



**KUAPA KOKOO**  
PAPA PAA

# Equal Trade Partnerships – Sustainable Production, Sustainable Businesses, Sustainable Livelihoods.

***A PRESENTATION BY  
EMMANUEL K. ARTHUR  
-EXECUTIVE DIRECTOR  
KUAPA KOKOO -***



**KUAPA KOKOO**  
PAPA PAA

# Is there or can there be equality in trade?

- ☛ Commerce (trade) has both economic and social perspectives. The economic perspective leads to the social one.
- ☛ From the economic perspective, each partner to a trade relationship seeks to get the better deal out of each transaction – so as to maximize profit.
- ☛ From the social perspective, each partner to a trade relationship seeks to do business to improve living conditions and to bring development to their families, community and nation.



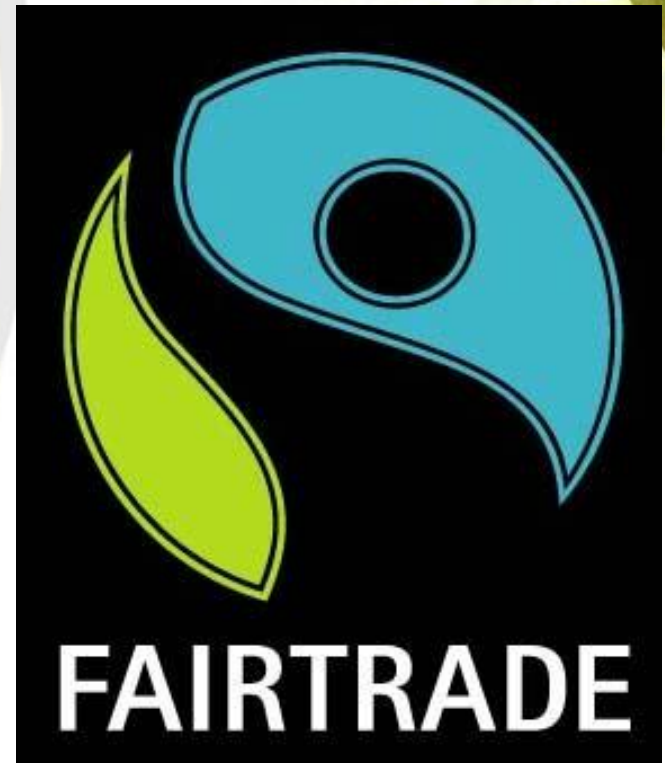
# Is there or can there be equality in trade?

- From the economic perspective, trading partners need not be 'equal' because there is always a stronger bargainer against a weaker bargainer (the theories of supply and demand).
- However, trade needs to be 'fair' so that each partner goes home satisfied.
- From the social perspective, there should be 'equality' in trade because humanity, no matter where they are, must have good living conditions and 'equal' access to the basic necessities in life (food, water, shelter, clothing, etc.).



# How Does Fair Trade Deal With Equality in Trade?

- ✿ In the economic perspective, Fairtrade seeks fairness to the weaker bargainer – the producer.
- ✿ This is done through a guaranteed minimum price.
- ✿ In the social perspective, Fairtrade seeks to achieve equality in living conditions by ensuring that the producer improves their living conditions.
- ✿ This is done through Fairtrade premiums paid on top of the guaranteed minimum price. For example:



# Fairtrade Projects

Rural communities which previously drank from surface/running water often infected with organism that cause water borne diseases like Bilhazia, guinea worm, burulli ulcer etc.) now have access to potable water.

*New schools have been strategically sited in areas to benefit multiple communities*



# Fairtrade Projects

- Teams of Medical Personnel and Logistics are sent to the farmers and their communities to cater for their health needs.
- Specific Programmes are designed to empower farmers, especially women.
- Provide Skill Training in Additional Livelihoods (Soap, Batik, Oil Extraction etc.)
- Provide Micro –Credit/Input Credit to farmers.



## Now the slogan: ‘more volumes, more premiums, more benefits’.

- 🍌 These feats chalked by Fairtrade have led to some schools of thought believing strongly in the slogan – **‘more volumes, more premiums, more benefits’**.
- 🍌 In the quest to achieve this, there has been a strong desire to move Fairtrade from a niche market into a mainstream market.
- 🍌 This is good and we producers greatly support this move.



## But what are the risks?

- ❖ The risk is that, big players are gradually moving Fairtrade into the 'theories of supply chain management'.
- ❖ Not just economic fairness or social equality but 'securing the supply chain'.
- ❖ Big industrial risks such as child labour and climate change are being pushed to the door steps of producers and producer organisations with little or no support at all.
- ❖ For example, Kuapa Kokoo has introduced an ICS to eliminate Child Labour which is costing almost \$1 million a year.



# What Better Way to Sustainability?

- There is the need to maintain fairness in trade whereby the stronger bargainer supports the weaker one in capacity building and dealing with (industrial) risks



# What Better Way to Sustainability?

- Perhaps the more radical way is to go the 'Divine' way – **adding value** to the producer by way of owning shares in big multi-nationals to enable them enjoy greater economic and social benefits.



# What Better Way to Sustainability?

- 🍌 Kuapa Kokoo owns 45% shares in Divine Chocolate – UK
- 🍌 Kuapa Kokoo enjoys support for capacity building through a producer support fund from Divine Chocolate
- 🍌 Members of Kuapa have been given greater exposure by Divine Chocolate to participate in the chocolate business up the value chain.



## What Better Way to Sustainability?

- 🍫 This is, perhaps, the only true way to ensuring Equality in Trade, Sustainable Production, Sustainable Businesses and Sustainable Livelihoods.



**THANK YOU**  
**MERCI**  
**MEDA MO ASE**