

TRACKING FAIRTRADE'S IMPACT: COCOA

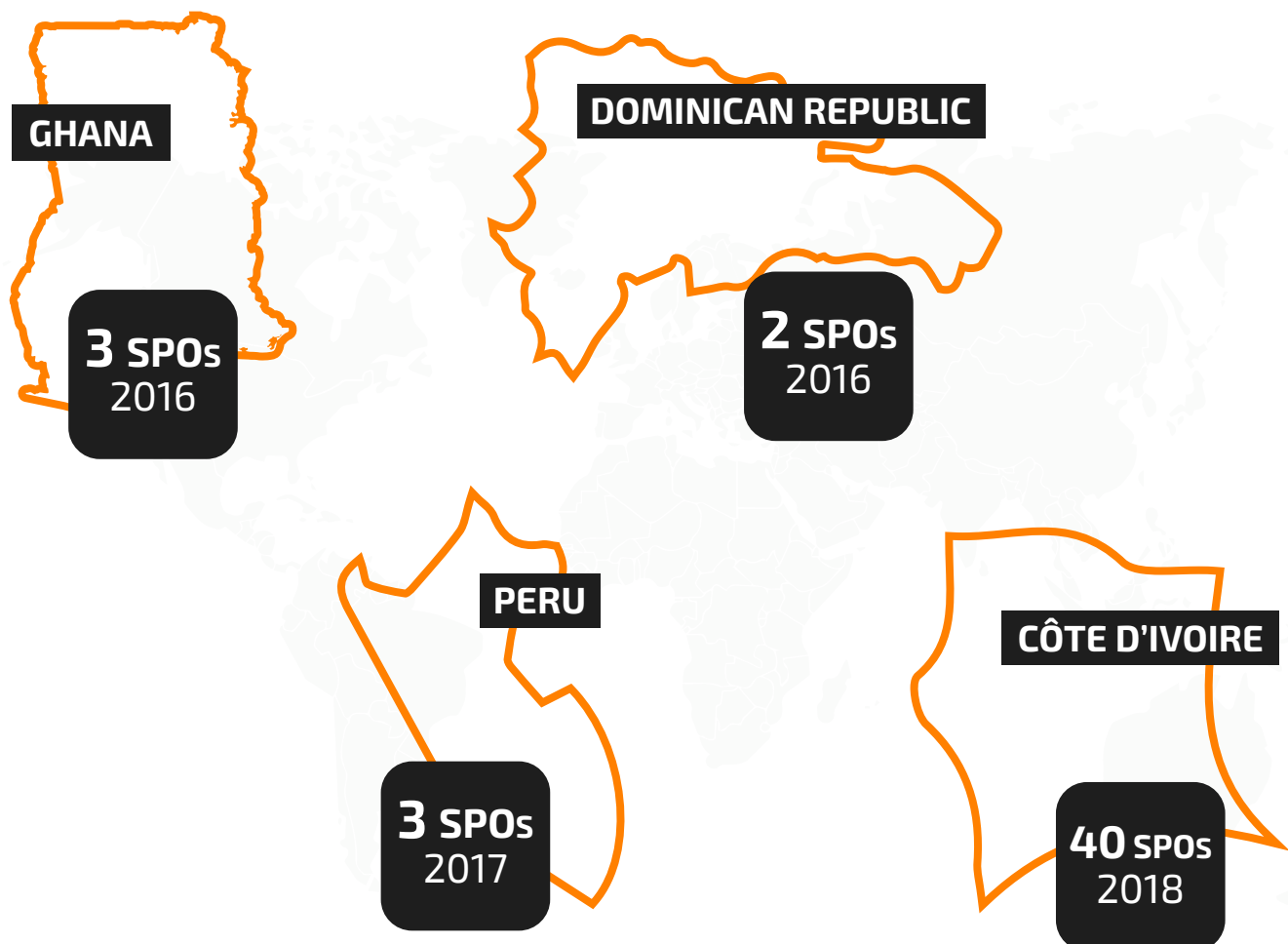
HOW COCOA FARMERS EXPERIENCE THE BENEFITS OF FAIRTRADE

2016-2018



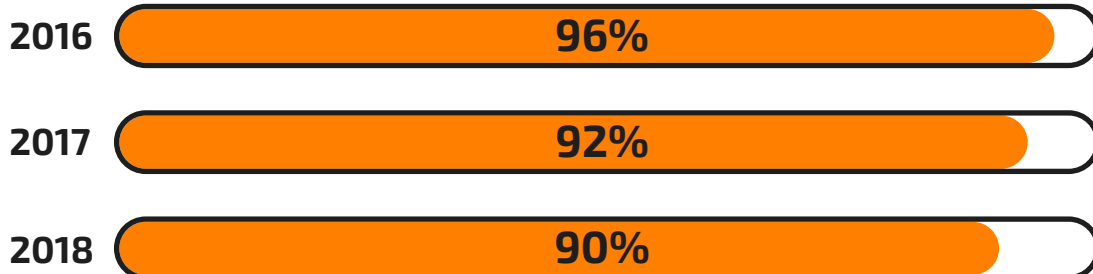
Fairtrade collected a broad set of data to get a snapshot of Fairtrade's impact for Fairtrade farmers and certified small-scale producer organizations (SPOs). This report focuses on cocoa producers. For an overview and to find reports on banana and coffee, visit our [website](#).

From 2016 to 2018, we collected data from 48 cocoa producer organizations to better understand how producers are gaining power in trade relationships and building sustainable livelihoods through Fairtrade.



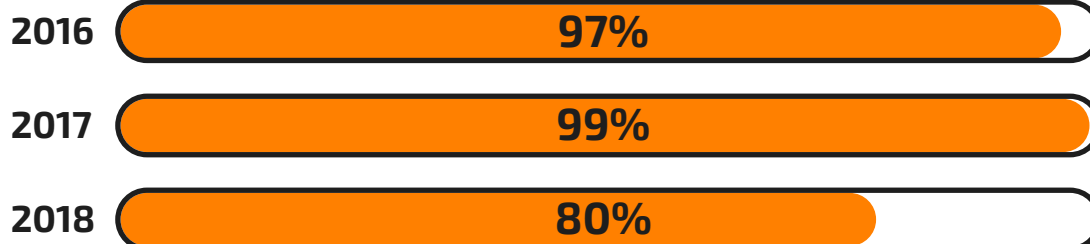
1 Fairtrade remains an **important source of livelihood** for most cocoa farmers

Farmers who report Fairtrade certified farming as an important source of livelihood for their families:

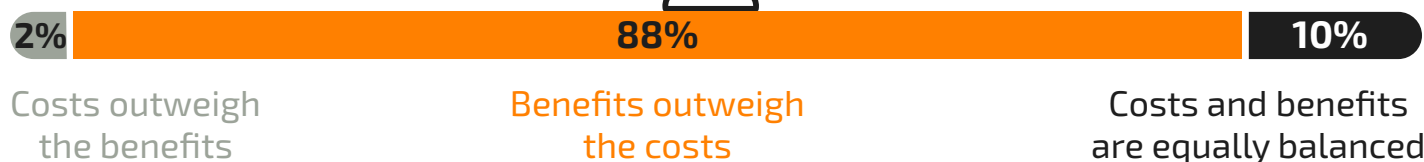


2 Upholding of **democratic values** is high

Farmers who feel that their opinions are respected by their SPOs:



3 45 out of 51 cococa producer organizations feel that the **benefits of Fairtrade** are equal or outweigh the costs



4 Moderate to high levels of knowledge about Fairtrade Premium

Farmers reporting knowledge of Fairtrade Premium projects, such as for education, water and sanitation:

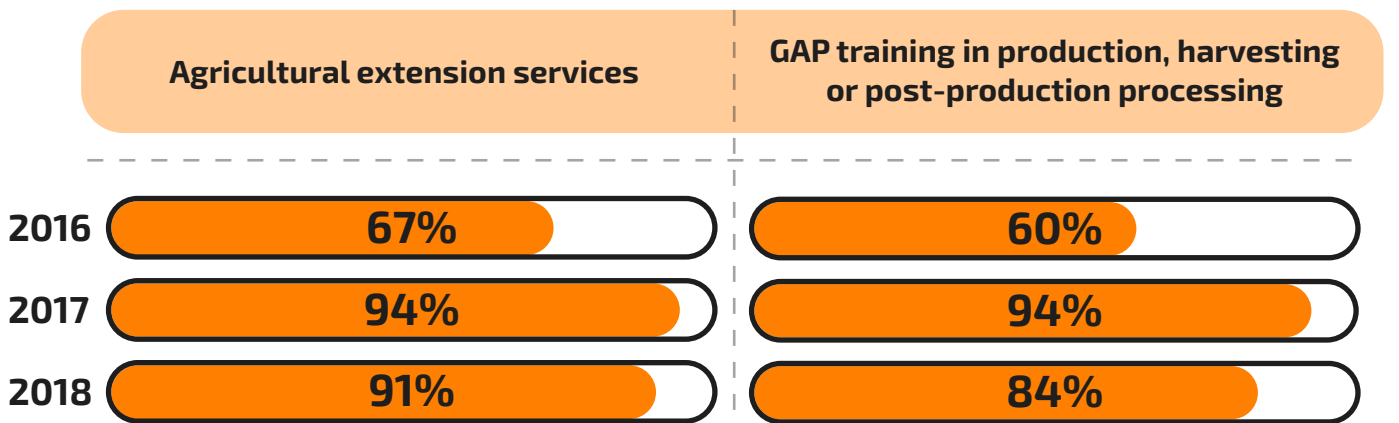


5 Fairtrade Premium stands out as a key benefit of Fairtrade

Percentage of all cocoa producer respondents who selected each of these areas as key benefits of the Fairtrade system:

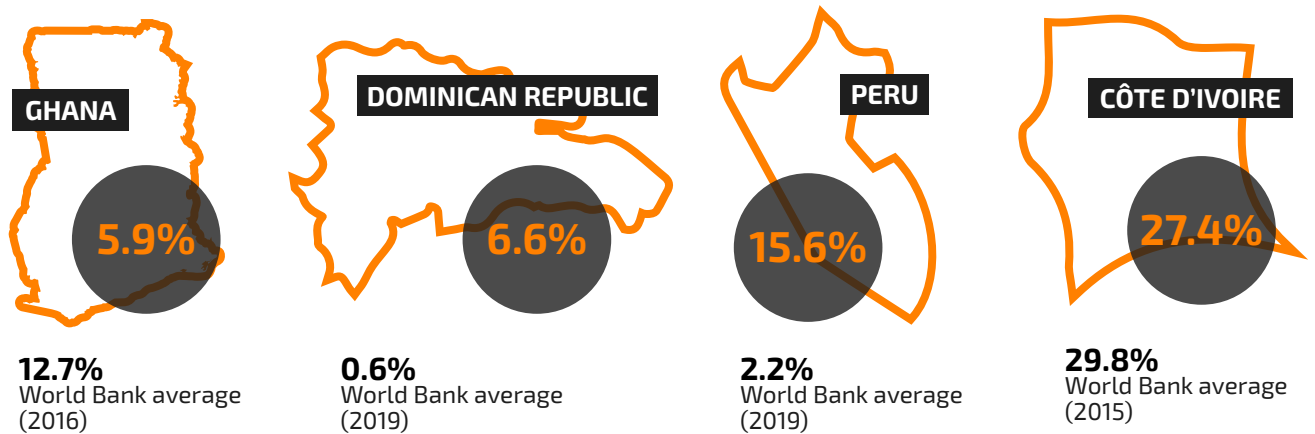


6 Cocoa farmers received high levels of services and training through producer network support



7 The **economic situation** of Fairtrade cocoa farmers varies by country

Many Fairtrade cocoa farmers are less prone to poverty than their country's population, but it varies by country. Percentage of surveyed Fairtrade cocoa farmers living in poverty (according to a proxy indicator), compared to the World Bank average:



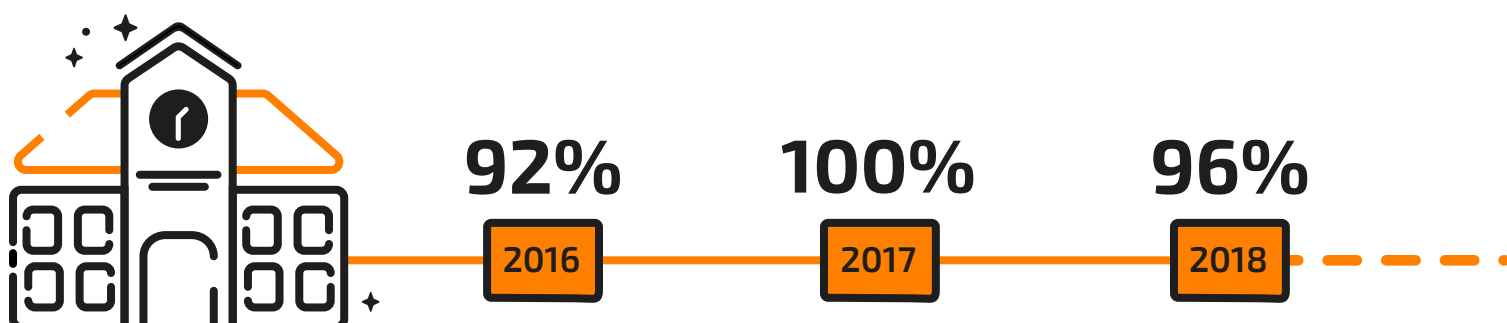
8 Farmers' views **against child labour** have been inconsistent among different countries and contexts

Farmers holding the view that child labour including all its exploitative forms must be reported by their communities:

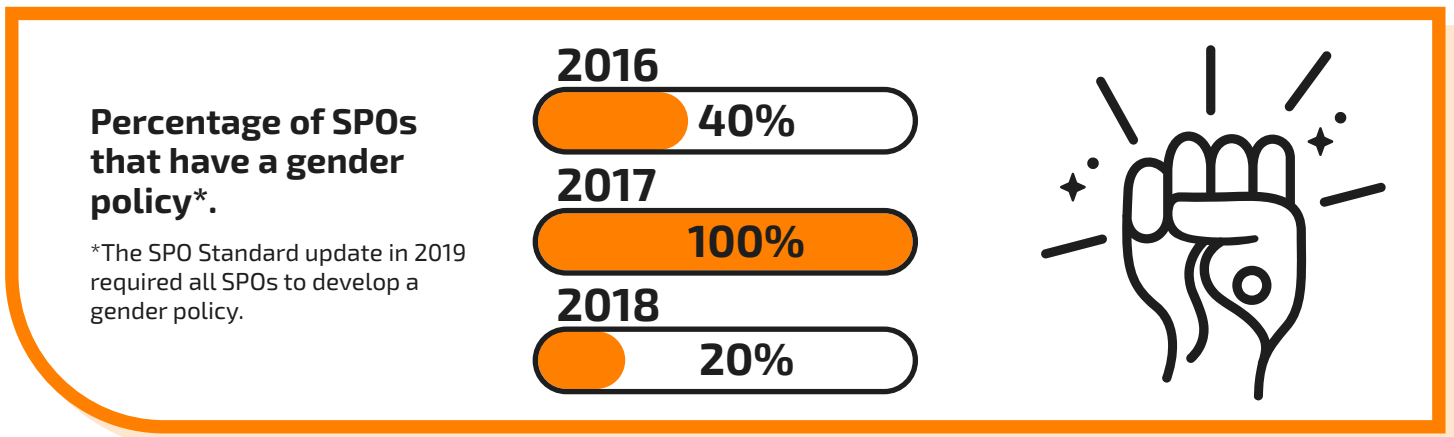
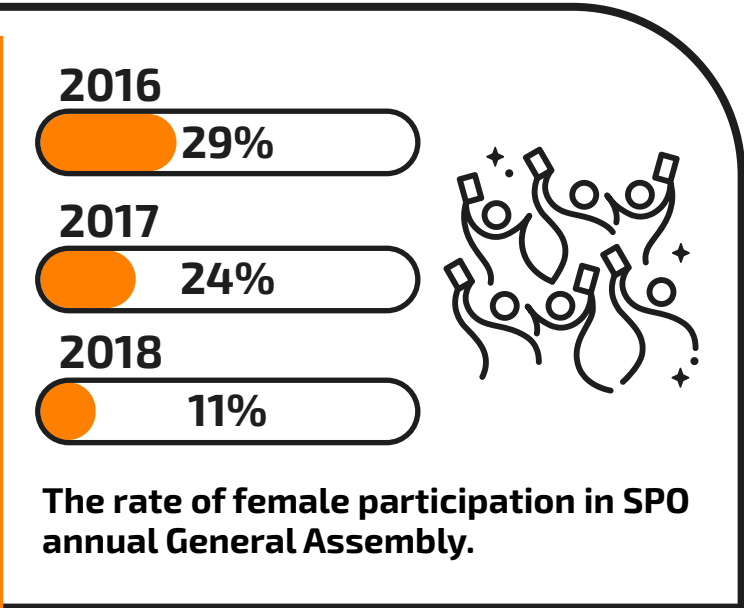
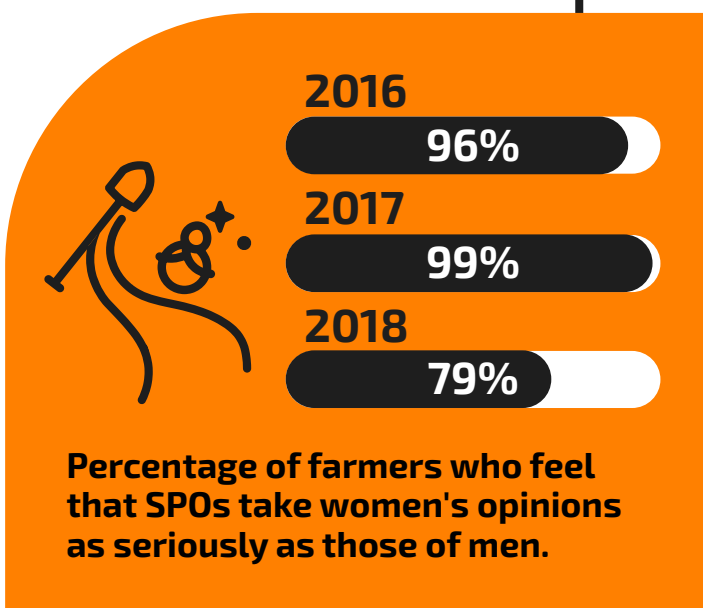


9 Farmers highly support **gender equality** in education

Farmers who responded that education is equally important for boys and girls:



10 High level of **gender equity** in cocoa producer organizations



Cocoa producer organizations are trying different approaches to increase gender participation:

- Provided credit/loans specifically for women
- Assisted women to own/ access land
- Provided vocational training/ support for women to set up/strengthen income generation activities

Findings and insights from this exercise also exist in other infographics:



For more information contact impact@fairtrade.net

