



## Association française du Symbole des Producteurs Paysans France SPP France

### ACTIVITY REPORT – YEAR 2023

#### 1 Promotional activity: trade shows

- Biofach (February 2023)

Collaboration at SPP Global's booth.

Goals: support for French-speaking SPOs, meetings with potential partners, prospecting.

21 contacts established, but overall mixed results.

- Paris Café festival: visit
- Natexpo: booth and participation in a round table on the cocoa sector

We realized that running a booth probably wasn't a must.

- Salon du Chocolat: one conference was organized, with participation from producers.

#### 2 Prospecting and business assistance activities

- monitoring of companies' ongoing registration processes.
- support for companies considering joining SPP.

No significant progress has come to fruition.

#### 3 Fair Trade Fortnight

- Production of three short videos on "small producers' specialty coffees"
- An event in a Biocoop shop in Paris (19°).

#### 4 Communication

- Sales Help Sheets
- Website re-structuring
- Implementation of new logo and related communications to member companies.
- LinkedIn page was launched

#### 5 Commerce Equitable France

- Antoine Gonnet Miranda's participation on the Board of Directors (elected in June)
- Collection of sales data for CEF's Observatory.
- Participation in the "Solidari 'Thé" working group (concerning tea sector)

#### 6 Coordination with SPP Global

Participation in a large number of coordination meetings both on Equity 2 project and on marketing and promotion matters.

#### 7 Governance

The Board of Directors met four times in 2023.

The Bureau met to carry out the annual interview of our employee and it also dealt, per email, with questions relating to employee's end of contract.  
Our General Assembly was held on June 29, 2023.