

MONITORING THE SCOPE AND BENEFITS OF FAIRTRADE

MONITORING REPORT **11TH 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

ABOUT THIS REPORT

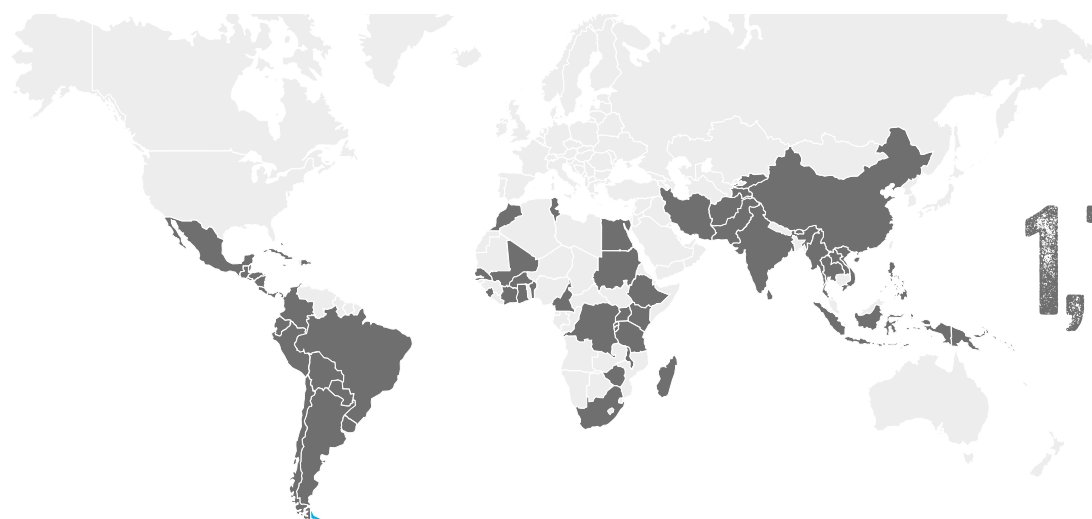
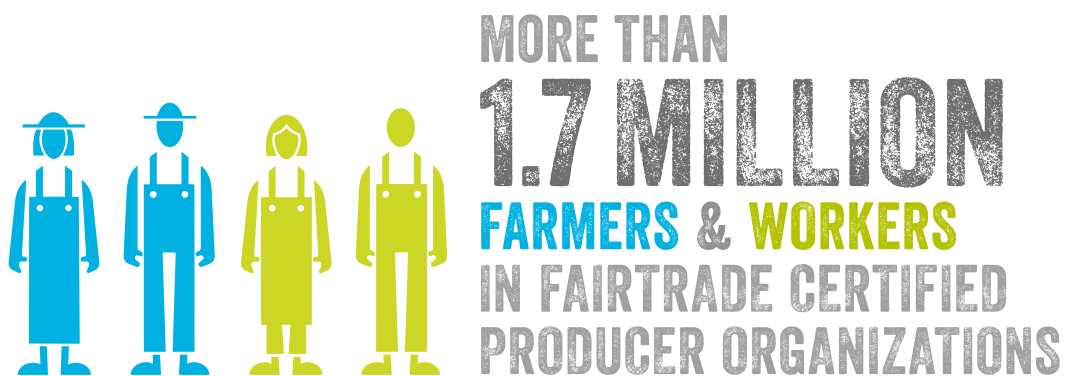
Fairtrade International publishes annual data on the scope and impact of Fairtrade for farmers, workers and their communities. This report represents an overview of select monitoring data from 2018 unless otherwise indicated. A description of the data sources used for this report is on page 21. Additional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

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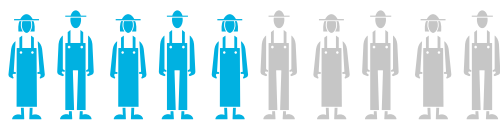
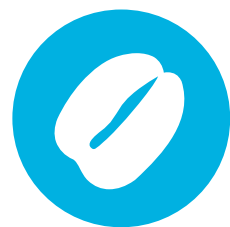
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Photo, front cover (© Stefan Lechner/Fairtrade International): Doña Petronila has been a member of APPTA for 20 years. Photo, this page (© Matt Crossick): Farmer Leonard Kadanda harvests coffee brand on his farm near Bukoba, Tanzania. Kadanda sells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





1,707 FAIRTRADE CERTIFIED PRODUCER
ORGANIZATIONS IN 73 COUNTRIES



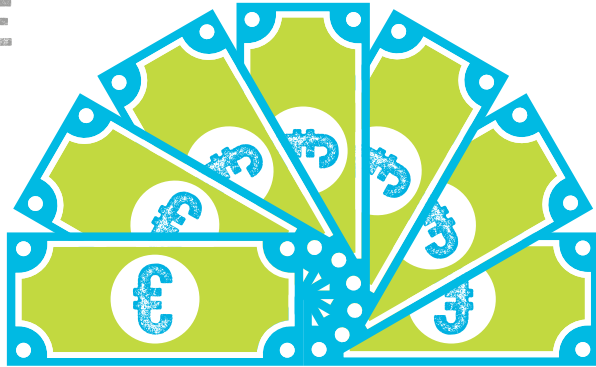
50% OF ALL FAIRTRADE FARMERS
PRODUCE COFFEE



40% OF ALL FAIRTRADE WORKERS
PRODUCE TEA

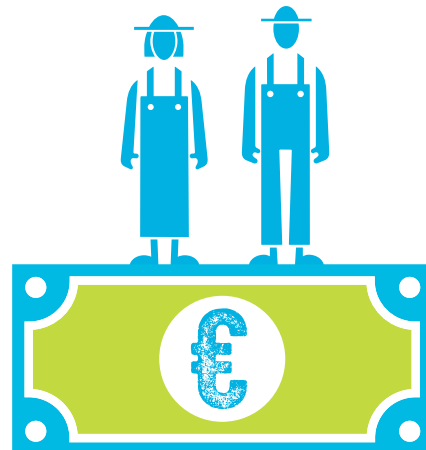
€187.8 MILLION

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**

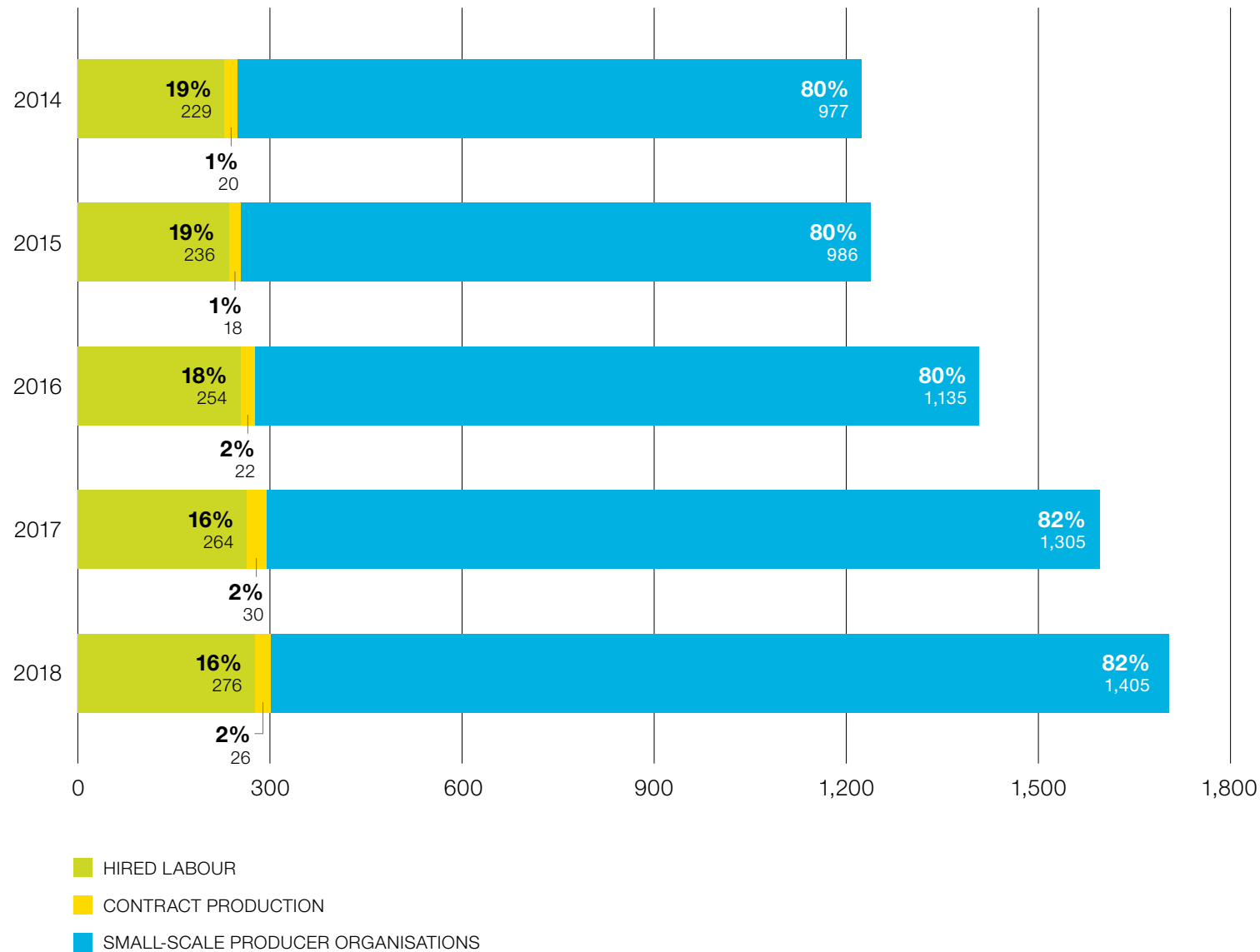


WORKERS ON FAIRTRADE
CERTIFIED PLANTATIONS

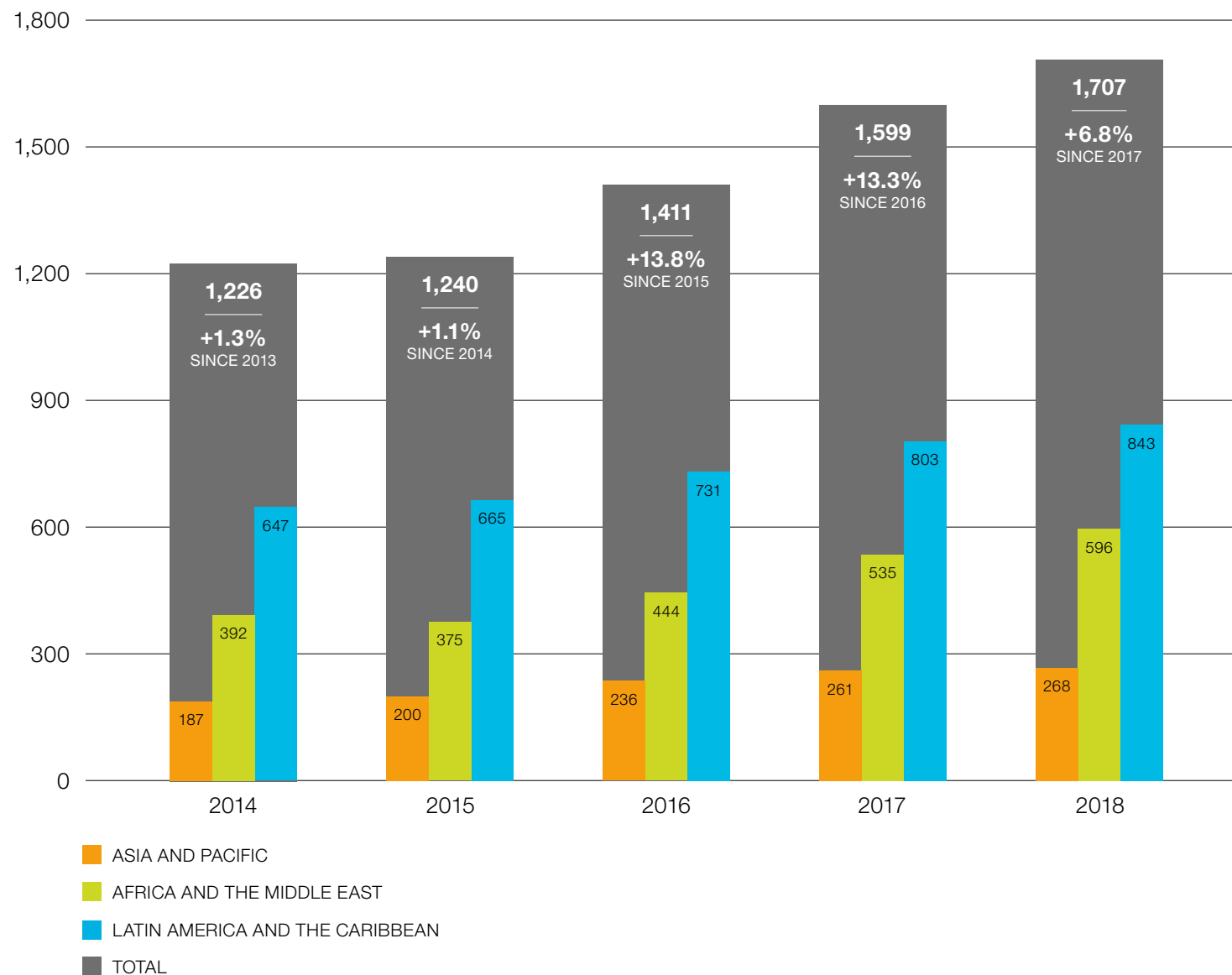
INVESTED 32%

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

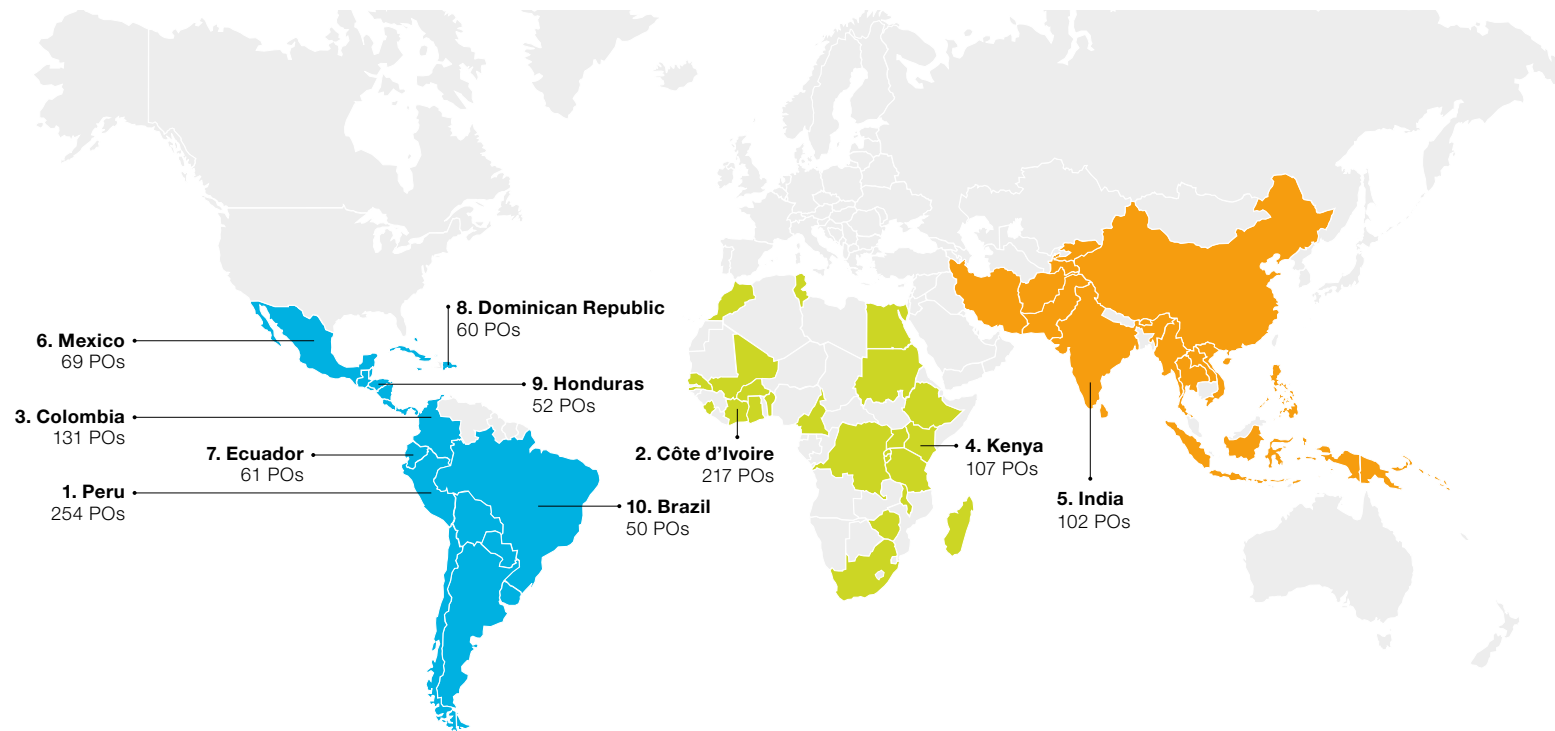
FAIRTRADE CERTIFIED PRODUCER ORGANIZATIONS 2014-2018



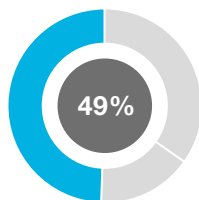
GROWTH IN THE NUMBER OF FAIRTRADE CERTIFIED PRODUCER ORGANIZATIONS 2014-2018



FAIRTRADE PRODUCER COUNTRIES BY NUMBER OF CERTIFIED PRODUCER ORGANIZATIONS 2018

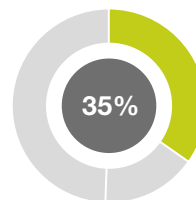


Latin America and the Caribbean



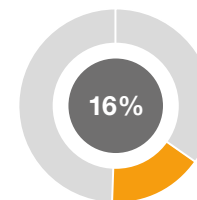
842 producer organizations in 24 countries

Africa and the Middle East



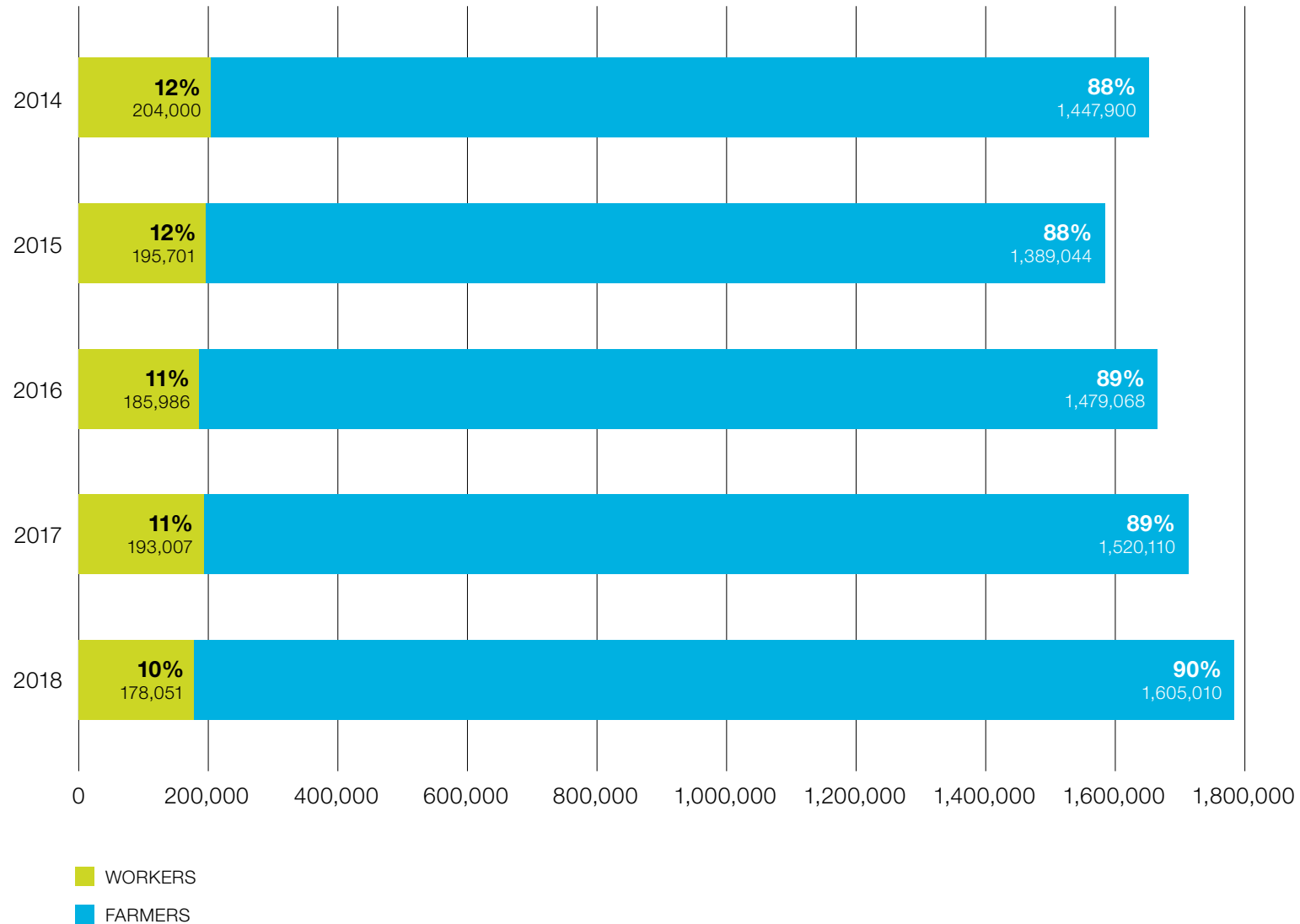
597 producer organizations in 29 countries

Asia and the Pacific

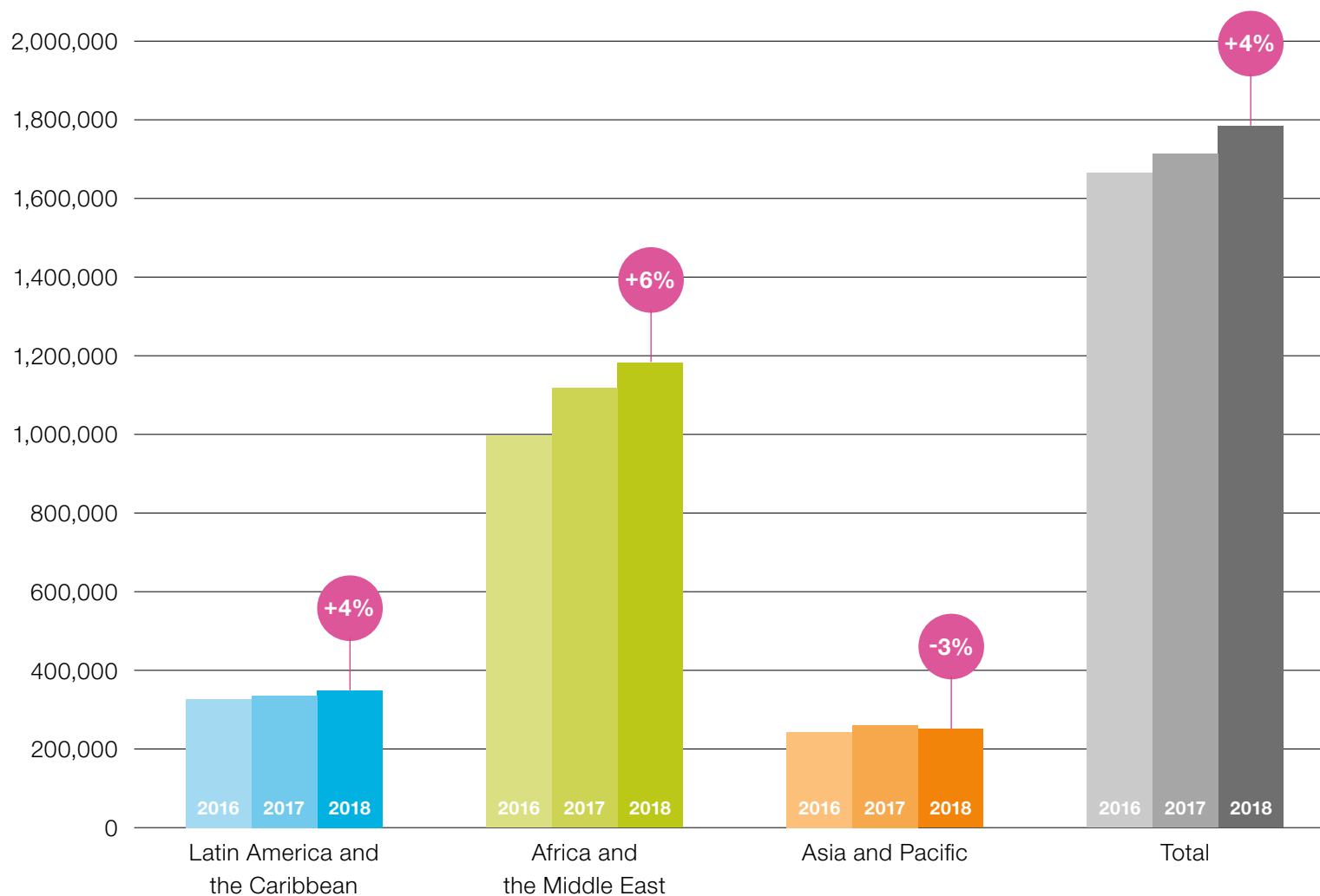


268 producer organizations in 20 countries

NUMBERS OF FAIRTRADE FARMERS AND WORKERS 2014-2018

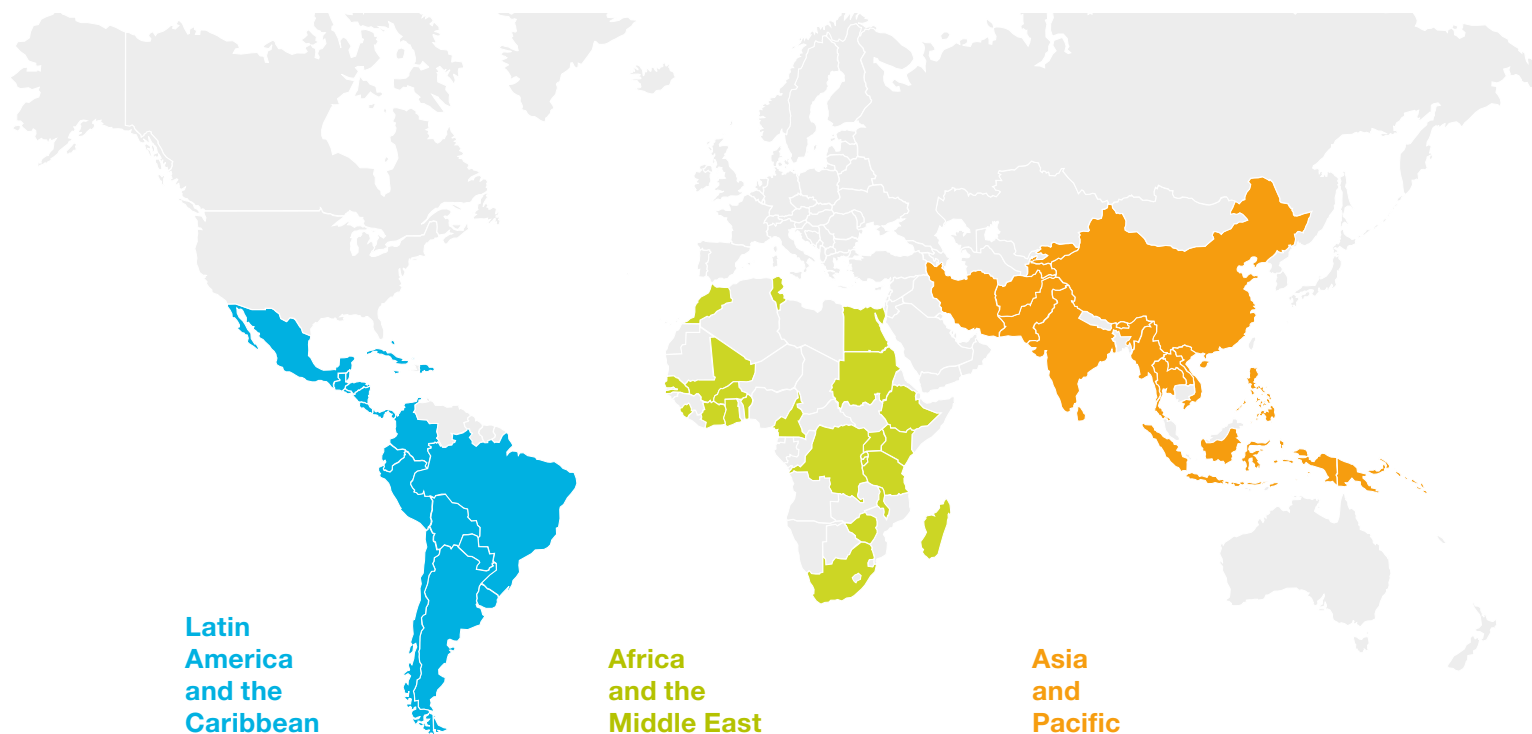


GROWTH IN THE NUMBERS OF FAIRTRADE FARMERS AND WORKERS 2014-2018



● PERCENTAGE CHANGE 2017-2018

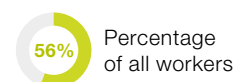
DISTRIBUTION OF FAIRTRADE FARMERS AND WORKERS 2018



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	43%

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

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

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

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

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

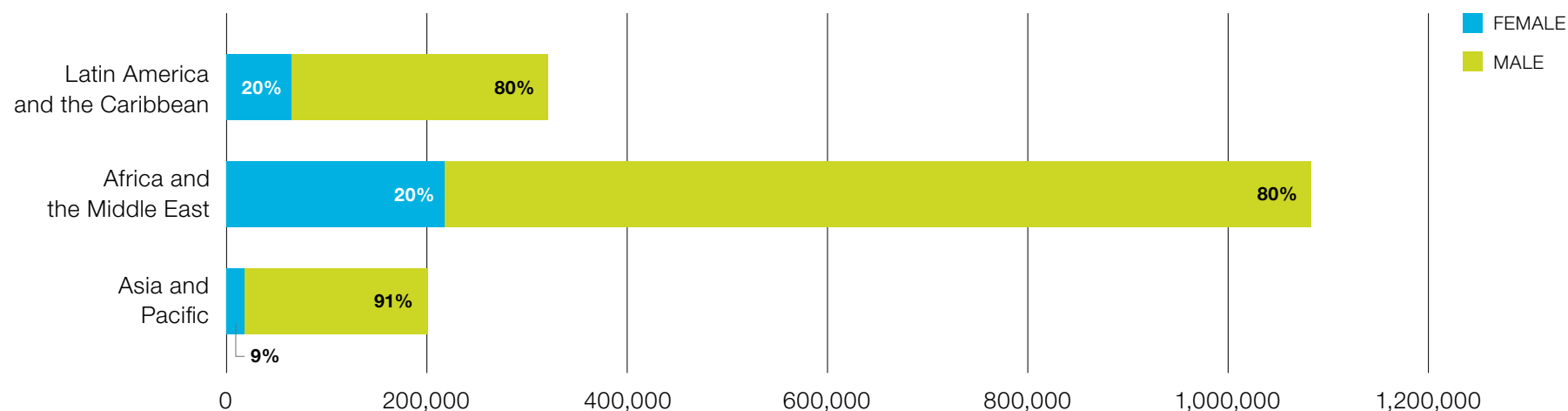
Bananas 	
Farmers	11,463
Workers	16,705
Total	28,168
Percentage of all Fairtrade farmers and workers	2%

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

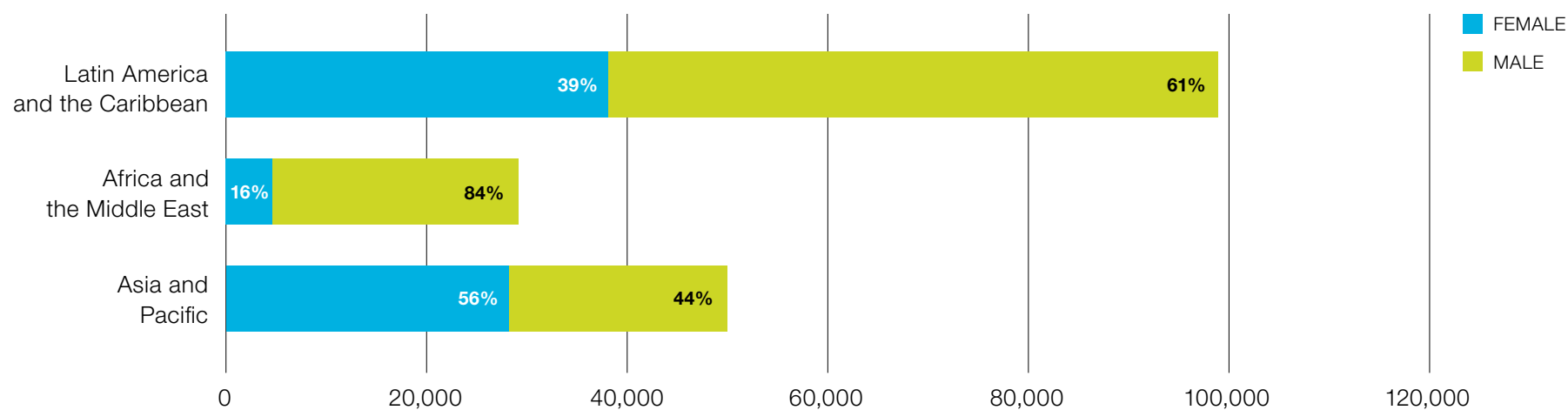
All products	
Farmers	1,605,010
Workers	178,051
Total	1,783,061
Percentage of all Fairtrade farmers and workers	100%

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%
Total	19%

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%
Total	40%

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

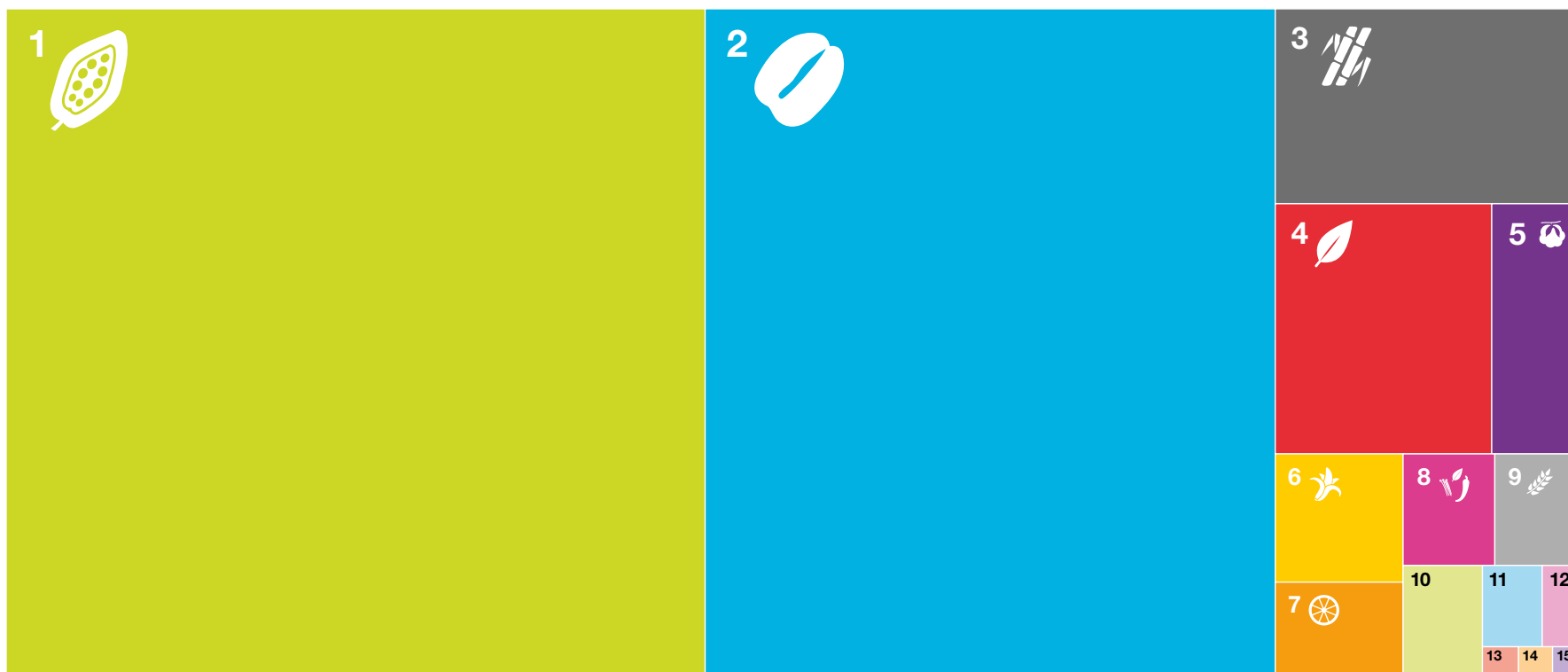


Sports balls
3,220,299 items

FAIRTRADE SALES VOLUMES REPORTED BY PRODUCT 2016-2018

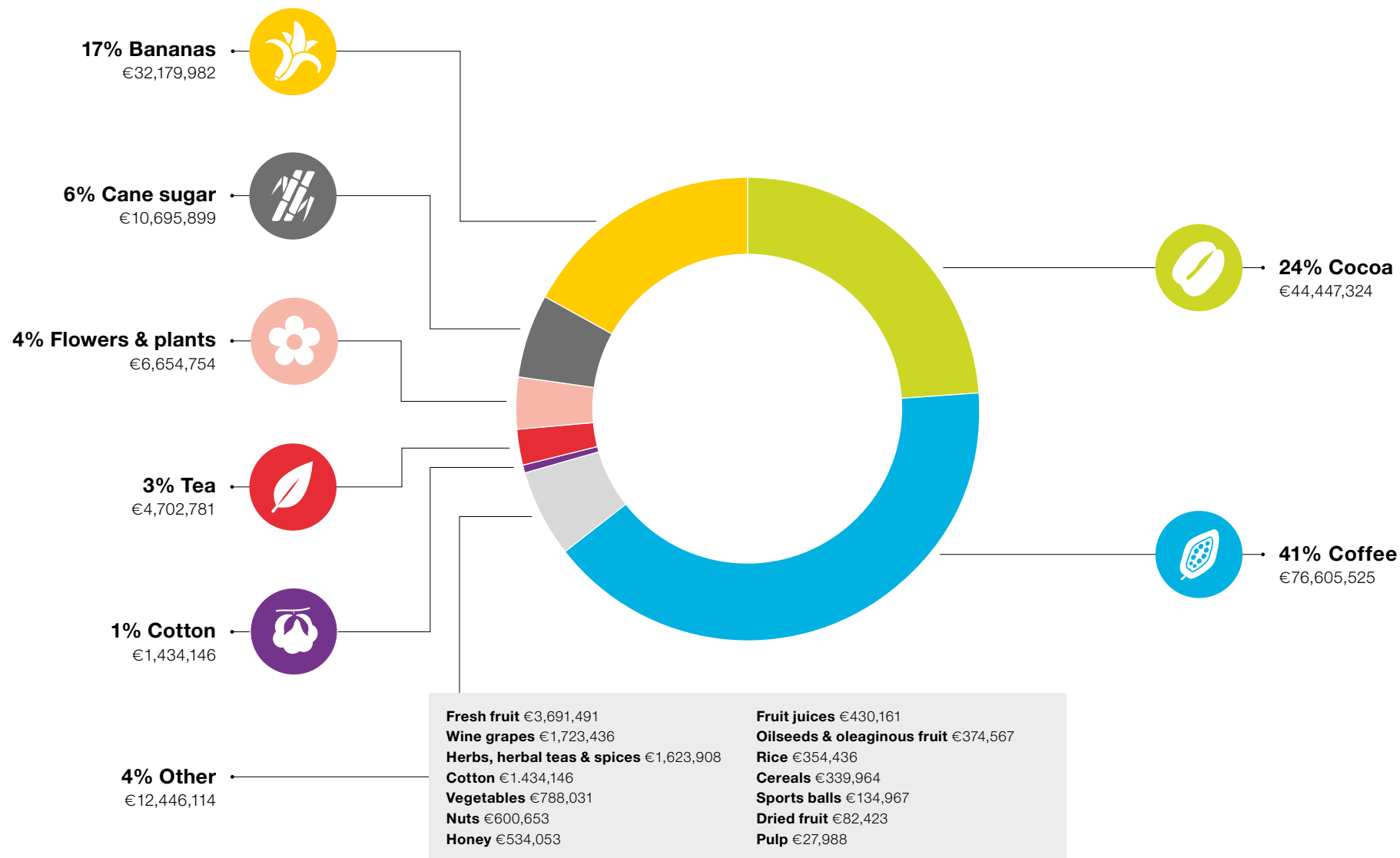
Product	2016	2017	2018	Unit	Source
Banana	579,081	641,922	686,930	MT	Fairtrade
Cane sugar	166,560	207,438	199,210	MT	Fairtrade
Cocoa	136,543	214,425	260,974	MT	Fairtrade
Coffee	185,777	214,335	207,648	MT	Fairtrade
Cotton	8,125	7,986	10,188	MT	Fairtrade/FLOTIS
Tea	12,130	10,725	9,838	MT	Fairtrade
Flowers 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)

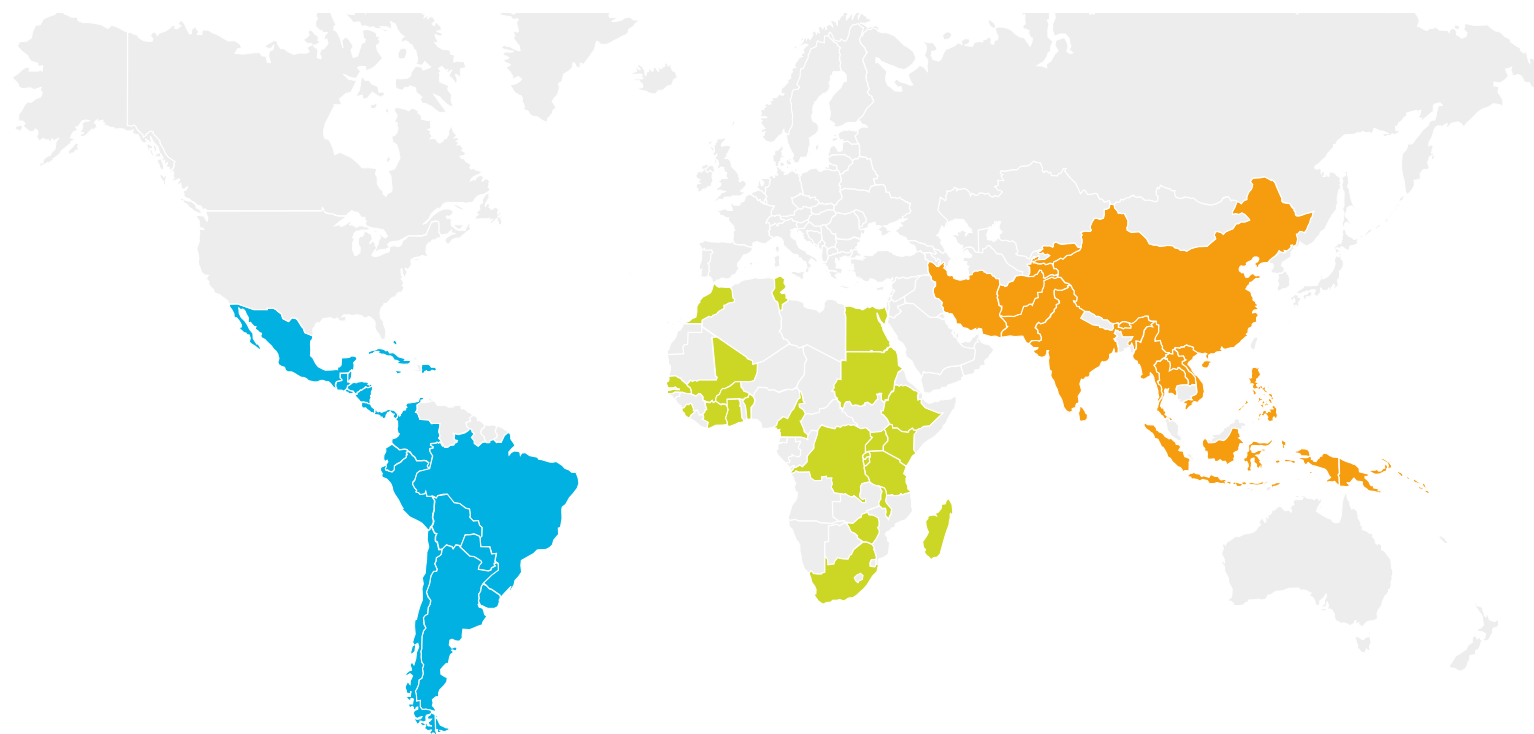


1	Cocoa	1,178,644	2	Coffee	961,774	3	Cane sugar	149,738	4	Tea	136,453	5	Seed cotton	55,516
6	Bananas	41,143	7	Fresh fruit	30,997	8	Herbs, herbal teas & spices	25,958	9	Rice	24,102	10	Cereals	22,355
11	Wine grapes	12,302	12	Oilseeds & oleaginous fruit	7,632	13	Flowers & plants	2,824	14	Dried fruit	2,689	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

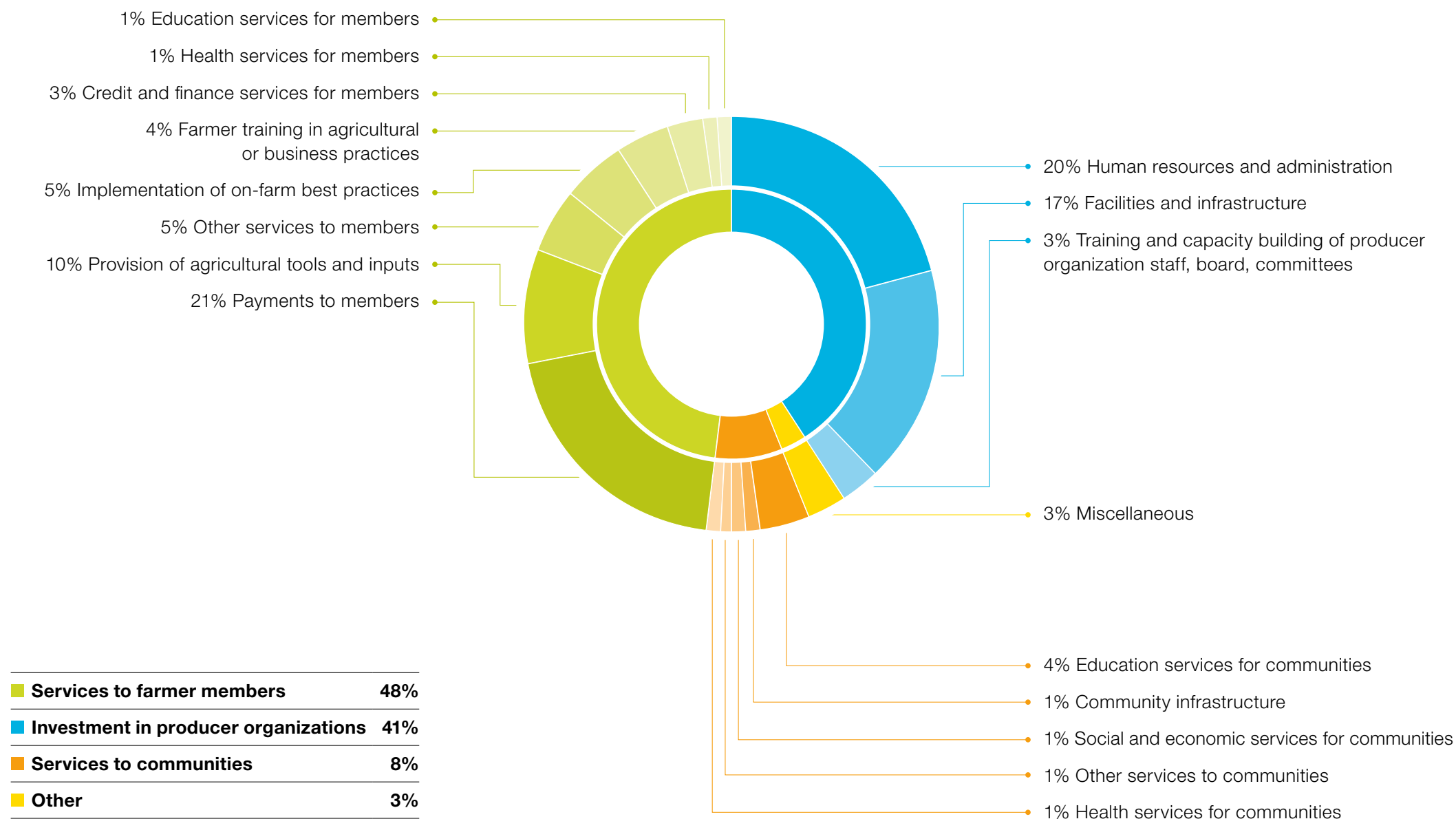
€15.4 million

Total
Premium

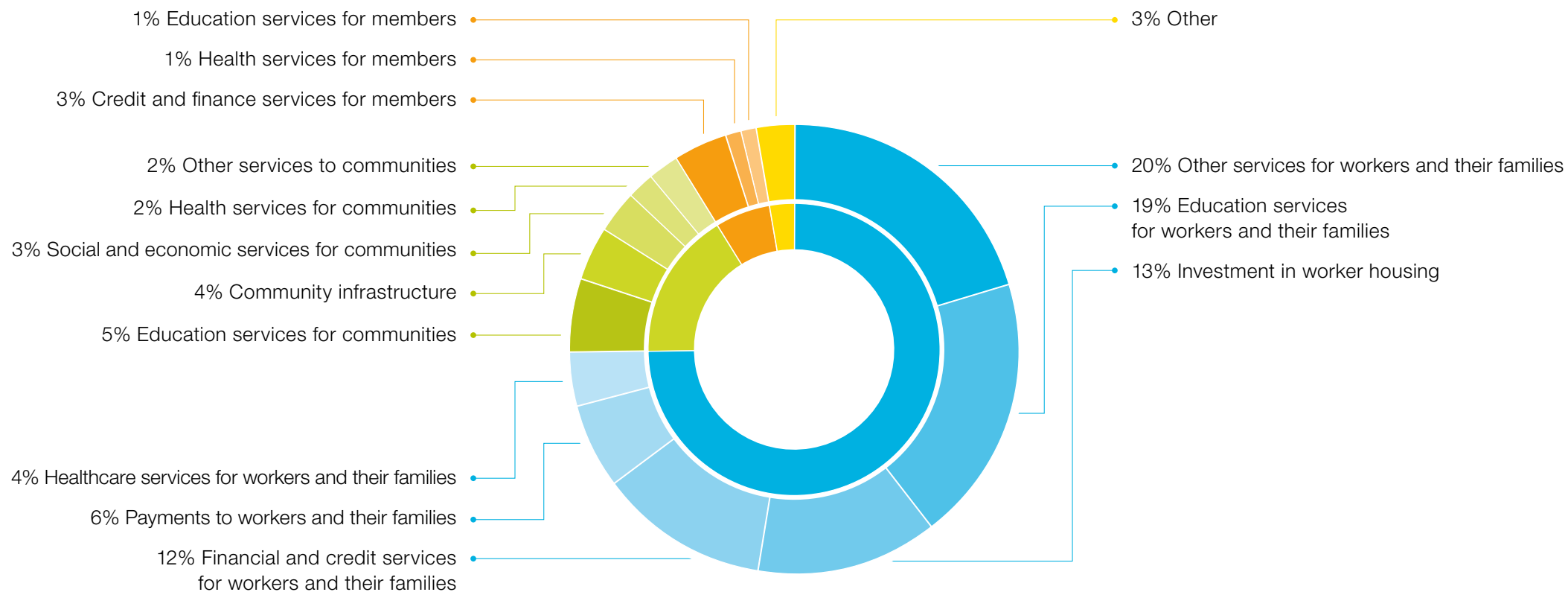
€187.7 million

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

USE OF FAIRTRADE PREMIUM BY SMALL-SCALE PRODUCER ORGANIZATIONS 2018

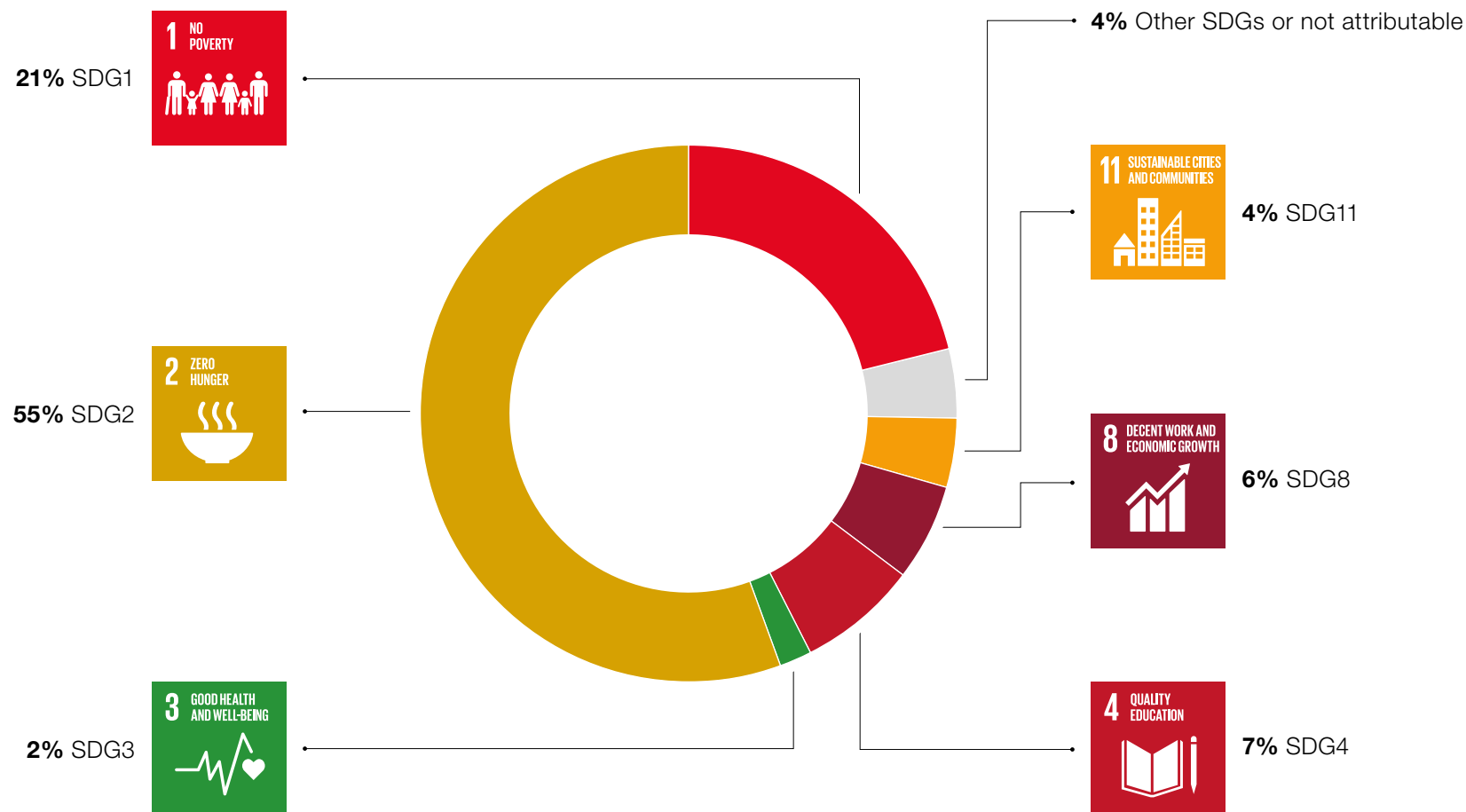


USE OF FAIRTRADE PREMIUM BY HIRED LABOUR ORGANIZATIONS 2018



■ 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

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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