



A Briefer of Southern Partners and Fair Trade Corporation (SPFTC)

Established in 1996, Southern Partner and Fair Trade Corporation, acted as the processing and trading facility of the people's organizations, and the direct link between the region's producers and the end-users or consumers, thereby working to minimize, or eliminate, whenever possible, the multi-layered transfer-pricing scheme of middlemen and traders who stand between the producers and the consumers. The firm advocates for and practices the basic tenets of FAIR TRADE in its processing and marketing. This means paying just price for the producer's farm products and above minimum wage for the production workers; and delivering quality products to the consumers. SPFTC helped the organization of mango farmers, as the suppliers of the firm's raw materials, to conglomerate into what is presently known as Cebu-Bohol Mango Farmers' Association with 23 member organizations. Some of these organizations also into "korpo" a traditional form of cooperation among mango tenders and growers.

Mangoes were chosen as the flagship product of the corporation since this commodity is one of the main agricultural products of the region and majority of the members of the community partners are mango farmers.

In 1999, SPFTC started to process mango in its processing plant located at Inayagan, Naga, Cebu about 16 kilometers from the City of Cebu. During its initial stage the volume of fresh mangoes being processed was barely 500 kilos daily.

In 2003, significant developments and improvements in the production system were introduced resulting to an increased volume of 1000 daily. By the last quarter of same year, the volume grew to 3,500 kilos daily. Likewise, this marked the improvement of the firm's production efficiency as shown by the lower cost of production by more than 100 percent. This is mainly due to the decrease of spoilage by 32 percent.

In 2005, optimum monthly finished product output of processed fruit is 7,917 kilograms, has further improved its efficiency and production systems by upgrading its technology.

Our mainline market niche is the fair trade organization in Europe, Japan and Hongkong. These are their network of fair trade organization whose vision, missions and goals are focused at developing fair trading and promoting equitable, democratic distribution of national wealth and mutually beneficial distribution and exchange of products and goods between people for the benefit of small organizations.

SPFTC is engaged mainly in the processing of farms products, as its raw materials, are abundant within the Visayan regions as well as the northern Mindanao regions. Its production facility is designed for the dehydration of tropical fruits and processing of fruit juices, purees, jellies and jams. The common tropical fruits utilized as raw materials include mango, papayas, banana and jackfruit. The nectars and juices of these fruits are also processed into fruit blends and mixes.

Our corporation is having its office at Door 1 YMCA Arcade, No. 51, Osmeña Boulevard, Cebu City which serves as the communication and display center for their products from the processing plant from Inayagan, Naga, Cebu as well as those products from the member organizations as that compose the Southern Partner and Fair Trade Corporation.

There are about 15 regular workers but during peak time for processing this will reach to as high as 45 to 50 additional workers paid on a per day basis.



Our production workers are organized for mutual benefit and this is the avenue for which issues are resolved between the workers and the management. This is named the Mutual Help Association.

The highest policy making body of the SPFTC is the Board of Directors. The Board of Directors conducts a periodic planning and review of its operation together with the Management Committee composed of the different Department Heads. The details of the plan is then transmitted to the entire working force via general assembly or forum. Here the comments and suggestions of the rank and file is heard and deliberated for consideration. This is consolidated as an input to the over-all strategic plan translated into different programs both in short and long term timelines. Reviews are undertaken by semester with the participation of the core staff including selected officers of the supply base organizations together with the members of the Board.

As a Corporation undertaking development enterprise, SPFTC shall endeavour to become self-reliant, while supporting people's initiatives and actions. As a Development-oriented organization it shall vigorously complement people's initiatives by engaging in active advocacy efforts, and support to empowerment-building of the people. Its programs and concerns include:

- ◆ Fair Trade and development enterprise
- ◆ Post-harvest technology and development
- ◆ Product research and development
- ◆ Farm development and organic production as a special program
- ◆ Institutional development

In terms of the different concerns being addressed by the Corporation, the details of the core programs are:

DEVELOPMENT PROGRAMS

1. POST HARVEST TECHNOLOGY DEVELOPMENT

SPFTC aims to contribute in addressing the problems of farmers and fisher folks by directly buying the farm and marine products, paying them a better/higher price for their harvest/produce, and giving a value-added component to their products thru processing of these into new products which can be offered to the market.

SPFTC undertake production of quality and health enhancing processed fruits/foods from agro-marine products from farmers and fisher folks.

We provide skills development and enhancing to Community based women and youth, for them to be able to participate and work efficiently in the fruit/food processing at the SPFTC processing plant. Development sound and appropriate technology which are people and environment friendly and are needed in the production process.

Post-harvest technology and development Activities

- ◆ Production and processing of the flagship products and new products developed by the Corporation
- ◆ Training and other skills transfer deemed necessary in the continually growing production process
- ◆ Supply base development for raw material resource sustainability
- ◆ Developing technological aspects in the production process and timely operation review



2. MARKETING AND DEVELOPMENT ENTERPRISE

We aim to improve the livelihood and well-being of producers by increasing market access and developing opportunities for disadvantaged producers.

SPFTC believes the Fair Trade is an alternative approach to Conventional International trade. It is a trading partnership which aims at attaining a sustainable development at the ground level primarily for the disadvantaged and marginalized producers.

SPFTC does business enterprise and development work to assist small producers from the agri-marine sectors and other community organizations in the central Visayas region. We promote and actualize the fair trade philosophy and principles in our business enterprises while working for attaining changes in the lives of the small, disadvantaged, and marginalized producers.

We promote and campaign for fair trade by setting as example of partnership in trade through dialogue, transparency and respect, participate in making basic changes in the rules and practice of conventional international trade; to protect human rights by promoting social justice.

Marketing and development enterprise Activities

- ◆ Promotion and marketing to different groups; the national network of church- and people's organizations, the general public, students, international solidarity groups
- ◆ Market research
- ◆ Strengthen advocacy and partnership on fair trade and the people's agenda
- ◆ Colloquia on Fair Trade issues and safe food
- ◆ Timely customer servicing
- ◆ Trade fair participation

3. RESEARCH AND DEVELOPMENT

SPFTC pursues research and development to complement its post harvest technology and fruit/food processing efforts.

One main concern is undertaking series of study and product research and development towards attaining and innovating new product lines based on available raw materials/ agri-marine produce in Central Visayas and in neighboring regions within the Southern Philippines; and develop/improve current products based on sound studies.

Product research and development activities

- ◆ Product improvement and development based on sound studies current products being developed include non-sulfite dried mangoes, dried bananas; and new product
- ◆ Technology design based on requirements of products being developed liked mango jam, mango halves in syrup; green mango puree, mango wine powdered yam (kinampay)
- ◆ Innovative new products based on available raw materials from farmers in the region
- ◆ Technical researches on food processing and product testing
- ◆ Diagnosis and evaluation



4. SUPPLY BASE DEVELOPMENT

SPFTC aims to provide access of their produce to the market, support the empowerment initiatives of producer organizations, and provide sound, sustainable, and environment friendly alternative of the fair trade philosophy and principles.

We undertake needs-assessment of partner farmer organizations and conduct education and skills development activities for farmer producers on sustainable agriculture, organic approaches in farming to encourage chemical free farming. SPFTC provides interest free production-subsidy to mango farmers-korpo groups for a debt-free means in their farm production.

We undertake continuing research to study the conditions of the agri-marine producers in the region in the backdrop of the socio-economic and political situation of the region.

SPFTC in actualizing its advocacy to sustainable agriculture approaches and chemical free production of mangoes, will undertake community based demo-farm production of organic mangoes after thorough study and research in partnership with Science and Technology institutions and networks.

Supply Based development and organic production activities

- ◆ Organic research and piloting of selected farm for organic mango growing
- ◆ Engaging in organic farming as source for product research and development work and other use of SPFTC

5. INTITUTIONAL DEVELOPMENT CONCERNS

5.1 Advocacy, Community Development and Solidarity Building

SPFTC believes that genuine development of people can be attained only when meaningful social, economic, and political changes have been attained in the Philippine society.

We stand with and among the people who witness massive poverty, injustice and exploitation, and the massive degradation of dignity of the majority of the Filipino people.

We commit to work with empowered people's organizations and contribute of our share in effecting change whereby majority of our people can enjoy the full fruits of their labor and blessings of justice, righteousness, human dignity and integrity as persons.

SPFTC was instrumental in the formation of the solidarity and people's advocacy network in partners with church institutions, friends of migrants (support to Filipino migrants) and has assisted the formation and strengthening of community based networks and mango farmers organizations in the region. We continue to be active in the undertakings of these networks.

We move on in strengthening our commitment to support the empowerment efforts thru the following programmed activities: the Development Study Tours aimed at fostering and enriching cultural exchanges between peoples and races, a better understanding of fair trade and having a closer look at the situational conditions of the small and disadvantaged sectors in the region; and in the coming year, the support to the education of the youth in partnership with solidarity organizations abroad.



This year, SPFTC has organized its Fair Trade Sustainable Travels in Central Visayas and linking this to other provinces like Palawan for ecological and fair trade exposure and touristic travels.

6. MANAGEMENT AND LEADERSHIP SYSTEM

As a Fair Trade organization, SPFTC envisions that the efforts in processing of the products will benefit the marginalized sector of the society. Its vision is “Genuine, total development of the people and society, whereby there is justice, empowerment, self-reliance and sustainability of natural resource for the greater benefit of the people served.”

Its mission revolves around:

1. Establishment of the dynamic and direct link between the producers-peasant and fisherfolks, and the consumer by giving due and just value to the producers product, and the quality products at reasonable prices to the end users;
2. Provision and opening other options and alternative market niches for the product of the member-NGO's and PO's and creating value-added components to the products; and
3. Provision of equitable structure involving sharing of profits.

As Fair Trade practitioner, it will always adhere to the following principles:

1. Provide fair wages to its youth and women workers and ensure good working conditions;
2. Encourage and practice active involvement of women and youth in equal opportunities and responsibilities with men;
3. Ensure a sustainable and safe use of raw materials;
4. Promote and practice a sound environmental approach in farming and production; and
5. Advocate and practice Fair Trade.

SPFTC's Management Team is headed by a Board of Directors. This is composed of 7 member team. The Managing Director sits as one of the Board.

Southern Partners is registered under the Securities and Exchange Commission in the Philippines (SEC), with Reg. no. C199600282, and is registered as a business with the following permit nos : Processing Plant in Naga, Cebu 0600692 and the Fair Trade Shop with business no. 076688.

SPFTC's BFAD License, LTO No is RDII- RVII-F-3005 and its Department of Trade and Industry Certification no is 875568.

BE THE CHANGE YOU WISH TO
SEE IN THIS WORLD.

SUPPORT FAIR TRADE!!!





PEOPLE'S FAIR TRADE SHOP

One of the first Fair Trade shops in the Philippines to showcase & Market our Filipino Fair Trade Products.

You can buy food, a tasty and quality Mango goodies and pasalubong treats, bags, jewelry, handmade crafts, indigenous musical instruments, and other locally made souvenir items made by Fair Trade organizations and small producers.



Visit the People's Fair Trade Shop
Unit 1, YACA Arcade, Osmeña Blvd., Cebu City
Tel no. (032) 412-5892 Telefax (032) 412-5893



Products

are truly quality-process, fair trade food direct from the farm to your tables.

Processed by trained urban and rural folks, the youth, the women members of people's organization, these are banded in accordance with the International Food Quality and Safety Standards of Good Manufacturing Practices(GMP), Sanitation & Hygiene(SSOP) and Hazard Analysis Critical Points(HACCP).

Also available:

- * Dried Mango chips w/ kalamansi/vit. C (100g)
- * Dried Mango chippy w/ kalamansi/vit. C (1.4kg) & 1kg
- * Mango Yema
- * Mango Concentrate 1gal & h-gal



THESE PRODUCTS ARE AVAILABLE AT:

PEOPLE'S FAIR TRADE SHOP
Unit 1, YACA Arcade, Osmeña Blvd., Cebu City, Philippines
Tel. (032) 412-5892, Fax (032) 412-5893
E-mail: info@fairtrade2010.com
Website: www.fairtrade2010.com/trufood

Quality Processed by:
SOUTHERN PARTNERS & FAIR TRADE CORPORATION



Certificate

to confirm that

Southern Partners and Fair Trade Corporation

is a bonafide member of the
Philippine Fair Trade Forum

Date issued: December 2006



Alex Hermoso
Chairperson



PFTF works for the development of progressive and responsible fair trade stakeholders in the Philippines; sustainable social enterprises that ensure income and food security in disadvantaged communities; empowered community-based producers; a quality and market driven image of fair trade products



**FAIR
TRADE
ORGANIZATION**

IFAT . THE INTERNATIONAL FAIR TRADE ASSOCIATION