

NATERRA



VALOR COOPERATIVO

by AlterNativa3

Domestic fair trade project



AlterNativa3

We are a fair trade cooperative which manufactures **organic Fairtrade products** since 1992.

Our mission is to **offer responsible, sustainable and high-quality alternatives to every-day products**, mainly coffee, cocoa and cane sugar.



We know that **Fair Trade** is a very powerful tool to eradicate the inequalities and poverty caused by conventional international trade.

This is why, besides manufacturing our own products, we also carry out awareness workshops to spread the word of Fair trade and we have social projects in Southern countries to support the small producers cooperatives.

What is Domestic fair trade?

1

Social
sustainability

2

Economic
sustainability

3

Environmental
sustainability



What is Domestic fair trade?

This means that the **small producer groups and the people working in those groups can live a dignified life thanks to their work while respecting the environment and their community.**

The fair trade movement emerged as a result of abuses by large companies towards small producers in the countries of the Global South and, above all, against child labor and even slavery in the coffee, cocoa and sugar plantations.

From this awareness, more and more consumers demand these values in the products they consume, wherever they come from. It is for this reason that this **Domestic fair trade certification** will be created.

NATERRA



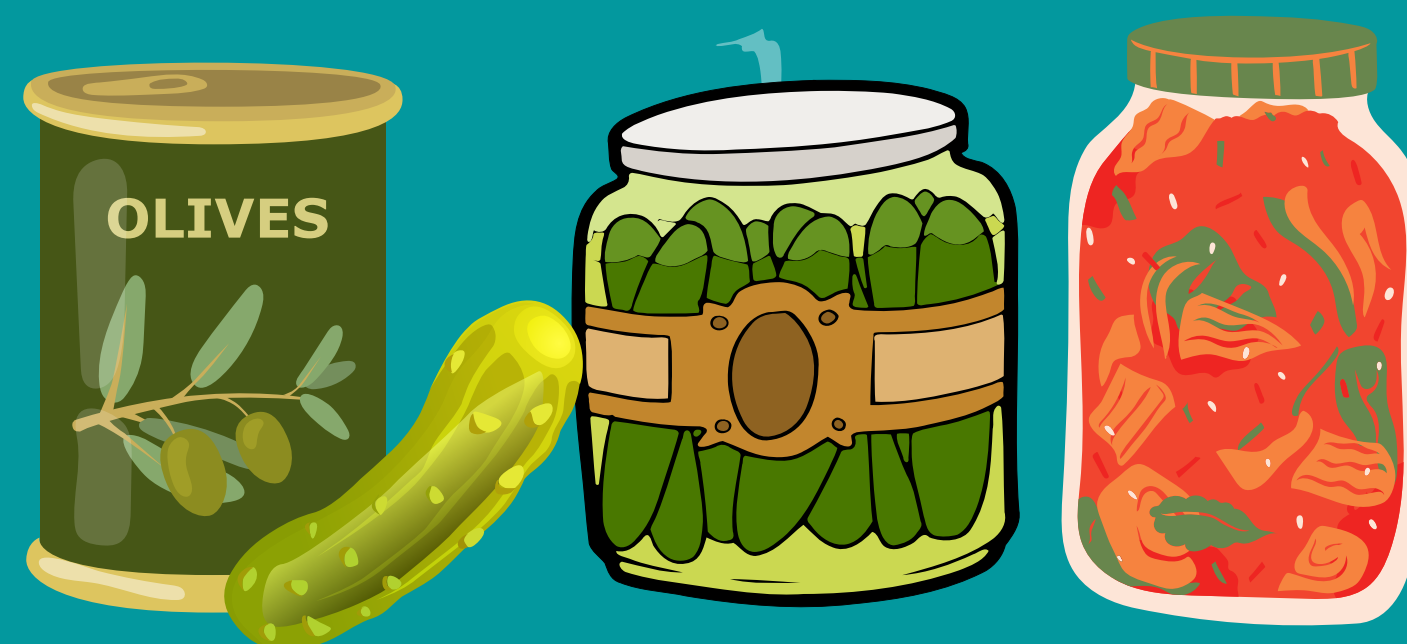
VALOR COOPERATIVO

NATERRA is the new project of AlterNativa3, which will be working on **Domestic fair trade products**.

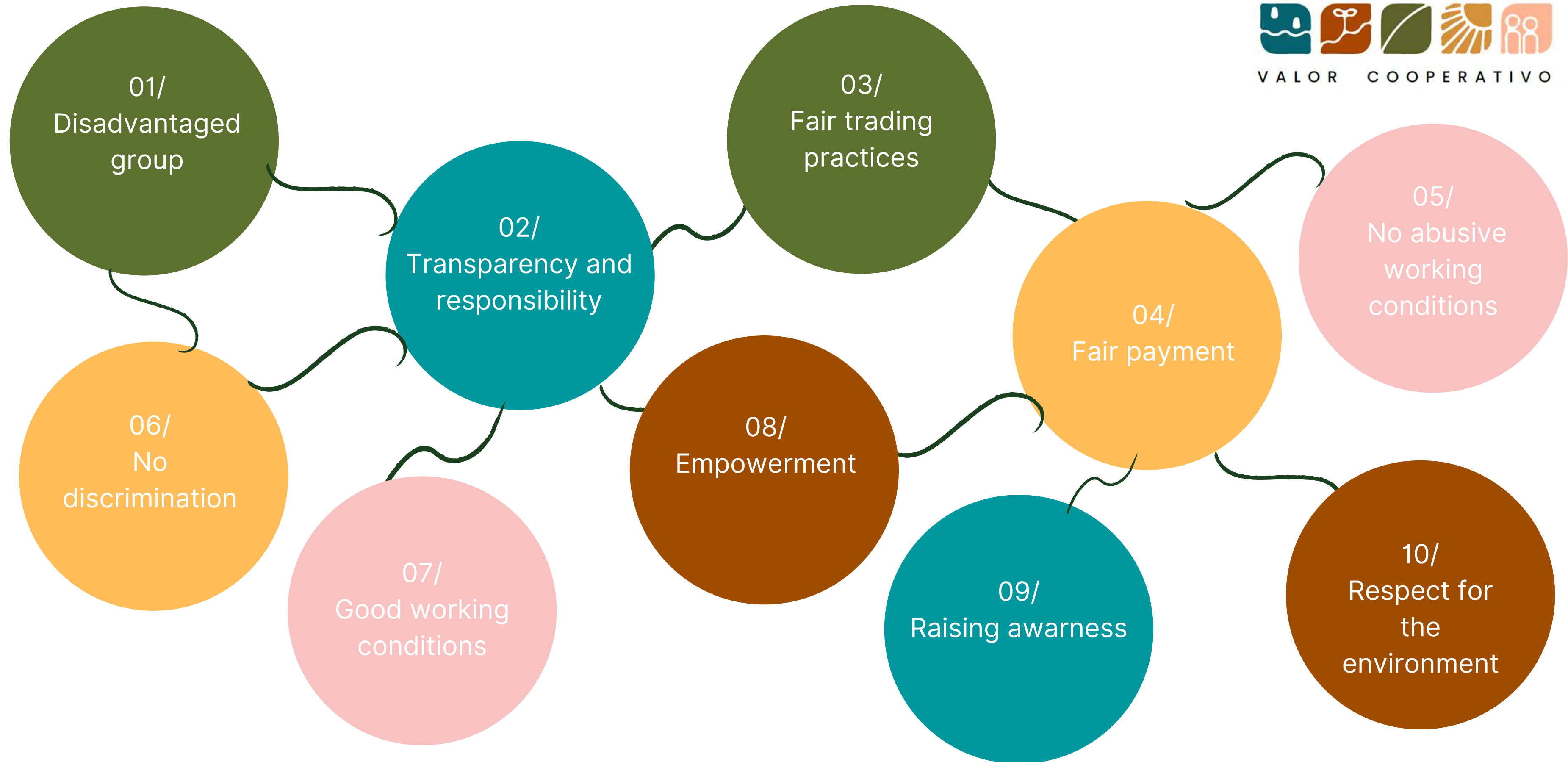
Our goal is to **reactivate the rural economy of agro-ecological social cooperatives**, by preserving the sustainability of traditional agricultural activity and reverse the emigration and depopulation of the rural world, all by implanting the principles of fair trade, which guarantee the respect of labor, social and environmental rights throughout the production and supply chain.

PRODUCTS

The main products that we will be offering are made in Spain: extra virgin olive oil, table olives, pickled gherkins, fermented products, oranges, wine, among others.



Domestic fair trade principles



01/ Disadvantaged groups

Agroecological productions with limitations to access international markets due to their physical, economic, social or political environment.



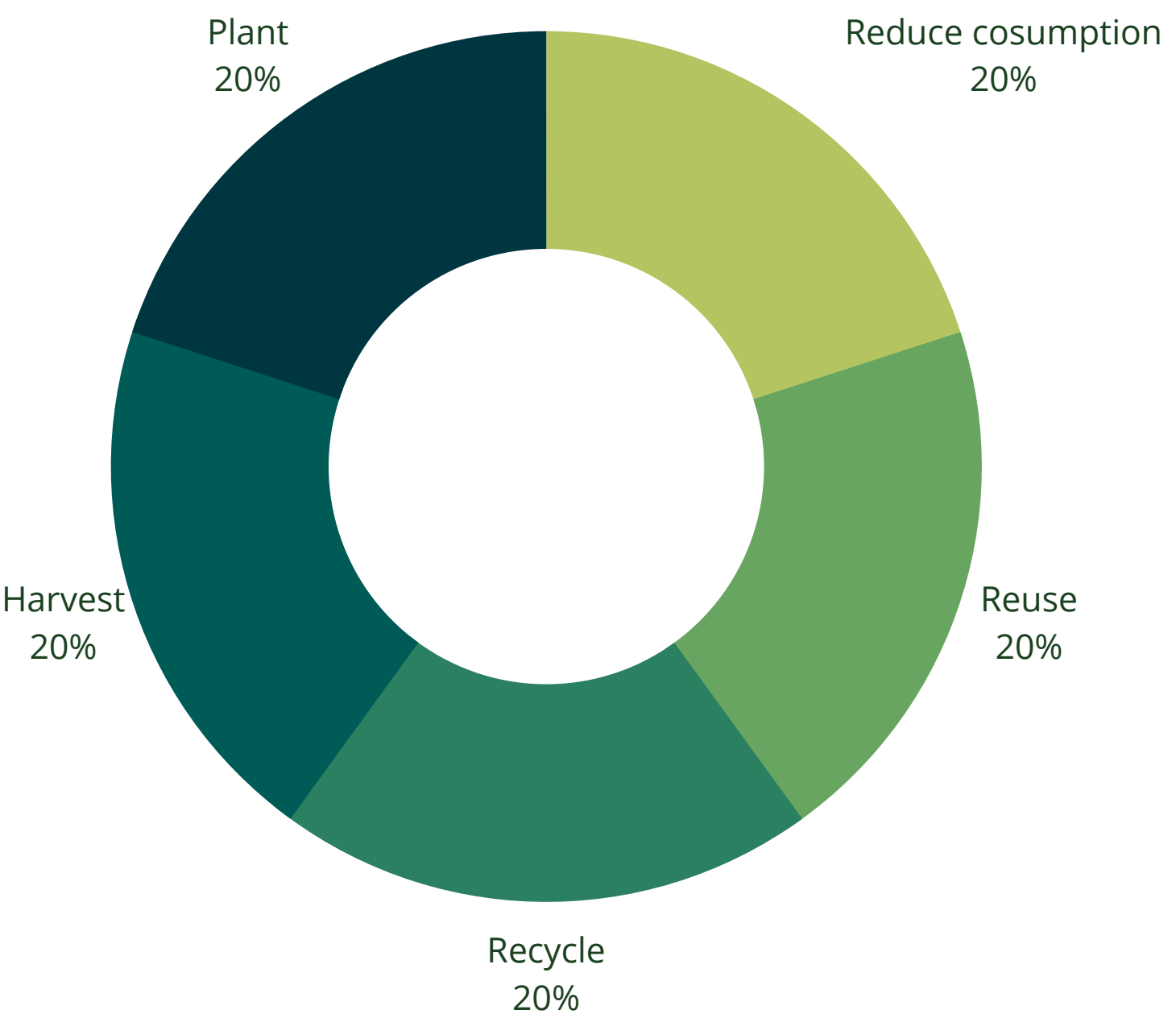


02/ Transparency and responsibility

Documentary traceability to ensure compliance with all the criteria. Internal and external communication mechanisms.

Environmental sustainability

We work for a comprehensive project in the search for a future with dignity and economic, social and environmental viability for our producing counterparts, also for the consumers and our planet. This includes setting a series of measurable milestones in these areas in order to move towards our goal.



03/ Fair trading practices

Fair price established by common agreement. Payment of a Premium for collective projects. Long-term business relationships.



Waste reduction

Environmental protection is essential. Both production and, as far as possible, transport and final processing affect the carbon footprint.

Production

Organic counter-pests

Organic fertilizers

Reuse of organic waste

Transportation

Carbon footprint measurement

Manufacturing

Recycled/recyclable packaging

Responsible use of energy

Distribution and carbon footprint



In addition to certified organic production, we analyse the collateral impact of the activity. Both transport and subsequent processing and shipping are reviewed based on their environmental impact.





04/ Fair payment

Fair salary, regularized and complied with all the ILO resolutions.

05/ No abusive working conditions

Prohibition of labor abuses in the whole supply chain.

Not only do we ask for fair labor treatment for the people who work in our counterparts, but also for immigrant or non-immigrant workers, who work seasonally in the field.



Circular economy

Alternativa 3 S.C.C.L. will work together with cooperatives and producer groups with social responsibility from Spain and under the Fair trade criteria adapted and approved by the organizations that include producers and traders in Europe and globally.

WFTO- World Fair Trade Organization

CECJ- Coordinadora Española de Comercio Justo

CCCJ- Coordinadora Catalana de Comerç Just. La Coordi



06/ Gender equity

No discrimination based on race, sexual orientation, religion or ideology. Democratic governance.

Work-family conciliation policies.

These practices will be registered in the internal regulations or in the statutes of the organization.





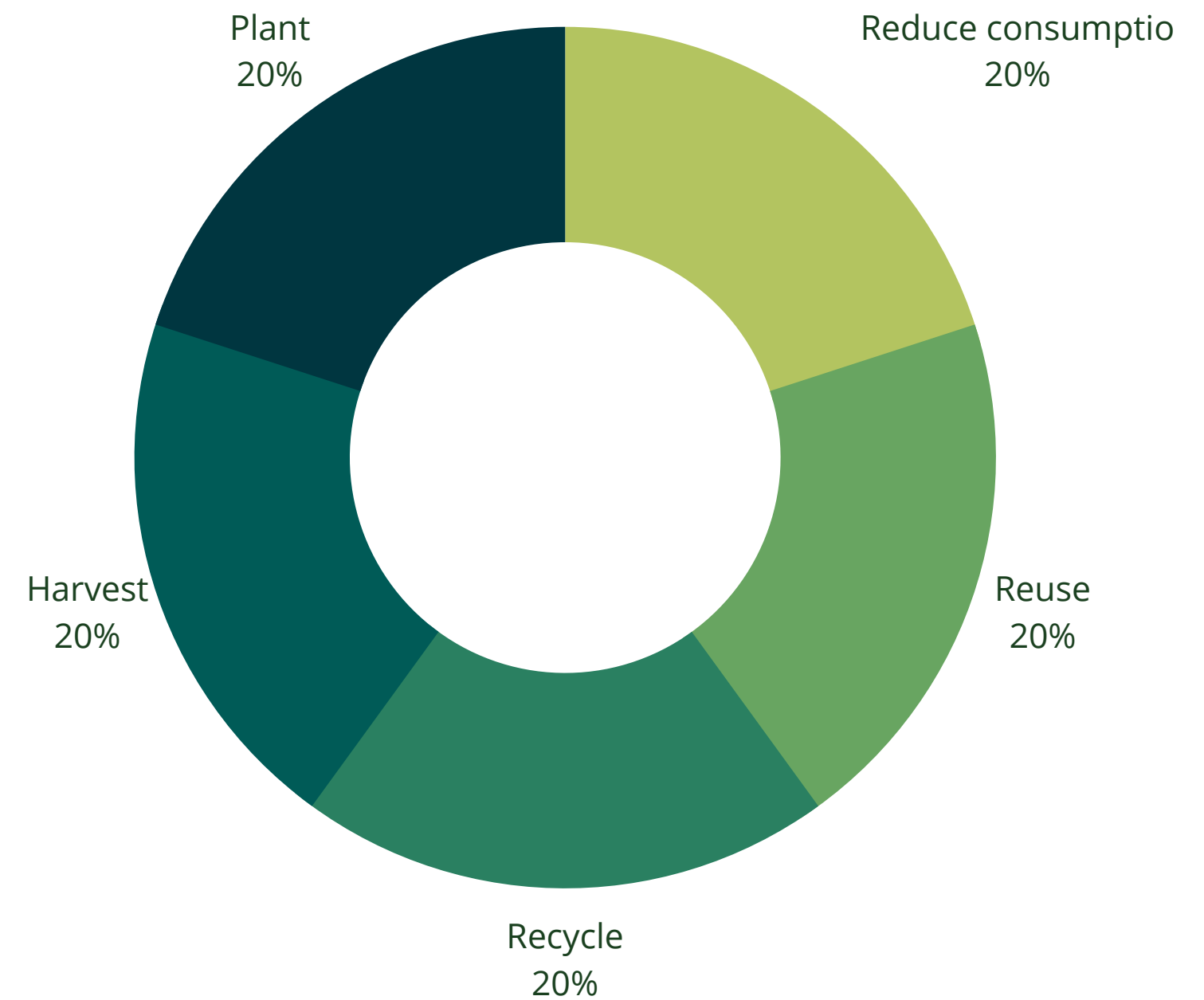
07/ Good working conditions

Legal requirements and prevention of occupational risks.

Internal documents for monitoring and prevention of occupational risks.

Economic sustainability

Paying a fair price also implies a sustainable exchange. Agreements on a basis of equality and mutual guarantee maintain the long-term relationship and sustainability that both parties seek.



08/ Empowerment

Promoting continuous training and participation of the workers.

Promoting preparation and renewal of the workers training.



09/ Raising awareness of fair trade

Spreading the impact of the project.
Involvement in community networks.
Awareness raising activities.





10/ Respect for the environment

Organic certificate. Protection of ecosystems and biodiversity. Water, energy and waste management.

NATE RRA



VALOR COOPERATIVO

ALTER³ NATIVA

Together we can do
way more!



NATEERRA



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