

# TRACKING FAIRTRADE'S IMPACT: COFFEE

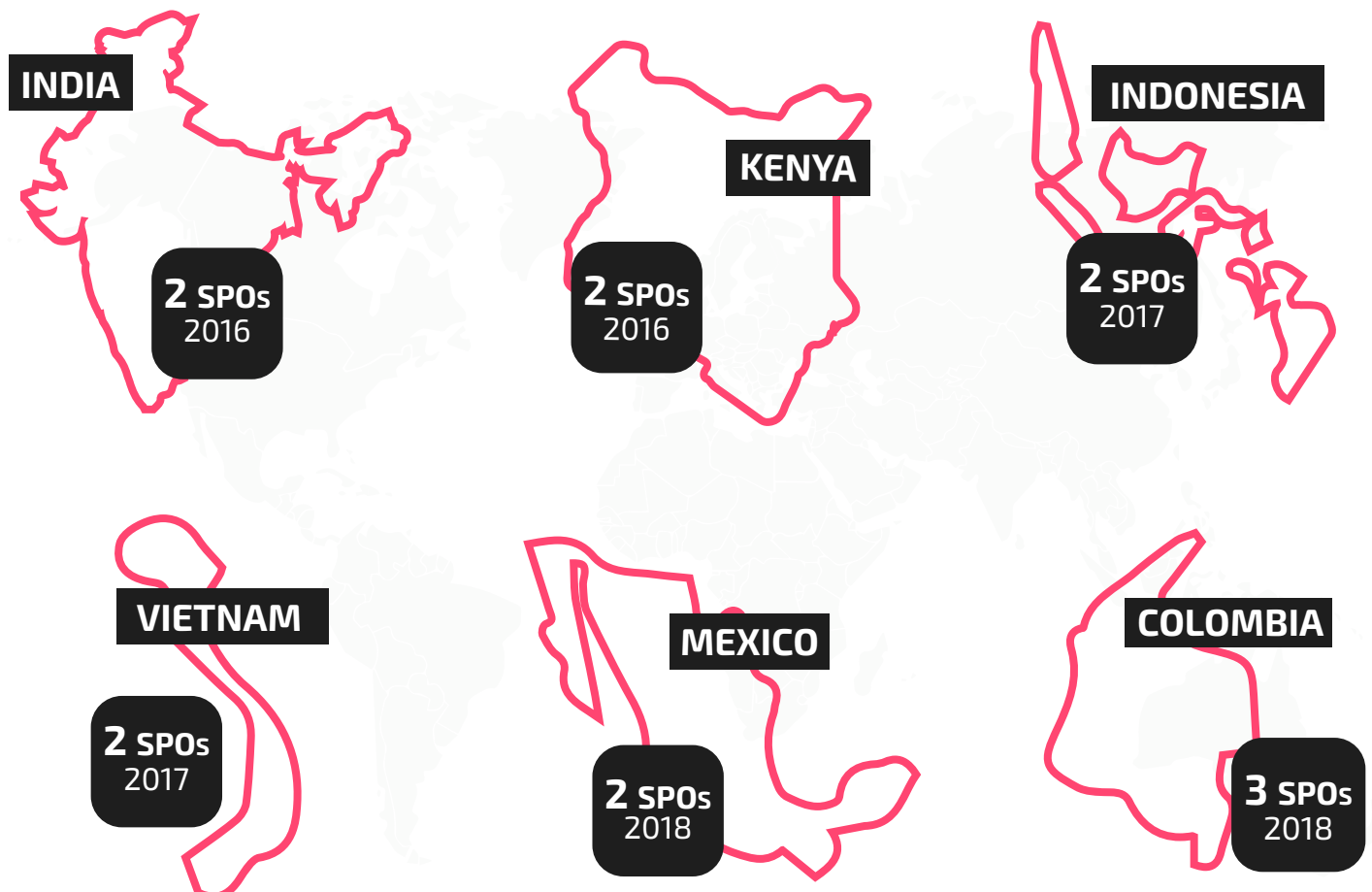
## HOW COFFEE FARMERS EXPERIENCE THE BENEFITS OF FAIRTRADE

2016-2018



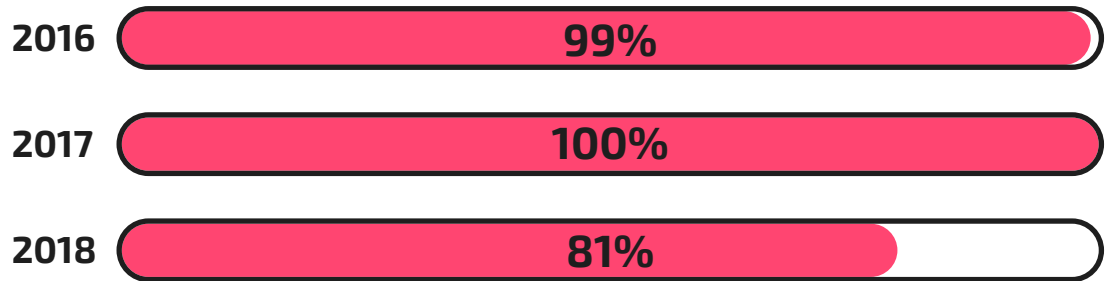
Fairtrade collected a broad set of data to get a snapshot of Fairtrade's impact for Fairtrade farmers and certified small-scale producer organizations (SPOs). This report focuses on coffee producers. For an overview and to find reports on cocoa and banana, visit our [website](#).

From 2016 to 2018, we collected data from 10 coffee producer organizations to better understand how producers are gaining power in trade relationships and building sustainable livelihoods through Fairtrade.



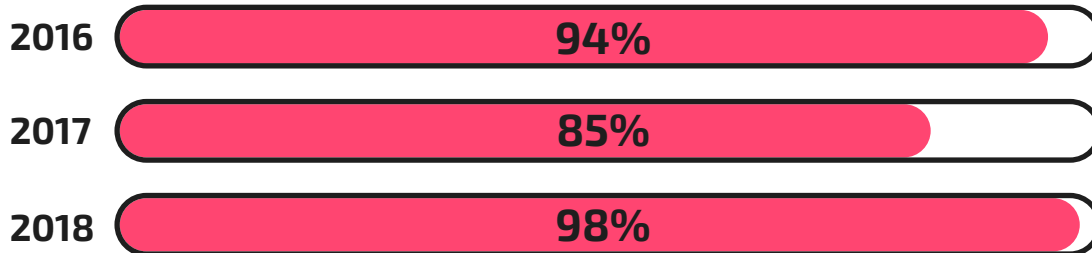
# 1 Fairtrade remains an **important source of livelihood** for most coffee farmers

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 More than 8 out of 10 coffee producer organizations feel that the **benefits of Fairtrade** equal or outweigh the costs



## 4 High levels of awareness of **Fairtrade Premium** in 2018

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

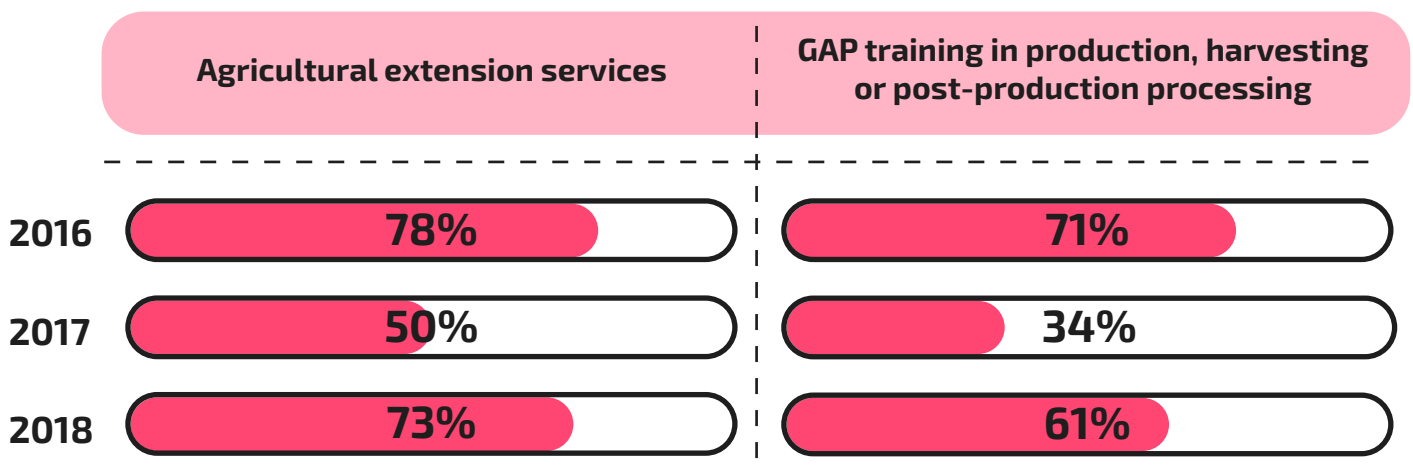


## 5 Better prices and Fairtrade Premium stand out as **key benefits** of Fairtrade

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

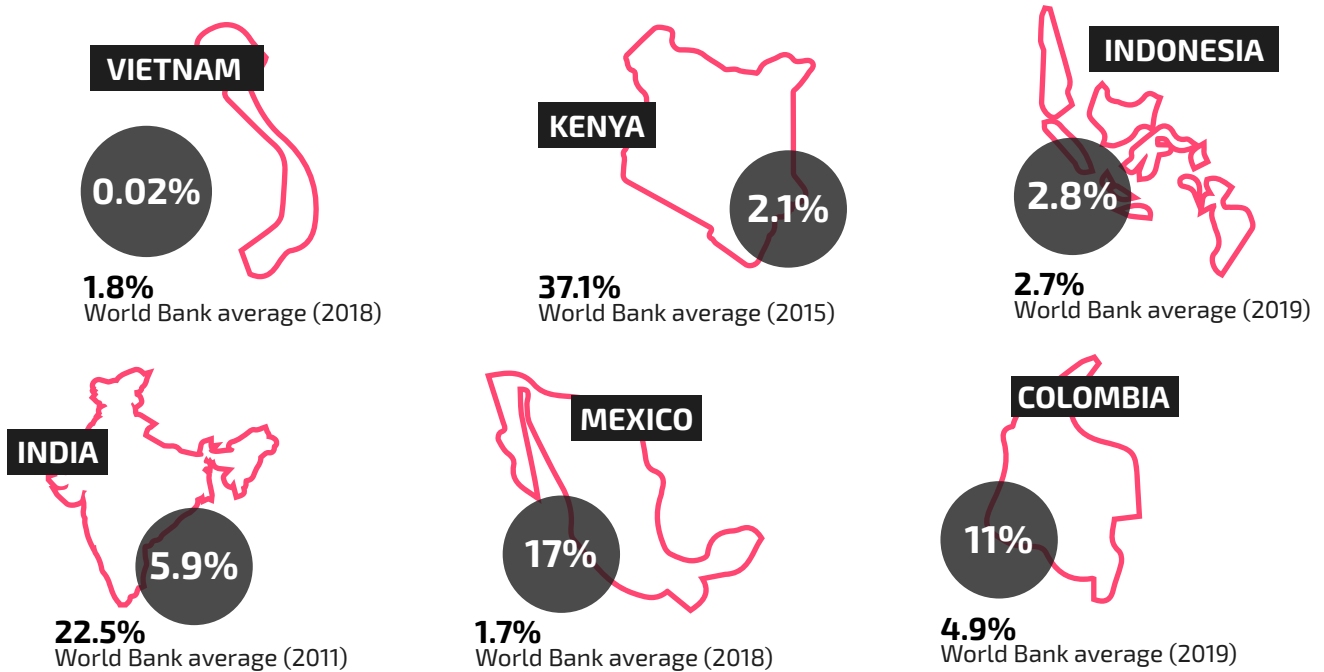


## 6 Coffee producers received moderate levels of **services and training** through producer network support



## 7 The **economic situation** of Fairtrade coffee farmers varies by country

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



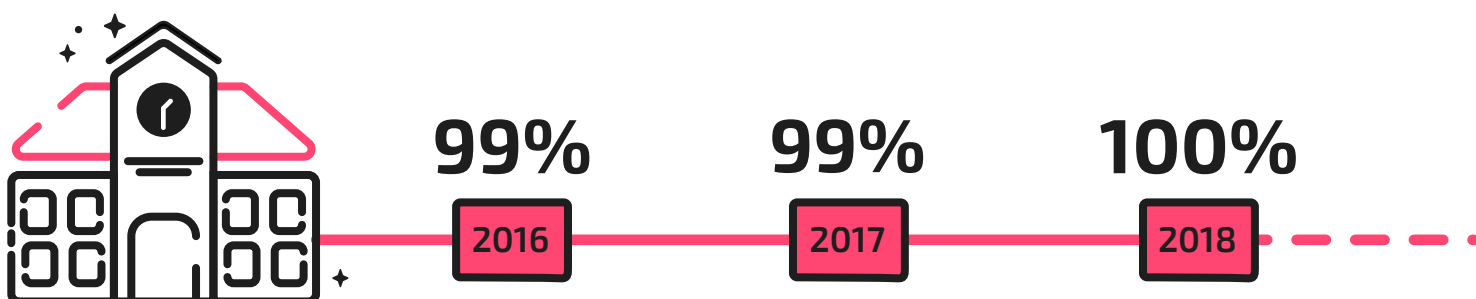
## 8 Farmers' views **against child labour** have been inconsistent among different countries and contexts

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 coffee producer organizations



2016

80%

2017

84%

2018

96%

Percentage of farmers who feel that SPOs take women's opinions as seriously as those of men.

2016

17%

2017

31%

2018

26%



The percentage of women farmers participating in SPOs' annual General Meetings is trending up.

Percentage of SPOs that have a gender policy\*.

\*The SPO Standard update in 2019 required all SPOs to develop a gender policy.

2016

25%

2017

50%

2018

80%



## Coffee producer organizations are trying different approaches to increase gender participation:

- Arranged gender training/sensitization for PO representatives, management and/or staff
- Arranged gender training/sensitization for PO members and relatives (women and/or men)
- Provided agricultural extension/training specifically for women (PO members and relatives)

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



GENERAL PROJECT OVERVIEW



BANANAS



COCOA

For more information contact [impact@fairtrade.net](mailto:impact@fairtrade.net)

