

Project title : FAIRMO – Feasibility study/support IB-Arôme / Oriane in the implementation of a "fair trade" approach

Project place	Project cost	Role in the project	Technical and financial sponsors	Dates
Morocco	5 000 €	Sector expertise	Oriane	April 2017 - September 2017

Project's goals and results

Main goals

Study the feasibility and support IB-Arôme / Oriane in the implementation of a "fair trade" approach on 15 Aromatic and Medicinal Plants (PAM): verbena, rose, mint, bitter orange, etc ...

Specific objectives

- Identify relevant products for fair trade certification
- Propose the most relevant references (ESR, FairForLife, FairWild, FLO, ...)
- Identify steps for compliance
- Accompany compliance

Beneficiaries

IB-Aroma / OrianeProducers / gatherers of 15 products (AMP - Aromatic and Medicinal Plants)

Results

- ** R1. ** Products are identified
- ** R2. ** Remedial actions are identified and implemented
- ** R3. ** Audits are carried out and make it possible to obtain the certificate

Activities

- ** A1. ** Study the practices of Oriane and IB Arôme in terms of purchasing and relationship with the producers (products, volume, number of producers, negotiations, prices, contracts, location, etc.) in order to elect the most interesting products (regardless of demand)
- ** A2. ** Study the demand by product (what products? What customers? What are the "fair trade" expectations?), including discussions with IB-Arôme / Oriane salespeople to identify different buyers' trends, the types of certificates requested, the frequently asked questions about IB Arôme suppliers
- ** A3. ** Align the "Fair Trade" strategy with IB-Arôme's quality strategy (relationships with producers, contracts, traceability, invoicing, prices, etc.), for some actions of the quality strategy overlap with the certifications' specifications
- ** A4. ** Write recommendations as to the action strategy: which products should be selected, which referential should be favored (Fairtrade Labeling Organization, ESR or other), which actions should be implemented (human, technical and financial sizing)