

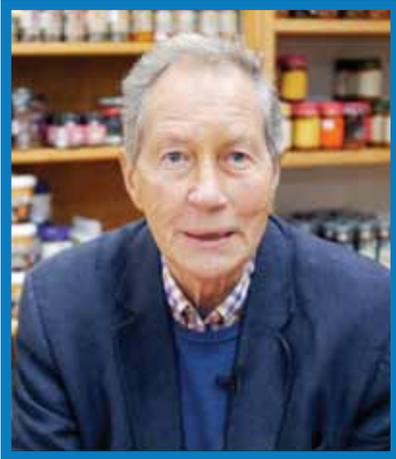
10 Years Dignity through Trade



Celebrating the first 10 years of
Just Trading Scotland, the premier
fair trade importer, distributor and
educator based in Scotland



John Riches, founder of JTS, reflects:



Just Trading Scotland (JTS) began with a shipment of rice just in time for Fairtrade Fortnight 2009. Since then we have developed partnerships with small producer groups across the world and with supporters across Scotland and the UK.

It has been an exciting and challenging 10 years, some great achievements and some tight corners. Our wonderful partners in Africa and Asia have shown huge determination to deliver high quality products and our great networks of supporters here have been with us through thick and thin, helping us to create markets, telling others about the lives of the farmers, supporting us with development grants, donations and loans and giving unstintingly of their time.

Together we work for justice and fairness for smallholder farmers in Africa and Asia, empowering them to develop their farms and communities, to bring food security and prosperity to their countries and to build a safer more sustainable world.

To all who have been with us and for us, we say a huge thank you:

- to the farmers and producers for their determination, sheer hard work and courage, and friendship;
- to the Scottish Government for development grants, which are transforming the quality of farming in the north of Malawi;
- to the Scotland Malawi Partnership for support and advice;
- to the Scottish Fair Trade Forum for keeping the message of fair trade alive and for much support with farmer visits;
- to all those who have lent and donated money, both individuals and our social lenders, Social Investment Scotland and Resilient Scotland;
- and finally to all who work with us, who buy and help to sell our wonderful fair and fine food!

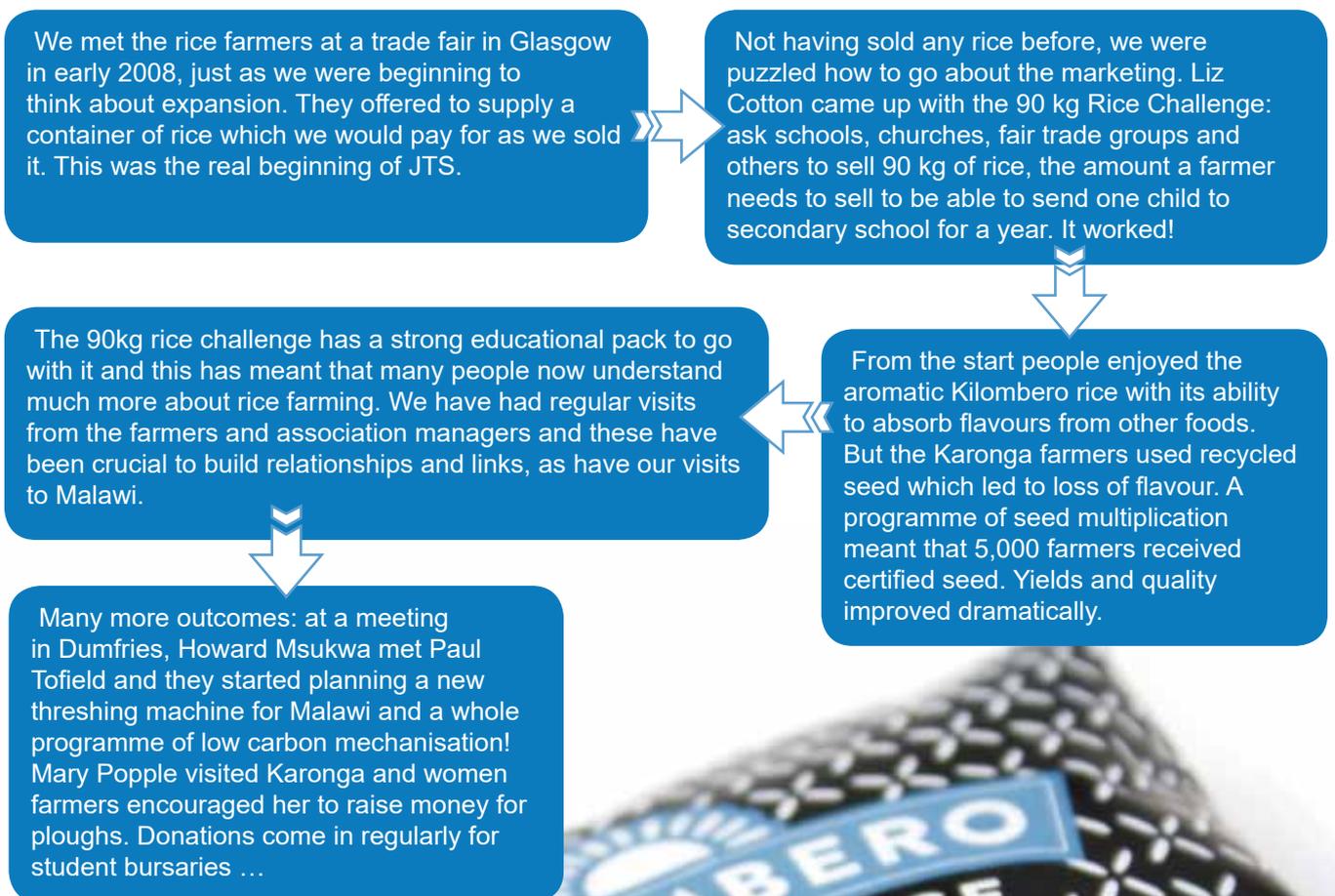
And to everyone else, we say: come and join us. It might at times be challenging but it will always be rewarding in ways that will be surprising and fulfilling!



Our partnership model



Example: working with rice farmers in Malawi





KASFA increases the impact of grant-funding by creating revolving loan funds that allow the capital to be used again and again for the ongoing benefit of their members. Revolving funds have helped to increase yields by sowing certified seed, to provide ploughs, ox carts, and tarpaulins and to sink new wells.



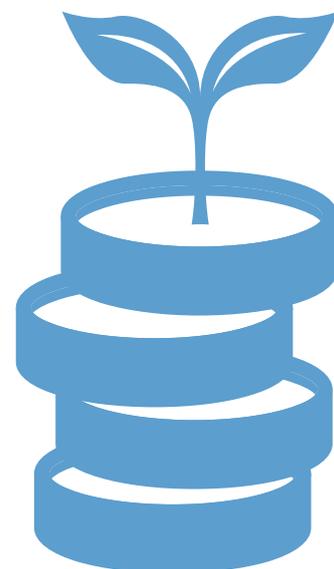
140 Ploughs

256 Ox Carts

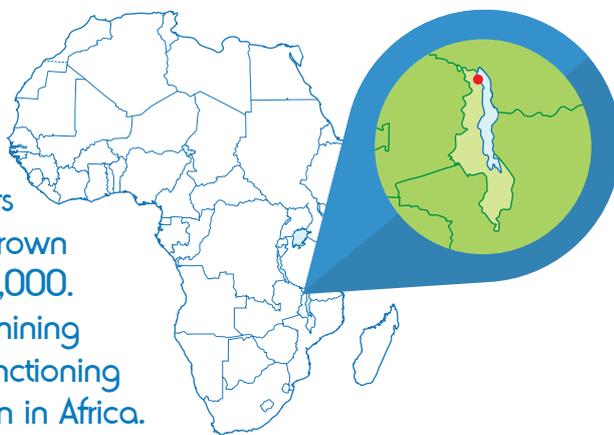
400 Tarpaulins

15 Wells & Pumps

KASFA used capital funding to buy 100 tonnes of certified Kilombero rice seed. This was distributed free of charge at the rate of 20 kg per farmer. At harvest each recipient donated 40kg of seed back to KASFA making it possible to carry out a second round of seed multiplication. There is no reason why this process should not continue in perpetuity.



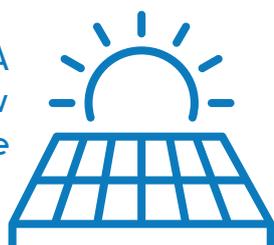
Our partner in Malawi is KASFA, the association of rice farmers in Karonga. Over the last 10 years its membership has grown from 2,500 to over 7,000. It is often used as a shining example of a well-functioning agricultural association in Africa.



We trained 4 field officers in new farming techniques.

They passed on the knowledge to 250 lead farmers (half of them women) who then do farmer-to-farmer training.

We are working closely with KASFA to develop a new threshing machine based on a 19th century Orcadian model but powered by solar panels.





JTS achieved WFTO provisional membership in 2018.



We sell our ethically traded stock to a wide spectrum of customers, including large retailers, fair trade shops, and small groups who set out stalls in places of worship or at community events. Where possible, we tell the story behind the products through posters, leaflets, case studies and by talking.

Over £2m of fair trade sales in 10 years.



500 schools and 300 faith groups have taken the 90kg Rice Challenge, buying the amount of rice a farmer in Malawi needs to sell to pay for a year's secondary schooling.



Senior fair trade importer, distributor
JTS Fine Food
10 years

Over JTS's journey so far, we have employed a total of 19 staff many of whom came to us through routes to work schemes and, having gained valuable transferable skills, have found a way into long term employment. One long term employee from Renfrewshire who is now in a senior role, had never had any significant paid employment before joining us at the age of 23, nine years ago.



We've informed over 20,000 school children and 10,000 adults about global citizenship, fair trade and sustainable farming.

250 tonnes of Kilombero rice imported.



6 ongoing producer partnerships in The Kingdom of Eswatini, Malawi, Kenya, South Africa, India, Sri Lanka

Generous donations have allowed us to purchase rotavators and arrange training in engine maintenance for KASFA members.

Our bursaries fund has supported over 100 orphans in Malawi through the four years of secondary school, and in some cases onto college or university. For example, Violet has just completed her nursing degree, while Ken is at Lilongwe University of Agriculture.



Our other producer partnerships



Eswatini Kitchen – jams, marmalades, sauces and chutneys, from the Kingdom of Eswatini

Our relationship predates the start of JTS

Eswatini Kitchen works closely with small-scale farmers, mostly women, who supply the fresh ingredients. In addition, the owners of Eswatini Kitchen do amazing work with the Woman Farmer Foundation, which exists to provide training and to promote entrepreneurship and participation of women in agriculture. They have trained and supported over 2,000 women farmers in a country where there is little support for smallholder farmer training.

Eswatini Kitchen makes high quality products from locally grown ingredients in a transparent and ethical value chain that supports farmers, provides employment and empowers communities. Grown, made and packaged proudly in The Kingdom of Eswatini keeping income, jobs and livelihoods in the country, building strong families and resilient communities.

With new products coming on line and a growing interest in gender equity within agriculture, there are lots of opportunities for further collaboration with Eswatini Kitchen.

Ma's Tropical Foods – organic coconut milk from Sri Lanka

Partners since 2012

Ma's Tropical Foods is a family-run firm with a deep commitment to the principles and promotion of fair trade especially through employee welfare support and educational development and through waste management and energy conservation. They have a focus on organic agriculture and we are proud to have worked with them to import the UK's first Organic and Fairtrade certified coconut milk. There's no doubting the popularity of organically certified products with ethical customers and when resources allow we'd like to work with Ma's to develop this side of our business.



Turqle Trading – spice grinders, seasonings, oils and sauces from South Africa.

Partners since 2013

Turqle Trading, a WFTO Guaranteed Supplier, aims to be a food company with a conscience. Turqle pays 2.5% of every product sold to the Fair Trade Trust; educating the workers and their children. They make sure that their fair trade products are processed and packaged in South Africa so that more of the proceeds stay in the country. They have two main brands: Cape Treasures and Ukuva iAfrica. Turqle works with Cape Mental Health to make all the wire heads and tassels on the products; providing a valuable source of income and a work-haven for people with mental disabilities in the townships around Cape Town.



Meru Herbs – pasta sauces and exotic jams from Kenya.

Partners since 2014

Meru Herbs is a women-led organisation in rural Kenya dedicated to fair trade principles with a mission to empower women, alleviate poverty and improve living standards. Formed in 1991, Meru Herbs gives smallholder farmers the opportunity to sell their produce and improve their income. Up to 100 local women are employed to prepare the fruits and herbs and make the most amazing all-natural exotic jams and pasta sauces. There is a focus on avoiding the use of fertilisers and chemicals and we are keen to share more about this experience with other producers and our supporters.



Just Change – tea grown by indigenous people in south India

Partners since 2016

Just Change builds on the activity of a local community activist in south India working with a large group of Adivasis (tribal people) to regain rights to their traditional lands. They now have their own tea plantation in the Nilgiri Hills and run two schools, a hospital and a bank. In 2016 some of the KASFA farmers from Malawi met them for a short tour in England and there was a great exchange of ideas. Both sides saw how much they had to learn from each other and this is something we'd like to follow up over the coming years.

Our plans and challenges

JTS has a business model influenced by a number of unusual factors:

1. We primarily trade with two land-locked African counties resulting in long lead-times and risks which are hard to anticipate. The long lead-times and our ethical commitment to prepayments mean that we require more working capital than a normal business. The supply chain challenges add risk and uncertainty to the business.
2. Our ethical duty to pay our small-scale, labour intensive producers a fair price means that their products can be more expensive than mass-produced products from highly mechanised farming. Selling these high quality goods to groups who are willing to learn about the situation of the farmers means that they are prepared to sell on our behalf. Grants for agricultural improvement mean that we can help farmers increase their yields. Options for cost reduction need to be pursued: a better mill in Karonga might reduce transport charges and lead to lower milling costs.
3. Significant benefits accrue to the farmers through the growing partnerships between JTS supporter networks and their members. This is crucial. It strengthens both our networks in the UK and the farmers' associations. As our network of supporters learn more about and become more committed to our producers, so they buy more and also contribute in other ways: support for the farmers in their work and for their children's education and also in terms of loans and donations. As the farmers learn about the (growing) support that they receive from JTS and its networks, so they become more committed to their associations and are more willing to adopt new agricultural practices. The increase in membership of KASFA from 2,500 to 7,000 in the last 10 years is a mark of this.
4. We are firmly convinced that much more needs to be done to empower women in agriculture. Three years ago Cathy Farnworth, a development consultant, produced a report on gender equity in KASFA for the UN's Food and Agriculture Organisation. While commending KASFA for all they were doing to empower women, she advocated doing more, particularly in the area of household management strategies. These strategies demonstrably improve household outcomes across whole communities. Working towards gender equity has to be one of our top priorities for the next 10 years.

We have created a market for these high quality and ethically sourced food products but there is so much more we can do together.

Join us

on the journey



JTS is incredibly proud of the partnership we have developed in the North of Malawi and elsewhere, and the way this has led to improved education, living standards and working standards throughout the farms of Karonga and beyond.

We are also very proud of the difference we have made here, both in terms of providing meaningful employment and training for our staff and by selling great tasting fair and ethically traded products supported by accessible educational materials for our customers.

Join us as we celebrate our 10th Birthday. Help us to continue to bring justice and hope to smallholder farmers in Africa; and to inspire people here to work with the farmers for long term solutions to their problems. You can help in the following ways:

- Take on the 90kg Rice Challenge
- Buy our other delicious fair and ethically traded products
- Make a financial donation to enable us to continue our work and create brighter futures in some of the poorest communities in the world
- Volunteer to help us raise awareness of our producers and their products

Donate online

You can make a donation simply and quickly via Total Giving

<https://www.totalgiving.co.uk/appeal/joinusonthejourney>



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