



EXPORTS YEARBOOK

OF THE ASSOCIATIVE SECTOR
AND FAIR TRADE 2021



CREDITS

Julio José Prado Lucio-Paredes

Minister of Production, Foreign Trade, Investments and Fisheries

Ana María Gallardo Cornejo

Deputy Minister of Exports and Investments Promotion

Desirée Byrne Solís

Undersecretariat for Export Promotion

Lady Briones Vargas

Export Services Director

Dannylo Subía Pinto

Export Promotion Director

Jaime Vega

Director of Social Communication

Technical team:

Raúl Farías Bohórquez

Specialist in Inclusive Commerce

Stefanie Zambrano Celi

Information Management and Market Research Specialist

Evelyn Aguirre Peñafiel

Social Communication

Jorge Cevallos Chóez

Design and Layout

CONTENT

PRESENTATION	3
PRODUCERS AND EPS PRODUCTS AND FAIR TRADE IN ECUADOR	4
INTERVIEW WITH LEADING EXPORTER	6
PRO ECUADOR WORKS WITH PRODUCER ORGANIZATIONS AND FAIR TRADE COMPANIES – 2021	8
POPULAR AND SOLIDARITY ECONOMY	9
EXPORTS EVOLUTION	9
EXPORTS BY SECTOR	9
EXPORTS BY COUNTRY	10
FAIR TRADE	
EXPORTS EVOLUTION	11
EXPORTS BY PRODUCTS	11
EXPORTS BY COUNTRY	12
SPECIAL: ORGANIC CERTIFICATION AND THE RELEVANCE OF WORKING WITH SMALL PRODUCERS, WORKERS AND THE FAIR TRADE LABEL	13
INTERVIEW WITH EXPERT IN ORGANIC MARKETS	14
INTERVIEW WITH AN EXPERT IN FAIRTRADE	16
RECOMMENDATION: FAIR TRADE AND SUSTAINABILITY CONFERENCE	18
DISTRIBUTION CHANNELS FOR EPS AND FAIR TRADE PRODUCTS	19

PRESENTATION

Good news! Ecuador is the biggest food provider with an organic certification to the European Union. Our main consumers in these niches markets are Germany, Netherlands, Ireland, Sweden, and France.

In our country, the regulatory entity Agrocalidad has registered a total of 47.70 thousand hectares that are certified organic, with crops corresponding to 101 organizations of the Popular and Solidarity Economy and companies that have the Fair Trade label.

For this reason, we dedicate this edition of the Exports Yearbook of the Associative Sector and Fair Trade to the unbreakable connection between Fair Trade standards and organic agriculture, which is reflected in the words of the expert Solene Bryon, project manager of the Natexpo fair in France, who highlighted the complementarity of the seals, valuing in organic production methods and social aspects through Fair Trade.

In the following pages you can also enjoy the interview with Emilie Sarrazin, Fair Trade expert for Fair Trade Advocacy Office, who highlighted the medium-term opportunities for producers organizations that have an organic certification, and also an interview with Ruben Tufiño, manager of the Cooperative El Paraiso, who currently exports organic and Fair Trade panela to Italy, benefiting more than 42 families in Pacto - Pichincha.

Good news that also left us in 2021, is the recovery of exports of small producers' organizations in the country, which had a growth of 39,57% in FOB value, compared to 2020, with organic bananas as the main product marketed. In foreign sales of Fairtrade products, in addition to the growth of 12.90% FOB, the recovery of the flower sector is positive and USD 68.80 million FOB were sales from Fair Trade certified producers organizations.

At the Viceministry of Exports and Investments Promotion-PRO ECUADOR we are witnesses, in the front row, of the resilience of producers organizations: more than 190 participated in training and export knowledge development activities, 32 registered in B2B events and held meetings with importers from abroad. In addition to 7 associations and cooperatives exported for the first time in 2021.

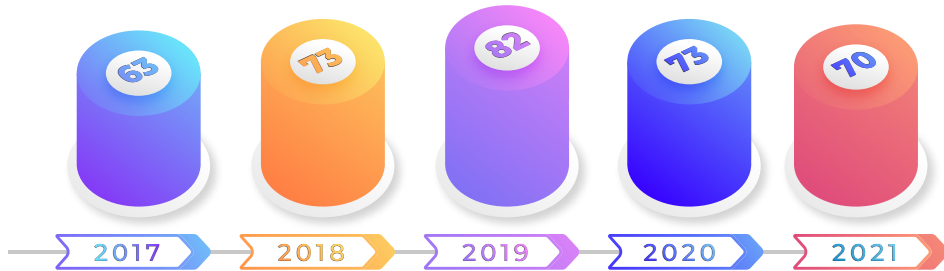
Dear readers, consider that you are the next exporters of healthy, environmentally friendly, and socially responsible products, do not forget to highlight the health benefits, the well-being of the producers in their work, the payment they receive, and the care for the environment that you are working with.

Welcome!



PRODUCERS AND EPS¹ PRODUCTS AND FAIR TRADE IN ECUADOR

NUMBER OF EPS EXPORTERS



Sources: Servicio Nacional de Aduana del Ecuador, SENAE.

Prepared by: Export Services Unit-Viceministry of Exports and Investments Promotion



**7 EPS organizations
Exported for the first time in 2021**

**In 2021, 51,43% of the total FOB exported amount
by the EPS, corresponds to certified organizations
with Fair Trade.**

Fair Trade Certificates



Sources: Servicio Nacional de Aduana del Ecuador, SENAE.

Prepared by: Export Services Unit-Viceministry of Exports and Investments Promotion

**Ecuador has a total of 146 organizations of producers and
companies with Fair Trade certifications.**

Of which, 85 organizations and companies exported in 2021.

FAIR TRADE LABELS IN ECUADOR

Label	Logo	EPS certified organizations	Certified companies	Total ²
Fairtrade International		56	71	127
Fairtrade USA		17	37	54
Fair for life		-	2	2
Sello de Pequeños productores del Comercio Justo		14	-	14
World Fairtrade Organization (WFTO)		9	1	10

Sources: Servicio Nacional de Aduana del Ecuador, SENAE.

Prepared by: Export Services Unit-Viceministry of Exports and Investments Promotion

**46 of the 146 Fair Trade certified organizations
and companies have two or more of these social
seals for bananas, cane sugar, cocoa, flowers, and
other products.**

**Fairtrade International FLO is the seal most used
by certified organizations and companies
(62,12%).**

¹ Economía Popular y Solidaria in Spanish (Popular and Solidarity Economy)

² Accumulated values considering that there are cases of organizations and companies that have more than one Fair Trade seal.

OFFER OF FAIR TRADE PRODUCTS

Sector	EPS ³	Companies	Products
Banana and Musaceae	32	45	Cavendish / Baby banana / Plantain
Cocoa and processed	35	20	Cocoa beans / Semi-finished Chocolates
Flowers	-	15	Roses / Carnations / Other flowers
Agroindustry	15	2	Sugar cane / Quinoa / Herbs and Spices / Dairy / Tubers
Crafts	7	-	Tagua handicrafts / Natural fibers / Textiles / Hats
Coffee and elaborates	3	1	Green Coffee / Roasted
Non-traditional fruits	3	1	Soursop / Guava / Pineapple / Mango / Gold Berry
Processed foods	2	1	Dried fruits / Jams / Confectionery / Snacks
Cosmetics	2	-	Essential oils

Sources: Servicio Nacional de Aduana del Ecuador, SENAE.
Prepared by: Export Services Unit-Viceministry of Exports and Investments Promotion



Cavendish organic bananas, cocoa beans, and flowers are the products with most companies and organizations with Fair Trade seals.



The cocoa sector has the largest number of Fair Trade certified EPS organizations.



Other products such as sugar cane, quinoa, guayusa, herbs and spices, essential oils, dried fruits, and snacks also show an interesting growth of Fair Trade labels.

PRODUCERS AND WORKERS BENEFITING FROM EPS AND FAIR TRADE EXPORTS



Women



Men

Beneficiaries

Producers and artisan partners of Fair Trade organizations

14.141

20.999

Workers in Fair Trade companies and plantations

3.074

3.927

Total

17.215

24.926

Sources: Servicio Nacional de Aduana del Ecuador, SENAE.
Prepared by: Export Services Unit-Viceministry of Exports and Investments Promotion



EPS and Fair Trade exports in Ecuador benefit at least 42.141 families.



40,85% of all producers, artisans and hire labor benefiting from EPS and Fairtrade exports are women.

³ Accumulated values considering that there are cases of organizations and companies that have more than one certified product.



INTERVIEW WITH LEADING EXPORTER

Name: Rubén Tufiño.

Current Position: Manager of Cooperativa de Producción de Panela El Paraíso - COPROPAP

Work with PRO ECUADOR: July 2013

Products: Organic panela and sugar cane derivatives

Markets: Fair Trade importers from France and Italy

Beneficiaries: 42 family microenterprises

“Associative work is the basis for maintaining our position in the market. Transparency, operating with democratic processes, equity and the inclusion of small and large producers are the factors that allow us to grow”.

The idea of the creation of the Cooperativa de Producción de Panela El Paraíso was born in 1991, motivated by the limitations that the producers found during the commercialization of their products. Thus, the union was strong, as 42 sugarcane growers were organized, i.e., 42 family micro-enterprises located in the northwest of the province of Pichincha, in 7 communities of the parish of Pacto.

This cooperative promotes the inclusion of small, medium, and large producers to achieve fair trade linked to quality products. With great effort, they have earned certifications for organic production, HACCP, and Good Manufacturing Practices, and important recognitions when seeking new international clients.

Rubén affirms that obtaining the certifications allowed them to enter the European Union, a market that values organic, healthy, and environmentally friendly production. He seeks to improve the quality of life of the producers, with transparent and long lasting.... relationships. He also mentions that the added value of their product has been raising the interest of new destinations and consumers, as demand for organic, Fair Trade, and Popular and Solidarity Economy products is growing

worldwide.

With the beginning of operations of Copropap, panela turns into a great income and development source for the locality, all of this is linked to social and environmental purposes, factors that allow the Ecuadorian exportable basket to be positioned as a sustainable and healthy production, opening the way for more Ecuadorian producers to be encouraged to be part of the associative trade initiative.

EXPECTATIONS

The Cooperativa de Producción de Panela El Paraíso is aware of the growing interest in the international market for organic products, so they aim to build a centralized plant that technifies and standardizes their processes, which will strengthen the quality and safety of their products, factors that allow them to apply for new certifications.

The idea is to adjust to market requirements and grow to open the door to more producers, in addition to diversifying and adding value to their production, as they have already done with the compact panela cubes, which have been very well accepted by customers.

The cooperative is also looking to open new markets, it seeks to reach more countries in the European Union and the United Kingdom, as they have identified a great affinity with natural products, they do not rule out other destinations because they claim that the organic market is the future, with the global trend

They have participated in several international export promotion fairs with the support and advice of the Viceministry of Exports and Investments Promotion - Pro Ecuador and the Ecuadorian Federation of Exporters FEDEXPOR. This is how they have become known and have not stopped, the need to move forward led them to export to the most demanding markets.



THE VICEMINISTRY OF EXPORTS AND INVESTMENTS PROMOTION PRO ECUADOR WORKS WITH PRODUCER ORGANIZATIONS AND FAIR TRADE COMPANIES – 2021

32 EPS organizations held B2B meetings with international buyers.

582 EPS organizations registered in the PRO ECUADOR Exporter Route.



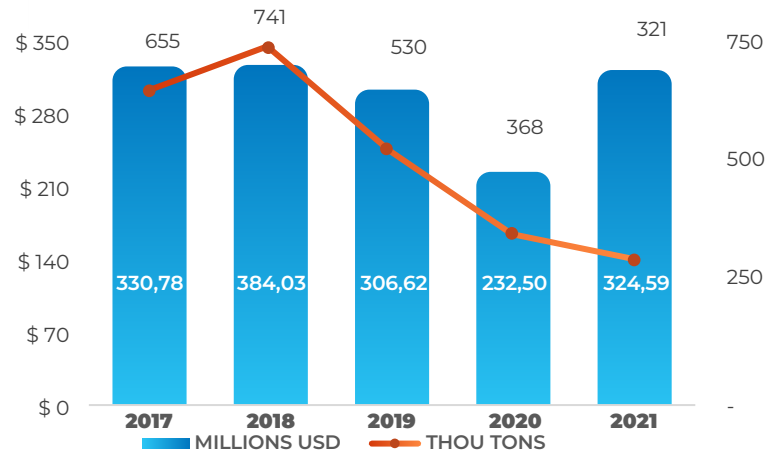
7 EPS organizations linked to international cooperation projects.

190 attendees from producer and Fair Trade organizations in more than 100 training programs.

POPULAR AND SOLIDARITY ECONOMY⁴



EXPORTS EVOLUTION

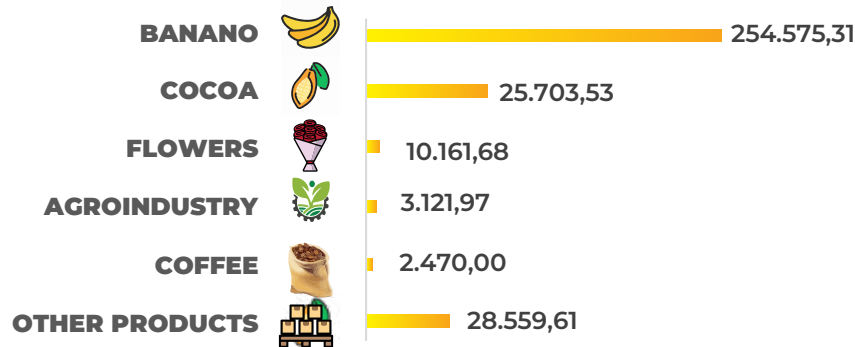


Sources: Servicio Nacional de Aduana del Ecuador, SENA. Prepared by: Exports Promotion Unit-Vice Ministry of Exports and Investments Promotion

2021 presented a recovery of the EPS exports, going from USD 232,50 million FOB in 2020 to USD 324,59 million.

21,19% of the FOB total amount exported by the EPS has a Fair Trade certification.

EXPORTS BY SECTOR Thousands USD FOB



Sources: Servicio Nacional de Aduana del Ecuador, SENA. Prepared by: Exports Promotion Unit-Vice Ministry of Exports and Investments Promotion

⁴ Includes all exports of associations, cooperatives and solidarity networks that work with small producers in Ecuador.

The banana and plantain sector represented 78,43% of the EPS exports in 2021.

In comparison to 2020, there is a notable recovery in the flower sector (145,21% growth) in 2021, as well as a decrease in cocoa bean sales (-32,82%).

TARIFF CODE	Units	Thou USD FOB 2021	FOB Growth (2021 - 2020)
0803.90.11.10	THOU USD	144.484,38	433,23%
	TONS	57.583	
0803.90.11.90	THOU USD	108.346,51	-16,78%
	TONS	238.446	
1801.00.19.90	THOU USD	25.425,82	-32,80%
	TONS	9.187	
5305.00.11.00	THOU USD	24.843,97	8,04%
	TONS	9.468	
0603.11.00.00	THOU USD	5.463,86	115,21%
	TONS	253	
0603.12.90.00	THOU USD	4.044,39	256,13%
	TONS	12	
0901.11.90.10	THOU USD	2.325,90	31,42%
	TONS	376	
Other EPS products	THOU USD	9.657,26	8,00%
	TONS	6.028	
TOTAL	THOU USD	324.592,09	39,61%
	TONS	321.352	

Sources: Servicio Nacional de Aduana del Ecuador, SENA. Prepared by: Exports Promotion Unit-Vice Ministry of Exports and Investments Promotion


















The most sold products by EPS in 2021 were organic bananas, conventional bananas, cocoa beans, abaca fibers, and fresh roses.



The products with the highest growth rates between 2020 and 2021 were certified organic bananas, fresh roses, fresh carnations, cane sugar, and unroasted coffee.

EXPORTS BY COUNTRY

COUNTRY	Thou USD FOB 2021	FOB Growth (2021 - 2020)	MAIN PRODUCTS
 United States	151.646,88	634,70%	Organic and conventional banana, roses, and cocoa beans
 Slovenia	23.045,08	-18,66%	Banana
 Netherlands	21.947,17	13,48%	Cocoa beans, organic and conventional bananas, and carnations
 Russia	18.933,26	162,91%	Banana, carnations, roses and cocoa butter
 Philippines	14.177,51	-2,55%	Abaca fibers and roses
 Argelia	10.144,21	-61,51%	Banana and cocoa beans
 Italy	10.068,88	-45,60%	Banana, cocoa beans, organic banana and sugar cane
 United Kingdom	9.429,76	39,48%	Abaca fibers, conventional / organic quinoa, and cocoa paste
 Turkey	8.879,26	-40,92%	Banana
 Belgium	7.201,40	70,04%	Organic and conventional banana, cocoa beans, and starch
 Germany	5.565,30	-65,93%	Cocoa beans, conventional and organic banana, coffee, and sugar cane
 Chile	4.480,22	-29,63%	Banana, plantains, roses, and pineapples
 Indonesia	3.942,43	-44,46%	Cocoa beans, abaca fibers, and roses
 Spain	3.772,74	166,83%	Banana, sugar cane, abaca fibers, and carnations
 Other countries	31.358,00	0,90%	-
TOTAL	324.592,09	39,61%	-

Sources: Servicio Nacional de Aduana del Ecuador, SENAE.

Prepared by: Exports Promotion Unit-Vice Ministry of Exports and Investments Promotion



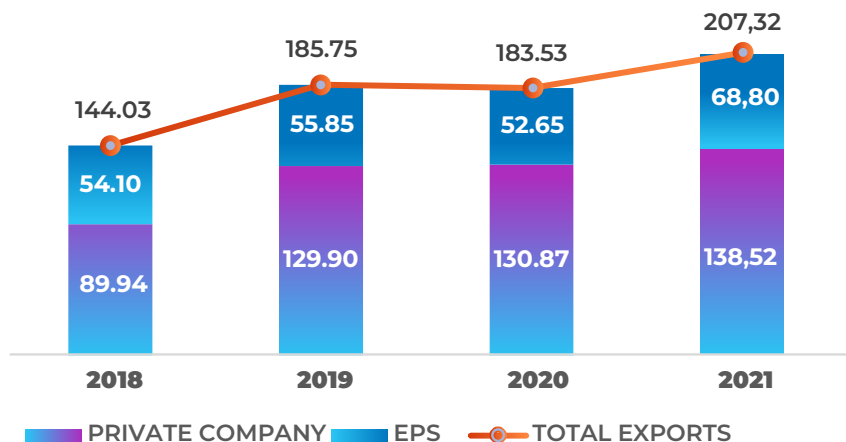
United States, Slovenia, and the Netherlands
were the main destinations of the EPS Exports in 2021.

FAIR TRADE⁵



EXPORTS EVOLUTION

MILLIONS USD



Sources: Servicio Nacional de Aduana del Ecuador, SENA. Prepared by: Exports Promotion Unit-Vice Ministry of Exports and Investments Promotion



Certified exports in 2021 reached the value of USD 207.32 million FOB, an increase of 12.90% compared to 2020.



Fair Trade certified foreign sales from small producer organizations reached USD 68.80 million FOB in 2021, an increase of 30.68% compared to 2020.

EXPORTS BY PRODUCTS

Fair Trade Products	Thou USD FOB 2021	FOB Growth (2021 - 2020)
Banana	102.535,76	-24,38%
Natural flowers	70.068,97	1.010,97%
Cocoa beans	25.910,93	5,61%
Banana elaborates	2.399,80	43,87%
Washed coffee	2.373,88	25,47%
Plantain	1.586,27	-74,62%
Canned food products	1.215,22	302,39%
Other agricultural products	635,51	-16,16%
Cocoa products	335,35	-92,81%
Other products	261,68	-83,07%
TOTAL	207.323,37	12,97%

Sources: Servicio Nacional de Aduana del Ecuador, SENA. Prepared by: Exports Promotion Unit-Vice Ministry of Exports and Investments Promotion



Bananas, flowers, and cocoa were the products with the highest exports in 2021.



















In 2021, there was a significant recovery in the export of certified natural flowers, as well as a decrease in foreign sales of conventional and organic Fair Trade bananas.



In addition to natural flowers, the products with the highest growth in 2021 were canned food products, processed banana products, and coffee.

⁵ For the calculation of these values, the exports of companies and organizations with Fair Trade seal were considered, filtering destinations and products, in addition to information provided by the companies to the Vice Ministry of Export and Investment Promotion, PRO ECUADOR.

EXPORTS BY COUNTRY

COUNTRY	FOB 2021	FOB Growth (2021 - 2020)	MAIN PRODUCTS
 United States	100.465,10	41,33%	Banana, cocoa beans and flowers
 Netherlands	37.232,83	47,37%	Banana, cocoa beans and flowers
 Belgium	14.611,33	43,51%	Banana, cocoa beans and plantain
 Germany	10.922,09	-5,17%	Banana, cocoa beans and coffee
 Italy	10.501,12	-55,06%	Banana, cocoa beans and flowers
 Sweden	6.150,84	-45,26%	Banana, flowers and banana elaborates
 Canadá	4.885,32	12,63%	Banana, flowers and cocoa beans
 New Zealand	3.664,85	-9,17%	Banana, plantain and pineapples
 Greece	3.367,16	-64,46%	Banana and pineapples
 France	3.082,12	60,39%	Coffee, processed food and cocoa beans
 Spain	2.600,65	26,95%	Cocoa beans, plantain and banana
 Finland	2.326,05	3,80%	Banana, flowers and cocoa products
 Bulgaria	1.554,84	-30,90%	Banana, cocoa beans and flowers
 Australia	1.172,87	756,14%	Flowers, other fruits and processed foods
 United Kingdom	1.156,22	-46,22%	Banana, processed foods and banana elaborates
 Other countries	3.629,98	59,24%	-
TOTAL	207.323,37	12,97%	-



The United States, Netherlands and Belgium were the main destinations for Ecuadorian Fair Trade exports.

Australia France and Spain presented the highest growth rates in their FOB amounts for Ecuadorian products with Fair Trade certification.

SPECIAL: ORGANIC CERTIFICATION AND THE RELEVANCE OF WORKING WITH SMALL PRODUCERS, WORKERS AND THE FAIR TRADE LABEL



GLOBAL PRODUCTION

1,50% of the world's arable land is organic (72.30 million hectares).

8,29 million hectares of production located in Latin American and the Caribbean.

Australia, Argentina, Spain and India are the countries with the largest areas of certified lands.



ECUADOR PRODUCTION

47,70 thousand certified hectares in the country.

Germany, the Netherlands, Ireland, Sweden and France are the main export destinations.

101 EPS organizations and Fair Trade certified companies have organic certification.



GLOBAL MARKET

Global sales of USD 96,00 billion in 2019.

The United States (40 billion USD) and the European Union (37,00 billion USD) are the main markets.

Denmark (USD 312,00), Switzerland (USD 307,00) and Luxembourg (USD 241,00) have the highest per capita consumption per year.



TRENDS

63,00% of FT bananas are organic and 90,00% of Fair Trade products are also organic in France.

It is important to educate customers on the reasons why organic food is better.

Organic food value proposition in: health benefits, producer welfare and environmental protection.

INTERVIEW WITH EXPERT IN ORGANIC MARKETS:

"CONSUMERS NOWADAYS EXPECT TRANSPARENCY FROM BRANDS"



Name: Solene Bryon

Country of residence: France

Current role: Project manager at Natexpo, the first professional FAIR for the organic sector in France

Experience: 10 years of experience with organic companies, in networking activities between producers, importers and distributors.

TWO CERTIFICATIONS THAT COMPLEMENT EACH OTHER?

In France, 90% of Fair Trade products are also certified organic, for Solene Bryon these distinctions are complementary elements, because organic production without pesticides and good for health, is linked to the economic and especially social aspects of the production method: fair remuneration of farmers. Along these lines, labels are reinvented or even created to integrate these two aspects, which are closely linked.

NEW TRENDS POST-COVID?

She points out that during the Covid-19 pandemic, the organic market was highly appreciated, gaining 15% of new consumers. It was time to protect health and the organics responded to this problem. She also mentions that the purchasing power for necessities such as food increased during the period of confinement, as no other expenses such as leisure activities were possible.

They have now identified a slight decline in in-store purchases, as consumers shift to local foods with lower prices. However, she refers that the trend is temporary as organic brands are adopting a strategy of coupling with these local and healthy expectations, by launching major communication campaigns. She also notes that in France, since January 1st, administrations, such as schools and hospitals, must integrate 50% of sustainable products and within this 20% of organic products: an opportunity for exporters.

WHO DISTRIBUTES AND WHAT ARE THE MOST DEMANDED ORGANIC PRODUCTS?

She notes that another great opportunity for this segment is that wholesale distribution channels are adapting to the organic consumption trend to meet market demand, joining the specialty and independent stores that traditionally distributed these products.

In the distribution of organic products, these are historical chains of specialized stores such as Biocoop, La Vie Claire, etc., and new supermarkets such as Carrefour and Auchan; among the organic products currently in greatest demand are fresh fruits and vegetables, groceries, milk and eggs.

HOW TO REACH CUSTOMERS

She emphasizes that customers expect transparency from brands, about their origin and benefits, so it's essential to highlight these aspects. She stresses that not everything can be said on the packaging, so ideal allies are social networks, organizations linked to environmental causes, and suppliers who are a direct link to customers.

Solene concludes by pointing out that in France it is understood that exporting does not mean that it is not local. Indeed, promoting the origin, identity, and know-how of a product are important components of communication, but brands that demonstrate their commitment to traceability and social responsibility in every sense of the word are also highly valued.



INTERVIEW WITH AN EXPERT IN FAIRTRADE:

"THE DEVELOPMENT OF ORGANIC PRODUCTS ALSO MAKES IT POSSIBLE TO BE MORE RESILIENT AND TO ANTICIPATE NEW MARKET CONDITIONS IMPOSED BY THE EU"



Name: Emilie Sarrazin
Country of residence: France
Current role: Fair trade and organic products expert for Fair Trade Advocacy Office
Experience: Association of organic producers of Loir-et-Cher, Gironde, Loc'Halle, Bio - Regional Cooperative of organic vegetable producers and Fairtrade International.

TWO LABELS FOR RESPONSIBLE CONSUMERS?

Fair Trade certification and organic production are two labels that are of interest to consumers themselves, who make their purchases considering a production method that respects people and the environment. They are called responsible consumers, as they consider sustainable development criteria in their purchases, says Emilie Sarrazin.

She says that both certifications work in a similar way for producers by meeting standards and undergoing periodic audits. In the case of Fair Trade, the criteria refer to the functioning of the producers' organization, respect for human rights and the environment; for organic products, the standards are based on production without synthetic chemicals.

ORGANIC AND FAIR TRADE PRODUCTS FOR CHEAPER?

Emilie looks back at the beginning of the commercialization of organic products, which appeared in the 1980s, sold by specialized companies, whose consumption began to take off in the 2000s, selling at a higher price, justified by higher production costs, but also because they are less structured sectors. Now, this market is being rented to the production of economies of scale, of greater volume at a lower cost. This would allow consumers to have greater access to products that take care of their health, but it also represents a challenge for producers at the time of covering their production and distribution costs.

HOW DO SMALL PRODUCERS GENERATE VALUE?

The value proposition will make the difference when it comes to marketing organic and Fair Trade products. The origin, the local varieties, the characteristic flavor and the story behind the product allows the organization to justify

a higher price for their offer, so those who know how to take advantage of these benefits will be able to benefit.

NEW CHALLENGES FOR SMALL PRODUCERS

Their production needs to be ahead the new market conditions, such as regulation against deforestation imposed by the European Union. such as regulation against deforestation. On the other hand, if they engage in Fair Trade, producers will be assured of a minimum price, a long-term commitment and a premium.

However, being organic presents challenges. On farms, Deep knowledge of agro ecology is required to dispense with chemicals such as glyphosate. In this regard, the support of institutions that provide support to small producers, such as the International Federation of Organic Agriculture Movements (IFOAM), which operates on a global scale, stands out.

In conclusion, the role of the consumer in identifying the certification of organic products that effectively meet the parameters to be considered as such, as the proliferation of sustainable seals in recent years allowed large brands to create, among other issues, confusion in consumers, achieving an ecological image by doing as little as possible.



RECOMMENDATION: FAIR TRADE AND SUSTAINABILITY CONFERENCE



TEMÁTICAS:

1. LA IMPORTANCIA DE LA SOSTENIBILIDAD PARA INGRESAR A MERCADOS DE LA UE. (05/MAYO 10H00 - 11H00)
2. COMERCIO JUSTO Y LAS ALIANZAS ENTRE COMPRADORES INTERNACIONALES Y PRODUCTORES: UN MODELO DE NEGOCIOS QUE BENEFICIA A LOS AGRICULTORES, ARTESANOS Y A LOS CONSUMIDORES. (06/MAYO 11H30 - 12H30)
3. PANEL DE EXPERTOS: EL FUTURO POST COVID-19 PARA LAS ORGANIZACIONES Y EXPORTADORES DE COMERCIO JUSTO. (07/MAYO 10H00 - 11H00)

The Vice Ministry of Exports and Investments Promotion PRO ECUADOR, in 2021, on the occasion of the celebration of World Fair Trade Day, and amid the isolation measures due to the COVID-19 pandemic, conducted the series of webinars "Fair Trade and Sustainability Workshops".

Three days and three topics developed by national and international experts enabled more than 150 participants to understand the relevance of sustainability and human well-being in foreign markets.

The importance of sustainability to enter EU markets (María Paula Gómez and Daniel Oppermann - Import Promotion Desk of Germany)

<https://bit.ly/3oWfgjC>



Fair Trade and alliances between international buyers and producers (Javier Fernández - Fundación COPADE)

<https://bit.ly/3BtC0fW>



Expert Panel: The post Covid-19 future for Fair Trade organizations and exporters (Sagrario Angulo - Camari, Alfredo Zabarrain - CLAC, Lorena Muñoz - MPCEIP and Oliver Vásquez - SULA)

<https://bit.ly/3H0CNX9>



We invite you to review the complete material of the three days of the Fair Trade and Sustainability conference.

DISTRIBUTION CHANNELS FOR EPS AND FAIR TRADE PRODUCTS

The exports of the Popular and Solidarity Economy and Fair Trade are an opportunity for small producers to be closer to consumers. Unlike conventional trade, the distribution chain is shortened, there is greater transparency between all the actors, and the income is distributed more equitably among all the parties.

CONVENTIONAL TRADE



FAIR TRADE AND EPS



Sources: Fairtrade International, FLO.
Prepared by: Export Services Unit-Vice ministry of Exports and Investments Promotion

www.produccion.gob.ec

Ministry of Production,
Foreign Trade,
Investments and Fisheries



PRO ECUADOR
Business without borders



República
del Ecuador



Juntos
cumplimos