



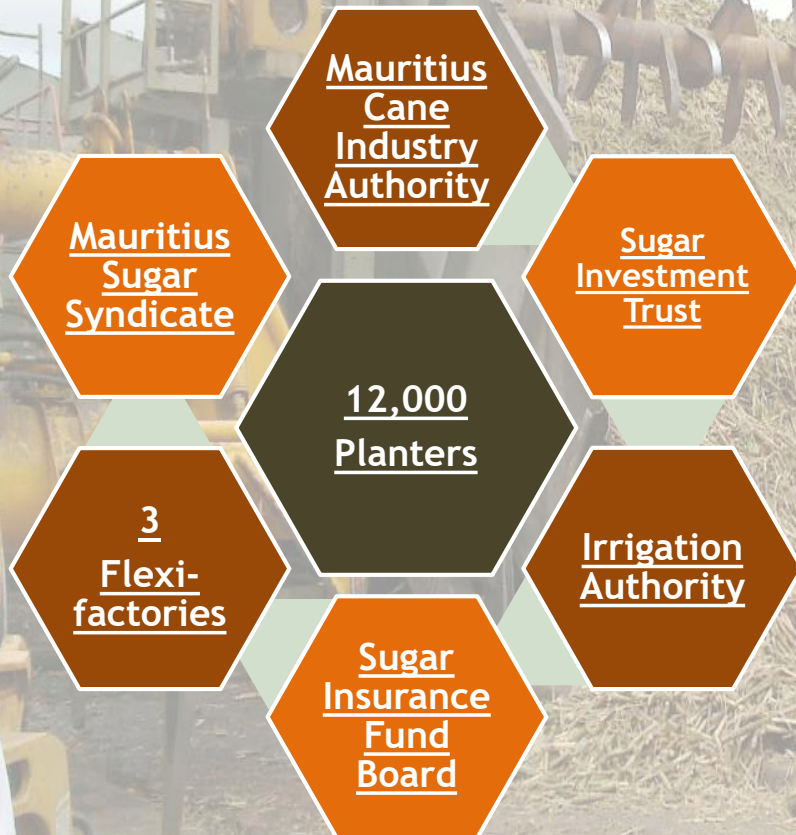
Fairer Rum Production

**An Insight into the world of
Fairtrade certified Sugar**



The Sugar cane Industry in Mauritius

Organisation

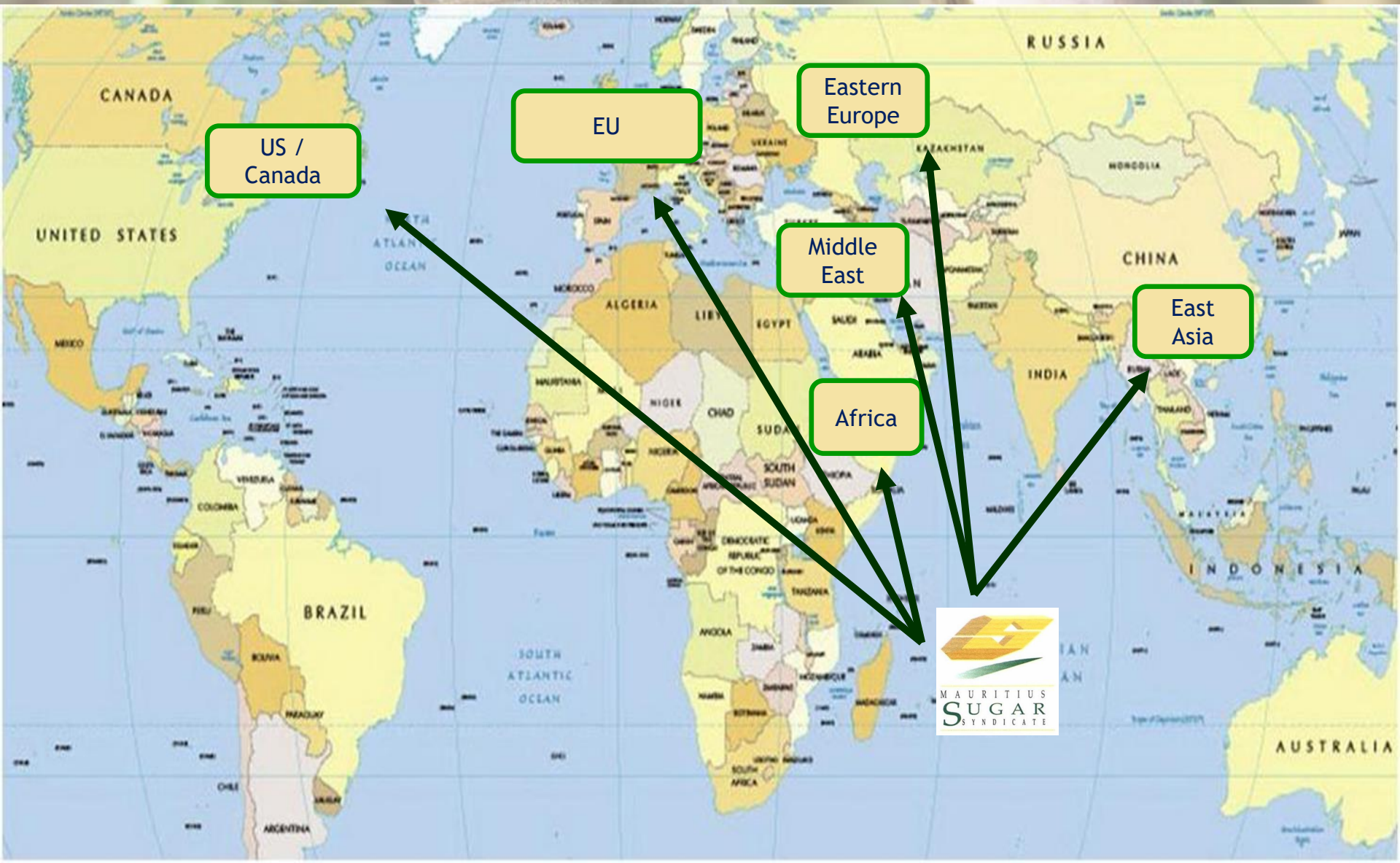


Products

- DC Sugars
- Molasses for bioethanol, rum, liquid fertiliser & food-grade CO₂ production
- Renewable energy etc.



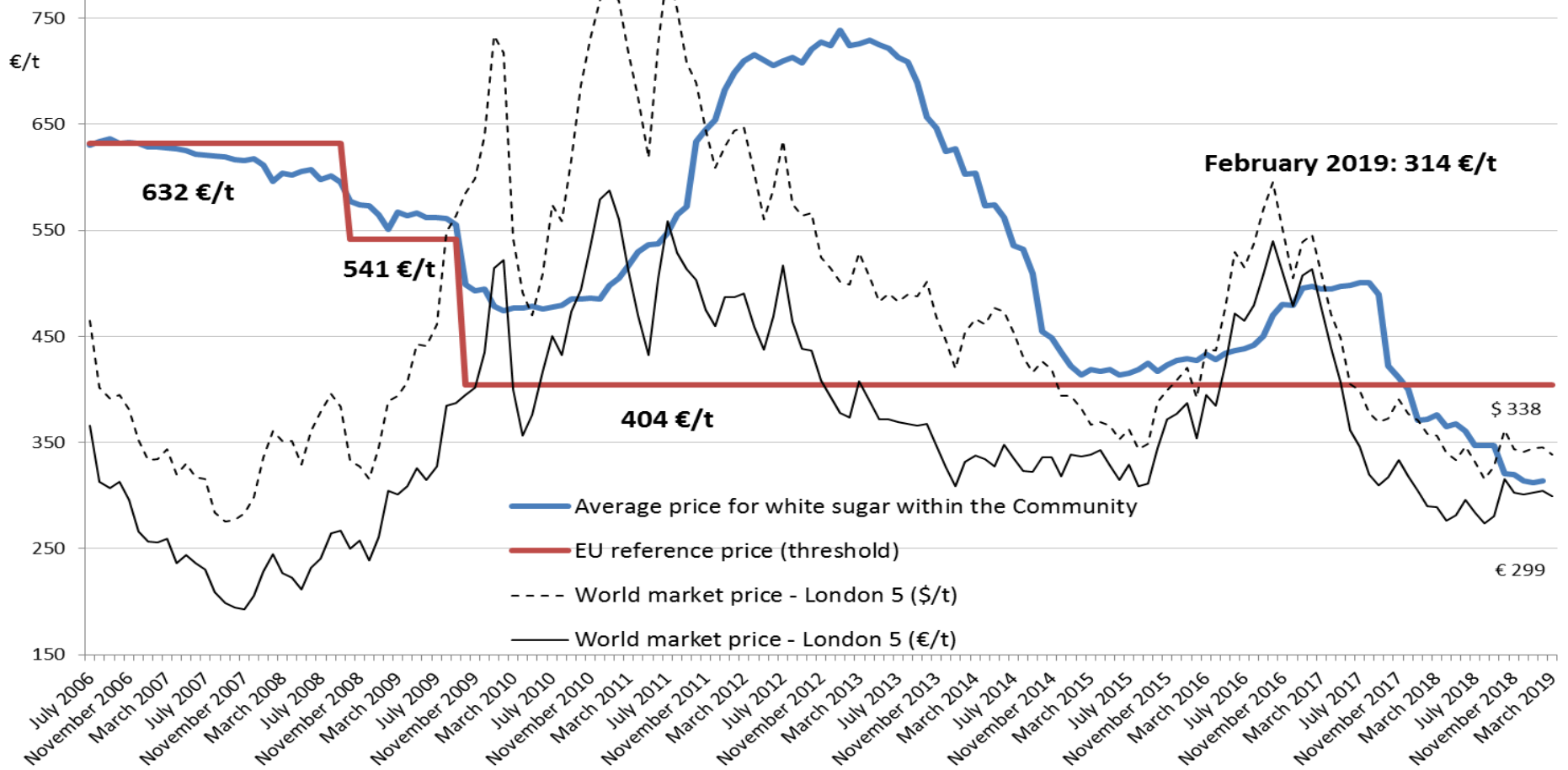
Our Sugar Export Network



International Sugar Prices

EU Reference price and EU market price for white sugar

compared with World price London N°5 (first future monthly average in \$/t - €/t)



Fairtrade



- Partnership, dialogue, transparency, accountability, respect, (gender-) equity & sustainability are the core values of Fairtrade.
- Aims at promoting **sustainable development** and reducing poverty through **fairer** trade.
- The main goals of Fairtrade are to make changes to the conventional trading system that aim to mainly benefit small producers and workers in the South and increase their access to markets. These actions can lead to socio-economic upliftment of small producers' and workers', as well as to their empowerment, and to environmental sustainability.
- The Fairtrade Premium as a reward for the sustainability efforts of farmers.

The Four Pillars of Fairtrade

Fairtrade International	Standards Development Producer Support International Policy & Advocacy
FLOCERT	Producer Certification Trader Certification
3 Producer Networks: Fairtrade Africa (FTA) Fairtrade Asia & Pacific (NAPP) Central & Latin America (CLAC)	Awareness Raising in the South Consolidating Producer Policy & Strategy Developing Partnerships & Capacity Support
Labelling Initiatives	Licensing Trade Certification Marketing & Communication Awareness Raising

A GLOBAL MOVEMENT



Big 7 products 90%+ sales (around \$US 7billion in Retail sales value)

Coffee, Banana, Cocoa, Cotton, Flowers, Sugar, Tea

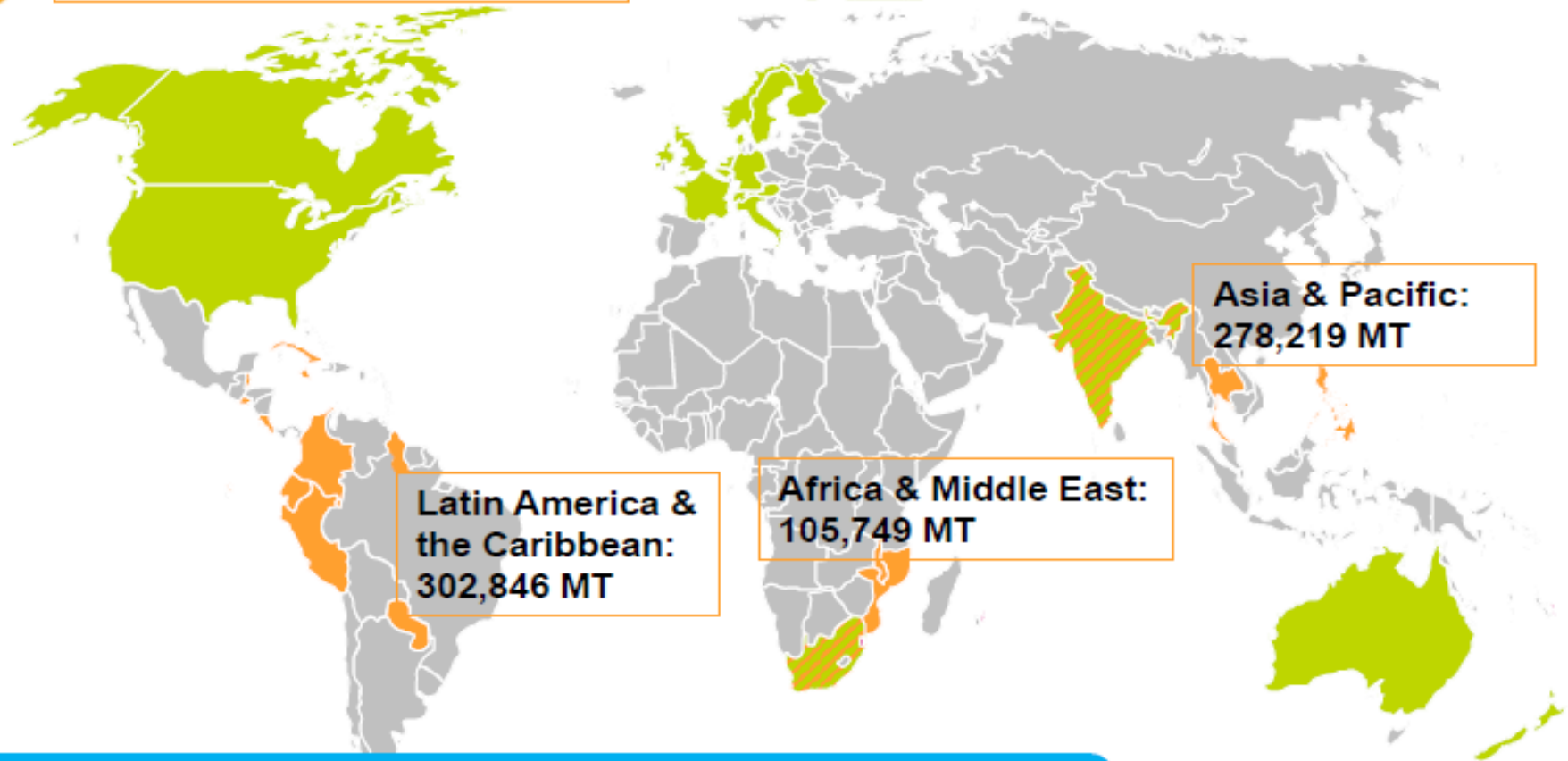
FAIRTRADE CANE SUGAR: SALES, PRODUCTION VOLUMES AND NEW MARKET DEVELOPMENTS (2017)



686,814 MT of certifiable cane sugar produced globally



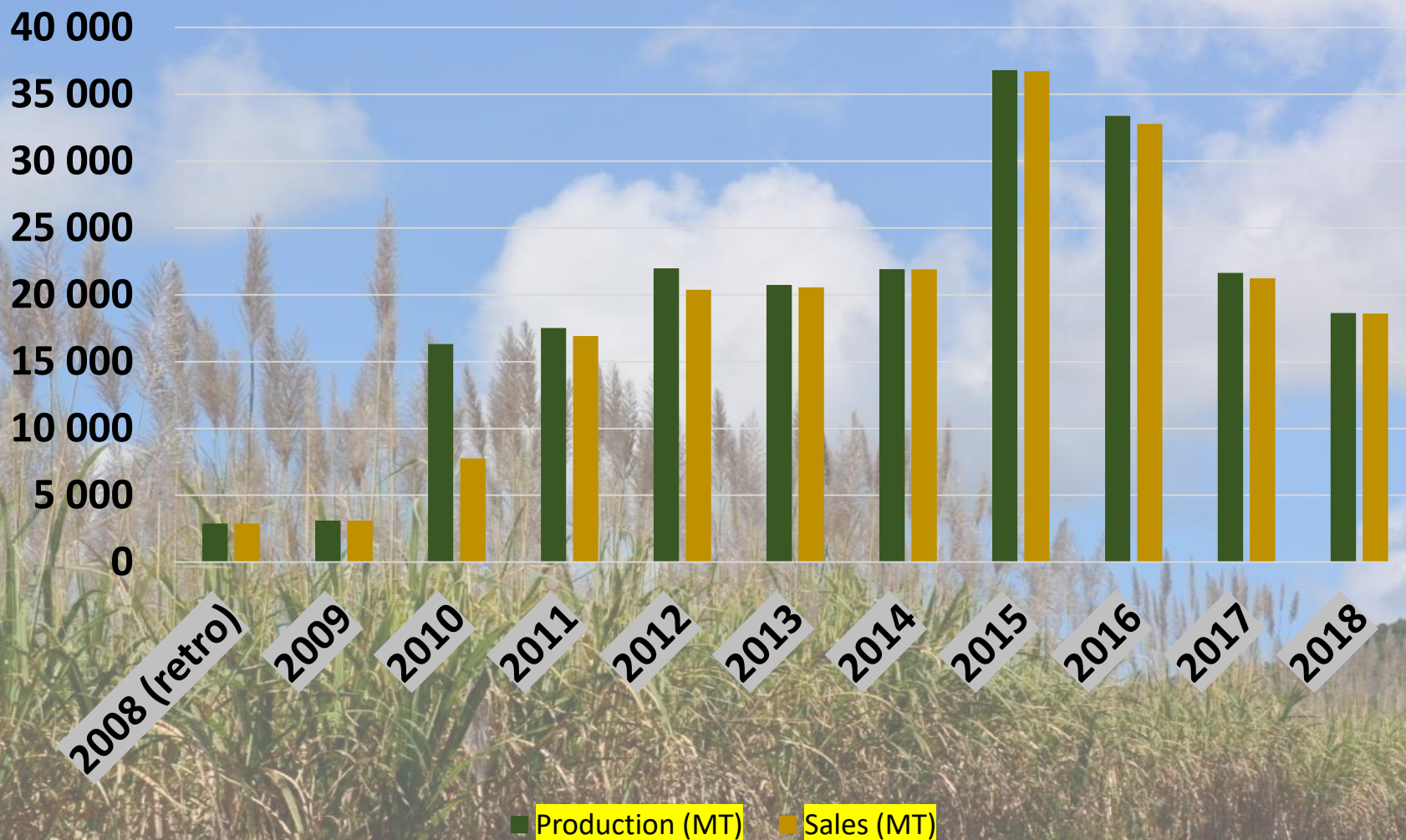
Markets: 207,438 MT of cane sugar sold in 2018



Additionally, new market developments in the biomaterials/ biofuel sector are currently underway

Mauritius Fairtrade Sugar Production & Sales

2008/09 – 2018/19



Fairtrade Impact (1)

Mechanisation



Fairtrade Impact (2)

Irrigation



Collection & disposal of agri-waste



Fairtrade Impact (3)

Education & Training



Fairtrade Impact (4)

Community Support



Fairtrade Impact (5)

**Crop & Income
Diversification**

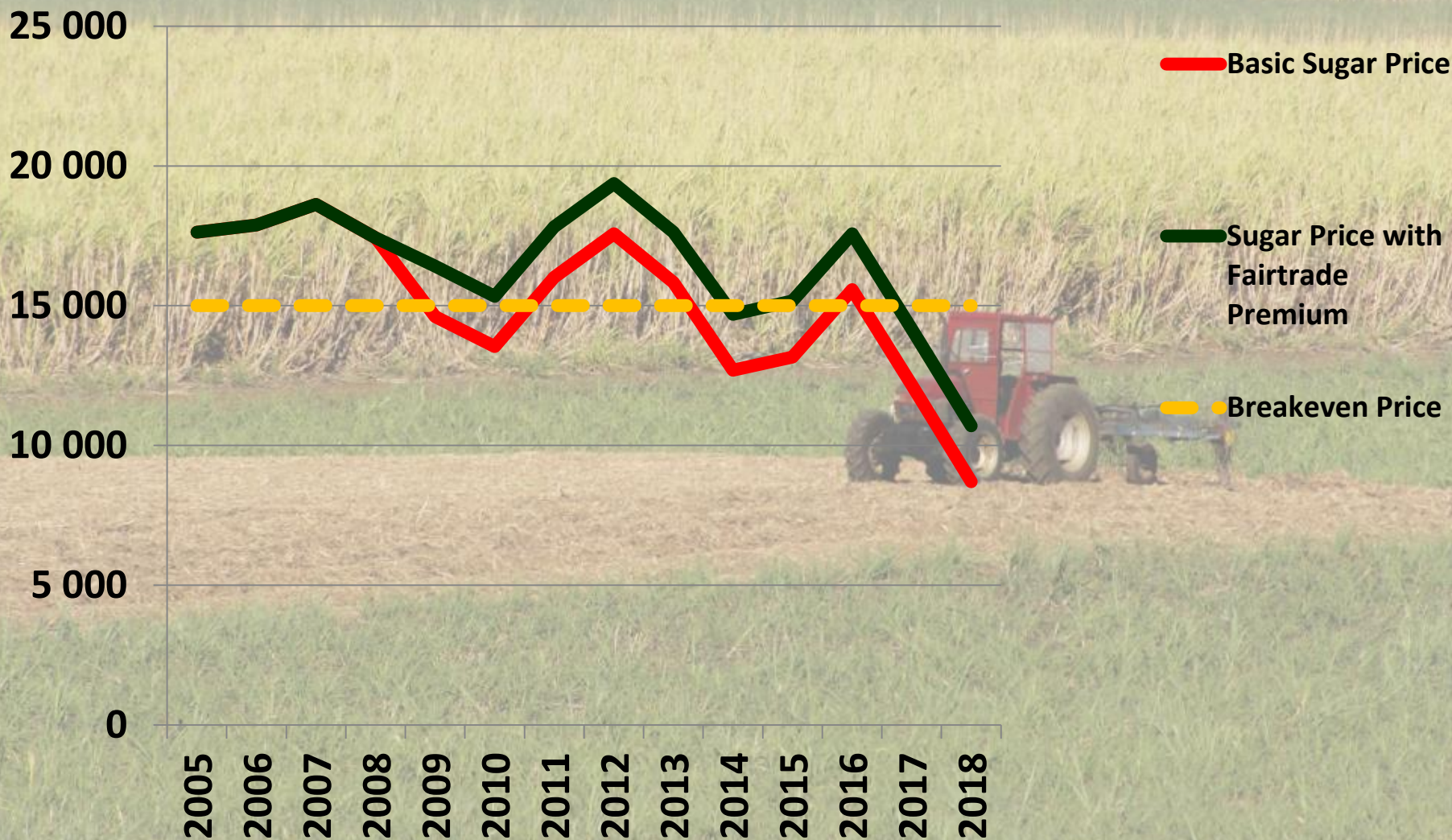


Fairtrade Impact (6)

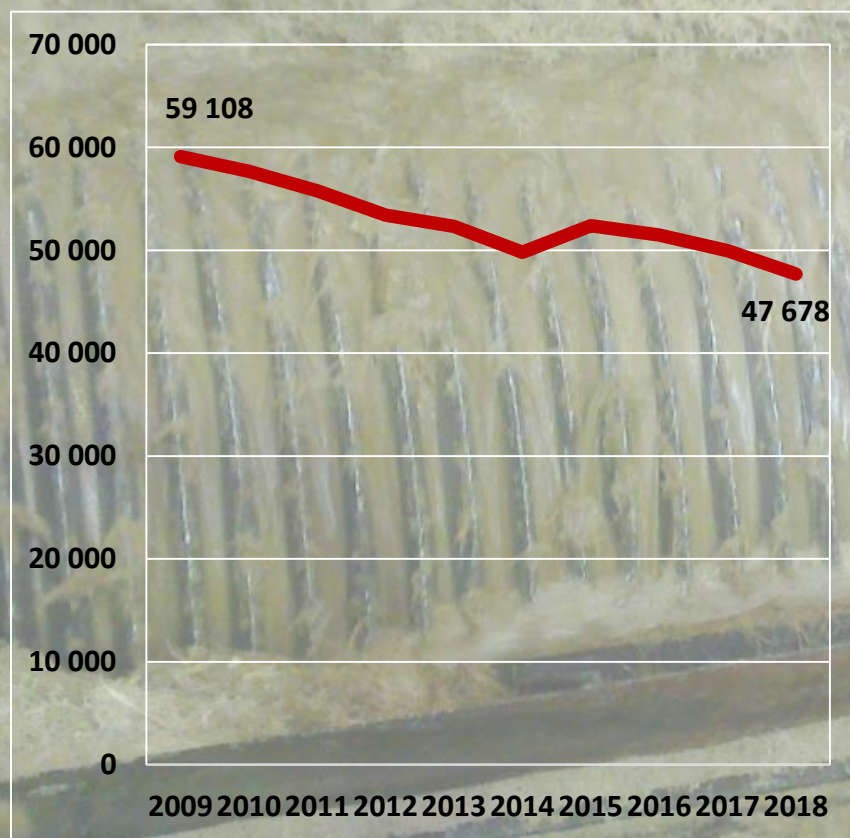
**Favours Producer – Buyer
Partnerships**



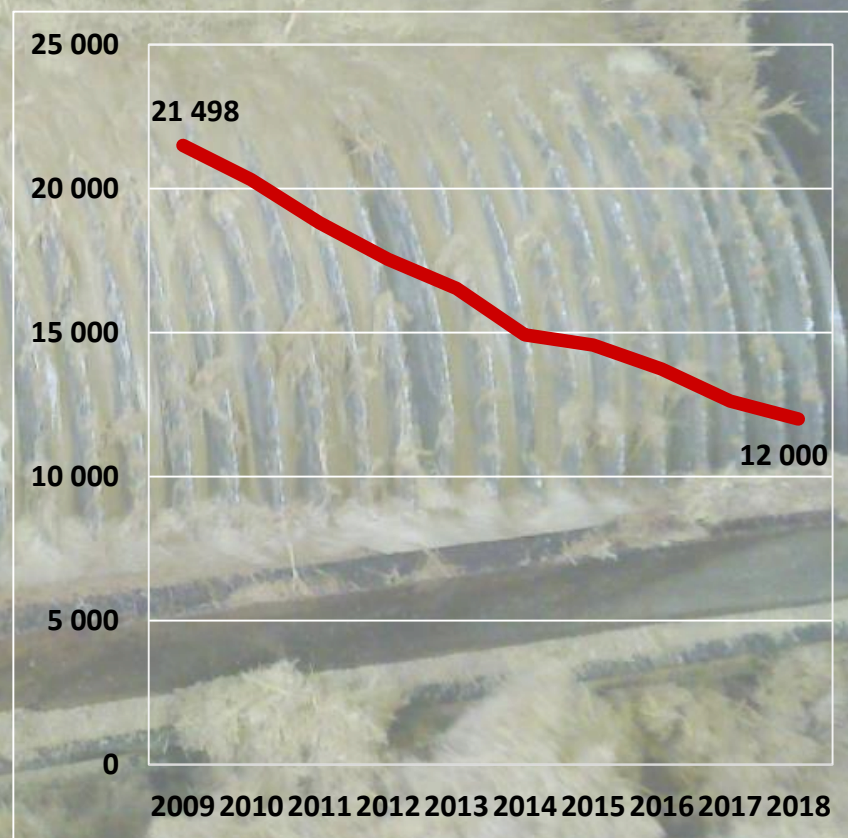
Impact of the Fairtrade Premium on Farmers' Sugar Revenue



Area under cane (ha)

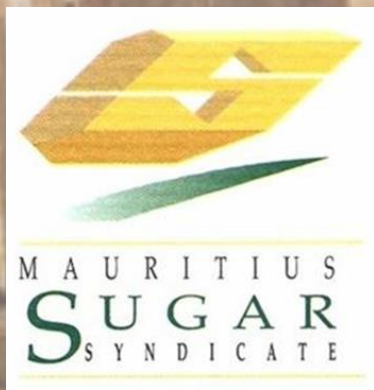


No. of cane farmers



Key Takeaways

- Fairtrade is an important sustainability agent,
- Fairtrade Premium drives change and improvement,
- However, farmers' income needs to be boosted through further value-addition &
- New pathways need to be explored & new partnerships forged.



Certified 2009



Certified 2019



Next?

Fairtrade Rum – Are we ready?

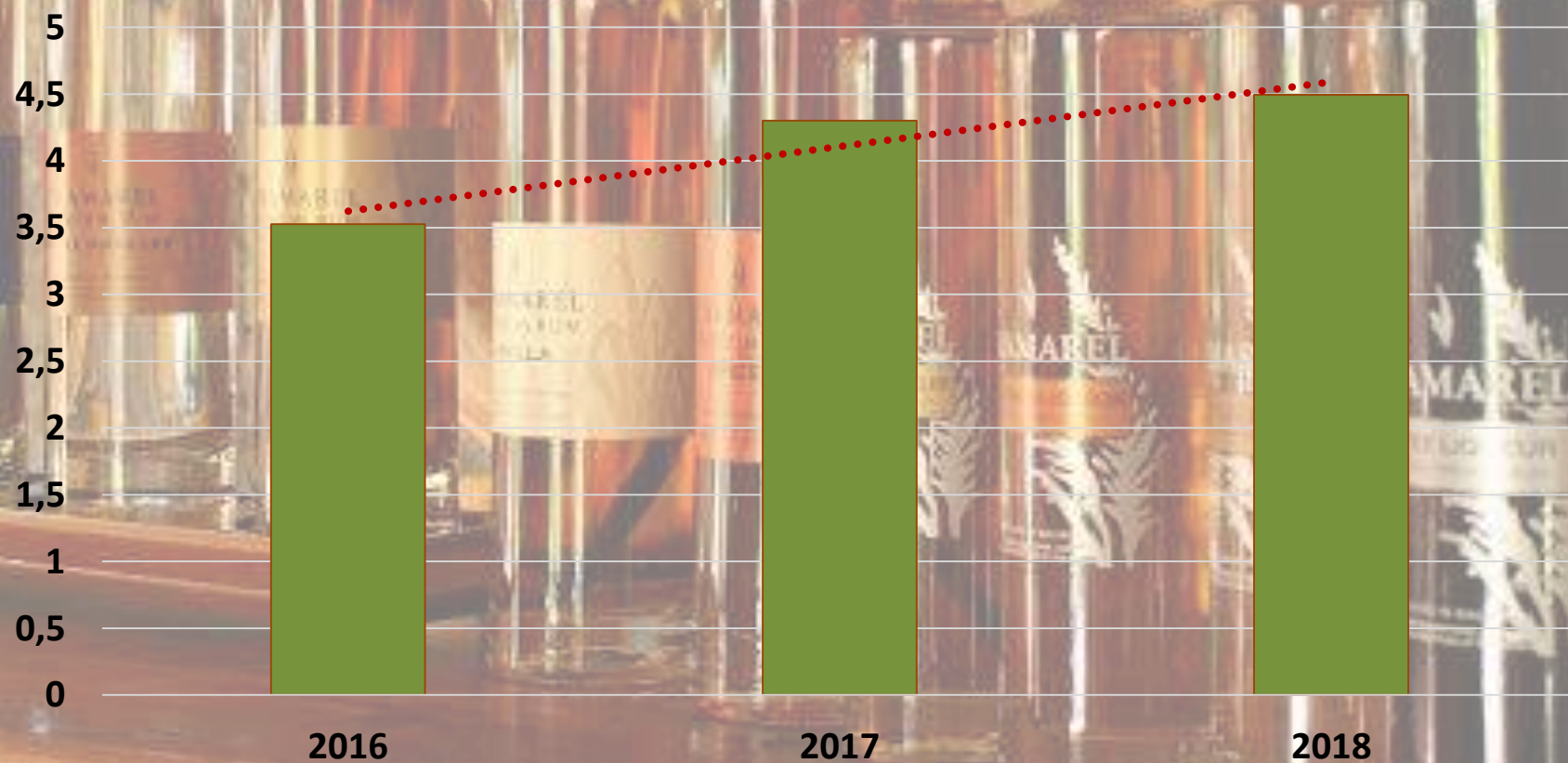
- 30 certified co-ops
- A dozen distilleries
- A vibrant export network
- Know-how



Our Rum Export Network



Mauritius Rum Production (M litres)





THANK YOU!