



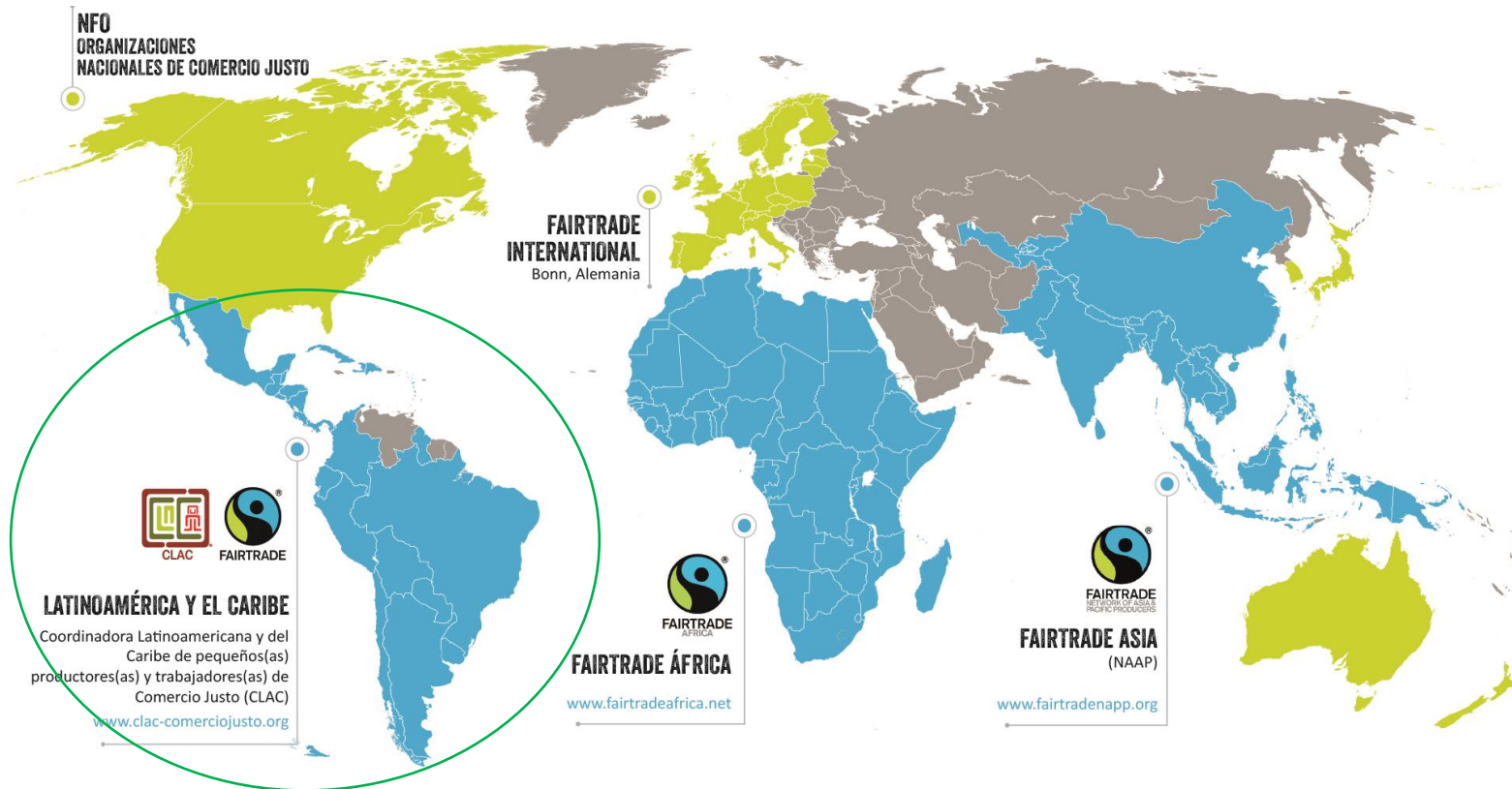
CLAC

Latin American Fairtrade´s Coordinator
(CLAC)

For Small producers and workers.

*20 años de sembrar Comercio Justo
y cosechar esperanza*





Producers networks:



CLAC



Fairtrade África



NAPP

Organizaciones Nacionales Fairtrade (NFOs)

 Australia
 Austria
 Bélgica
 Canadá
 República Checa
 Dinamarca
 Estonia

Finlandia
 Francia
 Alemania
 Hong Kong
 Irlanda
 Italia
 Japón

Corea
 Letonia
 Lituania
 Luxemburgo
 Holanda

Nueva Zelanda
 Noruega
 Suráfrica
 España

Suecia
 Suiza
 Reino Unido
 Estados Unidos

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54 millón ->



Proposal:

Support for Access to International Markets, Generating Opportunities for Entrepreneurship and Productive Chains for Small Producers in Latin America. (AOELA)

Apoyo para el Acceso a mercados internacionales, generación Oportunidades para emprendimiento y Encadenamientos productivos para pequeños productores (as) de los pueblos indígenas en **Latinoamérica**. (AOELA)

Indigenous People in Latin America

By the year 2010, an estimated 45 million indigenous people lived in Latin America, accounting for 8.3 % of the region's population. The United Nations has championed the promotion of their rights through the use of different resources and special regulations for this purpose.



ECLAC encourages the region's countries to put public policies in practice which:

- 1) are based on standards of indigenous peoples' rights
- 2) include their perspectives and contributions to the region's development
- 3) consolidate improvements in their well-being and living conditions, political participation and territorial rights
- 4) promote the construction of multicultural societies that benefit us all

The project seeks to bring small producers closer to the buyer.

Align and build inclusive opportunities, which allow innovation and build an integral effort that motivates continuous improvement, from their actual status and according to their reality.



A virtuous circle, breaking paradigms by reducing isolation and migration, in favor of climate change.



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Fairtrade
coffee is
from Latin
America (LA)

Fairtrade banana is from Latin America and the Caribbean (LAC)

940

**(739 OPPs
y 201 HLs)**

50%

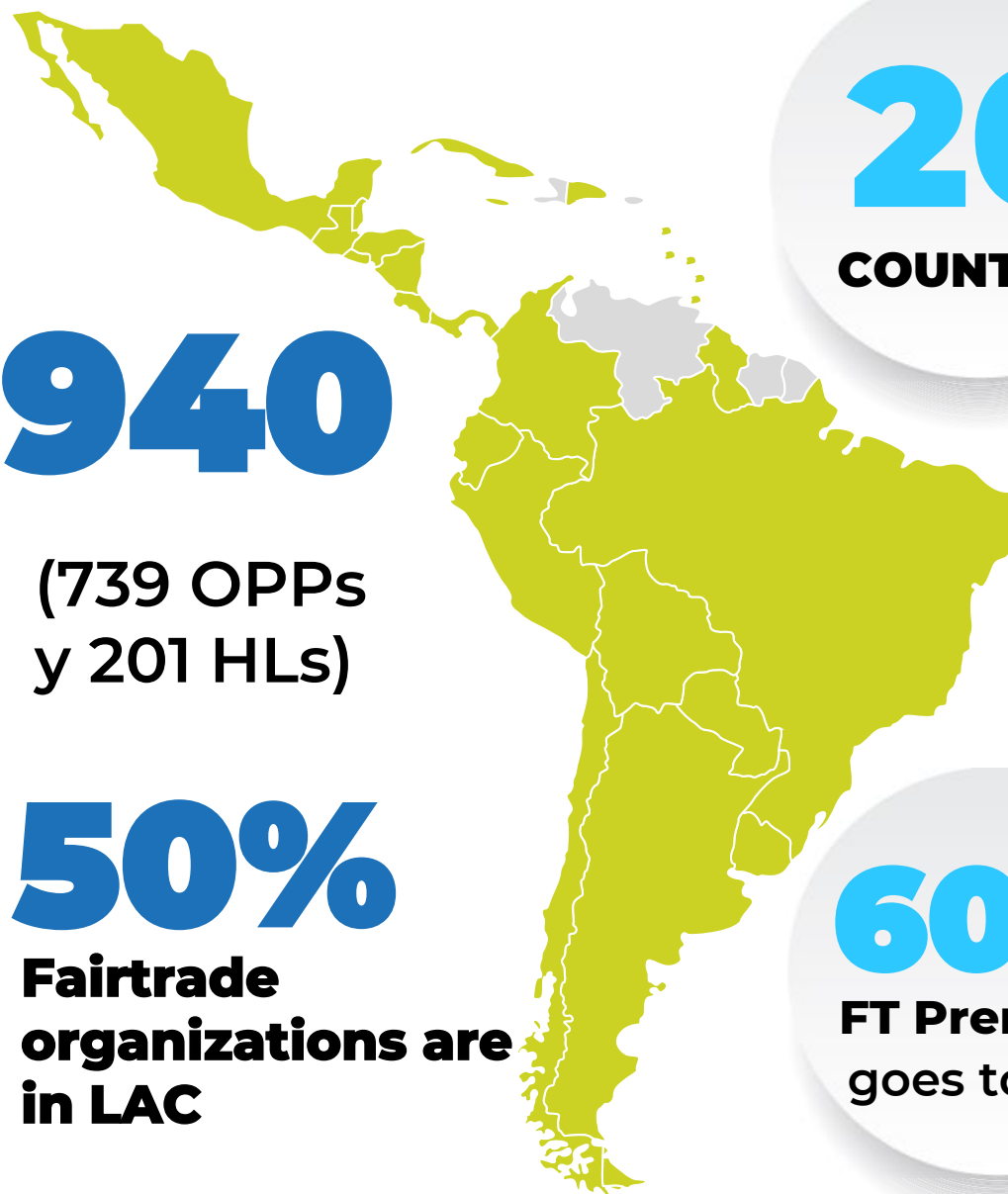
Fairtrade organizations are in LAC

20

COUNTRIES

60%

FT Premium goes to LAC





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BIENVENIDOS Y BIENVENIDAS A CLASE

¡Accede a nuestro contenido!

Registrare



SME Trade Academy

[Home](#)

Catalogue

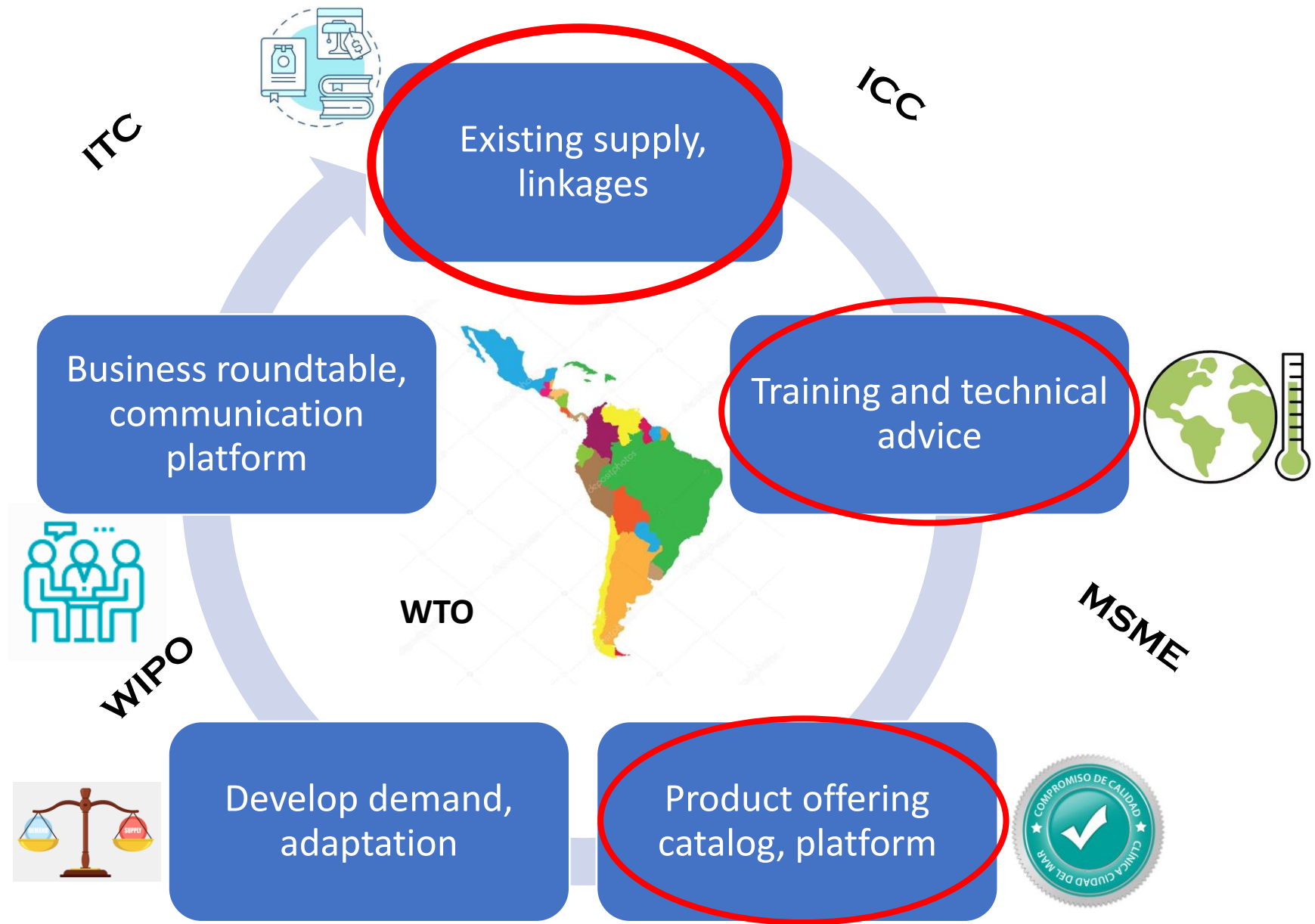
Contact

About us

FAQ

Upcoming course in English: Building a Trade Information Service





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Catálogo para Productos Terminados CLAC



[Inicio](#) / [Cafés](#) / Mi Cafecito Tueste Medio Molido 250gr

[Cafés](#) [Productos destacados](#)

Mi Cafecito Tueste Medio Molido 250gr

Calidad del Producto: Café con olor floral, aromas acaramelado, sabor a fruta cítrica y baja acidez.

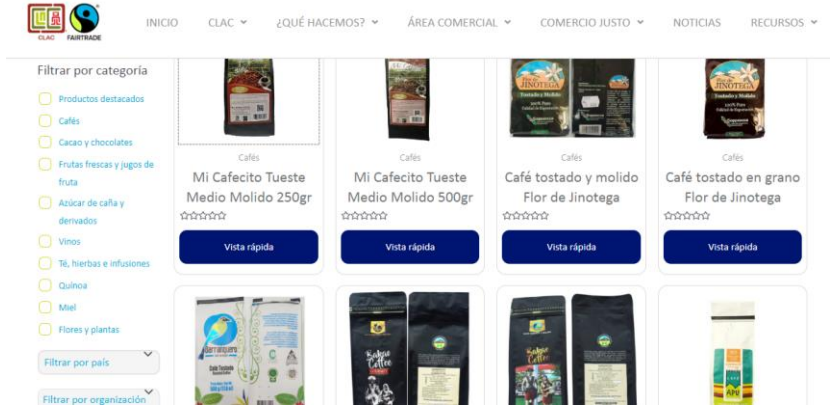
Principales características del producto: Café tostado 100% costarricense, arábico, molido, tueste medio.

[Descargar Ficha Técnica](#)



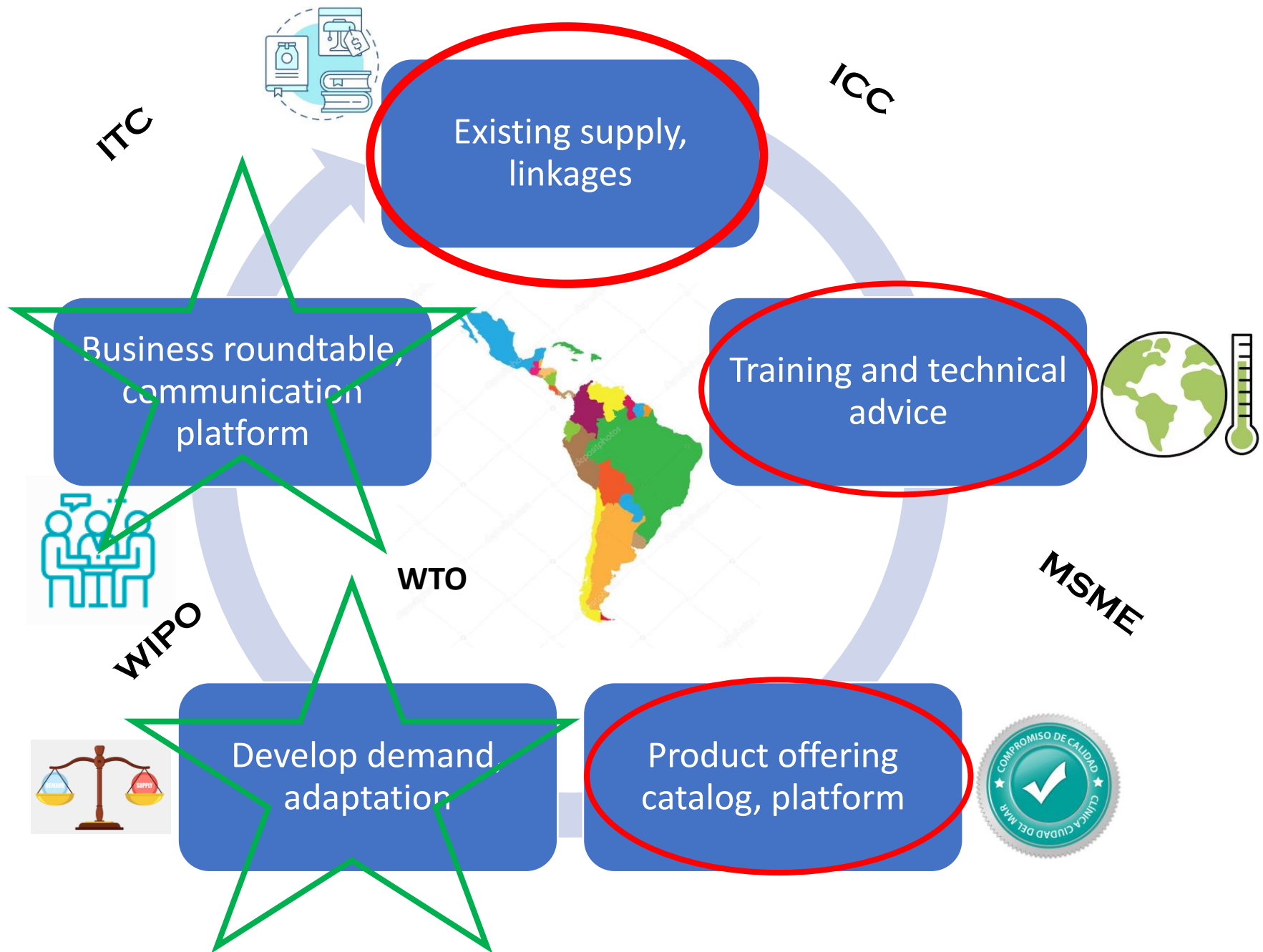
Las organizaciones miembros de CLAC enfrentan muchos desafíos para su sostenibilidad y la de sus entornos. Uno de ellos es la creación de circuitos de comercio justo también a nivel local, nacional y Sur-Sur. Cada vez más empresas de América Latina y el Caribe están interesadas en comprar y comercializar productos de comercio justo y las organizaciones miembros de CLAC están hoy mejor preparadas para enfrentar el desafío, después de muchos años de exportaciones certificadas, y de gran calidad, a muchos países del mundo.

A comienzo de 2022, en plena reactivación económica después de la crisis en el comercio internacional provocada por la pandemia global, lanzamos este proyecto. Un catálogo online para mostrar los productos terminados y ya disponibles para su consumo abierto a toda la membresía de CLAC. Una vitrina gratuita online que permitirá a los compradores de la región visualizar las informaciones básicas y fichas técnicas de los productos disponibles en cada país, y obtener el contacto comercial de las organizaciones de comercio justo para establecer un diálogo directo con ellas.



[Inicio - CLAC-FAIRTRADE \(clac-comerciojusto.org\)](http://clac-comerciojusto.org)

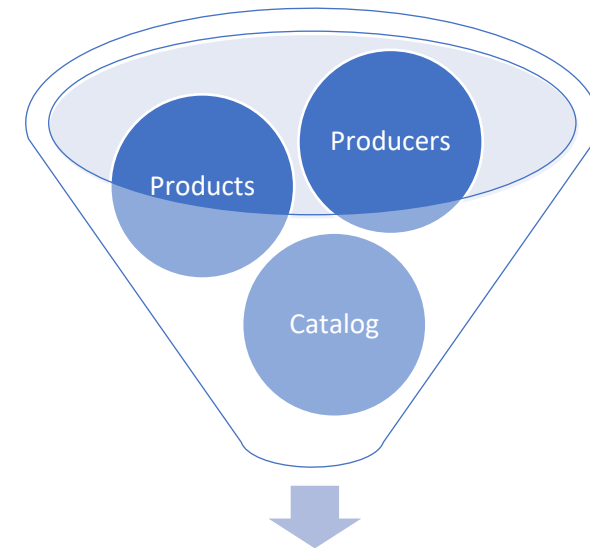




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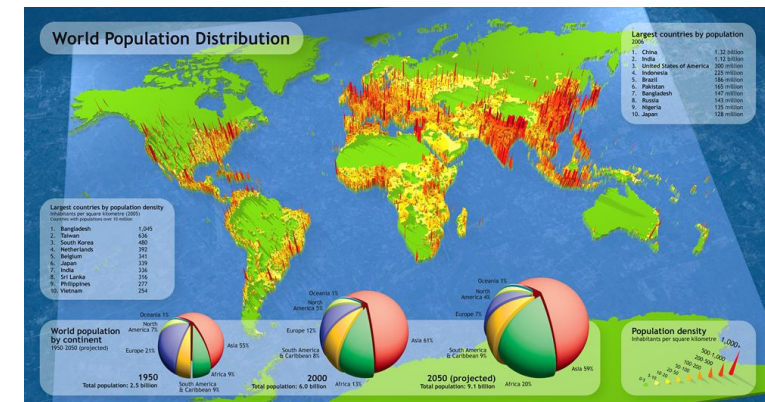
Develop demand, adaptation

- Informed, web pages linkages
- Customer database (ethical buyers)
- Inform and invite all the possible clients to support(B2B)
- Alliance for a global marketplace(B2C)
- Buy Christmas presents o seasonal presents for your clients
- Aid with payment platforms
- Aid with distribution and storage costs



Business round table, communication platform

- Customer contact, negotiate according to volume, production cost and timing directly
- Help to create a business platform for customers to contact and to talk directly to our producers
- Offer both financial options according to Business development
- Alliance for a global store for certified products (franchise)
- Investment option (business and commercial)
- Corporate social responsibility global recognition (stakeholders)



Examples of results of ITC's activities impact:

- Market access and linkages with domestic, regional and international markets as well as relationships between producers and south-south markets.
- Knowledge dissemination through innovative tools such as ITC's Coffee Guide - 300 producer associations, 426 individuals reached
- Quality and value addition through the Golden Cup competition: Resulted in additional sales of US\$ 4,224,000.00, which positively impacted 142 producer organizations (directly or indirectly) and the more than 98,000 individual producers who are part of them.
- Responsible Business Conduct pilots on Mandatory Human Rights and Environmental Due Diligence (HREDD) in Honduras, Brazil and more.





Thank you!

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SCAN ME