

# PROMOTING FAIR TRADE IN THE NETWORK OF LOCAL ECONOMIC DEVELOPEMENT AGENCIES



## December 2010

ILSLEDA established an alliance with the *CTM – Altromercato* consortium ([www.altromercato.it](http://www.altromercato.it)), the second fair trade organization in Europe. *CTM – Altromercato*, which links 130 organizations and cooperatives, is part of the European Federation (EFTA) and the International Fair Trade Association (IFAT). In 2010, the commercial channels of CTM operated in Argentina, Austria, Germany, Belgium, France, Greece, India, Italy, Malta and Portugal.

*The CTM-Altromercato* commercial channels include: 500 stores (*The World Shops*); 1500 sales points in supermarkets, organic food shops, public schools, restaurants, hospitals, etc.

Through this partnership, the *CTM-Altromercato* Consortium will facilitate the small producers supported by the LEDAs of ILS LEDA Network in marketing their products.

Possible collaboration was also identified for the development of production chains based on innovative approaches promoted by the IDEASS programme, as natural dyes, extraction of avocado oil, natural dehydration of citrus.

### Fair Trade

Fair trade is an economic partnership based on dialogue, transparency and respect, which aims at a greater equity in international trade.

It contributes to sustainable development by offering better economic conditions and guaranteeing the rights of small producers and workers.

CTM establishes direct contracts with democratic organizations, which provide direct participation of small producers, preferably in terms of social and economic exclusion.

CTM has a direct relationship with the producer organizations, without the traders and exporters intermediation.

The rules and standards of fair trade are dictated by IFAT- International Fair Trade Association.

To know more about CTM, you can visit the web site: <http://www.altromercato.it/en>

## How to realize the cooperation

- ILS LEDA provides all the information to the LEDAs and assists them in the identification of products requested by CTM and that meet its requirements.
- The LEDAs select the producers and the products that can be part of the marketing program; support the producers in filling up the products forms, in meeting the requirements, and in the possible CTM assistance program (quality, technology, etc.).
- Producers who are qualified and have been formally registered establish a legal contract with *CTM-Altromercato*. CTM also supports producers in meeting the European standards requirements of food safety and quality, and provides technical assistance visits to the productive organizations, if necessary.

## The products required by CTM

According to their market analysis, *CTM-Altromercato* believes that the following products will have a significant increase in the 2011 demand:

	Product	Quantity per year
1	Cassava starch	10,000 Tons
2	Mais (No OGM)	8,000 Tons
3	Orange juice, pineapple juice, maracuja juice, and more fruits (frozen [-22°C] and concentrated)	20,000 Tons
4	Wheat	150,000 Tons
5	Rum	20,000 Bottles (0,7 liters)
6	Macadamian nuts	1,000 Tons
7	Gluten free cereals	5,000 Tons
8	Essential oil of citrus (fruit)	~ 10 liters
9	Canned pineapple (round slices)	100,000 cans of 20 ounces (567 grams)

In addition, each LEDA can choose typical and meaningful local products created by small producers and artisans in its area. The LEDA may send information to ILSLEDA for the submission to CTM, filling up the form below. CTM will assess these products in view of establishing the trade contract.

## Form for fair trade products

Name of Producer			
Address			
Phone			
Fax			
E-mail			
Type of business			
N° Members of the enterprise			
How many employees?			
Type of contract of the employees			
Association which the producer belong to			
Relationship with the LEDA			
	<b>Products</b>	<b>Quantity</b>	<b>Markets</b> (local/national/international)
What products are certified?			

## Contacts

The forms have to be sent to:

Giancarlo Canzanelli  
 Coordinador ILSLEDA  
[g.canzanelli@ilsleda.org](mailto:g.canzanelli@ilsleda.org)