



Membership Satisfaction Survey 2026

Results with a Focus on
Perceptions of Certification Labels

June 2026



Survey Objective and Scope

The survey assessed the satisfaction and perceptions of Small Producer Organizations (SPOs) regarding different certification labels (Fairtrade, Organic, and Rainforest Alliance).



225

Interviews conducted across 18 countries



Quantitative and qualitative study (telephone-based)



Feb-Mar 2026

Implementation period

Certification Label Preference (2025)



Fairtrade
79%
n=53



Rainforest Alliance
9%
n=6



Organic
6%
n=4



None
6%
n=4

Fairtrade is widely recognized as the most important certification label among the Small-scale Producer Organisations (SPOs) surveyed; however, it should be noted that, compared to 2024, the number of SPOs decreased significantly, as 158 OPPs were excluded—those that had jointly cited Fairtrade and Organic as their preferred labels, seeking specificity regarding the benefits each provides.

The main reasons cited for preferring Fairtrade are: 1. Premium for investment (87%); 2. Direct benefits to producers (74%); and 3. The guaranteed minimum price (72%).

Compared to 2024, Fairtrade maintains its lead (79% in both years), while Organic has declined in relevance for 2025—possibly due to increased regulations—and Rainforest Alliance shows relative growth.



Benefits of Fairtrade Certification 2025 vs. 2024 Comparison

Among these, Premium for investment is the leading benefit, standing at 79.6% in 2025, compared to 78.5% in 2024, which reinforces that the direct economic differential remains the main driver of value.

The Guaranteed Minimum Price for 2025 stood at 68.4%, compared to 63.5% in 2024; this increase indicates a greater need for stability in the face of market volatility.

Better price for the product stood at 55.1% in 2025, compared to 49.3% in 2024, indicating a greater emphasis on direct income beyond the premium.

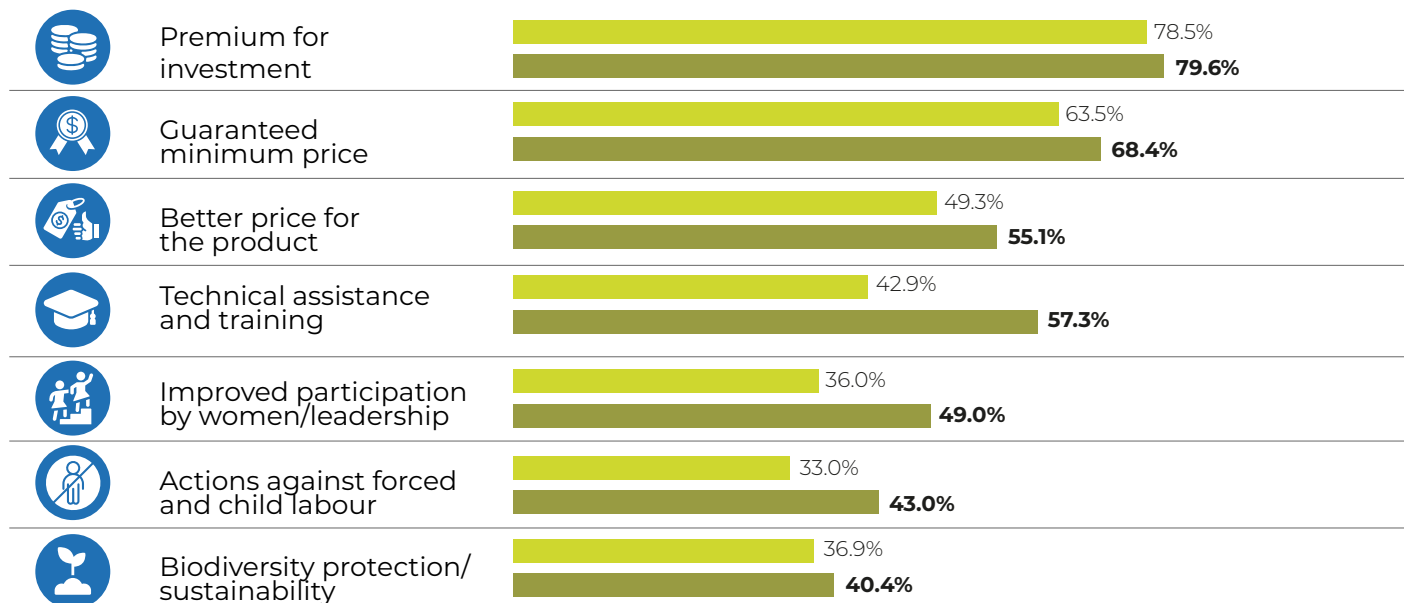
Technical assistance and training stood at 57.3% for 2025 and 42.9% for 2024, reflecting a significant shift in priorities related to greater demand for professionalization and technical improvement.

Furthermore, the organisations highlight the following benefits: improved participation by women and their opportunities to become leaders, which stands at 49 per cent – an increase from the 36 per cent recorded in 2024; and measures against forced labour and child labour, which received a 43 per cent preference, compared with 33 per cent in 2024.

Finally, sustainability/biodiversity stood at 40.4% in 2025, compared to 36.9% in 2024; while it remains a relevant benefit, it is not a priority compared to economic factors.



Perception of potential benefits for a Small Producer Organization (SPO) from participating in a certification scheme



■ 2025
■ 2024

Receiving the Premium is the main benefit of a certification scheme identified in the Caribbean, Andean, and Southern Cone regions, with the exception of Central America (CAM), where the guaranteed minimum price for the product is considered the primary benefit.

Rating of Attributes in Fairtrade and Other Certification Labels

The overall average rating in 2025 was 4.3 out of 5, representing an improvement compared to 4.2 in 2024.



The strengths of Fairtrade identified were:



4.7

Trust in the certification label



4.5

Community impact



4.5

Income improvement

The principal areas for improvement were operational ease and certification costs, both receiving an average score of 3.9. Overall, a positive trend can be observed across all six dimensions evaluated from one year to the next.

In comparative terms, Fairtrade received the highest overall rating (4.3), standing out particularly for the trust it generates, its positive impact on communities, and its contribution to improving income and financial security.



Organic certification also received a favorable evaluation (4.1), especially regarding trust and community impact, although respondents identified opportunities for improvement related to costs and ease of implementation.

Meanwhile, Rainforest Alliance obtained the lowest average rating (3.9), maintaining adequate levels of trust and recognition but receiving less favorable assessments regarding direct economic benefits and its ability to respond to producers' needs.

Rating of Each Certification Label (SPOs) – 2025

	 4.3 Fairtrade	4.1 Orgánico	3.9 Rainforest Alliance
Trust in the certification label	4.7	4.5	4.3
Positive impact on the community	4.5	4.5	4.3
Improvement in income and financial security	4.5	4.3	3.8
Responsiveness to producers' needs and perspectives	4.4	4.0	3.8
Easy and simple to work with	3.9	3.9	3.5
Cost of obtaining certification	3.9	3.5	3.5



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