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Consultation Results Synopsis Information to Stakeholders on the Outcome of the Review of the Fairtrade Standard for Flowers and Plants for Hired Labour and Traders	
To	Fairtrade member organizations Flower and Plant producers, traders and retailers Consultation participants
Consultation Period	30.11.2016 – 30.12.2016
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PART 1 Project Information

1.1. General Introduction

Fairtrade International's Standards & Pricing (S&P) would like to thank all stakeholders for the time and effort they have put into participating in the second round of the full review for Fairtrade Standard for Flowers and Plants. The 30 day consultation concluded on 30.12.2016 with a total of 34 participating stakeholders who gave S&P their views and perspectives. Thanks to these contributions, S&P has gained a good understanding of the main topics and concerns including potential solutions. Together with the results of the research carried out, this information provides the basis for our recommendation to the Standards Committee (SC). The SC's decision will be taken in full knowledge of stakeholders' comments.

This document aims to present the outcome of the second round of consultation in the most transparent way possible without disclosing confidential stakeholder information. The outcomes from the first round of consultation can be found [here](#)

Should you have any queries or remarks concerning this report, please contact the Project Manager Jebet Yegon at: j.yegon@fairtrade.net.

1.2. Executive summary

Background

- Last full review of the Fairtrade Standard for Flowers and Plants was undertaken in 2012
- A Limited reviews took place in 2014
 - Inclusion of young plant materials
 - Extension of the bouquet pilot project
 - Revision of the Prohibited Materials List (PML)
- 2015
 - Revision of Fairtrade Premium for young plant material
- Full review in 2016 - The review topics were gathered through the monitoring log as well as from internal and external stakeholders. The topics were also discussed during an internal expert flower group meeting. The first round of consultation was completed in September. Second round was completed in December and it addressed the outstanding issues from the first round as well as other topics. The results of both rounds of consultation will be presented to the SC in March 2017.

Project aim

The aim of the project is to increase the Fairtrade impact by further facilitating trade and increasing the benefits of workers and producers in Fairtrade certified farms.

Objectives

- Assessment of options for market enhancement opportunities (Offer to Business, Fairtrade eligible, etc.)
- Assess options for inclusion of floor wages
- Consider options for compulsory premium reporting
- Consider inclusion of additional environmental requirements
- Review and analyse feedback from stakeholders on the standards since the last review
- Alignment with the revised Trader Standard



- Improve clarity and ensure consistency throughout the standard, apply new design

Project phases and timelines

	Timeline	Activity
2016	June	<ul style="list-style-type: none"> • Define scope and project planning • Contact with key stakeholders (NFOs, PNs) to define the objectives of the project
	July – August	<ul style="list-style-type: none"> • Desk Research • Compilation and analysis of information • Preparation of proposals for the consultation
	September	<ul style="list-style-type: none"> • First public consultation round
	October	<ul style="list-style-type: none"> • Compilation of responses from the consultation process
	November	<ul style="list-style-type: none"> • Second public consultation round
	December – January	<ul style="list-style-type: none"> • Compilation of responses from the consultation process • Preparation of a final proposal for SC decision
2017	March	<ul style="list-style-type: none"> • Final proposals presented to Fairtrade International SC for approval
	April	<ul style="list-style-type: none"> • Publication of revised standard and •

Findings

A set of 8 questions were asked during the second round of public consultation. The questions can be broadly classified into the following: inclusion of floor wages, premium beneficiaries, labour conditions, occupational health and safety, conditions of employment, product description, bouquet composition pilot project and alignment with the Trader Standard. There was an overall acceptance in most of the topics with stakeholders providing amendments where they felt it was necessary.

1.3 Next steps

The findings from the second round of consultation are consolidated in this synopsis paper and will be sent to all the participants and will also be published on the Fairtrade International (FI) website. The findings from the first and second consultation will provide guidance towards drafting a revised standard.

The final draft standard requires Standards Committee (SC) approval and will be presented to the SC in March 2017. The final decisions of the SC will be published in the minutes following the meeting and will be available on the FI website.



1.4. Abbreviations

ATCB	All That Can Be
CBA	Collective Bargaining Agreement
FI	Fairtrade International
FMP	Fairtrade Minimum Price
FP	Fairtrade Premium
FPC	Fairtrade Premium Committee
FSI	Floriculture Sustainability Initiative
FTA	Fairtrade Africa
GPM	Global Product Management
HL	Hired Labour
HML	Hazardous Material List
KFC	Kenya Flower Council
LW	Remuneration received for a standard work week by a worker in a particular place sufficient to afford a decent standard of living for the worker and her or his family. Elements of a decent standard of living include food, water, housing, education, health care, transport, clothing, and other essential needs, including provision for unexpected events.
NFO	National Fairtrade organization, Fairtrade country organizations in the consumer markets
PML	Prohibited Material List now known as Hazardous Materials List
PN	Producer networks, regional Fairtrade organizations in the producer Markets
PPE	Personal Protective Equipment
PO	Producer Organisation
SC	Fairtrade International Standards Committee
S&P	Standards & Pricing

PART 2 Consultation outcomes

2.1. Consultation Process

The public consultation on the flower and plant standard began on the 30th of November. A web based survey tool (Survey Monkey) was used to collect the feedback from the consultation. The questionnaire, available in English and Spanish was sent by email to the following stakeholders:

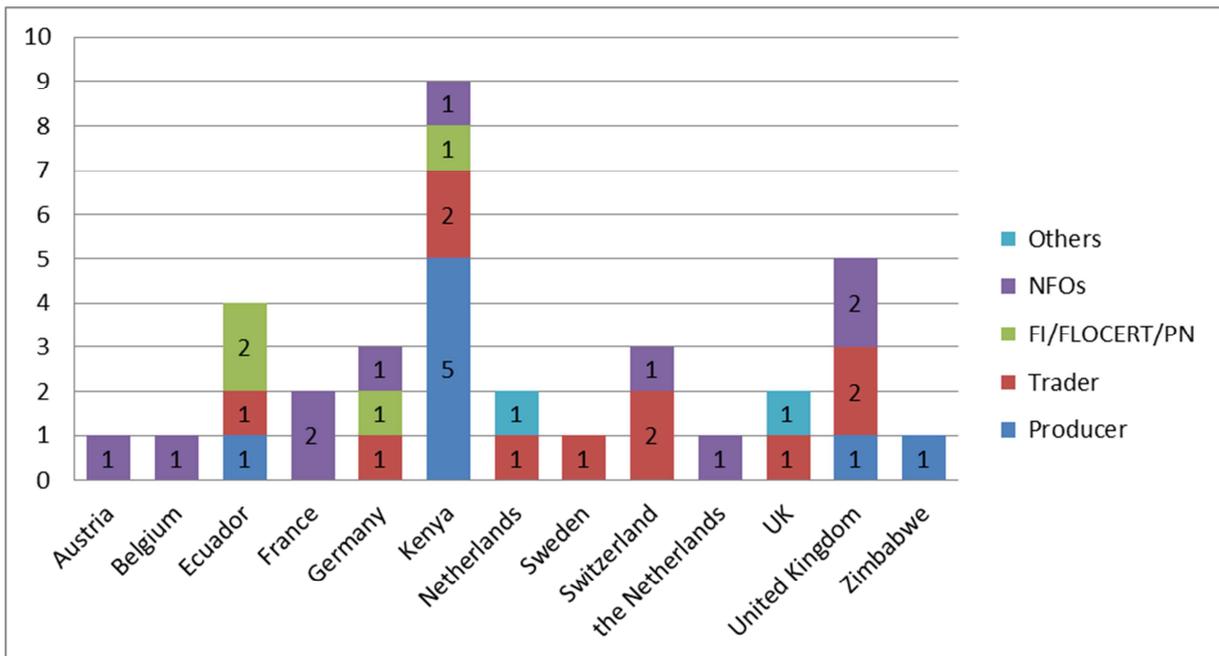
- Flower producers already certified (88) or interested in becoming certified under the Fairtrade Standard for Flowers and Plants for Hired labour.
- Licensees and traders certified (170) and interested in becoming certified under the Fairtrade Trader Standard and the Fairtrade Standard for Flowers and Plants.
- Producer Networks (PNs), National Fairtrade Organisations (NFOs), FI, FLOCERT, NGO's, etc.

The main questions were addressed by asking for tick box answers and then asking for any comments, to allow for both qualitative as well as quantitative feedback. Additionally, a workshop to conduct the consultation also took place in Ethiopia on the 15th of December. A total of 8 Producer Organisations (POs) participated in the workshop. The results of the workshop are also be reflected in this paper.



2.2. Participating Organizations

Efforts were made to ensure good participation of the public consultation. S&P received a total of 34 responses from 13 countries sent in via the online survey option. 8 POs participated in the workshop making a total of 42 responses. The responses were made up of 38% producers (including producers from the workshop in Ethiopia), 26% retailers/traders, 24% NFOs and 7% FI, FLOCERT and PNs, and 5 % others (consultant companies and NGOs). The graph below shows the extent of participation from the different stakeholders per country



It's important to note that due to the vertical structures of the companies (in many cases the importers own the producer organizations), some of the responses received from producers also represent exporters, importers and processors classified here as traders. They are weighted accordingly (i.e. one count for a producer and one count for a trader) and might appear as a double count.

2.3. Consultation outcome and stakeholder feedback

This section provides a summary of all responses received for each survey question. The questions were categorised into 8 different parts with some having sub questions.

2.3.1 Inclusion of floor wages

Stakeholders requested to have more clarity on how the \$1.90/ day is calculated in real terms to include the purchasing power parity (PPP)

The following question was proposed:



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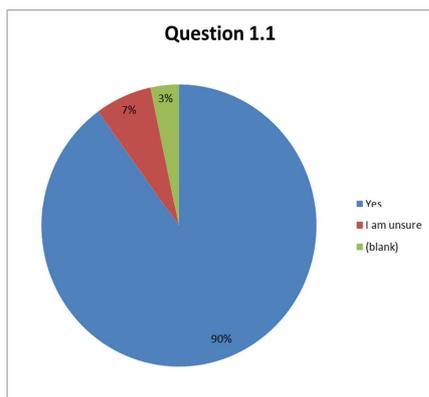
To calculate the wages using the (\$1.90/day PPP) in real terms use the formula **PPP rate private consumption for the given year* x 1.90 x 30 (days/month) x typical no. of family members/ workers per family**.**

* The private consumption data are found [here](#)

** The estimations for a typical no. of family members/workers per family can be found [here](#)

Responses:

1.1 Do you find this additional guidance useful to understand how to calculate the \$1.90/ day PPP in real terms?	Count of Producer	Count of Trader	Count of NFOs	Count of Others	Count of FI/FLOCERT/PN
Yes	27	27	9	2	2
I am unsure	2	2			
(blank)	1	1	1		
Grand Total	30	30	10	2	2



Analysis

90% of the respondents found the additional guidance useful to understand how to calculate the \$1.90/ day PPP in real terms. 7% were not sure and 3% did not respond to the question. One stakeholder who said yes said that it's quite complicated to explain in brief, and therefore, additional guidance is very helpful. Another said that it will assist in proper and uniform computations and will provide good guidance to farms. A different stakeholder said that the additional information was useful but it would also be important to know how the current wage levels are measured or calculated. The stakeholder said that it's important that in-kind wages, bonuses and overtime work are separated from regular wages in making the assessment. The stakeholder also felt that workers should be able to earn a living wage during a normal working week. They should be able to spend their money according to their wishes and needs and should not be forced to use company facilities. As such it is important that bonuses, overtime etc are administered in a transparent way for company management, workers and auditors. The same stakeholder also said that Fairtrade certified floriculture companies need to adhere to the new standard by the same date and have an action plan of how they intend to attain the living wage. One other stakeholder said that it shows that the figures arrived at for Kenya and Tanzania for example are not much above the government stipulated minimum wage, meaning rather easy to achieve. The stakeholder said that it will



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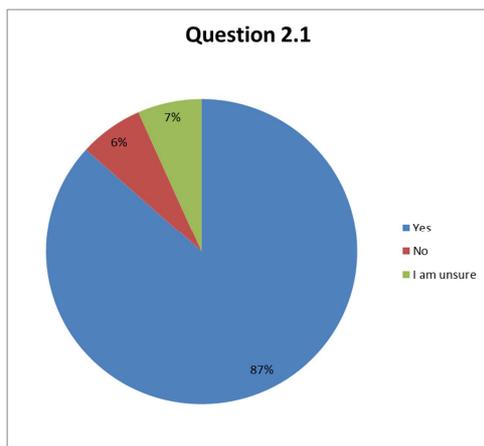
be important to clarify that the figure of USD 1.90/day is in fact actual wage and does not include any benefits. Another stakeholder said that it clarifies to workers and managers that there is an index to establish when the salary they receive per is in the line with the extreme poverty and when not.

2.3.2 Premium beneficiaries

The proposal and response can be found in the table below:

Responses

2.1 Do you agree that supervisors in all countries (underlined in red) can be in the definition of workers in in section 3 of the flower and plant standard?	Count of Producer	Count of Trader	Count of NFOs	Count of Others	Count of FI/FLOCERT /PN
Yes	26	26	9	1	1
No	2	2		1	1
I am unsure	2	2	1		
Grand Total	30	30	10	2	2



Analysis

87% of the respondents said yes to this question while 6% said no and 7% said that they were unsure.

A stakeholder who said yes said that supervisors earn only slightly more than workers and are part of the workforce. They should therefore be able to profit from premium money projects. The same stakeholder further said that they would even accept the management profiting of Fairtrade premium project as well as they strongly contribute to their success. Another stakeholder said supervisors, being part of the management, has been a source of constant disharmony in flower farms. The stakeholder said their unionisation and not being part of the management is bound to enhance harmony and thus greater productivity to the good of all stakeholders. This will equally sooth a disquiet among supervisors who, during peak seasons, have always found themselves earning less than their juniors and disputes between them and supervisees have always been noted. A different stakeholder said that supervisors too contribute a lot and most even earn a net lower salary than the worker given that they do not qualify for overtime as the other workers during peak season and are not under the bonus scheme. Also the difference between their pay and that of the other workers is not as much. One other stakeholder said supervisors are by definition part of the junior management of a company. Another stakeholder said that this will give non-management



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supervisors a better protection and better rights. It will certainly also make those positions a more attractive option for professional development. A stakeholder from Ecuador said that supervisors in this country always have the benefits of the premium because all the employees are unionisable. Stakeholders from Ethiopia unanimously agreed to include supervisors in the definition of a worker and they said that they should be eligible to receive premium. The stakeholders said that the Ethiopia Labor law proclamation 377 clearly explains and allows field supervisors to be considered as workers and are unionisable. A stakeholder who said no, mentioned that management is hired, so it's arbitrary to say supervisor are hired and management not. Supervisors have duties to run their team smoothly and this is not different from a manager only the name. The stakeholder said that it would be better to define a ratio on salary e.g. if a supervisor is earning x -times the salary of a worker, he/she will not be eligible to receive premium. One other stakeholder said supervisors generally have management powers; they can issue warnings and are certainly perceived as part of management by workers. The stakeholder said that quite often non-conformities regarding verbal abuse and intimidation originate from the behavior of supervisors. By nature of their job they are also paid more than regular workers. The same stakeholder wanted to know how the standards would justify allowing supervisors in flower farms in Kenya to benefit from Premium, but not supervisors on tea plantations. One other stakeholder mentioned that it would first be important to define who a supervisor is, their functions and what the difference is between a supervisor and a middle manager. The stakeholder said that it is also important to determine whether the supervisor is unionisable or not. The same stakeholder felt that this as a topic that should not be covered under flowers but on a more generic Hired Labour level because it concerns all plantations and suggested that we should also consider the definition provided by ILO of a worker.

2.3.3 Labour Conditions

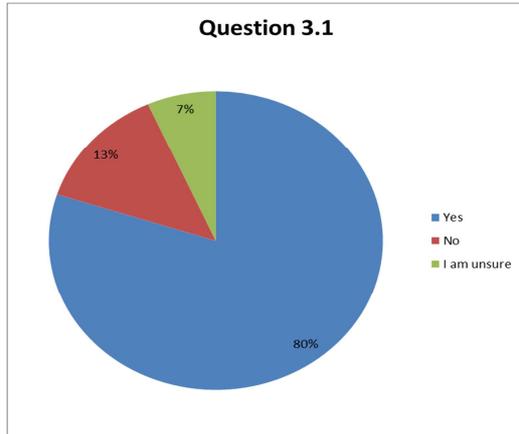
The proposal and response can be found in the table below:

Responses

3.1 Do agree that the sentence "For technical reasons the certification body may focus on permanent workers during audits" is removed in the standard?	Count of Producer	Count of Trader	Count of NFOs	Count of Others	Count of FI/FLOCERT/PN
Yes	24	24	10	1	2
No	4	4			
I am unsure	2	2		1	
Grand Total	30	30	10	2	2



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Analysis

80% of the respondent agreed to this proposal while 13% said no and 7% said that they were unsure. A stakeholder who said yes said that the certification body should focus on all workers equally. Another stakeholder mentioned that there are farms where non-permanent and seasonal workers form the bulk of the entire workforce and therefore their exclusion from Fairtrade audit will be the exclusion of the real workforce behind the whole production in that particular farm. A different stakeholder said that especially non-permanent workers are vulnerable and should be protected. If the latest version of the standard suggested that in favor of a less time consuming way of auditing they could simply be left out, this should change now. This way it can be ensured that rights and conditions of non-permanent workers have also to be attended to by the employer. The stakeholder added that it should be taken into account that conditions of non-permanent and those of permanent workers will certainly differ. Farm management might need a closer guidance as to what is expected from them in regard to working conditions of non-permanent workers. Also, the expenditure of time for auditing might increase. A stakeholder from Ecuador said it is not relevant for this country because all the flower workers are permanent. Participants of the workshop that took place in Ethiopia also agreed to this proposal and said the standard should be specific by indicating permanent, temporary. The workshop was also informed that according to Ethiopian law casual workers are assumed to be permanent workers after 45 days. Seasonal workers are determined by work or time based.

A stakeholder who said no expressed that over 70% workforces are permanent in most farms, and for proper reliable information for audit, these needs to be considered. Seasonal / non-permanent staff will not give proper picture of the farm. Another stakeholder mentioned that permanent workers are the ones who work towards the good course of maintaining certification of the farm. Seasonal workers may not care about what happens to the others that are left behind after their contract is over.

2.2.4 Conditions of employment

The following questions were proposed

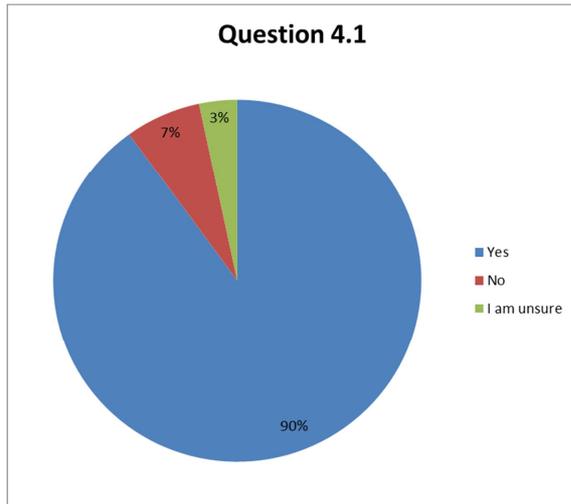
4.1 If workers live outside walking distance from the plantation (more than 5 kilometres or 1 hour walking time each way) and there is not sufficient adequate housing available within walking distance from the farm, transport to and from the workplace should be provided by the company free of charge.

Responses



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4.1 Do you agree that the guidance section above should be included in the standard?	Count of Producer	Count of Trader	Count of NFOs	Count of Others	Count of FJ/FLOCERT /PN
Yes	27	27	10	2	2
No	2	2			
I am unsure	1	1			
Grand Total	30	30	10	2	2



Analysis

90% of the stakeholders said yes to this question while 7% said no and 3% were not sure. A stakeholder who said yes mentioned that walking distance must be measured only by kilometers and not in hours because walking is very individual. Another stakeholder said that this needs to be effective especially in flower farms where reporting and leaving time may be varied, more so during peak seasons like valentines and mother’s day when workers may be compelled to leave late, coupled with the fact that most farms are established in some isolated areas away from the rest of the community, it should be noted that even the 5 kilometer distance could offer a security challenge. It should be well stipulated that under such circumstances, the company should be obligated to offer transport to the involved employees to their doorsteps. A different stakeholder suggested the use of a metric indicator instead of time. Another stakeholder mentioned that this should be left to the farms to decide depending on the working hours / release hours. 5 KMs may sound near yet dangerous for the employees during certain hours depending on the environment. A stakeholder said this should happen on condition that the company does not have the provision of good housing. One other stakeholder mentioned that this has been in practice through FLOCERT for many years and makes sense.

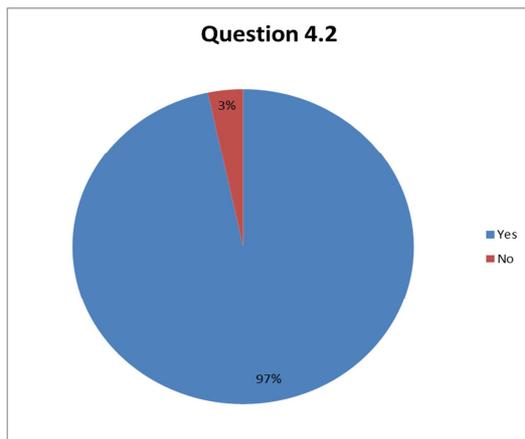
Stakeholders during the workshop in Ethiopia said no. They said that transport should be provided to all workers regardless of distance or time spent walking to work. Currently farms have designated pick up and drop off points which serves the purpose. Definition of distance and time is not practical as some workers walk further distances from drop off points.



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Responses

4.2 Do you agree that payslips should be made in a way that employees can be able to read and understand them?	Count of Producer	Count of Trader	Count of NFOs	Count of Others	Count of FI/FLOCERT/PN
Yes	29	29	10	2	2
No	1	1			
Grand Total	30	30	10	2	2



Analysis

97% of the stakeholders said yes to this question while 3% did not agree.

A stakeholder who said yes mentioned that this ensures an employee's proper understanding of his/her terms of service and thus eases the resolutions of any dispute that may arise therefrom and harmony is maintained even among the rest of the workers. Another stakeholder suggested that maybe someone from the personnel should be appointed to be a contact person for questions regarding payment, working rights and conditions. A different stakeholder said workers often do not understand how their wages have been calculated because it consists of many bonuses etc. and in many contexts they are unable to read. Making sure they understand is necessary because this will enable them to negotiate better wages. Another said that this will help doing away with unnecessary conflicts between the employees and their supervisors. Stakeholders in Ethiopia said that payslips should be understood by all workers. It was further proposed that pay slips should be translated to local languages for ease of understanding

2.3.5 Occupational Health and Safety

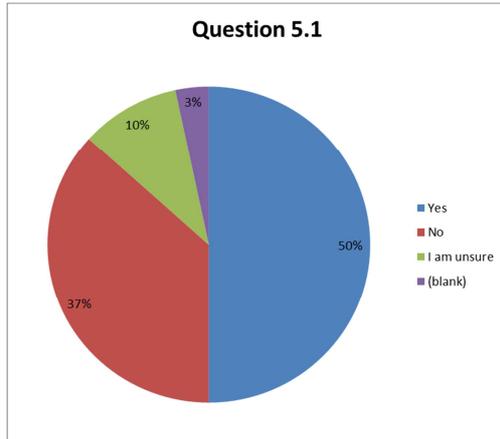
The following question was proposed:

Responses

5.1 Do you agree that information and training courses need to be conducted more often (at least every 6 months)?	Count of Producer	Count of Trader	Count of NFOs	Count of Others	Count of FI/FLOCERT/PN
Yes	15	15	7		
No	11	11	1	2	1
I am unsure	3	3	1		1
(blank)	1	1	1		
Grand Total	30	30	10	2	2



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Analysis

Half of the stakeholder said yes to this question while 37% said no and 10% said that they were unsure.

A stakeholder who said yes said that auditing in this area should focus more on the impact of the training of the workers by the company rather than just on training. This could be assessed by finding out either the reduction, frequency or increase in accident cases.

Another stakeholder said that this would be good because it would shorten the periods of time between trainings. The stakeholder said that the suggested requirement still leaves flexibility for the employers as to how intense the training should be and this is fair enough.

The same stakeholder suggested that farms can come up with their own schedule of yearly intense trainings combined with every 6 months in between shorter fresh-ups. Another stakeholder felt that training every 6 months is not enough, people leave the company and new people come in. There are also many temporary workers etc. Training and awareness activities should be an ongoing process in the company and they should be targeted at all workers. The health and safety performance of the producer needs to be evaluated at least every month by the company. Based on the incidences/accidents and other non-conformities they should identify which trainings or information needs there are and for whom. The same stakeholder said that what is also important is that trainings are evaluated. These trainings lead to fewer accidents, non-conformities and a safe workplace. One other stakeholder mentioned that very often the turnover of workers is very high in the flower industry, and seasonal, so it seems sensible to have training every 6 months as a general rule, and to reiterate the importance of health and safety issues. Alternatively, the stakeholder suggested that induction sessions be held for all new Hired Labour recruits, plus annual top-ups across the workforce. Another stakeholder mentioned that the frequency is indispensable, because lots of information tends to be forgotten and must be reinforced when new staffs arrive.

A stakeholder who said no mentioned that in many farms, a lot more is made to ensure the health and safety of the workers. The stakeholder said that it would be important to avoid too much mandatory and costly training. With for example 3,000 workers on a farm and doing trainings for 50 people together, this would mean more than one training every week. The same stakeholder suggested that awareness creation of supervisors (training of trainers) to workers should be done more often (every 6 months at least, if possible every month) as specific dangers of the workers and their environment could be discussed in short sequences of 5-10 minutes and a repetition would lead to real change in daily working routine. Such an approach could be verified through instruction and reporting of supervisors (e.g. plan of each department with specific topics and related key messages to be told to workers). It could also be verified through interviews if such trainings really happened. Another stakeholder said that



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all the flower audits in Ecuador do not show risk in this respect. The amount of incidents that occur are very low. Plantations are carrying out a lot of training in different issues and they have a high level of fulfillment. One other stakeholder said that training does not solve problems with chemical applications; it is about provision of equipment and good management

A stakeholder who said was unsure about this proposal said that every worker should be given full training as part of an induction to the business and that any appropriate refresher of process including Personal Protective Equipment (PPE) should be provided if they change roles within the business. Equally, if there are update in standards, increased requirement for PPE or specific amendments to the health and safety policy of the business then any affected employee must be given appropriate training as a priority. In this context, an annual refresh or update of the previously trained standards ought to be sufficient. One other stakeholder mentioned that the requirement as worded above is not clear: '*...consults, informs and trains...*' and '*information...*' could be interpreted as: it is fine if we provide information on the notice boards every six months. It needs to be clarified what exactly is expected. It should also be clarified which workers this in fact applies to. It does not make much sense to apply this to all workers on a flower farm since it is only really pertinent to all workers handling pesticides. This way, the requirement will be applicable and does not unnecessarily burden producers financially if this is limited to workers who handle pesticides

2.3.6 Product description

The following question was proposed:

6.1. Fairtrade fillers (~~sometimes called greens or cut foliage~~), include leaves, twigs, branches and other decorative material from plants. Fairtrade fillers can be ~~usually not sold to the end consumer on its own, but are used as a decorative supplement in a bouquet/ flower arrangement.~~ Fairtrade fillers may be fresh, dried, dyed, bleached, impregnated or otherwise prepared.

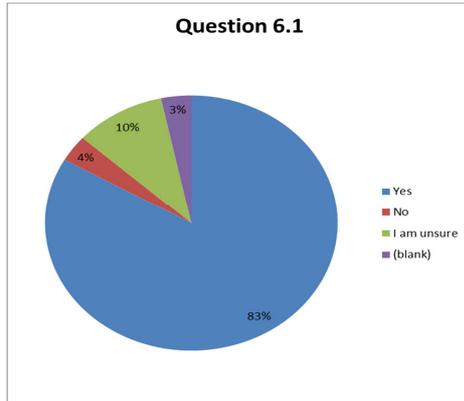
Do you agree with the proposed changes of Fairtrade fillers as defined in requirement 1.3 of the flower and plant standard?

Responses

6.1 Do you agree with the proposed changes of Fairtrade fillers as defined in requirement 1.3 of the flower and plant standard?	Count of Producer	Count of Trader	Count of NFOs	Count of Others	Count of FI/FLOCERT /PN
Yes	25	25	8	2	2
No	1	1			
I am unsure	3	3	1		
(blank)	1	1	1		
Grand Total	30	30	10	2	2



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Analysis

83% of the respondents said yes while 4% said no and 10% said that they were unsure. A stakeholder who said yes mentioned that fillers cover a wide range of varieties, so this adjustment fits better. Another stakeholder felt that this would maximize on the crop foliage and make sure that there are no wastes. Despite saying yes, a stakeholder said that this could be onerous where Fairtrade fillers are not sold as bouquets. A stakeholder who said was unsure said that it should not be in Fairtrade International's remit to restrict how fillers are sold. If trends dictate that a bunch of twigs is the absolute 'must have' in a range, the standard shouldn't work against that.

2.3.7 Bouquet composition pilot project

The following questions were proposed:

7.1 Core Year 0 You ensure that all flowers and plants to be sold as Fairtrade are Fairtrade-certified. For bouquets you ensure they contain as many Fairtrade fillers as available. Non-certified fillers and flowers in bouquets do not exceed 50% of the total number of stems (flowers and fillers).

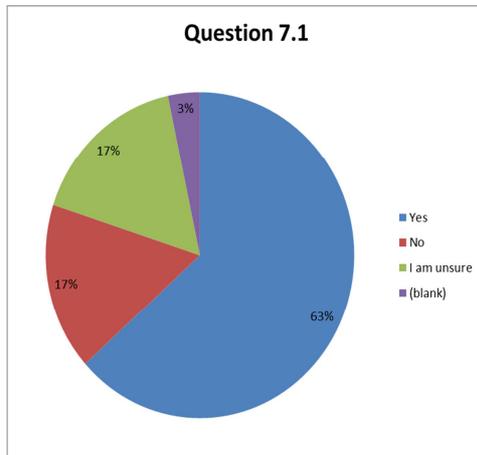
7.1 Do you agree that the standard requirement above, which is more flexible, should replace the current standard (1.4.1)?

Responses

7.1 Do you agree that the standard requirement above, which is more flexible, should replace the current standard (1.4.1)?	Count of Producer	Count of Trader	Count of NFOs	Count of Others	Count of FI/FLOCERT /PN
Yes	19	19	5	2	1
No	5	5	3		
I am unsure	5	5	1		1
(blank)	1	1	1		
Grand Total	30	30	10	2	2



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Analysis

63% of the stakeholders said yes to this question while 17% said no and 17% were unsure. Most of the stakeholders who answered yes mentioned that the standards unit need to ensure that the second sentence reads “*For bouquets you ensure they contain as many Fairtrade fillers and **flowers** as available*”. Another stakeholder said that this would increase Fairtrade bouquets options. A different stakeholder said that the flower category is one of the few categories in the global Fairtrade system which is and should be creative, looking for growth through an innovative and new product development lens. Currently, the current standard and exception procedure is limiting and also non-commercial friendly. In an industry which is both creative, fast paced and with a need to change fast, Fairtrade would be doing the right thing in trying to align ourselves with the international conventional market more than we are doing so at present.

A stakeholder who said no felt that this would put the credibility of Fairtrade at risk to put 100% Fairtrade flowers bouquets and 50% Fairtrade flowers bouquets under the same label. The stakeholder said that in case this should be approved, then Fairtrade should find the ways to be as transparent as possible and to encourage that the non-Fairtrade flowers be locally sourced. Another stakeholder felt that the proposal is too flexible and said that the 75% level looks more appropriate. Another stakeholder said that Fairtrade’s essence would be lost through this, and workers would lose premium

A stakeholder who said was unsure said that there should be a regularly maintained list of flowers and fillers that are available as Fairtrade on the website, or otherwise circulated to all Fairtrade flower operators. However, we are again in danger of restricting the creative/trend element of many retailers, who might wish to mix Fairtrade with locally sourced flowers e.g. tulips, phlox, etc, unless Fairtrade categorises these stems as 'fillers'. The standard should say something like '*Non-certified stems in bouquets do not exceed 50% of the total number of flowers and fillers*', to open it up further.

2.3.8 Alignment with the revised Trader Standard

The following question was proposed:

8.1 Are there any further additional requirements, which you think should be added or amended in the Fairtrade Trader Standard to align with the flower and plant standard?

The stakeholders proposed the following comments

- Strongly welcome the development of traders being able to show their “best practices”. However, it would be very important to have retailers included in showing their best practices as well and we don’t have any means to urge them as most of them are not certified. This needs to be looked at in the future as studies have shown that fair trade practices and most of all impact is shown mainly on farm level and less to be found along the supply chain.
- It would be good if there is also a mentioning of living wage and the responsibility of the traders and buyers in that regard and that they can work together with others in the supply chain to improve the situation.
- It would be good to have a requirement through which traders/buyers are required to analyse their purchasing practices and the impact of their practices at the producer level and on workers. The trader or buyer could do this by regularly consulting the producers they source from etc.
- Suggestion to have a requirement in the standard regarding having a well-functioning grievance mechanism accessible for all stakeholders
- It may be sensible to apply the principle of VBP’s across the entire supply chain especially as the Labour and Environmental components are set to go live in January 2017. We hear all the time farms would like some kind of bench marking (bronze, silver, gold) and/or alignment with existing such as Kenya Flower Council (KFC), Floriculture Sustainability Initiative (FSI) and this should be looked at further towards implement across all value chain actors
- Composite flower products i.e. bouquets have to contain at least 50 % of stems of Fairtrade certified flowers and/or fillers i.e. Fairtrade ingredients. The Fairtrade Trader Standard criteria on composite products speak of 20% minimum Fairtrade ingredients + All that can be(ATCB). Therefore there should be a reference included in the Fairtrade Trader Standard that flower bouquets are an exception to the rule.
- The issue of due payments should be well addressed in the Traders Standard

3.1 Stakeholders’ Comments/ General stakeholder feedback on the flower standard

Stakeholders added the following additional feedback to the flower standard

Floor wages

- Regarding the 3.10\$ level, an NFO said that it is of very high importance that this should be implemented. They are aware that farms should not be alone on this, that’s why they support the idea of setting minimum prices for flowers in order to make it possible for the farms to get to the 3.10\$ level. If 3.10\$ is already representing a living wage, Fairtrade should think about a reasonable timing to implement it (3 years maybe). If 3.10\$ is just a step towards living wage, then Fairtrade should implement it after one year.
- Address the unfair competition between Kenya and Ethiopia especially the disparity seen in wages (wages in Ethiopia are 40- 50 % lower and sometimes even more). This is putting the flower industry in Kenya at risk. About 5,000 workers recently lost their jobs in flower farms in Kenya due to this reason.

Fairtrade Premium Committee (FPC)



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- The flower requirement 2.1.1 related to the self-assessment of the FPCs and 1.1.1 related to the self-assessment of management are stricter as compared to other product standards. Why is this criteria only applicable for flowers? These kinds of self-assessments are not really useful for Fairtrade flower plantations. The certified plantations already are fulfilling with self-assessments when they are audited, so asking for more documents is causing extra work for clients, auditors and the whole system. Simplification would be important at this point, besides this kind of assessments does not guarantee any significant improvement
- Fairtrade should give more support on training FPCs and the members. It is important to realize that running a FPC is more or less running a company. This is a challenging and demands for high trained members. On a farm the average level of education is low, so this asks for extra attention. The requirements are demanding that management should not be involved, but to be honest: practice is Management has to do this.

Other topics

- Have a well-functioning grievance mechanism a requirement in the product standard. Producers and buyers should have a grievance mechanism in place which individuals and communities which are adversely impacted by the enterprise can access to raise their concerns. If concerns are not identified and addressed they may escalate in major disputes over time.
- Include the new Hazardous Materials List (HML) to the revised standard.