participate in the process of rural democratization and development (RDD) in partnership with marginalized rural sectors, their communities and organizations.

To actively work for the broadest possible unity, support and participation of various sectors (rural, urban, and international) in RDD.

To implement programs and services that will enable the MRSP, their rural communities and organizations attain self-reliance and greater participation in the RDD processes.

To actively work for the mainstreaming of gender in PhilNet-RDI organization, culture, programs and projects.

24. PREDA FAIR TRADE

PREDA is an acronym for People's Recovery Empowerment and Development Assistance Foundation Inc. It was established in Olongapo City 1974 by Father Shay Cullen, an Irish Columban Missionary and Mr. and Mrs Merly and Alex Hermoso. The aim of Preda then was to rescue young people caught in a web of drug dependency on the streets or in prisons and help them recover and learn skills for a better life in a therapeutic center. They learned craft making and this was the start of the Preda Fair Trade project.

Since 1974, the Preda Foundation organized small craft producers as part of its community organizing and poverty alleviation program and as an alternative industry to the growing sex-trade pervading the City of Olongapo.

Preda continued its campaign to protect children and women from abuse and sustained the Fair Trade Advocacy and marketing with support from international organizations and the Fair Trade organizations.

Fair Trade activities began in 1975 to provide skills training and an alternative livelihood to young adults and village-based crafts people, and to address the root cause of exploitation – grinding poverty. Today the Preda

Foundation's Fair Trade activities have expanded throughout the Philippines providing training, marketing assistance, product design, capacity building and interest free production loans to hundreds of artisans. They make products such as baskets, silver jewelry, light furniture, pumice stone products and woodcarvings. Preda provided assistance, loans, marketing help. Preda has been nominated three times for the Nobel Peace Prize and has received the German and Italian Human Rights awards and the Prix Caritas award of Switzerland.

Vision

PREDA envisions a just, free, peaceful and prosperous society that serves the common good, respects human rights, especially the rights of children. A society built on faith, virtue and spiritual values that overcome poverty by the fair distribution of wealth, opportunity and resources. It restores and preserves the environment and built up self-reliant communities through the participation of the people and respects and restores the culture of indigenous Filipinos.

Mission

To work for a system of Justice that will empower women and children and the poor and protect their rights.

To protect the weak and the defenseless especially women and children from sexual abuse and exploitation of every kind.

To support marginalized producers with development assistance, interest free loans, skilled training and marketing through Fair Trade.

25. SOCIAL ACTION FOUNDATION FOR RURAL URBAN DEVELOPMENT, INC. (SAFRUDI)

SAFRUDI started with the birth name SAFFY which stands for Social Action for Filipino Youth and which later on also became the organization's trade name for its export items upon its incorporation as SAFRUDI in 1970. From its humble beginnings as a workshop that provides alternative livelihood for the out-of-school youth in marginalized areas of Manila through sewing projects, it now assists some 50 small producers of various novelties from all over the Philippines.

SAFFY aims to enhance the artistic and business skills of Filipino craftsmen. It taps producers to craft collections for exposition in international trade fairs, and has in fact carved for them a regular market in Europe, North America and the Asia-Pacific.

Aside from acting as a marketing arm, SAFFY runs its own In-house Production specializing in items made with Capiz shells and Coco-fiber. Their product line includes tissue holders, wine racks, table runners, wind chimes, tree ornaments, and bags.

SAFFY Handicrafts is committed to the development of the producer groups and communities. It strives to create livelihood projects and explore approaches supporting the sustainable development of its producer communities.

SAFFY strives to sustain employment, provide formal and non-formal education to its beneficiaries by conducting seminars, trainings and workshops centering on issues involving political, agricultural, economic,

ecological, social and cultural matters. Through providing education and alternative livelihood from handicraft production, the total human development of the people involved may not be so far ahead.

Vision-Mission

The Safrudi community, witnessing to God's words and deeds strives to establish a web of self-propelled communities towards total human development by organizing marginalized communities and small producers, sharing of knowledge and skills and creating and marketing new products according to fair trade standards.

26. SALAY HANDMADE PAPER INDUSTRIES, INC.

Salay Handmade Paper Industries, Incorporated (SHAPII) is a producer and exporter of handmade paper and its converted items in the quaint town of Salay, Misamis Oriental, Philippines. Headed by Mrs. Loreta Rafisura, it began in 1987 as a civic organization known as People's Economic Council (PEC). The aim of Salay PEC was to help provide livelihood to its people.

The group was initially composed of only 10 civic-minded locals who had no formal art education. Today, however, after continuous research and training in design and processing, SHAPII is contributing significantly to the development of Salay and the Philippines and is a source of inspiration to other entrepreneurs.

SHAPII currently produces greeting cards, picture frames, boxes, calendars, artworks, writing pads, wedding invitations, photo albums, lamps, and other novelty items out of Cogon grass, abaca fibers, pineapple leaves and other indigenous raw materials. SHAPII's handmade paper products are certified hits in Europe, Japan, and the United States.

More than its high quality paper products, what has made SHAPII a successful enterprise is the fact that it is a business that considers the interest of the people first before profit. Specifically, it is a business that complies with the values of Fair Trade.

27. SOUTHERN PARTNERS AND FAIR TRADE CENTER

Southern Partners and Fair Trade Corporation (SPFTC) was established by peoples' organizations among small producers, farmers, fisherfolks along with non-government institutions who render services to people's organizations.

Being the trading facility of partner peoples' organizations and non-government organizations in the Central Visayas region as mandated, SPFTC strives to serve as the dynamic and direct link between the producers and the consumers by giving due and just value to the producers' products, providing and opening up additional options and alternative venues for the marketing of the products, engaging in post-harvest processing, and delivering these products to the end users at a just and fair price.

With these challenges, SPFTC aims to concretize its contribution by directly engaging in post-harvest processing of farm and marine produce, trading, sustainable agriculture interventions and advocacy-

marketing. These are its envisioned contribution in alleviating the long felt problems of poverty rooted from centuries-old land problem and social inequity at the agrarian and trading set-up.

From the hands of their farmer producer partners, SPFTC has brought the finest processed tropical food into the market. Their products included dried mangoes, mango purees, mango concentrates, mango jam, mango juices, and virgin coconut oils.

Vision and Mission

Genuine, total human development of the people and society, whereby there is Justice, Empowerment, Self-reliance, and Sustainability of natural resources for our people.

Fair, Equitable, Democratic distribution of national wealth and mutually beneficial distribution and exchange of products and goods between peoples for the benefit of the toiling producers.

Strong and comprehensively developed countryside and agriculture as the foundation of genuine industrialization.

28. UPLAND MARKETING FOUNDATION, INC.

UMFI was incorporated in 2000 as a spin-off organization from the Upland Marketing Program of the Philippine Business for Social Progress (PBSP) which was an initiative that catered to Indigenous People's groups and upland communities in the Philippines.

UMFI now serves as a marketing arm/distributor for these groups, bringing their products to supermarkets and other mainstream outlets. It currently carries products such as organic rice, muscovado sugar, coffee, jams, jellies and sardines sourced from community based enterprises.

To distinguish itself from the market, UMFI uses a quality seal with the slogan "Quality That Cares"

Vision

To make community-Based Enterprises as mechanisms for local economic development in marginalized communities through the generation of income and employment opportunities that are anchored on the processing/value addition and marketing of local raw materials into high value and marketable products to local and mainstream markets.

Mission

To be a provider of affordable access to appropriate technology, financial resources, and growing markets to community based enterprise; provider of high quality – healthy products to the consumers and an advocate of fair trade in the mainstream market.

29. USWAG ARTS AND CRAFTS

Uswag Development Foundation, Inc. is a provincial social development institution, organized in 1988 by a group of socially concerned Aklanons aware of the growing need to address the socio-economic problems of the province.

As a strategy, Uswag helps its target beneficiaries by building community-based organizations, identifying and developing indigenous, as well as, combating poverty through technical and managerial skills training and the promotion of income generating projects. These are supported through grants and loans from the private sector, foreign and local government units and non-government-organizations.

Uswas is a private non-stock, non-profit organization registered with the Securities and Exchange Commission on August 2, 1988 and is a member of PHILDHRRRA, CODE NGO, WAND, Green Forum, and the Association of Foundations.

Vision

Self-reliant Aklanons living in a just, humane, and progressive society through the pursuit of a sustainable development, geared towards the alleviation of poverty, the improvement of delivery systems of vital services and the inculcation of spiritual, moral and family values.

Mission

To achieve its mission, USWAG, a provincial social development foundation, will help build, educate and support self-sufficient, empowered communities among subsistent farmers, marginal fisher folk, urban poor and the disadvantaged women and youth in Aklan,

Goals

To transform subsistence farmers from their state of poverty and inaccessibility to productive resources, into being self-reliant, skilled, productive farmers able to access appropriate agri-technologies, capital and other productive resources.

To transform marginal fisherfolks from their state of subsistence to being self-reliant, ecologically responsible, able to engage in and effectively manage alternative sources of livelihood.

To transform the urban poor from their state of poverty, being exploited and unskilled, and dependence to being appropriately skilled and trained people, self-reliant in their ability to access productive resources and engage in livelihood activities.

To transform disadvantaged women and youth from their state of exploitation, dependence and functional illiteracy into an empowered, educated and skilled sector able to access productive resources and vital services.

APPENDIX A.1 Directory of Philippine FTOs

NAME OR ORGANIZATION	CONTACT PERSON	ADDRESS	email
Advocate of Philippine Fair Trade, Inc. (APFTI)	Claribel David	47-A Road 2, Project 6, Quezon City	fairtrade@apfti.org.ph ; claribel.david@apfti.org.ph
Alter Trade, Corp	Norma Mugar /Edwin Lopez	Blk. 6, Lily St., Bacolod City	atcor@info.com.ph
Bahay Pangarap	Nelia Tresene	31 Paraiso St., Brgy. San Agustin, Novaliches, Quezon City	nt_pangarap@yahoo.com
Barcelona Multi-Purpose Cooperative (BMPC)	Sarah Ernacio	Poblacion Norte, Barcelona, Sorsogon	bmpci@yahoo.com
Bote Central, Inc.	Vie Reyes	21 Graceful St., cor. Menchie St., BF Almanza, Las Pinas	basil@arengga.com
Buswacc	Alvin Acuzar	Door 1 SUM Bldg. 29 San Jose St., Cogon District, Tagbilaran City	pacbohol_buswacc@yahoo.com.ph
CM Bamboocraft Center (CMBC)	Sr Jeannette Sulaimanan	19 Scout Madrinan, Diliman, Quezon City	cm_bamboo@yahoo.com
Community Crafts Association of the Philippines (CCAP)	Virginia Sadorra	Araneta Avenue, Quezon City	ccap@ccapfairtrade.com
Custom Made Crafts Center (CMCC)	Ruth Canlas	92-A Masikap Extension, Brgy. Central, Diliman, Quezon City	info@cmcrafts.org
Dam Good Stuff, Inc.	Analyn Blardony	Unit 303, 3rd Floor, One Corporate Plaza 845 Arnaiz Avenue Legazpi Village, Makati City	analyn@damgoodstuff.com
Filipinas Fair Trade Ventures Circle, Inc. (FFTV)	Edgardo Perez / Nolan Getalado	47-A Road 2, Project 6, Quezon City	ngetalado@fftv.ph ; eperez@fftv.ph
Gifts and Graces Fair Trade Foundation	Love Gregorie Perez	Unit 131 Mile Long Building G/F Amorsolo St., Makati City	info@giftsandgraces.com ; giftsandgraces@yahoo.com
Handicraft of Aklan Multi-Purpose Cooperative, Inc. (HAMPCO)	Emely Lanzon	L. Barrios cor Regalado Sts., Kalibo, Aklan	hampco_crafts@yahoo.com
KATAKUS	Betty More	Door 5 Adolfo Building,	katakus@gmail.com

		Corner Palm Drive, JP Laurel Avenue, Bajada, Davao City	
La Herminia	Allan Tumbokon	Buswang Old kalibo, Aklan	alan_sralfredcrafts@yahoo.com
Mother Bonifacia Rodriguez Foundation	Monette Joson	65 Mapagkawanggawa st., Teacher's Village, Quezon City	monette59@yahoo.com
Moondish Foods, Corp	Anna Manrique/ Julia Manrique	FTI Compound, Taguig, Metro Manila	sales@moondishfoods.com ; mfc.ardm@gmail.com
Non-Timber Forest Products (NFTP)	Ruth Canlas	92-A Masikap Extension, Brgy. Central, Diliman, Quezon City	ruthpcanlas@yahoo.com
Organic Certification Center of the Philippines (OCCP)	Lani Limpin	E.Rodriguez Avenue, Cubao, Quezon City	lani_limpin@yahoo.com
Oxfam-GB	Rory Urgel	95-A Malumanay St., UP Teacher's Village West, Diliman, Quezon City	aurgel@oxfam.org.uk
Panay Fair Trade Center (PFTC)	Romeo Capalla/ Angel Panganiban	Sitio Manue, Tagbac Sur, Oton, Iloilo	pftc@panayfair.com
Philippine Development Assistance Programme, Inc. (PDAP)	Gil Salazar	78-B Dr. Lazcano St., Brgy. Laging Handa, Quezon City	pdap@pdap.net
PhilNet-RDI, Inc.	Ruel Velarde	30 Scout Borromeo, Brgy. South Triangle, Quezon City	philnetr@pldt.dsl.net
PREDA Fair Trade	Alex Hermoso	Upper Kalaklan, Subic Bay, Olongapo City	pretrade@info.com.ph
SAFRUDI	Sofronio Lapitan	2594 Lamayan St., Sta Ana Manila	saffy@safrudi.com
Salay Handmade Paper Industries, Inc. (SHAPII)	Neil Rafisura	Salay, Misamis Oriental	salaycentral@salayhandmade.net
SIKAT	Benedict Balderrama	Unit 338 Eagle Court Condominium, Matalino St., Diliman, Quezon City	sikar@sikat.info
Southern Partners and Fair Trade Center (SPFTC)	Geraldine Labradores	Door 1 YMCA Bldg., 51 Osmena Blvd., Cebu City	spftc_fairtrade2004@yahoo.com

Upland Marketing Foundation, Inc. (UMFI)	Ruben Evangelista	20 Evangelista St., Santolan, Pasig City	umfi2001@yahoo.com
Uswag Development Foundation (Uswag)	Didi Quimpo	36 Osmena Ave., Kalibo, Aklan	uswagdf@yahoo.com

Appendix B: Directory of Philippine Fair Trade Shops

STORE /SHOWROOM	OPERATOR	LOCATION	CONTACT DETAILS
LUZON			
Community Crafts Association of the Philippines Showroom	CCAP	693 CCAP Bldg., G. Araneta Ave. cor Kaliraya St., Quezon City	+632-7122160 ccap@ccapfairtrade.ph
Custom Made Crafts Center Shop	CMCC	92-A Masikap Ext., Brgy. Central, Diliman, Quezon City	+632-9293665 +632-4262757 info@cmcrafts.org
18 Days Coffee Shop	Bote Central	G/F Lobby, insular Life Bldg., Alabang Muntinlupa City	+632-8050713 +632-8012682 basil@arengga.com
18 Days Coffee Roasters	Bote Central	2 nd Floor South Supermarket, Alabang, Muntinlupa City	
Dam Good Stuff Showroom	Dam Good Stuff, Inc.	Unit 303, 3rd Floor, One Corporate Plaza, 845 Arnaiz Avenue, Legazpi Village, Makati City	analyn@damgoodstuff.com +632 840-5183
Filipinas Fair Trade Ventures Circle Showroom	FFTV	73 Road 2, Project 6, Quezon City	+632-4251230 to 31 info@fftv.ph
Gifts and Graces Fair Trade Foundation Showroom	Gifts and Graces Fair Trade Foundation	Unit 131 Mile Long Building G/F Amorsolo St., Makati City	info@giftsandgraces.com ; giftsandgraces@yahoo.com +632 7592525

Mano Mano Fair Trade Store	SAFRUDI	2594 Lamayan St., Sta Ana, Manila	+632-5610395 saffy@safrudi.com
Preda Fair Trade Showroom	PREDA	Upper Kalaklan, Subic, Olongapo City	+63 47 2239629 +63 47 2239630 +63 47 2224994 pretrade@info.com.ph
Talleres De Nazareth	MBRFI	Kaybagal St., Tagaytay City	monette59@yahoo.com +63-46-4831551
VISAYAS			
Fair Trade Shop Cebu	SPFTC	102 Jose R. Martinez Bldg., Osmena Blvd (near Maybank) (032) 511-0974	+63-32-5110974 spftc_fairtrade2004@yahoo.com
Fair Trade Shop Bohol	BUSWACC	Door 1 SUM Bldg. 29 San Jose St., Cogon District, Tagbilaran City	+63-38- 5012425 pacbohol_buswacc@yahoo.com.ph
Handicrafts of Aklan Multi-Purpose Cooperative Showroom	HAMPCO	402 Old Buswang Kalibo 5600 Kalibo, Aklan	+63-36-2624388 +63-36-2686880 hampco_crafts@yahoo.com
La Herminia Showroom	La Herminia	Buswang Old Kalibo, Aklan	+63-36-2689709 alan_sralfredcrafts@yahoo.com
Sr Alfred Crafts	La Herminia	New D Mall, Boracay, Aklan	
Uswag Arts and Crafts	Uswag	36 Osmena Ave., Kalibo, Aklan	+63-36- 2625420 uswagdf@yahoo.com
Uswag Arts and Crafts	Uswag	D Mall, Boracay, Aklan	

Purple Sellers Shop	PFTC	c/o Panay Fair Trade Center, Sitio Manue, Tagbac Sur, Oton, Iloilo	+63-929-5176296 fairfdnp_2001@yahoo.com
MINDANAO			
FT Shop CDO	Shapii	Door 108 Ground Floor De Leon Plaza Bldg Yacapin cor. Velez Sts Cagayan de Oro City	+63-88-8572550 salaycentral@salayhandmade.com
Katakus Showroom	Katakus	Door 5 Adolfo Building, Corner Palm Drive, JP Laurel Avenue, Bajada, Davao City	+63-82-2218157 katakus@gmail.com

Appendix C: List of Philippine Fair Trade Products Exported to Japan

Organization	Product	Website
Alter Trade Corporation	Mascobado Sugar, Balangon Bananas	www.altertradegroup.com.ph
Panay Fair Trade Center	Mascobado Sugar	No active website
Preda Fair Trade	Dried Mangoes	www.predafairtrade.net
Southern Partners and Fair Trade Center	Dried Mangoes, Mango Puree	www.spftcfairtrade.com
Moondish Food Corp	Canned Tropical Dishes, Dried Taro Leaves	www.moondishfoods.com
Bote Central	Coffee (Arabica)	www.arengga.com
Upland Marketing Foundation, Inc.	Coconut Sugar	No active website
Salay Handmade Paper Industries, Inc.	Handmade Paper Products (Cards and Calendars)	www.salayhandmade.com
Uswag Arts and Crafts	Bags, Slippers	https://www.facebook.com/pages/Uswag-Arts-and-Crafts/128315843908946
Safrudi/Saffy Handicrafts	Fashion Accessories	www.safrudi.com
GBP Napo (member of Cebu Fair Trade Network)	Lamps	c/o SPFTC or Safrudi

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World Fair Trade Organization – Philippines www.wftoph.net

World Fair Trade Organization – www.wfto.com

Fair Trade Labeling Organization – www.flo-cert.net

Shop for Change – www.shopforchange.in

Department of Trade and Industry – www.dti.gov.ph

NOTES

¹ FINE stands for the first letters of the following Fair Trade Networks: Fair Trade Labeling Organization (FLO), World Fair Trade Organization (WFTO, formerly IFAT), Network of European World Shops (NEWS), and European Fair Trade Association (EFTA)

² As cited in www.wftoph.net

³ Ester Gamboa (former Advocacy Manager, APFTI), interview by the author, February 2012

⁴ WFTO-Philippines By Laws and Constitution

⁵ As cited in www.wftoph.net

⁶ As cited in www.wftoph.net

⁷ As cited in www.wftoph.net

⁸ Philippine Fair Trade Labeling and Certification Initiative Primer, 2006

⁹ Philippine Fair Trade Labeling and Certification Initiative Fee Structure

¹⁰ Geraldine Labradores, Chairperson, WFTO-Philippines, interview by the author, February 2012

¹¹ Seth Petchers, CEO, Shop For Change India, Presentation, Marketing Workshop for Emerging Markets, December 2008

¹² Towards a Fairer World Trading System The Cancun Ministerial – A Fair Trade Perspective. Position of the International Federation for Alternative Trade (IFAT) regarding the 5th Ministerial Conference of the World Trade Organization (WTO), 10-14 September, Cancun, Mexico

¹³ Jennifer Garana, (former Marketing Manager, APFTI), interview by the author, February 2012

¹⁴ Jennifer Garana, (former Marketing Manager, APFTI), interview by the author, February 2012

¹⁵ Claribel David, (former WFTO Vice-chairperson), FTOs Need Support, speech delivered to Japanese groups, 2009

¹⁶ Loreta Rafisura, Salay Handmade Paper Industries, Inc., interview by the author, February 2012

¹⁷ Virginia Sadorra, Executive Director, Community Crafts Association of the Philippines, interview by the author, February 2012

¹⁸ Marla Palileo, (former Business Manager, Custom-made Crafts Center), interview by the author, February 2012

¹⁹ Marla Palileo, (former Business Manager, Custom-made Crafts Center), interview by the author, February 2012

²⁰ Virginia Sadorra, Executive Director, Community Crafts Association of the Philippines, interview by the author, February 2012

²¹ Mastercard Survey. Conducted via online interviews between 5 December 2011 and 6 January 2012 and involved 12,500 consumers from 25 markets¹ across Asia/Pacific, Middle East and Africa.

²² Dennis Orlina, Executive Director, Philippine Chamber of Handicraft Industries, interview, December 2011

²³ Ramona Ramos, Regional Director, WFTO-Asia, interview by the author, February 2012