



Success Story: Fairtrade Australia & New Zealand

Fairtrade Australia and New Zealand's contribution to the UN's SDGs

Fairtrade is leading the charge in the fight for a better future for producers in the developing world, by advocating for fair working conditions, improved terms of trade and consumers empowered to make informed purchasing decisions. At the core of Fairtrade's work is the fundamental aim of eliminating poverty by placing farmer households, workers and sustainable agriculture at the centre of conversations and actions focused on global trade and international development.



Since the Sustainable Development Goals (SDGs) were introduced, Fairtrade Australia and New Zealand (ANZ) has been active in focusing on the unifying power of the goals to drive transformational change. From initiating awareness campaigns and petitions to encourage the public and governments to sign up to the SDGs, to launching the first Fairtrade Climate Neutral Coffee with several brands across Australia and New Zealand, to being recognised for its thought leadership on topics such as tackling modern slavery, reforming trade policies and conscious consumerism, Fairtrade ANZ contributes to the SDGs impact by aligning at reporting to the SDG framework which then can drive global and measurable transformations.

In 2018, Fairtrade ANZ launched its latest collaboration with the New Zealand Ministry of Foreign Affairs and Trade (MFAT), a three year project aimed at increasing access to market for Fairtrade coffee and cocoa farmers in Papua New Guinea (PNG).

In PNG, 87% of the population live in rural areas and agricultural outputs remain the economic backbone of the country. For farmers, cash crop production creates vital access to money in a context where few alternatives exists. But within this context, individual farmers have little bargaining power and the money they receive for their crops does not stretch far.

For the nine Fairtrade producer organisations in PNG, Fairtrade certification has created the conditions for decent work and economic growth, by organising isolated farmers into centralised, democratic organisations and introducing standards for sustainable production and labour practices.

The current MFAT project will focus on building the foundations for responsible production along PNG supply chains and will be matched by the promotion of responsible consumption through engagement with Fairtrade products in consumer countries. Underpinning this agenda is Fairtrade ANZ's commitment to highlighting the important and often undervalued role women play within supply chains, supporting the next generation of farmers to develop and prosper, and creating agricultural communities that are resilient to changes in climate.

Fairtrade ANZ's approach to partnering with producers, traders, licensees and consumers has been further complemented by Fairtrade ANZ CEO Molly Harriss Olson's appointment to the New Zealand Trade for All Advisory Board. Fairtrade ANZ knows that in order to create truly transformational change, the structural barriers and trade laws which inhibit farmers from equally engaging in global markets need to be challenged.

Contact
Molly Harriss Olson
Chief Executive Officer
molly@fairtrade.com.au
www.fairtrade.com.au

Most relevant SDGs:

