



FAIRTRADE
INTERNATIONAL

REGIONAL MONITORING REPORT, 15TH EDITION:

Latin America and the Caribbean



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



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

Copyright Fairtrade International 2024

All rights reserved. None of the material provided in this publication may be used, reproduced, or transmitted, in whole or in part, in any form or by any means, electronic or mechanical, including photocopying, recording or the use of any information storage and retrieval system, without permission in writing from Fairtrade International. The material presented here is for informational purposes only. Fairtrade International grants permission to use the information for personal, non-commercial use, without any right to resell or redistribute information or to compile or create derivative works therefrom.

Editorial and Data team:

Harveen Kour, Gerrit Walter, Miyako Takahashi, Teodora Mihaljic, Amanda Fuller, Abdul Aziz Suleman, Emily deRiel, Ana Lilia Hernández Espinosa.

Design/layout: Alberto Martínez, [Renderparty](#)

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.



CLAC (Latin American and Caribbean Network of Fair Trade Small Producers and Workers) was established in 2004, and has had legal status since 2005. Currently, it has over 900-member organisations in 24 countries across the continent. It is structured through Country Networks (that bring together producers of different products from the same country), Product Networks (that bring together producers with the same product, but from different countries), and a Workers Network.

For more information, visit www.clac-comerciojusto.org/en/

Cover Photo: Yosvany Finalet Gonzalez is clearing weeds from a sugar cane plot in Cuba

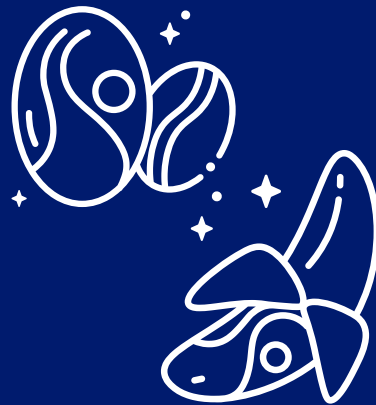
Introduction

The Latin American and Caribbean Network of Fair Trade Small Producers and Workers (CLAC) was established in 2004 and has had legal status since 2005. Its roots are in the CLA (Latin American Network, which brought together small-scale coffee fair trade farmers) and the PAUAL (Latin American Network of Small Beekeepers). These two continental networks of small producers were both founded in 1996, a year before the establishment of Fairtrade International. Currently, it has over 900 member organisations in 21 countries across the continent. Fairtrade certified Producer Organisations may join the network 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 in Latin America and the Caribbean 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, CLAC ensures that Fairtrade is working to strengthen livelihoods and empower farmers and workers.

In this report:

- **Monitoring Data (2022)**
- **Producer Satisfaction Survey (2022)**

COFFEE AND BANANAS TOGETHER ACCOUNT FOR 85% OF FAIRTRADE PREMIUM PAID TO PRODUCERS IN LATIN AMERICA AND THE CARIBBEAN



50% OF ALL FAIRTRADE PRODUCER ORGANISATIONS ARE IN LATIN AMERICA AND THE CARIBBEAN

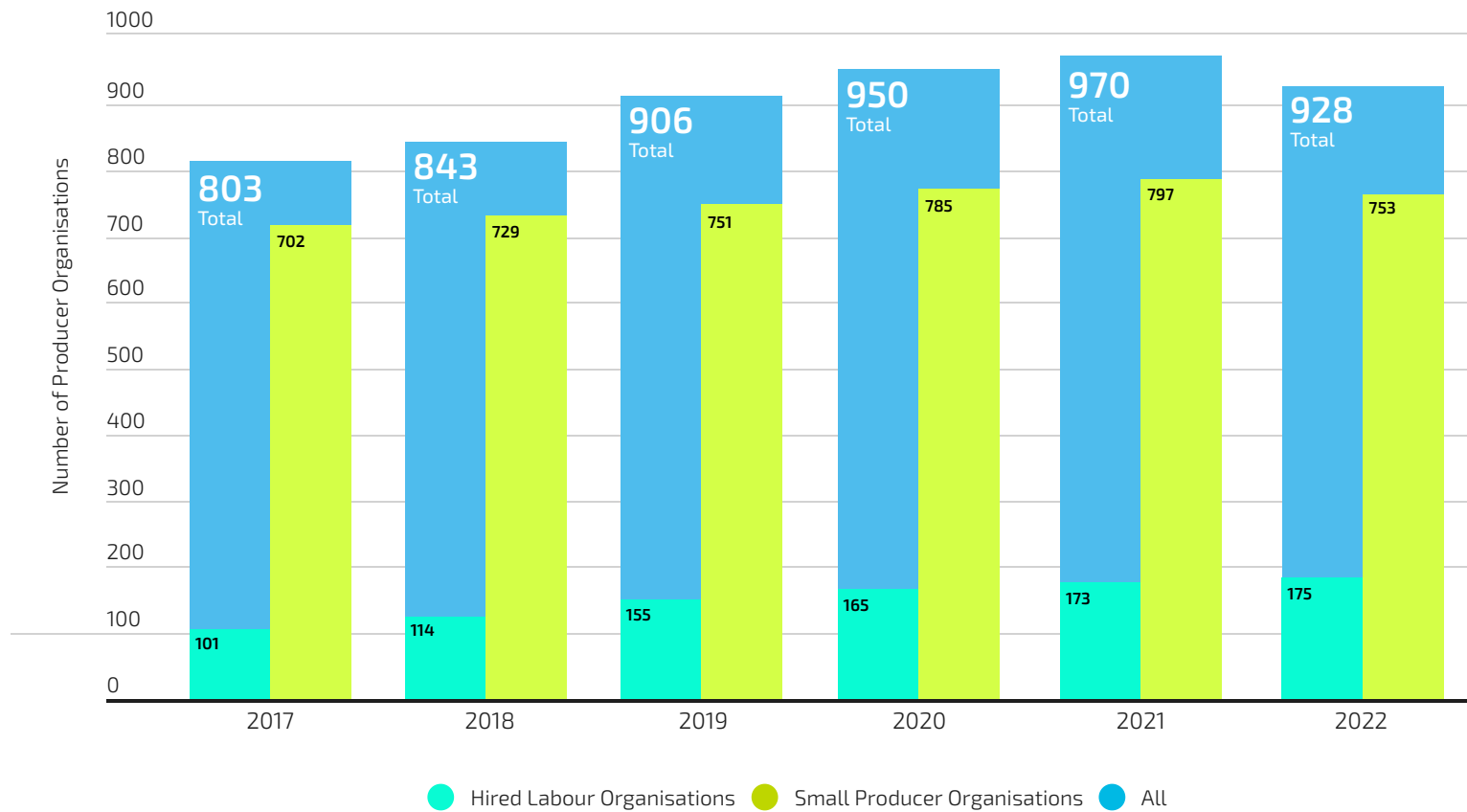


41% OF FAIRTRADE PREMIUM GOING TO LATIN AMERICA AND THE CARIBBEAN IS PAID TO PRODUCERS IN PERU AND COLOMBIA



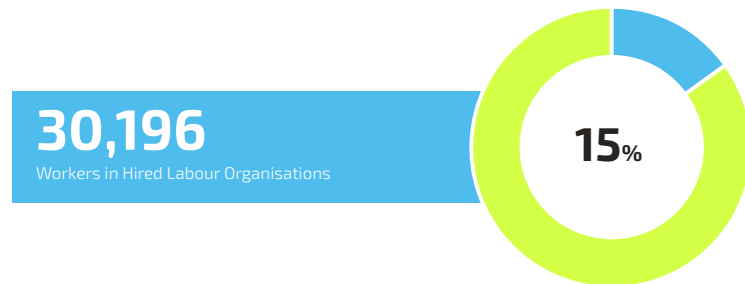
Fairtrade Monitoring Data

Fairtrade Latin America and the Caribbean: Producer Organisations

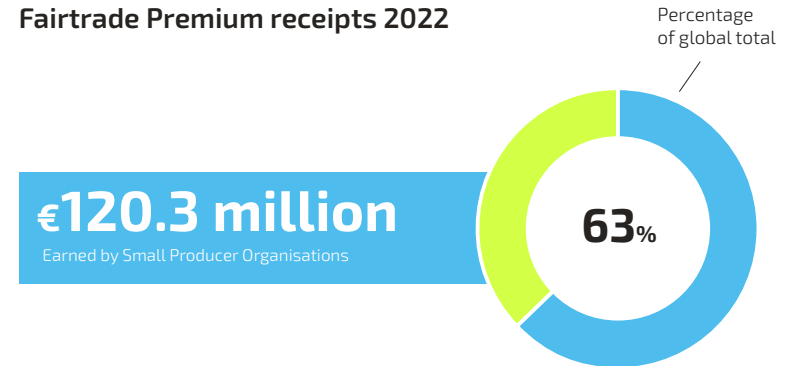


Fairtrade Latin America and the Caribbean: Producers and Premium generated 2022

Number of farmers and workers in Fairtrade Producer Organisations 2022

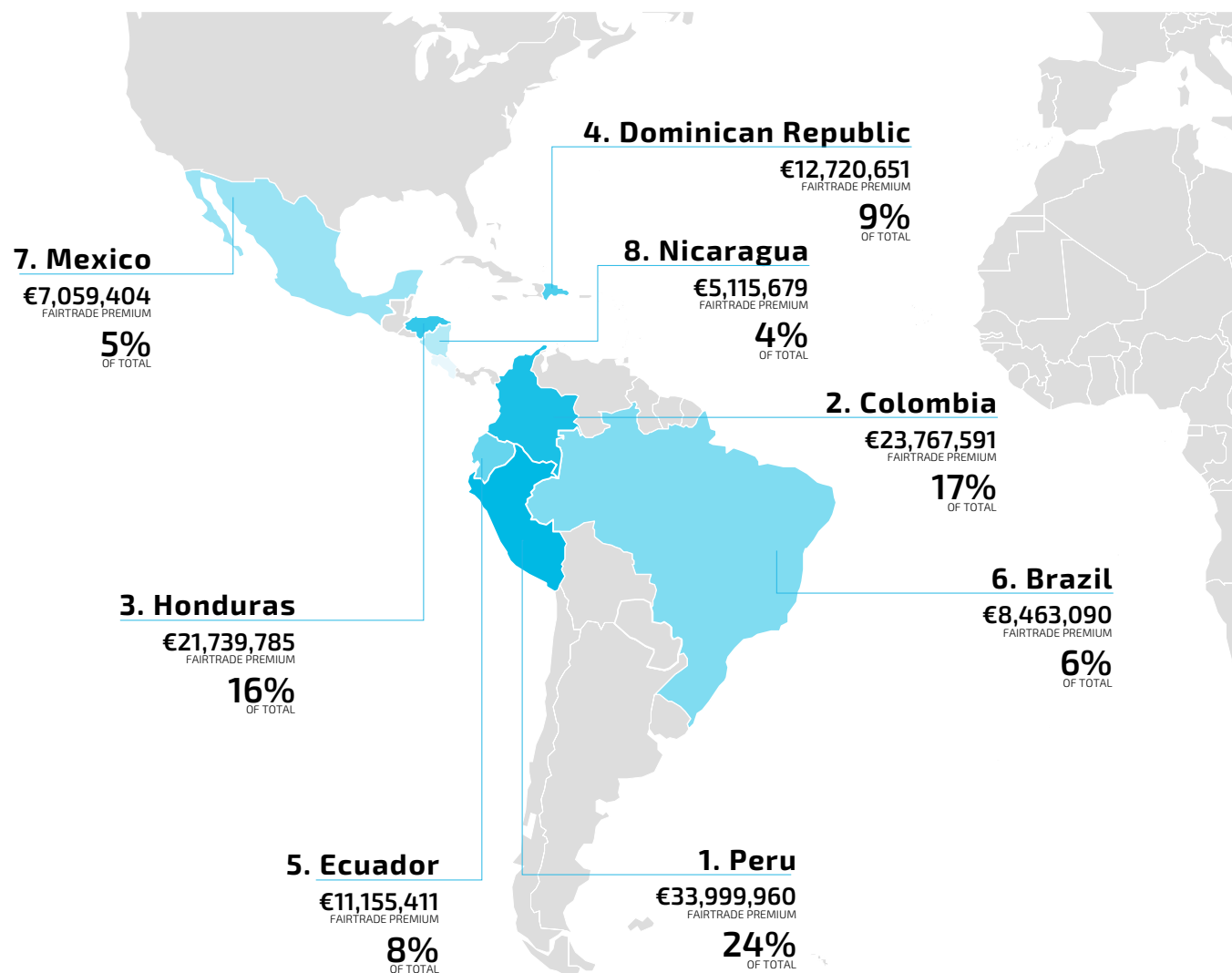


Fairtrade Premium receipts 2022



Note: Numbers may not sum due to rounding

Fairtrade Latin America and the Caribbean: Top Fairtrade Premium generating countries 2022

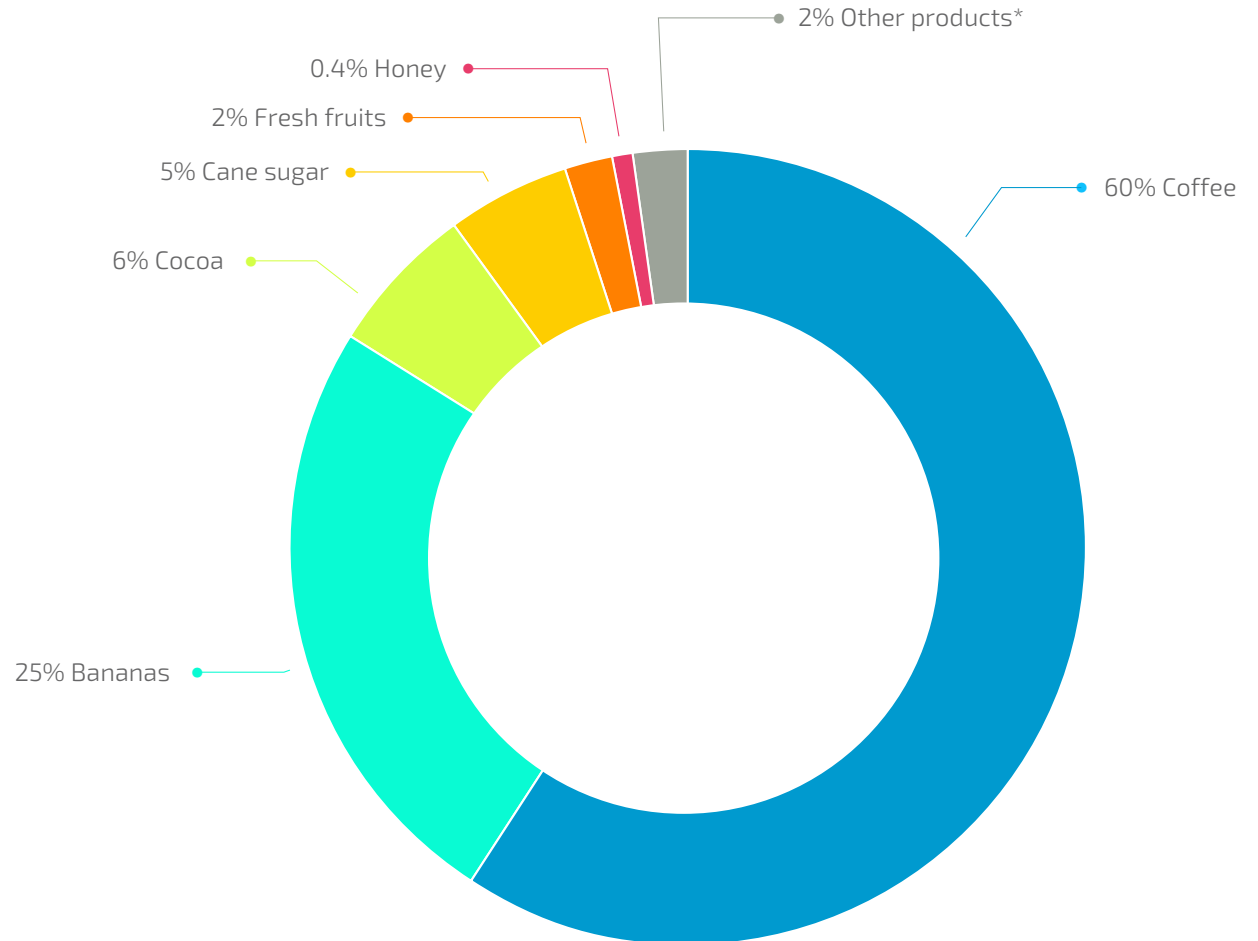


Percentages refer to total Fairtrade Premium earned by producers in Latin America and the Caribbean.

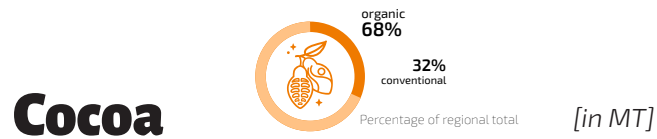
Fairtrade Latin America and the Caribbean: Fairtrade Premium distribution by product 2022

Coffee	60%
Bananas	25%
Cocoa	6%
Cane sugar	5%
Fresh fruits	2%
Honey	0.4%
Other products*	2%

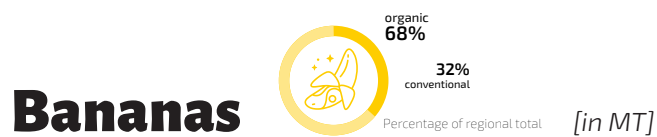
*Includes cereals, dried fruit, flowers and plants, fruit juices, gold & associated precious metals, herbs, herbal teas & spices, nuts, oilseeds and oleaginous fruit, pulp and vegetables.



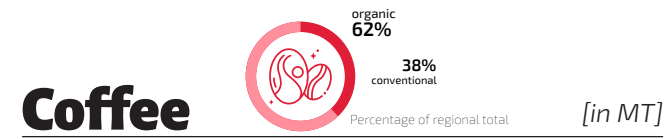
Fairtrade Latin America and the Caribbean: Volumes sold on Fairtrade terms for key products 2022



Dominican Republic	13,168
Peru	15,407
Ecuador	5,311
Other countries in Latin America and the Caribbean	1,063



Dominican Republic	185,252
Colombia	201,295
Ecuador	179,691
Peru	82,635
Other countries in Latin America and the Caribbean	19,215



Peru	59,818
Honduras	51,729
Colombia	32,450
Brazil	16,539
Mexico	13,185
Nicaragua	11,617
Guatemala	11,823
Costa Rica	2,636
Bolivia	1,185
Other countries in Latin America and the Caribbean	734



Ecuador	7,874,916
---------	------------------

Metric tonnes abbreviated to MT.
The percentages for organic and conventional production are calculated based on the aggregated production (MT) within the region, considering only the main products

Fairtrade Latin America and the Caribbean: Volumes sold on Fairtrade terms for key products 2022

Fresh Fruit [in MT]

Brazil	59,203
Mexico	9,963
Colombia	2,288
Peru	1,677
Other countries in Latin America and the Caribbean	5,927

Honey [in MT]

Guatemala	549
Argentina	363
Mexico	335
Other countries in Latin America and the Caribbean	1,615

Cane sugar [in MT]

organic 34%
conventional 66%
Percentage of regional total

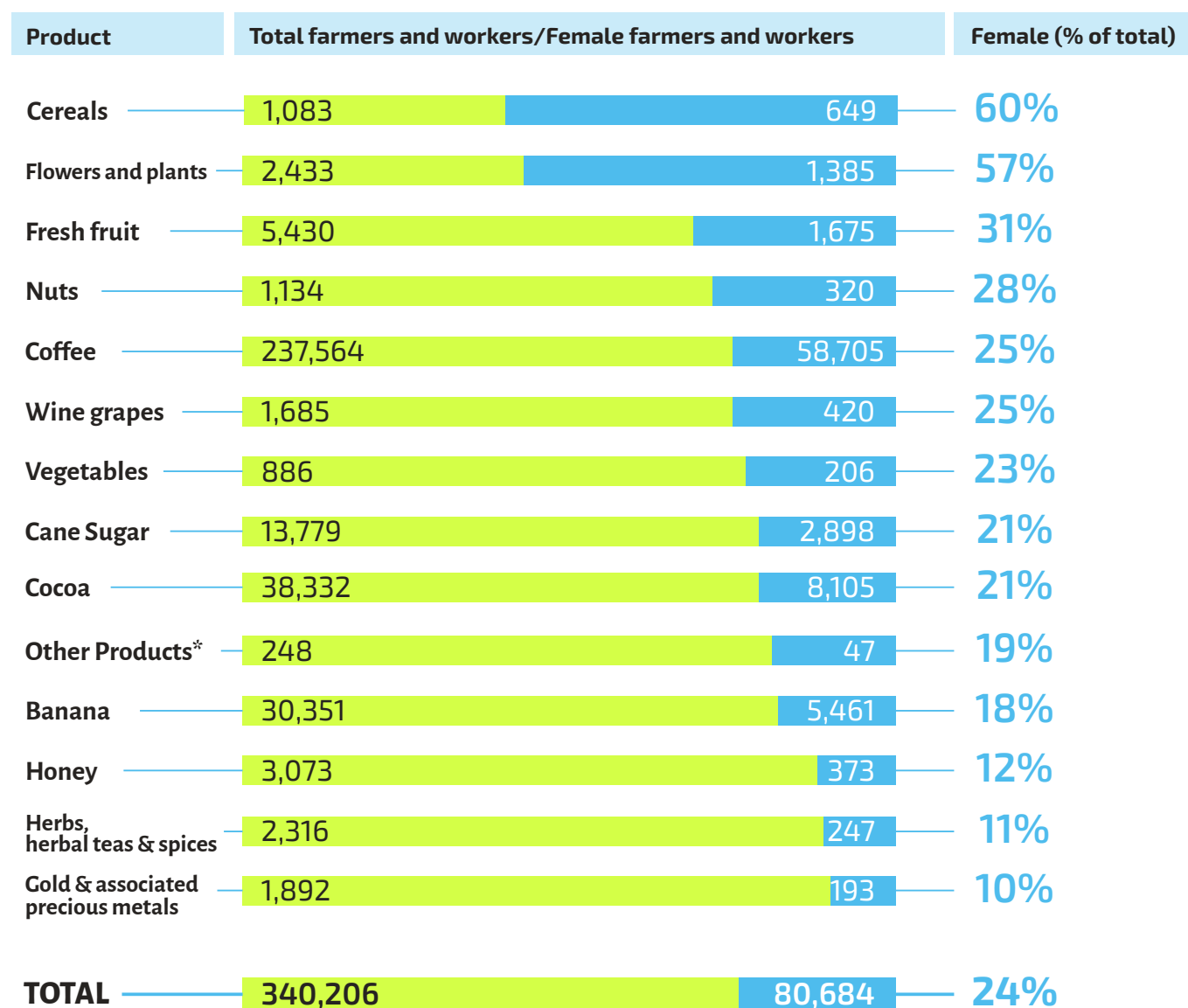
Paraguay	39,904
Costa Rica	16,443
Other countries in Latin America and the Caribbean	67,036

Wine grapes [in MT]

Argentina	7,336
Chile	1,313

Metric tonnes abbreviated to MT.
The percentages for organic and conventional production are calculated based on the aggregated production (MT) within the region, considering only the main products

Fairtrade Latin America and the Caribbean: Percentage of women Fairtrade farmers and workers by product 2022



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, CLAC began running its own survey in 2018. The most recent survey, and the one discussed in this report, was run in 2023 and looked at satisfaction with Producer Network support services provided in 2022. 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 shows 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.



INTERVIEW

The 2022 Producer Satisfaction Survey was conducted by means of telephone interview.



INTERVIEWEES

In telephone interview, person representative of the producer organisation was interviewed. This can be manager, senior management or in their absence administrative staff or chairperson of the organisation



INTERVIEWERS

Interviewers were fluent in questionnaire language, and trained in telephone interviews.



SUPERVISION

In order to have validated results 33% of the work of each interviewer was supervised.



COUNTRY AND PRODUCT-SPECIFIC UNDERSTANDING

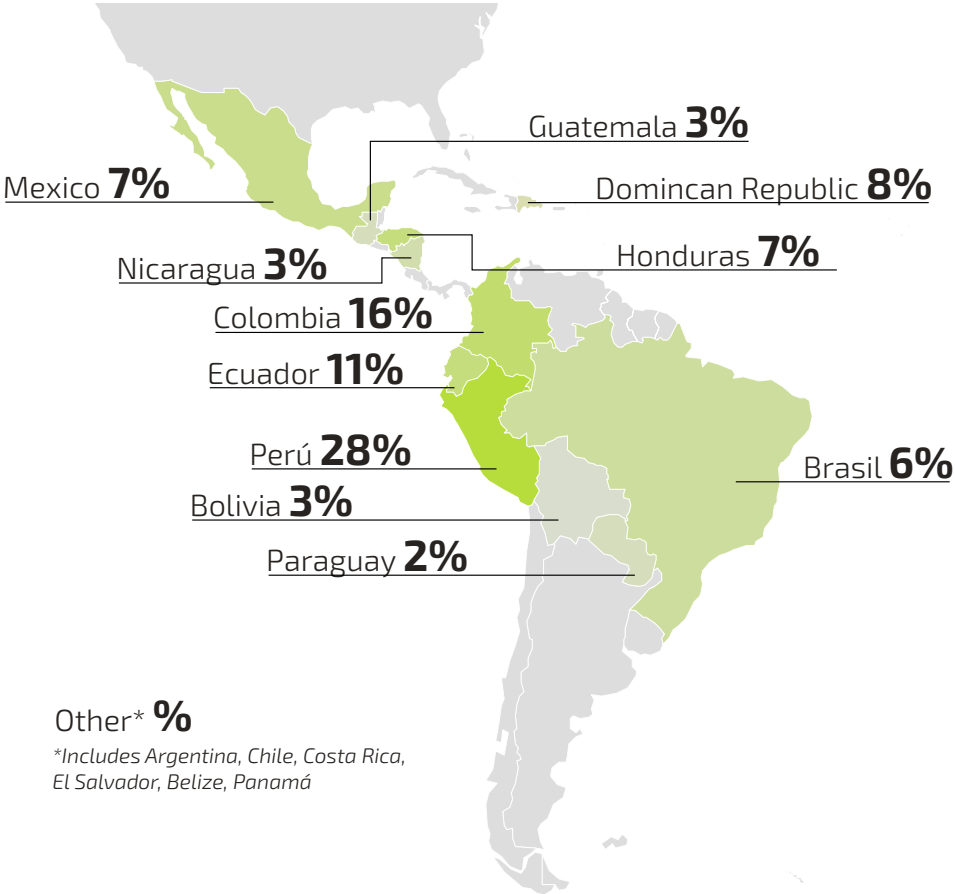
Analysis was done to better understand satisfaction both at the regional level as well as for particular countries and products.

Producer Satisfaction Survey: Response rate and sample distribution

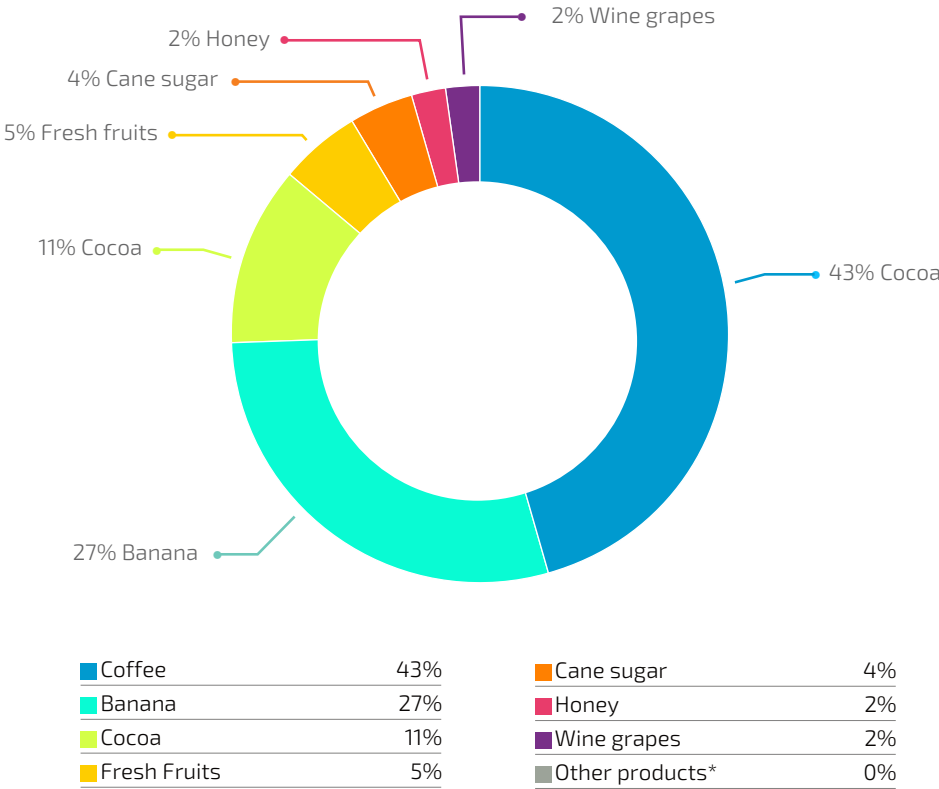


41% response rate
(338 PO respondents out of 835 surveyed)

Producer Organisation Country



Producer Organisation Main Product

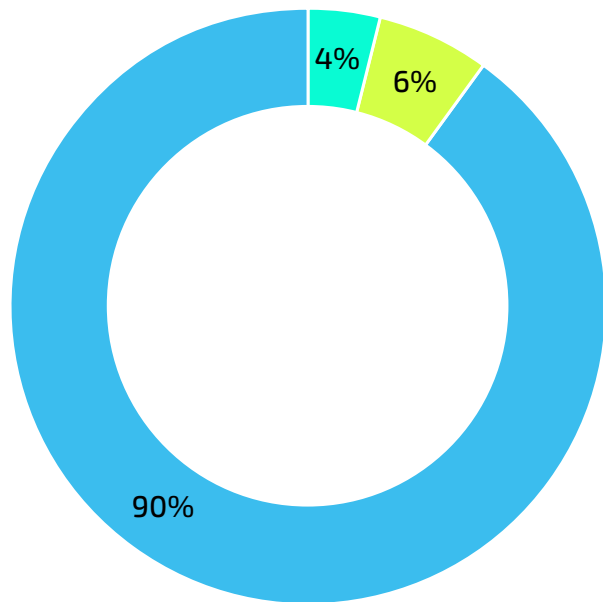


**Includes cereals, vegetables, flowers and plants, nuts and dried fruit*

Overall satisfaction with Fairtrade producer support

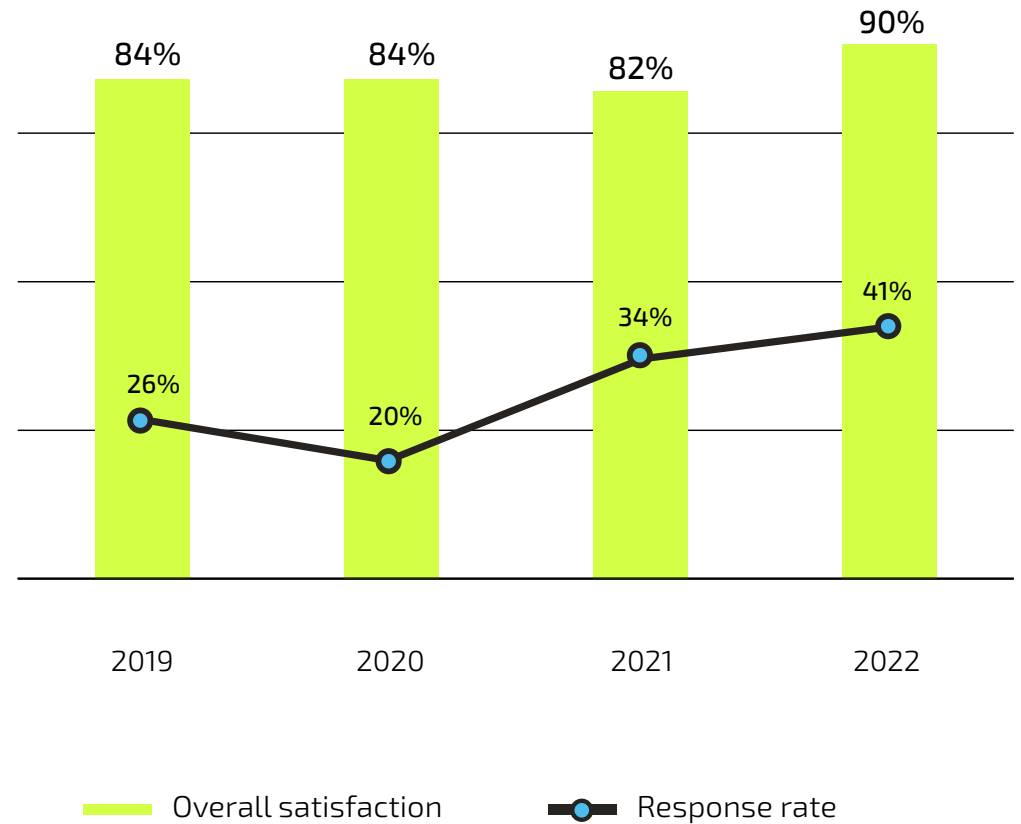
Overall, 90% percent of Fairtrade Producer Organizations surveyed are satisfied or very satisfied with CLAC support activities in 2022. This high number reflects the hard work of many Producer Network staff as well as detailed annual planning to ensure that Producer Organization needs are being met. Producer Satisfaction Survey results from previous years have also been used to make action plans and address areas of weakness.

Overall satisfaction in 2022



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

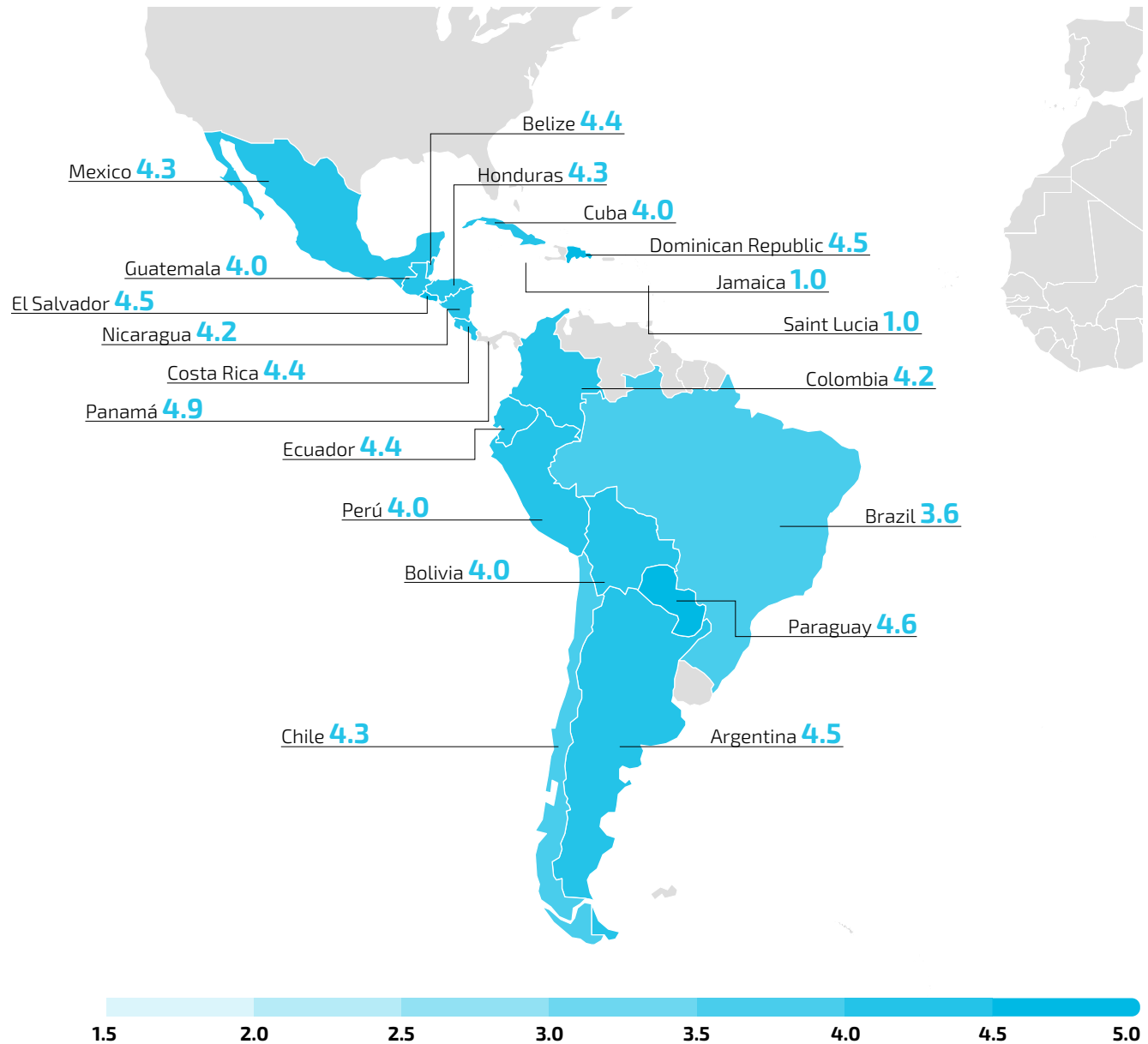
Overall satisfaction over time (% of very satisfied or satisfied Producer Organisations)



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 Organizations has increased drastically in recent years (meaning that it is difficult to keep up with the demand for support).

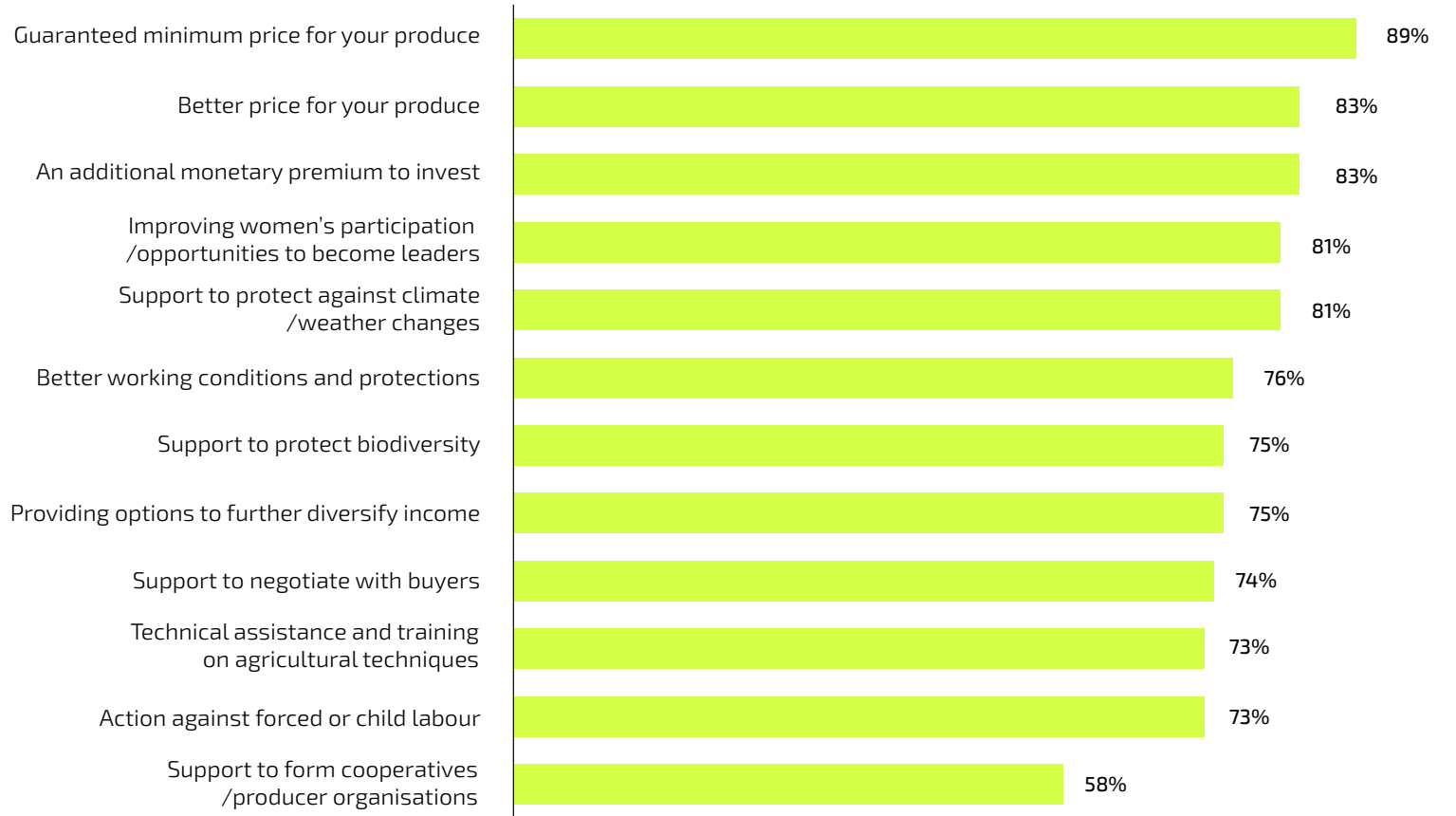
Country- and product-specific satisfaction results have already been incorporated into Producer Network planning activities, with extra attention to be given to areas of concern.



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?



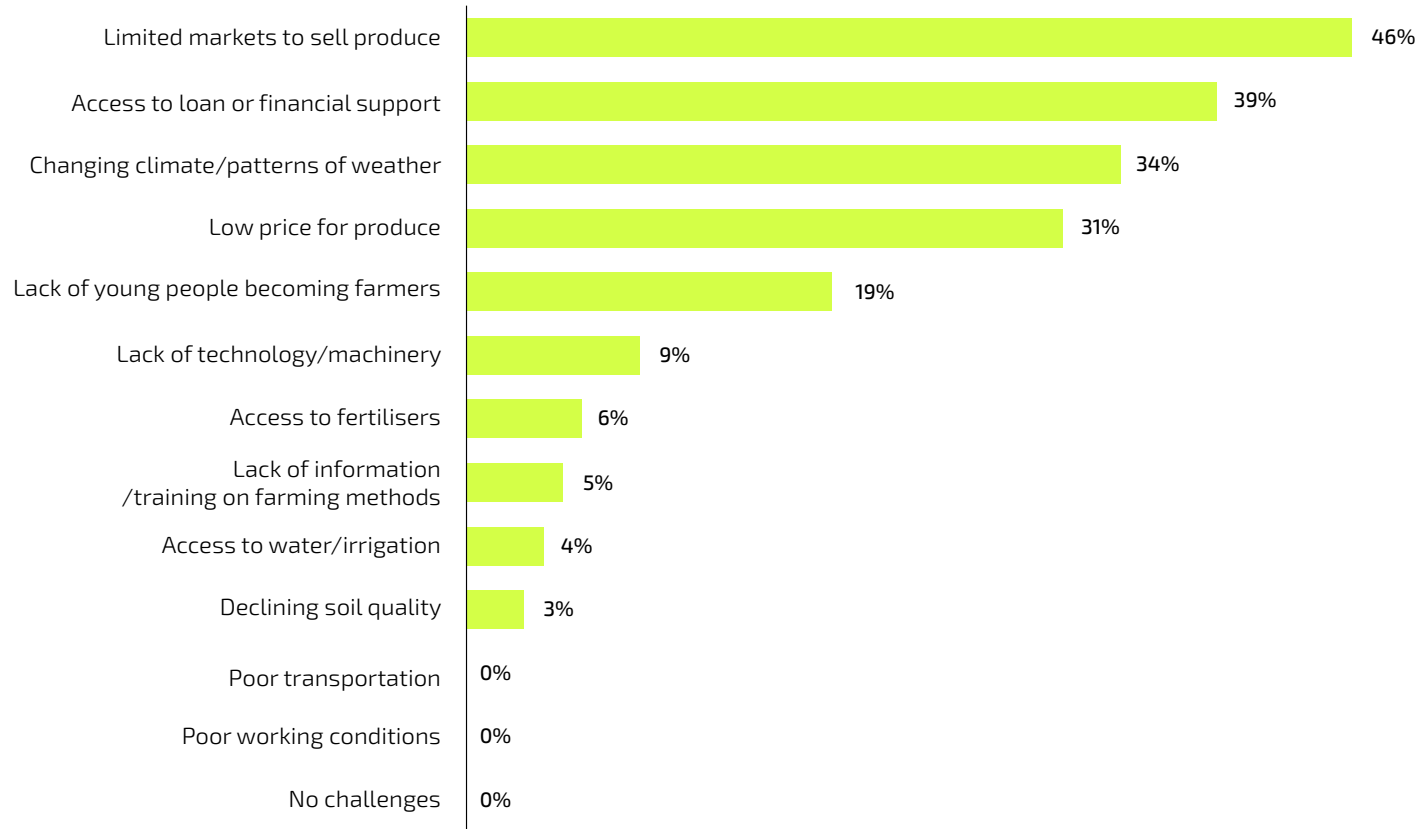
Guaranteed minimum price and additional monetary premium to invest are the most important benefits for producer organisations

Support to protect against climate changes is notably more important to producer organisations in Latin America and the Caribbean

Producer organisations rate support to protect biodiversity and providing options for income diversification as similarly important

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?



Almost half of the producer organisations in Latin America and the Caribbean picked limited markets to sell produce in the top two challenges

Low price for produce and changing climate were rated as similarly challenging by producer organisations

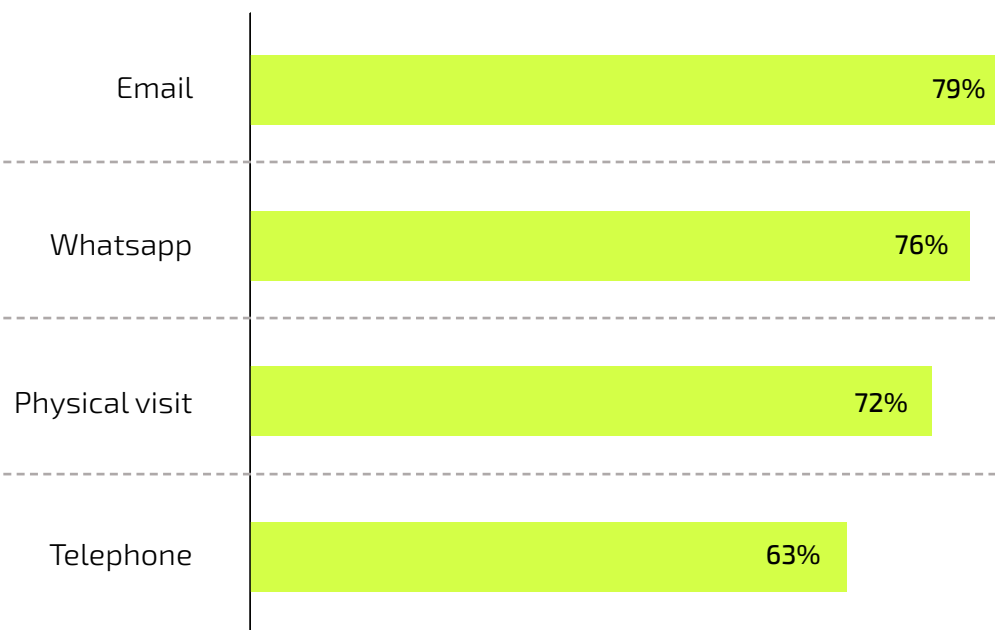
Satisfaction with direct support

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.

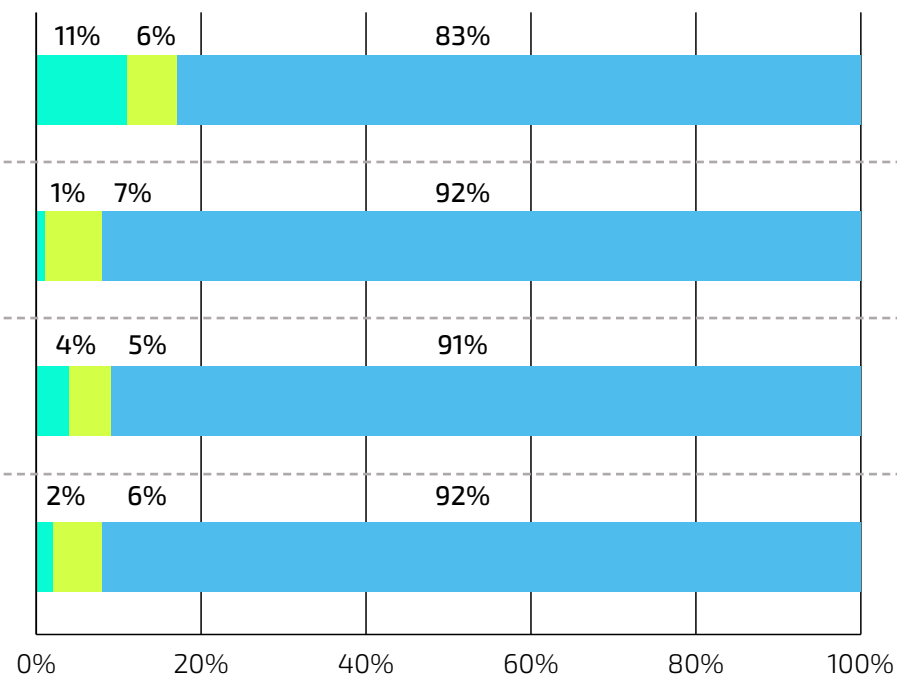
Typically, physical visits mean a Producer Network field officer physically travels to the offices of the Producer Organisations and offers the support in person, usually for complex issues, or for training events or workshops.

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

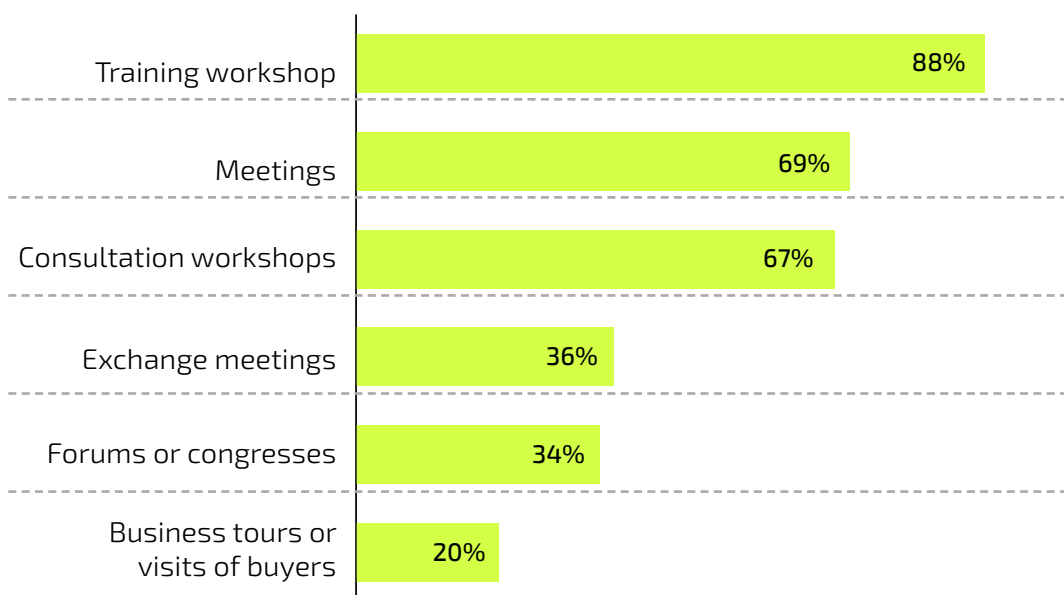
Satisfaction with events

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.

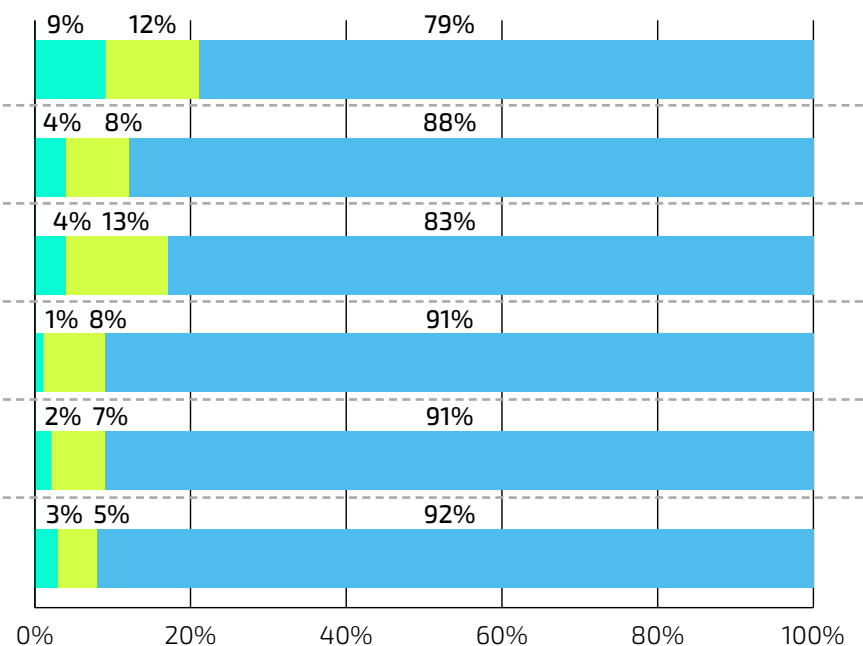
Each of these types of events will attract a different mix of Producer Organisations and be aimed at achieving different outputs and outcomes. For example, a successful output for a training workshop focused on producer action plans would be increased Producer Organisation capacity, so that this increased 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 79% percent satisfied or very satisfied with training workshops to 92% percent satisfied or very satisfied with business tours and visits to buyers.

Percent of Producer Organisations that attended events



Level of satisfaction with events

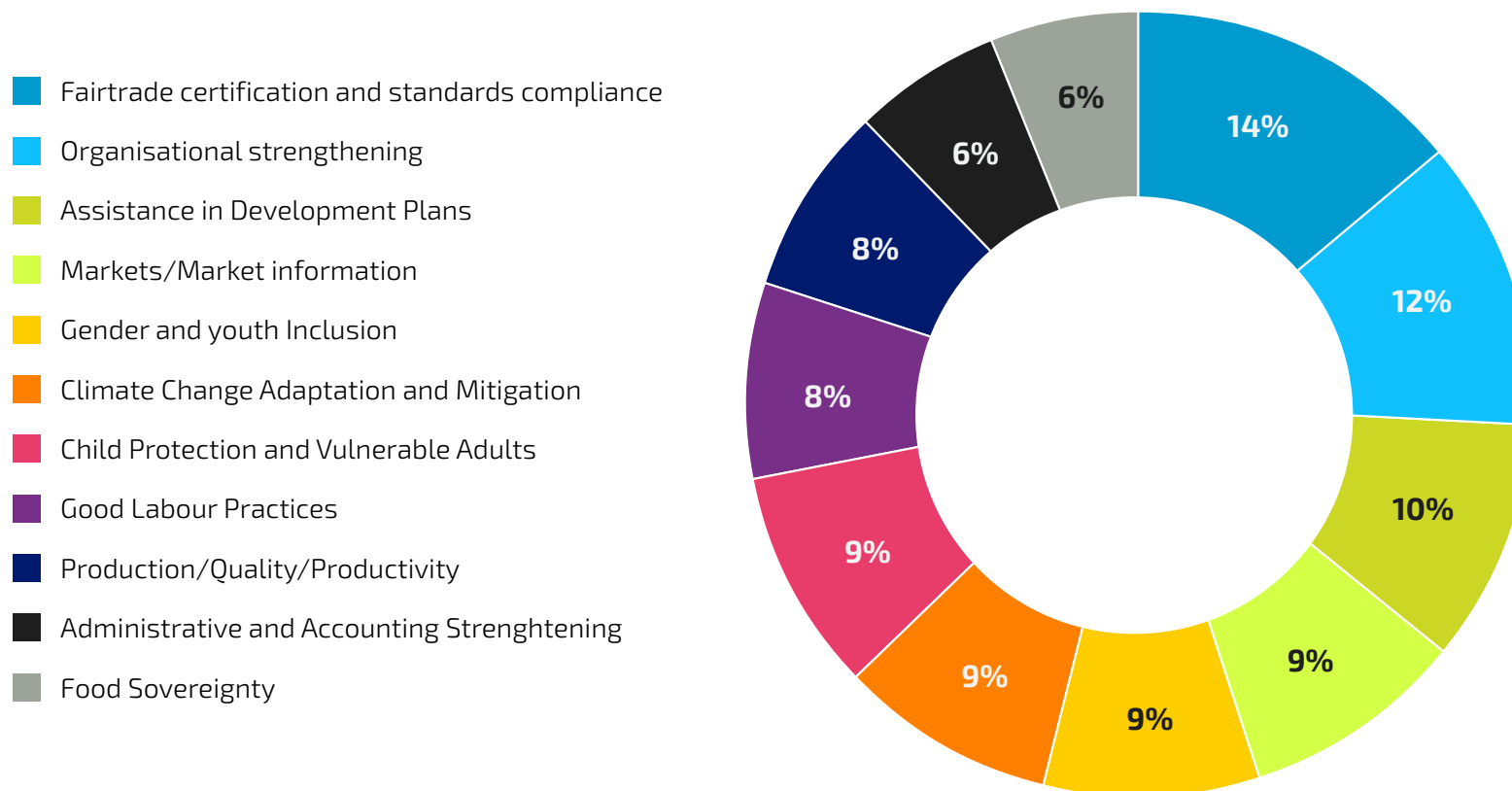


Very Unsatisfied or Unsatisfied Neutral Satisfied or Very Satisfied

Key Topics of Fairtrade producer direct support

On this page, we illustrate the main actions taken by Producer Organisations as a result of direct support. The survey results reveal that direct support enables a variety of outcomes. One of the most common of those is to prepare for a FLOCERT audit and compliance with standards. Producer Networks see preparing Producer Organisations for audits - by ensuring they understand the Fairtrade Standards and how they will be evaluated by the auditor - as one of the most critical parts of their work. Due to Producer Network support, Producer Organisations are also able to identify development goals and identify development needs, strengthen resilience to climate change and carry out adaptation plans, increase productivity, better sensitize farmers on social compliance issues, develop a policy or internal control on child labor (among other actions).

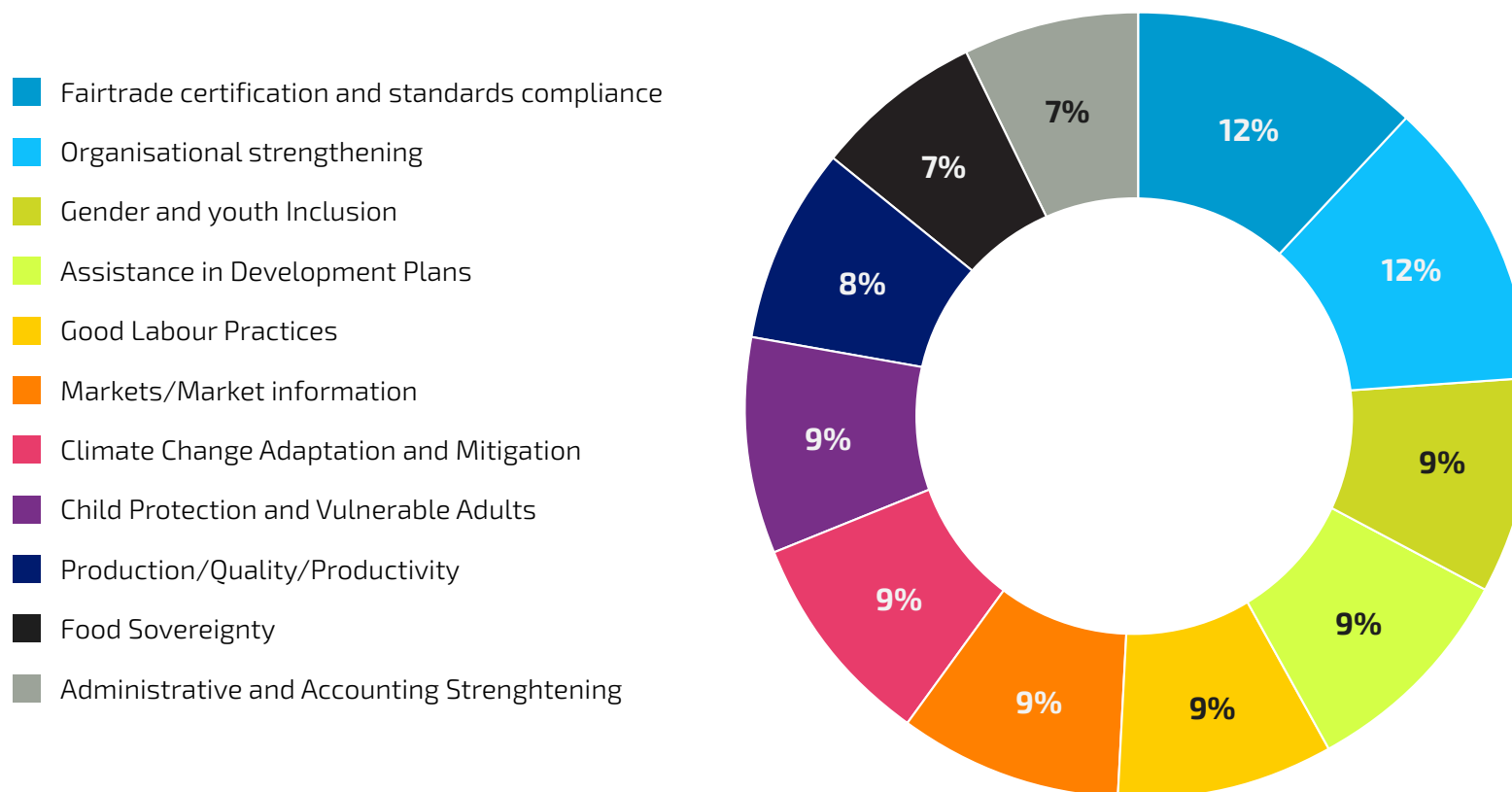
Percent share of support services focused on specific topic



Key Topics of Fairtrade producer events

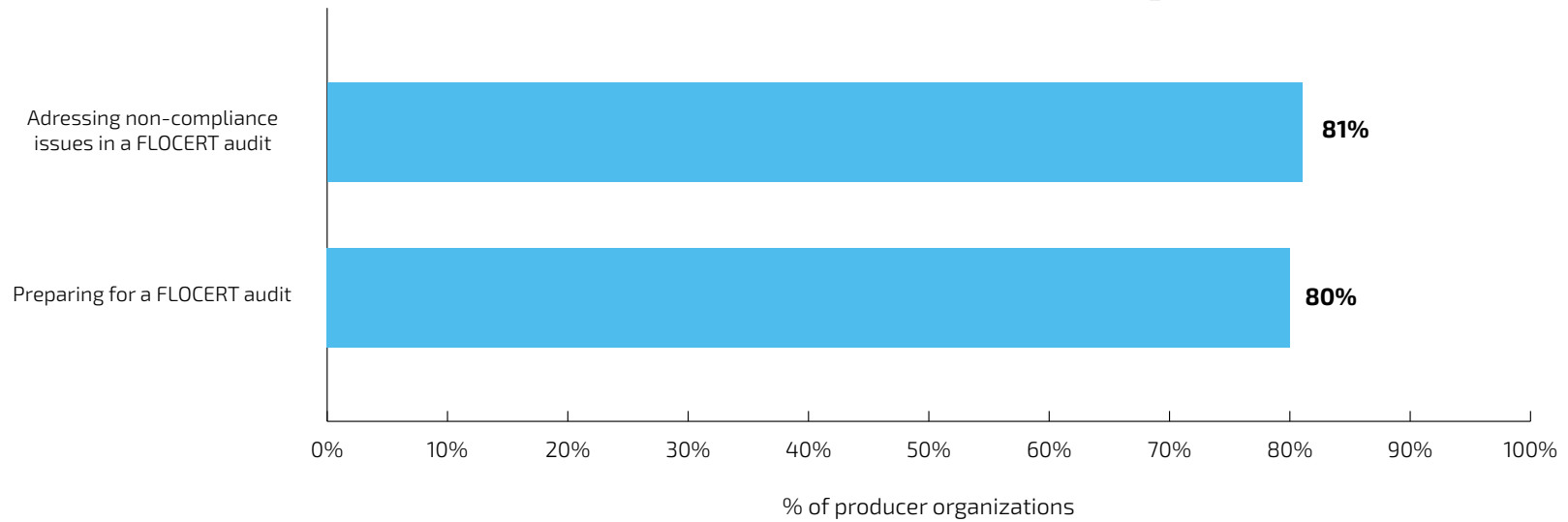
The survey results reveal that group events enable a variety of outcomes. Again, the most common of those are actions related to Fairtrade Certification and standard compliance –preparing for FLOCERT audit and addressing non-compliance issues identified in a FLOCERT audit. Due to Producer Network events, Producer Organisations are also able to improve business and agricultural practices, increase sales, access more buyers, increase productivity, protect biodiversity, and carry out climate change adaptation plans, improve rights of workers and improve worker participation in the management of the Fairtrade Premium (among other actions).

Percent share of events focused on specific topic

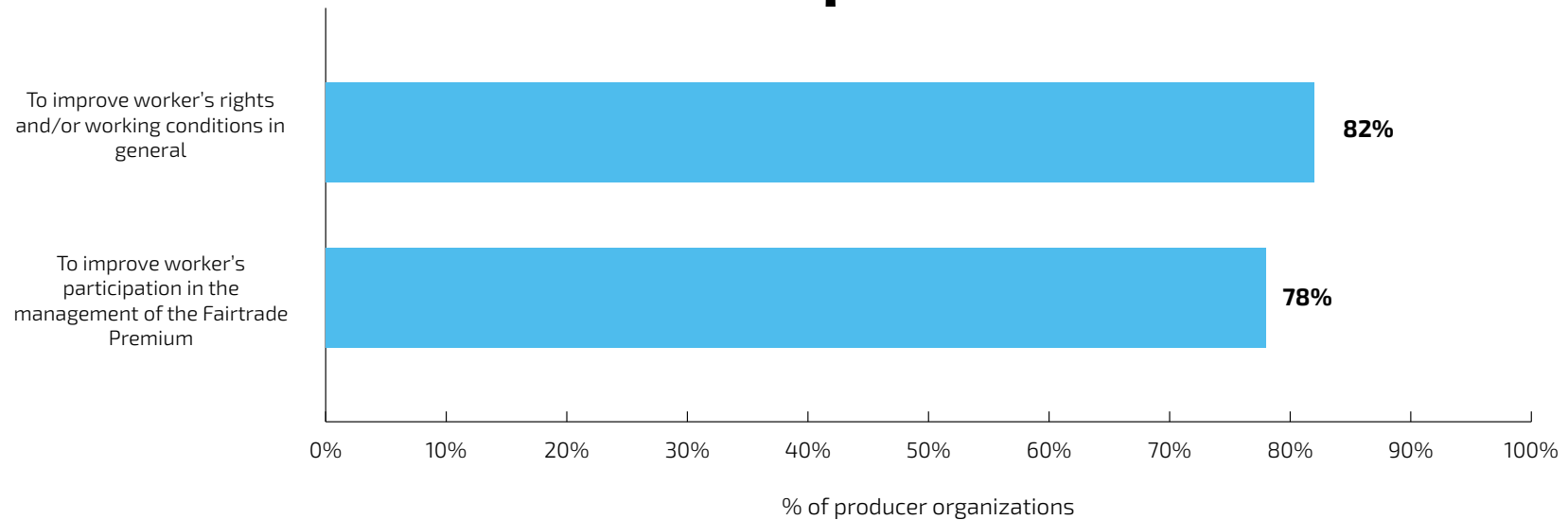


Key outcomes of Fairtrade producer support by topic

Fairtrade certification and standards compliance

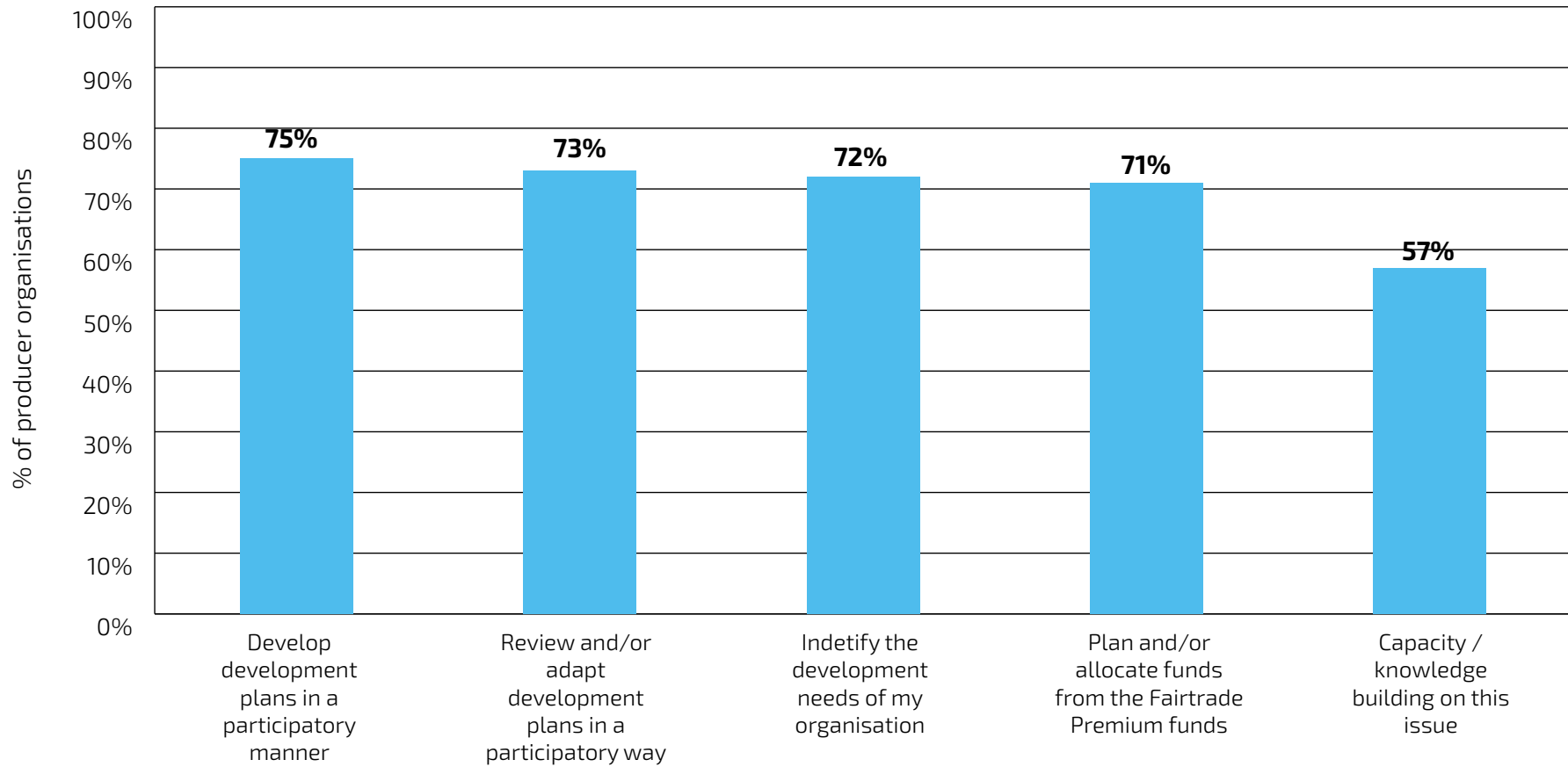


Good labour practices



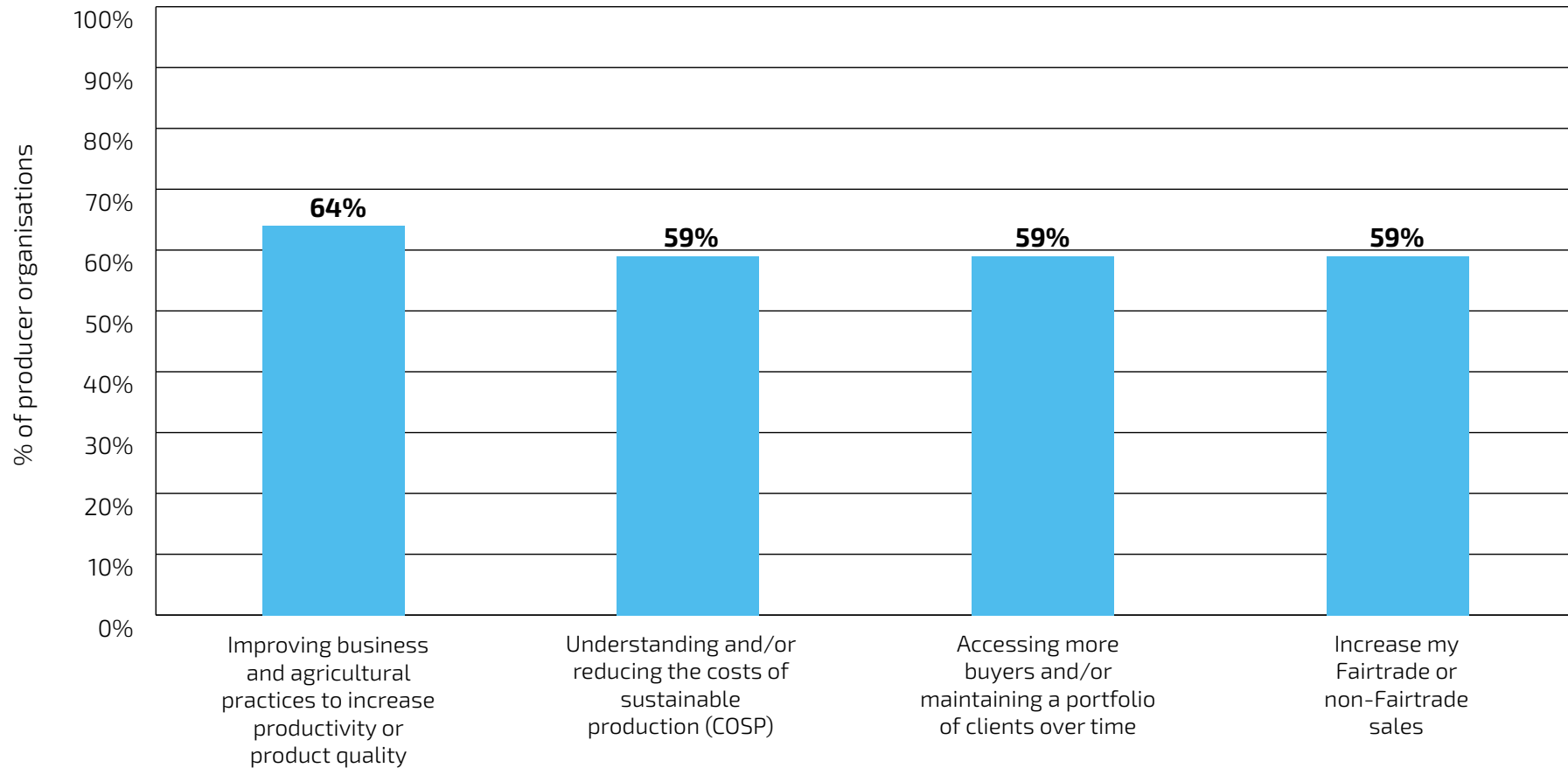
Key outcomes of Fairtrade producer support by topic

Fairtrade Development Plans



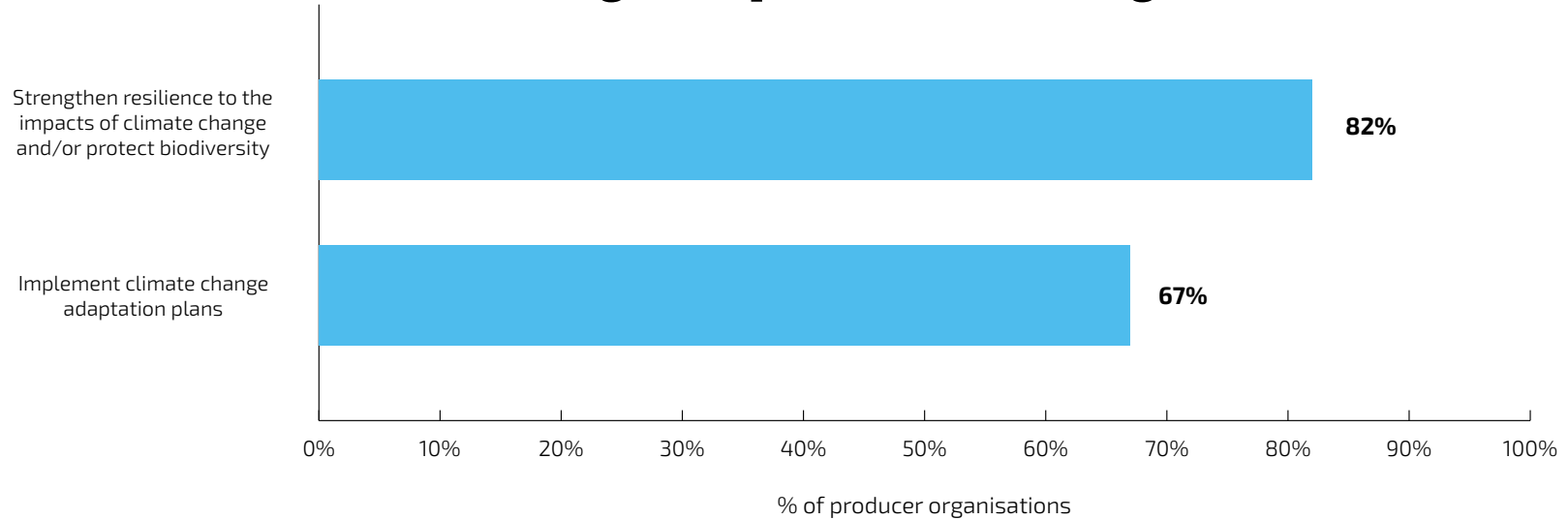
Key outcomes of Fairtrade producer support by topic

Markets and/or market information

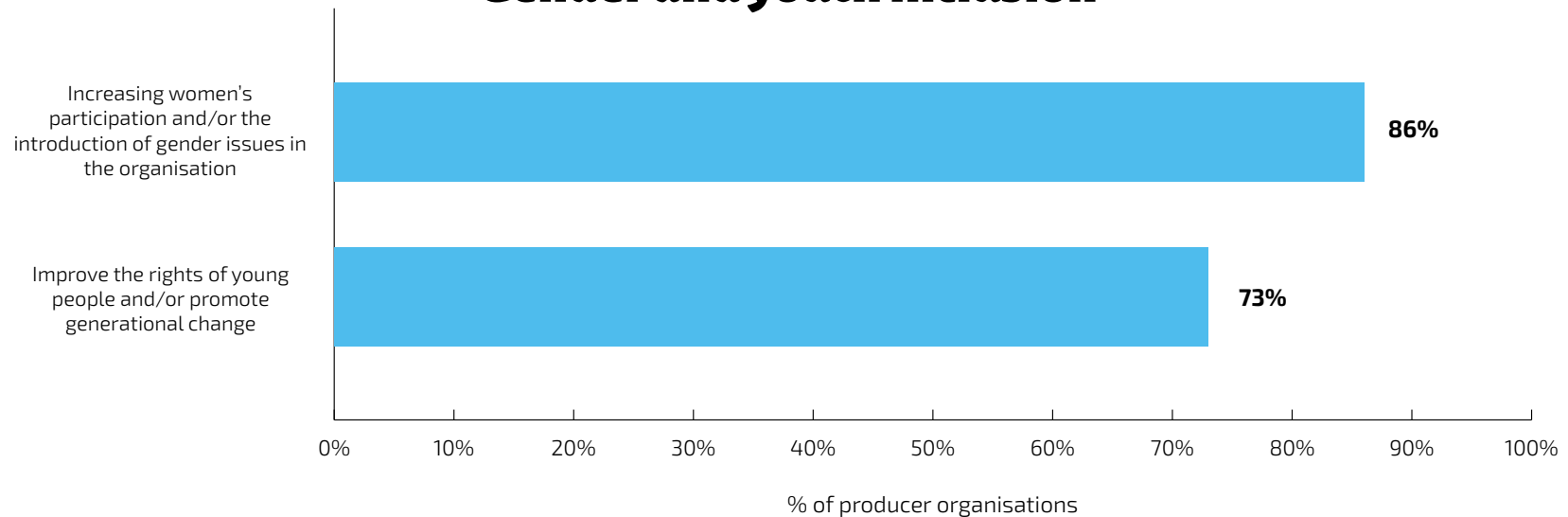


Key outcomes of Fairtrade producer support by topic

Climate change adaptation and mitigation

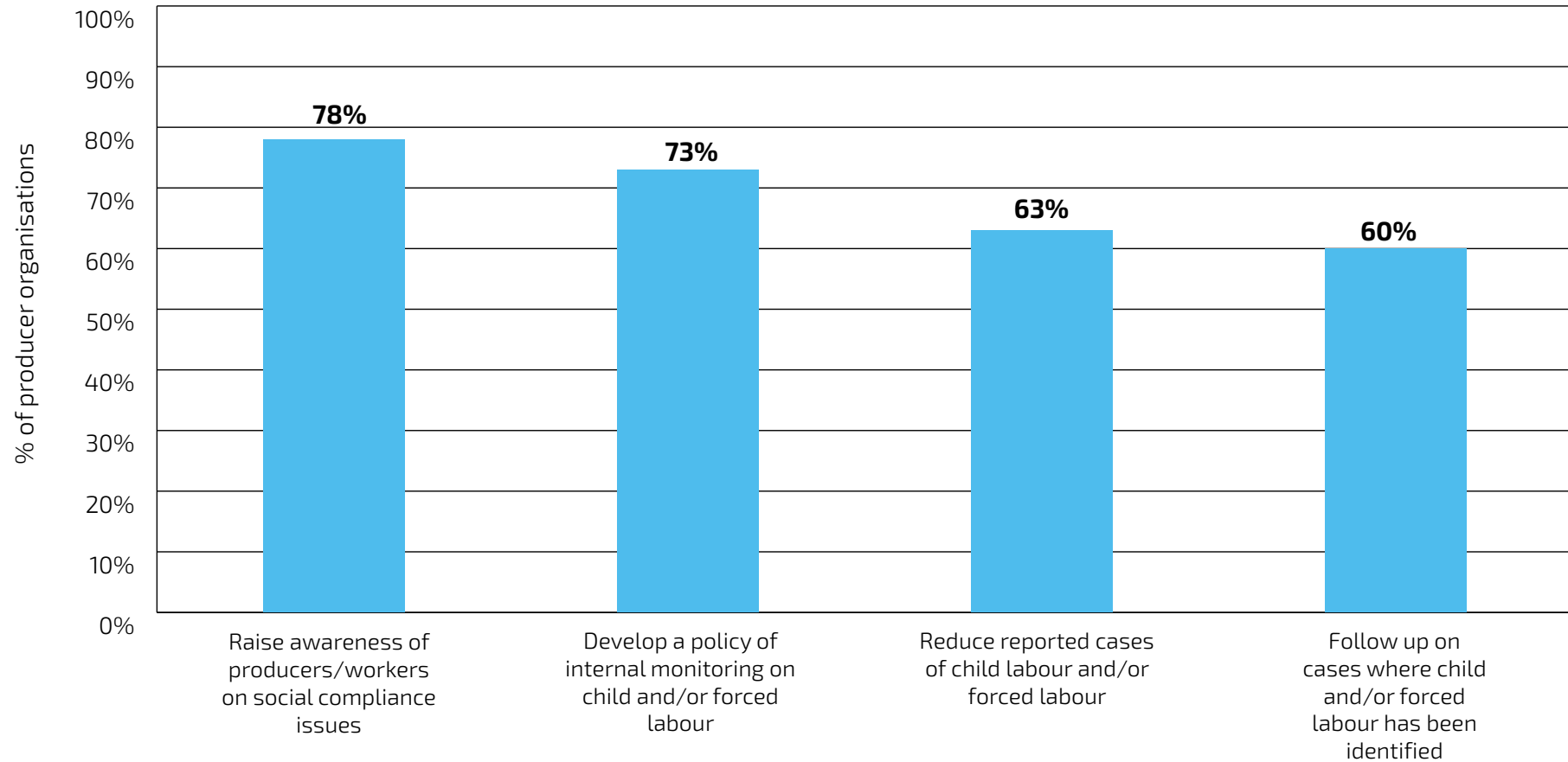


Gender and youth inclusion



Key outcomes of Fairtrade producer support by topic

Child protection and vulnerable adults



Recommendations and feedback

Here we have included some examples of some recommendations and feedback given by Producer Organisations during the 2022 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.

Closer and more frequent contact

Better organization when providing services

More support on Fairtrade standards and compliance

More communication via WhatsApp

More frequent information through social media

Create WhatsApp groups on specific topics

More exchange of experiences between organizations

Implement strategies to increase markets

More in-person training

Have an annual training agenda or plan

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.





**the
future
is fair**

Fairtrade International • Bonner Talweg 177, 53129 Bonn, Germany

Telephone: +49 (0)228 949230 • info@fairtrade.net • www.fairtrade.net