

project green challenge 2017

FAIRTRADE

Ecological Earthlings

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FORTIN BLEY: *his story*



Bley's roots are simple.

He used to be a bookseller and even had a chance to be a commercial agent at a multinational company. However, he ultimately decided to go home and support his parents in farming. When he went back, he realized the working and living conditions of producers were so bad and he thought perhaps the best way to improve their situation was to join them and set up a cooperative. Thus, he started the cooperative CANN, Coopérative Agricole N'Zrama de N'Douci. This was the genesis of his interest with the Fairtrade Label. Bley is now based at Ndouci in Côte d'Ivoire where his cocoa farm is located, and where he farms cocoa.

how has fair trade affected his life?

Fortin Bley's motivation is to strive for better living conditions, adequate income, and a voice for farmers like him. Bley argues farming communities continue to be blighted by child labour, and lack the essential services such as clean water, decent homes with electricity, sufficient healthcare and education. "Are we proud to see producers living like that? Do you think they can produce cocoa living this life? We need to change things. That's why it's so important for me to show you how cocoa is actually produced," he said.

Fortin, like other members, relies on cocoa production to support his family but he has struggled to raise the productivity of his farm because of ageing cocoa trees, poor soil and outdated farming methods. Poverty levels in the region have meant that there wasn't enough money for the farmers to invest in the necessary improvements.

Benefits of Fair Trade for cocoa farmers:

- Good agricultural practices are implemented
- Access to subsidized pesticides, machetes and wellington boots has greatly improved productivity and working conditions
- Fairtrade Premium has been used by the community to rebuild two primary schools to educate

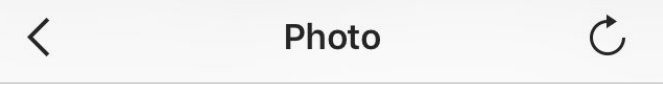
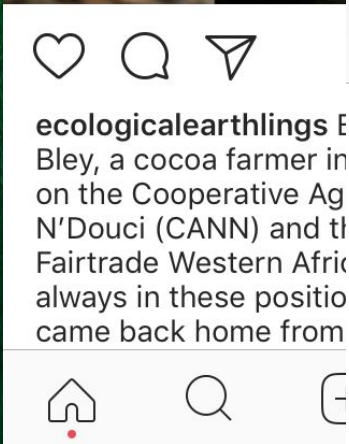
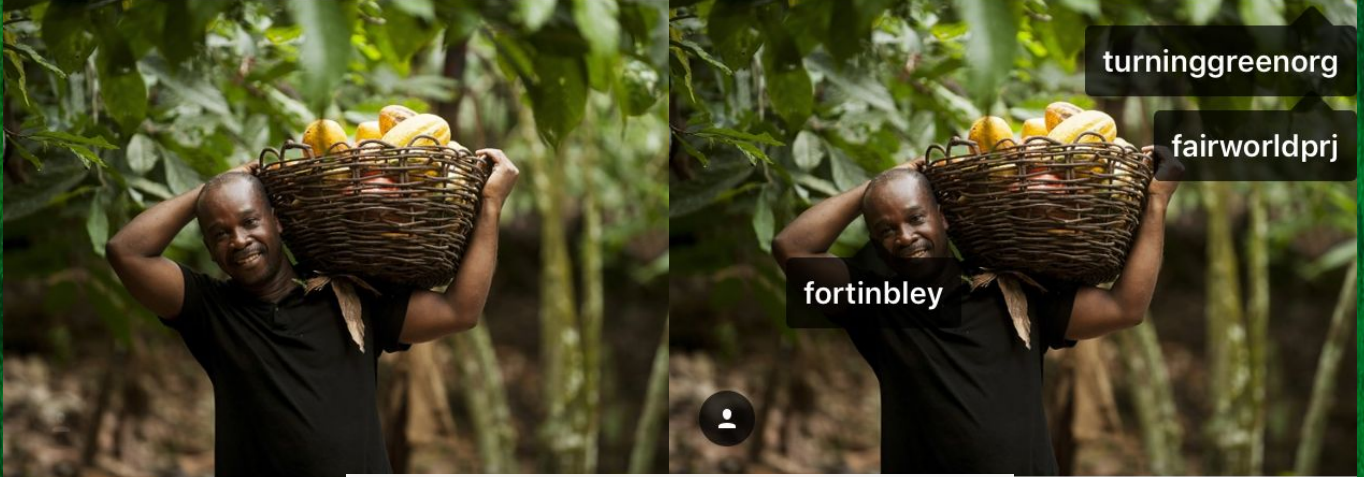
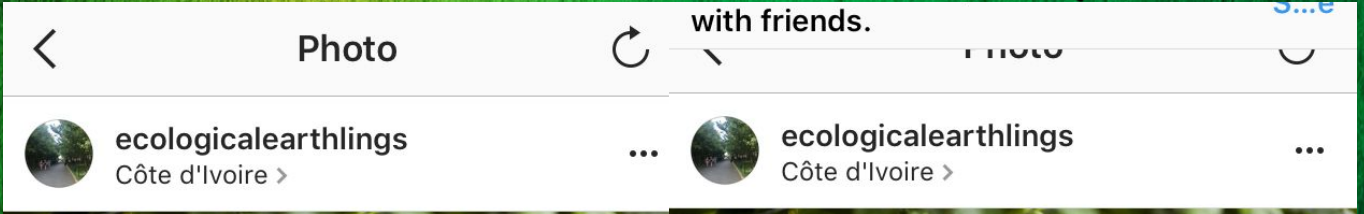
Basically, better conditions for the cocoa farmers and their families is a possibility!

how Fortin's story impacted us

Through Bley's story, we were able to gain insight of the lives of workers in distant countries who face the reality of harsh working conditions and unequal treatment. Like Bley, millions of farmers and workers in the developing world are trapped in traditional market systems and face the challenges of rising food and fuel costs, an increasingly unpredictable climate and prices for their goods. However, by choosing products with the Fairtrade Mark, producers are guaranteed a fair and stable price for their products, giving them a chance to develop their business and work their way out of poverty. After learning about his story, we have developed a new look on the products we buy. Now, we do not only see a chocolate bar. We see Bley's story and the stories of many others, and we understand what goes beyond making each cocoa bean. Now, we strongly lean towards purchasing fair trade brands that are fair and ethical.

What's important is that more cocoa sales mean more Fairtrade benefits for the 166,900 cocoa farmers on small farms in the Fairtrade system and the opportunity for more farmers and workers to start selling on Fairtrade terms. So in order to help these farmers, more people need to buy fair trade! And that is exactly what we're trying to raise awareness about.

social media post



ecologicalearthlings Everyone, meet Fortin Bley, a cocoa farmer in Côte d'Ivoire. Bley is on the Cooperative Agricole N'Zrama de N'Douci (CANN) and the chairman for Fairtrade Western Africa. But he wasn't always in these positions. Only after he came back home from his job as a commercial agent to take care of his aging parents (who were also cocoa farmers) did he see the damage. The conditions of his producers were terrible. That was when he decided to step up and take a stand for farmers. He started the CANN and started to take interest in the Fairtrade label. He has brought it to his village in the Ivory Coast and now still farms, but under better, fairer, conditions. -

The thing about Fairtrade cocoa is that only about half of it gets sold. So to support these farmers like Bley, please choose Fairtrade options instead of the conventional brand. A better world, a better tomorrow, starts with us. #pgc2017 #fairtrade #fairtradecocoa @turninggreenorg @ftcampaigns @fairworldprj

45 SECONDS AGO

