

**Bien corsé.
Et en plus, Fairtrade.**

FAIRTRADE #FAIRBRUARY #FAIRBRUARY



FAIRTRADE
En février, vis équitabilité

Clear Channel

ZONE
P
Rappel
Herhaling
Payant
Betaland

**OUR LABEL SETS
THE BAR**

2025



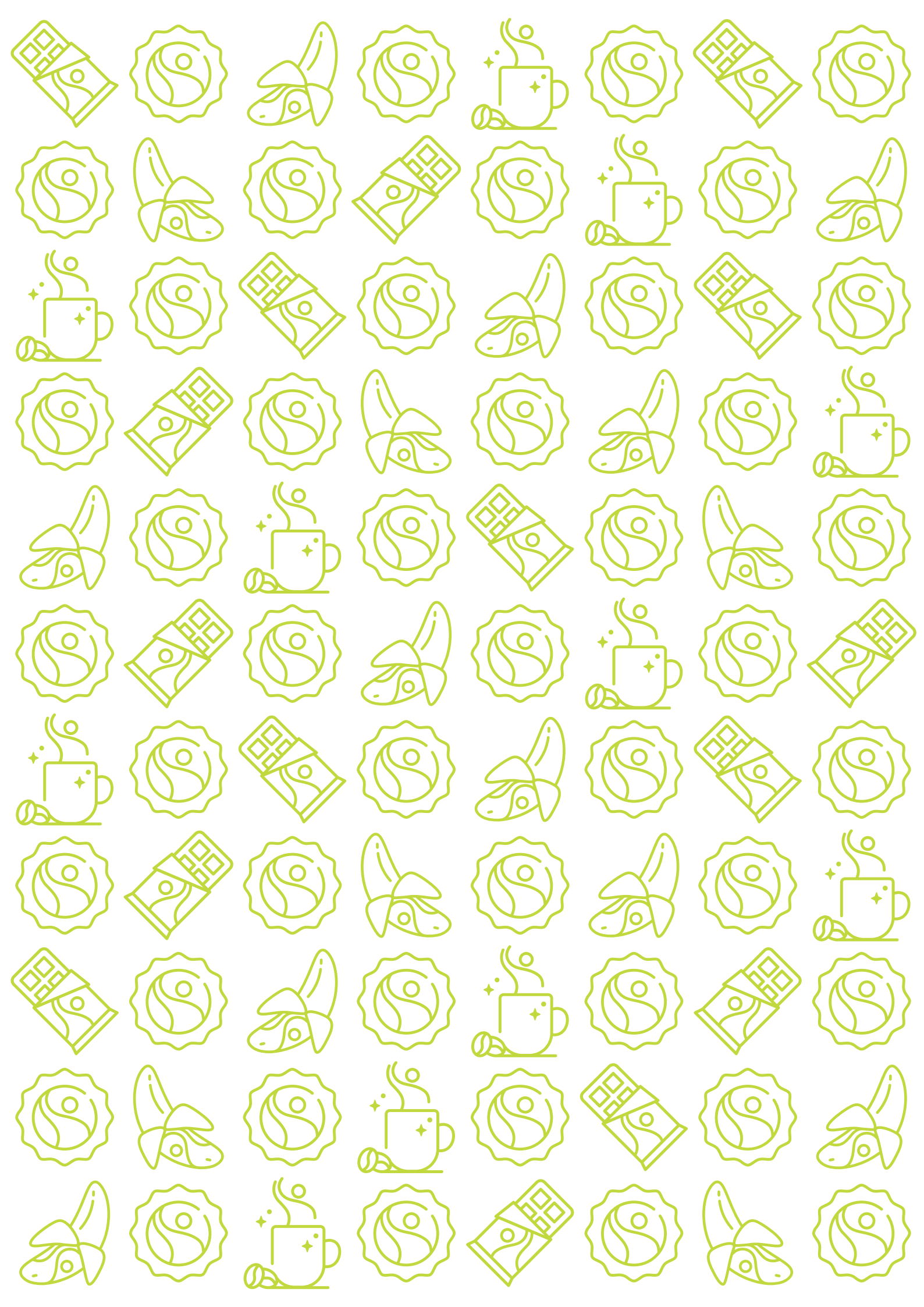


TABLE OF CONTENTS

Foreword	5
About Fairtrade	6
Increase the level	8
Commodity focus	12
Premium generated by product group	13
Fairtrade cocoa sales in Belgium	14
Fairtrade coffee sales in Belgium.....	16
Fairtrade banana sales in Belgium	18
Fairtrade flower sales in Belgium	20
Fairtrade sugar sales in Belgium.....	22
Fairtrade cotton sales in Belgium	24
Timeline 2025	26
Newcomers of the year	28
Newcomers Fairtrade@Work	30
The Press Room	32
Consumer awareness drives Fairtrade's relevance	34
Partner's highlights	36
Fairbruary 2025	40
Transparency & Trust	42
Our team	46
Fairtrade Frontrunners scorecard	48

MUSEE MUSEUM



FOREWORD



WHY WE GO BANANAS FOR 1 OUT OF 5

There are many great figures from this Annual Report I could highlight. Some are really encouraging, like 85% of end-consumers recognizing our label or 80% of our B2B customers being satisfied with our service. Others are worrying, like 7.4% less premium generated due to a decline in Fairtrade coffee sales. But let me focus on one particularly amazing figure: 1 out of 5.

One out of five. That is the market share of Fairtrade bananas in Belgium in 2025. This year, we crossed the symbolic 20% mark. This means that 1 out of 5 bananas eaten in this country is now produced under fair conditions. That matters. That is real change.

Because bananas are not just any product. They are everywhere. One of the biggest categories in our supermarkets. Sometimes even close to 1% of total turnover. Belgium moves mountains of bananas. We love them. Yellow, firm, sweet. Straight from the peel, or mashed, blended, or served with chocolate.

But the best banana is the one that is fair. Fair for people. Fair for the planet.

So yes, 1 out of 5 is good news. But it is also a reminder of the system we operate in. Because the banana is still at the heart of a relentless price war between supermarkets. Prices between €1 and €2.50 per kilo. Why? Because bananas are used as bait. A tool to attract customers. A signal of being "the cheapest".

I know. I have worked several years for an international supermarket. So, I have been part of that system. And so have you. We are all part of an economic model built on competition. A race to the lowest price. And that system does not automatically reward fairness or sustainability.

So can we change it?

Yes, many companies today are changing this from within. They decide to act, despite difficult economic conditions. By integrating what is missing in the price. No deforestation. Decent working conditions. Child labour remediation. A fair income for farmers. These are not radical ideas. They are simply the true cost of doing business.

And this is exactly what Fairtrade does.

Companies use our label to take a stance and show they care. Consumers recognise and trust our label when they shop. The banana proves it works. For 1 out of 5 bananas, we already trade differently. More fairly. More sustainably. If it works at this scale, in such a competitive category, it can work elsewhere too.

Chocolate. Cotton. Flowers. Coffee.

In 2026, let's start by shifting the decline in Fairtrade coffee sales. Let's keep moving. Even in uncertain times. Even when markets are volatile and the world feels unstable. That's what frontrunners do. They pioneer and set the standard for tomorrow's norm. Because one day all our products will come from fair trade. That is my conviction.

Join me in making this happen.

PHILIPPE WEILER
CEO FAIRTRADE BELGIUM

ABOUT FAIRTRADE

FAIRTRADE IN WORDS

The First Label

We are pioneers in establishing fair trade. Fairtrade is an international label created in 1988 under the name "Max Havelaar" for fair trade with countries of the Global South. This label is found, among other things, on food products, textiles, and cosmetics.

NGO & Label

Fairtrade wears a dual hat. Firstly, it is an international NGO. We always work in the interest of producers: we conduct large-scale awareness campaigns, engage in advocacy with various political leaders, and educate and sensitize businesses. But Fairtrade is also the most well-known and recognized sustainability label in the world. Our role is to open and stimulate markets to bring together demand and supply for ethical and sustainable products. With this component ingrained in our DNA, Fairtrade understands the reality, challenges, and needs of businesses better than anyone.

Producers & Facilitators

Fairtrade is composed, on one side, of farmers and workers organized into cooperatives. They produce according to Fairtrade Standards. On the other side, there are national Fairtrade organisations like Fairtrade Belgium. They are the ones who help businesses sell Fairtrade products in our markets.

FAIRTRADE IN NUMBERS

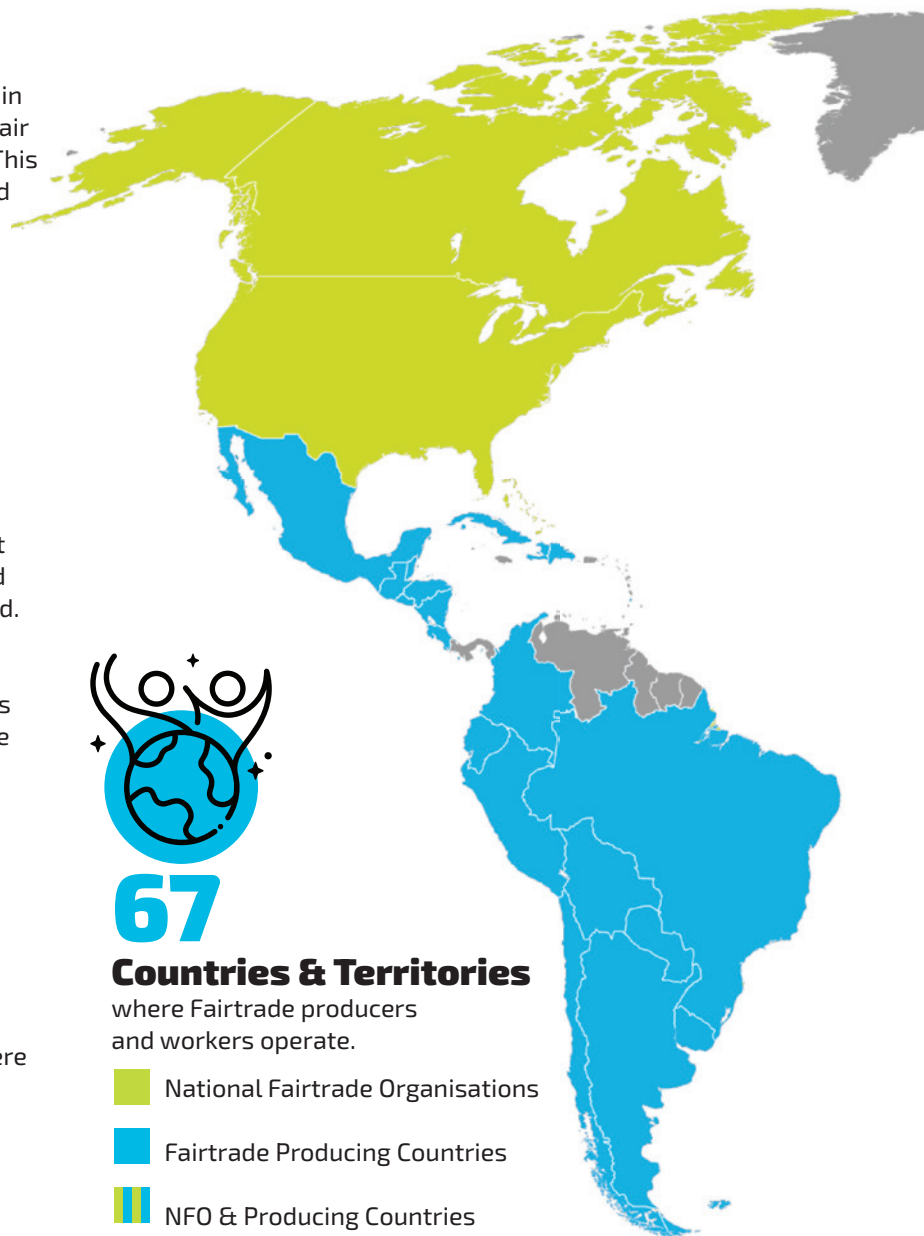


67

Countries & Territories

where Fairtrade producers and workers operate.

- National Fairtrade Organisations
- Fairtrade Producing Countries
- NFO & Producing Countries





98 Belgian Licensees

have a contract with Fairtrade Belgium.



85% Brand Awareness

GlobeScan - Belgium 2025



23 Commodities

can be Fairtrade certified.



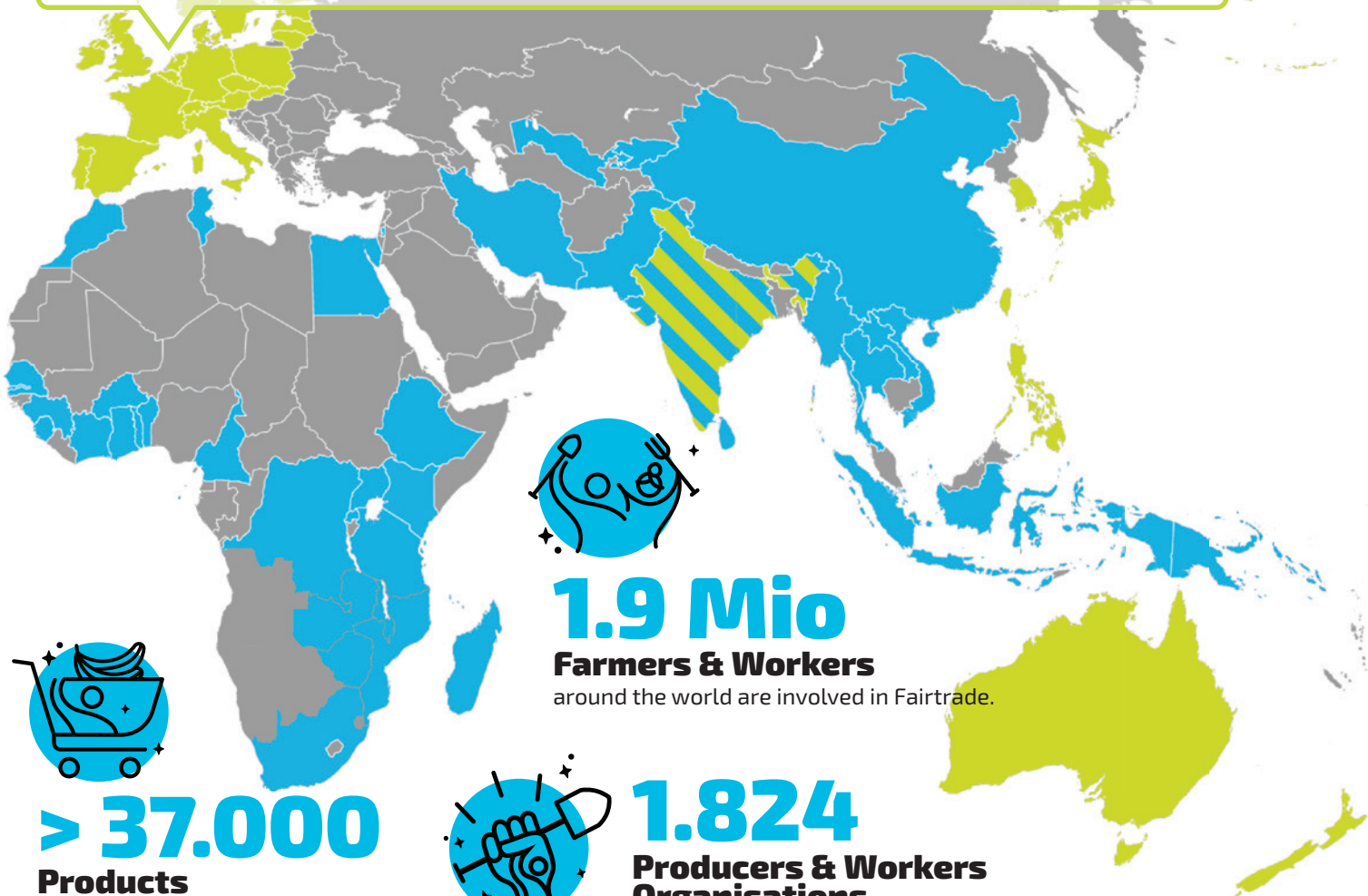
84% Brand Trust

Fairtrade Brand Trust, GlobeScan - Belgium 2025



>3.000

Products in Belgium carry the Fairtrade label.



> 37.000

Products

available to shoppers in more than **140 countries**.



1.9 Mio

Farmers & Workers

around the world are involved in Fairtrade.



1.824

Producers & Workers Organisations

representing workers and farmers worldwide.

INCREASE THE LEVEL



FAIRTRADE PRODUCTS' CONSUMER VALUE



BELGIUM

€350.842.696

Fairtrade products' consumer value in Belgium in 2025.
-0,3% vs. 2024

Consumer Value refers to the total worth of Fairtrade-certified products sold in Belgium. In 2025, Consumer Value remained broadly stable at around €350 million, showing a slight decrease compared to the previous year, despite a more significant decline in volumes.

This evolution reflects the same market dynamics observed across Fairtrade Premium. The year was marked by high commodity prices, particularly for cocoa and coffee, combined with general food inflation. This led to higher retail prices across many product categories, which largely compensated for the reduction in volumes.

At the same time, consumption patterns were impacted by a more constrained economic context. In several categories, particularly the more price-sensitive ones, lower volumes were observed as both consumers and market actors adjusted to higher prices.

While volumes declined, the continued presence of higher-value categories such as chocolate and textiles, together with price effects, supported overall Consumer Value.

INCREASE THE LEVEL

FAIRTRADE PREMIUM



WORLDWIDE

€201.600.000

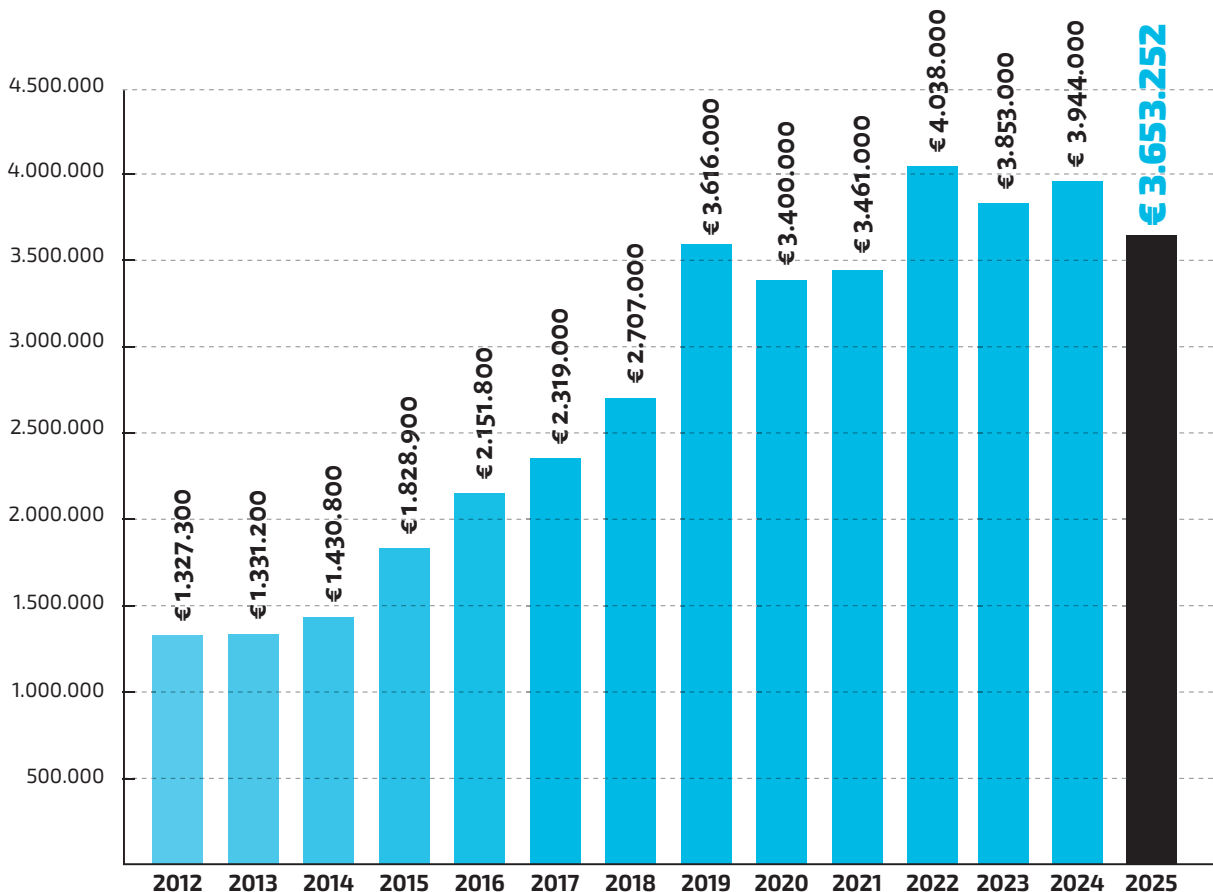
Fairtrade Premium generated worldwide in 2024.
-4,7% vs. 2023



BELGIUM

€3.653.252

Fairtrade Premium generated in Belgium in 2025.
-7,4% vs. 2024





This bar is our **commitment**

5 KEY COMMITMENTS



- ✓ **Honest prices**
- ✓ **Healthy work**
- ✓ **Protecting nature**
- ✓ **Strong communities**
- ✓ **100% independent**



THE FAIRTRADE LABEL SETS THE BAR



The decrease in Belgian Fairtrade Premium in 2025 (-7,4%) is mainly the result of market-wide dynamics combined with a lower value of the US dollar currency.

The year was characterised by exceptionally high cocoa and coffee prices, creating significant cost pressure across both supply chains. While these high market prices did not affect Fairtrade chocolate sales in Belgium - on the contrary, Fairtrade's share of the Belgian chocolate market even rose to 22.7% - Fairtrade coffee sales declined significantly in 2025.

This decrease was mainly driven by lower private label sales at retailers level. As coffee generates a relatively high Fairtrade Premium compared to the other certified commodities, this was the main driver of the lower Fairtrade Premium in 2025.

Bananas, the Fairtrade product with the highest volume in Belgium, showed a strong sales growth in 2025.

STIJN DECOENE
HEAD OF SUPPLY & IMPACT

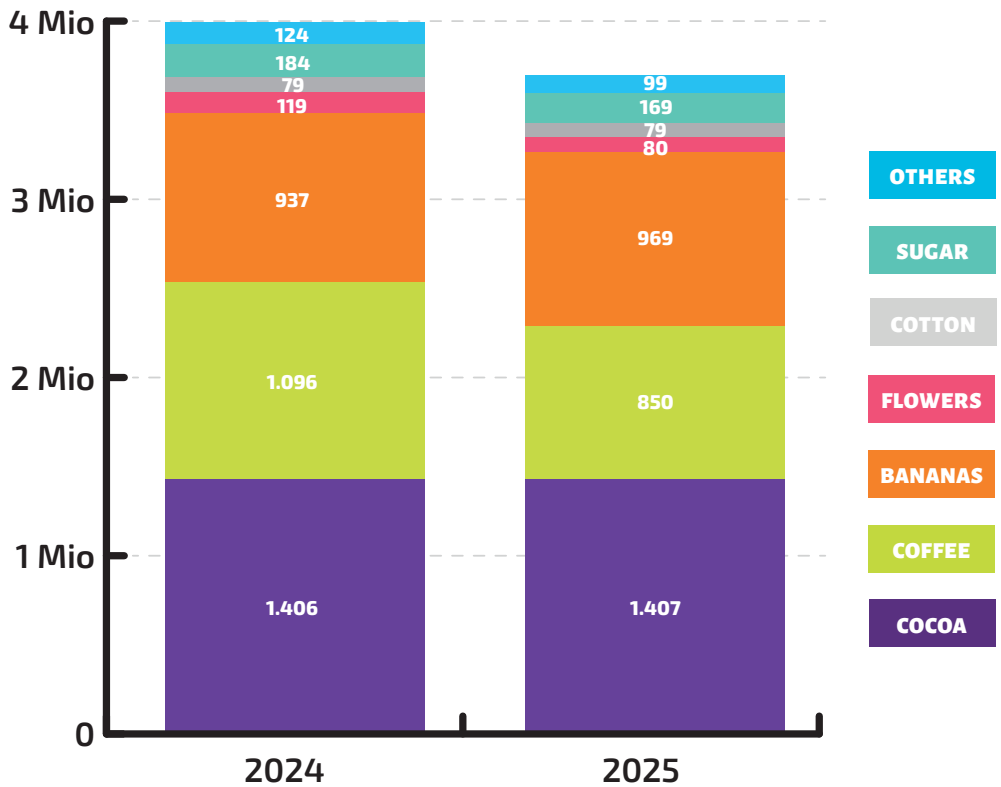


COMMODITY FOCUS



FAIRTRADE PREMIUM IN BELGIUM PER COMMODITY

€ Mio



Premium Generated by Product Group

Fairtrade Belgium Reporting 2024-2025

FAIRTRADE COCOA SALES IN BELGIUM



FAIRTRADE PREMIUM

€1.407.000

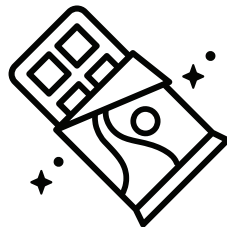
Fairtrade Premium generated
in Belgium in 2025.
+0,2% vs. 2024



6.367 T

COCOA BEANS

sold under Fairtrade terms.
+0,5% vs. 2024

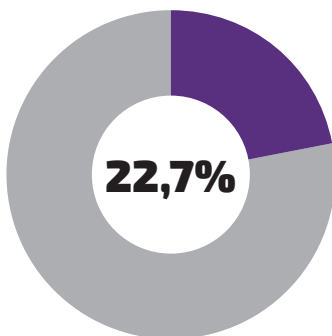


FAIRTRADE COCOA BASED PRODUCTS SOLD

13.011 T

+2,3% vs. 2024

COCOA MARKET SHARE



+0,4 pp vs. 2024



107

LICENSEES SELLING IN BELGIUM

35 Belgian Licensees

72 Other Licensees

167

BRANDS IN BELGIUM

1.490
PRODUCTS





FAIRTRADE COFFEE SALES IN BELGIUM



FAIRTRADE PREMIUM

€850.000

Fairtrade Premium generated
in Belgium in 2025.
-22,4% vs. 2024



75

**LICENSEES SELLING
IN BELGIUM**

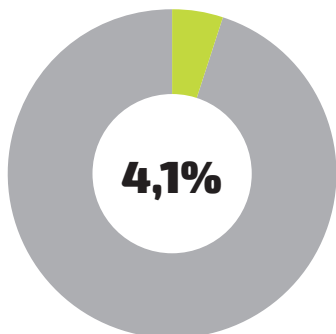
35 Belgian Licensees
40 Other Licensees



96

**BRANDS
IN BELGIUM** **460**
PRODUCTS

COFFEE MARKET SHARE



-0,3 pp vs. 2024

FAIRTRADE COFFEE PRODUCTS SOLD

1.814 T

-18,1% vs. 2024



2.167 T

GREEN COFFEE BEANS

sold under Fairtrade terms.
-19,3% vs. 2024

FAIRTRADE BANANA SALES IN BELGIUM



FAIRTRADE PREMIUM

€969.000

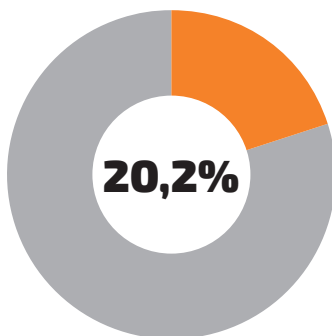
Fairtrade Premium generated in Belgium in 2025.
+3,4% vs. 2024



75%

OF FAIRTRADE BANANAS ARE ORGANIC

BANANA MARKET SHARE



+0,8 pp vs. 2024



BANANAS ARE MAINLY SOURCED

From Colombia, Peru, Dominican Republic and Ecuador.



19.854 T
FAIRTRADE BANANAS SOLD

under Fairtrade terms.
+7,7% vs. 2024

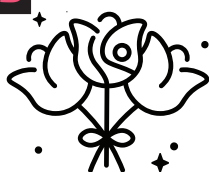




FAIRTRADE FLOWER SALES IN BELGIUM

FAIRTRADE FLOWER STEMS SOLD

9,4 Mio
-32,5% vs. 2024



FLOWERS ARE MAINLY SOURCED

From Kenya and Ethiopia.



FAIRTRADE PREMIUM

€80.000

Fairtrade Premium generated
in Belgium in 2025.
-32,6% vs. 2024

FAIRTRADE SUGAR SALES IN BELGIUM



FAIRTRADE PREMIUM

€169.000

Fairtrade Premium generated in Belgium in 2025.
-7,9% vs. 2024



79

LICENSEES SELLING IN BELGIUM

32 Belgian Licensees

47 Other Licensees



2.936 T

FAIRTRADE CANE SUGAR

sold under Fairtrade terms.
-4% vs. 2024



102

BRANDS IN BELGIUM

628 PRODUCTS

72%

of Fairtrade cane sugar is used for sugar pack/sticks, but is also used for :

- 8% ice-cream;
- 5% chocolate bars;
- 8% for hot chocolate & spreads;
- 3% biscuits and confectionery;
- 3% others





FAIRTRADE COTTON SALES IN BELGIUM



FAIRTRADE PREMIUM

€79.000

Fairtrade Premium generated
in Belgium in 2025.
+0% vs. 2024



1.299 K

-1% vs. 2024

FAIRTRADE COTTON UNITS SOLD



42

LICENSEES SELLING IN BELGIUM

8 Belgian Licensees

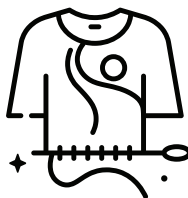
34 Other Licensees



FAIRTRADE COTTON FIBERS SOLD

587 T

-1,5% vs. 2024



51

BRANDS IN BELGIUM

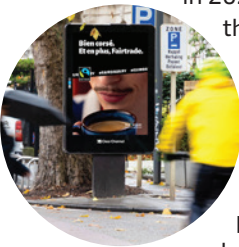
selling **583** Fairtrade
certified products.

2025

FEBRUARY

FAIRBINARY 2025

In 2025, Fairtrade Belgium joined Fairbinary, an international campaign initiative launched by Max Havelaar Switzerland in 2022, and brought it to Belgium through a national activation. Fairbinary united seven committed brands and retailers in a 360° campaign promoting Fairtrade products, ethical choices, and positive impact for people and planet.



LUNCH & LEARN DELHAIZE

On February 18, our Partnership Team presented our collaboration with Delhaize during a Lunch & Learn. 40+ colleagues were introduced to Fairtrade principles, impact and relevance.



VANDENBULCKE CHOCOLATE TRAIL

Chocolate maker Vandembulcke launched 'The Chocolate Trail', an interactive museum, in Heule-Kortrijk. The festive opening on February 25 brought together public reps and partners. Cocoa farmers from the Ivory Coast underscored the real impact of Fairtrade.

MARCH

NEW WEBSITE

After months of work, the new global Fairtrade website finally went live in March, including the Belgian version. It was created together with other Fairtrade countries to strengthen our shared international digital presence.



OCTOBER

SWEET REVOLUTION

Sweet Revolution was a campaign by Fairtrade Belgium with the Fair (Trade) Towns during Fair Trade Week (October 1-12). It promoted simple, joyful food choices by combining Fairtrade, organic and local ingredients in your sweets and desserts. Supported by media outreach, paid social and municipal toolkits, it mobilised 100+ municipalities and generated €800,000 in media value, with very positive feedback from participating towns.



70TH BIRTHDAY OF CHARLES LIÉGEOIS

On September 29, we proudly celebrated the 70th anniversary of Charles Liégeois. What a landmark occasion that united partners around a shared history of collaboration and commitment. Since 2008, their Mano Mano range has embodied a strong dedication to Fairtrade, fairness, and sustainability in coffee. We congratulate Charles Liégeois on 70 years of passion, innovation, and engagement, and proudly continue building a fairer coffee sector together.



FAIRTRADE PRESENCE DURING CARREFOUR EXHIBITION

We were proud to join three Fairtrade partners at the "Carrefour Exhibition": Charles Liégeois, Hamlet and The Nutty Farmer. This is an annual meeting point for Carrefour franchise owners and the perfect moment to showcase how strong collaboration expands Fairtrade choice for consumers and creates impact for producers and workers worldwide.

KOFFIECAFÉ: COFFEE EXPERIENCE DAY

On October 1, we joined the Coffee Experience Day, organised by KoffieCafé and hosted by Charles Liégeois - a key meeting place for the Belgian coffee sector. We shared insights on BASCOF, an initiative accelerating more sustainable practices, and highlighted how Fairtrade helps anchor responsibility at the heart of the sector.



TREFDAG

On Friday October 3, dozens of local councillors, volunteers, youngsters and partners gathered in the Fair City of Leuven for the fourth edition of the "Trefdag". The event was a key moment to connect, share ideas and gain fresh energy for the local Fairtrade movement, with inspiring examples and practical takeaways to renew and broaden local campaigns and link them to wider sustainability themes.



SRI LANKA MISSION COLRUYT

Together with European partners and companies such as Colruyt Group, Fairtrade Belgium visited coconut and rice producers to show how Fairtrade strengthens the resilience of these sectors in the face of climate and economic shocks. A few days after our return from Sri Lanka, the country was hit by the most severe floods since the 2004 tsunami. A stark reminder of how important it is to support the resilience of farming communities.

NOVEMBER

**APRIL****FAIR TRADE BREAKFAST FLEMISH PARLIAMENT**

On April 24, more than 150 enthusiastic participants enjoyed the very first #FairTradeBreakfast at the Flemish Parliament. Together, we celebrated the importance of fair trade and the re-certification of 167 Fair Towns in Flanders. Inspiring speakers called for strong local and global commitment. With this initiative, organized by Enabel, Fair Towns Flanders, and Fairtrade Belgium, we are continuing to build a Flanders that fully embraces fair trade.

**FAIRE RONDE**

On World Fair Trade Day, Saturday May 10, "De Faire Ronde" took place. In no fewer than 31 Flemish Fair Towns, you could enjoy a walking or cycling route past local shops, businesses, associations and organisations with LEF (meaning they think and act Locally, Ecologically and Fairly).

MAY**LIVING INCOME CONFERENCE EU**

On May 20, the conference "Bridging Policy and Practice: Advancing Living Incomes & Living Wages in Agricultural Supply Chains" took place in Brussels, organized by Fairtrade Belgium with the EESC, the Fair Trade Advocacy Office (FTAO), and Fairtrade International. Over 160 stakeholders (including farmers, policymakers, companies, and civil society) met to accelerate progress on living incomes and wages through keynotes, panels, and practical action plans.

**SEPTEMBER****INTERNATIONAL DISCOUNT GROUP IN POLAND**

Once a year, Fairtrade colleagues responsible for discount retailers come together to exchange best practices and share insights from across markets. This annual gathering fosters peer learning, collaboration and alignment on key challenges and opportunities. Everyone went back home energised and with fresh perspectives and ideas!

EUDR LIFE FAIRTHRIVE LAUNCH

With the new EUDR creating major challenges for many companies, especially SMEs, we launched the LIFE FairTHRIVE project to help them prepare and comply. The project offers practical trainings, sector-specific guidance and digital traceability tools, tailored to SMEs' needs.

AUGUST**INTERNATIONAL FAIR TRADE TOWNS CONFERENCE**

At the end of August, the 18th International Fair Trade Towns Conference took place in Edinburgh, Scotland. Belgium was strongly represented, with participants from Brussels, Wallonia and 16 Flemish Fair (Trade) Towns, including young people from the Flemish YAP (Youth Ambassador Programme). The programme featured international Fairtrade speakers and practical sessions on ethical procurement and engaging youth in sustainable consumption.

**JUNE****FRONT-RUNNER AWARDS ROADTRIP**

Fairtrade Belgium toured the country to celebrate and thank our Frontrunners of the year. The following partners received a Fairtrade Frontrunner Award: Colruyt (2 awards), Miko, Lidl, Oxfam (2 awards), and for the first time, the Fair Trade Town of Geel.

**INTERNATIONAL FLORICULTURE TRADE FAIR 2025**

The global flower sector took centre stage at IFTF 2025, held from November 4 to 6 in Vijfhuizen, the Netherlands. Fairtrade joined the conversation and attended a dedicated session on sustainability, offering valuable insights into sector developments and highlighting Fairtrade's concrete role in improving working conditions for flower workers and scaling its impact.

**BASCOF**

BASCOF (Belgian Alliance for Sustainable Coffee) was presented on December 4 at a KoffieCafé event. Initiated by Fairtrade Belgium, IDH, Rikolto and Enabel, it aims to unite key coffee actors to share solutions and build a more resilient, sustainable coffee supply chain amid climate and income challenges.

DECEMBER

NEWCOMERS OF THE YEAR

A-BRANDS

To create impact for producers, you need consumers. That is why Fairtrade Belgium's commercial team is continuously building and strengthening partnerships.

In 2025, we once again welcomed a diverse group of new partners. Well-established names in the Belgian market, as well as young and emerging brands continue to choose the Fairtrade label as a trusted reference for sustainability.

Each of these partnerships reflects a shared commitment to making a positive impact by making supply chains fairer. Together with these

companies, we are steadily expanding the reach of fair trade in Belgium.

This year, we are highlighting two of our newest partners: the well-established Chocolaterie De Schutter and SKILUP, a young and promising brand. Both have made a clear choice for Fairtrade and are committed to creating a positive impact through their products and their brand.

CHOCOLATERIE DE SCHUTTER

For more than 100 years, Chocolaterie De Schutter has been crafting refined hollow chocolate figures for key seasonal moments such as Easter and Saint Nicholas, symbolising joy, tradition and togetherness for generations of consumers. Combining strong craftsmanship with flexibility, the company produces both conventional and organic chocolate, offering products under its own brand as well as through private label partnerships. Sustainability has long been central to their approach, with a consistent commitment to responsible cocoa sourcing. In 2025, Chocolaterie De Schutter took a meaningful next step by certifying its seasonal hollow figures as Fairtrade, and we are proud to welcome them to the Fairtrade family.



SKILUP

SKILUP, a small Belgian brand, launched biscuits for kids and teens with the ambition to offer a better snack option for children. From the start, the brand partnered with Fairtrade and chose to use Fairtrade-certified cocoa, reflecting a clear commitment to fairer and more sustainable sourcing. As a small brand, SKILUP gained strong visibility through its launch at Delhaize and is now present in most of the retailer's stores.



“ At SKILUP, we make healthy snacks for children. It seemed obvious to us that the ingredients we choose should be produced under fair conditions. Working with Fairtrade means ensuring that behind every biscuit there are farmers who are paid a fair income and supply chains that can be built to last.



LOÏC DAEMEN
FOUNDER AND CEO SKILUP

NEWCOMERS FAIRTRADE@WORK

FROM CSR AMBITION TO ACTION.

Most office and workspaces share one thing in common: coffee! Investing in sustainability and making an impact doesn't stop at your production process or products. Sometimes, it's as simple as choosing the coffee you serve your employees. By offering Fairtrade products (coffee is a must!), reporting volumes every year and appointing a Fairtrade@Work ambassador, a company can join our Fairtrade@Work network.

Taking part is a simple yet powerful way to turn your CSR ambitions into action and show you are serious about sustainability. It's also a great opportunity to strengthen your employer brand. By connecting you with Fairtrade suppliers, we make it easy to find products your team will love. The choice is entirely yours.

Once you've been awarded the Fairtrade@Work label, we'll celebrate the news together and happily come by to explain to your employees what's behind Fairtrade and why your and their choice matters.

JOIN A GROWING NETWORK

A SELECTION FROM OUR GROWING NETWORK:



GUBERNA

Institute for Directors supports directors, board members and organisations in strengthening good governance through training, guidance, research and peer exchange. In line with this role, GUBERNA joined our Fairtrade@Work programme in September, consciously integrating fair trade into its everyday workplace practices.

By making this choice, GUBERNA ensures that products such as coffee, tea and sugar consumed within the organisation are sourced under fair conditions. A tangible operational choice, while directly contributing to fairer incomes for producers and offering a concrete, easy-to-replicate example for its member organisations.



VENTILAIR GROUP BELGIUM

Ventilair Group Belgium, a specialist in ventilation and indoor air quality solutions for residential and non-residential buildings, supports healthier and more energy-efficient living and working environments. Sustainability and responsible sourcing are integral to the group's long-term vision, guiding both product development and daily operations.

In April, Ventilair Group Belgium joined the Fairtrade@Work programme, turning these ambitions into concrete action for its workplace.

By doing so, the company extends its sustainability efforts to everyday consumption, benefiting its employees while contributing to fairer trading conditions for producers.



**CURIOUS HOW
YOUR ORGANISATION
CAN JOIN TOO?**

Scan the
QR code to
learn more.



THE PRESS ROOM



FAIRTRADE IN THE SPOTLIGHT: USING MEDIA TO DRIVE IMPACT



Our message is resonating stronger than ever in Belgian press and media. In 2025, we touched

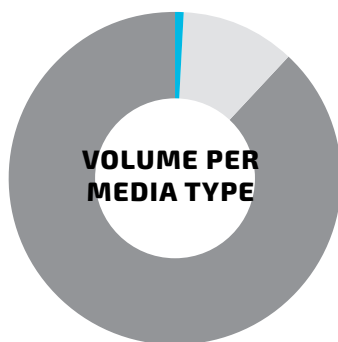
nearly double the amount of public reach relative to 2024. With Fairtrade becoming increasingly visible in the media landscape, we can disseminate our key fair trade messages to a diverse audience. Not only does that bring the positive impact of Fairtrade products into the public debate, it also inspires citizens to choose for a fairer and more sustainable world.

We want our media stories to be impactful. That requires informed journalists, an accessible language use, and a critical understanding of Fairtrade's place against

societal developments in Belgium and beyond. From there, we share our expertise and bring producer voices to the surface.

The Fair Towns campaign, the efforts of our business partners, and our own Fairtrade impact stories remain at the forefront of our press communication. Together they show that Fairtrade is not just a certification body, it is a global movement: from producers, over private and public actors, to consumers. Wherever someone is taking steps in a fairer direction, a difference can be made.

BENJAMIN DE GOLS
PUBLIC AFFAIRS OFFICER



■ Radio & TV 1%
■ Offline Print 11%
■ Online news 88%



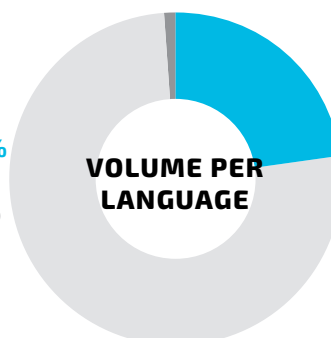
€6 414 861
EARNED MEDIA VALUE
+85,8% vs 2024

POTENTIAL REACH PER MEDIA TYPE

Radio & TV **3,2Mio**
 Offline Print **22,2Mio**
 Online news **257,5Mio**



■ French **23%**
 ■ Dutch **76%**
 ■ German **1%**



Reach: Potential number of occasions to see a piece of information.
 Earned Media: Advertising equivalent of press articles and online publications.

KEY MEDIA MOMENTS AND INITIATIVES



MAY 19

DOSSIER 'CHOCOLAT HORS DE PRIX, UN MARCHÉ EN CRISE' - TENDANCES PREMIÈRE

This episode examines the cocoa market crisis, driven by climate, weather, and new regulations, which pushed dark chocolate prices up by 38%. It questions how to ensure fair prices for farmers in this context. Featuring Moussa Yeo (Ivorian cooperative Yeyasso) and Philippe Weiler (Fairtrade Belgium).



SEPTEMBER 19

'SWEET REVOLUTION': LINT START CAMPAGNE VOOR EERLIJKE DESSERTS - REGIO - HET LAATSTE NIEUWS

On the first of October 2025, Fairtrade Belgium and 'Faire Gemeente' kicked off the Sweet Revolution campaign. All throughout the annual Fair Trade Week, Fair Trade cities and towns participated in the promotion and making of delicious desserts made of fairly sourced ingredients. Lint was one of the 80 municipalities discovering the sweet taste of fairness.



DECEMBER 5

'AVEZ-VOUS ÉTÉ BIEN SAGE CETTE ANNÉE, SAINT NICOLAS ?' - CARTE BLANCHE DANS LA LIBRE

Every year, Saint-Nicolas puts a smile on children's faces with tons of chocolate figurines. But wouldn't that smile be even bigger if all cocoa farmers were paid a living income? Our CEO, Philippe Weiler, sent a letter about it to Saint-Nicolas.

CONSUMER AWARENESS DRIVES FAIRTRADE'S RELEVANCE



GlobeScan is a biannual consumer research study conducted every two years to track trends in consumer behaviour and the market relevance of the Fairtrade label. The 2025 edition once again confirms the strong and growing position of Fairtrade in Belgium.

Consumer awareness of the Fairtrade label increased from 79% to 85%, showing consistent progress over time. At the same time, trust in the Fairtrade label stands at 84%, positioning Fairtrade as one of the most trusted sustainability labels among Belgian consumers.

The study shows that Fairtrade-certified products are gaining visibility overall. Consumers report encountering the Fairtrade label more frequently in their daily shopping, reflecting its growing presence across store shelves and categories. This increased visibility is closely linked to the engagement of Fairtrade's partners and distributors, who continue to expand their Fairtrade-certified ranges and strengthen the on-shelf presence of the label by certifying a growing number of products. Importantly, the presence of the Fairtrade label on products is perceived positively, reinforcing trust and contributing to favourable brand perceptions at the point of purchase.

These positive dynamics are particularly evident in key commodities such as cocoa, coffee and bananas, where Fairtrade certification plays a central role in making more sustainable sourcing tangible for consumers.

While awareness and trust in Fairtrade are already high, GlobeScan highlights an important gap between willingness to buy and actual purchasing behaviour. Consumers show a strong readiness to choose Fairtrade-labelled products, but this intention does not always fully translate into sales. This points to a clear opportunity for growth through availability, visibility and scale.

By increasing the number of Fairtrade-certified products and volumes, brands and distributors can help close this gap. A broader and more consistent presence on shelf makes it easier for consumers to act on their positive intentions, strengthening visibility, reinforcing trust and amplifying impact.

For companies and distributors, expanding Fairtrade certification is a concrete way to translate sustainability ambitions into market presence: increasing volumes, strengthening brand credibility and actively contributing to fairer and more resilient supply chains. In short, greater Fairtrade volumes mean greater visibility, greater impact and stronger value creation for all partners involved.

“ More than a label. It's a movement... and on the commercial side of things very outside the box thinking. If a company is willing to do more, Fairtrade Belgium can open a whole world of engagements on different levels.

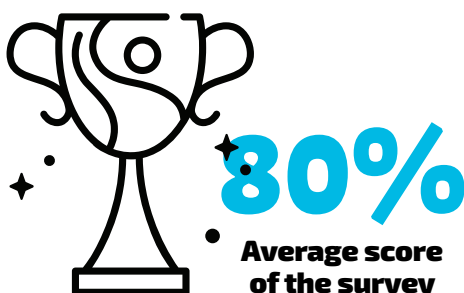


FABIAN RICHTER
BEYERS COFFEE

SATISFACTION SURVEY

We are pleased to share the results of the 2026 Satisfaction Survey, showing a solid level of satisfaction among our partners. We asked our partners to give feedback and score their satisfaction related to the support they get from different departments, namely the Partnership Management, Supply Chain and Impact, the Marketing & Communication, Licensing and Finance Team.

Across the different domains, results remain consistently strong with an overall average score of $\geq 80\%$, highlighting the overall positive evaluation of our services and approach. Partner feedback not only underscores our substantive strengths but also highlights the innovative way in which we operate. As Flore Wouters, Cacaordinator Social Impact at ChocDecor, mentioned: "At Fairtrade Belgium you can enjoy transparent and personal contact, where other labels rather focus on compliance and audit."



“ The team of Fairtrade Belgium would like to sincerely thank all 57 partners who took the time to share their views. The feedback and suggestions of respondents are actively investigated and used to further strengthen our services in order to better align with our partners' needs. At the same time, we look forward to an even broader participation in the next edition in 2028.



CÉCILE HENRARD
HEAD OF PARTNERSHIP
MANAGEMENT AT FAIRTRADE
BELGIUM

PARTNER'S HIGHLIGHTS



In 2025, **Feastables** made the switch to using 100% Fairtrade-certified cocoa. Founded by MrBeast, the brand aims to reform the chocolate industry by working with cooperatives that actively combat child labor and invest in education and resilient communities. The Fairtrade label guarantees that this commitment translates into ethical and environmentally responsible production. The Feastables bars are available at Colruyt and Carrefour.

In 2025, the **Boni** range was further expanded with new Fairtrade products: Boni sugar-coated 'dragee' Easter eggs and Fairtrade Saint Nicholas figurines in collaboration with Tony's Open Chain's living income program. These additions strengthen Colruyt's commitment to offering enjoyable products that also support fairer cocoa supply chains.



In 2025, Belgian chocolatier **Hamlet** brought its Fairtrade-certified chocolate products to market for the first time, marking a major milestone in its sustainability journey. This launch followed Hamlet's decision to become a Fairtrade partner in 2024, translating commitment into concrete market action. With a portfolio of around 40 Fairtrade-certified references, this represents an important step towards a more equitable chocolate sector.



chocolaterie
Galler
Indépendante

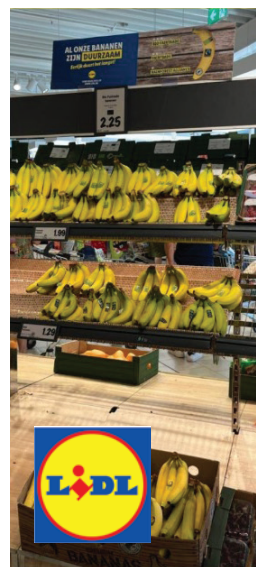
5
ans / jaar



In 2025, we celebrated five years of partnership with Chocolaterie **Galler**, marking a shared commitment to more responsible supply chains. Our joint collaboration with the YEYASSO cooperative in Ivory Coast continues to underline the importance of paying cocoa producers an honest price.



These **Rombouts** premium Fairtrade beans unite a rich, aromatic profile with a more equitable way of producing coffee, built on direct collaboration with coffee-growing cooperatives. Crafted to satisfy discerning coffee lovers, each cup also creates tangible value at origin, where quality begins.



At **Lidl**, new point-of-sale materials were introduced to give Fairtrade bananas greater visibility in stores. By clearly highlighting the Fairtrade offer at shelf level, the retailer made it easier for consumers to notice and choose Fairtrade. The renewed in-store focus paid off, resulting in a measurable increase in Fairtrade banana sales.



Throughout the year, **Carrefour** steadily expanded its Fairtrade assortment with concrete additions at key moments. In February, four seasonal Easter references introduced a new Fairtrade segment. October followed with a beautiful Fairtrade rose bouquet, opening a new category. December added further momentum with two end-of-year seasonal references, three Fairtrade FSI tablets, and one Manon Les Belges reference. Each addition strengthened Fairtrade's presence on shelf and offered consumers more moments to choose fairly.

During Fair Trade Week, **Delhaize** customers were invited to discover and taste a wide range of Fairtrade products through in-store tastings, from biscuits and chocolate to even jam. A flavourful initiative that brought Fairtrade closer to consumers and highlighted the quality and diversity behind the label.



For the first time, **Guylian** brings the magic of December to life with an advent calendar made with Fairtrade cocoa. Behind 24 little doors hide irresistible Sea Shells in four flavours, including the new Salted Caramel.



Guylian expanded its Temptations range with the launch of Guylian Temptations Salted Caramel. The assortment combines a smooth caramel filling with a subtle touch of sea salt. Like all Guylian products, it is made with Fairtrade-certified cocoa, reflecting the company's ongoing commitment to fairer and more sustainable cocoa sourcing.



In 2025 **Belvas** joined the hype of Dubai chocolate, the pistachio filled delicacy. As we know them, they gave it their own original twist, by adding raspberry and other flavours. Of course fully Fairtrade and utterly delicious!



New sweeteners were added to the wide range of Fairtrade products at **Oxfam Fair Trade** : organic agave syrup from Mexico and bio honey cream carefully harvested by Latin American farmers. A fair price guaranteed, so no reason to stay away from these sweets!



Dutch retailer **Albert Heijn** has decided to extend its living income commitment to its entire own-branded cocoa assortment. The retailer does so by choosing to work with Tony's Open Chain (TOC). As Tony's Open Chain works in close collaboration with Fairtrade, this decision also strengthens the Fairtrade system and supports concrete progress towards a living income for cocoa farmers across the supply chain.



After a successful launch in 2024 of more than 50 products ranging from protein powder to energy bars, **Decathlon** keeps extending its range with additional products. This way, there's more than enough fair choice for the sportspeople looking for good recovery food.





Brabantia is taking a big step towards a fairer world. As of 2025, all ironing board covers are made from 100% Fairtrade-certified cotton. With this choice, Brabantia not only supports sustainable cotton production but also contributes to better living and working conditions for cotton farmers worldwide. A small change for consumers, but a big difference for the people behind the cotton.

Since 1919, **Brabantia** has known how to keep the household running smoothly with products that are sturdy and last for years. For nearly 100 years, **HEMA** has been providing fresh designs and smart solutions that make everyday life more enjoyable. Together, they have created a collection of household heroes that are not only practical but also put a smile on your face. Think of ironing boards with cheerful covers, laundry baskets you actually want to leave out, and pedal bins that fit into any interior.



Building on the proven success of its Fairtrade collection, **Bel&Bo** decided to further expand the range. The assortment was enriched with leggings, long-sleeved T-shirts and other everyday essentials, strengthening Fairtrade's presence within the brand's seasonal offer and responding to growing customer demand for responsible fashion.



HEMA keeps upgrading ranges of products to Fairtrade. The latest additions in 2025 were tea and the famous chocolate letters, including a special edition for Saint Nicholas. More to come in 2026!



Søstrene Grene is an internationally active, family-owned Danish retail chain offering design-focused lifestyle products at accessible prices. Alongside its core assortment, the retailer also lists Fairtrade-certified chocolate products, reflecting a growing interest in responsibly sourced ingredients within mainstream retail.

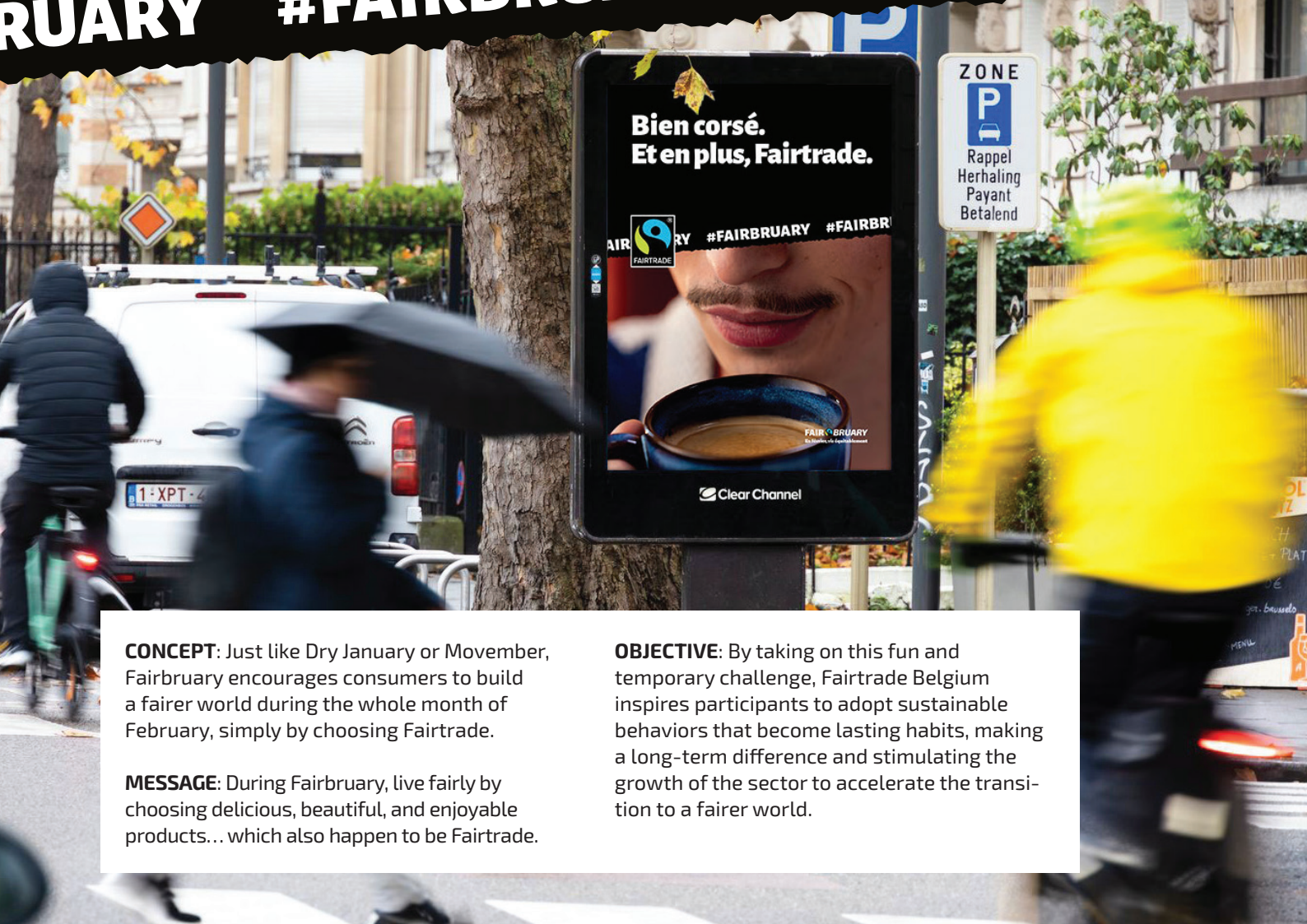


FAIRBRUARY 2025

2025 was the first year Belgium joined the international Fairbruary campaign, a fast-growing initiative launched by Max Havelaar Switzerland. Throughout 2024, the communications team prepared the Belgian rollout, and by year's end, 7 partners had committed to taking part.

Supported by a full 360° communication campaign from posters and social media to influencers, owned channels, and press, Fairbruary brings retailers, brands and Fairtrade Belgium together each February to highlight Fairtrade products and inspire consumers to make ethical, sustainable choices.





CONCEPT: Just like Dry January or Movember, Fairbruary encourages consumers to build a fairer world during the whole month of February, simply by choosing Fairtrade.

MESSAGE: During Fairbruary, live fairly by choosing delicious, beautiful, and enjoyable products... which also happen to be Fairtrade.

OBJECTIVE: By taking on this fun and temporary challenge, Fairtrade Belgium inspires participants to adopt sustainable behaviors that become lasting habits, making a long-term difference and stimulating the growth of the sector to accelerate the transition to a fairer world.

Partners who participated in this first edition:



Big thanks for their trust, commitment and enthusiasm.

The results of this first edition were very promising. From now on, Fairbruary will be a fixed campaign in our communication calendar. We look forward to keep growing the Fairbruary movement together.



INTERESTED IN PARTICIPATING IN THE NEXT EDITION?



Ludivine Verbeke
 Partner's Campaign & B2B Communication
Ludivine@fairtradebelgium.be

Scan the QR code to get in contact.

TRANSPARENCY & TRUST

INTEGRITY

Our Code of Ethics sets out the standards that Fairtrade employees must adhere to in their daily work. Violations are reported to an internal confidant or to the Integrity Complaints Officer. No complaints of integrity violations were reported in 2025.

Nevertheless, additional investments have been made to improve procedures, awareness and training for the entire Fairtrade team. In 2025, the integrity framework was strengthened through the introduction of three dedicated roles: an Integrity Ambassador (preventive role), an Integrity Advisor (informative role), and an Integrity Complaints Manager (corrective role).

The complaints and whistleblowing procedures were fully revised and implemented, alongside a broader update of all ethical policies. Awareness and compliance were further reinforced through mandatory onboarding e-learnings on integrity and diversity, equity and inclusion (DEI), annual integrity confirmations for travelling staff, and recurring internal communication, including a dedicated integrity focus at monthly team meetings.



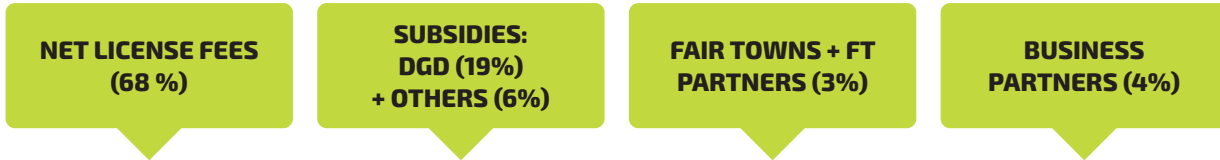
BALANCE SHEET

ASSETS	2024	2025
Fixed Assets	193,123	192 494
Intangible Fixed Assets	34 354	41 928
Property and Equipment	40 023	31 820
Financial Fixed Assets	118 747	118 747
Current Assets	3 826 360	3 186 022
Accounts receivable >1y	573 679	0
Accounts receivable term investments	1 716 659	1 705 935
Cash at Bank	947 531	806 310
Other receivable	588 492	673 777
Transitory Accounts	11,389	24 953
Total Assets	4 030 873	3 403 469
EQUITY & LIABILITIES	2024	2025
Equity	873 976	872 406
Equity asbl	102 524	102 524
Reserves	23 798	23 798
Accumulated results	747 655	746 084
Subsidies granted		
Provisions	52 790	57 790
Long Term Liabilities	0	0
Short Term Liabilities	1 945 048	1 796 627
Trade Debtors	1 431 591	1 306 813
Current portion liabilities > 1 y due within one year	0	0
Other Short Term Liabilities	513 456	489 814
Transitory Accounts	1 159 059	676 646
Total Equity & Liabilities	4 030 873	3 403 469

PROFIT & LOSS

	FY 2024	FY 2025	Delta vs FY 2024
Income			
Core activities	2 699 916	2 890 403	7,10%
Net License Fees	1 963 615	1 961 095	-0,10%
Subsidies	736 301	721 592	-2%
Business Partners		108 000	
Fair Towns project	93 170	79 779	-14,40%
Other		19 938	
Services to FT Global	398 603	420 050	5,40%
Total	3 191 690	3 310 453	3,70%
Expenses			
Core activities (incl Fair Towns project)	-2 044 905	-2 250 299	10%
Activity costs (*)	-437 615	-478 557	-13,30%
Overhead	-259 577	-295 719	13,90%
Salary Expenses - Core	-1 308 269	-1 387 375	6%
Depreciation & Provisions	-39 444	-39 914	1,20%
Impairment loss receivables		-48 734	
Support to FT Global	-398 603	-420 050	5,40%
Other operational Expenses	-2,151	-4 703	118,60%
Total	-2 445 660	-2 675 052	9,40%
Operational Result before FI & PN contributions	746030	635 402	-14,80%
Contribution to the Fairtrade Network	-702 397	-648 775	-7,60%
Operational Result	43,793	-13 374	-130,70%
Financial Income	12 261	11 674	-4,80%
Financial Expenses	-4 236	-2 226	-47,40%
Financial Result	8 025	9 448	17,70%
Exceptional Income			
Exceptional Expenses			
EBT	51 658	-3 927	-107,60%

INCOME & EXPENSES



INCOME: €2,9 MIO

SPENT AS FOLLOWS



FAIRTRADE INTERNATIONAL
 (36,2% of net licenses fees - 23% of FTB cost):

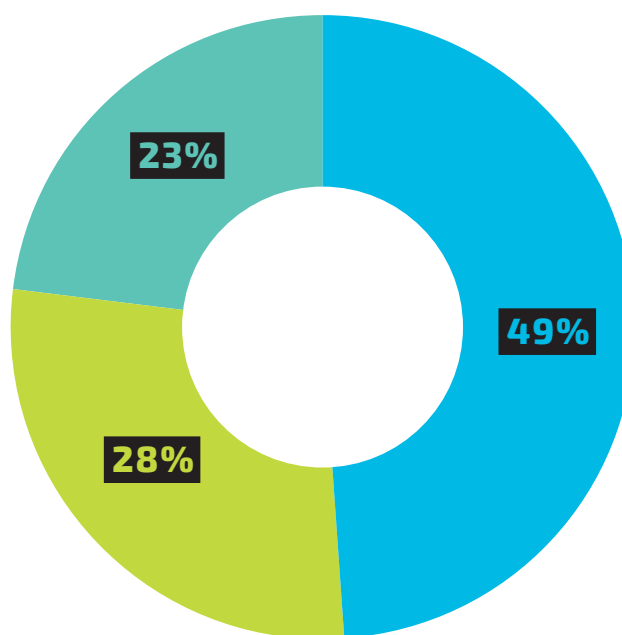
- Membership fee
- Consulting & reporting
- Centers of Excellence (Advocay, HRDD, ...)
- Support local producernetworks in Africa, South America & Asia (19,87 %)

FAIRTRADE BELGIUM: Sensitisation, awareness & Advocacy (28%):

- Convincing policy makers of fair trade
- Beyond food initiatives
- Marketing sensitisation campaigns
- Press
- Fair Towns project

FAIRTRADE BELGIUM

- Engage industry & customer support (22%)
- Living income projects with customers (3%)
- Administration & Reporting, Monitoring & Evaluation (22%)
- Fundraising Costs (2%)



(*) This graph excludes the depreciation and provisions for bad debts, financial and exceptional cost categories.
 (*) Salary and non salary costs

OUR TEAM

Let us know how we can help!



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GREAT PLACE TO WORK

In 2025, we were very proud to share that Fairtrade Belgium has officially earned the Great Place to Work™ certification, achieving an impressive score of 84%! Just as Fairtrade is a trusted seal for products like cocoa, coffee, and bananas, GPTW serves as a benchmark of excellence in employee engagement and workplace culture.

While smaller organisations like ours (25 staff members) might have certain advantages, earning the GPTW label still requires meeting rigorous standards. We excelled in five key areas: credibility, respect, fairness, pride, and camaraderie. At Fairtrade, our mission is to make trade fairer and improve the lives of thousands of producers. To achieve that mission, we believe it's essential to foster a workplace where everyone feels confident, safe, empowered, and proud.

WHAT IS GREAT PLACE TO WORK®?

Great Place To Work® is the international benchmark for workplace culture. Participating organisations invite their employees to anonymously share their feelings about trust, pride, and camaraderie at work. Only those where employees consistently have a positive experience receive Great Place To Work® certification. Each year, more than 10,000 companies in 60 countries apply for this globally recognized certification.



FAIRTRADE FRONTRUNNERS SCORECARD



**FAIRTRADE
FRONTRUNNER
AWARDS**

Fairtrade Ambassador
- Audience's vote -

Winner 2023
Bruno Van Steenberghe

WHAT IS THE FAIRTRADE FRONTRUNNERS SCORECARD?

The Fairtrade Frontrunners Scorecard is a Fairtrade Belgium initiative designed to celebrate and encourage bold commitments to a fairer and more sustainable world. It recognizes companies and municipalities that are leading the way by choosing Fairtrade in meaningful and impactful ways.

The Fairtrade market in Belgium has grown significantly over the years. Consumer spending on Fairtrade products has doubled in less than a decade, reaching over €350 million in 2025. This growth reflects the dedication of the many businesses and partners putting social and environmental justice at the core of their operations.

But growth alone isn't the finish line. Ensuring that all Fairtrade-certified farmers and workers can sell their products on Fairtrade terms and earn a living income or wage, requires continued and increased engagement. That's where the second purpose of the Scorecard comes in: to motivate companies to deepen their commitment, not only by boosting Fairtrade sales (and thereby generating more Fairtrade Premium), but also by expanding their impact beyond certification. This includes communication efforts, advocacy, and participation in pilot projects that support systemic change.

Lastly, the Scorecard is also a tool for support. Fairtrade Belgium works hand in hand with Fairtrade partners to grow their impact, whether through stronger storytelling, strategic partnerships, or pushing boundaries in innovation and sustainability. Because in the end, we want every partner to become a true Fairtrade Frontrunner.

WHO'S INCLUDED IN THE SCORECARD?

The Scorecard highlights the 'Fairtrade Frontrunners': a group of companies and Fair Towns that have made significant progress in their Fairtrade journey. For practical reasons, Fairtrade Belgium has chosen not to include all 102 license holders or the nearly 200 Fair Towns in this benchmark. Instead, the focus is on those commercial and civic actors whose commitment and impact stand out.

This selective approach allows us to shine a spotlight on frontrunners while fully acknowledging that every Fairtrade license holder and every Fair Town plays a vital role in driving systemic change. Each action, big or small, contributes to building a fairer and more sustainable trade model.

METHODOLOGY

The Fairtrade Frontrunners Scorecard ranks Fairtrade-committed actors based on four distinct categories:

1 Fairtrade Premium

This category reflects the amount of Fairtrade Premium a company generates through the sale of certified products.

2 Communication & Marketing

This measures how Fairtrade-committed companies communicate about their engagement with Fairtrade and raise awareness of Fairtrade among their customers.

3 Beyond Certification

This focuses on how companies go further than certification alone—through advocacy, pilot projects, or other innovative actions that support systemic change.

4 Fairtrade Coffee Purchases

This category recognizes the Fair Town of Flanders (Faire Gemeente) that purchases and serves the highest volume of Fairtrade coffee across its municipal and city services, for both staff and visitors.

For each category, an individual scorecard is developed, ranking Frontrunners according to their concrete actions and contributions. This evaluation is based on a unique methodology designed by Fairtrade Belgium.



CATEGORY 1

FAIRTRADE PREMIUM

For the first category, referring to the Fairtrade Premium, the period selected for the premium scorecard was the year of 2025. We made a distinction between 3 types of contribution:

- the Fairtrade Premium generated in BE by retailers.
- the Fairtrade Premium generated in BE by brands.
- the Fairtrade Premium generated outside BE by Belgian brands.

CATEGORY 2

COMMUNICATION AND MARKETING

Here we focus on how our partners communicate about Fairtrade. The period for this analysis focuses on communication efforts between the 1st of January 2025 and the 31st of December 2025. For this category, a division was made between brands and retailers active in Belgium, because retailers have access to different kind of communication channels, including folders and shops, whilst brands don't have this kind of communication channels. For brands, 11 indicators were analyzed, including communication on social media, content on the website, participation in the Fair Trade week, participation in Fairbruary, communication on offline channels, activation and overall collaboration with Fairtrade Belgium on communication. For retailers, the same 11 indicators were analyzed in addition to two unique indicators, referring to two unique communication tools at the retailer's disposal: retailers' promotional folders and their network of stores.

CATEGORY 3

BEYOND CERTIFICATION

The third category of the Fairtrade Frontrunners Scorecard refers to the Frontrunners' commitment to go 'beyond certification'. What this entails, has been defined by Fairtrade Belgium as the investment of a Frontrunner in a field project, its involvement in positioning and advocacy activities, and its commitment towards living incomes and living wages. This commitment was evaluated against the size of the company in terms of investment in Fairtrade certification.

CATEGORY 4

FAIRTRADE COFFEE PURCHASES

The fourth and final category of the Fairtrade Frontrunners Scorecard recognizes the Fair Trade Town of Flanders (Faire Gemeente) that purchases and serves the most Fairtrade coffee to staff and visitors of their municipal and city services.

THE FAIRTRADE 'PREMIUM' FRONTRUNNERS

The 'Fairtrade Premium' category refers to the amount of premium generated by Fairtrade-licensed companies. Fairtrade considers certification a first and very important step towards sustainable supply chains. In the scorecard, Fairtrade Belgium decided to split between Fairtrade premium generated on the Belgian market on the one hand, and by Belgian brands on the global market on the other.



SCORECARD : FAIRTRADE PREMIUM GENERATED IN BELGIUM BY RETAILERS

1	ALDI			6	Action		
2	Lidl			7	Albert Heijn		
3	Colruyt Group			8	Intermarché		
4	Delhaize			9	Jumbo		
5	Carrefour			10	Kazidomi		



Diamond
> €500.000



Gold
€100.000 - €500.000



Silver
€20.000 - €100.000



Bronze
< €20.000

WHY THE FAIRTRADE PREMIUM MATTERS

One of Fairtrade Belgium's key indicators of impact is the Fairtrade Premium generated through sales of certified products. The Fairtrade Premium is an additional sum paid on top of the Fairtrade Minimum Price, which goes directly to producer cooperatives. These cooperatives decide democratically how to invest the premium—whether in farming improvements, services for members, or broader community projects.

Beyond the benefits for individual farmers, the Fairtrade Premium enables collective investments that strengthen entire communities. In 2025, sales in Belgium generated over €3.6 million in Fairtrade Premium which supports long-term, sustainable development where it matters most.



Fairtrade Premium amounts are confidential. Only licensees themselves can decide whether they want to publish them or not.



ALDI BELGIUM: A CONSISTENT CONTRIBUTION TO FAIRTRADE PREMIUM GENERATION

In 2025, ALDI Belgium was awarded the Front Runner Award in the category '**Fairtrade Premium Generated in Belgium by a Retailer**'. This recognition reflects the impact generated through ALDI's Fairtrade-certified assortment and its continued collaboration with Fairtrade Belgium.

Over the years, ALDI Belgium has made a tangible contribution to the Fairtrade Premium, supporting farmer organisations mainly through key product categories such as cocoa, bananas and flowers.

Beyond certified products, the partnership with Fairtrade Belgium over the years has developed through regular exchanges, joint workshops and alignment with sector-wide initiatives, including efforts linked to responsible cocoa sourcing.

By combining accessible Fairtrade products with a structured partnership approach, ALDI Belgium continues to play a meaningful role in generating Fairtrade Premium and supporting more sustainable supply chains.




SCORECARD : FAIRTRADE PREMIUM GENERATED IN BELGIUM BY BRANDS

1	Oxfam Fair Trade	 	13	Hamlet	 
2	Galler	 	14	Meurisse	 
3	Miko	 	15	Fruit at Work	 
4	Charles Liégeois	 	16	Bel&Bo	 
5	Pelican Rouge	 	17	Cafés Cordier	 
6	Candico	 	18	Fairtrade Original	 
7	Tony's Factory*	 	19	Koffie St Michel	 
8	Rombouts	 	20	Nespresso	 
9	Oké	 	21	Cottover	 
10	Ben & Jerry's	 	22	Belvas	 
11	Guylian	 	23	Jacobs Douwe Egberts	 
12	Java	 	24	Brésor	 

 **Diamond**
> €200.000

 **Gold**
€50.000 - €200.000

 **Silver**
€10.000 - €50.000

 **Bronze**
< €10.000

* only include cocoa premium



OXFAM
Fair Trade

OXFAM FAIR TRADE: LONG DISTANCE FRONTRUNNER

It might not come as a surprise Oxfam Fair Trade is awarded frontrunner in the category **'Fairtrade Premium Generated in Belgium by a Brand'**. They have always been driving forces behind the fair trade movement and this is reflected in the positive impact they create for farmers and producer organisations.

Oxfam Fair Trade will keep advocating for a more just trade system, and embracing Fairtrade as their main certification scheme is core to this conviction.

This results in an impressive number of generated Premium, that directly benefits the Fairtrade cooperatives and their members, enabling them to invest in education, sanitation and business services.

We're proud to be lifelong partners and hope to continue like that for many years to come!



SCORECARD : FAIRTRADE PREMIUM GENERATED OUTSIDE BELGIUM BY BELGIAN BRANDS

1	Miko			7	Oxfam Fair Trade		
2	Guylian			8	Tiseco		
3	Belvas			9	Charles Liégeois		
4	Galler			10	KlingeLe		
5	Curbi Cubes			11	Candico		
6	Choc Decor			12	Vandenbulcke		

Diamond
> €200.000

Gold
€50.000 - €200.000

Silver
€10.000 - €50.000

Bronze
< €10.000



MIKO AWARDED FOR THE FOURTH CONSECUTIVE YEAR FOR ITS GLOBAL FAIRTRADE IMPACT

MIKO has been awarded, for the fourth year in a row, the Front Runner Award in the category **'Fairtrade Premium Generated Outside Belgium by a Belgian Brand'**. This recognition highlights the company's consistent and long-term commitment to Fairtrade and its ability to generate meaningful impact for coffee producers well beyond Belgium's borders.

A key driver of this achievement is generated by PURO, MIKO's own coffee brand, which has been Fairtrade certified for 20 years and is now distributed in more than 10 countries. Built on strong values of fairness, quality and respect for people and planet, PURO proves that ethical principles can be at the heart of a successful international brand.

In addition to its branded activities, MIKO is also a trusted supplier of Fairtrade coffee to major players in the B2B sector, supporting large organisations and professional clients in making responsible sourcing choices. Through its activities, MIKO has been making a difference for thousands of coffee producers for two decades. True to PURO's vision, every cup of coffee is designed to be a force for good: connecting consumers to the farmers behind the beans and proving that great coffee can also help build a fairer world.

By generating substantial Fairtrade Premium year after year, MIKO once again demonstrates that long-term commitment, strong values and commercial success can go hand in hand - firmly establishing its position as a true Fairtrade Frontrunner on the global market.

THE FAIRTRADE 'COMMUNICATION AND MARKETING' FRONTRUNNERS

The second category refers to Fairtrade Frontrunners' communication and marketing efforts to increase visibility of the Fairtrade label and raise awareness on Fairtrade-related topics. Since retailers have access to different kinds of communication channels as compared to brands, a distinguishment was made between the two.

In total, 13 indicators were analyzed during a one year period going from 1/01/25 to 31/12/25. For each indicator a score was given between 0 & 3 ("none" 0, "bronze" 1, "silver" 2 and "gold"3). The topics analyzed in the indicators include:

1. **Communication on social media**, measured through the number of mentions of Fairtrade per year on social media and ranging from 0 mention (none), 1-10 mentions (bronze), 10-30 mentions (silver) and finally over 30 mentions (gold).
2. **Website content**, for which the scoring varied between no mention at all of Fairtrade (none), Fairtrade mentioned (bronze), dedicated Fairtrade article/page (silver) and visibility on homepage with a link to a dedicated page (gold).
3. **Label visibility in stores**. Based on store checks, a ranking was made varying between no visibility whatsoever (none), one type of support (in terms of poster, wobblers, price card, etc.) (bronze), two types of support (silver), three types of support (gold). This indicator only applies to retailers and was not considered for the ranking of brands' efforts in terms of communication and marketing.
4. **Communication during Fair Trade Week**, varying between no communication at all (none), communication on one channel (bronze), communication on two channels (silver) and paid media campaigns (gold).
5. **Communication on offline channels**. A scoring was given depending on the frequency and prominence of Fairtrade mentions in retailers' and brands' communication. For retailers, visibility in promotional folders were also taken into account (none, bronze, silver, gold). For both retailers and brands, categories that were included are TV, radio, OOH, print ads and press, with the following scoring mechanism: silver for every campaign featuring a Fairtrade product, and gold if the asset mentions Fairtrade intentionally. This mention can be made visually (using the Fairtrade Mark on top), textually (using the word 'Fairtrade'), or audibly (saying 'Fairtrade'). Logos and labels visible on the product packaging will not be counted as gold. The last subcategory is "Activations", which refers to specific actions such as tastings of Fairtrade products, Fairtrade food truck, etc. For this last subcategory we gave 1 point per activation.
6. **Participation in Fairbruary**: 4 levels were identified, varying between no participation (none), participation through Friend package (bronze), participation through Fairtrade Hero package (silver), participation through Fairtrade Frontrunner package (gold).
7. **Overall communication collaboration**. In this regard, four levels were identified, varying between no collaboration whatsoever (none), 1 meeting per year (bronze), several meetings per year and constructive exchanges (silver), 1 or more meetings per year with specific outcomes (gold).



SCORECARD COMMUNICATION AND MARKETING RETAILERS

		Social Media	Website Content	Logo visibility	FTW 2025	Folder	TV	Radio	OOH	Print	Press	Fairbruary	Activation	Overall Comm
1														
2														
3														
4														
5														
6														
7														
8														
9														



N.B: Some fields were left blank because we didn't receive the requested proof in time.



SCORECARD COMMUNICATION AND MARKETING BRANDS

		Social Media	Website Content	Logo visibility	FTW 2025	Folder	TV	Radio	OOH	Print	Press	Fairbruary	Activation	Overall Comm
1				n/a		n/a								
2				n/a		n/a								
3	GUYLIAN			n/a		n/a								
4				n/a		n/a								
5				n/a		n/a								
6				n/a		n/a								
7				n/a		n/a								
8				n/a		n/a								
9				n/a		n/a								



N.B: Some fields were left blank because we didn't receive the requested proof in time.



LIDL GOES ALL IN

For the first time since the launch of the Fairtrade Frontrunner Scorecard, Lidl has won the prestigious **'Communication & Marketing Award'** in the retailer category. Over the years, Lidl has consistently demonstrated a strong commitment to communicating about Fairtrade across multiple channels. Whether through their weekly leaflet, newsletters, internal communications, or LinkedIn, Lidl proudly showcases its extensive Fairtrade assortment and actively shares Fairtrade messages at key moments such as World Fair Trade Day and Fair Trade Week.

One of the highlights of 2025 - which earned Lidl valuable points in the Scorecard - was undoubtedly its participation in Fairbruary. For this very first edition, Lidl fully embraced the campaign and made it its own, seamlessly integrating it across all communication channels. Throughout February, #Fairbruary was prominently featured in Lidl's leaflet, newsletter, app, and social media. The retailer even collaborated with an influencer as part of the campaign.

Congratulations to Lidl on winning its first award in this category, and here's to many more to come!



OXFAM
Fair Trade

OXFAM FAIR TRADE CONFIRMS ITS LEADERSHIP IN BRAND COMMUNICATION

Once again, Oxfam Fair Trade takes the top spot in the **'Communication & Marketing Category for Brands'**, confirming its position as a leading voice in Fairtrade communication. With a strong, coherent, and creative communication strategy, the brand continues to bring Fairtrade values to a broad and diverse audience.

This year, Oxfam Fair Trade took their commitment to Fairtrade to the next level, by participating to our first edition of Fairbruary. By showcasing their refreshing range of soft drinks, they really stood out and strengthened the main message of the campaign: consuming Fairtrade products on a daily basis is easy, as the assortment is very large (and the products are accessible and tasty!).

A well-deserved repeat win for a brand that proves, year after year, that communication can be strategic, mission-driven, and genuinely fun.

THE FAIRTRADE 'BEYOND CERTIFICATION' FRONTRUNNERS

The 'Beyond Certification' category is the third category of the Fairtrade Scorecard. It takes a look at how much Fairtrade-licensed companies in Belgium invest in more than just the label. The scoring is based on 3 criteria, completed by the amount of Fairtrade Premium generated in the Belgian market.

1. Field projects

Fairtrade-licensed companies can make an extra impact and elaborate their sustainability strategy by being involved in a field project. For our scorecard, we define four levels of commitment: no projects whatsoever (none); philanthropic support not focusing on root causes of poverty (bronze); being a project partner of a project focusing on secondary causes such as reforestation or education (silver); being a project partner of a project focusing on income improvement activities, but no payment of the Living Income Reference Price (gold); being a project partner with intervention being planned on all income drivers including the Living Income Reference Price (diamond).

2. Lobby/Advocacy

Commercial partners who are active in advocacy and lobby can make a huge difference in influencing legal frameworks that support workers and smallholder producers in global value chains. In the scorecard, 4 levels of commitment were defined ranking from:

no involvement in lobby/advocacy for small-scale producers at all (none), over joining at least 1 of our lobby/advocacy actions per year (bronze), having a coherent approach towards advocacy for small-scale producers and taking a proactive stance (silver), having a coherent approach to policy influencing, taking a proactive stance and being vocal about it (thought leadership) (gold), and finally having dedicated staff to carry out a lobby & advocacy strategy and supporting a level playing field for small-scale producers in global supply chains (diamond).

3. Living Income/Living Wage

The ultimate commitment 'Beyond Certification' is the commitment for living incomes (LI) for producers and living wages (LW) for workers. We defined 4 levels of ambition: not active on the topic at all (none), signatory of a voluntary commitment (e.g. Beyond Chocolate) (bronze), 1 SKU aligned with LI/LW (silver), clear strategy and commitments on LI/LW with clear progress (gold), 75%-100% of the assortment is aligned with LI/LW (diamond).



COLRUYT RAISES THE BAR

This year's **'Beyond Certification Award'** puts a well-deserved spotlight on Colruyt, a retailer that refuses to stop at the baseline for fair trade when it comes to bananas and cocoa. Fairtrade certification already guarantees the Minimum Price and Premium. But Colruyt goes further: it helps tackle the root causes of poverty by investing in concrete Living Income and Living Wage action in the field.

A standout example is the Boni cocoa programme at the Ivory Coast, built around a simple but game-changing commitment: paying at least the Living Income Reference Price on top of the Fairtrade Minimum Price and Premium, backed by long-term volume commitments and support to improve productivity and quality. These projects also actively strengthen women's empowerment and child wellbeing.

Congratulations, Colruyt, for proving what leadership looks like when you go beyond certification and raise the bar for the entire sector.



SCORECARD BEYOND CERTIFICATION

			Field project	Positioning	LI/LW	Size of FT Premium
1	Colruyt Group					
2	Oxfam Fair Trade					
3	Miko					
4	Ethiquable					
5	Lidl					
6	Delhaize					
7	Galler					
8	Charles Liégeois					
9	Aldi					
10	Belvas					
11	Rombouts					
12	Candico					
13	Guylian					
14	carrefour					
15	Choc Decor					
16	Beyers					
17	Java					



BEYOND CERTIFICATION PROJECTS

In addition to traditional certification, Fairtrade Belgium supports partners with tailored solutions that enhance transparency in their supply chain. We offer comprehensive consulting services in the areas of traceability, risk assessment, and impact measurement. Through targeted on-the-ground programs, we drive sustainable change and help businesses maximize the positive effects of their sustainability strategy. Below, you'll discover some of the key projects that we have worked on in the past months.

COLRUYT LIVING INCOME PROJECT

Colruyt Group aims to improve the income and long-term resilience of cocoa-growing households in the Ivory Coast supplying cocoa for its Boni chocolate bars. Colruyt Group and Puratos work with Fairtrade, Rikolto and Eight on a comprehensive approach: paying at least the Living Income Reference Price, securing long-term volumes, and supporting productivity and quality improvements.

In one cocoa village, Daregba, Eight coordinates monthly unconditional cash transfers to all households for two years so that these families can invest and diversify their income sources. In another project village, N'zidrikro, three women of that community participate in Fairtrade's Women's School of Leadership to reinforce women's empowerment. To support child wellbeing, Puratos supports the Child Labour Monitoring and Remediation System (CLMRS) focusing amongst other things on birth registration so that children can access secondary education.



FAIRTHRIVE

FairThrive is a European Union–funded project led by Fairtrade International. Its core purpose is to help small and medium-sized enterprises (SMEs) to comply with the EU Deforestation Regulation (EUDR) by providing practical training, tools, and guidance.

For many SMEs, also in the for Fairtrade relevant sector cocoa and coffee, EUDR represents a major operational and compliance challenge. The project is funded under the EC LIFE Programme and runs for 36 months starting the first of June 2025. Fairtrade Belgium is supporting Belgian, Dutch and Luxembourgish SMEs with tools and trainings through webinars, conferences or meetings.



For any question regarding EUDR, please reach out to us by mail using the following email address: EUDRsupport@fairtradebelgium.be



CHOCDECOR

ChocDecor is strengthening its commitment to responsible cocoa sourcing beyond Fairtrade certification through a new child labor prevention and remediation project in Ivory Coast. In partnership with the cocoa cooperative SCANFI-SCOOPS and local stakeholders, the project focuses on addressing child labor risks in the Abengourou region by reinforcing human rights and environmental due diligence (HREDD).

Key actions include community awareness-raising on children's rights for more than 600 cocoa producers and their families, targeted support to vulnerable children to enable their return to school, and the establishment of local vigilance committees combined with digital monitoring tools. The project is supported by Fairtrade Germany's fund to strengthen cooperation between Fairtrade companies and producer organisations on corporate due diligence.

THE FAIRTRADE COFFEE PURCHASES FRONTRUNNERS



Once again, Fair Towns had the opportunity to put themselves forward for the '**Fairtrade Coffee Purchases Frontrunners Awards**'. After all, Fair Towns are committed to using Fairtrade coffee across all municipal and local government services. The final ranking was based on two criteria:

- Achieving a top score (A or B) in the Fair-O-Meter, a biannual self-assessment tool that Fair Towns use to evaluate their commitment to fair trade
- The amount spent per capita on Fairtrade coffee by 2025.

This approach reflects Fairtrade Belgium's belief that the purchase of Fairtrade coffee should form part of a wider, long-term commitment by a city or municipality to fairness and ethical procurement. At the same time, the frontrunners in Fairtrade coffee procurement demonstrate how local authorities have a direct impact on the lives of farmers in coffee-producing countries in Africa, Asia and Latin America.

The City of Ghent has deservedly taken first place in the 'Fairtrade Coffee Purchases Frontrunners Awards', among the Fair Cities and Municipalities in Flanders that responded to our call.

The City of Ghent has held the title of Fair Municipality with an outstanding A-score since 2005. In 2025, the new city council once again approved a resolution supporting fair trade and decided to systematically purchase Fairtrade coffee for their offices, meetings and in the City of Ghent's canteens.

This has resulted in a top ranking on this scorecard. Fairtrade coffee is served in the back offices, in the meeting rooms of the City Hall, but also at the fire brigade, the police, the OCMW and the municipal museum SMAK.

By consistently prioritising Fairtrade and sustainable standards in their public procurement policy, through a small decision, they are making a big impact on coffee farmers in Africa, Asia, and Latin America.



▲ **Hafsa El-Bazioui**, City Councillor of Ghent responsible for Participation, Community Work, Global Solidarity, Facility Management and Digitalisation



**SCORECARD
FAIRTRADE COFFEE
PURCHASES**



Gent



Beerse



Beernem



Lille



Vosselaar



**Beveren-Kruibeke-
Zwijndrecht**



Lokeren



Lint



Waregem



Sint-Truiden

WHAT IS A FAIR TOWN?

Fair Town, Cities, and Provinces commit to supporting fair trade – trade that respects people and the planet.

Local governments and their residents who actively support fair trade and meet six criteria receive the official title. This title shows that the municipality and its residents not only care about fair and local sustainable trade, but also actively promote it. In doing so, they strengthen both the demand for and supply of fair, local, and sustainable products.

The driving force behind Faire Gemeente in Flanders is Fairtrade Belgium, in collaboration with three other NGOs. The 167 Flemish Fair Gemeenten are part of an international movement of over 2,000 Fair Trade Towns.



6 CRITERIA FOR EARNING THE TITLE

1. A committed local government that adopts a fair trade purchasing policy (including coffee)
2. Partnerships with local shops and hospitality businesses
3. Partnerships with local schools, companies, and associations
4. Media attention, awareness raising, and activation through press, events, and communication
5. Involving citizens in fair trade activities
6. Focus on local sustainable food

NEXT LEVEL GOALS

Focus on fair ICT, banking, cotton, flowers, and on repair, sharing, and reuse initiatives.



CONCLUSION

The scorecard demonstrates that there is a broad community of committed companies active in Belgium and willing to progress seriously on sustainable value chains. Fairtrade Belgium wishes that the scorecard inspires companies on how they can make progress, how they can increase their impact and establish new collaborations. The scorecard is therefore an invitation for everyone, every small to large company, for every person working in one of the many supply chains. It is an invitation for you to further increase your impact, make fair trade part of your business, part of your strategy, and become the Fairtrade frontrunner of tomorrow.





**OUR
LABEL
SETS
THE
BAR**

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