

Dalbir's story

Rice farmer Dalbir Singh appreciates the good price and other benefits he receives when he sells his harvest to Agrocel. It's in sharp contrast to his experience with other buyers.



"Before selling to Agrocel I was selling to a middleman and there were a lot of problems," he said.

"I would get less money. Now I can avoid these problems and get better money. The middleman gave the minimum price. Today I am getting a better price and I am also getting the organic premium.

"The help that we need in farming – all the inputs – are provided by Agrocel, including interest-free credit. Sometimes I need to spend money on my farming and it could be three or four months until I can sell my harvest. Agrocel provide things interest-free.

"Earlier when I went to the agent who bought the things from me, he would provide me with the money which meant I was tied to him and from the day I got the money he would be charging me an interest rate."

Dalbir also appreciates the technical assistance provided by Agrocel. "They monitor our crop and will make suggestions if there are pests or diseases," he said. "That visit costs nothing."

Selling to Agrocel also helps Dalbir to provide a better life for his wife, Bimla Devi, and their two sons, Pardeep and Gurdeep.

"I produce good quality in the paddy and we also eat very healthy foods," he said. "Definitely it is a healthy way of living when I can look after my family and provide better things for them. Whether it is medicines or education, I can provide."

About Agrocel

Agrocel aims to increase the net earnings of farmers and assist them with market support as they develop sustainable agricultural practices. Agrocel has links with various research organisations and NGOs involved in water management work and other similar initiatives. Its service centre provides a "one stop shop" for advice, agricultural supplies and crop purchase.

Considerable support from Traidcraft has enabled Agrocel to enter and grow within the fair trade market, which now accounts for a key proportion of its sales. Agrocel produces cotton, rice, grapes (for sultanas) and cashews.

Buying Fairtrade rice

By [buying our fair trade rice](#) you will help people like Dalbir to get a better deal. Agrocel rice is also used in [Traidcraft's Fairtrade Geobar](#).