

Noti-SPP 12

20 - 09 - 2013

[Boletín del Símbolo de los Pequeños Productores](#) 

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English Edition



**Small Producers
Building a World
of Justice and Solidarity**

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Speaking about the SPP

Dario Iezzoni, Marketing and Sales Director at Santropol, Montreal, Canada, shares his definition of the Small Producers Symbol.



For me, the Symbol reminds me of my childhood immersed in the passion for the native peoples who lived in America before the Europeans arrived. It is a graphic design that brings us back to the origins of fair trade, as it should be. A balanced trade between North-South,

South-North or South-South.

The symbol also represents colors; earth colors, green leaves and humus, an equality between fertile soil (down) and Mother Earth (top, spirituality), equality between men and women, an equal exchange between two people. Two people at the same level, respect between human beings and between people and always respectful with the environment. Defending the symbol, is to affirm the principle of independence assumed and producers gathered peacefully across continents. The logical evolution of fair trade, fair trade XXI century.

Finally, for me, North American, is a way to express my respect for those who make my work possible and meaningful."

On August 19th, Dario Iezonni visited the FUNDEPPO office. His visit was focused on the SPP, and in the coming months Santropol will launch a promotion campaign in Quebec on the 'Small Producers' Symbol or *Symbole des Petits Producteurs*.

We look forward to follow this campaign and spread the word with our followers, about the work of committed companies, like Santropol, are achieving.



Jerónimo Pruijn,
Alejandra Rángel y Dario Iezonni

New SPP family members

As tradition, we are pleased to introduce in this edition of the Newsletter the new SPP family members

#	Name	Country	Product
1	PICHANAKI	Peru	Coffee
2	LOS CHANKAS	Peru	Coffe
3	ASPROCAFÉ INGRUMA	Colombia	Coffe
4	CECOVASA	Peru	Coffe
5	CENCOIC	Colombia	Coffe
6	PROAGRO	Bolivia	Coffe
7	JAMBIKWA	Ecuador	Aromatic Herbs
8	FECCANO	Haiti	Cocoa



We congratulate those Small Producers for their example, the Certification Entities for the provided

services, buyers and companies for the motivation they give to those organizations that have become their suppliers. The Small Producers' Organizations, certified SPP, invite all their buyers to join the SPP to strengthen this great movement of small organized producers and solidarity market.



News from the SPP

We are happy to announce that the 7th and 8th of November will be held the Third International SPP Gathering in the city of Cusco, Peru, at the foot of the symbolic and monumental sacred site of Machu Picchu. All members of the Small Producers' Symbol family will celebrate the achievements and benefits that have been made, analyze the context, identify challenges, and define dreams and practical strategies together. If you want more information, [please check the Call](#)!



In addition, prior to the Third International SPP Gathering, on November 6th and 7th will be held the Second Andean Fair Trade Meeting, also in Cusco, where the SPP and his family members will also be present. We invite you to see the [Call](#) released by the National Fair Trade Network of Peru

News from FUNDEPPO

The 4th and 5th of September an online SPP training

course was held to update some 25 evaluators and other staff of the Certification Entities authorized by FUNDEPPO. The main objective for those Certification entities was to have a better knowledge about the recent adjustment made to the certification program, regulation costs and to the SPP Standards. Remember that these authorized **Certification Entities** can also help you in case you have any concern about the SPP certification.



On September 27th the Ad Hoc Committee of CLAC will meet in Dominican Republic, on behalf of its V General Assembly, and will be reviewing the current Small Producers Symbol ownership structure.



News from the SPP's Cooperatives

Agrarian Coffee Cooperative and Services ORO VERDE LTDA, PERÚ



Oro Verde began with 56 former small coffee producers organized as a cooperative since December 1999, with 50% of mestizo population and 50% of Chanca-Lamistas and Awajún from several municipalities in the department of San Martín, Peru.



"Currently, our organization is making a new step towards industrialization as it works since 2012 with a dry mill to obtain green coffee, which can be exported directly as raw material, without involving third parties. Our organization has a plant for the roasted and ground coffee which, since 2011, has achieved brand positioning of ground roasted coffee in supermarkets in Lima. In 2013, this stage is reinforced with the agroindustrial inauguration of the chocolate plant. This strengthens the organization since it has reached the stage of providing finished products."



"Consumers appreciate our 'finest aroma' products that, in the meantime, promote their wellbeing. The unique flavor reflects our efforts to promote a good coffee quality, preserving varieties of origin and thus, obtain a natural aroma of the finished products. We control the production process and quality from the field to the final product. Today we are 1165 working producers, 1106 men and 59 women."

News Bites

Did you know that ethical arguments help differentiate organic products?

This [study](#) was conducted in five European countries by the authors *Katrin Zander, H. Stolz and Ulrich Hamm*, in the University of Kassel, Germany and published in the journal "Appetite". It Suggests that organic producers can differentiate their products from their competitors' with better use in ethical messages packaging. This study, entitled "*Promising ethical arguments for products differentiation in the organic food sector: a mixed methods research approach*" indicates that the trend of "ethical consumerism" is growing worldwide and "organic" and "fair trade" concepts can satisfy all consumers expectations.



In that matter, we are proud of the packaging of Ethiquable products, SPP buyer and partner, that match with ethical criteria and therefore help supporting small producers.

Did you know?

Did you know that now small roasters and traders can now easily participate in the SPP through its direct provider? Are you interested? Please review the document "[Guidelines for shared Register with small buyers](#)" If you are a consumer, tell your small roaster, café or shop to participate with the SPP.

Commodity Exchange

Several organizations of coffee producers are looking for customers for their certified SPP coffee, check out the [list of certified producer organizations](#)

- There is an important supply of bananas certified SPP (organic and conventional) and organized small producers (Dominican Republic,

Ecuador, Peru, Costa Rica) are actively looking for final buyers who would be interested in marketing under SPP scheme.

- SPP producers organizations are looking for buyers for mexican honey (organic and conventional) and asparagus and pineapple from Peru.

- A company from United States is looking for coconut and jojoba producers (for oil extraction) and herbal lavender producers. They require significant volumes and are interested that the organization is SPP certified.

More Information about Commodity Exchange?

Write us at: com@spp.coop

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For more information : info@spp.coop



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