

### 3. Campaign: fair trade, fair market, for small scale farmers

- Objective of the campaign

***“Strengthening capacity of Small Scale Farmers in eastern and southern Africa to organise and demand for fair price for their agricultural produce in the eastern and southern Africa region”***

- Focus countries of the campaign:

**Tanzania, Uganda, Kenya, Rwanda, Burundi, Zambia, Zimbabwe, Lesotho, Mozambique, Malawi, Madagascar, Namibia, Seychelles and South Africa**

- Campaign Duration September 2009 to December 2012



#### 1. Rationale for the campaign

From the onset of ESAFF's conception, the farmers have sought to have a fully opportunity to participate in all policy and democratic processes at regional, national and grassroots level to ensure that authorities accord national resources to the agriculture and rural development sector. This was also to ensure that farmers are holding leaders accountable to the Maputo Declaration of African leaders of 2003 in which they pledged to increase budget allocation to agriculture and food security to 10% by 2009. The Maputo declaration was restated in 2009 during the AU summit in Sirte Libya in which again African leaders set a timeframe by 2015 to reach the 10% level.

Farmers believe that the 10% goal can be reached if there is a popular participation of small scale farmers in budgeting processes in which their voices can be heard and they can be in the position to remind policy and decision makers on their pledge and monitor utilisation of resources.

This campaign will be an entry point to enable popular participation of smallholder farmers in ensuring that farmer gets fair prices of their agricultural produce.

## 2. The problem

The eastern and southern African region account for a population of about 250 million people which is mainly made by smallholder farmers, sometimes referred as small scale farmers (60 to 80 percent) who are crop growers, fisher folks and livestock keepers that are mainly not adequately involved in decision making and policy processes that touch their daily lives.

Whereas other groups and communities in the eastern and southern Africa i.e. women, business people, trade unions; have at least managed to find space in decision making bodies at national and regional levels, but real poor rural small scale farmers are still not visible in decision making processes.

Despite enormous contribution to the entire economy in which agriculture account for 20% of total merchandise export, 60 to 80 percent of labour force and contribute between 20 and 40% to gross domestic product of countries in East and southern Africa, still **small-scale farmers voices on policy making in influencing is still insignificant and uncoordinated**. The limited voices in decision making at regional and at country level are mainly made by NGOs working on agriculture sector.

Hence this campaign seeks to enable small scale farmers organise, coordinate and speak for themselves to influence prices for agricultural produce and fair trade at national and international level.

On the other hand, this campaign seeks to create stronger small farmers movement in the southern and eastern Africa. Strong farmers institutions, will ensure sustainable advocacy campaign and coordination of small-scale farmers which well articulated vision, mission, excellently managed with clearly defined policies, procedures that ensure the use of resources effectively.

## 3. Campaign Goal:

Through this campaign, ESAFF is looking forward to contribute towards seeing that; **Smallholder farmers are a driving force for social change and poverty reduction through organisation and demand for fair market and prices for agricultural produce in eastern and southern Africa.**

### 3.1 Key Result Area, under the demand for fair market and prices

**Increased capacity of farmers to organise and demand and get fair market/prices for the agriculture inputs and agriculture produces from the private sector by December 2012**

### 3.2 Specific Objectives under Key Result Area on demand for fair market/prices for farm input and produce, are as follows;

- (i) Enhanced capacity of smallholder farmers to negotiate and demand fair prices of prices of agriculture input or agriculture produces.
- (ii) Ability of farmers to add on their voices to international and regional negotiations on trade and market
- (iii) Increased ability of smallholder farmers in eastern and southern Africa to demand a halt to environmental violations by private sector (land grabbing, mining, tourism)

### 4.3 Indicators for the above specific objective on the demand for fair market/prices for farm input and produce, will be;

- Policy or guidelines issued by the government, responsible ministry or local government to address issues of fair market/prices and environmental conservation

- Number of issues concerning violation by private sector (high rocketing) of price of input or agriculture produces that have been addressed by national small scale farmers forums
- Position papers/voices of smallholder farmers on trade issues at national, regional and international levels
- Number of environmental violations by private sector (land grabbing, mining, tourism, fishing) that have been addressed by national farmers forum

**4.4 Activities to be performed under key result area of demand for fair prices process and policy engagement are;**

- Support national farmer forum to identify and address issues concerning marketing, fair prices. Land and environment
- Support small scale farmers to demand fair markets/prices for smallholder farmers
- Facilitate building of capacity of national forums on issues of land ownership, tenure and utilisation.
- Support national farmer forum to engage and dialogue private sector on prices for input and agriculture produce.