

“Initiative in Local Sustainable Development and Fair Trade Invigoration “

**Prospects of Mango
Production & Fair Trade Market Development**



FAIRTRADE ASSISTANCE & ACTIVITIES

SUPPORTED BY THE PROFIT GENERATED BY FAIRTRADE

**Fr. Shay Cullen
Preda Foundation / Pro-Fair Trade,Ltd**

The Socio-Economic, Social Welfare and Human Rights Projects of the Preda Foundation is made possible by the funds directly provided the Fair Trade Market Development



The Preda Fair Trade supports the Preda Regional Center for the recovery of Abused Girls located in Zambales consisting of 9 apartments in 3 buildings and a large multi-purpose training facility

Fair Trade also provides funds to operate a complete facility for children who are in conflict with the Law.
The Regional Center for Boys is located in Castillejos, Zambales.



With Organic farm & training center



Residential Facility for sexually & physically abused girls and Residential Facility for Boys who are in conflict with the Law

Residential Services

Rescue and Recovery

Daily subsistence

Formal Education

Life Skills Training

Recreational Therapy

Social Welfare services

Legal Assistance & Protection

Psychological/Emotional Therapy

Family Therapy & Personality Dev't Activities



Holistic Therapy



Training of Police, School Teachers & Social Workers on Child Protection. Seminar for Students on Child Rights



training assistance to police officers & social workers on the proper procedures in dealing with child abuse cases.



Community leaders are oriented on the different laws protecting children & women.



puppet shows & theater play for a fun-filled learning of children about their rights and responsibilities

The best product of the is the Sweetest Mango in the World

Philippines is the 7th largest mango producer in the world in 2007. In 2010 it became the 9th largest mango producer.

production reached 967 thousand metric tons
95% of which is domestically consumed.

$\frac{3}{4}$ of total production is exported and
consumed as fresh fruits

the rest is processed into various forms,
including dried mango, syrup, jam and juice.

Challenges of conventional mango growing

**Conventional growers are generally threatened by:
climate change, environmental and health issues and the resulting high economic costs of farm input**

COMPELLING MOTIVATION TO GO ORGANIC and FAIR TRADE

- High cost of Input**
- Unfair system in contract growing**
- Losses resulting from climatic condition**
- Health consideration because of the use of Toxic chemicals in fertilization and pests control.**

Preda response: Assistance to small family-based mango growers are the target of the Preda Fair Trade Initiative.

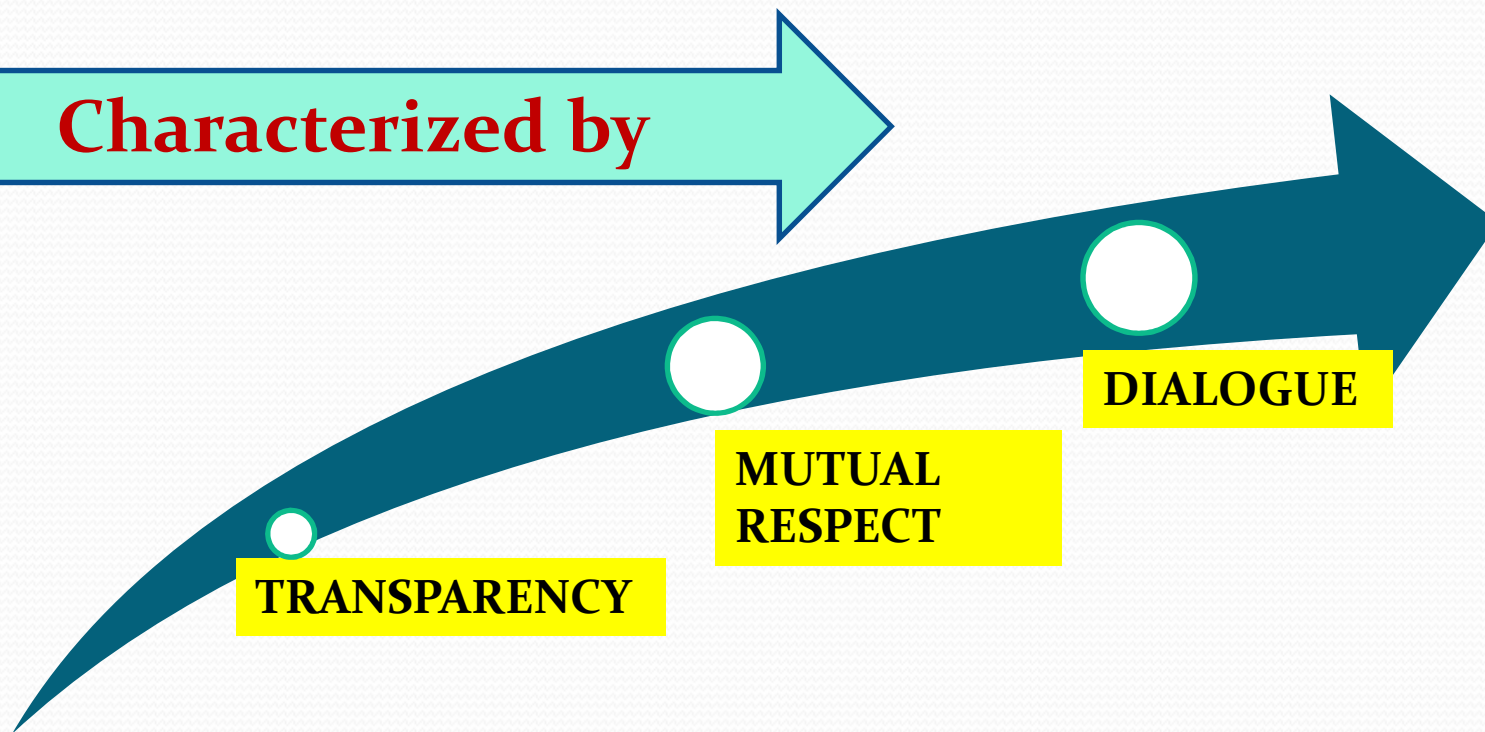
- ✓ Individual families who has mango trees in their own farm land
- ✓ Tenants taking care of mango trees in private land
- ✓ Forest occupants who are caring for mango fruit trees within their ancestral domain
- ✓ Mango pickers who are occasional farm workers

The beneficiaries belong to the poor sector of Philippine Society who have opportunity to improve their socio-economic life if appropriate assistance is provided.

Poverty alleviation through the creation of responsible business practice.

Fair Trade as Sustainable development ensuring social, economic and environmental development

Characterized by



Mango farmers reached in Mindanao

GROUP	NO. OF FARMERS	NO. OF WOMEN	NO. OF MEN	NO. OF TREES	ESTIMATED HARVEST in Kg
BANAS 1 (BAIWA)	17	17	0	420	118,700
BANAS 2 (UWFO)	14	14	0	305	64,000
Bayabas farmers	9	8	1	288	32,700
Panabo farmers	18	0	18	761	195,440
Kapalong farmers	17	4	13	609	146,700
TOTAL	75	43 (57.33 %)	32 (42.67 %)	2,383	557,540

Mango farmers reached in Central Luzon

GROUP	NO. OF FARMERS	NO. OF WOMEN	NO. OF MEN	NO. OF TREES	ESTIMATED HARVEST in Kg
ZAMBALES 14	262	38	224	6,948	401,952
BATAAN 5	51	17	34	764	29,131
TOTAL 19	313	55 (17.57%)	258 (82.43)	7,712	431,083

Mango farmer's villages in the Philippines



Individual and Family based producer groups

Special attention to the Indigenous People

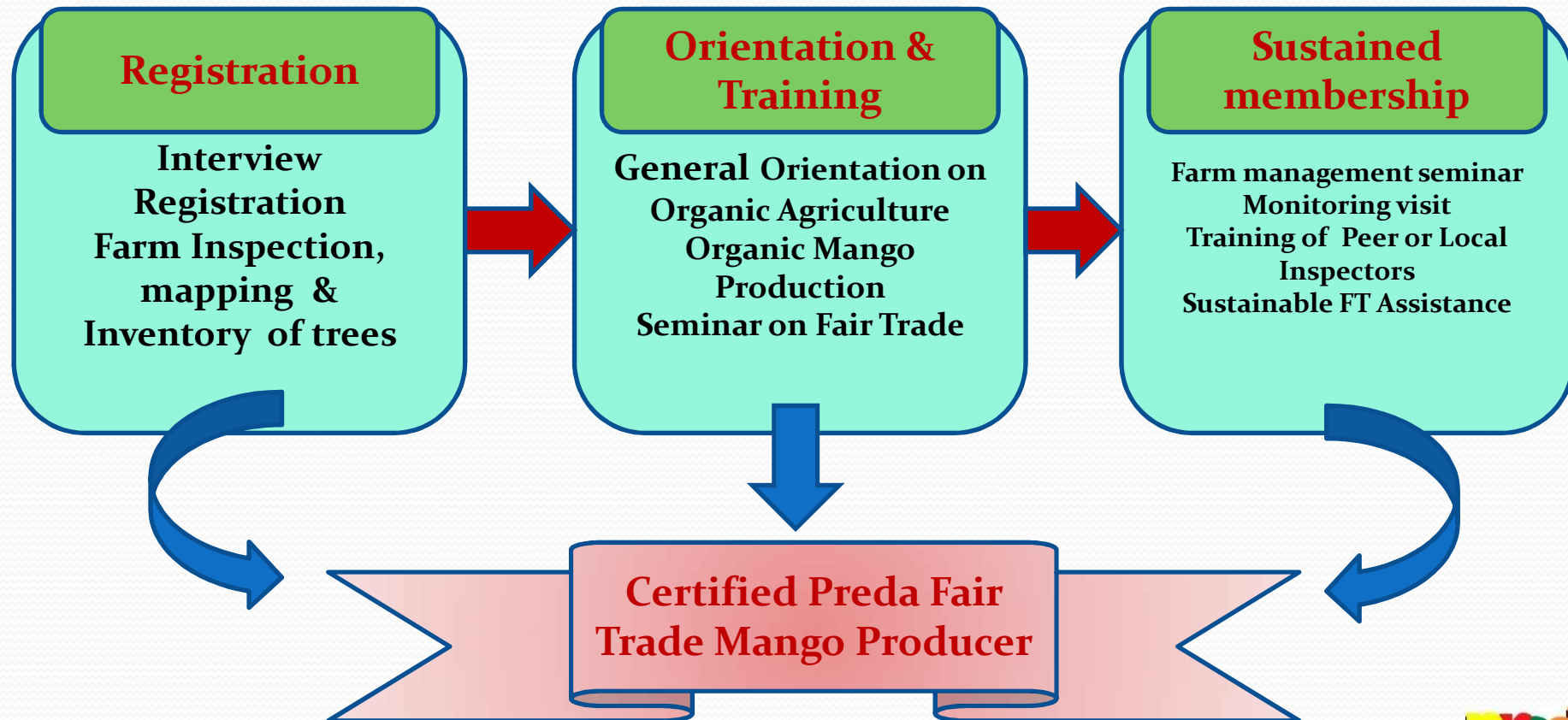


**The AETA INDIGENOUS PEOPLE
of the Provinces of Zambales & Bataan, Philippines
produces ORGANIC WILD MANGO**



**There is a continuing struggle to
claim their ancestral domain land
title**

Farmer's/Producer Organizing



Open invitation to farmers to join the Preda Fair Trade Mango growers association



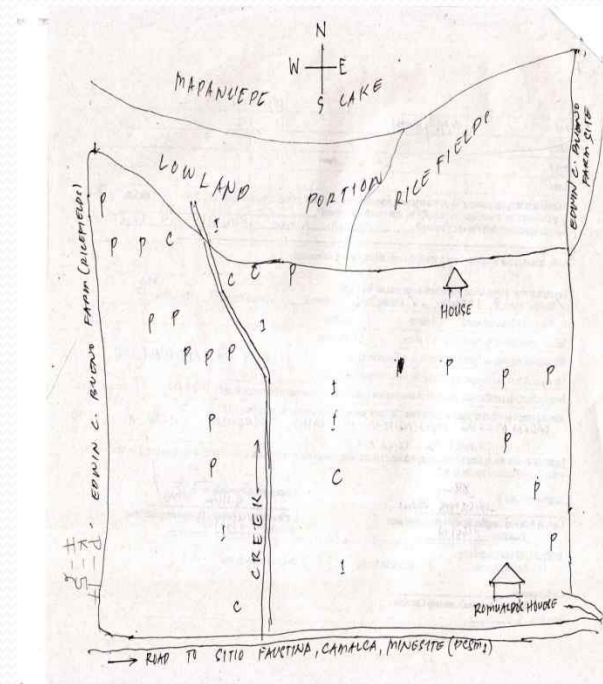
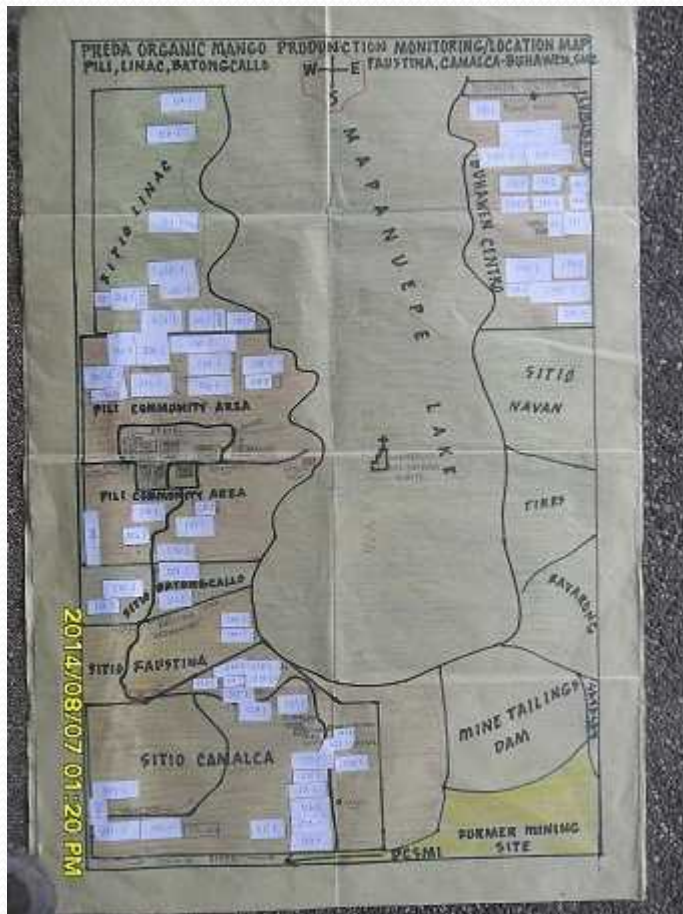
**Interview and farm
mapping**



Registration upon interview, on-site inspection and monitoring



Community map and individual farm map



Individual Farm Map is made to determine number of mango trees

Farmers Fair Trade Program Orientation



**Standards and Principles
of Fair Trade**



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Training Seminars on Integrated Organic Farming and Mango Production is conducted by the Preda FT



Field classroom training under the mango tree



Organizational development & capability trainings



Membership of Preda FT Mango



Members proudly show their membership certificates and cards.

Mango harvesting by men, sorting and packaging by women



Farmer's Information & Delivery Record

PREDA PRO FAIR TRADE
Upper Kalaklan, Olongapo City

FARMERS INFORMATION SHEET

NAME OF FARMER: Miguel Suro	BIRTHDAY: April 28, 1964
ADDRESS: Blk. 2 Lot 10 Joseil Vill. New Vicayas Pando	NAME OF WIFE: D-E-C-E-A-S-E-I
NAME OF CHILDREN/BIRTHDAY	EDUCATIONAL ATTAINMENT
Miguel Suro	Grade V
Melinda Suro	Grade III
Jose Manuel Suro	Grade I
Isolina Suro	Grade I
Angelica Suro	Grade II
Isela Mae Suro	Grade II
OCCUPATION: Farmer	INCOME: 30,000
OTHER SOURCE OF INCOME: Driving of motor cycle	150/day
WHAT IS THE ADVANTAGE OF JOINING THE PREDA MANGO FARMER/GROWER? - NEW APPLICANT -	

PREDA PRO FAIR TRADE
Upper Kalaklan, Olongapo City

FARMERS INFORMATION SHEET

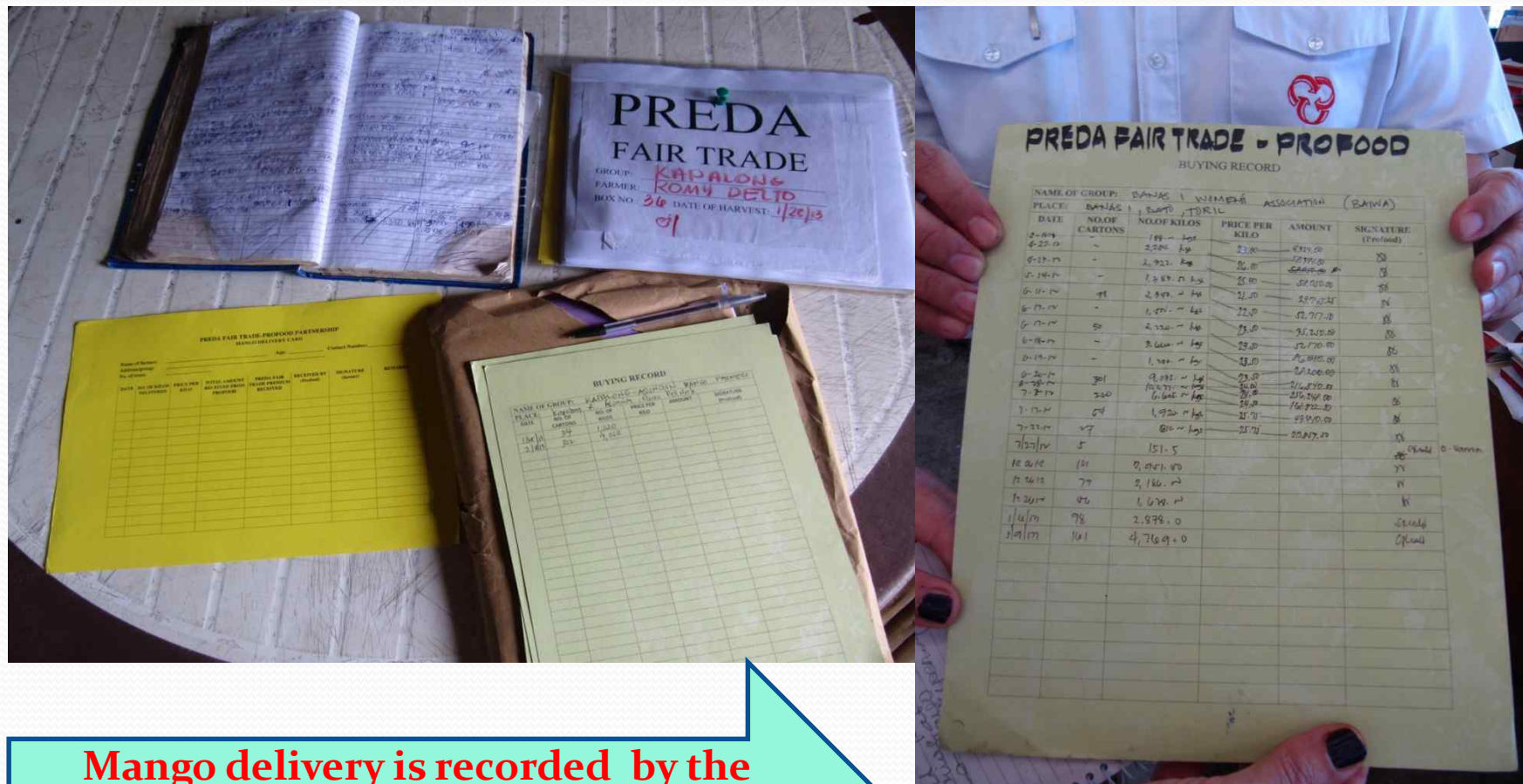
NAME OF FARMER: Rodrigo Caballero	BIRTHDAY: April 12, 1960
ADDRESS: Barangay Pulo San'to C.C.	NAME OF WIFE: Zenaida Caballero
NAME OF CHILDREN/BIRTHDAY	EDUCATIONAL ATTAINMENT
Ryan Caballero January 12, 1999	First year High School
Rhea Caballero July 16, 1996	Fourth year High School
Rhea Caballero April 24, 2006	Grade II
OCCUPATION: Farmer/Worker	INCOME: P6,000 every month
OTHER SOURCE OF INCOME: Farming - coconut, mango	3,000 every 3 months
WHAT IS THE ADVANTAGE OF JOINING THE PREDA MANGO FARMER/GROWER? Nakalung sa gag-ara at may pang ma kamipang bili ng pangal pang kain dahil sa mga bata. gaganing pang salabat sa preda.	
(Signature) RODRIGO CABALLERO	SIGNATURE OF PREDA STAFF DONALDO NAGAS

NEW APPLICANT

RECORD OF
ESTIMATED
HARVEST

PREMIUM BASED
ON ACTUAL
DELIVERY

Recording & Monitoring guarantee “traceability” of products



Mango delivery is recorded by the Preda Fair Trade Farm Inspector and Food processor

The Yellow card indicates the delivery record



PREDA FAIR TRADE-PROFOOD PARTNERSHIP
MANGO DELIVERY CARD

Name of farmer: JOSEPHINE
Address/group: GENRY BOY PRESOURCES Age: 40 Contact Number: 0917 211 1111
No. of trees: 10

DATE	NO. OF KILOS DELIVERED	PRICE PER KILO	TOTAL AMOUNT RECEIVED FROM PROFOOD	PREDA FAIR TRADE PREMIUM RECEIVED	RECEIVED BY (Profood)	SIGNATURE (farmer)
7/11/14	6,702.00	₱22	₱147,534.00	✓		JOSEPHINE
4/17/15	2,310.00		₱51,030.00	✓		JOSEPHINE

Green indicates the volume and amount of purchased mango from the farmer

Determining what is Fair Trade Price and Fair Trade benefits



Mango Processing



Warehouse inspection and approval of finished product for shipment



**Warehouse exclusively for Preda
Mangoes**

Approved shipment to Germany

Quality Assurance is Fair Trade Strategy



QA FORM # 044 (05/12)

HOLD

PENDING RESULT OF ANALYSIS / EVALUATION

Item: MANGO SOLO

Date Received: 03/10/13 Batch No. / Lot No.: _____

Production Date: _____ Expiry Date: _____

Supplier: E. COV2 Truck No: _____

Quantity: 15 Sorted / Unloaded by: B2 G2

Remarks: ASALAN HANG

QA: _____



QA FORM # 044 (05/12)

Control No. 2044 3170 11

APPROVED

Item: mango

Date Received: 03/12/13 Batch No. / Lot No.: _____

Production Date: _____ Expiry Date: _____

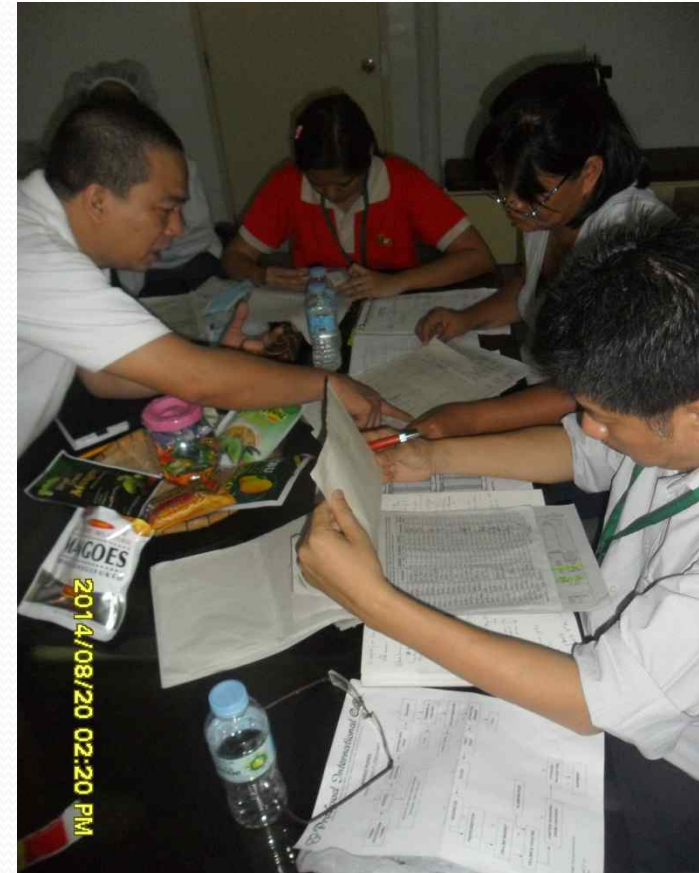
Supplier: Bogate Truck No: _____

Quantity: 23 04 Sorted / Unloaded by: B2 G2

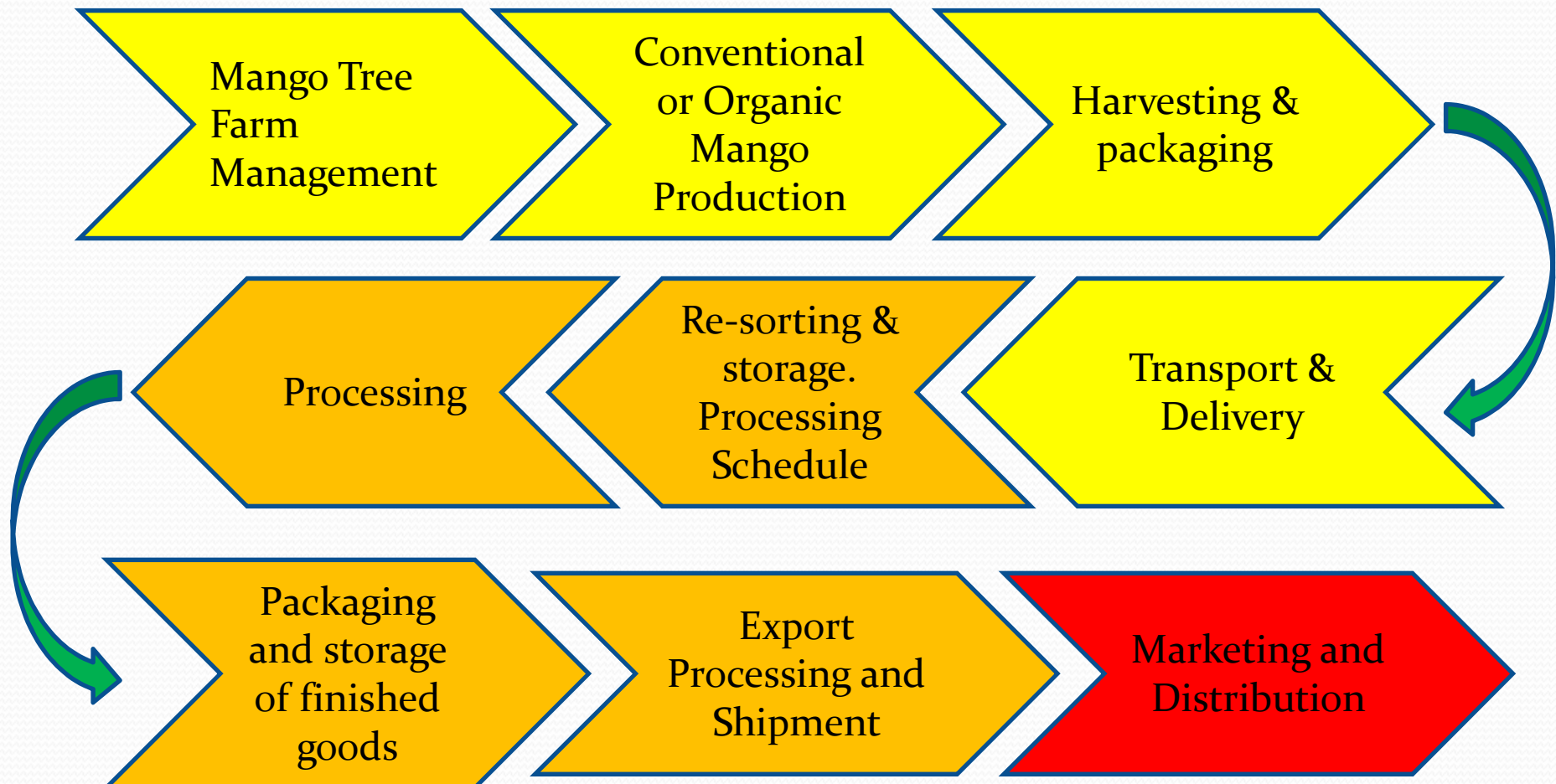
Remarks: NO UR

QA: _____

Evaluation/meeting of the Preda Organic Team with the Organic Certification Center of the Philippines, ACT-EU Organic Certifier/Naturland-Germany



The Value chain analysis

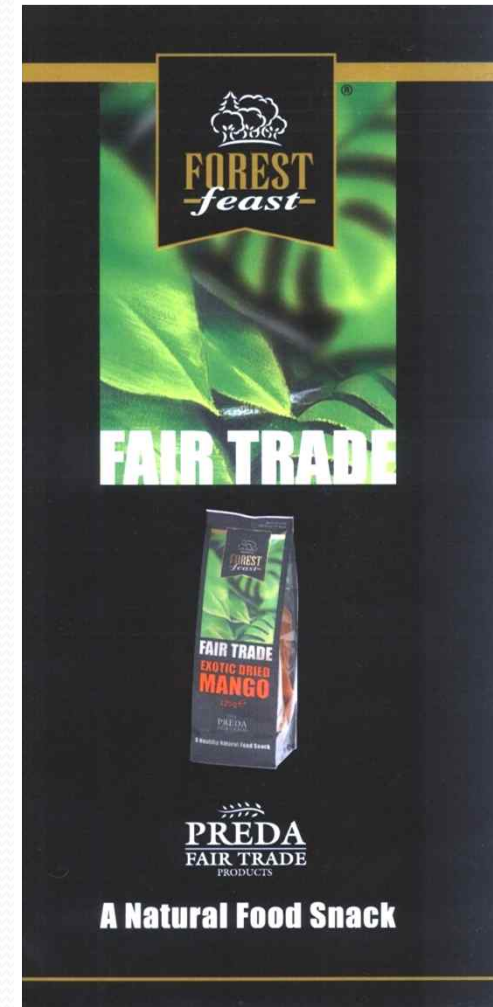




fairtrade partnership



Preda Pro FairTrade Products



preda FAIR Trade Products



Coco-mango balls



Ripe dried mango



Green dried mango



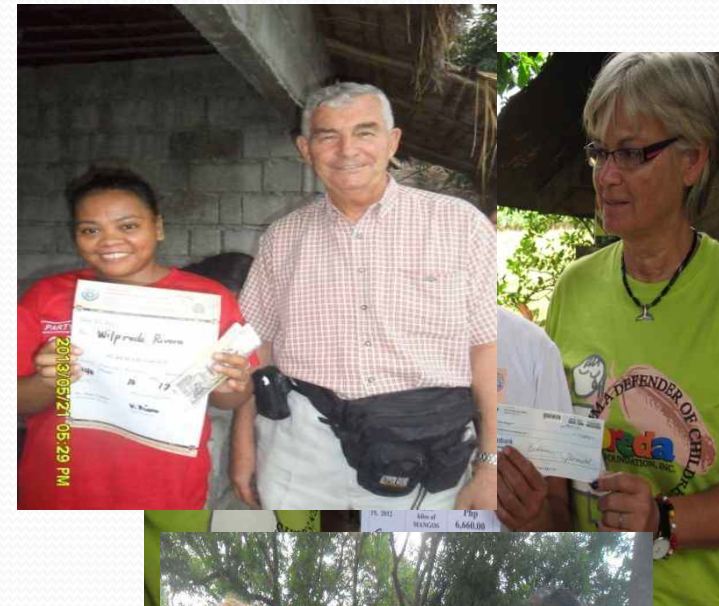
Sugar free dried mango



Mango Juice
mixed with
other fruit juice



**FAIRTRADE ASSISTANCE & ACTIVITIES
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Fair Trade assistance to Small Mango Producers



**Clean, potable water project
for communities in need is
provided**

Fair Trade premium is used by the individual families in income generating projects in order to augment their family income



Awarding of other benefits to members



Awarding of tribike-pedicab for family and commercial use.



Distribution of handy Solar lights for family use in areas where there is no electricity.

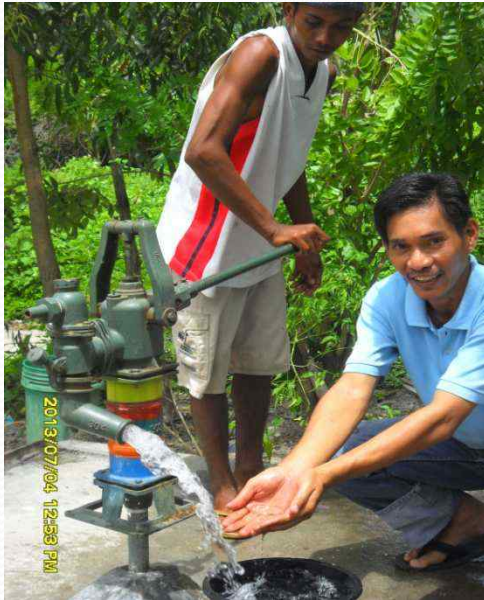


Livestock dispersal for families to develop for commercial purpose



Distribution of relief goods during calamities

Water irrigation makes sustainable agriculture possible.



Awarding of Educational Assistance



PREDa ProFairTrade Project Coordinator-Ms. Amabelle Facturanan conduct project orientation and inspiration.



Beneficiaries in Banas 1 Womens Association



United Women Farmers Organization and Bayabas group beneficiaries.



Children of Panabo, Davao Farmers group



Beneficiaries in Kapalong-Asuncion mango growers

Housing and Community Development Assistance in one of the Aeta communities served.



Community “BAYANIHAN” as sweat equity of the beneficiaries

TREE PLANTING IN DIFFERENT COMMUNITIES WITH VOLUNTEERS



ADA, Castillejos



Cadmang, Cabangan



Payangan community



Lumibao, San Marcelino



PAPAHT Botolan



GALA, Subic

Distribution of mango, coffee and coconut seedlings to beneficiaries



Mango



coffee



Coconut



Provision of Children's School Building, Training Hall, clinic for medical mission, etc in one of the communities served



Road and drainage
development

On-going training in natural farming methods



Composting and vermi-culture



FAIRTRADE PRODUCT IN KOREA

Fair Trade Dried Mango in Korea

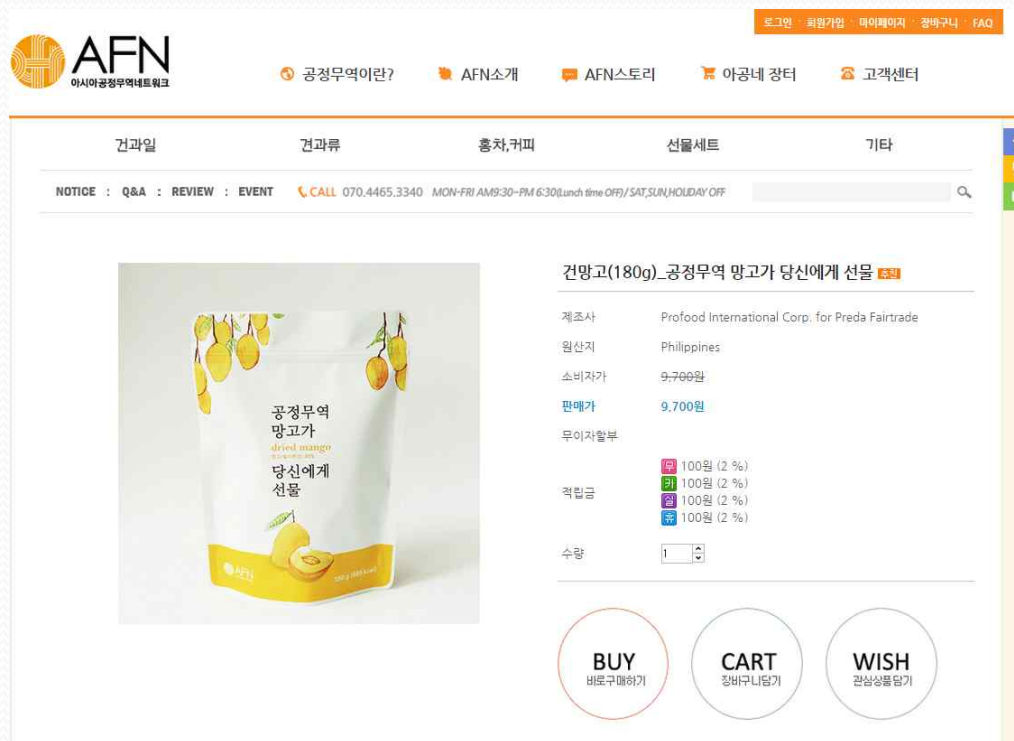


Partnership with Asia Fairtrade Network



Fair Trade Dried Mango in Korea

- www.asiafairtrade.net



Where you can buy now:

- Fair Trade Store in Seoul city hall
- Dure Co-op
- Happy Co-op
- AFN website
www.asiafairtrade.net
- Beautiful Coffee
- Organic Shop
- etc



감사합니다
gamsahabnida