



Why we need more multistakeholder coalitions to support farmers in the cotton and rubber value chains?



 **ksapa** is hosting a side-session webinar on

“Why we need more multistakeholder coalitions to support farmers in the cotton and rubber value chains?”
as part of the OECD Forum on Due Diligence in the
Garment and Footwear Sector

20 February 2024 | 9 am (CET) | 12 am (PST) | 8 am (GMT)

With insights from expert panelists



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Better Cotton Initiative



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Ksapa and its Programs Engaging Farmers Across Agricultural Commodities

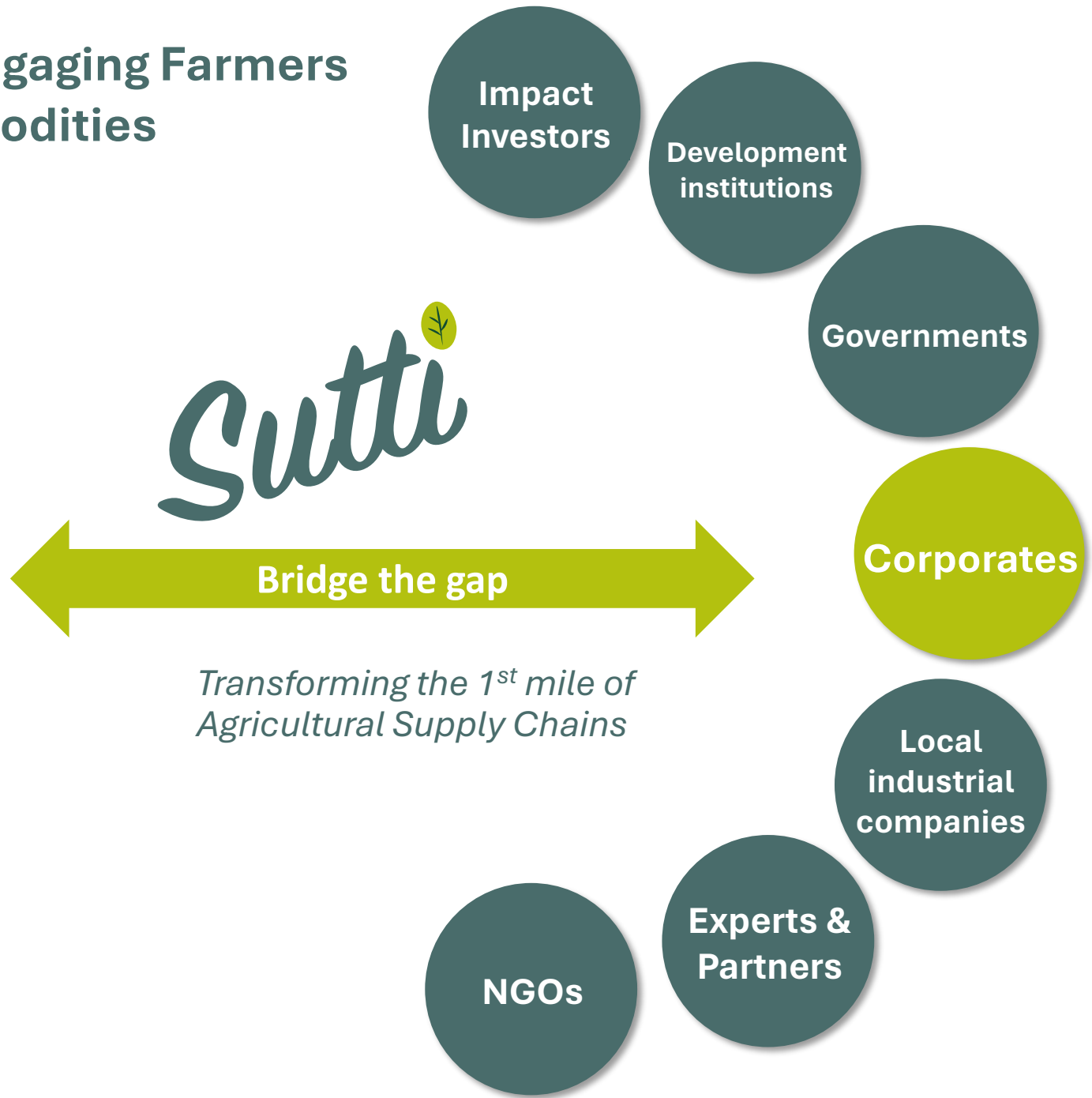


Ksapa and its Programs Engaging Farmers Across Agricultural Commodities

Ksapa's SUTTI Initiative



Meet Ari, a smallholder and head of a family-run 2 Ha farm





CASCADE Program

Ongoing engagement of natural rubber smallholders combining **face to face & digital formats**

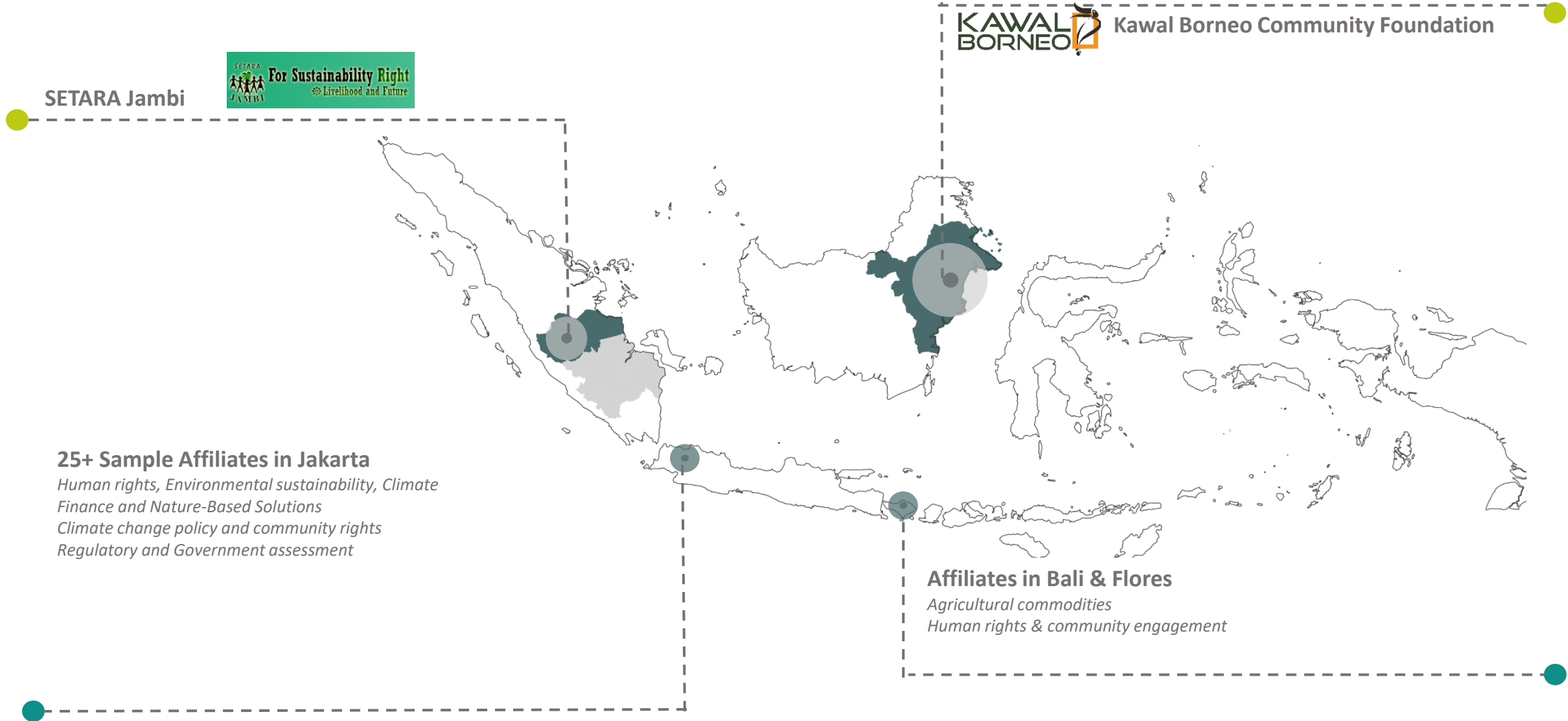


Sutti





Ksapa's Network in Indonesia



● Ongoing Multiyears Programs

● Experts supporting consulting projects all year long

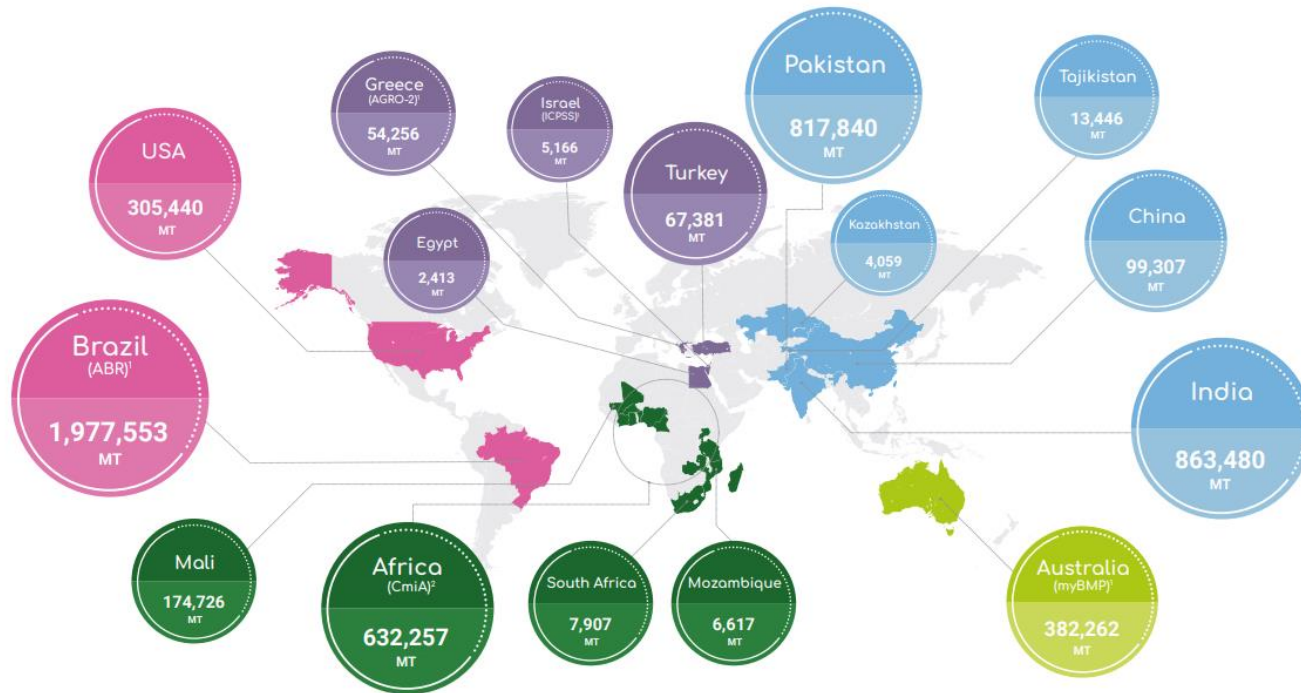


Question

Why are the rubber and cotton supply chains so fragmented? As a result of this fragmentation what are the on-the-ground challenges and limitations with farmers?



Better Cotton: Our Reach



22% of global
production.

2.2 million
licensed farmers.

Membership & Engagement



Challenges for Farmers

1.5 million
cotton farmers in Pakistan

40%
annual cotton crop
affected or lost.

A photograph of a rubber tree plantation. The trees are tall and thin, with a path leading through them. The ground is covered with fallen leaves and some green plants. A person is visible in the background, and a bicycle is parked on the path.

Fair Rubber

A Multistakeholder Initiative to Promote Fair Trade in Natural Rubber

Fair Rubber e.V.
20 February 2024



I. The Fair Rubber Association - Our Aim































Contributing to an improvement of the working and living conditions of the primary producers of natural latex (rubber), as well as promotion the environmentally friendly production of natural rubber.





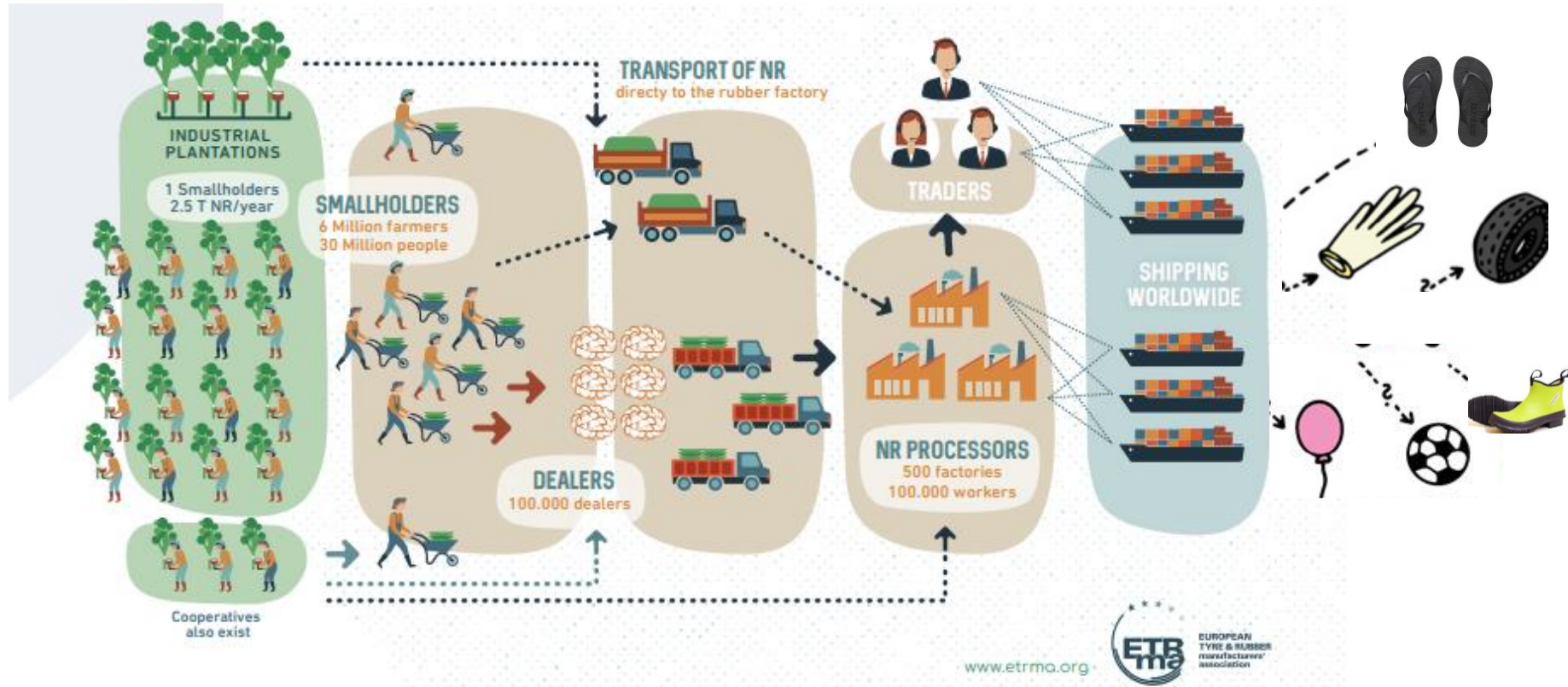
Fair Rubber Association – The organisation

- 35 members with commercial and non-commercial interest
- Secretariat in Bonn, Germany
- Board: 2 representatives from commercial members + 2 non-commercial

					
Mehr über ICB +	Mehr über aidenvironment +	Mehr über WAIRM +	Mehr über Verité +	More about Weber & Schaer +	Mehr über Po-Zu +
					
Mehr über PROLANA +	Mehr über MAM +	Mehr über Liberty Asia +	Mehr über Bizzy Diamond +	Mehr über Reckitt +	Mehr über Diversity Honeys +
					
Mehr über sleepgreen +	Mehr über Hippobloo +	Mehr über Source Atlantique +	Mehr über Kooshoo +	Mehr über Karex +	Mehr über Corrie MacColl +
					
Mehr über Global Nature Fund +	Mehr über soulbottles +	Mehr über Fair Squared +	Mehr über SCHWALBE +	Mehr über ESN DTT GmbH +	Mehr über Coral Healthcare Pty Ltd +
					
Mehr über Feelgoodz +	Mehr über Timberfarm +	Mehr über FairTradeCenter +	Mehr über PT.Bitung Gunasejahtera +	Mehr über CHARLE Berlin +	Mehr über wdk +



II. Fragmentation of Rubber Supply Chains



Cooperatives, Unions, Communities, Legislator, Administration, Rubber Industry Associations, Research Institutes
Standards – Certifiers, Brands, Consumers, NGOs.....

III. Fragmentation

On-the Ground Challenges and Limitations with Farmers and Tappers





On-the Ground challenges and limitations with farmers and tappers

- Inadequate **infrastructure** for transportation and storage
- Limited **bargaining power** in negotiations with buyers
- Inconsistent **quality standards**
- Difficulties in accessing **credit** and **financial services**
- Limited access to **market information** and pricing transparency => **Fair Prices**





Question

In your view, why do we need more multistakeholder coalitions to support farmers in the cotton and rubber value chains?

IV. Role of Multistakeholder Coalitions to Support Smallholders





1. Standardisation and Fair Price

- Fair Rubber Supplier Partners exist in Indonesia, Sri Lanka, Thailand, India + Malaysia
- Certification against Fair Rubber Standards



Fair Trade Premium

- Primary producers benefit from Fair Trade Premium
- EUR 0.50/kg/Dry Rubber on top of the market price





Products with Fair Rubber Logo



GARDENING SHOES
From Fair Trade Center



LATEX GLOVES
From FAIR ZONE



MATTRESSES
From Prolana



PILLOWS
From Prolana



ROOTCOACH
From Diversity Honeys

FLIP-FLOPS



HOT WATER BOTTLES
FROM PROLANA



FELT / LATEX YOGA MATS
FROM PROLANA

2. Coordination and Collaboration

- Supporting the creation of cooperatives and joint bodies on plantations – essential!
- Bringing together stakeholders from different parts of the supply chain
- Building Trust and Understanding





3. Sharing of Information and Tools Development

- Data management
- Transparency – Traceability
- Main Driver at the moment: EUDR





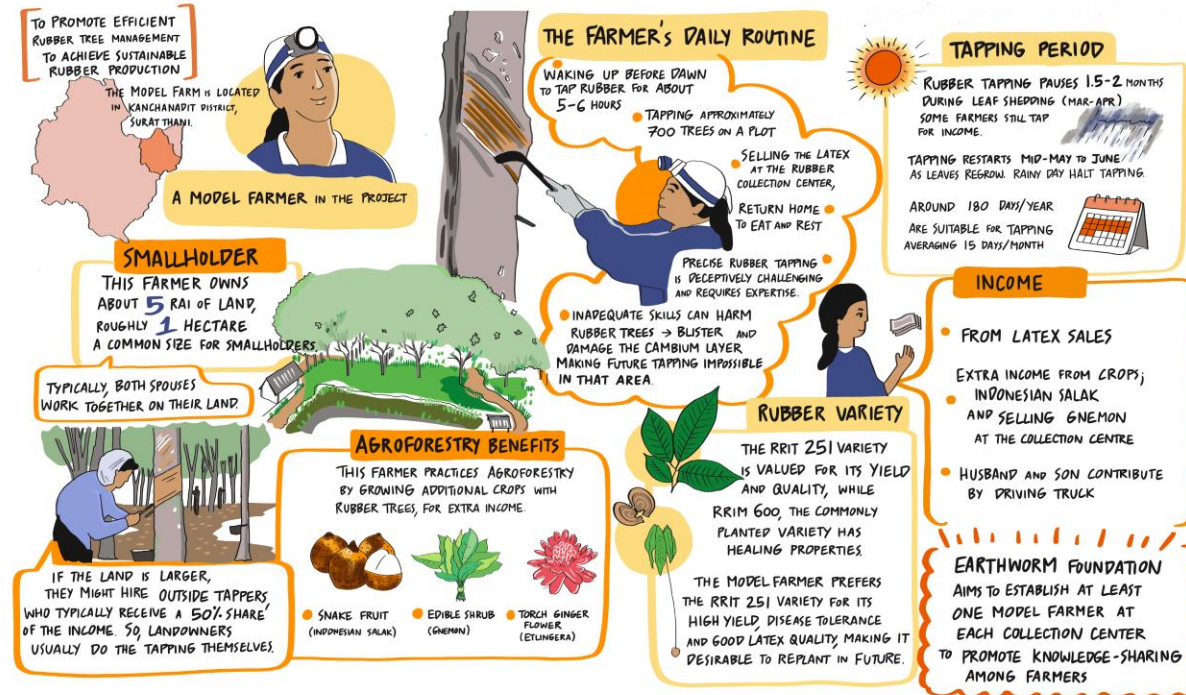
4. Capacity Building and Training

- Agricultural practices
- Adaptation, mitigation and resilience
- Governance/Business management



Fungus Pestalotiopsis

PROMOTING SMALLHOLDER RUBBER AGROFORESTRY SYSTEMS



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Thank you



Getting in Touch

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