



15-1-2016

The Small Producers' Symbol



¿What is the Small Producers Symbol?



🏠 The Small Producers' Symbol, SPP, is a label that represents an alliance among organized small producers to build a local and global market that values the identity and the economic, social, cultural and ecological contributions of products from Small Producers' Organizations. This alliance is based on a relationship of collaboration, trust and co-responsibility among women and men who are small producers, with buyers and consumers. The SPP is backed by an independent certification system.



¿What is the Small Producers Symbol?




- 🏠 The SPP represents the identity of organized small fair trade producers, to distinguish us in local and global markets with our products and values.
- 🏠 The SPP is more than a label. It is a particular way of improving prospects for life and well-being through collective, co-responsible work among small producers, consumers and other stakeholders in the market and in society.



¿What is the Small Producers Symbol?



 The SPP is backed by an independent certification system, guaranteeing consumers that products come from authentic, democratic, self-managing organizations of small producers, and that they have been produced in line with criteria for economic, social, cultural and ecological sustainability, and commercialized under fair conditions.



How the SPP was born?



Coordinadora Latinoamericana y
del Caribe de Pequeños Productores
de Comercio Justo



- It was launched by the CLAC in 2006
- The SPP was established as part of the historical struggle by small producers' organizations to defend, promote, strengthen and bring visibility to a model based on small-scale production and organized commercialization as an effective, inclusive way to generate healthy, balanced economies, societies and ecosystems. Small producers who have organized around the SPP have created their own niche in the market, and their own voice and image for interacting with companies, consumers and other stakeholders in society.



How the SPP was born?



- It is a step forward in the process of appropriating value chains for small producers who have historically struggled against abusive intermediaries, the concentration of economic power and the lack of added value generated in local economies. Throughout recent decades, small producers have expanded their capacities for appropriating the value chain associated with their products.



How the SPP was born?



🏠 The world economy is increasingly controlled by large-scale production and commercialization companies and by values of domination and exploitation, threatening the very existence of small producers. For this reason, small producers chose to create their own organization for promoting their products and their identity in the market.





How the SPP was born?



- 🏠 The vision and values contributed by organized small producers are very different than those contributed by private plantations, trading companies that work with non-organized small producers, and organizations that include small, medium and large producers. Furthermore, the latter use production models that, in practice, often enter into unfair, aggressive competition against small producers' organizations.



How the SPP was born?

Another reason that organized small producers created the SPP was to establish closer long-term relationships of trust and co-responsibility with companies in the market that maintain a deep commitment to organized small producers and to the principles of fair trade and sustainable production.





How the SPP was born?



- The SPP and its certification system only work with small producers' organizations that are comprised exclusively of small-scale producers and with companies that, through their actions, demonstrate a strong commitment to organized small producers and their values.
- All the buyers currently participating in the SPP are cooperatives and companies whose primary mission is fair trade with ecological products from small producers' organizations.



What were the criteria for the SPP system development?

- Accessible for SPO (Small Producers' Organizations); economical and simple
- Adapted to the realities of small organized producers
- Useful in global and local markets
- Acceptance of Participatory Certification-systems
- Combination of inspections
- High credibility towards producers and in the marketplace
- Sustainability and economic independence
- Useful for SPO development processes





The SPP characteristics?

- It's created and 100% property of organized small producers
- It only certifies Small Producers' Organizations
- Its standards, pricing and functioning is decided by the small producers themselves





The SPP characteristics?

- Majority participation of the small producers in the main governance bodies (Assembly, Board, Standards and Procedures, etc.)
- It strengthens the local organizations and economies and promotes generation of added value





The SPP characteristics?



- It requires serious commitment of the buyers; to avoid unfair competition and 'fair washing'
- System of 'multiple certifier' third party certification
- Minimum prices which cover comprehensive production costs



Other characteristics SPP



- ⌚ Declaration of Principles and Values; more than a label
- ⌚ Code of Conduct as corrective tool
- ⌚ Stimulation of organic production
- ⌚ Active participation of actors in evaluation
- ⌚ Public Objections-System to avoid entrance of 'non eligible' entities



Other characteristics SPP



- Physical traceability, no ingredient certification or mass balance
- 50% SPP minimum in mixed products;
- All that can be, must be from SPO
- Differentiation of origin (women, indigenous, countries, etc.)
- Certification as development tool, not barrier



Participation of Small Producers' Organizations (04/01/2016)

**68,779
Producer
Families**

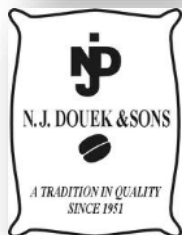
Country	Application	In Progress	Possitive evaluation	Subtotal Process	Subtotal certification	Total
Bolivia	1	0	0	1	8	9
Brasil	0	0'	0	0	1	1
Colombia	0	1	0	1	6	7
Costa Rica	0	0	0	0	1	1
Ecuador	1	1	0	2	6	8
El Salvador	0	0	0	0	3	3
Guatemala	0	0	0	0	5	5
Guinea	1	0	0	1	0	1
Haití	0	0	0	0	2	2
Honduras	0	0	0	0	1	1
India	1	0	0	1	0	1
Indonesia	0	0	0	0	1	1
México	1	0	0	1	13	14
Nicaragua	0	0	0	0	6	6
Paraguay	0	0	0	0	2	2
Perú	0	1	0	1	19	20
Rep. Dominicana	0	0	0	0	2	2
TOTALS:	5	3	0	8	76	84





Registered Companies

(04/01/2015)



COUNTRY	Aplication	In Progress	Registered	Suspended	Expired	Total
France	1	0	2	0	0	3
Canadá	0	0	4	0	1	5
Honduras	0	0	0	0	1	1
USA	0	0	1	0	4	5
Colombia	0	0	1	0	1	2
Alemania	0	0	1	0	0	1
Ecuador	1	0	0	1	0	2
Netherlands	0	0	1	0	0	1
India	1	0	0			1
Italia	0	0	1	0	0	1
Perú	0	0	1	0	0	1
TOTALS:	3	0	12	1	7	23















SKS Farms





Certified Products

-  Handicrafts
-  Sugar
-  Banana, plantain
-  Coffee
-  Cocoa
-  Fruit for processing
-  Herbs
-  Juices
-  Mango
-  Peanuts
-  Honey
-  Quinoa





Authorized Certification Entities



Perú



Latina



Ecuador



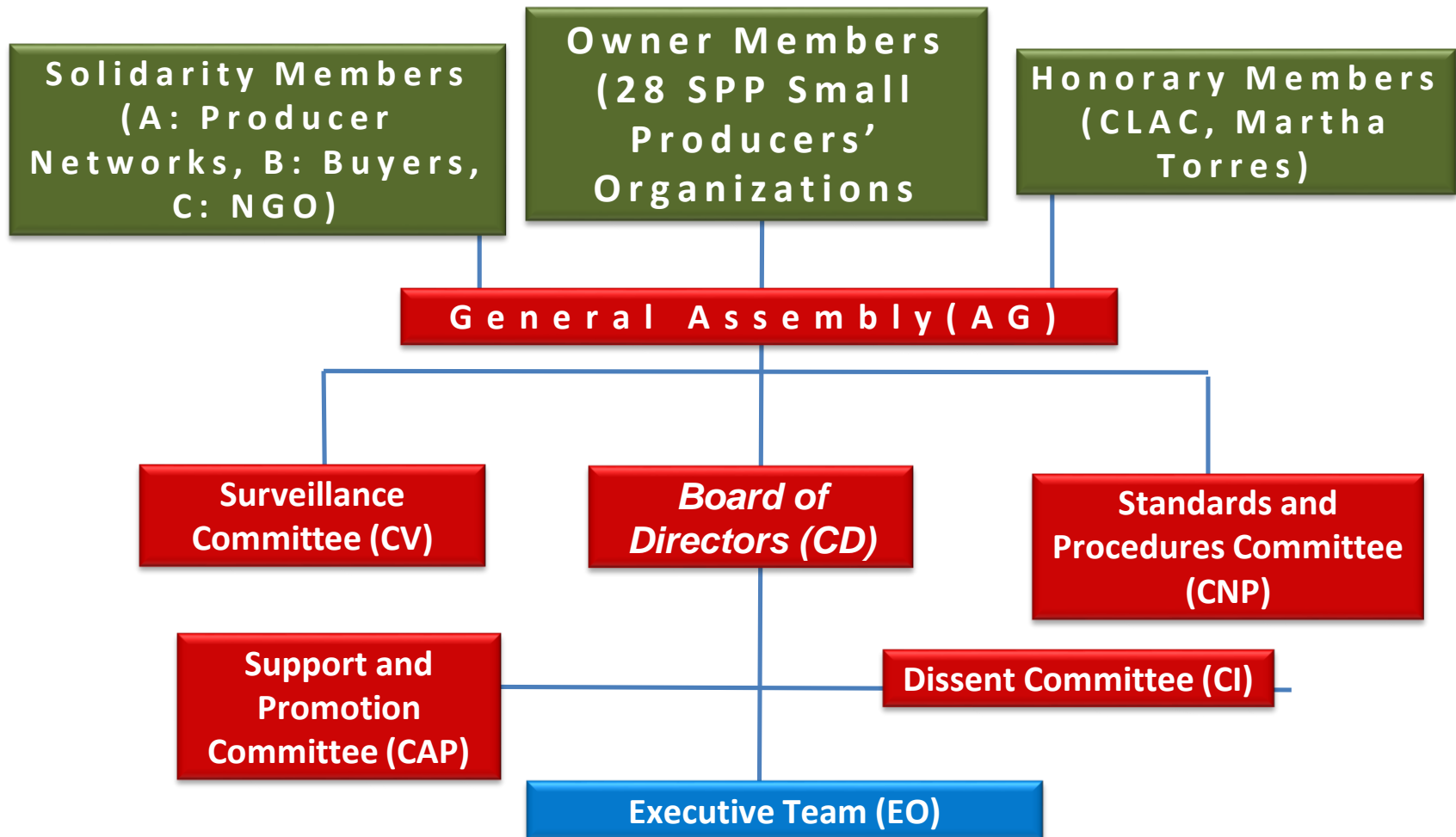
Participation Statistics (30/04/2015)



% SPO that sell SPP	71%
% SPO that don't sell SPP	29%
% SPP of Total Sales Volume SPO that sell SPP	23%
% SPP of Total Sales Volume SPO	17%
% OPP of SPP which are organic	90%
% of SPP SPO's have FTI certification	75%



General structure





General Assembly (AG)

👤 **Owner Members** (voice, vote, be voted): SPO

👤 **Solidarity Members** (voice, be voted):

A. National Networks of Small Fair Trade Producers

B. Registered End Buyers

C. Allied Non Governmental Organizations

👤 **Honorary Members (voice):**

- CLAC, others





Board of Directors (CD)



Position	Person	Organization	Country	Representation	
Chair	Rosa Guamán	Jambi Kiwa	Equador	SPO's	South America
Vice Chair	Ricardo Bustos	CENCOIC	Colombia	SPO's	South America
Treasurer	Santiago Paz	NORANDINO	Perúu	SPO's	South America
Secretary	Ivania Calderón	CECOCAFEN	Nicaragua	SPO's	Central America, Mexico, Caribbean
Member	Sonia Murillo	Coopecañera San Ramón	Costa Rica	SPO's	Central America, Mexico, Caribbean
Member	Celso Eleuterio Cabadilla	UCIRI	Mexico	SPO's	Central America, Mexico, Caribbean
Member	Phyllis Robinson	Equal Exchange	USA	Final Buyer	North America
Member	James Solkin	SANTROPOL	Canada	Final Buyer	North America
Member	Nicolás Eberhart	ETHIQUABLE	France	Final Buyer	Europe





Surveillance Committee (CV)



Position	Person	Member	Representation	Country
Chair	Elías Choconapi	Unión Proagro	SPO's	Bolivia
Member	Jeff Moore	Just Us! Coffee	Final Buyers	Canada
Member	Laurent Dietsch	AVSF	Civil Society	France





Standards and Procedures Committee (CNP)



Position	Person	Representation	Member	Country
Chair	Rodolfo Peñalba	SPO Coffee and Cocoa	COMSA	Honduras
Vice Chair	Joaquín Vásquez	SPO fresh and processed fruit	UROCAL	Ecuador
Member	Jairo Rosales	SPO Coffee and Cocoa	CACAONICA	Nicaragua
Member	Avelino Morocho	SPO Sugar, honey, others	COPROBICH	Ecuador
Member	Joey Pittoello	Final buyers	Just Us! Coffee	Canada
Member	Hugo Valdés	Civil Society	Cooperativas sin Fronteras	Costa Rica





Dissents Committee (CI)



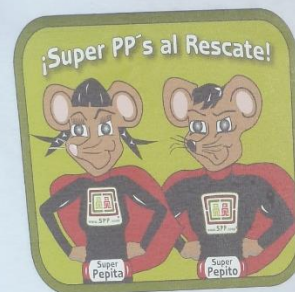
Chair	Chair Surveillance Committee	Elías Choconapi
Member	Chair Standards and Procedures Committee	Rodolfo Peñalba
Member	Chair Board of Directors	Rosa Guamán





Support and Promotion Committee (CAP)

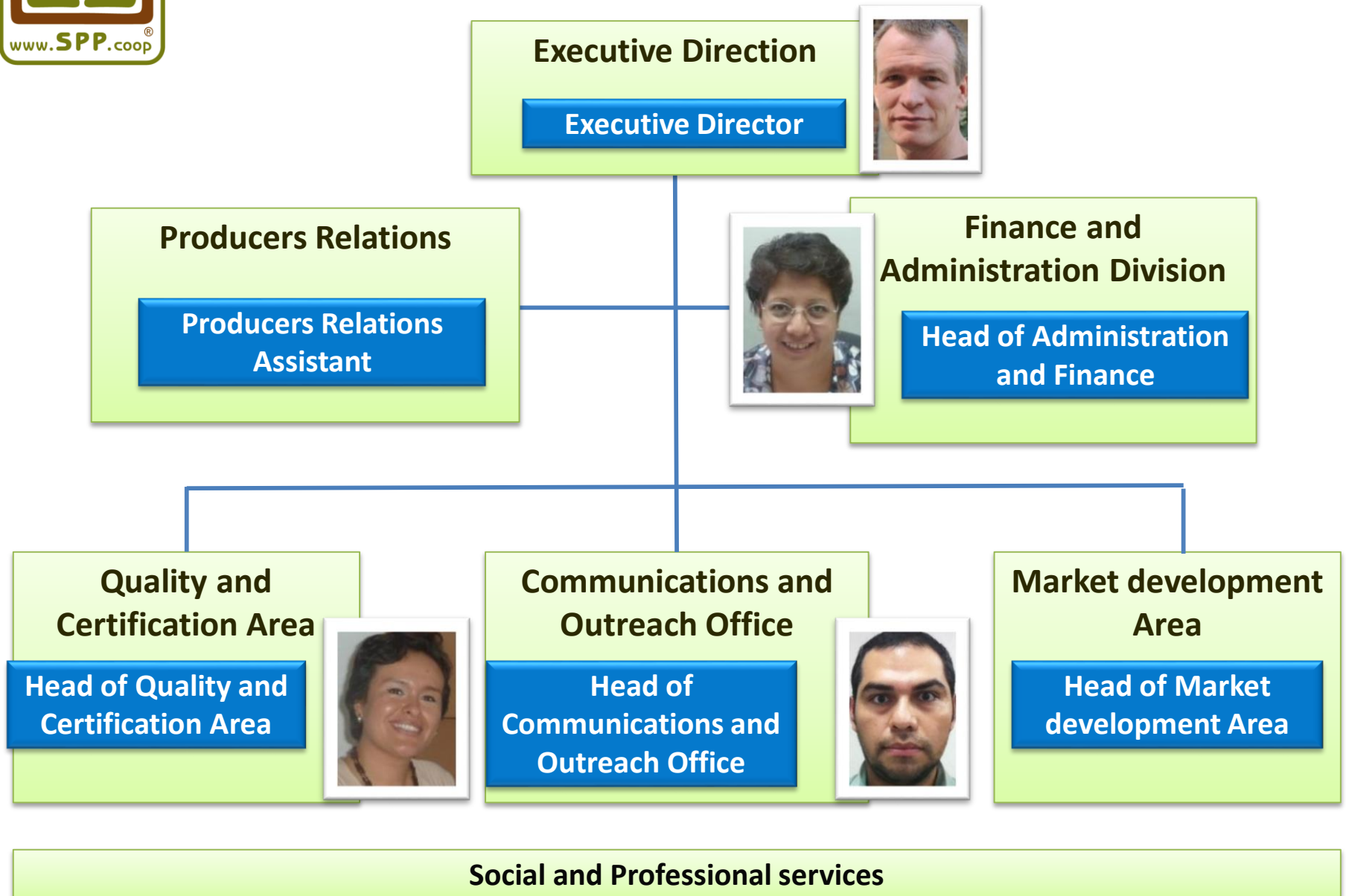
Position	Person	Representation	Country
Presidente	Santiago Paz	Productores	Peru
Miembro	Rosa Guamán	Productores	Ecuador
Miembro	René Ausecha	Productores	Colombia
Miembro	Felicia Robinson	Compradores	USA
Miembro	Nicolás Eberhart	Compradores	France
Miembro	James Solkin	Compradores	Canada



I prefer products with the
Small Producers' Symbol
Made by and for
People with Purpose



Operative Structure





International Structure (under construction)

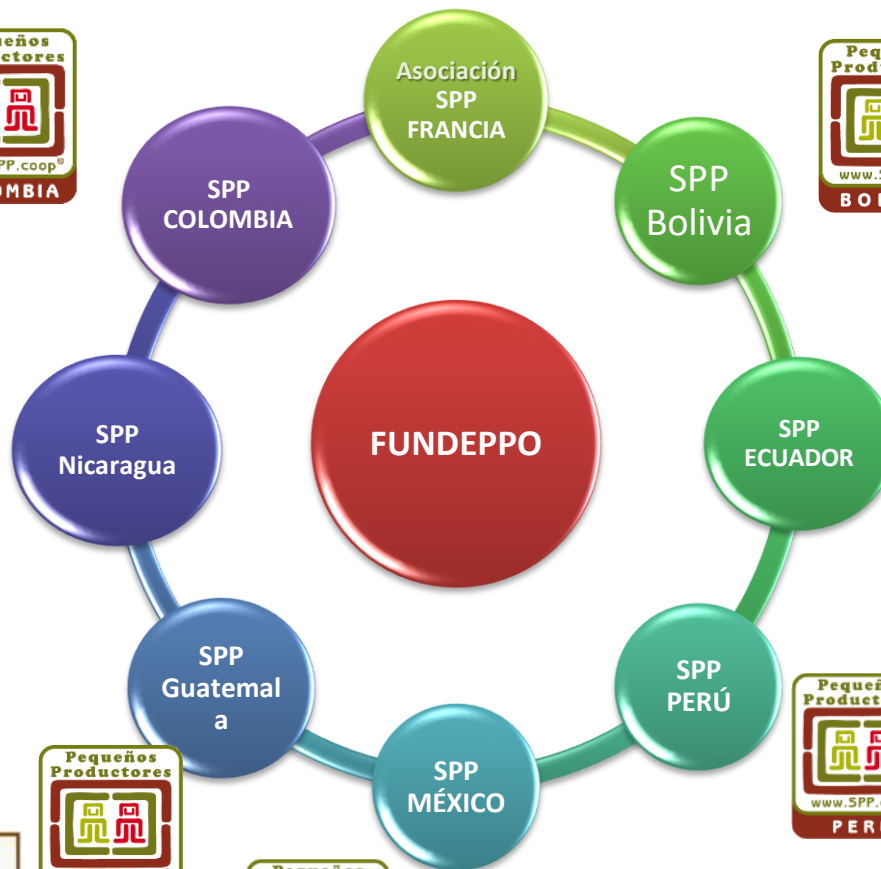
SPP France



Network
SPP-SPO
Colombia



CNCJ



SPP Ecuador



Coordinadora Mexicana de
Pequeños Productores
de Comercio Justo



SPP-France





SPP Ecuador



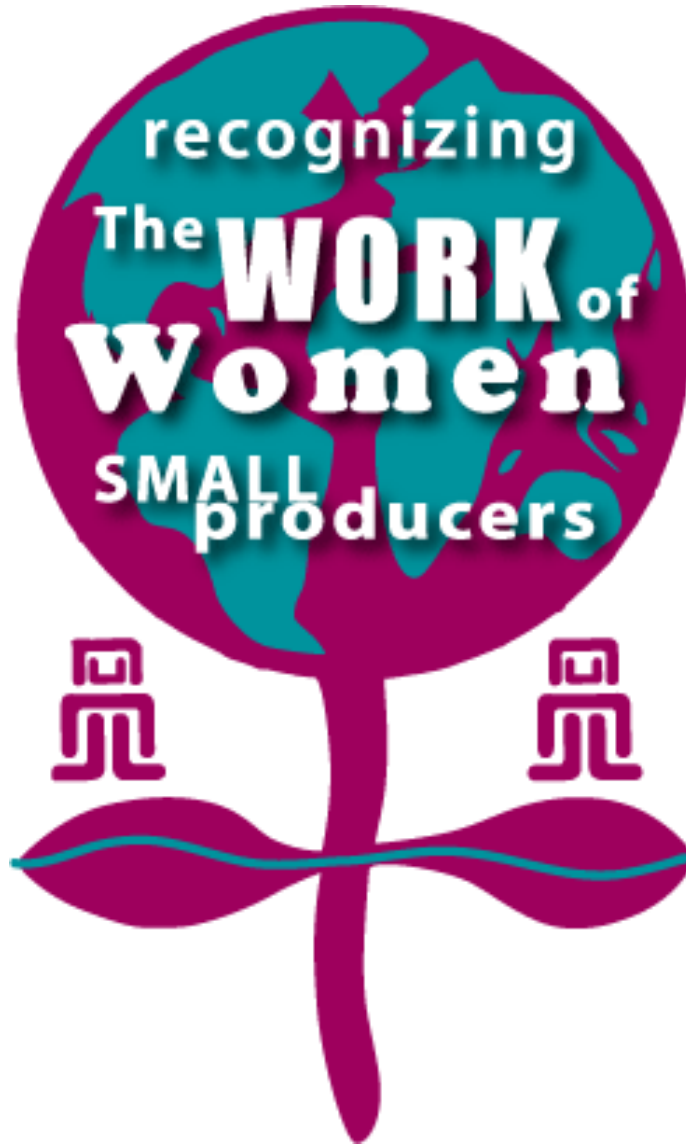


1st Campaign SPP contributions





2nd Campaign SPP Contributions





Some International SPP activities for 2016

February: Biofach Germany:

-  Forum Women acting against climate change
-  International Fair Trade Forum FWP
-  Visit to European buyers

April: SCAA, EEUU:

-  Stand SPP
-  Business conference + Coffee tasting

April: Virtual General Assembly

-  New income associated
-  Approval Strategic Plan 2016-2020
-  Additional appointments



It's ours, make it yours





Thanks! We're at your service

Long live organized small producers!





The SPP is not speaking for the small producers: WE ARE the small producers



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Productores