



The Development Impacts of Fair Trade: Empalme Valley, Sonora, Mexico

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BACKGROUND

In this study, impacts of Covilli Brand Organic's fair trade initiatives were analyzed in the rural community of Triunfo de Santa Rosa in the Empalme Valley, Sonora, Mexico. The purpose of this study was to determine whether the fair trade programs in this community were causing a positive change and supporting the United Nation's anti-poverty Sustainable Development Goals (SDGs).



Map of Mexico showing Empalme within the country. (Image from inegi.org, 2019).

<https://www.inegi.org.mx/app/mapas/>

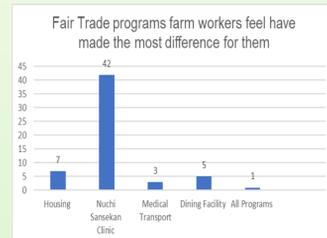
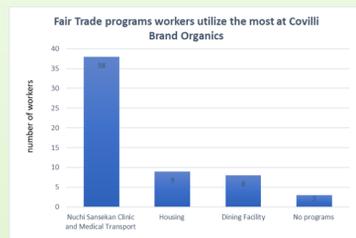
METHODOLOGY

Data included survey collection from Covilli Brand Organics farm workers in all sectors of the farm (e.g., administrative, farm field workers, packing facility). Surveys were completed voluntarily and anonymously and asked about the frequency of use, importance, and other feedback about the programs.



Covilli Brand Organics farm workers completing survey. Image by Denisse Ortega Lorona, 2019

RESULTS



The majority of farm workers and community residents utilize the dental and medical services the most from the Fair Trade Clinic that opened in October 2018. The majority also believe that the medical and dental services are the most important programs that have been implemented.

“Yes, it is very important because here in this community, we don't have any other services available, and we have to go all the way to the city” - Triunfo de Santa Rosa Community Resident



Image of Nuchi Sansekan Dental Treatment Room. Image by Denisse Ortega Lorona, 2019.



Covilli Brand Organics packing facility workers sorting tomatoes. Image by Denisse Ortega Lorona, 2019.



Covilli Brand Organics farm worker tending to crops inside green house. Image by Denisse Ortega Lorona, 2019

DISCUSSION

Health care is the most important fair trade program for Covilli farm worker because they could provide health care for their children. The workers value the health of their children and having better accessibility of health care is making a large impact and bringing further livelihood security for many of Covilli's farm worker families. There was also a unified consensus of the community residents, who supported the Nuchi Sansekan dental clinic and utilized it just as much as the farm workers.

CONCLUSION

Fair Trade has had a significant impact on the rural community of Ejido Triunfo de Santa Rosa, and it has also greatly benefited employees of Covilli Brand Organics. Through implementation of health care services, housing and nutrition programs, the community's livelihoods as a whole has improved, while supporting Sustainable Development Goals (SDGs) at a community level.



RECOMENDATIONS

Collaboration between governments, the rural communities, and the companies that are implementing the change are needed. Governments, donors and NGOs have promoted environmental and social certification schemes for coffee producers as certification in market channels is assumed to offer higher prices and better incomes.

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