

FAIRTRADE AMERICA

Fairtrade America 2025 Annual Report

Letter from the Executive Director

Dear Fairtrade supporter,

Global uncertainty and volatility throughout 2025 demanded ever more grit and adaptability from mission-led organizations like Fairtrade America, purpose-driven brands, and the farmers and workers themselves who are central to Fairtrade's work. Trade policy and political tensions continued to create strain throughout supply chains, while the accelerating impacts of climate change placed growing pressure on farming communities and the systems that sustain them. In such a dynamic moment, we are grateful for strong leadership and committed partnerships of our Fairtrade brands, donors, and allied organizations.

These realities are shaping how Fairtrade thinks about the years ahead. We are investing in expanded programmatic support for smallholder farmers and working to ensure that the structure and priorities of our organization provide **pathways to resilience, while fostering the ability to maneuver nimbly within an unpredictable environment.** An unmistakable characteristic of these paths forward is **partnership.** Deepening our grassroots advocacy, championing the commitment of our commercial partners, and building our community of activated consumers is necessary to foster meaningful change.

At the center of this work will continue to be the farmer. As we expand our capacity for drive impact, the experiences, knowledge, and perspectives of producers must inform the broader conversations shaping the future of our food systems. By strengthening our use of data and technology, we will enhance our work to champion the progress being made across Fairtrade programs and producer communities around the world.

The structural inequities in global supply chains have too often left farmers with limited power and an unfair share of the value they create. Facing the reality of extractive global trade systems, we aim to mobilize a flourishing Fairtrade community, bringing together farmers, businesses, consumers, advocates, and allies. **Together, we can demonstrate that a different approach is not only possible, it's already working for some of the world's most beloved brands.** We hope this report provides some insight into what we accomplished in 2025, and where we are going in years to come.



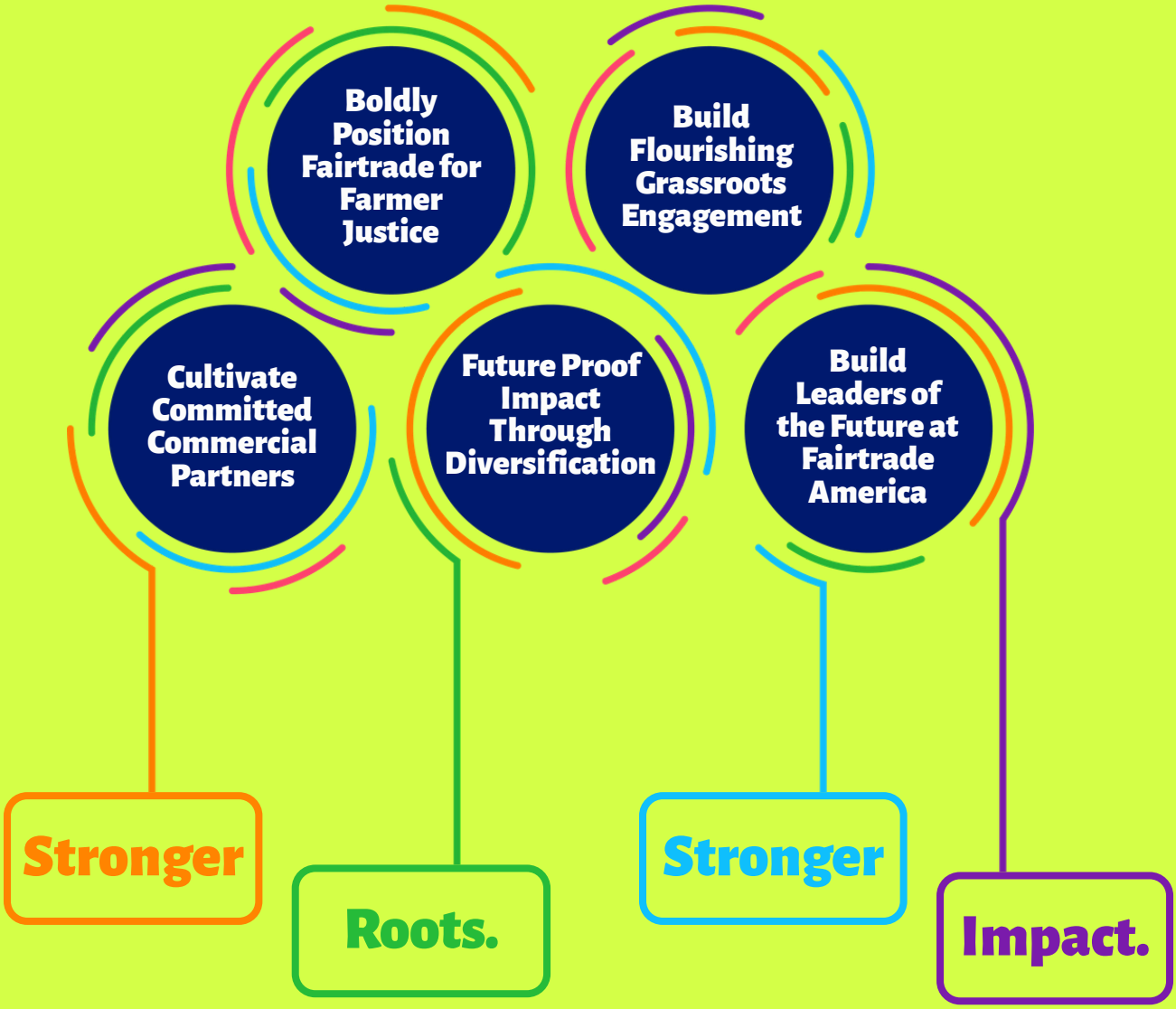
AMANDA ARCHILA
Executive Director



Stronger Roots, Stronger Impact

After completing our last strategy cycle in 2025, Fairtrade America stepped back to reflect and develop our next five-year strategic plan. This included an extensive stakeholder consultation and research process where food & beverage industry leaders, non-profit partners, activated consumers, and representatives across Fairtrade's global network considered the question of how Fairtrade America can best accelerate our impact by 2030.

Recognizing that we're in an increasingly volatile and complex world, we focused on developing a strategic framework that provides key pillars of priorities while still allowing us to adapt to an ever-changing environment. The framework is designed to provide pathways to resilience while fostering the ability to maneuver accordingly. The five pillars below are also woven together by common threads that include deepening our core, centering the farmer voice, resonating with today's consumers, and championing data & transparency.



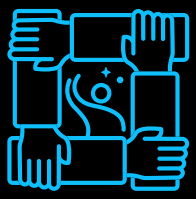
2025 Fairtrade International Snapshot



Nearly 2 M Fairtrade farmers and workers in 68 countries are growing Fairtrade ingredients



16 Living Income Reference Prices were published, reviewed, or updated in 2025



Over $67 Million in funding raised, leading to 111 producer projects between 2021 and 2025



Over $200 million in Fairtrade Premium is generated annually across the Fairtrade International System



90% producer satisfaction in producer network surverys in 2025



75 active producer projects being implemented in 2025, supporting farmers and workers across the globe

Partners Overview



60

FAIRTRADE AMERICA LICENSEES

1,054 **PRODUCTS**

"The cooperative model is such a powerful tool for strength and resilience in smallholder farming communities. It helps create economic, social, and environmental resilience that lasts from one generation to the next."

Alicia Simmons

Director of Sustainability and Communications - Frontier Co-op

"Fairtrade farms are better placed to respond and recover as the cooperative structure provides coordinated community support, and the Fairtrade Premium can be mobilized as emergency funds to help rebuild homes, replant crops and support communities. Equifruit has already diversified sourcing across Fairtrade farms in multiple production areas to protect supply against extreme weather and we have a team based in Latin America supervising quality and following developments locally. We wholeheartedly support Fairtrade's commitment to preparing farmers and workers for a changing climate. It is vital for the banana industry's future that farmers receive sustained support from buyers through long-term contracts and prices that reflect living incomes and the cost of sustainable production."

Jennie Coleman

President and Owner - Equifruit

2025 Fairtrade America Snapshot



In 2025, nearly 200 new Fairtrade products were launched by US licensees. Including foreign licensees, nearly 700 new Fairtrade products entered the US market



Over $10 million in total Fairtrade Premium was generated in 2025 through US sales



Over 5,200 Fairtrade products are licensed for sale in the US



Over 27,000 tons of Fairtrade cocoa was sold in the US market in 2025



Over 5,000 tons of Fairtrade coffee was sold in the US market in 2025



Over 77,000 tons of Fairtrade ingredients were sold in the US market in 2025

Delivering Impact Through Producer Networks

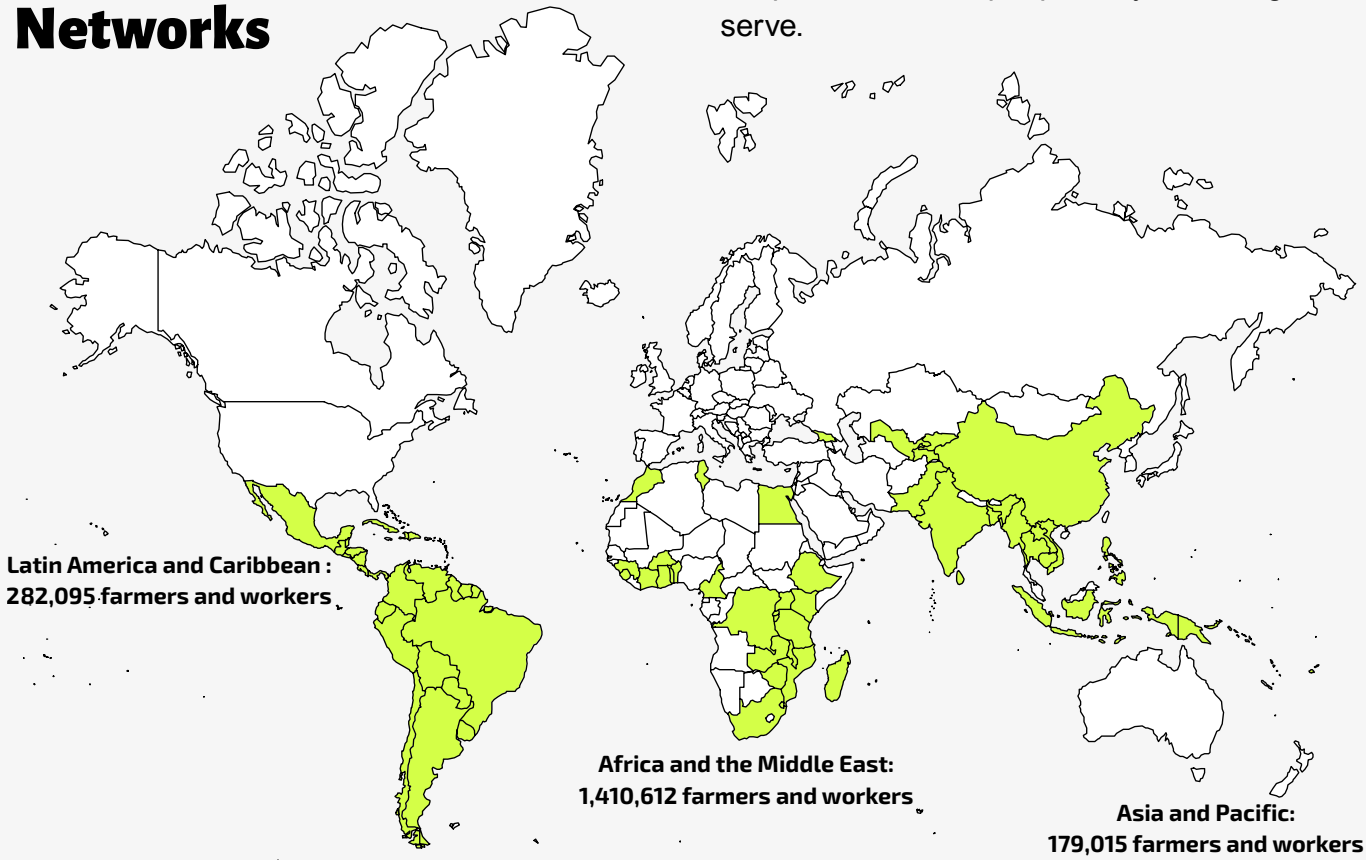
Fairtrade's model is rooted in not just supporting smallholder farmers and workers to gain market access through Fairtrade certification, but also by providing sustained technical assistance through our programmatic interventions that respond to their needs and priorities.

This work is carried out in close partnership with our three regional Producer Networks: Fairtrade Africa, Fairtrade Network of Asia and Pacific Producers (NAPP), and the Fairtrade Latin American and Caribbean Network of Small Producers and Workers (CLAC).

These Fairtrade Producer Networks are central to how Fairtrade delivers programs in-country. They are locally based experts that work directly with farmers, workers and producer organizations to identify needs, design context-specific solutions, and provide ongoing technical support. From strengthening climate resilience and sustainable production to improving cooperative capacity, gender equity, income diversification and market readiness, their expertise and longstanding relationships help ensure that programs are relevant to the communities they are intended to serve.

For Fairtrade America, this model puts localization into practice. Investments from US companies, foundations and other partners are implemented through these established regional partners with deep local knowledge, technical expertise, and trusted relationships with producer communities. By keeping implementation and decision-making close to smallholder farmers and workers, we can support locally led solutions, strengthen existing systems and ensure programs are responsive to the priorities of the people they are designed to serve.

Fairtrade Producer Networks



Cultivating Opportunity

In 2025, Fairtrade completed Phase 1 of the Dignified Opportunities Nurtured through Trade and Sustainability (DONUTS) program. This program included projects implemented in Ethiopia, Ghana, Kenya, Madagascar, Malawi, and South Africa. supporting smallholder farmers growing coffee, cocoa, vanilla, sugar, wine, and flowers.

This program addresses systemic poverty, collaborating with smallholder farmers and workers to get them on a path to economic, social, and ecological sustainability. As a compliment to Fairtrade certification, this program supported farmers to address challenges including climate change, child and forced labor, deforestation, unfair trading practices, degradation of biodiversity, and discrimination against women, youth, and persons with disabilities.

In total, DONUTS directly supported **40,000+** participants (**38% women farmers**) benefiting over **200,000+** smallholder farmer community members. Phase two of the program will launch in June 2026 and seek to continue expanding capacity.



Economic Sustainability Results

- **5% increase** in yields and incomes in one year for East African coffee and cocoa farmers due to adoption of Good Agricultural Practices
- **98%** of women farmers participating in DONUTS in Cote D'Ivoire added at least one additional income-generating activity



Social Sustainability Results

- **77%** of farmer members perceived their organization to be more inclusive of women, youth, and persons with disabilities compared to 48% at start of program
- Youth representation increased from **9% to 25%** in producer organization management and from **12% to 21%** in worker representation



Ecological Sustainability Results

- In 3 years of program implementation, the percent of smallholder farmers using Good Agricultural Practices increased from **21% to 94%**
- Fairtrade farmers **doubled** the number acres under reforestation or afforestation since the start of DONUTS

GHANA AGROFORESTRY FOR IMPACT

Supporting farmers. Nurturing forests.

Since 2023, nearly 100,000 smallholder cocoa farmers from three cooperatives have participated in the Ghana Agroforestry for Impact (GAIM) program.

Farmers are the primary stewards of their natural environment - when their ability to earn fair prices for the crops they grow is threatened, the likelihood climate degradation increases as well. Fairtrade believes that economic inequity is frequently the root cause of environmental issues, so solutions must address both sides of this equation. The GAIM project aims to improve smallholder cocoa farmer livelihoods by implementing sustainable agricultural practices that restore and conserve land through agroforestry, increase climate resilience and income diversification, and strengthen the inclusion of women and youth while enabling cocoa farming households to achieve a living income.

Through this project, smallholder cocoa farmers receive training on dynamic agroforestry practices that not only improve climate resilience, but also provide much needed alternative sources of income. GAIM aims to bridge this gap, providing both education and direct support to market and sell new products locally, creating a new source of income from practices like shade tree planting and crop diversification. This is coupled with the establishment of Village Savings and Loan Associations (VSLAs) that function as informal banking systems within the local community, providing smallholder farmers a way to both save income and also access small scale loans they can then invest back into their farms.

The three participating co-ops are:

- Asunafo North Municipal Cooperative Cocoa Farmers Union (Asunafo North): 9,953 members
- Kukuom Cooperative Cocoa Farmers and Marketing Union (Kukuom): 3,583 members
- Kuapa Kokoo Farmers Union (KKFU): 83,684 members

Key Program Results:

102 hectares of land restored and converted to regenerative agriculture practices from 2024 to 2025

85,000+ cocoa seedlings and plantain suckers planted; 12,000+ fruit trees planted; 20,000+ timber seedlings planted using agroforestry practices

50% of farmers reached by the program added at least one new income source linked to adoption of new regenerative agriculture practices

The first phase of the program will end in June 2026, and phase two will focus on scaling up the model to reach more farmers and cooperatives.

Gender Equity in Practice

The Women's School of Leadership run by Fairtrade supports women in acquiring the skills and abilities to improve their livelihoods, from economic literacy to leadership development.

Over $2 Million in funding for the Women's School of Leadership since 2017

In West Africa, cocoa farming is often a family business, with labor split between members of farming households. However, women cocoa farmers consistently earn less than men, despite doing the same amount or even more of the work. Just 25% of women cocoa farmers own their own land, meaning they are less likely to be a member of a cooperative or have influence over decision making processes.

The Women's School of Leadership focuses on building confidence among women cocoa farmers, helping them understand their rights, build technical farming skills and financial proficiency, and use what they have learned to support other women farmers.

The training program includes 10 modules, covered in interactive workshops. Between each workshop, Fairtrade staff provide personalized coaching for attendees, which are organized directly within farming communities to help students put what they have learned to use in a practical context. Participants are also encouraged to lead sessions amongst their communities in the presence of Fairtrade staff, who can then give feedback in real time on effective presentation techniques.

Women trained at the Women's Leadership School become ambassadors for gender equality in their communities, and some become trainers themselves for the next cohort, sharing knowledge when a particular need arises related to gender equity.

Financial independence is a key pillar in reducing gender inequalities along with improving living conditions while at the same time promoting leadership and micro-project management skills.

Over 200 graduates trained more than 10,000 people in their own communities

Reflecting on her experience with the Women's School of Leadership, N'guessan Amenan Thérèse from SOCASIB co-op shared

"This training program helps women cocoa farmers, we learn a lot of things that help me to have more courage to express my leadership."

Students from the Women's School of Leadership have succeded in bringing progress to their communities as a result of their training, including in:

- Advocating and gaining support for investments into the livelihoods of women farmers from their co-op leadership
- Fighting for and winning access to shares of family land for women to grow their own crops
- Acting as gender ambassadors by supporting co-ops with training on gender equity and assisting in cases of gender-based violence
- Pioneering savings groups to strengthen the financial positions of women in their communities
- Establishing school canteens that use food crops grown by a Women's association to provide free lunch for students

Child Labor Prevention and Remediation

Since 2023, Fairtrade's Child Labor and Forced Labor Prevention and Remediation Program has worked to provide additional support for co-ops with a heightened risk for using child and/or forced labor.



The Fairtrade Child Labor and Forced Labor Prevention and Remediation Program directs critical resources to Fairtrade-certified cocoa producer organizations in Côte d'Ivoire and Ghana. It supports initiatives that address the vital, yet often underfunded work of protecting children's rights and eliminating harmful practices.

The program enables producer organizations to invest in both prevention, such as enhancing access to education and improving household incomes, as well as remediation when instances of child labor are detected. This includes linking children and families to the support they need to build better lives, rather sweeping harmful practices under the rug. In line with Fairtrade's organizational approach, the program emphasizes implementing project proposals that come directly from cooperatives, grounded in their own experiences and priorities, as opposed to dictated by those outside of farming communities.

Participating cocoa cooperatives have already directly benefitted from this program. For example, Kukuom Cocoa cooperative in Ghana received funding in 2025 to construct a three-unit classroom block for youth education within it's farming community. The construction project will cost approximately $16,000, of which about $14,000 is funded directly by Fairtrade, with the cooperative itself providing only the remaining several thousand. Other projects funded by this program include the provision of bicycles for youth to make it easier to get to school, additional construction of pre and primary schooling facilities, and even funding to create birth certificate records for children who did not already have access to them.

Fairtrade Partners Go Above and Beyond to Support Farmers

Some Fairtrade certified brands seek out additional avenues of support for the farmers in their supply chains, beyond the minmum requirements set out in Fairtrade Standards. In 2025, Frontier Co-op and Grace Farms Tea & Coffee both committed time and resources to providing for the needs of farmers they source from.

FRONTIER® CO-OP
MEMBER OWNED SINCE 1976

In 2025, Fairtrade America and Frontier Co-op deepened our partnership and shared commitment to improving the livelihoods of Fairtrade smallholder farmers and workers through a new strategic partnership. Leveraging Fairtrade's programmatic expertise along with Frontier Co-op's longstanding commitment to the communities at the heart of their supply chains, this partnership is designed to move beyond individual projects toward a longer-term model for collaboration.

Together, Fairtrade America and Frontier Co-op aim to build awareness and accelerate measurable improvements in farmer livelihoods through investments beyond certification that strengthen the social and economic wellbeing of smallholder farmers, workers and their communities. This work leverages the achievements of Frontier Co-op's Well Earth grant program, which has supported community-led development in sourcing regions, by creating opportunities to expand the scale and reach of future investments with public and philanthropic partnerships.

By aligning long-term sourcing relationships with targeted development programming, Fairtrade America and Frontier Co-op are working to demonstrate how companies can invest more deeply in the resilience, prosperity and sustainability of the communities behind the products they source.

grace farms

In the wake of devastating cyclones in Indonesia and Sri Lanka, Fairtrade's Network of Asia and Pacific Producers (NAPP) mobilized our Climate Disaster Relief and Resilience Fund, which aims to provide rapid relief, support recovery and rehabilitation, and promote long-term resilience.

At the same time, in response to these natural disasters, Grace Farms Tea & Coffee, with logistical support from Fairtrade, launched their own Sumatra Resilience & Rebuilding Fund. This fund provides direct support to Ketiara Cooperative, an Indonesian Fairtrade coffee co-op that Grace Farms sources from.

In addition to committing to provide significant support funding initially, Grace Farms also implemented an initiative to allocate $5 from every bag of their Ketiara-sourced single origin Indonesian coffee to the resilience and rebuilding effort. As a result of the funds Grace Farms and Fairtrade have contributed, over 1,700 Ketiara community members in Sumatra received supports such as power generators, communications devices, and essential food supplies.

Fairtrade commends both Frontier Co-op and Grace Farms Tea & Coffee for stepping up to meet the current moment, addressing the needs of farmers their products rely on, and contributing to reslient and sustainable futures in their respective industries.

Fairtrade in the News

About 1,400 English language news pieces, reaching millions of people, mentioned Fairtrade in 2025, including respected national newspapers, local broadcast affiliates, and influential trade publications.

As in 2024, the price of goods continued to be a hot topic in 2025. Tariffs increased market uncertainty for farmers, the businesses that source their crops, and shoppers.

Coffee prices made headlines as the global supply reflected short yields from recent droughts and floods across various origins, years of farmer disenfranchisement, and tariffs. Cocoa prices, which reached historic highs in 2024, continued to rise and fall as the confectionary industry began to seek more reliable alternatives. And banana prices inched up by 5-20 cents per pound to insulate retailer margins from tariff losses.

In partnership with our licensees Equifruit and Red River Foods, Fairtrade called for tariff exemptions for products that cannot be grown in the U.S. and raised awareness for the negative effects tariffs have on international supply chains through a series of statements:

- Fairtrade global statement on partnership and unity during this period of uncertainty
- Statement on White House modifications to Executive Order 14257 (Tariffs)
- Statement on No Coffee Tax Act
- Statement on Amendments to Executive Order 14257 (Tariffs)

As a result of a visit to CAFICO, a Fairtrade coffee cooperative in Honduras, facilitated by Fairtrade, the New York Times reported on the drivers of high coffee pricing and emphasized that high market prices largely do not result in higher incomes for growers. This article reached nearly 150 million people.



Fairtrade released three reports demonstrating effectiveness in advancing sustainability, facilitating effective professional development offerings for farmers, and raising incomes in cocoa farming.

Other good news moments in 2025 included the announcement of new Living Income References Prices for cocoa in West Africa, new Minimum Prices for bananas, and the certification of Feastables chocolate, a brand founded by YouTube creator, MRBEAST.

The annual October Fairtrade Month campaign garnered fourteen media mentions across Coralville, IA, Richmond, VA, and Sioux Falls, SD – where new murals were installed. The campaign's earned and paid media mentions accumulated to more than 165 million, including:

- Coralville's Corridor Business Journal
- Richmond ABC News affiliate, WRIC
- Dakota News Now

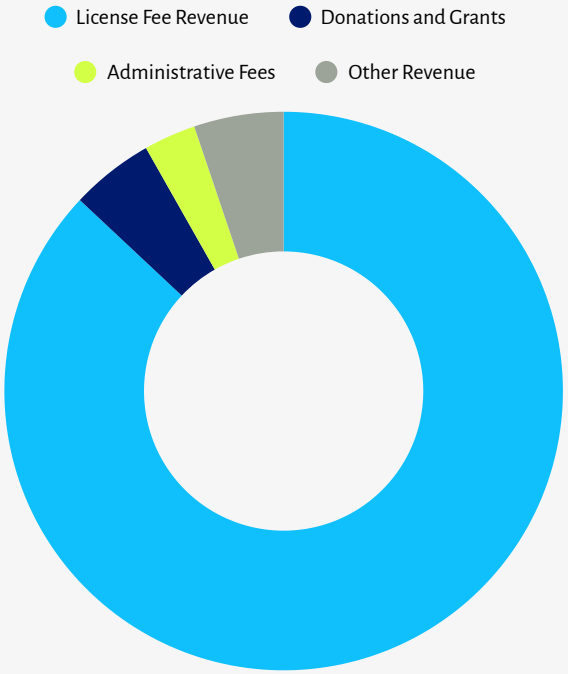
Fairtrade will continue to pursue local and national press as a means of educating consumers about how their buying power can positively impact farmer livelihoods.

"Higher prices are where we need to go, pricing that allows these farmers to invest in the future of coffee."

-Amanda Archila, Executive Director of Fairtrade America (as quoted in New York Times article referenced above)

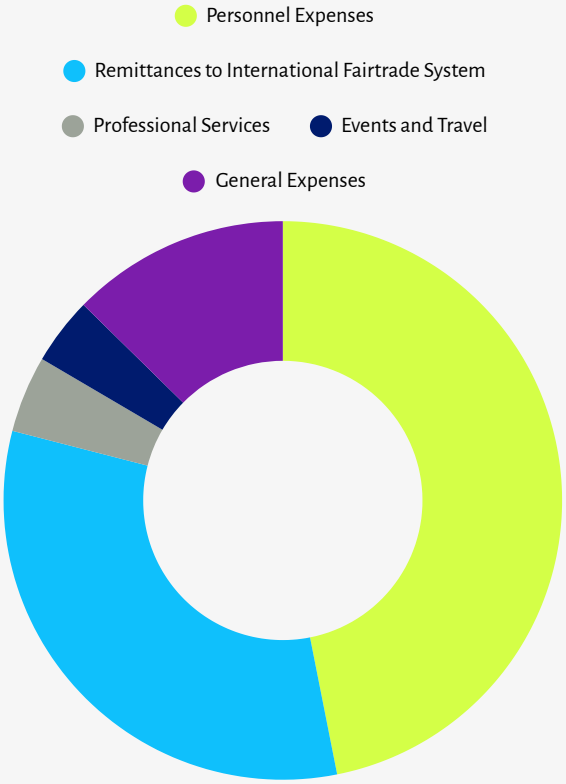
2025 Finance Overview

Sources of Funds



Revenue Type	Amount
License Fee Revenue	$3,630,708
Donations and Grants	$201,000
Administrative Fees	$125,968
Other Revenue	$216,438
Total Revenue	**$4,174,114**

Uses of Funds



Expense Type	Amount
Personnel Expense	$1,967,819
Remittances to Fairtrade International System	$1,348,430
Professional Services	$186,361
Events and Travel	$163,528
General Expenses	$531,097
Total Expenses	**$4,197,236**

Total Revenue	$4,174,114
Total Expenses	$4,197,236
Total Change in Net Assets	**($23,122)**

Fairtrade America Staff



Fairtrade America Staff:

Amanda Archila, Kinsey Davis, Liz Davis, Rob Desson, Danette Edelen, Allison Greene, Emilee Hurtarte, Katie Kowalski, Clare Magalaner, Rana Manzi, Abby Massey, Will Packard, Natalie Petrulla, Zainab Sohail, Kate Stritzinger, Pete Tantisunthorn, Lior Wolf

Fairtrade America Board:

Dean DeCrease - Chair
Andy Beck - Vice Chair
Charis Smith - Treasurer
Troy Pearley - Secretary
Dan Arnett
Carlos Reynoso
Sophie Waskow-Rifkin
Julia Knott
Jenny Roberts - *New Board Member*
Jenny currently serves as Senior Director of Sustainability and Procurement at CAVA, and brings over 20 years in international development, sustainable sourcing and microfinance experience, including establishing the first Fair Trade microfinance loans through Kiva.org.
Meghan Chapple - *New Board Member*
Meghan is a leader and systems-thinker who works with teams and organizations across sectors to build a more resilient and sustainable world. she volunteers on a number of non-profit boards at the local, national, and global levels, addressing local green business, fair trade, climate action, and intentional investments.

Fairtrade America is happy to share this report of our progress and we hope it provides helpful insight into our global and local work.

Sincerely,

The Fairtrade America Team

Fairtrade America
1101 Vermont Ave NW Suite 350
Washington, DC 20005

General Inquiries | questions@fairtradeamerica.org
Natalie Petrulla - Senior Development Manager | npetrulla@fairtradeamerica.org

fairtradeamerica.org

©2026 Fairtrade America