

# TRACKING FAIRTRADE'S IMPACT

## HOW FARMERS EXPERIENCE THE BENEFITS OF FAIRTRADE

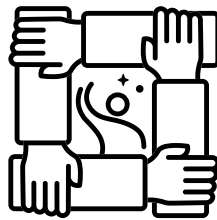
2016-2018



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). The aims were:



To **measure benefits** accruing at household, producer organization and community levels



To create **insights** into **how Fairtrade** contributes to building stronger and more inclusive producer organizations and better livelihoods

To enable the regional Fairtrade Producer Networks to **deepen their understanding** of producer organizations and adjust service/support offerings to best meet their needs



## HOW DID WE COLLECT THE DATA?



**69** producer organizations representing

**75,299** farmer members



Engaging with the management and staff of small-scale producer organizations



**1,700** households



**19%** Women respondents

Talking to farmers individually



**72** focus group discussions

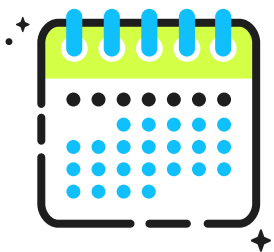
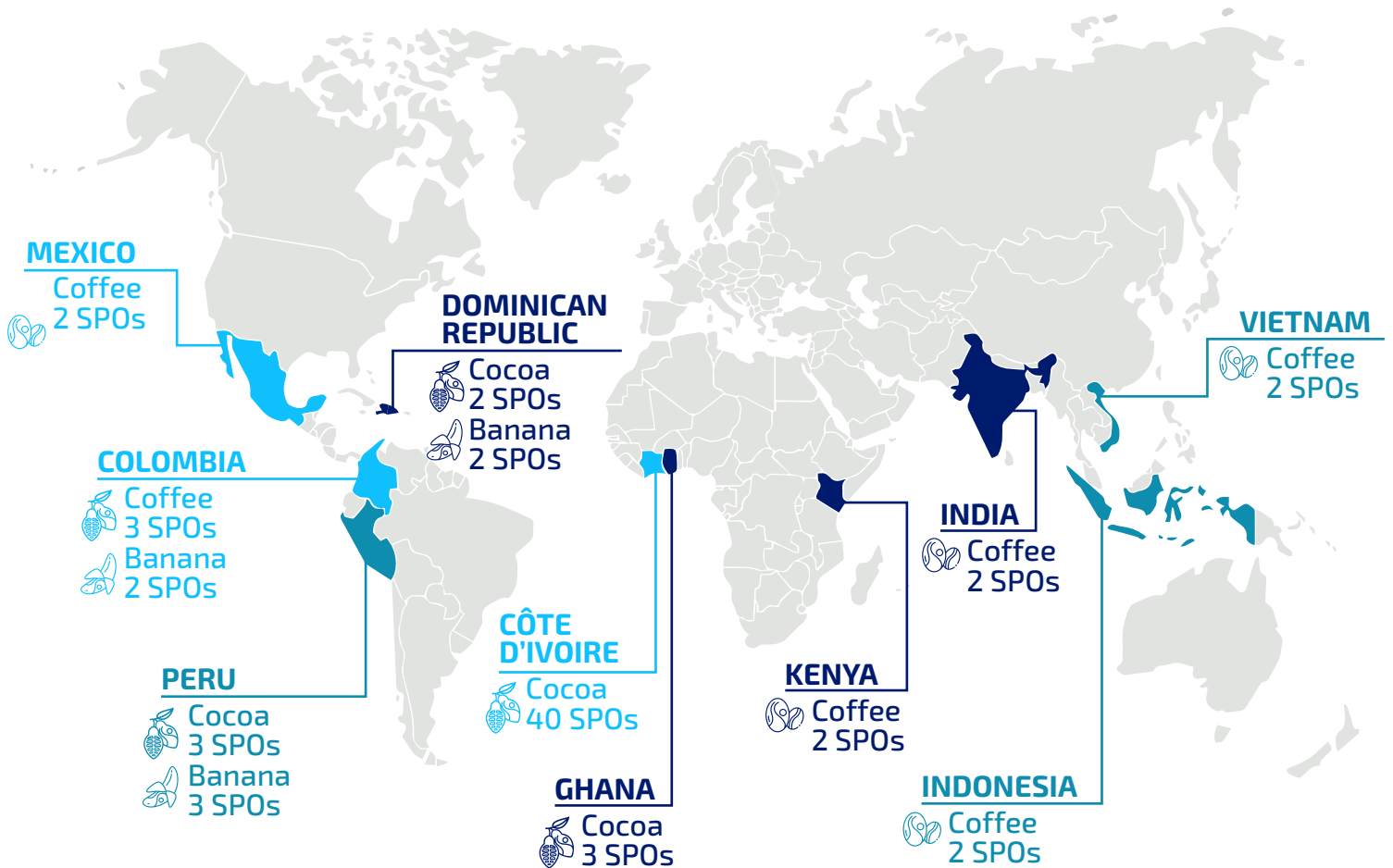


**649** farmers

Getting people together for dialogue and sharing insights

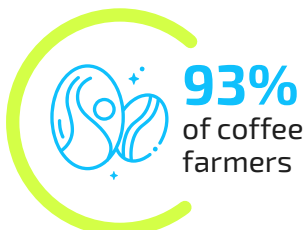
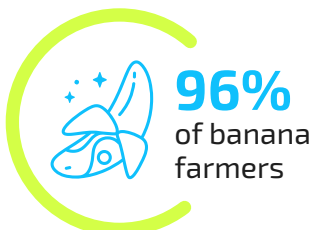
We have collected data from almost 70 coffee, cocoa and banana producer organizations to better understand how producers are gaining power in trade relationships and building sustainable livelihoods through Fairtrade.

## WHICH PRODUCERS PARTICIPATED?



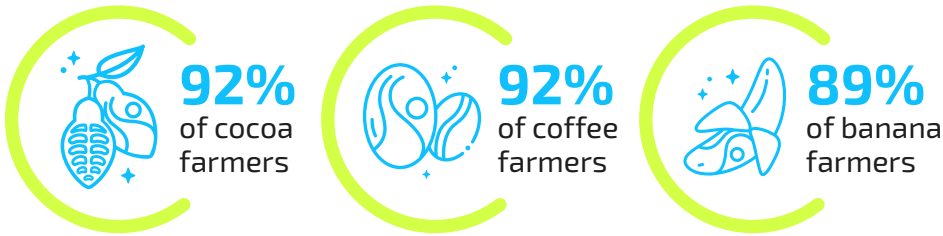
## WHAT DID WE LEARN?

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



report Fairtrade certified farming as an **important source of livelihood** for their families.

## 2 Upholding of **democratic values** is high



feel that their opinions are respected by their SPO, which represents their interests.

## 3 More than 9 out of 10 producer organizations feel that the benefits of Fairtrade **equal or outweigh** the costs

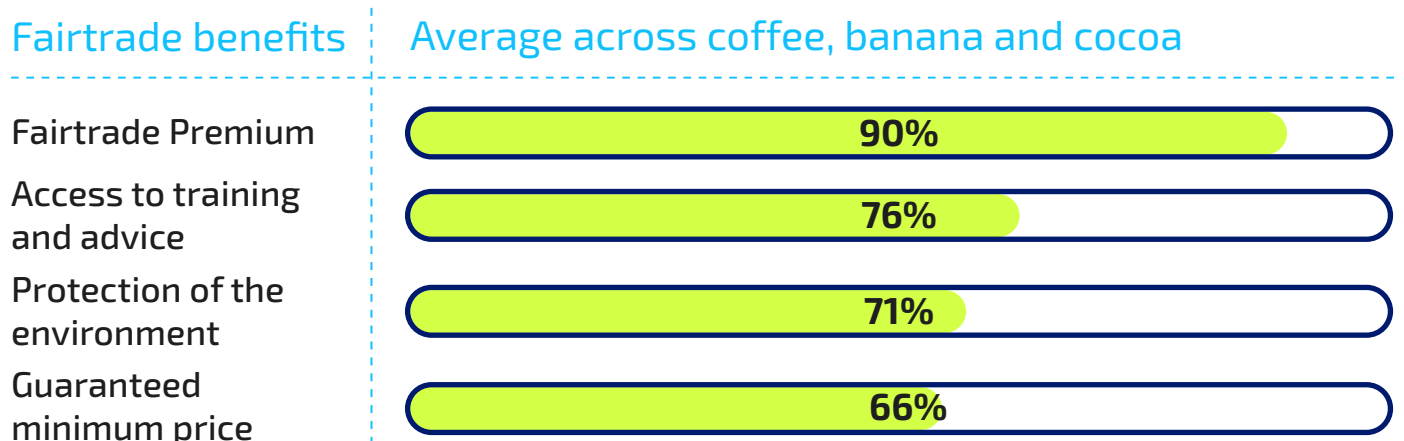


## 4 Farmers have a high level of awareness of **Fairtrade Premium**



reported to have knowledge of Fairtrade Premium projects, such as around education, water and sanitation.

## 5 Fairtrade Premium stands out as a **key benefit** for Fairtrade producer organizations



**6** Most of banana, cocoa and coffee farmers received **Good Agricultural Practices (GAP) training and agricultural extension services** through producer network support



**79%** of cocoa **68%** of banana **55%** of coffee

farmers reported receiving at least one GAP training in production, harvesting or post-production processing.

**92%** of banana **84%** of cocoa **67%** of coffee

farmers reported receiving agricultural extension services.

**7** Many Fairtrade coffee farmers are in a **better economic situation** than their country's average

Comparisons with national poverty levels varies by country. Overall the percentage of farmers likely to be living in poverty at the time of the survey was:



**2.5%** of coffee farmers



**5%** of banana farmers



**14%** of cocoa farmers

**8** Farmers' views **against child labour** are consistently high



**85%** of banana farmers



**82%** of cocoa farmers



**77%** of coffee farmers

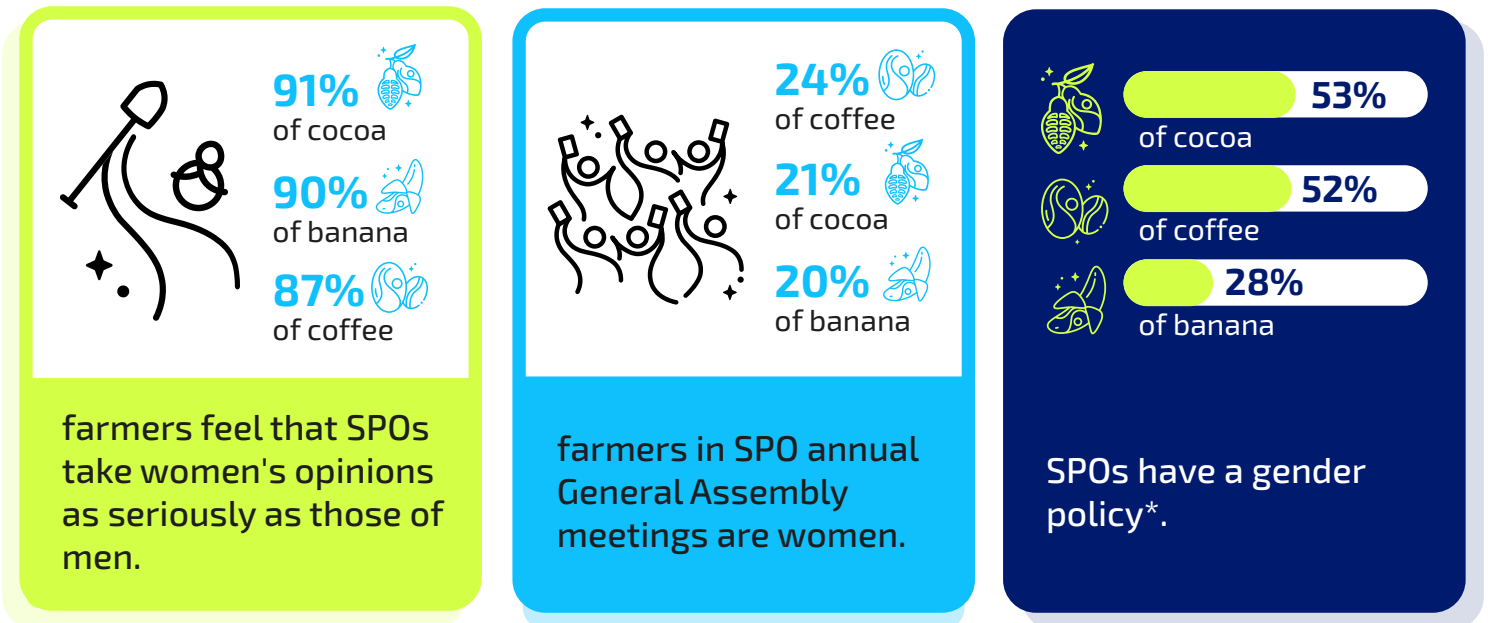
recognized what child labour is and understood child protection norms related to Fairtrade Standards.

## 9 There is a high level of support for **gender equality** within households



expressed their support for gender equality in education, household decision making and access to employment opportunities.

## 10 Consistent levels of **gender equity** in producer organizations



\*As of 2019, after these data were collected, the Fairtrade Standard requires SPOs to develop a gender policy.

Findings and insights from this exercise also exist in specific product-based infographics:



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