

MONITORING THE SCOPE AND BENEFITS OF FAIRTRADE: OVERALL

Monitoring Report 10th Edition



FAIRTRADE
INTERNATIONAL



About Fairtrade International

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 1.6 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



About FLOCERT

FLOCERT is a global certification body offering verification and supply chain services to ensure social and environmental standards. Founded in 2003 as the single certifier for Fairtrade, the company has six international offices, 125 employees and more than 120 auditors worldwide.

For more information, visit www.flocert.net

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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.

Maria Carmelina Ramos Garcia, a coffee farmer with ACODIHUE, Guatemala

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MORE THAN
1.71 MILLION
FARMERS AND WORKERS
IN FAIRTRADE CERTIFIED
PRODUCER ORGANIZATIONS



21% OF ALL
FARMERS AND WORKERS
IN FAIRTRADE
ARE WOMEN



1,599
FAIRTRADE CERTIFIED
PRODUCER ORGANIZATIONS



IN 75 COUNTRIES

50% OF ALL
FAIRTRADE FARMERS
PRODUCE COFFEE



45% OF ALL
FAIRTRADE WORKERS
PRODUCE TEA



€188.8 MILLION
IN FAIRTRADE
PREMIUM
PAID TO PRODUCERS
IN 2017



ON AVERAGE,
EACH FAIRTRADE
PRODUCER ORGANIZATION
RECEIVED MORE THAN
€118,000
IN FAIRTRADE PREMIUM



WORKERS ON FAIRTRADE
CERTIFIED PLANTATIONS
INVESTED 50%
OF THEIR FAIRTRADE PREMIUM
IN EDUCATION SERVICES AND
HOUSING IMPROVEMENTS

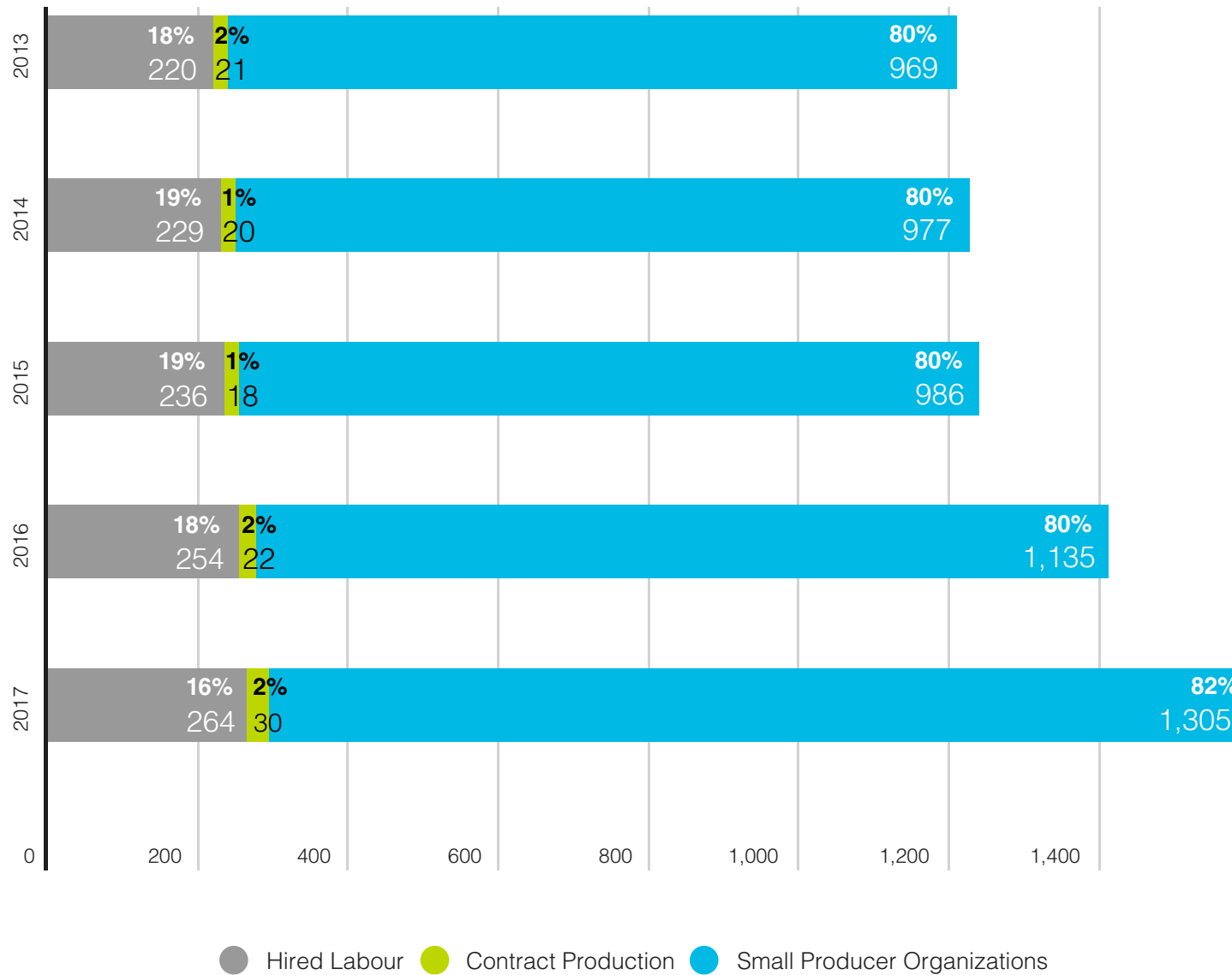


SMALL PRODUCER ORGANIZATIONS
INVESTED 50%
OF THEIR FAIRTRADE PREMIUM

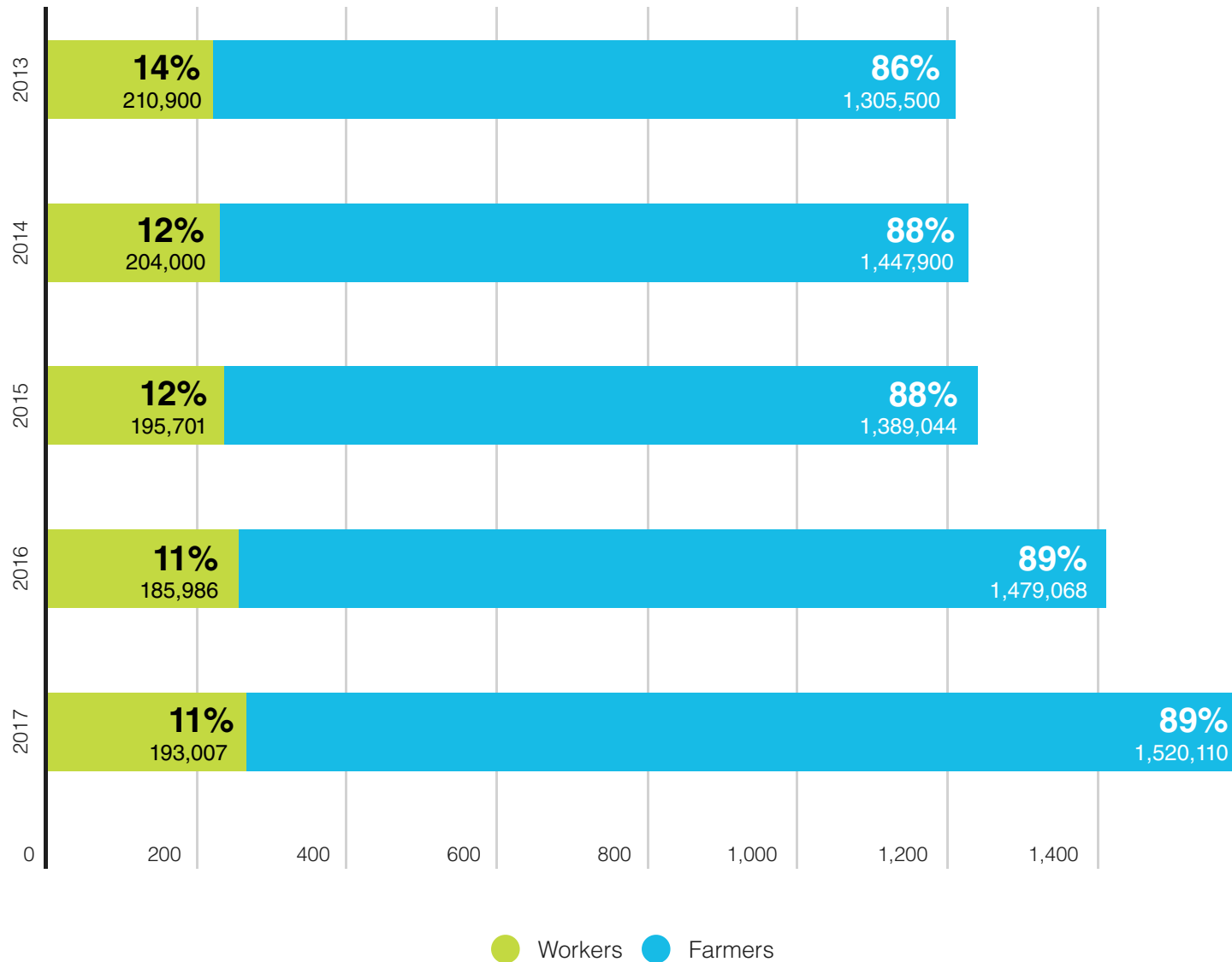


IN SERVICES TO FARMERS SUCH AS
PROVIDING AGRICULTURAL
TOOLS AND INPUTS
AS WELL AS CASH PAYMENTS

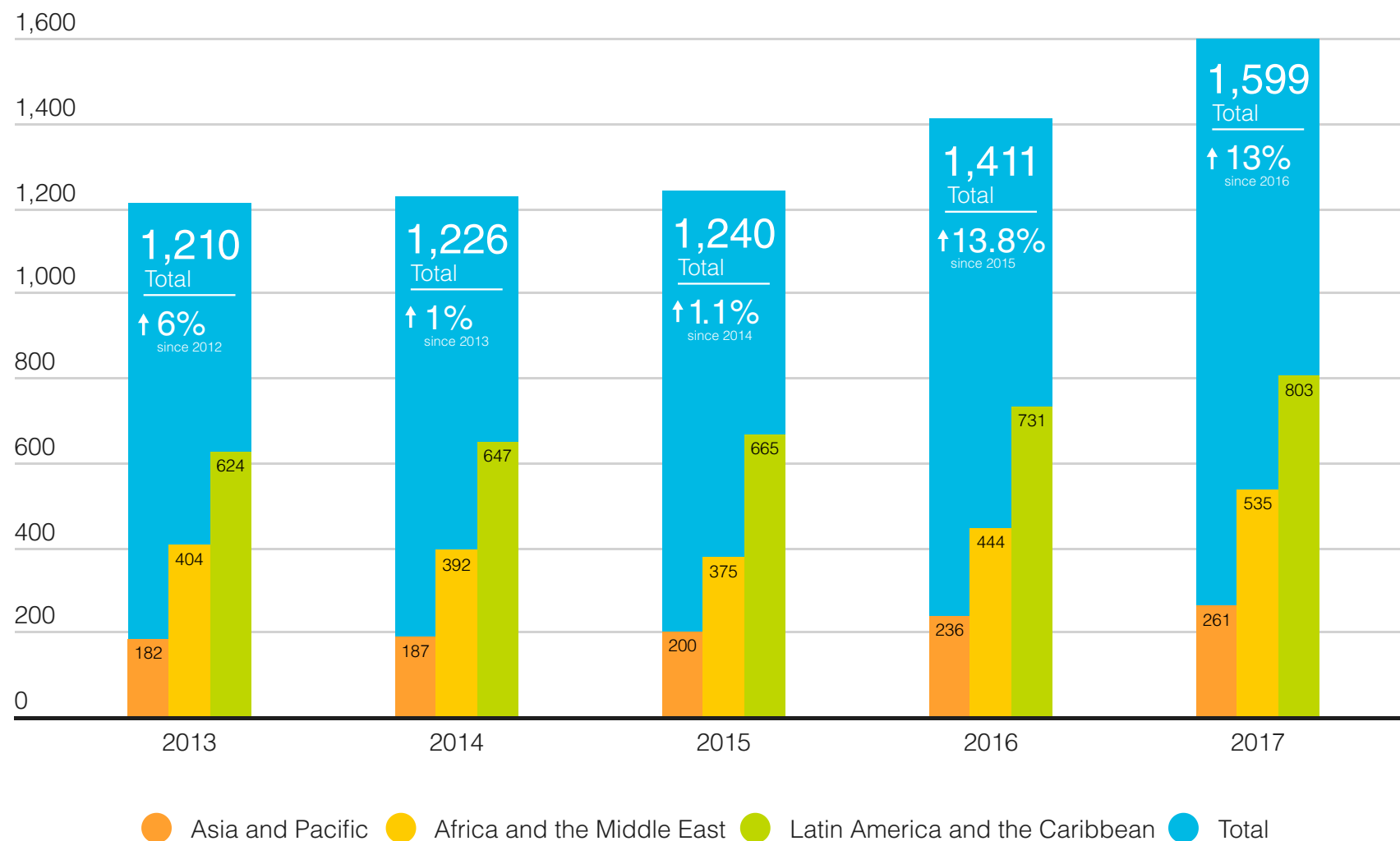
FAIRTRADE CERTIFIED PRODUCER ORGANIZATIONS 2013-2017



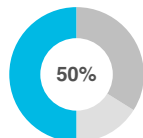
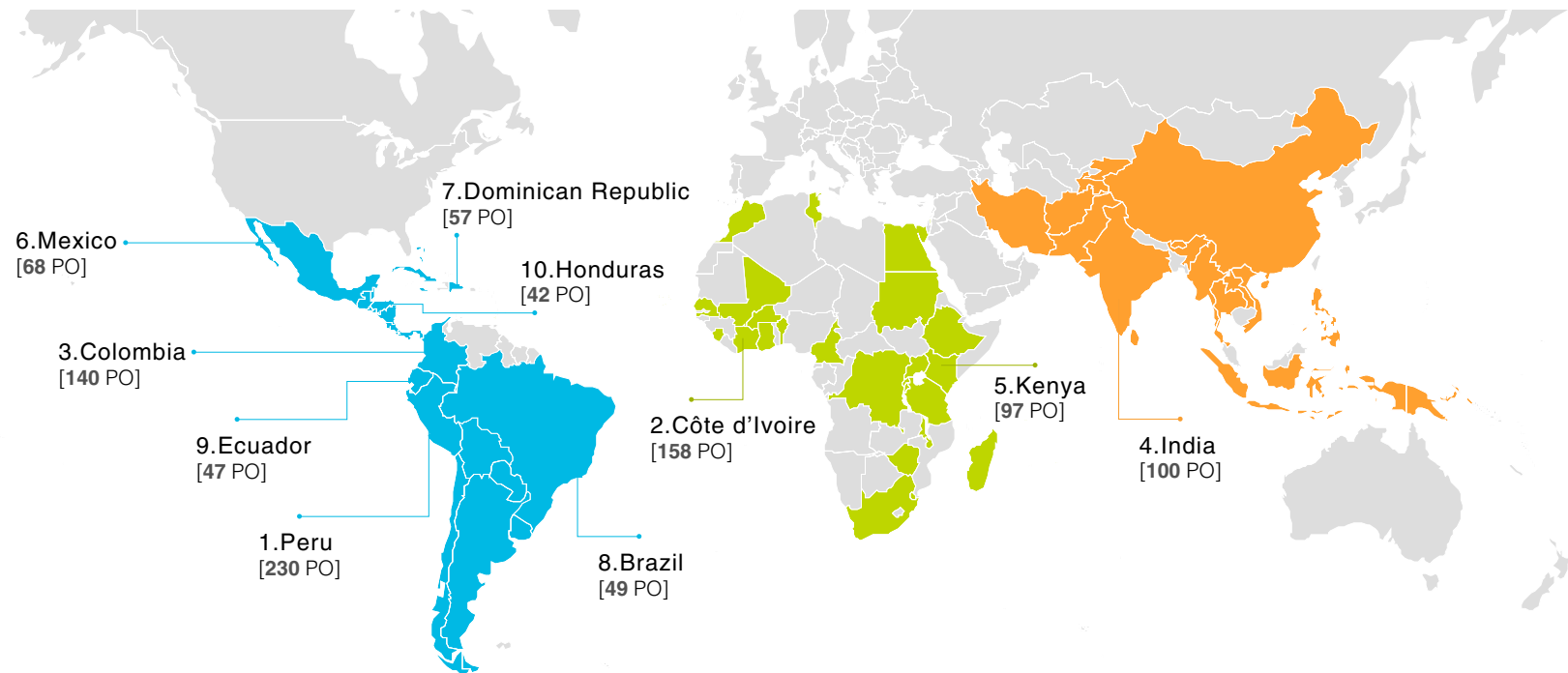
FAIRTRADE NUMBER OF FARMERS AND WORKERS 2013-2017



GROWTH IN THE NUMBER OF FAIRTRADE CERTIFIED PRODUCER ORGANIZATIONS 2013-2017

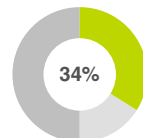


FAIRTRADE PRODUCER COUNTRIES BY NUMBER OF CERTIFIED PRODUCER ORGANIZATIONS 2017



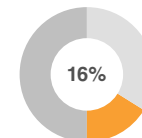
**Latin America
and the Caribbean**

803 producer organizations
in **23** countries



**Africa and
the Middle East**

535 producer organizations
in **32** countries



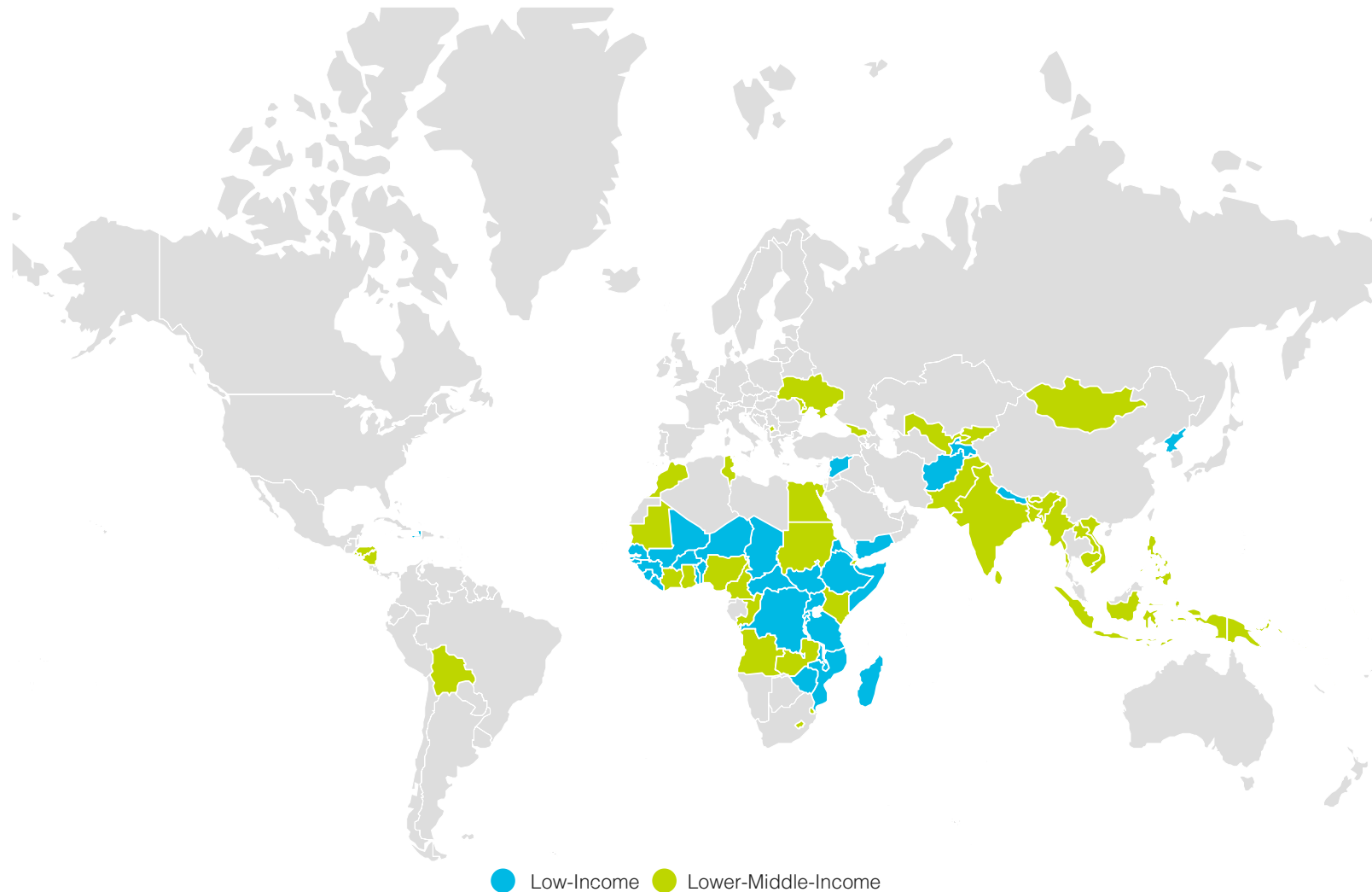
Asia and Pacific

261 producer organizations
in **20** countries

World

1,599 producer organizations
in **75** countries

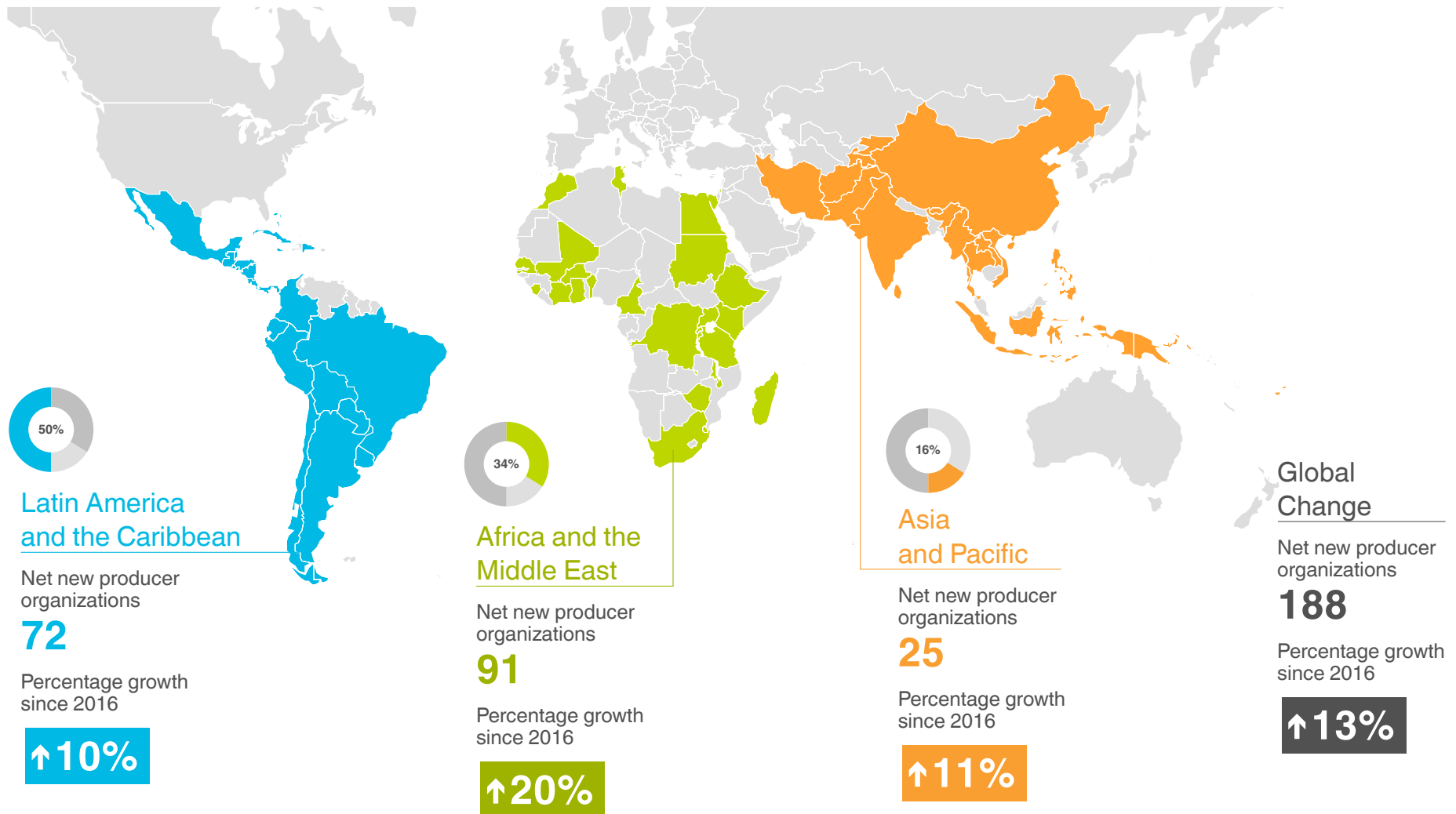
FAIRTRADE WORKING IN LOW-INCOME AND LOWER-MIDDLE-INCOME COUNTRIES



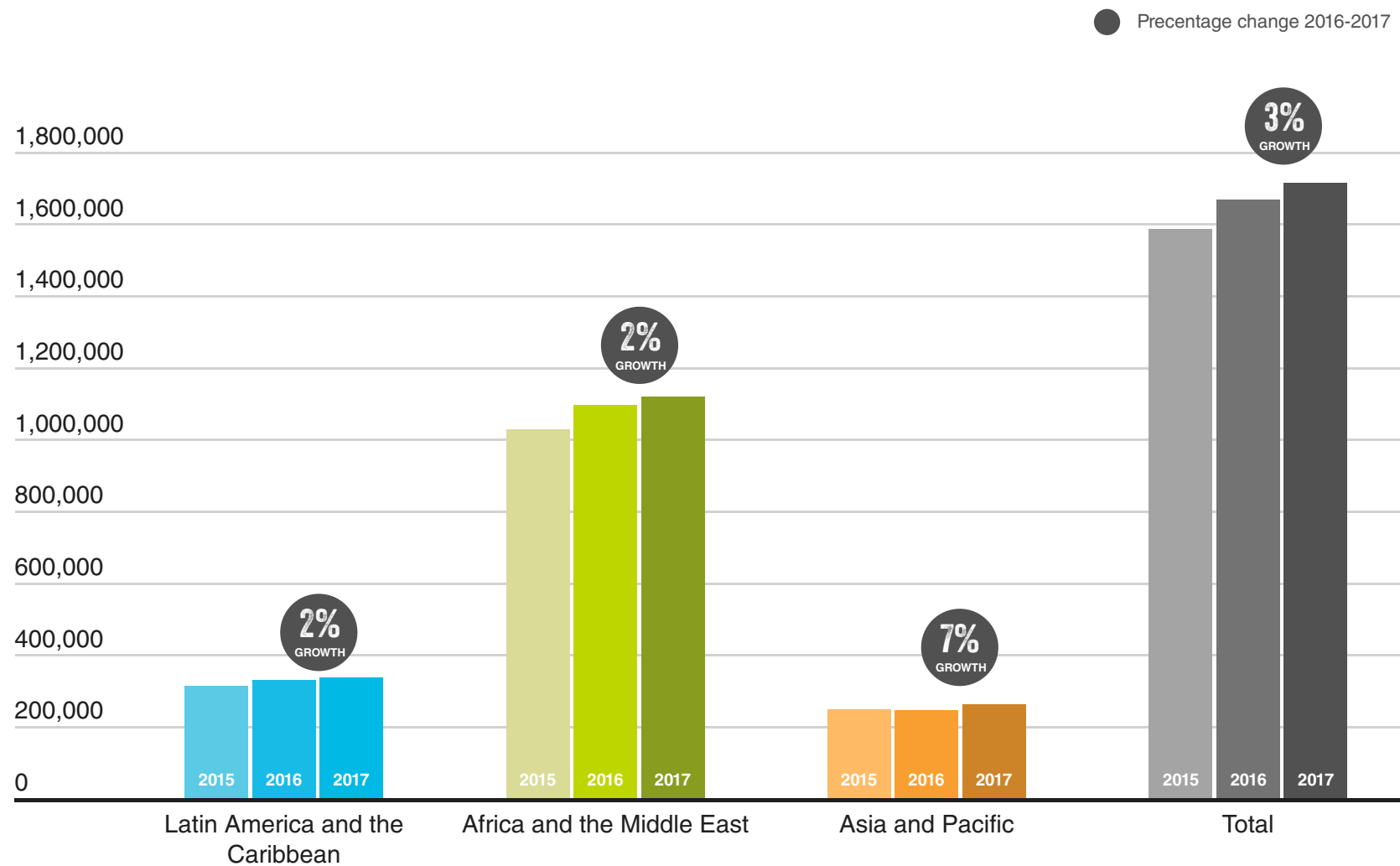
Low-income: Countries with a per capita gross national income (GNI) of US\$995 or less. Lower-middle-income: Countries with a per capita gross national income (GNI) of US\$996 to US\$3,895.

Sourced from: The World Bank, 'World Bank Country and Lending Groups-Country Classification' available at: <https://datahelpdesk.worldbank.org/knowledgebase/articles/906519-world-bank-country-and-lending-groups>

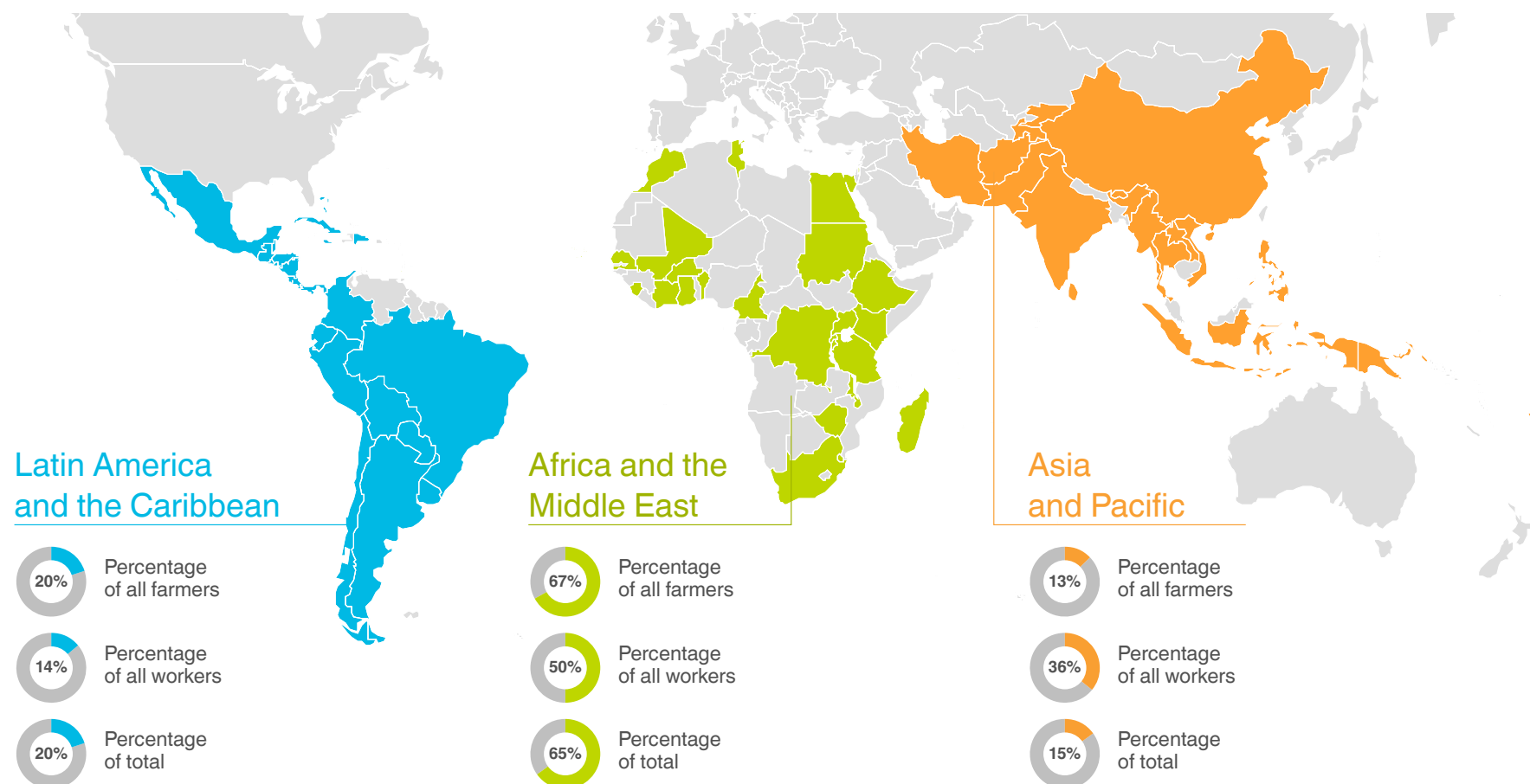
GROWTH IN FAIRTRADE PRODUCER ORGANIZATIONS 2017



GROWTH IN THE NUMBERS OF FAIRTRADE FARMERS AND WORKERS 2015-2017



DISTRIBUTION OF FAIRTRADE FARMERS AND WORKERS 2017



Latin America and the Caribbean

Fairtrade farmers	307,726
Workers on Fairtrade certified plantations	27,912
Total	335,638

Africa and the Middle East

Fairtrade farmers	1,021,486
Workers on Fairtrade certified plantations	95,580
Total	1,117,066

Asia and Pacific

Fairtrade farmers	190,898
Workers on Fairtrade certified plantations	69,515
Total	260,413

Total

Fairtrade farmers	1,520,110
Workers on Fairtrade certified plantations	27,912
Total	1,713,117

NUMBER OF FAIRTRADE FARMERS AND WORKERS BY PRODUCT

COFFEE

Farmers	762,392
Workers	0
Total	762,392
Percentage of all Fairtrade farmers and workers	45%

CANE SUGAR

Farmers	54,960
Workers	0
Total	54,960
Percentage of all Fairtrade farmers and workers	3%

BANANAS

Farmers	10,385
Workers	14,639
Total	25,024
Percentage of all Fairtrade farmers and workers	1%

TEA

Farmers	305,469
Workers	87,230
Total	392,699
Percentage of all Fairtrade farmers and workers	23%

SEED COTTON

Farmers	45,153
Workers	0
Total	45,153
Percentage of all Fairtrade farmers and workers	3%

COCOA

Farmers	263,825
Workers	0
Total	263,825
Percentage of all Fairtrade farmers and workers	15%

FLOWERS AND PLANTS

Farmers	0
Workers	57,863
Total	57,863
Percentage of all Fairtrade farmers and workers	3%

OTHER PRODUCTS

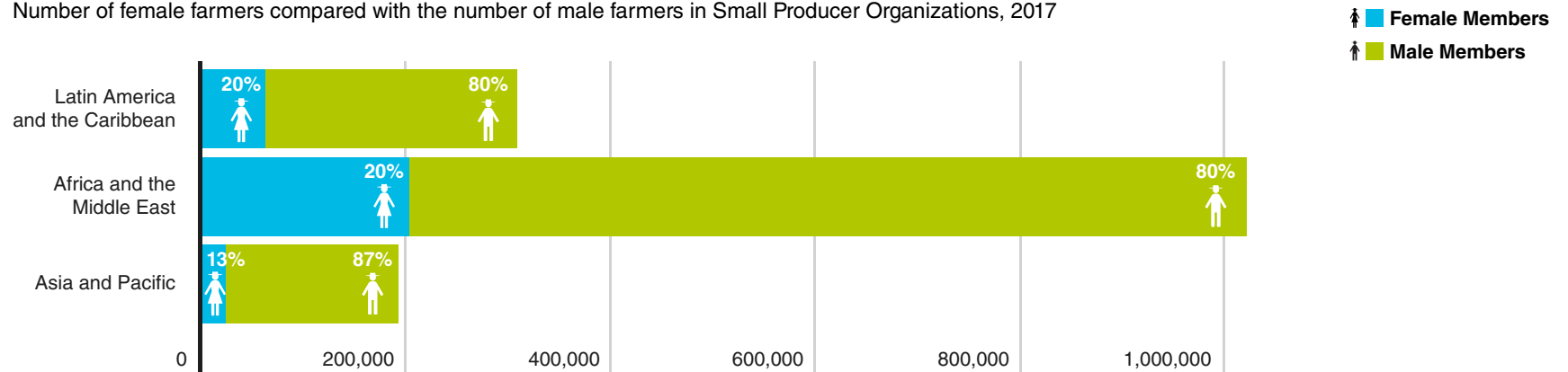
Farmers	77,926
Workers	33,275
Total	111,201
Percentage of all Fairtrade farmers and workers	6%

ALL PRODUCTS

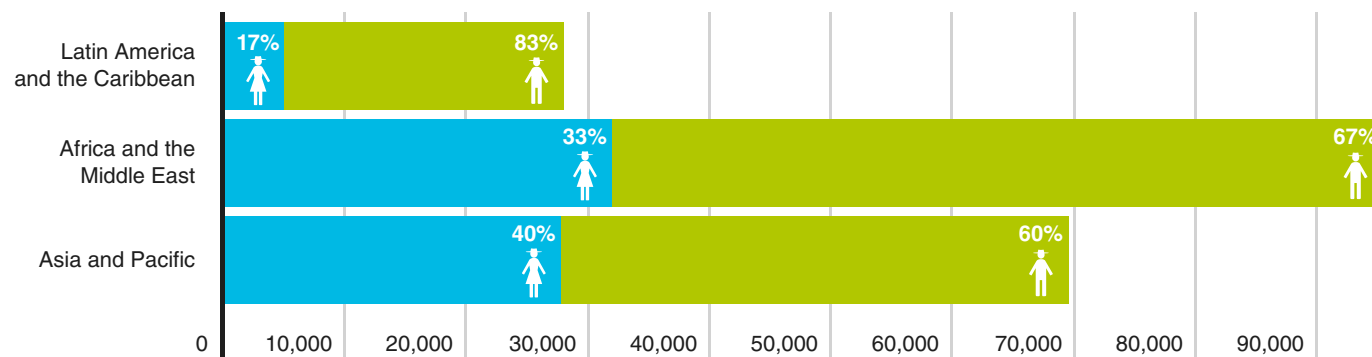
Farmers	1,520,110
Workers	193,007
Total	1,713,117
Percentage of all Fairtrade farmers and workers	100%

WOMEN'S PARTICIPATION IN FAIRTRADE 2017

Number of female farmers compared with the number of male farmers in Small Producer Organizations, 2017





















Number of female workers compared with the number of male workers in Hired Labour Organizations, 2017













PERCENTAGE OF WOMEN FAIRTRADE FARMERS AND WORKERS BY PRODUCT 2017

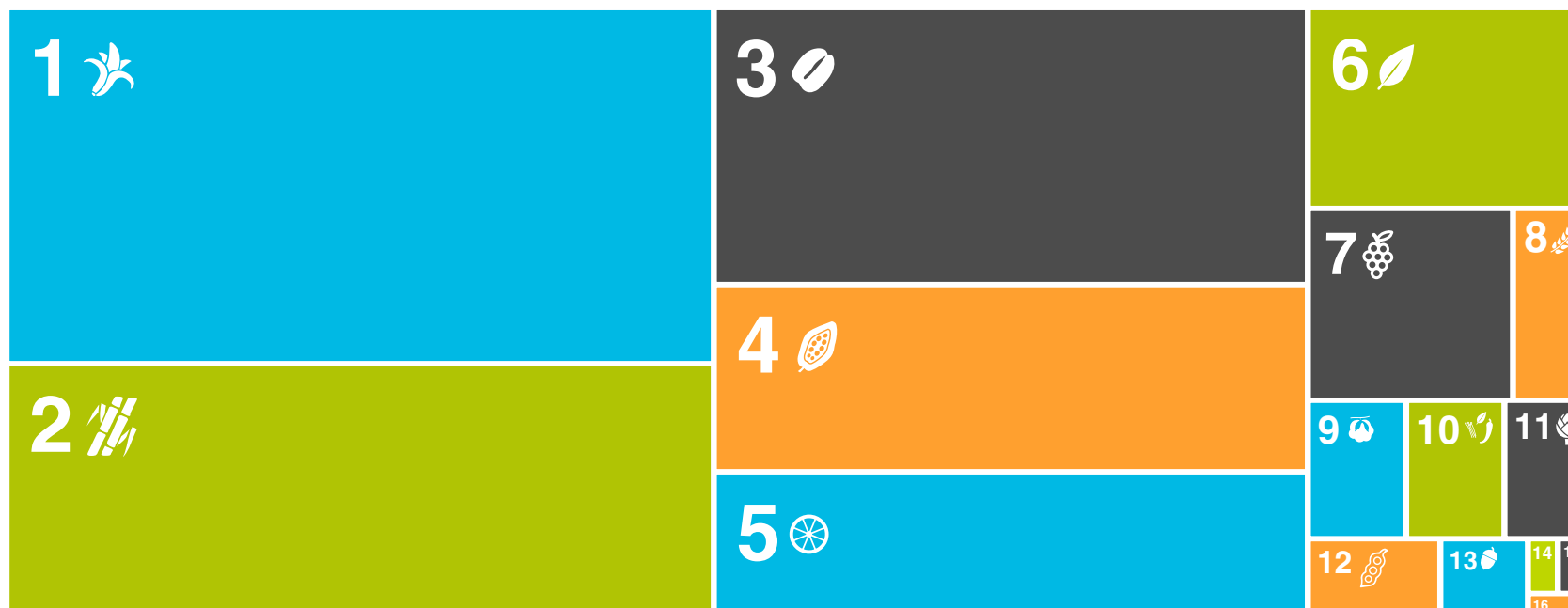
Small Producer Organizations

Product	Percentage of women farmers
Oilseeds and oleaginous fruit	 42%
Cereals	 35%
Cane sugar	 28%
Wine grapes	 25%
Vegetables	 25%
Tea	 23%
Nuts	 20%
Herbs, herbal teas and spices	 19%
Cocoa	 18%
Coffee	 18%
Bananas	 18%
Fresh fruit	 16%
Rice	 14%
Honey	 10%
Gold and associated precious metals	 9%
Dried fruit	 7%
Cotton	 2%
All Products	 19%

Hired Labour Organizations

Product	Percentage of women workers
Sports balls	 62%
Oilseeds and oleaginous fruit	 48%
Vegetables	 45%
Flowers and plants	 42%
Tea	 35%
Wine grapes	 26%
Fresh fruit	 19%
Herbs, herbal teas and spices	 12%
Bananas	 10%
All Products	 33%

TOTAL PRODUCTION OF FAIRTRADE CERTIFIED PRODUCTS 2016-2017 (MT)



1 Bananas
970,531

2 Cane sugar
686,814

3 Coffee
633,854

4 Cocoa
428,053

5 Fresh fruit
329,541

6 Tea
216,127

7 Wine grapes
152,295

8 Rice
54,722

9 Cotton
52,763

10 Herbs, herbal teas and spices
52,230

11 Vegetables
44,101

12 Oilseeds and oleaginous fruit
39,414

13 Nuts
26,315

14 Dried fruit
6,663








15 Honey
6,210

16 Cereals
5,279

Flowers and plants
4,079,889,203
STEMS

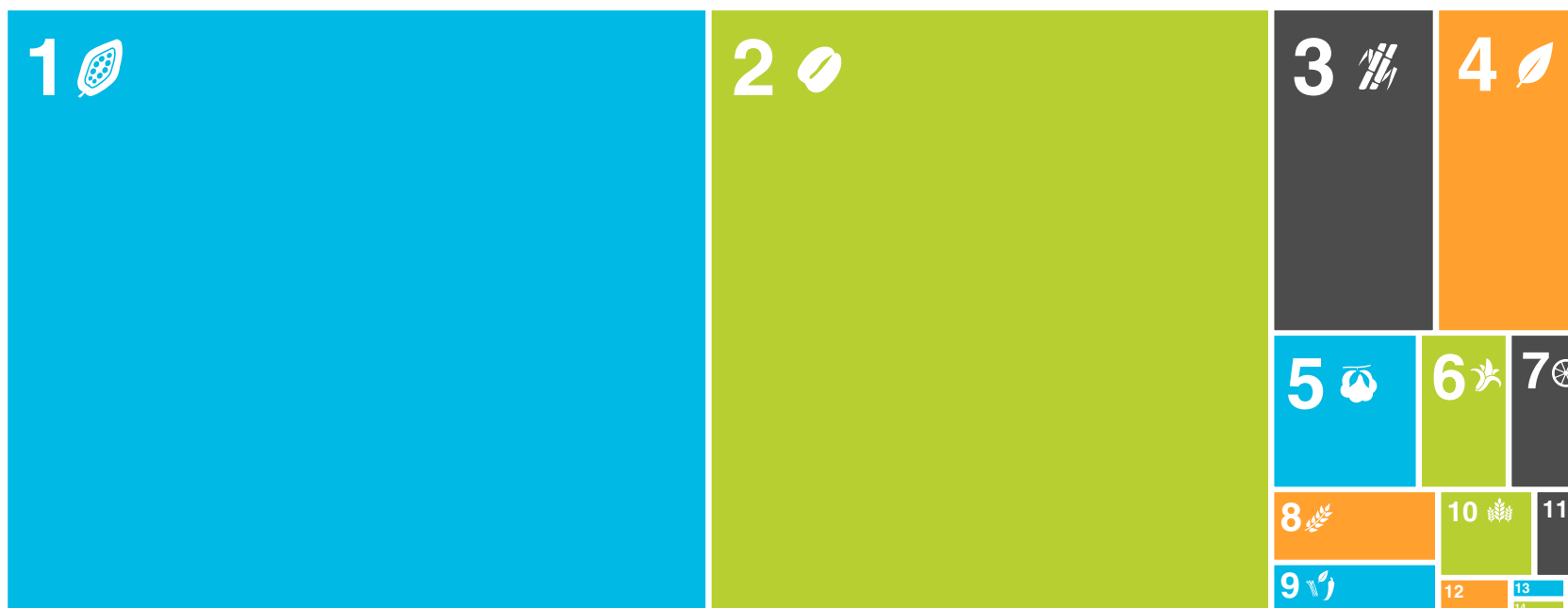
Sportsballs
3,113,976
ITEMS

FAIRTRADE SALES VOLUMES REPORTED BY PRODUCT 2015-2017

Product		2015	2016	2017	Percentage change since 2016	Source
Bananas		552,835	579,081	641,922	11%	FLOTIS
Cane sugar		155,334	166,560	207,438	25%	FLOTIS
Cocoa		102,176	136,543	214,425	57%	FLOTIS
Coffee		179,723	185,777	214,335	15%	FLOTIS
Cotton		18,410	8,125	8,311	2%	FLOTIS
Tea		11,534	12,130	10,725	-12%	FLOTIS
Flowers and plants		786,704,904	829,101,640	834,750,338	1%	FLOTIS
Cereals		1,315	1,234	1,508	22%	CODImpact
Dried fruit		1,881	831	1,187	43%	CODImpact
Fresh fruit		33,952	53,532	50,995	-5%	CODImpact
Fruit juices		7,005	21,307	20,372	-4%	CODImpact
Herbs, herbal teas and spices		9,839	10,930	11,853	8%	CODImpact
Honey		3,254	3,260	3,125	-4%	CODImpact
Nuts		3,171	3,844	9,868	157%	CODImpact
Oilseeds and oleaginous fruit		2,638	1,546	6,404	314%	CODImpact
Rice		9,935	10,379	11,043	6%	CODImpact
Vegetables, incl. pulses and potatoes		3,345	4,148	5,418	31%	CODImpact
Wine grapes		29,412	37,161	46,697	26%	CODImpact
Sportsballs		153,473	119,549	173,574	45%	CODImpact

Note: All products are in Metric Tonnes (MT) except for Flowers and plants (Stems) and Sportsballs (Items)

TOTAL AREA OF CULTIVATION OF FAIRTRADE PRODUCTS 2017 (HECTARES)

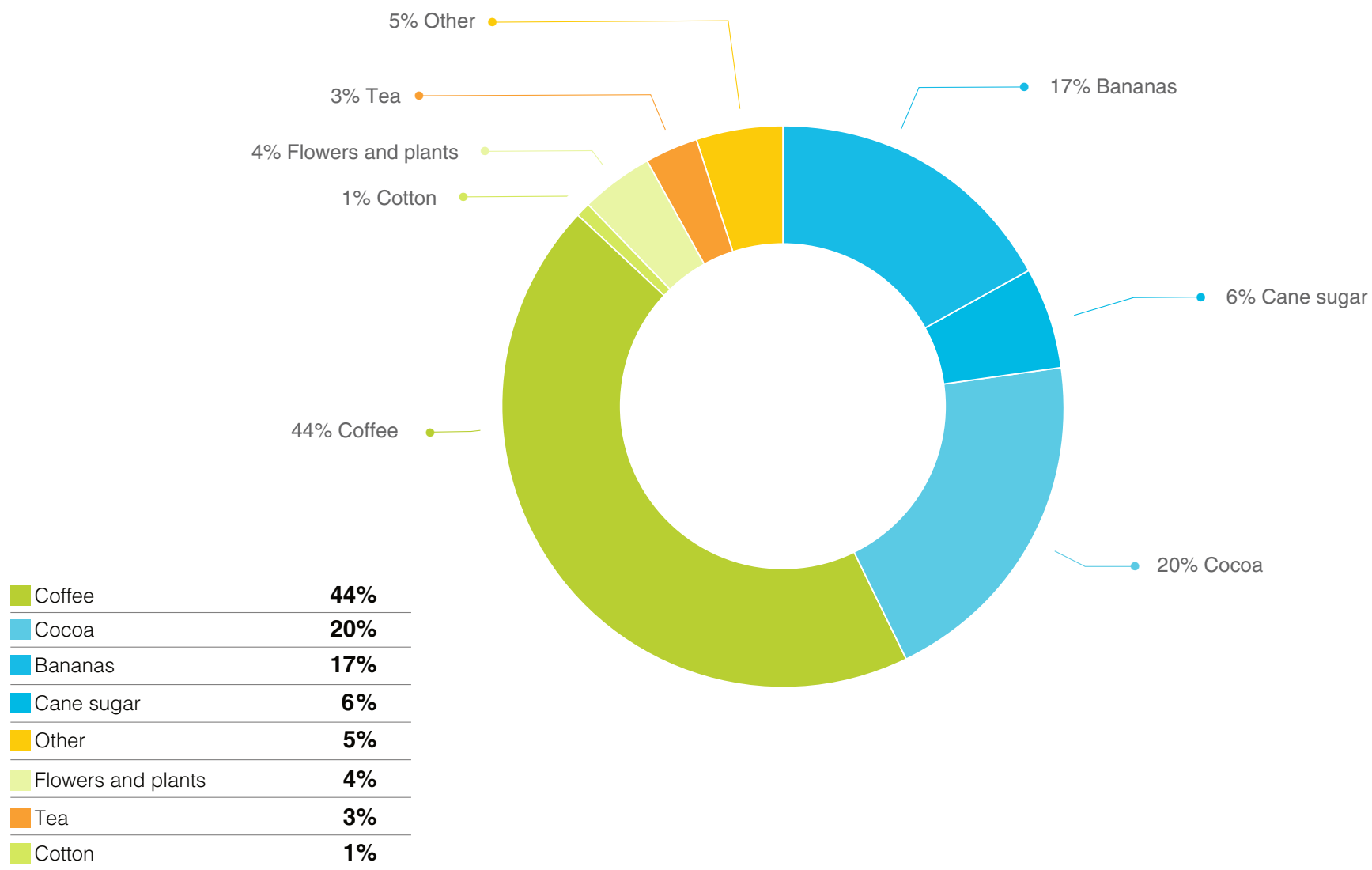


1 | Cocoa 1,170,612 2 | Coffee 938,158 3 | Cane sugar 146,388 4 | Tea 135,155 5 | Cotton 62,899 6 | Bananas 38,316 7 | Fresh fruit 33,614

8 | Rice 33,133 9 | Herbs, herbal teas and spices 24,132 10 | Cereals 23,489 11 | Wine grapes 12,954 12 | Oilseeds and oleaginous fruit 7,682

13 | Dried fruit 3,244 14 | Flowers and plants 2,698 15 | Vegetables 2,204

FAIRTRADE PREMIUM DISTRIBUTION BY PRODUCT 2017



FAIRTRADE PREMIUM DISTRIBUTION BY PRODUCT 2017



COFFEE
€83,853,851



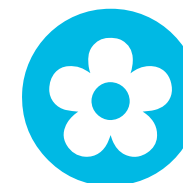
COCOA
€38,015,433



BANANAS
€31,326,302



CANE SUGAR
€11,860,712



FLOWERS AND PLANTS
€6,773,282



TEA
€5,294,160



FRESH FRUIT
€3,276,771



WINE GRAPES
€1,874,603



HERBS, HERBAL TEAS AND SPICES
€1,236,949



COTTON
€1,130,559

• **CEREALS**
€737,095

• **VEGETABLES**
€586,301

• **FRUIT JUICES**
€548,330

• **HONEY**
€515,006

• **RICE**
€505,423

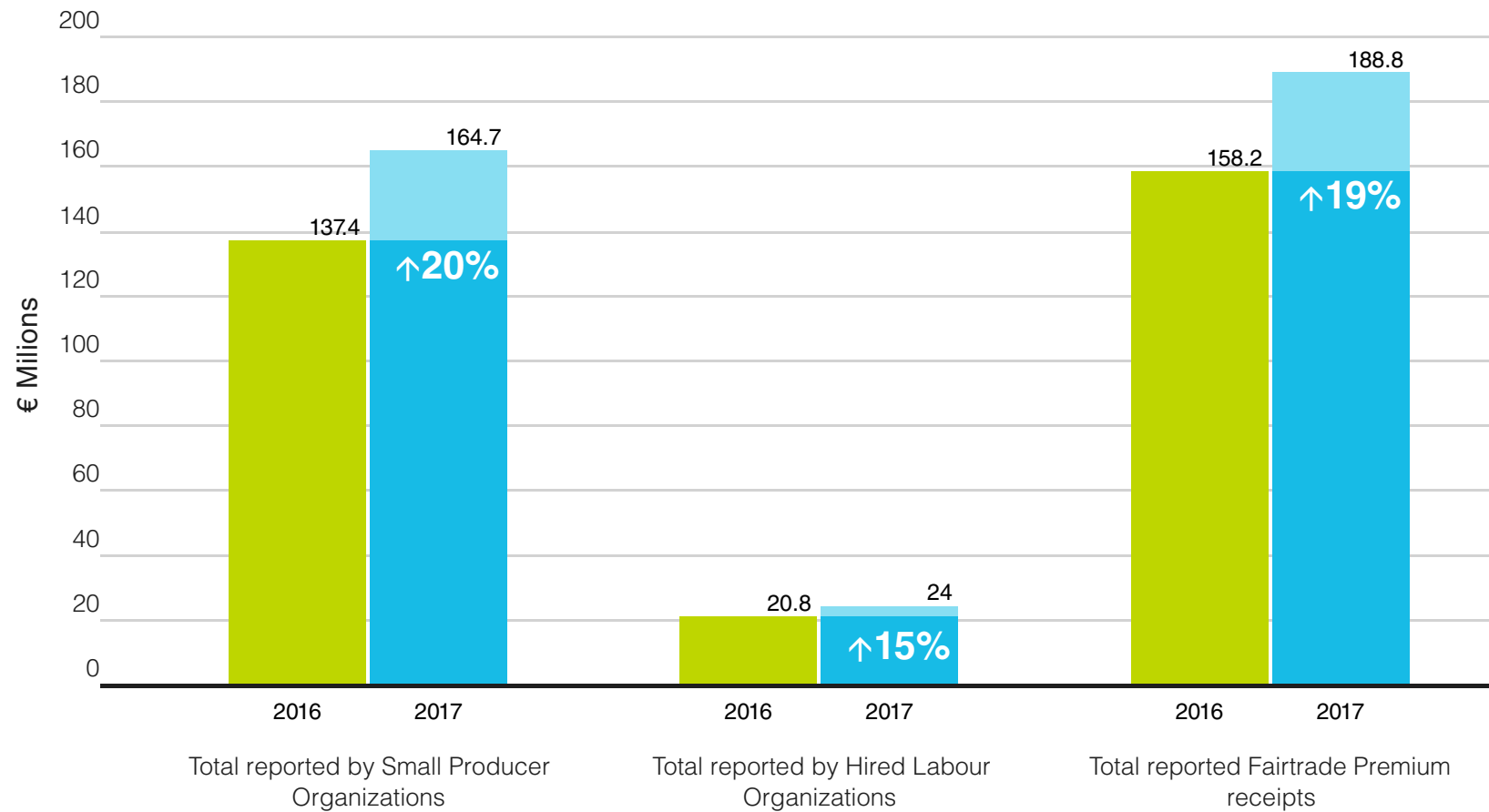
• **NUTS**
€403,451

• **OILSEEDS AND OLEAGINOUS FRUIT**
€320,834

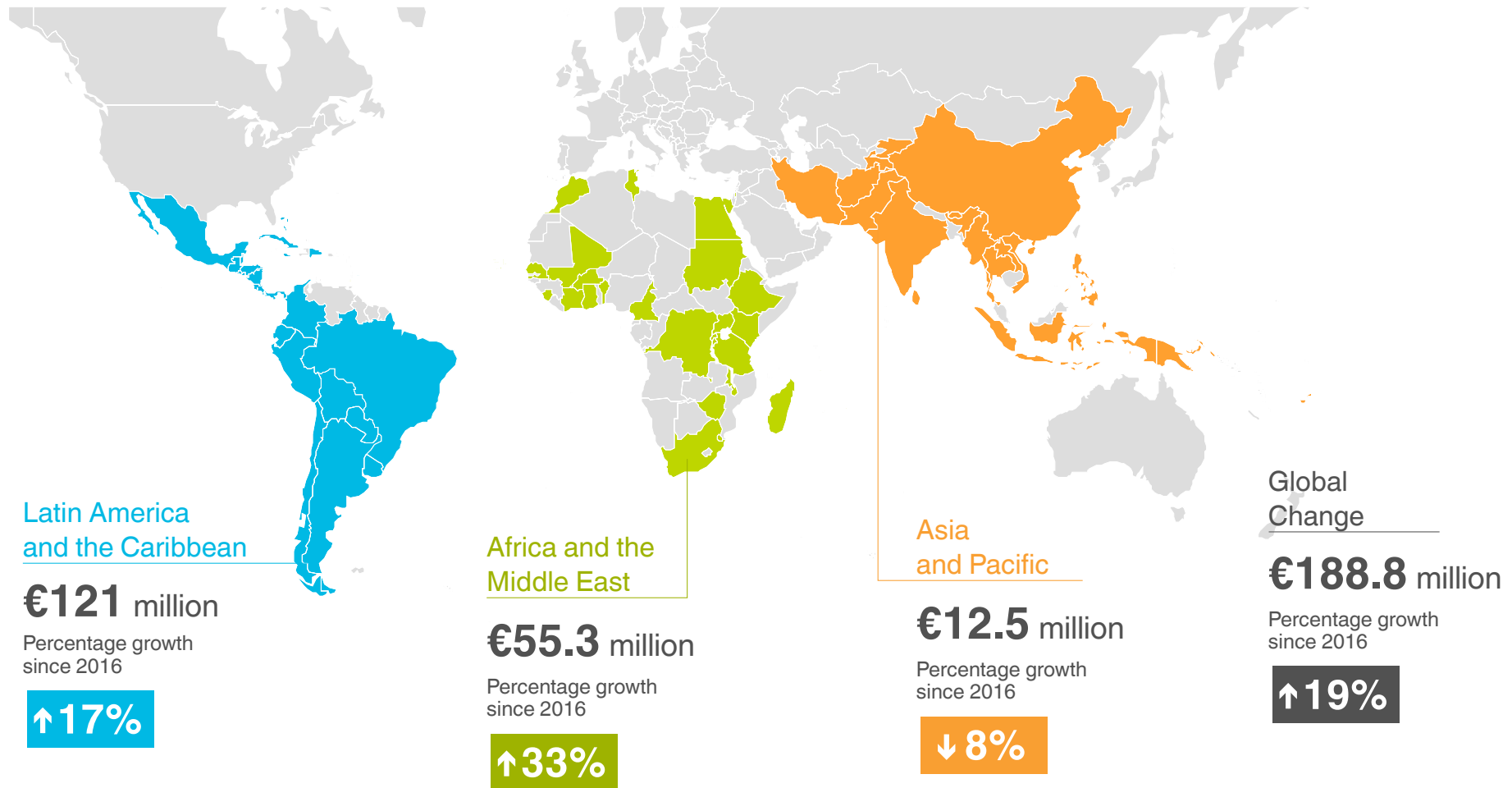
• **DRIED FRUIT**
€199,791

• **SPORTSBALLS**
€63,774

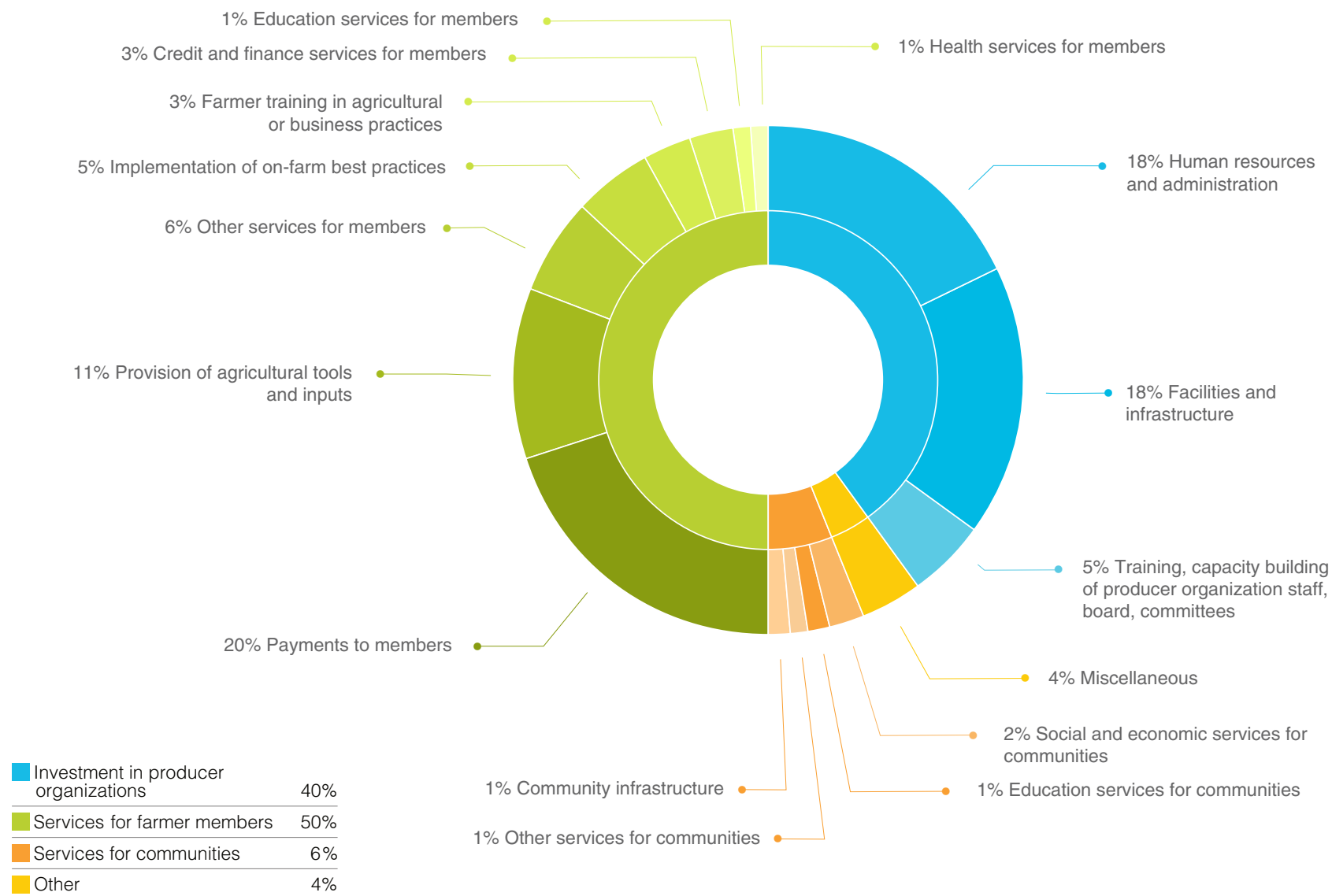
GROWTH IN FAIRTRADE PREMIUM VALUES 2017



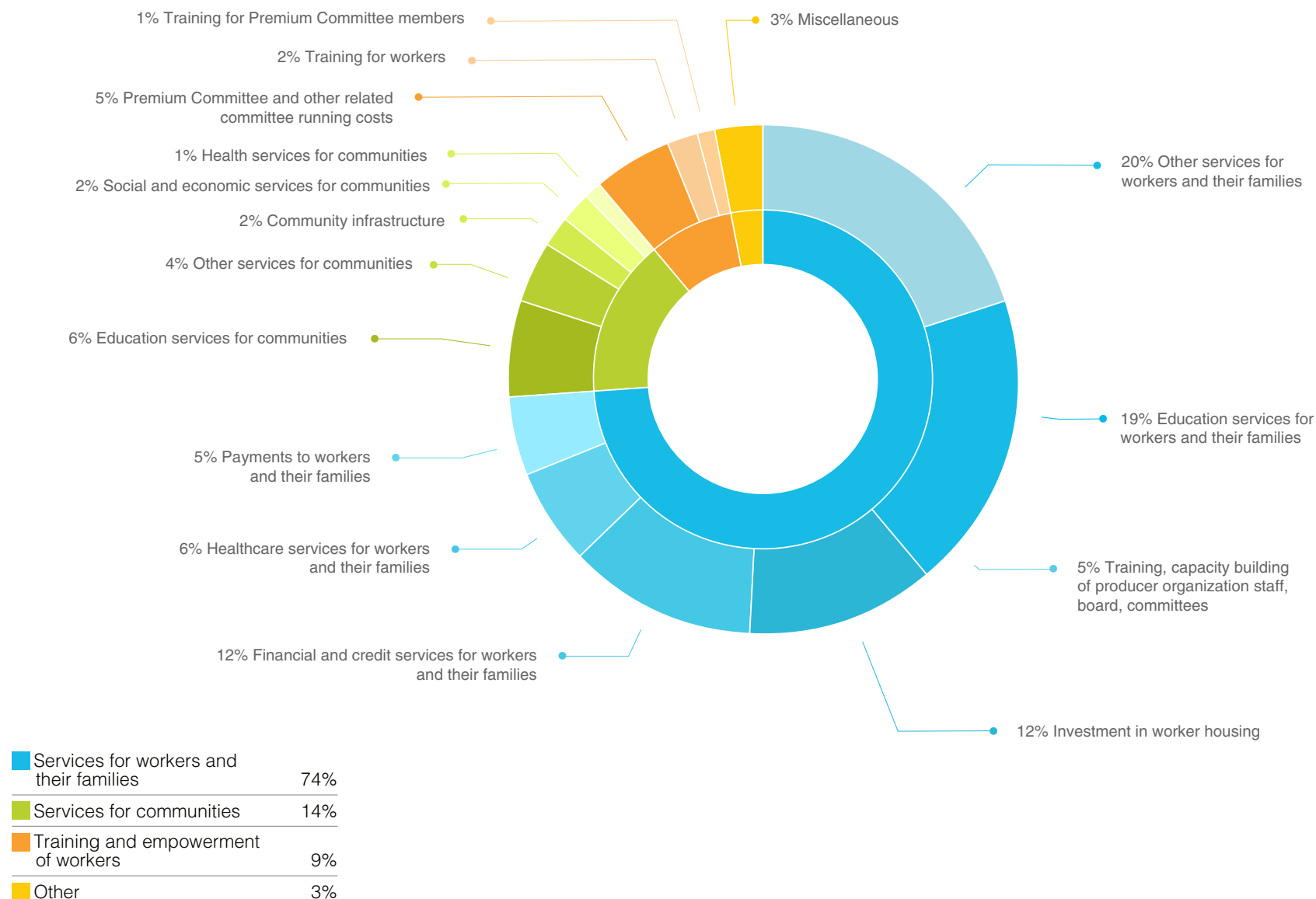
FAIRTRADE PREMIUM RECEIVED BY REGION 2017



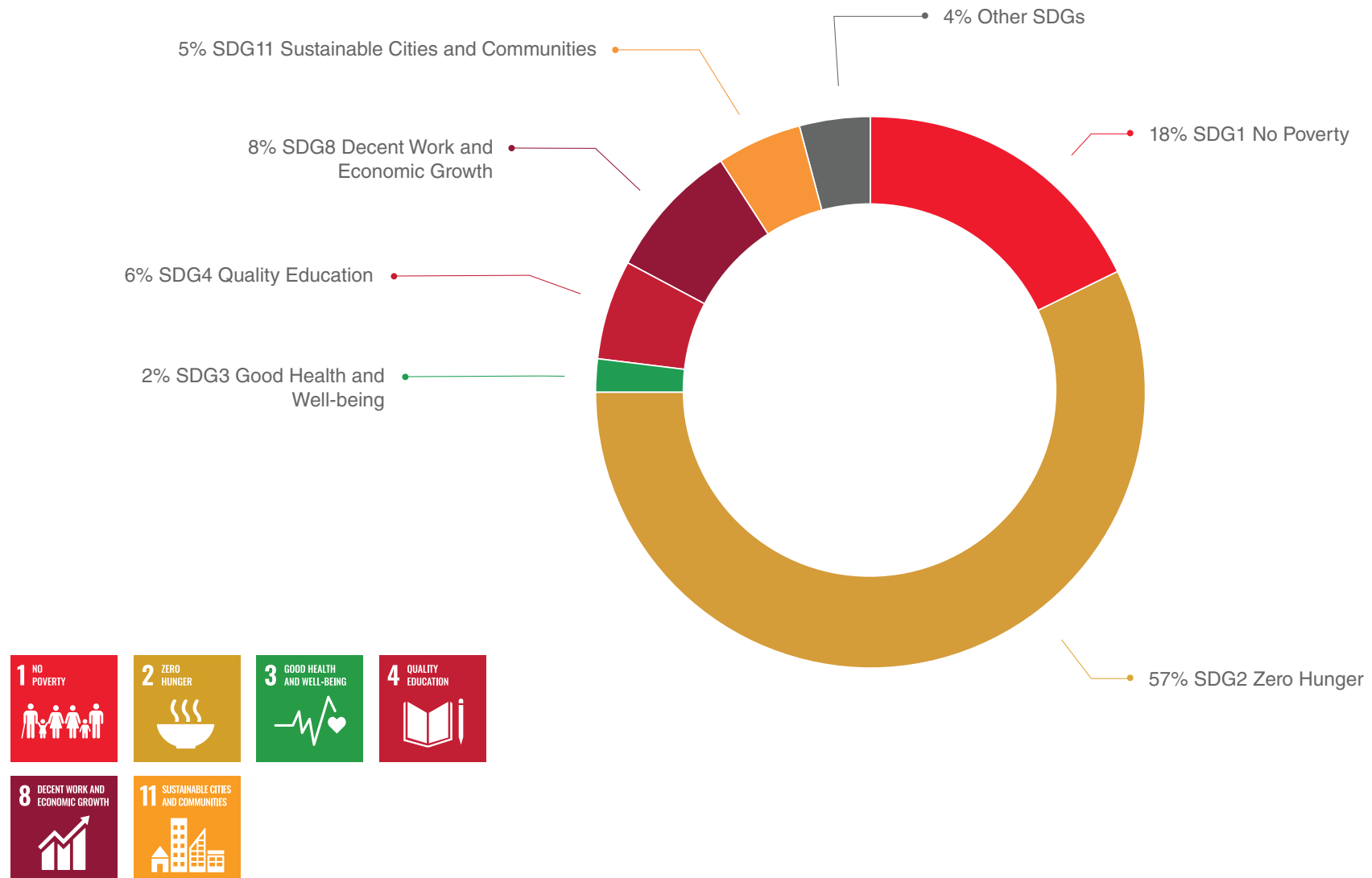
USE OF FAIRTRADE PREMIUM BY SMALL PRODUCER ORGANIZATIONS 2016-2017



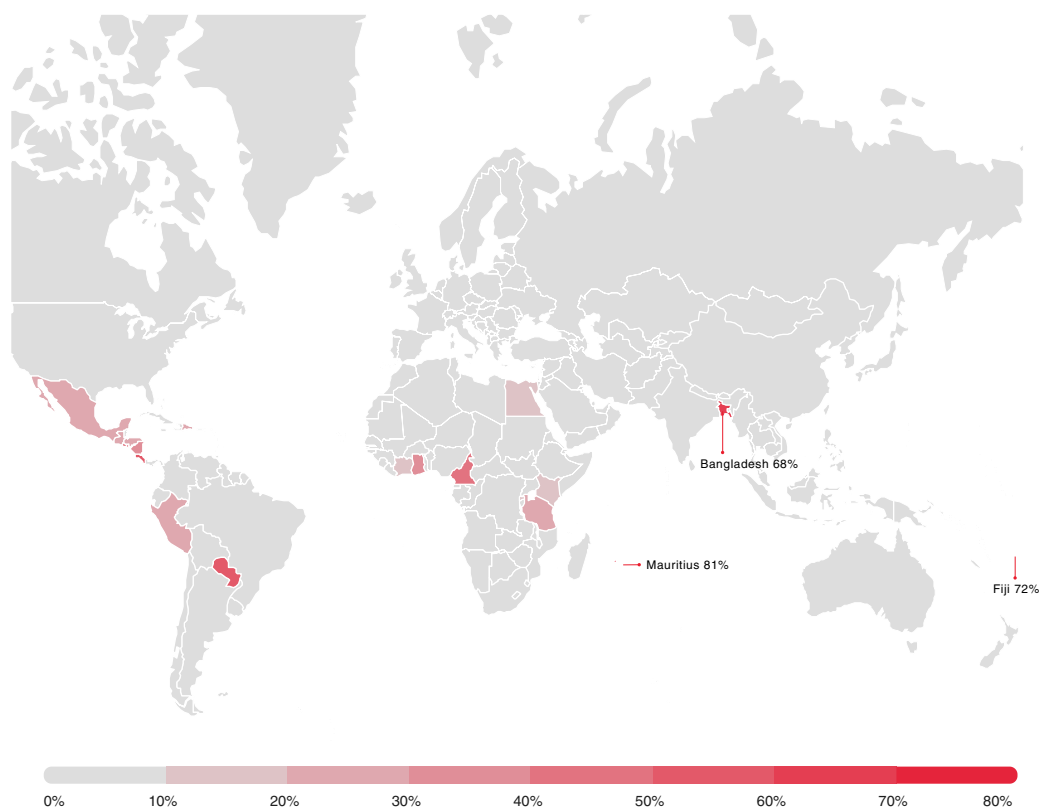
USE OF FAIRTRADE PREMIUM BY HIRED LABOUR ORGANIZATIONS 2016-2017



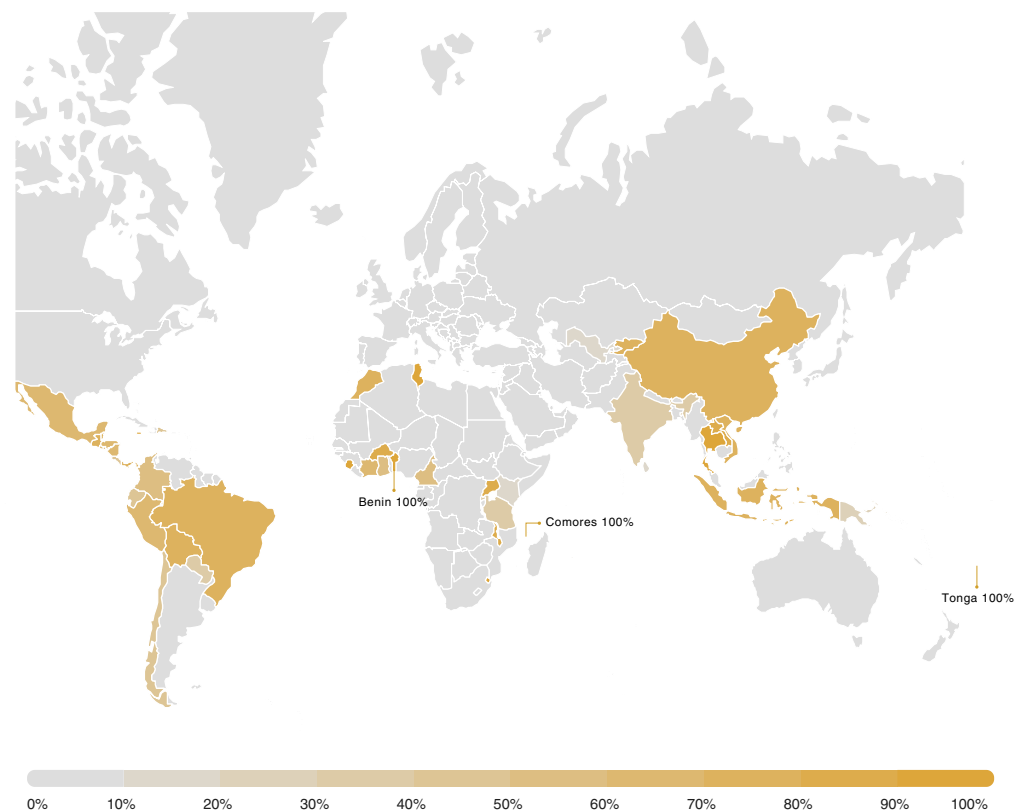
SHARE OF FAIRTRADE PREMIUM EXPENDITURE CONTRIBUTING TO UN'S SUSTAINABLE DEVELOPMENT GOALS (SDGs)



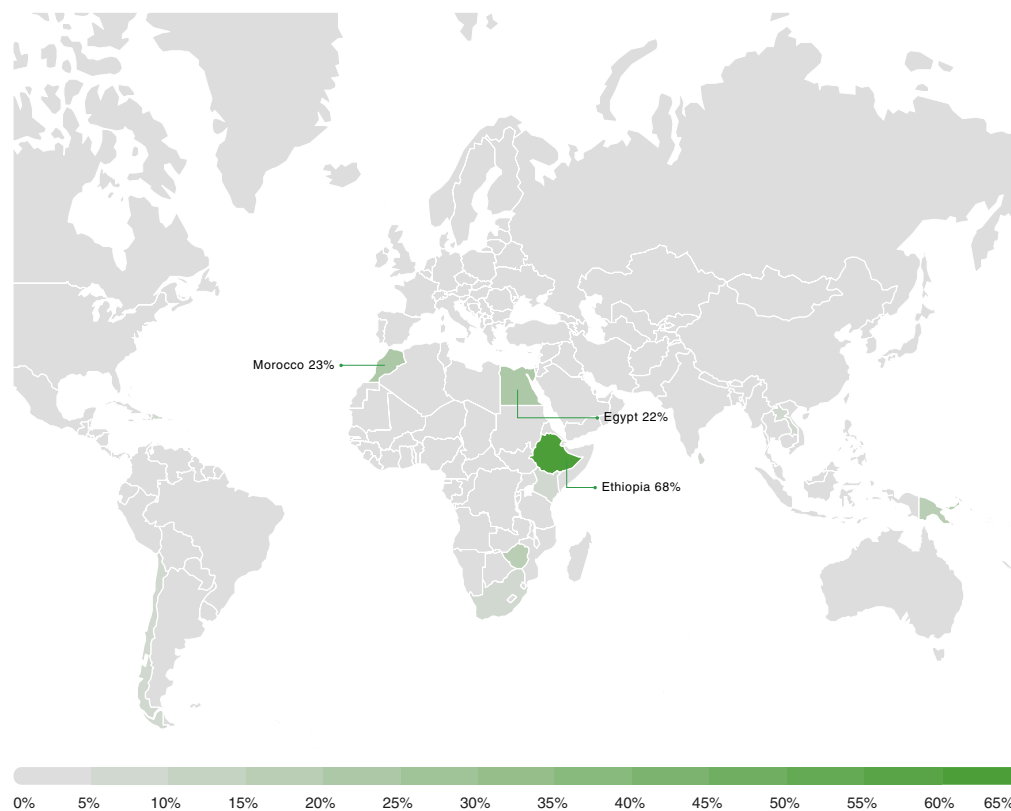
SHARE OF FAIRTRADE PREMIUM EXPENDITURE (%) ORIENTED TOWARDS UN SDG1



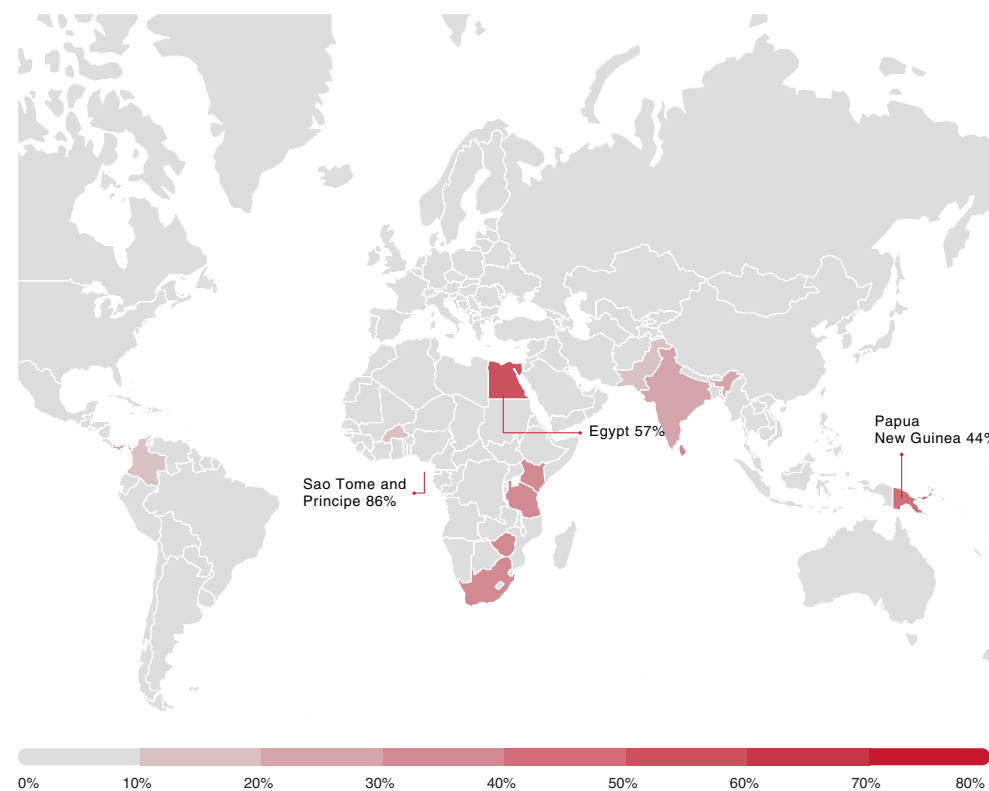
SHARE OF FAIRTRADE PREMIUM EXPENDITURE (%) ORIENTED TOWARDS UN SDG2



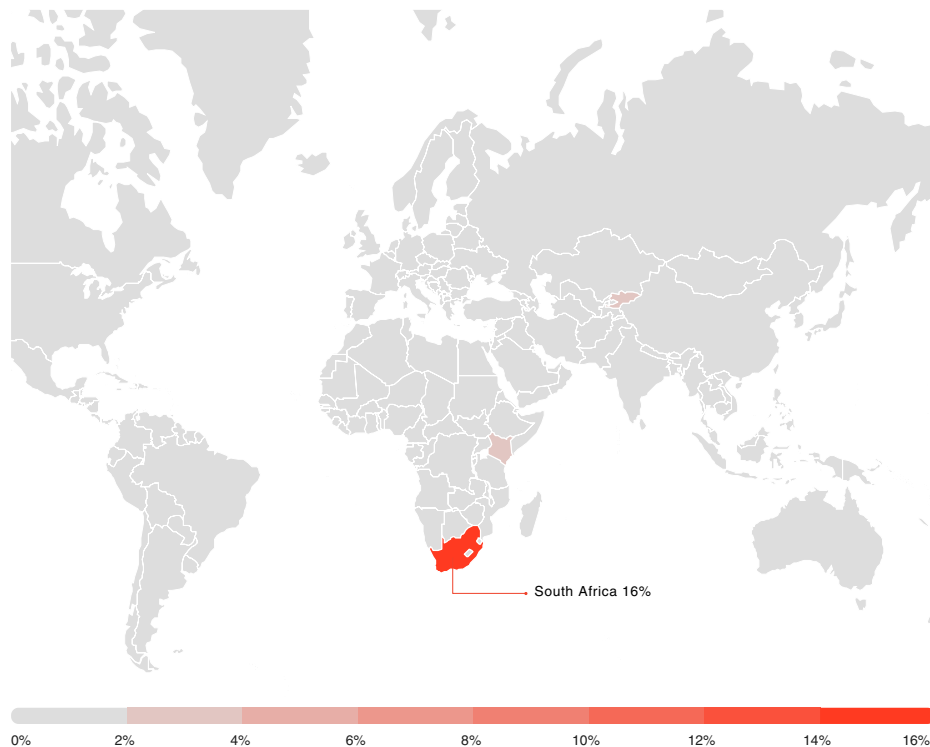
SHARE OF FAIRTRADE PREMIUM EXPENDITURE (%) ORIENTED TOWARDS UN SDG3



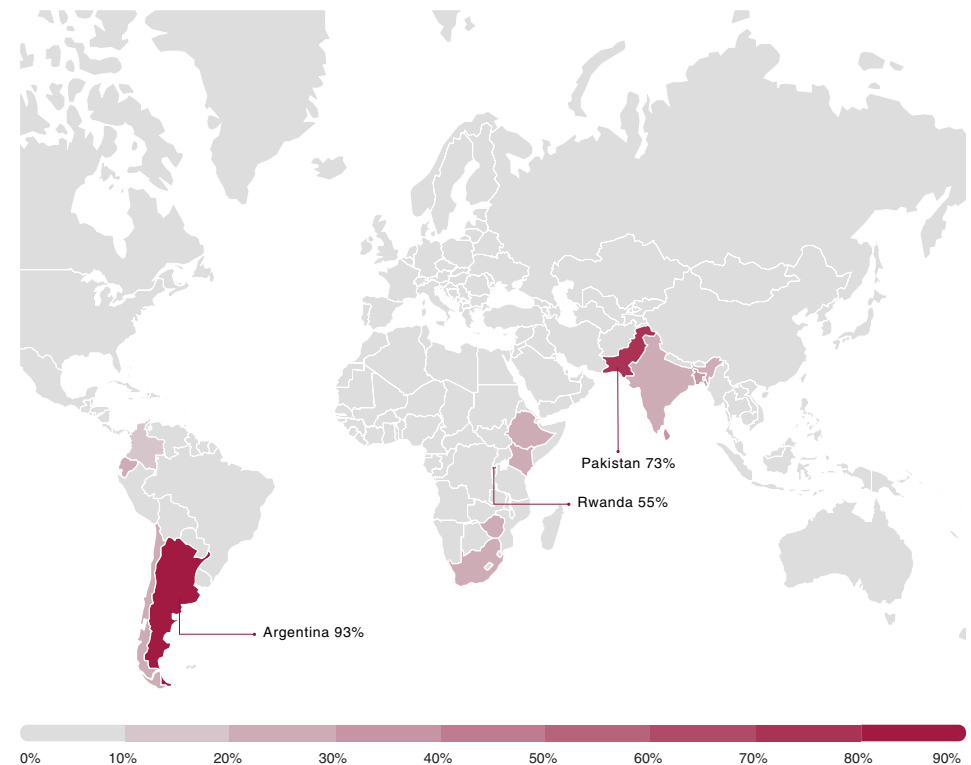
SHARE OF FAIRTRADE PREMIUM EXPENDITURE (%) ORIENTED TOWARDS UN SDG4



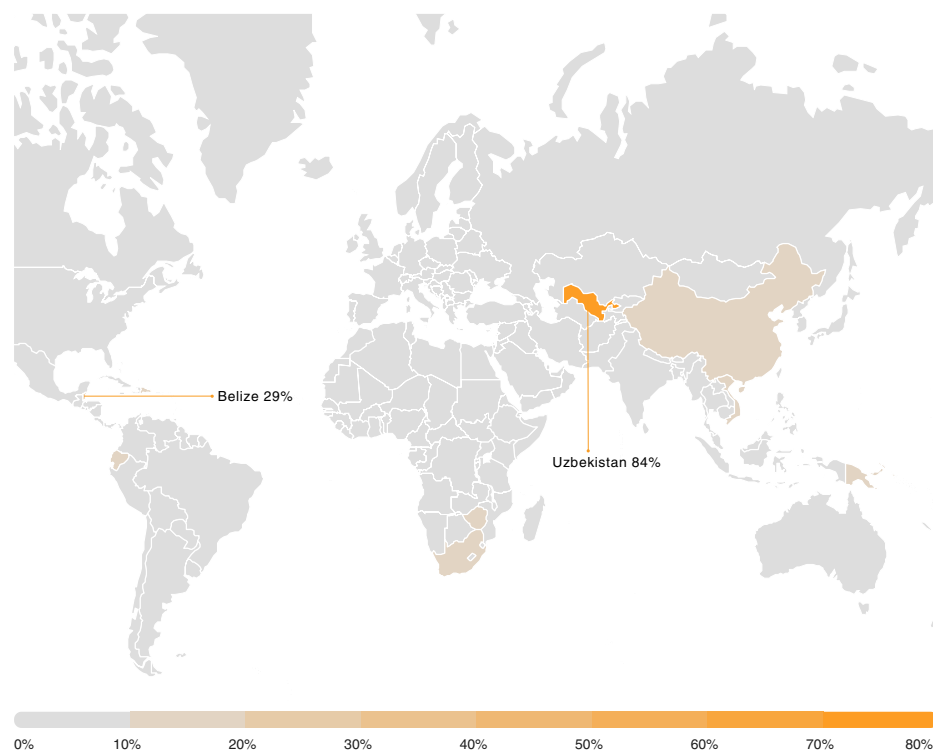
SHARE OF FAIRTRADE PREMIUM EXPENDITURE (%) ORIENTED TOWARDS UN SDG5



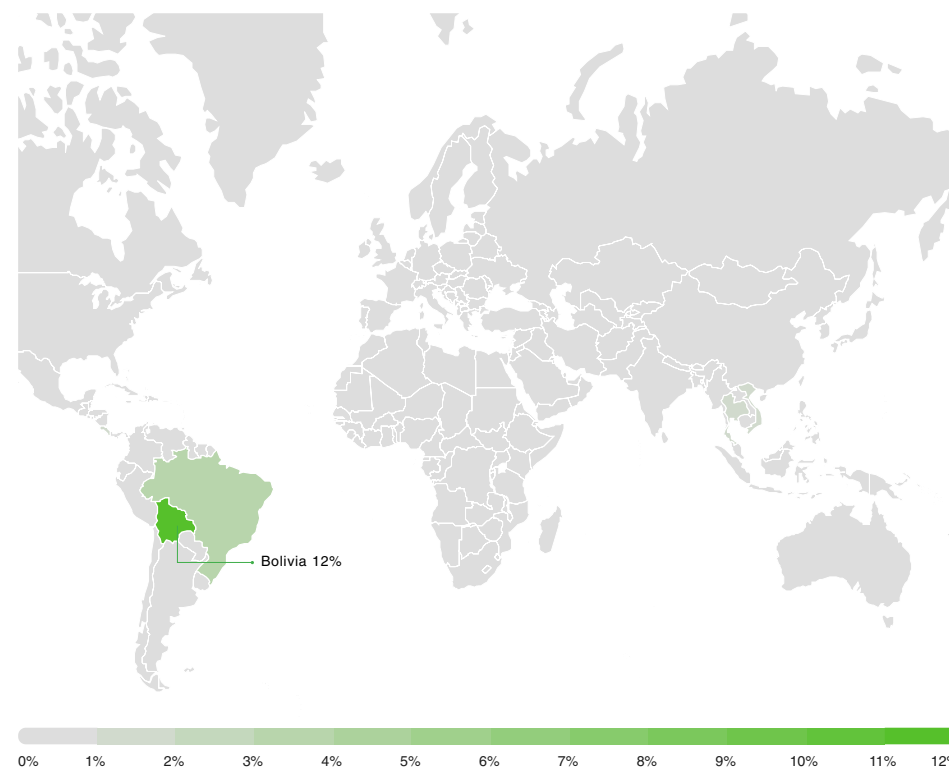
SHARE OF FAIRTRADE PREMIUM EXPENDITURE (%) ORIENTED TOWARDS UN SDG8



SHARE OF FAIRTRADE PREMIUM EXPENDITURE (%) ORIENTED TOWARDS UN SDG11



SHARE OF FAIRTRADE PREMIUM EXPENDITURE (%) ORIENTED TOWARDS UN SDG15



ABOUT THE DATA IN THIS REPORT

This report has two sources of data.

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

The second source of data is FLOTIS. This is the data collected from all Premium payers for all transactions in a given year for Fairtrade sales and Premium generated. The data has 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 on volumes produced, volumes sold and Fairtrade Premium income and expenditure are retrospective for a 12-month period preceding the audit. Since the majority of the audits for this data set took place during 2017, the majority of producer organizations have reported on time periods spanning 2016–2017. We thus use '2016–17' 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

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Fairtrade bananas on sale in a supermarket in Austria
© Fairtrade Österreich/Wasserbauer



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