

Project title : FAIRIS - Diagnosis of the iris value chain, and since 2015, support to comply with a sustainable sourcing private standard

Project place	Project cost	Role in the project	Technical and financial sponsors	Dates
Morocco	20 000 € / an	Value chain expertise	CONFIDENTIAL	November 2015 - April 2020

Project's goals and results

Main goals

- Feasibility study of the establishment of a private fair trade internal standard of a buyer
- Support of the *sourcing* since 2015 on compliance with this private standard (purchasing and working conditions, prices, quantities, collective premium management...)

Specific objectives

- Describe the supply chain (production, processing, marketing) of the iris sector in Morocco, in particular typology of producers and share of income in the household
- Define an action plan for ESR certification (Fair, Solidarity, Responsible) become Fair For Life (FFL) certification
- Support the local processing/export company and the group of producers in complying with the specifications, for, among other things, (i) setting up their Internal Control System (ICS) and (ii) managing of the fair development premium fund (discussions, design, implementation, monitoring and corrections, reporting)

Beneficiaries

Iris producers in Morocco

Results

- R1.** The standard is respected and it generates positive economic and social impacts on producers
- R2.** The development premium is used wisely and also generates impacts on the territory
- R3.** Obtain a current global vision of the supply chain
- R4.** Socio-economic description of the area (based on official data, eg. from the Haut-Commissariat au Plan du Maroc)
- R5.** Quick description of the agrarian system (agricultural history of the region, description of the different production systems and main farming techniques)
- R6.** Evaluation of the relative weight of iris rhizome cultivation in household income (qualitative survey on few producers family, sample to be made on the basis of volume purchased)
- R7.** Identify the actions to be taken to comply with the fairtrade standard

Activities

- A1.** Statistical and bibliographic analysis: volumes exchanged, prices, trends (depends on available data) for global description of the sector
- A2.** Qualitative survey in the production zone in Morocco
- A3.** Description done by interview with focus groups, landscape reading, field observations, surveys of agricultural technical services
- A4.** Field visit of cultivation, production and processing sites
- A5.** Interviewing operators in the local sector: collectors, processors, exporters