MONITORING THE SCOPE AND BENEFITS OF FAIRTRADE

MONITORING REPORT 11TH EDITION
ABOUT FAIRTRADE

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 THIS REPORT

Fairtrade International publishes annual data on the scope and impact of Fairtrade for farmers, workers and their communities. This report represents an overview of select monitoring data from 2018 unless otherwise indicated. A description of the data sources used for this report is on page 21. Additional product-specific data can be found at www.fairtrade.net/impact.

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MORE THAN 1.7 MILLION FARMERS & WORKERS IN FAIRTRADE CERTIFIED PRODUCER ORGANIZATIONS

19% OF FARMERS & 40% OF WORKERS IN FAIRTRADE ARE WOMEN

1,707 FAIRTRADE CERTIFIED PRODUCER ORGANIZATIONS IN 73 COUNTRIES

50% OF ALL FAIRTRADE FARMERS PRODUCE COFFEE

40% OF ALL FAIRTRADE WORKERS PRODUCE TEA
€187.8 million in Fairtrade premium paid to producers in 2018.

Small-scale producer organizations invested 50% of their Fairtrade premium in services to members such as agricultural tools & payments to members.

On average, each Fairtrade producer organization received more than €118,000 in Fairtrade premium.

Workers on Fairtrade certified plantations invested 32% of their Fairtrade premium in education services (19%) & housing improvements (13%).
FAIRTRADE CERTIFIED PRODUCER ORGANIZATIONS 2014-2018

- **2014**
  - Small-scale Producer Organizations: 229 (19%)
  - Contract Production: 20 (1%)
  - Hired Labour: 977 (80%)

- **2015**
  - Small-scale Producer Organizations: 236 (19%)
  - Contract Production: 19 (1%)
  - Hired Labour: 986 (80%)

- **2016**
  - Small-scale Producer Organizations: 254 (18%)
  - Contract Production: 22 (2%)
  - Hired Labour: 1,135 (82%)

- **2017**
  - Small-scale Producer Organizations: 264 (16%)
  - Contract Production: 30 (2%)
  - Hired Labour: 1,305 (82%)

- **2018**
  - Small-scale Producer Organizations: 276 (16%)
  - Contract Production: 26 (2%)
  - Hired Labour: 1,405 (82%)
GROWTH IN THE NUMBER OF FAIRTRADE CERTIFIED PRODUCER ORGANIZATIONS 2014-2018

- **ASIA AND PACIFIC**
- **AFRICA AND THE MIDDLE EAST**
- **LATIN AMERICA AND THE CARIBBEAN**
- **TOTAL**

- **2014**
  - Asia and Pacific: 187
  - Africa and the Middle East: 392
  - Latin America and the Caribbean: 200
  - Total: 647

- **2015**
  - Asia and Pacific: 665
  - Africa and the Middle East: 375
  - Latin America and the Caribbean: 236
  - Total: 1,240

- **2016**
  - Asia and Pacific: 731
  - Africa and the Middle East: 444
  - Latin America and the Caribbean: 261
  - Total: 1,411

- **2017**
  - Asia and Pacific: 803
  - Africa and the Middle East: 535
  - Latin America and the Caribbean: 268
  - Total: 1,599

- **2018**
  - Asia and Pacific: 843
  - Africa and the Middle East: 596
  - Latin America and the Caribbean: 268
  - Total: 1,707

**Growth since 2013**
- 2014: +1.3%
- 2015: +1.1%
- 2016: +13.8%
- 2017: +13.3%
- 2018: +6.8%
FAIRTRADE PRODUCER COUNTRIES BY NUMBER OF CERTIFIED PRODUCER ORGANIZATIONS 2018

1. Peru
   254 POs

2. Côte d’Ivoire
   217 POs

3. Colombia
   131 POs

4. Kenya
   107 POs

5. India
   102 POs

6. Mexico
   69 POs

7. Ecuador
   61 POs

8. Dominican Republic
   60 POs

9. Honduras
   52 POs

10. Brazil
    50 POs

Latin America and the Caribbean
- 842 producer organizations in 24 countries (49%)

Africa and the Middle East
- 597 producer organizations in 29 countries (35%)

Asia and the Pacific
- 268 producer organizations in 20 countries (16%)
**NUMBERS OF FAIRTRADE FARMERS AND WORKERS 2014-2018**

- **2014**
  - Farmers: 204,000 (88% of 1,477,900)
  - Workers: 195,701 (12% of 1,605,010)

- **2015**
  - Farmers: 195,701 (88% of 1,389,044)
  - Workers: 185,986 (12% of 1,520,110)

- **2016**
  - Farmers: 193,007 (89% of 1,479,068)
  - Workers: 185,986 (11% of 1,605,010)

- **2017**
  - Farmers: 193,007 (89% of 1,520,110)
  - Workers: 185,986 (11% of 1,605,010)

- **2018**
  - Farmers: 178,051 (90% of 1,800,000)
  - Workers: 203,200 (10% of 2,032,000)
GROWTH IN THE NUMBERS OF FAIRTRADE FARMERS AND WORKERS 2014-2018

LATIN AMERICA AND THE CARIBBEAN
- 2014: 2,000,000
- 2017: 1,800,000
- 2018: 1,600,000

AFRICA AND THE MIDDLE EAST
- 2014: 1,400,000
- 2017: 1,200,000
- 2018: 1,000,000

ASIA AND THE PACIFIC
- 2014: 800,000
- 2017: 600,000
- 2018: 400,000

TOTAL
- 2014: 5,200,000
- 2017: 4,400,000
- 2018: 3,600,000

PERCENTAGE CHANGE 2017-2018
- Latin America and the Caribbean: +4%
- Africa and the Middle East: +6%
- Asia and the Pacific: -3%
- Total: +4%
### Distribution of Fairtrade Farmers and Workers 2018

#### Latin America and the Caribbean
- Fairtrade Farmers: 320,534
- Workers on Fairtrade certified plantations: 29,128
- Total: 349,662

#### Africa and the Middle East
- Fairtrade Farmers: 1,083,139
- Workers on Fairtrade certified plantations: 98,929
- Total: 1,182,068

#### Asia and Pacific
- Fairtrade Farmers: 201,337
- Workers on Fairtrade certified plantations: 49,994
- Total: 251,331

#### Total
- Fairtrade Farmers: 1,605,010
- Workers on Fairtrade certified plantations: 178,051
- Total: 1,783,061

#### Percentage of All Farmers and Workers

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage of All Farmers</th>
<th>Percentage of All Workers</th>
<th>Percentage of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latin America</td>
<td>29%</td>
<td>16%</td>
<td>20%</td>
</tr>
<tr>
<td>Africa and the Middle East</td>
<td>67%</td>
<td>56%</td>
<td>66%</td>
</tr>
<tr>
<td>Asia and Pacific</td>
<td>13%</td>
<td>28%</td>
<td>14%</td>
</tr>
</tbody>
</table>

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**Note:** The data above is from the Monitoring Report 11th Edition, which summarizes the distribution of Fairtrade farmers and workers in different regions globally. The percentages provided indicate the proportion of farmers and workers who benefit from Fairtrade certification in the Latin American and Caribbean region, Africa and the Middle East, and Asia and the Pacific region. The total figures sum up the grand totals for farmers, workers, and the combined total across all regions.
### Number of Fairtrade Farmers and Workers by Product 2018

<table>
<thead>
<tr>
<th>Product</th>
<th>Farmers</th>
<th>Workers</th>
<th>Total</th>
<th>Percentage of all Fairtrade farmers and workers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Coffee</strong></td>
<td>758,474</td>
<td>0</td>
<td>758,474</td>
<td>43%</td>
</tr>
<tr>
<td><strong>Tea</strong></td>
<td>328,273</td>
<td>61,975</td>
<td>390,248</td>
<td>22%</td>
</tr>
<tr>
<td><strong>Cocoa</strong></td>
<td>322,363</td>
<td>0</td>
<td>322,363</td>
<td>18%</td>
</tr>
<tr>
<td><strong>Flowers and plants</strong></td>
<td>0</td>
<td>69,369</td>
<td>69,369</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Cane sugar</strong></td>
<td>55,227</td>
<td>0</td>
<td>55,227</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Seed cotton</strong></td>
<td>45,576</td>
<td>0</td>
<td>45,576</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Bananas</strong></td>
<td>11,463</td>
<td>16,705</td>
<td>28,168</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Other products</strong></td>
<td>83,634</td>
<td>30,002</td>
<td>113,636</td>
<td>6%</td>
</tr>
<tr>
<td><strong>All products</strong></td>
<td>1,605,010</td>
<td>178,051</td>
<td>1,783,061</td>
<td>100%</td>
</tr>
</tbody>
</table>
WOMEN’S PARTICIPATION IN FAIRTRADE 2018

Number of female and male farmers in Small-scale Producer Organizations, 2018

- Latin America and the Caribbean: 20% female, 80% male
- Africa and the Middle East: 20% female, 80% male
- Asia and the Pacific: 9% female, 91% male

Number of female and male workers in Hired Labour Organizations, 2018

- Latin America and the Caribbean: 39% female, 61% male
- Africa and the Middle East: 16% female, 84% male
- Asia and the Pacific: 56% female, 44% male
### Percentage of Women Fairtrade Farmers and Workers by Product 2018

#### Small-scale Producer Organizations

<table>
<thead>
<tr>
<th>Product</th>
<th>Percentage of women farmers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oilseeds and oleaginous fruit</td>
<td>33%</td>
</tr>
<tr>
<td>Cereals</td>
<td>30%</td>
</tr>
<tr>
<td>Dried fruit</td>
<td>29%</td>
</tr>
<tr>
<td>Tea</td>
<td>27%</td>
</tr>
<tr>
<td>Wine grapes</td>
<td>24%</td>
</tr>
<tr>
<td>Rice</td>
<td>23%</td>
</tr>
<tr>
<td>Cane sugar</td>
<td>18%</td>
</tr>
<tr>
<td>Herbs, herbal teas and spices</td>
<td>18%</td>
</tr>
<tr>
<td>Coffee</td>
<td>17%</td>
</tr>
<tr>
<td>Fresh fruit</td>
<td>17%</td>
</tr>
<tr>
<td>Cocoa</td>
<td>16%</td>
</tr>
<tr>
<td>Bananas</td>
<td>16%</td>
</tr>
<tr>
<td>Vegetables</td>
<td>16%</td>
</tr>
<tr>
<td>Nuts</td>
<td>15%</td>
</tr>
<tr>
<td>Honey</td>
<td>12%</td>
</tr>
<tr>
<td>Gold and associated precious metals</td>
<td>11%</td>
</tr>
<tr>
<td>Cotton</td>
<td>3%</td>
</tr>
<tr>
<td>Fruit juices</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>19%</strong></td>
</tr>
</tbody>
</table>

#### Hired Labour Organizations

<table>
<thead>
<tr>
<th>Product</th>
<th>Percentage of women workers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tea</td>
<td>50%</td>
</tr>
<tr>
<td>Flowers and plants</td>
<td>45%</td>
</tr>
<tr>
<td>Herbs, herbal teas and spices</td>
<td>44%</td>
</tr>
<tr>
<td>Dried fruit</td>
<td>44%</td>
</tr>
<tr>
<td>Vegetables</td>
<td>41%</td>
</tr>
<tr>
<td>Wine grapes</td>
<td>29%</td>
</tr>
<tr>
<td>Fresh fruit</td>
<td>19%</td>
</tr>
<tr>
<td>Oilseeds and oleaginous fruit</td>
<td>19%</td>
</tr>
<tr>
<td>Bananas</td>
<td>9%</td>
</tr>
<tr>
<td>Sports balls</td>
<td>9%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>40%</strong></td>
</tr>
</tbody>
</table>
### TOTAL PRODUCTION OF FAIRTRADE CERTIFIED PRODUCTS 2018 (METRIC TONNES*)

*EXCEPT WHERE NOTED

<table>
<thead>
<tr>
<th>Product</th>
<th>Production (Metric Tonnes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bananas</td>
<td>1,005,041</td>
</tr>
<tr>
<td>Coffee</td>
<td>745,516</td>
</tr>
<tr>
<td>Cane sugar</td>
<td>584,878</td>
</tr>
<tr>
<td>Cocoa</td>
<td>536,556</td>
</tr>
<tr>
<td>Fresh fruit</td>
<td>342,572</td>
</tr>
<tr>
<td>Tea</td>
<td>189,765</td>
</tr>
<tr>
<td>Wine grapes</td>
<td>147,456</td>
</tr>
<tr>
<td>Herbs, herbal teas &amp; spices</td>
<td>68,767</td>
</tr>
<tr>
<td>Rice</td>
<td>58,925</td>
</tr>
<tr>
<td>Seed cotton</td>
<td>48,838</td>
</tr>
<tr>
<td>Oilseeds &amp; oleaginous fruit</td>
<td>32,580</td>
</tr>
<tr>
<td>Vegetables</td>
<td>32,397</td>
</tr>
<tr>
<td>Nuts</td>
<td>23,338</td>
</tr>
<tr>
<td>Honey</td>
<td>6,399</td>
</tr>
<tr>
<td>Dried fruit</td>
<td>5,478</td>
</tr>
<tr>
<td>Flowers &amp; Plants</td>
<td>4,310,090,709 stems</td>
</tr>
<tr>
<td>Sports balls</td>
<td>3,220,299 items</td>
</tr>
</tbody>
</table>
# Fairtrade Sales Volumes Reported by Product 2016-2018

<table>
<thead>
<tr>
<th>Product</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>Unit</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banana</td>
<td>579,081</td>
<td>641,922</td>
<td>686,930</td>
<td>MT</td>
<td>Fairtrace</td>
</tr>
<tr>
<td>Cane sugar</td>
<td>166,560</td>
<td>207,438</td>
<td>199,210</td>
<td>MT</td>
<td>Fairtrace</td>
</tr>
<tr>
<td>Cocoa</td>
<td>136,543</td>
<td>214,425</td>
<td>260,974</td>
<td>MT</td>
<td>Fairtrace</td>
</tr>
<tr>
<td>Coffee</td>
<td>185,777</td>
<td>214,335</td>
<td>207,648</td>
<td>MT</td>
<td>Fairtrace</td>
</tr>
<tr>
<td>Cotton</td>
<td>8,125</td>
<td>7,986</td>
<td>10,188</td>
<td>MT</td>
<td>Fairtrace/FLOTIS</td>
</tr>
<tr>
<td>Tea</td>
<td>12,130</td>
<td>10,725</td>
<td>9,838</td>
<td>MT</td>
<td>Fairtrace</td>
</tr>
<tr>
<td>Flowers and plants</td>
<td>829,101,640</td>
<td>834,750,338</td>
<td>825,359,867</td>
<td>Stems</td>
<td>Fairtrace</td>
</tr>
<tr>
<td>Fresh fruit</td>
<td>53,532</td>
<td>50,995</td>
<td>53,576</td>
<td>MT</td>
<td>CODImpact</td>
</tr>
<tr>
<td>Wine grapes</td>
<td>37,161</td>
<td>46,697</td>
<td>49,601</td>
<td>MT</td>
<td>CODImpact</td>
</tr>
<tr>
<td>Fruit juices</td>
<td>21,307</td>
<td>20,372</td>
<td>19,732</td>
<td>MT</td>
<td>CODImpact</td>
</tr>
<tr>
<td>Herbs, herbal teas &amp; spices</td>
<td>10,930</td>
<td>11,853</td>
<td>14,140</td>
<td>MT</td>
<td>CODImpact</td>
</tr>
<tr>
<td>Nuts</td>
<td>3,844</td>
<td>9,868</td>
<td>12,457</td>
<td>MT</td>
<td>CODImpact</td>
</tr>
<tr>
<td>Rice</td>
<td>10,379</td>
<td>11,043</td>
<td>11,940</td>
<td>MT</td>
<td>CODImpact</td>
</tr>
<tr>
<td>Vegetables</td>
<td>4,148</td>
<td>5,418</td>
<td>4,907</td>
<td>MT</td>
<td>CODImpact</td>
</tr>
<tr>
<td>Oilseeds and oleaginous fruit</td>
<td>1,546</td>
<td>6,404</td>
<td>4,826</td>
<td>MT</td>
<td>CODImpact</td>
</tr>
<tr>
<td>Honey</td>
<td>3,260</td>
<td>3,125</td>
<td>3,574</td>
<td>MT</td>
<td>CODImpact</td>
</tr>
<tr>
<td>Cereals</td>
<td>1,234</td>
<td>1,508</td>
<td>1,564</td>
<td>MT</td>
<td>CODImpact</td>
</tr>
<tr>
<td>Pulp</td>
<td>721</td>
<td></td>
<td></td>
<td>MT</td>
<td>CODImpact</td>
</tr>
<tr>
<td>Dried fruit</td>
<td>831</td>
<td>1,187</td>
<td>509</td>
<td>MT</td>
<td>CODImpact</td>
</tr>
<tr>
<td>Sports balls</td>
<td>119,549</td>
<td>173,574</td>
<td>141,780</td>
<td>Items</td>
<td>CODImpact</td>
</tr>
</tbody>
</table>
TOTAL AREA OF CULTIVATION OF FAIRTRADE PRODUCTS 2018 (HECTARES)

1. Cocoa 1,178,644
2. Coffee 961,774
3. Cane sugar 149,738
4. Tea 136,453
5. Seed cotton 55,516
6. Bananas 41,143
7. Fresh fruit 30,997
8. Herbs, herbal teas & spices 25,958
9. Rice 24,102
10. Cereals 22,355
11. Wine grapes 12,302
12. Oilseeds & oleaginous fruit 7,632
13. Flowers & plants 2,824
14. Dried fruit 2,689
15. Vegetables 2,202
FAIRTRADE PREMIUM GENERATED BY PRODUCT 2018

17% Bananas €32,179,982
6% Cane sugar €10,695,899
4% Flowers & plants €6,654,754
3% Tea €4,702,781
1% Cotton €1,434,146
4% Other €12,446,114

41% Coffee €76,605,525
24% Cocoa €44,447,324
6% Cane sugar €10,695,899
4% Flowers & plants €6,654,754
3% Tea €4,702,781
1% Cotton €1,434,146
4% Other €12,446,114

FAIRTRADE SCOPE AND BENEFITS: OVERVIEW
MONITORING REPORT 11TH EDITION
**FAIRTRADE PREMIUM GENERATED BY PRODUCERS PER REGION 2018**

<table>
<thead>
<tr>
<th>Region</th>
<th>Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latin America and the Caribbean</td>
<td>€114.3 million</td>
</tr>
<tr>
<td>Africa and the Middle East</td>
<td>€58.0 million</td>
</tr>
<tr>
<td>Asia and Pacific</td>
<td>€15.4 million</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>€187.7 million</strong></td>
</tr>
</tbody>
</table>

**Type of producer organization**

<table>
<thead>
<tr>
<th>Type of producer organization</th>
<th>Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPO</td>
<td>€161.3 million</td>
</tr>
<tr>
<td>HLO</td>
<td>€25.1 million</td>
</tr>
<tr>
<td>Contract production</td>
<td>€1.3 million</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>€187.7 million</strong></td>
</tr>
</tbody>
</table>
USE OF FAIRTRADE PREMIUM BY SMALL-SCALE PRODUCER ORGANIZATIONS 2018

- 20% Human resources and administration
- 17% Facilities and infrastructure
- 3% Training and capacity building of producer organization staff, board, committees
- 3% Miscellaneous
- 4% Education services for communities
- 1% Community infrastructure
- 1% Social and economic services for communities
- 1% Other services to communities
- 1% Health services for communities

Services to farmer members: 48%
Investment in producer organizations: 41%
Services to communities: 8%
Other: 3%
USE OF FAIRTRADE PREMIUM BY HIRED LABOUR ORGANIZATIONS 2018

- 1% Education services for members
- 1% Health services for members
- 3% Credit and finance services for members
- 2% Other services to communities
- 2% Health services for communities
- 3% Social and economic services for communities
- 4% Community infrastructure
- 5% Education services for communities
- 4% Healthcare services for workers and their families
- 6% Payments to workers and their families
- 12% Financial and credit services for workers and their families
- 20% Other services for workers and their families
- 19% Education services for workers and their families
- 13% Investment in worker housing

- Services for workers and their families 75%
- Services to communities 16%
- Training and empowerment of workers 6%
- Other 3%
This graph shows the proportion of Fairtrade Premium that producers have chosen to spend on projects related to one of the 17 UN Sustainable Development Goals (SDGs). You can find additional information at: 

Values may not add up to 100 percent due to rounding.
ABOUT THE DATA IN THIS REPORT

This report has two sources of data.

CODImpact stores the data collected from producers during audits. Since not all producer organizations are audited each year, the data are completed using the last available record. This is the data source for production volume, area of cultivation, number of farmers and workers, and Fairtrade Premium use.

The second source of data is Fairtrace. These are the data collected from all Fairtrade Premium payers for all transactions in a given year. This source is used for reporting 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 from CODImpact are retrospective for a 12-month period preceding the audit or from the last calendar year. Since the majority of the audits for this dataset took place during 2018, some 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

The monitoring data in this report are based on data collected by FLOCERT, and reported in some cases by producer organizations through the audit process and in other cases by other supply chain actors. 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. 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.