

Companion Food



- z Business, Fair Trade, Charity
- z Or What?
- z Get provoked! 😊

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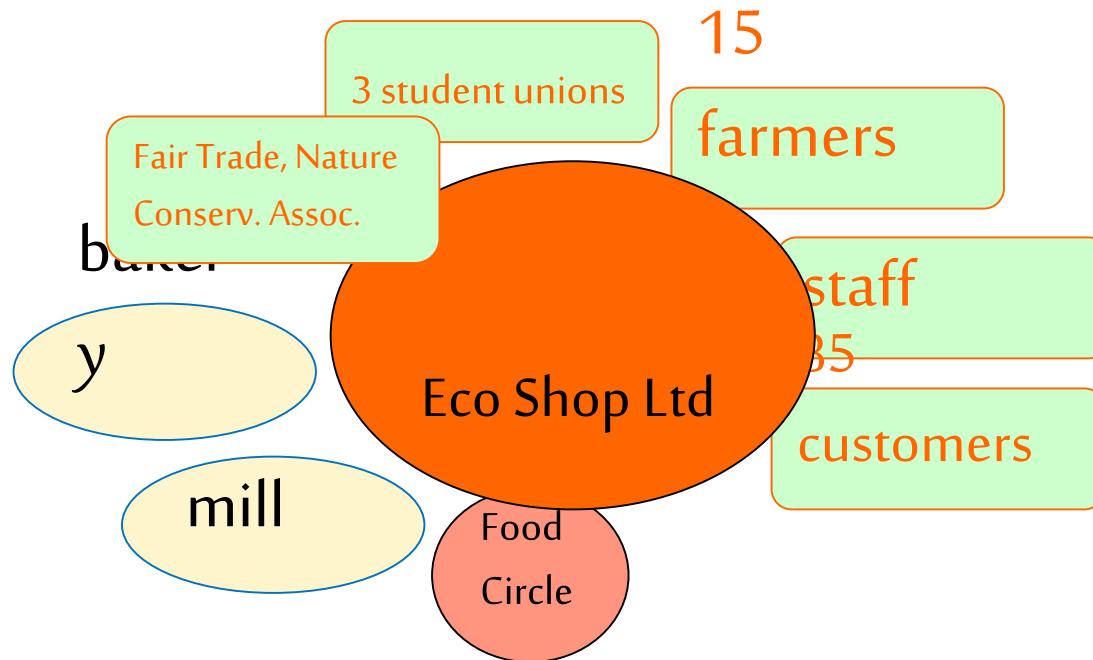
- z Organic Farmer
- z "Apple Elf Farm"
- z Landraces, (Agri)Culture
- z Ethical Environmental Management Coop,
Chair of the Board, Manager of Futures
- z Background: e.g. Supermarket Manager,
Ecoshopkeeper, coach of Food Producers

Ecoshop "Mother Earth"



- z** 1991-2001, Turku, Finland
- z** "Companion Food Principle"
- z** > 100 share holders

Companion Food, Example



The Aim?



- z To earn one's decent living on doing his/her work
- z Without begging, mercy, charity, subsidies...
- z Dignity!
- z Don't we all wish that?

Business?



- z Incomes $>$ costs. Full stop.
- z Including ALL costs.
- z Depreciation, finance and decent salaries.
- z Subsidies?

Fair Trade



Trading **partnership**, based on **dialogue**, **transparency**, and **respect**, that seeks greater **equity in trade**.

Help producers in to make better trading conditions.

Payment of a **higher price to producers**

Higher **social and environmental** standards

Or upside-down-fairness?



- z Eggs, 6 pieces
- z Normal people 😊 5e
- z Poor Student: 1,70e
- z Rich Lawyer: 40e

3327



$$z \ 3327/170 = 19,57$$

Equal?



- z 3327e/month. Average salary in Finland 2014.
- z Timebanking principle →
- z 3327e to all of us? Gardeners? Trainees?
Farmers? Others?
- z $3327/170 = 19,57/h$
- z +50% social costs! 5000e/month, 30e/h.

If so....



- z More profitable business!
- z Prices up....
- z (seeds, plants, machinery.....)
- z also the Food Prices)
- z Costs down?
- z Conclusion: Organic (Companion Food) is far too cheap! (?)