

Dear friends and well wishers of Fair Trade Alliance Kerala,

Greetings.

We are happy to update you again regarding Rebuilding Sugandhagiri, the overarching banner under which we coordinated our relief and rehabilitation efforts, post floods 2018. You would recall that we last updated you on this in February 2019, upon the culmination of our Seed Festival, themed for its 2019 edition as Seeds of Survival. With all your generous contributions having been fully deployed, we thought it important to give you an overview of the way your contributions were allocated under each of our interventions. The report is pictorial and bare facts, but should any of you need more detailed narration, we would be very happy to offer them.

Broadly our intervention efforts, which initially focused on bringing immediate succour to the most adversely affected, shifted focus in time to addressing its longer term impact, particularly those that related to income loss, yield loss, soil loss and damage to long term crops. The most significant outlays have been to compensate for crop losses both by increased price support for crops procured and funding for new saplings and planting material. The second most significant work was in investing in ancillary farm income – be it livestock or beekeeping. Soil restoration is a long term work and need to continue several years in to the future; we have begun modestly with distributing planting material that are proven effective in holding topsoil. The work on this front involves daring to address critical questions of land use and are fraught with policy and settlement implications – you are likely to hear from us on this matter in the future.

Many of you enquired about the situation post the torrential downpours this year. Yes, it has been two years of back to back floods. And there is no telling, how its impact will be on long duration and perennial crops. News is that the rains have still not ceased. Practically, this year there was no demarcation of the standard two months gap between the South West and the North East monsoons, otherwise two distinct rain spells of Kerala. In normal times, we should be in to what passes off as winters now –but rains have still not ceased. We are yet to figure out the new normal of climate challenged times. It has not helped either that our order positions, of cashews and spices especially, have more than halved, so there is unsold stock we are sitting on. It is just a coincidence, but some of our long term fair trade partners have chosen this time to review whether small producer centric supply chains is sound business strategy!

Are we a despondent? No. But this is a critical and challenging time. But we are coping and like all small farmers are weathering it out. To give you a sense of the hope we share: come January, we will hold the annual seed festival, our assertion of revival and regeneration, in to its 9th edition. This year a team of artists are joining us at the Seed Festival in an engagement they have titled, Art and Agriculture - An Aesthetic of Regeneration. Let me come to your wounds to heal myself is how they have invited themselves in the Seed festival. We hope many among you too will join us at the event to be held between January 16-20, 2020. Please consider this our personal invitation.

Let us take this opportunity to thank each one of you, organisations and individuals whose generous contributions of solidarity made this possible. We remain indebted and hope our promise of repayment will find your favour: our renewed commitment to ‘uncarbon’ the Western Ghats, a world heritage site, through sensitive farming practices that seek to build climate resilient homesteads.

In solidarity,

**A.K John**  
Chairman

Fair Trade Alliance Central Office  
Thadikkadavu, Kannur, Kerala

November 12, 2019

**Tomy Mathew Vadakkancheril**  
Promoter

## Animal Husbandry

### Milch animal



44 farmers benefited.  
Each farmer paid Rs.30,000 = Rs.1320000

### Calf Breeding (Buffalo)



53 farmers benefited.  
Each farmer paid Rs.8000 = Rs. 424000

### Goat Breeding



70 farmers benefited.  
Each farmer paid Rs.5000 = Rs.350000

### Poultry Unit



240 farmers benefited.  
Total outlay Rs.480000

## Saplings Distribution

### Clove (10000Nos)



500 farmers benefited.  
Total outlay Rs.300000

### Coffee (40000Nos)



400 farmers benefited.  
Total outlay Rs.400000

### Pepper (36000Nos)



600 farmers benefited.  
Total outlay Rs.900000

### Coconut (500Nos)



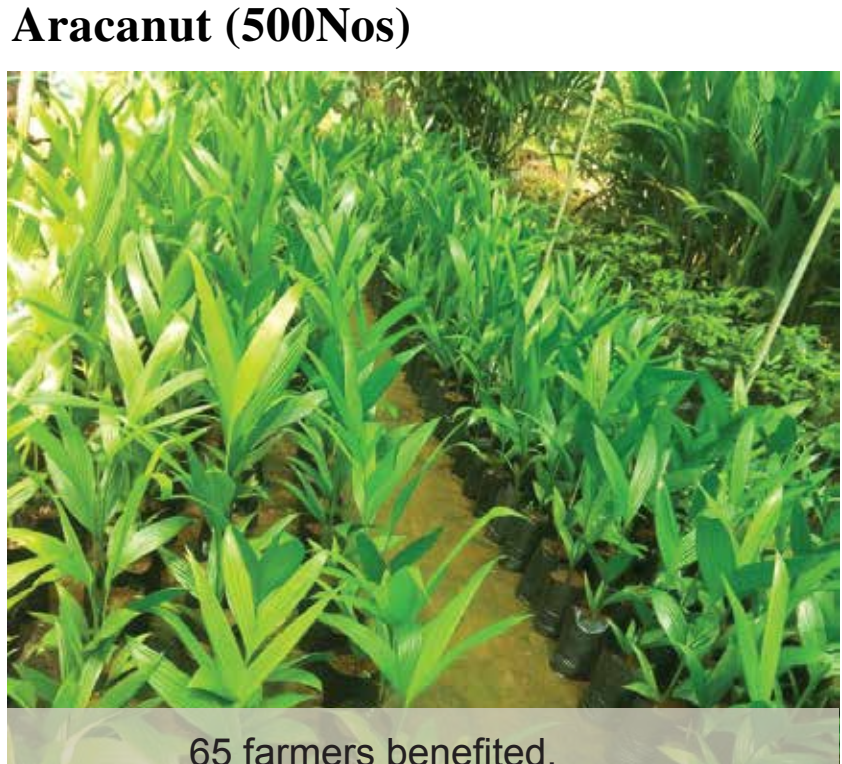
166 farmers benefited.  
Total outlay Rs.80000

### Cashew (5000Nos)



420 farmers benefited.  
Total outlay Rs.200000

### Aracanut (500Nos)



65 farmers benefited.  
Total outlay Rs.15000

## Focus Action Sugandhagiri

### Reconstructing basic amenities



130 farmers benefited.  
Total outlay Rs.132000

### Bee Keeping



Distributed 110 Beehives  
among 22 farmers. Total outlay Rs.126500

### Drinking water supply



Distribution of pipes for channeling drinking water from natural springs: Rs.132000/-

### Supply of house furnishings



Furniture, doors and utensils for inundated houses: Rs. 75000/-

### Alovera Plants



Supplied over 2500 sapling among 150 farmers. Total outlay Rs.50000

### Vetiver Plants



Distributed more than 5000 sapling among 150 farmers. Total outlay Rs.100000

## Crop Loss Compensation

### Flood Relief Aid for Coffee Farmers



665 farmers benefited.  
Total outlay Rs.1544465

### Flood Relief Aid for Cashew Farmers



1210 farmers benefited.  
Total outlay Rs.2129575

## House Renovation Aid

### House Renovation Aid



3 farmers benefited.  
Total outlay Rs.320000