MONITORING OUR IMPACT

In 2016, Fairtrade launched a large-scale data collection effort (yrst baseline) to better measure change over time among Fairtrade certified small producer organizations (SPOs). By revisiting producer organizations and their farmers and workers we can closely monitor impact indicators and better understand how Fairtrade fosters sustainable livelihoods and empowers producers.

WHERE DID WE BEGIN IN 2016?

- Dominican Republic: Banana 2 SPOs, Cocoa 2 SPOs
- Kenya: Coffee 2 SPOs
- Ghana: Cocoa 3 SPOs
- India: Coffee 2 SPOs

WHAT IS THE TIMELINE?

In 2016, we interviewed 11 SPOs in 4 countries. Each year we collect data from additional organizations in different countries and follow up with the same organizations in 3-4 year cycles.

<table>
<thead>
<tr>
<th>Year</th>
<th>Baseline (SPOs)</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>COCOA BASELINE (SPOs)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>COFFEE, BANANA BASELINE (SPOs)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>COCOA BASELINE (SPOs) FOCUS ON WEST AFRICA</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>TEA, FLOWERS, BANANA BASELINE (PLANTATIONS)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Why these products? They are the biggest Fairtrade products in terms of volume and represent 87% of the Fairtrade farmers and workers.

HOW WERE THE DATA COLLECTED?

- Talking to farmers individually (household survey) - 461 households, 700 hours
- Engaging with the management of small producer organizations (SPO survey) - 11 organizations representing 31,900 farmers
- Getting people together for participatory exercises (focus group discussions - FGDs) - 14 FGDs, 28 hours, 70 exercises, 150 farmers

WHAT DID WE LEARN FROM THE FIRST ROUND IN 2016?

1. DEMOCRATIC VALUES, CHILD RIGHTS AND GENDER EQUALITY

- 90% of farmers perceive their SPOs as democratic
- 80% of farmers recognised what child labour is and understood the child protection Standards
- 22% of farmers expressed support for gender equality
2. TRADING RELATIONS

Most organizations feel that commitment to trading relationships is largely positive for Fairtrade buyers and see benefits in terms of prices and premium. Yet, almost one third said that they didn’t perceive much of a difference between Fairtrade and non-Fairtrade buyers in their ability to negotiate prices and contracts.

Are trading relations better with Fairtrade buyers versus non-Fairtrade buyers?

<table>
<thead>
<tr>
<th></th>
<th>YES</th>
<th>SAME</th>
<th>NO</th>
<th>NO INFO</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>60%</td>
<td>32%</td>
<td>6%</td>
<td>2%</td>
</tr>
</tbody>
</table>

3. PERCEPTION OF FAIRTRADE BENEFITS

Most organizations (82%) feel that the benefits of Fairtrade outweigh the costs of certification, or that they are balanced.

<table>
<thead>
<tr>
<th>Benefits Outweigh the Costs</th>
<th>Costs and Benefits Are Equally Balanced</th>
<th>Costs Outweigh the Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>64%</td>
<td>18%</td>
<td>18%</td>
</tr>
</tbody>
</table>

4. HIRED LABOUR ON THE FARM

For coffee (Kenya and India) and cocoa (Ghana), workers are hired mainly for pruning and pesticides application as they need special skills. Household and hired labour are equally involved in weeding, planting and land preparation. Women are involved in less physically demanding tasks and receive slightly lower wages than men.

5. LIKELIHOOD OF POVERTY

Among the Fairtrade certified households that we interviewed, the extreme poverty rate is lower than that of the overall population. Challenges remain in enabling all households to move out of poverty, and can include a low percentage of sales on Fairtrade terms and factors such as household size.

**India**

- 12.4% (2016)
- 21.9% (2011)

**Ghana**

- 7.7% (2016)
- 24.2% (2012)

**Dominican Republic**

- 4.2% (2016)
- 30.5% (2016)

**Kenya**

- 1% (2016)
- 36.1% (2015)

*Fairtrade follows the Poverty Probability Index (PPI) approach which looks at poverty from a holistic point of view for each country in terms of assets and expenditure of the households.*

For more information contact impact@fairtrade.net.
This infographic was edited and designed by the Research Retold team at www.researchretold.com. Published in October 2018.