FAIRTRADE INTERNATIONAL

REGIONAL MONITORING REPORT, 17TH EDITION:

Africa and the Middle East

About Fairtrade International

Fairtrade International is a non-profit, multi-stakeholder association that promotes fairer conditions for international trade, empowers small-scale farmers and workers, and fosters sustainable livelihoods. Fairtrade International develops and maintains the internationally-agreed Fairtrade Standards, owns the FAIRTRADE Mark, and supports the international Fairtrade system. Three regional Fairtrade Producer Networks representing almost 2 million farmers and workers co-own the international Fairtrade system, which also includes the independent certification body FLOCERT, and Fairtrade organisations in more than 25 countries that promote Fairtrade to business and consumers.

For more information, visit www.fairtrade.net/en

About FLOCERT

FLOCERT is a leading global assurance provider. Besides providing sole certification to Fairtrade, FLOCERT also offers an array of services to support companies in sourcing on fair principles, where no Fairtrade Standard applies. Founded in 2003, the company has six international offices, over 150 employees and more than 120 auditors worldwide.

For more information, visit www.flocert.net

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Established in 2005, Fairtrade Africa is the independent non-profit umbrella organisation representing all Fairtrade certified producers in Africa. Fairtrade Africa is owned by its members who produce traditional export commodities such as coffee, cocoa, tea, cotton, bananas, mango and non-traditional commodities including shea butter and rooibos tea. Currently, the organisation represents over 650 producers across 29 countries in Africa.

For more information, visit www.fairtradeafrica.net

Cover Photo: Francis Mutiso
Bohemian Flowers farm worker

Introduction

Fairtrade Africa is a regional association that Fairtrade certified Producer Organisations may join if theywish. They represent small-scale producers within the Fairtrade system. For instance, producers have 50 percent of the voting power at the Fairtrade International General Assembly. Fairtrade Africa is on the front lines providing support and getting important Fairtrade information to Producer Organisations, supporting them to understand and meet the Fairtrade Standards, and strengthening their organisations through trainings, workshops, and exchange visits on topics from good governance to human rights, climate change adaptation and more. In partnership with the national Fairtrade organisations and Fairtrade International, they ensure that Fairtrade is working to strengthen livelihoods and empower farmers and workers

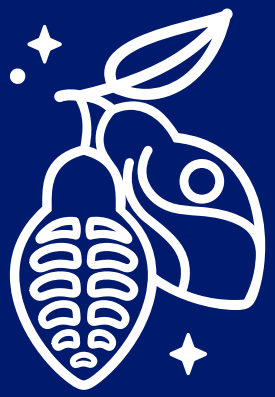
In this report:

- **Monitoring Data (2024)**
- **Producer Satisfaction Survey (2024)**

COCOA ACCOUNTS FOR 74% OF THE FAIRTRADE PREMIUM PAID TO PRODUCERS IN AFRICA AND THE MIDDLE EAST

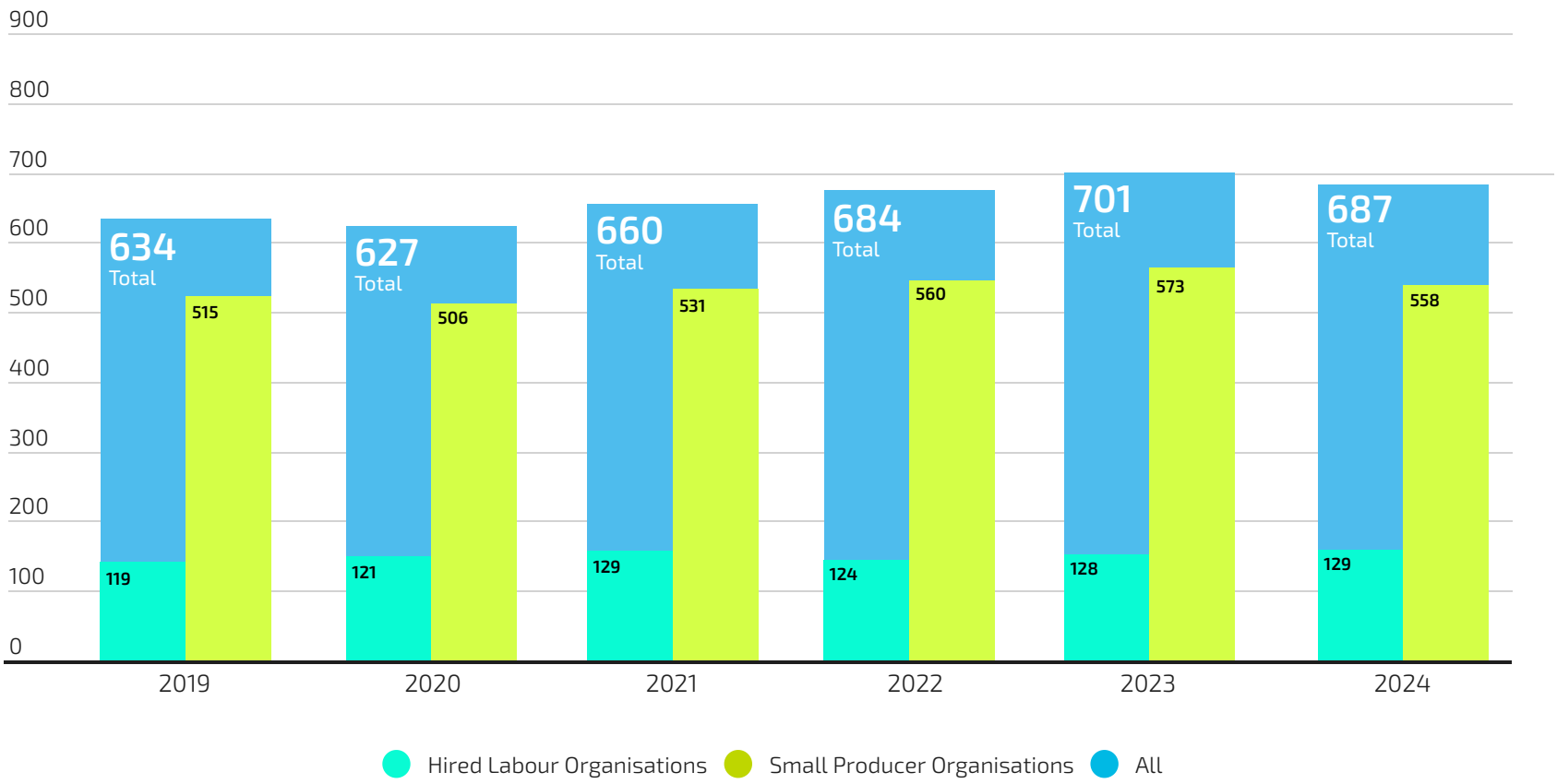
38% OF ALL FARMERS AND WORKERS IN PRODUCER ORGANISATIONS ARE IN AFRICA AND THE MIDDLE EAST

CÔTE D'IVOIRE ACCOUNTS FOR 90% OF COCOA SALES IN AFRICA AND THE MIDDLE EAST



Fairtrade Monitoring Data

Fairtrade Africa and the Middle East: Producer Organisations

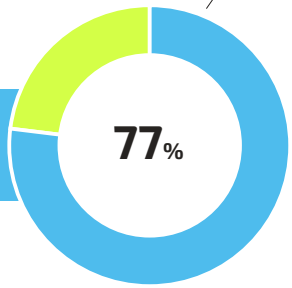


Fairtrade Africa and the Middle East: Producers and Premium generated 2024

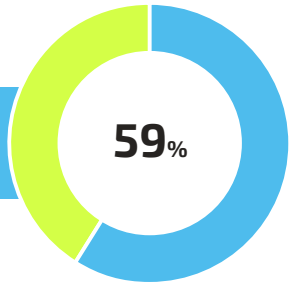
Number of farmers and workers in Fairtrade Producer Organisations 2024

Percentage of global total

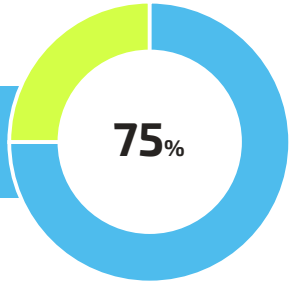
1,295,658
Farmers in Small Producer Organisations



114,504
Workers in Hired Labour Organisations



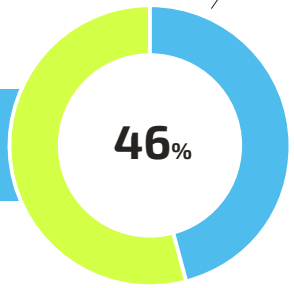
1,410,162
Total farmers and workers in Africa and Middle East



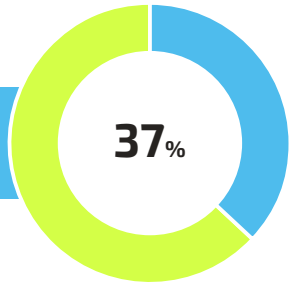
Fairtrade Premium receipts 2024

Percentage of global total

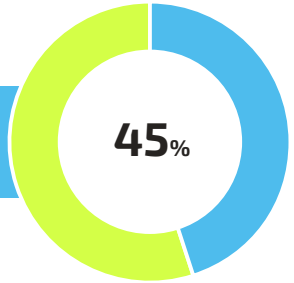
€77.5 million
Earned by Small Producer Organisations



€12.8 million
Earned by Total Hired Labour Organisations

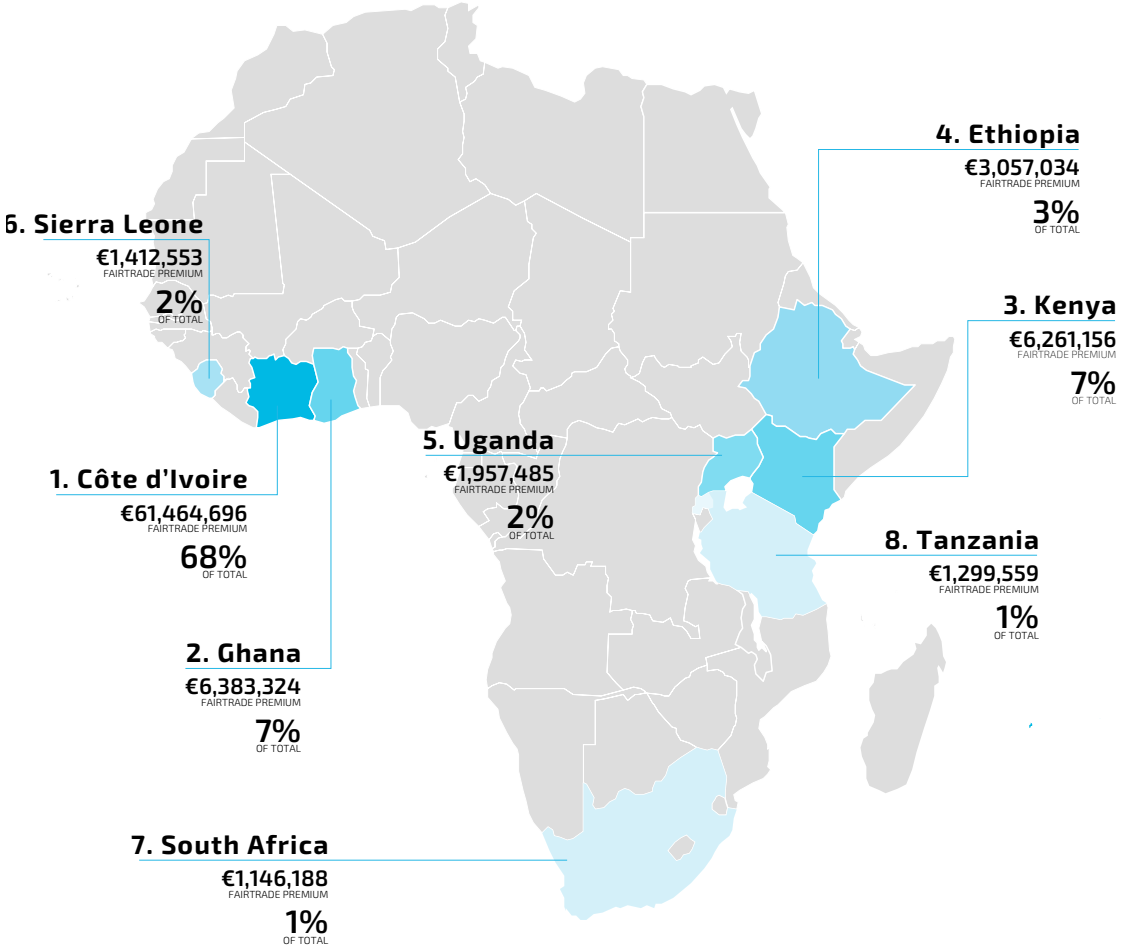


€90,2 million
Total Fairtrade Premium for Africa and Middle East



Note: Numbers may not sum due to rounding

Fairtrade Africa and the Middle East: Top Fairtrade Premium generating countries 2024

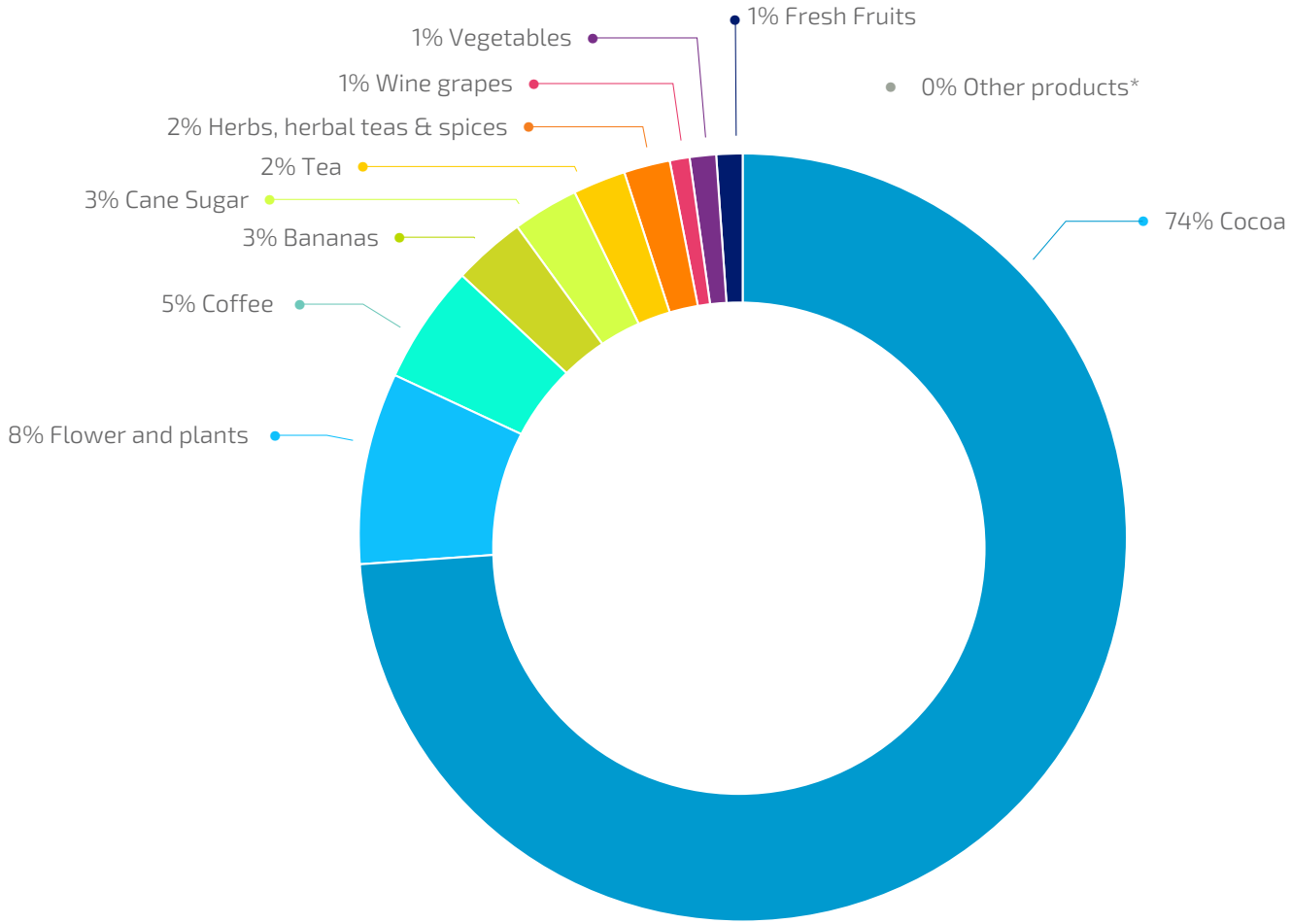


Percentages refer to total Fairtrade Premium earned by producers in Africa and the Middle East.

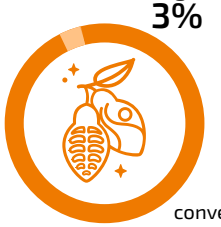
Fairtrade Africa and the Middle East: Fairtrade Premium distribution by product 2024

Cocoa	74%
Flowers and plants	8%
Coffee	5%
Bananas	3%
Cane sugar	3%
Tea	2%
Herbs, herbal teas & spices	2%
Wine grapes	1%
Vegetables	1%
Fresh Fruit	1%
Other products*	0%

*Includes nuts, oilseeds and oleaginous fruit, cotton, dried fruit and cereals



Fairtrade Africa and the Middle East: Volumes sold on Fairtrade terms for key products 2024



Percentage of regional total

Cocoa

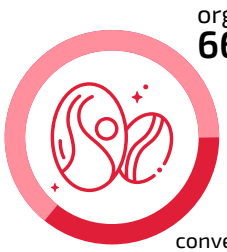
[in MT]

Côte d'Ivoire	274,180
Ghana	21,603
Other countries in Africa and the Middle East	8,749

Flowers and Plants

[in Stems]

Kenya	534,130,637
Ethiopia	343,911,720
Other countries in Africa and the Middle East	98,580,448



Percentage of regional total

Coffee

[in MT]

Ethiopia	3,345
Uganda	3,074
Tanzania	3,148
Rwanda	408
Democratic Republic of Congo	282
Other countries in Africa and the Middle East	486

Fresh Fruit

[in MT]

Burkina Faso	3,485
South Africa	2,715
Côte d'Ivoire	2,584
Madagascar	1,469
Other countries in Africa and the Middle East	2,833

Metric tonnes abbreviated to MT.
The percentages for organic and conventional production are calculated based on the aggregated production (MT) within the region, considering only the main products

Fairtrade Africa and the Middle East: Volumes sold on Fairtrade terms for key products 2024

Herbs, Herbal teas & Spices

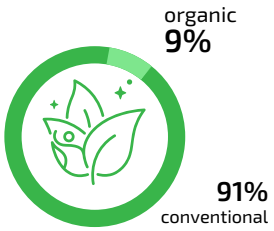
[in MT]

Egypt	460
Madagascar	391
South Africa	147
Other countries in Africa and the Middle East	89

Tea

[in MT]

Kenya	2,020
Other countries in Africa and the Middle East	2,166



Percentage of regional total

Vegetables

[in MT]

Kenya	197
Other countries in Africa and the Middle East	3,289

Wine grapes

[in MT]

South Africa	20,621

Metric tonnes abbreviated to MT.
The percentages for organic and conventional production are calculated based on the aggregated production (MT) within the region, considering only the main products

Fairtrade Africa and the Middle East: Percentage of women Fairtrade farmers and workers by product 2024

Product	Total farmers and workers	Female farmers and workers	Female (% of total)
Oilseeds and oleaginous fruit	2,930	2,563	87%
Vegetables	6,192	2,729	44%
Cane sugar	8,642	3,640	42%
Nuts	32,152	13,385	42%
Fresh fruit	15,287	6,045	40%
Flowers and plants	75,403	29,478	39%
Tea	295,829	109,060	37%
Wine grapes	2,863	1,018	36%
Herbs, herbal teas & spices	19,096	4,781	25%
Banana	8,388	1,764	21%
Coffee	457,060	96,112	21%
Cocoa	473,686	71,255	15%
Dried fruit	238	19	8%
Other products*	12,396	5,717	46%
TOTAL	**1,410,162**	**347,566**	**25%**

*Other products include: honey and cotton

Producer Satisfaction Survey

Survey implementation

The Producer Satisfaction Survey was first run in 2012 and 2015, overseen by Fairtrade International. As the Producer Networks took over the lead in organizing support services, Fairtrade Africa began running its own survey in 2018. The most recent survey, and the one discussed in this report, was run in 2025 and looked at satisfaction with Producer Network support services provided in 2024. While the survey versions are not 100 percent identical across producer Networks, there remain enough similarities to allow comparisons across key indicators.

ONLINE SURVEY

The 2025 Producer Satisfaction Survey was conducted using an online tool, with email invitations sent to all Fairtrade Producer Organisations in the region.

EMAIL REMINDERS

After the invitation has been sent out, regular email reminders helped to increase response rate.

PRODUCER NETWORK STAFF FOLLOW UP

Producer Network staff contacted the Producer Organisations that had not responded to encourage them to do so.

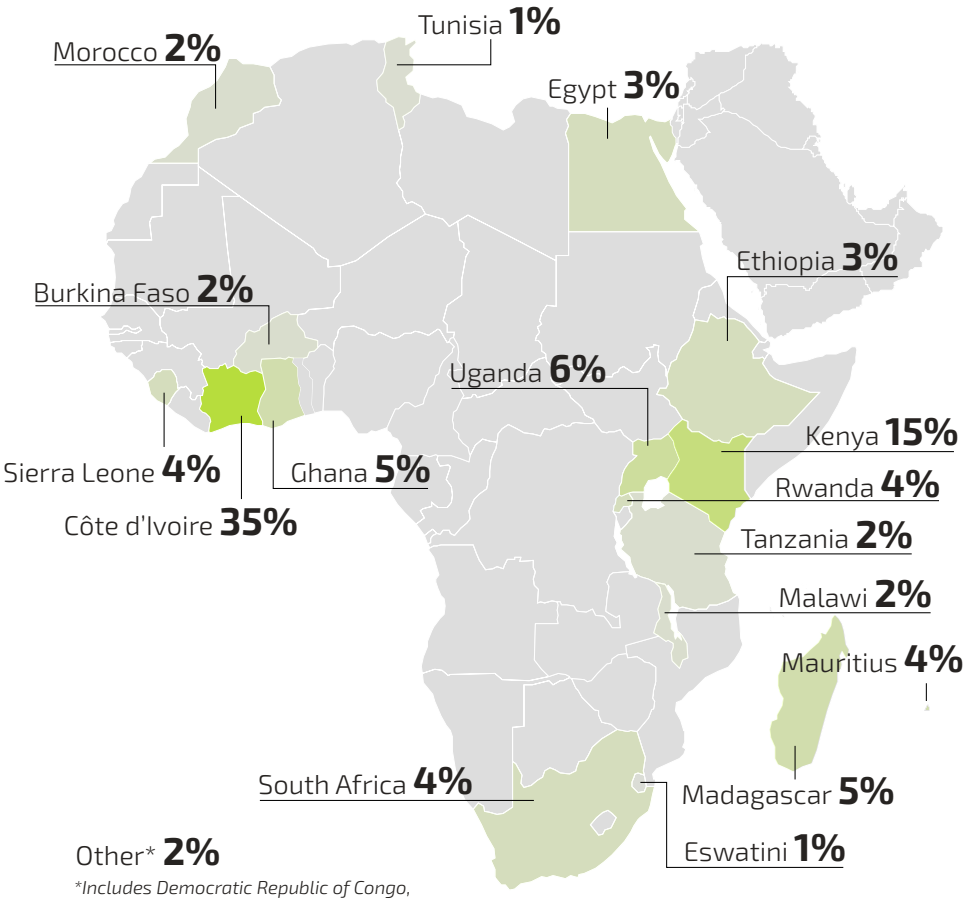
COUNTRY AND PRODUCT-SPECIFIC UNDERSTANDING

Analysis was done to better understand satisfaction both at the regional level as well as for particular countries and products.

Producer Satisfaction Survey: Response rate and sample distribution

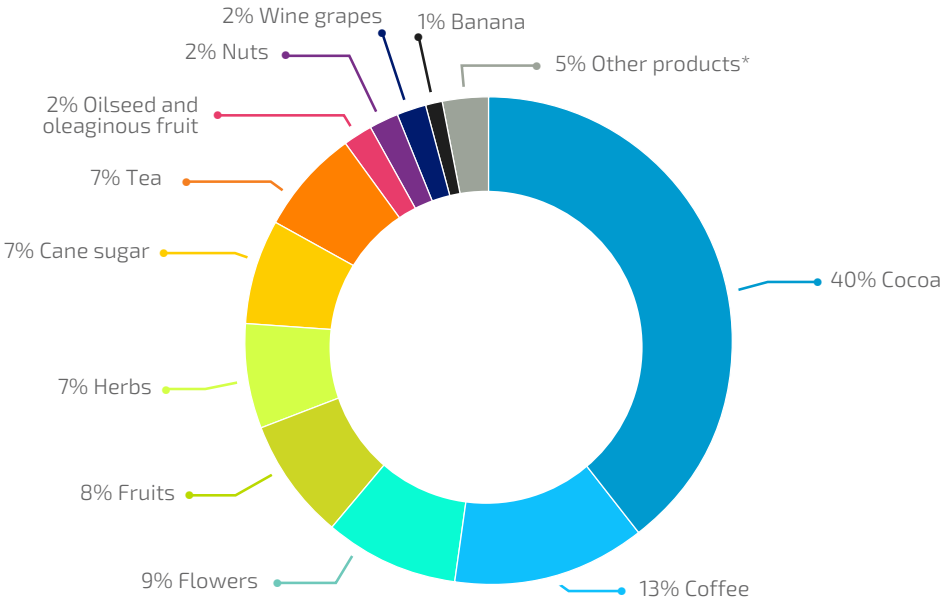
71% response rate (458 PO respondents out of 647 surveyed)

Producer Organisation Country



**Includes Democratic Republic of Congo, Benin, Zimbabwe, Cameroon, Togo, Zambia, Sao Tome & Principe, Burundi, Palestine*

Producer Organisation Main Product



Cocoa	40%
Coffee	13%
Flowers and plants	9%
Fruits (fresh and processed)	8%
Herbs, herbal teas & spices	7%
Cane sugar	7%

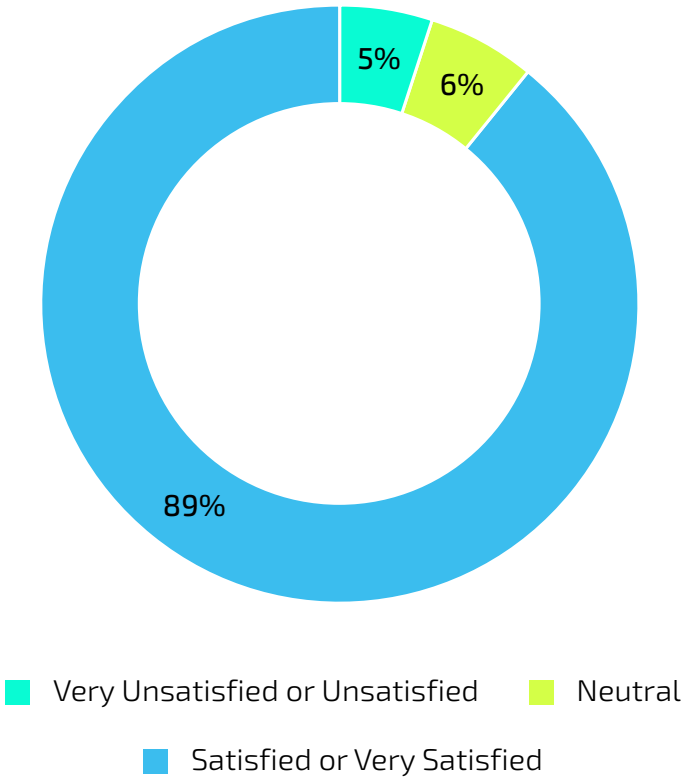
Tea	7%
Oilseed and oleaginous fruit	2%
Nuts	2%
Wine grapes	2%
Banana	1%
Other products*	3%

*Includes vegetables, fresh fruit, cotton, carbon credits

Overall satisfaction with Fairtrade producer support

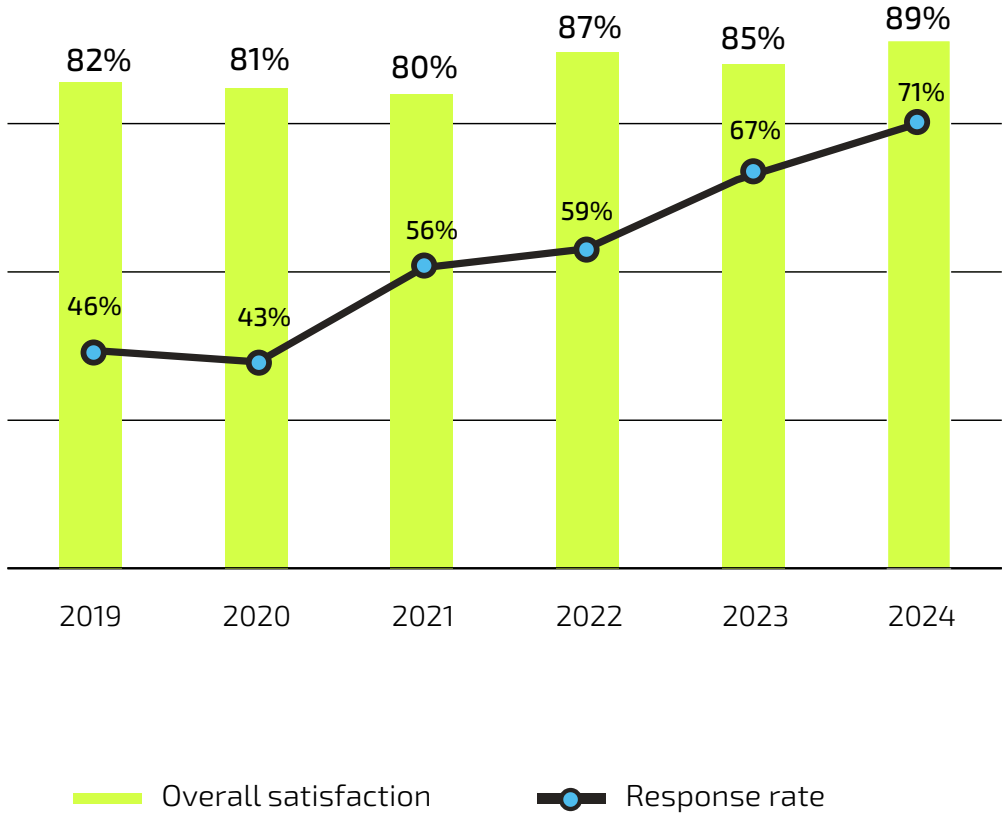
Overall, 89 percent of Fairtrade Producer Organisations surveyed are satisfied or very satisfied with FTA support activities in 2024. This high number reflects the hard work of many Producer Network staff as well as detailed annual planning to ensure that Producer Organisation needs are being met. Producer Satisfaction Survey results from previous years have also been used to make action plans and address areas of weakness.

Overall satisfaction in 2024



Overall satisfaction over time

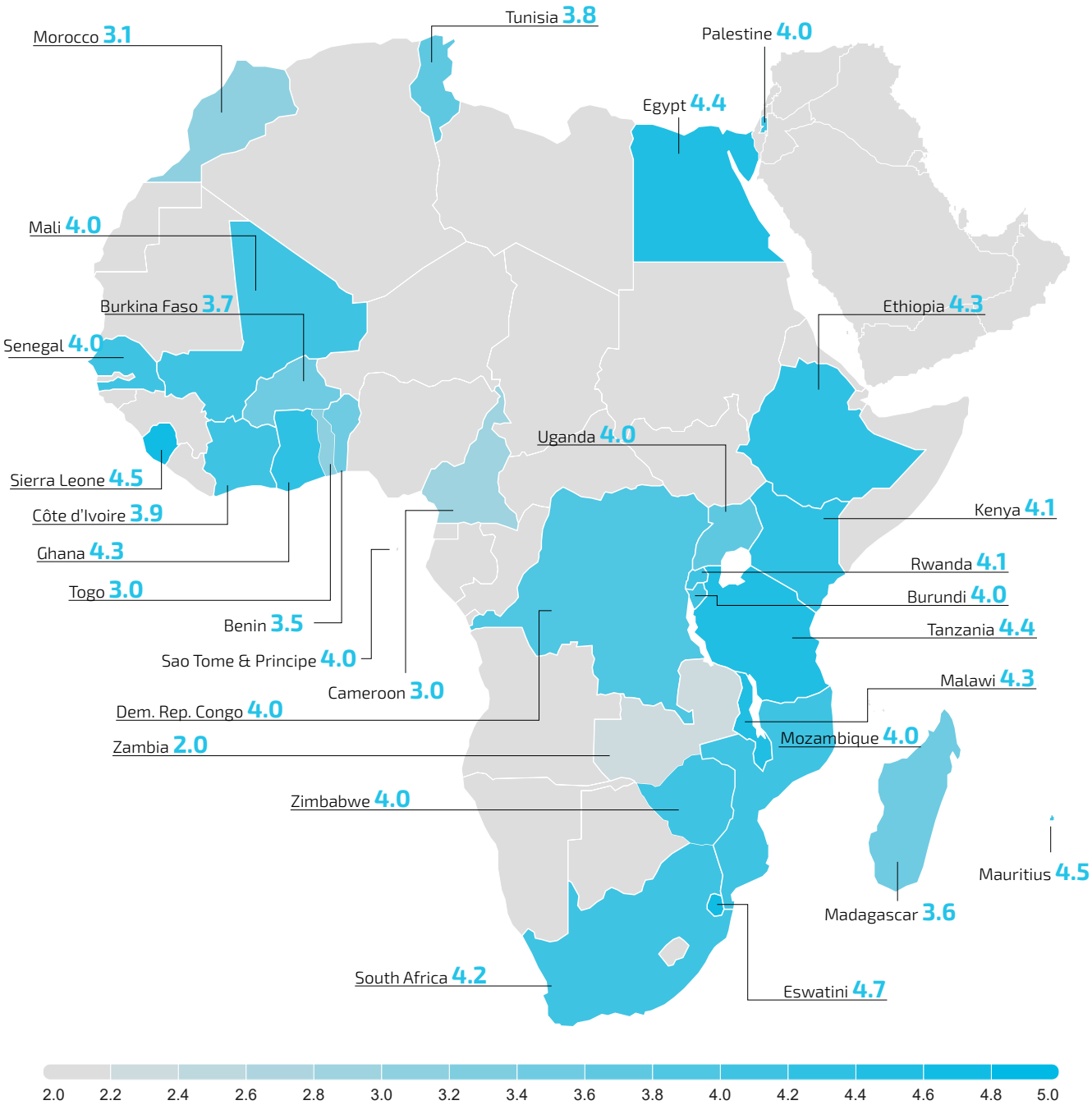
(% of very satisfied or satisfied Producer Organisations)



Satisfaction with Fairtrade producer support by country

Detailed country-specific analysis of results shows that satisfaction is typically lagging in areas where it is not possible to place a Producer Network staff member (meaning that physical visits are not possible) or where the number of Producer Organizations has increased drastically in recent years (meaning that it is difficult to keep up with the demand for support).

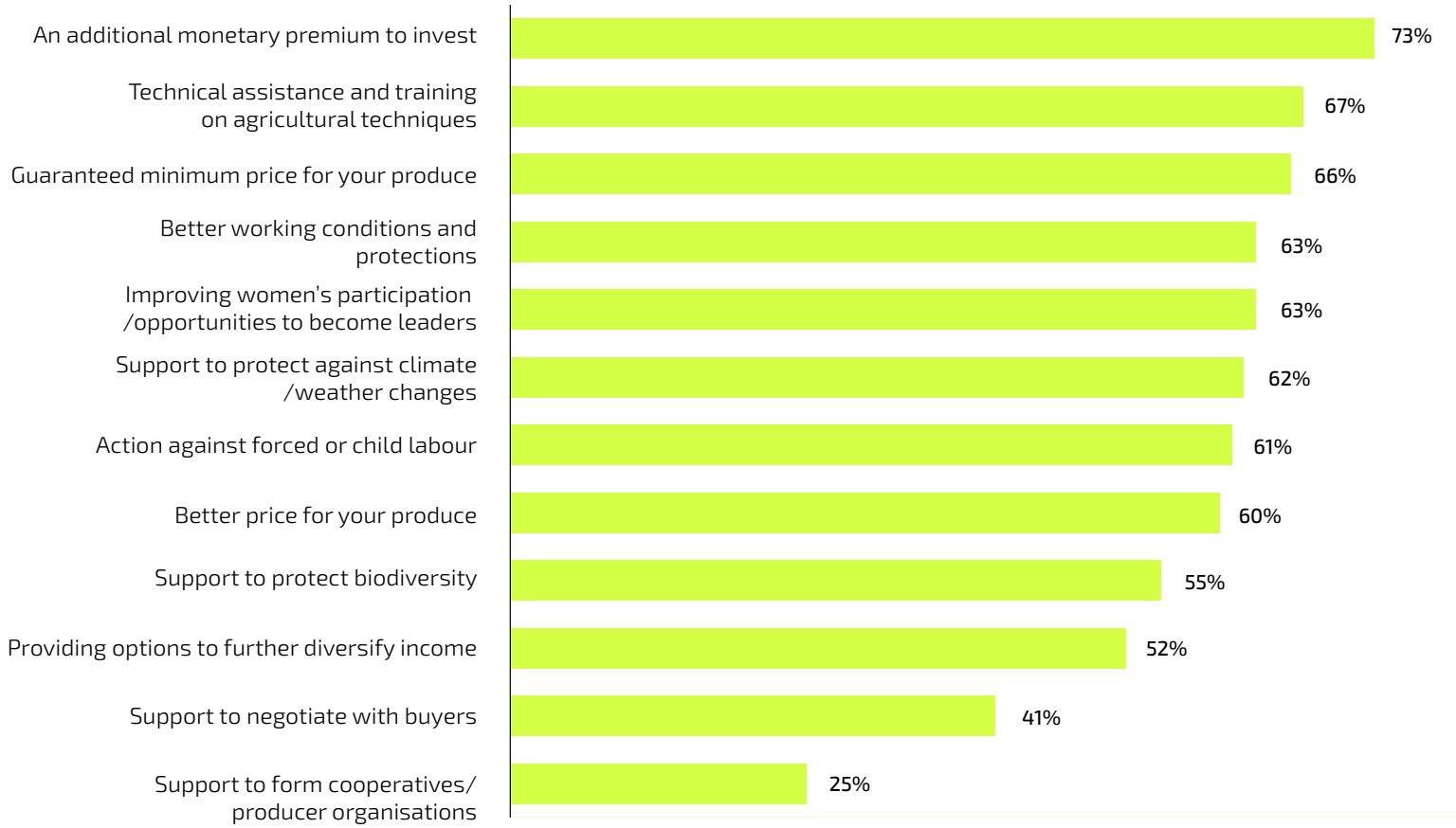
Country- and product-specific satisfaction results have already been incorporated into Producer Network planning activities, with extra attention to be given to areas of concern.



The scores are out of a scale from 1 to 5, being 5 the highest score.

Most important benefits of being part of certification scheme

Which of the following potential benefits of being part of a certification scheme are most important to you / your Producer Organisation?

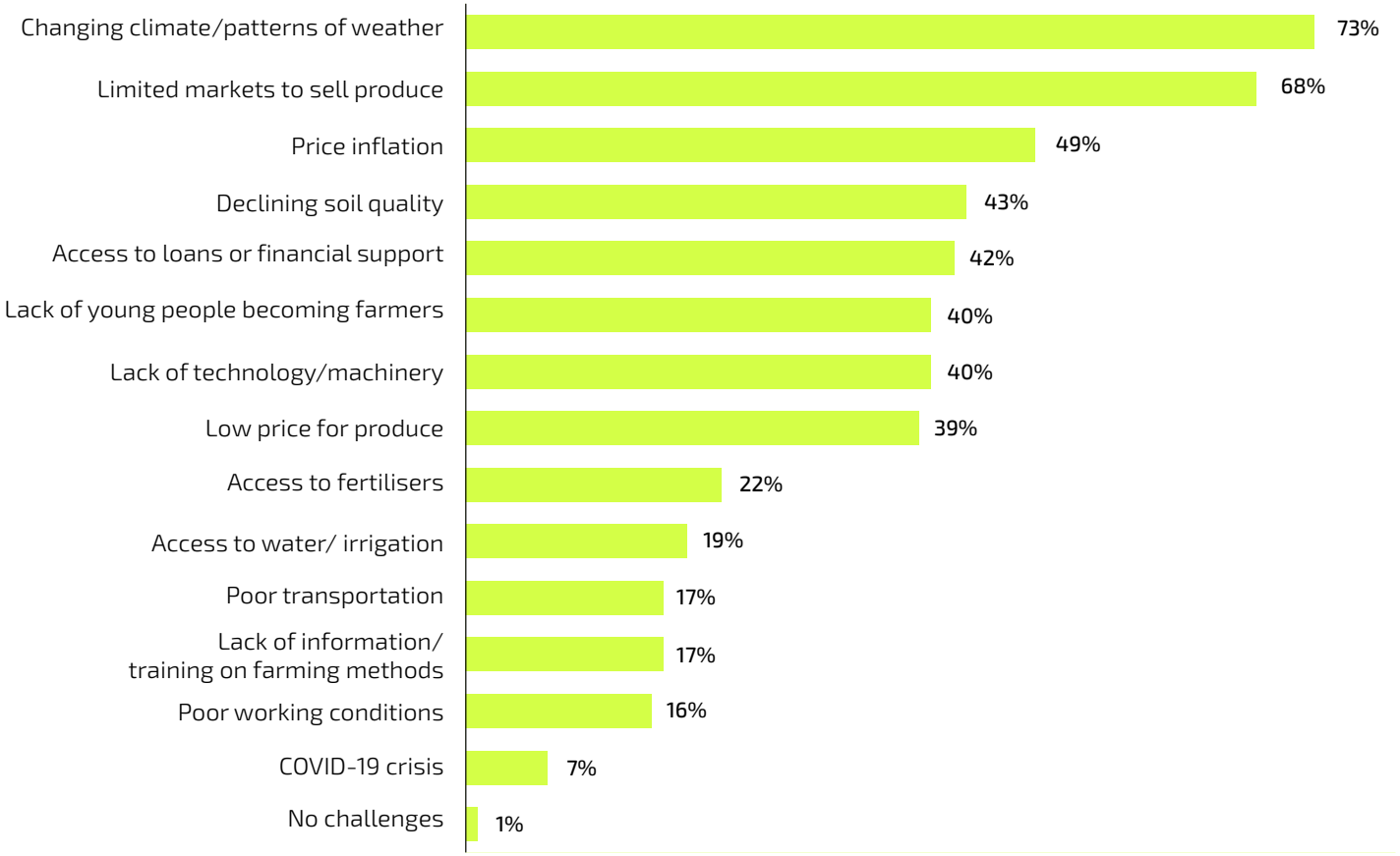


"An additional monetary premium to invest" is notably more important to producer organisations in Africa and the Middle East

"Guaranteed minimum price for your produce" and "Technical assistance and training on agricultural techniques" as similarly important

Top challenges Producer Organisations are facing

What are the top two challenges that you are facing currently as a farmer or producer/member of your Producer Organisation?



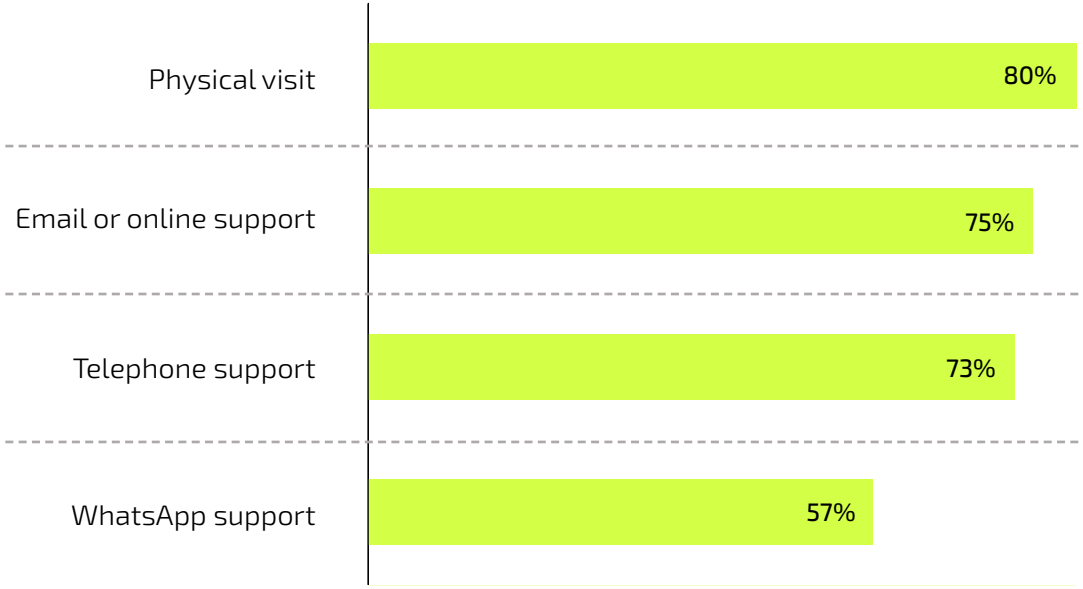
Satisfaction with direct support

The Producer Networks provide direct, one-on-one support to the Fairtrade Producer Organisations in their region through two primary means: physical visits and remote support.

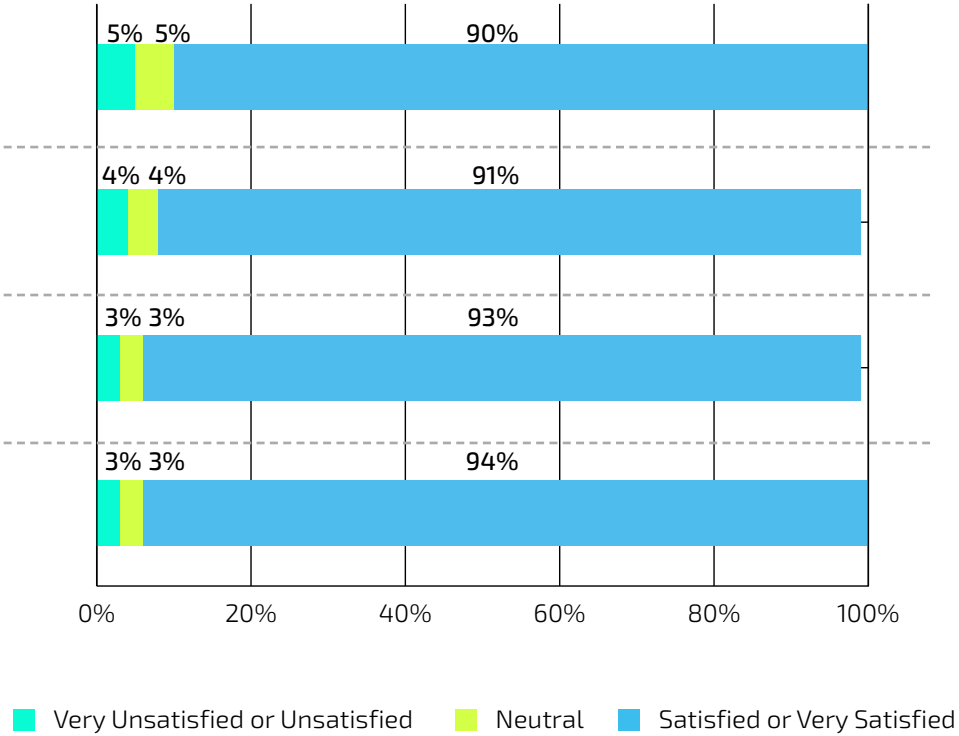
Typically, physical visits mean a Producer Network field officer physically travels to the offices of the Producer Organisations and offers the support in person, usually for complex issues, or for training events or workshops.

For remote support, Producer Network field officers or secretariat staff offer support to the Producer Organisation via emails, webinars, telephone or live online chats. Remote support is mostly used for unplanned requests for support,when the issues in question require similar support to be given to multiple Producer Organisations spread over a large geographic area, when there is an overlapping of activities, and/or when support is simply delivered without the need for a visit.

Percent of Producer Organisations that received direct support



Level of satisfaction with direct support



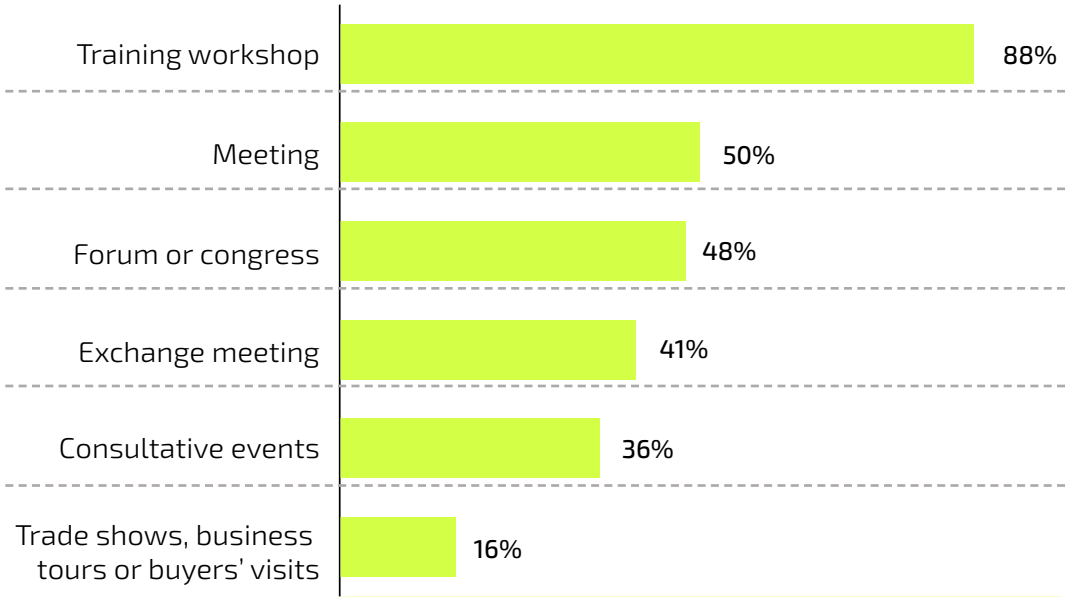
Satisfaction with events

Producer Networks also run group events for Producer Organisations to facilitate dialogue and build capacity around relevant topics. The types of events organized include training workshops, consultative events, trade shows, Producer Organisation exchange visits and producer networking events. Typically, in the latter two cases, Producer Organisations and producers themselves learn directly from the experiences of other Producer Organisations and producers selling similar products in similar geographies with the Fairtrade Producer Network serving mainly as a facilitator.

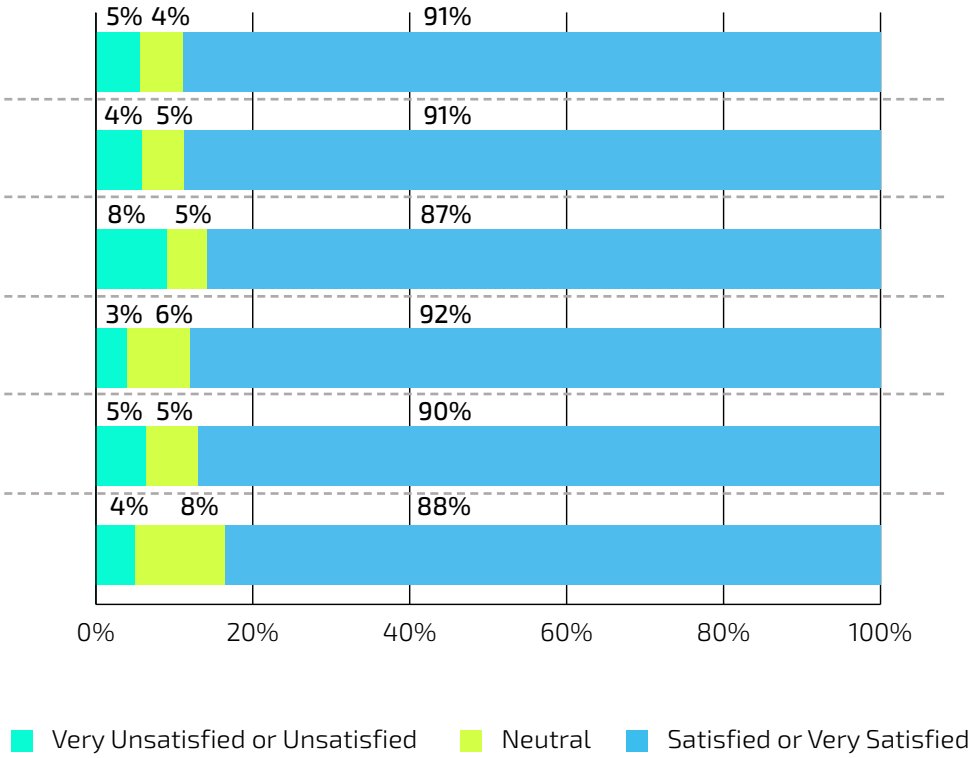
Each of these types of events will attract a different mix of Producer Organisations and be aimed at achieving different outputs and outcomes. For example, a successful output for a training workshop focused on producer action plans would be increased Producer Organisation capacity, so that this increased capacity allows the action plans to be constructed and implemented.

A successful output for an exchange visit would be greater social networks for knowledge exchange between Producer Organisations and practice demonstrations so that these Producer Organisations use this knowledgewith their members for improving practice. Producer Organisation satisfaction with all types of events was very high, ranging from 91 percent satisfied or very satisfied with training workshops to 87 percent satisfied or very satisfied with business tours and visits to buyers.

Percent of Producer Organisations that attended events



Level of satisfaction with events

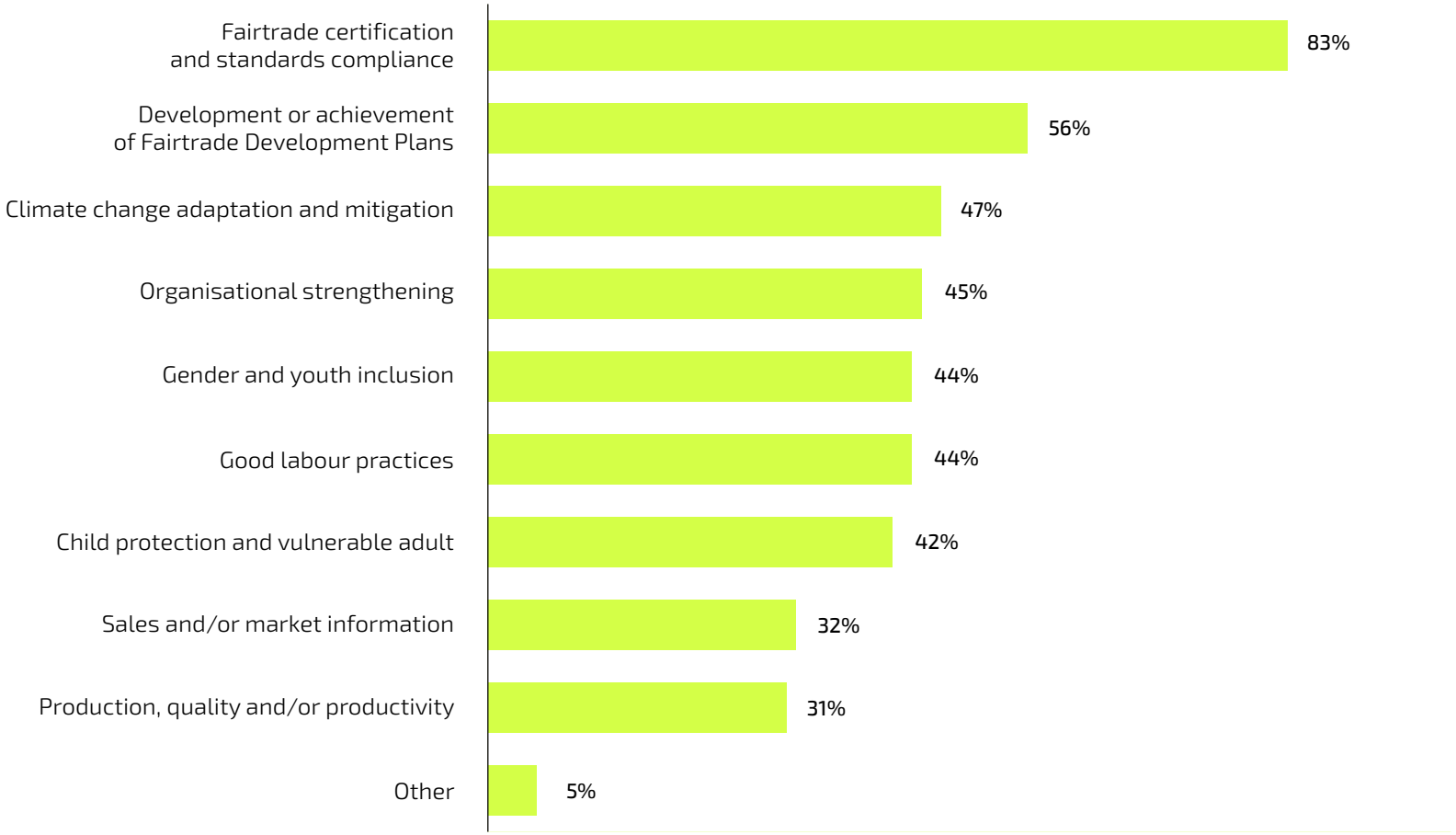


Key Topics of Fairtrade producer support services

During support activities with Producer Organisations, Producer Networks cover topics such as maintaining Fairtrade certification, developing Fairtrade Development Plans or increasing sales. Training on these topics is often intended to enable the Producer Organisation to do some specific tasks or take some specific action.

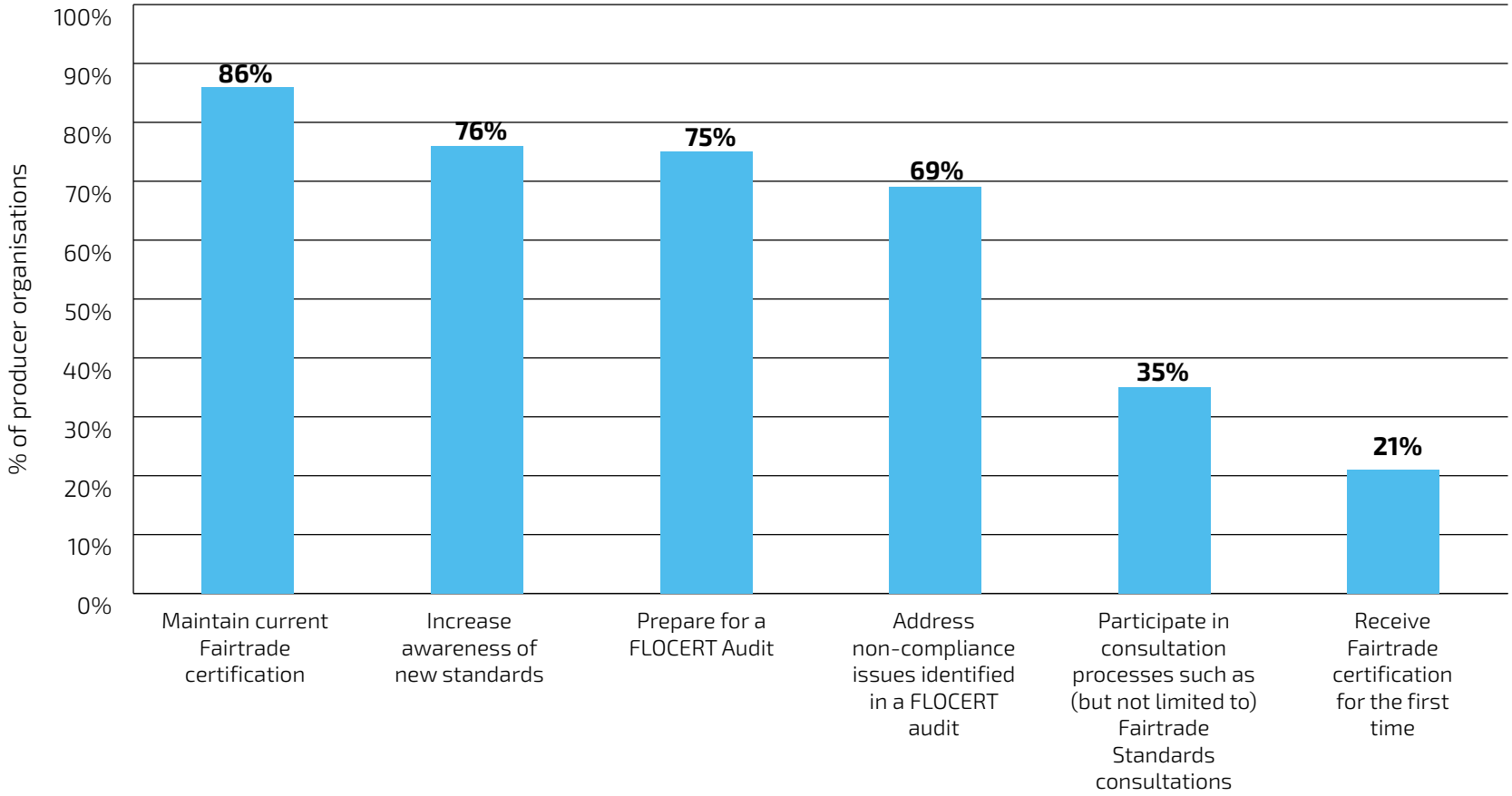
The survey asked Producer Organisationswhat were the outcomes of direct support or events provided by Producer Network. Following pages show what actions Producer Organisations report taking after receiving different types of support.

Percent of Producer Organisations that received support on specific topic



Key outcomes of Fairtrade producer support by topic

Fairtrade certification and standards compliance



83% of producer organisations received support on Fairtrade certification and standards compliance.

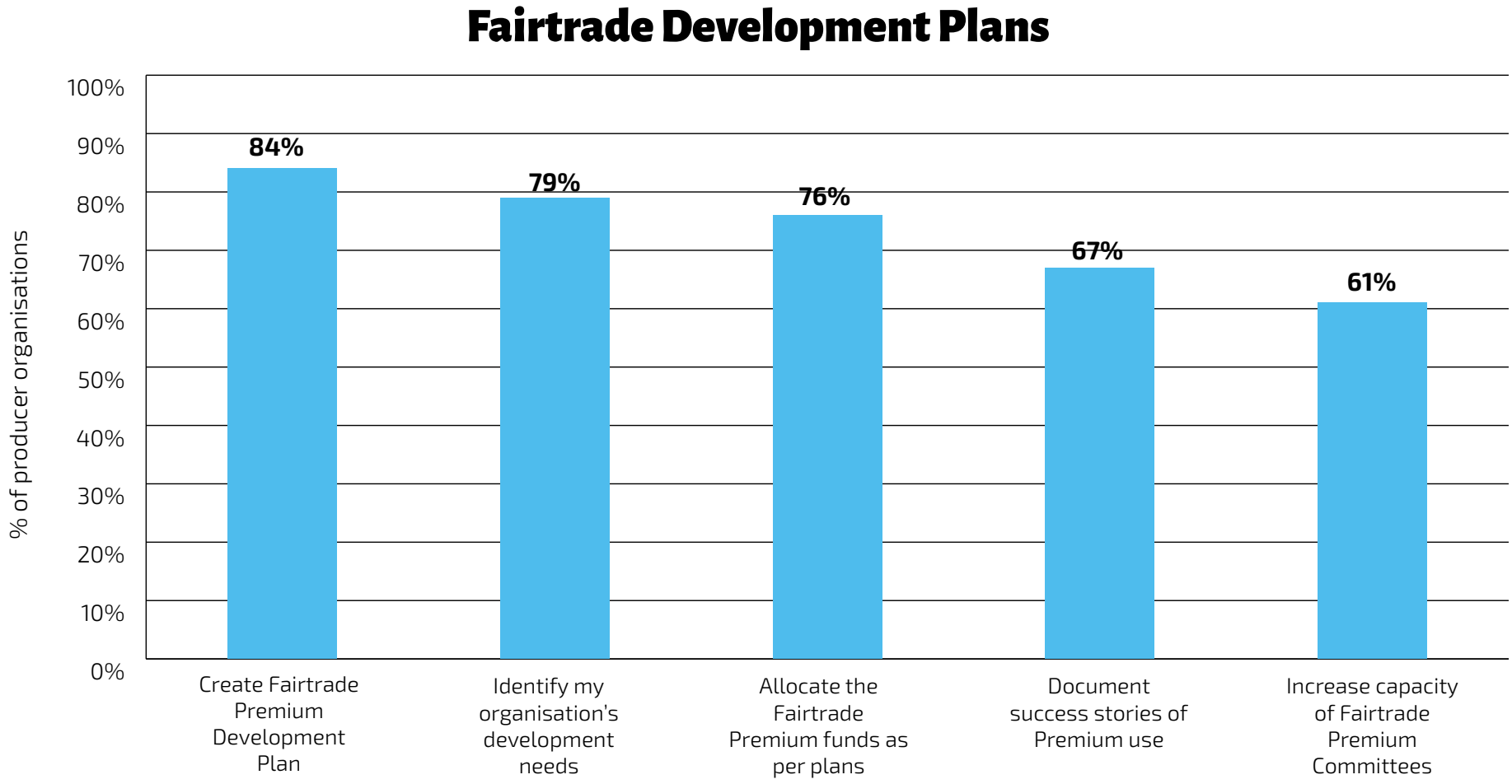
Support on Fairtrade certification and standards compliance was most helpful for maintaining current Fairtrade certification. More than half of the producer organisations that received this support find it helpful in increasing awareness of new standards, preparing for an audit and addressing identified non compliance issues.

Key outcomes of Fairtrade producer support by topic

45% of producer organisations received support on organisational strengthening

Key outcome of organisational strengthening support was improved management systems. In addition, producer organisations reported that this support helped them with strategic plans, targeted support and capacity building, and advocacy work.

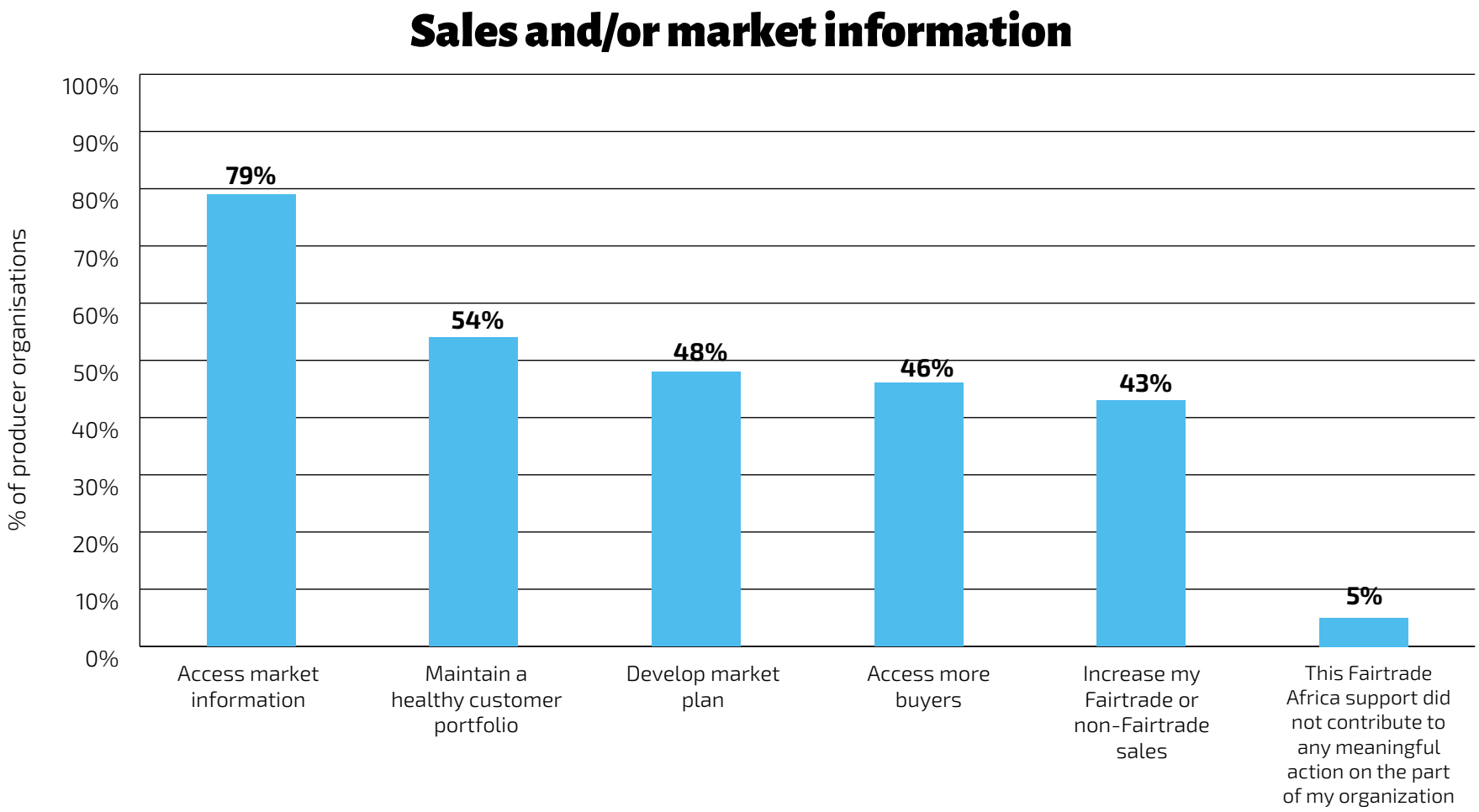
Key outcomes of Fairtrade producer support by topic



56% of producer organisations received support on Fairtrade Development Plans.

Support on Fairtrade Development Plans allowed majority of producer organisations to create plans, identify development needs, and allocate premium funds as per plan.

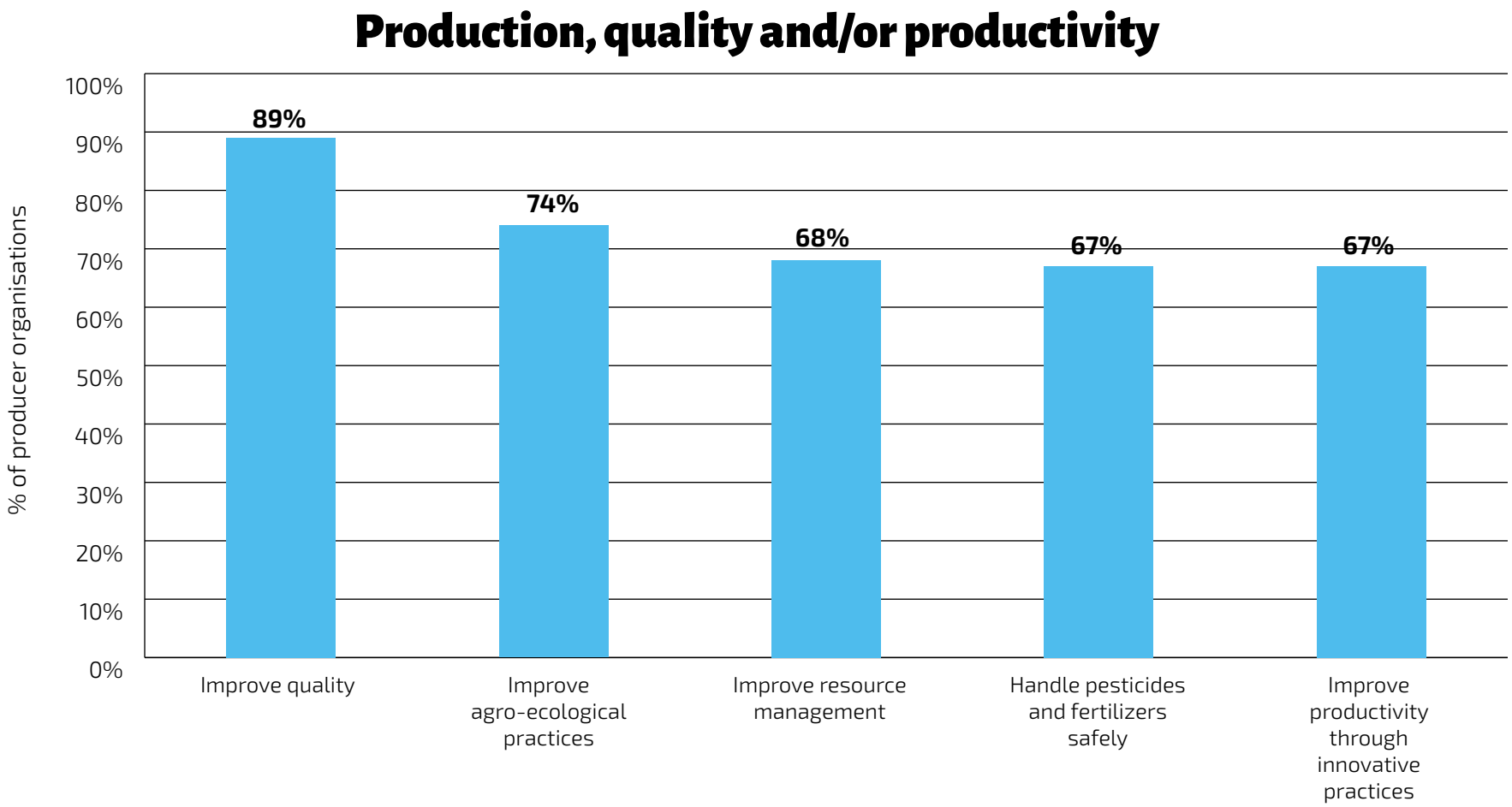
Key outcomes of Fairtrade producer support by topic



32% of producer organisations received support on sales or market information.

Producer organisations reported that this support services allowed them to access market information, maintain a healthy consumer portfolio as well as develop market plan.

Key outcomes of Fairtrade producer support by topic

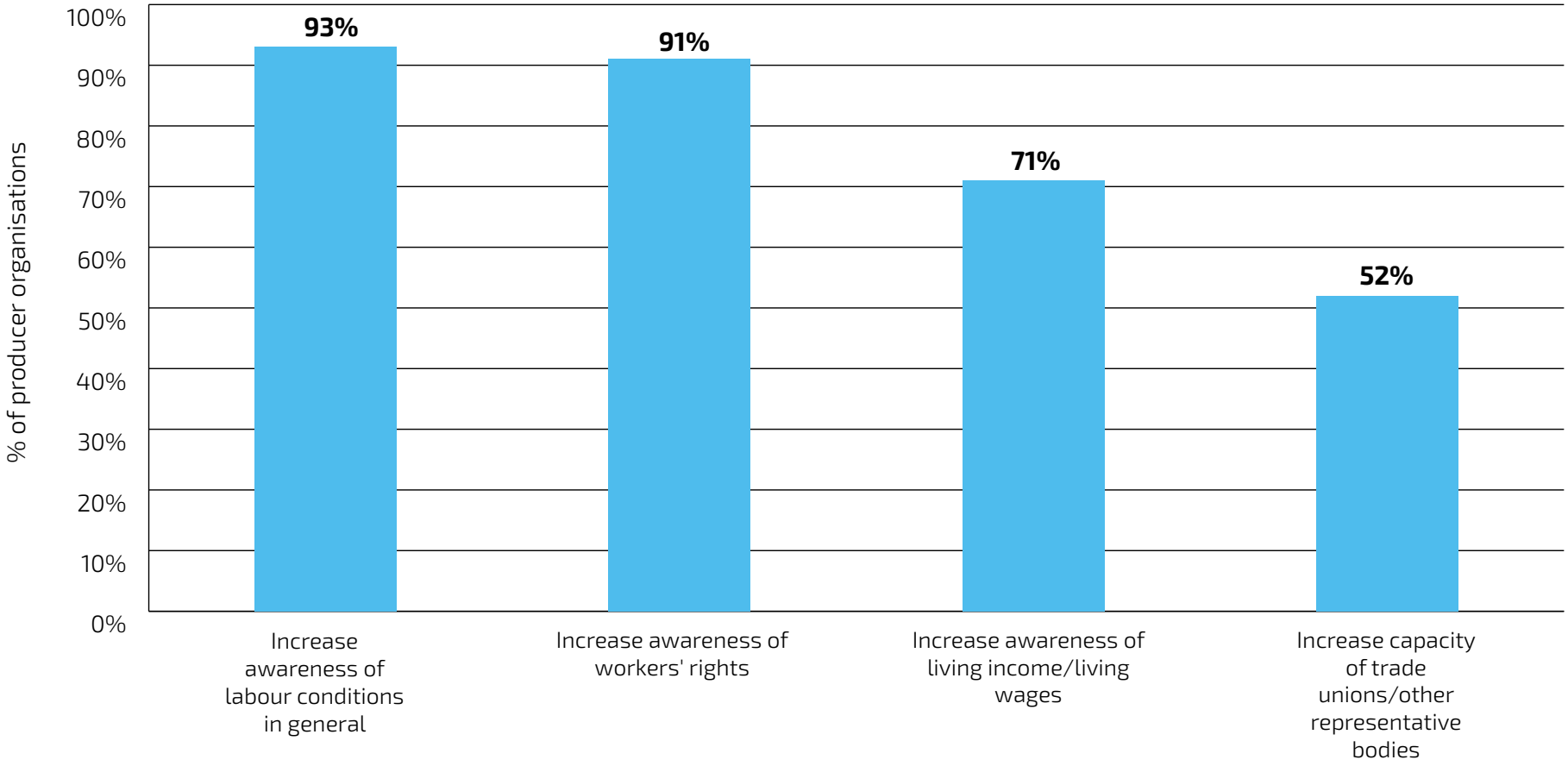


31% of producer organisations received support on production, quality or productivity.

89% of producer organisations that received production support reported improved quality. Improved agro-ecological practices and resource management are other most reported outcomes.

Key outcomes of Fairtrade producer support by topic

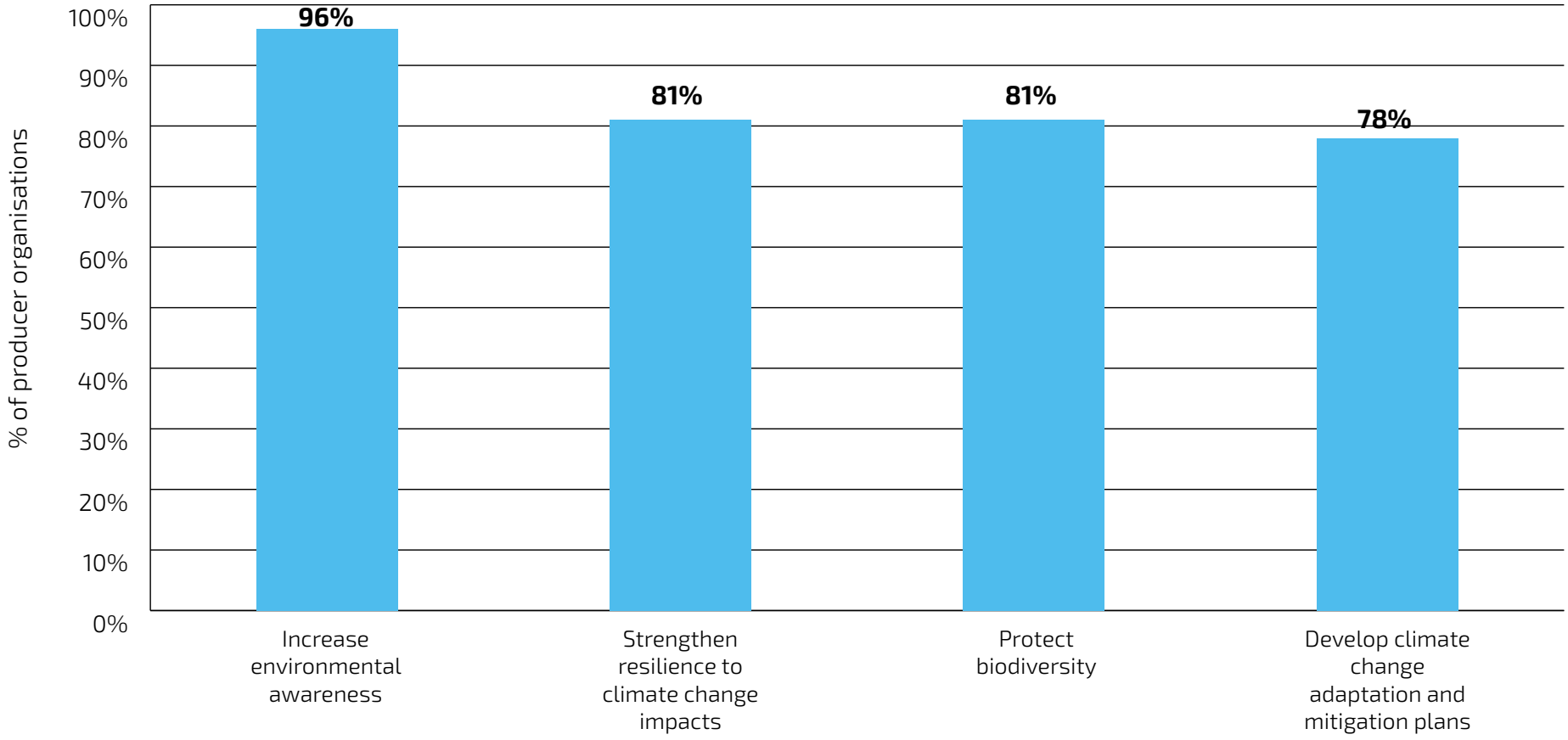
Good labour practices



44% of producer organisations received support on good labour practices.

Key outcomes of support on good labour practices were related to increasing awareness of labour conditions, workers' rights and living income/living wages.

Climate change adaptation and mitigation

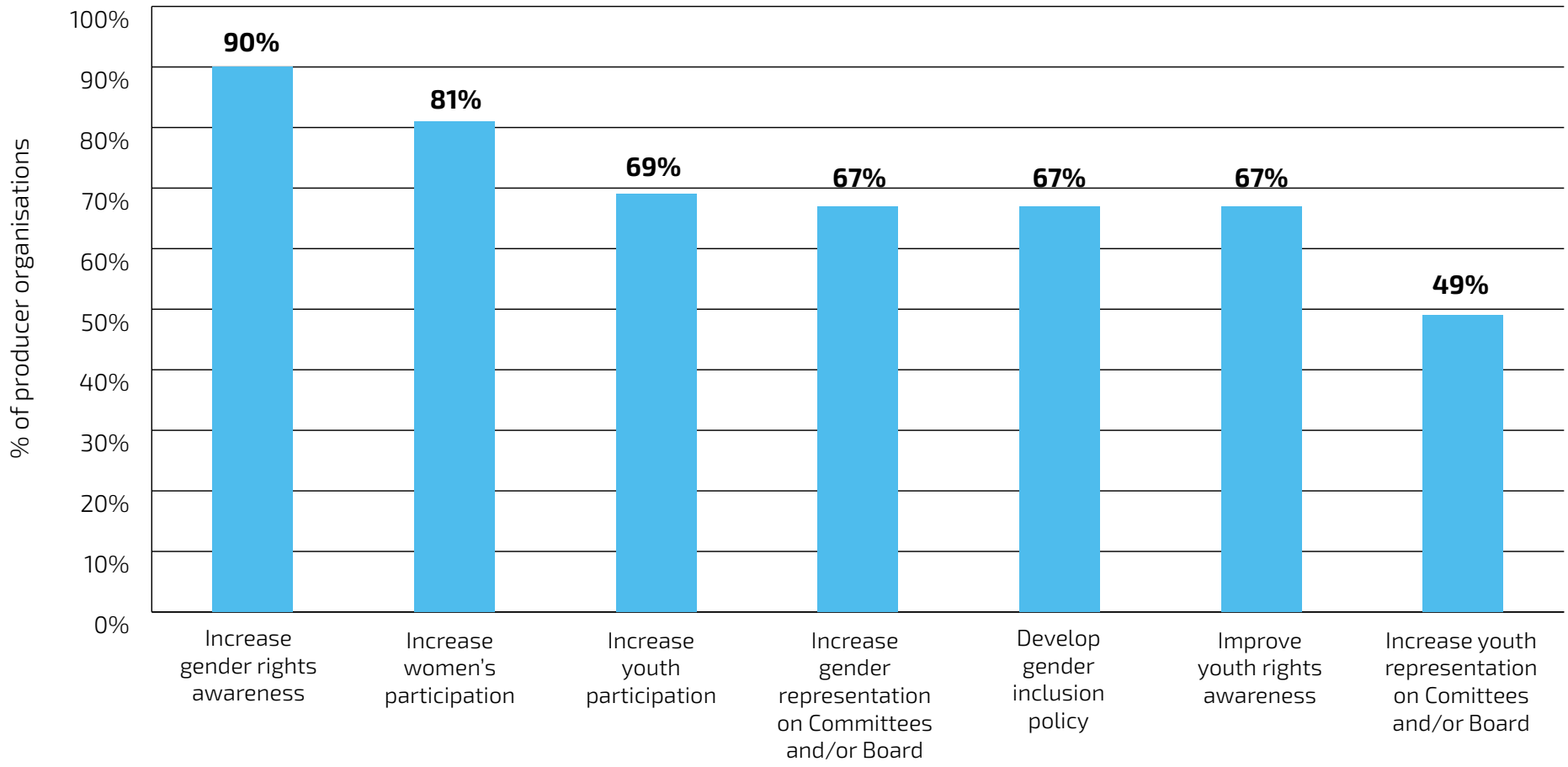


47% of producer organisations received support on climate change adaptation and mitigation.

The producer organisations that received support on climate change reported that it was helpful in increasing environmental awareness, protecting biodiversity and strengthening resilience to climate change impacts.

Key outcomes of Fairtrade producer support by topic

Gender and youth inclusion

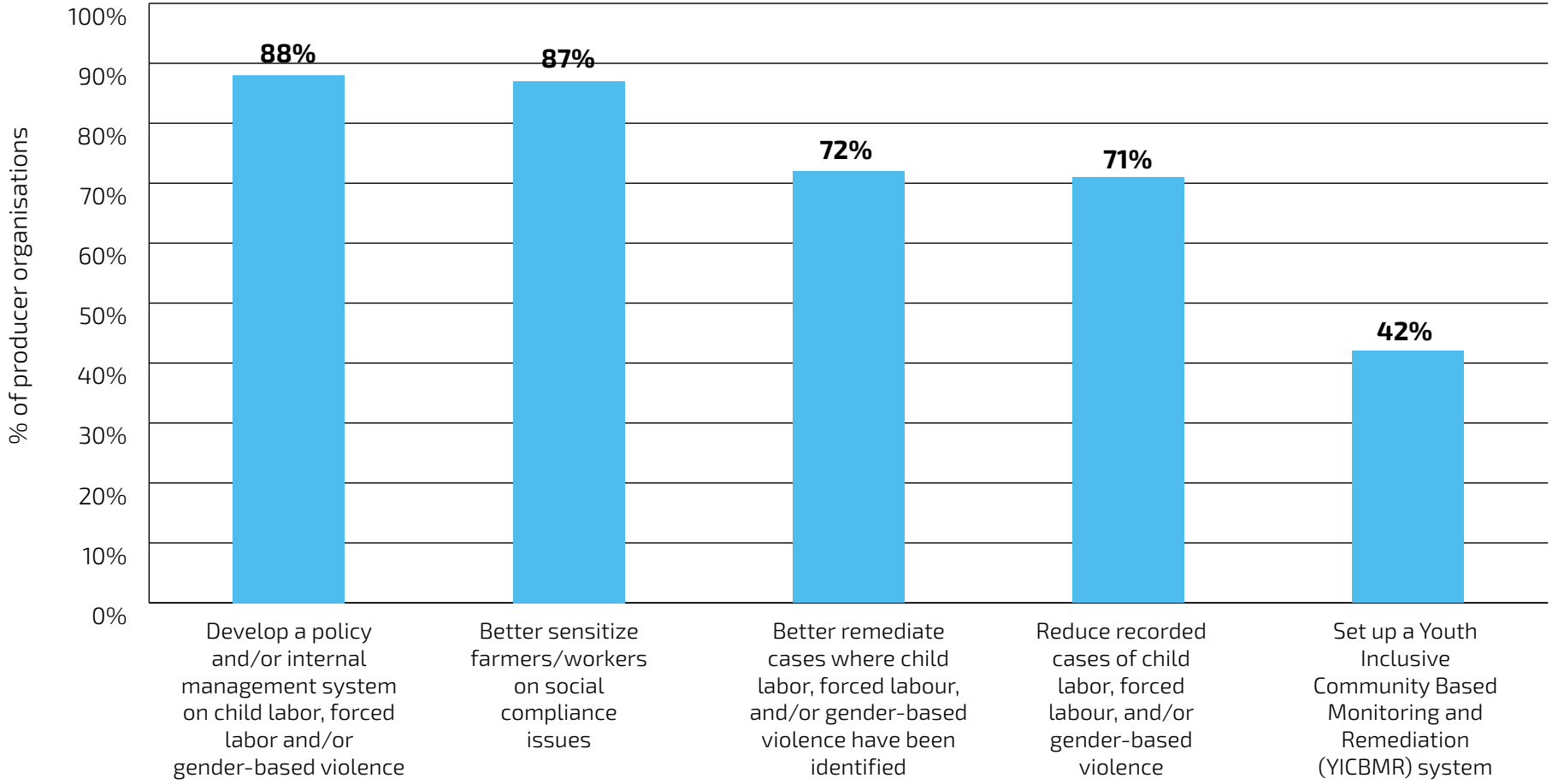


44% of producer organisations received support on gender and youth inclusion.

Key outcomes of this support were related to increased gender rights awareness and increased women's participation.

Key outcomes of Fairtrade producer support by topic

Child protection and vulnerable adults



42% of producer organisations received support on child protection

88% of producer organisations reported that this support helped them in developing a policy and/or internal management system on child labor, forced labor, and/or gender-based violence

Recommendations and feedback

Here we have included some examples of some recommendations and feedback given by Producer Organisations during the 2025 Producer Satisfaction Survey. Feedback was given in the respondent's preferred language and translated into English. The full suite of feedback is available to each of the Producer Networks.

Support for access to markets/ buyers

More trainings

More programs on climate change adaptation and mitigation

More projects focused on youths and women

Offer more personalised support

More physical visits

Support for digital tools and systems

Support for audit compliance and certification

Improved communication, transparency, and feedback

Work more closely with cooperatives to understand their difficulties

About the data in this report

The monitoring data in this report come from two sources: Fairtrace and FairInsight.

Information about producer organisations – such as number of farmer members or workers, percentage of women, area covered under Fairtrade certification, and volumes produced – now come from FairInsight, which includes a reporting platform for producer organisations. In prior years, this information was collected during audits and stored in a system called CODImpact.

Data on Fairtrade Premium generated and sales volumes for all Fairtrade products are now reported through Fairtrace, as of 2024 data (which is what is presented in this report). Fairtrace stores all transactions in a given year from Fairtrade Premium and Fairtrade Minimum Price payers (i.e., traders). This was the case in recent years for the largest seven products (bananas, cocoa, coffee, cotton, flowers and plants, sugar and tea), however the data from all other products had been collected via CODImpact until 2024.

Because the sources and collection methodologies of Fairtrace and CODImpact are different, the data are not exactly comparable with previous years. For this reason, we are only showing 2024 data for producer sales volumes where we previously showed the past several years.The data have been extensively checked and cleaned. However, in a monitoring project of this magnitude there may be some areas of inaccuracy, such as:

- There may be missing information from Fairtrade certified producer organisations that is not taken into account because of quality.
- Some producer organisations may have not reported.
- There may be wrong data or data that were not validated.
- Figures are subject to change. Data may change in the future after receiving new reports or as a result of continuous data quality checks.

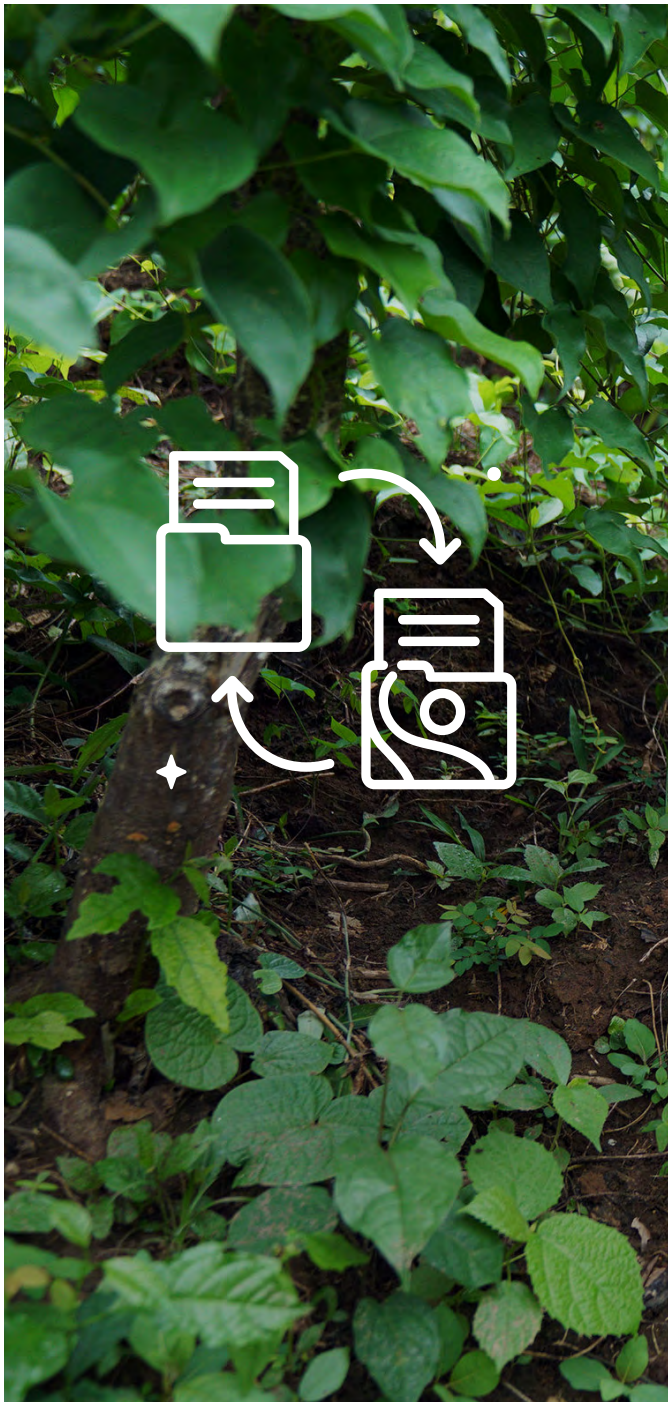
The number of certified organisations is counted as the number of producer organisations at the end of the calendar year with any of the following certification statuses: certified, suspended or permission to trade.

Under the terms of confidentiality agreements with Fairtrade certified producer organisations, data may only be publicly reported in aggregate form. Displaying the data is restricted to not in any way expose sensitive information belonging to a single producer organisation, Fairtrade Premium payer or trader. Where there are fewer than three Fairtrade certified producer organisations in a country, and market-sensitive business information could be deduced, we do not report aggregated data on the producer organisations.

Fruit juice, pulp, and dried fruit are secondary products of fresh fruit after processing. Reporting can fluctuate from year to year depending on the form in which the producers actually sell the product or on the form producers report as production in a given year.

DISCLAIMER

Fairtrade International is not responsible for the accuracy of the data. The report has been compiled to the best of our knowledge and is provided for informational purposes only. Fairtrade International reserves the right to update the monitoring data as new information becomes available. Data quality checks are performed continuously, thus the data presented can change in future reports. The data are provided “as is” and no warranty of any kind is given for the accuracy and reliability of the data. Fairtrade International will not be liable for any claims or damages related to the quality and completeness of the data, as far as it is permitted under law.



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