



FAIRTRADE  
INTERNATIONAL

# Fairness first

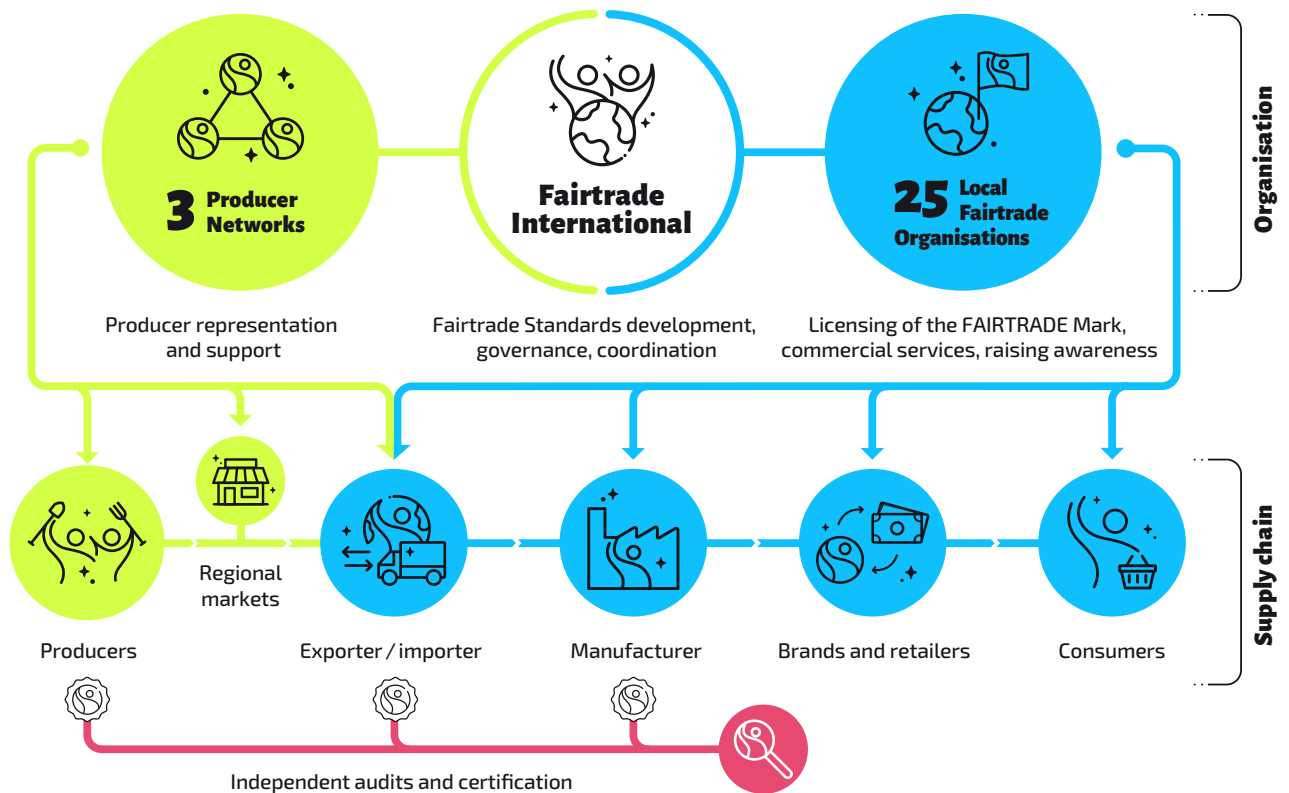
FAIRTRADE INTERNATIONAL ANNUAL REPORT 2025

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Cover photo (left to right): Lidia Tello, Aide Niño and Iris Merino working in the sugar cane fields in Montero, Peru. They are all farmers and members of the Norandino cooperative, which brings together more than 7,000 small-scale farmers in northern Peru producing coffee, cocoa and sugar cane.

## The Fairtrade system



# Foreword



**Rita de Sousa Coutinho**  
Chair of the Board  
Fairtrade International



**Marike Runneboom de Peña**  
Interim CEO  
Fairtrade International

We are pleased to share our 2025 annual report with you, a year in which we deepened our work while embracing transformation. Whether driving living incomes and wages, pushing for human rights legislation or uniting across the Fairtrade system to develop our ambitious new global strategy, we always put fairness first: for farmers, workers and everyone we work with.

2025 was a year of increasing price volatility, climate pressure and global conflicts disrupting trade and supply chains. Smallholder farmers and workers have suffered the consequences, such as a 43 percent drop in cocoa prices, and companies are facing growing uncertainties around sourcing and long-term supply security.

Against this backdrop, it is clear that Fairtrade's work is more relevant than ever. And despite the challenging context, 2025 saw many successes. A growing number of businesses committed to supporting living incomes for farmers, with 15 of our partners now paying Living Income Reference Prices for cocoa. We also made major strides in deforestation monitoring, with more than half a million farmer plots mapped and new digital tools developed for producers to analyse and manage their own geolocation data.

We continued to measure our impact and share results transparently. This included our cocoa household income study in Côte d'Ivoire and a 122-study analysis

that found Fairtrade positively impacts producers across economic security, climate resilience, opportunities for women and more. A GlobeScan consumer study found that Fairtrade remains the most visible and trusted ethical label internationally.

It was a year of renewal and reimagining. We launched a major evolution of our Standards, setting a clear path towards effective, risk-based standards that are better suited to farmers' needs while remaining firmly grounded in Fairtrade's core principles and values.

Lastly, 2025 marked both the close of our previous five-year strategy cycle and the foundation of what comes next. Globally, we shaped a bold new strategy for 2026–2028. Designed to challenge the status quo, strengthen resilience and help producers, businesses and supply chains navigate disruption with greater confidence.

As markets, regulation and production realities continue to shift, we are adapting while staying grounded in shared responsibility.

In presenting our 2025 annual report, on behalf of Fairtrade International's Board and Executive Management Team, we would like to thank all those who helped shape this pivotal year for Fairtrade. As we begin a new strategic chapter, we know there is still much more to do. Together.



# Closing out Fairtrade's 2021-2025 global strategy



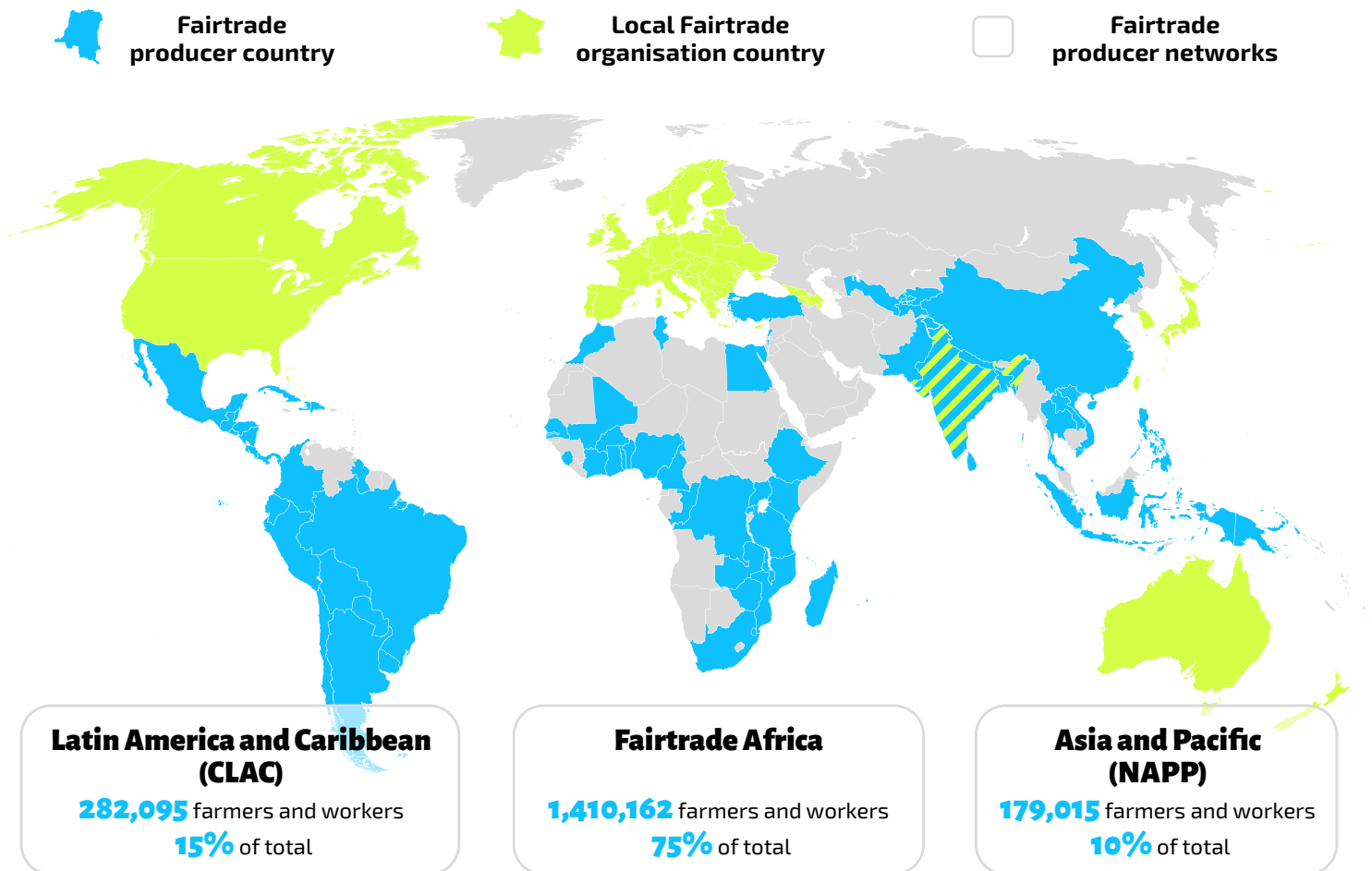
2025 was the final year of our five-year global strategy. On the opposite page you can see a snapshot of some of our highlights. To commemorate this milestone, in this report we'll look back at what we achieved in the final year as well as the entire strategic period.

Fairtrade global strategic priorities for 2021-2025:

1. **Shifting the balance of power to farmers and workers**
2. **Growth and innovation**
3. **Advocacy and citizen engagement**
4. **Digitalisation for fairer supply chains**

## Launchpad for the future

The Fairtrade system is made up of more than 25 Fairtrade organisations, including three producer networks representing almost 2 million farmers and workers across 68 countries. Our fifth strategic priority focused on increasing our innovation, partnerships and efficiency as a system. It's a cross-cutting priority, weaving through the other areas showcased in this report.



Our global Fairtrade strategy for 2026-2028 aims to build farmer resilience and advance fair and sustainable trade in the coming years. Learn more on page 21.

# Highlights of what we achieved: 2021-2025

More than

**€1 billion**  
in Fairtrade  
Premium

for  
farmers and workers  
to invest\*



Fairtrade has a  
**positive**  
economic, social  
and environmental  
**effect**, according to  
**122 studies**  
analysed



**3 out of 4**

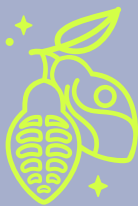
shoppers recognise the  
**Fairtrade label** -  
more than other leading  
labels - and of those,

**83%**

trust it.\*\*



**15** commercial  
partners paying  
**living income**  
**reference**  
**prices**  
for cocoa



**570,000+**  
farmer plots **mapped**  
in preparation for  
**deforestation**  
**regulation**



**90%**

**producer**  
**satisfaction** in

producer network  
services in 2025, up from  
**81%** in 2021\*\*\*



**12** new  
**strategic**  
**partnerships**  
built



**€59** million

in fundraising raised,  
leading to  
**111**  
**projects**  
for producers



**30** legislative  
**changes**

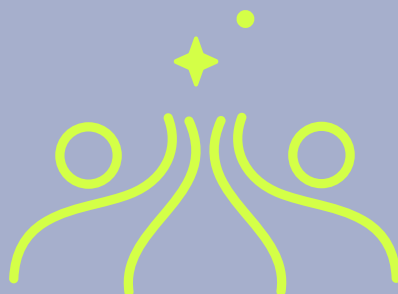
influenced through our  
advocacy work



\*2020-2024 figures

\*\*GlobeScan survey, 2025

\*\*\*annual producer satisfaction survey



For more information visit our website: [www.fairtrade.net/en](http://www.fairtrade.net/en)

# 1. Shifting the balance of power to farmers and workers



## Living incomes

We want living incomes for farmers to be the norm, not the exception. Over the last year we've made progress across our three priority areas: responsible procurement (including our Living Income Reference Prices), sustainable production, and advocacy for an enabling environment.

### Companies increase commitments to reference prices

More and more Fairtrade volumes are being sourced with a living income commitment.

In particular, cocoa companies increased the volumes sourced from their suppliers at Living Income Reference Prices during the 2024/2025 season by 60 percent over the previous year to nearly 32,000 metric tonnes. Commitments for 2026 are projected to result in another 50 percent uptick. By the end of 2025, 15 commercial partners were buying cocoa at the reference price.

We carried out an in-depth review and multi-stakeholder consultation to strengthen Fairtrade's Living Income Reference Price model for cocoa. The first prices using the revised model were published in April 2026.

Our rapid process to calculate a regional or national Living Income Reference Price, known as a "Living Income Reference Price on demand", is gaining traction. We published six updated prices using this method in 2025, covering products including mango, rice and cashew nuts. Many of these were made possible through funding by leading Swiss retailer Coop, which aims to close the income gap for its sourced volumes of all critical Fairtrade certified commodities by 2030, including by paying the relevant Living Income Reference Prices.

### New Yield Booster payment

Farmgate prices for cocoa exceeded the Living Income Reference Prices throughout 2025, yet at the same time, cocoa yields continued to decline. This means achieving sustainable production has become priority.


In 2025 we launched the "Yield Booster": a new voluntary payment to support cocoa producers in West Africa to adopt sustainable agricultural practices – such as setting up pruning crews and planting shade trees – to increase their yields. Set at €245 per metric tonne (on top of the reference price commitment), the Yield Booster is part of a holistic

programme that addresses priority needs for reaching sustainable livelihoods. We began rolling out the programme in 2025 with several retailers, with more to join in 2026.

### Influencing policy and practice

In 2025 we continued to work with partners to advocate for living-income-supporting policies and practices. This included working with the Fair Trade Advocacy Office (FTAO), who developed "shadow guidelines" for implementing living incomes in due diligence policies. We also engaged with European Union policymakers and produced specific guidelines to clarify company obligations under the European Union's Corporate Sustainability Due Diligence Directive.

Our summit on living income and living wages in Brussels in May 2025 brought together producers, industry, government and civil society to explore how public policies can enable living incomes and living wages and showcased best practices.

Read more in our recently published [Living Income Progress Report 2024-2025](#) 

**A Living Income Reference Price is the price a typical farmer household with a viable farm size and a sustainable productivity level needs to earn a living income from the sales of their crop.**

## Highlights



- 60% increase in cocoa volumes sold at Living Income Reference Prices from 2023/2024 to 2024/2025.
- 16 Living Income Reference Prices were published, reviewed or updated in 2025.
- There are now 30 Living Income Reference Prices covering 9 products across 22 countries – view them on our [reference price map](#).

## What's next



- Expanding our sustainable livelihoods programme in cocoa and scaling up the impact on farmers' incomes.
- Improving and expanding our Living Income Reference Prices, including scalable Living Income Reference Price mechanisms in coffee.



Odeny Braniss Adhiambo, a worker at Bohemian Flowers Ltd. in Kenya.

## Decent work and living wages

We continued our work to advance living wages and support workers to access their rights, in collaboration with producer organisations, unions and like-minded organisations.

### Setting fair parameters for living wages

We worked with the Anker Research Institute to publish revised guidelines on in-kind benefits, and how to factor them into the payment of living wages. An electronic tool for applying the guidelines was developed and field-tested and is set to become fully operational in 2026.

The Anker Research Institute continued to update living wage benchmarks annually. In 2025 we also supported an in-depth renewal of the living wage estimation for South Africa's Cape winelands.

### Progress on living wages for banana workers

Our innovative living wage solution is driving change in the banana sector, for Fairtrade certified producers and beyond.

The Fairtrade Base Wage ensures that no banana worker is paid less than 70 percent of the cash living wage for the country and is updated annually. In addition, 30 percent of Fairtrade Premium funds are paid in cash to workers, to top up their wages.

Since 2023 Fairtrade has also been publishing country-specific Living Wage Reference Prices: the price per banana box needed to enable plantations to pay workers a living wage. The

reference prices serve as a benchmark for the entire banana industry. In 2025 we calculated Living Wage Reference Prices for seven countries, for organic and conventional bananas.

These reference prices are the basis for our solution for voluntary living wage payments: the Fairtrade Banana Bonus, which contributes towards reducing the wage gap, after payment of the Base Wage and the 30 percent cash from the Fairtrade Premium. The payments reach workers directly and are verified by FLOCERT.

By 2025, five retailers, including Sainsbury's in the UK and Coop Switzerland have engaged in this solution and made commitments to pay the Living Wage Reference Prices for at least three years.

### Strengthening workers' rights on flower farms

The East Africa Flowers Development

Programme is Fairtrade Africa's producer support initiative, focused on strengthening flower farms in Kenya, Uganda and Ethiopia.

In 2025, the programme supported 66,062 workers across 67 Fairtrade-certified flower producer organisations. Each farm adopted wage reporting tools, increasing transparency and enabling more robust dialogue on the living wage gap with unions and buyers. Eight grievance committees were established or strengthened, improving timely resolution of workplace disputes and building worker-management trust. Fairtrade Africa also carried out training on topics including gender mainstreaming, sexual harassment, and strengthening policies. These activities were supported through project funding from Norwegian Development Agency (NORAD), the Federal Ministry for Economic Cooperation and Development (BMZ), the Finnish Ministry of Foreign Affairs and Aldi UK.

#### Highlights



- Five commercial partners paying Living Wage Reference Prices for bananas.
- 11 Living Wage Reference Prices calculated for bananas, across seven countries.
- Living wage benchmarks updated for all origins where Fairtrade certified plantations are located, in collaboration with the Anker Research Institute.

#### What's next



- Developing a global sustainability programme for banana, creating a holistic approach covering price, climate & environment, HREDD & risks, and organisational strengthening.
- Mandatory wage reporting for flower farms from 2026 onwards, to improve transparency and to track the impact of living wage strategies.



**Víctor William Torres Estela, agricultural technician at the plant nursery at Sol y Café cooperative, showcasing some of their plant varieties.**

## Climate resilience and environmental protection

As the climate crisis intensifies, we are supporting farmers to build climate resilience, protect forests and biodiversity, and build knowledge and capacity to meet deforestation regulation.

### Building readiness for the EU Deforestation Regulation

We continued our work to support Fairtrade coffee and cocoa producer organisations to prepare for the European Union Deforestation Regulation (EUDR). Regional Fairtrade producer networks are providing hands-on support to producers to collect and manage the required data, and we have developed [step-by-step resources](#). The number of producer organisations with validated geolo-

cation data and mapped farm plots increased substantially last year due to these efforts.

By investing heavily in producers being able to own and manage their own data, Fairtrade is contributing to more sustainable deforestation monitoring, and stronger trade relationships.

Navigating the complex requirements to ensure their products are free from deforestation is a challenge for many micro, small and medium enterprises (MSMEs) too. Through an EU-funded project launched in June 2025, Fairtrade is supporting MSMEs with guidance, training, and practical tools. See page 20.

Read about our advocacy efforts on EUDR on page 14.

### Building resilience, reducing emissions

Two pilot projects estimated the carbon footprint of coffee production at two cooperatives in Colombia (ANEI) and Honduras (COMDELICA), in collaboration respectively with coffee roasters Cafe

William and Delica. Data from a sample of farms was collected and greenhouse gas emissions and removals were estimated using the Cool Farm Platform, to inform reduction opportunities. The findings will inform future projects.

Meanwhile, our sugar climate action programme has continued supporting sugar cane farmers across seven countries to build climate resilience, increase yields and reduce their carbon footprint. Building on recommendations from a series of carbon and water footprint studies, the projects are tailored to producer organisations' needs. In Mauritius for example, farmers trialled ways to improve soil health and prevent erosion, resulting in better soil pH levels and yields. In Belize, low yields impacted producers' income and increased their carbon footprint. Supported by Belize's Sugar Industry Research & Development Institute, producers have introduced solar-powered irrigation, which is expected to boost yields without increasing emissions.

### Fairtrade Africa Geo App enables EUDR readiness for coffee producers in East Africa

A new app is significantly reducing the time and resources producers need for geolocation mapping. Developed through a Fairtrade project funded by the European Commission and launched in 2025, the Fairtrade Africa Geo App has supported 60 producer organisations across East and Central Africa to collect and validate geo-data and respond to deforestation alerts. One organisation, New Gikaru Farmers Cooperative Society in Kenya reported a 57 percent reduction in geo-data collection costs and an 80 percent increase in mapping efficiency after adopting the tool.

### Highlights

- More than 570,000 farm plots mapped in preparation for EUDR.
- Development of new digital tools to support geolocation data management and sharing within Fairtrade coffee and cocoa supply chains.



### What's next

- Study to further understand the costs and implications of the EU's organic and deforestation regulations on producers.
- Baseline research study to estimate the carbon footprint associated to the agricultural production of cocoa in West Africa.





Nidia Torres, Kelly Alegria and Rosa Mosquera are workers at Banaexport, a family-owned company based in Urabá, Colombia.

## Human rights and environmental due diligence

At Fairtrade, we have continued our work to support producers in implementing HREDD processes, foster dialogue between producers and businesses and ensure that the views and needs of smallholder farmers are taken into account in HREDD legislation.

Read more about our advocacy efforts in this area on page 14.

### Supporting risk management through meaningful dialogue

Between 2024 and 2025, Fairtrade facilitated direct dialogue between companies and rightsholders in five

supply chains, in a pilot project designed to build shared understanding on the most serious human rights and environmental risks and identify concrete measures these business partners can take together to mitigate them.

The pilots involved farmer organisations in Kenya, Ghana, Fiji, the Philippines, and India producing flowers, cocoa, sugar, and cotton, and commercial partners in the UK, Switzerland, and the Netherlands. As third-party facilitator, Fairtrade provided guidance and facilitated effective engagement.

We learned that meaningful dialogue can be achieved – also online – and it can play a significant role in risk management and corporate due diligence.

We have published a [report of our findings](#), to encourage companies to engage in meaningful dialogue with the people in their supply chains.

### Supporting producer organisations' due diligence

Each Fairtrade producer network made big strides in providing HREDD training and advice to producer organisations in 2025:

- NAPP offered 73 trainings on HREDD and risk assessment in 12 countries across the Asian continent.
- Fairtrade Africa provided HREDD training for more than 1,000 participants across 11 countries and a variety of products, including bananas, cocoa, coffee, flowers, herbs and spices, tea and wine.
- CLAC delivered more than 100 virtual and in-person training sessions on HREDD and HREDD risk analysis, reaching 1,768 participants, including 816 women.

### Responding to human rights violations

Human rights and environmental problems are widespread in global supply chains. While research shows that Fairtrade makes a meaningful difference for many farmers and workers, poverty and inequality are so deep that no sustainability initiative can prevent all violations.

Fairtrade has strong mechanisms in place so that, should violations occur, there are safe and confidential channels for individuals to report, and clear processes to protect the people involved.

New materials developed in 2025 outline these mechanisms and how we act to remediate human rights violations when found in Fairtrade supply chains.

[Read more](#)

### Highlights



- Producer networks provided 232 training sessions on HREDD and risk assessment in 2025, to more than 6,000 participants.
- Fairtrade's [Risk Map](#) expanded to provide information on the most salient human rights and environmental risks in 16 product groups in 129 countries, covering 26 key indicators.

### What's next



- Embedding human rights and environmental practices in all our Standards and adopting a risk-based approach, to support producers to focus on what matters.
- Building out the Risk Map further to support producers and all supply chain actors to identify their most pressing risks.



Youth producer representatives Zahra Boussaid from Morocco, Jolver Antonio Mondeza Chavarria from Nicaragua, and Pritty Sunny from India at Fairtrade's Global Youth Forum in October.

## Opportunities for women and young people

Including women and young people is essential to the resilience and future of farming communities. Across Fairtrade, we are working to ensure that young people and women have equal access to opportunities and are able to take up leadership positions in their cooperatives and communities.

### Connecting and equipping the next generation of farmers

The Global Youth Forum in Nairobi brought together 35 young producers (21 men and 13 women) from 14 countries for cross-regional learning and training. The Forum aimed to equip young people with leadership, business, and networking skills, while encouraging them to take on active roles in the governance and leadership of their organisations. The Forum covered a wide range of topics, from using AI in agriculture to mental health, ethical standards and entrepreneurship. Key outcomes included the develop-

ment of concrete action plans on youth inclusion and empowerment and strengthened networks among young producers across regions.

Funding from the European Commission Financial Framework Partnership Agreement is supporting the producer networks to strengthen their governance structures and be more inclusive of women and young people. The producer networks carried out workshops for young people throughout the year, with the aim of enhancing their leadership, communication and agricultural skills. For example, in India 33 young farmers and agri-entrepreneurs came together for Fairtrade NAPP's Next Gen Farming & Skills Training Program, helping young people to connect traditional knowledge, modern technology, and Fairtrade principles.

### Campaign for action against gender-based violence

In May 2025, CLAC launched its "Silence Does Not Protect" campaign, to raise awareness and promote action against gender-based violence and sexual harassment in agricultural settings. The campaign includes awareness-raising activities, training on safeguarding mechanisms, and the promotion of accessible reporting channels.

### Building women's skills, entrepreneurship and confidence: The Women's School of Leadership

First established in 2017, the Women's School of Leadership offers training and mentorship on topics such as human rights, gender equality, self-confidence, financial management, cooperation, and negotiation skills. Each of the producer networks have a form of the training programme and, to date it has been implemented in 19 countries and 234 producer organisations: from flower farms in Ethiopia to cocoa cooperatives in Cote d'Ivoire and sports ball producers in Pakistan.

The programme is supporting many women to raise their voices in policy discussions within their producer organisations, step into committee and leadership positions, and lead income diversification initiatives.

### Highlights



- 515 participants reached through gender-focussed activities across three regions, and 362 young people targeted through capacity-building workshops, funded by ECFPA.
- The Women's School of Leadership has trained 1,427 participants (81 percent women) in 19 countries and 234 producer organisations since its launch in 2017, indirectly reaching more than 34,000 people.

### What's next



- Producer networks will further develop their gender and youth strategies, in line with the 2026-2028 Global Strategy.
- Continuing activities to increase the participation of women and young people in governance and leadership roles.
- Supporting producer organisations to develop gender- and youth-inclusive policies.

**I had the opportunity to join the Women's School of Leadership ... it turned out to be one of the best decisions I've ever made. As a young woman who at first could not express or share my point of view in public, [I am] now able to advocate on living income and climate action ... without fear or panic."**

Dora Atiiga



**Dora is 31 years old, a cocoa farmer and member of the Kukuom Union co-operative in Ghana. She's also a mother of three girls, a teacher and a Fairtrade Ambassador.**

**Joining the Fairtrade Women's School of Leadership marked a turning point in Dora's life. When she looked around her village, she saw a problem that went beyond her own farm: there was no early-years school. So Dora started one herself. From starting small with six children, it has now grown into a registered school with around 170 pupils, eight teachers and a cook.**

**Dora recorded a "day in the life" video showing her cocoa farm and the school.**

**Watch:** 

# 2. Growth and innovation



## Change happens often, transformation doesn't

In November we launched a major evolution of the Fairtrade Standards, designed to help farmers, workers and businesses address their most pressing challenges. Farmers and workers will be able to prioritise their actions to respond to the social, environmental, and economic challenges they face locally and gain recognition for other relevant certifications they hold, reducing duplication and effort. The new evolved standards will be more effective and at the same time remain practical to implement and firmly grounded in Fairtrade's core principles and values. We plan to engage key stakeholders throughout the process, including a full public consultation in summer 2026. We expect to publish the new, evolved standards in 2027.

### Fairtrade is EmpCo ready

The EU Empowering Consumers Directive (EmpCo) aims to protect consumers from misleading environmental claims and distinguish credible certification schemes from labels with limited impact. Formally approved in 2024, all EU Member States must transpose the Directive's provisions into national law by 27 September 2026.

Throughout 2025 we worked diligently to ensure that our governance and certification oversight mechanisms comply with the Directive's requirements. We have developed updated, EmpCo compliant claims for Fairtrade licensees to use on pack and are ready to support businesses to understand how Fairtrade certification can help them meet the Directive's requirements.

[Read more](#)

### Expanding local market opportunities

We continue to explore innovative ways to grow Fairtrade sales – both in long-standing markets and in newer, emerging markets.

In France, interest in our pilot project to certify French farmers continues to grow. New products and producers have come on board, and sales more than doubled by 2025. In addition to dairy products, the first cereal producers have joined the scheme – some organic, others conventional – producing wheat which can then be sold as Fairtrade labelled flour or pasta in French stores.

Meanwhile Fairtrade's producer networks are continuing their work to build to build public awareness and demand for Fairtrade in their own regions.

Fairtrade Africa's "Be Fair Right Now" campaign is now in its third year, promoting the importance of making small choices to shop sustainably.

More than 130,000 people took part in the online quiz, and 11 partners were involved in the campaign in Kenya and South Africa, which included a wine pop-up store and an influencer event. Overall, the entire campaign reached more than 10 million people. Fairtrade Africa also launched a Fairtrade Marketplace – an online platform that highlights all licensed products in Africa and where to buy them.

In Latin America, 29 producer organisations are now directly selling their Fairtrade labelled products such as coffee, wine and juices in their own regions. In Brazil, the number of Fairtrade licensees increased to 40 by the end of 2025, 14 of which were Brazilian coffee cooperatives. CLAC is working with local influencers to share the message about Fairtrade, including a famous Brazilian chef who showcases Fairtrade products and how to use them in different recipes via his channels: [Watch a video.](#)



Shoppers were able to sample Fairtrade coffee and other products at a tasting in a supermarket in Brazil.



**Enrique Gabriel Hernandez Vasquez is a cocoa farmer in Peru. "When cocoa prices start to fall, we still receive what I consider a fair price ... Through cocoa sales, we [also] receive the Fairtrade Premium, which we use to improve our plants and fertilisers."**

### Fairtrade Standards and Minimum Price updates in 2025

We regularly review Fairtrade Standards and prices to continue evolving based on learnings, inputs, and changes in the global trade environment. Announcements are public on our [website](#).

Key updates in 2025 included:

- We announced higher minimum prices for **cocoa**, both for regulated and non-regulated markets, and upped the Premium by 15 percent, in a welcome boost for cocoa farmers facing falling prices and increasing production costs.
- We announced new Fairtrade Minimum Prices for **bananas** which apply to contracts with producers starting 1 January 2026.
- We announced new prices for **seed cotton**, raising them between 30 - 66 percent as part of an effort to address inflation and increasing production costs.
- We also revised the **Fairtrade Textile Standard** to better address the industry's current challenges and increase its impact on workers. Accompanying measures, including revised labelling guidelines, a list of responsible fibres and compliance criteria are being developed throughout 2026.

- We completed a full review of our standards for Fresh Fruits, Fresh Vegetables, and Prepared and Preserved Fruits and Vegetables. As a result of this process, these standards have now been merged into a single **Fruits and Vegetables Standard**, creating a clearer and more consistent framework. Approved in 2025, the new Standard will come into effect on 1 January 2027.
- We revised the **Gold and Precious Metal Standard**.
- We published mandatory base and floor wages for hired labour organisations in **flowers, fresh fruit, and bananas**.
- We expanded [Fairtrade's Geographical Scope](#) to include Türkiye as a producer country.



### Highlights

- 8+ Standards & prices revised in 2025.
- Growing sales locally through pilots in France and through sales in producer countries.



### Synergies in Central and Eastern Europe

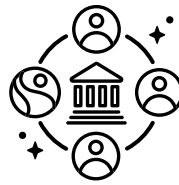
Fairtrade Germany took over the licensing of the FAIRTRADE Mark for 23 countries in Central and Eastern Europe in January 2026, following the General Assembly's approval in June 2025. Fairtrade International was previously responsible for licensing partners in these 23 countries, alongside all other territories where there is no national Fairtrade organisation present. The aim of the handover to Fairtrade Germany is to create synergies in licensing and partner support. Fairtrade Poland and Fairtrade Czech Republic and Slovakia will continue their work as Fairtrade marketing organisations who are independently responsible for promotional activities, visibility, and campaigns such as Fairtrade Towns, but not for the licensing of products in their territories.

### What's next



- Consultation on Fairtrade evolved standards in 2026, followed by publication in 2027.
- Implementing robust traceability systems that support risk management, compliance, quality assurance, and trust.
- Continuing to grow the market for Fairtrade and increase impact for producers through innovative sourcing models, targeted offers, and collaborative commercial engagement.

# 3. Advocacy and citizen engagement



## Ensuring producer voices are heard

The weakening and delaying of some EU sustainability legislation was a source of concern for Fairtrade in 2025 and a focus of our advocacy efforts. At the same time, we continued to call for European decision-makers to protect the interests of smallholder farmers and workers and to ensure they receive support to deal with the growing cost of legislative requirements.

**Corporate Sustainability Due Diligence Directive (CSDDD):** The final trilogue agreement on the CSDDD concluded in December 2025. While it limited some protections for smallholder farmers and workers, the directive retains the risk-based approach to due diligence, requiring companies to identify and address the most severe human rights and environmental risks across their value chains. We also welcome the fact that a living income and living wage remain within the scope of responsible business conduct expectations, providing stronger grounds for companies to address these issues through HREDD.

We are calling on national policymakers to ensure that key shortcomings are addressed during transposition, and on the EU to prioritise providing financial and technical support to vulnerable economic actors, including smallholder farmers, when implementation starts.

**EU Deforestation Regulation:** The deadline for implementation was once again delayed by 12 months, shifting the enforcement date to 30 December 2026 for large operators and 30 June 2027 for small and micro enterprises. We continued to call for a clear path forward and reject any further weakening of the legislation's environmental standards.

**EU Organic Regulation:** The regulation came into effect in October 2025. While we strongly support the aim to strengthen the integrity of organic production, we urgently called for simplification measures to lower the extremely high burden on producers, who struggle to make the economic and administrative investments needed to meet the stricter requirements.

We are working with FiBL on a research project into the cost and challenges of compliance with the organic and deforestation regulation, and to make practical recommendations for the EU to address these.

Fairtrade continues to support impacted producers with guidance, trainings and explanatory documents.

### The EU Empowering Consumers Directive (EmpCo)

We welcomed the EmpCo Directive as an important legislation to protect consumers from misleading claims.

We believe sturdy certifications play a pivotal role and applaud businesses who work with them to drive change. Read more about our readiness on page 12.

### Fairtrade Ambassadors speak out for fairer trade

Our Fairtrade Ambassador programme continues to grow and be a successful model for young people from producer countries to advocate for fairer trading policies and share their experiences at a wide variety of public forums and events, making sure their voices and stories are heard.

One successful example in 2025 was cocoa farmer Felix Tetteh's visit to the Netherlands in November. Through meetings with Fairtrade Towns, campaigners and commercial partners, plus interviews and TikTok videos, Felix brought to life the work that goes into each bar of chocolate and the difference Fairtrade makes for him as a cocoa farmer.



Felix Tetteh, a cocoa farmer and Fairtrade ambassador speaking to Fairtrade commercial partners during his visit to the Netherlands.



Fairtrade Foundation staff and campaigners delivered their petition demanding fairer tea to the UK government.

To deepen Fairtrade Ambassadors' grassroots impact, a new peer-to-peer learning initiative was launched in November 2025, enabling experienced Ambassadors to become community mentors. Following a call for proposals, two projects will be implemented in 2026: a coffee farming succession programme in Brazil and a peer learning initiative on EU sustainability standards in Tajikistan.

### Citizen engagement

In the UK, the Fairtrade Foundation launched the Brew it Fair campaign, shining a spotlight on the low pay and precarious working conditions which many tea pickers face, and calling on the UK government to develop policies and legislation which support human rights for tea workers. UK consumer awareness of human rights and social issues among tea farmers increased to 51 percent following Fairtrade Fortnight, and the petition to government has gathered more than 22,000 signatures so far.

Belgium, Ireland, Czech Republic and Slovakia joined the Fairbruary campaign for the first time in 2025, bringing the number of countries participating to eight. From well-established campaigns to impressive first-time editions, the month-long campaign aimed to increase the visibility of Fairtrade products and encourage consumers to make fair choices.

First launched in November 2024, Fairtrade's global website expanded rapidly in 2025 and is now used by 19 Fairtrade offices. The three producer networks will also use the site, with NAPP already on board, and Fairtrade Africa and CLAC set to transition later in 2026. The shared website reflects Fairtrade's global identity while also allowing localisation, ensuring that content resonates with local audiences.



Fairtrade Germany's "FairActivists" programme brings together young people aged 18 to 30 to actively advocate for Fair Trade for one year. In 2025, they developed their own projects, contributed to campaigns, and brought their perspectives into the political discourse, for example in the German Bundestag and at advocacy meetings in Brussels.

### Highlights



- Nine Fair Trade producer demands were secured in legislation in 2025 — the direct result of coordinated advocacy and sustained engagement with the European Commission and MEPs.
- National advocacy delivered wins for farming communities, with Guatemala reactivating its Fair Trade Commission — benefiting over 26,000 farmer families — and Malawi fast-tracking the Sugar Industry Bill.
- Fairtrade continues to be the world's leading ethical label: 3 out of 4 shoppers recognise the Fairtrade label and of those 83% trust it, according to 2025 consumer research by Globe-Scan.

### What's next



- Moving advocacy strategies from design to delivery, with frameworks finalised for five additional product networks and implementation underway.
- Deepening and broadening Fairtrade's policy influence, through living income guidelines under CSDDD, expanded agroecology work and coordinated EU engagement across EUDR, the Organic Regulation, textiles, and public procurement.
- Building a powerful and unified voice by further aligning our communications and advocacy across the Fairtrade system.

# 4. Digitalisation for fairer supply chains



## Using data to add value and drive impact

Our vision is to build a digital framework that simplifies processes, increases transparency, and generates value for everyone involved. We are already making significant progress. With digital tools, we are making Fairtrade certification clearer, more accessible, and more efficient. We are turning data into concrete insights for producers, partners, and customers – amplifying the impact of our work.

### Fair and transparent data-sharing

At Fairtrade we're committed to ensuring producers remain the owners of their own data, and to responsible sharing, while also supporting producer organisations to reap the benefits and efficiencies that digital tools can bring.

In 2025 we developed a system-wide framework for data management, to ensure responsible practices on data exchange and to protect the rights of producers. The new Global Policy is based on five core principles: fair distribution of value, data control by data owners, responsible data use, the maintenance of data quality and accuracy, and compliant and lawful data processing.

### FairInsight: Supporting producers in the digital transition

FairInsight is Fairtrade's digital platform that enables producer organisations to organise and update their data directly in one place. Cooperatives can track their organisational data, Fairtrade Premium earned and invested, and Fairtrade sales volumes. The platform also supports reporting on EUDR geolocation mapping and HREDD risk assessments. Producer organisations can share commercial profiles to engage transparently with buyers.

In 2025 Fairtrade producer networks trained producer organisations on FairInsight, promoted its benefits and carried out a user experience evaluation, to inform improvements and new functionalities. CLAC also

organised a small competition to encourage producers to upload their commercial profiles.

### Traceability and EUDR readiness

Our work behind the scenes to facilitate EUDR readiness and supply chain traceability continues at pace. We have developed new digital tools, to support geolocation data management and sharing within Fairtrade coffee and cocoa supply chains, which will be launched in 2026. With Plot Insights, cooperatives get immediate plot visualisation and data quality checks once they upload geolocation data, and they will be able to add plots to sales contracts and share with their buyers through the existing Fairtrade contract and traceability system.

### Digital tools to showcase Fairtrade's impact

We launched our revamped Impact Platform. Building on our previous Impact Map, the site now hosts a data dashboard on Fairtrade's top seven products, as well as global, regional, and country-level views per product. More detailed product dashboards are available for coffee, cocoa and bananas. Users can also find information on all our projects worldwide and explore more than 50 studies we have commissioned into Fairtrade's impact.



**Fairtrade is already providing the training, the tools, and also the templates for data collection... Having producers who are [Fairtrade] certified brings more security to the process."**

Vanessa Heringer, Producer Success Manager at Swiss coffee importer Algrano.



**Our members feel confident that their data is being handled properly."**

Jennifer Valbuena Casalini, International Business Director at Colombian coffee cooperative Red Ecolsierra.

**Both Vanessa and Jennifer spoke at a webinar on the pathway to EUDR readiness which Fairtrade held in November.**

### Highlights



- Producer organisation reporting in FairInsight increased from around 13% in 2021 to nearly 74% by 2024.
- New Global Data Governance Policy in place.
- New Data Analytics platform implemented for improved data management and insights.

### What's next



- Launching a unified digital platform for all Fairtrade digital and data needs, including digital consent application to streamline data sharing.
- Traceability and transparency solutions to support businesses with improved supply chain specific impact analysis.



**We must say that honestly Fairtrade has helped us a lot ... Even for our children's education ... the fees are being paid ... If we fall sick, we get treated here."**

Sunitha Kumari



Sunitha Kumari supervises a dedicated team of women tea leaf pluckers at United Nilgiri Tea Estates in South India. Sunitha is unusual in her line of work, as supervisors on tea estates are most often men. Sunitha takes great care of her team of women pluckers, and feels it is important for another woman to be in charge. "As a woman, I can take better care of other women ... women face many kinds of issues – stomach aches, monthly periods ...", she says. Sunitha is also a member of the Fairtrade Premium Committee at the estate, which chooses where to spend the Fairtrade Premium funds and drives change in her community.

# The Fairtrade effect

In 2025 we published research into the 19 areas where we seek to make a difference, according to our Theory of Change. The “study-of-studies” maps the connections between what Fairtrade does (interventions) and the end results (impacts), drawing on more than 120 studies carried out from 2021 to 2024.

The research confirms Fairtrade's positive influence on economic, social and environmental sustainability. Here are some highlights:



## Economic benefits

**60+** studies analysing three areas of price stability, Fairtrade Premium investments, and economic gains  
**87%** studies showing Fairtrade cooperatives and farmers enjoy a positive or somewhat positive economic effect



## Climate-resilient farming

**33** studies analysing climate-resilient farming practices  
**88%** studies showing Fairtrade farmers use one or more practices\*



## More opportunities for women

**21+** studies covering inclusiveness, representation and influence  
**71%** studies showing positive or somewhat positive effects on diversity and inclusiveness of women



## Better working conditions

**26** studies analysed  
**64%** studies showing Fairtrade has a clear positive effect on working conditions\*\*  
**28%** further studies suggesting at least some degree of positive effect



## Trust and satisfaction

**31** studies analysed  
**68%** studies showing high levels of trust and satisfaction with Fairtrade at all stages of the supply chain  
**23%** further studies suggesting at least some positive trust and satisfaction



## Fair, sustainable and resilient supply chains

**19** studies analysed that looked at Fairtrade, sometimes together with other sustainability schemes  
**7** studies in this category that looked at Fairtrade alone  
**86%** studies of Fairtrade alone indicating that Fairtrade has a positive long-term impact on supply chains and trade relationships in some sectors\*\*\*

\*e.g. fewer fertilisers, pesticides and herbicides; soil, water and forest conservation; crop rotation; adopting energy-efficient technologies such as solar panels.

\*\*e.g. fairer, written contracts; better health and safety protection; improved labour rights; legally binding

\*\*\*e.g. by encouraging fairer distribution of value to producers; good governance and trust; and greater transparency and collaboration among producers, buyers and traders.

“  
**Through the Fairtrade Premium we have invested in machines to help process the coffee. We also have purchased raised beds to dry the coffee, a machine to separate bad quality beans from good ones, and drying nets. This equipment helps us improve the quality of our coffee even more.”**

Antonio Gilman



Antonio Gilman, a member of the C-CAT cooperative in Timor-Leste, is one example of how climate-smart farming can drive long-term impact. On his farm, terraces are built to protect the soil, improve fertility, and prevent crops from being washed away during heavy rains, helping to produce higher-quality organic coffee. The cooperative has established tree nurseries and replanting programmes to replace aging coffee trees with stronger, higher-yielding varieties. Antonio has expanded his farm, rehabilitated old crops, planted new ones, and improved planting and harvesting methods. With the income earned, his family can now afford transport for their children to attend school and pay for medical support when needed.

That's the #Fairtradeeffect. Watch videos of Antonio and other farmers: [▶](#)

# Partnerships that drive change



**A group of workers at UBPC González sugar cooperative in Cuba. The co-op built a training centre using Fairtrade Premium funds, improving training and working conditions. They also invested in a tractor and machinery for weeding, easing the manual labour.**

We're stronger when we work together. By partnering with like-minded organisations such as governments, civil society organisations and businesses, we can combine our resources and drive more impact for farmers and workers.

There were 73 externally funded projects active in 2025, of which 34 were funded by institutional grants, 23 by businesses and 16 by both. Visit our [impact map](#) to learn more about our projects.

## Fairtrade International's partnerships

The **EC Financial Framework Partnership Agreement programme (2024-2027)** continues to support our work to strengthen producer organisations and the producer networks to engage in their own advocacy, strengthen their governance structures and be more inclusive of women and young people. The funding supported Fairtrade's global youth forum, youth ambassador training, geo-location data training for EUDR readiness and training for FairInsight, amongst others.

The **EU-funded SWITCH-Asia grant, Switching to green and fair fashion (2023-2026)** continued to promote sustainable and responsible production practices in India's cotton and textile sector throughout 2025. The 2nd Fairtrade in India Conference, co-funded by the project, convened producers, businesses, civil society organisations, and international Fairtrade partners to advance dialogue on fair and sustainable supply chains. The project also supported the launch of Fairtrade India's [Campaign for RE8 \(CRE8\) Fashion](#), a youth-led initiative focused on transforming the fashion industry into a sustainable, fair, and circular system.

Three new collaborations in 2025 are supporting our work on climate resilience and deforestation:

- Fairtrade was awarded a grant to support micro, small and medium enterprises (MSMEs) in meeting requirements under the EU Deforestation Regulation, now due to come into force at the end of 2026. The project called "**LIFE FairTHRIVE: Empowering Businesses to Thrive Fairly Under the EUDR**" runs from June 2025 until May 2028 and will support MSMEs, traders and operators across 12 EU Member States through capacity building, tailored training and practical guidance and tools.
- We launched a four-year European Union-funded project in Indonesia, together with NGO Yayasan Bina Desa Sadajiwa (Bina Desa). The project "**Transitioning Towards Green Resilience: Building Inclusive and Sustainable Agricultural Communities**" aims to support producer organisations in Indonesia to better adapt to climate change, access sustainable markets, and strengthen gender equality in agriculture. It is financed by the European Union's Civil Society Organisations (CSO) Thematic Programme.
- A new partnership with **Coffee and climate (c&c)** was launched, focusing on collaborating on the c&c toolbox, a web app that provides coffee farmers with practical solutions to enhance the climate resilience of coffee production systems, foster biodiversity, promote reforestation, along with improving the food security of farming communities.



# Catalyst for resilience: Fairtrade's 2026-2028 global strategy



A coffee farmer at COOMAP cooperative in Brazil.

Our global Fairtrade strategy 2026-2028 aims to build farmer resilience and advance fair and sustainable trade in the coming years.

The strategy unites the Fairtrade system around three global goals, designed to expand market access, strengthen fairer and more resilient trade for farmers and workers, and mobilise partners across society to accelerate action today for a fairer tomorrow.



## Goal 1: SUSTAINABLE LIVELIHOODS

Working with farmers, workers, and businesses to unlock fairer incomes and stronger livelihoods through holistic solutions that go beyond certification alone.

This includes ongoing leadership in advance living wages and living incomes through new Fairtrade programmes and offerings. We are carrying out a comprehensive evolution of our Standards to make them more effective, practical to implement and firmly grounded in Fairtrade's principles and values.



## Goal 2: STRONG SUPPLY CHAINS

We will strengthen global supply chains through greater market access, deeper commercial partner engagement, and enhanced traceability.

This means increasing volumes sold on Fairtrade terms by offering innovative sourcing models to commercial partners. We will also focus on strengthening traceability and transparency to support compliance, visibility, and trust in Fairtrade supply chains.



## Goal 3: SHARED COMMITMENT

We will continue to elevate farmers' and workers' voices by strengthening our partnerships and unifying our advocacy and communications around Fairtrade's mission and values. This will translate into credible influence that will bring greater market access and impact for farmers and workers.

Our three goals are underpinned by two enablers:

**Future ready digital ecosystem:** Harnessing digital and data capabilities to enhance decision-making, strengthen credibility and unlock supply chain value.

**Funding for impact:** Strengthening global partnerships to boost support for programmes that scale the impact of farmer-focused solutions.

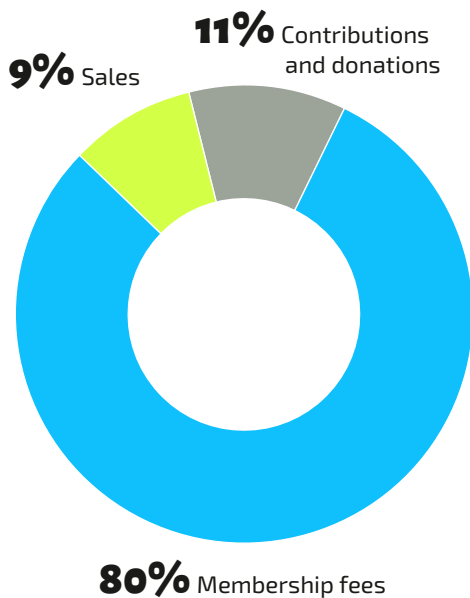
Watch our introductory strategy video and download the full strategy document on our [website](#).

# Fairtrade International's financials

## Statement of Accounts for 2025

The summarised key financial figures outlined below have been extracted from internal management reports and from the audited financial statements for 2025. The latter, as in previous years, received an unqualified opinion (DHPG). Fairtrade International's accounting practices comply with generally accepted accounting practices and relevant German legislation (HGB).

### Income

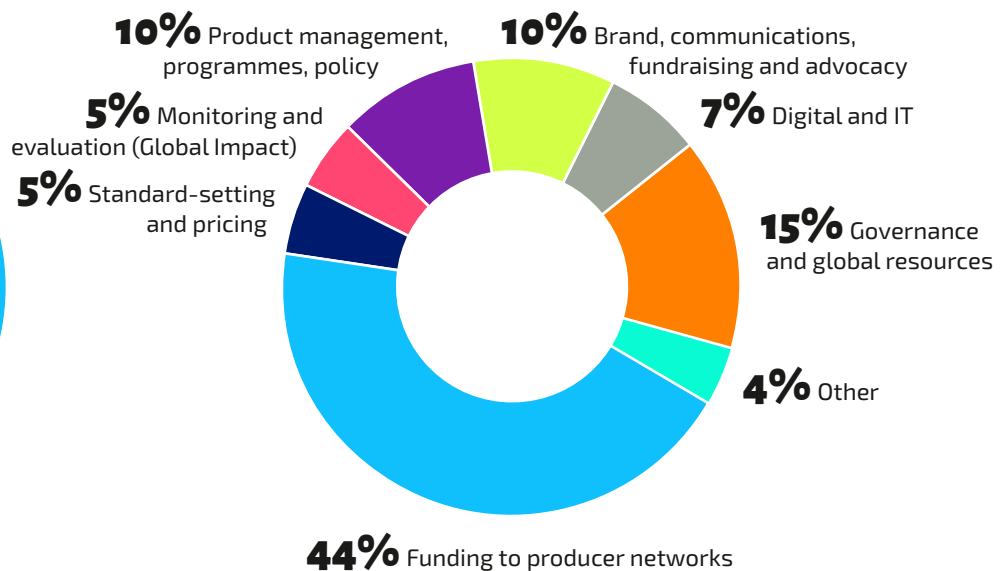


**Membership fees:** As a membership organisation, Fairtrade International receives membership fees from the national Fairtrade organisations (NFOs), which receive fees from companies that license the FAIRTRADE Mark for use on their products. The membership fee is unrestricted funding and is calculated as a percentage of the license fee income of each NFO.

**Sales:** This includes income from cross-border sales and international licensing.

**Contributions and donations:** This includes grant funding.

### Expenditure



**Funding to producer networks:** Three Fairtrade producer networks receive this funding to provide support services to producers in their regions.

**Product management, programmes and policy:** This includes costs associated with personnel related to these functions.

**Brand, communications, fundraising and advocacy:** This includes some grant pass-through funds to partners (€0.8m), in addition to personnel related to these functions.

**Governance and global resources:** This includes costs associated with the Board and General Assembly, as well as for finance, human resources, legal services, and international licensing functions.

## Income Statement

	2025 (€'000)	2024 (€'000)
Total income	34,420	30,786
Total expenditure	34,983	31,682
Income from investments	371	421
Taxes on income	342	408
Result after taxes	-534	-883
Profit carried forward	900	2,450
Changes in reserves	39	-667
Retained earnings	405	900

## Balance Sheet 2025 (€'000)

	31.12.2025	31.12.2024
<b>Fixed Assets</b>	<b>1,437</b>	<b>1,393</b>
Intangible fixed assets	70	92
Tangible fixed assets	204	138
Financial assets	1,163	1,163
<b>Current assets</b>	<b>11,091</b>	<b>11,814</b>
Receivables	5,625	6,039
Other assets	128	79
Liquid funds	5,338	5,696
<b>Pre-paid expenses</b>	<b>249</b>	<b>278</b>
<b>TOTAL</b>	<b>12,777</b>	<b>13,485</b>

	31.12.2025	31.12.2024
<b>Equity</b>	<b>8,312</b>	<b>9,430</b>
Restricted and designated reserves	5,430	6,053
General reserve	2,477	2,477
Net income for the year	405	900
<b>Provisions</b>	<b>293</b>	<b>638</b>
<b>Liabilities</b>	<b>3,984</b>	<b>3,338</b>
For supplies and services	2,525	1,764
Other liabilities and accruals	1,459	1,574
<b>Deferred income</b>	<b>188</b>	<b>79</b>
<b>TOTAL</b>	<b>12,777</b>	<b>13,485</b>

### Fairtrade International's institutional funding partners in 2025

European Union – Financial Framework Partnership Agreement, EC SWITCH-Asia, EC LIFE and EC Indonesia programmes  
 ISEAL Innovations Fund  
 The International Climate Initiative (IKI)

### Additional institutional funding partners to the Fairtrade global system in 2025

Austrian Development Agency  
 Belgian Directorate-General for Development Cooperation and Humanitarian Aid  
 Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH  
 Dutch Postcode Lottery  
 Embassy of the Kingdom of the Netherlands - Ghana  
 Engagement Global - Service für Entwicklungsinitiativen (Service for Development Initiatives)  
 French Committee for International Solidarity (CFSI)  
 French Development Agency (AFD)  
 French Environment and Energy Management Agency (ADEME)  
 Generalitat Valenciana  
 German Federal Ministry of Economic Cooperation and Development (BMZ)  
 International Trade Center (ITC)  
 Italian Agency for Development Cooperation (AICS)  
 Ministry for Foreign Affairs of Finland  
 Norwegian Agency for Development Cooperation (NORAD)  
 PuntoSud  
 Swedish Postcode Lottery  
 Swiss Platform for Sustainable Cocoa  
 Swiss Platform for Sustainable Coffee (SSCP)  
 Swiss State Secretariat for Economic Affairs (SECO)  
 Veneto Region, Italy

# Fairtrade International's governance

Fairtrade International has a new governance model, which officially came into place in October 2025, following the vote of members at the General Assembly in June. The new model is composed of a Supervisory Board and an Executive Management Team.

The **Supervisory Board** replaces the former scope of the Fairtrade International Board. It has between nine to 13 members and is primarily responsible for the strategic guidance of Fairtrade International.

## Members of the Supervisory Board (as of 31 March 2026):

Rita de Sousa Coutinho, Chair (Independent)

Hend Mohamed Helmy Kassab, Vice-Chair (Producer representative)

Rhea Maria Beltrami, Vice-Chair (NFO representative)

Jeremiah Mweene (Producer representative)

Pravakar Meher (Producer representative)

Christelle Owona (NFO representative)

Heike O'Donnell (Independent)

Tia Loftsgard (NFO representative)

Peter d'Angremond (NFO representative)

Bénédicte Julien-Laferrière (Independent)

The **Executive Management Team**, composed of two to three members, oversees the operational work of Fairtrade International, ensuring that plans are effectively implemented. Under the guidance and oversight of the Supervisory Board, it leads the development of the global strategy and maintains continuous dialogue with the membership to inform its implementation.

## Members of the Executive Management Team (as of 31 March 2026, interim):

Marike Runneboom de Peña (CEO)

Sonja Altrock-N'Cho (Managing Director)

Nicole Petz (Managing Director)



“  
Through Fairtrade, we receive a fair price for our organic bananas, which allows us to work more transparently, responsibly, and with respect for our community.”

Gaby Thatiana Escobar Ordinola



Gaby Thatiana Escobar Ordinola is an accountant at APPBOSA cooperative in Peru, and a banana farmer. “Working within the cooperative has given my family many opportunities—both economically and in terms of development and education,” Gaby says. “Today we can cover our basic needs, support our children’s education, and build a safer, more durable home than before.” During the week she works in the cooperative’s office, and on weekends she helps look after her family’s banana farm. “Banana production is teamwork. In my family, my father and brother care for the plantation, and together our income has allowed my other brother to study medicine.”



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