

# FOCUS ON FAIRTRADE REGIONS: ASIA AND PACIFIC

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](http://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](http://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:

*Casting coconuts ashore at the Manarcadu Social Service Society (MASS) cooperative in India*

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**94% OF THE  
WORKERS IN  
ASIA AND PACIFIC  
PRODUCE TEA**



**51% OF THE FAIRTRADE  
PREMIUM GOING TO  
ASIA AND PACIFIC  
IS PAID TO PRODUCERS IN  
INDIA AND INDONESIA**



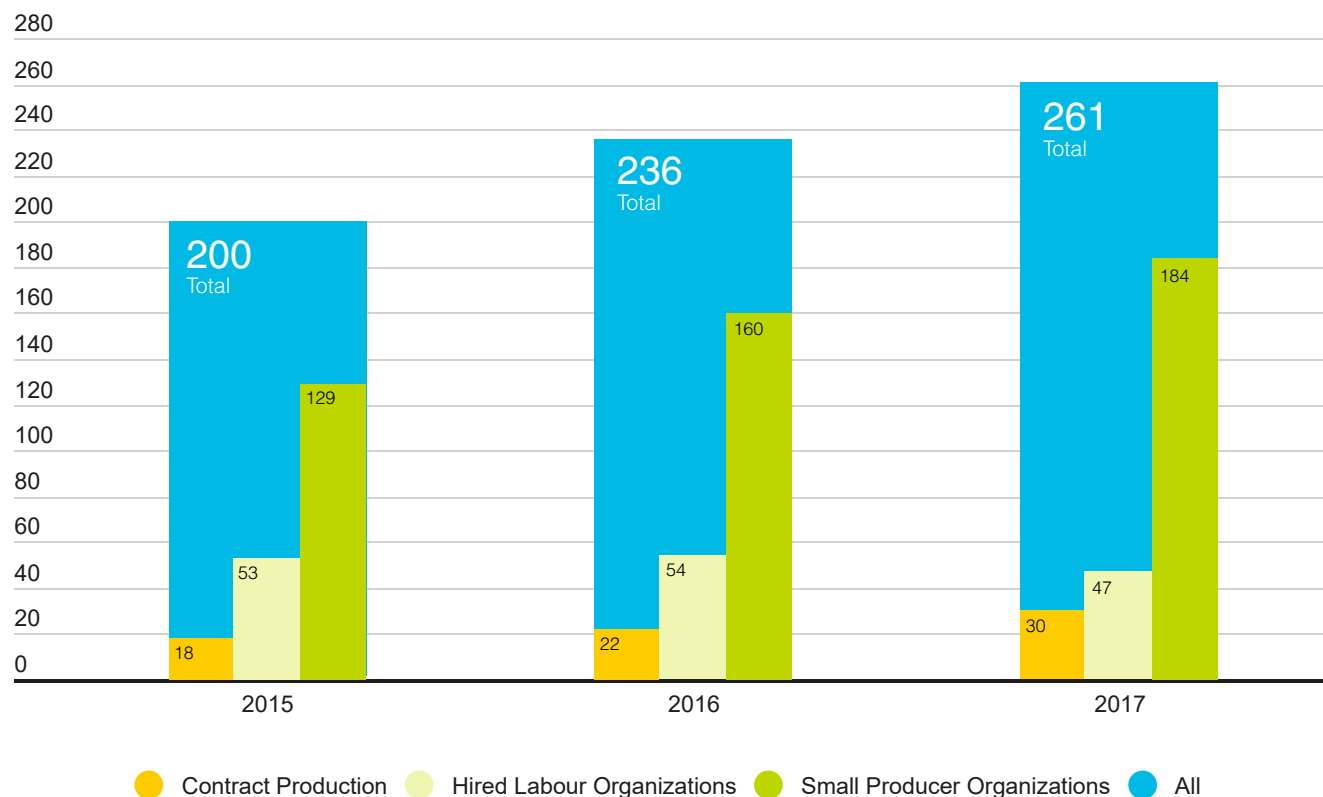
**74% OF ALL  
FAIRTRADE COTTON  
FARMERS LIVE IN  
INDIA**



**48% OF THE FAIRTRADE PREMIUM  
PAID TO PRODUCERS IN ASIA AND PACIFIC  
GOES TO COFFEE PRODUCERS**



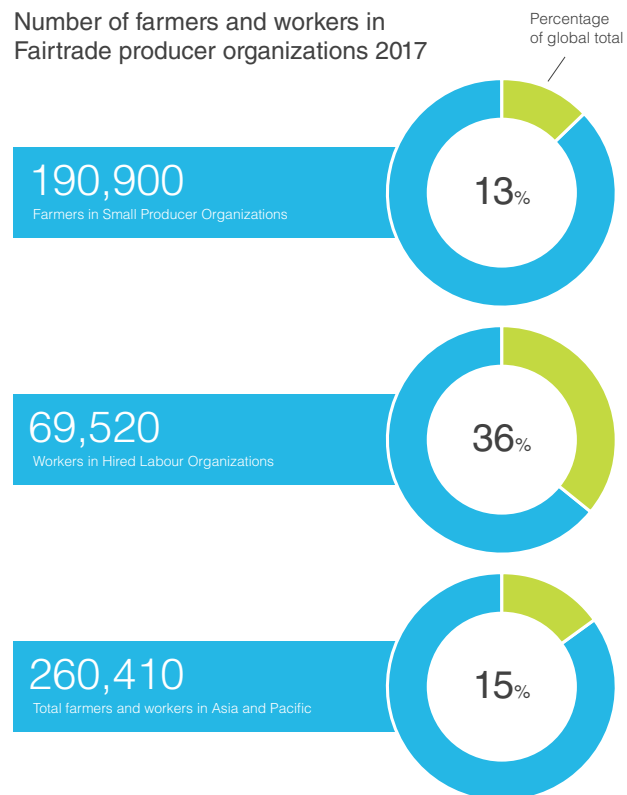
## FAIRTRADE IN ASIA AND PACIFIC: PRODUCER ORGANIZATIONS 2015-2017



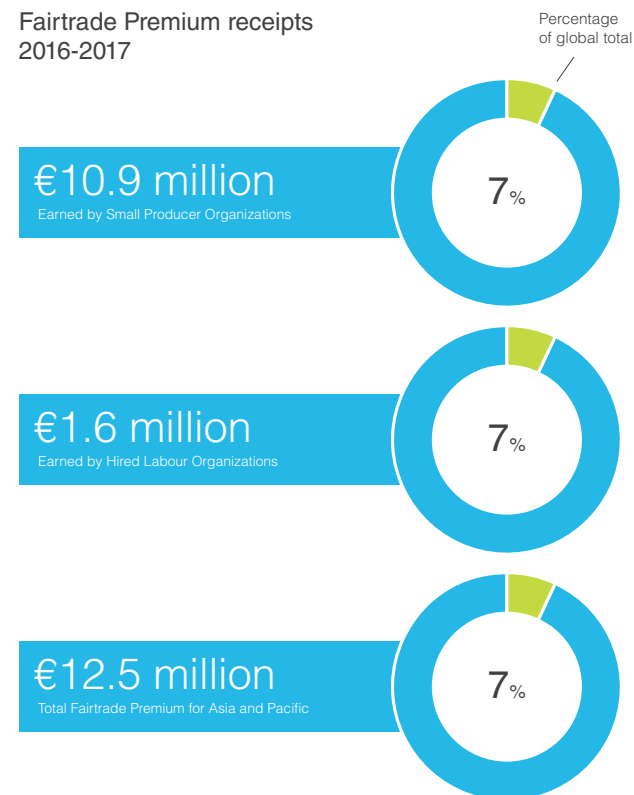
By the end of 2017, there were 261 Fairtrade certified producer organizations in 20 countries throughout the region. Of these, 70 percent are small producer organizations, 18 percent are hired labour organizations and 11 percent are contract production organizations. There was a 36 percent increase in the number of contract production organizations. This was mainly due to rise in the number of producers in India producing herbs, herbal teas and spices. There was also a 15 percent increase in the number of certified small-scale producer organizations since 2016. This was mainly due to the increase in oilseeds producer organizations and oleaginous fruit producers in Sri Lanka. However, hired labour organizations fell by 13 percent mainly due to a decrease in certified tea plantations in India and Sri Lanka.

## FAIRTRADE IN ASIA AND PACIFIC: OVERVIEW 2017

Number of farmers and workers in  
Fairtrade producer organizations 2017



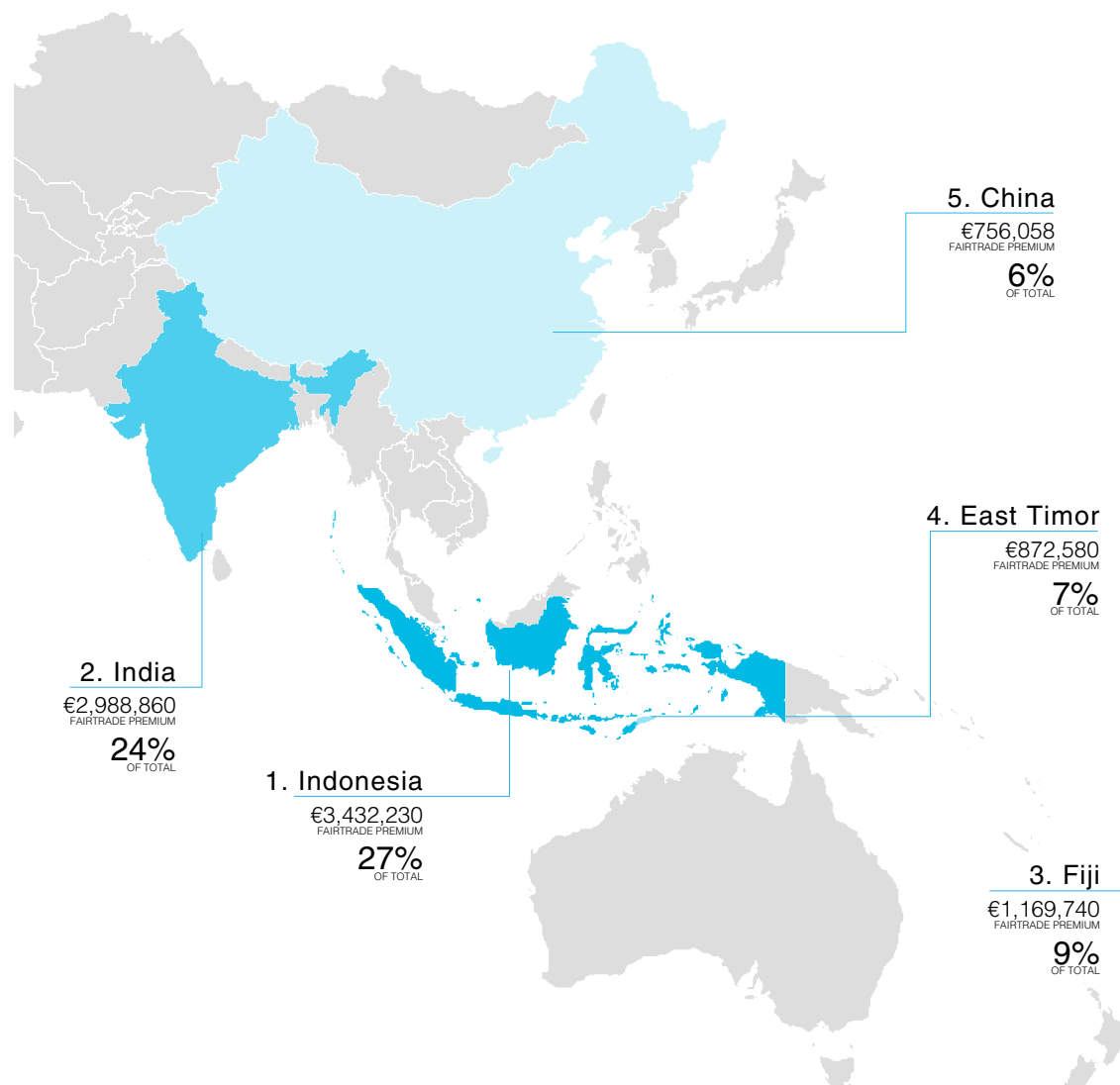
Fairtrade Premium receipts  
2016-2017



**Note:**

*Numbers may not sum due to rounding*

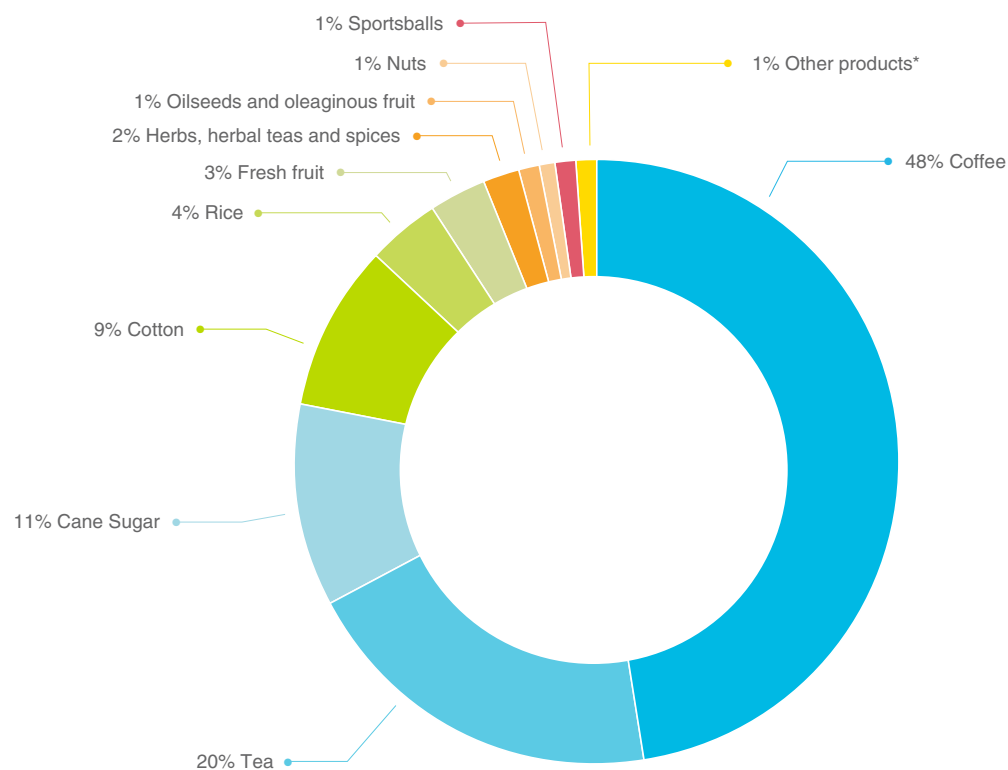
## SHARE OF TOP FIVE FAIRTRADE PREMIUM EARNING COUNTRIES 2016-2017



## FAIRTRADE IN ASIA AND PACIFIC: FAIRTRADE PREMIUM DISTRIBUTION BY PRODUCT 2016-2017

Coffee	48%
Tea	20%
Cane Sugar	11%
Cotton	9%
Rice	4%
Fresh fruit	3%
Herbs, herbal teas and spices	2%
Oilseeds and oleaginous fruit	1%
Nuts	1%
Sportsballs	1%
Other products*	1%

\*Includes honey, dried fruit, flowers and plants, bananas, fruit juices, cocoa and vegetables.



## FAIRTRADE IN ASIA AND PACIFIC: VOLUMES SOLD ON FAIRTRADE TERMS FOR KEY PRODUCTS 2017

### CANE SUGAR [in MT]

India **2,432**  
Overall figure for Asia  
and Pacific **22,597**

### COTTON [in MT]

India **7,426**  
Other countries in Asia  
and Pacific **688**

### COFFEE [in MT]

Indonesia **8,752**  
Vietnam **1,411**  
Other countries in Asia  
and Pacific **5,281**

### RICE [in MT]

India **4,802**  
Thailand **6,241**

### TEA [in MT]

India **2,422**  
China **1,115**  
Sri Lanka **855**  
Vietnam **54**  
Bangladesh **14**

### SPORTSBALLS [in items]

Pakistan **173,574**



## 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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