



**FAIRTRADE**  
INTERNATIONAL

To: QUINOA producers and traders  
Labelling initiative directors  
cc: Fairtrade International Board  
Standards Committee  
Fairtrade International staff  
FLO-CERT staff

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March 30<sup>th</sup>, 2012

Subject: QUINOA Price and Standard announcement from Fairtrade International Standards Unit

Dear partners,

The Standards Unit has decided on revised Fairtrade Minimum Prices and Premium as well as Standard requirements for QUINOA.

The revised prices and premium are presented in the table below. The Fairtrade Premium is paid in addition to the price, whether it is the market price (which applies if higher than the Fairtrade Minimum Price), the negotiated price (negotiated to be higher than the Fairtrade Minimum Price) or the Fairtrade Minimum Price. The Fairtrade Prices and Premiums are also available in the Fairtrade Minimum Price and Premium Database on our website under [www.fairtrade.net/standards.html](http://www.fairtrade.net/standards.html).

Specific Product Standard	Product variety	Price applies to <sup>1</sup>	Currency / Quantity x unit	Price level <sup>1</sup>	Fairtrade Minimum Price value	Fairtrade Premium value	Valid from
<b>1. QUINOA</b>							
Cereal Standard	Processed quinoa (rinsed from saponine) Conventional	SPOs South America	USD/MT	FOB	2250	260 of which at least 30% have to invested in environmental protection	April 1 <sup>st</sup> , 2012
<b>2. QUINOA</b>							
Cereal Standard	Processed quinoa (rinsed from saponine) organic	SPOs South America	USD/MT	FOB	2600	260 of which at least 30% have to invested in environmental protection	April 1 <sup>st</sup> , 2012

\***South America** includes: Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Guyana, Paraguay, Peru, Suriname, Uruguay, and Venezuela (Bolivarian Republic of).

<sup>1</sup>**Free on Board (FOB)** means that the seller delivers when the goods pass the ship's rail at the named port of shipment. From that point forward, the buyer has to bear all costs and risks of loss or damage to the goods. Under FOB terms, the seller is required to clear the goods for export.



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The requirement to invest at least 30% of the premium for environmental protection has been included in the Product Standard for Cereals. The revised product Standard will be valid as of April 2012 and will apply to all Quinoa producers.

The revised Standard for Cereals as well as a SU explanatory document on the “implementation of environmentally sustainable measures in the production and processing of Quinoa” are available in English / Spanish / French on our website under:

[http://www.fairtrade.net/product\\_standards\\_smallproducers.html](http://www.fairtrade.net/product_standards_smallproducers.html).

The changes to the Prices and Cereal Standard are presented in a separate document called “Revised Fairtrade Prices and Standards for Quinoa - MAIN CHANGES”, available in English / Spanish / French on our website under:

[http://www.fairtrade.net/product\\_standards\\_smallproducers.html](http://www.fairtrade.net/product_standards_smallproducers.html).

For more information, please contact Fabienne Yver: [f.yver@fairtrade.net](mailto:f.yver@fairtrade.net).

Best regards,

Andreas Kratz