

Smiling

**HOW OUR
PRODUCTS
CHANGE LIVES**
— ONE SMILE AT A TIME



FAIRTRADE



HOW IT ALL STARTED

IN 2011, TWO SWEDISH STUDENTS TRAVELED TO GAMBIA TO STUDY SWEDISH AID BUT INSTEAD IMMERSSED THEMSELVES IN LOCAL LIFE, DISCOVERING THAT THE PEOPLE WANTED JOBS — NOT HANDOUTS.

THIS INSIGHT SPARKED A NEW QUESTION: WHAT COULD GAMBIA OFFER SWEDEN? THE ANSWER WAS CASHEW NUTS — ABUNDANT YET UNPROCESSED LOCALLY — REVEALING AN OPPORTUNITY TO BUILD A FAIR, DIRECT SUPPLY CHAIN AND ULTIMATELY INSPIRING THE BIRTH OF SMILING.

TODAY, SMILING IS STILL WHAT IT WAS WHEN IT STARTED. FAIR SNACKS, FROM THE FARMER, TO YOU.

WHY A SNACK CAN CHANGE THE WORLD

EVERY TIME SOMEONE OPENS A BAG OF SMILING DRIED MANGO OR POPS A CASHEW INTO THEIR MOUTH, SOMETHING BIGGER HAPPENS. A FARMER EARNS A FAIR WAGE. A CHILD GOES TO SCHOOL. A JOB STAYS IN A COMMUNITY.

THIS REPORT IS OUR WAY OF SAYING **THANK YOU** — FOR BEING PART OF A MOVEMENT THAT PROVES BUSINESS CAN BE DONE DIFFERENTLY. TOGETHER, WE'RE TURNING SNACKS INTO STORIES OF HOPE, FAIRNESS, AND YES, JOY.



NO DETOUR – NO NONSENSE

AT SMILING, WE SAY: PEEL IT WHERE YOU PLANT IT!



BY SKIPPING THE UNNECESSARY DETOURS TO FARAWAY FACTORIES AND INSTEAD SHELLING OUR CASHEWS LOCALLY IN WEST AFRICA, WE KEEP THE VALUE WHERE IT BELONGS. THAT MEANS MORE JOBS, STRONGER COMMUNITIES, AND WAY LESS CLIMATE IMPACT.

IN FACT, BY AVOIDING THE DETOUR, WE'VE CUT OUR CARBON EMISSIONS BY 102 THOUSAND KGCO2 EQUIVALENTS PER YEAR.

No detour = Creating more jobs locally

Did you know that for every ton of mango dried in our factory, we contribute with extra job opportunities. Since the whole process from harvest to packaging is done in one factory, we make more impact locally. For every 200 tons of mango, we support approximately 100 jobs. Quite nice calculation right?

Employee-to-mango ratio: 1 employee is needed for every **2.4 tons of mango** processed.

EVER WONDERED WHERE YOUR CASHEWS BEEN BEFORE IT LANDS IN YOUR SNACK BOWL?

OR HOW THAT MANGO ENDED UP IN YOUR LUNCHBOX? WITH SMILING, YOU'RE NOT BITING INTO A MYSTERY — YOU'RE FOLLOWING A SHORT, TRANSPARENT, AND FAIR VALUE CHAIN FROM TREE TO TREAT.



OUR MANGO IS GROWN,
PEELED, DRIED, AND PACKED
RIGHT IN GHANA.



OUR CASHEWS ARE GROWN
AND SHELLD IN IVORY COAST,
THEN PACKED IN GERMANY.

THAT MEANS FEWER MIDDLEMEN, LOWER EMISSIONS, AND MORE VALUE STAYING WITH THE PEOPLE WHO GROW YOUR SNACKS. WE KNOW EXACTLY WHERE OUR PRODUCTS COME FROM — AND WHO MAKES THEM. THAT'S WHAT PHYSICAL TRACEABILITY MEANS. AND THANKS TO OUR FAIRTRADE CERTIFICATION, WE CAN TRACK EVERY STEP, MAKING SURE EVERYONE ALONG THE WAY IS TREATED FAIRLY AND PAID PROPERLY.

MEET THE FARMERS

MANGO FARMER JOSEPH OKRAH

“MY FAVORITE TIME IS HARVEST. EVERY FARMER DREAMS OF SEEING THE TREES FULL AND THE TEAM WORKING TOGETHER. FROM THE FIRST FLOWER TO A RIPE MANGO, IT TAKES ABOUT SIX MONTHS. AND THE AMOUNT YOU PUT IN — MANGO PAYS YOU BACK MAYBE EIGHT OR TEN TIMES OVER. SO WHEN I WALK ONTO THE FARM AND SEE EVERYTHING COMING TOGETHER — THE FRUIT READY, THE TEAM SMILING — I FEEL PROUD.”

— JOSEPH OKRAH, FAIRTRADE MANGO FARMER, GHANA



DID YOU KNOW?

IT TAKES ABOUT 3 TO 4 YEARS FOR A MANGO TREE TO GROW AND BEGIN BEARING FRUIT. IN THE SOUTHERN REGION OF GHANA, WHERE SMILING'S MANGOES ARE CULTIVATED, FARMERS EXPERIENCE BOTH A LOW AND A HIGH SEASON. THE MAJOR MANGO SEASON RUNS FROM MID-MAY TO JULY, WHILE THE MINOR SEASON TAKES PLACE BETWEEN DECEMBER AND JANUARY. ON JOSEPH'S FARM, IT TAKES ROUGHLY SIX MONTHS FOR A MANGO TO DEVELOP—FROM FLOWER TO SUN-RIPENED FRUIT.

CASHEW FARMER CLARISSE GROKO ADJA FODJO

“I'M CLARISSE, I'M A CASHEW FARMER AND LIVE IN BONDOUKOU, CÔTE D'IVOIRE. I'VE BEEN A FARMER FOR 20 YEARS. SINCE ALL MY CASHEWS ARE FAIRTRADE, IT MAKES IT POSSIBLE FOR ME TO GET MORE SUPPORT FOR MY FAMILY AND THE COMMUNITY. FOR MY CASHEW PLANTS, IT TAKES ABOUT 1 MONTH FOR THE CASHEW FRUIT TO GROW FROM FLOWER INTO A MATURE CASHEW.”

— CLARISSE GROKO, FAIRTRADE CASHEW FARMER, CÔTE D'IVOIRE



DID YOU KNOW?

THE CASHEW LOOKS LIKE THIS: YES, ONE NUT PER FRUIT. IT'S FIRST HARVESTED AFTER IT FALLS FROM THE TREE — THAT'S WHEN IT'S SEPARATED FROM THE FRUIT. AFTER THAT, IT'S DRIED IN THE SUN AND SENT TO THE FACTORY FOR PEELING.



PINEAPPLE FARMER OBENG ALAUFFO

“ I’VE DEDICATED NEARLY 30 YEARS TO GROWING PINEAPPLES, AND IT’S MORE THAN JUST A LIVELIHOOD — IT’S MY PRIDE. THANKS TO MY COMPANY, I CAN SUPPORT MY CHILDREN’S EDUCATION, WHICH INSPIRES ME TO KEEP NURTURING EVERY CROP. TODAY, WE CULTIVATE AROUND 3 HECTARES OF PINEAPPLES EACH YEAR.”

— OBENG ALAUFFO, FAIRTRADE PINEAPPLE FARMER, GHANA

DID YOU KNOW?

DID YOU KNOW THAT, AFTER HARVESTING, WE TAKE OUT THE SUCKER, A SMALL PART OF THE PLANT, AND THEN PUT IT UPSIDE DOWN TO THE SUN FOR ABOUT 1-2 WEEKS. THEN YOU REPLANT IT. THATS HOW WE GROW THE NEXT GENERATION OF PINEAPPLES.



COCOA FARMER BEKOUIN AKE-ROSIE

“ MY NAME IS BEKOUIN AKE-ROSIE, AND I’M THE TEAM LEADER AT THE KAYATE NURSERY. EACH YEAR, WE CULTIVATE AROUND 75,000 COCOA PLANTS. AFTER A FEW MONTHS, THE YOUNG PLANTS ARE TRANSPLANTED, AND IN ABOUT THREE TO FOUR YEARS, THEY BEGIN TO PRODUCE COCOA PODS. HARVESTING COCOA IS A FASCINATING PROCESS. FIRST, WE PICK THE PODS FROM THE TREES AND EXTRACT THE COCOA BEANS. THE RAW BEANS ARE THEN PLACED BETWEEN PALM LEAVES TO BEGIN FERMENTATION, WHICH DEVELOPS THEIR RICH FLAVOR. AFTERWARD, THE BEANS ARE SUN-DRIED BEFORE BEING DELIVERED TO THE FAIRTRADE COOPERATIVE.”

— BEKOUIN AKE-ROSIE, COCOA FARMER, CÔTE D’IVOIRE



FROM PLANT TO COCOA:

THE COCOA PLANT IS HARVESTED AFTER 2 MONTHS OF GROWING, FROM FLOWER TO COCOA POD. AFTER THAT, IT’S CRACKED IN TWO PIECES TO TAKE OUT THE BEANS. THE BEANS ARE THEN FERMENTED BETWEEN PALM LEAVES. THE FERMENTATION INCREASES THE TASTE OF THE BEAN. IT’S FERMENTED DURING 6 DAYS AND THEN IT’S DRIED UNDER THE SUN FOR 7 DAYS. IT TAKES ABOUT 25 COCOA PODS TO GENERATE 1 KILO OF DRIED COCOA BEANS.





WHAT IS FAIRTRADE?



ECONOMIC BENEFITS

· MINIMUM PRICE GUARANTEE

FARMERS ARE ASSURED A MINIMUM PRICE THAT COVERS SUSTAINABLE PRODUCTION COSTS AND PROTECTS THEM FROM VOLATILE MARKET PRICES.

· FAIRTRADE PREMIUM

AN ADDITIONAL SUM IS PAID TO COOPERATIVES, ALLOWING FARMERS TO INVEST IN COMMUNITY DEVELOPMENT (SCHOOLS, HEALTHCARE, INFRASTRUCTURE).

· DIRECT MARKET ACCESS

BY CONNECTING DIRECTLY WITH EXPORT MARKETS, FARMERS AVOID MIDDLEMEN AND RETAIN MORE PROFIT.

SOCIAL IMPACT

· POVERTY REDUCTION

STABLE INCOME IMPROVES OVERALL LIVING CONDITIONS AND REDUCES RELIANCE ON CHILD LABOR, GIVING CHILDREN BETTER ACCESS TO EDUCATION.

· EMPOWERMENT OF WOMEN

MANY FAIRTRADE PROJECTS PRIORITIZE WOMEN'S EMPLOYMENT AND ENTREPRENEURSHIP, ESPECIALLY IN PROCESSING UNITS AND COOPERATIVES.

· HEALTH & EDUCATION

PREMIUM FUNDS SUPPORT HEALTH CENTERS, SCHOOL CONSTRUCTION, CLEAN WATER ACCESS, AND DAYCARE FACILITIES.

ENVIRONMENTAL SUSTAINABILITY

· BIODIVERSITY PROTECTION

FAIRTRADE DISCOURAGES HARMFUL MONOCULTURES LIKE PALM OIL AND SUPPORTS ORGANIC, DIVERSE CROP FARMING.

· ECO-FRIENDLY FARMING

PRACTICES INCLUDE COMPOSTING, REDUCED CHEMICAL USE, WATER CONSERVATION, AND TRANSITIONING TO ORGANIC FARMING.

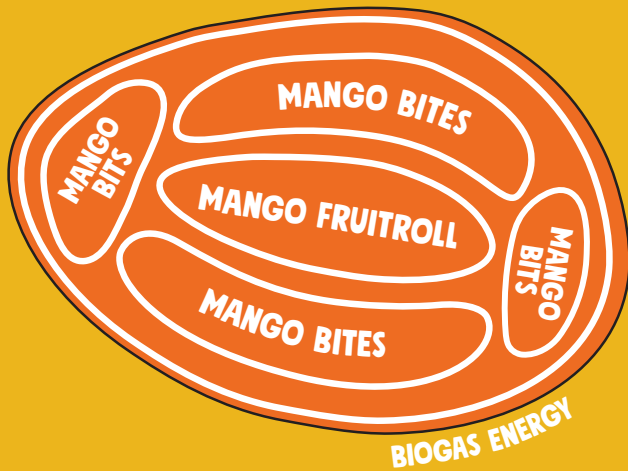
· INNOVATION FOR SUSTAINABILITY

TECHNOLOGIES LIKE CASHEW SHELL PYROLYZERS HELP REDUCE DEFORESTATION BY PRODUCING CLEAN FUEL ALTERNATIVES.

IN SHORT, FAIRTRADE HELPS FARMERS SECURE A FAIR INCOME, IMPROVE THEIR COMMUNITIES, AND FARM IN WAYS THAT PROTECT THE ENVIRONMENT FOR FUTURE GENERATIONS.

ZERO FOOD WASTE

DID YOU KNOW THAT WE USE THE WHOLE MANGO?



- THE MANGO PEEL IS USED TO PRODUCE BIOGAS
- THE SEEDS ARE BURNED IN OVENS TO GENERATE HEAT FOR DRYING THE MANGO
- THE MANGO BITES ARE MADE FROM THE MANGO CHEEKS
- THE MANGO ROLL IS MADE FROM VERY SOFT AND RIPE MANGOES
- LEFT OVER DRIED MANGO IS GROUND INTO BARS AND FRUIT BITS



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TILL DIG!**

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