

PACHACUTI IS THE WORLD'S FIRST CERTIFIED FAIR TRADE ORGANISATION

Pachacuti is the first Fair Trade organisation in the world to be Certified Fair Trade by the World Fair Trade Organization.

Pachacuti will be able to put Fair Trade Certified WFTO Reg 001-2009 UK on all of their product range¹

An audit was carried out by accredited EU auditors, both in the UK and in South America, and Pachacuti has been certified against The Sustainable Fair Trade Management System (SFTMS) version 2. The certification is for the organisation as an entirety, rather than taking a product by product approach. It involves a strong environmental management component, as well as a focus on the overall management of the certified organisation including administration, labour issues, production systems and quality control. It will certify that an organisation has a proven set of practices, procedures and processes which demonstrate social, economic and environmental responsibility.

The Sustainable Fair Trade Management System seeks to provide a certification system for Fair Trade organisations and their supply chains which complements FLO, the existing product-based labelling approach. FLO's Fairtrade Certification system was designed for commodities and many Fair Trade Organisations such as Pachacuti find that their products are not catered for by the Fairtrade mark. Pachacuti's principal raw materials, paja toquilla for making Panama hats and alpaca for clothing and accessories, are not currently certifiable under FLO.

This will be the first Fair Trade certification which looks at an integrated supply chain, rather than just certifying the commodity i.e. cotton. In terms of garment production, most of the added value is in the design and production of the garment or accessory and it is therefore essential that there is a reputable label which guarantees that cutting, weaving, sewing, knitting, dyeing and finishing all adhere to high Fair Trade and environmental standards.

From July 2008, Pachacuti has been carrying out an ongoing assessment of its producer groups in Ecuador, Peru and Bolivia. This has provided a structured and objective way of looking at each organisation and their Fair Trade business relationship with Pachacuti, identifying weaknesses and opportunities for improvement within each organisation. The process gave a greater voice to the workers who were able to give feedback about pay, health and safety, skills development and the general conditions of their work. This allowed Pachacuti to have real information to assess and develop how their fair trade activities can improve the quality of the producers' lives.

Together with each producer group, Pachacuti creates an annual action plan which allows producers to direct how Fair Trade will benefit them the most. For example, one embroidery group all complained of poor eyesight. In Spring 2009, Pachacuti paid for eye tests, glasses and eye operations for all workers who required them.

Pachacuti has issued a Fair Trade Report for 2008-9 which gives details of fair trade and environmental work and this is available to be downloaded from their website

Carry Somers, founder of Pachacuti, said "We have seen so many improvements since starting work on this certification process 18 months ago. All of our producer groups are really excited to be part of the first Fair Trade organisation in the world to be certified. We are sure that this certification will lead to increased sales and bring lasting benefit to all of our producers".

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The Mark will read:

PACHACUTI
Fair Trade Certified
WFTO Reg 001-2009 UK

*sftms v2