

A woman with short grey hair, wearing a dark green sleeveless top, is smiling and looking upwards while harvesting oranges in a lush green orchard. She is holding two oranges in her hands. The background is filled with dense green foliage and many ripe, yellow-orange fruits hanging from the branches.

# MONITORING THE SCOPE AND BENEFITS OF FAIRTRADE

MONITORING REPORT **12<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 1.8 million farmers and workers co-own the international Fairtrade system, which also includes the independent certification body FLOCERT, and Fairtrade organizations in more than 25 countries that promote Fairtrade to business and consumers. For more information, visit [www.fairtrade.net](http://www.fairtrade.net)

## ABOUT THIS REPORT

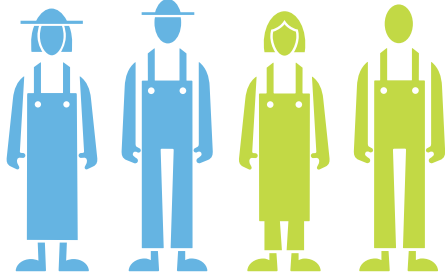
Fairtrade International publishes annual data on the scope and impact of Fairtrade for farmers, workers and their communities. This report represents an overview of select monitoring data from 2019 unless otherwise indicated. A description of the data sources used for this report is on page 22. Additional product-specific data can be found at [www.fairtrade.net/impact](http://www.fairtrade.net/impact).

### © Fairtrade International 2021

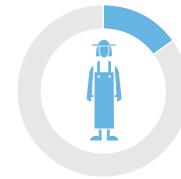
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Photo, cover (© Christoph Köstlin): Sueli Aparecida Silva, who has a farm with 4300 orange trees. Part of the cooperative Oranges COOPERSANTA, in Brazil. Photo, this page (© Didier Gentilhomme) Epinesse Gaspar, who cultivates 2.5 hectare and practices intercrop agriculture including bananas, avocados, sugarcane. Part of the cooperative KCU Tanzania.





MORE THAN  
**1.8 MILLION**  
FARMERS & WORKERS  
IN FAIRTRADE CERTIFIED  
PRODUCER ORGANIZATIONS

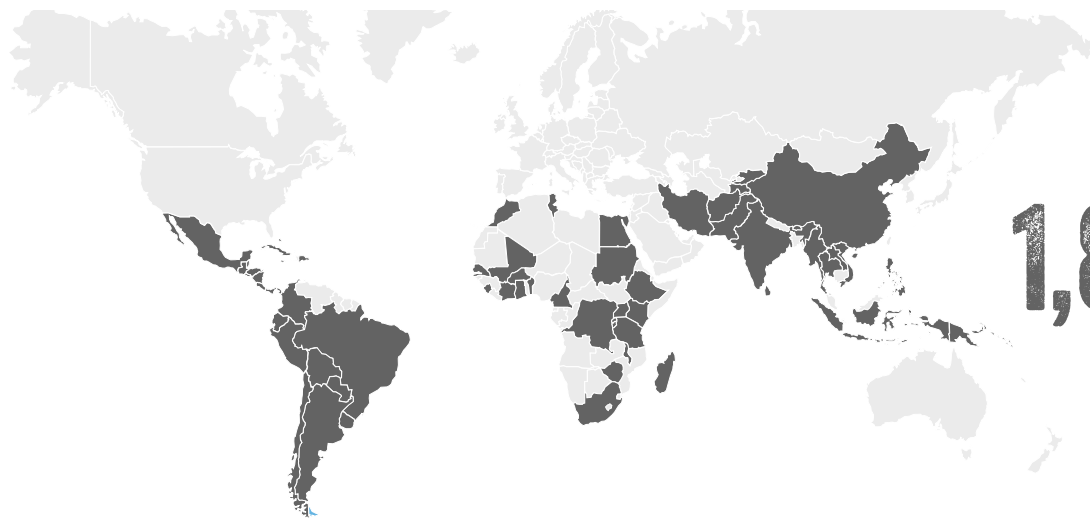


**15%**  
OF FARMERS

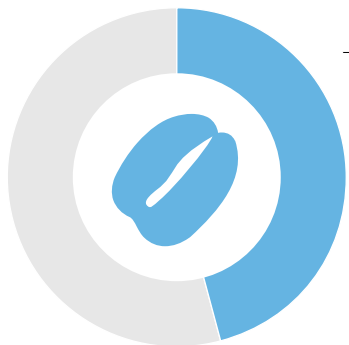


**40%**  
OF WORKERS

IN FAIRTRADE  
ARE WOMEN



**1,822** FAIRTRADE CERTIFIED PRODUCER  
ORGANIZATIONS IN 72 COUNTRIES



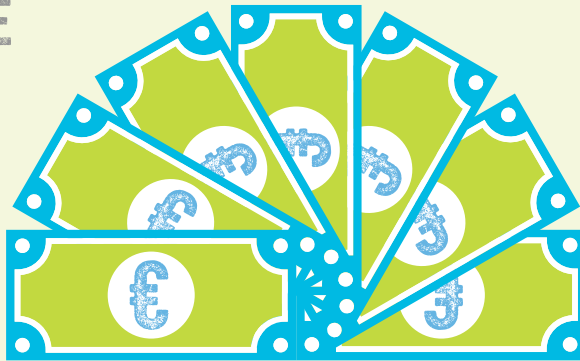
**46%**  
OF ALL FAIRTRADE FARMERS  
PRODUCE COFFEE



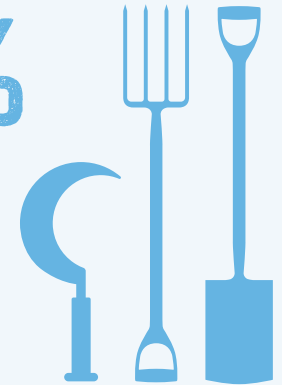
**39%**  
OF ALL FAIRTRADE WORKERS  
PRODUCE FLOWERS

# €203.8 MILLION

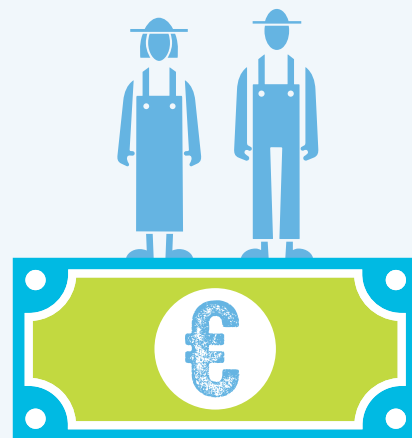
IN FAIRTRADE  
PREMIUM  
PAID  
TO  
PRODUCERS  
IN 2019



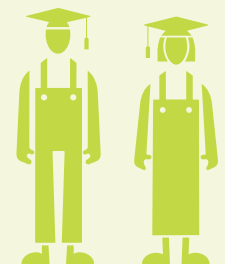
SMALL-SCALE  
PRODUCER ORGANIZATIONS  
**INVESTED 46%**  
OF THEIR FAIRTRADE PREMIUM  
IN SERVICES AND SUPPORTS  
FOR MEMBERS, SUCH AS  
FARM TOOLS AND PAYMENTS



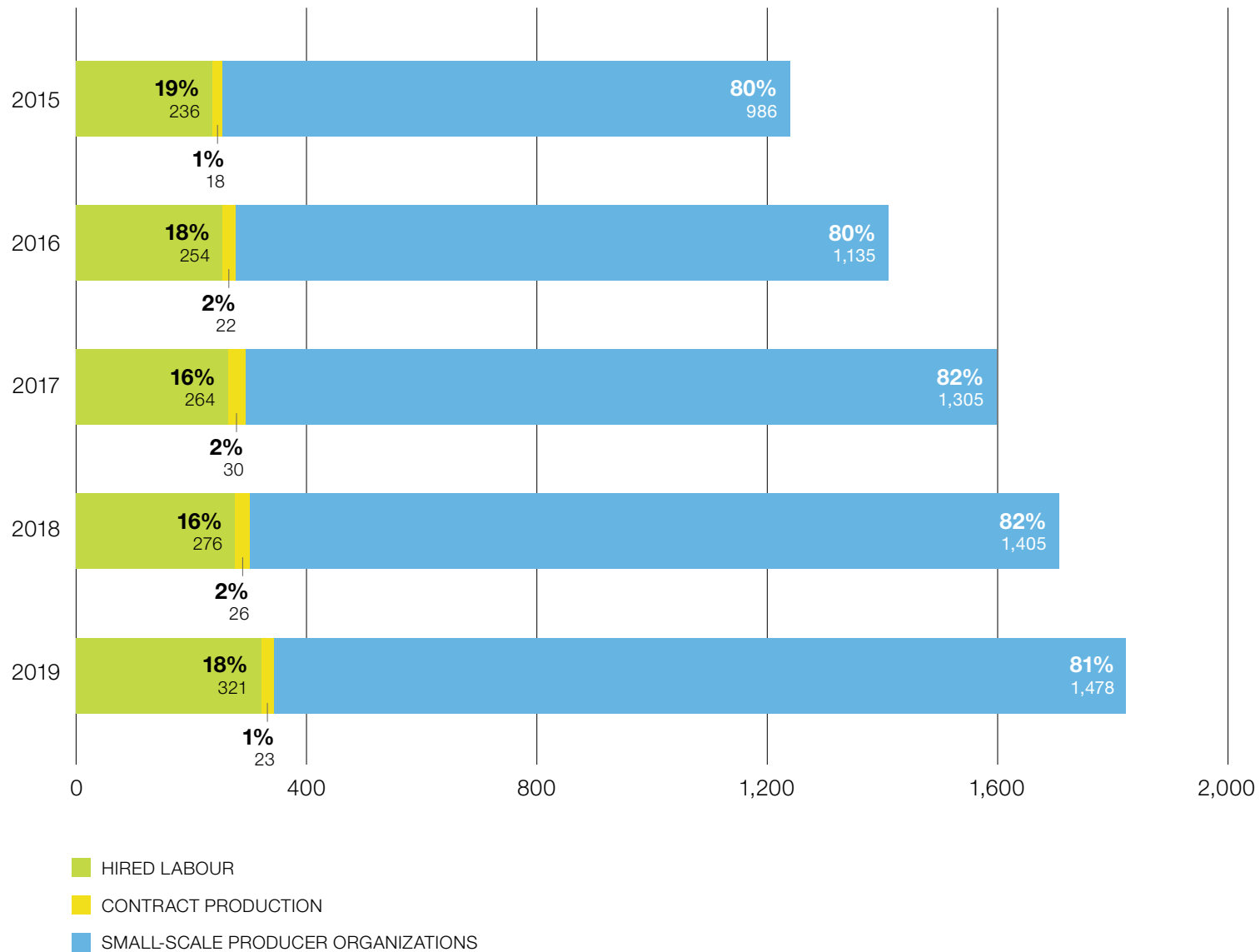
ON AVERAGE EACH  
FAIRTRADE PRODUCER  
ORGANIZATION  
RECEIVED MORE THAN  
**€111,000**  
IN FAIRTRADE PREMIUM



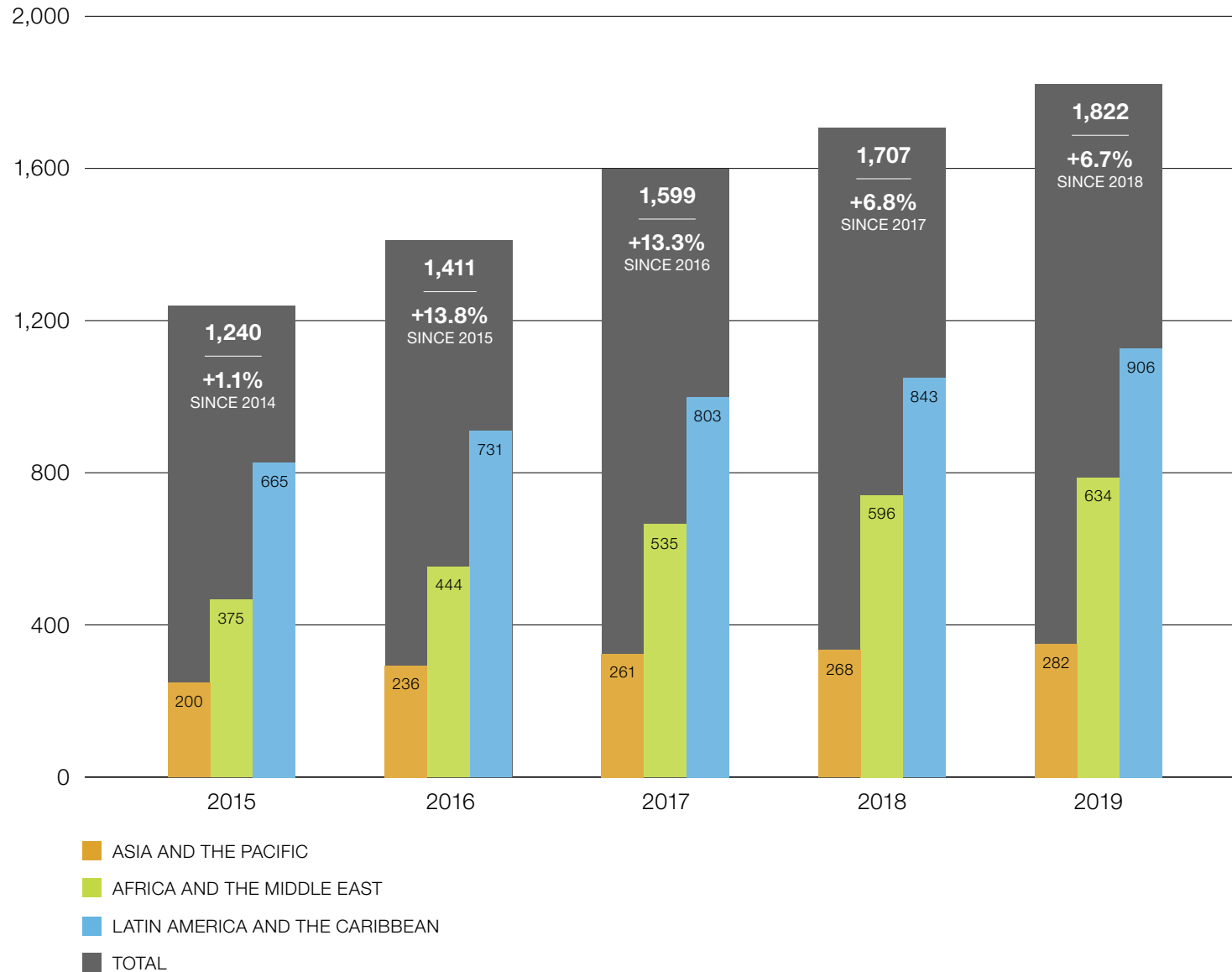
  
WORKERS ON FAIRTRADE  
CERTIFIED PLANTATIONS  
**INVESTED 26%**  
OF THEIR FAIRTRADE PREMIUM  
IN **EDUCATION SERVICES** FOR  
WORKERS AND THEIR FAMILIES



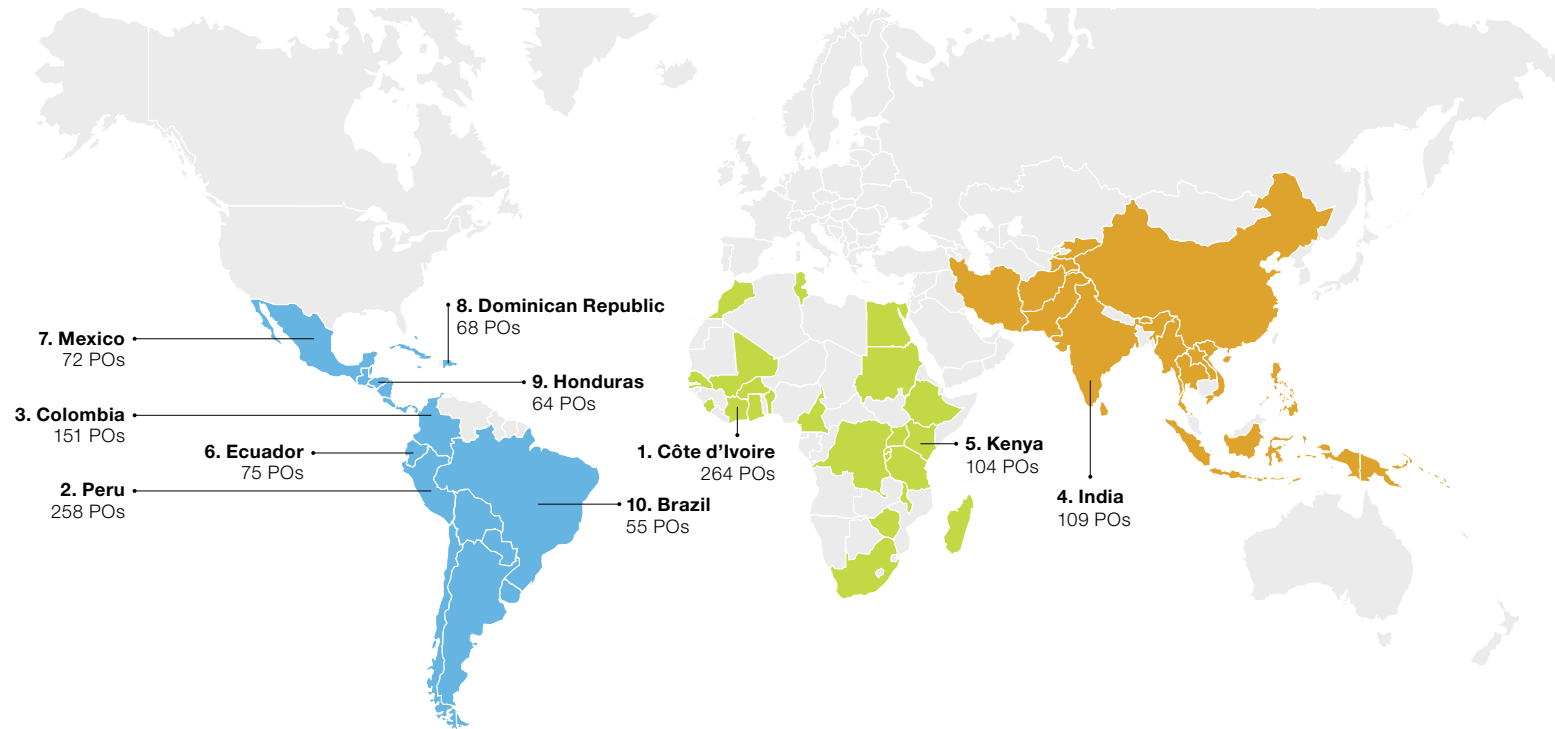
## FAIRTRADE CERTIFIED PRODUCER ORGANIZATIONS 2015-2019



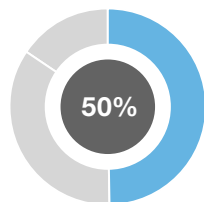
# GROWTH IN THE NUMBER OF FAIRTRADE CERTIFIED PRODUCER ORGANIZATIONS 2015-2019



# FAIRTRADE PRODUCER COUNTRIES BY NUMBER OF CERTIFIED PRODUCER ORGANIZATIONS 2019

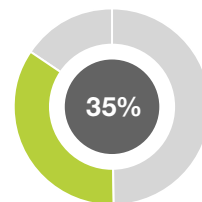


## Latin America and the Caribbean



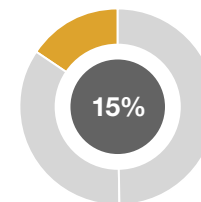
906 producer organizations in 23 countries

## Africa and the Middle East



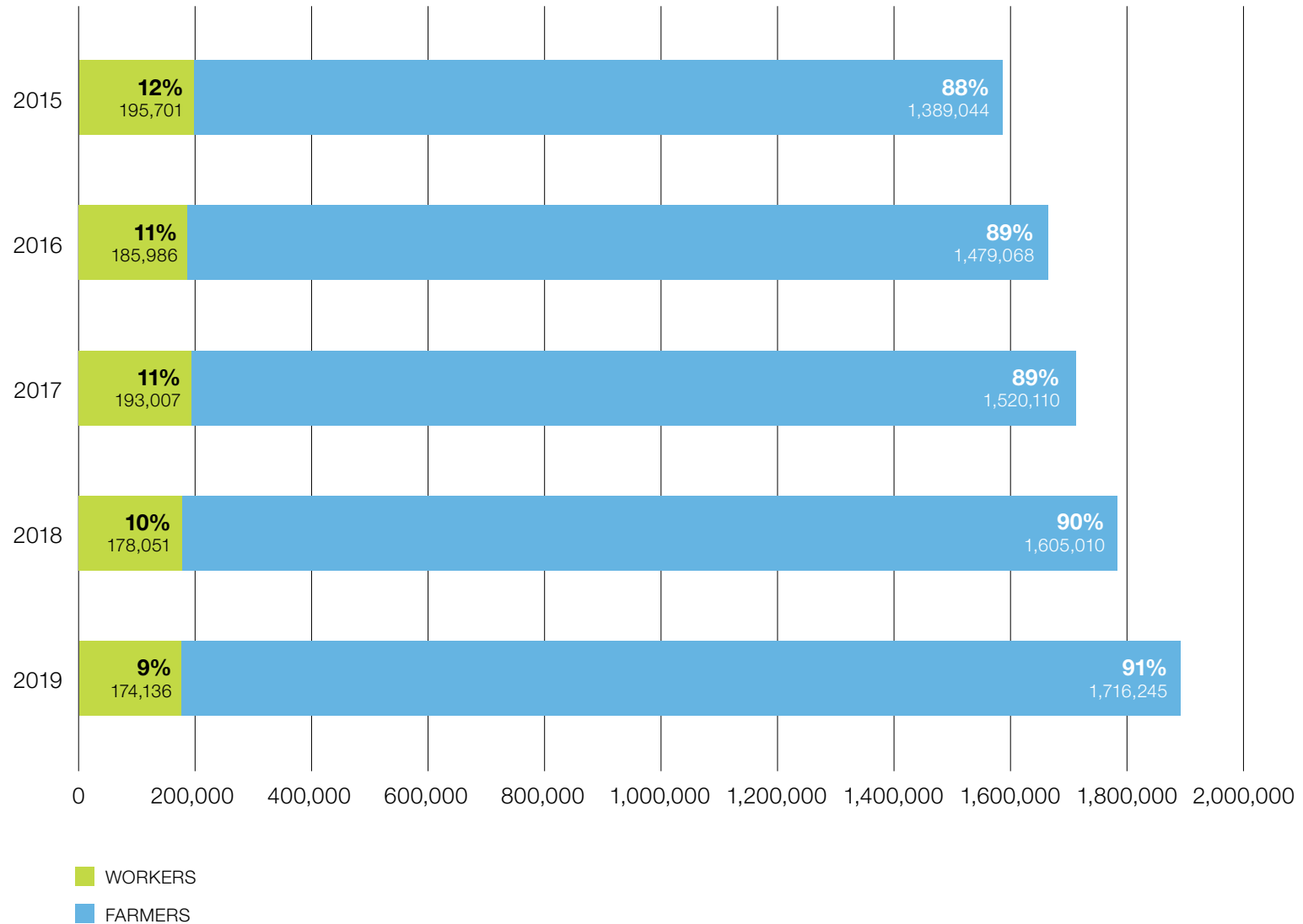
634 producer organizations in 28 countries

## Asia and the Pacific



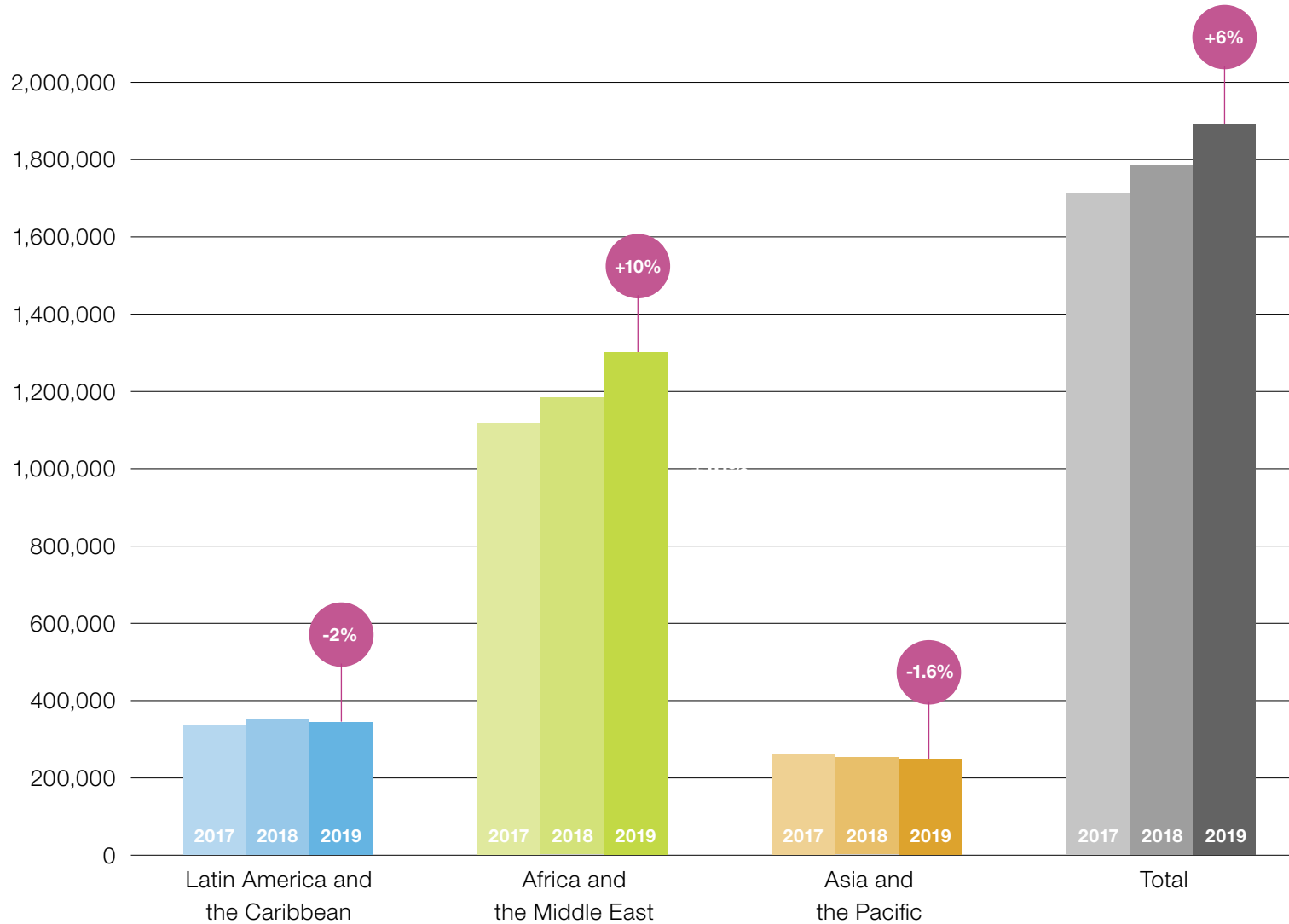
282 producer organizations in 21 countries

## NUMBERS OF FAIRTRADE FARMERS AND WORKERS 2015-2019



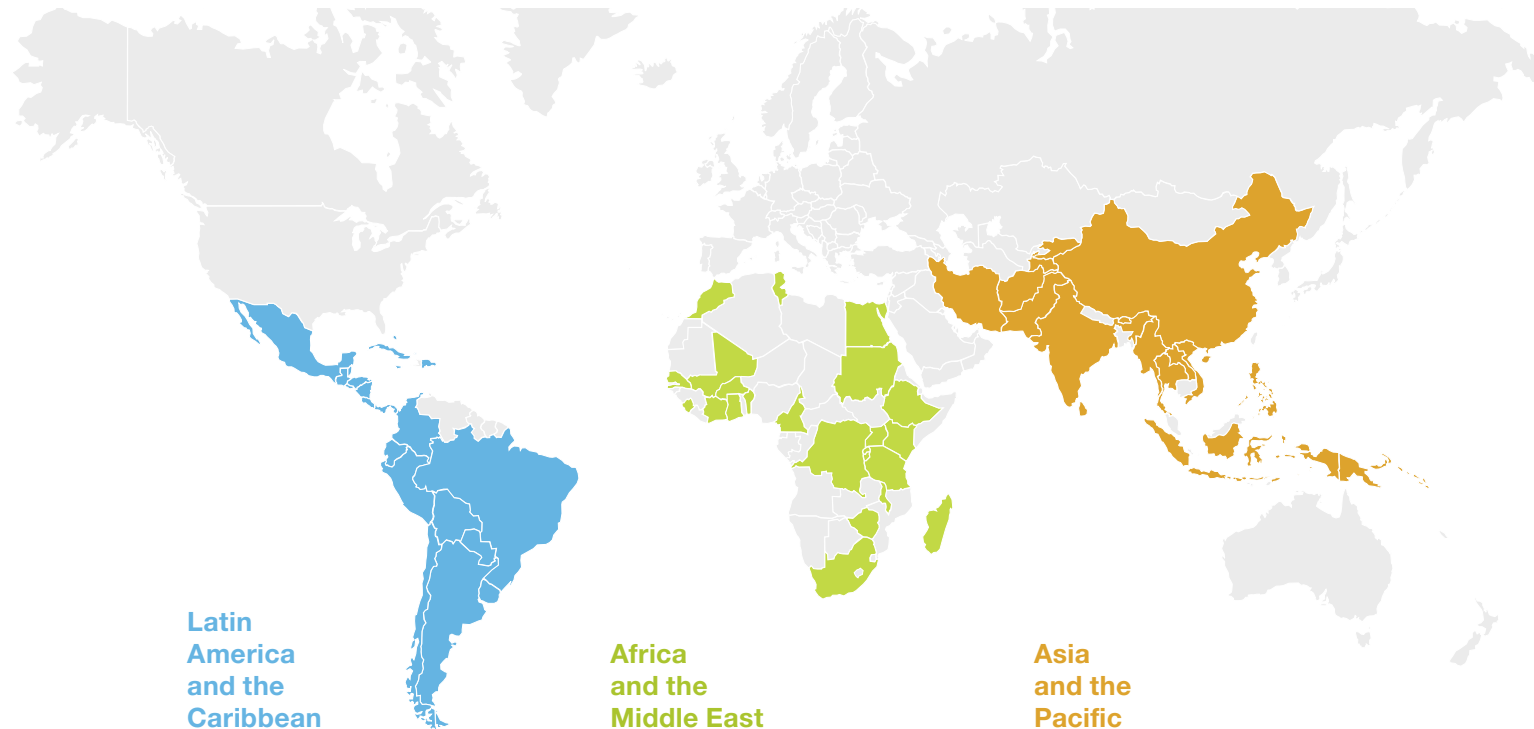


## GROWTH IN THE NUMBERS OF FAIRTRADE FARMERS AND WORKERS 2017-2019



● PERCENTAGE CHANGE 2018-2019

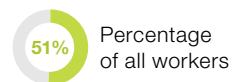
# DISTRIBUTION OF FAIRTRADE FARMERS AND WORKERS 2019



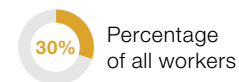
## Latin America and the Caribbean



## Africa and the Middle East



## Asia and the Pacific




|   | Latin American and the Caribbean | Africa and the Middle East | Asia and the Pacific | Total     |
|---|----------------------------------|----------------------------|----------------------|-----------|
| Fairtrade farmers:                          | 309,947                          | 1,211,709                  | 194,589              | 1,716,245 |
| Workers on Fairtrade certified plantations: | 32,539                           | 88,882                     | 52,715               | 174,136   |
| Total:                                      | 342,486                          | 1,300,591                  | 247,304              | 1,890,381 |

## NUMBER OF FAIRTRADE FARMERS AND WORKERS BY PRODUCT 2019

| Coffee  |            |
|--|------------|
| Farmers  | 795,023    |
| Workers  | 0          |
| Total  | 795,023    |
| Percentage of all Fairtrade farmers and workers  | <b>42%</b> |

| Tea  |            |
|---|------------|
| Farmers   | 319,558    |
| Workers   | 59,195     |
| Total   | 378,753    |
| Percentage of all Fairtrade farmers and workers   | <b>20%</b> |

| Cocoa  |            |
|---|------------|
| Farmers   | 415,971    |
| Workers   | 0          |
| Total   | 415,971    |
| Percentage of all Fairtrade farmers and workers   | <b>22%</b> |

| Flowers and plants  |           |
|--|-----------|
| Farmers  | 0         |
| Workers  | 67,199    |
| Total  | 67,199    |
| Percentage of all Fairtrade farmers and workers  | <b>4%</b> |

| Cane sugar  |           |
|--|-----------|
| Farmers  | 37,075    |
| Workers  | 0         |
| Total  | 37,075    |
| Percentage of all Fairtrade farmers and workers  | <b>2%</b> |

| Seed cotton  |           |
|---|-----------|
| Farmers   | 43,282    |
| Workers   | 0         |
| Total   | 43,282    |
| Percentage of all Fairtrade farmers and workers   | <b>2%</b> |

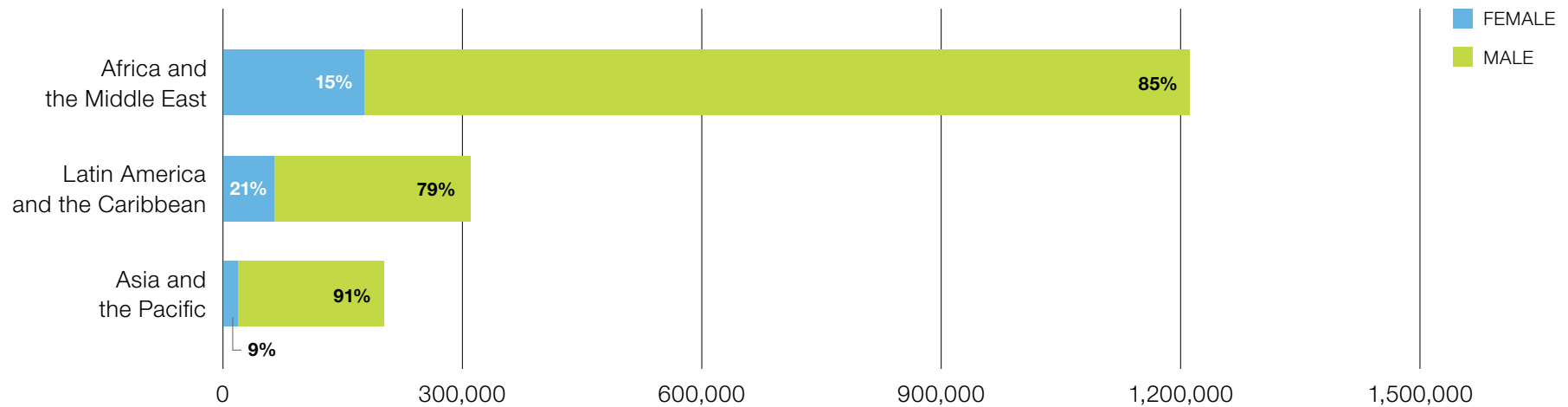
| Bananas  |           |
|---|-----------|
| Farmers   | 11,465    |
| Workers   | 23,508    |
| Total   | 34,973    |
| Percentage of all Fairtrade farmers and workers   | <b>2%</b> |

| Other products                                  |           |
|---|-----------|
| Farmers   | 93,871    |
| Workers   | 24,234    |
| Total   | 118,105   |
| Percentage of all Fairtrade farmers and workers | <b>6%</b> |

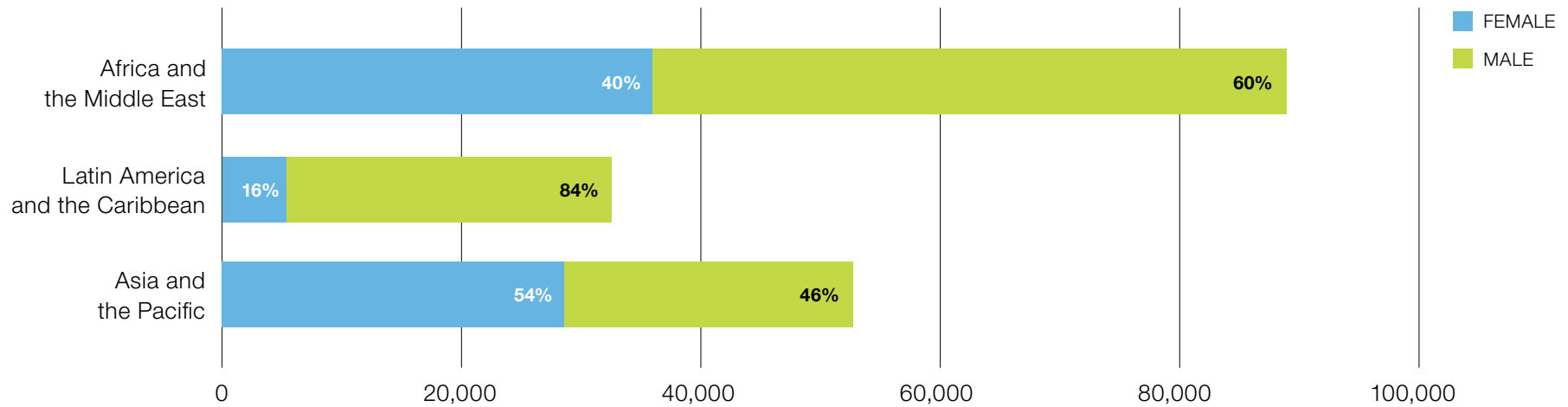
| All products                                    |             |
|---|-------------|
| Farmers   | 1,716,245   |
| Workers   | 174,136     |
| Total   | 1,890,381   |
| Percentage of all Fairtrade farmers and workers | <b>100%</b> |

# WOMEN'S PARTICIPATION IN FAIRTRADE 2019

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



Number of female and male workers in Hired Labour Organizations



## PERCENTAGE OF WOMEN FAIRTRADE FARMERS AND WORKERS BY PRODUCT 2019

### Small-scale Producer Organizations

| Product                             | Percentage of women farmers |
|-------------------------------------|-----------------------------|
| Oilseeds and oleaginous fruit       | 31%                         |
| Wine grapes                         | 31%                         |
| Tea                                 | 29%                         |
| Rice                                | 25%                         |
| Vegetables                          | 21%                         |
| Herbs, herbal teas and spices       | 21%                         |
| Cane sugar                          | 21%                         |
| Dried fruit                         | 20%                         |
| Bananas                             | 19%                         |
| Honey                               | 16%                         |
| Gold and associated Precious Metals | 15%                         |
| Fruit juices                        | 15%                         |
| Fresh fruit                         | 15%                         |
| Coffee                              | 14%                         |
| Cereals                             | 9%                          |
| Cocoa                               | 7%                          |
| Nuts                                | 7%                          |
| Cotton                              | 2%                          |
| <b>Total</b>                        | <b>15%</b>                  |

### Hired Labour Organizations

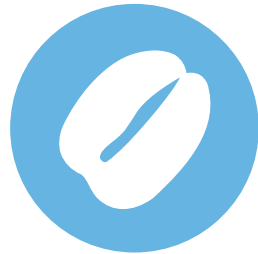
| Product                       | Percentage of women workers |
|-------------------------------|-----------------------------|
| Vegetables                    | 75%                         |
| Dried fruit                   | 55%                         |
| Tea                           | 51%                         |
| Flowers and plants            | 46%                         |
| Pulp                          | 45%                         |
| Wine grapes                   | 28%                         |
| Oilseeds and oleaginous fruit | 19%                         |
| Herbs, herbal teas and spices | 18%                         |
| Bananas                       | 18%                         |
| Fresh fruit                   | 15%                         |
| Sportsballs                   | 8%                          |
| <b>Total</b>                  | <b>40%</b>                  |

# TOTAL PRODUCTION OF FAIRTRADE CERTIFIED PRODUCTS 2019 (METRIC TONNES\*)

\*EXCEPT WHERE NOTED



**Bananas**  
1,236,127



**Coffee**  
824,404



**Cocoa**  
618,633



**Cane sugar**  
528,672



**Fresh fruit**  
485,497



**Tea**  
183,630



**Wine grapes**  
168,312



**Rice**  
55,316



**Seed cotton**  
46,973



**Herbs, herbal teas & spices**  
45,576



**Oilseeds & oleaginous fruit**  
42,134



**Nuts**  
31,697



**Vegetables**  
19,338



**Cereals**  
14,342



**Honey**  
10,240



**Dried fruit**  
1,028



**Flowers and plants\***  
4,634,426,133 stems

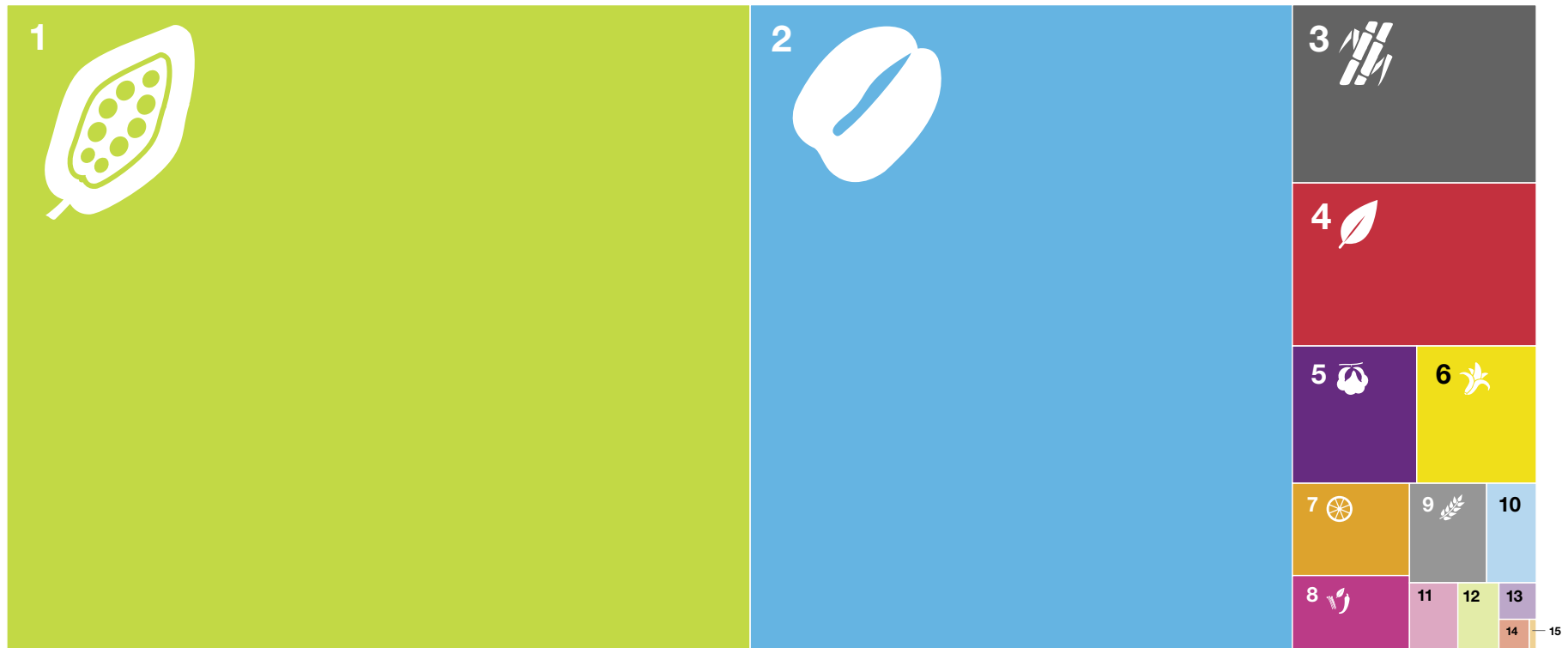


**Sportsballs\***  
3,559,487 items

## FAIRTRADE SALES VOLUMES REPORTED BY PRODUCT 2017-2019

| Product                       | 2017        | 2018        | 2019        | Unit  | Source    |
|-------------------------------|-------------|-------------|-------------|-------|-----------|
| Bananas                       | 641,922     | 686,930     | 747,425     | MT    | Fairtrace |
| Cane sugar                    | 207,438     | 199,210     | 175,855     | MT    | Fairtrace |
| Cocoa                         | 214,425     | 260,974     | 233,497     | MT    | Fairtrace |
| Coffee                        | 214,335     | 207,648     | 218,162     | MT    | Fairtrace |
| Cotton                        | 7,986       | 10,188      | 10,265      | MT    | Fairtrace |
| Tea                           | 10,725      | 9,838       | 8,041       | MT    | Fairtrace |
| Flowers and plants            | 834,750,338 | 825,359,867 | 933,782,928 | Stems | Fairtrace |
| Fresh fruit                   | 50,995      | 53,576      | 117,735     | MT    | CODImpact |
| Wine grapes                   | 46,697      | 49,601      | 56,894      | MT    | CODImpact |
| Herbs, herbal teas and spices | 11,853      | 14,140      | 15,773      | MT    | CODImpact |
| Oilseeds and oleaginous fruit | 6,404       | 4,826       | 16,886      | MT    | CODImpact |
| Nuts                          | 9,868       | 12,457      | 13,141      | MT    | CODImpact |
| Rice                          | 11,043      | 11,940      | 9,659       | MT    | CODImpact |
| Honey                         | 3,125       | 3,574       | 4,580       | MT    | CODImpact |
| Cereals                       | 1,508       | 1,564       | 3,763       | MT    | CODImpact |
| Fruit juices                  | 20,372      | 19,732      | 3,378       | MT    | CODImpact |
| Vegetables                    | 5,418       | 4,907       | 3,205       | MT    | CODImpact |
| Pulp                          |             | 721         | 1,505       | MT    | CODImpact |
| Dried fruit                   | 1,187       | 509         | 329         | MT    | CODImpact |
| Sportsballs                   | 173,574     | 141,780     | 195,791     | Items | CODImpact |

# TOTAL AREA OF CULTIVATION OF FAIRTRADE PRODUCTS 2019 (HECTARES)



**1** Cocoa  
1,372,820

**2** Coffee  
1,001,002

**3** Cane sugar  
124,030

**4** Tea  
113,382

**5** Seed cotton  
48,763

**6** Bananas  
46,887

**7** Fresh fruit  
30,812

**8** Herbs, herbal teas & spices  
25,477

**9** Rice  
21,947

**10** Wine grapes  
14,054

**11** Oilseeds & oleaginous fruit  
9,489

**12** Cereals  
8,102

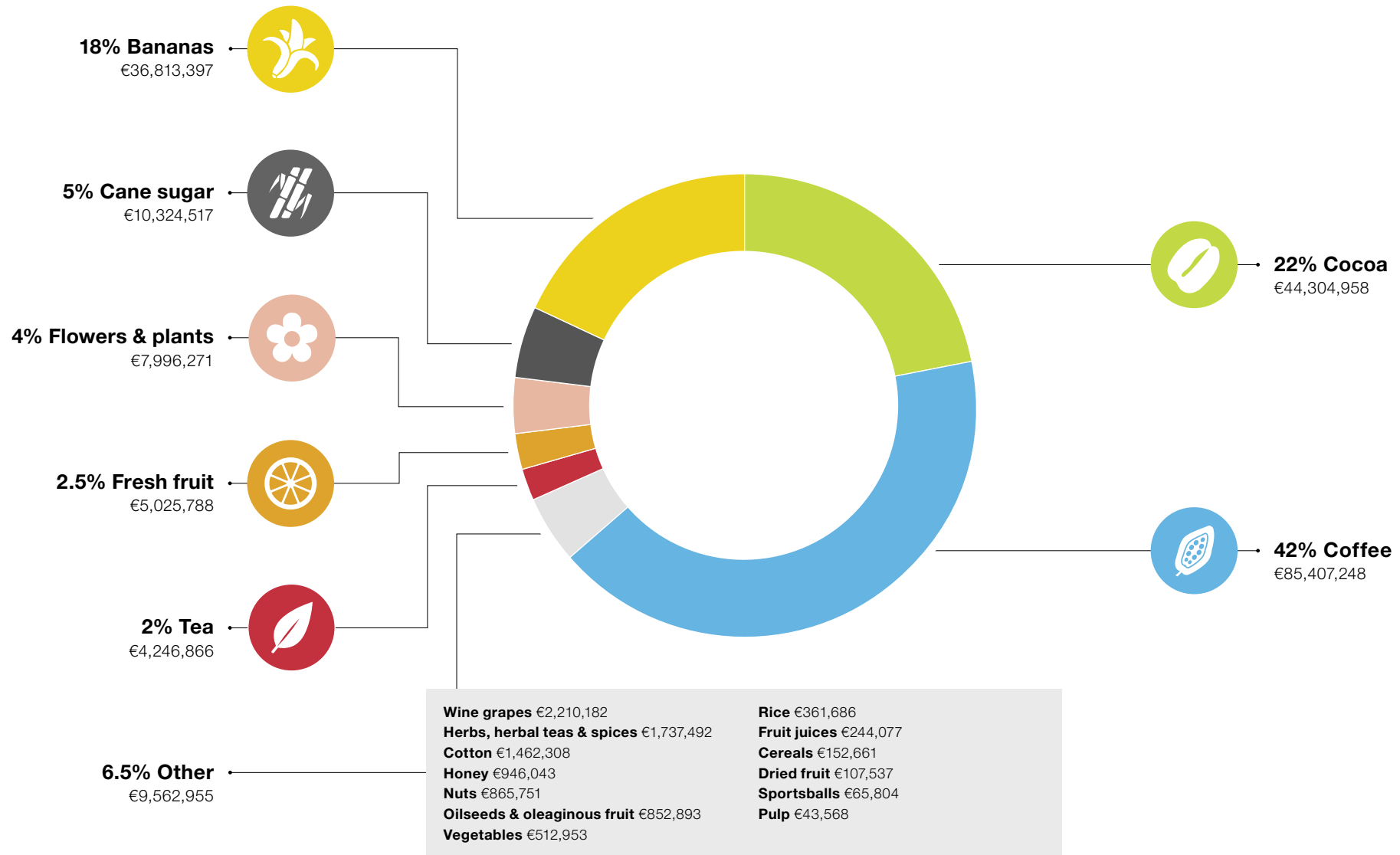
**13** Vegetables  
3,870

**14** Flowers & plants  
2,808

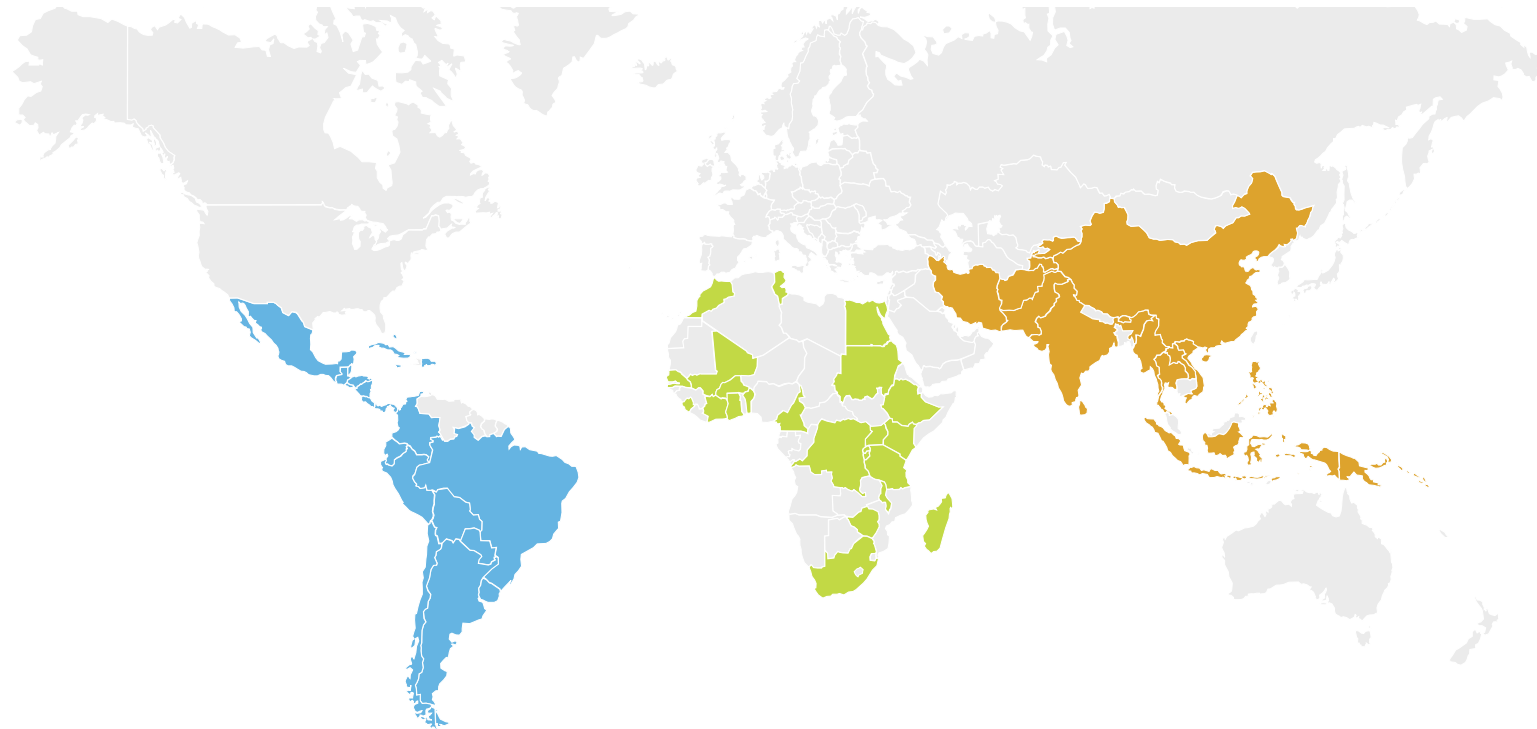
**15** Dried fruit  
630



# FAIRTRADE PREMIUM GENERATED BY PRODUCT 2019



## FAIRTRADE PREMIUM GENERATED BY PRODUCERS PER REGION 2019



Latin America and the Caribbean

**€126.0** million

Africa and the Middle East

**€61.4** million

Asia and the Pacific

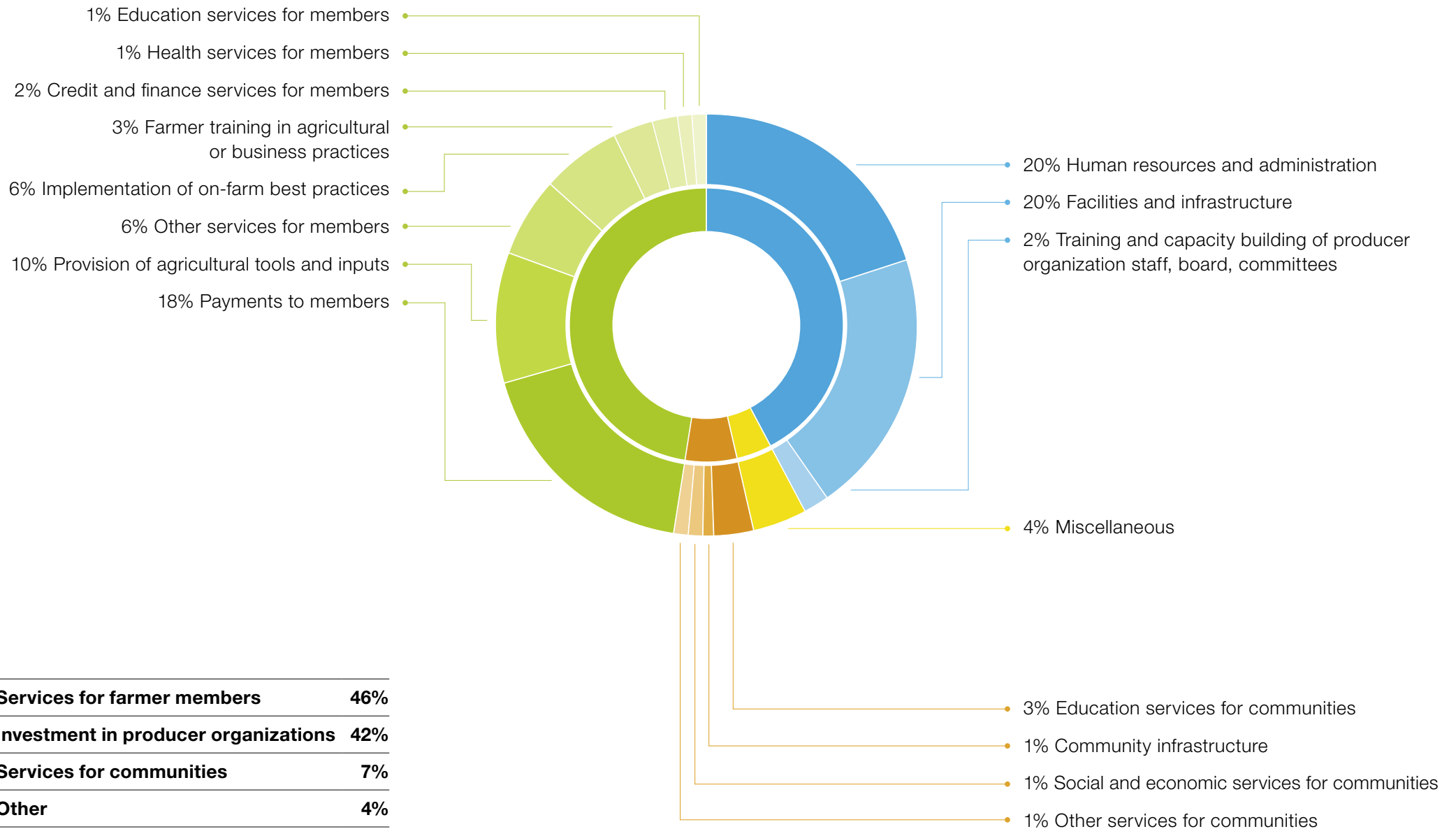
**€16.4** million

Total Premium

**€203.8** million

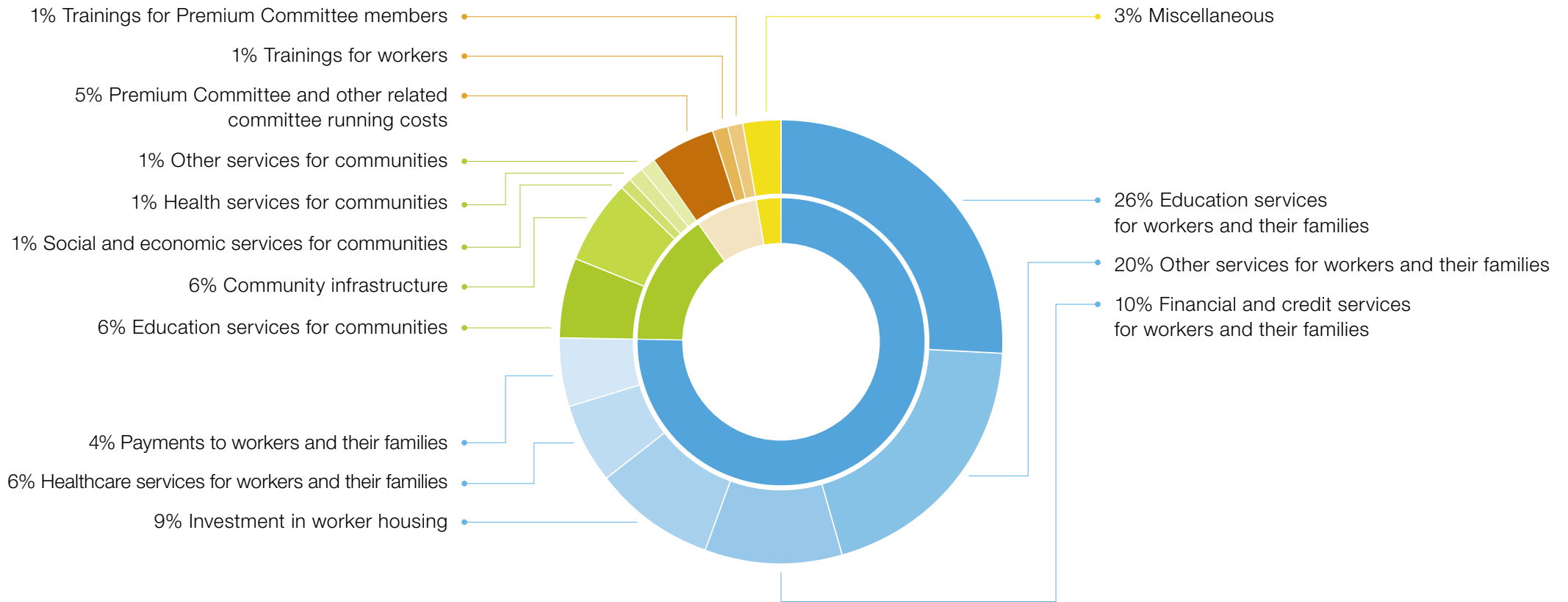
| Type of producer organization | Premium               |
|-------------------------------|-----------------------|
| SPO                           | €173.2 million        |
| HLO                           | €29.3 million         |
| Contract production           | €1.3 million          |
| <b>Total</b>                  | <b>€203.8 million</b> |

# USE OF FAIRTRADE PREMIUM BY SMALL-SCALE PRODUCER ORGANIZATIONS 2019



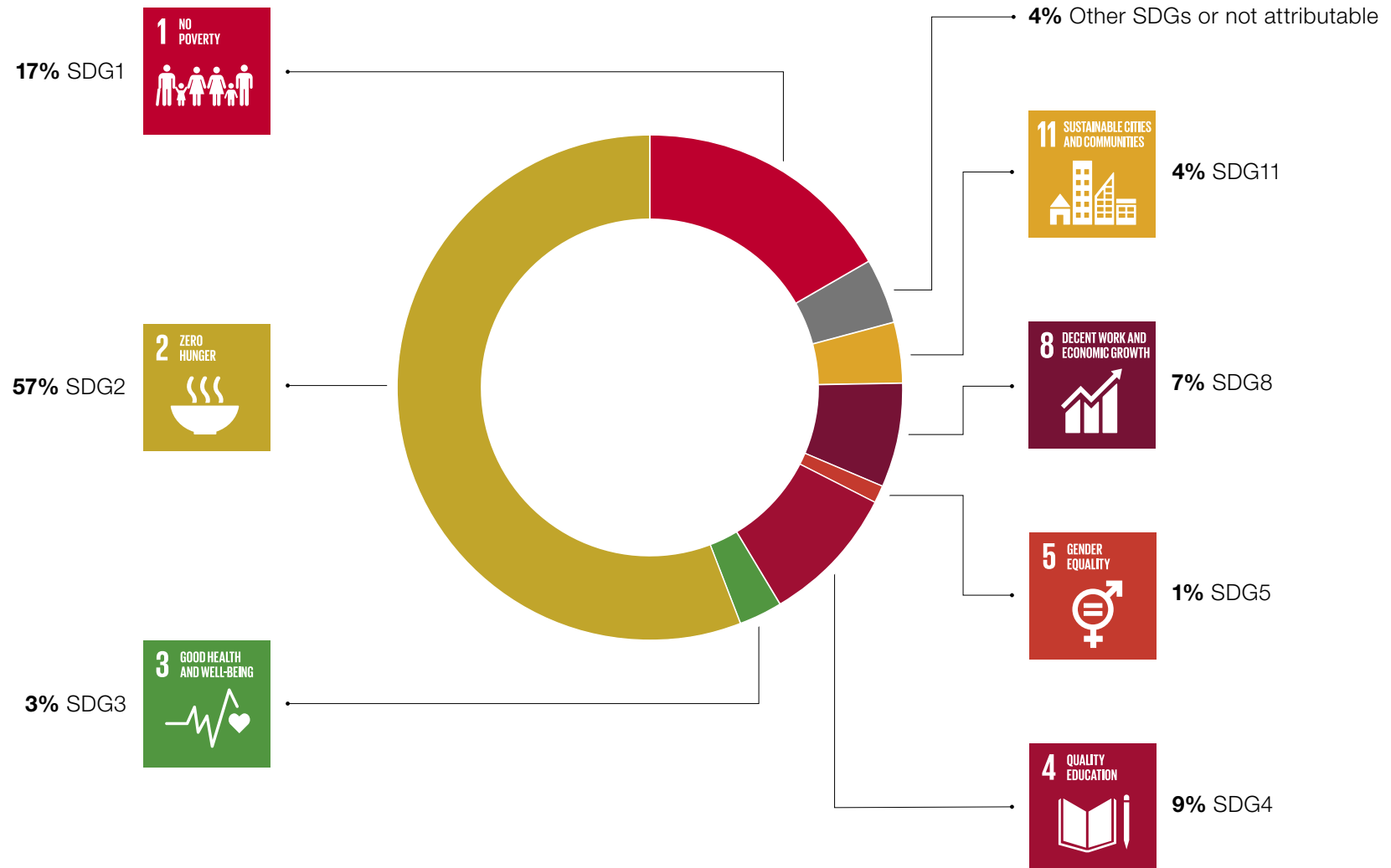
|                                      |     |
|--------------------------------------|-----|
| Services for farmer members          | 46% |
| Investment in producer organizations | 42% |
| Services for communities             | 7%  |
| Other                                | 4%  |

## USE OF FAIRTRADE PREMIUM BY HIRED LABOUR ORGANIZATIONS 2019



|   |     |
|---|-----|
| ■ Services for workers and their families | 76% |
| ■ Services for communities                | 15% |
| ■ Training and empowerment of workers     | 7%  |
| ■ 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 collects impact data from producers during audits. Since not all producer organizations are audited every year, the last available data is used for those organizations that have not been audited in the past year. CODImpact 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 2019, some producer organizations have reported on time periods spanning 2018–2019. We thus use '2018–19' 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.



**FAIRTRADE**  
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