IMPACT ASSESSMENT

FAIRTRADE CERTIFICATION

Rice sector – India

Ramnagar – Bahraich

December 2017

SUMMARY

I STAKEHOLDERS

I

STAKEHOLDERS

1. MAX HAVELAAR FRANCE
2. NATURE BIO-FOODS LTD
3. I FEED GOOD

I

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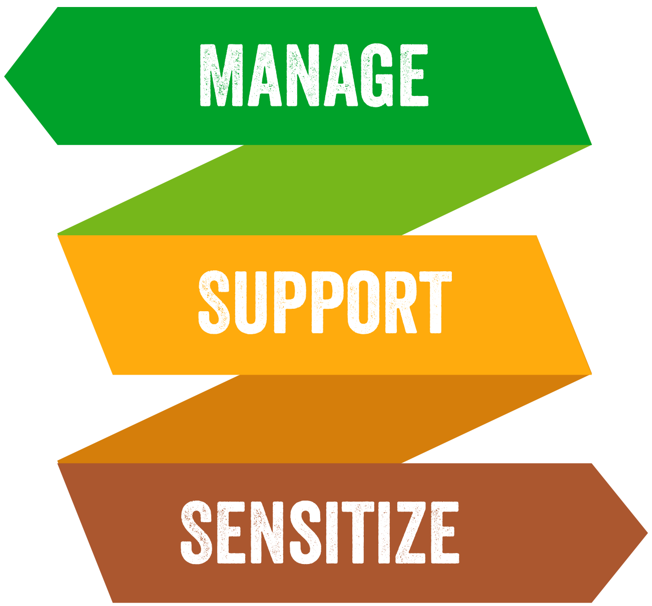
MAX HAVELAAR FRANCE

Missions of the NGO

Max Havelaar France, backer of this study, is the NGO representing Fairtrade international's movement in France.



Manage

- The Fairtrade certification in France
- The development, within the Fairtrade international movement, of a reliable and impactful international guarantee system for producers

Support

- Economic actors in their commitment to change their buying practices
- The development of the Fairtrade certification in France by increasing market opportunities for certified products

Sensitize

- Consumers to responsible and sustainable consumption
- Public authorities through advocacy actions in order to regulate international agricultural markets and foster the empowerment of small producers.

I

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NATURE BIO-FOODS LTD

Overview of the company

Mission

"Delivering pure and healthy quality products to the global consumers by following environmentally safe production techniques and using agri-ingredients that secures the socio-economic development"

Key figures

1997: year of creation.
1 organic brand: Ecolife,
80,000 Indian farmers involved
2005: creation of the first organic contract production
2009: development of the CSR programs
2009: creation of the NGO Fair Farming Foundation

What they do

- Sell high quality organic products all around the world
- Foster organic practices and fair dealings in agri-products supply chains
- Develop contract farming and Fairtrade projects

Products

Rice, soybean, pulses, gluten-free flour, nuts, oil, cane sugar, noodles, corn, spices...
All are free of any chemicals

Vision

"To be a leading company in agri-products with social, economical and environmental soundness"

NATURE BIO-FOODS LTD

Fairtrade involvement and roles in the study

NBF and Fairtrade

3 Fairtrade projects located in Haridwar, Bahraich and Ramnagar

Expected benefits for farmers :

- Assured markets
- Assured MSP*
- Less transportation and costs
- FT premium invested in
- community welfare
- Increased sense of ownership, leadership and confidence

Fairtrade project under study : Ramnagar project
FT certified since 2012

NBF's roles in the study

Communication of information regarding the projects

Organization of the interviews, qualitative interviews and focus group discussions

Translations from English to Hindi (and vice versa)

Organization of the logistics for the research team: accommodation, transportation..

MSP: minimum support price

I

STAKEHOLDERS

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I FEED GOOD

Overview of the project

A three-year project

I FEED GOOD is a **NGO** created in September 2016. Since then, I FEED GOOD voluntarily proposes its expertise to NGOs and social enterprises. The team is conducting **field missions** from October 2017 to August 2018. Afterwards, the team will **share its experiences** through various **events** (conferences, debates, etc.).

Social Impact Assessment (SIA)

The team is specialized in **SIA.** Before going on the field, all its members were trained by **(IM)PROVE**, an association which has developed its own methodology of **SIA** since 2009 and worked on more than 100 projects.

Our theme: Sustainable food

Throughout the year, I FEED GOOD team will be working on social projects that are involved in sustainable food and agriculture.

I FEED GOOD

Presentation of (IM)PROVE

For one year, the I FEED GOOD team was trained and mentored by (IM)PROVE.

iM PROVE

- One of the very few structures that are only specialized in Social Impact Assessment
- An association created in 2009 by 3 graduates from HEC Paris

I^3

- Immerse – Impact – Improve
- A methodology that was developed by (IM)PROVE, HEC Paris and Ashoka and used during I FEED GOOD's SIA missions

+ 150

- Social Impact Assessment missions carried out by (IM)PROVE teams since 2009
- For both major companies and smaller structures, in France and on all continents

I FEED GOOD

Presentation of the team

JULIE

Head of Enterprises & Foundations

Sciences Po Lille

Julie is from Paris. She studied at Sciences Po. She has experiences in social entrepreneurship and CSR projects as business developer and head of communication.

ANAÏS

Head of Social Entrepreneurs & NGO

ESSEC Business School

Anais is from Picardie, France. She studied at ESSEC business school. She worked for organic shops and farms and she is now developing her own social enterprise.

LARA

Head of Communication & Transmission

University of Perpignan

Lara is from Perpignan, France. She studied photojournalism. She worked for sustainable food projects as a video editor or head of communication.

MORGANE

Head of Administration & Finance

Sciences Po Grenoble

Morgane is from Chambery, France. She studied at Sciences Po Grenoble. She cumulates experiences in statistics and field studies for social projects..

II MISSION

II

MISSION

1. SCOPE
2. DELIVERABLES
3. METHODOLOGY
4. THEORY OF CHANGE
5. IMPACTS MAP
6. SAMPLE
7. DISCLAIMER

II

MISSION

1. SCOPE
2. DELIVERABLES
3. METHODOLOGY
4. THEORY OF CHANGE
5. IMPACTS MAP
6. SAMPLE
7. DISCLAIMER

SCOPE OF THE MISSION

Key facts

WHAT ?

- Impact assessment of the Fairtrade Certification on basmati rice producers
- 10 impacts selected (social, economic and environmental)

WHEN ?

- During **6 weeks**: from December 4th 2017 to January 13th 2018
- Data collection: from 11th to 22th December 2017

WHERE ?

- Ramnagar (Uttarakhand) and Bahraich areas (Uttar Pradesh), India

WHO ?

- **Beneficiaries** of the Fairtrade **certification**: rice producers and their families (especially their children)

SCOPE OF THE MISSION

Key facts

WHY ?

- **To identify** and **highlight** the economic, social and environmental **impacts** of Fairtrade **certification** on rice **producers** with concrete, quantitative and qualitative **data.**
- **To get information** about the **Contract Production** (CP) model to better understand it and its differences with the **Small Producer Organization Model** (SPO)
- **To enable** Max Havelaar France to **justify** to its **economic partners** why the Fairtrade **prices** are **higher**.

II

MISSION

DELIVERABLES OF THE MISSION

Final results and SIA mission tools

FINAL RESULTS

Exhaustive **report** (PPT)

Infographic of the main results

Videos

SIA MISSION TOOLS

Impact Map (PPT)

Theory of Change (PPT)

Calendar of the **data collection** (Excel)

Questionnaires (Excel)

Qualitative interviews and focus groups guides (Excel)

Databases of the data collection (Excel)

Transcriptions of the qualitative interviews and focus groups (Word and Excel)

Plan of analysis (Excel)

Analysis documents (Excel)

II

MISSION

METHODOLOGY

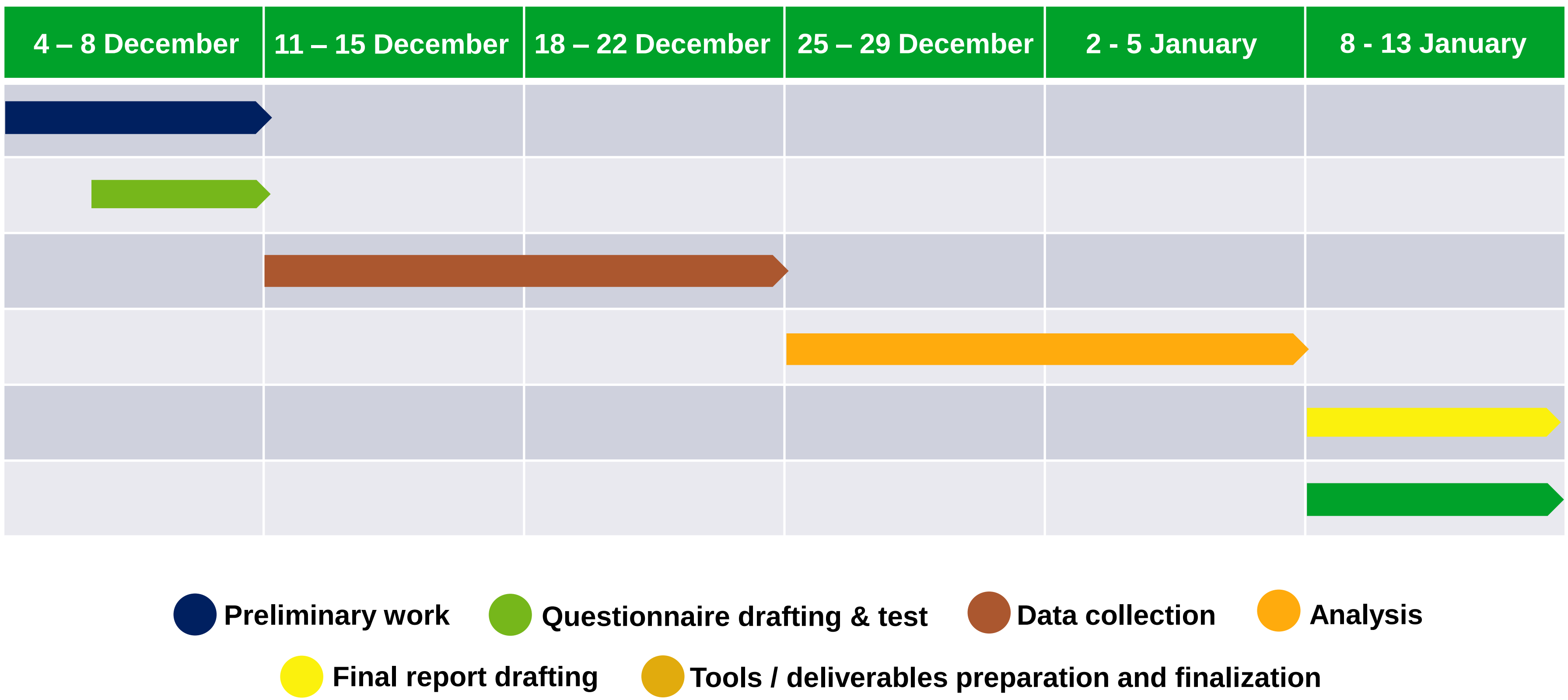
The different steps of IMPROVE's methodology

Step		CHARACTERISTICS	OBJECTIVES
Scope of mission	1	• Decision on the **objectives**, road map and sample	• Give a **clear direction** and target to the study
Impacts map and theory of change	2	• **Key tools** to set scope • Tables	• **Identify** all potential impacts • Determine relevant indicators
Data collection tools drafting and test	3	• **Quantitative** and **qualitative** • Tailored with MHF*	• **Collect data** according to selected indicators
Data collection	4	• Around **2 weeks** long • Physical interviews	• **Build database** for social impact analysis
Analysis	5	• **Data analysis** on Excel • Analyses reported in PPT	• **Convert collected data** into trends through statistics
Final report drafting + pack of deliverables	6	• **Final report** in PPT • **Tools** handed to MHF	• **Highlight and communicate** on key results of the study

*MHF : Max Havelaar France

METHODOLOGY

Calendar



METHODOLOGY

Target and control group

The principle of the methodology relies on the comparison between a target group and a control one, in order to highlight the impacts generated by the Fairtrade certification.

TARGET GROUP	≠	CONTROL GROUP
Fairtrade and organic rice producers - Ramnagar region	vs	Organic rice producers - Bahraich region

II

MISSION

THEORY OF CHANGE

Contract production model

INTERVENTIONS	OUTPUTS	OUTCOMES	IMPACTS
Fairtrade standards and certification for the contract production organization	Enhanced access to fair trading conditions for small producers	Improved farming performance	Improved household income and standard of living
Support to small producers	Increased investment in small producers, their organizations and communities	Protection of the environment and adaptation to climate change	Less risk and vulnerability
	Stronger organizations for small producers	Enhanced benefits for small producers and their communities	Improved access to basic services
	Enhanced knowledge and capacity among small producers	Increased influence of small producers	Increased environmental sustainability
		Growing proportion of trade on Fairtrade terms	Inter-generational sustainability
			Increased gender equality
			Increased dignity, confidence, control and choice
			Enhanced status of small producers
			Improved production

<u>Note</u>: This Theory of Change has been inspired by the Fairtrade Theory of Change designed for Small Producers Organizations

II

MISSION

IMPACTS MAP

Impacts and indicators

SELECTED IMPACT	SELECTED INDICATORS
Improved household income and standards of living	• Current level of income • Evolution of the income (last 3 years) • Comparison of the rice price per kilo : Organic VS Organic and Fairtrade + evolution (last 3 years) • % of producers who perceive that their economic situation has improved (last 3 years) • % of producers who have access to certain facilities
Improved access to basic services	• % of producers' children between 7 to 14 who currently attend primary school • % of producers' children who currently attend secondary education institutions • % of producers who have access to healthcare • % of producers who can afford to use certain health care facilities (comparison between public and private facilities)

IMPACTS MAP

Impacts and indicators

SELECTED IMPACT	SELECTED INDICATORS
Less risk and vulnerability	• % of producers who have credit(s) • % of producers who struggle to repay their debts • % of producers who have savings • % of producers who have received their payments on time • Conditions of payment • % of producers who are confident about their economic situation
Enhanced status of small producers	• % of producers who perceive having a good relationship with their buyers • % of producers who perceive that they have knowledge concerning the business conditions with their buyers • % of producers who perceive that they have the capacity to negotiate the prices • Producers' satisfaction concerning their relationship with their buyers • Willingness to become a SPO

IMPACTS MAP

Impacts and indicators

SELECTED IMPACT	SELECTED INDICATORS
Increased dignity, confidence, control and choice	• % of producers who are proud to be farmers
Increased gender equality	• % producers who think that gender equality is important • % producers who think that it is important to have women in the PEB / as lead farmers • % FT premium used for gender equality • related projects • Willingness to implement projects to foster • gender equality • % of women in the PEB • % of women who are lead farmers • Ability for women to dare to take stance during meetings

IMPACTS MAP

Impacts and indicators

SELECTED IMPACT	SELECTED INDICATORS
Inter-generational sustainability of rural communities	• Degree to which farmer's children consider farming as a viable livelihood • Degree to which farmers consider farming as a viable livelihood
Increased environmental sustainability and resilience to climate change	• % of producers that implement sustainable practices to manage natural resources • % of producers that re-use the organic waste of their production • % of producers that implement practices to reduce greenhouse gas emissions
Improved production	• % of producers that have access to tools (focus on machines)

II

MISSION

OVERVIEW OF THE SAMPLE

Performed interviews

 # individual questionnaires
198

99 target farmers
99 interviews with farmers part of the Contract Production Project in Ramnagar. They are producing organic basmati rice and selling it to Nature Bio Foods on Fairtrade terms.

99 control farmers
99 interviews with farmers producing organic basmati rice and selling it to Nature Bio Foods.

 # focus groups
2

 # people met
35

1 focus group with teenagers
23 teens interviewed

1 focus group with farmers
6 PEB members
6 lead farmers

7
Videos recorded of organic farmers from the Contract Production Project in Ramnagar.

 # qualitative interviews
2

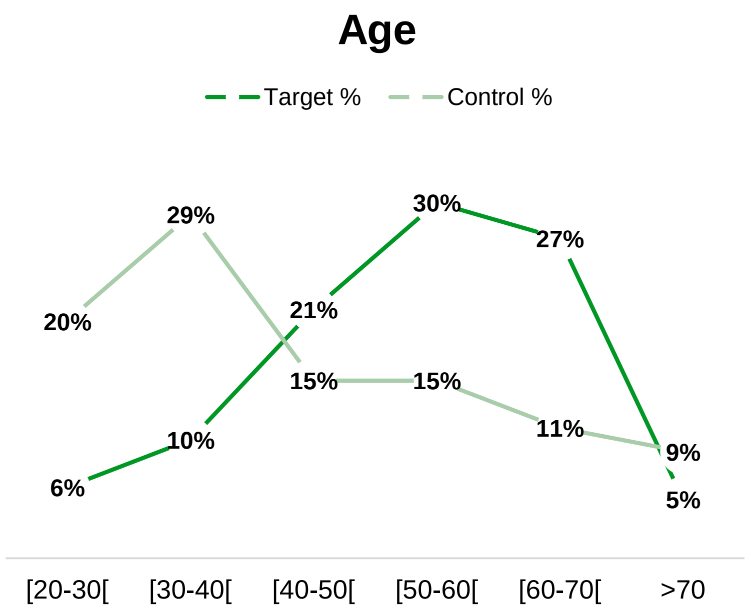
1 interview with a woman member of the PEB

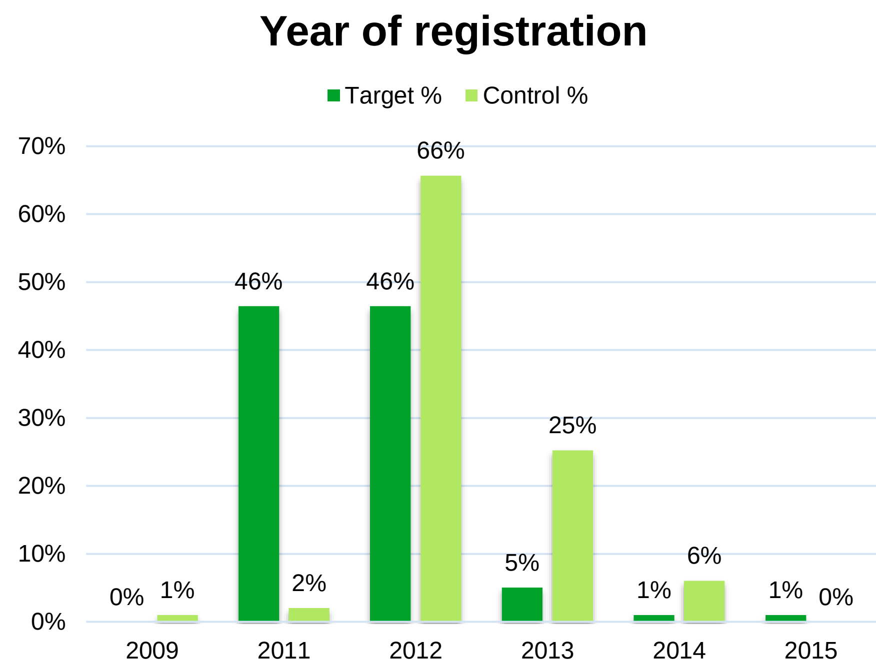
1 interview with a woman lead farmer

A meeting was also organized with the Nature Bio Food team at the beginning of the study.

OVERVIEW OF THE SAMPLE

Age and year of registration





**Target and control group are completely different in terms of age distribution.
This might have an impact on the results.**

**A majority of farmers in target and control group have been certified for 5 years or more.
The impact of the certification should be visible.**

Reading : People aged between 40 and 50 years old represent 21% of Fairtrade farmers interviewed.

Reading : 46% of Fairtrade farmers interviewed registered in 2012.

OVERVIEW OF THE SAMPLE

Gender and marital status

Target and control groups are completely similar regarding gender and marital status.

9/10

Farmers interviewed during this study are **male**.

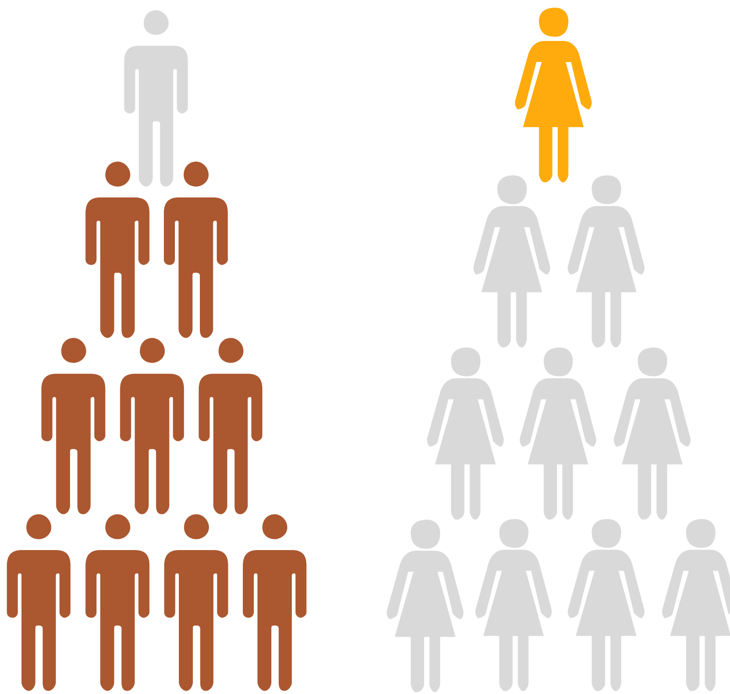
Most of the certified lands are under men names.

1/10

Farmers interviewed during this study are **female** :

9% for the control group

10% for the target group



94.5%

of farmers interviewed in target or control group are **married**.

4%

of farmers interviewed in target or control group are **single**.

1.5%

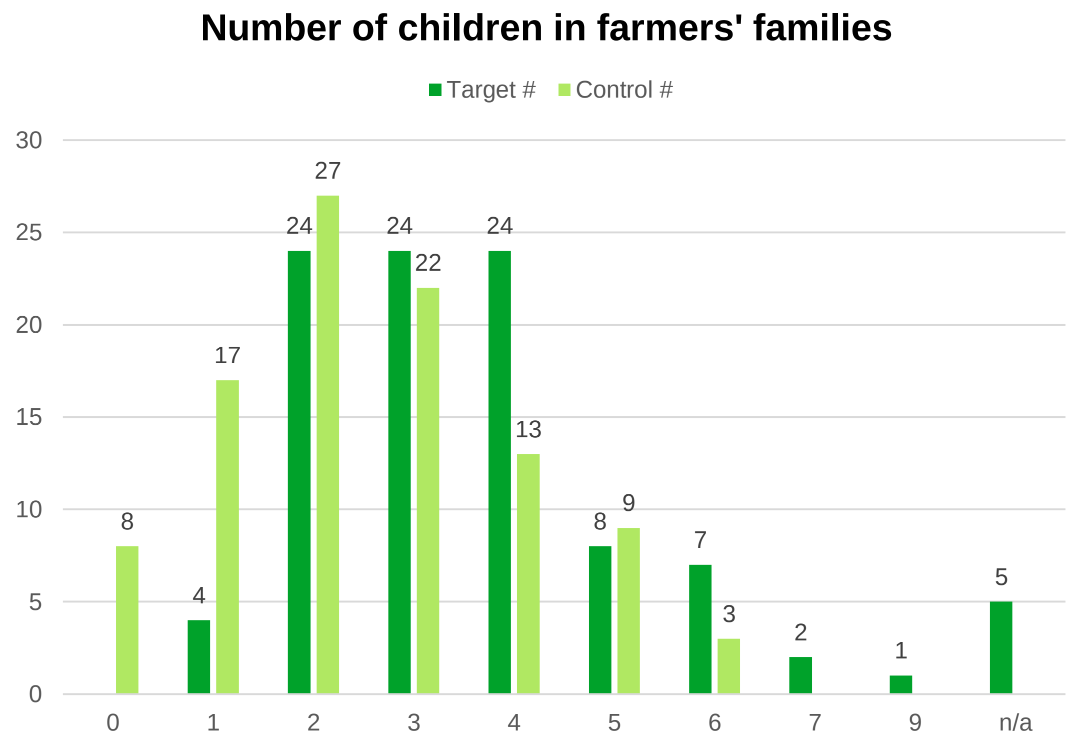
of farmers interviewed in target or control group are **widows-widowers.**

OVERVIEW OF THE SAMPLE

Family composition

	Target	Control
Min	1	0
AVERAGE	**3.5**	**2.5**
Max	9	6

Farmers in the target group tend to have more children than in control group.
It might have an impact on the results of the study
(e.g. figures related to education)



Reading : 27 non-Fairtrade farmers interviewed declared that they had 2 kids.

II

MISSION

DISCLAIMER

Limits of the study

Comparability of the groups

- The target and the control group were very different (see part III "*projects under study*")
- The Fairtrade certification was far to be the only difference between the two groups

→ Thus, the results have to be treated with caution

Translations

- Each interview was conducted with the help of one translator.
- Each interview was done in simultaneous translation.
- The questionnaires were filled out in English by ourselves.

→ However, we cannot always assure the veracity nor the accuracy of the translated answers

Social desirability bias

- We stressed our independence and used neutral questions as much as possible but the translators all were from Nature Bio Foods. This may had an impact on the producers' answers.

→ Thus, we cannot be sure that no social desirability bias was introduced

DISCLAIMER

Limits of the study

Quality of information

- Some farmers misunderstood or had difficulties to answer some questions, especially the questions concerning their income. Even though we tried to mitigate this problem by asking different questions to get one information, we sometimes received answers that did not seem correct.

Teenager’s influence on each other

- Teenagers could be influenced by each other during the focus group due to the group effect.

→ It may limit the reliability of the teenagers’ answers

III PROJECTS UNDER STUDY

III

PROJECTS UNDER STUDY

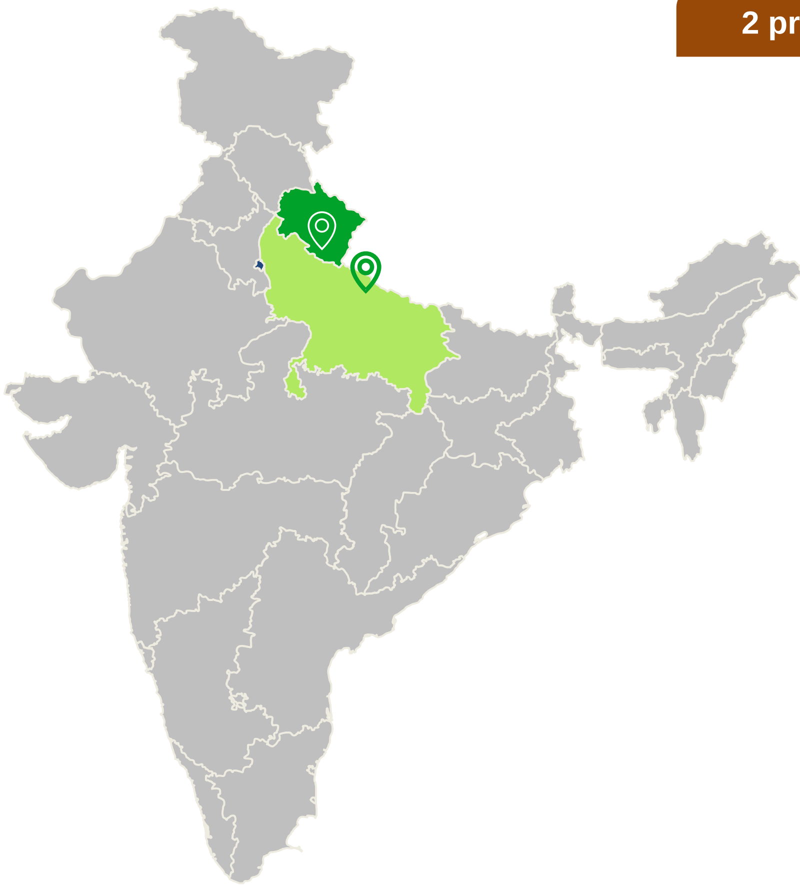
1. GENERALITIES
2. CONTEXT OVERVIEW

III

PROJECTS UNDER STUDY

PROJECTS GENERALITIES

Introduction



2 projects have been under study to analyse the impact of Fairtrade.

Ramnagar project
Fairtrade and Organic Basmati Rice
Nainital district

Bahraich project
Organic Basmati Rice
Bahraich district

1 buyer – Nature Bio-Foods

- Nature Bio Foods is the main, most of the time unique, buyer of the studied farmers.
- It is through it that they obtain organic and Fairtrade certifications.
- They both have a 5 year contract with Nature Bio Foods.

PROJECTS GENERALITIES

Fairtrade project

Ramnagar Project
Target group
Uttarakhand

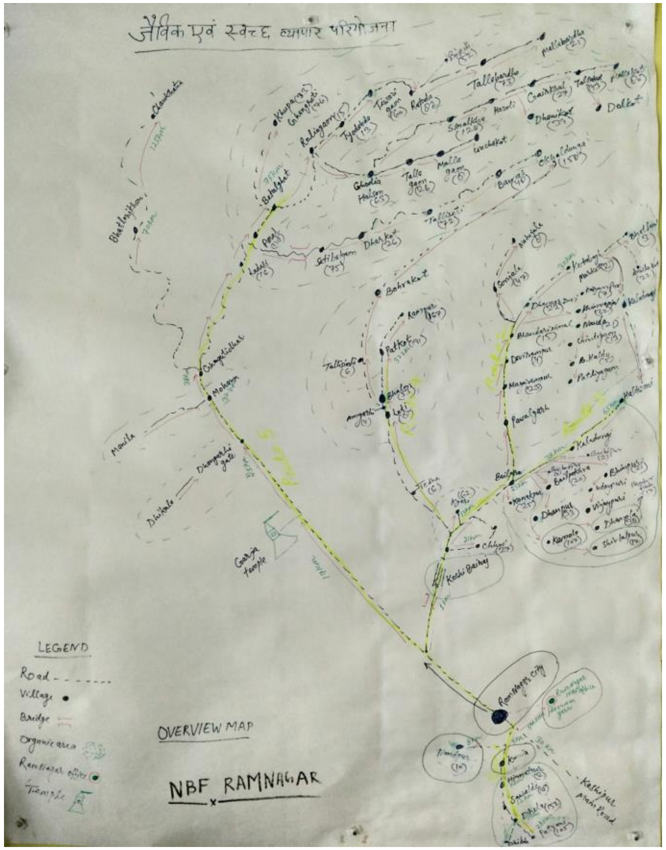
Organic certification: Control Union
Fairtrade certification: Max Havelaar (2011)
Farmers: 988 since 2014
Women farmers: 5%

Status of the organization: Contract Production
Organization of producers: Fair Farming Foundation (NGO), created in 2009

Fairtrade Premium in 2016: 1,171,871 INR

Determination of the price:

Step 1 – PEB members consult farmers' opinions through lead farmers (2 representatives in each village)
Step 2 – PEB members decide of a price based on the international market and farmers' opinions. They propose the price to Nature Bio-Foods.
Step 3 – Nature Bio-Foods proposes a counteroffer.
Step 4 – PEB members meet with Nature Bio-Foods and negotiate the price. The price will be the same for all the farmers.



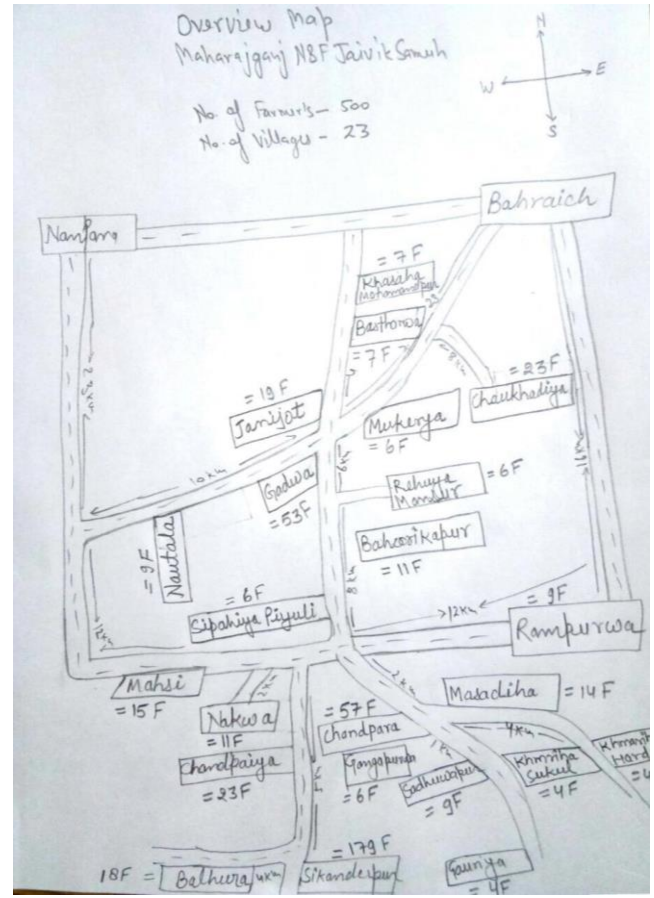
Map of the villages part of the Ramnagar Project

Note : the price determination process was explained to the research team during the study through qualitative interviews and the focus group with leaders.


Fair Farming Foundati
Fair
FARMING FOUNDATION
FAIRTRADE
REIS
MÜHLE
BRUNNEN
INTER
COOPERATION


Non-fairtrade project

Bahraich Project
Control group
Uttar Pradesh



Map of the villages part of the Bahraich Project

Organic certification: Food Cert

Farmers: 1000 (divided in ICS – groups of 500 organic farmers)
Women farmers: 3%

Determination of the price:

- **Step 1** – Farmers bring their production to the closest buying center.
- **Step 2** – Nature Bio Foods local team analyzes the quality.
- **Step 3** – Depending on the current world market and quality of the product, Nature Bio Foods local team determines the price and proposes it to farmers.

There is no guarantee of price for Bahraich farmers.

Note: the price determination process was explained to the research team during the study by Nature Bio Food local team

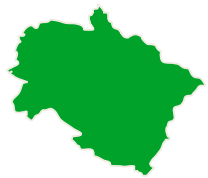
III

PROJECTS UNDER STUDY

OVERVIEW OF THE CONTEXT

Geography

Ramnagar Project
Target group
State : Uttarakhand



Total area: 53,483 km2

Population: 10,086,292 (2011). 0.83% of the Indian population

Gender distribution in Uttarakhand :

49% | 51%

Mountains	86%
Population rural area	70%
Population growth	19%
Hindu followers	83%

New state created in 2000, after the dissociation from Uttar Pradesh state.

Uttarakhand faces **frequent landslides damages on facilities and infrastructures** and had to deal with remoted areas.

Bahraich Project
Control group
State : Uttar Pradesh

Total area: 240,928 km2

Population: 199,812,341 (2011). 16.50% of the Indian population

Gender distribution in Uttar Pradesh :

48% | 52%

Mountains	Mostly plains
Population rural area	78%
Population growth	20%
Hindu followers	80%

1st state in term of **population**

2nd state in terms of economy with a large part from **agricultural sector**

OVERVIEW OF THE CONTEXT

Education

NATIONAL CONTEXT
INDIA

1st expenditure item of the Government of India.

9 education programmes (with the oldest from the 1980's).

Right to Education Act (2009) : **schooling is free and compulsory for all children from 6 to 14.**

Elementary education:
- Primary (6-10 year old)
- Upper primary (11-14 year old)

Secondary education:
- Secondary (14-16 year old)
- Higher/senior secondary (16-18 year old).

Ramnagar Project
Target group
Uttarakhand

Literacy rate: 78,82% (2011)

Literacy rate in rural areas: 76,31% (2011)

Gender distribution for literacy rate in Uttarakhand rural areas:

66% 87%

Bahraich Project
Control group
Uttar Pradesh

Literacy rate: 67.68 % (2011)

Literacy rate in rural areas: 65,46% (2011)

Gender distribution for literacy rate in Uttar Pradesh rural areas :

48% 76%

OVERVIEW OF THE CONTEXT

Health facilities

NATIONAL CONTEXT
INDIA

India's constitution guarantees free healthcare for all its citizens. State-owned health care facilities provide free health care for those below the poverty line.
However, **the public sector is often considered to have poor quality of care** and can be also far away.

The private healthcare sector is responsible for the majority of health care in India :

- 70% of households in urban areas
- 63% of households in rural areas

Most of the health care expenses are paid out of pocket by people rather than through health insurance.

Ramnagar Project
Target group
Uttarakhand

Declared chronic illness*

General: **88.4%**

Rural areas: **86.2%**

Average number of people for 1 Sub Centre** in Rural Areas:
3,110 - 4,045 people

Bahraich Project
Control group
Uttar Pradesh

Declared chronic illness*

General: **95.3%**

Rural areas: **95.0%**

Average number of people for 1 Sub Centre** in Rural Areas:
5,802 - 15,520 people

* Having any kind of symptoms of chronic illness and sought medical care
** Sub Centre: the most basic health center in India.

OVERVIEW OF THE CONTEXT

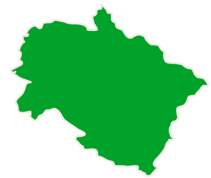
Water facilities

NATIONAL CONTEXT
INDIA

India invests almost **$2.5 billion each year through 6 different programs** to improve water supply in rural areas.

96% of the rural population has a tap or a well at a reasonable distance from their homes.
Most of the water supply and sanitation systems in rural areas have been implemented by state-owned agencies.

But a lot of problems have arisen: maintenance, quality, dryness …



Ramnagar Project
Target group
Uttarakhand

World Bank Project and numerous policies to increase water and toilet accessibility

1st state with decentralized approach on its entire territory. Gram Panchayats* are in charge of water facilities.

97% of sustainable toilet coverage

Bahraich Project
Control group
Uttar Pradesh

According to NBF staff the access to water in rural areas in Uttar Pradesh is worse than in rural areas in Uttarakhand.

However, we could not find official documents to support this statement.

* local governance infrastructure

OVERVIEW OF THE CONTEXT

Electricity access

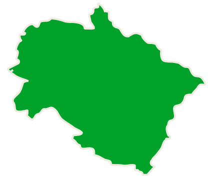
NATIONAL CONTEXT
INDIA

8 electricity programs. The main one : “Power for All” program.

However, most of the time, Indian government cannot implement projects alone, it needs other shareholders:

- states governments,
- communities,
- companies,
- NGOs (…)

→ As a result, there is an unequal action on the territory.



Ramnagar Project
Target group
Uttarakhand

"*The power situation in Uttarakhand is not that bad with most villages connected to the grid and getting electric supply for more than 15 hours a day*"
Rajnish Jain - Avani Bio Energy.

3rd state in the country selected for the "Power for All" program.

Household without electricity (2011)
General: 13%
Rural areas: 17%

Bahraich Project
Control group
Uttar Pradesh

According to NBF staff the access to electricity in rural areas in Uttar Pradesh is worse than in rural areas in Uttarakhand.

However, we could not find official documents to support this statement.

IV RESULTS PER IMPACT

IV

RESULTS PER IMPACT

1. HOUSEHOLD INCOME AND STANDARD OF LIVING
2. ACCESS TO BASIC SERVICES
3. RISK AND VULNERABILITY
4. INFLUENCE AND STATUS
5. DIGNITY, CONFIDENCE, CONTROL AND CHOICE
6. GENDER EQUALITY
7. INTER-GENERATIONAL SUSTAINABILITY
8. ENVIRONMENT

LEGEND

Visual cues throughout the presentation

Full length at the top of the slide : Main conclusion of the slide

Positive impact or result

Inconclusive impact or result

Observation, data reporting

Colors for comparison between target and control group

Dark green refers to target group

Light green refers to control group

Inside the slide : Explanation of the result

Results – impact – lecture of number or of a graph

Lecture of number or a graph for control group only

Useful information, explanation regarding the context

Remarks or reminder of information that could impact the results.

Quote

Graph comparaison

Colors for comparison between gender

Orange refers to femal group

Light brown refers to male group

IV

RESULTS PER IMPACT

1. HOUSEHOLD INCOME AND STANDARD OF LIVING
2. ACCESS TO BASIC SERVICES
3. RISK AND VULNERABILITY
4. INFLUENCE AND STATUS
5. DIGNITY, CONFIDENCE, CONTROL AND CHOICE
6. GENDER EQUALITY
7. INTER-GENERATIONAL SUSTAINABILITY
8. ENVIRONMENT

Organic basmati rice

In average non-Fairtrade farmers have a bigger rice income.

How much money did you get by selling your rice this year ?

	Amount of rice income in 2017	
	TARGET	**CONTROL**
Min	3,165 INR	20,000 INR
AVERAGE	**40,135 INR**	**136,132 INR**
MEDIAN	**26,750 INR**	**66,000 INR**
Max	273,000 INR	2,240,250 INR

Since **both groups have very eclectic results** (huge gap between the minimum and the maximum income), it's recommended to compare the **medians**.

Rice income depends on the production capacity, the size of the land, but also on climatic and geographic aspects.
It is essential to keep that in mind. These first results don't mean that Fairtrade has no economic impact.

Geographical contexts were very different and could have a great **impact on these results.**

Fairtrade farmers are dealing with :

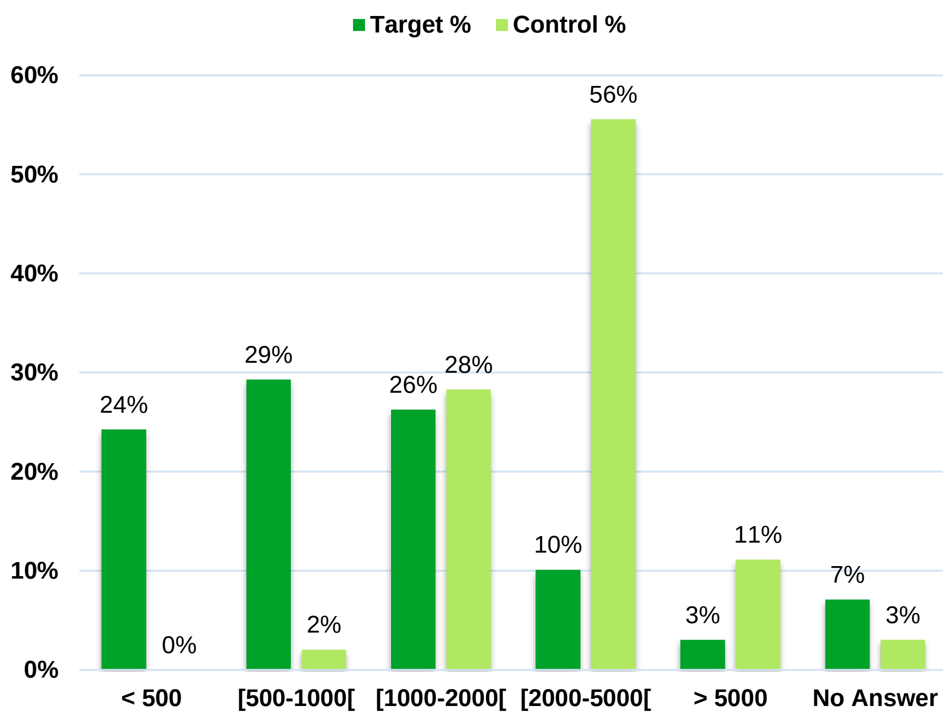
→ Smaller lands and production capacities,
→ A different environment (mountains)
→ The risk of destruction of their productions by wild animals…

Reading : 50% of the Fairtrade farmers have a rice income equal or lower than 26,750 INR in 2017 whereas 50% of non-Fairtrade have a rice income equal or lower than 66,000 INR in 2017.

Organic basmati rice

Non-Fairtrade farmers are able to produce more organic basmati rice than Fairtrade farmers.

How many kilos did you produce in 2017 ?



This result impacts the previous results regarding the income :
Fairtrade farmers are producing less than non-Fairtrade farmers so they can sell less rice and their incomes are lower.

For complementary figures concerning selling and use of production, please consult the attached excel files.

95% of non-Fairtrade farmers produced **1 000 kg or more** in 2017

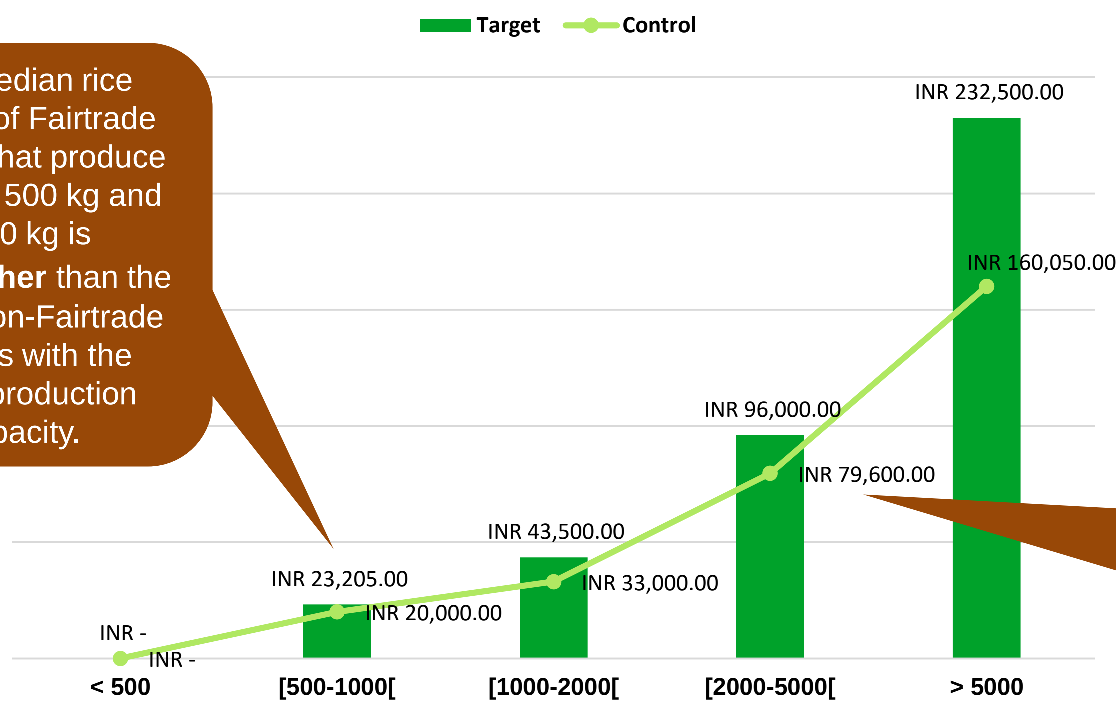
39% of Fairtrade farmers produced **1 000 kg or more** in 2017

Reading : 10% of Fairtrade farmers produced between 2000 and 5000 kg of Organic Basmati rice in 2017 while 56% of non Fairtrade farmers did.

Organic basmati rice

Fairtrade farmers have an income slightly better than non-Fairtrade farmers.

How much money did you get by selling your rice this year ?
(by groups of production capacity)



The median rice income of Fairtrade farmers that produce between 500 kg and 1000 kg is **16% higher** than the one of non-Fairtrade farmers with the same production capacity.

Since **both group have very eclectic results** (huge gap between the min and max income), we should compare the **medians**.

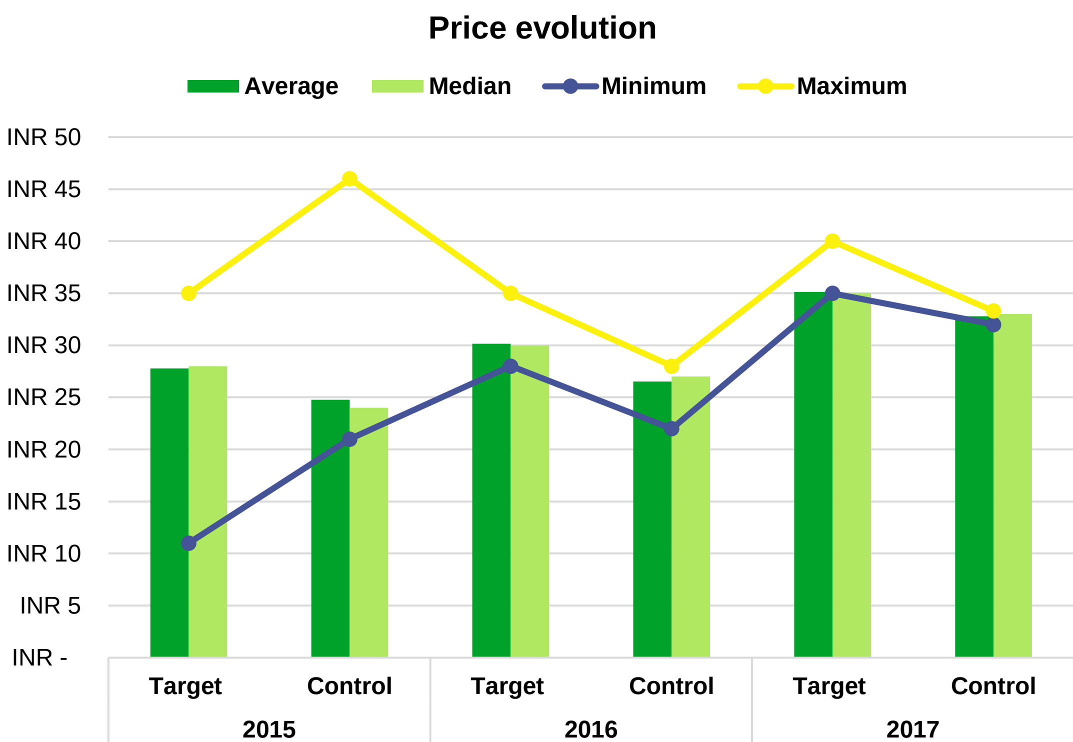
The median rice income of Fairtrade farmers that produce between 2000 kg and 5000 kg is **20.6% higher** than the one of non-Fairtrade farmers with the same production capacity.

Reading : 50% of the Fairtrade farmers that produced between 2000kg and 5000kg have a rice income equal or higher to 96,000 INR in 2017 whereas 50% of non-Fairtrade with the same production capacity have a rice income equal or higher to 79,600 INR.

INCOME

Price influence

The price of Fairtrade and organic basmati rice is always higher than the one non-Fairtrade and organic. However, the gap is decreasing.



Reading : In 2017, the price of Fairtrade and Organic Basmati rice was 35 INR / kg while it was 33 INR / kg for non-Fairtrade but Organic Basmati rice.

Fairtrade price is always **higher by 2 to 4 INR / kg.**

The gap between Fairtrade and non-Fairtrade price is reducing:

	2015	2016	2017
Gap rate	16%	11%	6%

Variations of price in the target group are due to farmers' mistakes since their price is fixed.

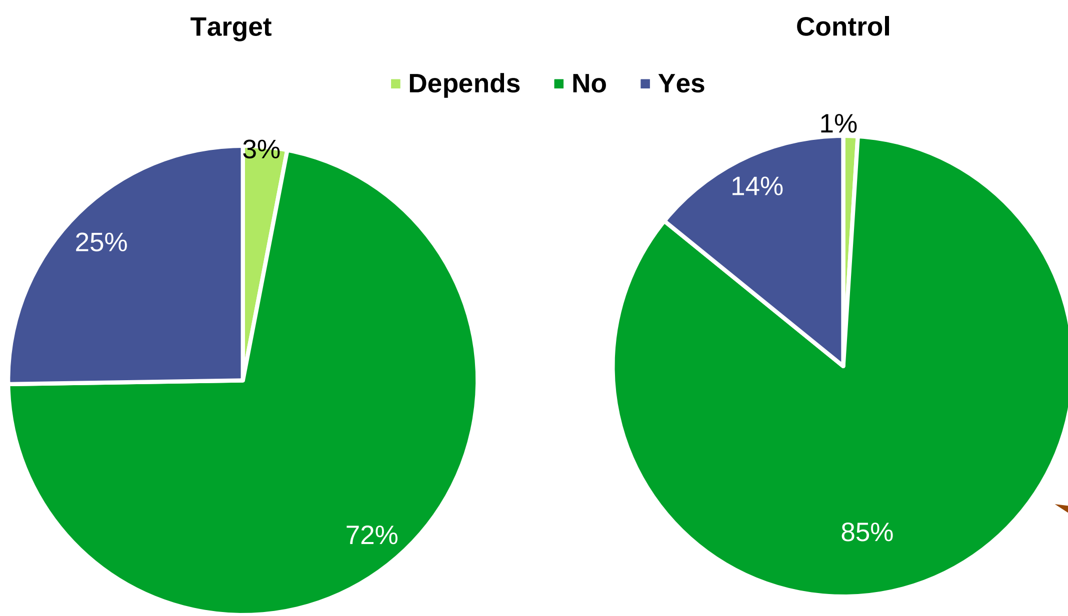
Variations of price in the control group happened more often.
In fact, the price is based on the quality of the rice and the international market. The price is always fluctuating.

Other sources

Non-Fairtrade farmers have more chances to have another source of income besides rice.

Is selling rice your only source of income?

72% of Fairtrade farmers declared that they can sometimes have another source of income than rice.



Nature Bio Foods team is encouraging Fairtrade farmers to diversify their activities in order to reduce their dependence on rice.

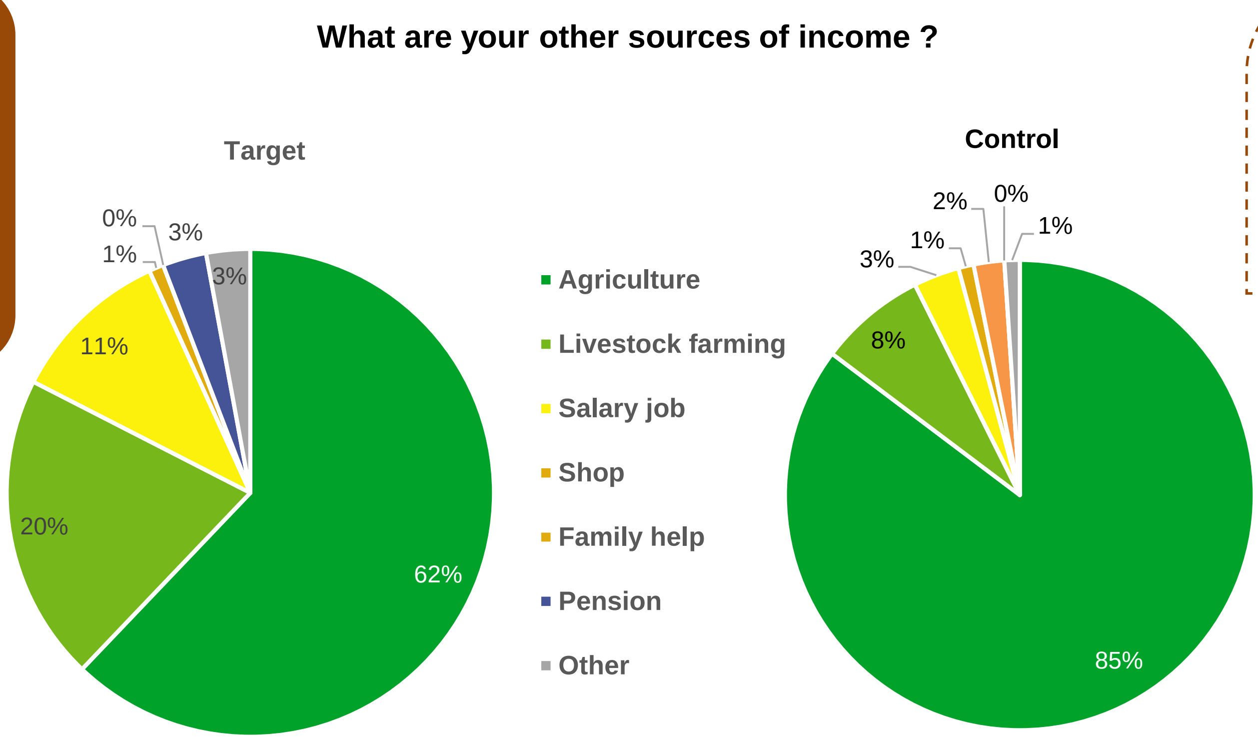
85% of non-Fairtrade farmers declared that they can sometimes have another source of income than rice.

Reading : 72% of Fairtrade farmers declared to have other sources of income than rice while 85% of non Fairtrade farmers did.

Other sources

Fairtrade farmers have a brighter diversity of sources of income.

38% of Fairtrade farmers that have other sources of income find them in other sectors than agriculture.



Nature Bio Foods team is encouraging Fairtrade farmers to diversify their activities in order to reduce their dependence on rice.

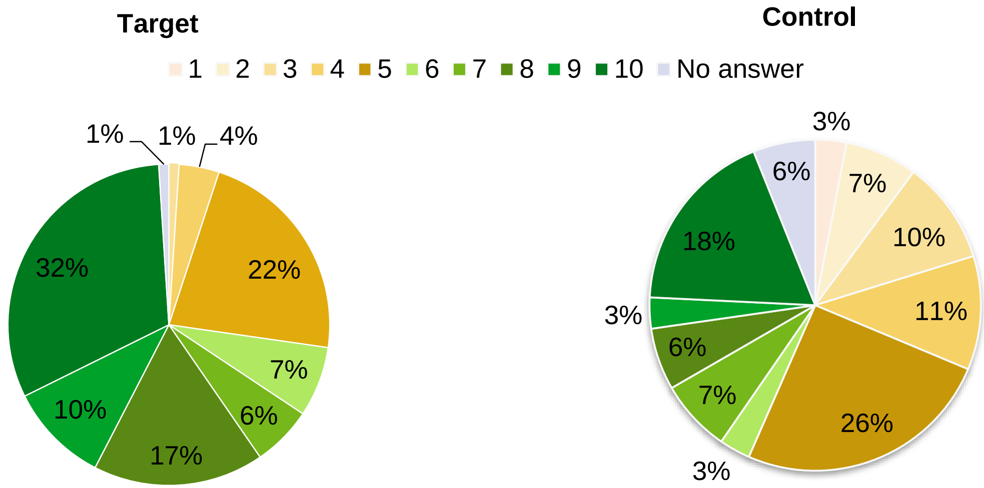
15% of non-Fairtrade farmers that have other sources of income find them in other sectors than agriculture.

Reading : 62% of Fairtrade farmers declared to have an other source of income in the agricultural sector while 85% of non Fairtrade farmers did.

Living conditions

Fairtrade farmers are more to declare having good living conditions.

How do you feel about your living conditions ?
(0: very bad – 10 : very good)



	Target	Control
AVERAGE	7.6	5.8
MEDIAN	8	5

50% of the Fairtrade farmers gave a mark **equal or superior to 8**

Whereas 50% of the non-Fairtrade farmers gave a mark **equal or superior to 5**

Fairtrade farmers cumulate **72%** of positive answers* to this question
**marks superior to 5*

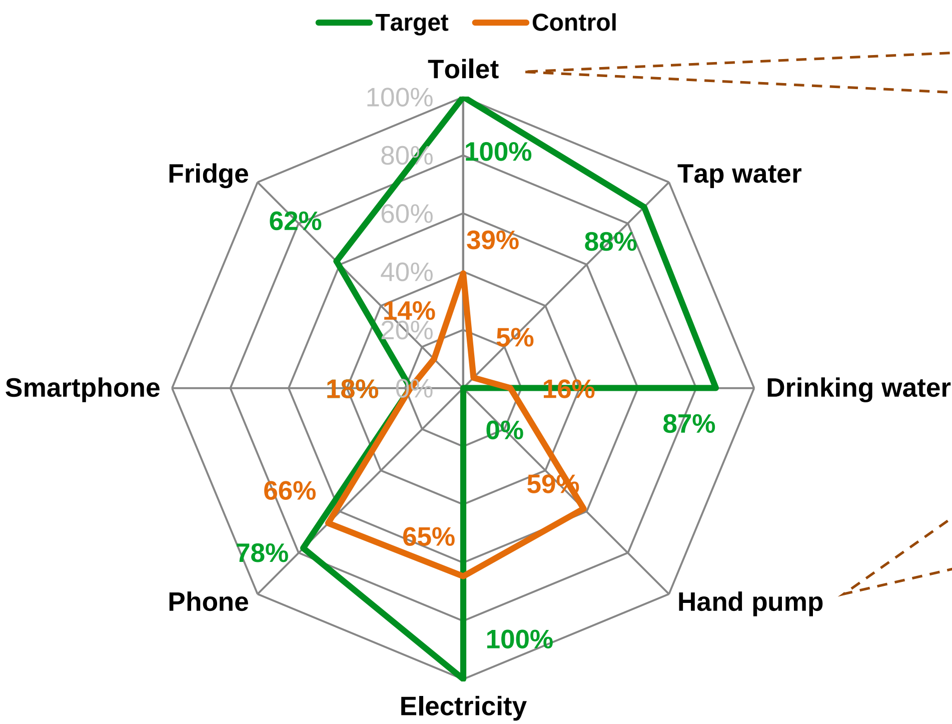
Non-Fairtrade farmers cumulate **37%** of positive answers* to this question
**marks superior to 5*

Reading : On the total of the Fairtrade farmers who answered to this question, 32% gave a mark of 10

Access to facilities

Fairtrade farmers have a better access to facilities.

What kind of facilities do you have access to in your house ?



In the target group, Fairtrade farmers told us in some villages that they had toilets at home or drinking water facilities for only 1 or 2 years, thanks to governmental programs.

Hand pump is a system to bring underground water up to the surface. It is really different from running water which comes from the village network, is distributed by the government and is already filtered.

In the control group, non-Fairtrade farmers often owned a hand pump (they were considering this water as tap and drinking water).
We had to change their answers into « hand pump » when we cleaned the database.

The economic situation
of the two states is very different,
as well as the action of the government

Reading : On the total of the Fairtrade farmers who answered to this question, 31% said they have loans (at least one).

STANDARD OF LIVING

Access to facilities

99%
of Fairtrade farmers have toilets and electricity at home, while they are **39%** and **64%** within the non-Fairtrade farmers group

87% and 86%
of Fairtrade farmers have tap water and drinking water at home, while they are **5%** and **16%** within the non-Fairtrade farmers group

Facilities	Target	Control
Toilets	99	39
Tap water	87	5
Drinking water	86	16
Hand pump	0	58
Electricity	99	64
Phone	77	65
Smartphone	18	18
Fridge	61	14

Fairtrade farmers have :

- **2.5 times** more access to **toilet**
- **17.4 times** more access to **tap water**
- **5.4 times** more access to **drinking water**
- **1.5 times** more access to **electricity**
- **1.2 times** more access to a **phone**
- **4.4 times** more access to a **fridge**

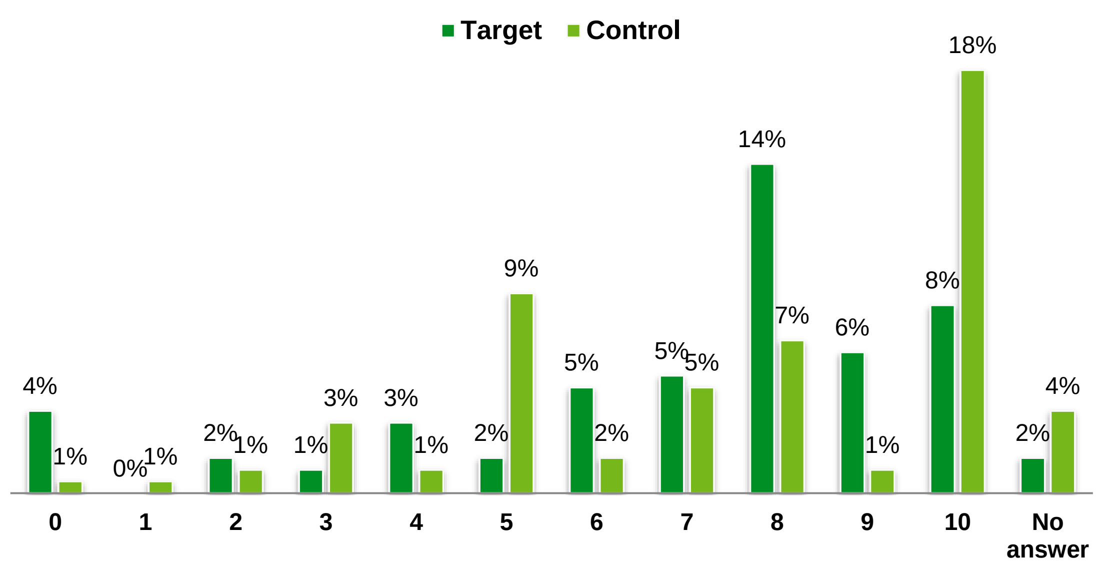
…than non-Faitrade farmers

Reading : On the total of the Fairtrade farmers, 99 said they had toilets at home. They are 39 within the non-Fairtrade farmers group

Access to machines

There is no difference between the two groups.

How is your access to machines (0-10) ?



	Target	Control
AVERAGE	6.9	7.4
MEDIAN	8	8

Some farmers had a center in their villages, where they could rent machines.

There was one in Kotabagh for example, which was opened thanks to the Fairtrade Prenium*

**See the presentation of NBF in appendice*

Reading : On the total of the Fairtrade farmers interviewed, 8% gave a mark of 10. They are 18% within the non-Fairtrade farmers

IV

RESULTS PER IMPACT

1. HOUSEHOLD INCOME AND STANDARD OF LIVING
2. **ACCESS TO BASIC SERVICES**
3. RISK AND VULNERABILITY
4. INFLUENCE AND STATUS
5. DIGNITY, CONFIDENCE, CONTROL AND CHOICE
6. GENDER EQUALITY
7. INTER-GENERATIONAL SUSTAINABILITY
8. ENVIRONMENT

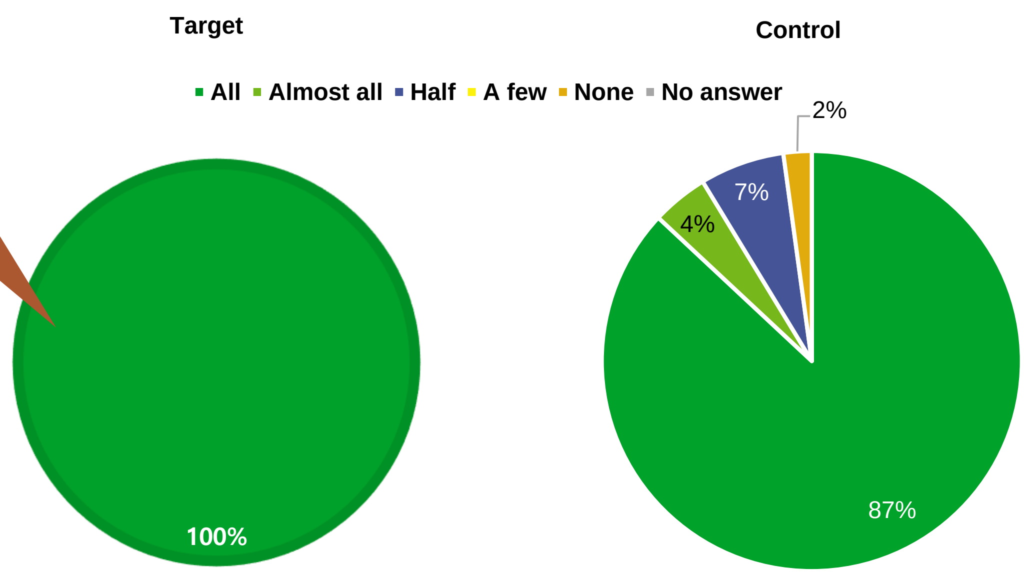
BASIC SERVICES

Education

Children of Fairtrade farmers are all going to primary school.

100% of children of Fairtrade farmers go to school.

How many of your children between 6 and 14 years old go to school ?



Although primary education is declared free and compulsory by the Indian government, the education system is managed by local governments.

Geographical differences between the target and control groups involve a bias to Max Havelaar's advantage, as Uttarakhand state seems to have a better education system and schooling rate than Uttar Pradesh.

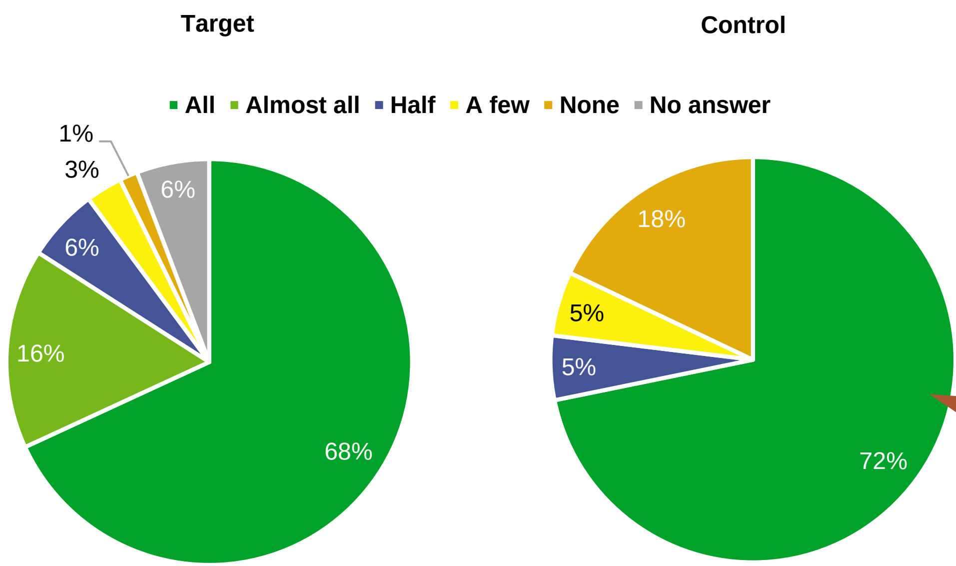
Only 30 Fairtrade farmers and 46 Non-Fairtrade farmers have children between 6 and 14 years old.

Reading : 100% of Fairtrade farmers declared that all of their children between 6 and 14 years old are going to school whereas 87% of Non-Faitrade farmers did.

Education

Children of Fairtrade farmers are more attending secondary education schools.

How many of your children above 15 years old go to school ?



84%
of Fairtrade farmers declared that almost all or all of their children above 15 years old are going to school

Education above 15 years-old is not obligatory. We will design it as "secondary education".

72%
of non-Fairtrade farmers declared that almost all or all of their children above 15 years old are going to school

69 Fairtrade farmers and only 39 non-Fairtrade farmers have children between 15 and 28 years old.

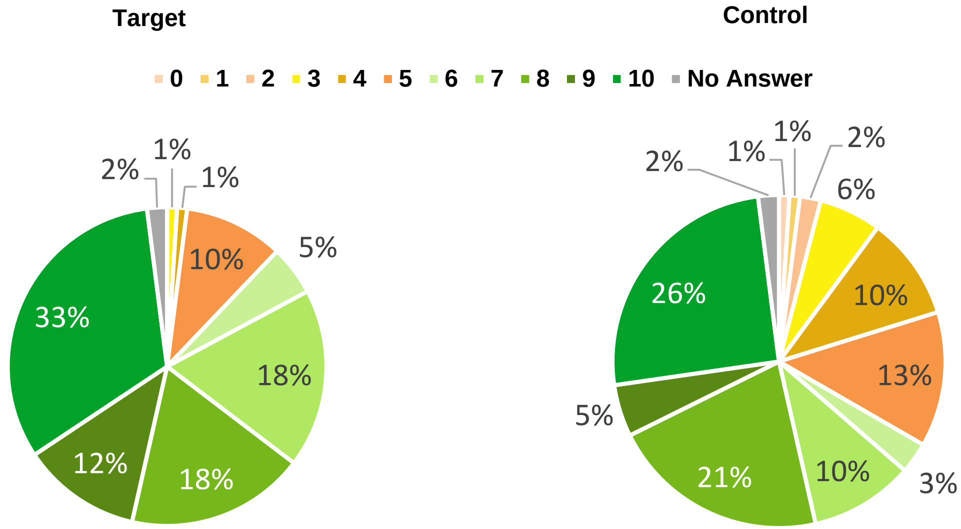
Reading : 68% of Fairtrade farmers declared that all of their children above 15 years old are going to high school or above.

BASIC SERVICES

Health

Fairtrade farmers declare more being healthy.

Would you say that you and your family are healthy ?
(0: completely disagree– 10: completely agree)



	Target	Control
Min	3	0
AVERAGE	**8.1**	**7.0**
Max	10	10

Fairtrade farmers cumulate **86%** of positive answers to this question

Non-Fairtrade farmers cumulate **65%** of positive answers to this question

We are living in a very healthy environment so we are in a very good shape. – Fairtrade farmer.

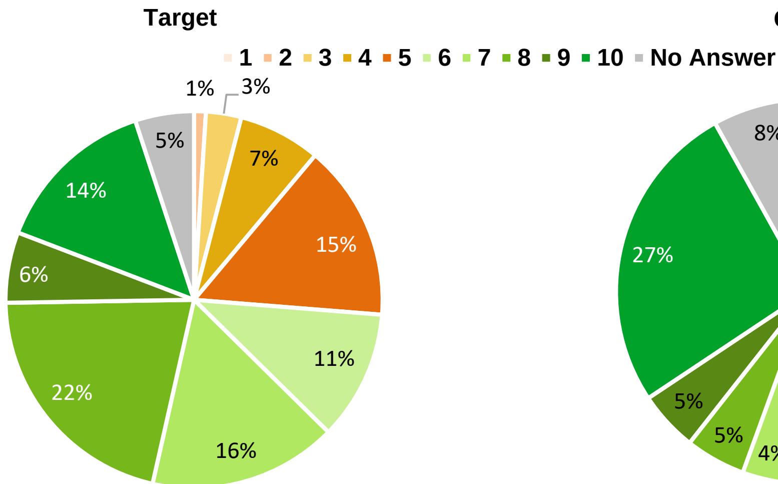
Healthy environment and healthy food, always working outside, we are very healthy. – Fairtrade farmer.

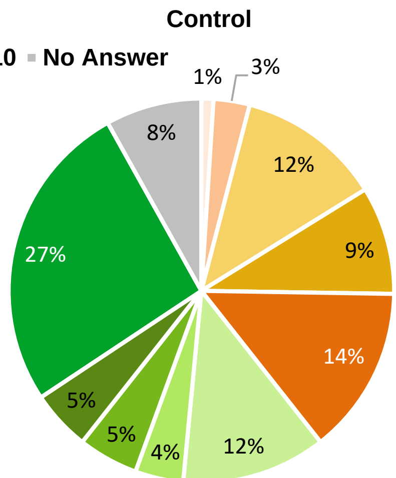
Reading : 33% of Fairtrade farmers gave a 10 mark out of 10 for their health while 26% of non-Fairtrade farmers did.

Health facilities

Fairtrade farmers declare being more able to have access to health facilities.

Would you say that you have access to anykind of health facilities ?
(0: completely disagree– 10: completely agree)





	Target	Control
Min	2	1
AVERAGE	7.0	6.5
Max	10	10

Fairtrade farmers cumulate **69%** of positive answers to this question

Non-Fairtrade farmers cumulate **48%** of positive answers to this question

Geographical differences have a great influence on this question :

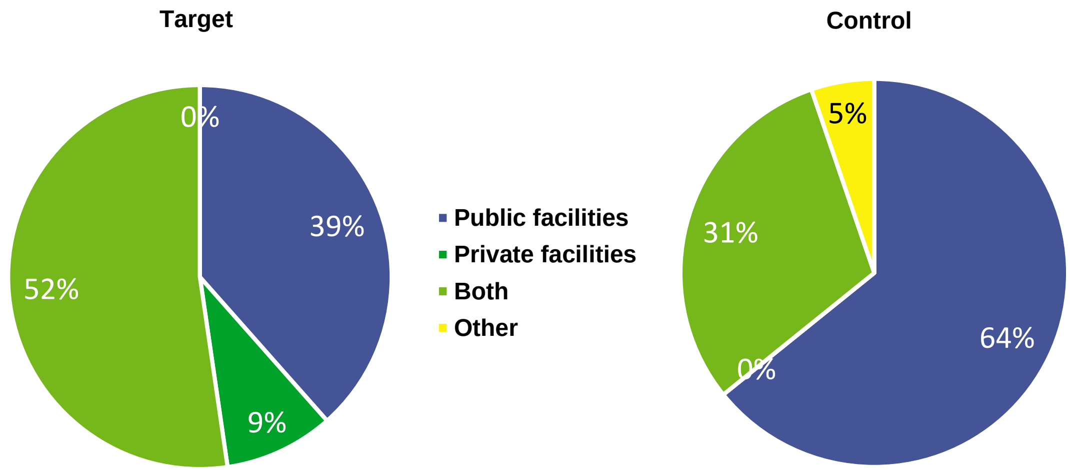
1. A significant part of Fairtrade farmers are living in the mountains, far always from any health facilities.
2. Uttarakhand seems to have a better health system.

Reading : 22% of Fairtrade farmers gave a 8 mark out of 10 for their access to health facilities while 5% of Non-Fairtrade farmers did.

Health facilities

Fairtrade farmers declare being more able to afford better health facilities.

What kind of health facilities can you afford ?



Fairtrade farmers

For minor problem, we go to government hospital. But for bigger issues, we go to private one.

For normal problems, we are ok. For big problems, we would have to sell buffalos. I would sell everything for my family.

61% of Fairtrade farmers declare that they can afford private health facilities

31% of non-Fairtrade farmers declare that they can afford private health facilities

Non-Fairtrade farmers

I would prefer to get medicine in the village first and then go see a doctor.

I can only go to government hospital. I don't have enough money for private ones!

It is for this reason only that we took a loan.

Reading : 39% of Fairtrade farmers declared using public health facilities while 64% of non-Fairtrade farmers declared the same.

IV

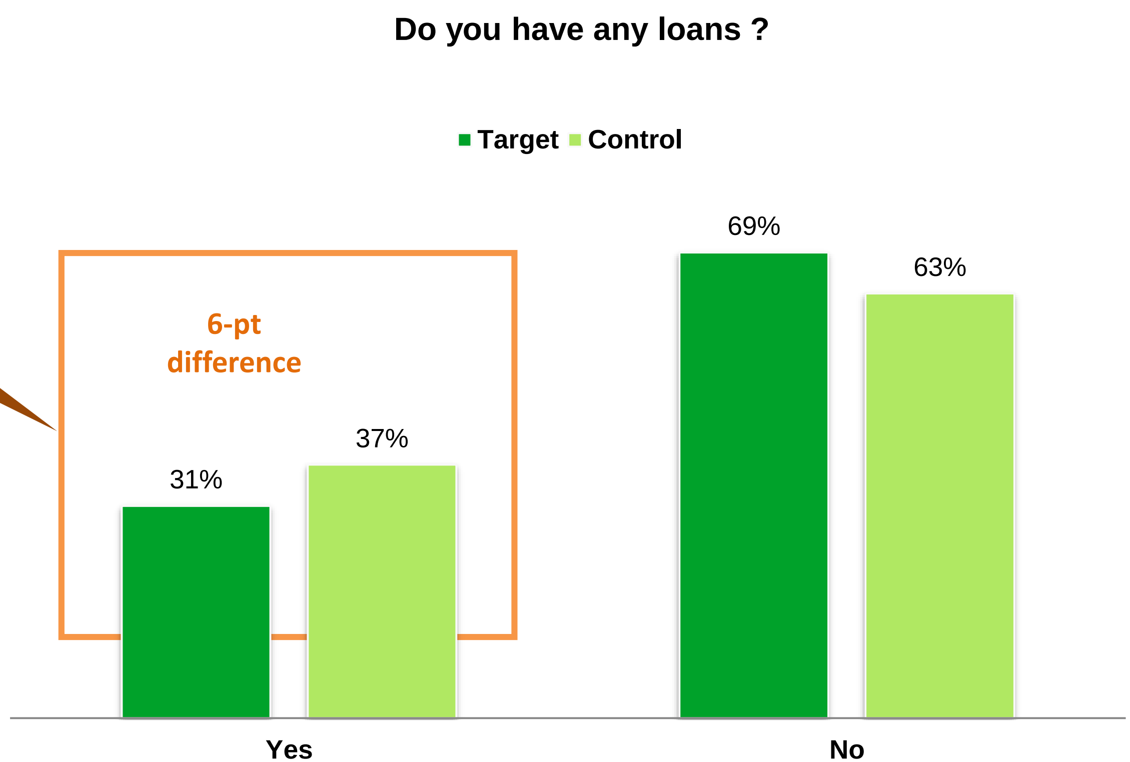
RESULTS PER IMPACT

RISK AND VULNERABILITY

Financial independence

Fairtrade farmers have less loans.

Fairtrade farmers have **1.2 times less** loans

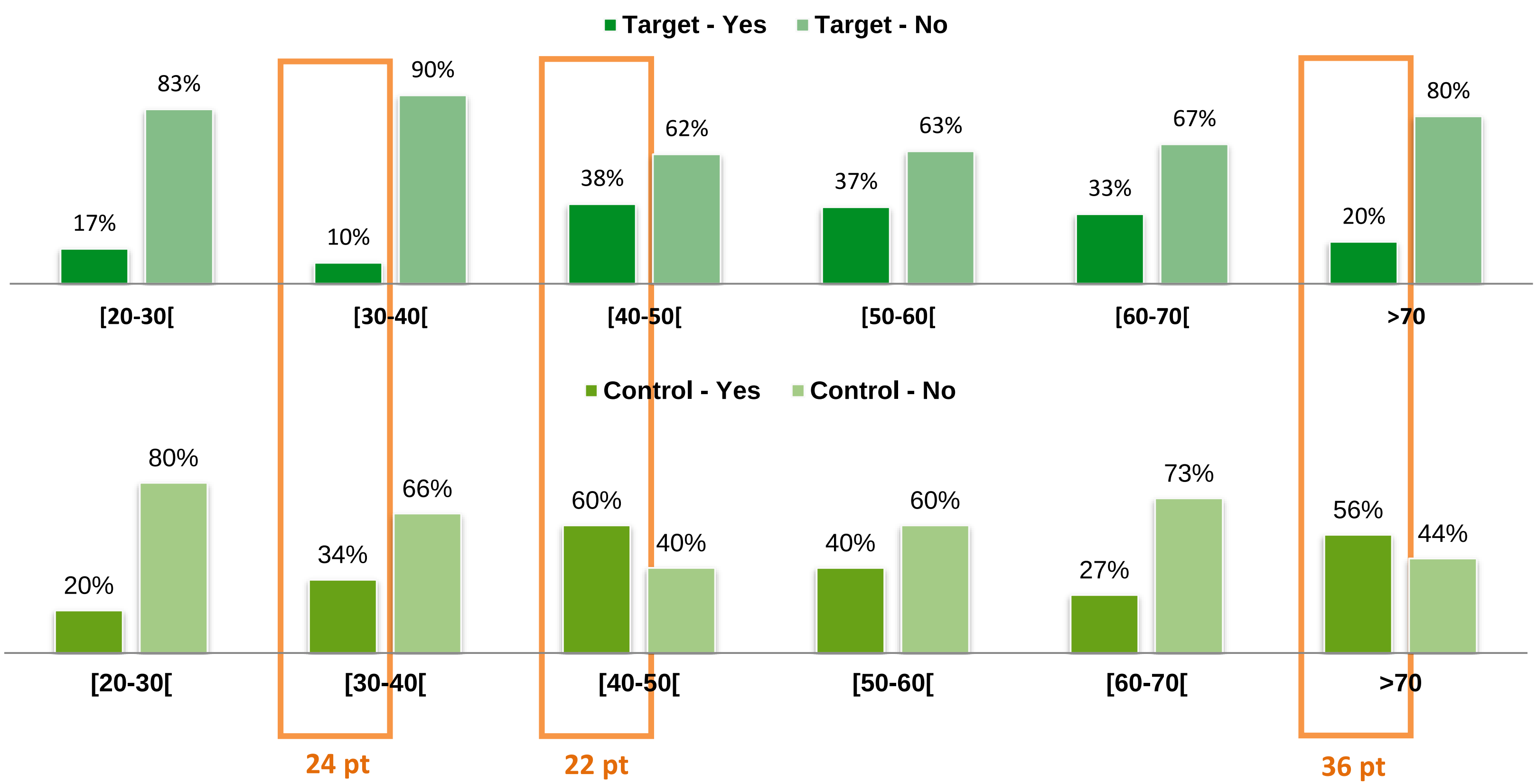


Reading : On the total of the Fairtrade farmers who answered to this question, 31% said they have loans (at least one)

RISK AND VULNERABILITY

Financial independence : age

There is a significant difference for farmers between 30 and 50, and 70+ years old.



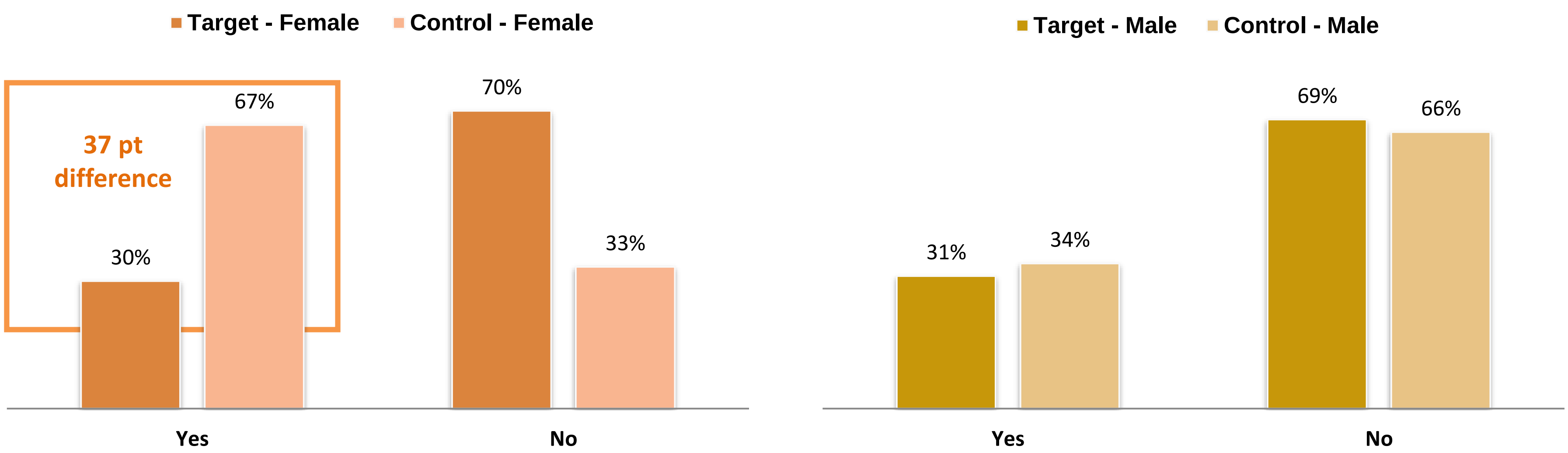
Reading : On the total of Fairtrade farmers between 40-50 years old who answered to this question, 38% said they have loans. They are 60% within the non Fairtrade farmers group.

RISK AND VULNERABILITY

Financial independence : gender

There is a significant difference within the female farmers group. Fairtrade female farmers have less loans. There is almost no difference for the male farmers.

Do you have loans ?



Female Fairtrade farmers have **2 times less** loans

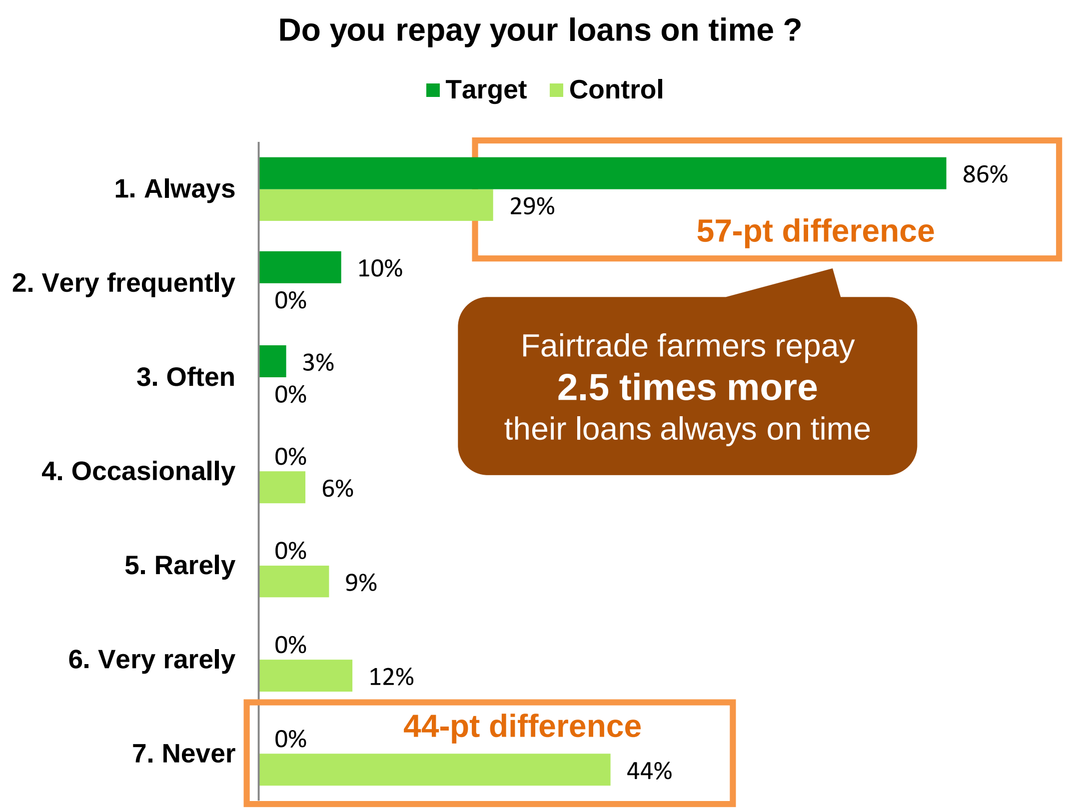
The number of women interviewed is small:
10 for the Fairtrade farmers and
9 for the non-Fairtrade farmers

Reading : On the total of Fairtrade farmers female who answered to this question, 30% said they have loans. They are 67% within the non Fairtrade farmers group.

RISK AND VULNERABILITY

Capacity of repayment

Fairtrade farmers are more able to repay their loans on time.



	Target	Control
Average	9.7	3.7
Median	10	2

50% of the Fairtrade farmers are **always on time** to repay their loans

50% of the non-Fairtrade farmers are **very rarely or never on time** to repay their loans

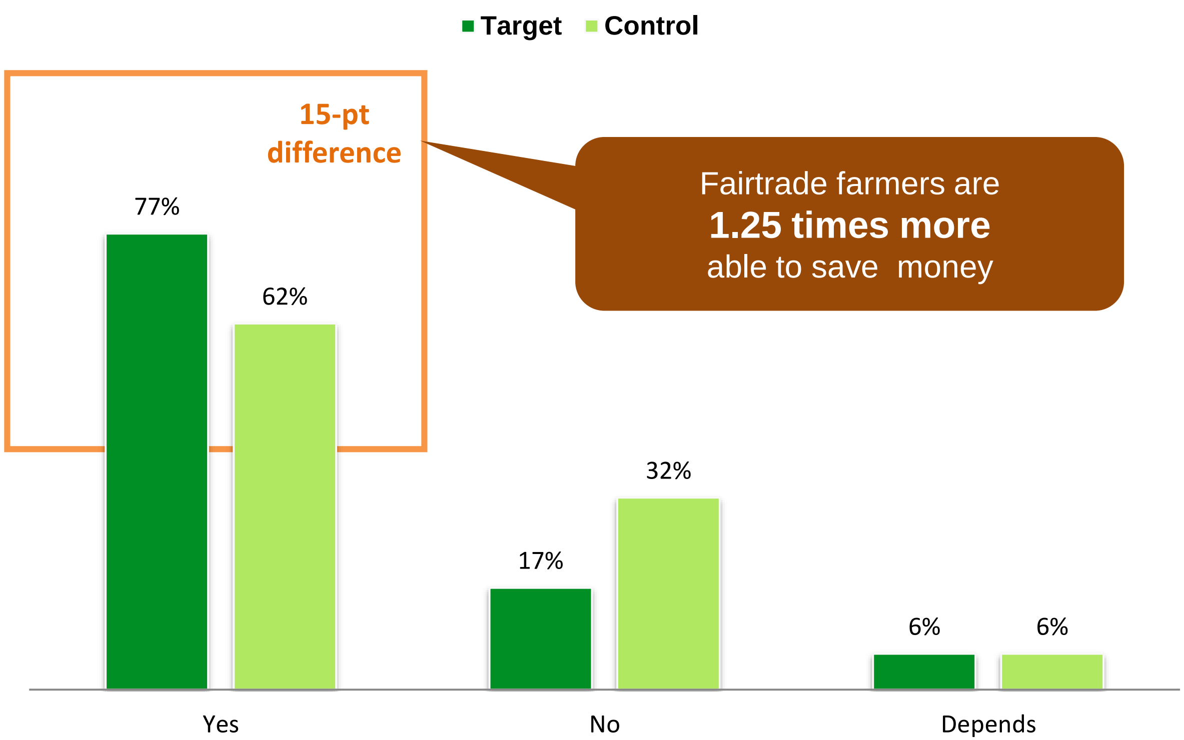
Reading : On the total of the Fairtrade farmers who answered this question, 77% said they are able to save money. They are 62% within the non-Fairtrade farmers.

RISK AND VULNERABILITY

Savings

Fairtrade farmers have more able to save money.

Are you able to save money ?



AVERAGE
(amount of savings per year)

Target : 44,110 INR

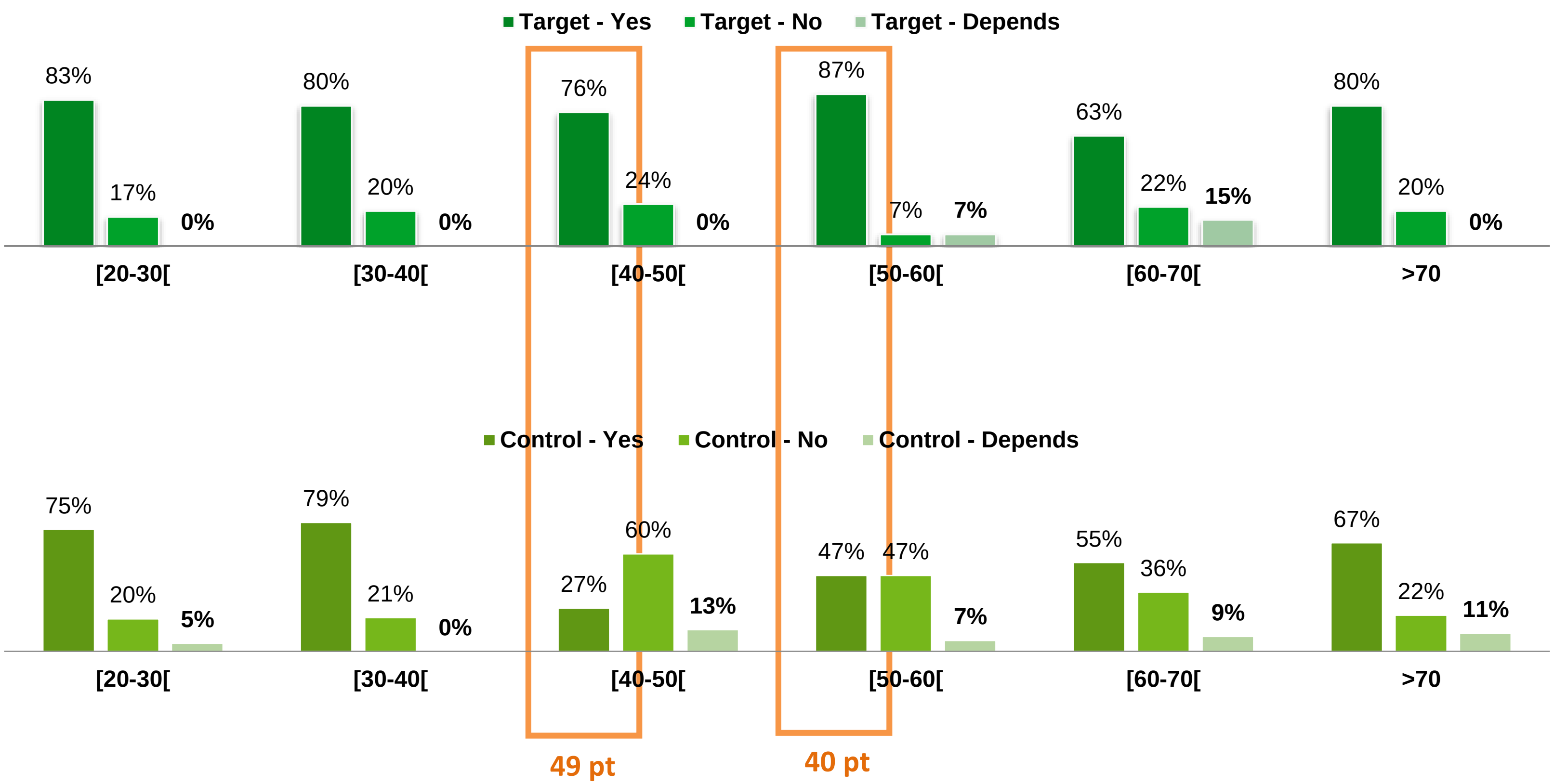
Control : 42,895 INR

Reading : On the total of the Fairtrade farmers who answered to this question, 77% said they are able to save money. They are 62% within the non-Fairtrade farmers

RISK AND VULNERABILITY

Savings : age

There is a significant difference for farmers between 40 and 60 years old.



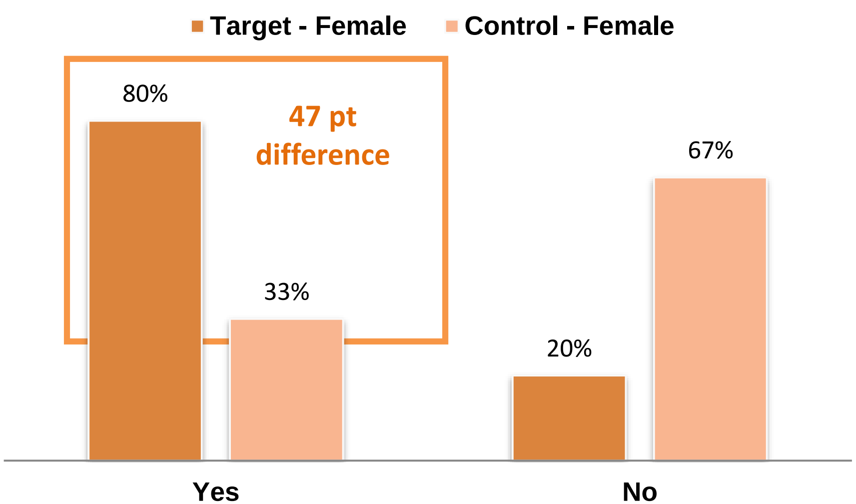
Reading : On the total of Fairtrade farmers between 40-50 years old, who answered to this question, 76% said they are able to save money. They are 27% within the non Fairtrade farmers.

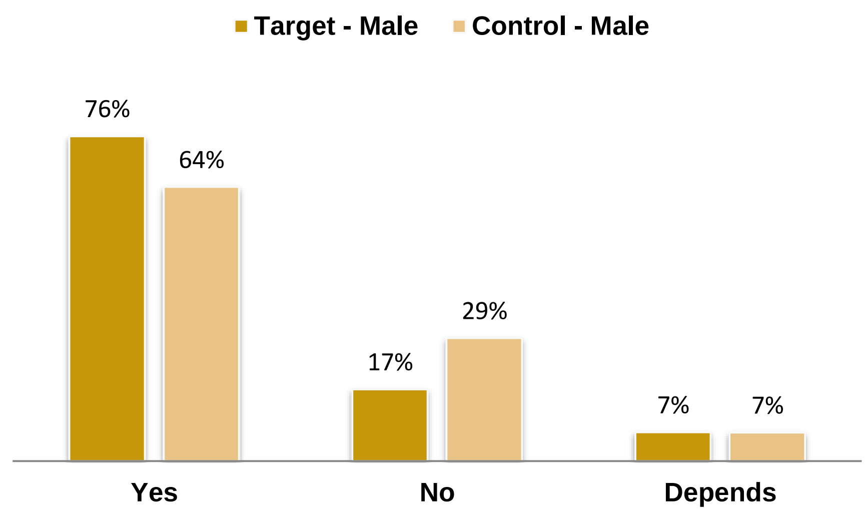
RISK AND VULNERABILITY

Savings : gender

There is a significant difference within the female farmers. Fairtrade female farmers are more able to save.

Are you able to save money ?





Female Fairtrade farmers are **2.7 times more** able to save money

The number of women interviewed is small :
10 for the Fairtrade farmers and
9 for the non-Fairtrade farmers

Reading : On the total of Fairtrade farmers female who answered to this question, 80% said they are able to save money. They are 33% within the non Fairtrade farmers

RISK AND VULNERABILITY

Conditions of repayment

Fairtrade farmers are paid more quickly.

When do you get paid by your buyers (in days) ?

	Target	Control
Min	1	1
AVERAGE	5,6	6,7
Max	30	15

The conditions of payments were diversified (by cash or by cheque).
By cash, the payment is immediate.
By cheque, it can take some days.

Some farmers answered by giving the numbers of days it takes to get the money on their bank accounts, not to have the payment from the buyer.

Fairtrade farmers :
- I receive the payment by cash, in a day.
- I get a cheque and then it can take 3 or 4 days for the payment to come.

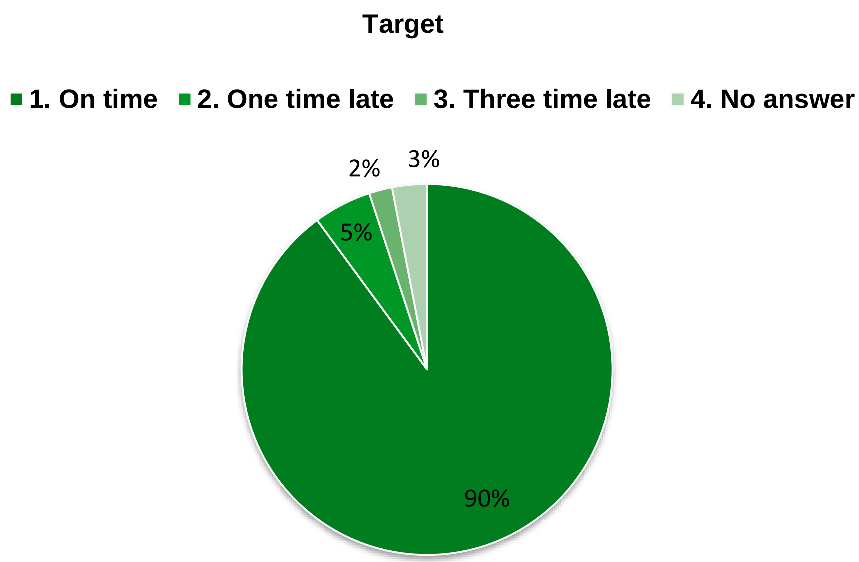
Reading : In average, Fairtrade farmers receive their payment within 5,6 days

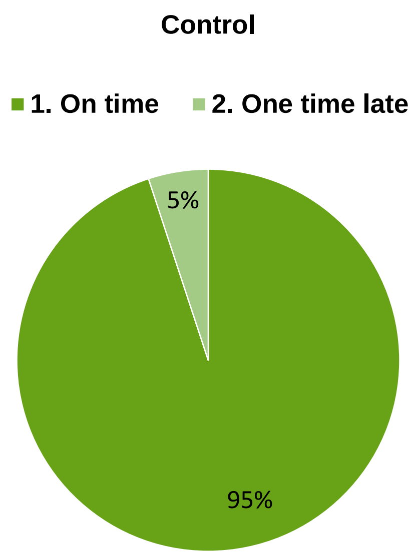
RISK AND VULNERABILITY

Terms of repayment

There is no difference between the two groups.

Since 2015, how many payments where on time ? (maximum of 3 payments)





The two groups had the same buyer

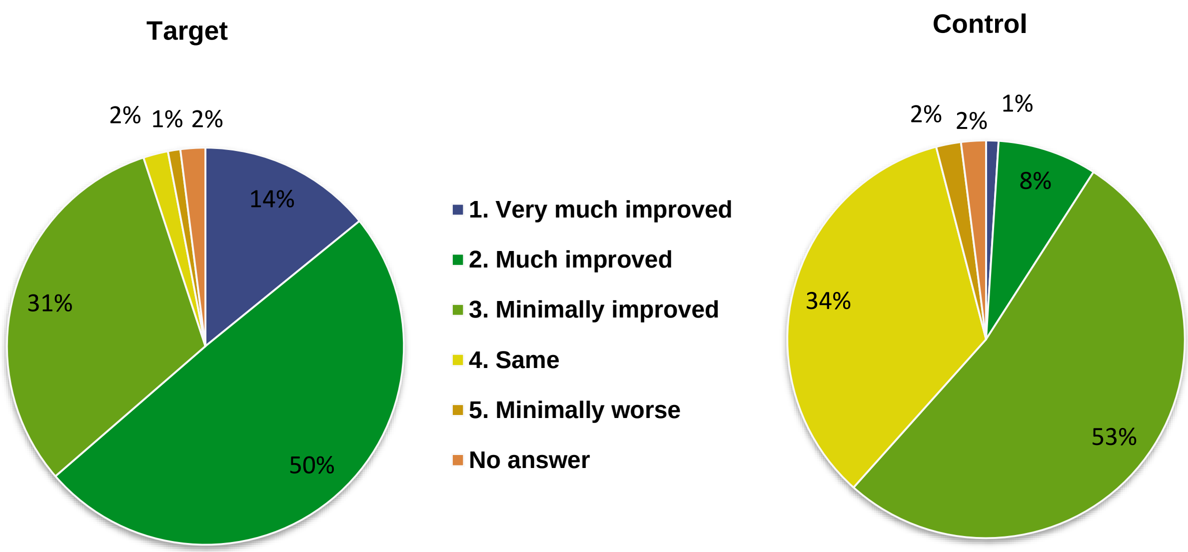
Reading : On the total of the Fairtrade farmers who answered to this question, 90% said they had their last 3 payments on time

RISK AND VULNERABILITY

Future economic situation

Fairtrade farmers are more optimistic about their future economic situation.

How do you see your economic situation in the future ?



Fairtrade farmers cumulate **95%** of positive answers to this question

Non-Fairtrade farmers cumulate **62%** of positive answers

Fairtrade farmers answered **1,5 times more** positively to this question

Reading : On the total of the Fairtrade farmers interviewed, 2% said their economic situation will be the same in the future. They are 34% within the non-Fairtrade farmers group

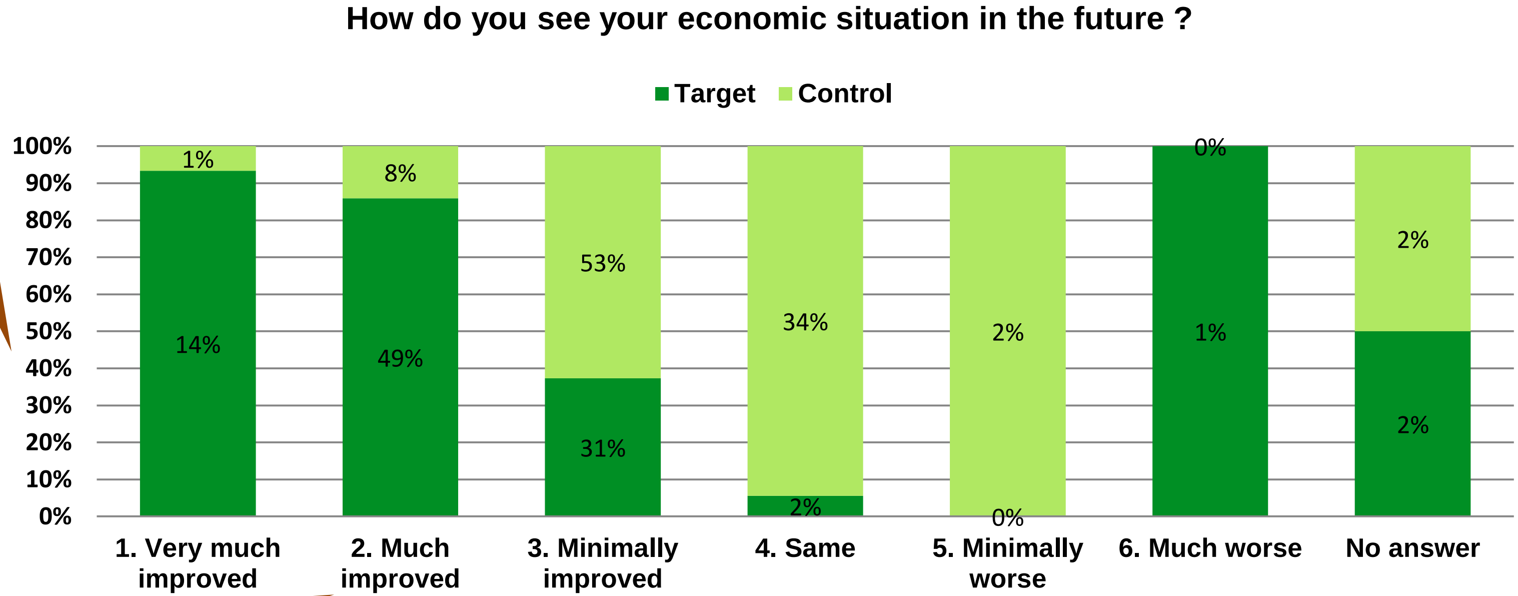
RISK AND VULNERABILITY

Future economic situation

There is a significant difference in the distribution of the answers.
The Fairtrade farmers answers are more positive than the non-Fairtrade farmes ones.

93% of the answers for **« Very much improved »** are from Fairtrade farmers' answers

86% of the answers for « Much improved » are from Fairtrade farmers' answers



64% of the answers for « Minimally improved » are from non-Fairtrade farmers' answers

94% of the answers for « Same» are from non-Fairtrade farmers' answers

Reading : On the total of Fairtrade farmers interviewed, 31% said their economic situation will be minimally improved in the future, which represents 38% of the total of the answers for « Minimally improved »

IV

RESULTS PER IMPACT

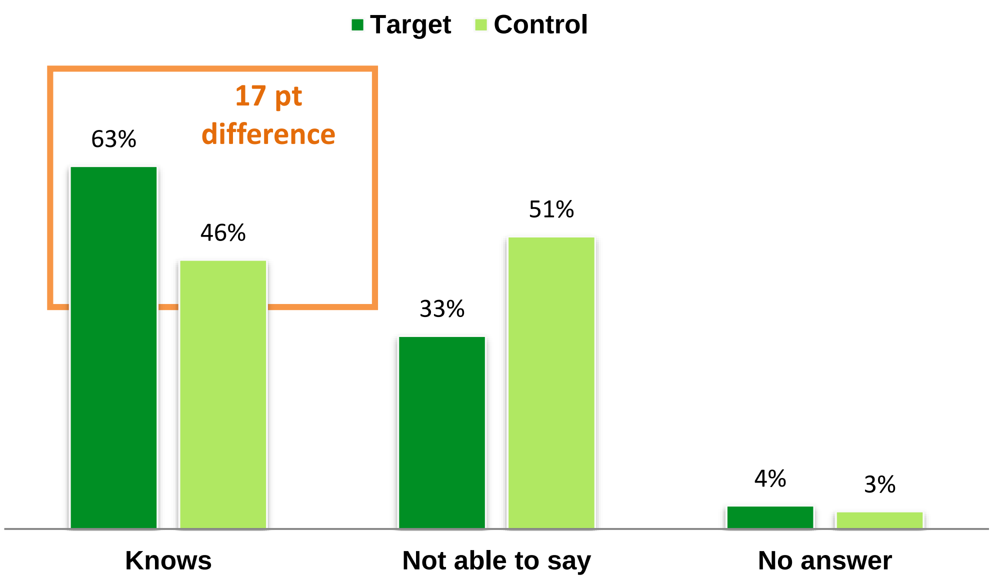
1. HOUSEHOLD INCOME AND STANDARD OF LIVING
2. ACCESS TO BASIC SERVICES
3. RISK AND VULNERABILITY
4. **INFLUENCE AND STATUS**
5. DIGNITY, CONFIDENCE, CONTROL AND CHOICE
6. GENDER EQUALITY
7. INTER-GENERATIONAL SUSTAINABILITY
8. ENVIRONMENT

ENHANCED INFLUENCE AND STATUS OF SMALL PRODUCERS

Knowledge about the buyers

Fairtrade farmers have more knowledge about their buyers

Who are your buyers ?



Fairtrade farmers are **1.3 times more able** to tell the name of their buyer

Good answer

Nature Bio Foods

Bad answer

- Wrong name of the company
- « Company »
- Name of the local staff
- Fair farming
- Fairtrade buyer

The two groups had the **same buyer** for the basmati rice.

Reading : On the total of the Fairtrade farmers interviewed, 63% gave an exact answer to the question.

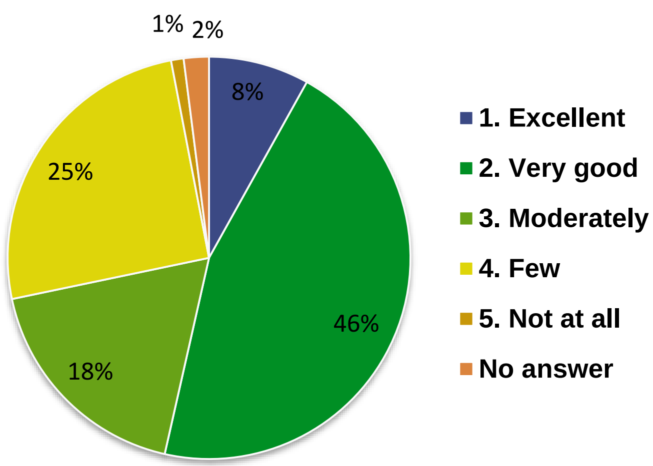
ENHANCED INFLUENCE AND STATUS OF SMALL PRODUCERS

Knowledge about business conditions

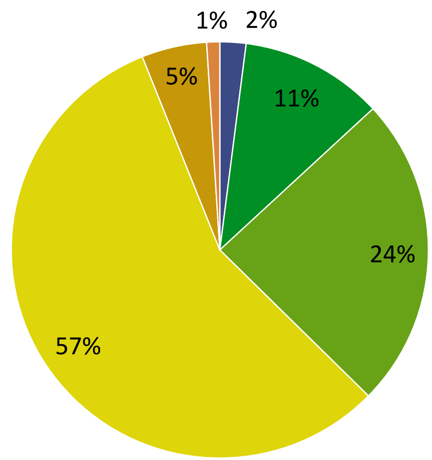
Fairtrade farmers are more to claim having knowledge about the business conditions

Do you think that you have knowledge concerning the business conditions with your buyers ?

Target



Control



54% of the Fairtrade farmers answered positively to this question, while they are only **13%** within the Non-Fairtrade farmers group

Fairtrade farmers have answered **4.1 times more** positively to this question

Fairtrade farmers answered the most **« very good »** to this question

Non-Fairtrade farmers answered the most **« few »** to this question

Reading : On the total of the Fairtrade farmers interviewed, 46% said they have very good knowledge about the business conditions with their buyers

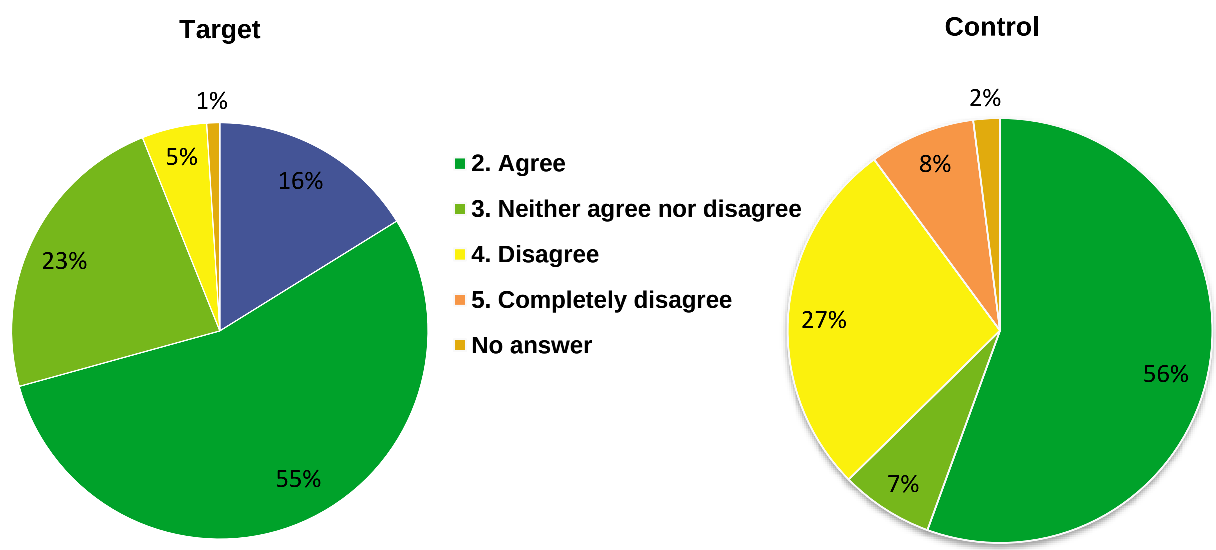
Capacity to negotiate

Fairtrade farmers are more to declare having the capacity to negotiate

71% of the Fairtrade farmers answered positively to this question, while they are **56%** within the Non-Fairtrade farmers group

Fairtrade farmers have answered **1.3 times more** positively to this question

Would you say that you are able to negotiate the price offered by your buyers ?



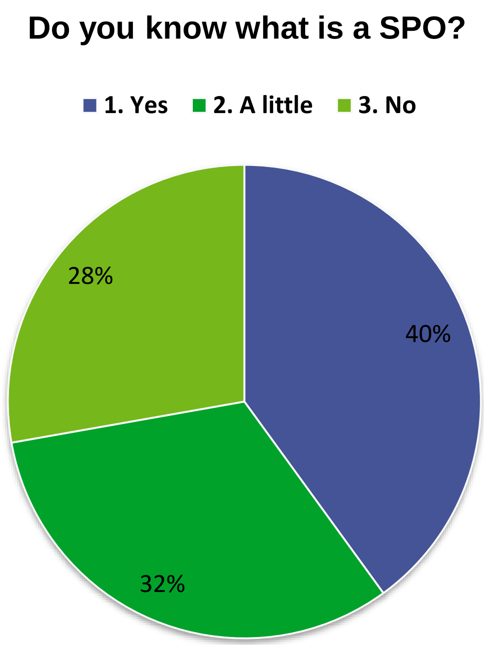
Fairtrade farmers cumulate **78%** of positive answers

Non-Fairtrade farmers cumulate **56%** of positive answers

Reading : On the total of the Fairtrade farmers interviewed, 16% said they completely agree with the statement.

Knowledge about the SPO model

Fairtrade farmers are a majority to know what a Small Producer Organization (SPO) is:



Fairtrade farmers cumulate **72%** of positive answers

These questions were only asked to the Fairtrade farmers group.

Fairtrade farmers :

We are going to sell through it.

It is a bridge between farmers and buyers, it helps in the negotiations.

It is a group of farmers where everybody is independent and can share his point of view.

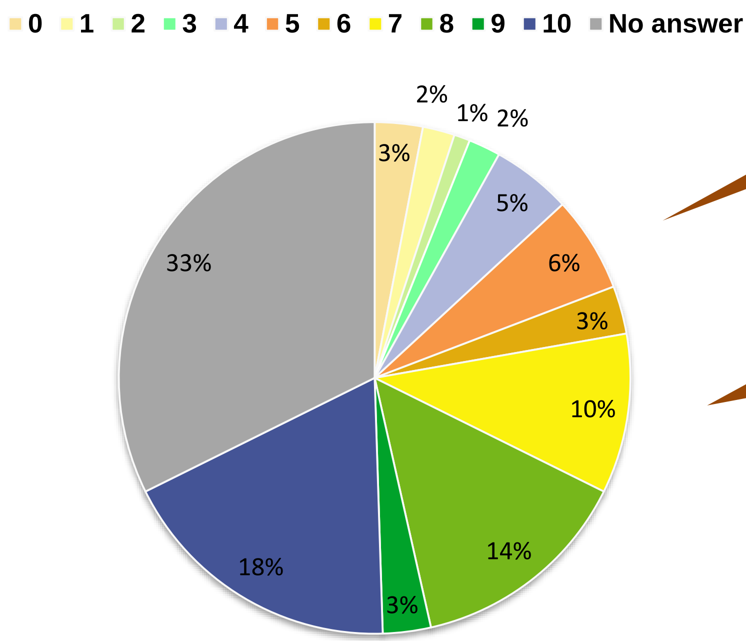
Gathering of farmers in same area and representing them.

Reading : On the total of the Fairtrade farmers interviewed, 37% said they know what is a SPO and gave a good definition.

Willingness to become a SPO

If they know what a SPO is, Fairtrade farmers are a majority to want to be part of one:

Do you want to be part of a SPO? (0 : not at all – 10 : of course)



Fairtrade farmers are **45%** to answer positively to this question

50% of Fairtrade farmers gave a mark superior or equal to **8**

Min	0
AVERAGE	7
MEDIAN	8
Max	10

62 farmers answered to this question
(only within the farmers who knew what was a SPO)

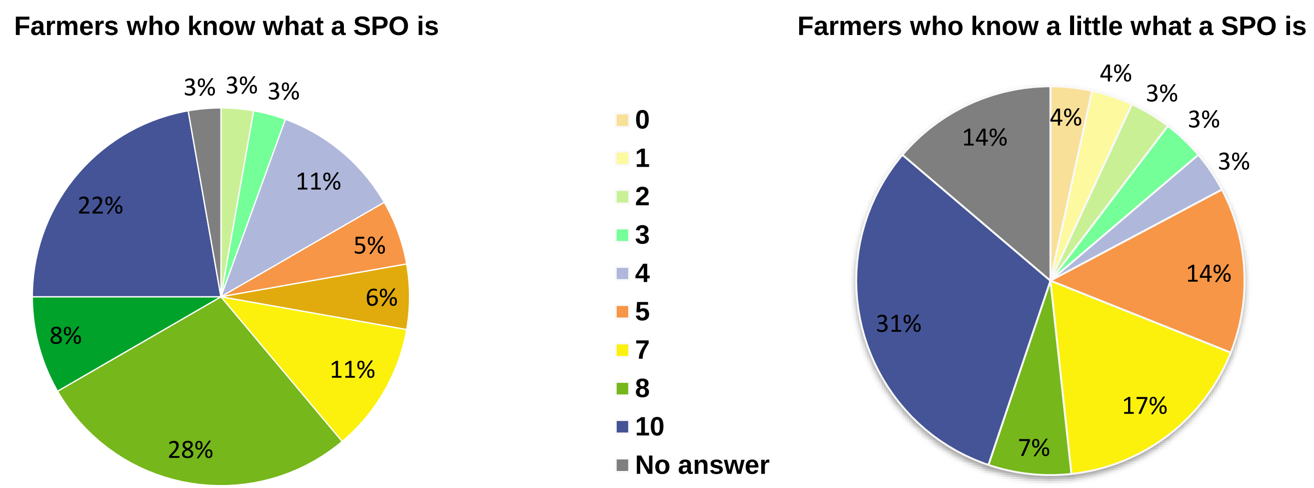
Reading : On the total of the Fairtrade farmers interviewed, 18% gave a mark of 10 out of 10 at the question.

ENHANCED INFLUENCE AND STATUS OF SMALL PRODUCERS

Willingness to become a SPO

The more farmers know what a SPO is, the more they want to be part of one:

Do you want to be part of a SPO? (0 : not at all – 10 : of course)



35 farmers knew what is a SPO

AVERAGE	7.3
MEDIAN	8

25 farmers knew a little what is a SPO

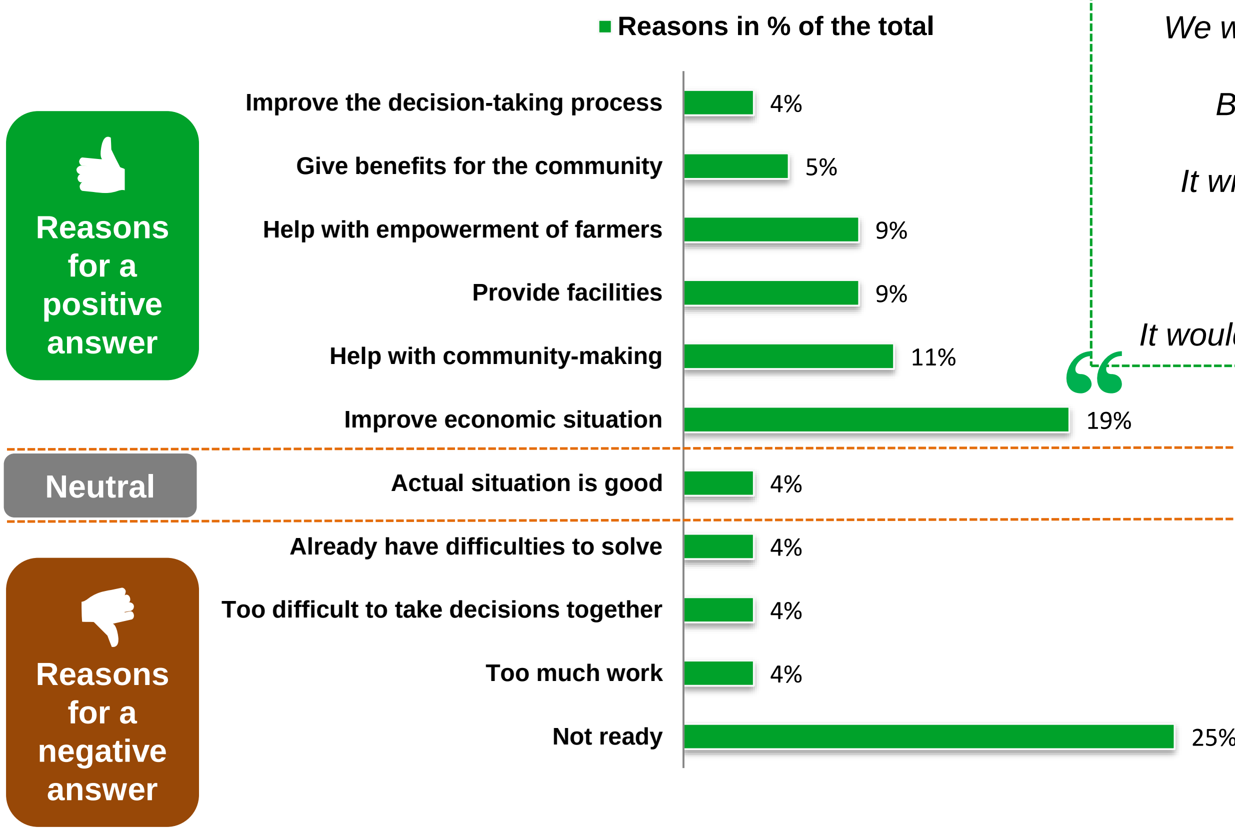
AVERAGE	6.4
MEDIAN	7

Reading : On the total of farmers who knew what a SPO is, 28% gave a mark of 8 out of 10 to this question

ENHANCED INFLUENCE AND STATUS OF SMALL PRODUCERS

Willingness to become a SPO

Reasons to become or not a SPO:



We would have more ability to negotiate the price

Benefits will go to all farmers in the village

It will help to get additional income and support

We could collectively bargain

It would enable to share knowledge between farmers

We are small groups of farmers with already a lot of conflicts

The job of a farmer is to produce, not to sell

We are not ready, we need the help of NBF

Reading : On the total of farmers who answered to to this question, « Provide facilities » was mentioned in 9% of the cases and « Too much work » in 4% of the cases.

IV

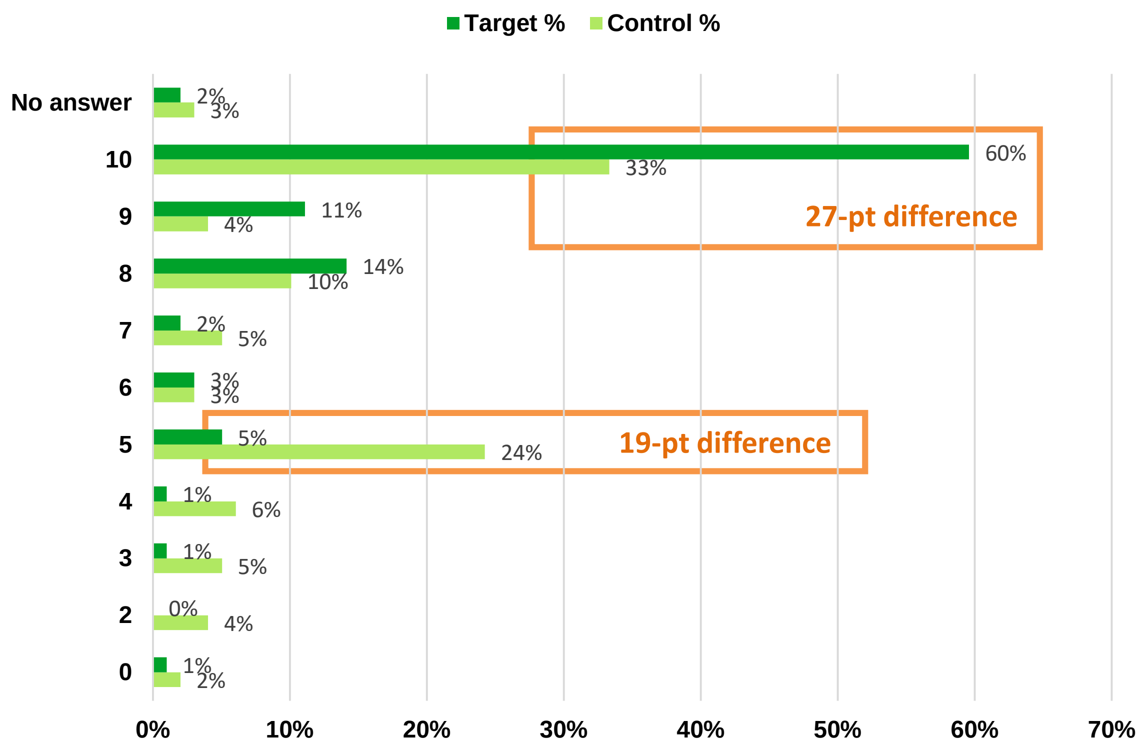
RESULTS PER IMPACT

1. HOUSEHOLD INCOME AND STANDARD OF LIVING
2. ACCESS TO BASIC SERVICES
3. RISK AND VULNERABILITY
4. INFLUENCE AND STATUS
5. **DIGNITY, CONFIDENCE, CONTROL AND CHOICE**
6. GENDER EQUALITY
7. INTER-GENERATIONAL SUSTAINABILITY
8. ENVIRONMENT

Pride to be a farmer

Fairtrade farmers declare being more proud of their profession

How proud are you to be a farmer?
(0: completely disagree – 10: completely agree)



90% of Fairtrade farmers answered positively this question.

56% of non-Fairtrade farmers answered positively to this question.

Fairtrade farmer	**Non-Fairtrade farmer**
Farmer is the one that can feed. It is a fortune to have a land and grow what you want. As much as we work, we have great health and we eat whatever we want.	*I'm proud to be organic because I'm able to pay the education of my children. I don't depend on others. And no begging.*

Reading : On the total of the Fairtrade farmers who answered to this question, almost 60% gave a mark of 10 while only 33% of non-Fairtrade farmers did.

DIGNITY, CONFIDENCE, CONTROL AND CHOICE

Pride to be a farmer

However opinions are very diverse.

	Positive opinion			Negative opinion	
Fairtrade Farmers	Agriculture is the base of the economy and food is needed for everybody.	We are the one who produce the food for all. It's a good profession.	Whatever I am, it is only because of farming.	Agriculture is not a profitable profession. Better amount of money and easier life with government job. We are struggling to survive with agriculture.	Farmers work hard and are not getting a good respect in society.
Non-Fairtrade Farmers	I'm independent. In jobs, there is no freedom so I'm happy to be farmer.	All the world depends on the farmers. Nothing is possible without them.	Farming enables you to be in good physical condition and to do hard work.	I should be proud but there are so many problems of being a farmer.	If I was prime minister I would feel very proud. Here I'm middle proud. There is no other alternative for me.

IV

RESULTS PER IMPACT

1. HOUSEHOLD INCOME AND STANDARD OF LIVING
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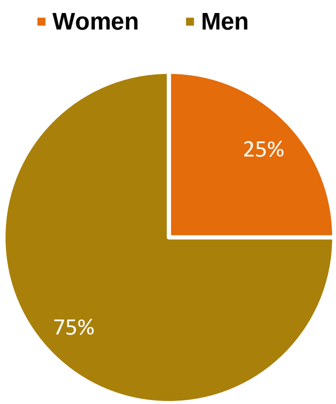
6. **GENDER EQUALITY**
7. INTER-GENERATIONAL SUSTAINABILITY
8. ENVIRONMENT

Women perception

Generalities on the qualitative interviews and the gender distribution in the Producer Executive Body (PEB).

Gender distribution in the PEB



Information on the 2 qualitative interviews:

- Both are representatives since the beginning of the project (2011).
- Both studied more than compulsory education.
- Both were already active in organic farming before the beginning of the Fairtrade Contract Production project in Ramnagar.
- Both are very proud of their activities.

Even if women represent 25% of the PEB today, it was not easy to include them. In fact, NBF team explained that normally only people who have land registered under their name could become a member of the Board. But since it was complicated for women, NBF broadened the possibility to become a PEB member to all women farmers members of the Ramangar project.

The “women perception” part is only based on 2 qualitative interviews (1 woman PEB member and 1 woman lead farmer), observations during data collection and 1 focus group. It is only indicative information.

INCREASED GENDER EQUALITY

Women perception

Fairtrade women farmers declare feeling confident during meeting or in their role as representatives

Women PEB member

"I organize a lot of meetings to get connected with the company and to offer to farmers to take on producing basmati rice"

"Then, we meet and discuss about the proposals. But, I'm confident to say yes or no when it is needed in meeting."

"Now, I can sit with the company to negotiate the price. From the beginning, I'm capable to compare the price in time. But we have to be careful and well informed because basmati rice cannot be compared with rice on the local market."

"[I] have to address and present the problem in the meeting. But there are so many issues taken to the PEB that it is difficult. So [I] need to see what are the things that are possible and what are the priorities. And then, [I] have to convert the answers to farmers."

Women lead farmer

"I think that I have more convincing skills and lead farming skills [since I became a lead farmer]."

"It's very difficult to fight the stereotypes and to teach farmers new methods."

"At the beginning, farmers were reluctant about me but now they trust me."

"I'm trying to teach these techniques to the farmers. At the beginning, it was very challenging to teach to the farmers."

"I had to convince farmers that these new techniques can work. Once they are convinced, farmers are willing to implement these new techniques. To convince them, I proposed to farmers to try composting on a small place by collecting their home waste."

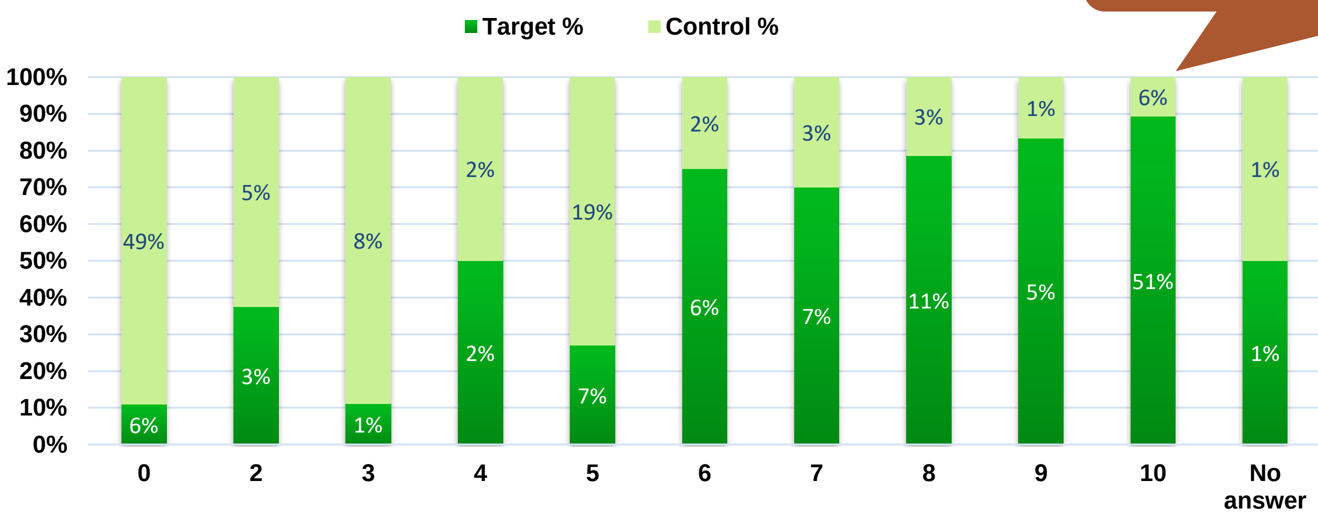
During the focus group, women rarely spoke up their mind. Never took the lead, only gave comments.

INCREASED GENDER EQUALITY

Perception of gender equity

Fairtrade farmers declare more that women should work outside home than non-Fairtrade farmers.

How important is it for a woman to work outside home ?
(0: not important – 10: very important)



90% of the people who gave a make of 10 are Fairtrade farmers.

	Target	Control
AVERAGE	7.8	2.7
MEDIAN	10	2

Considering how **multi-factorial** gender equality is, these results can not be attributed to Fairtrade activity only. **Cultural differences** between the two groups should also be considered.

Fairtrade farmers cumulate **80%** of positive answers to this question

Non-Fairtrade farmers cumulate **15%** of positive answers to this question

Reading : 51% of Fairtrade farmers gave a 10 mark out of 10 for this question while 6% of non-Fairtrade farmers did.

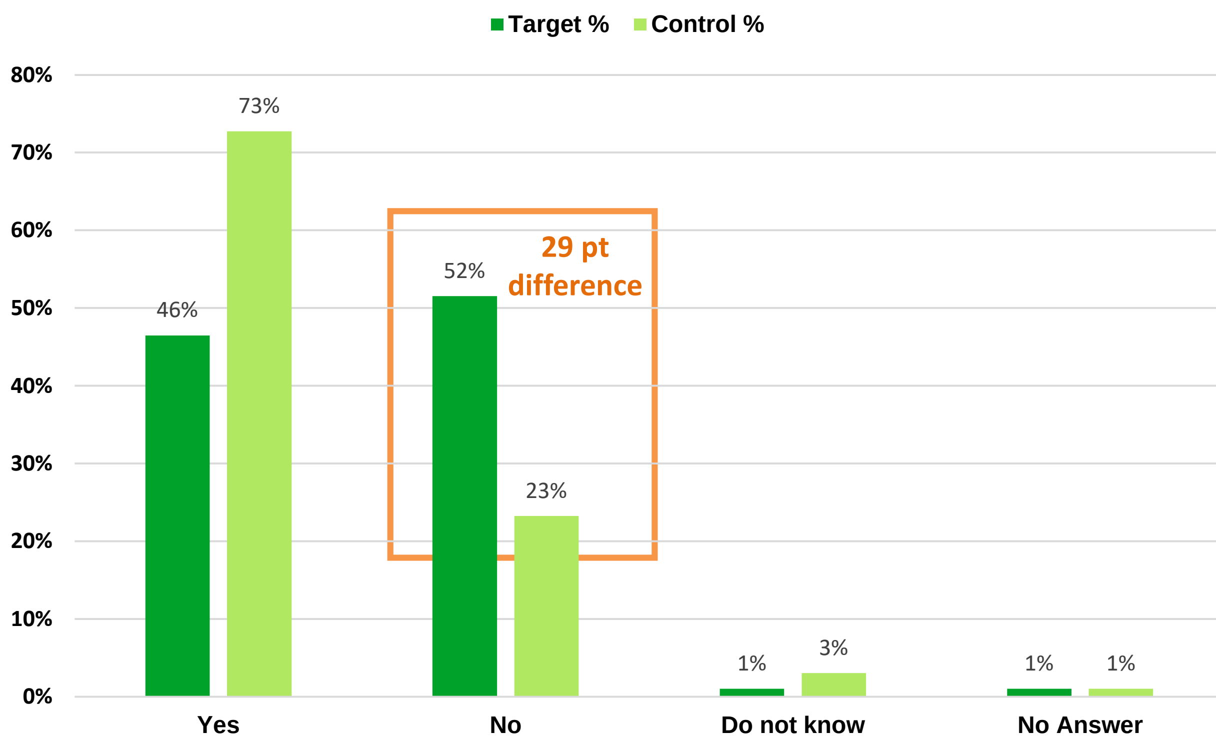
Reading Median : 50% of the Fairtrade farmers gave a 10 mark. Whereas 50% of non-Fairtrade gave a mark equal or superior to 2.

INCREASED GENDER EQUALITY

Perception of gender equity

Fairtrade farmers believe less that it is more important for men to earn money than for women.

Is it more important for men to earn money than for women?



Fairtrade farmers answered « No » **2.2 times more** than non-Fairtrade farmers.

Considering how **multi-factorial** gender equality is, these results can not be attributed to Fairtrade activity only. **Cultural differences** between the two groups should also be considered.

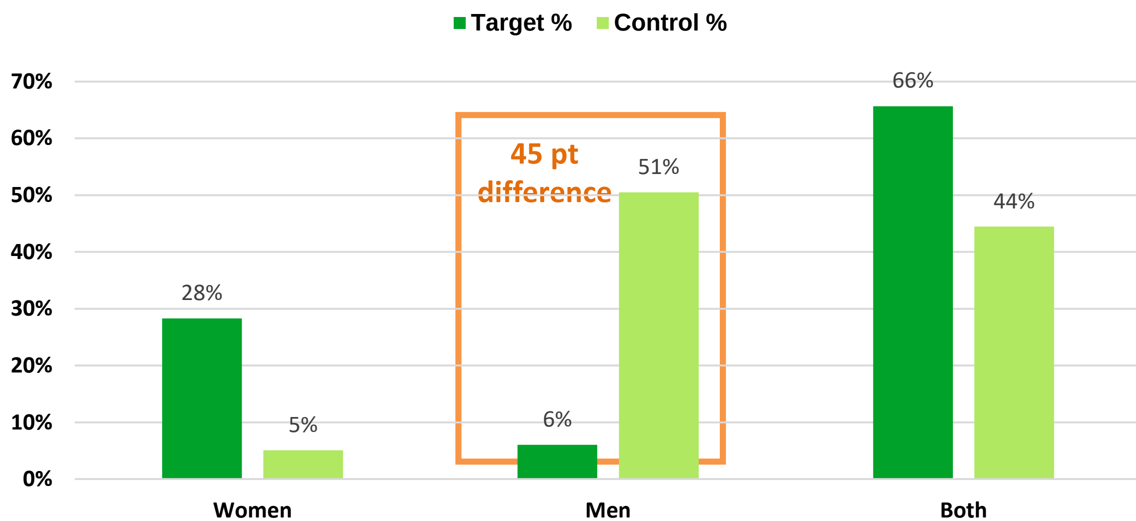
Reading : On the total of Fairtrade farmers interviewed, 52% said that it is not more important for men to earn money than for women. They are 23% within the non Fairtrade farmers group.

INCREASED GENDER EQUALITY

Perception of gender equity

Fairtrade farmers believe more that both women and men are capable to lead.

Who is the most capable to lead?



94% of Fairtrade farmers consider women as potential leaders.

49% of non-Fairtrade farmers consider women as potential leaders.

Fairtrade farmers answered « Both » **1.5 times more** than non-Fairtrade farmers.

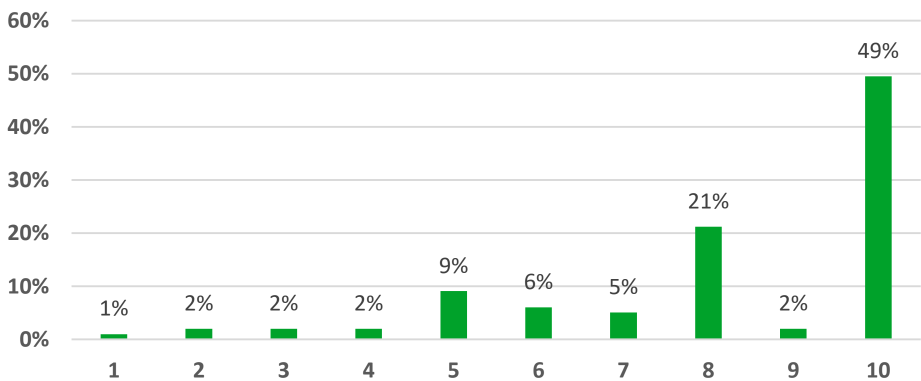
Considering how **multi-factorial** gender equality is, these results can not be attributed to Fairtrade activity only. **Cultural differences** between the two groups should also be considered.

Reading : 66% of Fairtrade farmers answered “both” to this question while 44% of non-Fairtrade farmers did.

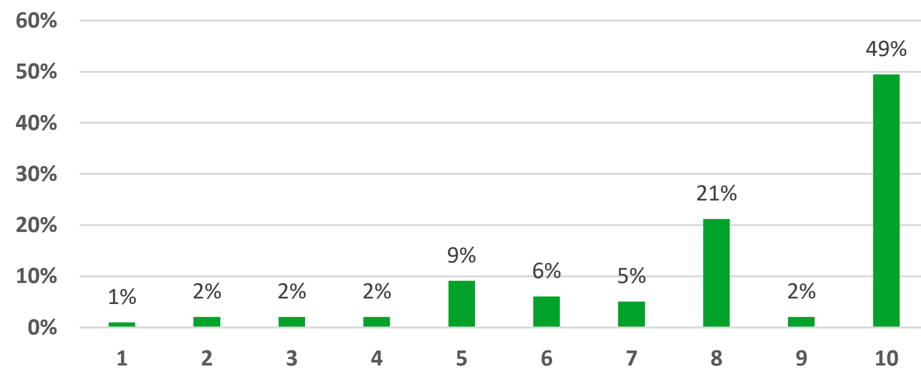
Perception of gender equity

Most of the Fairtrade farmers believe that it is important to have women as representatives.

How important is it to have women in the PEB?



How important is it to have women as lead farmers ?



These 2 questions were only asked to the target group.

Farmers' answers to the 2 different questions are almost all the time the same. There might be a confusion in the definition of lead farmer or PEB member.

	Target
AVERAGE	8.2
MEDIAN	9

Fairtrade farmers cumulate **84%** of positive answers to these questions.

50% of the Fairtrade farmers gave a mark of **9 or above.**

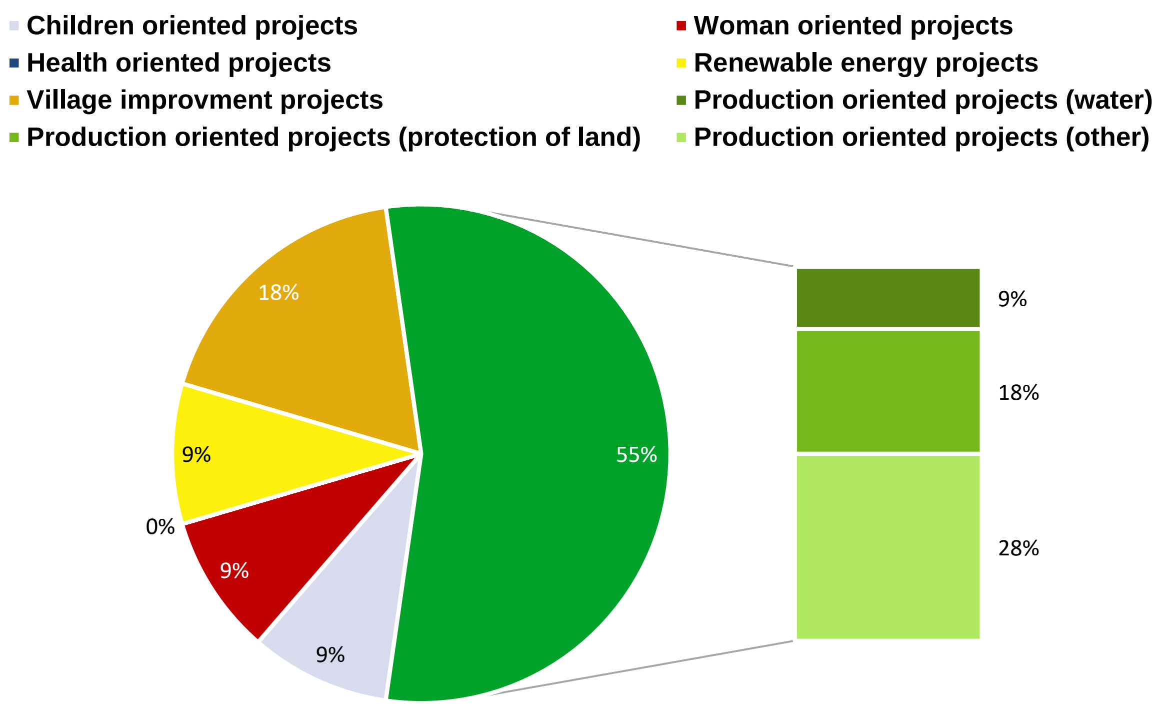
Reading : On the total of Fairtrade farmers that answered to these questions, 49% gave a 10 mark.

INCREASED GENDER EQUALITY

Perception of gender equity

Projects to foster gender equality are not a priority for the Fairtrade farmers.

Previous or current use of Fairtrade Premium



This information comes from data given by NBF local team in Ramnagar.

9% of projects on which the Fairtrade Premium has been used are related to gender equality.

Geographical reality has to be considered regarding this issue. Most of Fairtrade farmers in Ramnagar project are living in isolated areas or inside a national park. Protection of the land against wild animals is THE priority since one incident can destroy the whole production and considerably reduce farmers' income.

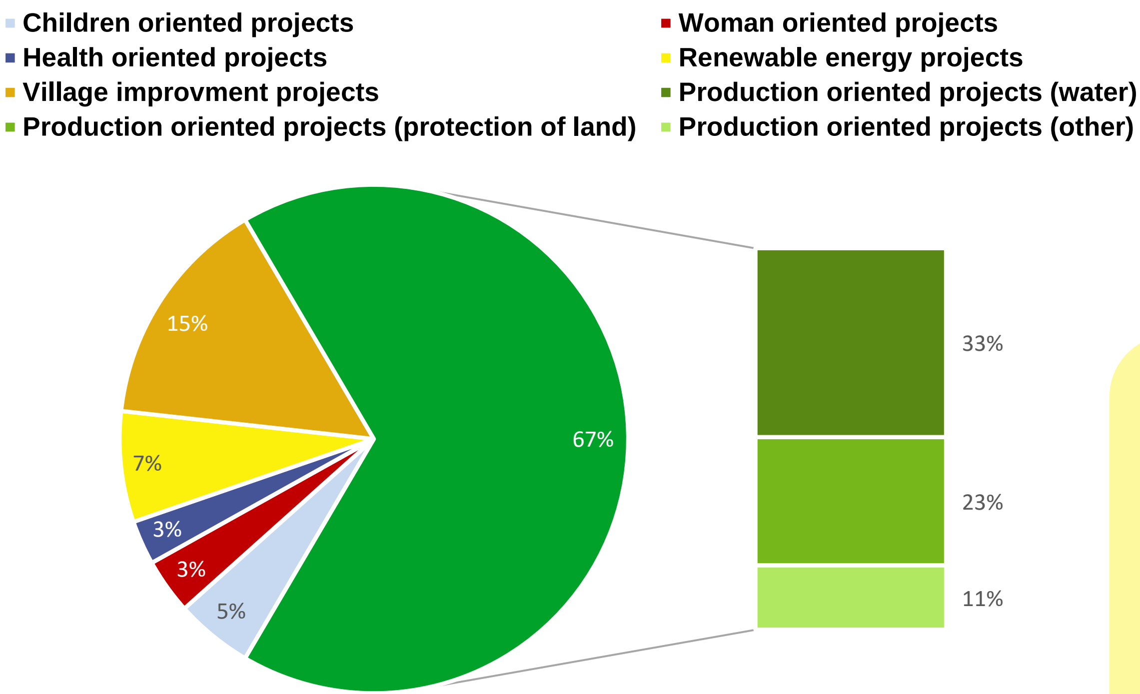
Reading : Among all projects on which the Fairtrade premium has been used, 55% were to improve the production.

INCREASED GENDER EQUALITY

Perception of gender equity

Projects to foster gender equality are not a priority for the Fairtrade farmers.

In the future, how should the Fairtrade premium be used?



This question was only asked to the target group.

Only **3%** of uses evoked by Fairtrade farmers are related to gender equality.

Geographical reality has to be considered regarding this issue. Most of Fairtrade farmers in Ramnagar project are living in isolated areas or inside a national park. Protection of the land against wild animals is THE priority since one incident can destroy the whole production and considerably reduce farmers' income.

Reading : 67% of possibilities to use Fairtrade premium suggested by farmers were oriented towards projects to improve the production.

IV

RESULTS PER IMPACT

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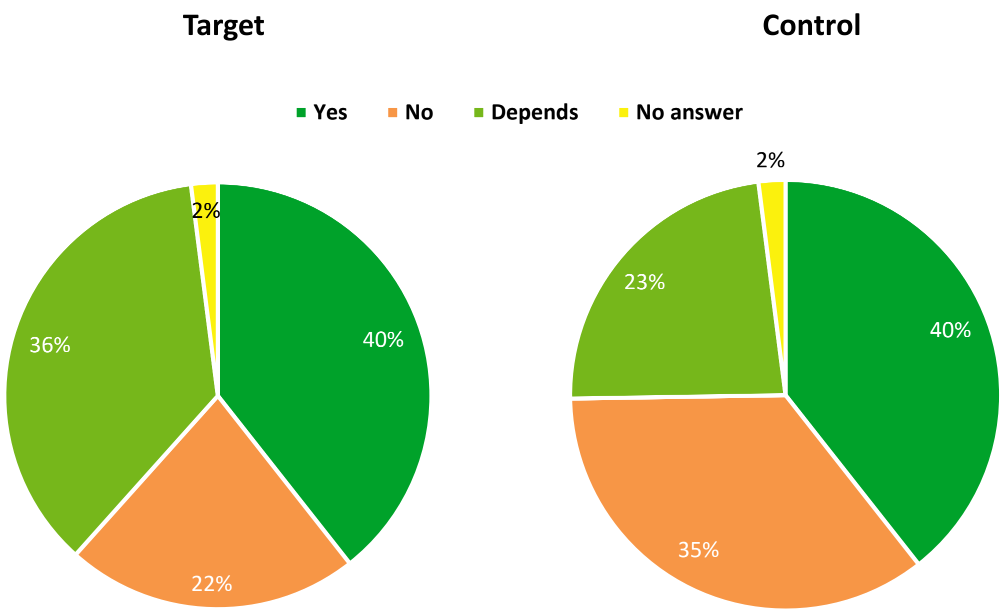
8. ENVIRONMENT

INTER-GENERATIONAL SUSTAINABILITY OF RURAL COMMUNITIES

Farming as a viable livelihood

There is a slight difference between the two groups.

Would you recommend to your children to become farmers?



40% of both Fairtrade and non-Fairtrade farmers would recommend to their children to become farmers.

Fairtrade farmers answered « Depends » **1.6 times more** than non-Fairtrade farmers.

Reading : On the total of Fairtrade farmers interviewed, 22% would not recommend to their children to become farmers. They are 35% within the non Fairtrade farmers

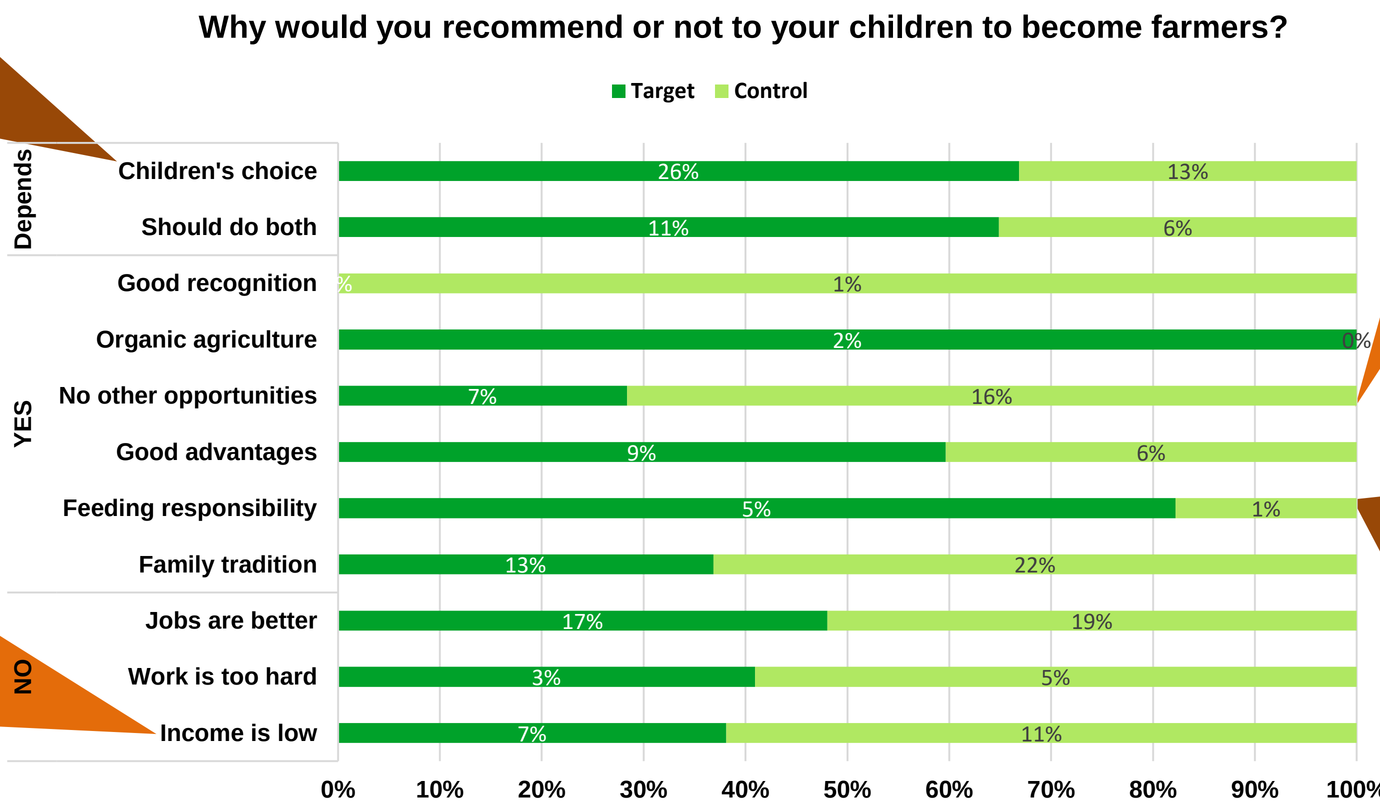
INTER-GENERATIONAL SUSTAINABILITY OF RURAL COMMUNITIES

Farming as a viable livelihood

There are some slight differences between the two groups.

67% of answers regarding "Children's choice" are from Fairtrade farmers.

63% of answers regarding "Non sufficient money" are from non-Fairtrade farmers.



69% of answers regarding "Lack of opportunity" (no choice) are from non-Fairtrade farmers.

84% of answers regarding "Feeding responsibility" are from Fairtrade farmers.

Reading : 26% of Fairtrade farmers said that it is their children's choice to become or not farmer while 13% of non-Fairtrade farmers did.

INTER-GENERATIONAL SUSTAINABILITY OF RURAL COMMUNITIES

Farming as a viable livelihood

Opinions and reasons are very diverse :

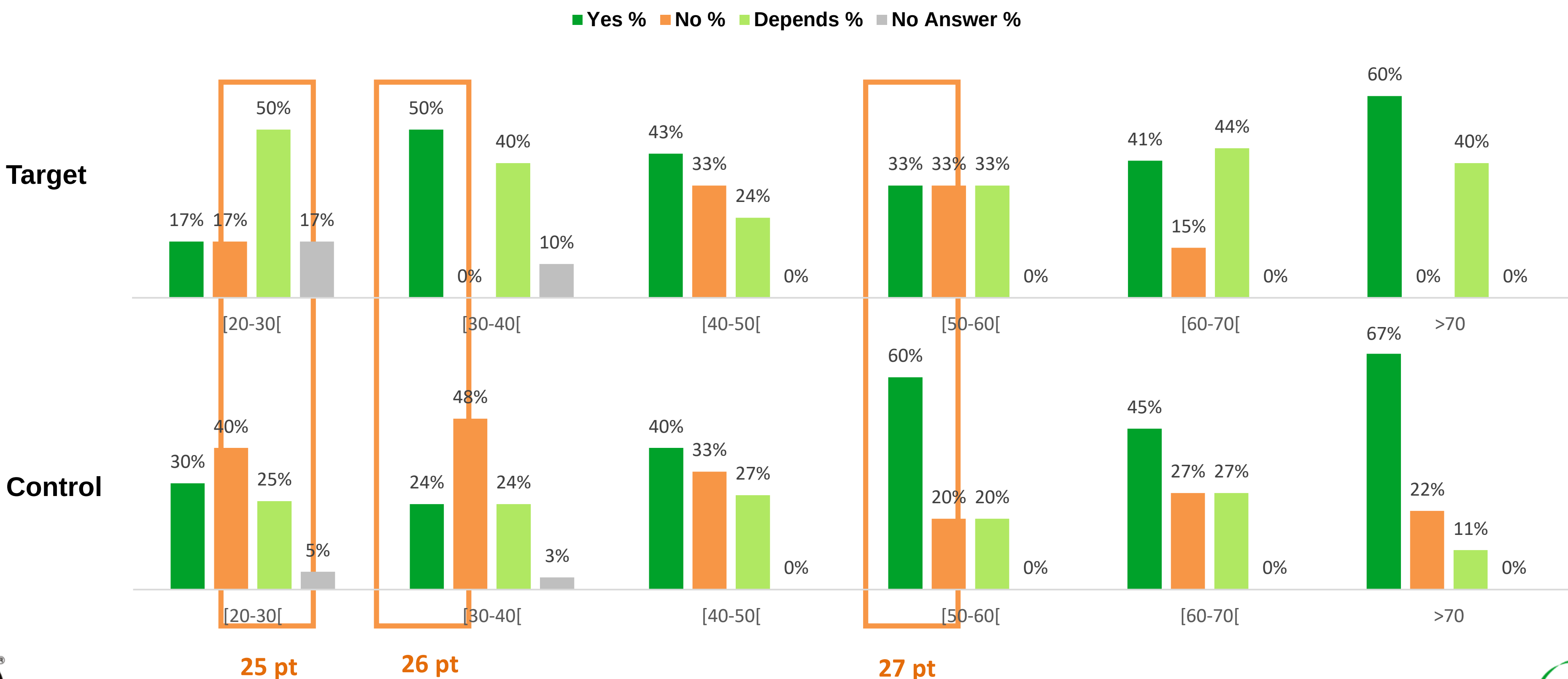
Fairtrade Farmers	It is up to them. They should learn and then decide.	They should associated themselves to farming. They can do any job but they should keep farming on the ancestor land.	Farming is an opportunity to work with healthy weather and way of life. Always good to be associated to farming along with a job.	Obviously if they have time along with their studies they will learn about the field. Job is still better if they have no time. If they do, they should do farming along.	Climate is changing. Children are educated so they should work in the private sector.
Non-Fairtrade Farmers	I want my children to be more educated and earn more than me.	First I'll give preferences to job and monthly paid. Pay is too uncertain in agriculture.	I have to invest to give the possibility for my child. But if they become farmers it would be nice.	First they should focus on education then do jobs along with farming. They should study hard and then do systematic farming.	I'll tell my children: “First go to school, get education and then learn agriculture. But this is our ancestors property, you cannot leave it. Plus, agriculture is essential for society.”

INTER-GENERATIONAL SUSTAINABILITY OF RURAL COMMUNITIES

Farming as a viable livelihood : age

There is a significant difference for farmers between 20 and 40, and 50-60 years old.

Would you recommend to your children to become farmers?



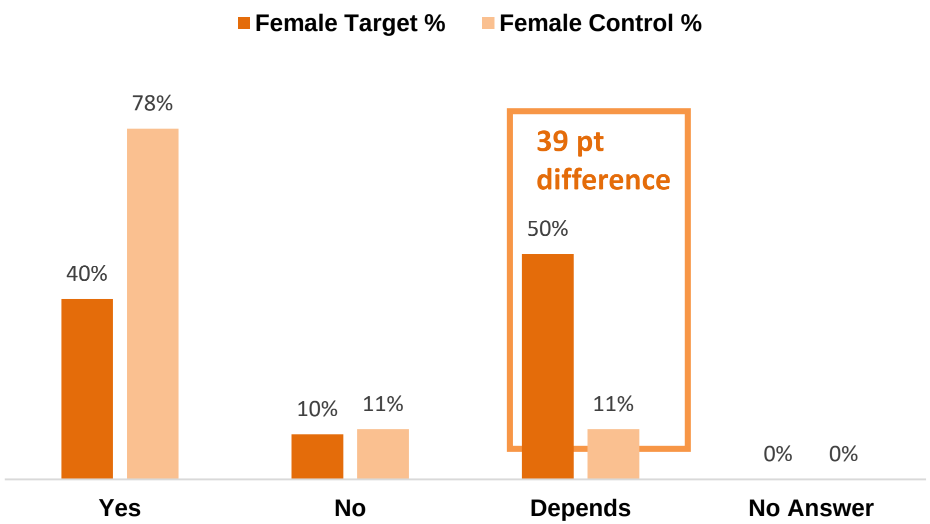
Reading : On the total of Fairtrade farmers between 50-60 years old who answered to this question, 33% said they would recommend becoming farmer. They are 60% within the non-Fairtrade farmers group.

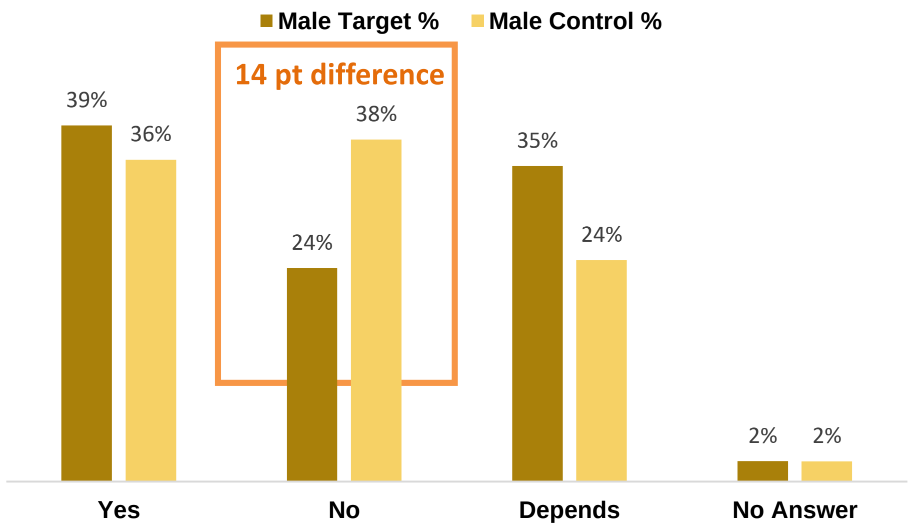
INTER-GENERATIONAL SUSTAINABILITY OF RURAL COMMUNITIES

Farming as a viable livelihood : gender

Fairtrade female farmers tend to hesitate to recommend farming to their children compare to non-Fairtrade female farmers. Male farmers have more similar answers but Fairtrade ones are less to dissuade their children to become farmers.

Would you recommend to your children to become farmers?





The number of women interviewed is small :
10 for Fairtrade farmers and 9 for non-Fairtrade farmers

Men **Fairtrade** farmers declare **1.6 times less** that they would not recommend farming to their children

Reading : On the total of women Fairtrade farmers who answered to this question, 50% said they might or might not (depends) recommend farming to their children.

INTER-GENERATIONAL SUSTAINABILITY OF RURAL COMMUNITIES

Children perception

Children of Fairtrade farmers do not see farming as a viable profession.

Teens tend to like farming and have a good view of it

A few teens evoked the possibility to work in agriculture field (scientist or farmers).

A majority of teens helps their parents in the farm and likes it.

A majority of teens believes that their parents love farming

Teens are able to describe the advantages of farming:

- You are healthy
- You can get fresh food
- You can understand nature
- You are always outside

Young girl :

Whatever I choose in life, my parents will support me.

But Farming is not considered as an attractive profession

A majority of teens doesn't have dreamed jobs related to farming.

Teens don't consider farming as an attractive profession because:

- Income is low
- Being a farmer is not well-seen in society

Young boy :

I don't want to join the agriculture jobs.

Young boy :

In farming, there is not a lot of money, Farmers are not getting good respect into the society.

A huge majority of teens didn't know what Fairtrade is. These results are only based on 1 focus group in 1 village with 23 teens. They cannot be consider as a generality.

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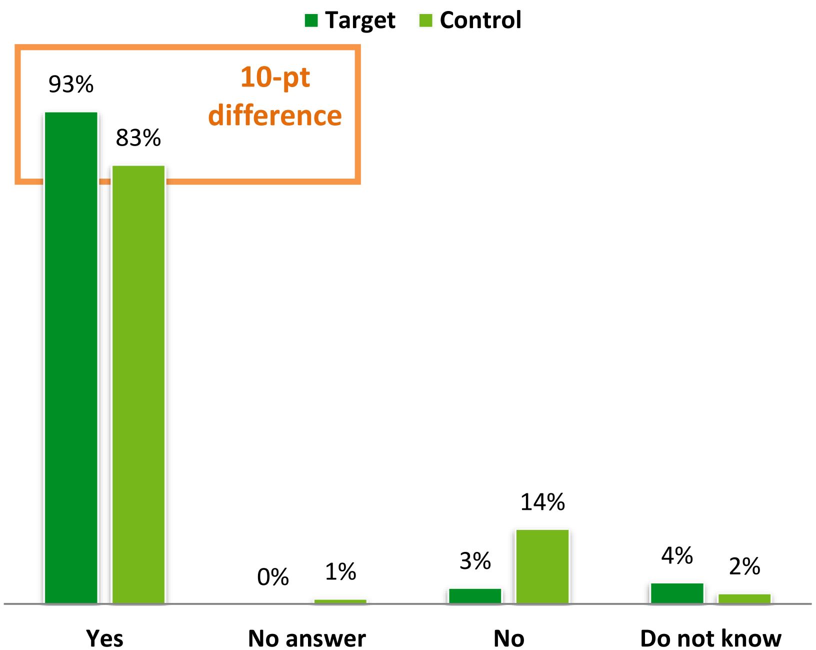
Climate change awareness

Farmers are aware of climate change, especially Fairtrade farmers.

Do you think that global warming has an impact on your activity ?



There is a problem with water and it will go worse because the activities of humans are increasing; water and river will get dry – Fairtrade farmer

With the carbon emissions of factories : temperature increases and there is an impact on farming – Fairtrade farmer

Seasons are changing – Fairtrade farmer

There is no rain or too much rain
The extreme weather is impacting the growth of the plants – Non-Fairtrade farmer

There are new and more insects – Non-Fairtrade farmer

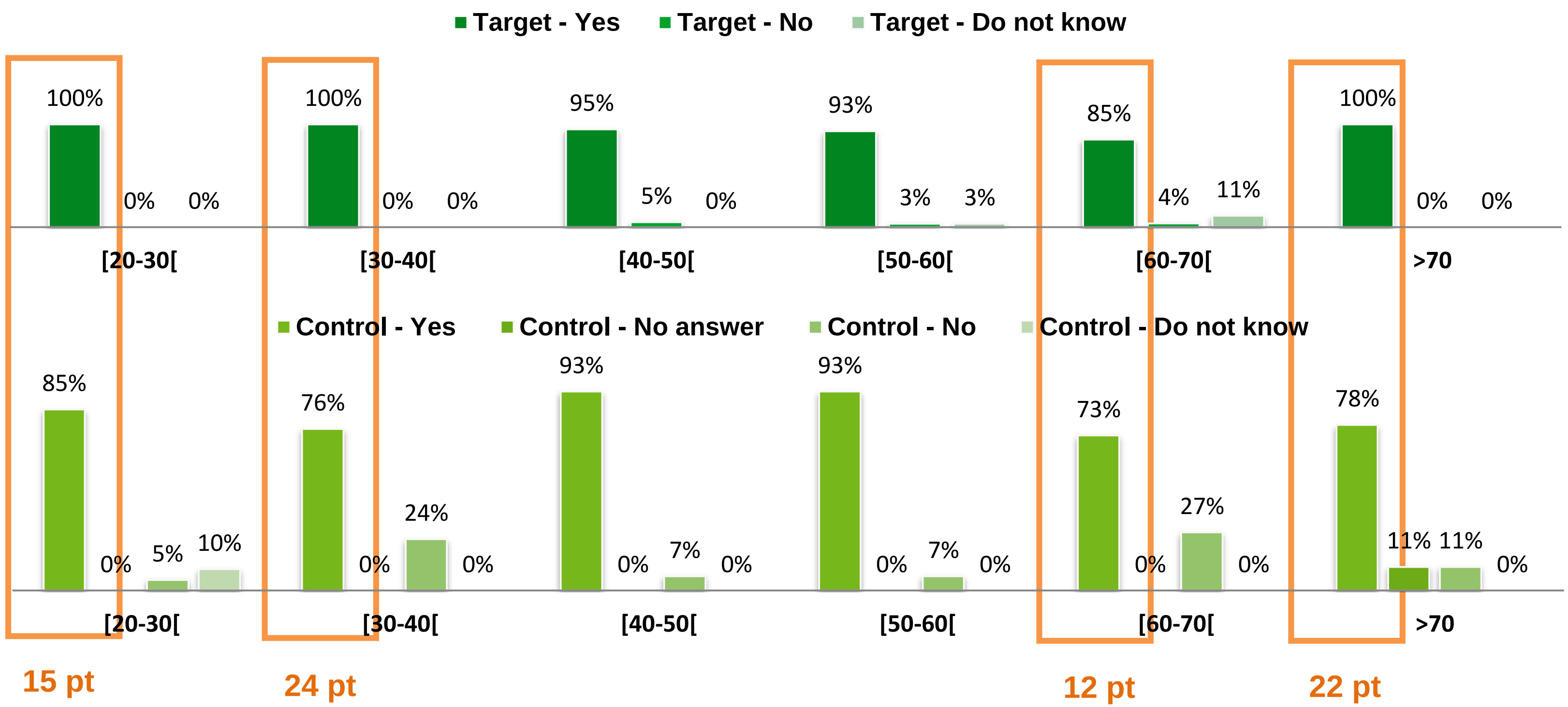
The two groups were not in the same state.
The climate ans its perception by farmers can be different.

Reading : On the total of the Fairtrade farmers interviewed, 93% said that climate change has an impact. They are 83% within the non-Fairtrade group

Climate change awareness

Fairtrade farmers between 20 and 40 years old, and 60+ years old are more aware of climate change.

Do you think that global warming has an impact on your activity?



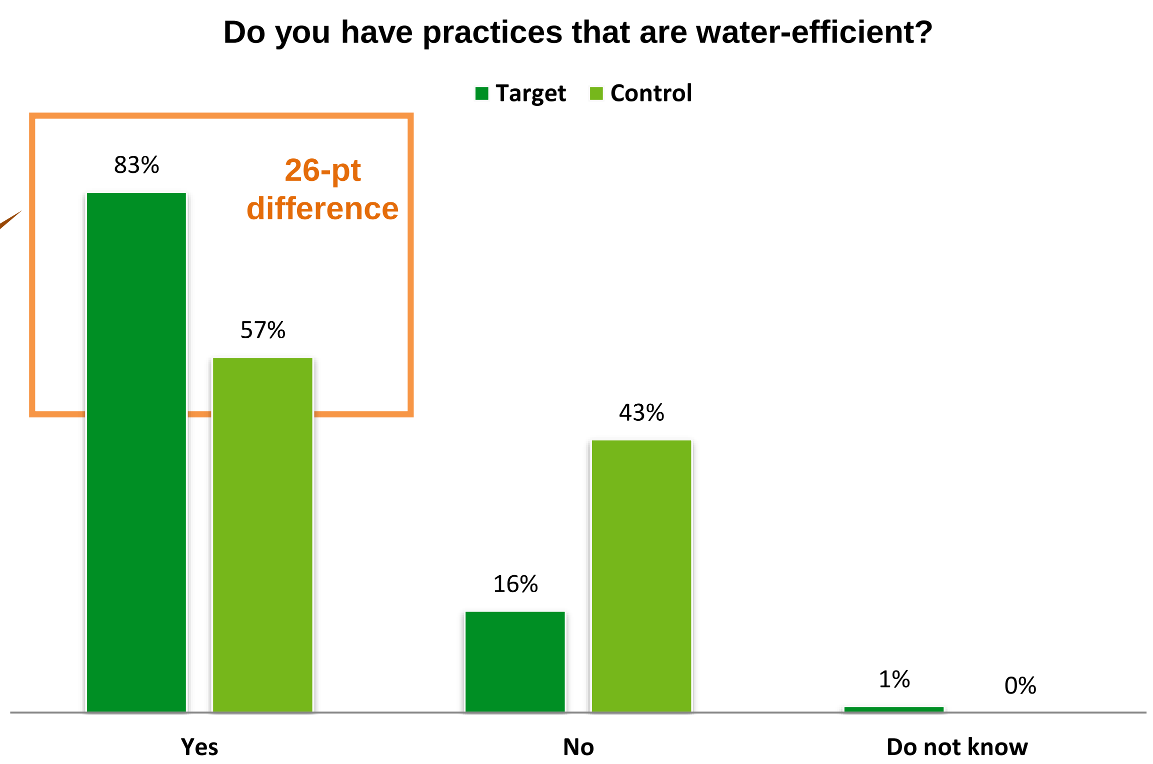
Reading : On the total of the Fairtrade farmers between 30 and 40 years old interviewed, 100% said that climate change has an impact. They are 76% within the non-Fairtrade group

ENVIRONMENT-RELATED IMPACTS ON PRODUCERS

Water-efficient practices

Fairtrade farmers are more to declare having water-efficient practices.

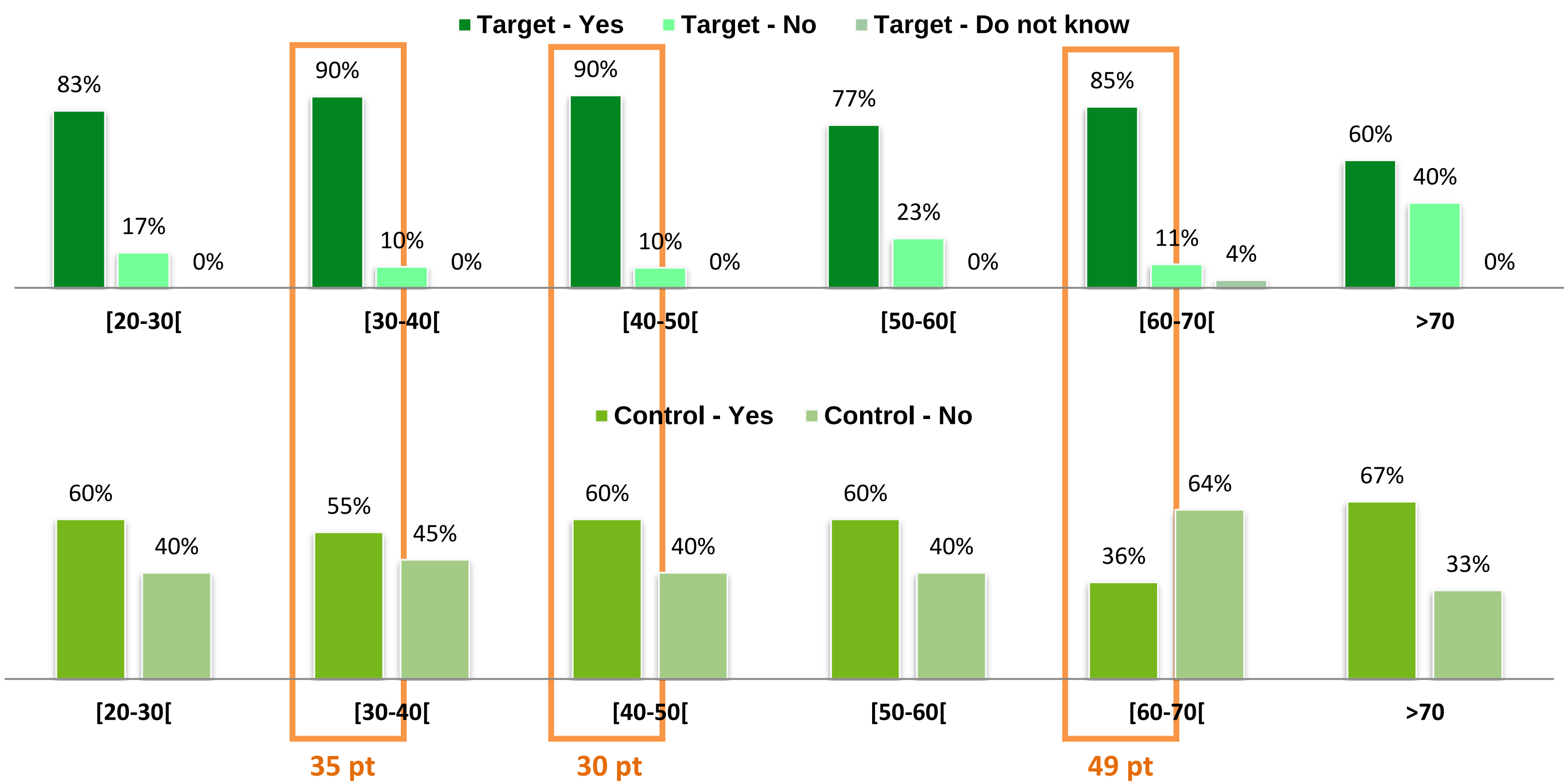
Fairtrade farmers declare **1.5 times more** to have water-efficient practices



Reading : On the total of the Fairtrade farmers interviewed, 83% said they have water-efficient practices. They are 57% within the non-Fairtrade group

Water-efficient practices : age

Fairtrade farmers between 30 and 50 years old and 60 to 70 years old claim having more water-efficient practices.



Reading : On the total of the Fairtrade farmers between 30 and 40 years old interviewed, 90% said they are having water-efficient practices. They are 55% within the non-Fairtrade group.

Water-efficient practices : definition

System of rice intensification (SRI)

SRI involves a set of farming practices (organic fertilisers, 20 cm of space between plants, young transplantation of the seedlings…) which helps to increase productivity and at the same time reduce inputs of seeds, water and labour

Alternative wetting and drying method (AWD)

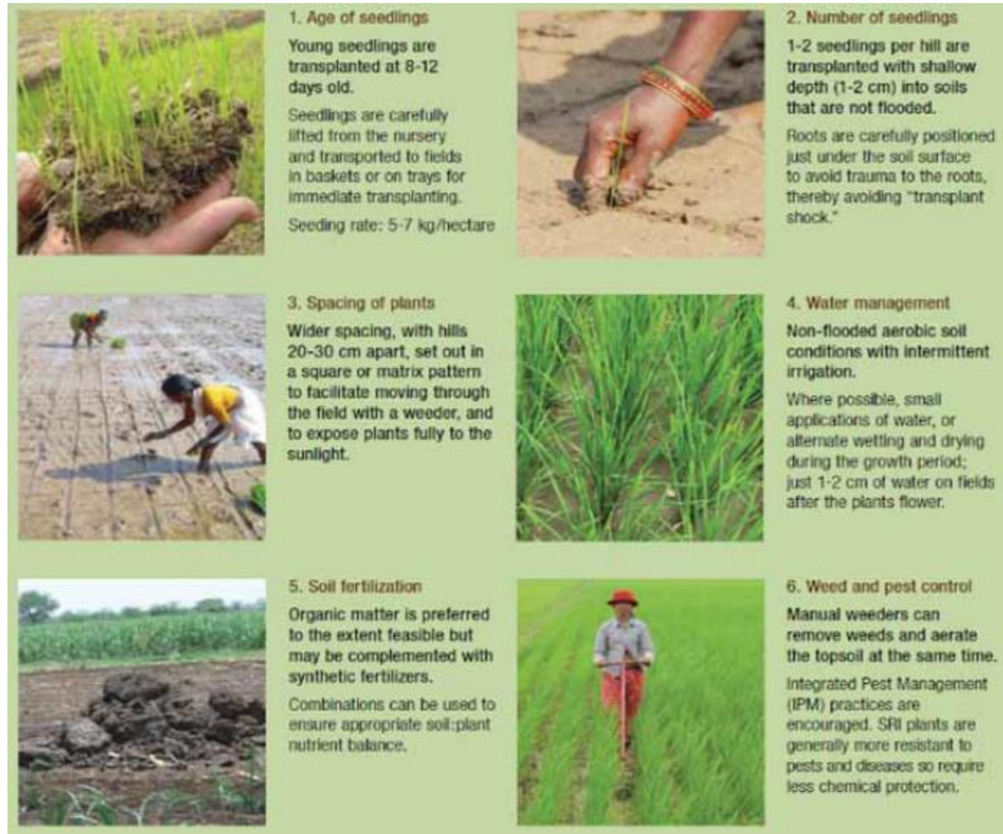
The AWD practice involves periodic drying and re-flooding of the rice field. It saves water and reduce greenhouse gas emissions while maintaining fields

Bunds

By building bunds along the contour lines, water runoff is slowed down, which leads to increased water infiltration and enhanced soil moisture

Water tank

An installation to collect the rain



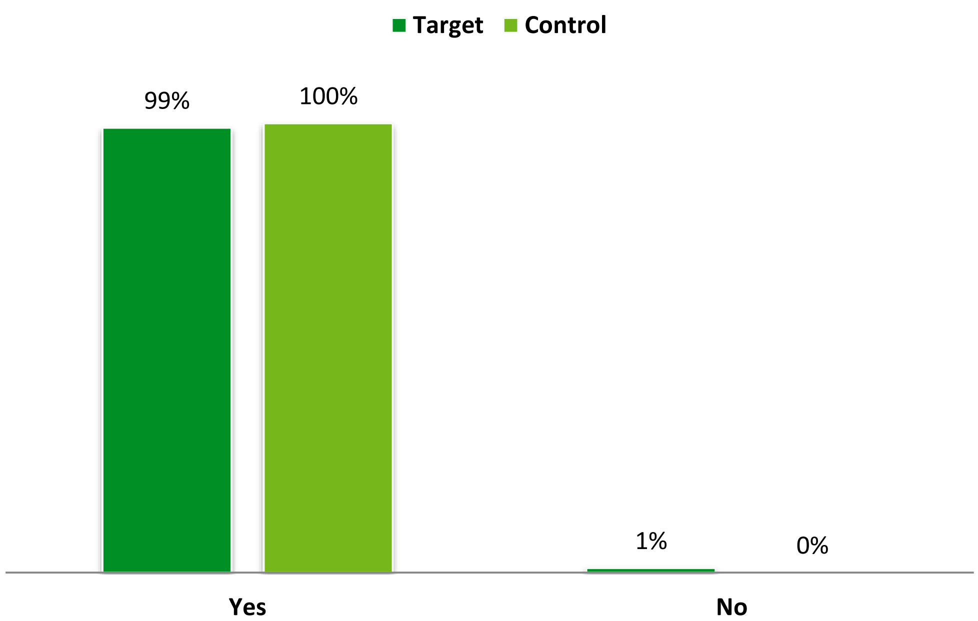
Fairtrade Farmers were using SRI and AWD methods, which are **more complex**.

Source : NBF guide – Organic basmati rice

Reuse of organic waste

There is no difference between the two groups.

Do you reuse the organic waste of your production?



Farmers reuse the organic waste to :

- Feed their cattle
- Do manure
- Do compost

More than an environmental aspect, there is an **economical advantage** to reuse the waste of the production, which might explain why so many farmers are doing it.

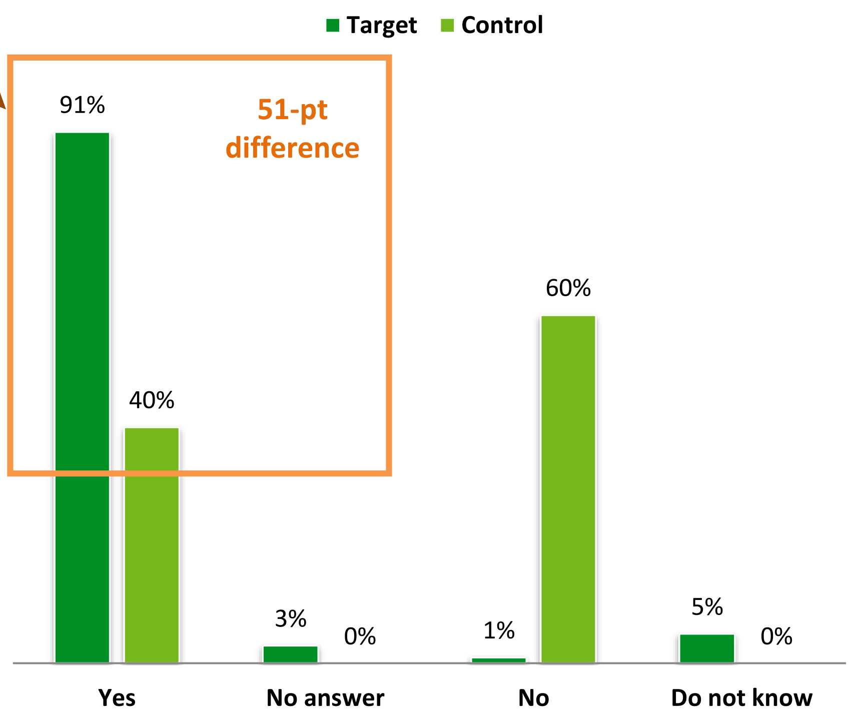
Reading : On the total of the Fairtrade farmers interviewed, 99% said they reuse their organic waste. They are 100% within the non-Fairtrade group

Energy-efficiency : consumption

Fairtrade farmers are more to declare using less energy

Fairtrade farmers declare **2.25 times more** to use less energy

Do you have practices that use less energy ?



Farmers use :

- LED bulbs
- Energy-efficient cookstoves

They also declare limiting their consumption of energy at home.

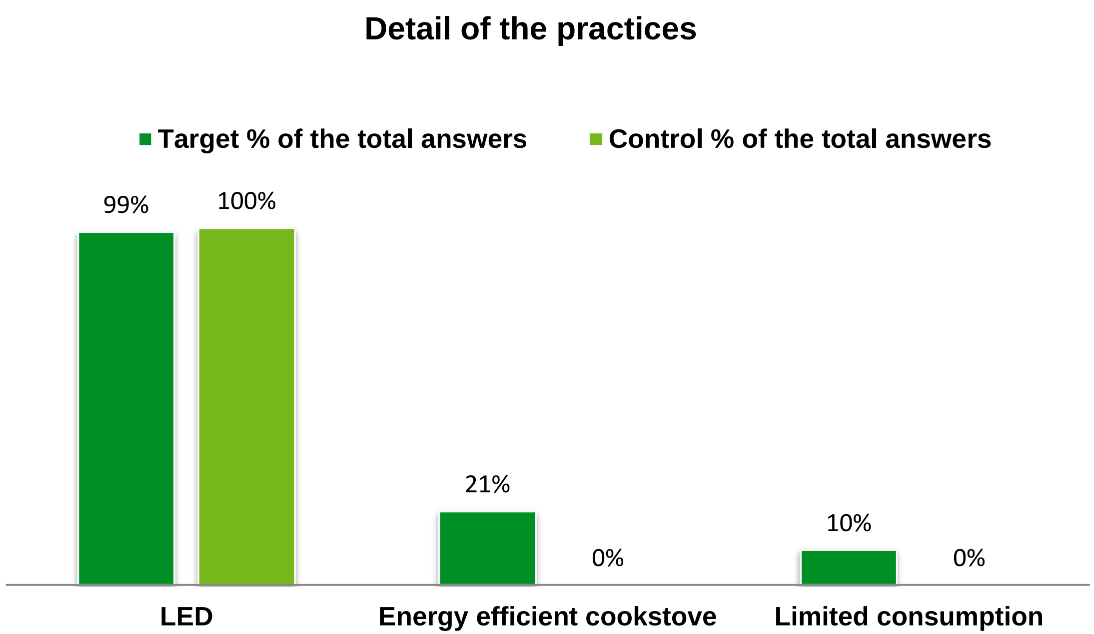
NBF started a program in Ramnagar project and distributed LED bulbs and energy-efficient cookstoves to the farmers.

Reading : On the total of the Fairtrade farmers interviewed, 91% said they use practices that use less energy. They are 40% within the non-Fairtrade group

ENVIRONMENT-RELATED IMPACTS ON PRODUCERS

Energy-efficiency : consumption

There is also a difference on the diversity of practices.



92 Fairtrade farmers and 36 non-Fairtrade farmers answered to this question.

This data was not collected in the same way.

Some interviewers asked details about the practices, some others did not ask details to the interviewee.

It could be that some farmers were having energy-efficient practices but did not consider them so.

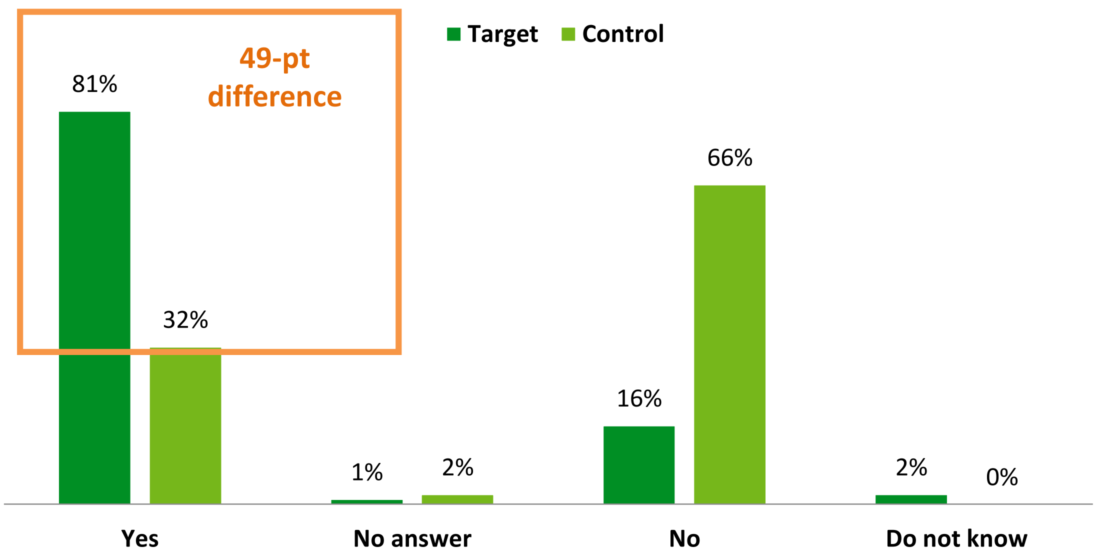
Reading : On the total of Fairtrade farmers who answered to this question, « LED » was mentioned in 99% of the cases and « Energy efficient cookstove » in 21% of the cases. On the total of non-Faitrade farmers who answered to this question, « LED » was mentioned 100% and « Energy efficient cookstove » 0%.

ENVIRONMENT-RELATED IMPACTS ON PRODUCERS

Energy-efficiency : renewable energy sources

Fairtrade farmers are more to declare using renewable energy sources.

Do you use renewable energy sources (for your production and at home) ?



Fairtrade farmers are **2.5 times more** to declare using less energy

Farmers use :

- Biogas
- Solar energy (including solar torchs, solar lights …)

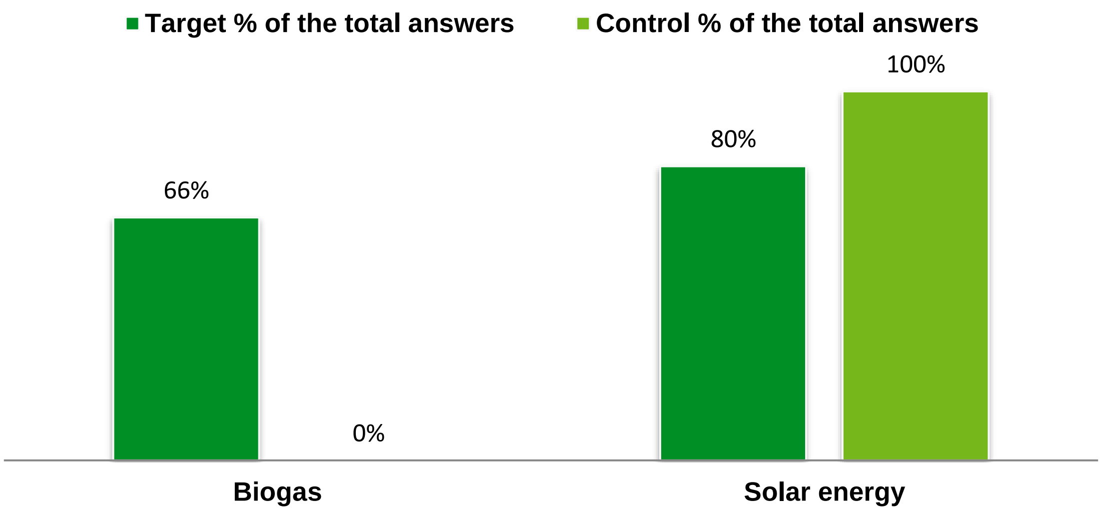
NBF started a program in Ramnagar project and distributed biogas plants and solar torches to the farmers.

Reading : On the total of the Fairtrade farmers interviewed, 81% said they use renewable energy sources. They are 32% within the non-Fairtrade group.

Energy-efficiency : renewable energy sources

There is also a difference on the diversity of practices

Details of the renewable energy sources used :



79 Fairtrade farmers and 30 non-Fairtrade farmers answered to this question.

This data was not collected in the same way.

Some interviewers asked details about the practices, some others did not ask details to the interviewee.

It could be that some farmers were using renewable energy sources but did not consider them so.

Reading : On the total of Fairtrade farmers who answered to this question, « Biogas » was mentioned in 60% of the cases and « Solar energy » in 80% of the cases . On the total of non-Faitrade farmers who answered to this question, « Biogas » was mentioned 0% and « Solar energy » 100%.

CONCLUSION

Impacts

POSITIVE IMPACTS

LIVING CONDITIONS	• Brighter diversity in sources of income • Higher impression to have good living conditions • Better access to facilities at home
HEALTH	• Higher impression to be in better shape • Higher accessibility to health facilities • Higher capacity to afford health facilities
EDUCATION	• Higher schooling rate for compulsory school (6-14) • Higher schooling rate for facultative school (above 15)
FINANCIAL SITUATION	• Less loans • Better capacity to repay debts • Better capacity to save money • Better confidence in future economic situations

CONCLUSION

Impacts

POSITIVE IMPACTS

BUSINESS SITUATION	• Paid more quickly • Better / More knowledge about buyers • Better / More knowledge about business conditions • Better / More capacity to negotiate the price
PROFESSION	• Higher proudness of being farmers
GENDER EQUITY	• Higher consciousness towards gender equity • High willingness to have women as representative
SUSTAINABILITY	• More aware of climate change • More use of water-efficient practices • Less use of energy • More use of renewable energy sources

CONCLUSION

Impacts

INCONCLUSIVE IMPACTS

LIVING CONDITIONS	• Slightly better income. • Better price but the gap is reducing. • Less likely to have other sources of income.
BUSINESS SITUATION	• No difference in delay of payment.
GENDER EQUITY	• No priority for projects to foster gender equality (use of Fairtrade Premium)
SUSTAINABILITY	• No difference in use of practice to reduce organic waste
MACHINES	• No difference in the access to machines
PROFESSION	• No difference in recommendation to children to become farmers.

V APPENDICES

SOCIAL IMPACT ASSESSMENT TOOLS

- List of producers
- Samples for the two groups
- Calendars of the data collection for the two groups
- Data collections tools (questionnaire and focus group discussion)
- Database (raw and cleaned)
- Reports of the focus group discussions
- Reports of the qualitative interviews

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