



FOCUS ON

FAIRTRADE REGIONS:

AFRICA AND THE

MIDDLE EAST

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.

Cover Photo:

Recording an incoming batch of flowers, Bigot Flowers Ltd., Kenya

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25% OF ALL
FAIRTRADE FARMERS
AND WORKERS
ARE IN KENYA



50% OF ALL
WORKERS ON
FAIRTRADE PLANTATIONS
ARE IN AFRICA
AND THE MIDDLE EAST



FAIRTRADE PREMIUM PAID
TO PRODUCERS IN
AFRICA AND THE
MIDDLE EAST
INCREASED BY 33%
IN 2017



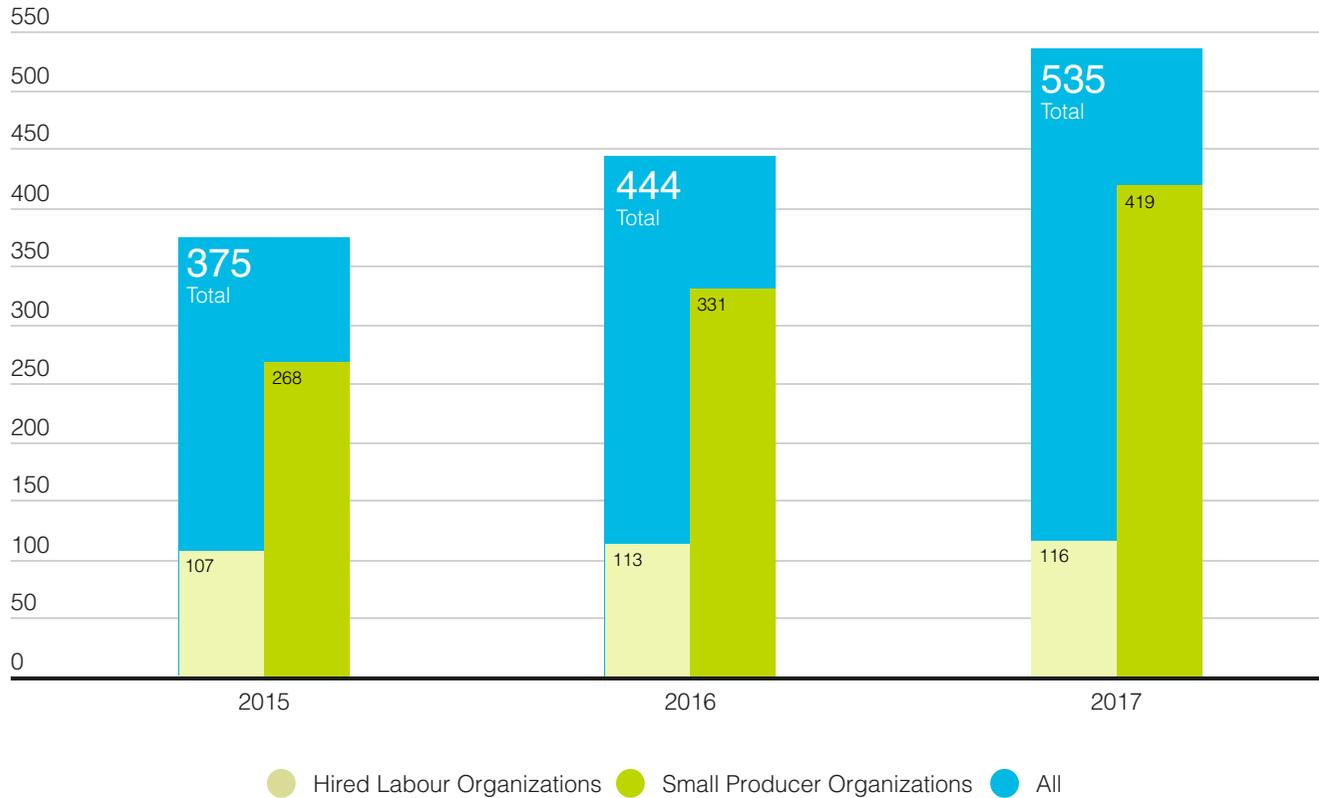
COTE D'IVOIRE
ACCOUNTS FOR 86%
OF THE FAIRTRADE
PREMIUM PAID TO



COCOA PRODUCERS IN
AFRICA AND THE
MIDDLE EAST



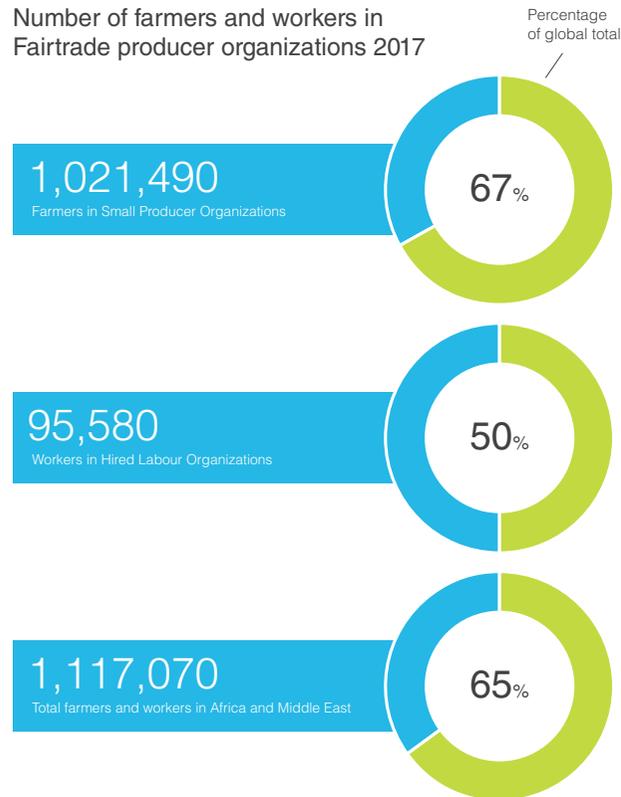
FAIRTRADE IN AFRICA AND THE MIDDLE EAST: PRODUCER ORGANIZATIONS 2015-2017



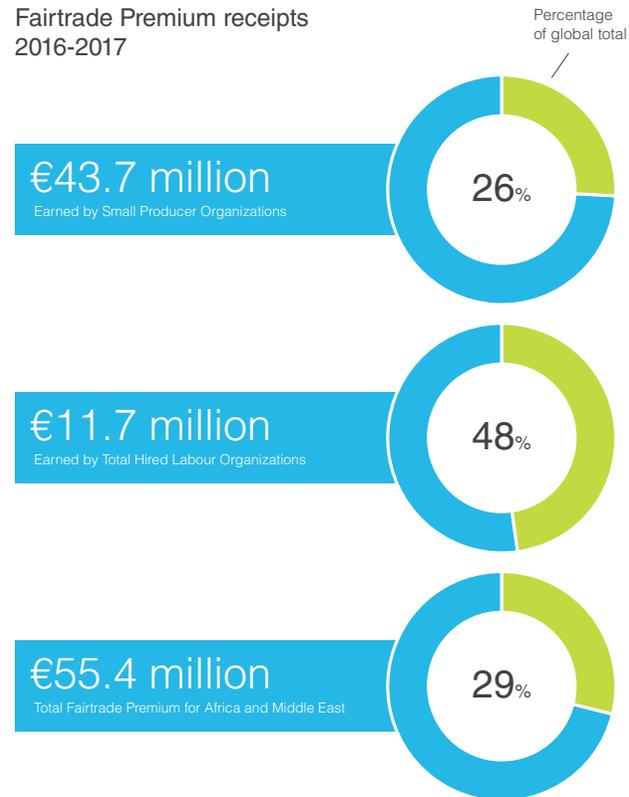
By the end of 2017, there were 535 Fairtrade certified producer organizations in 31 countries throughout the region. Of these, 78 percent are small producer organizations and 22 percent are hired labour organizations. There was a 27 percent increase in the number of certified small-scale producer organizations since 2016 mainly due to the increase in producer organizations in Côte d’Ivoire, Kenya and Ethiopia. Hired labour organizations, however, grew marginally.

FAIRTRADE IN AFRICA AND THE MIDDLE EAST: OVERVIEW 2017

Number of farmers and workers in Fairtrade producer organizations 2017



Fairtrade Premium receipts 2016-2017



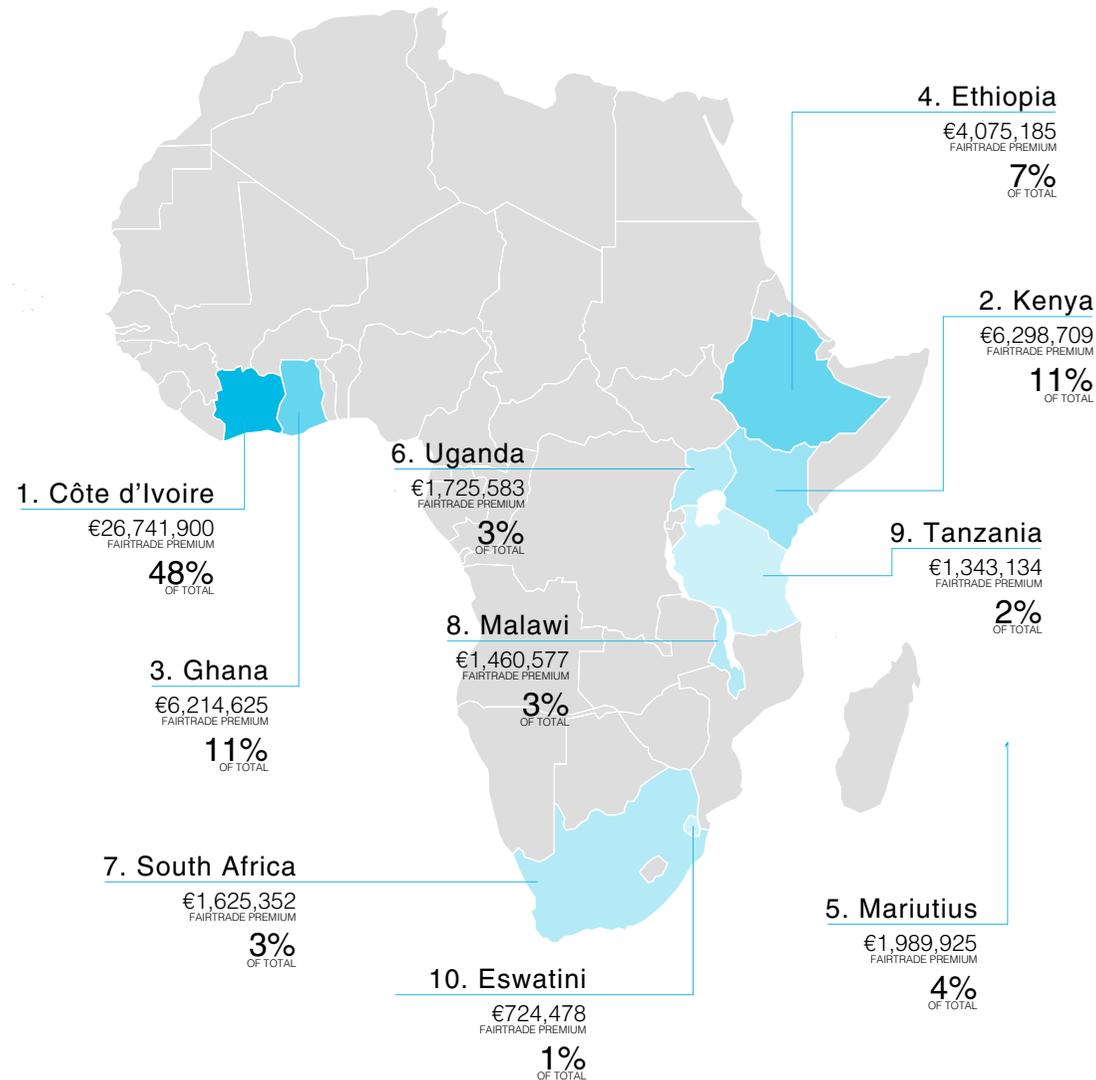
In contrast, the number of individual farmers within Fairtrade certified producer organizations in Africa and the Middle East grew by only two percent on the previous year. Most of the new producer organizations - mainly in Côte d'Ivoire - were quite small in terms of membership numbers while some large coffee producer organizations in Tanzania decreased in size.

The Fairtrade Premium earned by producers in Africa and the Middle East increased by 32 percent on the previous year thereby increasing the benefits of Fairtrade's impact on farmers and workers in the region.

Note:

Numbers may not sum due to rounding

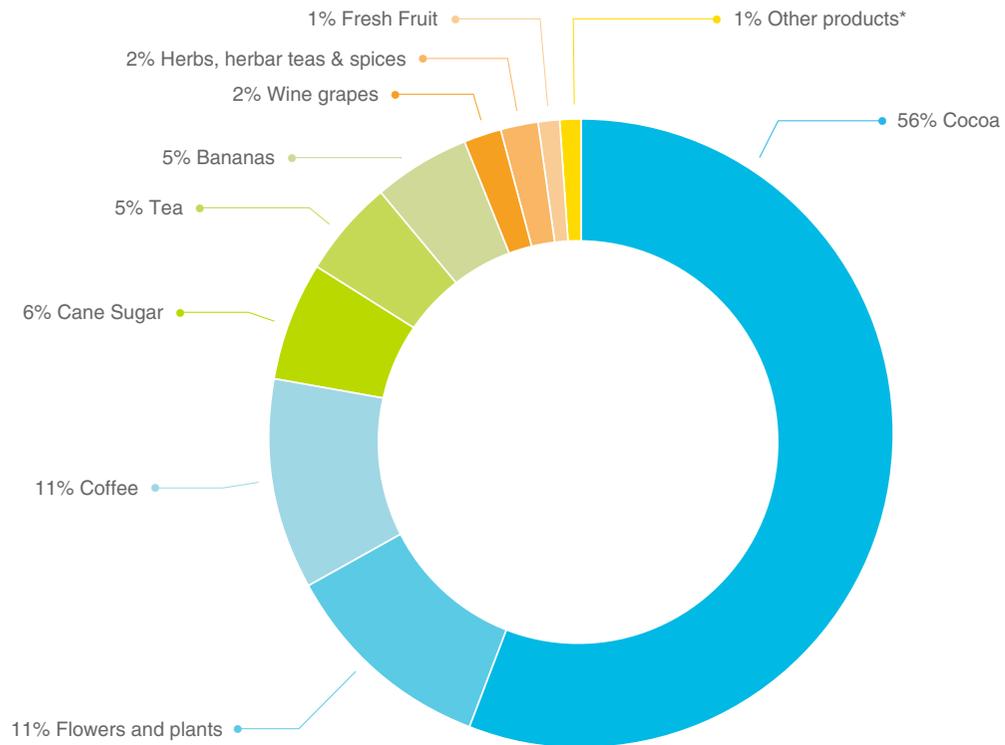
SHARE OF TOP TEN FAIRTRADE PREMIUM EARNING COUNTRIES 2016-2017



FAIRTRADE IN AFRICA AND THE MIDDLE EAST: FAIRTRADE PREMIUM DISTRIBUTION BY PRODUCT 2016-2017

Cocoa	56%
Flowers and plants	11%
Coffee	11%
Cane sugar	6%
Tea	5%
Bananas	5%
Wine grapes	2%
Herbs, herbal teas & spices	2%
Fresh fruit	1%
Other products*	1%

**Includes nuts, dried fruit, oilseeds and oleaginous fruit, vegetables, cotton, fruit juices, gold and associated precious metals.*



FAIRTRADE IN AFRICA AND THE MIDDLE EAST: VOLUMES SOLD ON FAIRTRADE TERMS FOR KEY PRODUCTS 2017

COCOA [in MT]

Côte d'Ivoire	150,436
Ghana	23,652
Other countries in Africa and the Middle East	881

COFFEE [in MT]

Ethiopia	7,219
Tanzania	1,858
Other countries in Africa and the Middle East	6,306

FLOWERS [in Stems]

Ethiopia	329,964,114
Kenya	425,765,830
Tanzania	57,370,100
Other countries in Africa and the Middle East	12,094,151

SUGAR CANE [in MT]

Overall figure for Africa and the Middle East **63,510**

TEA [in MT]

Kenya **3,729**
Other countries in Africa and the Middle East **2,536**

WINE GRAPES [in MT]

South Africa **33,486**

BANANAS [in MT]

Overall figure for Africa and the Middle East **52,030**

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

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. Data quality checks are performed continuously, thus the data presented can change in future reports. 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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