



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 1.7 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 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

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https://www.fairtradenapp.org/



NAPP, the Network of Asia and Pacific Producers, was established in 2014 and represents all Fairtrade certified farmers and workers across the Asia Pacific region. All these producers share ownership of the Fairtrade system and have an equal voice in all decisions that affect them. As a producer network, NAPP ensures their voice is heard in the system.

Cover Photo: Mohan Chandra Tiwari, a rice producer of Ramnagar Producers group attending to his fields © Lara Jouaux, I Feed Good pour Max Havelaar France 96% OF THE WORKERS IN ASIA AND PACIFIC PRODUCE TEA



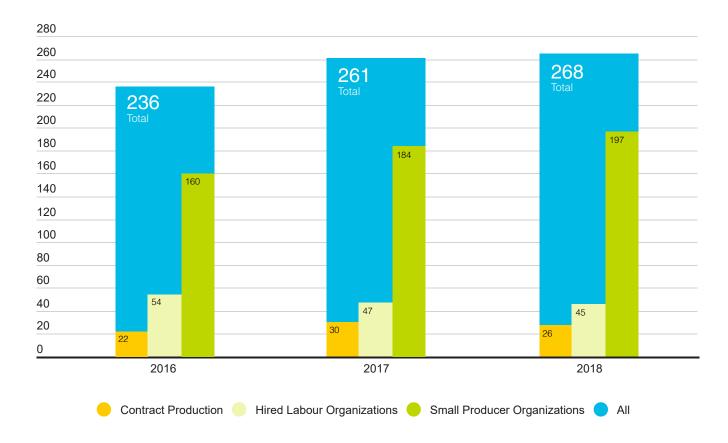
52% OF THE FAIRTRADE PREMIUM GOING TO ASIA AND PACIFIC IS PAID TO PRODUCERS IN INDIA AND INDONESIA



47% OF THE FAIRTRADE PREMIUM PAID TO PRODUCERS IN ASIA AND PACIFIC GOES TO COFFEE PRODUCERS



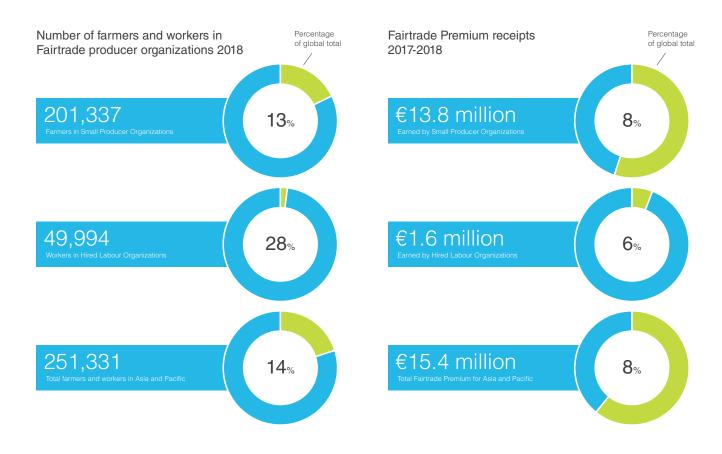
FAIRTRADE ASIA AND PACIFIC: PRODUCER ORGANIZATIONS 2016-2018



INTRODUCTION

The Network of Asia and Pacific Producers is a regional association that Fairtrade certified Producer Organizations 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 Asia and Pacific is on the front lines providing support and getting important Fairtrade information to Producer Organizations, supporting them to understand and meet the Fairtrade Standards. and strengthening their organizations 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 organizations and Fairtrade International, they ensure that Fairtrade is working to strengthen livelihoods and empower farmers and workers.

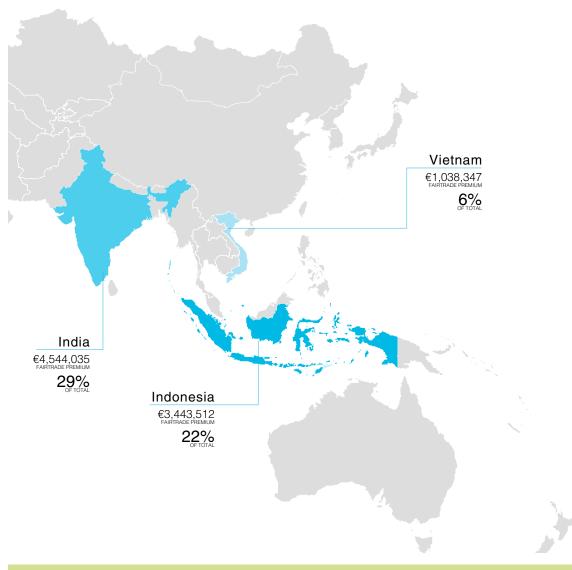
FAIRTRADE ASIA AND PACIFIC: PRODUCERS AND FAIRTRADE PREMIUM GENERATED 2018



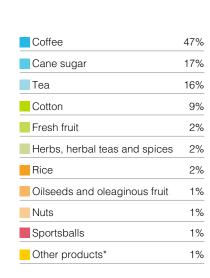
Note:

Numbers may not sum due to rounding

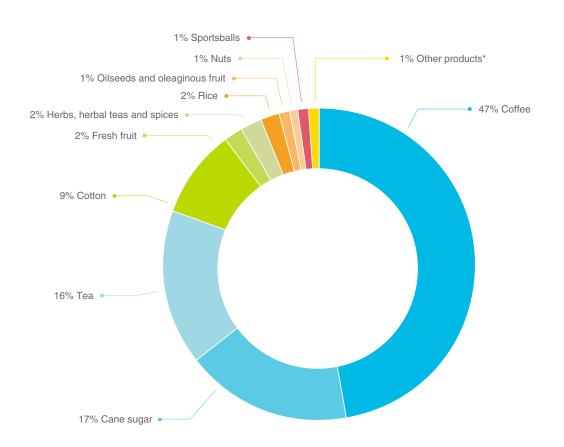
FAIRTRADE ASIA PACIFIC: TOP FAIRTRADE PREMIUM GENERATING COUNTRIES 2017-2018



FAIRTRADE ASIA AND PACIFIC: FAIRTRADE PREMIUM DISTRIBUTION BY PRODUCT 2017-2018



*Includes cocoa, vegetables, honey, fruit juices, dried fruit, banana and flowers and plants



FAIRTRADE ASIA AND PACIFIC: VOLUMES SOLD ON FAIRTRADE TERMS FOR KEY PRODUCTS 2018 (1)

CANE SUGAR



Overall figure for Asia

India

and Pacific

COTTON 🔼

[in MT]

9,506 India

Other countries in Asia and Pacific 582

COFFEE 🕖 [in MT]

> 2,536 India

6,236

42,386

9,266 Indonesia

2,501

5,764 Other countries in Asia and Pacific

RICE



[in MT]

India

6,769

5,171

SPORTSBALLS (3)



[in items]

141,780 Pakistan

FAIRTRADE ASIA AND PACIFIC: VOLUMES SOLD ON FAIRTRADE TERMS FOR KEY PRODUCTS 2018 (2)

FRESH FRUIT (8) [in MT]

India **4,233**

zbekistan 8

Vietnam 100

6,346

Other countries in Asia and Pacific

OILSEEDS & OLEAGINOUS

FRUITS

[in MT]

Sri Lanka **2,835**

Other countries in Asia 1,030

HERBS, HERBAL TEAS

& SPICES



[in MT]

India 1.051

Sri Lanka **677**

ther countries in Asia 1,346

TEA // [in MT]

China **1,112**

India **2,763**

Sri Lanka 542

Other countries in Asia and Pacific

SURVEY IMPLEMENTATION AND RESPONSE RATE

PRODUCER SATISFACTION SURVEY

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, the Network of Asia and Pacific Producers (NAPP) began running its own survey in 2018. The most recent survey, and the one discussed in this report, was run in 2020 and looked at satisfaction with Producer Network support services provided in 2019.

The Producer Satisfaction Survey is a critical tool to enable us to understand how our work with Producer Organizations is going. It lets us know how Producer Organizations are receiving information from us and the frequency with which they participate in events and access support. Most importantly, it allows us to understand the satisfaction of Producer Organizations with our support and the actions they are taking as a result of our capacity building. This is one part of how we measure the impact Fairtrade is having for farmers and workers. With this information, we can learn, adjust our approach as needed, and better serve Fairtrade Producer Organizations in a way that strengthens them as well as the Fairtrade system as a whole.



ONLINE SURVEY

The 2019 Producer Satisfaction Survey was conducted using an online tool, with email invitations sent to all Fairtrade Producer Organizations in the region.



EMAIL REMINDERS

Regular email reminders, after the invitation had been sent out, in the region helped to increase the response rates.



PRODUCER NETWORK STAFF FOLLOW UP

Producer Network staff contacted those Producer Organizations that had not responded to encourage them to do so.



CONFIDENTIALITY

Only survey administrators at Fairtrade International were permitted access to individual Producer Organizations responses so the latter could give honest feedback confidentially.



COUNTRY AND PRODUCT-SPECIFIC UNDERSTANDING

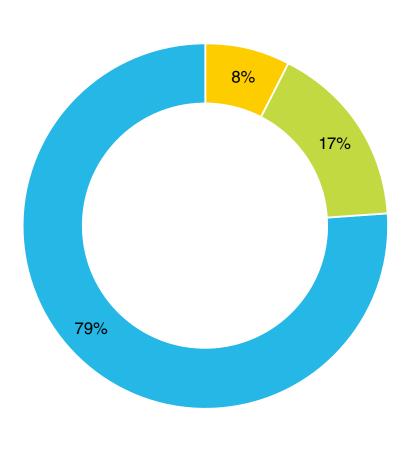
Analysis was done to better understand satisfaction both at the regional level as well as for particular countries and products.





Overall, 74 percent of Fairtrade Producer Organizations surveyed are satisfied or very satisfied with NAPP support activities. This high number reflects the hard work of many NAPP 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 WITH NAPP SUPPORT



Very Unsatisfied or Unsatisfied

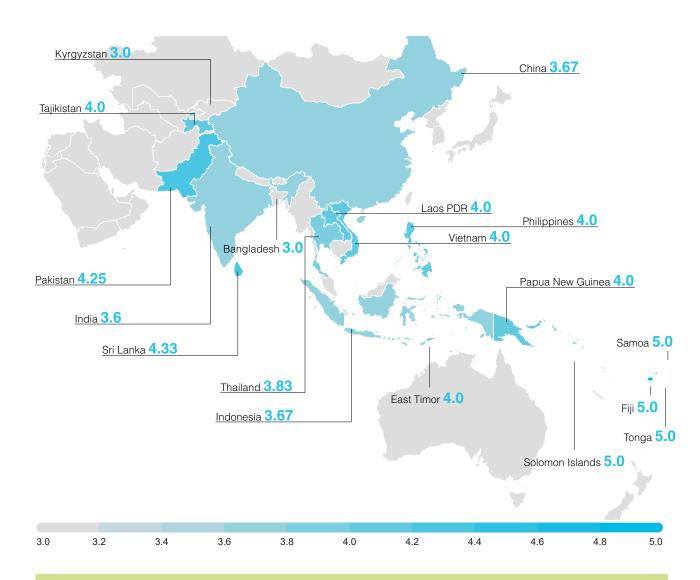


Satisfied or Very Satisfied

SATISFACTION WITH NAPP 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 NAPP 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 NAPP planning activities, with extra attention to be given to areas of concern.

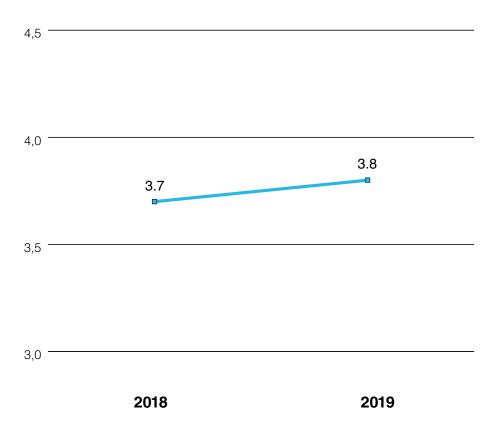


The scores are out of a scale from 1 to 5, being 5 the highest score.

OVERALL SATISFACTION WITH NAPP SUPPORT, OVER TIME

As learning organizations, Producer Networks are always looking to improve and aim for higher Producer Organization satisfaction year-on-year. Directly comparable data from both the 2018 and 2019 Producer Satisfaction Surveys (implemented in Q1 2019 and 2020) reveal that Producer Organization satisfaction had increased. Data from the 2012/2015 versions of the survey are available but are not comparable due to differences in the questions and the question scale, as well as the fact that producer support was handled by Fairtrade International prior to 2016. Further iterations of the survey in the future will hopefully continue to show improvements and high satisfaction with Producer Organization support.

The Satisfaction Score was calculated for each Producer Network by multiplying the overall percentage of Producer Organizations indicating each level of overall satisfaction by the value (1, 2, 3, 4, or 5) for that level, and thereafter totaling all scores to give an overall score out of 5 for that Producer Network.

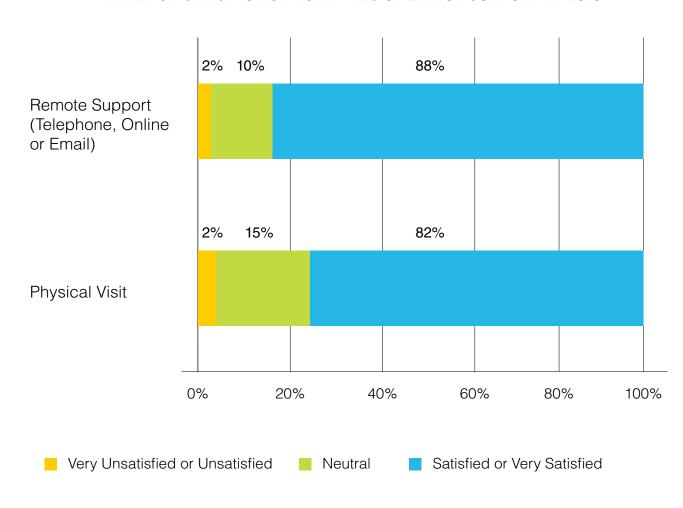


SATISFACTION WITH DIRECT SUPPORT

The Producer Networks provide direct, one-on-one support to the Fairtrade Producer Organizations in their region through two primary means: physical visits and remote support. In the former, a Producer Network field officer physically travels to the offices of the Producer Organizations and offers the support in person. In the latter, Producer Network field officers or Producer Network secretariat staff offer support to the Producer Organization via emails, webinars, telephone or live online chats. Physical support is mostly used when the issues in question are complex or requires personal interaction, or for events such as regional trainings or workshops. Remote support is mostly used for unplanned requests for support, when the issues in question require similar support to be given to multiple Producer Organizations 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.

This information refers to 2019 services pre-COVID.

LEVEL OF SATISFACTION FOR TYPES OF DIRECT SUPPORT IN 2019



Levels of satisfaction for both types of support was very high.

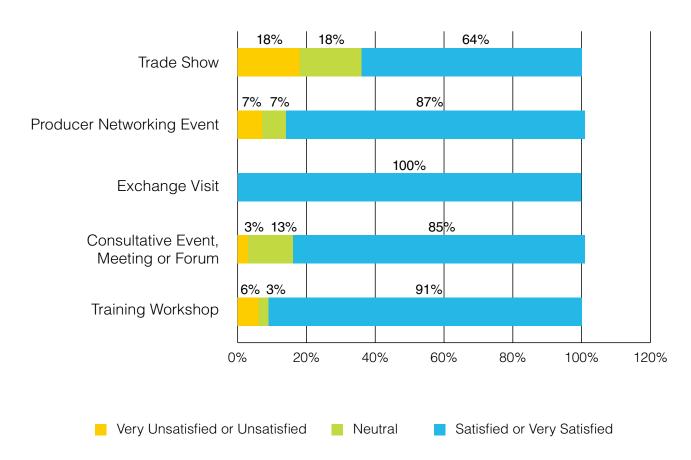
SATISFACTION WITH GROUP EVENTS

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

Each of these types of events will attract a different mix of Producer Organizations 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 Organizations 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 Organizations and practice demonstrations (e.g. on good agricultural practices), so that these Producer Organizations use this knowledge with their members for improving practice (e.g. help their own members improve good agricultural practices using the knowledge they gained from their peer Producer Organization).

Producer Organization satisfaction with all types of events was quite high, ranging from 100 percent satisfied or very satisfied with exchange visits to 64 percent satisfied or very satisfied with trade shows.

LEVEL OF SATISFACTION WITH GROUP EVENTS IN 2019

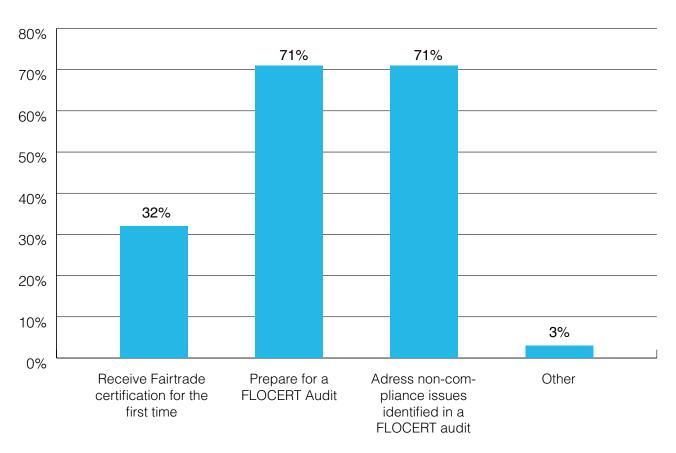


ACTIONS TAKEN AS A RESULT OF NAPP SUPPORT

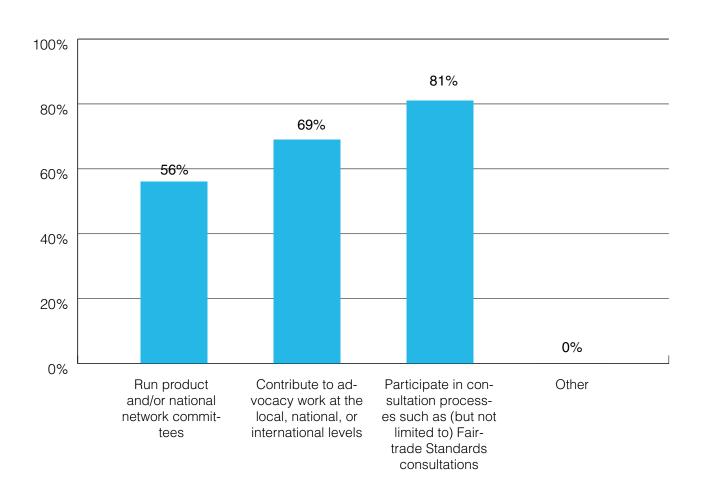
During support activities with Producer Organizations, Producer Networks cover topics such as maintaining Fairtrade certification, developing Fairtrade Development Plans, increasing business knowledge or sales, ensuring environmental and/or social sustainability of the Producer Organization's operations, preparing for a FLOCERT audit, increasing women's participation in Producer Organization governance, and increasing the uptake of good agricultural practices (GAP) by producers, among others. Training on these topics is often intended to enable the Producer Organization to do some specific task or take some specific action.

The survey asked producer organizations what actions they took following the support or training events provided by NAPP. This page and the following ones show what actions producer organizations report taking following different types of support.

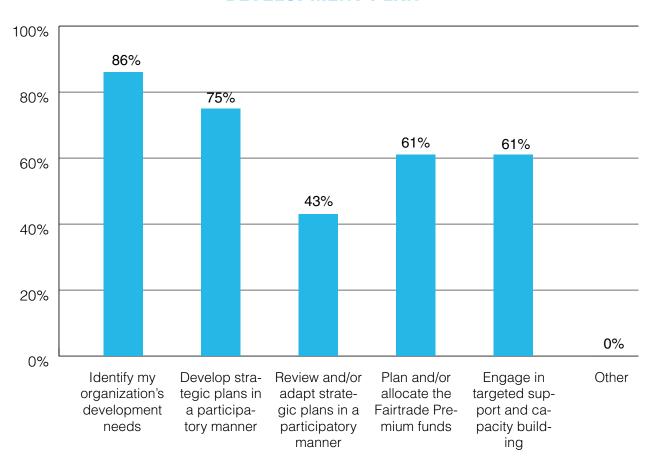
ACTIONS THAT PRODUCER ORGANIZATIONS REPORTED TAKING AFTER RECEIVING SUPPORT TO RECEIVE OR MAINTAIN FAIRTRADE STATUS



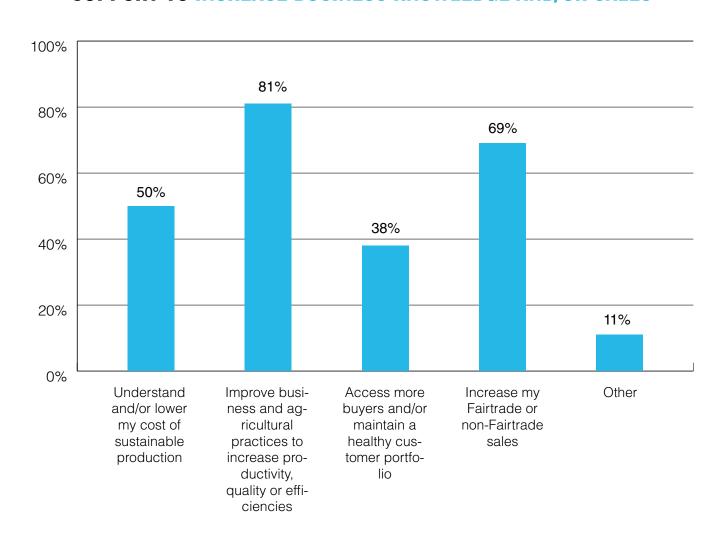
ACTIONS THAT PRODUCER ORGANIZATIONS REPORTED TAKING AFTER RECEIVING SUPPORT TO ENSURE PRODUCERS MAKE THEIR VOICES HEARD



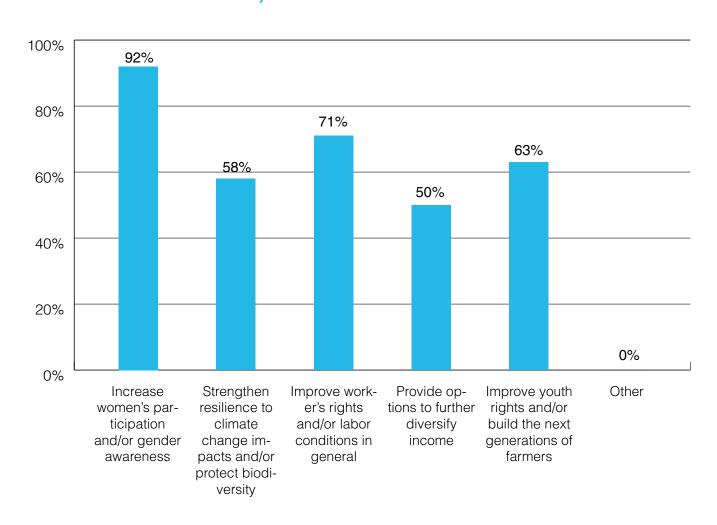
ACTIONS THAT PRODUCER ORGANIZATIONS REPORTED TAKING AFTER RECEIVING SUPPORT TO ENSURE DEVELOPMENT OF THE FAIRTRADE DEVELOPMENT PLAN



ACTIONS THAT PRODUCER ORGANIZATIONS REPORTED TAKING AFTER RECEIVING SUPPORT TO INCREASE BUSINESS KNOWLEDGE AND/OR SALES



ACTIONS THAT PRODUCER ORGANIZATIONS REPORTED TAKING AFTER RECEIVING SUPPORT ON SOCIAL, ECONOMIC AND ENVIRONMENTAL ISSUES



RECOMMENDATIONS AND FEEDBACK

Below, we have included some examples of some recommendations and feedback given by Producer Organizations during the 2019 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.

In order to make it easier to understand, it is better if every program and communication of all things about Fairtrade, be available in the national language of each country so that it is easier to apply in organizations and members of the organization.

There should be a work shop or seminars and study visits to the knowledge of successful groups. So that the new members of the Fairtrade group can bring their experience and knowledge to develop and improve in their own group.

Want the Fairtrade system to be accessible to all communities so the Fairtrade system should develop new youths to access the Fairtrade system.

Trainings conducted are very helpful especially on the aspect which can help us in the management of our certified crops. However, the day to day application is also very important to ensure that practices are consistent with the theories. We would appreciate if NAPP would also exert efforts on the monitoring activities so we can be guided and will be confident that we are on the right track as not all of the producers are professionals or has a high education attainment to grasp all the theories and principles given during the training.

Arrange need based training to growers at on pesticides monitoring, IPM (integrated pest management), social compliances at regional level. So that there will be more participation of growers. Also provide training material on above subjects in local languages like Marathi for grower to understand and implement. You can send this material on email and then can be share to growers through WhatsApp, group meeting and through ppts.

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 Fairtrace/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 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 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 2018, the majority of Producer Organizations have reported on time periods spanning 2017–2018. We thus use '2017–18' 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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