

Symposium on Fair Trade: Sustainable Development in Practice

Wednesday, June 16th, 2004

UNCTAD XI
Anhembi Convention Center, West Pavilion, São Paulo, Brazil

9:15-10:00 Fair Trade Coffee, Tea and Hot Cocoa Tasting

10:00 Welcome: Glayson Santos, World Vision Brasil/Brazilian Forum for Ethical and Solidarity Trade (FACES)

10:15-10:30 Key Note: Fair Trade: Social, Economic and Environmental Benefits in Rural Communities

Speaker: Merling Preza, President, Latin American Coordination of the Fair Trade Labeling Organizations (FLO) and Prodecoop, Nicaragua

10:30-10:45 Q and A

10:45-11:00: Fair Trade Coffee, Chocolate and Tea Break

11:00-12:00 Initiatives to Expand Fair Markets: Ensuring Gains from the International Trading System for Small Producers

Panelists will discuss government and development cooperation policies in the North and South that would help to expand Fair Trade markets and bring economic benefits to small producers and rural communities. The panel will also address how Fair Trade can be mainstreamed in the international trading system, both through trade policy and corporate reform, so that producers can achieve much greater benefits from trade.

Moderator: Kari Hamerschlag, Institute for Agriculture and Trade Policy

a. Enhancing producer capacity and access to domestic and international Fair Trade markets

Speaker: João Hélder Diniz, FACES do Brasil/World Vision Brasil

b. Government and multilateral policies and programs to support Fair Trade

Speaker: Anja Osterhaus, Fair Trade Advocacy Office, Brussels

c. Policy Initiatives to support Fair Trade: A Northern government perspective

Speaker: European government official

d. Moving Beyond Market Niche: Mainstreaming Fair Trade by addressing low prices and concentration in the agri-food chain

Speaker: Gonzalo Fanjul, Oxfam

12:00-1:00 Discussion

Afternoon Sessions

2:00 pm Key Note: National Policy Initiatives in support of small farmers, food security and sustainable rural development

Speaker: Miguel Rosseto, Minister of Agrarian Development, Brazil

2:30-3:30 Defending National Policy Space and Building Local and Regional Fair Trade

Panelists will discuss why and how governments and aid agencies need to reprioritize the development of local and regional markets and food security over export led growth and development strategies as a way to achieve national development objectives and food sovereignty. Particular focus will be given to national policy tools that strengthen the development of local Fair Trade markets and improve the position of small producers. Panelists will talk about policies and strategies which enable producers to capture greater benefits from their production through better prices, organization, improved negotiation strategies, value added production, diversification, and access to direct markets.

Moderator: Alfonso Cotera, Peruvian Economic Solidarity Network (GRESA)

a. Impact of current and proposed trade rules on small producers, local and regional markets and food sovereignty: the need for alternative proposals.

Speaker: Via Campesina

b. Increasing National Policy Space: Tools and initiatives to support small-scale producers and the growth of domestic and regional markets: The case of Quinoa in Bolivia

Speaker: Freddy Ticona, Cecaot, Bolivia

c. Alternative Policies and Programs to support family agriculture and access to Fair Markets: lessons from CONTAG's alternative rural sustainable development program

Speaker: Alberto Broch, CONTAG, Brazil

d. Sustainable coffee production and Fair Trade certification for domestic markets in Mexico: challenges and policy proposals

Speaker: Salvador Anta, Mexican Sustainable Coffee Council

3:30-4:00: Discussion

4:00-4:15: Fair Trade Coffee, Chocolate and Tea Break

4:15-5:15 Solving the Global Commodity Crisis: Lessons from Fair Trade

Panelists will discuss the urgent need for solutions to the devastatingly low commodity prices, especially the role of UNCTAD in promoting long lasting solutions that ensure far better terms of trade and development benefits for producers and developing countries overall.

Moderator: Meredyth Ailloud, IDS/Coordinacion Sud

a. Overview of the problem of commodities: key questions to address

Speaker: Laurent Levard, Fédération Artisans du Monde, France

b. Coffee Crisis: Mechanisms to address price and supply management in the coffee sector

Speaker: Raul del Aguila, Global Alliance on Coffee and Commodities/National Coffee Board, Peru

c. Proposals for strengthening UNCTAD work on commodity issues

Speaker: Dennis Olson, Institute for Agriculture and Trade Policy

d. African Government proposal on commodities to the WTO

Speaker: African government representative

e. UNCTAD respondent: Mehmet Arda (invited)

5:15-5:45 Discussion

5:45: Summary and Closing Remarks, Arun Ruste, International Resources for Fair Trade, India and IFAT

Thursday June 17th, 7:30-9:30pm: Fair Trade Reception

With UNCTAD Secretary General **Rubens Ricupero**; Brazilian Minister of Agrarian Development **Miguel Rossetto**; São Paulo local officials; NGO leaders and other special guests.

Sample delicious Fair Trade foods and beverages, especially **Fair Trade wine from Chile**, Fair Trade coffee, tea, chocolate and other snacks and Brazilian food. **Enjoy** live Brazilian Music and appreciate the beauty of Fair Trade products.

Where: Novotel São Paulo Center Norte Av. Zaki Narchi, 500 - Vila Guilherme (5-10 minute taxi ride from convention center)

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Fair Trade guarantees producers of coffee, cocoa, fruits and many other foods and artisan goods a fair price and better trading and working conditions, enabling them to lift themselves out of poverty, preserve their culture and invest in their environment and communities. Fair Trade also means high quality and excellent value for consumers.