

Costa Rica

Producer: Juan Taleno

Product: Pineapple

Project: Agronorte

Date: 2009

Agronorte is an association of farmers in the north of Costa Rica. They grow pineapples and sweet potatoes for export to Europe and the US, and oranges, yucca and jams for the local market in Costa Rica. Each pineapple farmer has both the Fairtrade and organic certification and cultivates an average of 2.5 hectares of land.

Juan Taleno, one of the farmers of Agronorte says: 'Fairtrade is about more than a fair price. It is about taking action and control over your own situation. The extra money we earn and the additional Fairtrade premium we receive help us to invest in our growing methods, land and education. And not only our education but also the education of our children. The most important thing I have learnt thanks to the obtaining of organic certification is how to work in harmony with the environment, which chemicals are harmful and which ones are not allowed. This avoids water pollution and allows us to respect the natural forests. You can say our pineapples are 'wealthier fruits'.

Producing Fairtrade organic pineapples makes me very proud and gives me great satisfaction, especially since I do it in harmony with nature. Fairtrade means for me and other farmers the chance to make our lives better and to develop them in a positive way.'

fruitful

tasteful

respectful

Ghana

Producer: Richard Halifax Mensha

Product: Pineapple

Project: Gold Coast

Date: 2009

Richard Halifax Mensah is a security guard and has worked at Gold Coast Fruits (Ghana) for several years already. Previously he worked as a teacher at a primary school, but was made redundant due to the lack of funds.

He is the secretary of the Joint Body, which meets once a month. This committee is also responsible for taking decisions on the objectives for the coming year. The Joint Body and workers are waiting hopefully for the Fairtrade premium to be paid, so they can start implementing the projects formulated by the Joint Body.

It is obvious that the money will benefit all employees, most of whom live in the villages near the farm. Richard strongly believes that the security of a stable income and social provision at this moment is the most important thing.

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