

# MONITORING THE SCOPE AND BENEFITS OF FAIRTRADE

MONITORING REPORT **11<sup>TH</sup>** EDITION



**FAIRTRADE**  
INTERNATIONAL



## ABOUT FAIRTRADE

Fairtrade International is a non-profit, multi-stakeholder association that promotes fairer conditions for international trade, empowers small-scale farmers and workers, and fosters sustainable livelihoods.

Fairtrade International develops and maintains the internationally-agreed Fairtrade Standards, owns the FAIRTRADE Mark, and supports the international Fairtrade system. Three regional Fairtrade producer networks representing 1.7 million farmers and workers co-own the international Fairtrade system, which also includes the independent certification body FLOCERT, and Fairtrade organizations in more than 30 countries that promote Fairtrade to business and consumers. For more information, visit [www.fairtrade.net](http://www.fairtrade.net)

## ABOUT THIS REPORT

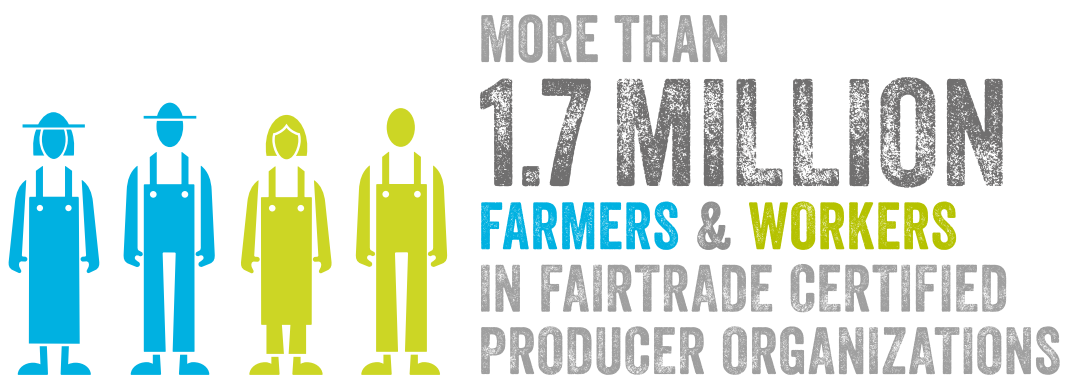
Fairtrade International publishes annual data on the scope and impact of Fairtrade for farmers, workers and their communities. This report represents an overview of select monitoring data from 2018 unless otherwise indicated. A description of the data sources used for this report is on page 21. Additional product-specific data can be found at [www.fairtrade.net/impact](http://www.fairtrade.net/impact).

### © Fairtrade International 2020

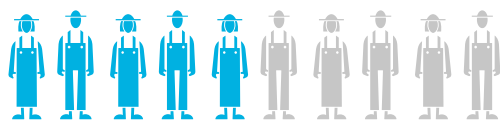
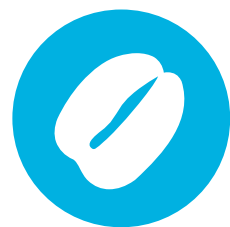
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Photo, front cover (© Stefan Lechner/Fairtrade International): Doña Petronila has been a member of APPTA for 20 years. Photo, this page (© Matt Crossick): Farmer Leonard Kadanda harvests coffee brand on his farm near Bukoba, Tanzania. Kadanda sells his coffee to the Kagera Co-Operative Union, in Bukoba.





**1,707** FAIRTRADE CERTIFIED PRODUCER  
ORGANIZATIONS IN 73 COUNTRIES



**50%** OF ALL FAIRTRADE FARMERS  
PRODUCE COFFEE



**40%** OF ALL FAIRTRADE WORKERS  
PRODUCE TEA



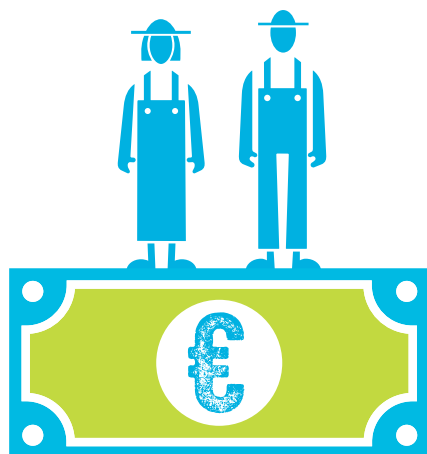
**€187.8 MILLION**

IN FAIRTRADE  
PREMIUM  
PAID  
TO  
PRODUCERS  
IN 2018



ON AVERAGE  
EACH FAIRTRADE  
PRODUCER  
ORGANIZATION  
RECEIVED  
MORE THAN

**€118,000**  
IN FAIRTRADE PREMIUM



SMALL-SCALE  
PRODUCER ORGANIZATIONS

**INVESTED 50%**

OF THEIR FAIRTRADE PREMIUM  
IN SERVICES TO MEMBERS  
SUCH AS **AGRICULTURAL TOOLS**  
& **PAYMENTS TO MEMBERS**

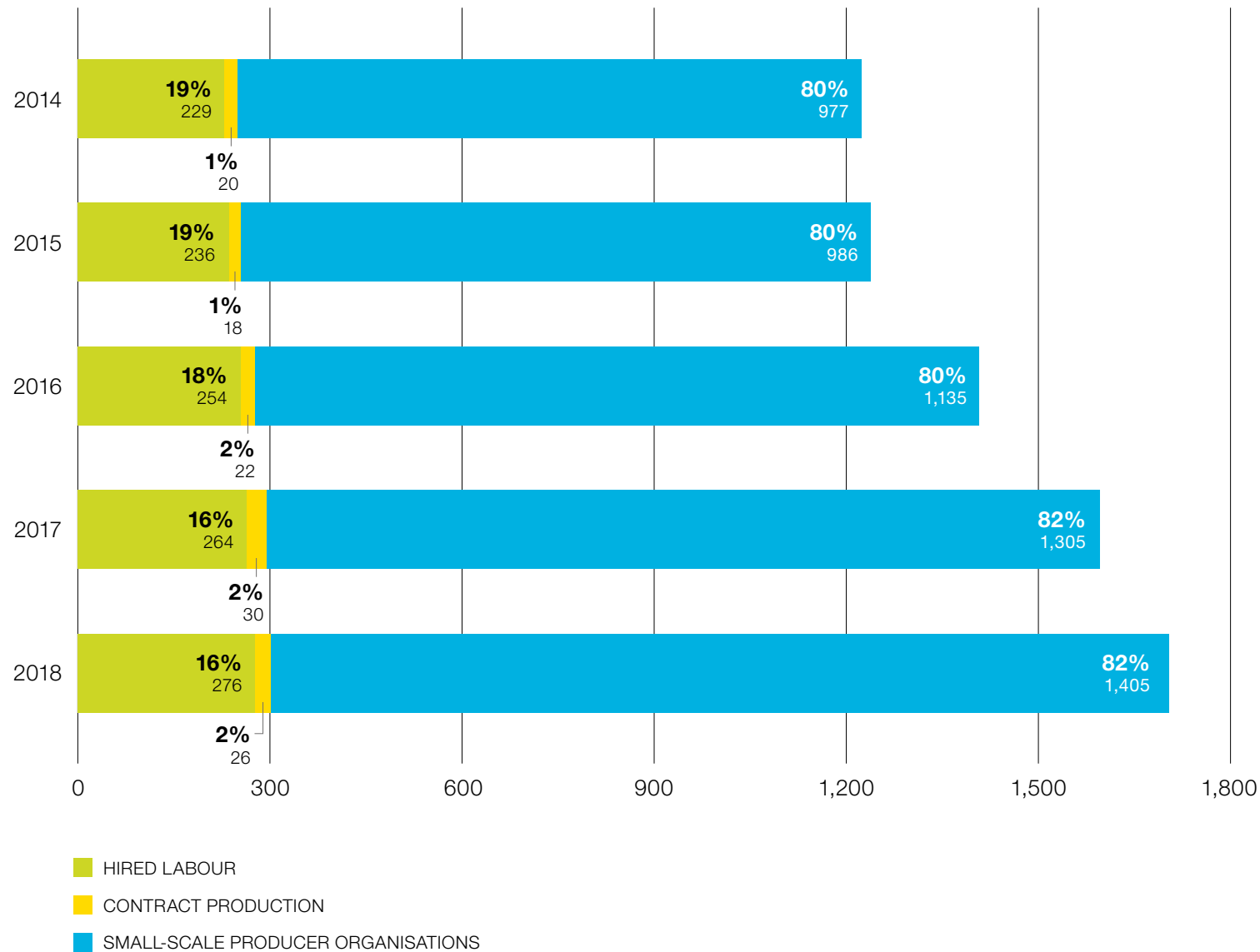


WORKERS ON FAIRTRADE  
CERTIFIED PLANTATIONS

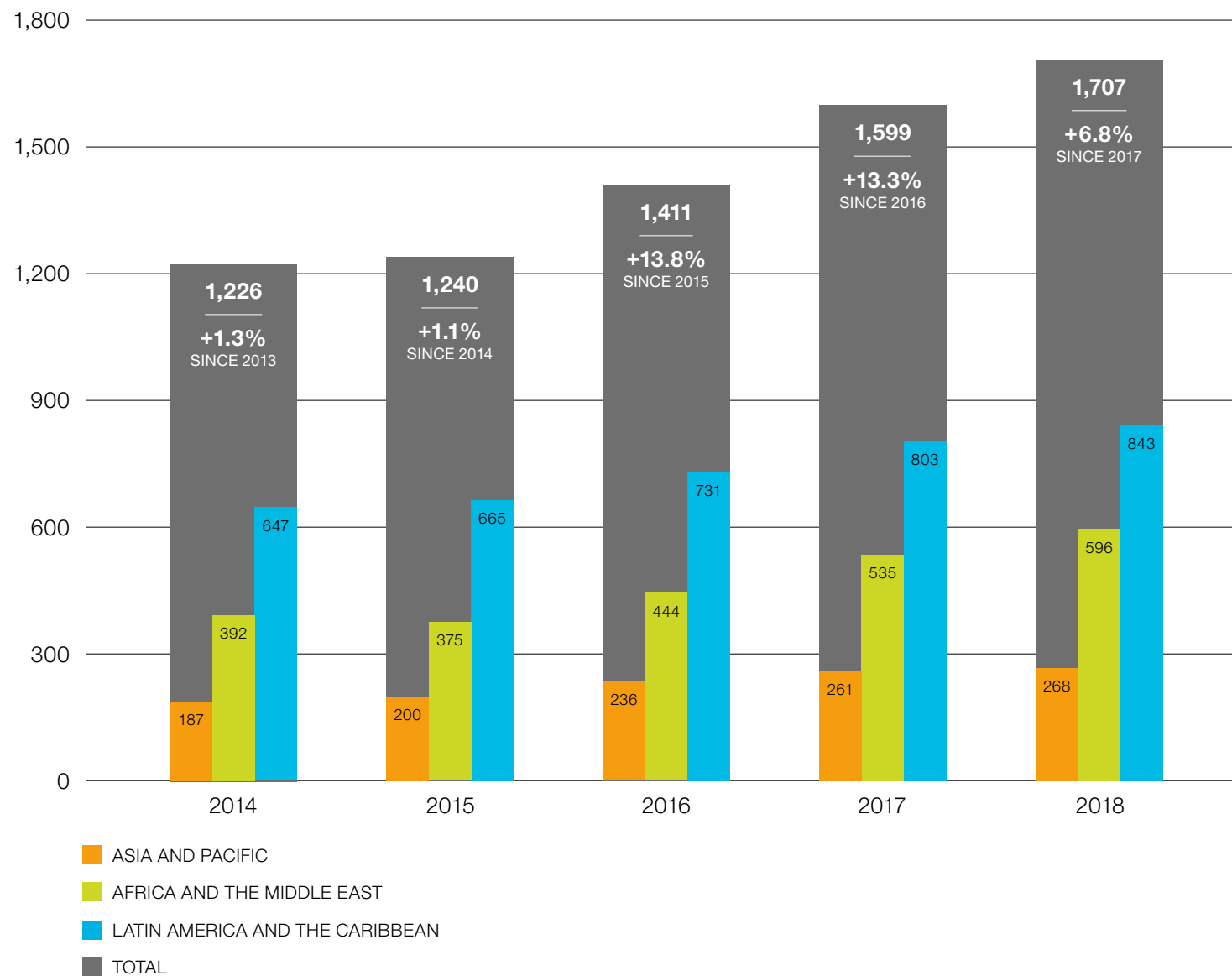
**INVESTED 32%**

OF THEIR FAIRTRADE PREMIUM IN  
**EDUCATION SERVICES (19%)** &  
**HOUSING IMPROVEMENTS (13%)**

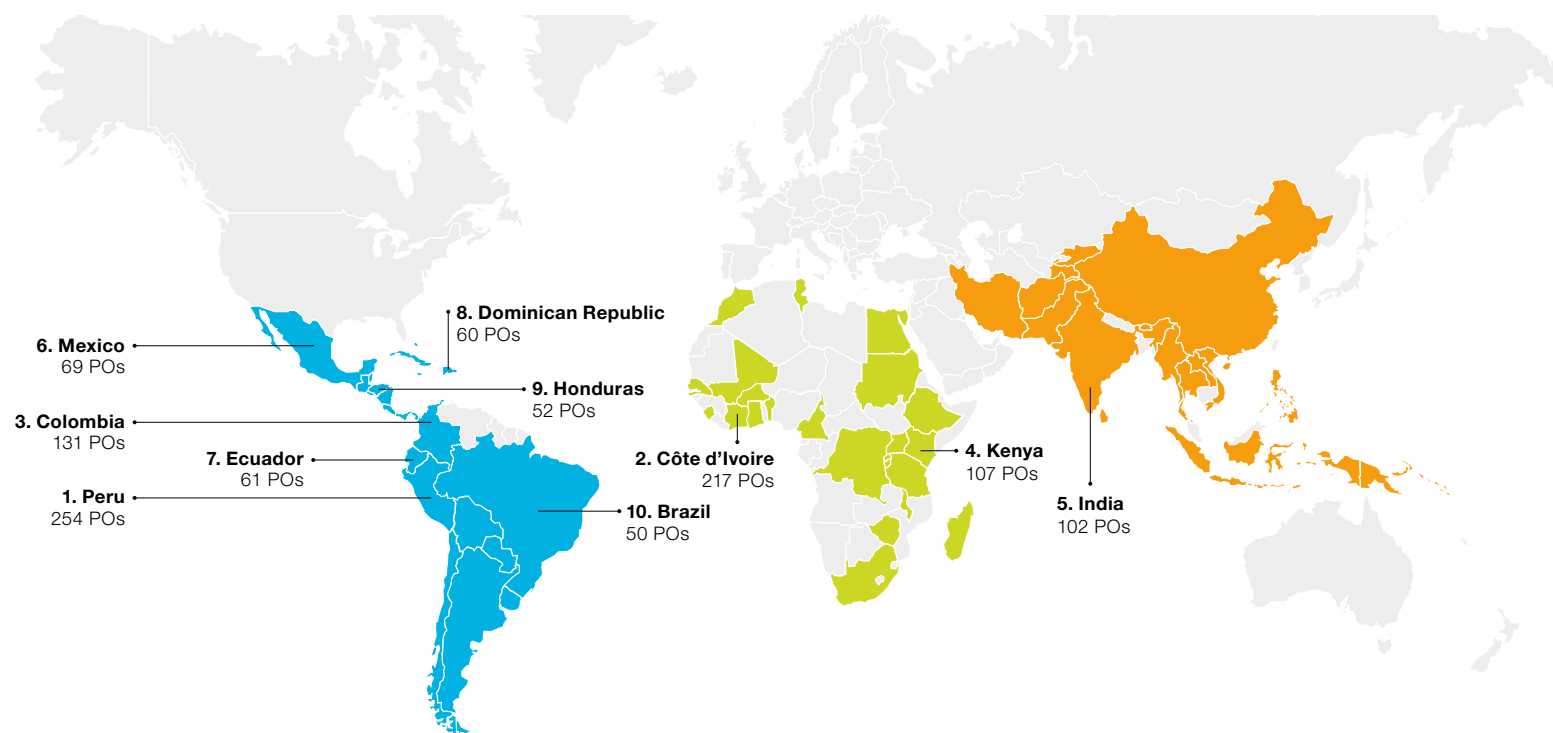
## FAIRTRADE CERTIFIED PRODUCER ORGANIZATIONS 2014-2018



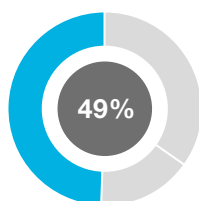
## GROWTH IN THE NUMBER OF FAIRTRADE CERTIFIED PRODUCER ORGANIZATIONS 2014-2018



# FAIRTRADE PRODUCER COUNTRIES BY NUMBER OF CERTIFIED PRODUCER ORGANIZATIONS 2018

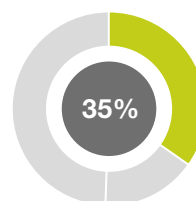


## Latin America and the Caribbean



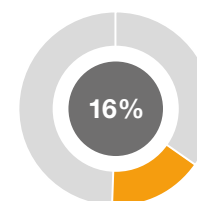
**843** producer organizations in **23** countries

## Africa and the Middle East



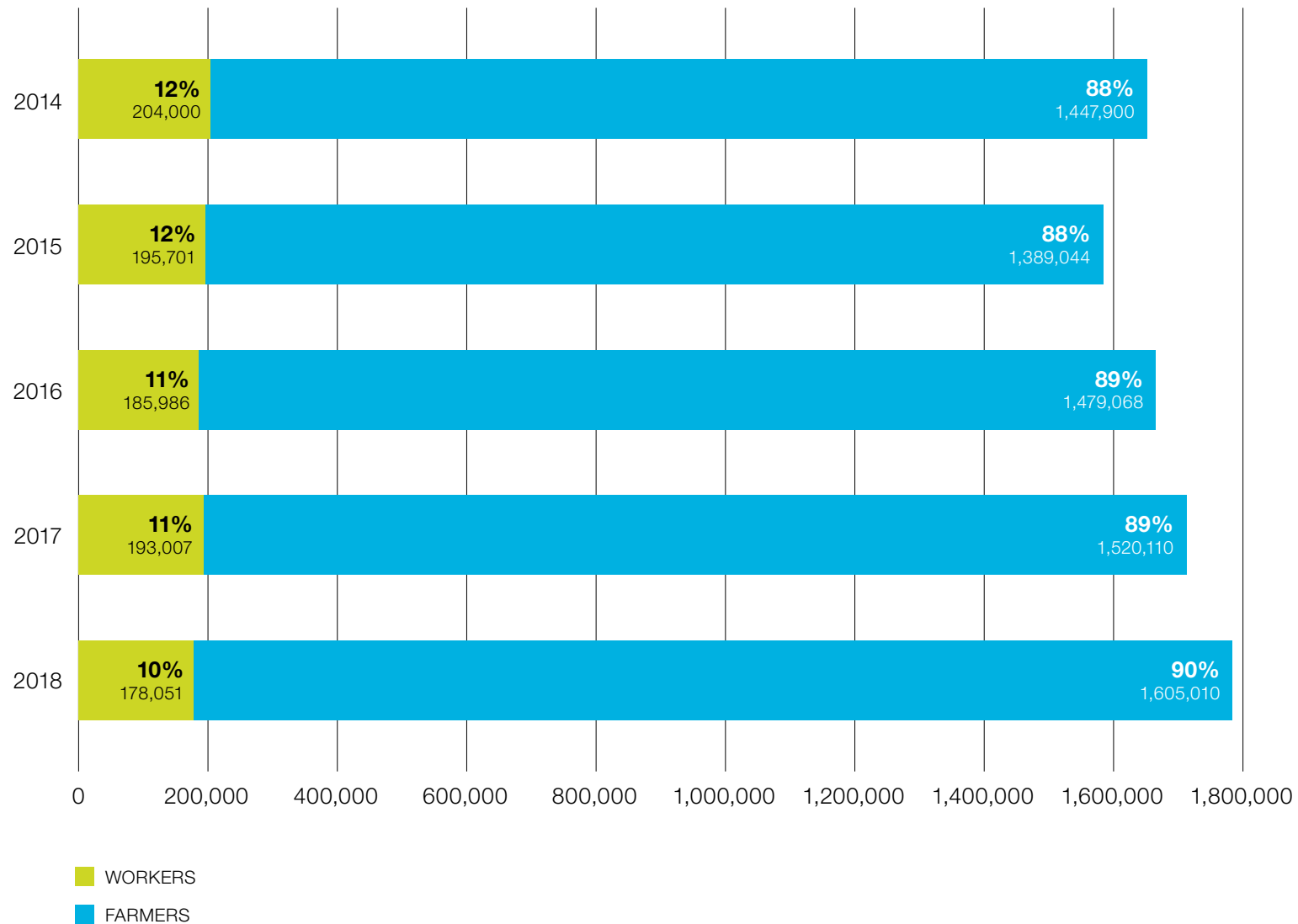
**596** producer organizations in **32** countries

## Asia and the Pacific



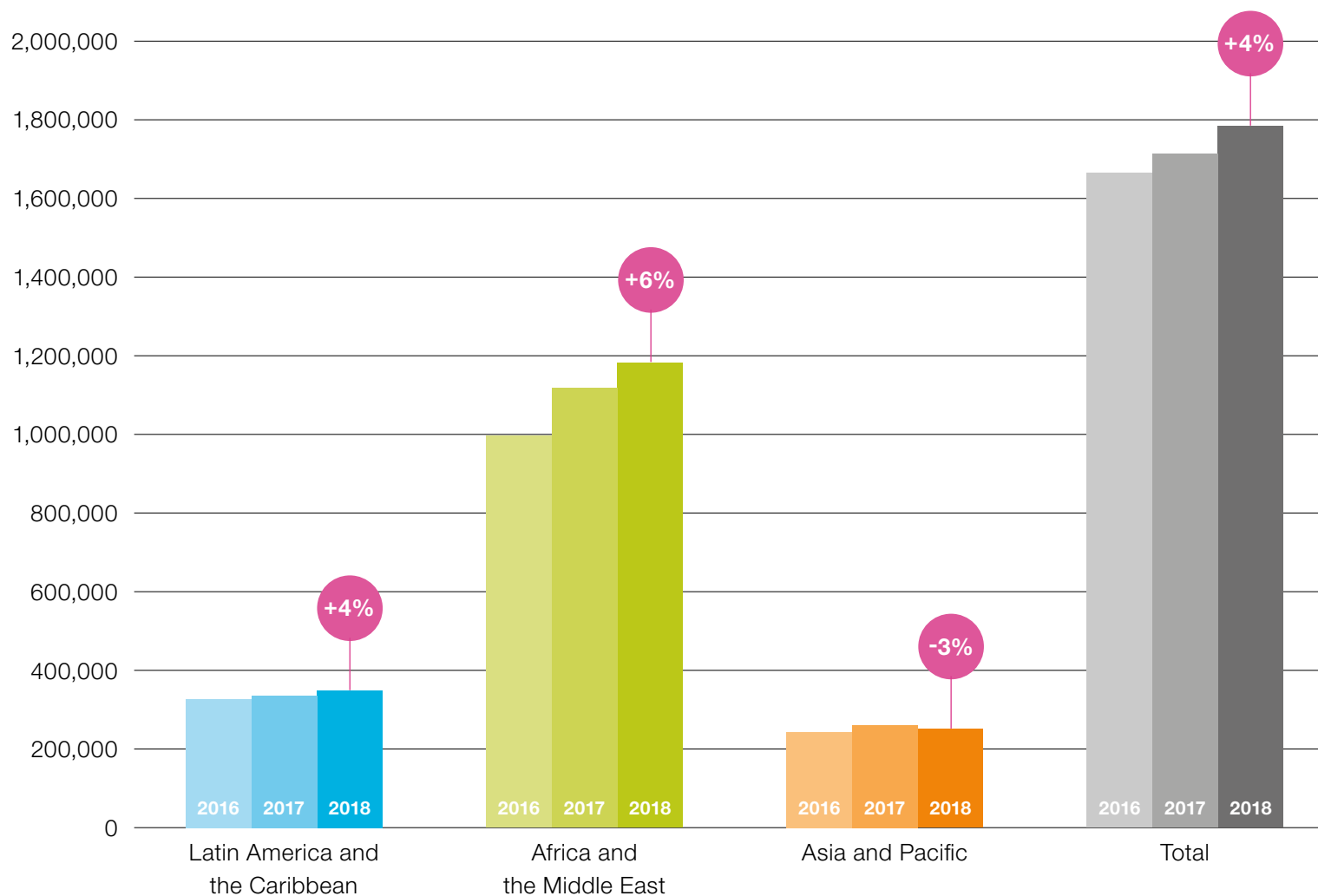
**268** producer organizations in **20** countries

## NUMBERS OF FAIRTRADE FARMERS AND WORKERS 2014-2018



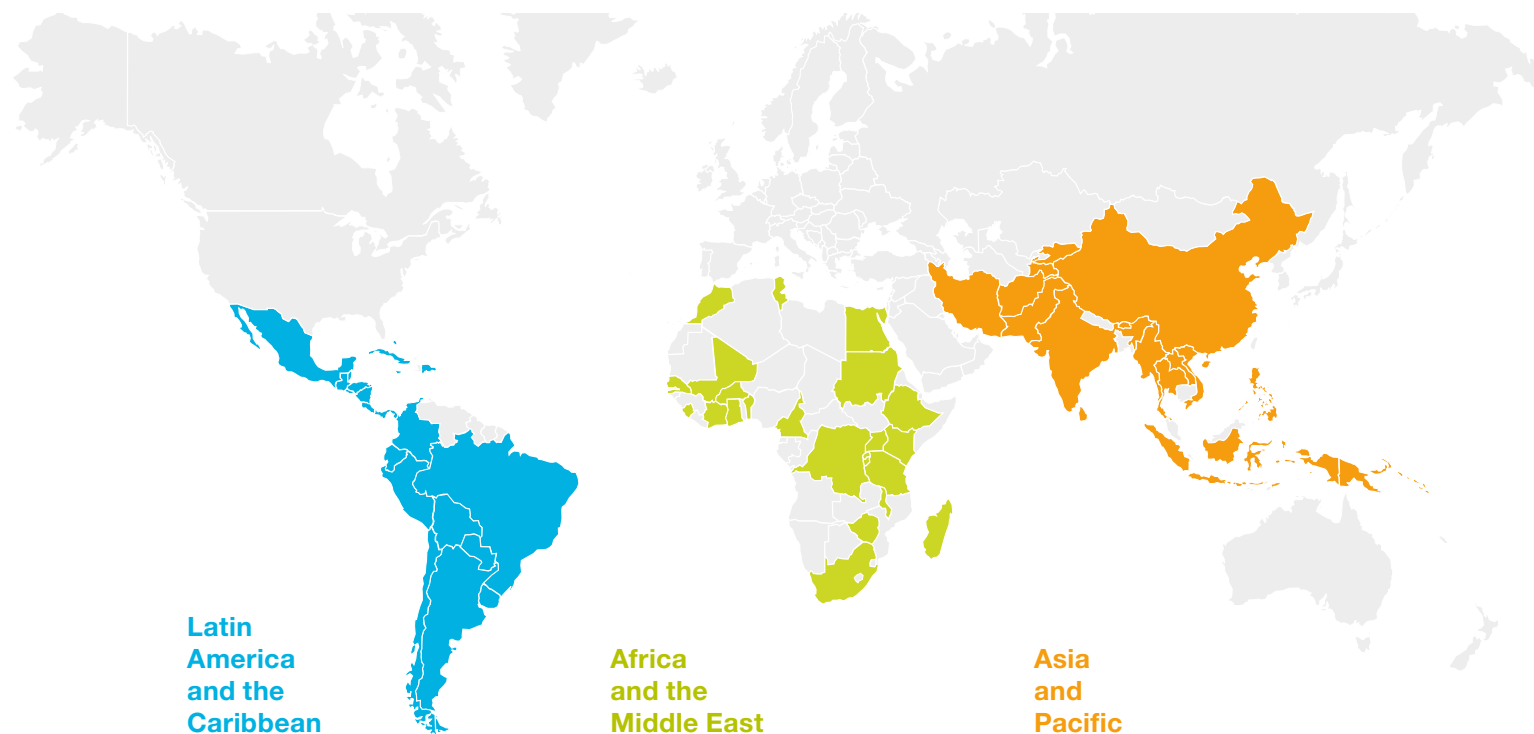


## GROWTH IN THE NUMBERS OF FAIRTRADE FARMERS AND WORKERS 2014-2018



● PERCENTAGE CHANGE 2017-2018

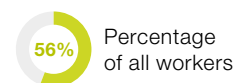
## DISTRIBUTION OF FAIRTRADE FARMERS AND WORKERS 2018



### Latin America and the Caribbean



### Africa and the Middle East



### Asia and Pacific




	Latin American and the Caribbean	Africa and the Middle East	Asia and Pacific	Total
Fairtrade Farmers:	320,534	1,083,139	201,337	1,605,010
Workers on Fairtrade certified plantations:	29,128	98,929	49,994	178,051
Total:	349,662	1,182,068	251,331	1,783,061

## NUMBER OF FAIRTRADE FARMERS AND WORKERS BY PRODUCT 2018

Coffee 	
Farmers	758,474
Workers	0
Total	758,474
Percentage of all Fairtrade farmers and workers	<b>43%</b>

Tea 	
Farmers	328,273
Workers	61,975
Total	390,248
Percentage of all Fairtrade farmers and workers	<b>22%</b>

Cocoa 	
Farmers	322,363
Workers	0
Total	322,363
Percentage of all Fairtrade farmers and workers	<b>18%</b>

Flowers and plants 	
Farmers	0
Workers	69,369
Total	69,369
Percentage of all Fairtrade farmers and workers	<b>4%</b>

Cane sugar 	
Farmers	55,227
Workers	0
Total	55,227
Percentage of all Fairtrade farmers and workers	<b>3%</b>

Seed cotton 	
Farmers	45,576
Workers	0
Total	45,576
Percentage of all Fairtrade farmers and workers	<b>3%</b>

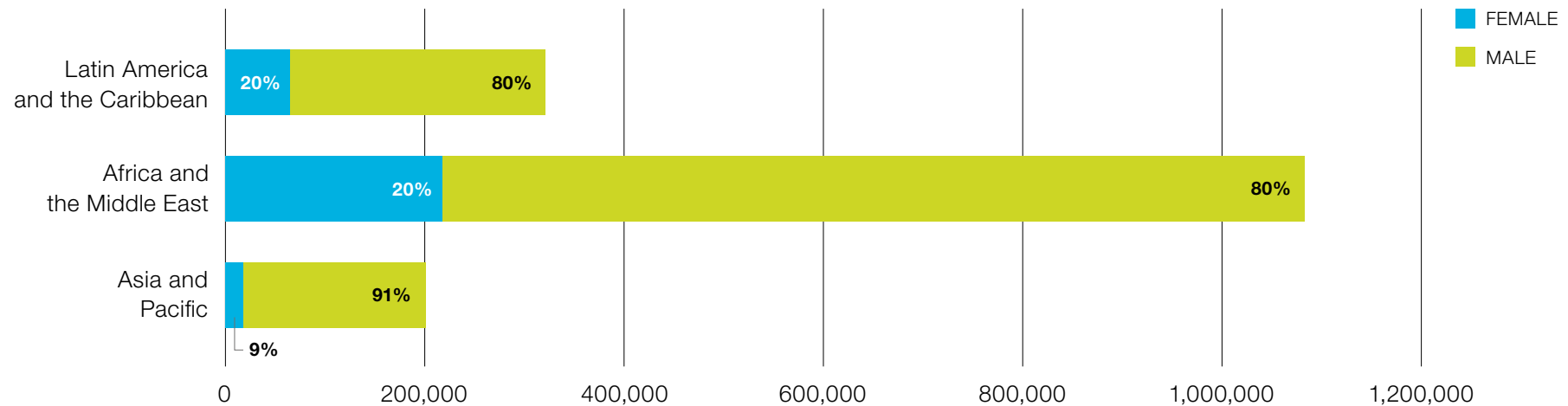
Bananas 	
Farmers	11,463
Workers	16,705
Total	28,168
Percentage of all Fairtrade farmers and workers	<b>2%</b>

Other products	
Farmers	83,634
Workers	30,002
Total	113,636
Percentage of all Fairtrade farmers and workers	<b>6%</b>

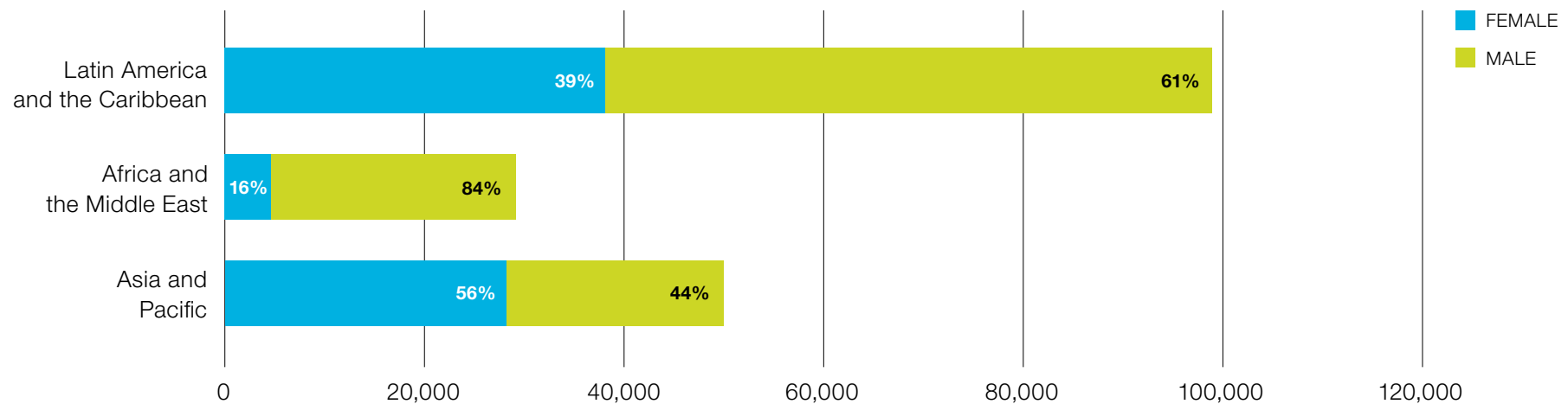
All products	
Farmers	1,605,010
Workers	178,051
Total	1,783,061
Percentage of all Fairtrade farmers and workers	<b>100%</b>

## WOMEN'S PARTICIPATION IN FAIRTRADE 2018

Number of female and male farmers in Small-scale Producer Organizations, 2018



Number of female and male workers in Hired Labour Organizations, 2018





## PERCENTAGE OF WOMEN FAIRTRADE FARMERS AND WORKERS BY PRODUCT 2018

### Small-scale Producer Organizations

Product	Percentage of women farmers
Oilseeds and oleaginous fruit	33%
Cereals	30%
Dried fruit	29%
Tea	27%
Wine grapes	24%
Rice	23%
Cane sugar	18%
Herbs, herbal teas and spices	18%
Coffee	17%
Fresh fruit	17%
Cocoa	16%
Bananas	16%
Vegetables	16%
Nuts	15%
Honey	12%
Gold and associated precious metals	11%
Cotton	3%
Fruit juices	1%
<b>Total</b>	<b>19%</b>

### Hired Labour Organizations

Product	Percentage of women workers
Tea	50%
Flowers and plants	45%
Herbs, herbal teas and spices	44%
Dried fruit	44%
Vegetables	41%
Wine grapes	29%
Fresh fruit	19%
Oilseeds and oleaginous fruit	19%
Bananas	9%
Sports balls	9%
<b>Total</b>	<b>40%</b>

## TOTAL PRODUCTION OF FAIRTRADE CERTIFIED PRODUCTS 2018 (METRIC TONNES\*)

\*EXCEPT WHERE NOTED



**Bananas**  
1,005,041



**Coffee**  
745,516



**Cane sugar**  
584,878



**Cocoa**  
536,556



**Fresh fruit**  
342,572



**Tea**  
189,765



**Wine grapes**  
147,456



**Herbs, herbal teas & spices**  
68,767



**Rice**  
58,925



**Seed cotton**  
48,838



**Oilseeds & oleaginous fruit**  
32,580



**Vegetables**  
32,397



**Nuts**  
23,338



**Honey**  
6,399



**Dried fruit**  
5,478



**Flowers & Plants**  
4,310,090,709 stems

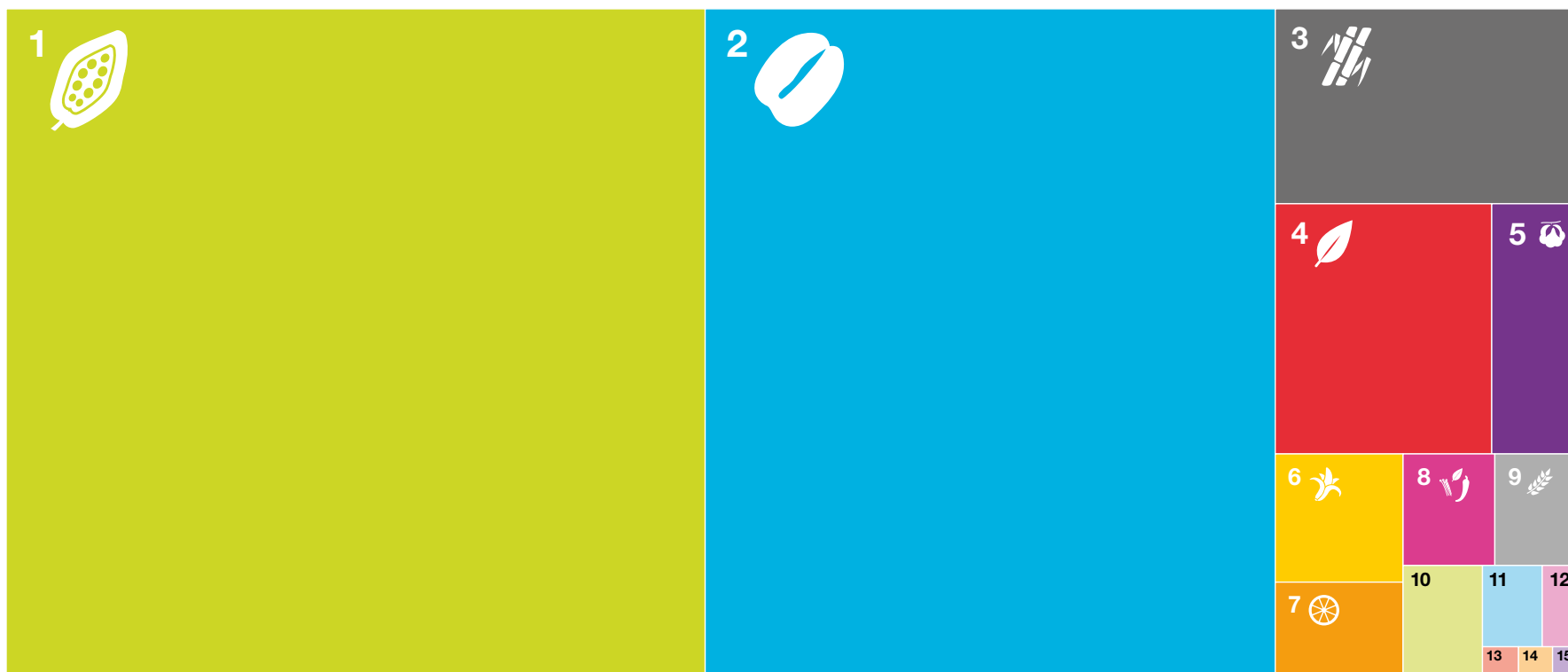


**Sports balls**  
3,220,299 items

## FAIRTRADE SALES VOLUMES REPORTED BY PRODUCT 2016-2018

Product	2016	2017	2018	Unit	Source
Banana	579,081	641,922	686,930	MT	Fairtrade
Cane sugar	166,560	207,438	199,210	MT	Fairtrade
Cocoa	136,543	214,425	260,974	MT	Fairtrade
Coffee	185,777	214,335	207,648	MT	Fairtrade
Cotton	8,125*	7,986*	10,188	MT	Fairtrade/FLOTIS
Tea	12,130	10,725	9,838	MT	Fairtrade
Flowers and plants*	829,101,640	834,750,338	825,359,867	Stems	Fairtrade
Fresh fruit	53,532	50,995	53,576	MT	CODImpact
Wine grapes	37,161	46,697	49,601	MT	CODImpact
Fruit juices	21,307	20,372	19,732	MT	CODImpact
Herbs, herbal teas & spices	10,930	11,853	14,140	MT	CODImpact
Nuts	3,844	9,868	12,457	MT	CODImpact
Rice	10,379	11,043	11,940	MT	CODImpact
Vegetables	4,148	5,418	4,907	MT	CODImpact
Oilseeds and oleaginous fruit	1,546	6,404	4,826	MT	CODImpact
Honey	3,260	3,125	3,574	MT	CODImpact
Cereals	1,234	1,508	1,564	MT	CODImpact
Pulp			721	MT	CODImpact
Dried fruit	831	1,187	509	MT	CODImpact
Sports balls*	119,549	173,574	141,780	Items	CODImpact

## TOTAL AREA OF CULTIVATION OF FAIRTRADE PRODUCTS 2018 (HECTARES)



**1** Cocoa  
1,178,644

**2** Coffee  
961,774

**3** Cane sugar  
149,738

**4** Tea  
136,453

**5** Seed cotton  
55,516

**6** Bananas  
41,143

**7** Fresh fruit  
30,997

**8** Herbs, herbal teas & spices  
25,958

**9** Rice  
24,102

**10** Cereals  
22,355

**11** Wine grapes  
12,302

**12** Oilseeds & oleaginous fruit  
7,632

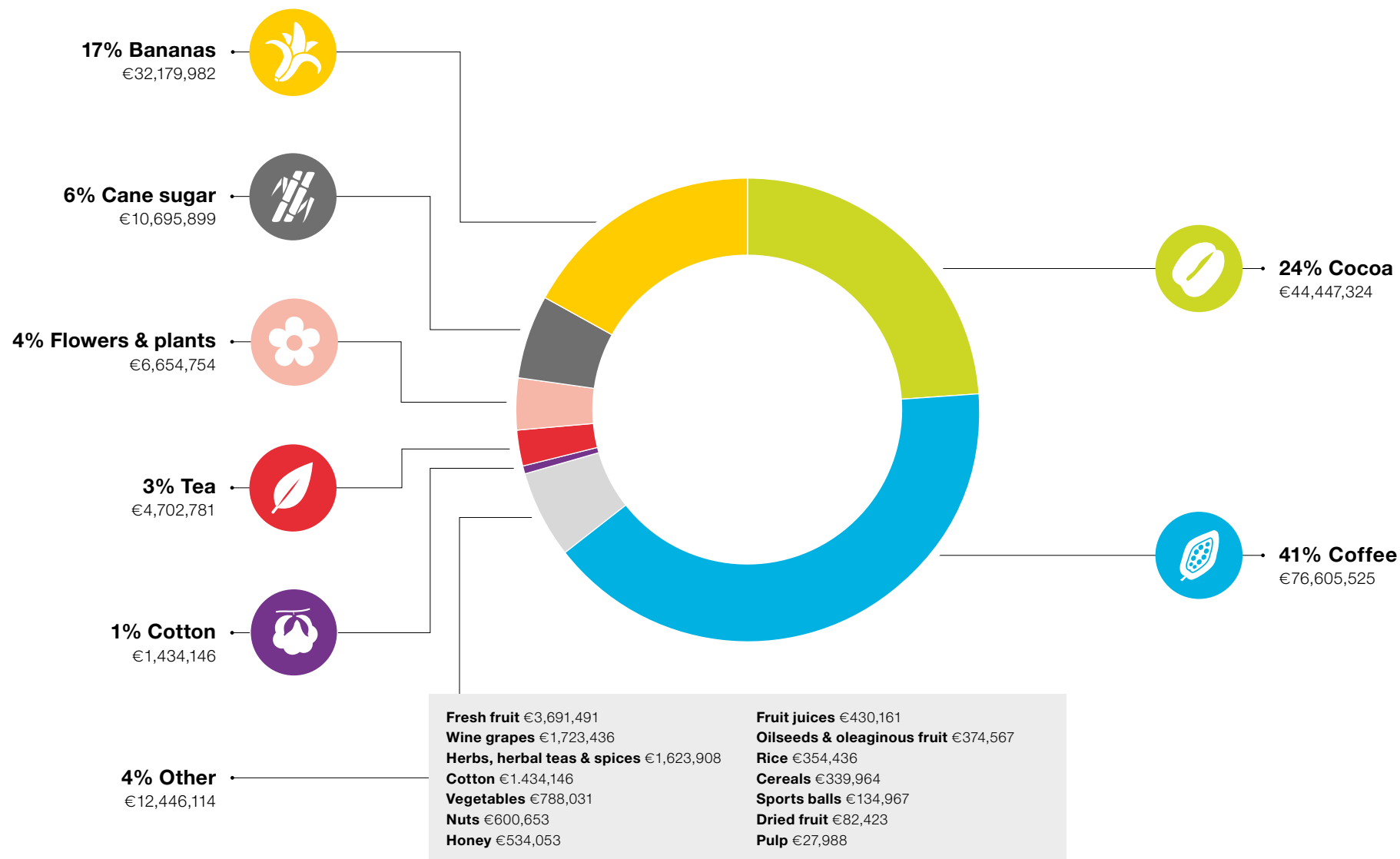
**13** Flowers & plants  
2,824

**14** Dried fruit  
2,689

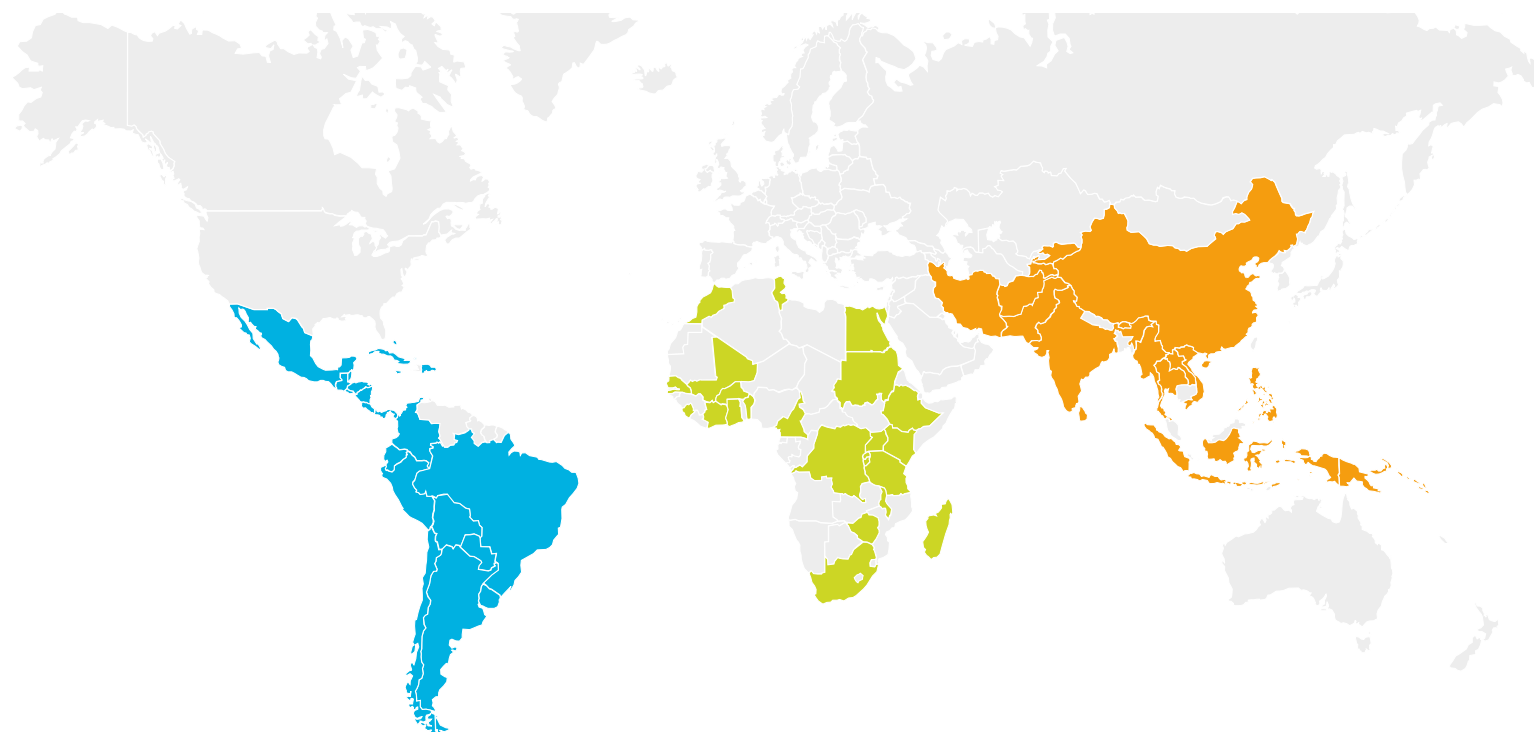
**15** Vegetables  
2,202



## FAIRTRADE PREMIUM GENERATED BY PRODUCT 2018



## FAIRTRADE PREMIUM GENERATED BY PRODUCERS PER REGION 2018



Latin  
America  
and the  
Caribbean

**€114.3** million

Africa  
and the  
Middle East

**€58.0** million

Asia  
and  
Pacific

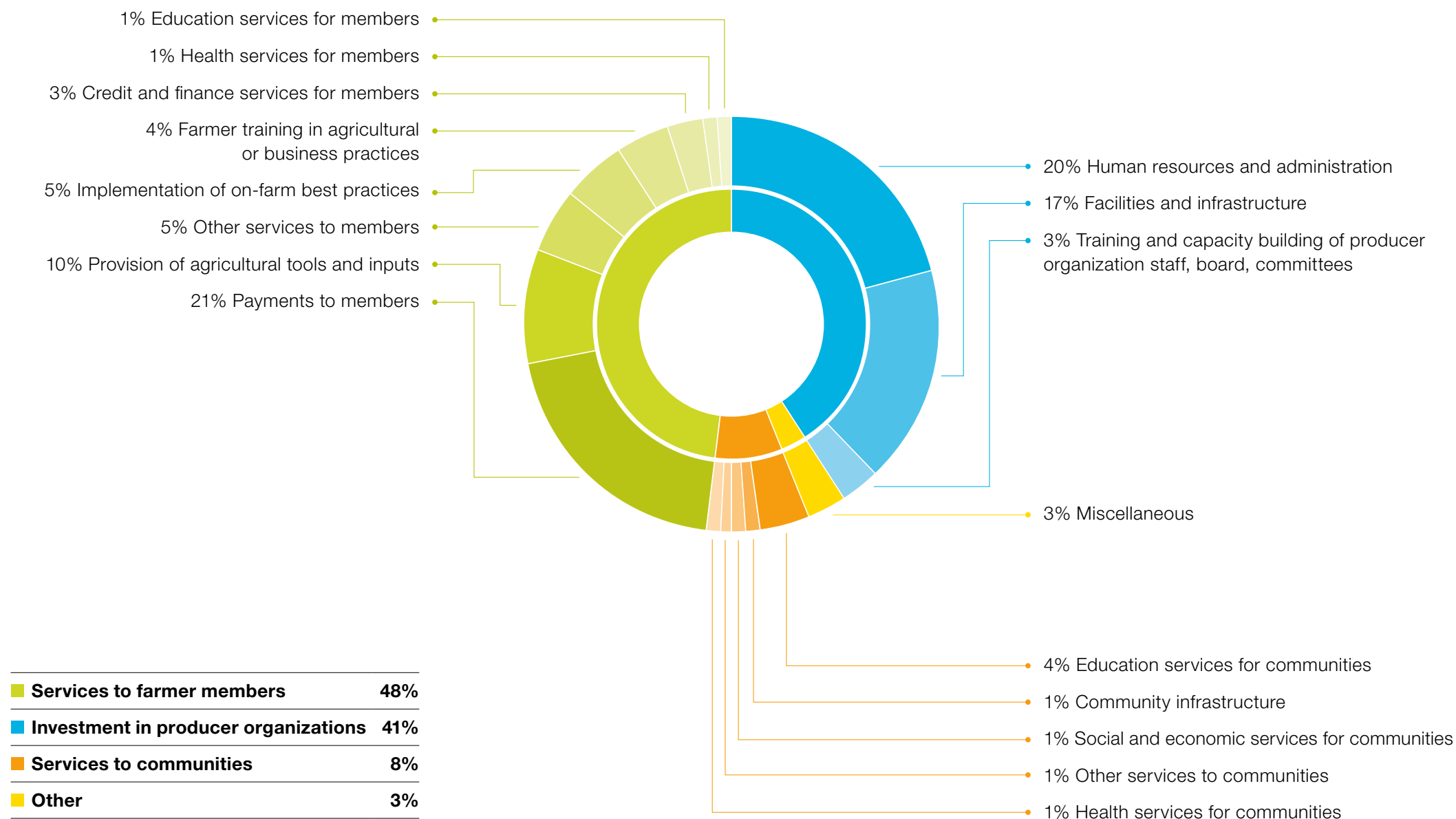
**€15.4** million

Total  
Premium

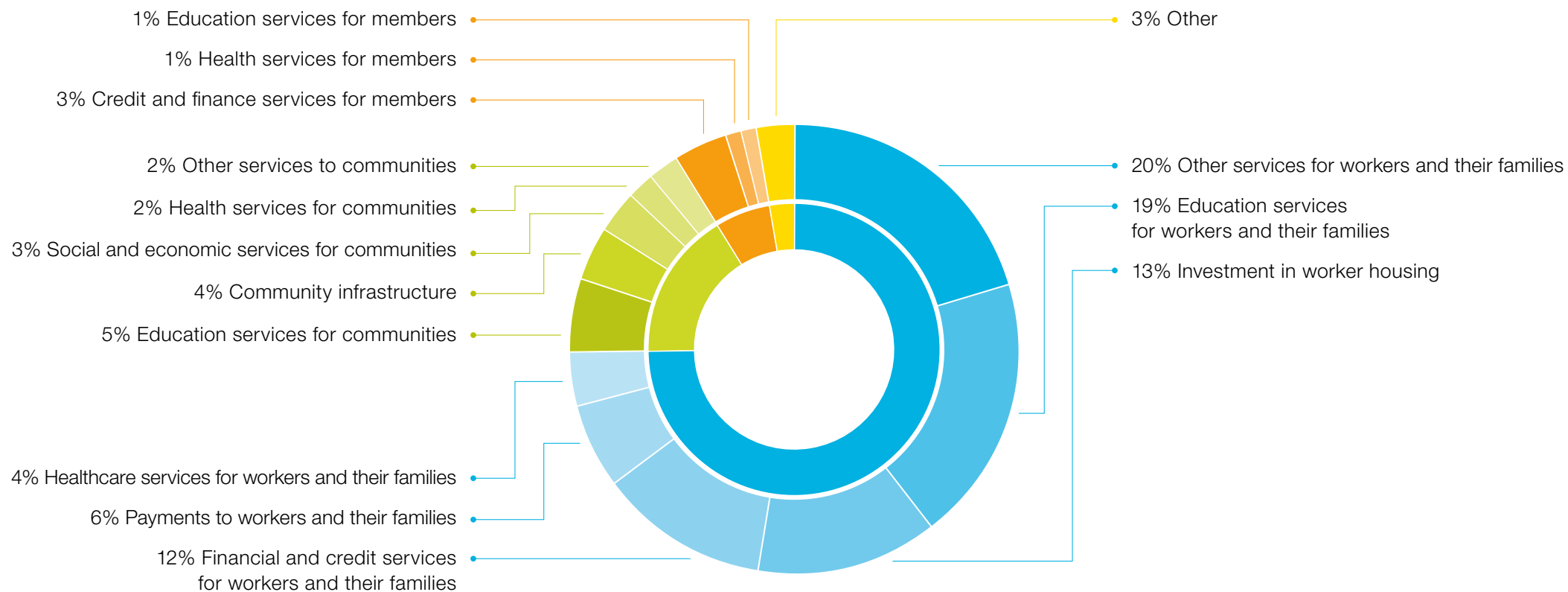
**€187.7** million

Type of producer organization	Premium
SPO	€161.3 million
HLO	€25.1 million
Contract production	€1.3 million
<b>Total</b>	<b>€187.7 million</b>

## USE OF FAIRTRADE PREMIUM BY SMALL-SCALE PRODUCER ORGANIZATIONS 2018



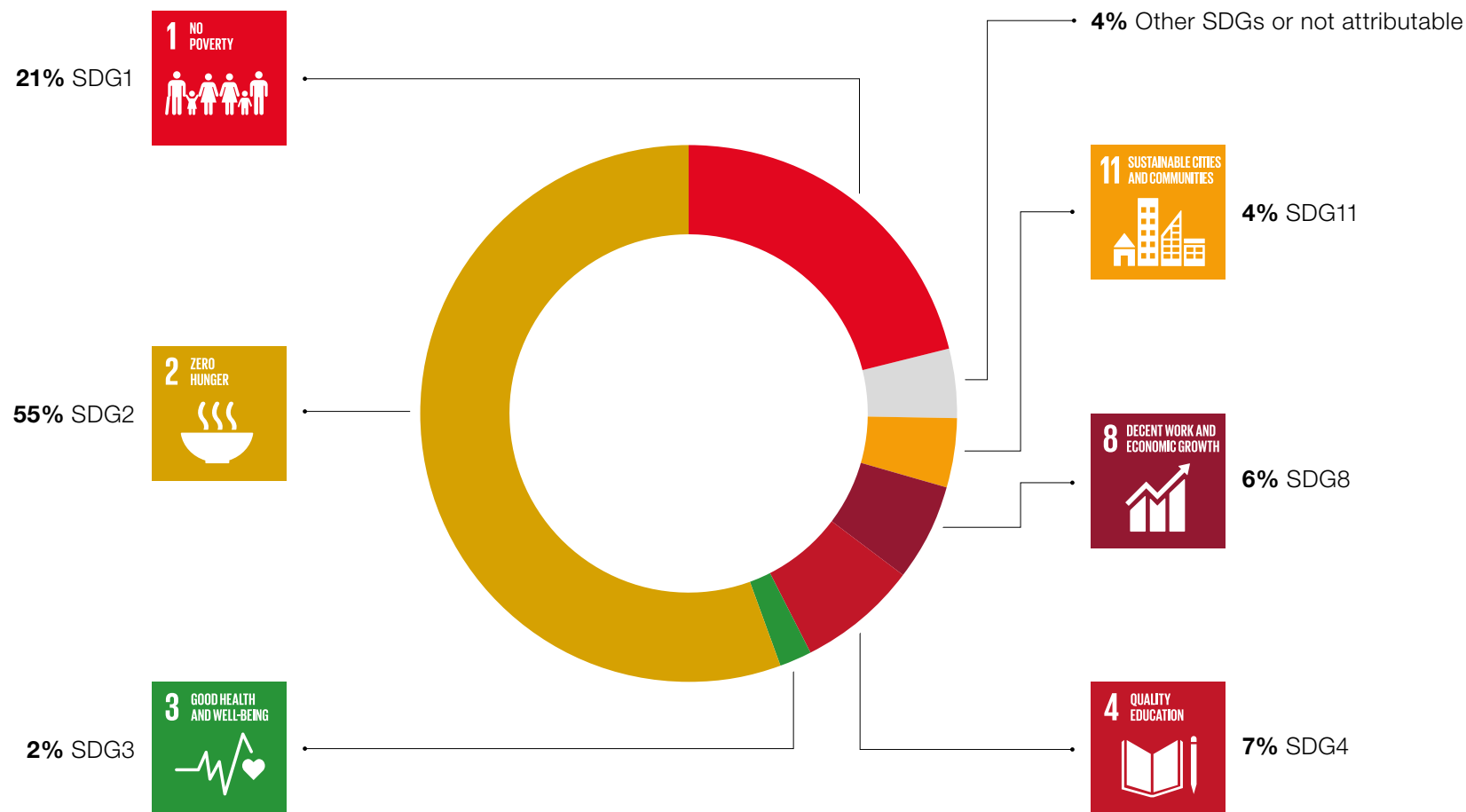
## USE OF FAIRTRADE PREMIUM BY HIRED LABOUR ORGANIZATIONS 2018



■ Services for workers and their families	75%
■ Services to communities	16%
■ Training and empowerment of workers	6%
■ Other	3%



# FAIRTRADE PREMIUM EXPENDITURE CONTRIBUTING TO THE UN'S SUSTAINABLE DEVELOPMENT GOALS (SDGs)



This graph shows the proportion of Fairtrade Premium that producers have chosen to spend on projects related to one of the 17 UN Sustainable Development Goals (SDGs). You can find additional information at: [www.fairtrade.net/impact/fairtrade-premium-spending-by-sdg](http://www.fairtrade.net/impact/fairtrade-premium-spending-by-sdg)

Values may not add up to 100 percent due to rounding

## ABOUT THE DATA IN THIS REPORT

This report has two sources of data.

CODImpact stores the data collected from producers during audits. Since not all producer organizations are audited each year, the data are completed using the last available record. This is the data source for production volume, area of cultivation, number of farmers and workers, and Fairtrade Premium use.

The second source of data is Fairtrade. These are the data collected from all Fairtrade Premium payers for all transactions in a given year. This source is used for reporting Fairtrade sales and Premium generated.

The data have been extensively checked and cleaned. However, in a monitoring project of this magnitude there may be some areas of inaccuracy, such as:

- There may be missing information from Fairtrade certified producer organizations that is not taken into account because of quality.
- There may be missing information in some questionnaires from certified producer organizations that was not reported by auditors.
- There may be wrong data or data that were not validated.

The number of certified organizations is counted as the number of producer organizations at the end of the year with any of the following certifications statuses: certified, suspended or permission to trade.

Data from CODImpact are retrospective for a 12-month period preceding the audit or from the last calendar year. Since the majority of the audits for this dataset took place during 2018, some producer organizations have reported on time periods spanning 2017–2018. We thus use '2017–18' to describe these data in the report.

Under the terms of confidentiality agreements with Fairtrade producer organizations, data may be publicly reported in aggregate form, but not used in ways that expose data belonging to a single producer organization, Fairtrade Premium payer or trader. Where there are fewer than three Fairtrade certified producer organizations in a country, and market-sensitive business information could be deduced, we do not report aggregated data on the producer organizations.

### Disclaimer

The monitoring data in this report are based on data collected by FLOCERT, and reported in some cases by producer organizations through the audit process and in other cases by other supply chain actors. Fairtrade International is not responsible for the accuracy of the data. The report has been compiled to the best of our knowledge and is provided for informational purposes only.

Fairtrade International reserves the right to update the monitoring data as new information becomes available. The data are provided 'as is' and no warranty of any kind is given for the accuracy and reliability of the data. Fairtrade International will not be liable for any claims or damages related to the quality and completeness of the data, as far as it is permitted under law.



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