

Fair Trade Month Series | *Four-part news post series highlighting Fair Trade Month.* Note: Series was published on an intranet, which doesn't save as a PDF. The below is a recreation of the original layout (design *not* by me).

News Post 1:

Join the movement during Fair Trade Month!

Shop and support our sustainable efforts.



October is **Fair Trade Month**, a yearly campaign for the fair trade movement. We're so stoked about this sustainable subject that we're launching **Fair Trade Fridays**: a weekly article series featuring fair trade topics, farmers' stories and more! Stay tuned all month long and learn how you can partner with us to make the world a fairer place.

Fair Trade Focus

We paired our passion for sustainability with our love of coffee and created a partnership. ALDI SOUTH Group has teamed up with Fairtrade International to establish the **Honduras Coffee Project: an initiative designed to support social and environmental coffee production by Honduran farmers.** Keep an eye out for more information on this project in our next article!

News Post 1 Continued:

Why coffee? It's one of the top-traded raw goods in the world, which poses human rights and environmental challenges. **Our company** works to overcome any obstacles to a fair system. To support our commitment to sustainability, we're launching a limited-edition **ALDI find** as part of our Honduras Coffee Project on Oct. 26: **Barissimo Whole Bean Honduras Coffee!**



Purchase this and other responsibly sourced items right from our shelves. The profits from these goods are expected to make a lasting impact on farmers and their communities, such as improving ecological practices and coffee quality. All responsibly sourced items proudly feature a label, so you know you're getting the goods!

News Post 1 Continued:



**Coffee beans,
cocoa, seasonal
confectionary and
cookies**



**Coffee beans,
cocoa, seasonal
confectionary and
baking mixes**



**Coffee beans,
cocoa, seasonal
confectionary and
cut flowers**

About Fairtrade International

Fairtrade International is a globally trusted organization and label that strives to cultivate a more equitable trade system for farmers and workers in developing countries. Fairtrade International is co-owned by more than 1.8 million farmers and workers!



| *A Farm to Shelf Journey*

Look out for Fair Trade Fridays and learn how you can be the change you want to see in the world! Check out our global efforts [here](#).

News Post 2:

Learn about our coffee partnership with Fairtrade International!

We're supporting farmers and having a big impact.



Welcome to the first **Fair Trade Friday**: our weekly article series featuring fair trade topics, farmers' stories and more! Last time, we gave you a sneak peek of our **Honduras Coffee Project**. This time, we're giving you the full tour!

What is it?

The Honduras Coffee Project is an initiative designed to increase responsibly sourced coffee production by smallholder Honduran farmers. A smallholder farmer is anyone who owns or runs a farm smaller than the average one.

News Post 2 Continued:

What's the backstory?

The **ALDI SOUTH Group** loves to support sustainability. So much so that they established the Honduras Coffee Project in partnership with Fairtrade International back in 2016! The initiative aims to accomplish a lot:

- Improve the administrative and organizational abilities of smallholder producers.
- Increase the amount of responsibly sourced coffee production by smallholder farmers.
- Involve diverse groups such as women, youth and people of color in the development of cooperatives.

What's the impact?

- Participating farmers received education and training in farm management, human rights, climate change and smart agriculture, coffee quality and best agricultural practices.
- Funding of workshops provided for women and young professionals to equip them with knowledge of agroecology (applying ecology to farming) and activities such as composting and selling the compost to other local farmers to generate additional income.
- 4,656 people from 22 participating producer organizations have directly benefited.
- 83% of cooperatives made a profit.
- 68% have reduced the use of agrochemicals and are supporting secondary income streams.

Coffee Column

Meet some of the participants (you already saw their photos in the banner)!

Marcos Antonio Espinoza | CAFICO Process Management

Marcos Antonio Espinoza is an employee of CAFICO, a high-quality coffee production company located in western Honduras, who has benefited from the Honduras Coffee Project:

"I'm grateful to CHPP (the producer network) and CAFICO for being part of the family garden project. Before, I did not carry out this activity because I live in an urban community, with little space for planting. Now with the knowledge acquired in the workshops about use of collected rainwater, irrigation and crop management and achieving healthier food for the family, I am very motivated to see the interest of my young son to learn more about these agricultural topics."

Lidia Pacheco | Daughter of CAFICO Cooperative Member/Workshop Participant

Lidia Pacheco is a participant in the workshops made possible by the Honduras Coffee Project:

"Through these workshops, we can make our voice heard. We learn about our rights and how to prevent abuse [as] well as violence against women in our community. These spaces should become a constant factor in the cooperatives since, apart from helping women, they also serve as opportunities for relaxation where participants can learn and spend time with other people."

Here at ALDI, we know we're only as good as the people we partner with to make our operations possible. That's why we believe we're better when we build a more sustainable world, together. Keep an eye out for more fair trade features Fridays this **Fair Trade Month!**

News Post 3:

We take sustainability CR-iously!

Learn how our sustainable efforts are making a difference.



Want to learn more about sustainability? You've come to the right place because today is **Fair Trade Friday!** We're happy to report that we're making an impact through our Honduras Coffee Project and other fair trade partnerships.

What's the Honduras Coffee Project again?

It's the partnership we established in 2016 with Fairtrade International to promote responsibly sourced coffee production by Honduran farmers who run small-scale farms! Like we shared last time, this initiative is fueled by our passion for sustainability and coffee. Put the two together and you've got the **Honduras Coffee Project!** To learn more about the goals of this initiative, check out [last week's article](#).

News Post 3 Continued:

Bean There Done That

If our sustainable coffee efforts sound familiar to you, you're right! As part of our 2030 Vision (our international corporate responsibility strategy), we're committed to certifying **100%** of our Barissimo coffee products, including everyday items and ALDI finds, as sustainably sourced by **2025!**

What's the impact of fair trade partnerships?

We're not just sowing sustainable seeds in the coffee world! Check out how we're working to **cultivate lasting impact** through our other fair trade partnerships:

- Strengthening farmer organizational capacities.
- Improving ecological practices through education.
- Improving coffee quality.
- Improving gender equality and the lives of children and Indigenous groups.
- Providing food security through improving soil management (e.g., crop rotation).
- Strengthening cooperatives so they can sustain longer-lasting relationships with direct buyers.
- Slowing deforestation by reinforcing and improving productivity in existing plots rather than expanding into new growing areas.
- Developing community projects (e.g., schools and clinics) with investment of fair trade premiums.

Coffee Column

Meet another participant!

Marvin Samuel Gonzales | Youth Group President, CABRIPEL

Marvin Samuel Gonzales is another participant who has benefited from the Honduras Coffee Project:

"The activities we have been developing as a youth group, which is now in the process of formal registration as a company, are of much support to us young people. This is because we have moved forward on infrastructure, equipment and knowledge. In addition to the production of organic fertilizers, we are now going ahead with the idea of producing vegetable seedlings, which will benefit us by generating more income. For this reason, we will continue."

We're continuing to branch out in the world of sustainability as we pursue responsible sourcing! We ask you to partner with us as we partner with fair trade organizations globally. Check back next week for our final **Fair Trade Friday!**

News Post 4:

Discover more about responsibly sourced coffee!

Get an inside look at the impact we're having on sustainable farming.



We bean it when we say we're serious about coffee and sustainability! Like we've mentioned before, the ALDI SOUTH Group teamed up with Fairtrade International in 2016 to establish the **Honduras Coffee Project**: an initiative designed to benefit Honduran farmers and increase responsibly sourced coffee production. **Sustainable production** reduces harmful environmental effects, protects resources and increases community safety, which means that by shopping for coffee grown to this standard, you're directly contributing to the cause!

News Post 4 Continued:

Bean the Change

You can have an impact too! By buying our **Barissimo Whole Bean Honduras Coffee** (get excited because it's on sale Oct. 26-Nov. 9), you're directly contributing to this program. What are some of its impacts?

- The premium (surplus of money) provides much-needed additional income to farmers.
- The premium enables investments into community projects.
 - For instance, it made a medical clinic possible for a population of 60,000 that would've otherwise had to travel at least one hour for care!
- Fairtrade cooperative member status establishes credibility and makes it easier for farmers to access bank credit for better, more sustainable equipment.

In other words, the project is breaking down barriers farmers might face so they can grow the best, most responsibly sourced coffee possible.

Coffee Column

Jeny Yolanda Domínguez Vásquez | Child Protection Committee Coordinator | RAOS Cooperative

Jeny Yolanda Domínguez Vásquez is a participant who has benefited from the Honduras Coffee Project:

"I am a member and daughter of a member of the RAOS cooperative. I am grateful for the opportunity to be part of the Child Protection Committee. I have received workshops on human rights issues, child protection and identification of dangerous tasks for children, and I have been able to replicate this knowledge with other producers. We also have a Child Protection Policy that gives us guidelines. This was done with the advice of CHPP/CLAC. The nice thing is that we already have an action plan, allocated budget and planned awareness campaigns. Personally, it has been a wonderful experience that has allowed me to enrich my knowledge, bring awareness to the members and put it into practice."

Thanks for tuning in for Fairtrade Fridays this **Fair Trade Month!** Keep supporting sustainability and shopping sustainably.

Interested in learning more before you go? Check out these resources!

Coffee project: Visit to smallholder farmers in Honduras

Coffee | ALDI South Group

Corporate Responsibility Principles

ALDI South Group's Responsibility