



Press conference

SPP Small Producers' Symbol



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Press Conference - Toast

Thursday February 14, 2019; 6:30 PM

Biofach, Nürnberg Messe, NCC4A-11

Welcome

We have invited you to this press conference and toast because SPP has many things to celebrate.

We have achieved many things this past year and we want to share the 5 main accomplishments with you.

My name is Nelson Melo and I am the Chair of SPP Global's Board of Directors, the organization behind SPP Small Producers Symbol. Tonight, I am joined by the Executive Director, Jerónimo Pruijn.

Also, several friends and companies are with us tonight, who have been key in the history of SPP's development and achievements.

1. SPP Achievements

After more than 12 years we ventured into launching this SPP initiative and throughout 7 seven years in the market we have achieved the following:

- More than 150 small producer organizations in 28 countries in Latin America, the Caribbean, Africa and Asia.
- Combined, these organizations represent more than half a million small producer families and around two and a half million individuals.
- 44 Final Buyers in 18 countries in Europe, North America, Latin America and Asia.

® SPP Global



- A market value of SPP products in North America and Europe of more than 40 million euros.
- Two leading companies in the international coffee market, Equal Exchange and Cooperative Coffees, have defined the SPP prices as the minimum to observe, above any other reference in the fair markets.
- The variety of products has increased to more than 50 different categories.
- For the last two years, we have maintained a market value growth of around 50% annually.

2. SPP Positioning

In the most recent VII SPP Global General Assembly celebrated in June 2018 in Piura, Peru, several key decisions were made regarding the future of the SPP producers.

Firstly, we adjusted the definition of SPP as follows:

SPP is an intercontinental network of ecological small-producer organizations. In partnership with committed companies and consumers and legitimized by independent certification, we fight for the recognition of our work and high-quality products, a dignified life, and a healthy planet for all.

The Assembly has also made a stand on SPP promoting its values in alliance with the following movements:

- Agricultural, indigenous, afro, aborigine, etc. movements
- Organic and agro-ecological movement
- Cooperatives movement
- Fair trade and solidarity movement

Secondly, we have decided that all SPP products should count, in addition, with an organic certification as minimum criterion.

It is greatly significant for SPP to reveal this organic commitment for the first time ever, and publicly, in the major global organic product fair, which is Biofach.



3. New Recognition of SPP

In November 2018, SPP received full recognition as an equivalent certification by Forum Fairer Handel, FFH, that is, the German Fair-Trade Network.

With this recognition, many supermarket and specialized products chains who demand this recognition to stock their shelves have opened their doors to us.

This way, many families can aspire to sell more products under SPP prices and conditions in the German market, a potential major market for SPP, as market studies have indicated.

4. New SPP Cocoa Prices

Today, we are formally announcing the new SPP cocoa prices.

SPP Global has acted on the grounds of the critical situation of the international cocoa market due to the very low prices and the increase in sustainable production costs.

The most recent collected data reflects that the sustainable production costs for small producers are in average well over US \$3,200/t, when the commercial market is around US \$2,000 and US \$2,200.

SPP Global has decided to conduct different international studies regarding these production costs, in collaboration with universities in Spain, France and Mexico.

However, the dignity of SPP small producers cannot wait around for these final study results, for which we have decided to provisionally apply a new SPP cocoa price.

The new SPP cocoa prices effective on March 1, 2019 are the following:



Minimum Sustainable Price	Organic Recognition	SPP Incentive	SPP Organic Total
\$2,500 usd/t	\$ 450 usd/t	\$ 250 usd/t	\$ 3,200 usd/t

5. SPP Europe

To close with a flourish, we would like to share that the aforementioned Assembly made the decision of creating the SPP Europe platform in order to make an incursion and to promote the products of our organizations in the best way throughout the different countries in this continent, starting with Germany, Spain, Switzerland, England, Holland, Italy, and other countries along the way, apart from consolidation of the strong SPP presence in France.

SPP Europe will be the first regional representation that will be created also in North America, Africa and Asia.

We are very excited about the new perspectives of SPP that we have shared with you today, and we hope we can count, as always, with your commitment and enthusiasm. Thank you very much ¡Viva el SPP! [Hooray for SPP!] ■

Nelson Melo Maya, Chair
SPP Global

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