



## Climate Justice at the Centre: Insights from the Fairmiles Roundtable at Fruit Logistica

**At this year's FRUIT LOGISTICA in Berlin, Fairmiles took part in a dynamic roundtable hosted by COLEAD, where stakeholders from across the fresh produce sector came together to explore the role of trade, data, and climate justice in the transition to Net Zero.**

The conversation surfaced a key concern: climate and sustainability policies are increasingly influenced by assumptions or incomplete data. Decisions on sourcing, transport, and emissions accounting too often ignore the broader social and economic realities—particularly the role that international trade plays in supporting livelihoods in low-income countries.

Discussions reinforced that climate justice must sit at the heart of Net Zero planning. Sustainability cannot come at the expense of the very communities already most affected by climate change. Trade, when done responsibly, remains a vital engine for development, especially for the most vulnerable regions. And while pressure is mounting to reduce airfreighted produce, blanket

restrictions risk undermining both environmental goals and economic resilience. A more informed, nuanced approach is urgently needed.

Participants also highlighted two concerning trends. On one hand, there are growing efforts to delay or weaken climate commitments, often accompanied by misinformation or denial. On the other, well-intentioned policies—such as limiting airfreight—may inadvertently harm producers who depend on access to global markets, while failing to acknowledge the efficiency and necessity of these logistics networks.

As a sector, there is a clear need to push for climate strategies that are both ambitious and fair. That means improving the quality of data used to shape policy, recognising the complexity of global supply chains, and ensuring that the transition to Net Zero is genuinely inclusive. Sustainability and fairness are not competing priorities—they are two sides of the same coin. And as we look ahead, we must ensure that no one is left behind in the path to climate progress.



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# Fairmiles Contributes to ODI Roundtable on Inclusive Trade



Back in December 2024, James MacGregor and Dr Ebenezer Laryea of Fairmiles joined a roundtable hosted by ODI on “Securing Inclusive and Sustainable Trade and Production.” The event brought together global experts to explore how trade and climate policy can better support vulnerable communities.

A key message was clear: climate action must be fair and inclusive. Without clearer guidance, well-meaning sustainability policies risk harming the very producers they aim to support—especially in the Global South.

At Fairmiles, we believe a just transition is essential. As the world moves toward Net Zero, smart, equitable trade must be part of the solution.

## Did you know?

Kenya’s flower sector supports at least 4 million livelihoods



# Fairmiles Workshop Highlights: A Just Transition to Net Zero in Fresh Produce

A recent workshop hosted by Fairmiles brought together stakeholders from trade, retail, aviation, policy, and sustainability to explore what a fair and inclusive Net Zero transition looks like for the fresh produce sector. The discussion focused on the role of airfreight, which is increasingly under pressure from blanket emissions policies. Participants highlighted the need to distinguish between justifiable and less justifiable uses of airfreight — especially where trade enables development, livelihoods, and high environmental standards in the Global South. Key concerns included the lack of data to support nuanced decision-making and the need for smarter carbon accounting tools. Current frameworks risk oversimplifying trade-offs between emissions and development, while failing to reflect the social and economic value of sustainable supply chains. The workshop also called for improved guidance for buyers, policymakers, and consumers, and stressed the importance of fair messaging — moving beyond defence of airfreight to a broader case for trade justice and resilience in food systems. Fairmiles will continue working with partners to advance these goals through research, policy engagement, and clearer sustainability communications.

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