



Top challenges in flower production

- 1 Gender inequality and discrimination
- 2 The handling of unhealthy and environmentally hazardous agrochemicals without adequate protection

Where is Fairtrade focusing its efforts?

- ✓ Increasing sales of Fairtrade flowers
- ✓ Ensuring higher wages for flower workers



THE IMPACT OF FAIRTRADE



Enhancing women's rights and well-being

A recent study on Ecuadorian flower farms shows that Fairtrade "bolsters the well-being and rights of female workers in and beyond the workplace."

Unlike many flower plantations, Fairtrade flower farms offer paid maternity leave and allow women to continue working after having children. In addition, Fairtrade bans pregnancy tests when hiring, and the firing of pregnant workers. Pregnant and nursing women are not allowed to use dangerous chemicals, fumigate greenhouses, or engage in hazardous work.



Ensuring higher wages for flower workers

- In 2017, Fairtrade updated its Flower Standard to require employers to pay a World Bank-based "floor wage."
- Fairtrade is now developing an overarching and long-term strategy on living wages in all Fairtrade certified horticultural farms.
- Fairtrade is working with other partners as well as Producer Network Fairtrade Africa* to implement some new projects to deepen impact for flower workers, including a project to reduce the use of pesticides, and a gender-based violence prevention project.

* Fairtrade Africa is the Producer Network for Africa and co-owns the Fairtrade International system. Producer Networks are regional associations that Fairtrade certified producer organizations may join if they wish.



Fairtrade sales mean education, financial services, and healthcare for workers

Fairtrade flower workers choose to spend the majority of their Fairtrade Premium on direct services for themselves and their families.

Education is the most common investment, including scholarships for children, followed by other services such as funding for subsidized shops or goods, child care services, and contributions to cultural events. Workers also prioritize financial and credit services for themselves and their families, such as rotating funds for workers or loans.

Another big category of Premium expenditure relates to the provision of healthcare services for workers and their families, primarily medicine and equipment.



Mount Meru Flowers Ltd Tanzania

Story from the field

Thanks to the implementation of the base wage requirement, the workers at Mount Meru received a base wage salary increase of nearly 30% in 2017. As well as getting better wages, the workers at Mount Meru are also benefitting from the projects made possible through the investment of the Fairtrade Premium.

A large proportion of these funds have been invested in social and educational projects, which directly benefit workers and their families.



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We have benefited from an increase in salaries, but there is more than that. Through Fairtrade, my children and even my husband were able go to school and further their education. Besides this, the entire community is benefitting from Fairtrade projects such as the water project and, more recently, the construction of the dining hall and canteen.

- Sirila Ion
Flower Worker at Mount Meru, Tanzania

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FLOWERS

