

**INFLUENCE OF FAIRTRADE STANDARDS ON THE SUSTAINABILITY OF
WORKERS: A CASE OF WARIDI FLOWER FARM IN ATHI RIVER, MACHAKOS
COUNTY**

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DECLARATION

This research project report is my original work and has not been presented in any other University or Institution for any award whatsoever.

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This research project report has been submitted for examination with my approval as University Supervisor.

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DEDICATION

I dedicate this work to my family; especially my parents, Mr and Mrs Maingi Lai and to my siblings Nancy Ngecu and Jefferson Tua for all their understanding and support during the study period.

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ABBREVIATIONS AND ACRONYMS

ATO: Alternative Trade Organization

BOPP: British Ornamental Plant Producers

FLO: Fairtrade Label Organisation

GMO: Genetic Modified Organisms

HLO: Hired Labour Producer Organisation

KFC: Kenya Flower Council Silver Member

NEMA: National Environment Management Authority

SPO: Small Producer Organizations

UNCTAD: United Nations Conference on Trade and Development

ABSTRACT

The purpose of this study was to find out the influence of Fairtrade standards in improving the sustainability of workers at Waridi flower farm in Athi River, Machakos County. The objectives were to determine the extent to which social development standards contributes to sustainability of workers at Waridi flower farm; to establish the influence of economic development standards on sustainability of flower workers at Waridi Flower Farm; to find out whether environmental development standards affects sustainability of flower workers at Waridi Flower Farm and to find out the challenges faced in the implementation of Fairtrade standards at Waridi Flower Farm. The study adopted the case study approach. The target population was drawn from Waridi flower farm at Athi River. The researcher's target was 400 employees in the farm. A sample of 30% from the population as a whole was be taken using simple random sample which was to give each item in the population an equal probability chance of being selected. The sample size was 120 employees working at Waridi flower farm. Primary data was collected through the use of a questionnaire. The study found that there was no discrimination in the farm. The management had appointed a person responsible for Fairtrade matters. The study revealed that Fairtrade contributed to environmental management. They had a tree nursery project. The study found that the salary paid to workers was enough to take care of their families. There were premium-funded projects in the area. Waridi produces Fairtrade certified flowers which are sold within the country and abroad to its customers. The respondents were requested to indicate if workers had a second source of income or a spouse engaged in some form of employment. The study concludes that the employees at Waridi flower farm were aware of Fairtrade standards. They had trade unions in the farm. Pesticides were used in the farm to a moderate extent. They were trained on how to handle pesticides and other hazardous chemicals. The workers children were sponsored for secondary education. The study recommends farm managers need to ensure that their workers are educated on Fairtrade standards. The study recommends other flower and horticulture farms to enroll their farms to the Fairtrade standards. They need to train workers on how to handle pesticides and other hazardous chemicals. They should treat and recycle water in the farms.

CHAPTER ONE

INTRODUCTION

1.1 Background of Study

The Fairtrade movement evolved in different countries at different times and thus in various contexts. It started in the post-World War II era, at first as a trade link between northern non-profit importers and southern small-scale marginalised producers. Fairtrade offered a more direct trading link, bypassing the intermediaries, and improving the chance for workers and farmers of gaining money for their own livelihoods. In 1988, one of the ATOs (Alternative Trade Organisation) created a label, Max Havelaar, in an attempt to move the Fairtrade sales into the mainstream market, which would lead to a higher level of labour and human rights conditions for a greater number of marginalised producers. Marginalized producers are their own workers since they are small scale. Other similar labels started to emerge in different countries, and in 1997, all independent initiatives jointly established the umbrella organisation FLO, also called Fairtrade, in order to coordinate and harmonize the different standards, and to inspect and certify disadvantaged workers in the global south.

The Kenyan cut flower industry began in the 1960s and Kenya is today a major flower producing country on the international market. It is the fastest growing sector in the Kenyan industry and cut flowers are one of the major export products (Fairtrade.org.uk, 2011). With half the Kenyan population of 37 million living under the poverty line, the flower industry with its estimated 5,000 farms is an important employer. The industry has however at several occasions been seriously criticised for its faulty adherence to labour and human rights standards. Harsh working conditions like extensive working hours, sexual harassment and exposure to dangerous chemicals are still the reality for many of the workers employed in the industry, and the government has failed in implementing existing labour laws. This is a problem addressed by different certification initiatives, which, in exchange for profitable market access, puts demands on the producers. Fairtrade is one of those initiatives, and is considered to be the most far-reaching initiative when it comes to labour and human rights realization. It is so because, Fairtrade is certifying Kenyan producers, and cut flowers are the most recent products on the Kenyan Fairtrade market, with its 28 certified flower farms throughout the country. The presence of Fairtrade presumably has an influence on the faulty

working conditions at the Kenyan flower farms as well as the broader labour and human rights development.

Fairtrade is a strategy that aims to promote sustainable development and to reduce poverty through fairer trade. Its purpose is to create opportunities for producers and workers who have been economically disadvantaged or marginalized by the conventional trading system. If fair access to markets under better trade conditions would help them to overcome barriers to development, they can join Fairtrade. Fairtrade offers consumers a powerful way to reduce poverty through fair trading. By conventional practice, the organization (or set of organizations) that grows and harvests is labeled the 'producer', whereas the person who packs is labeled the 'consumer'. But importantly, both producer and consumer work to create the value in the flowers. The stereotypic relationship between a worker and an organization tends to be more proximal (the worker works at a building where the organization is located), more financially rewarding (the worker earns a paycheck from the organization), and more continuous (the worker spends eight or more hours a day at the organization), (Toffler, 1980). Fairtrade standards are standards that are designed to tackle poverty and empower producers in the poorest countries in the world. The standards apply to both producers and traders. Fairtrade standards are designed to support the sustainable development of small producer organizations and agricultural workers in the poorest countries in the world.

Waridi Farm was established in 1987 as one of the first producers of roses in East Africa. Waridi specializes in the production of branded Waridi Star Line varieties. These varieties have all been comprehensively tested prior to cultivation to ensure all customer needs are met. Extremely high standards and expectations, together with modern cultivation methods, advanced post-harvest processing and dedicated personnel committed to reliability ensures year round stability and consistent quality of products. All roses are produced using 100% recycled water from a high tech hydroponics system.

Waridi currently has a workforce of 400 employees. All operations are certified by ISO 9001:2008, FLO (Fairtrade), MPS (Milieu Programma Sierteelt), BOPP (British Ornamental Plant Producers), KFC (Kenya Flower Council Silver Member) and NEMA (National Environment Management Authority). Waridi Farm was certified by Max Havelaar in July 2003. Since May 2007, this certification was taken. A yearly certification audit is carried out to ensure the required standards are maintained and improved on.

1.2 Statement of the problem

Fairtrade attempts to address the poverty issues of small producers through the payment of a 'fair price' for their goods and the provision of support services for small producer organisations. Although Fairtrade is overwhelmingly identified with the 'fair price' paid by participating importers and buyers, sketching the possible avenues of influence reveal that many of the effects of Fairtrade on the quality of life of producers are felt through the organisational development supported by Fairtrade organisations.

It is important to note from the above criteria that Fairtrade addresses the quality of life for workers via both support of producer organisations and via the payment of a 'fair price'. Nevertheless, the popular understanding of Fairtrade, most notably present in the media focuses almost exclusively on the issue of 'fair price'. This is most likely due to the intuitive appeal to the consumer of the idea that 'we pay more/they get more'.

The gap in Fairtrade research leading to the researchers' problem is impact on employee, the researcher's problem is that issues in Fairtrade aspects are not equally researched. Past research highlights research of Fairtrade on other products other than flowers and those that have been carried out locally are on coffee. (Taylor, Peter Leigh, 2005)

This study found out to what extent Fairtrade standards improve sustainability of flower farm workers in Waridi flower farm.

1.3 Purpose of the study

The purpose of this study was to find out the influence of Fairtrade standards in improving the sustainability of workers at Waridi flower farm in Athi River, Machakos County.

1.4 Objectives of the study

The objectives of the study were:

1. To determine the extent to which social development standards contributes to sustainability of workers at Waridi flower farm.
2. To establish the influence of economic development standards on sustainability of flower workers at Waridi Flower Farm.
3. To find out whether environment development standards affects sustainability of flower workers at Waridi Flower Farm.

4. To find out the challenges faced in the implementation of Fairtrade standards at Waridi Flower Farm.

1.5 Research Questions

1. How do social development standards contribute to sustainability of workers at Waridi flower farm?
2. What influence does economic development standards have on sustainability of flower workers at Waridi Flower Farm?
3. Do environment development standards affect sustainability of flower workers at Waridi Flower Farm?
4. What are the challenges faced in the implementation of Fairtrade standards Waridi Flower Farm?

1.6 Significance of the study

Any Small Producer Organizations (SPO) can use Fairtrade standards as a strategic measure to support on sustainable development of producers and agricultural workers in the poorest countries in the world.

The study would generate information that would be useful to various stakeholders, for example, the Ministry of Agriculture will identify and address the challenges facing flower farming in the implementation of Fairtrade standards.

Based on the findings of the research, small producer organizations could be encouraged to use these standards in the feedback process of improving livelihoods of workers.

The aim of this research being to investigate the influence at which Fairtrade standards improve sustainability at Waridi Farm, the research findings would be used to strengthen the uptake of Fairtrade standards in various flower farms through capacity building workshops.

Academic scholars would have a practical view by the implementation of Fairtrade standards at flower farms. Those who wish to further their education would find new information, which will contribute to the building of their scholarly abilities and growth.

1.7 Delimitations of the study

The study sampled 120 employees out of the total of over 400 employees at Waridi farm. This is hoped to enable the researcher to draw descriptive and inferential conclusion from sampled data about a large group.

1.8 Limitations of the study

Few studies have been undertaken linking Fairtrade and the Sustainability of flower farming in the Agriculture sector in Kenya. The researcher will address this by looking at related studies on Fairtrade in other sectors.

Finally, the researcher is aware that Fairtrade is a relatively new concept in flower farming in Kenya, however during the data collection process, the researcher ensured that the concept is adequately explained to such respondents before issuing them the questionnaires or interviewing them.

1.9 Assumptions of the study

Fairtrade standards are necessary for the sustainability of flower farming at Waridi flower farm. Lack of Fairtrade standards is influenceing negatively on the sustainability of flower farming at Waridi Flower farm in Athi River.

1.10 Definition of significant terms

Consumer: One who uses up an article produced, thereby exhausting its exchangeable value, opposed to producer.

Corporate social responsibility: An integral part of the company's mission or policy statement(s)

Fairtrade: A strategy that aims to promote sustainable development and to reduce poverty through fairer trade.

Producer: A person, company, or country that makes, grows, or supplies goods or commodities for sale, opposed to consumer.

Workers: The term 'workers' refers to all workers including migrant, temporary, seasonal, subcontracted and permanent workers. 'Workers' is not limited to field workers but includes all other hired labour personnel, e.g. employees working in the company's administration.

1.11 Organization of the study

This study was organized in five chapters.

Chapter one gives an introduction of the study and takes into account background of the study, statement of the problems, purpose of the study, objectives of the study, limitation of the study, basic assumptions, and summary of the study.

Chapter two takes us through literature review related to influence of Fairtrade. Literature review was be discussed under sub headings such as; Fairtrade Standards and Auditing Mechanism , Fairtrade Standards for Hired Labour, Auditing Mechanism, Fairtrade standards benefits to workers, Effects and Influence of Fairtrade Premium and Fairtrade in General , Fairtrade and Kenyan Law Enforcement and Opinions Regarding Fairtrade Standards and Audits and the challenges of implementing these standards .

Chapter three takes us through the research methodology; this includes research design, target population, sample and sampling procedures, the research instruments, instrument validity, instrument reliability, data collection procedures and data analysis, techniques.

Chapter Four will be where the data collected will be presented.

Chapter Five will discuss the results and show the recommendations and the conclusion of the work.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter explains past relevant literature from accredited scholars and researchers who have conducted research in the same field. This section reviews literature that is related to Fairtrade. In this chapter theories available on Fairtrade will be reviewed.

2.2 Theoretical Framework

The theoretical background is based on analysis of literature, reports and articles about Fairtrade and its strengths and weaknesses in the broader perspective, and is not necessarily focusing on the Kenyan flower industry context or the labour and human rights perspective.

Fairtrade is established in order to create a different ways of doing business and to avoid exploitation of marginalised workers. UNCTAD argue that sustainability labels, for example Fairtrade, have an increasing impact on commodity chains, due to the organisations recent expansion and development into mainstream markets. This has led to a number of impressive direct benefits, like improved living and working conditions and enhanced organisational structures, but it has also led to less desirable consequences. The system is thus not impeccable, and criticism has been raised by different stakeholders, which will be further described. (Fairtrade shoes.org

Sally Smith and Stephanie Barrientos, from the Institute of Development Studies at the University of Sussex, 2004, believe the recent developments of the Fairtrade movement's entrance on the mainstream market lead to greater volumes of Fairtrade products produced, which result in more benefits and greater probability of adherence to the labour and human rights standards, for a larger number of marginalised producers and workers in the developing countries. It is also suggested that producers and workers outside Fairtrade programmes gain indirect benefits; as a result of the impact Fairtrade may have on local, national and international trade norms and practices. This suggested influence on the Fairtrade certified farmers as well as the potential broader and overreaching influence will be studied and put to test in the Kenyan cut flower industry context (Fairtrade Foundation (2005),.

It is vital for the Fairtrade organisations to remain central to the principles and practices of Fairtrade. Isolation from the mainstream risks irrelevance, and will not deliver the extent of change that is necessary to meaningfully assist producers. Uncritical engagement with mainstream business risks absorption and dilution of the movement (William Low and Eileen Davenport, 2005). This is an aspect which is important for the actual influence on the labour and human rights situation.

2.2.1 Movement Growth

The Fairtrade movement as we know it today really didn't take off until the 90s when it became very popular in Europe and Australia, and then in the early 2000s when it expanded in the United States. The most growth has occurred over the past decade. From 2008 to 2009 FLO certification alone amounted to a 22% year increase in sales worldwide, with an estimated 850 Fairtrade farmers and worker organizations on all six continents. Today, Fairtrade products with the most significant markets include coffee, bananas, tea, cocoa, cotton, sugar and handicrafts. Initially, there were only a few international certifiers, but with such tremendous growth over the past decade, more and more certifying labels are being developed, each with its own priorities and certification requirements.

2.2.2 Anthropological Interest

Since the early 1990s, there have been many theoretical and applied research studies surrounding globalization, and neoliberal practices and how these phenomena are affecting communities around the globe.

There is also much anthropological interest in economic systems that are "alternative" to the present world market or linked to non-market traditions; leading to several studies over the past decade on Fairtrade itself. Due to the practical and social movement type nature of this topic, many of the anthropologists who have devoted much time and energy to studying Fairtrade are in fact applied anthropologists who are interested in advocacy and resulting policy implications.

2.2.3 Formative Theory

New insights and theories surrounding globalization, global imbalances, neoliberalism and exploitation undoubtedly lean on previous anthropological and sociological theories,

especially those of Marxism and Political Economy. Clearly ideologies surrounding Marxism and Political Economy can be seen in comparison to globalization concepts of a global capitalist economy and in contrast to the belief that neoliberalism and Fairtrade will in fact benefit the least advantaged of nations (Black and Wiliam, 2006).

Many anthropologists note that when observed from a theoretical standpoint, the Fairtrade movement does represent somewhat of a paradox. In the movement's earliest incarnation, it was opposed in principle to the deregulation embraced by neoliberal policies. After all, many consumers of Fairtrade goods are motivated by a strong opposition to the effects of neoliberal globalization as measured by growing poverty and environmental damage in many regions of the developing world. And yet, today, the movement attempts to make an economic system "fair" by operating within the very Fairtrade system it supposedly opposes. In turn, this can lead some to see Fairtrade as a "variant" of free trade rather than a movement opposed to Fairtrade, and some argue the entire movement leads to puzzling and ironic results.

2.3 Empirical review

2.3.1 Social development

The Fairtrade standards protect workers' basic rights as defined in the conventions of the International Labour Organisation (ILO) relating to: Freedom from discrimination; Freedom of association (the right to join a trade union) and collective bargaining; Fair conditions of employment; No forced or child labour and occupational health and safety.

2.3.1.1 Development Potential and Capacity Building

Fairtrade should contribute to the social welfare and empowerment of workers. The company must have the logistical, administrative and technical means to bring a quality product to the market. Corporate social responsibility is an integral part of the company's mission or policy statement(s). The company can demonstrate its implementation with concrete evidence.

2.3.1.2 Freedom from Discrimination

Fairtrade International follows ILO Convention 111 on ending discrimination of workers. The Convention rejects "any distinction, exclusion or preference made on the basis of race, colour, sex, religion, political opinion, national extraction or social origin, which has the

effect of nullifying or impairing equality of opportunity or treatment in employment or occupation” (Art. 1).

2.3.1.3 Freedom of Labour

Fairtrade International follows ILO Conventions 29, 105, 138 and 182 on child labour and forced labour. Forced or bonded labour must not occur. Bonded labour can be the result of different forms of debt owed by the workers to the company or to middlemen. Children may only work if their education is not jeopardised by them doing so. If children work, they shall not execute tasks that are particularly hazardous for them because of their age.

2.3.1.4 Freedom of Association and Collective Bargaining

Fairtrade International follows ILO Conventions 87 and 98, and Recommendation 143 (protecting the rights of workers’ representatives) on freedom of association and collective bargaining. Workers and employers shall have the right to establish and legalise and/or to join organizations of their own choosing and to draw up their constitutions and rules, to elect their representatives and to formulate their programmes. Workers shall enjoy adequate protection against acts of anti-union discrimination in respect of their employment. The term ‘workers’ organization’ as used below refers to any organization of workers for furthering and defending the rights and interests of workers. Fairtrade International enshrines the rights of freedom of association and collective bargaining and considers independent trade unions the best means for achieving this. Workers shall be trained to understand their legal rights and duties.

2.3.1.5 Conditions of Employment

Fairtrade International follows ILO Conventions 100 on equal remuneration and 111 on discrimination as well as ILO Convention 110 in the case of plantations. All workers must work under fair conditions of employment. The company must pay wages in line with or exceeding national laws and agreements on minimum wages or the regional average. Fairtrade International expects that the progress requirements where applicable will be dealt with annually in the collective bargaining process.

2.3.1.6 Occupational Health and Safety

Fairtrade International follows ILO Convention 155 which aims to prevent accidents and injury to health arising out of, linked with or occurring in the course of work, by minimising, so far as is reasonably practicable, the causes of hazards inherent in the working environment.

2.3.1.7 Empowerment

Producers are involved in decision making within the Fairtrade system. Through FLO's Board, its committees and consultation processes, producers can influence prices, premiums, standards and overall strategy.

Fairtrade Africa is supporting producers' capacity to fully participate in Fairtrade decision making processes, as well as unifying them under one umbrella for increased visibility, voice and bargaining power within the overall Fairtrade movement (ILO Convention 111).

2.3.2 Economic Development

The money paid for Fairtrade products includes a Premium. This Fairtrade Premium is to be used for improvement of the socio-economic situation of the workers, their families and communities. Workers and management decide jointly about the use of the Premium. Procedures, roles and responsibilities are laid down in a separate guidance document available at Fairtrade International. The employer and Joint Body (JB) must have the commitment and capacity to administer the Fairtrade Premium in a way that is transparent for workers and the certification body. Guidance for procedures related to the Joint Body and the Premium is provided in the Explanatory Document for the Fairtrade Premium and Joint Body in Hired Labour Situations.

2.3.2.1 Benefits of Fairtrade Standards

A large and growing body of impact research is clearly demonstrating the long-term value to producers through their association with Fairtrade:

Higher returns and stable incomes; Investing the Fairtrade premium in strengthening businesses and social assets (health, education, infrastructure); Access to credit and pre-finance; Long term contracts and trading relationships; Improved terms and conditions for workers; Increased empowerment and stronger environmental management.

2.3.2.2 Minimum price

The Fairtrade minimum price is the minimum price that an employer of Fairtrade products has to pay to a worker for their product. It is not a fixed price, but should be seen as the lowest possible starting point for price negotiations between employer and employee. It is set at a level which ensures that producer organisations receive a price which covers the cost of production for their product. This means it also acts as a safety net for farmers at times when world markets fall below a sustainable level. However, when the market price is higher than the Fairtrade minimum, the buyer must pay the market price (ILO Convention 183).

Producers and workers can also negotiate a higher price, for example on the basis of quality. For some products, FLO also sets different prices for organic crops, or for particular grades of produce.

2.3.2.3 Fairtrade premium

The Fairtrade premium is a sum of money paid on top of the agreed Fairtrade price for investment in social, environmental or economic development projects, decided upon democratically by producers within the farmers' organisation or by workers on a plantation. The premium is fixed and remains the same even if the producer is paid more than the minimum price for the product. The premium fund is typically invested in education and healthcare, farm improvements to increase yield and quality, or processing facilities to increase income (ILO Convention 110).

2.3.2.4 Pre-finance and better trading relationships

The standards allow Fairtrade producers to request partial pre-payment of a contract they have with a trader. This is important for small-scale farmers' organisations as it ensures they have the cash flow to pay farmers at the time they deliver their crop. Buyers are also required to enter into long-term trading relationships so that producers can predict their income and plan for the future law (ILO Convention 105).

2.3.3 Environmental Development

By improving agricultural and environmental practices a company can achieve a more sustainable production system that will contribute to a safer working place. Working on the

farm should be safe from production risks as far as possible. All efforts should focus on this basic priority first.

By improving practices companies gain more knowledge and understanding of their processes, gain more control and make responsible use of the natural resources they need thus contributing to the sustainability of the farm. By increasing biodiversity on the farm and connecting with regional ecosystems, companies support the sustainability of natural habitats and benefit from environmental services.

Fairtrade first aims to enhance environmentally sustainable production systems that are safe for workers. A second aim is that the company increases biodiversity and connects its agricultural areas to natural habitats, thus increasing sustainability. Thirdly, through additional measures, the company can enhance its positive role to the global environment.

2.3.3.1 Environmental management

Coordinated action is required in order to achieve a more sustainable production system. Environmentally sustainable farming and production practices are strongly encouraged and rewarded by Fairtrade. The agricultural methods of these small scale producers are not mechanised, therefore generating less carbon emissions than conventional production techniques. Fairtrade producers are directed towards and supported in adopting organic farming practices. The Fairtrade system requires that producers uphold the following standards with regard to environmental sustainability and protecting the environment in which they work and live.

Develop, implement and monitor an operation plan on their farming methods, which reflects a balance between protecting the environment and achieving required business outcomes. Follow national and international standards for the handling of chemicals. There is a list of prohibited chemicals that they must not use. Not to use products which include genetically modified organisms (GMO). Understand and monitor the impact their practices are having on the environment -they must then create and implement a plan to reduce these affects.

2.3.3.2 Pest management

In conventional agriculture pesticides use should be managed in such a way that risks are minimized. Reducing amounts of pesticides to minimal and necessary amounts in an

integrated management system is an important way of reducing health risks. Monitoring pests and pesticides used and introducing alternatives should lead to reductions of the amounts of pesticides used. The types of pesticides used should be the least toxic as economically and technically feasible.

2.3.3.3 Soil and Water

Soil and water are non-renewable resources. Fertile soils and clean and available water are important for the sustainability of the production system. Because agriculture requires significant amounts of water, a vital responsibility lies in the conservation of water sources. Good practices in water sourcing, water use, water recycling and waste water treatment are all related to local and sustainable production systems. Good practices in the handling of fertilizers can reduce pollution in water sources and the wasting of resources. Improving fertility is a relevant activity to improve sustainability in agriculture.

2.3.3.4 Waste Management

Reducing, reusing, handling and recycling waste in a manner that is appropriate to the respective materials reduces risks from hazardous waste and leads to an improved environment and work place.

2.3.3.5 Genetically Modified Organisms (GMO)

Genetically Modified (GM) crops do not contribute to sustainability in the long run. GM crops increase dependencies on external inputs and discourage an integrated approach in the production system thus inhibiting resiliency. GM crops may also have potential negative impacts on human health and to the environment. Fairtrade adopts a precautionary approach.

2.3.3.6 Biodiversity

The loss of natural ecosystems is a threat to the sustainability of the production system because the benefits provided by biodiversity can be lost. These benefits include enhanced water conservation, soil fertility, potential alternative crops, hosting of natural enemies, and a reserve of products important to local communities. Biodiversity and natural habitats can also provide a buffer to mitigate and adapt to the effects of climate change. The company is encouraged to participate in a regional or national initiative.

2.3.3.6 Energy and Greenhouse Gas Emissions

Agriculture is vulnerable to climate change. It also has the potential to reduce climate change by reducing emissions, increasing carbon sinks, enhancing biodiversity and maintaining natural habitats. Strengthening the sustainability of local production systems by lowering dependencies on external inputs may be an important way of adapting to climate change.

2.3.3.7 Fairtrade, Organic and Buying Local

There's been plenty of discussion around what's more sustainable; to buy local, organic or Fairtrade? We are glad to see so many consumers caring about their purchasing decisions and opting for more ethical alternatives. Many people worry that buying Fairtrade isn't environmentally friendly and believe that they should only buy local. We feel that it is really important to be aware of how Fairtrade is working towards creating a better future for us all.

Most Fairtrade products, such as coffee, tea and cocoa are not being produced in large quantities in Australia. Fairtrade is about ensuring that these imported products are sourced in the most ethical way possible.

While transportation does contribute to carbon emissions, it is only one element of the entire supply chain. As Fairtrade supports small-scale farmers, the carbon emitted is generally much lower than large scale production. This is due to the agricultural techniques not being mechanised along with synthetic fertilisers not being used. As the developed world is the greatest contributor to climate change, it is important that we take some responsibility and support those developing countries that are being greatly affected by climate change already.

Fairtrade recognizes the strong correlation between environmental sustainability and quality of life for producers in the developing world. As such, we are committed to upholding and encouraging environmentally sound practices, along with facilitating climate change adaptation and mitigation.

2.3.3.8 Climate Change

People all over the world are feeling the impact of climate change. In Australia we have seen the incidents and intensity of bushfires, droughts and flooding increase within the last decade. But as a wealthy, developed nation we have the infrastructure and resources available to cope

with these effects. Despite the developed world being the greatest contributors to climate change, it is the developing countries who are suffering the most. Fairtrade sees the injustice of climate change and is working to help producers in developing countries adapt to these changing conditions.

Fairtrade requires that producers commit to protecting the natural environment as a part of their farm management and that producers fulfill certain mitigation requirements such as putting effective waste management techniques in place, minimising the use of non-renewable energy, prohibiting planting in virgin forest areas, preserving buffer zones close to water bodies and maintaining and improving soil fertility. The Fairtrade Premium has allowed producers to adapt agricultural practices, to improve water management techniques and to reduce carbon emissions. It has also enabled producers to address new challenges arising from climate change like soil erosion, increasing temperatures and water shortages.

2.3.4 Challenges Faced while Implementing Fairtrade Standards

One of the challenges for Fairtrade is that the supply far exceeds the demand for the products, which means some producers have received very few or no orders via Fairtrade channels (Andy Redfern and Paul Snedker, 2002). Peter Taylor, Douglas Murray and Laura Reynolds (2004), found it problematic when more Fairtrade producers emerge and larger volumes are produced, since the price premiums will be reduced and the large commercial actors will demand for lower prices. The certified farms only get the minimum price and Fairtrade premium for products sold under the Fairtrade label, which lead to a reduction of income, premiums and long-term contracts as less Fairtrade labeled products are sold. The marginalised workers do thus not in practice always benefit from their membership in the organisation; in some cases farmers actually benefit the least from Fairtrade certification, which is a contradiction to the core of the concept of having them benefit the most. Redfern and Snedker further believe that certification is too costly, especially for small-scale producers. It is not only a cost of certification, compliance with the standards and change of working methods has also considerable expenses for the certified producers. The problem areas of oversupply, reduced Fairtrade premium and cost of certification will be further discussed and examined in relation to the Kenyan cut flower context (Andy Redfern and Paul Snedker, 2002).

Sustainability initiatives like Fairtrade believe governments and other regulatory mechanisms could or would not control prevailing social and economic inequalities. As a result, these organisations have developed independently, which have allowed them to effectively respond to the changing market, but also to grow uncontrolled. To be able to implement the programmes, the organisations had to create their own producer support networks, which was much more problematic in absence of a national-level support system. UNCTAD further argue that it is extremely difficult for small producers to enter the programmes, especially without those services. Due to a higher number of farms in need of assistance and the organisations' limited resources for support services, the producers are forced to meet the standards for certification independently. As a consequence of reduced income and premiums and lack of support, it is likely that the Fairtrade standards are not adhered to in the desired extent, why a Fairtrade membership may thus not be as effective as it could for the labour and human rights development. UNCTAD thus argue that this might not be a viable and sustainable strategy. Further, UNCTAD questions the initiatives homogenous standards, which are supposed to be applicable to a variety of products, regions and socio-economic contexts. The programmes also need to be transparent, inclusive and not characterised by a top-down organisational structure. Support to producers is highly important, and the organisations should be careful not to create barriers to potential new members, especially the small-scale farmers. (Laura T., 2005).

Taylor, Murray and Reynolds also identify problems with the producers' formal governance. Many Fairtrade farmers lack a complete understanding of the Fairtrade system; which may be a result of faulty information and contact with the organisation. FLO has also been criticised for having unclear organisational and decision making structures; producers express uncertainty about who participates in different levels of the organisation and do not know where to turn for consultation. FLO has also been accused for faulty producer representation in the decision making process and for favoring northern interests. This criticism has also been highlighted by Redfern and Snedker, who argue that it is a lack of producer representation in the decision making process concerning Fairtrade standards and inspection procedures. Catherine Dolan, Maggie Opondo and Sally Smith, (2002), researchers at the American Northeastern University, University of Nairobi and Institute of Development Studies, and authors of a report about workers' rights in the Kenyan cut flower industry, state that "the motivation for adopting codes was to satisfy the requirements of the Northern market rather than to effect substantive changes in employment practices and working

conditions.” Concerns relating to producers understanding and devotion to the Fairtrade system as well as the northern interest perspective will be further discussed in relation to the actual context of the study (Smith, Sally, 2004).

Researchers Dolan, Opondo and Smith conducted their research in 2002, and at that time they recognised improvements in employment practises in the Kenyan floriculture, as a consequence of the presence of initiatives such as Fairtrade. They believe that the presence of codes like the Fairtrade standards are effective to promote some rights, but when it comes to more systemic changes the situation is more complicated. They raise concerns relating to gender and social norms, with problems like sexual harassment, discrimination and occupational segregation, which they relate to the patriarchal employment context in Kenya. Another concern is hierarchical organisations, which with its vertical channels, among other things tend to uphold the conservative social norms. It is interesting to compare the results from the beginning of the decade with the situation in the cut flower industry today, in order to discern if improvements still occur. Previous research about Fairtrade studied from a human rights perspective are thus conducted, however to a limited extent. What this study adds, is thus a focus on the worker perspective as well as a comparison between Fairtrade certified and non-Fairtrade farms. This kind of comparative study between Fairtrade and non-Fairtrade farms, where the workers and managers voices are heard, is an area which to my knowledge has not been covered before, which thus gives this study a high level of research value (Smith, Sally, 2004).

2.3.4.1 Niche Market

One ironic outcome is the movement’s resulting niche market. Most medium and large corporations were initially uninterested or opposed to the Fairtrade movement when it first began, especially those who were the brunt of Fairtrade activists’ boycotts and embargos.

Most simply denied being involved in any illegal or unfair activity, and played the movement off as nonsense. Recently, however, due to the movement’s tremendous growth, popularity and the realization that there is in fact a market of consumers willing to pay a high price for Fairtrade “quote on quote moral or ethical products”, these same companies have started to capitalize on what the movement represents. Nestle and Cadbury for example, two multinational corporations who have traditionally been some of the movement’s biggest

opponents, have now launched their own Fairtrade products, leading their workers and customers to believe they are now a “changed” company. What many consumers do not realize, however, is that most do not actually change practices for their other mainstream products, and some such as Starbucks have developed their own certification process that are much less strict than traditional certification.

2.3.4.2 Commoditized Morality

Beyond this evolving “niche market” many anthropologists have been quick to point out that movements such as Fairtrade are resulting in the emergence of “commoditized morality” for affluent consumers as opposed to true social justice. For example, one anthropological study on consumers of Fairtrade tea found that consumers wanting to make a difference preferred selective purchasing of Fairtrade labeled products over making a donation to a related non-profit, or even paying taxes to improve their own community’s needs. Those who advocate for an expansion of Fairtrade networks actually reinforce Fairtrade’s dependence on consumer spending, its emphasis on privatization, and in fact support world capitalism. Because the consumer typically represents the more powerful “North” and the producer represents the less-powerful “South” the unequal power distribution between the two does not appear to have been subsequently changed.-One anthropologist described this consumerism as “eating the Other” - it is consumption in the North that is proclaimed to lead to the economic and social salvation of Southern producers.

2.4 Fairtrade Controversies

Fairtrade was supported by people who believed that there were inherent flaws in the capitalistic system and trading system around the world. In essence, this means that people in the geographic North have more resources and access to information, giving them a huge advantage over the people from the “South” of the globe when it comes to commerce. Therefore, the intention behind Fairtrade is to give cooperatives and independent producers (in the disadvantaged regions of the world) a better chance to participate in world trade.

Some economists believe that, in the long run, Fairtrade will make producers fail. While they agree that the current system is not perfect, some economists say that advocates of Fairtrade are replacing an inherent problem with another. They say that putting a price floor on products will encourage more players to enter the market and existing players to over-

produce and bring the price of goods down. This will hurt everyone in the market, but it will hit non-certified Fairtrade farmers the most. This debate took on new popularity when an article against Fairtrade and Organic products was published in *The Economist* on December 7th, 2006, called “Buy Organic, Destroy the Rainforest”.

However, various organizations such as FLO International and Trans fair USA say that, in their experience, the producers don't increase production. This is because they still depend on the demand from buyers to purchase sustainable and ethical products, regardless of the price, so they know how to manage their production. In addition, the extra money these producers are making is being invested in improving their communities and giving their children a good level of education to break the poverty cycle surrounding them, not to overproduce.

Marc Sidwell, 2008 argues that Fairtrade distorts local markets by fixing high prices for a small percentage of producers. According to him, this hurts the majority of artisans or farmers who are “excluded” from Fairtrade, or who are not certified. In addition, he argues that Fairtrade keeps the artisans or farmers doing the same work without diversifying or learning new skills, thus not solving their development problems and keeping them in poverty. Finally, he has the audacity to say that Fairtrade only helps “relatively prosperous countries” such as Mexico, while ignoring Africa.

The Fairtrade Foundation responded to these attacks on the movement by saying that, in the experience of thousands of Fairtraders, none of these claims are true. Many Fairtrade products are not more expensive than conventionally traded products, and in fact non-Fairtraders are now improving their products and working conditions to be able to compete with Fairtrade. Moreover, Fairtrade encourages wholesalers and retailers who work directly with producers to educate them, help them diversify their products, and foster development projects to alleviate poverty in their communities. This creates a great platform from which artisans and farmers can rise above poverty and become self-sustainable. Finally, they expose that Fairtrade is a global movement that helps different people in all the corners of the world.

On another extreme, the more liberal people believe that not enough is being done to promote Fairtrade. This is because less than one-hundredth of the worldwide commerce involves Fairtrade. The rest of the global trade is managed by that “invisible hand” Adam Smith talked about. However, that hand is far from invisible, and even farther from “fair”. For example, the US still gives subsidies to its farmers, which “protects” the local farmers but hurts the

consumer with poor quality, expensive products and the workers are note. This also keeps producers in the rest of the world from accessing the US market. Billions of dollars, as well as a price floor, are given to large-scale farms in the US as part of Farm Bills. Excess production of agricultural products are then either dumped on other markets, or simply wasted, eliminating many opportunities for small farmers (local or international).

Fairtraders also debate within themselves. One topic of discussion involves stating how far a company must go to be considered Fairtrade. On one hand, companies try their best to follow the Fairtrade philosophy, but ultimately know that they cannot monitor everything. Some companies also don't want to be too transparent, since they want to maintain competitive advantages over other companies. On the other hand, there are people who believe everything they do must be Fairtrade. For example, every material that an artisan uses to make a product must be inspected, and there must be transparency when it comes to looking at the companies' finances. For the time being, the rules are not too extreme, since people in charge of Fairtrade organizations cannot control all the variables that come into play.

Another topic that is up for debate is certification. Many people argue that certification methods are not good enough, and that they exclude other producers who cannot afford to be certified. Again, it is really hard to control every operation of a Fairtrade organization, so most people just trust Trans fair USA, FLO or other certifiers. The problem intensifies when the certification agency's legitimacy is questioned. For example, some Fairtrade coffee organizations feel like Trans fair USA is more flexible with Starbucks, helping them with their promotional campaign to improve their image, and therefore stop carrying the Fairtrade Certified label in protest.

Economists and marketers also have an opinion on certification. They sometimes think that products that say "green", "Fairtrade" or "organic" are only taking advantage of a "yuppie brand" to trick consumers into choosing the "responsible products". While it is true that many products are indeed branded under these labels, it is actually done to increase awareness and education about these products and create a competitive advantage over "unethical" alternatives. If you think about it, by being certified as organic or Fairtrade, a product is actually offering real value for the customer and the producer, as opposed to a brand that adds a false sense of value by selling only its name (Dolce and Gabbana, Coca Cola, Nike).

There are many debates regarding the Fairtrade movement/industry that are ongoing. A good resource to stay updated on many issues is Change.org Fairtrade Blog, which is regularly updated by Zara Patriana from Global Exchange.

2.5 Fairtrade standards

For a product to display the FAIRTRADE Mark it must meet the international Fairtrade standards. Fairtrade Labelling Organisations International (FLO) is the international organisation responsible for setting and maintaining the Fairtrade standards that apply to producers and trading relationships. FLO is owned jointly by 21 national labelling initiatives covering 22 countries and producer networks representing certified producer organisations across Asia, Africa, Latin America and the Caribbean. Whilst FLO sets the standards, and works with producers to help them meet them, a separate international certification company (FLO-Cert) regularly inspects and certifies producers against these standards.

All producers, processors and exporters in the producer country are certified by FLO-CERT. The products of importers and companies in the supply chain outside of the producer country are certified either by FLO-CERT or by the local Labelling Initiative. The Fairtrade Foundation is responsible for certifying Fairtrade products in the UK.

Additional to the product specific standards are a set of criteria that cover the terms of trade which traders who buy Fairtrade certified products must comply with. They include technical requirements relating to quality, shipment conditions, terms of payment and other commercial provisions. For companies that trade in Fairtrade products in the UK these are all included in the Fairtrade Standards. These include:

Pay at least a price to producers that at least cover the costs of sustainable production: the Fairtrade minimum price.

Pay a premium that producers can invest in development: the Fairtrade Premium.

Partially pay in advance, when producers ask for it.

Sign contracts that allow for long-term planning and sustainable production practices.

Traceability systems and record keeping systems

Subcontractors' compliance with the relevant requirements

Traders are audited against these standards, and also to ensure that they are buying Fairtrade products only from Fairtrade certified producer groups, as well as managing systems in their factories and warehouses that enable them to report sales and purchases accurately into the Fairtrade system (Eileen, 2005).

The standards are independently audited by the Foundation, FLO-CERT or the relevant Labeling Initiative.

2.6 Challenges of Fairtrade standards

Small farmers in South Africa face huge challenges competing with HLOs and operating in an industrial economy not designed to support them. As demand from developed countries for Fairtrade products grows, producers face more pressure to produce large, guaranteed quantities of products. Since only HLOs can give those guarantees, more HLOs than small farmers are being FLO certified, placing even more pressure on small farmers. While Fairtrade has helped small farmers access markets and build their organisations, if the Fairtrade systems does not understand, acknowledge and accommodate the challenges facing small farmers there is a very real danger that this progress could be undermined (Reed, 2009).

Apart from the challenges faced by small farmers, farm workers on HLO farms, also face challenges. While they benefit from Fairtrade premium money for community development and from yearly audits to ensure HLOs comply with labour laws and standards, compliance is not consistent. On some Fairtrade farms, workers' rights are protected and workers own shares in the farm (to comply with Black Economic Empowerment laws), but on other farms old apartheid attitudes still linger. On such farms, although farm workers agree that things have changed since the farm received FLO certification, they do not decide what changes, were denied access to Fairtrade sales figures and 'were told that trade unions are not allowed to set foot on our farm.' It is therefore clear that annual FLO audits are not picking up problems at Fairtrade farms and that small farmers and farm workers do not feel empowered to address their concerns to FLO (Renard, Marie-Christine, 1999). Therefore, small farmers and farm workers felt the need to find ways to ensure that the Fairtrade system really works for them.

In 2005 with the help of the Environmental Monitoring Group (EMG), a group of small farmers and farm workers set up the Association for Fairness in Trade (AFIT) to create space for small farmers and workers to engage on Fairtrade issues, through capacity building, information sharing and platforms for debates and discussions (Raynolds, 2009). AFIT is a membership-driven collective, which provides space where members 'are not afraid to talk because we are with our fellow workers'. The collective empowers workers and small farmers through participatory learning and sharing problems and experiences. It has also successfully lobbied FLO around standard and pricing issues which impact on small farmers.

Fairtrade has assisted greatly in steering agricultural in a developmental direction, despite its lack of a bottom-up approach. However, in South Africa, with its stark legacy of oppression more is needed. However, Fairtrade beneficiaries need to lead the process of bottom up development, to direct the Fairtrade movement in terms of their reality and their needs. Therefore it is necessary for the agricultural system in general and FLO in particular to hear from initiatives like AFIT and allow this to direct their course (Laura, 2005).

If the FLO does not improve its capacity to listen to the beneficiaries, it will fail in its attempts to make Fairtrade really fair, exploitation of farm workers on Fairtrade farms will not be addressed, small farmers will fail to benefit, and the label will become meaningless (Robinson, Phyllis, 2011).

2.7 Fairtrade and Kenyan Law Enforcement

Changes in the Kenyan labour legislation are coming up; new labour laws were adopted in 2007. Although do not think Fairtrade has anything to do with that, the pressure is put by ILO, and Kenya must comply with the ratified ILO conventions.¹⁹⁸ Representatives from FLO-cert, the certification and auditing body of FLO, agree that Fairtrade has not directly influenced the new Kenyan labour laws, but state that KFC¹⁹⁹ code of conduct is similar to the Fairtrade standards, and has thus been influenced by Fairtrade's benchmark (ILO Convention 182).

Kabiru L., Representative KHRC/Nairobi, personal interview 081008, thinks that Fairtrade is excellent for realisation of labour rights, but not for the overall human rights development. She does not believe that Fairtrade, and other certification initiatives, will lead to a sustainable development of labour and human rights, since she is of the opinion that the

standards function as privatisation of the law. There are new adequate labour laws in Kenya, which will not be enforced, since the independent certification initiatives are in the way. Fairtrade and others audit the farms, which have led to next to non-existent governmental inspections of the flower producers, with poor law enforcement as a consequence. Kenya and other developing countries need to respect fundamental human rights, but she does not think Fairtrade is the answer to the problem; law enforcement is the answer. The representatives from FLO-cert mean that it is a misinterpretation that Fairtrade is hindering enforcement of the national labour laws. When auditing a Kenyan flower farm, FLO-cert takes the Fairtrade standards into consideration as well as the national labour laws and the applicable CBA. If the regulations differ, the one which is most profitable for the worker is followed (ILO Convention 110).

S. Mshiu et al., Representatives from the ILO Office of East Africa, ILO/Dar es Salaam, personal interview 081112, believe that Fairtrade in certain ways could contribute to a sustainable development of labour and human rights. They think that an arrangement which gives increased production as well as better conditions for workers will be beneficial not only to the employer but also to the employees and the national economy. The initiatives such as Fairtrade should cooperate with relevant trade unions and labour inspectors and have a common agenda to ensure that the laws are followed. Fairtrade should however not exist next to the law (ILO Convention 105).

Kivuitu M., Representative Ufadhili Trust/Nairobi, personal interview 081107 believes that Fairtrade brings sustainable improvements of labour and human rights, but not independently. The problem is that Fairtrade does not cover all farms, the farms which do not need a certification and the small farms which find it financially difficult to join will be out of inspection. Fairtrade is furthermore only limited to a few farms in a few sectors. It is therefore important to also encourage law enforcement and extend the number of labour officers, in order to achieve effective and sustainable development in the areas of labour and human rights, covering all flower farms in Kenya (Radu (ed.), 2004).

S. Mshiu et al., Representatives from the ILO Office of East Africa, ILO/Dar es Salaam, personal interview 081112, similarly believe that Fairtrade is an elitist movement, in comparison to the ILO who aims for better working conditions at all farms. Certification is costly, and some farms, especially small-scale growers, do not have the financial means to join the programme. The ILO representatives believe the main responsibility of labour law

compliance is with the government, and that it should stay like that. What Fairtrade could do is to add to this, above the law. Fairtrade has a different approach for the realisation of the labour and human rights; they offer a carrot in form of access to profitable market opportunities. Mshiu, believe that both the carrot and the stick are needed, especially in countries like Kenya where the rule of law not always functions in a proper manner. They do however agree with Kabiru, that privatisation of the law could be dangerous. Compliance with the national laws should not be voluntary, as with the case of Fairtrade. The presence of certification initiatives does not mean that government should abdicate their responsibilities to implement the national laws (Andres, 2006).

2.8 Conceptual Framework

A conceptual framework is a graphical or diagrammatic representation of the relationship between variables in a study (Mugenda and Mugenda, 2003). It helps the researcher see the proposed relationship between the variables easily and quickly. In this study, the conceptual framework is based on independent variables which are recognition and Fairtrade standards, benefits of Fairtrade standards; challenges faced implementing Fairtrade standards and sustainability of workers as the dependent variable.

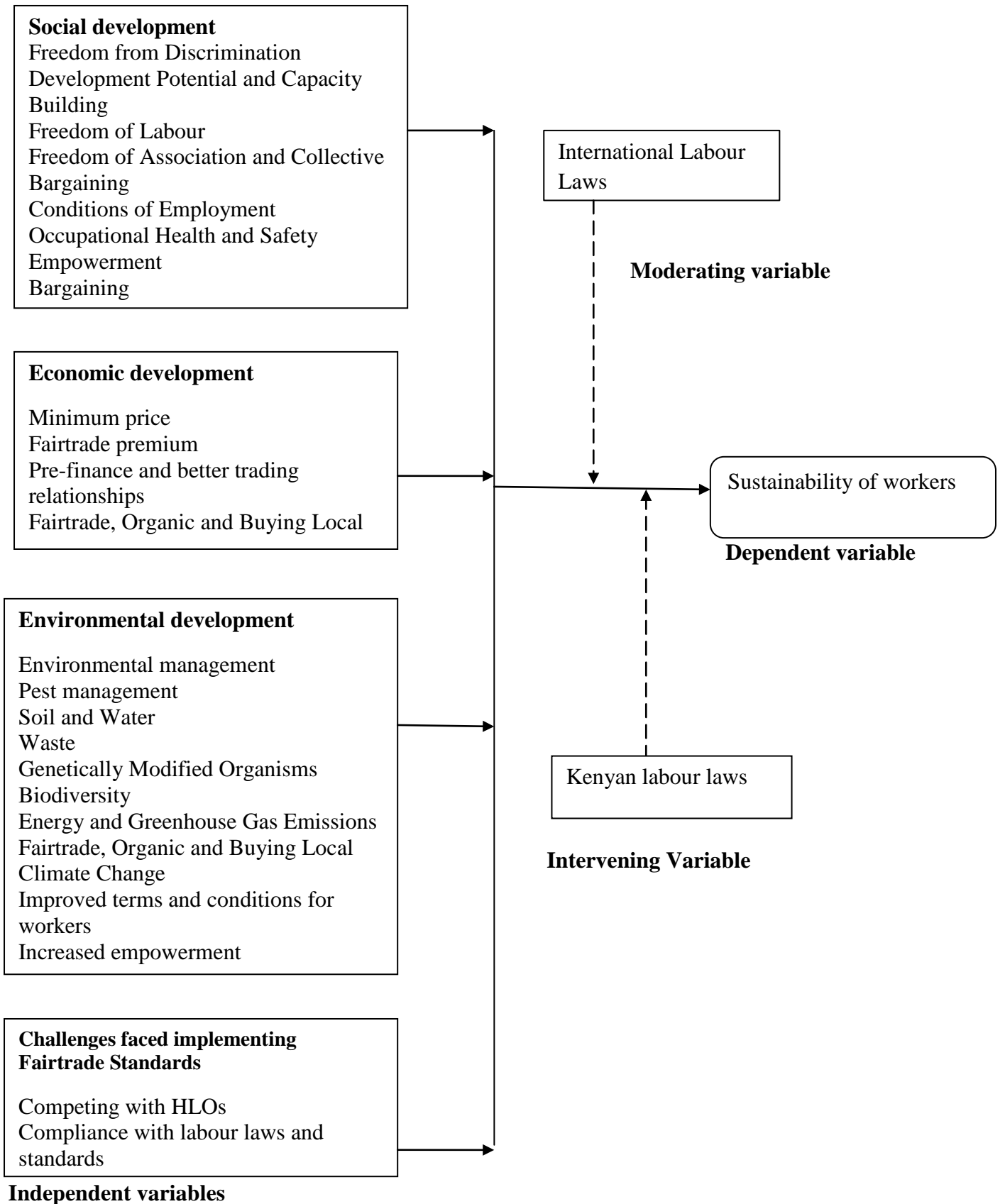


Figure 1: Conceptual framework

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the researcher design, target population, sampling design and size. The researcher also explained how data was collected i.e. the data collection instrument and tools. Since the respondents are required to describe the impact at which Fairtrade standards improve better living and working conditions of workers and share problems related to decline, the researcher used descriptive research design.

3.2 Research Design

The study adopted the descriptive approach. This is where by a study is conducted in a company in its natural setting, with minimal research interface in the normal flow of work Mugenda and Mugenda (2003). A case study is a form of descriptive research defined as a process of gathering data in order to test hypothesis or to answer a question concerning the current status of the element of the study because the research was carried out on a number of staff in various department and section . This is because their perception is considered to be important and of value since they would give the research a real picture of the problem area and it was allow the researcher to establish the Fairtrade standards improve better living and working conditions of workers.

3.3 Target Population

Target population is defined as, ‘all members of a real or hypothetical set of people, events or objects to which a researcher wishes to generalize the results of the research study (Borg et al, 1989). The target population was drawn from Waridi flower farm at Athi River. The target population was 400 employees in the farm.

3.4 Sampling Design and Procedures

The sampling plan describes the sampling unit, frame, procedures and the sample size for the study. The sampling frame describes the list of all population units from which the sample selected (Cooper and Schindler, 2003). From a population of 400, a sample of 30% from the population as a whole was taken using simple random sample which gave each item in the population an equal probability chance of being selected. The sample size was 120 employees

working at Waridi flowers farm. Cooper and Schindler, (2003), argue that if well chosen samples of about 10-20 % of a population can often give good reliability.

3.5 Data Collection Methods

Primary data was collected through the use of questionnaires that involved administration of a questionnaire to the respondents at their work station. The researcher collected responses from various respondents about the subject at hand. The selection of questionnaire as the instrument was guided by the nature of data to be collected, time available as well as the objective of the study. The questionnaire was administered to all the sample population in the stratum. There were three sets of questions that are dependent on the variable. The questions in each questionnaire are unique to each of the variables as they seek to establish impact of Fairtrade on organisations. Gay (1992) maintains that questionnaires give respondents freedom to express their views or opinion and also to make suggestions. Besides, it is anonymous and anonymity helps to produce more candid answers than is possible in an interview.

3.5.1 Validity and Reliability of the instruments

Reliability is the degree to which a test measures what it purports to measure (Borg et al, 1989). All assessments of validity are subjective opinions based on the judgment of the researcher Wiersma (1995). To use an existing instrument, describe the established validity and reliability of scores obtained from past use of the instrument. The pre-test study helped to improve face validity and content of the questionnaire (Creswell, 2009). Questionnaires were distributed to 10% sample size to carry out a Pre-test. (Why 10% and not more, validate or explain this here) Questionnaires were administered to twelve members of staff. It was noted that the procedures that will be used in the pilot study are identical to those which were used during the actual study. Pre-testing is important to the researcher because it tested whether the questionnaire elicited responses required to achieve the research objectives, whether the content of the instrument is relevant and adequate. To test the other qualitative aspects of the instrument like question structure and question sequence, and to develop appropriate procedure for administering the Questionnaire.

Validity is the accuracy and meaningfulness of inferences, based on the research results. Content validity drew an inference from test scores to a large domain of items similar to those on the test (Mugenda and Mugenda, 2003). Content validity is concerned with sample

population representativeness which the 120 questionnaires were issued by the researcher to Waridi employees at random for purpose of confirming the reliability of data.

3.6 Operational definition of variables

Table 1: Operational definition of variables

Objective	Type of variable	Indicator	Measurement scale	Research instrument	Method of analysis
Social development	Effects of social development	Freedom from Discrimination Development Potential and Capacity Building Freedom of Labour Freedom of Association and Collective Bargaining Conditions of Employment Occupational Health and Safety Empowerment	Nominal Interval	Qualitative and Quantitative	Descriptive statistical analysis by computing the frequency and percentages for responses to questionnaire items.
Economic development.	Influence on economic development	Minimum price. Fairtrade premium. Pre-finance and better trading relationships. Fairtrade, Organic and Buying Local.	Nominal Interval	Qualitative and Quantitative	Descriptive statistical analysis by computing the frequency and percentages for responses to questionnaire items.
Environmental development	Effects on environment	Environmental management Pest management Soil and Water Waste Genetically Modified Organisms Biodiversity	Nominal Interval	Qualitative and Quantitative	Descriptive statistical analysis by computing the frequency and percentages for responses to

		Energy and Greenhouse Gas Emissions Fairtrade, Organic and Buying Local Climate Change			questionnaire items.
Challenges faced in the implementation of Fairtrade standards	Challenges	Monthly salary paid Other source of income Income gap per month	Nominal Interval	Qualitative and Quantitative	Descriptive statistical analysis by computing the frequency and percentages for responses to questionnaire items.

3.7 Data Collection Procedures

The researcher obtained a research permit from the Waridi farm manager for the purpose of collecting data. The researcher personally administered the questionnaires to the employees. The researcher visited the manager of the farm to explain the purpose of the research and sought permission to administer the questionnaire to the employees. The respondents were given time to fill-in the questionnaires then they collected.

3.8 Data Analysis

The completed questionnaire was thoroughly checked for completeness, accuracy and uniformity, and then they were coded. The researcher's codebook identified a specific item of variable and the code number assigned to each category of that item then posted into Statistical Package for Social Sciences (SPSS version 17) and an analysis run. The data was analyzed using descriptive statistics for quantitative data and content analysis for the qualitative data. The use of content analysis in organization studies has been useful in the course of the past 25 years (Erdener and Dunn, 1990; Jauch, Osborn, and Martin 1980). Descriptive statistics involved use of frequencies, percentage, mean and standard deviation. Data interpretation is done using frequency tables, bar and line graphs, and pie charts.

3.9 Ethical Considerations

The researcher is dealing with information professionals and therefore gave attention to ethical issues associated with carrying out research. Some of these issues included confidentiality. Respondent's confidentiality and privacy is of utmost importance to the researcher and that their consent was sought before divulging any sort of information that they provided. The researcher is anonymous about the respondents. If the respondents wish to find out about the findings of the research the researcher is willing to disseminate any findings on the research to them and even the institution. Concealing the research findings after completion of the research is unethical. Also it is important to note that this research is not for personal gain and is not aim at affecting a negative effect on any institution or individual. All works of individual are acknowledged by the researcher in the reference section to avoid cases of plagiarism.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND INTERPRETATION

4.1 Introduction

The main objective of the study was to investigate the influence of Fairtrade standards in improving the sustainability of workers at Waridi flower farm in Athi River. Qualitative data was analyzed through quantitative analysis. Graphs, pie charts and tables were used to present the data. The questionnaires were dropped and later picked at a later date to allow the respondents to feel the questionnaires at their own time. Once the respondents answered the questionnaire, data was then coded and analyzed using SPSS.

4.1.1 Response Rate

The study targeted 120 respondents in collecting data with regard to influence of Fairtrade standards in improving the sustainability of workers at Waridi flower farm in Athi River. From the study, 90 respondents out of the 120 sample respondents filled-in and returned the questionnaires making a response rate of 75%. This reasonable response rate was achieved after the researcher made personal calls and physical visits to remind the respondent to fill-in and return the questionnaires.

4.1.2 Reliability analysis

Table 2: Reliability Analysis for the variables

Scale	Cronbach Alpha	Item
Fairtrade standards	0.843	5
Sustainability of flower workers	0.746	3
Benefits of Fairtrade standards	0.803	12
Challenges	0.756	7
Average (All Scales)	0.787	27

Reliability of the questionnaire was evaluated through Cronbach's Alpha which measures the internal consistency. The Alpha measures internal consistency by establishing if certain items measure the same construct. Nunnally (1978) established the Alpha value threshold at 0.6

which the study benchmarked against. Cronbach Alpha was established for every objective in order to determine if each scale (objective) would produce consistent results should the research be done later on. Table 4.1 shows that all the scales were significant, having an Alpha above the prescribed threshold of 0.6. Fairtrade standards had an Alpha of 0.843, sustainability of flower workers scale had an Alpha of 0.746, benefits of Fairtrade standards had an Alpha of 0.803, and challenges had an Alpha of 0.756. When all scales were combined, the Cronbach's Alpha became 0.752.

4.2 Demographic information

Table 3: Gender of the respondents

	Frequency	Percentage
Male	54	60
Female	36	40
Total	90	100

This is the information describing the characteristic of the respondents. The study sought to find out the gender of the respondents. From the findings, 60% of the respondents were male and 40% were female. This implies that there was gender equality while recruiting staffs at Waridi flower farm.

Table 4: Age of the respondents

	Frequency	Percentage
31-40 years	45	50
18-30 years	27	30
41-50 years	14	16
Above 50 years	4	4
Total	90	100

The study sought to find out the age of the respondents. According to the findings, 50% of the respondents were aged 31-40 years, 30% were aged 18-30 years, 16% were aged 41-50 years and 4% were aged above 50 years. This implies that all the workers employed at Waridi flower farms were adults.

Table 5: Period the respondents had worked in the farm

	Frequency	Percentage
Above 5 years	56	62
3-5 years	23	26
1 to 2 years	11	12
Total	90	100

The period the respondents had worked for the Waridi flower farm was important to the study. The findings illustrated that 62% of the respondents had worked for above 5 years, 26% had worked for 3-5 years and 12% had worked for 1 to 2 years. This implies that the respondents had the right information about Waridi flower farm.

Table 6: Household size of the respondents

	Frequency	Percentage
3-5 members	44	49
6-8 members	24	27
2 and below members	13	14
Above 8 members	9	10
Total	90	100

The respondents were requested to indicate their household size. From the findings, 49% of the respondents indicated that their household size was 3-5 members, 27% of the respondents indicated that their household size was 6-8 members, 14% of the respondents indicated that their household size was 2 and below members and 10% of the respondents indicated that their household size was above 8 members.

4.3 Impact of Fairtrade Standards

Table 7: Whether the respondents were aware of Fairtrade standards

	Frequency	Percentage
Yes	88	98
No	2	2
Total	90	100

The study sought to find out whether the respondents were aware of Fairtrade standards. According to the findings, 98% of the respondents were aware of Fairtrade standards while 2% were not aware of Fairtrade standards. Fairtrade standards are standards meant to improve

the living standards of the workers. Internal and external trainings on Fairtrade were conducted frequently.

4.3.1 Social Development

Table 8: Whether there was discrimination in the farm

	Frequency	Percentage
No	90	100
Total	100	100

The study sought to find out whether there was discrimination in the farm. According to the findings, all (100%) of the respondents indicated that there was no discrimination in the farm.

Table 9: If the management had appointed a person responsible for Fairtrade matters

	Frequency	Percentage
Yes	90	100
Total	100	100

The respondents were requested to indicate if the management had appointed a person responsible for Fairtrade matters. From the findings, all (100%) of the respondents indicated that the management had appointed a person responsible for Fairtrade matters. The Fairtrade officer appointed reported to the general manager at the farm. This helped the Fairtrade officer to have an easy reporting channel thus Fairtrade matters were quickly handled.

Table 10: Respondents' agreement level with statement related to social development

	Mean	S.D
Owners share the aims and values of Fairtrade and its underlying philosophy and make it part of their corporate mission	4.7	0.1
Senior management incorporates the Fairtrade concept into its strategic business plan	4.9	0.3
Management applies Fairtrade to its daily activities in a suitable manner	4.9	0.2
Fairtrade officer is responsible for the overall co-ordination of the Fairtrade programme in the company and for ensuring all necessary communications.	4.8	0.1
Appointment of Fairtrade officer has led to greater 'internal control' and self-monitoring, which is more sustainable in the long-term.	4.6	0.1
The Fairtrade Officer is of sufficiently senior status in the company to ensure that Fairtrade has an adequate profile within it.	4.7	0.2

The study sought to find out the respondents' agreement level with statement related to social development. According to the findings, the respondents strongly agreed that senior management incorporates the Fairtrade concept into its strategic business plan and management applies Fairtrade to its daily activities in a suitable manner as shown by a mean of 4.9. In addition, the respondents strongly agreed that Fairtrade officer is responsible for the overall co-ordination of the Fairtrade programme in the company and for ensuring all necessary communications as shown by a mean of 4.8. they also strongly agreed that the Fairtrade officer is of sufficiently senior status in the company to ensure that Fairtrade has an adequate profile within it and owners share the aims and values of Fairtrade and its underlying philosophy and make it part of their corporate mission as shown by a mean of 4.7. Moreover, the respondents strongly agreed that appointment of Fairtrade officer has led to greater 'internal control' and self-monitoring, which is more sustainable in the long-term as shown by a mean of 4.6.

Table 11: Whether the children were able to access primary education

	Frequency	Percentage
Yes	90	100
Total	100	100

The study sought to find out whether the children were able to access primary education. From the findings, all (100%) of the respondents indicated that their children were able to access primary education.

Table 12: Whether the information on employees was recorded

	Frequency	Percentage
Yes	90	100
Total	100	100

It was important for the study to find out whether the information on employees was recorded. From the findings, all (100%) indicated that information on employees was recorded. Each employee had a personal file. During the monthly meetings, minutes were written and lists of attendants were filed. Produce of each worker were also recorded and filed.

Table 13: If the employees had been provided with facilities to make work easier and protect their bodies

	Frequency	Percentage
Yes	86	96
No	4	4
Total	90	100

The study sought to find out if the employees had been provided with facilities to make work easier and protect their bodies. From the findings, 96% of the respondents indicated that they had been provided with facilities to make work easier and protect their bodies while 4% indicated that they had not been provided with facilities to make work easier and protect their bodies.

The workers were provided with gloves, gum boots, safari boots and aprons as protective. Those who worked at grading section were provided with heavy and warm jackets, gloves and scarfs to protect them from cold. Those in the farm were provided with carts to help them

carry the flowers to the warehouse thus easing their work. Tractors, pumps for spraying and secateurs were provided by the farm to ease their work.

Table 14: Whether there were facilities not currently provided by Waridi flower farm which the employees would find useful

	Frequency	Percentage
No	90	100
Total	100	100

The respondents felt that there were no facilities not currently provided by Waridi flower farm which they would find useful. From the findings, all (100%) of the respondents indicates that there were no facilities not currently provided by Waridi flower farm which the employees would find useful. This is because the farm had already provided all the important facilities need in any flower farm.

Table 15: If there had been change in community since the respondents started working at Waridi

	Frequency	Percentage
Yes	90	100
Total	100	100

The study sought to find out if there had been change in community since the respondents' started working at Waridi. From the findings, all (100%) of the respondent indicated that there had been change in community since the respondents stared working at Waridi. The workers had undergone training in computer, sewing and driving.

4.3.2 Economic Development

Table 16: If the respondents received Fairtrade premiums in the farm

	Frequency	Percentage
Yes	90	100
Total	90	100

The study sought to find out if the respondents received Fairtrade premiums in the farm at the end of the year. From the findings, all (100%) of the respondents indicated that they received Fairtrade premiums in the farm. Waridi produces Fairtrade certified flowers which are sold abroad to its customers. The customers pay extra amount other than the normal prices which are known as the joined body premiums. Normally this is about 10% of the Fairtrade sales.

Table 17: Whether the respondents were paid the salary on time

	Frequency	Percentage
Yes	89	99
No	1	1
Total	90	100

The respondents were asked to indicate whether they were paid the salary on time. From the findings, 99% of the respondents indicated that they were paid salary on time while 1% indicated they were not paid salary on time. Salary is paid on 30th of every month and in case 30th falls on a weekend, it is paid earlier.

Table 18: If the respondents were paid salary in advance when they ask for it

	Frequency	Percentage
Yes	63	70
No	27	30
Total	90	100

The study sought to find out if the respondents were paid salary in advance when they ask for it. From the findings, 70% of the respondents indicated that they were paid salary in advance when they ask for it while 30% indicated that they were not paid salary in advance when they ask for it. In case one experiences problems before end month, the management gives advance which is deducted from the salary.

Table 19: Whether Fairtrade had an impact on employees' life

	Frequency	Percentage
Yes	90	100
Total	90	100

The respondents were requested to indicate whether Fairtrade had an impact on their life. According to the findings, all (100%) of the respondents indicated that Fairtrade had an influence on employees' life. From the premiums paid, the farm had initiated a project on home improvement. The staffs were bought for iron sheets which they used to build their houses. TV had been bought for the staffs and by the time of interview, every staff had a TV and 90% had well built houses. In addition, 94% of the respondents had trained in courses for example computer, driving, sewing and knitting while 6% were currently undertaking the training. This had helped to improve the workers' way of living.

Table 20: If the respondents got to know how the premiums were used

	Frequency	Percentage
Yes	77	85
No	14	15
Total	90	100

The study sought to find out if the respondents got to know how the premiums were used. According to the findings, 85% of the respondents indicated that they got to know how the premiums were used while 15% of the respondents indicated that they did not get to know how the premiums were used. They got to know through the work plan and budget of the projects undertaken. They were also given some commission.

Table 21: Whether the premium was too little or enough

	Frequency	Percentage
Yes	86	96
No	4	4
Total	90	100

The respondents were requested to indicate whether the premium was too little or enough. According to the findings, 96% of the respondents indicated that the premium was enough while 4% indicated the premium was little. The premium was enough though some times it went down due to fluctuation of flower prices in the market or low production during off season.

Table 22: If the respondents got annual bonus

	Frequency	Percentage
Yes	90	100
Total	90	100

The study sought to find out if the respondents got annual bonus. From the findings, all (100%) of the respondents indicated that they got annual bonus. The employees got bonus depending on production and the section they worked in.

Table 23: Whether the respondents were able to access to credit and pre-finance

	Frequency	Percentage
Yes	78	87
No	12	13
Total	90	100

The respondents were requested to indicate whether the respondents were able to access to credit and pre-finance. From the findings, 87% of the respondents indicated that they were able to access to credit and pre-finance while 13% indicated that they were not able to access to credit and pre-finance. The company had established a SACCO for the workers which provided workers with normal and emergency loans depending on their savings.

Table 24: If the respondents were provided with maternity leaves, annual leaves etc

	Frequency	Percentage
Yes	90	100
Total	90	100

The study sought to find out if the respondents were provided with maternity leaves, annual leaves etc. According to the findings, all (100%) of the respondents indicated that they were provided with leaves. Waridi farm complied and abided with the labour law which dictates that every employee was entitled to annual leave for 28 days each year. Every employee at the farm was also entitled to maternity leave for three months and paternity leave for two weeks. They were also given an off day after every six days.

Table 25: Whether the respondents felt empowered to work hard

	Frequency	Percentage
Yes	90	100
Total	90	100

The respondents were requested to indicate whether the respondents felt empowered to work hard. From the findings, all (100%) indicated that they felt empowered to work hard. The salary was paid on time. They had democratic right in case of any issue that may wish to express to the management.

Table 26: If the respondents had trade unions in the farm

	Frequency	Percentage
Yes	90	100
Total	90	100

The study sought to find out if the respondents had trade unions in the farm. According to the findings, all (100%) indicated that they had trade unions in the farm. Waridi had signed a recognition agreement with trade union and they had active shop stewards.

Table 27: Whether there was forced or child labour in the farm

	Frequency	Percentage
No	90	100
Total	90	100

The respondents were requested to indicate whether there was forced or child labour in the farm. From the findings, all (100%) indicated that there was no forced or child labour in the farm. Waridi employed workers who were above 18 years. The workers had a right to express their views in case of any.

Table 28: If the farm provided the respondents with medical insurance

	Frequency	Percentage
Yes	90	100
Total	90	100

The study sought to find out if the farm provided the respondents with medical insurance. From the findings, all (100%) indicated that they were provided with medical insurance in the farm. All workers had NHIF cover. They also had a company doctor in case one got sick while working.

Table 29: Extent to which the following were applied when preparing a premium work plan

	Mean	S.D
Consultation	4.8	0.1
Budgeting	4.6	0.3
Rules for project selection	4.3	0.2
Planning	4.8	0.1
Monitoring and evaluation	4.9	0.1

The study sought to find out extent the following were applied when preparing a premium work plan. According to the findings, the respondents indicated that monitoring and evaluation, planning, consultation and budgeting were applied when preparing a premium work plan to a very great extent as shown by a mean of 4.9, 4.8, 4.8 and 4.6 respectively. In addition, rules for project selection were applied when preparing a premium work plan to a great extent as shown by a mean of 4.3.

4.3.3 Environmental Development

Table 30: Whether Fairtrade contributed to environmental management

	Frequency	Percentage
Yes	90	100
Total	90	100

The study sought to find out whether Fairtrade contributed to environmental management. According to the findings, all (100%) of the respondents indicated that Fairtrade contributed to environmental management. They have set a tree planting day which every worker is provided with a tree to plant at home. They have a tree nursery project.

Table 31: Extent that pesticides were used in the farm

	Frequency	Percentage
Moderate extent	63	70
Low extent	25	28
High extent	2	2
Total	90	100

The respondents were requested to indicate the extent that pesticides were used in the farm. From the findings, 70% of the respondents indicated that pesticides were used in the farm to a

moderate extent, 28% of the respondents indicated that pesticides were used in the farm to a low extent and 2% of the respondents indicated that pesticides were used in the farm to a high extent. Waridi does not use any chemical that is not registered through PCPB or in the FLO, KFC and MPS prohibited list of chemicals except those allowed by FLO as exceptions.

Table 32: If workers were trained on how to handle pesticides and other hazardous chemicals

	Frequency	Percentage
Yes	90	100
Total	90	100

The study sought to find out if workers were trained on how to handle pesticides and other hazardous chemicals. According to the findings, all (100%) of the respondents indicated that they were trained on how to handle pesticides and other hazardous chemicals.

Table 33: Whether Waridi treated and recycled water in the farm

	Frequency	Percentage
Yes	90	100
Total	90	100

The respondents were requested to indicate whether Waridi treated and recycled water in the farm. From the findings, all (100%) of the respondents indicated that Waridi treated and recycled water in the farm. They have wet land where waste water is recycled. The waste water is passed through papyrus and hyacinths to absorb the chemicals and fertilizers. The recycled water was stored in dams which the farms had made.

Table 34: If the farms used genetically engineered seed

	Frequency	Percentage
No	90	100
Total	90	100

The study sought to find out if the farms used genetically engineered seed. According to the findings, all (100%) of the respondents indicated that the farms did not use genetically engineered seed. Waridi ltd did not use artificially genetically modified products, seeds, plant stocks or raw materials nor does it produce any product that is genetically modified.

Waridi Ltd ensured that materials used in various operations were recycled or used whenever practical while ensuring the health and safety of operators and consumers. Contamination of soil, air or water bodies was prohibited at Waridi.

4.3.4 Challenges faced in the implementation of Fairtrade standards

Table 35: Whether the salary was enough to take care of the family

	Frequency	Percentage
Yes	63	70
No	27	30
Total	90	100

The study sought to find out whether the salary was enough to take care of the family. According to the findings, 70% of the respondents indicated that the salary was enough to take care of the family while 30% of the respondents indicated that the salary was not enough to take care of the family.

Table 36: If workers had a second source of income or a spouse engaged in some form of employment

	Frequency	Percentage
Yes	41	45
No	50	55
Total	90	100

The respondents were requested to indicate if workers had a second source of income or a spouse engaged in some form of employment. From the findings, 45% of the respondents indicated that they had a second source of income or a spouse engaged in some form of employment while 55% of the respondents indicated that they did not have a second source of income or a spouse engaged in some form of employment.

Table 37: Income gap per month

	Frequency	Percentage
10,000-20,000	36	40
20,000-30,000	45	50
above 30,000	9	10
Total	90	100

The study sought to find out the income gap per month. According to the findings, 40% of the respondents indicated that their income gap was 10,000-20,000, 50% of the respondents indicated that their income gap was 20,000-30,000 and 10% of the respondents indicated that their income gap was above 30,000.

Table 38: Whether there were premium-funded projects in the area

	Frequency	Percentage
Yes	90	100
Total	90	100

The respondents were requested to indicate whether there were premium-funded projects in the area. From the findings, all (100%) of the respondents indicated that there are premium-funded projects in the area. The workers children were sponsored for secondary education. Ngelani borehole was drilled to provide water to the surrounding community. Fairtrade premium have built classrooms at Kinanie primary school. A bridge has been built at Athi river to make it passable for workers and the surrounding community members.

Table 39: How respondents viewed the premium-funded projects

	Frequency	Percentage
Beneficial	90	100
Total	90	100

The study sought to find out how respondents viewed the premium-funded projects. According to the findings, all (100%) of the respondents viewed the premium-funded projects as beneficial.

Table 40: If the farms complied with Fairtrade standards

	Frequency	Percentage
Yes	90	100
Total	90	100

The respondents were requested to indicate if the farms comply with Fairtrade standards. According to the findings, all (100%) of the respondents indicated that Waridi farm complied with Fairtrade standards. They have been able to market their flowers using the Fairtrade mark.

Table 41: Whether the workers or workers committee were involved in decision making

	Frequency	Percentage
Yes	90	100
Total	90	100

The study sought to find out whether the workers or workers committee was involved in decision making. According to the findings, all (100%) of the respondents indicated that whether the workers or workers committee were involved in decision making. There are monthly committee meetings for the joint body.

CHAPTER FIVE

SUMMARY OF THE FINDINGS, DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The chapter provides the summary of the findings from chapter four, and it also gives the conclusions and recommendations of the study based on the objectives of the study. The objectives of this study were to investigate the influence of Fairtrade standards in improving the sustainability of workers at Waridi flower farm in Athi River.

5.2 Summary of the Findings

The study aimed at the influence of Fairtrade standards in improving the sustainability of workers at Waridi flower farm in Athi River. It aimed at establishing the Fairtrade standards employed at Waridi flower farm, how Fairtrade standards improved sustainability, benefits and challenges of Fairtrade standards.

The study found that there was no discrimination in the farm. The management had appointed a person responsible for Fairtrade matters. The workers were provided with personal protective equipment. Those in the farm were provided with carts to help them carry the flowers to the warehouse thus easing their work. Tractors, pumps for spraying and secateurs were provided by the farm to ease their work. There were no facilities not currently provided by Waridi flower farm which the employees would find useful.

The study found that they got premiums in the farm. They were paid salary in advance when they ask for it. Fairtrade had an influence on employees' life. From the premiums paid, the farm had initiated a project on home improvement. They were trained in courses for example computer, driving, sewing and knitting. This had helped to improve their way of living. They got to know how the premiums were used. The employees got bonus depending on production and the section they worked in. They were able to access to credit and pre-finance. They felt empowered to work hard. The salary was paid on time. They had democratic right in case of any issue that may wish to express to the management. They had trade unions in the farm. They were provided with medical insurance in the farm.

The study revealed that Fairtrade contributed to environmental management. They had a tree nursery project. Pesticides were used in the farm to a moderate extent. They were trained on

how to handle pesticides and other hazardous chemicals. Waridi treated and recycled water in the farm. The farm did not use genetically engineered seed.

The study found that the salary paid to workers was enough to take care of the family. There were premium-funded projects in the area. The workers children were sponsored for secondary education. Employees viewed the premium-funded projects as beneficial. Waridi farm complied with Fairtrade standards.

5.3 Discussion of the findings

The study found that the employees at Waridi flower farm were aware of Fairtrade standards. Fairtrade standards are standards meant to improve the living standards of the workers. Internal and external trainings on Fairtrade were conducted frequently.

5.3.1 Social Development

The study found that there was no discrimination in the farm. The management had appointed a person responsible for Fairtrade matters. The Fairtrade officer appointed reported to the general manager at the farm. This helped the Fairtrade officer to have an easy reporting channel thus Fairtrade matters were quickly handled. Senior management incorporates the Fairtrade concept into its strategic business plan and management applies Fairtrade to its daily activities in a suitable manner. In addition, the respondents strongly agreed that Fairtrade officer is responsible for the overall co-ordination of the Fairtrade programme in the company and for ensuring all necessary communications. They also strongly agreed that the Fairtrade officer is of sufficiently senior status in the company to ensure that Fairtrade has an adequate profile within it and owners share the aims and values of Fairtrade and its underlying philosophy and make it part of their corporate mission. Moreover, the respondents strongly agreed that appointment of Fairtrade officer has led to greater 'internal control' and self-monitoring, which is more sustainable in the long-term. Their children were able to access primary education. Information on employees was recorded. Each employee had a personal file. During the monthly meetings, minutes were written and lists of attendants were filed. Produce of each worker were also recorded and filed. They had been provided with facilities to make work easier and protect their bodies. The workers were provided with gloves, gum boots, safari boots and aprons as protective. Those who worked at grading section were provided with heavy and warm jackets, gloves and scarfs to protect them from cold. Those in the farm were provided with carts to help them carry the flowers to the warehouse thus easing their work. Tractors, pumps for spraying and secateurs were provided

by the farm to ease their work. There were no facilities not currently provided by Waridi flower farm which the employees would find useful. There had been change in community since the respondents' started working at Waridi. The workers had undergone training in computer, sewing and driving.

5.3.2 Economic Development

The study established that they got premiums in the farm. Waridi produces Fairtrade certified flowers which are sold abroad to its customers. The customers pay extra amount other than the normal prices which are known as the joined body premiums. Normally this is about ten percent of the Fairtrade sales. They were paid salary on time while 1% indicated they were not paid salary on time. They were paid salary in advance when they ask for it. Fairtrade had an influence on employees' life. From the premiums paid, the farm had initiated a project on home improvement. The staffs were bought for iron sheets which they used to build their houses. TV had been bought for the staffs and by the time of interview, every staff had a TV and majority had well built houses. They got to know how the premiums were used. The premium was enough. They got annual bonus. The employees got bonus depending on production and the section they worked in. They were able to access to credit and pre-finance. They were provided with leaves. Waridi farm complied and abided with the labour law which dictates that every employee was entitled to annual leave for 28 days each year. Every employee at the farm was also entitled to maternity leave for three months and paternity leave for two weeks. They were also given an off day after every six days. They felt empowered to work hard. The salary was paid on time. They had democratic right in case of any issue that may wish to express to the management. They had trade unions in the farm. Waridi had signed a recognition agreement with trade union and they had active shop stewards. There was no forced or child labour in the farm. Waridi employed workers who were above 18 years. The workers had a right to express their views in case of any. They were provided with medical insurance in the farm. All workers had NHIF cover. They also had a company doctor in case one got sick while working. Monitoring and evaluation, planning, consultation and budgeting were applied when preparing a premium work plan to a very great extent. In addition, rules for project selection were applied when preparing a premium work plan to a great.

5.3.3 Environmental Development

The study revealed that Fairtrade contributed to environmental management. They have set a tree planting day which every worker is provided with a tree to plant at home. They have a

tree nursery project. Pesticides were used in the farm to a moderate extent. They were trained on how to handle pesticides and other hazardous chemicals. Waridi treated and recycled water in the farm. They have wet land where waste water is recycled. The waste water is passed through papyrus and hyacinths to absorb the chemicals and fertilizers. The recycled water was stored in dams which the farms had made. The farms did not use genetically engineered seed. Waridi ltd did not use artificially genetically modified products, seeds, plant stocks or raw materials nor does it produce any product that is genetically modified. Waridi ltd ensured that materials used in various operations were recycled or used whenever practical while ensuring the health and safety of operators and consumers. Contamination of soil, air or water bodies was prohibited at Waridi.

5.3.4 Challenges faced in the implementation of Fairtrade standards

The study found that the salary was enough to take care of the family. The respondents were requested to indicate if workers had a second source of income or a spouse engaged in some form of employment. They had a second source of income or a spouse engaged in some form of employment. Income gap was 10,000-20,000, 20,000-30,000 and above 30,000. There were premium-funded projects in the area. The workers children were sponsored for secondary education. Ngelani borehole was drilled to provide water to the surrounding community. Fairtrade premiums have been used to build classrooms at Kinanie primary school. A bridge has been built at Athi River to make it passable for workers and the surrounding community members. Employees viewed the premium-funded projects as beneficial. Waridi farm complied with Fairtrade standards. They have been able to market their flowers using the Fairtrade mark. The workers or workers committees are involved in decision making. There are monthly committee meetings for the joint body.

5.4 Conclusion

The study concludes that the employees at Waridi flower farm were aware of Fairtrade standards. There was no discrimination in the farm. The management had appointed a Fairtrade officer who reported to the general manager at the farm. Senior management incorporates the Fairtrade concept into its strategic business plan and management applies Fairtrade to its daily activities in a suitable manner. Appointment of Fairtrade officer has led to greater 'internal control' and self-monitoring, which is more sustainable in the long-term. Workers' children were able to access primary and secondary education. Produce of each worker were also recorded and filed. The workers were provided with personal protective

equipment. There were farm machines to ease their work. The workers had undergone training in computer, sewing and driving.

The study concludes that they got premiums in the farm. Waridi produces Fairtrade certified flowers which are sold abroad to its customers. They were paid salary on time. From the premiums paid, the farm had initiated a project on home improvement. They got to know how the premiums were used. They got annual bonus. The employees got bonus depending on production and the section they worked in. They were able to access to credit and pre-finance. They were provided with leaves. Waridi farm complied and abided with the labour law which dictates that every employee was entitled to annual leave for 28 days each year. They were also given an off day after every six days. They felt empowered to work hard. They had trade unions in the farm. Waridi had signed a recognition agreement with trade union and they had active shop stewards. Waridi employed workers who were above 18 years. The workers had a right to express their views in case of any. All workers had NHIF cover.

The study concludes that Fairtrade contributed to environmental management. They have a tree nursery project. Pesticides were used in the farm to a moderate extent. They were trained on how to handle pesticides and other hazardous chemicals. Waridi treated and recycled water in the farm. The waste water is passed through papyrus and hyacinths to absorb the chemicals and fertilizers. The recycled water was stored in dams which the farms had made. The farms did not use genetically engineered seed. Waridi ltd ensured that materials used in various operations were recycled or used whenever practical while ensuring the health and safety of operators and consumers. Contamination of soil, air or water bodies was prohibited at Waridi.

The study concludes that the main challenge at the farm was salary was enough to take care of the workers' family. They had a second source of income or a spouse engaged in some form of employment. Income gap was 10,000-20,000, 20,000-30,000 and above 30,000. There were premium-funded projects in the area. The workers children were sponsored for secondary education. Ngelani borehole was drilled to provide water to the surrounding community. A bridge has been built at Athi River to make it passable for workers and the surrounding community members. Employees viewed the premium-funded projects as beneficial. Waridi farm complied with Fairtrade standards. They have been able to market their flowers using the Fairtrade mark.

5.5 Recommendations

The study recommends farm managers need to ensure that their workers are educated on Fairtrade standards.

- i. They should also ensure that there is no any type of discrimination in the farms. The farms' management needs to appoint Fairtrade officers. Senior management should incorporate the Fairtrade concept into its strategic business plan. The farm management should ensure that their workers' children are able to access primary education. The workers should be provided with personal protective equipment and facilities to ease their work.
- ii. Other flower and horticulture farm managers to ensure their farms are Fairtrade certified. They should pay their employees salary on time and give them annual bonus. SACCOs should be put up in farms to ensure that the workers access credit. The farms need to abide in labour law. Management should empower their workers. The workers need to be allowed to join a trade union. Management should provide their workers with NHIF cover.
- iii. The study also recommends farms to contribute to environmental management. They need to train workers on how to handle pesticides and other hazardous chemicals. They should treat and recycle water in the farms. They should avoid contamination of soil, air or water bodies. The ministry of agriculture should ensure that all farms are Fairtrade certified.

5.6 Recommendations for further research

A similar study could be carried out in other flower farms to find out whether the same results will be obtained. The study focused on influence of Fairtrade standards in improving the sustainability of workers at Waridi flower farm in Athi River thus another study should be carried out on influence of Fairtrade standards in improving the farm fresh produce.

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APPENDICES

Appendix I: Transmittal Letter

Sharon Maingi,
P.O. Box 3308- 00200
Nairobi-Kenya
Cell Phone: +254-722-100002
14 July 2012

Dear Sir/Madam,

RE: TO WHOM IT MAY CONCERN

I am Sharon Maingi, a student researcher from the University of Nairobi carrying out a survey to identify the 'the influence of Fairtrade standards in improving the sustainability of workers at Waridi flower farm in Athi River, Kenya.

In my schedule, I would be visiting your farm for a face-to-face interview with the group members who have been sampled for this purpose to represent your farm. The date, time of arrival and departure will be communicated to your farm over cell phone and email. The findings will strictly be used for academic purpose only.

Yours Faithfully,

Sharon Maingi.

Appendix II: Questionnaire for Employees

Filling Instructions

This questionnaire has been set in relation to the objectives of the study. All questions relate to Fairtrade standards. Please read carefully and systematically fill in answers to questions as honestly as possible by putting down your answers in the spaces provided or by ticking (√) where applicable.

Demographic information

1) Gender

Male { } Female { }

2) Age

Below 18 { } 18-30 years { }

31-40 years { } 41-50 years { }

Above 50 years { }

3) How long have you worked in this farm

4) Size of your household

5) Are you aware of Fairtrade standards?

Yes { } No { }

If yes /no explain

.....
.....

Social Development

6) Is there discrimination in the farm?

Yes { } No { }

7) Which type of discrimination?

Pregnancy { } HIV { }

Genetic { } Others { }

8) Has management appointed a person responsible for Fairtrade matters (Fairtrade Officer)?

Yes { }

No { }

Who does he/she report to?

Executive Manager { }

Operations manager { }

Senior accountant { }

Others { }

9) To which extent do you agree with the statement: 1 is strongly disagree; 2 is disagree; 3 is neutral; 4 is agree and 5 is strongly agree

	1	2	3	4	5
Owners share the aims and values of Fairtrade and its underlying philosophy and make it part of their corporate mission					
Senior management incorporates the Fairtrade concept into its strategic business plan					
Management applies Fairtrade to its daily activities in a suitable manner					
Fairtrade officer is responsible for the overall co-ordination of the Fairtrade programme in the company and for ensuring all necessary communications.					
Appointment of Fairtrade officer has led to greater 'internal control' and self-monitoring, which is more sustainable in the long-term.					
The Fairtrade Officer is of sufficiently senior status in the company to ensure that Fairtrade has an adequate profile within it.					

10) Are your children able to access primary education?

Yes { }

No { }

11) Is information on employees recorded?

Yes { }

No { }

If yes /no explain

.....
.....

Have you been provided with facilities to make your work easier and protect your body?

Yes { }

No { }

If yes /no explain

.....
.....

12) Are there any facilities not currently provided by Waridi which you would find useful?

Yes { } No { }

If yes /no explain

.....
.....

13) Is there change in community since you started working at Waridi?

Yes { } No { }

If yes /no explain

.....
.....

ECONOMIC DEVELOPMENT

14) Do you get premiums in the farm?

Yes { } No { }

If yes /no explain

.....
.....

15) Are you paid your salary on time?

Yes { } No { }

If yes /no explain

.....
.....

16) Are you paid your salary in advance when you ask for it?

Yes { } No { }

If yes /no explain

.....
.....

17) Has Fairtrade had an influence on your life? If so, how?

Yes { } No { }

Yes { }

No { }

23) Do you feel empowered to work hard?

Yes { }

No { }

If yes /no explain

.....
.....

24) Do you have trade unions in the farm?

Yes { }

No { }

If yes /no explain

.....
.....

25) Is there forced or child labour in the farm?

Yes { }

No { }

If yes /no explain

.....
.....

26) Have the farm provided you with medical insurance?

Yes { }

No { }

If yes /no explain

.....

27) To which extent are the following applied when preparing a premium work plan.

Where 1 is very low extent; 2 is low extent; 3 is moderate extent; 4 is great extent; 5 is very great extent

	1	2	3	4	5
Consultation					
Budgeting					
Rules for project selection					
Planning					
Monitoring and evaluation					

Environmental development

28) Has Fairtrade contributed to environmental management?

Yes { } No { }

If yes /no explain

.....

29) To which extent are pesticides used in the farm?

Great extent { } Moderate extent { }
 Low extent { }

30) Are worker trained on how to handle pesticides and other hazardous chemicals?

Yes { } No { }

31) Do you treat and recycle water in the farm?

Yes { } No { }

32) Do the farms use genetically engineered seed?

Yes { } No { }

Challenges faced implementing Fairtrade Standards

33) Is the salary enough to take care of your family?

Yes { } No { }

34) Do workers have a second source of income or a spouse engaged in some form of employment?

Yes { } No { }

35) Income gap per month

10, 000-20,000 { } 20,001-30,000 { }

30,001 and above { }

36) Are there premium-funded projects in the area?

Yes { } No { }

If yes /no explain

.....
.....

37) How do you view the premium-funded projects?

Beneficial { } Not beneficial { }

Explain

.....
.....

38) Do the farms comply with Fairtrade standards?

Yes { }

No { }

Explain

.....
.....

39) Are workers or workers committee involved in decision making?

Yes { }

No { }

If yes /no explain

.....
.....

Appendix III: Photos from Waridi LTD

Figure 2: Protective clothes



A worker at the grading cooler room wearing protective clothing protective clothing

Source: Research 2012, Waridi LTD



Workers at the farm room wearing

Figure 3: Economic development at Waridi



Waridi- Kinanie Bridge

Source: Research 2012, Waridi LTD



Workers on training for sewing

Figure 4: Collection of water waste to the hyacinth and recycled and stored to the reservoir dams



Source: Research 2012, Waridi LTD