



CASE STUDY

Ronah Peve works as an extension officer with the Fairtrade certified Highland Organic Agriculture Cooperative in Papua New Guinea. She took part in coffee quality training, run by Fairtrade Australia & New Zealand, and explains how this helped her become a role model in her community, challenging long-accepted gender norms:

“

IN PAPUA NEW GUINEA COFFEE IS SOMETHING THAT MEN TALK ABOUT AND MY JOB AS AN EXTENSION OFFICER IS A MAN'S JOB. BUT I HAVE BEEN TRYING MY BEST AND NOW WOMEN IN THE VILLAGE COME TO ME FOR ADVICE ABOUT CARING FOR THEIR COFFEE TREES. THEY SEE IT IS NOT ONLY A MAN'S JOB.

”



WHAT IS FAIRTRADE:

FAIRTRADE IS ABOUT BETTER PRICES, DECENT WORKING CONDITIONS AND FAIR TERMS OF TRADE FOR FARMERS AND WORKERS IN DEVELOPING COUNTRIES.

With Fairtrade you have the power to change the lives of producers every day by choosing to buy products with the Fairtrade Mark.

Your choices can help empower women and men to participate as equals, control their futures, and invest in their communities.

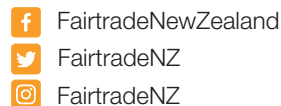
Fairtrade's vision is a world in which all producers can enjoy secure and sustainable livelihoods, fulfil their potential and decide on their future.

FIND OUT MORE:

If you have any queries or would like more information please go to:

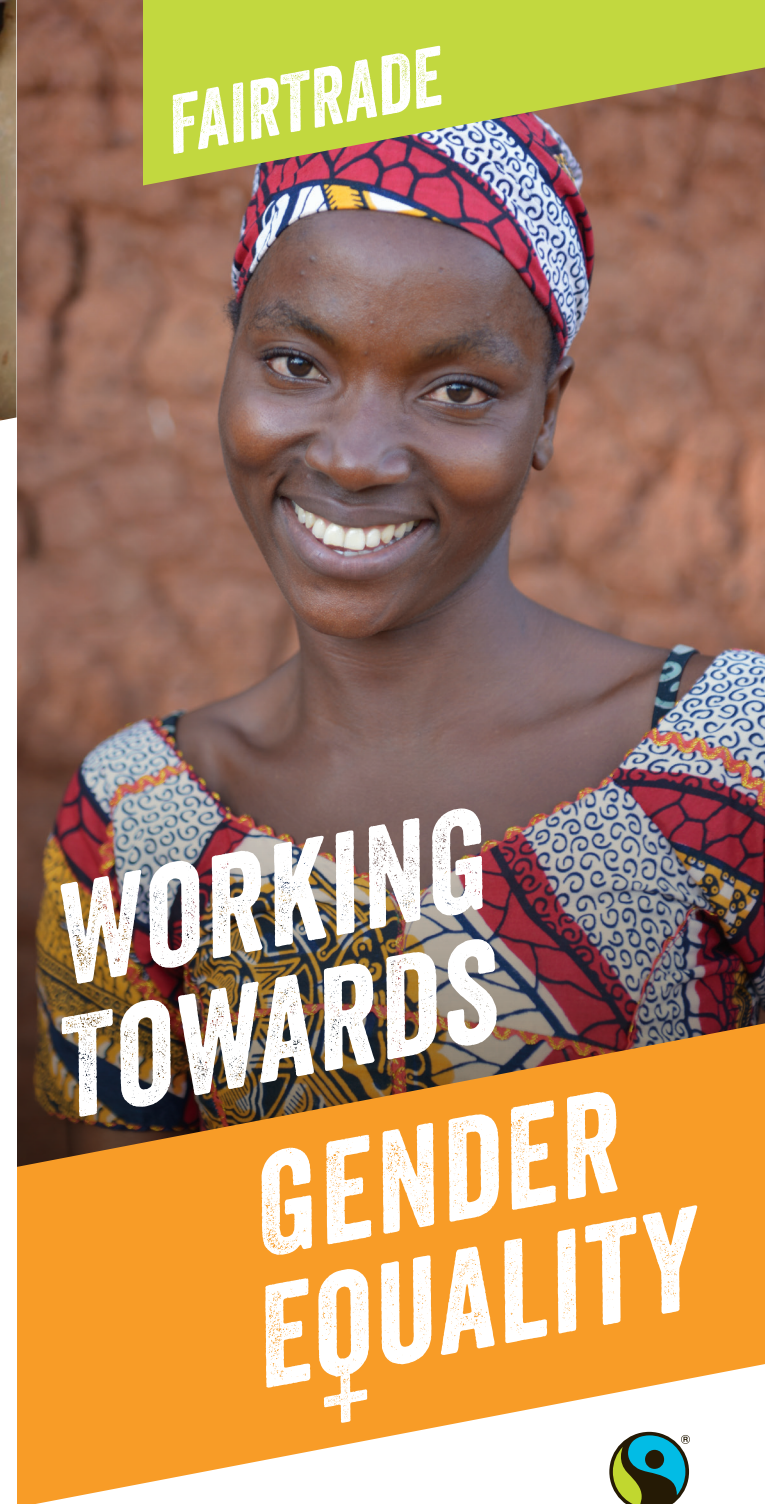
www.fairtrade.org.nz

info@fairtrade.org.nz



FAIRTRADE

FAIRTRADE



WORKING
TOWARDS

GENDER
EQUALITY
♀



FAIRTRADE

SETTING STANDARDS FOR FAIR CONDITIONS

1

The Fairtrade Standards were designed to promote the empowerment of both men and women. The standards celebrate non-discrimination in recruitment and every day operations, and require democratic decision-making processes that support women to have an equal voice in the governance of their communities and workplaces.

TRAINING WOMEN TO LEAD

2

Fairtrade has a global gender strategy which prioritises gender equality as an issue that crosses into every area of our work. Working with producers in developing countries, Fairtrade facilitates workshops to support female farmers to build their skills so they can decide their own futures and be leaders in their communities.



DID YOU KNOW

WOMEN MAKE UP ROUGHLY
43% OF AGRICULTURAL
WORKERS YET

WOMEN PRODUCE
60-80%
OF THE WORLD'S FOOD



AND ONLY



10-20%

OF LANDOWNERS IN
DEVELOPING COUNTRIES
ARE WOMEN

3 CHALLENGING HISTORIC GENDER-BASED PATTERNS

Historically women in agriculture have had less access to productive resources such as land, market information, credit, and technical assistance to improve productivity and quality. Fairtrade is running projects to change this by working with financial institutions to create options for producer organisations, training women to take on management and ownership of the resources that enable them to generate their income.

4 DEVELOPING EFFECTIVE PROGRAMS TO DISMANTLE PERSISTENT INEQUALITY

As Fairtrade is 50 percent owned by producers, this brings firsthand experience and perspective into multi-stakeholder talks and negotiations, ensuring both male and female producer voices are heard. Fairtrade then connects farmers with global markets and helps build sustainable partnerships to tackle inequality.