



FAIRTRADE  
INTERNATIONAL



REGIONAL MONITORING REPORT:

# Africa and the Middle East





### 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 2 million farmers and workers co-own the international Fairtrade system, which also includes the independent certification body FLOCERT, and Fairtrade organisations 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 leading global assurance provider. Besides providing sole certification to Fairtrade, FLOCERT also offers an array of services to support companies in sourcing on fair principles, where no Fairtrade Standard applies. Founded in 2003, the company has six international offices, over 150 employees and more than 120 auditors worldwide.

For more information, visit [www.flocert.net](http://www.flocert.net)

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### Co-Funding Information



*Co-funded by the European Union*

The Producer Satisfaction Survey and this publication were produced with the support of the European Union. The contents are the sole responsibility of Fairtrade International and do not necessarily reflect the views of the European Union.



Established in 2005, Fairtrade Africa is the independent non-profit umbrella organisation representing all Fairtrade certified producers in Africa. Fairtrade Africa is owned by its members who produce traditional export commodities such as coffee, cocoa, tea, cotton, bananas, mango and non-traditional commodities including shea butter and rooibos tea. Currently, the organisation represents over 1,050,000 producers across 33 countries in Africa.

For more information, visit [www.fairtradeafrica.net](http://www.fairtradeafrica.net)

*Cover Photo: Salma Chabbar, a worker at the Fairtrade certified Desert Joy tomato farm in Al-Hammah, Tunisia.*

# Introduction

Fairtrade Africa is a regional association that Fairtrade certified Producer Organisations may join if they wish. They represent small-scale producers within the Fairtrade system. For instance, producers have 50 percent of the voting power at the Fairtrade International General Assembly. Fairtrade Africa is on the front lines providing support and getting important Fairtrade information to Producer Organisations, supporting them to understand and meet the Fairtrade Standards, and strengthening their organisations through trainings, workshops, and exchange visits on topics from good governance to human rights, climate change adaptation and more. In partnership with the national Fairtrade organisations and Fairtrade International, they ensure that Fairtrade is working to strengthen livelihoods and empower farmers and workers.

## In this report:

- **Monitoring Data (2021)**
- **Producer Satisfaction Survey (2021)**

**COCOA ACCOUNTS FOR 62% OF THE FAIRTRADE PREMIUM PAID TO PRODUCERS IN AFRICA AND THE MIDDLE EAST**



**69% OF ALL FARMERS AND WORKERS IN PRODUCER ORGANISATIONS ARE IN AFRICA AND THE MIDDLE EAST**

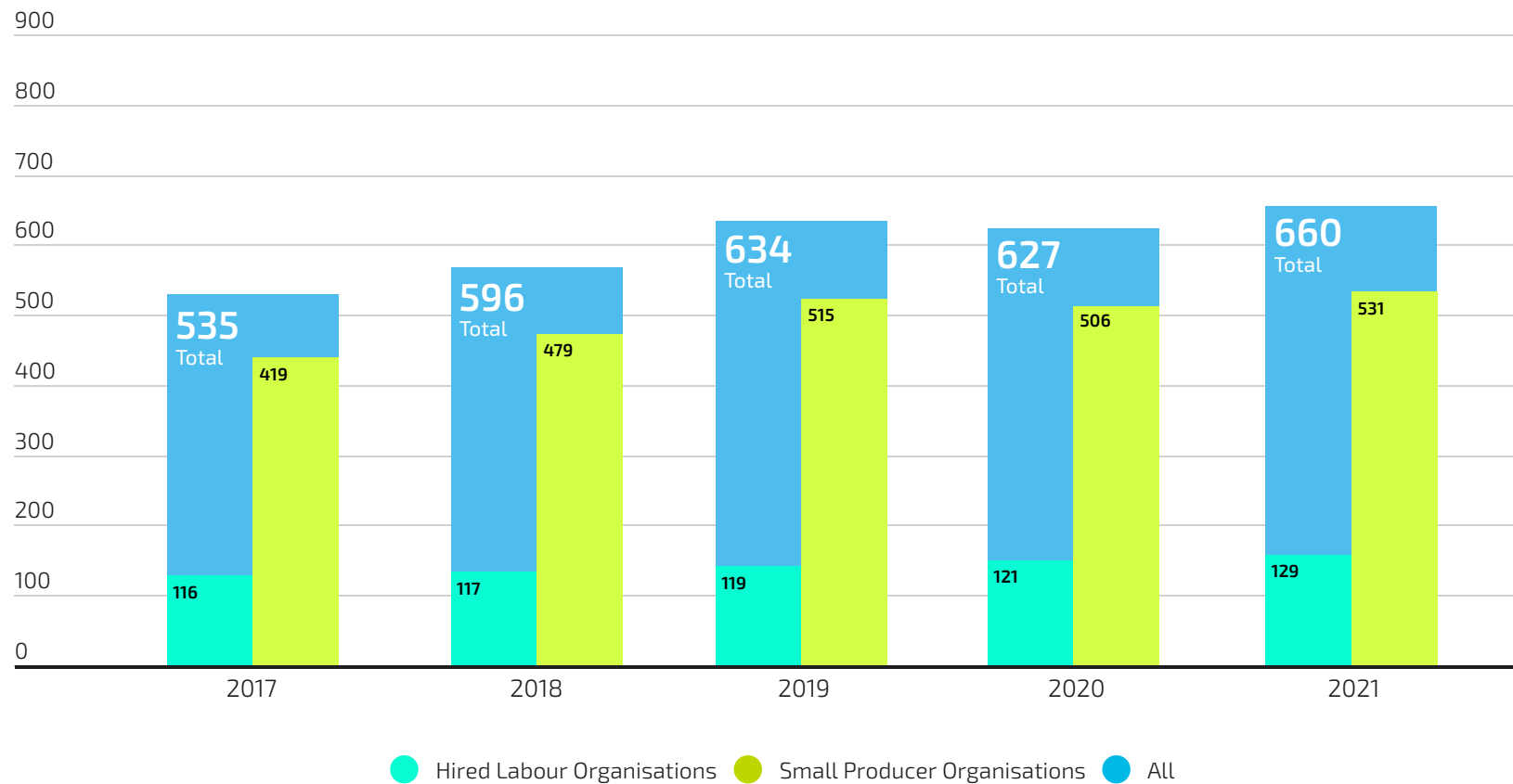


**CÔTE D'IVOIRE ACCOUNTS FOR 85% OF COCOA SALES IN AFRICA AND THE MIDDLE EAST**



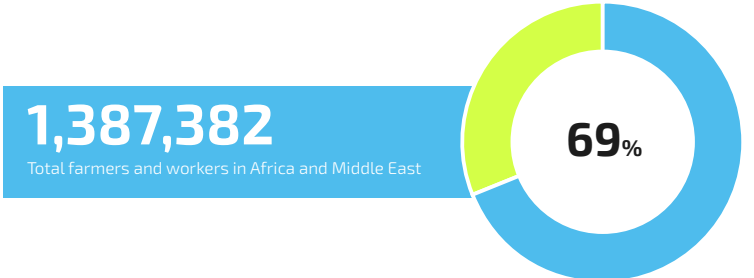
# Fairtrade Monitoring Data

## Fairtrade Africa and the Middle East: Producer Organisations

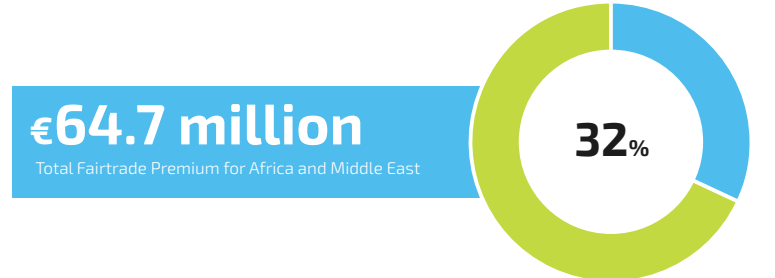


# Fairtrade Africa and the Middle East: Producers and Premium generated 2021

Number of farmers and workers in Fairtrade Producer Organisations 2021

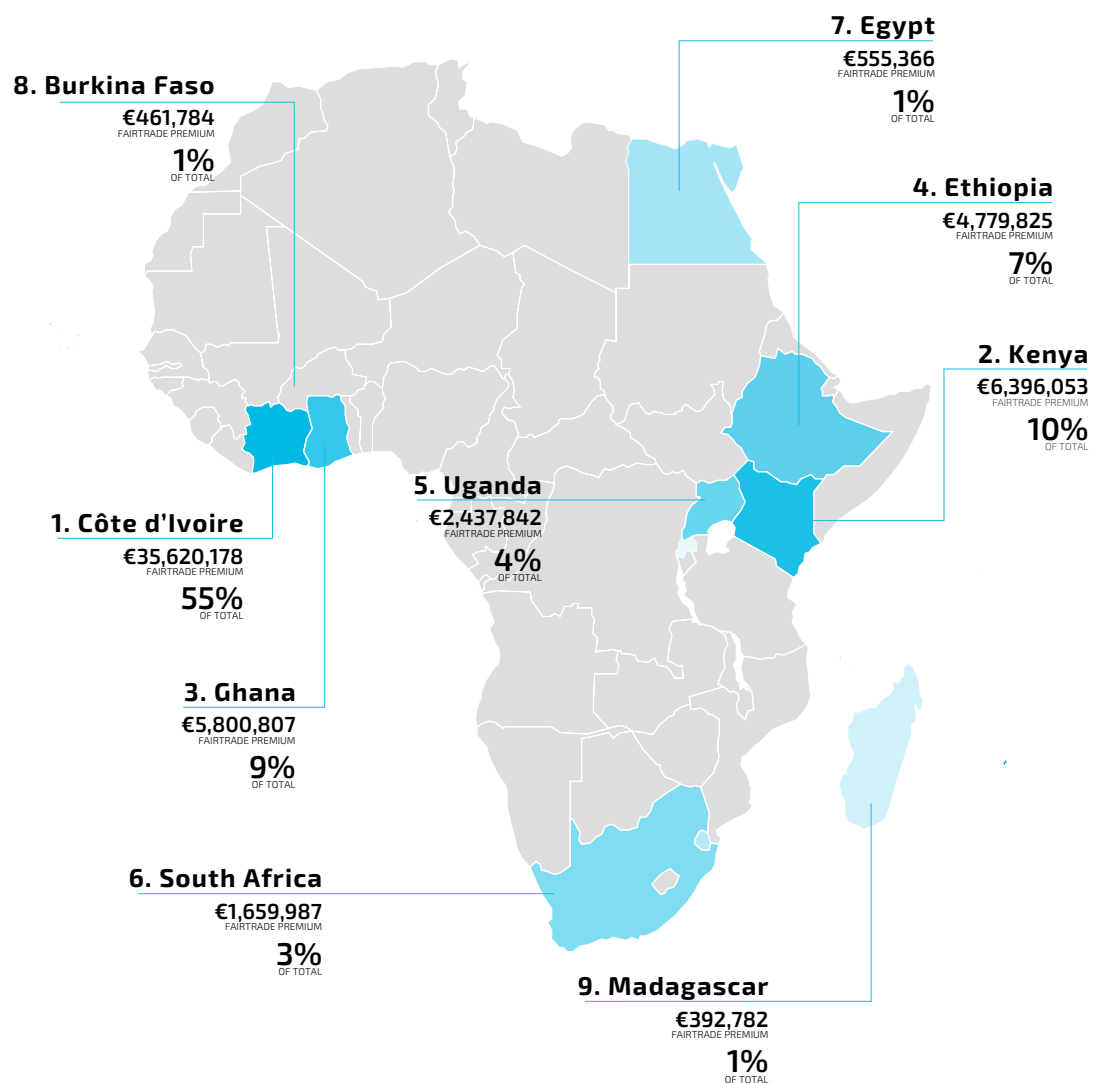


Fairtrade Premium receipts 2021



Note: Numbers may not sum due to rounding

# Fairtrade Africa and the Middle East: Top Fairtrade Premium generating countries 2021

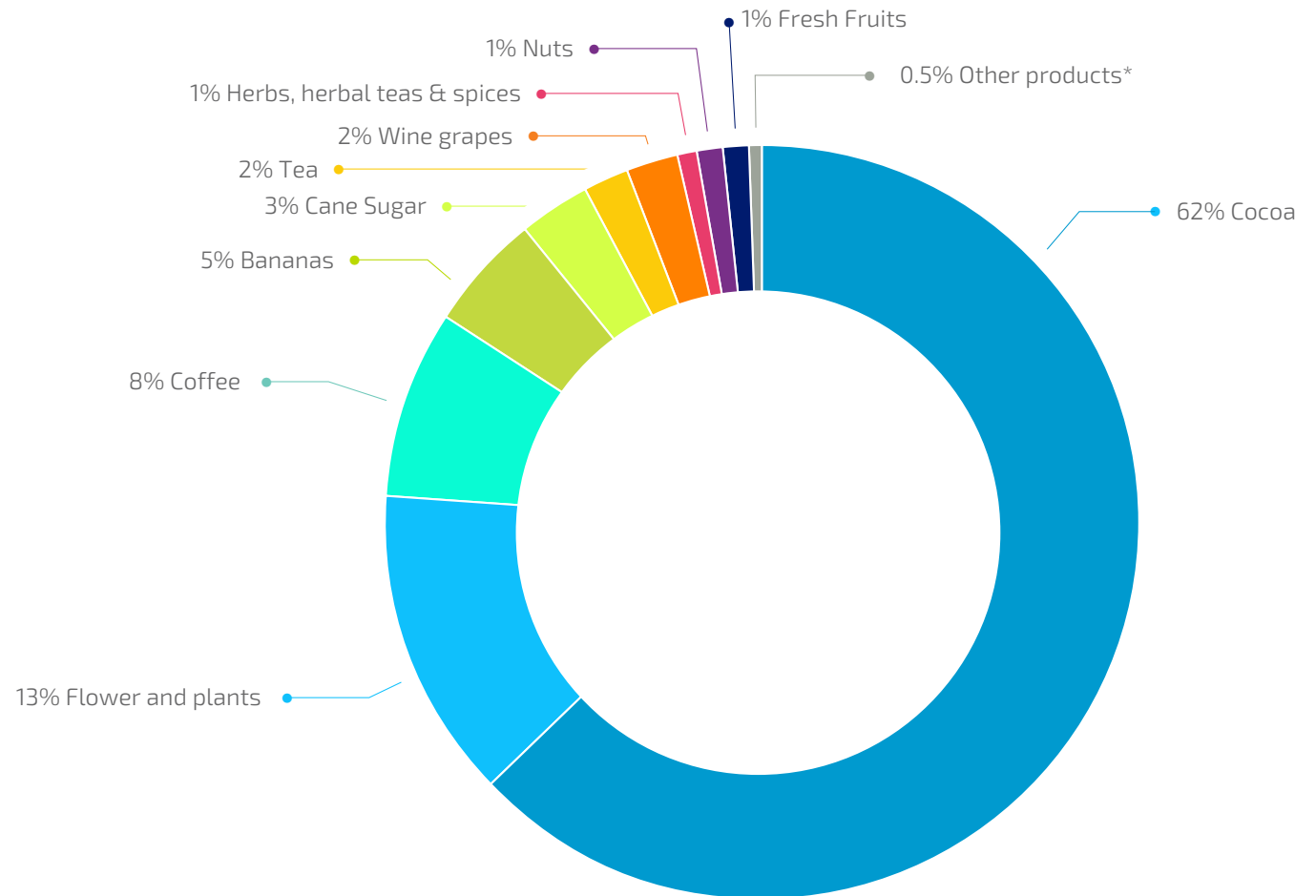


Percentages refer to total Fairtrade Premium earned by producers in Africa and the Middle East.

# Fairtrade Africa and the Middle East: Fairtrade Premium distribution by product 2021

Cocoa	62%
Flowers and plants	13%
Coffee	8%
Bananas	5%
Cane sugar	3%
Tea	2%
Wine grapes	2%
Herbs, herbal teas & spices	1%
Nuts	1%
Fresh Fruit	1%
Other products*	0.5%

\*Includes cotton lint, dried fruit, oilseeds and oleaginous fruit, pulp and vegetables



# Fairtrade Africa and the Middle East: Volumes sold on Fairtrade terms for key products 2020

## Cocoa [in MT]

Côte d'Ivoire	<b>169,649</b>
Ghana	<b>18,816</b>
Other countries in Africa and the Middle East	<b>10,235</b>

## Flowers and Plants [in Stems]

Kenya	<b>528,870,950</b>
Ethiopia	<b>516,899,365</b>
Other countries in Africa and the Middle East	<b>96,334,282</b>

## Coffee [in MT]

Ethiopia	<b>7,354</b>
Uganda	<b>3,409</b>
Tanzania	<b>1,500</b>
Rwanda	<b>882</b>
Democratic Republic of Congo	<b>576</b>
Other countries in Africa and the Middle East	<b>381</b>

## Fresh Fruit [in MT]

Ghana	<b>3,380</b>
South Africa	<b>3,025</b>
Burkina Faso	<b>1,506</b>
Tunisia	<b>1,490</b>
Egypt	<b>1,141</b>
Other countries in Africa and the Middle East	<b>1,607</b>

Metric tonnes abbreviated to MT.



# Fairtrade Africa and the Middle East: Volumes sold on Fairtrade terms for key products 2020

## Herbs, Herbal teas & Spices



[in MT]

Egypt	<b>593</b>
Madagascar	<b>371</b>
South Africa	<b>411</b>
Other countries in Africa and the Middle East	<b>461</b>

## Tea



[in MT]

Kenya	<b>1,743</b>
Other countries in Africa and the Middle East	<b>1,656</b>

## Nuts



[in MT]

Burkina Faso	<b>5,157</b>
Côte d'Ivoire	<b>3,587</b>
Other countries in Africa and the Middle East	<b>1,369</b>

## Wine grapes



[in MT]

South Africa	<b>31,589</b>
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Metric tonnes abbreviated to MT.

# Producer Satisfaction Survey

## Survey implementation

The Producer Satisfaction Survey was first run in 2012 and 2015, overseen by Fairtrade International. As the Producer Networks took over the lead in organizing support services, Fairtrade Africa began running its own survey in 2018. The most recent survey, and the one discussed in this report, was run in 2022 and looked at satisfaction with Producer Network support services provided in 2021. While the survey versions are not 100 percent identical across producer Networks, there remain enough similarities to allow comparisons across key indicators.

The Producer Satisfaction Survey is a critical tool to enable understanding on how Producer Networks' work with Producer Organisations is going. It illustrates how Producer Organisations are receiving information and support from Producer Networks and how satisfied they are with received support. With this information, Producer Networks can learn, adjust approach and better serve Fairtrade Producer Organisations.



### ONLINE SURVEY

The 2021 Producer Satisfaction Survey was conducted using an online tool, with email invitations sent to all Fairtrade Producer Organisations in the region.



### EMAIL REMINDERS

After the invitation has been sent out, regular email reminders helped to increase response rate.



### PRODUCER NETWORK STAFF FOLLOW UP

Producer Network staff contacted the Producer Organisations that had not responded to encourage them to do so.



### COUNTRY AND PRODUCT-SPECIFIC UNDERSTANDING

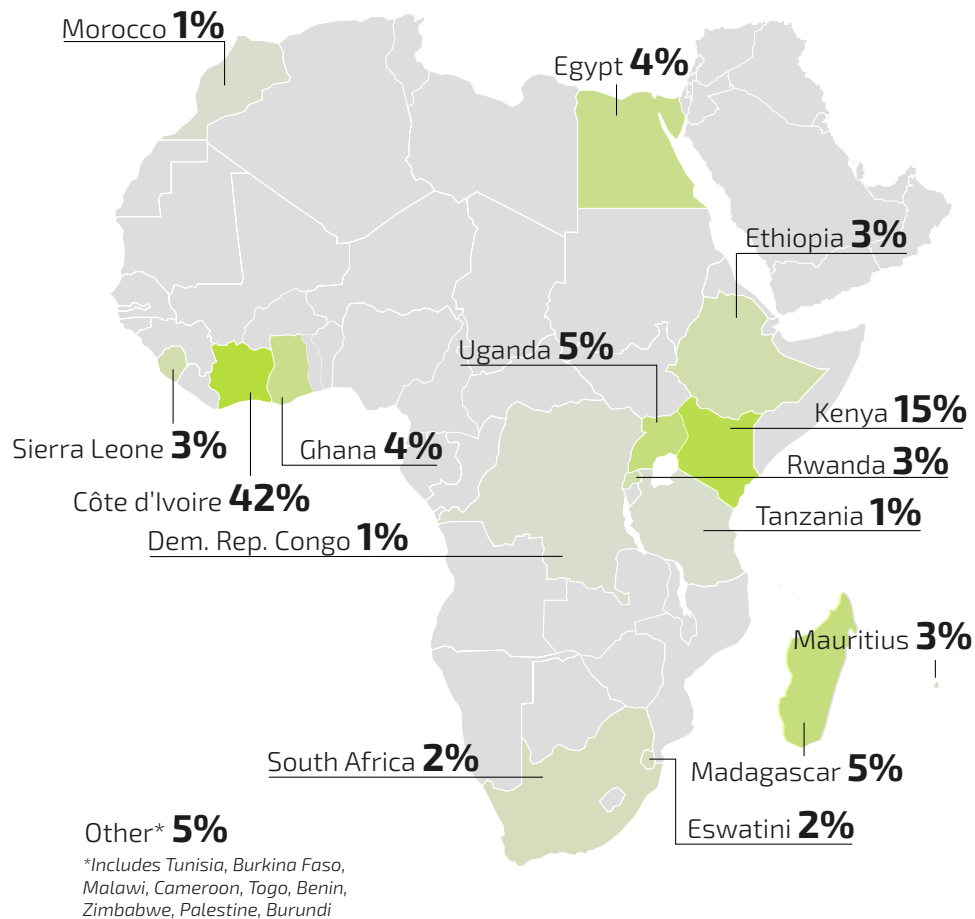
Analysis was done to better understand satisfaction both at the regional level as well as for particular countries and products.

# Producer Satisfaction Survey: Response rate and sample distribution

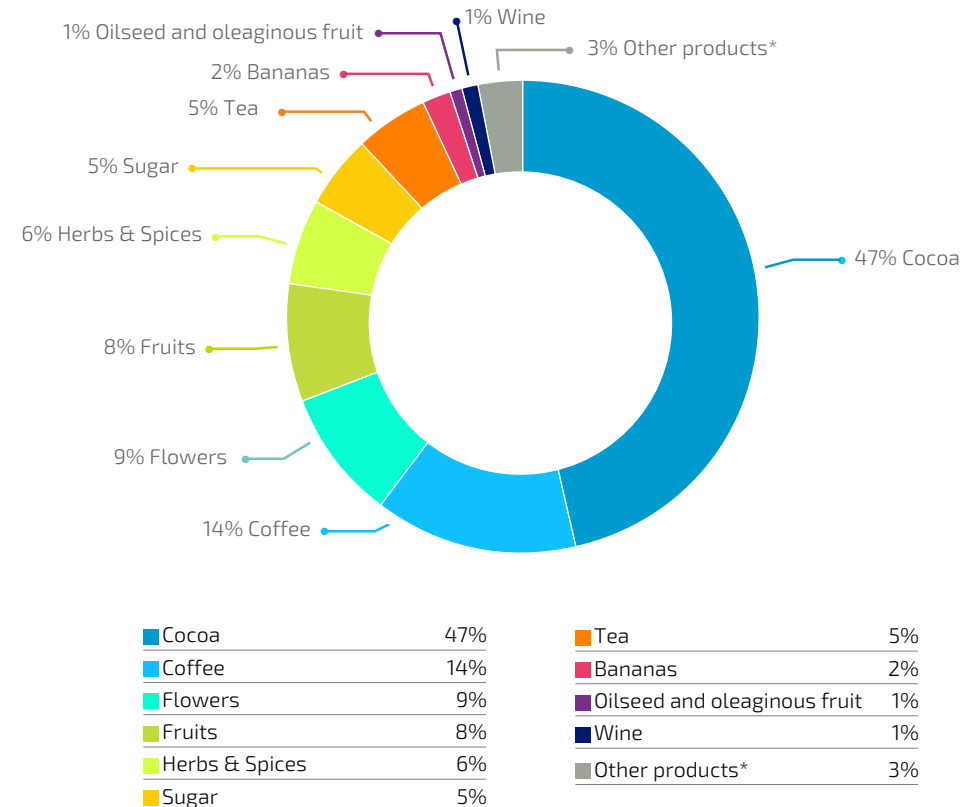


**56%** response rate  
(349 PO respondents out of 621 surveyed)

## Producer Organisation Country



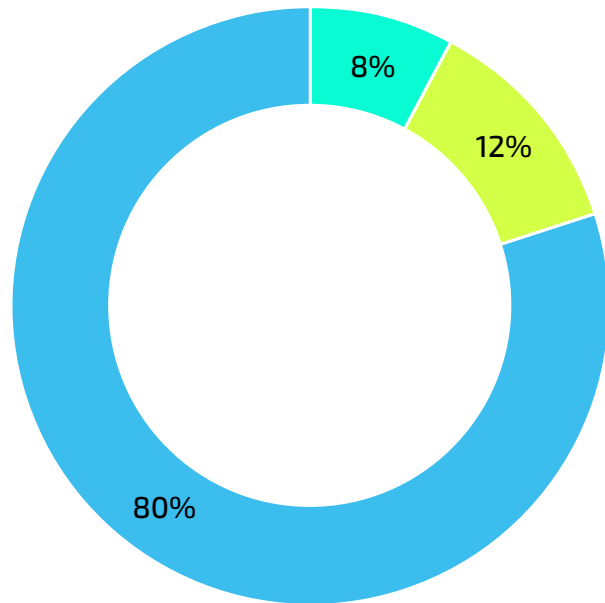
## Producer Organisation Main Product



# Overall satisfaction with Fairtrade producer support

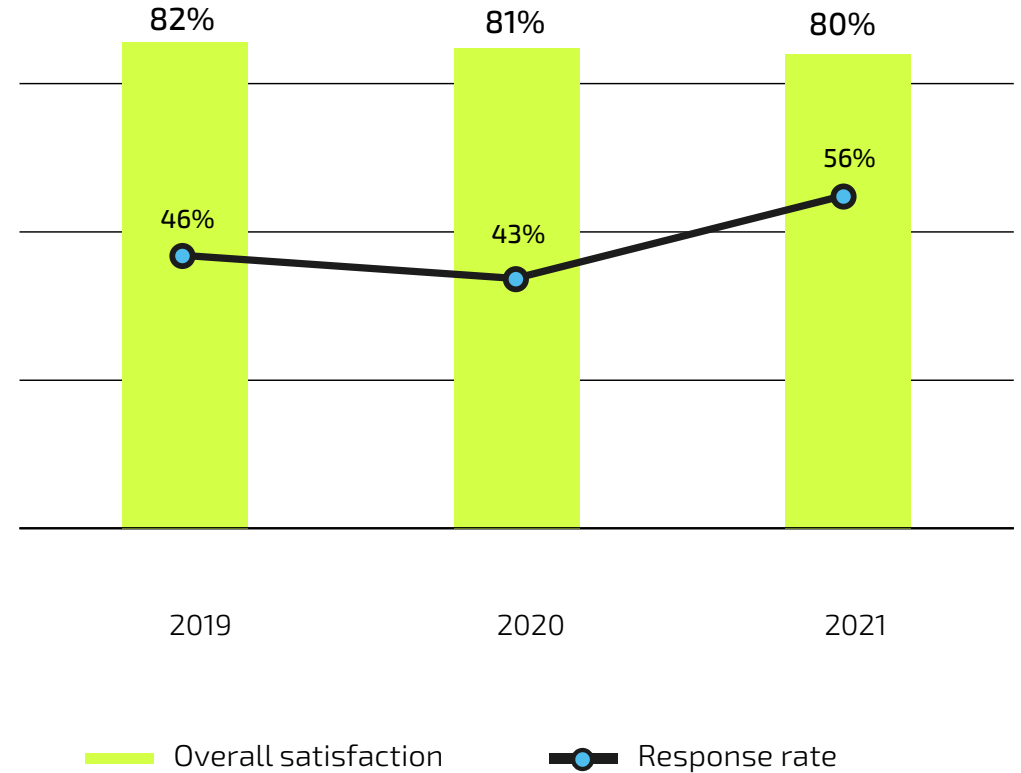
Overall, 80 percent of Fairtrade Producer Organisations surveyed are satisfied or very satisfied with producer support activities in 2021. This high number reflects the hard work of many Producer Network staff as well as detailed annual planning to ensure that Producer Organisation needs are being met. Producer Satisfaction Survey results from previous years have also been used to make action plans and address areas of weakness.

## Overall satisfaction in 2021



- Very Unsatisfied or Unsatisfied
- Neutral
- Satisfied or Very Satisfied

## Overall satisfaction over time (% of very satisfied or satisfied Producer Organisations)

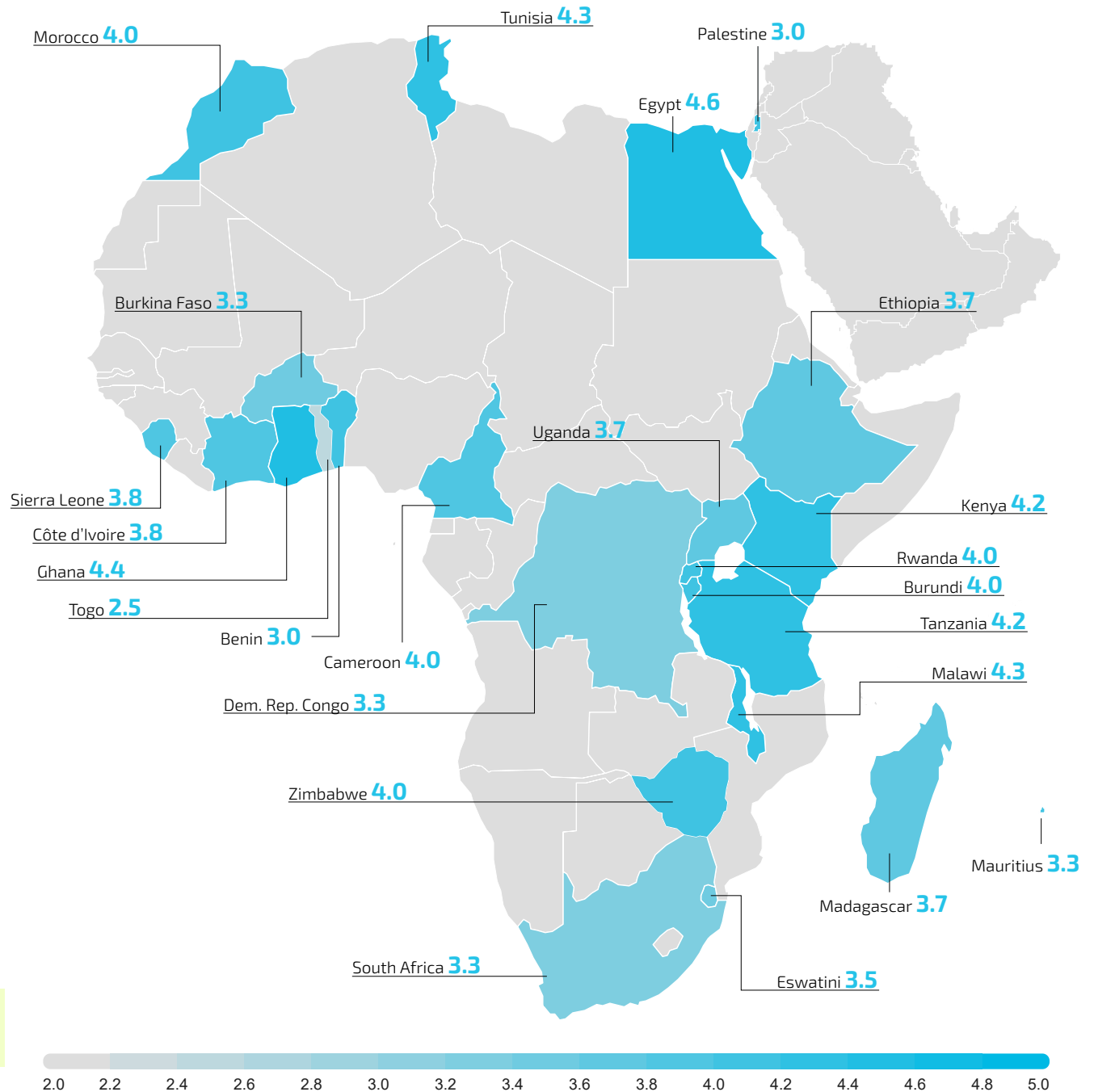




# Satisfaction with Fairtrade producer support by country

Detailed country-specific analysis of results shows that satisfaction is typically lagging in areas where it is not possible to place a Producer Network staff member (meaning that physical visits are not possible) or where the number of Producer Organisations has increased drastically in recent years (meaning that it is difficult to keep up with the demand for support).

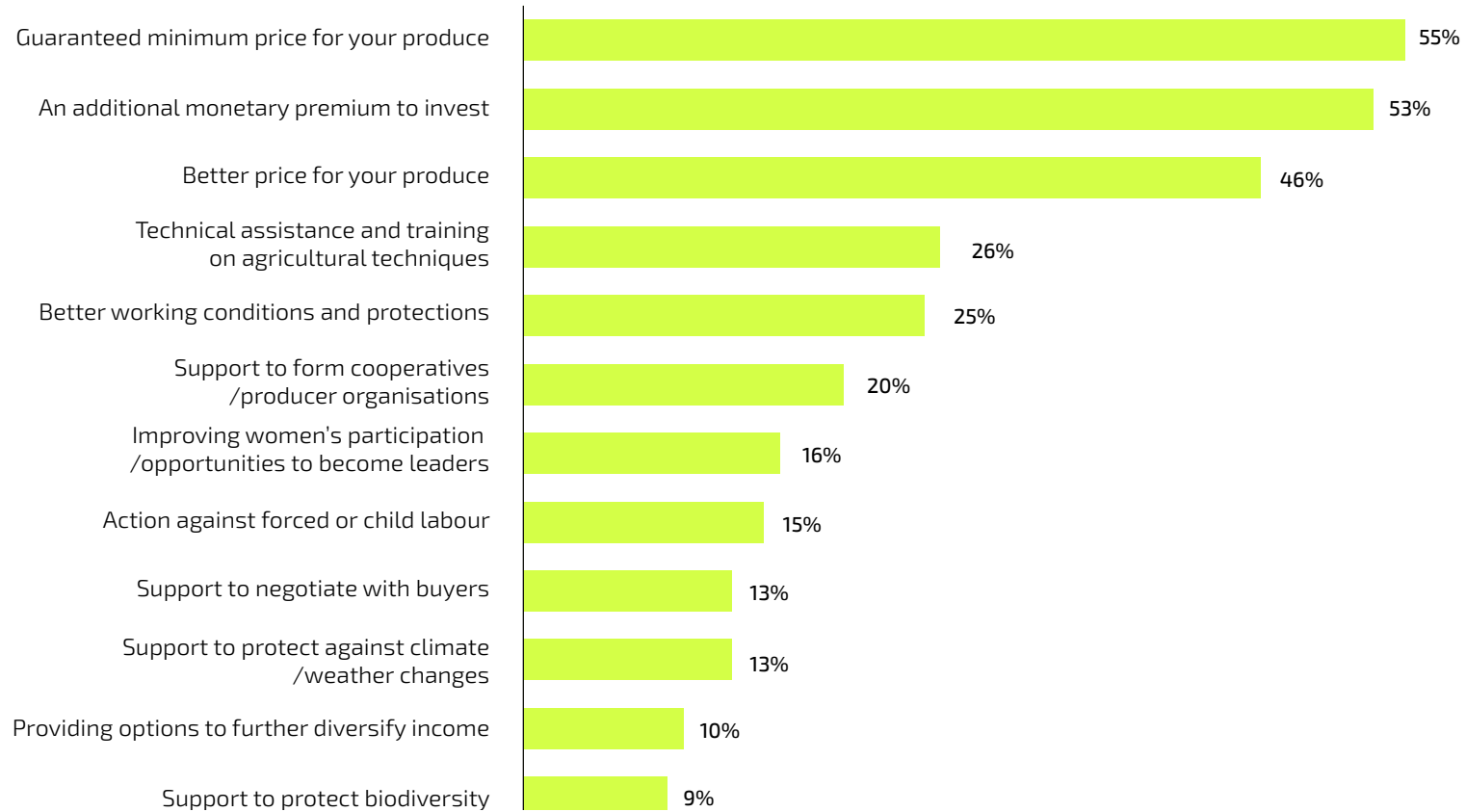
Country- and product-specific satisfaction results have already been incorporated into Producer Network planning activities, with extra attention to be given to areas of concern.



The scores are out of a scale from 1 to 5, being 5 the highest score.

# Most important benefits of being part of certification scheme

Which of the following potential benefits of being part of a certification scheme are most important to you / your Producer Organisation?



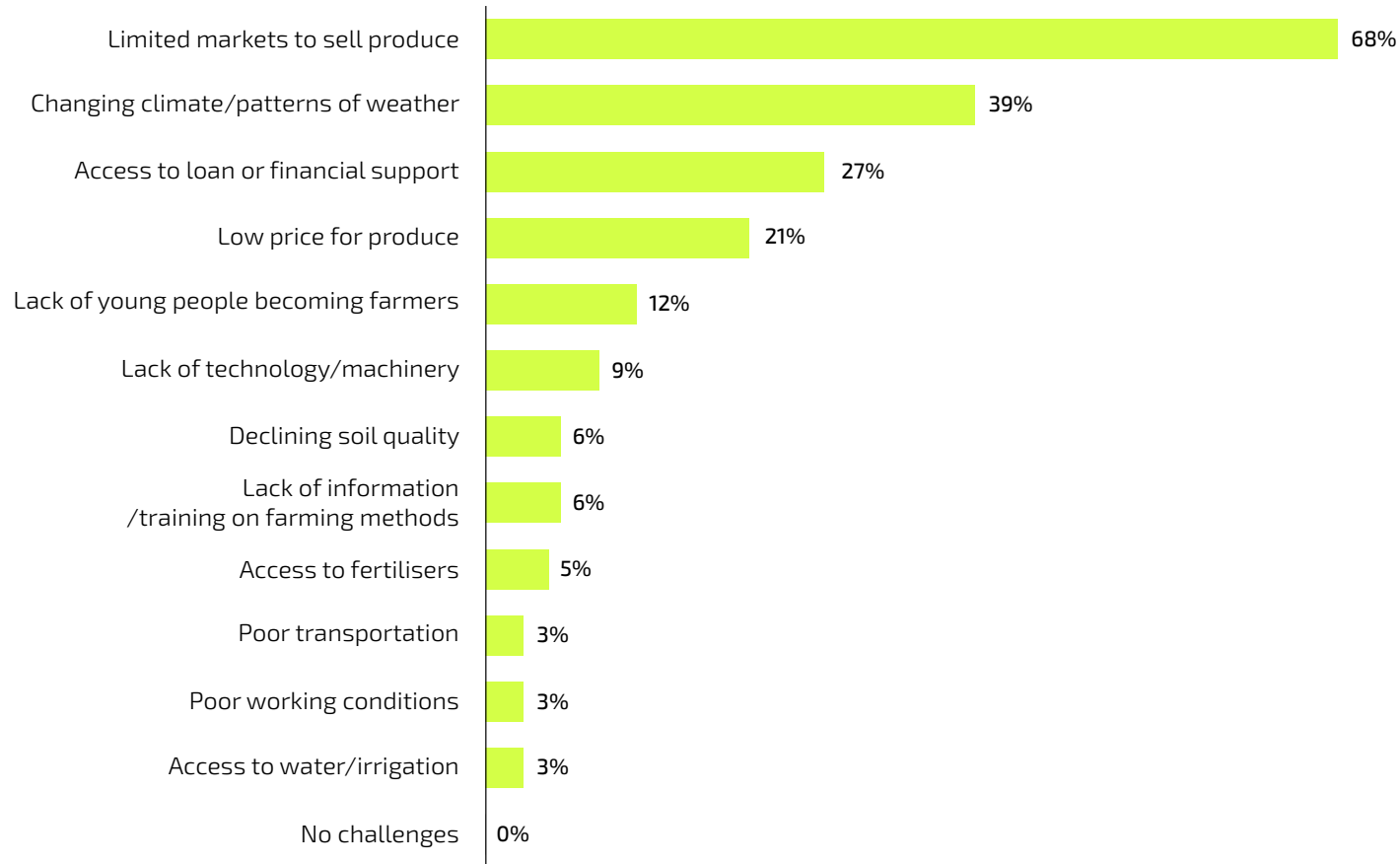
**Technical assistance and training on agricultural techniques is notably more important to producer organisations in Africa and the Middle East**

**Producer organisations rate improving women's participation and action against forced or child labour as similarly important**

**Guaranteed minimum price and additional monetary premium are the most important benefits for producer organisations**

# Top challenges Producer Organisations are facing

What are the top two challenges that you are facing currently as a farmer or producer/member of your Producer Organisation?



**More than half of producer organisations in Africa and the Middle East picked limited markets in the top two challenges**

**Access to loans and low prices were rated as similarly challenging by producer organisations**

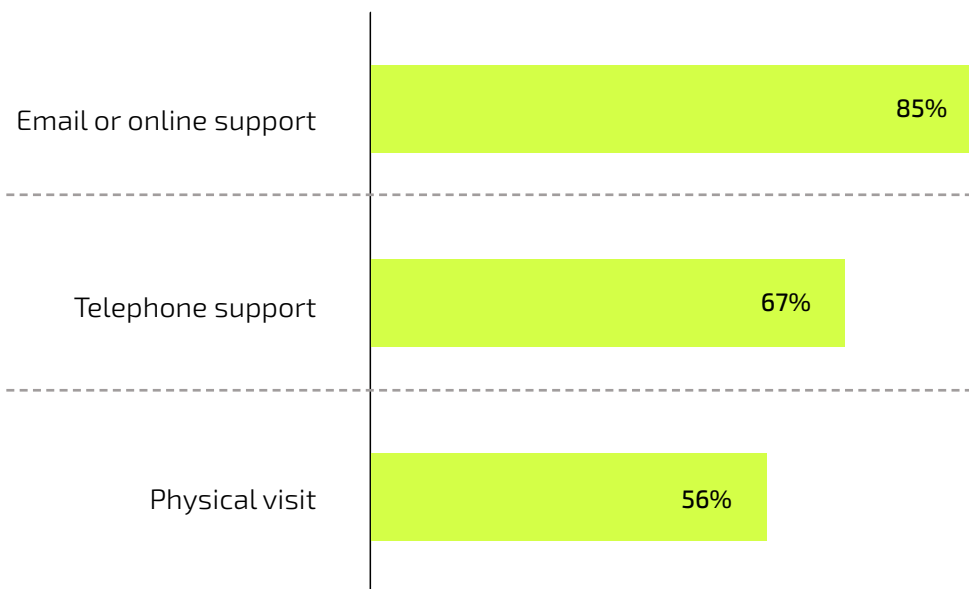
# Satisfaction with direct support

The Producer Networks provide direct, one-on-one support to the Fairtrade Producer Organisations in their region through two primary means: physical visits and remote support.

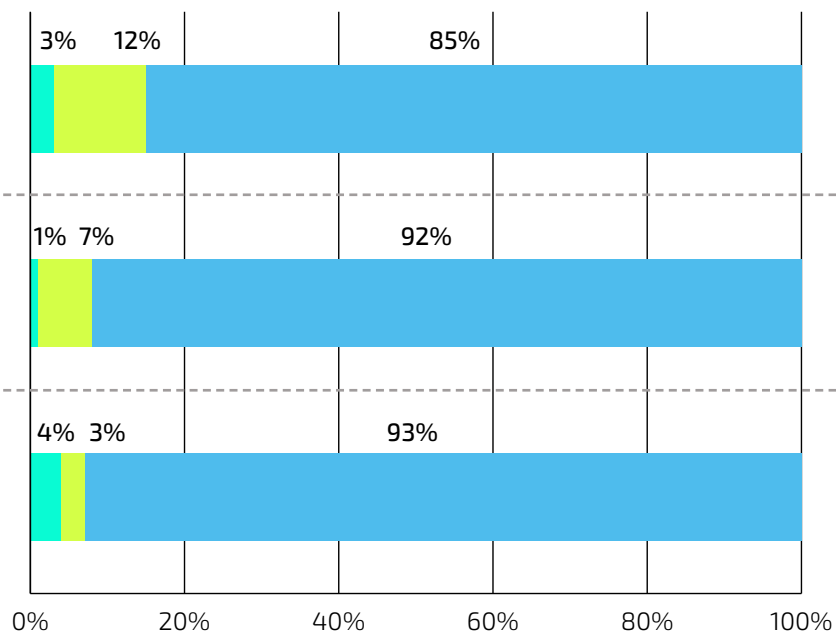
Typically, physical visits mean a Producer Network field officer physically travels to the offices of the Producer Organisations and offers the support in person, usually for complex issues, or for training events or workshops.

For remote support, Producer Network field officers or secretariat staff offer support to the Producer Organisation via emails, webinars, telephone or live online chats. Remote support is mostly used for unplanned requests for support, when the issues in question require similar support to be given to multiple Producer Organisations spread over a large geographic area, when there is an overlapping of activities, and/or when support is simply delivered without the need for a visit.

## Percent of Producer Organisations that received direct support



## Level of satisfaction with direct support



Very Unsatisfied or Unsatisfied   Neutral   Satisfied or Very Satisfied

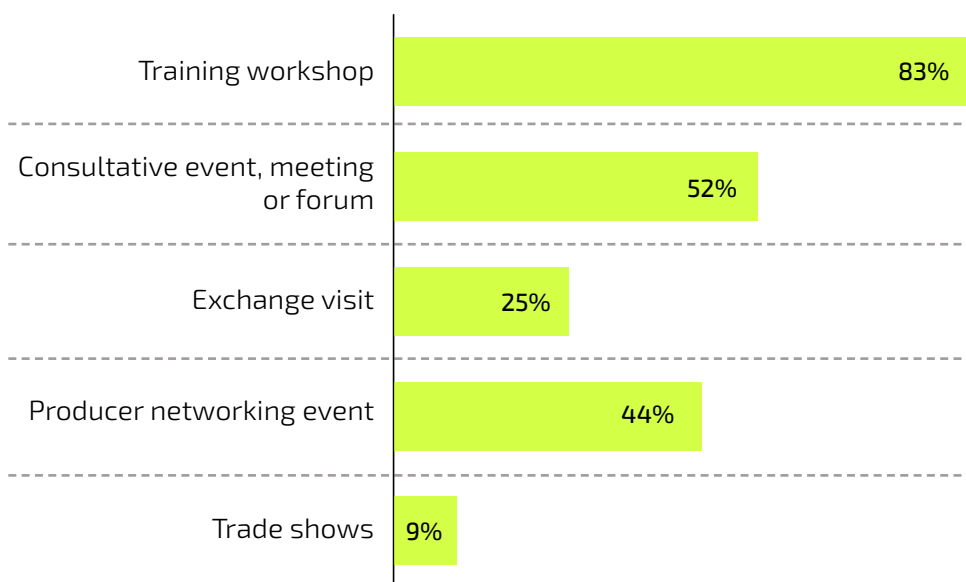


# Satisfaction with events

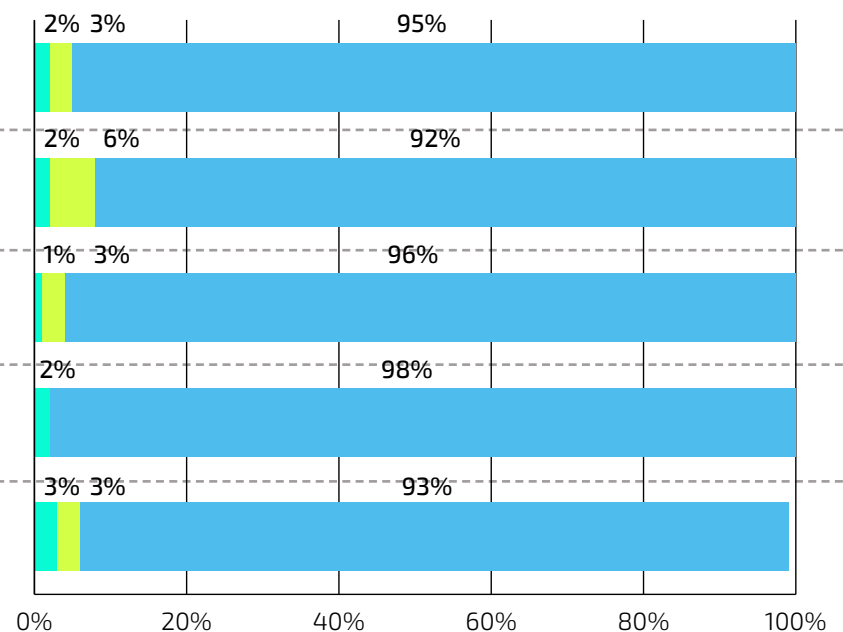
Producer Networks also run group events for Producer Organisations to facilitate dialogue and build capacity around relevant topics. The types of events organized include training workshops, consultative events, trade shows, Producer Organisation exchange visits and producer networking events. Typically, in the latter two cases, Producer Organisations and producers themselves learn directly from the experiences of other Producer Organisations and producers selling similar products in similar geographies with the Fairtrade Producer Network serving mainly as a facilitator.

Each of these types of events will attract a different mix of Producer Organisations and be aimed at achieving different outputs and outcomes. For example, a successful output for a training workshop focused on producer action plans would be increased Producer Organisation capacity, so that this increased capacity allows the action plans to be constructed and implemented. A successful output for an exchange visit would be greater social networks for knowledge exchange between Producer Organisations and practice demonstrations so that these Producer Organisations use this knowledge with their members for improving practice. Producer Organisation satisfaction with all types of events was very high, ranging from 98 percent satisfied or very satisfied with producer networking events to 92 percent satisfied or very satisfied with consultative events.

### Percent of Producer Organisations that attended events



### Level of satisfaction with events



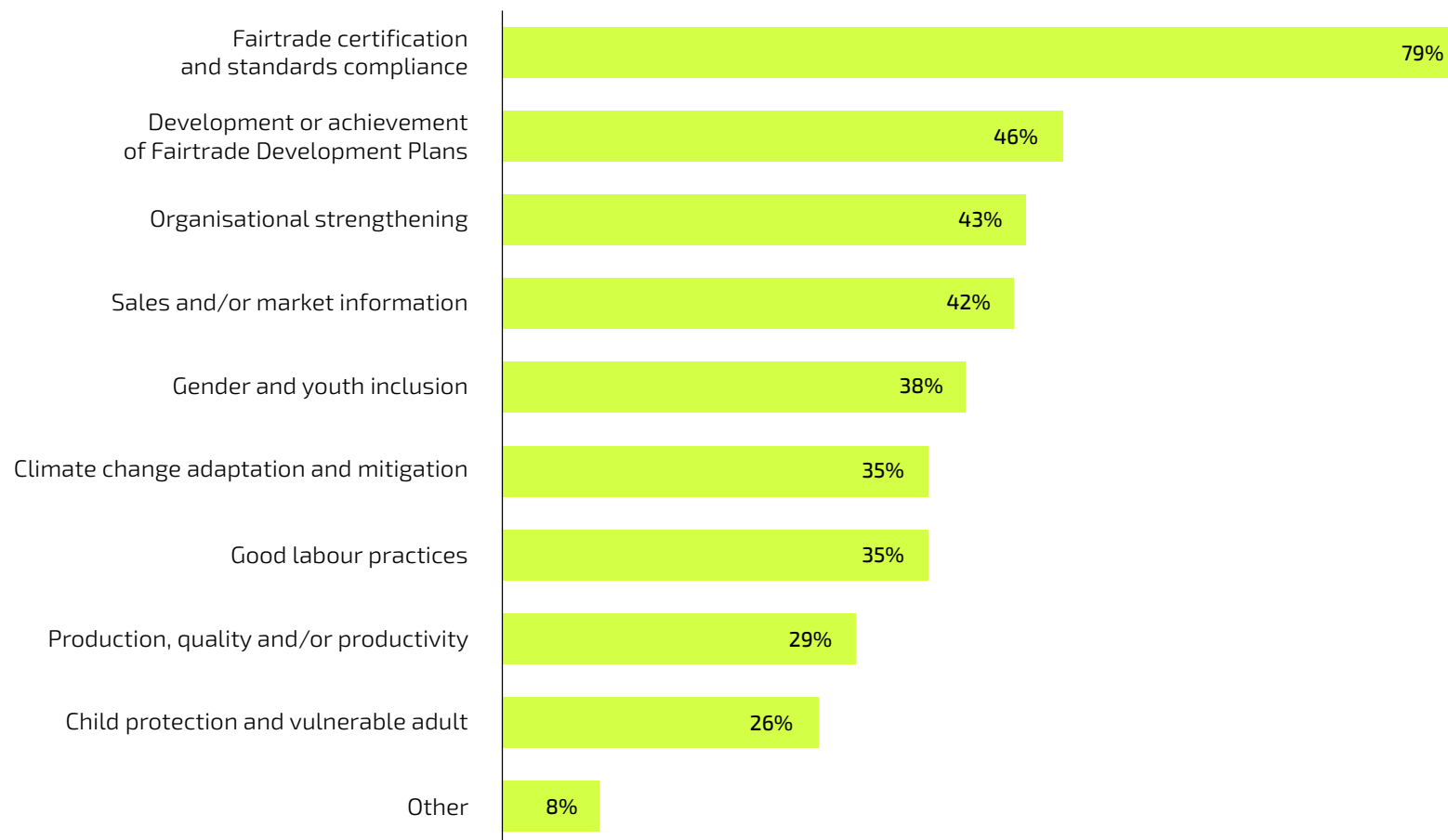
Very Unsatisfied or Unsatisfied    Neutral    Satisfied or Very Satisfied

## Key Topics of Fairtrade producer support services

During support activities with Producer Organisations, Producer Networks cover topics such as maintaining Fairtrade certification, developing Fairtrade Development Plans or increasing sales. Training on these topics is often intended to enable the Producer Organisation to do some specific tasks or take some specific action.

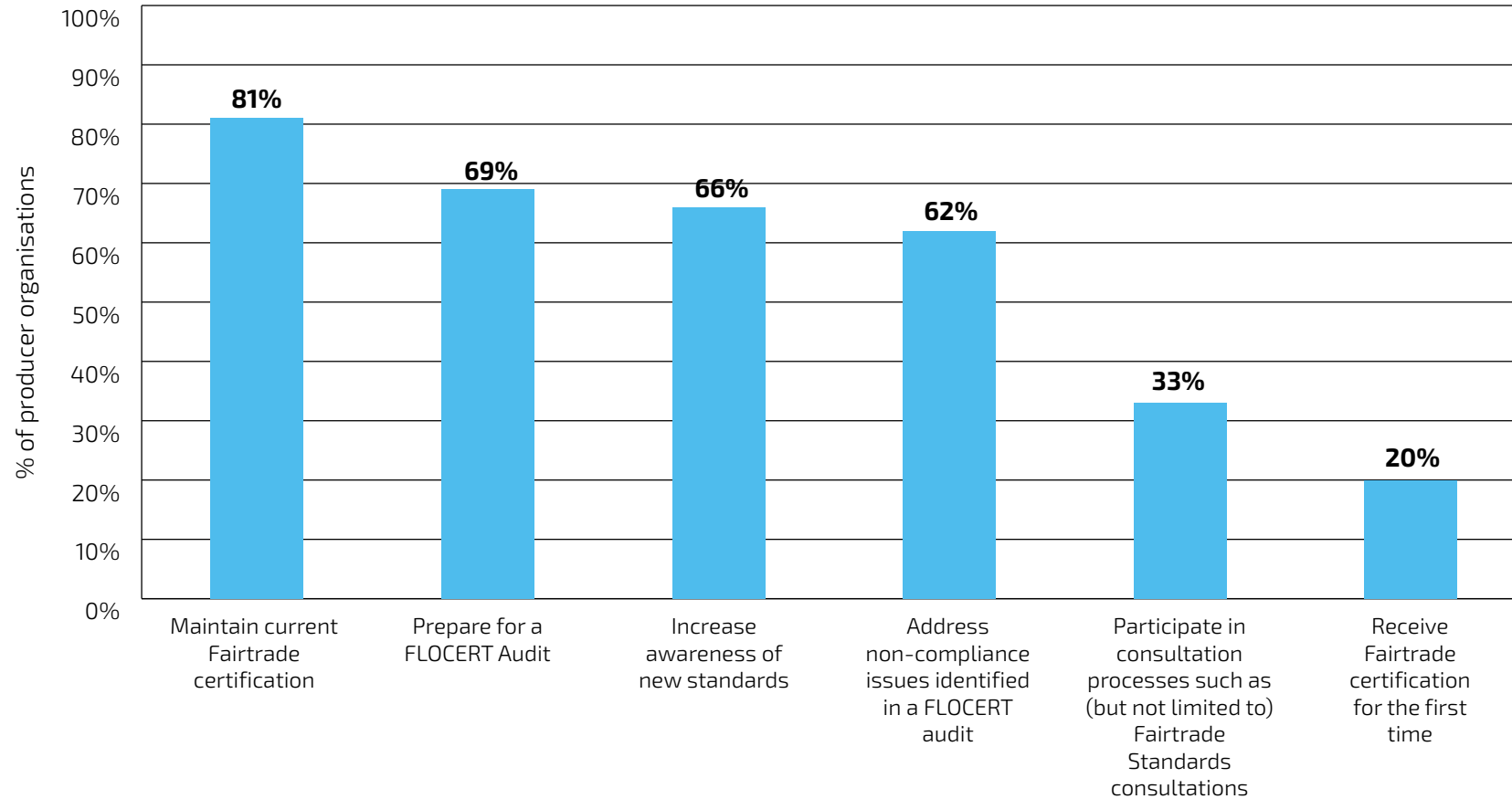
The survey asked Producer Organisations what were the outcomes of direct support or events provided by Producer Network. Following pages show what actions Producer Organisations report taking after receiving different types of support.

### Percent of Producer Organisations that received support on specific topic



## Key outcomes of Fairtrade producer support by topic

### Fairtrade certification and standards compliance

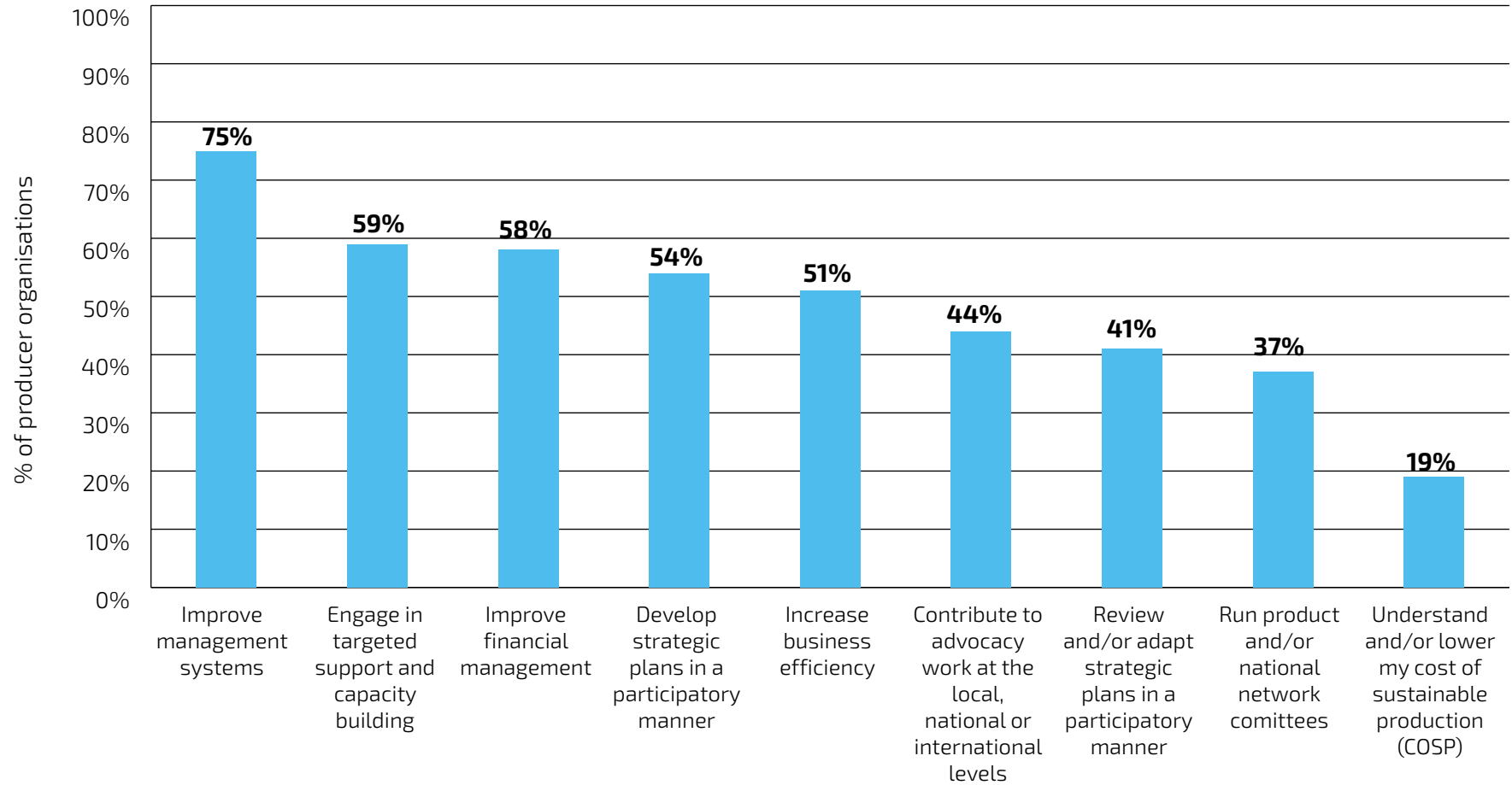


**79% of producer organisations received support on Fairtrade certification and standards compliance.**

Support on Fairtrade certification and standards compliance was most helpful for maintaining current Fairtrade certification. More than half of producer organisations that received this support find it helpful in audit process and increasing standards awareness.

## Key outcomes of Fairtrade producer support by topic

### Organisational strengthening



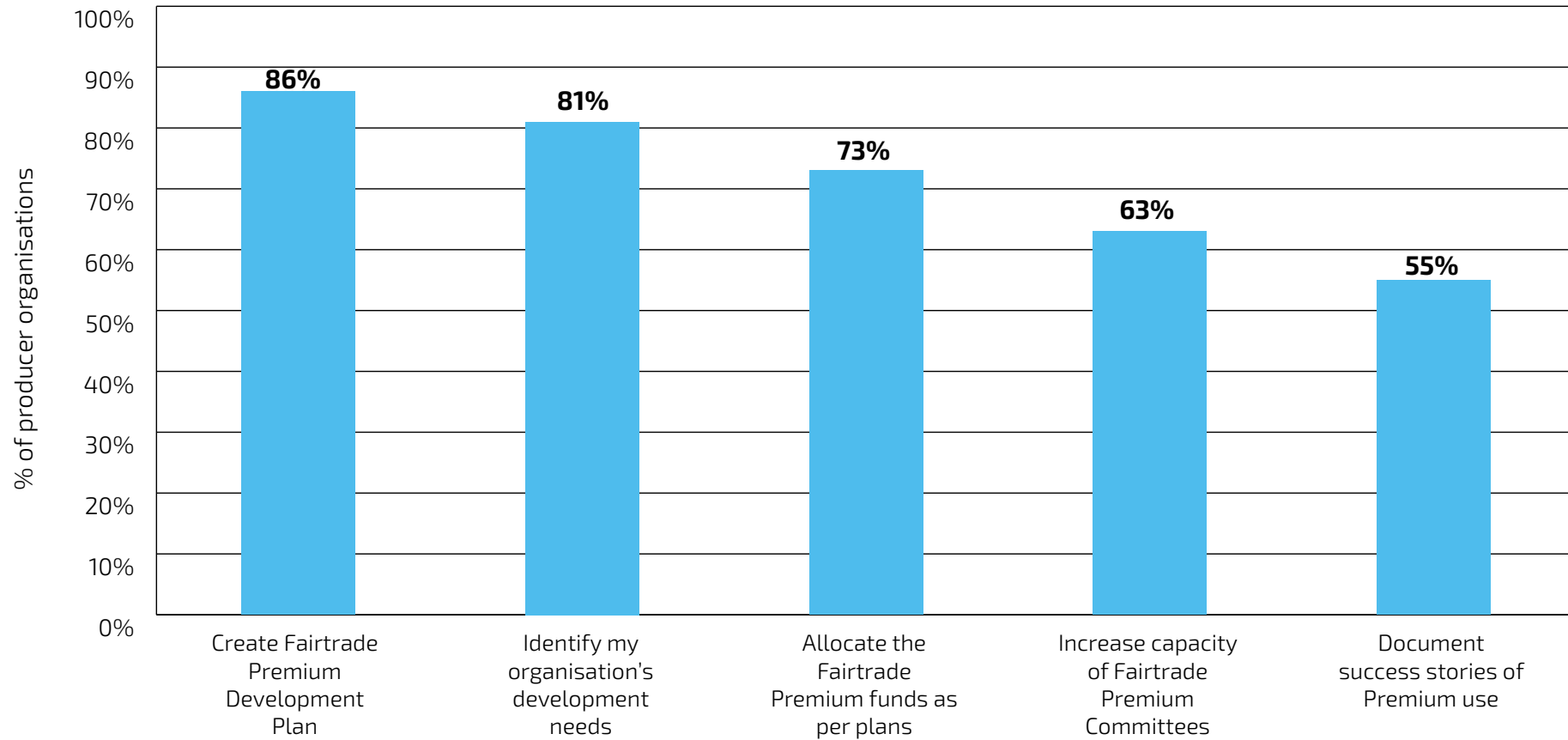
#### **43% of producer organisations received support on organisational strengthening**

Key outcome of organisational strengthening support were improved management systems. In addition, producer organisations reported that this support helped them with capacity building, financial management and strategic plans.



## Key outcomes of Fairtrade producer support by topic

### Fairtrade Development Plans

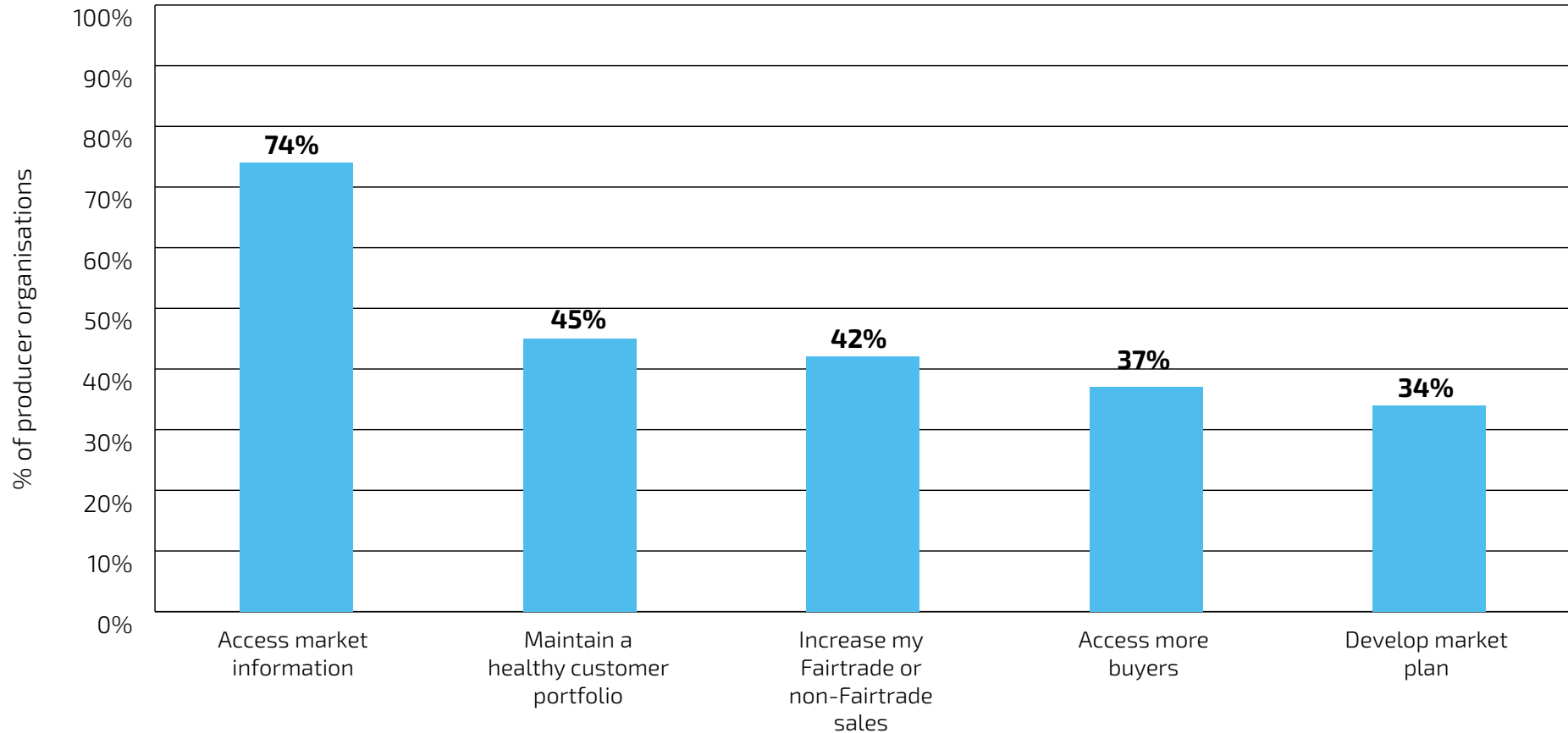


**46% of producer organisations received support on Fairtrade Development Plans.**

Support on Fairtrade Development Plans allowed majority of producer organisations to create plans, identify needs and allocate Premium funds.

## Key outcomes of Fairtrade producer support by topic

### Sales and/or market information

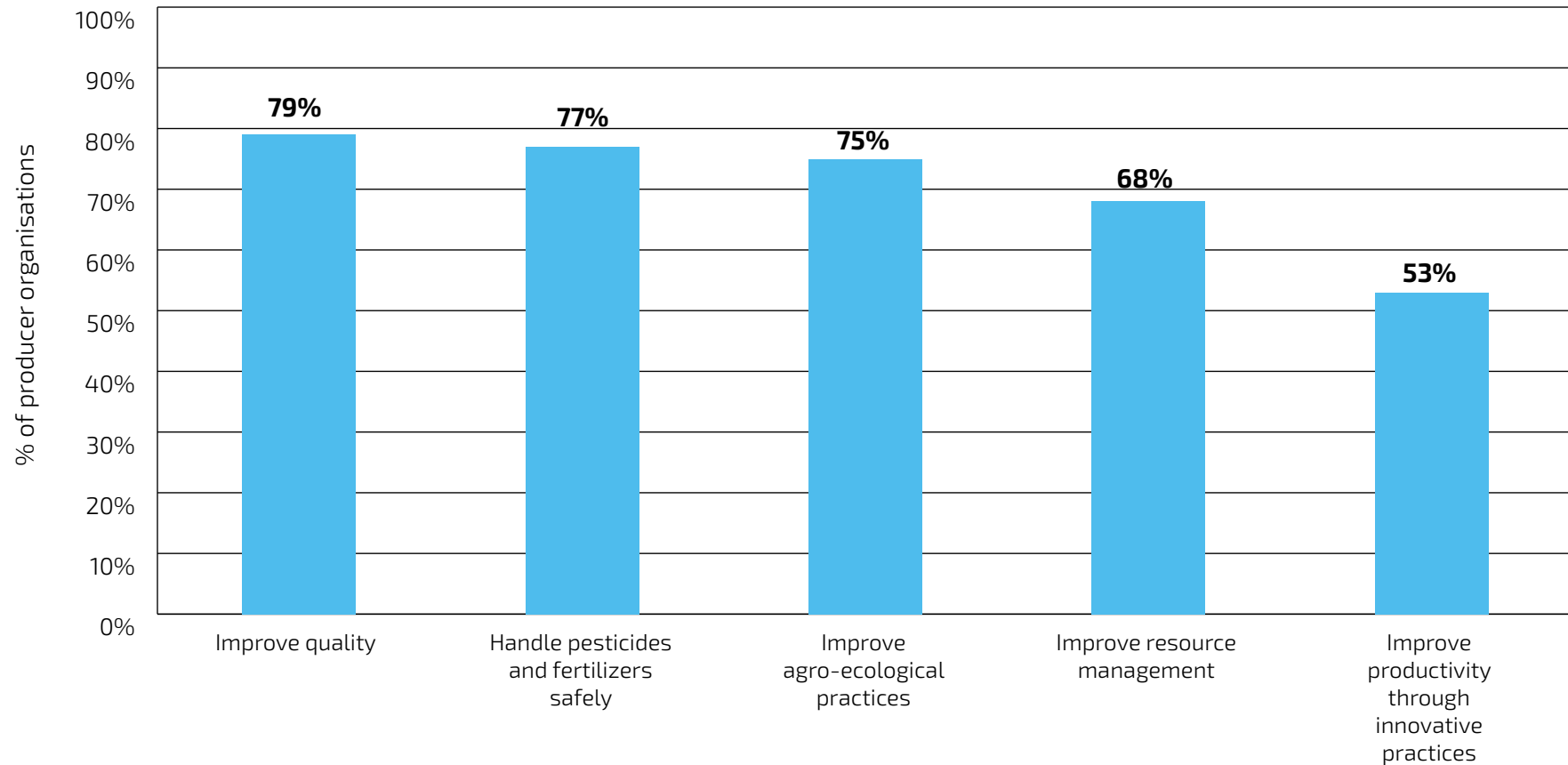


**42% of producer organisations received support on sales or market information.**

Producer organisations reported that this support services allowed them to access market information and increase Fairtrade sales while maintaining healthy consumer portfolio.

## Key outcomes of Fairtrade producer support by topic

### Production, quality and/or productivity

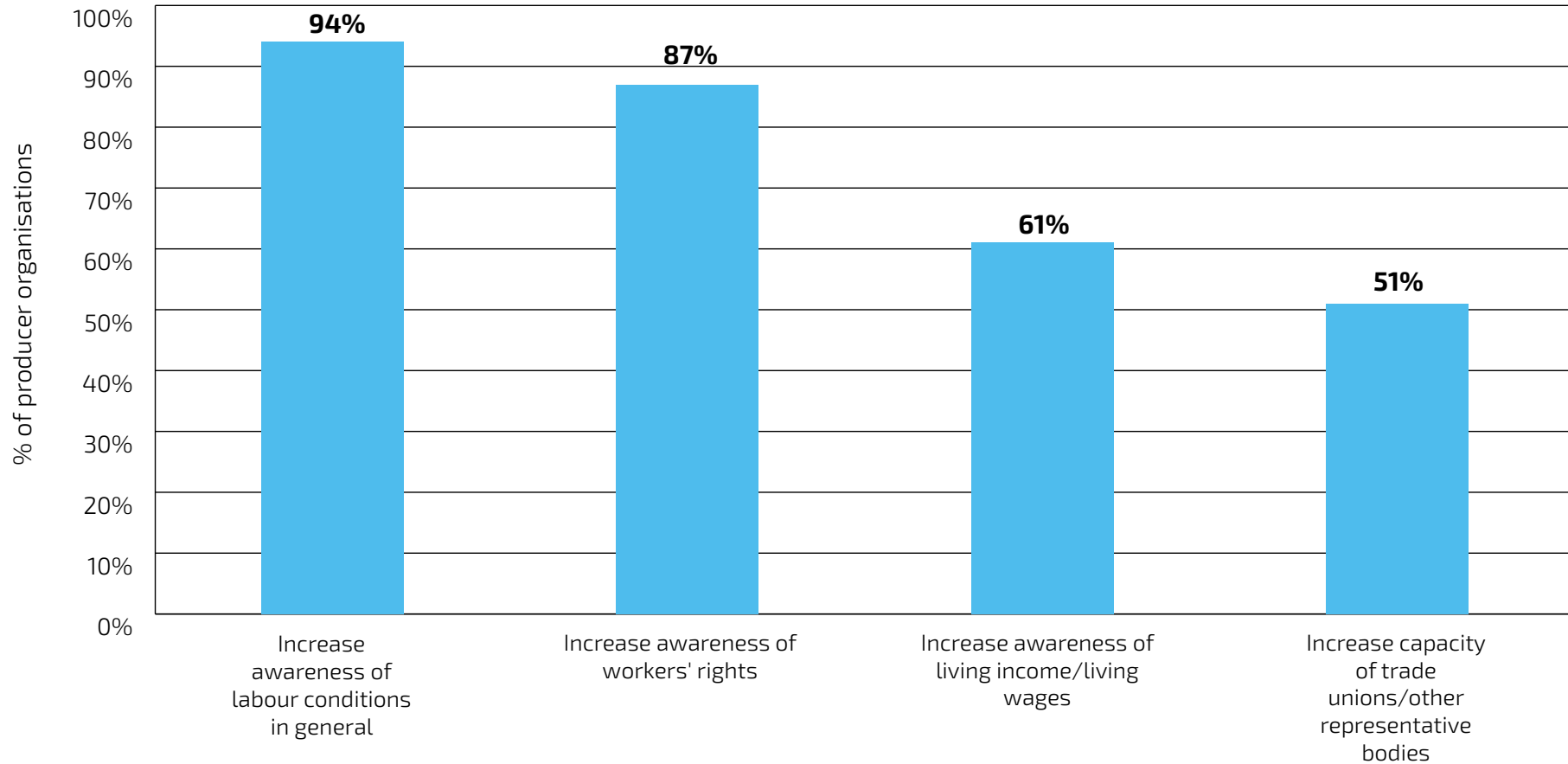


**29% of producer organisations received support on production, quality or productivity.**

Vast majority of producer organisations that received production support reported several outcomes. Improving quality and agricultural practices are one of the most reported outcomes.

## Key outcomes of Fairtrade producer support by topic

### Good labour practices

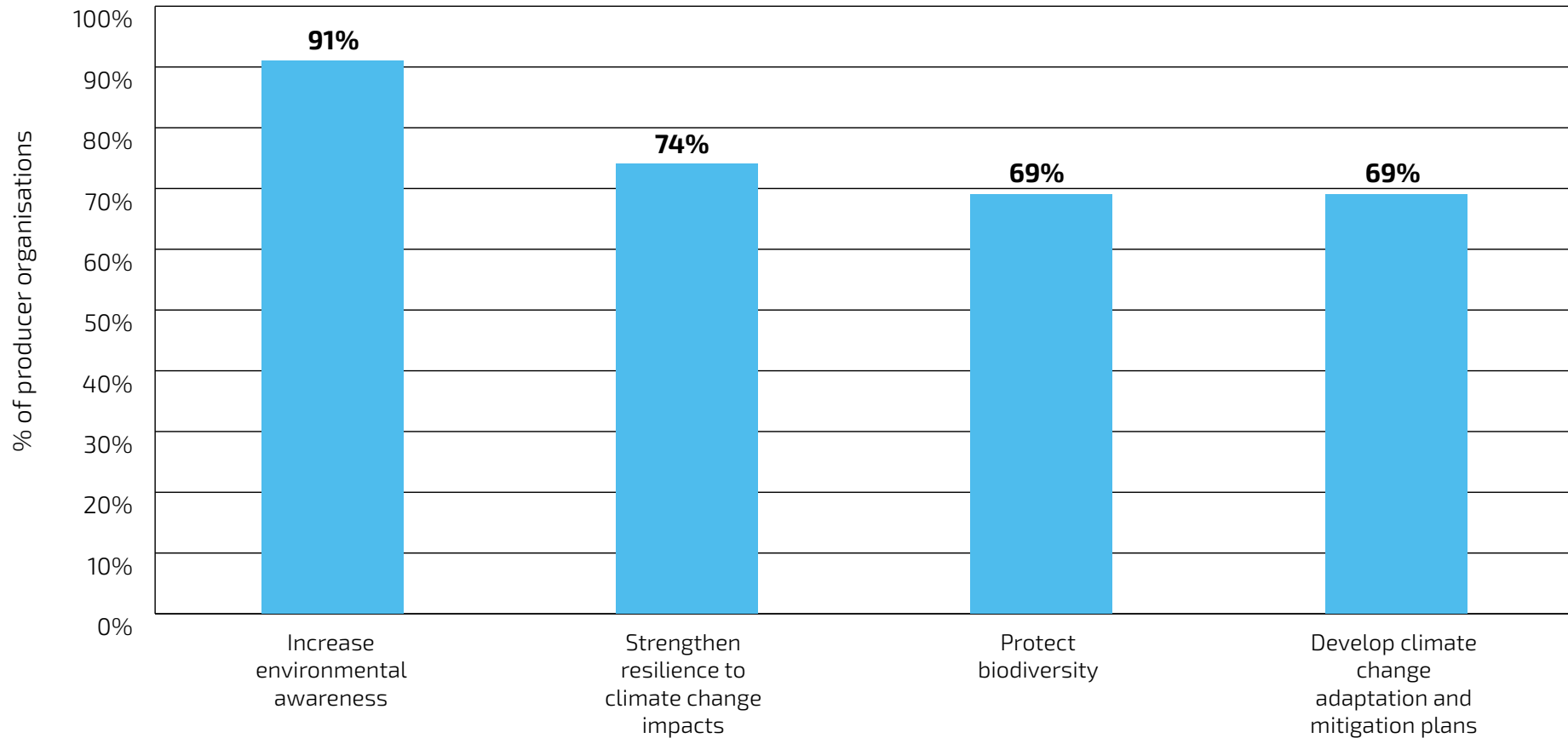


**35% of producer organisations received support on good labour practices.**

Key outcomes of support on good labour practices were related to increasing awareness of labour conditions, worker's right and living income or living wages.

## Key outcomes of Fairtrade producer support by topic

### Climate change adaptation and mitigation

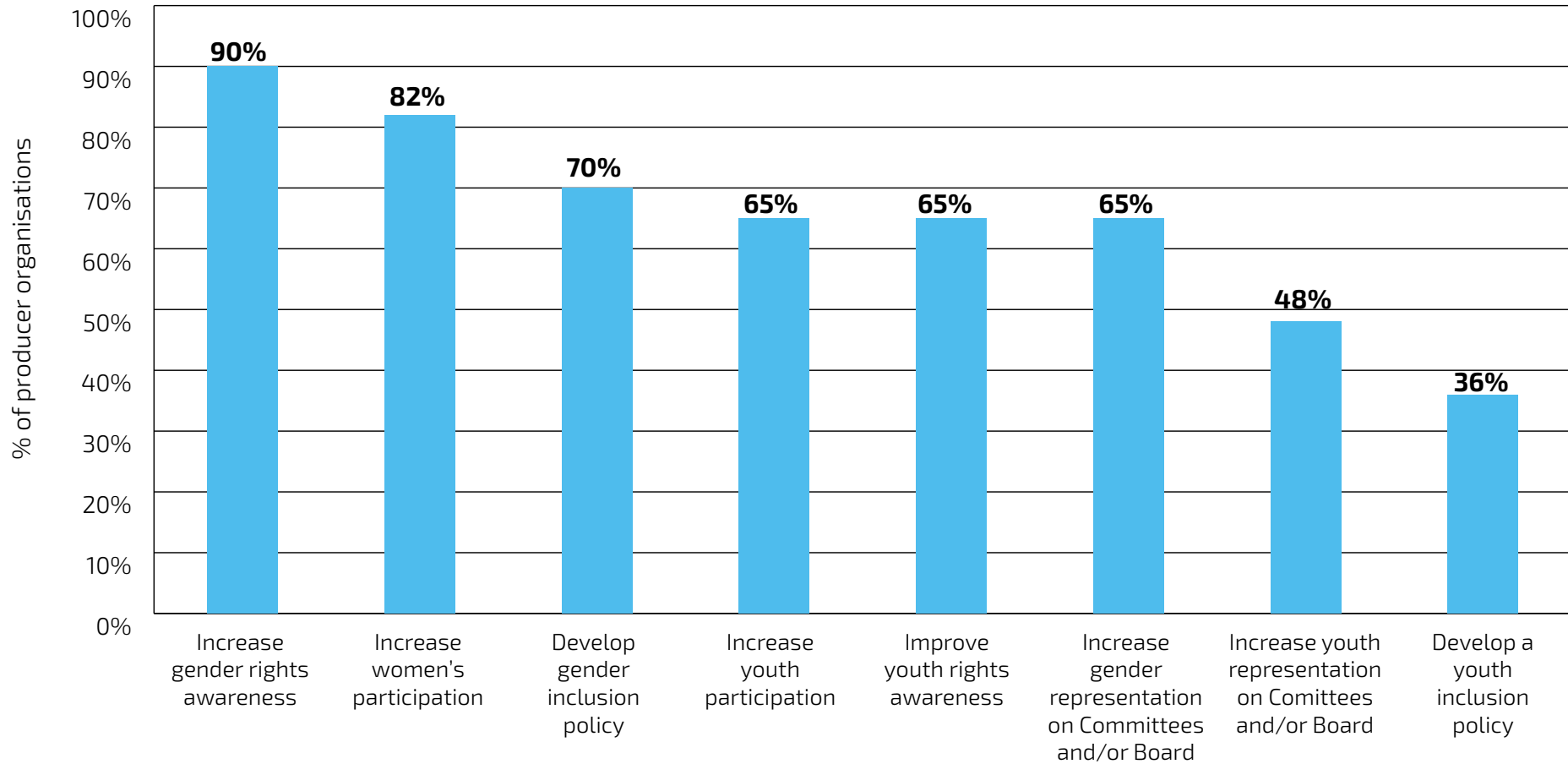


**35% of producer organisations received support on climate change adaptation and mitigation.**

Almost all producer organisations that received support on climate change reported that it was helpful in increasing environmental awareness.

## Key outcomes of Fairtrade producer support by topic

### Gender and youth inclusion



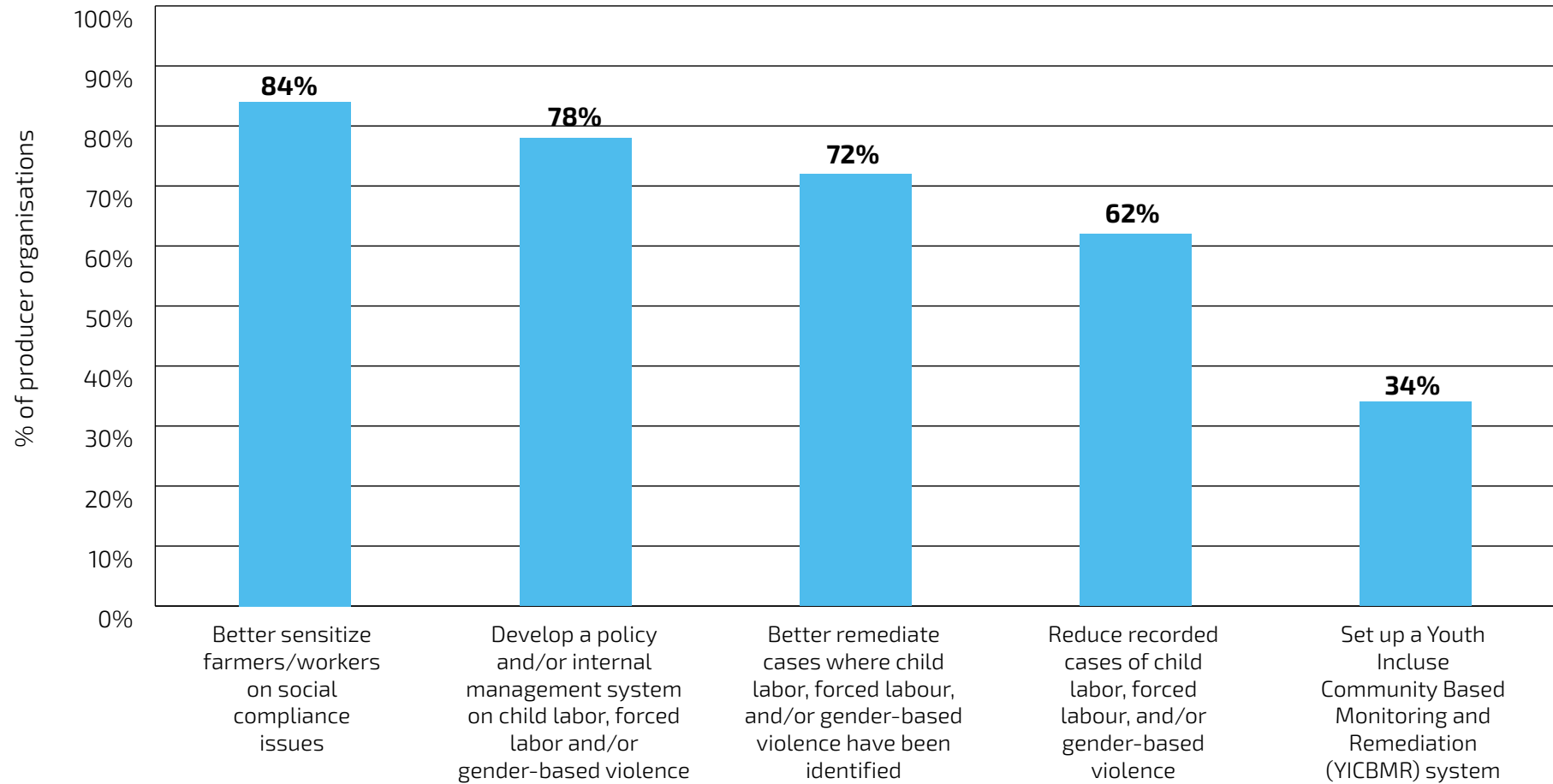
**38% of producer organisations received support on gender and youth inclusion.**

Key outcomes of this support were related to increasing awareness of gender and youth rights, as well as increasing participation of women and youth.



## Key outcomes of Fairtrade producer support by topic

### Child protection and vulnerable adults



### 26% of producer organisations received support on child protection

More than half of producer organisations reported that this support helped them in developing internal policies and better remediation of identified cases.

## Recommendations and feedback

Here we have included some examples of some recommendations and feedback given by Producer Organisations during the 2021 Producer Satisfaction Survey. Feedback was given in the respondent's preferred language and translated into English. The full suite of feedback is available to each of the Producer Networks.

**“Raising awareness and training on women’s participation - climate change and its impact on agriculture in Africa - sharing updated training materials on fairtrade compliance standards with producers”**

**“Increase exchange visits between cooperatives to ensure transfer of experiences”**

**“More training, forums and discussions are always needed.”**

**“Work more on market linkage between Fairtrade certified buyers and producers.”**

**“More visiting the producer organisations and also organizing training programs and workshops should be carried out in the region. Educate these POs on the impact of women and youth empowerment-related programs and also on child labour reduction among farmer groups. We also need more funding opportunities and machinery to increase production and market access should also be treated very critically.”**

**“Increase online training for the benefit of organisations because travel cannot cover everything.”**

**“Promote exchange visits to identify gaps, build the capacity of the cooperatives in mitigating climate change effects.”**

**“I would like to recommend make enough effort to organise trade show events in Africa in terms of helping the SPO get more Fairtrade coffee buyers. I would like to suggest Fairtrade Africa to focus on the access to market and bring more Fairtrade buyers.”**

# About monitoring data in this report

The monitoring data in this report come from two sources: CODImpact and Fairtrace.

The CODImpact monitoring dataset contains data collected from Producer Organisations during audits. Not all Producer Organisations are audited in a given year, in which case the data are completed using the latest available record. In this report, Fairtrade Premium generated and sales volumes for smaller products, and the number of farmers and workers for all Producer Organisations, are sourced from CODImpact.

The second source of data is Fairtrace, which stores all transactions in a given year from Fairtrade Premium payers. Fairtrade Premium generated and sales volumes for the top 7 products (coffee, bananas, cocoa, flowers and plants, tea, sugar and cotton) are reported from Fairtrace.

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:

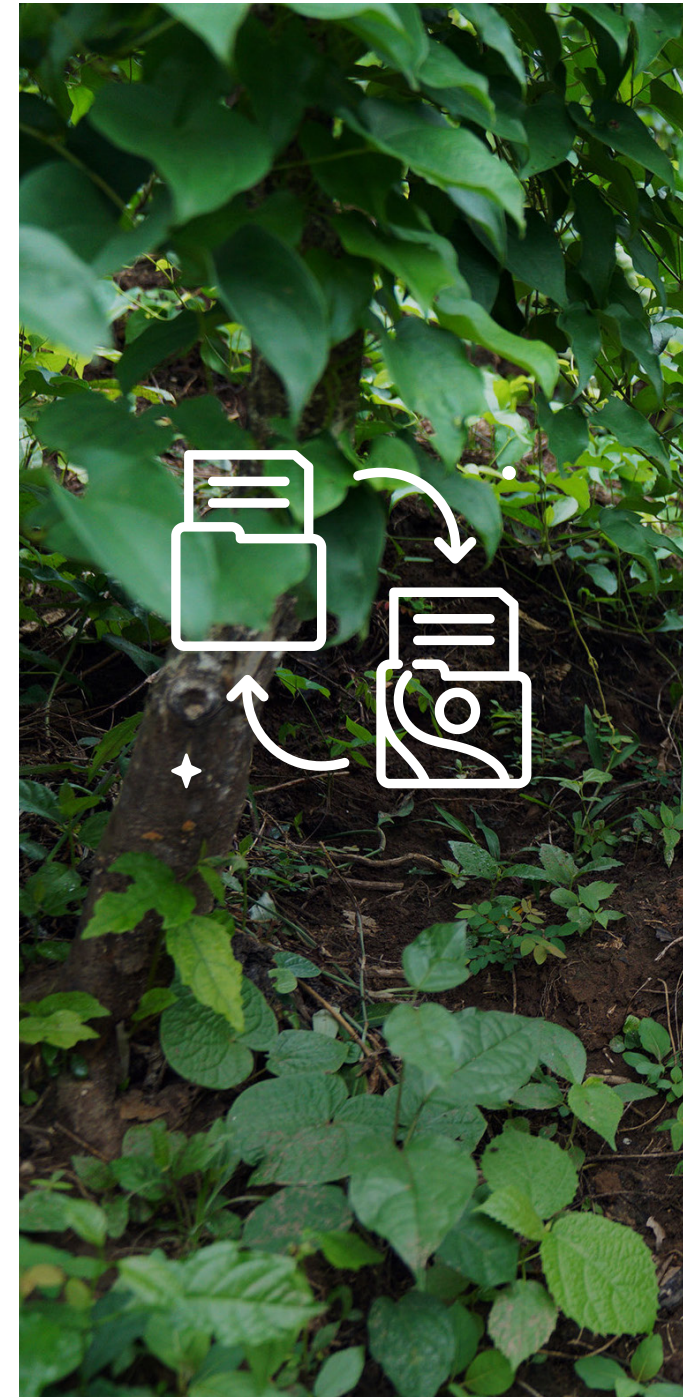
- There may be missing information from Fairtrade certified Producer Organisations that is not taken into account because of quality.
- There may be missing information in some questionnaires from certified Producer Organisations that was not reported by auditors.
- There may be wrong data or data that were not validated.
- Figures are subject to change. Data may change in the future after receiving new reports or as a result of continuous data quality checks.

The number of certified organisations is counted as the number of Producer Organisations at the end of the calendar year with any of the following certification statuses: certified, suspended or permission to trade.

Under the terms of confidentiality agreements with Fairtrade Producer Organisations, data may only be publicly reported in aggregate form. Displaying the data is restricted to not in any way expose sensitive information belonging to a single Producer Organisation, Fairtrade Premium payer or trader. Where there are fewer than three Fairtrade certified Producer Organisations in a country, and market-sensitive business information could be deduced, we do not report aggregated data on the Producer Organisations.

## 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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