FAIRTRADE INTERNATIONAL

REGIONAL MONITORING REPORT, 17TH EDITION:

Asia and Pacific

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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FAIRTRADE NETWORK OF ASIA & PACIFIC PRODUCERS

NAPP, the Network of Asia and Pacific Producers, was established in 2014 and represents all Fairtrade certified farmers and workers across the Asia Pacific region. All these producers share ownership of the Fairtrade system and have an equal voice in all decisions that affect them. As a Producer Network, NAPP ensures their voice is heard in the system.

For more information visit www.fairtradenapp.org/

Cover Photo: Ms Saritha Kumari is a Tea Plucker for seven years at UNTE in South India

Introduction

The Network of Asia and Pacific Producers 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 Asia and Pacific 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 partnershipwith 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)**

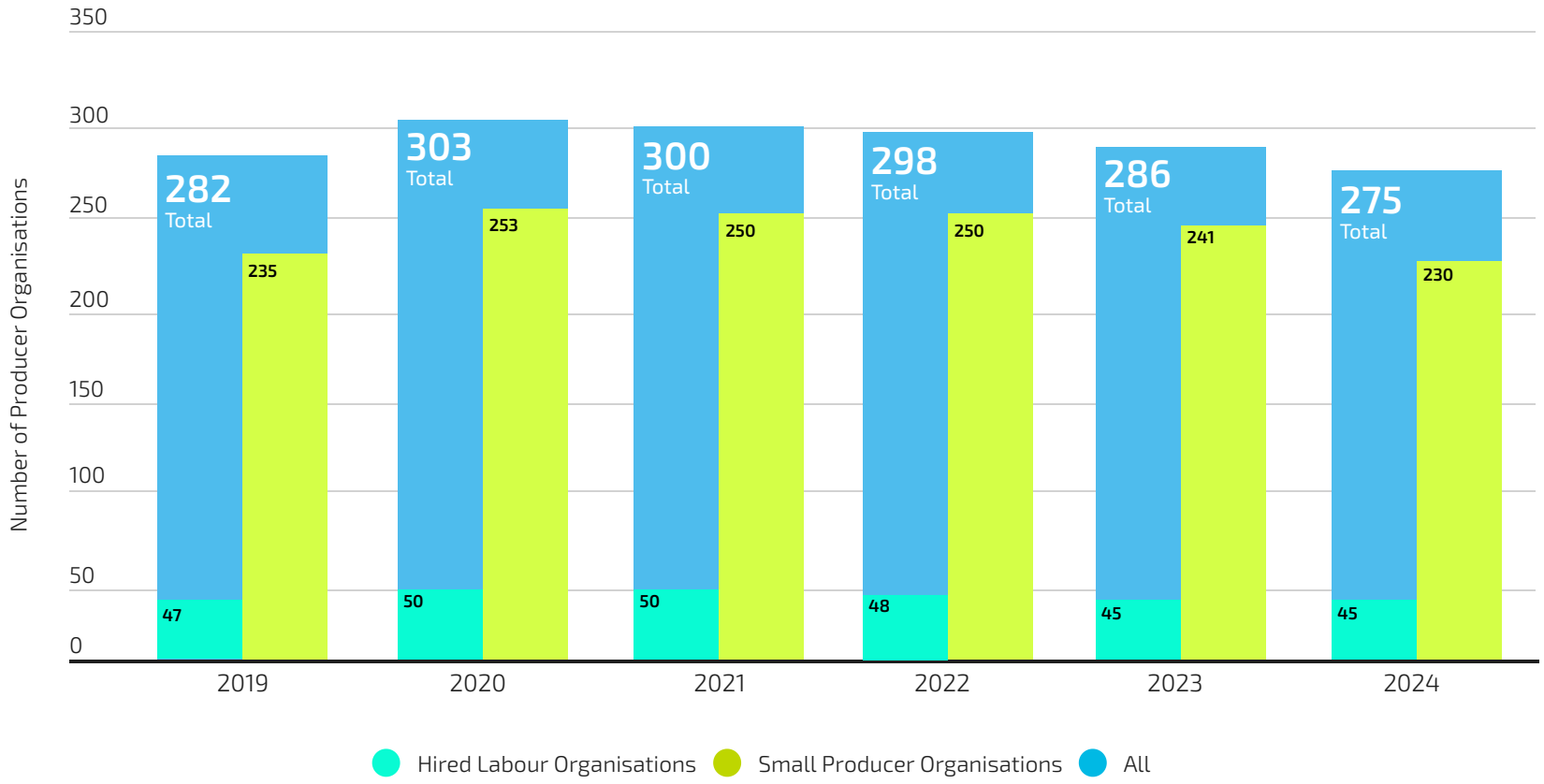
56% OF THE FAIRTRADE PREMIUM GOING TO ASIA AND PACIFIC IS PAID TO PRODUCERS IN INDIA AND INDONESIA

95% OF ALL FAIRTRADE COTTON SALES ARE FROM INDIA

40% OF THE FAIRTRADE PREMIUM PAID TO PRODUCERS IN ASIA AND PACIFIC GOES TO COFFEE PRODUCERS

Fairtrade Monitoring Data

Fairtrade Asia and Pacific: Producer Organisations

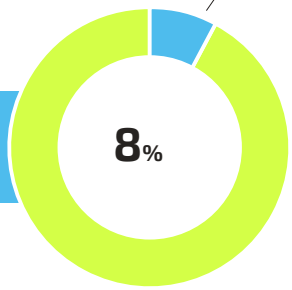


Fairtrade Asia and Pacific: Producers and Premium generated 2024

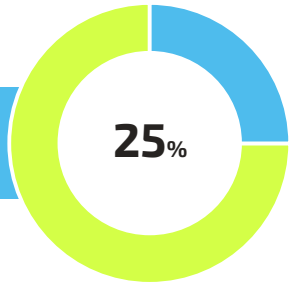
Number of farmers and workers in Fairtrade Producer Organisations 2024

Percentage of global total

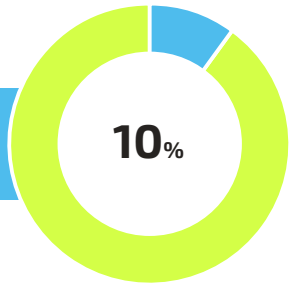
130,631
Farmers in Small Producer Organisations



48,384
Workers in Hired Labour Organisations



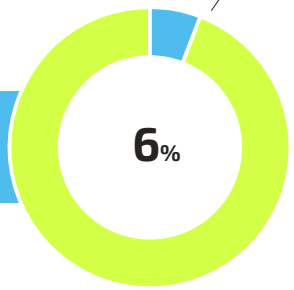
179,015
Total farmers and workers in Asia and Pacific



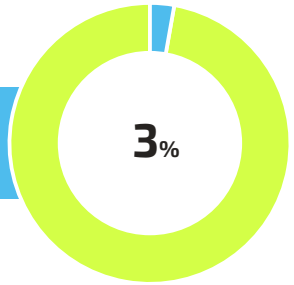
Fairtrade Premium receipts 2024

Percentage of global total

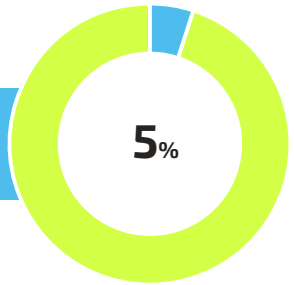
€9.5 million
Earned by Small Producer Organisations



€1.2 million
Earned by Total Hired Labour Organisations

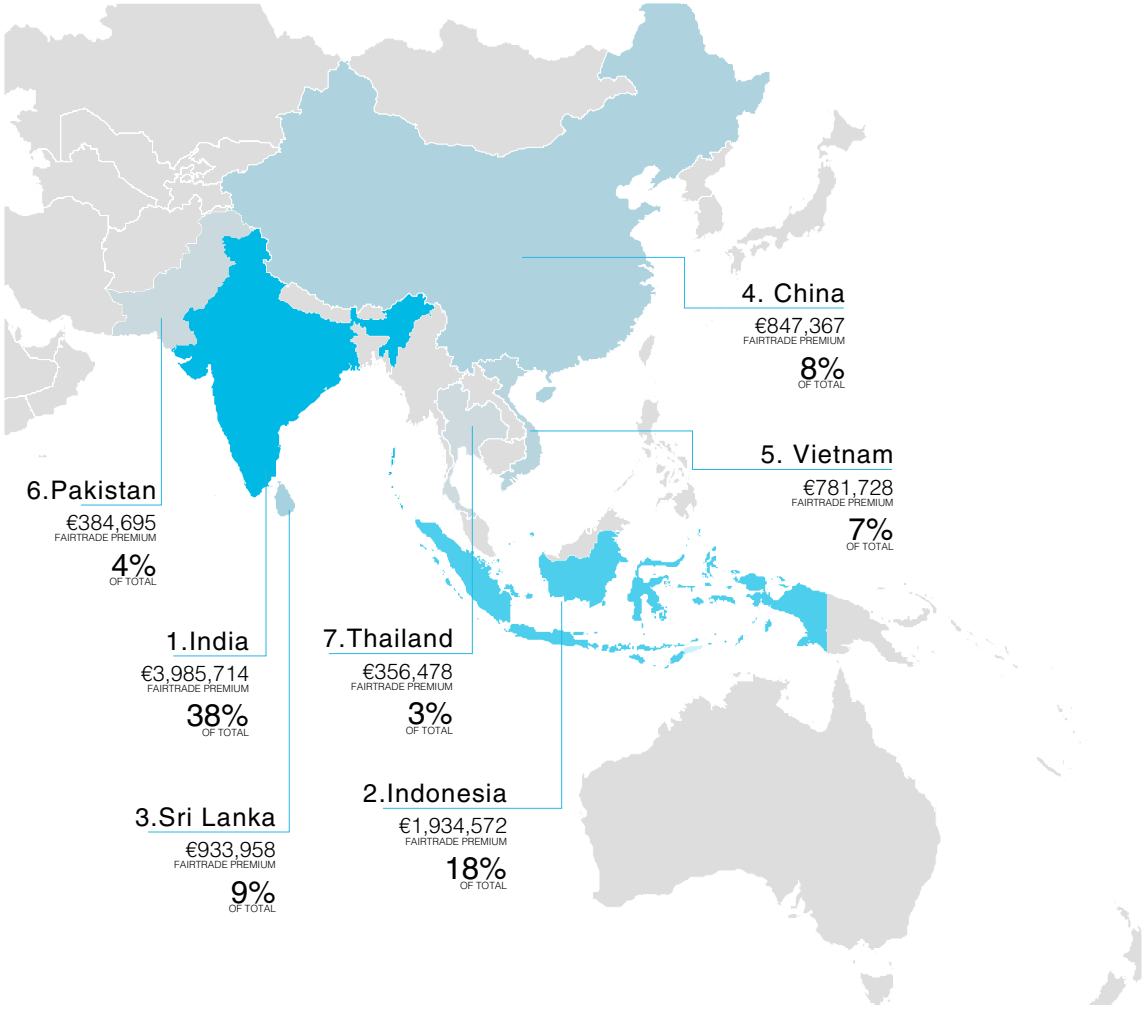


€10.6 million
Total Fairtrade Premium for Asia and Pacific



Note: Numbers may not sum due to rounding

Fairtrade Asia and Pacific: Top Fairtrade Premium generating countries 2024

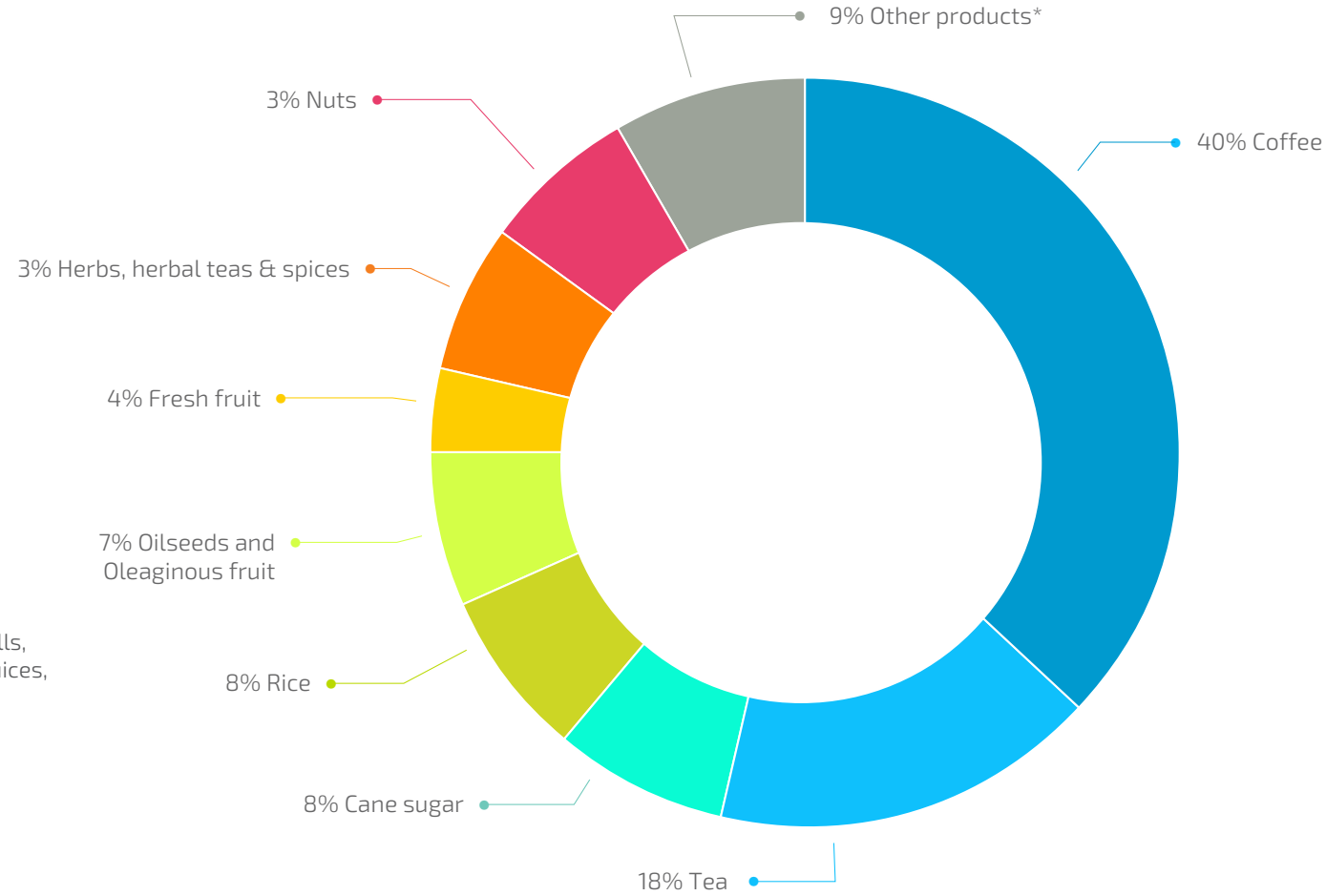


Percentages refer to total Fairtrade Premium earned by producers in Asia and Pacific

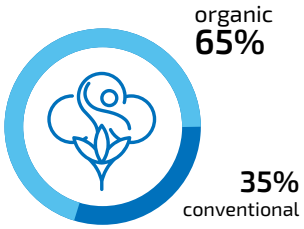
Fairtrade Asia and Pacific: Fairtrade Premium distribution by product 2024

Coffee	40%
Tea	18%
Cane sugar	8%
Rice	8%
Oilseeds and Oleaginous fruit	7%
Fresh fruit	4%
Herbs, herbal teas & spices	3%
Nuts	3%
Other products*	9%

*Other products includes vegetables, sportsballs, bananas, dried fruit, flowers and plants, fruit juices, cotton and cocoa.



Fairtrade Asia and Pacific: Volumes sold on Fairtrade terms for key products 2024



Percentage of regional total

Cotton

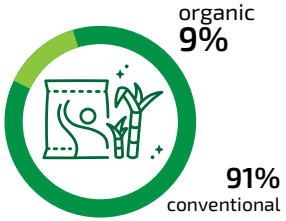
[in MT]

India	4,240
Other countries in Asia and Pacific	458

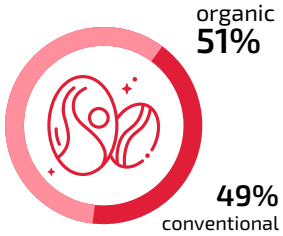
Cane sugar

[in MT]

India	783
Other countries in Asia and Pacific	14,814



Percentage of regional total



Percentage of regional total

Coffee

[in MT]

Indonesia	4,549
India	3,616
Vietnam	1,374
Other countries in Asia and Pacific	1,064

Fresh Fruit

[in MT]

India	2,859
Other countries in Asia and Pacific	11,522

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 Asia and Pacific: Volumes sold on Fairtrade terms for key products 2024

Herbs, Herbal teas & Spices

[in MT]

Indonesia	745
Sri Lanka	399
India	191
Other countries in Asia and Pacific	516

Tea

[in MT]

India	1,635
China	1,086
Other countries in Asia and Pacific	502

Percentage of regional total

Rice

[in MT]

India	4,933
Other countries in Asia and Pacific	13,694

Oilseeds and oleaginous fruit

[in MT]

India	328
Other countries in Asia and Pacific	2,490

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 Asia and Pacific: Percentage of women Fairtrade farmers and workers by product 2024

Product	Total farmers and workers	Female farmers and workers	Female (% of total)
Tea	51,390	28,293	55%
Other products	1,325	419	32%
Oilseeds and oleaginous fruit	4,846	1,355	28%
Herbs, herbal teas & spices	4,259	1,073	25%
Coffee	40,327	10,113	25%
Vegetables	4,499	778	17%
Nuts	9,079	1,538	17%
Rice	15,524	2,013	13%
Fresh fruit	913	111	12%
Sportsballs	5,319	635	12%
Cotton	24,636	2,318	9%
Cane Sugar	16,898	1.251	7%
TOTAL	**179,015**	**49,897**	**28%**

*Other products include: banana, cocoa, dried fruit, fruit juices, flowers and plants

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, NAPP 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.

The Producer Satisfaction Survey is a critical tool to enable understanding on how Producer Networks' work with Producer Organisations is going. It shows how Producer Organisations are receiving information and support from Producer Networks and how satisfied they are with received support. With this information, we can learn, adjust our approach as needed, and better serve Fairtrade Producer Organisations.

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 those Producer Organisations that had not responded to encourage them to do so.

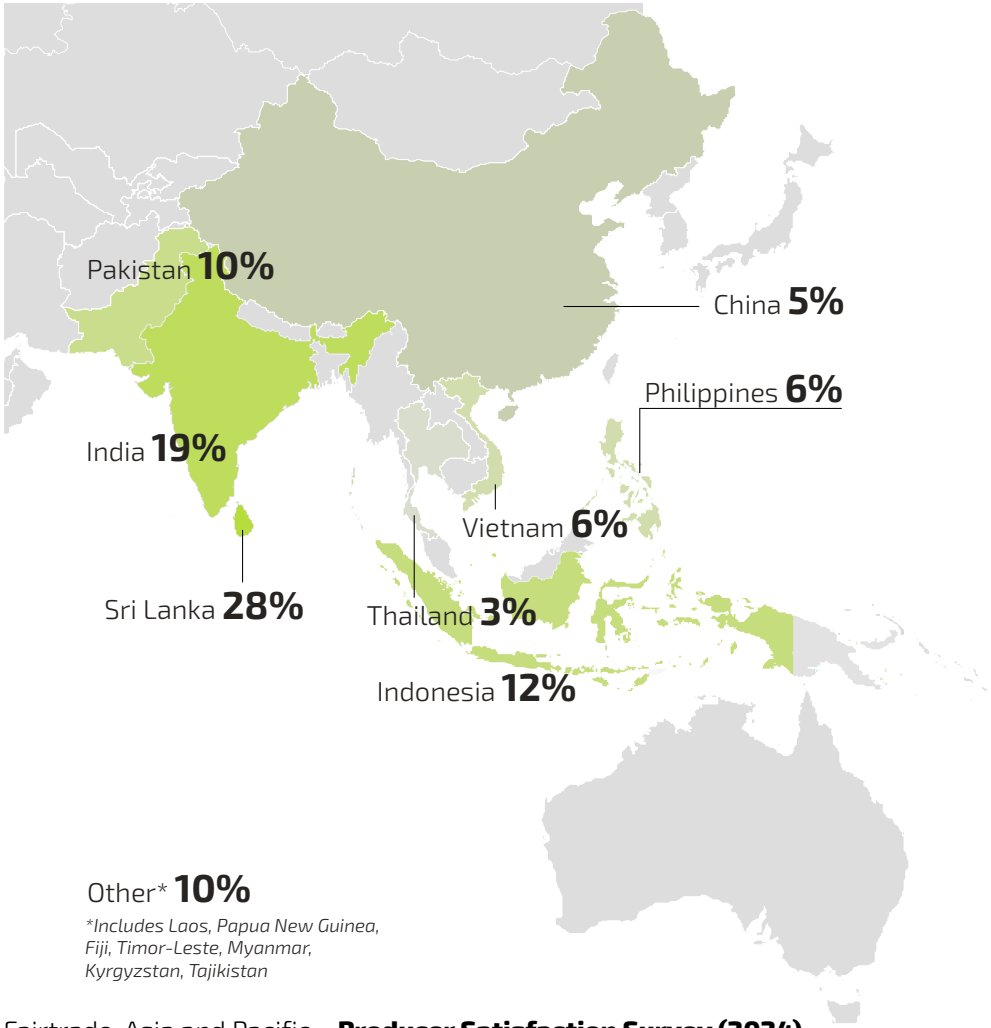
COUNTRY AND PRODUCT-SPECIFIC UNDERSTANDING

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

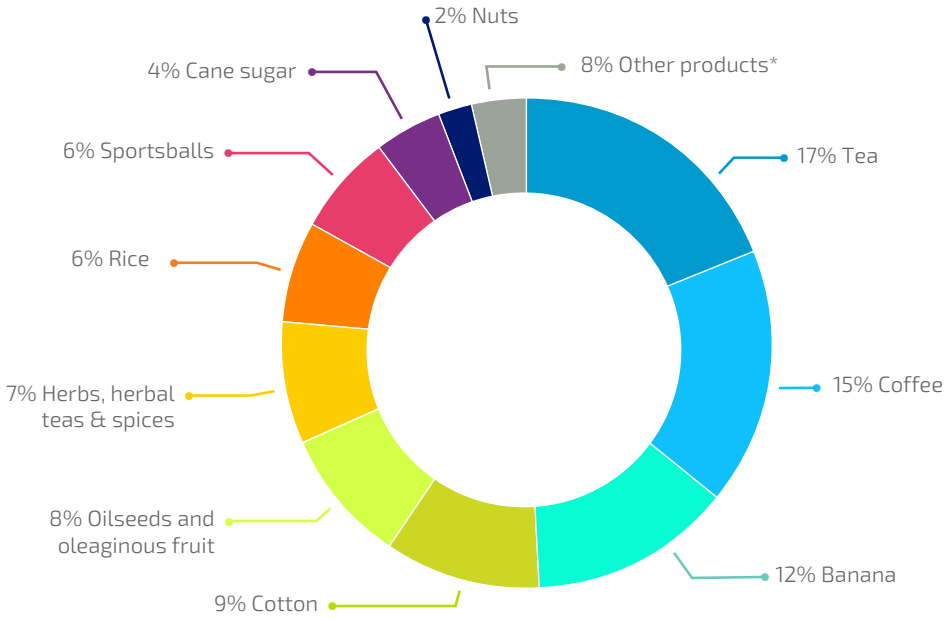
Producer Satisfaction Survey: Response rate and sample distribution

36% response rate (99PO respondents out of 274 surveyed)

Producer Organisation Country



Producer Organisation Main Product



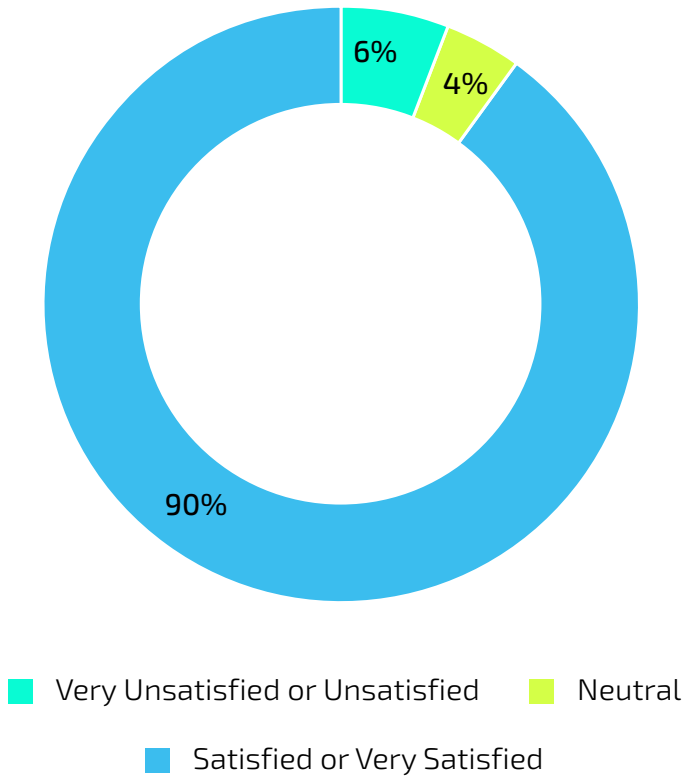
Tea	17%
Coffee	15%
Banana	12%
Cotton	9%
Oilseeds and oleaginous fruit	8%
Herbs, herbal teas & spices	7%
Rice	6%
Sportsballs	6%
Cane sugar	4%
Nuts	2%
Other products*	3%

Includes cocoa, flowers and plants, and dried fruit

Overall satisfaction with Fairtrade producer support

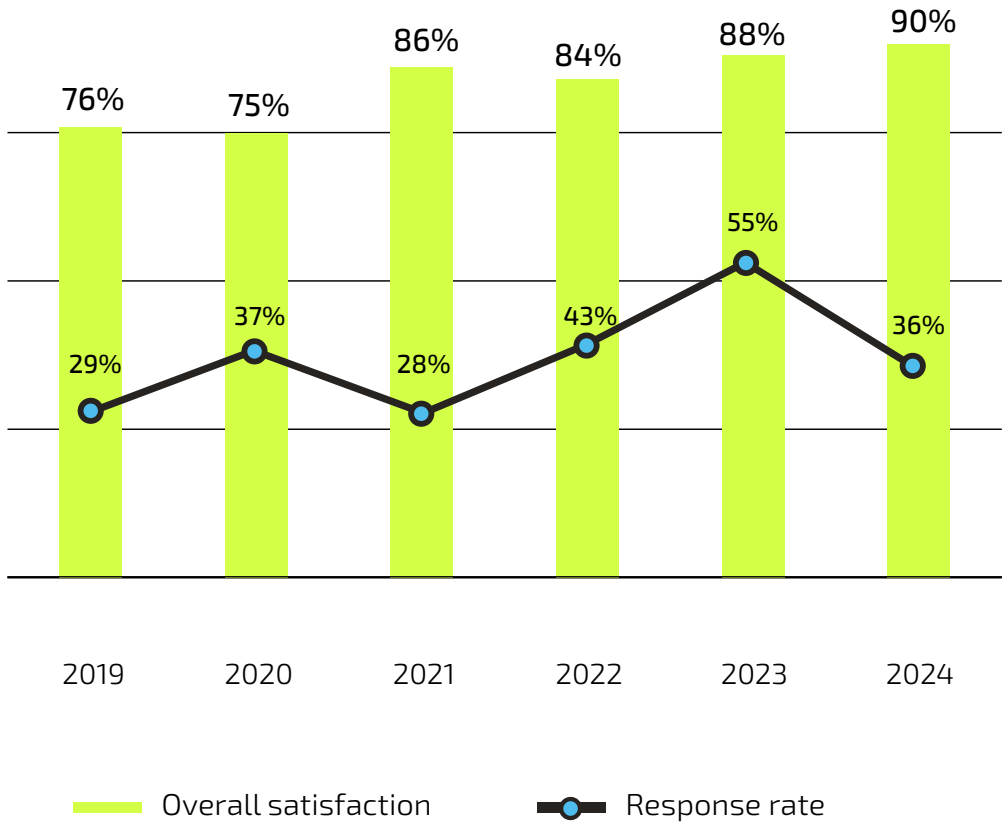
Overall, 90% percent of Fairtrade Producer Organisations surveyed are satisfied or very satisfied with producer support activities in 2024. This high number reflects the hard work of many Producer Network staff as well as detailed annual planning to ensure that Producer Organisation needs are being met. 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

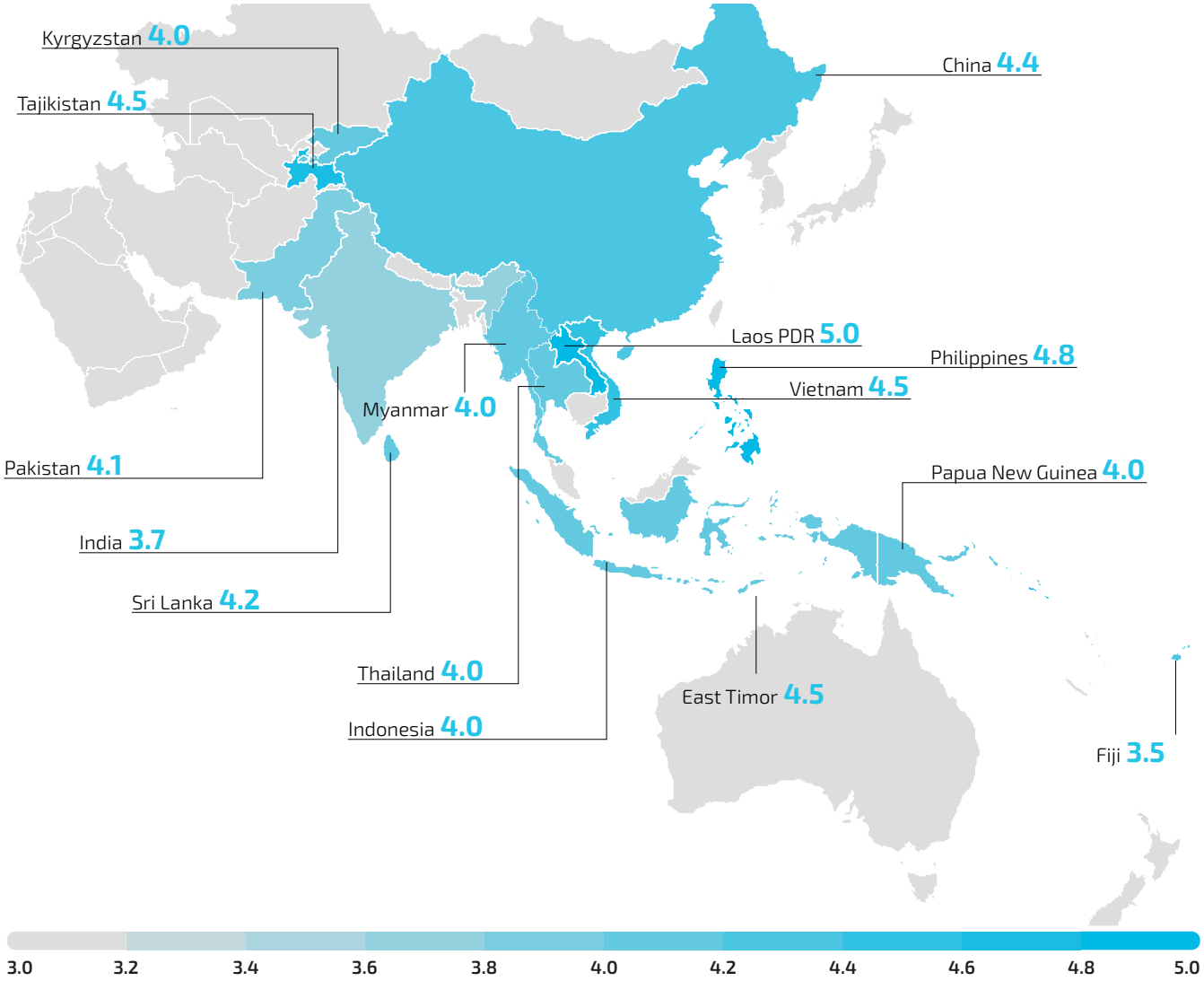
(% of very satisfied or satisfied Producer Organisations)



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).

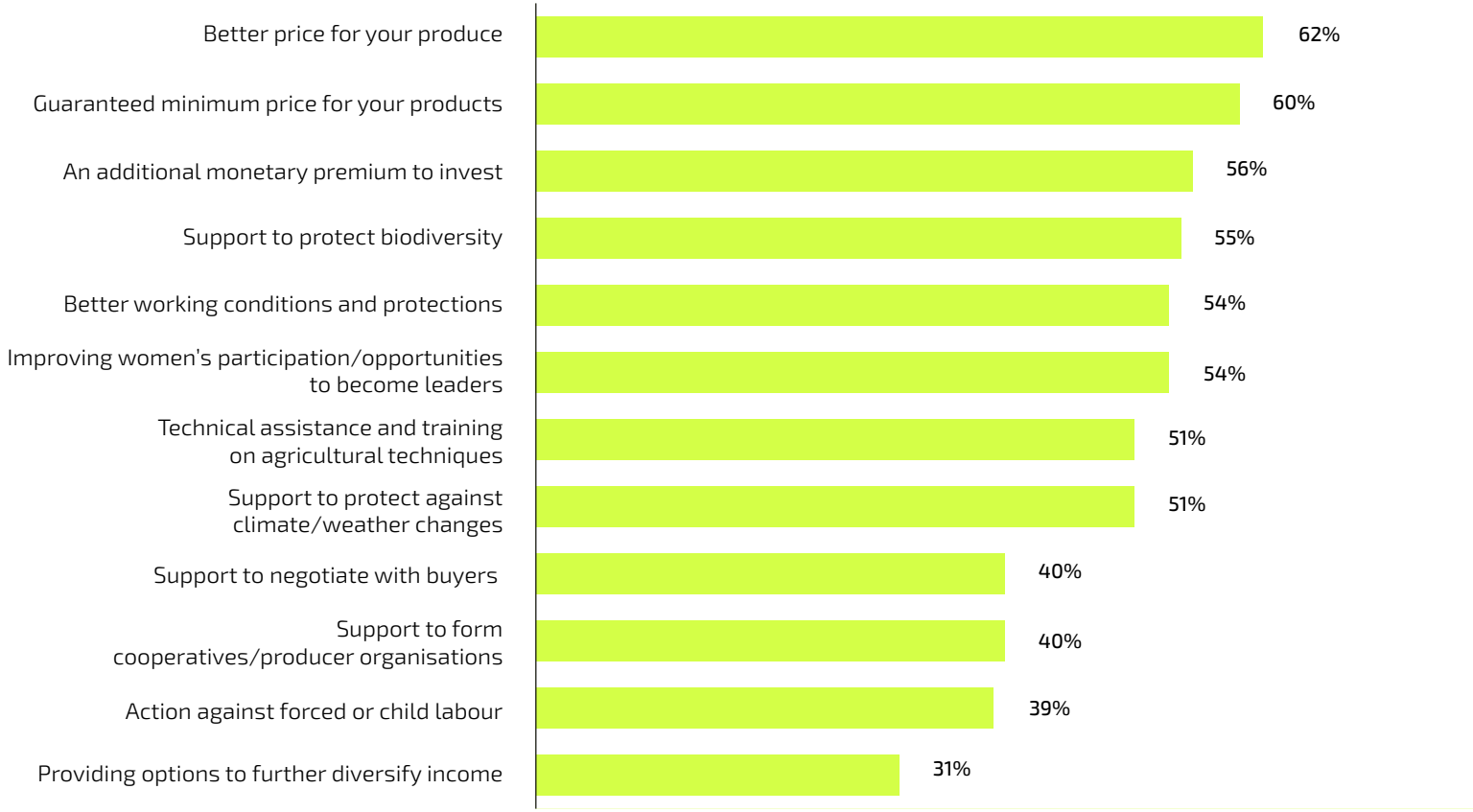
Country- and product-specific satisfaction results have already been incorporated into Producer Network planning activities, with extra attention to be given to areas of concern.



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?

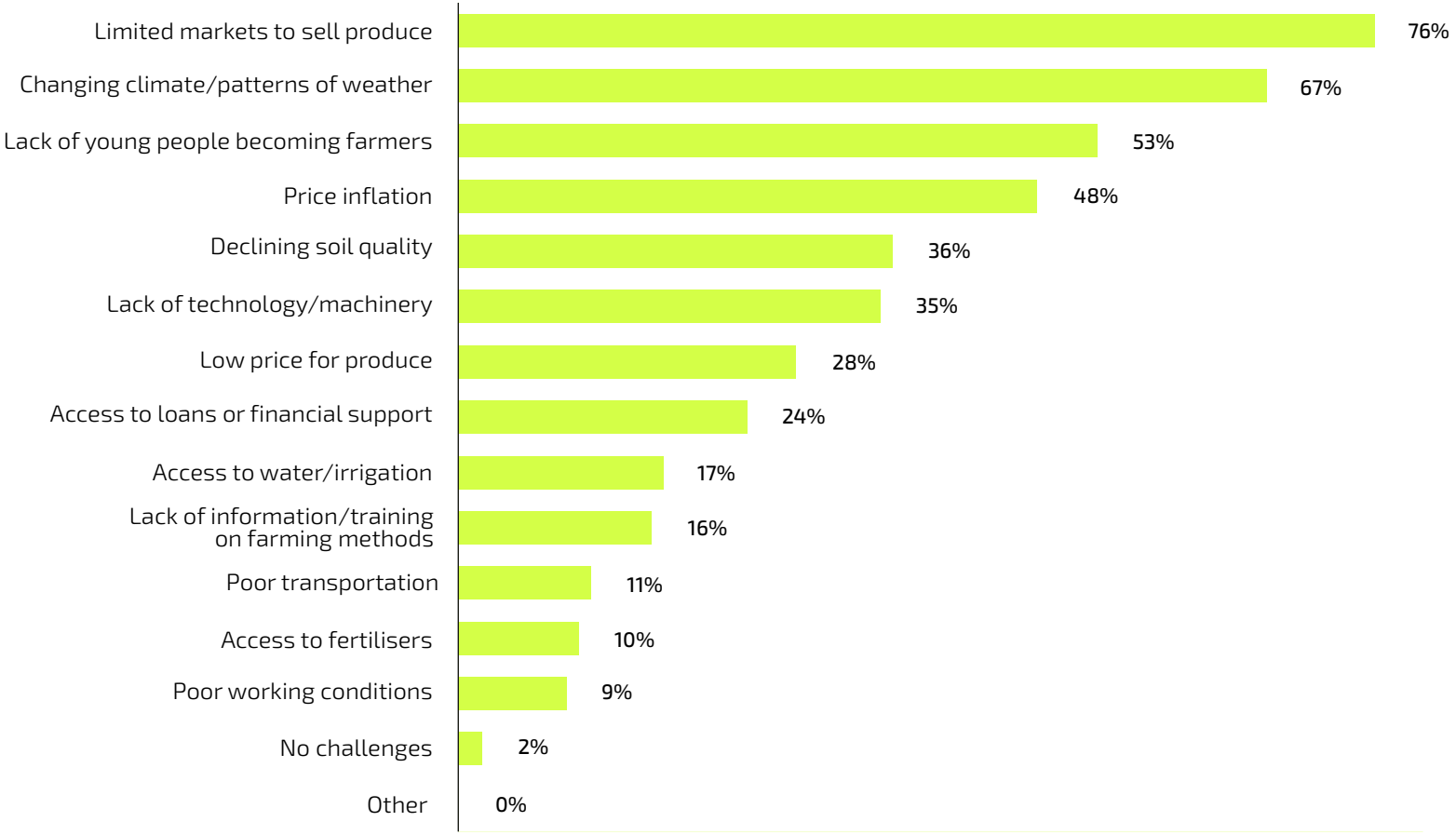


Better price for your produce and guaranteed minimum price are notably more important to producer organisations in Asia and Pacific region

Producer organisations rate support to better working conditions and improving women's participation/ opportunities to become leaders 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?



76% and 67% of producers in Asia and Pacific picked limited markets to sell produce and changing climate/and patterns of weather in the top two challenges respectively

Price inflation was rated as similarly challenging by producer organisations

Satisfaction with direct support

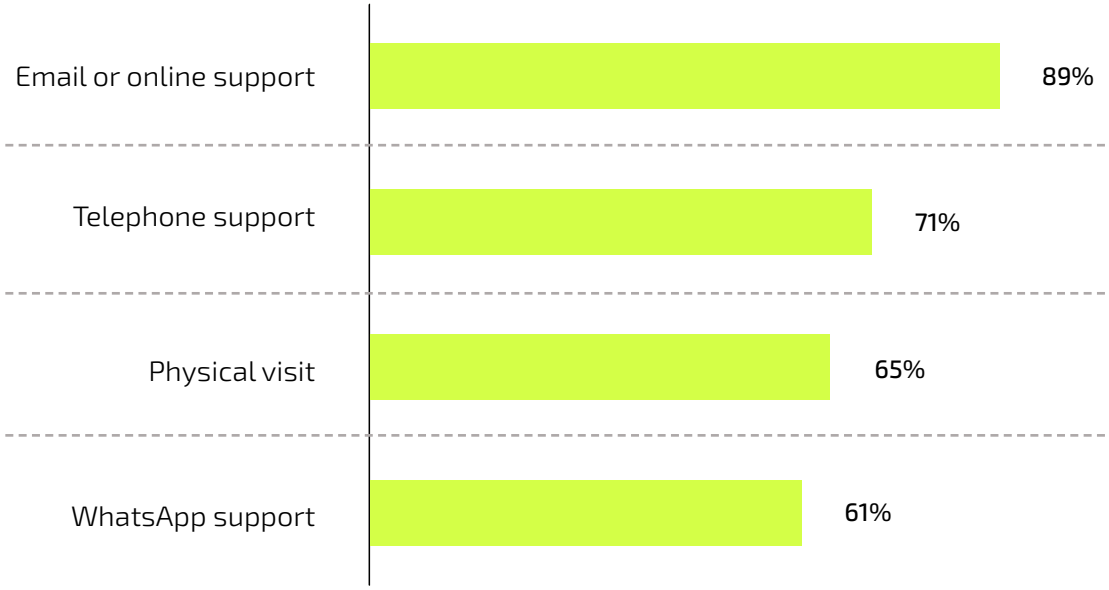
The Producer Networks provide direct, one-on-one support to the Fairtrade Producer Organisations in their region through two primary means: physical visits and remote support.

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.

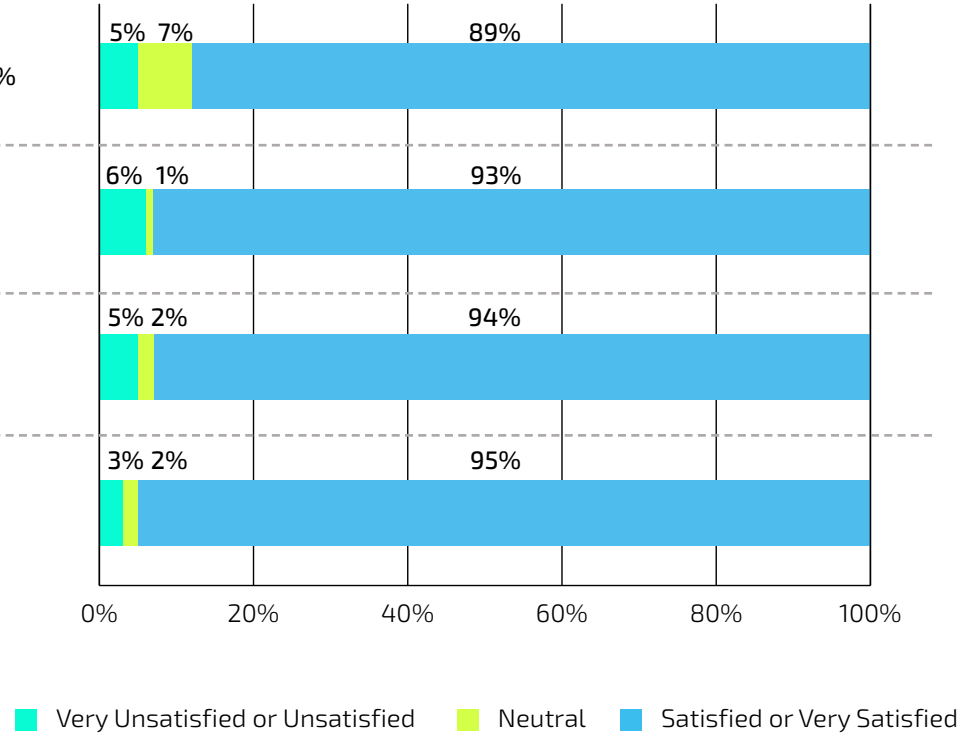
For remote support, Producer Network field officers or Producer Network secretariat staff offer support to the Producer Organisation via emails, webinars, telephone or live online chats.

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/orwhen support is simply delivered without the need for a visit.

Percent of Producer Organisations that received direct support



Level of satisfaction with direct support



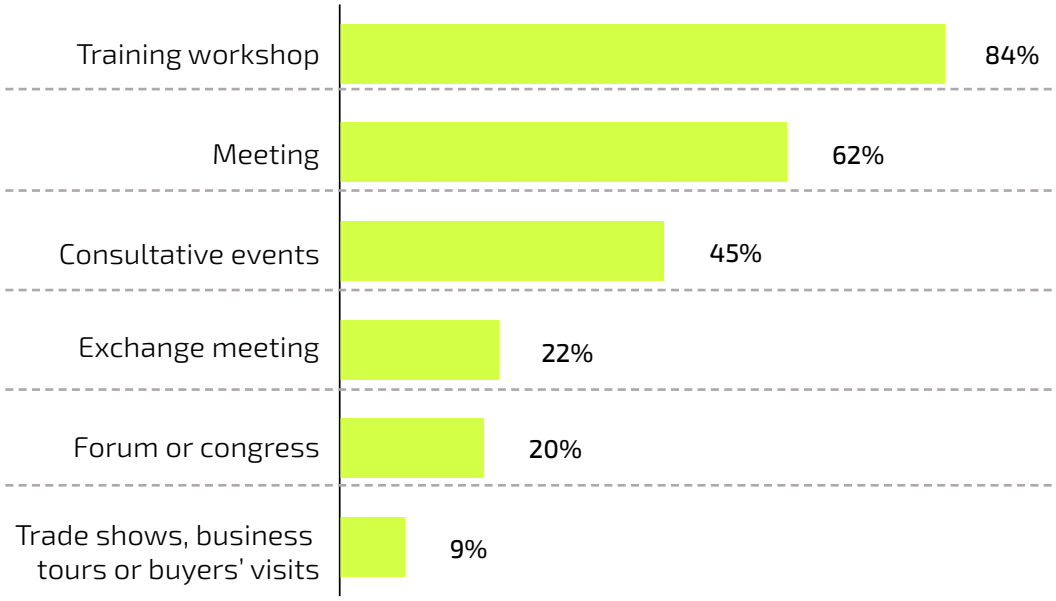
Satisfaction with events

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.

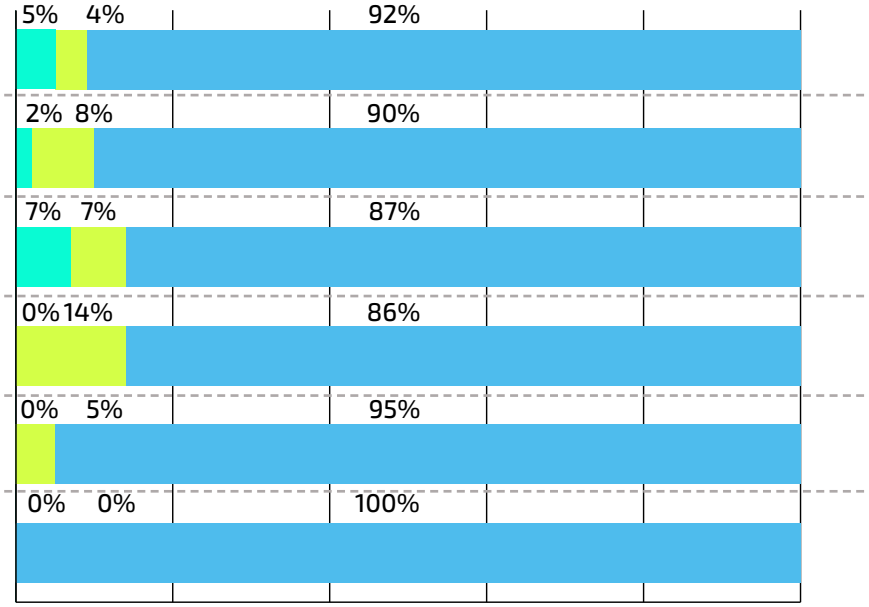
Each of these types of events will attract a different mix of Producer Organisations and be aimed at achieving different outputs and outcomes. For example, a successful output for a training workshop focused on producer action plans would be increased Producer Organisation capacity, so that this increased 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 86 percent satisfied or very satisfied with exchange meeting or visit to 100 percent satisfied or very satisfied with trade shows, business tours or buyers' visits

Percent of Producer Organisations that attended events



Level of satisfaction with events



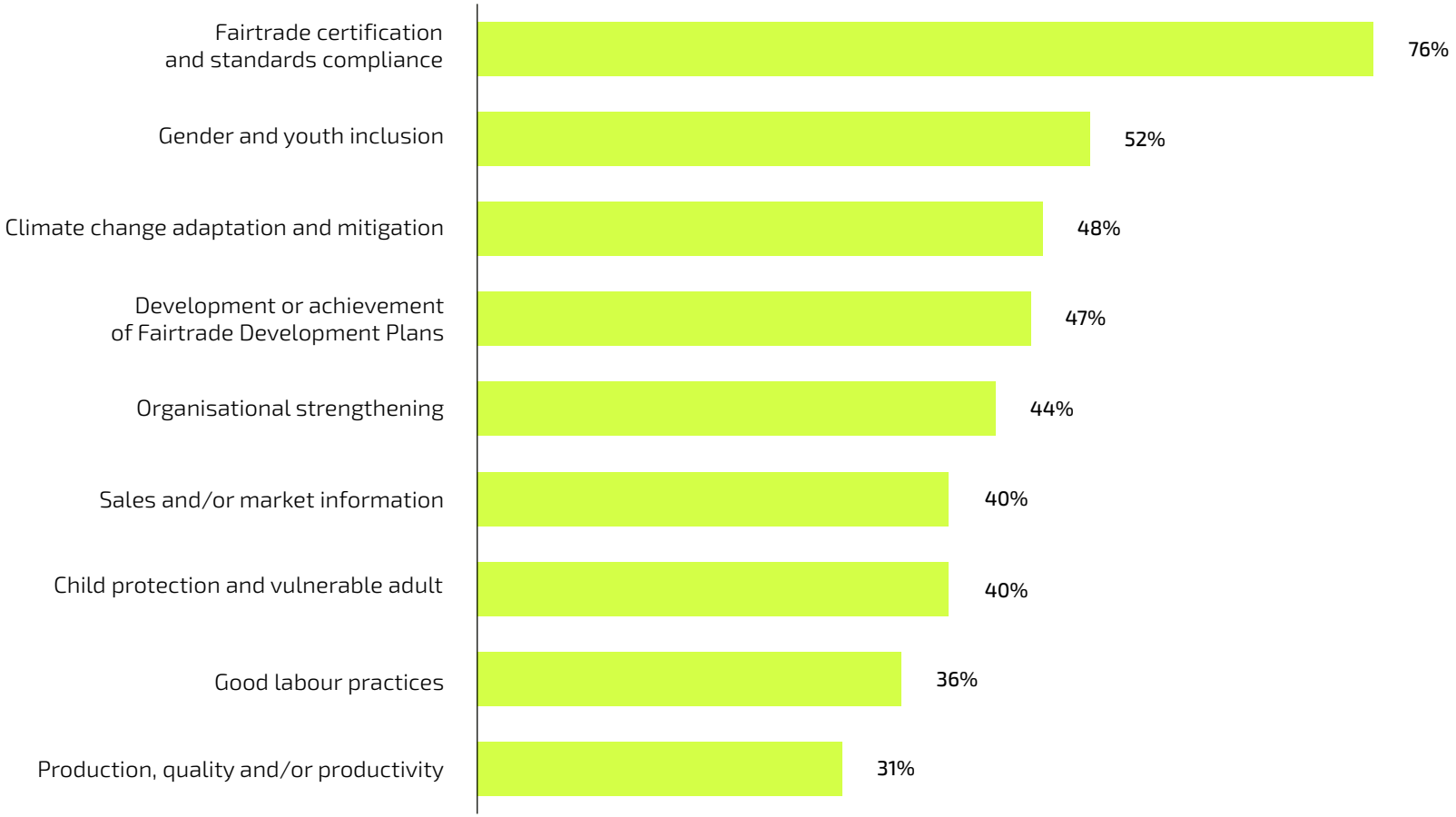
Very Unsatisfied or Unsatisfied Neutral Satisfied or Very Satisfied

Key Topics of Fairtrade producer support services

During support activitieswith 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.

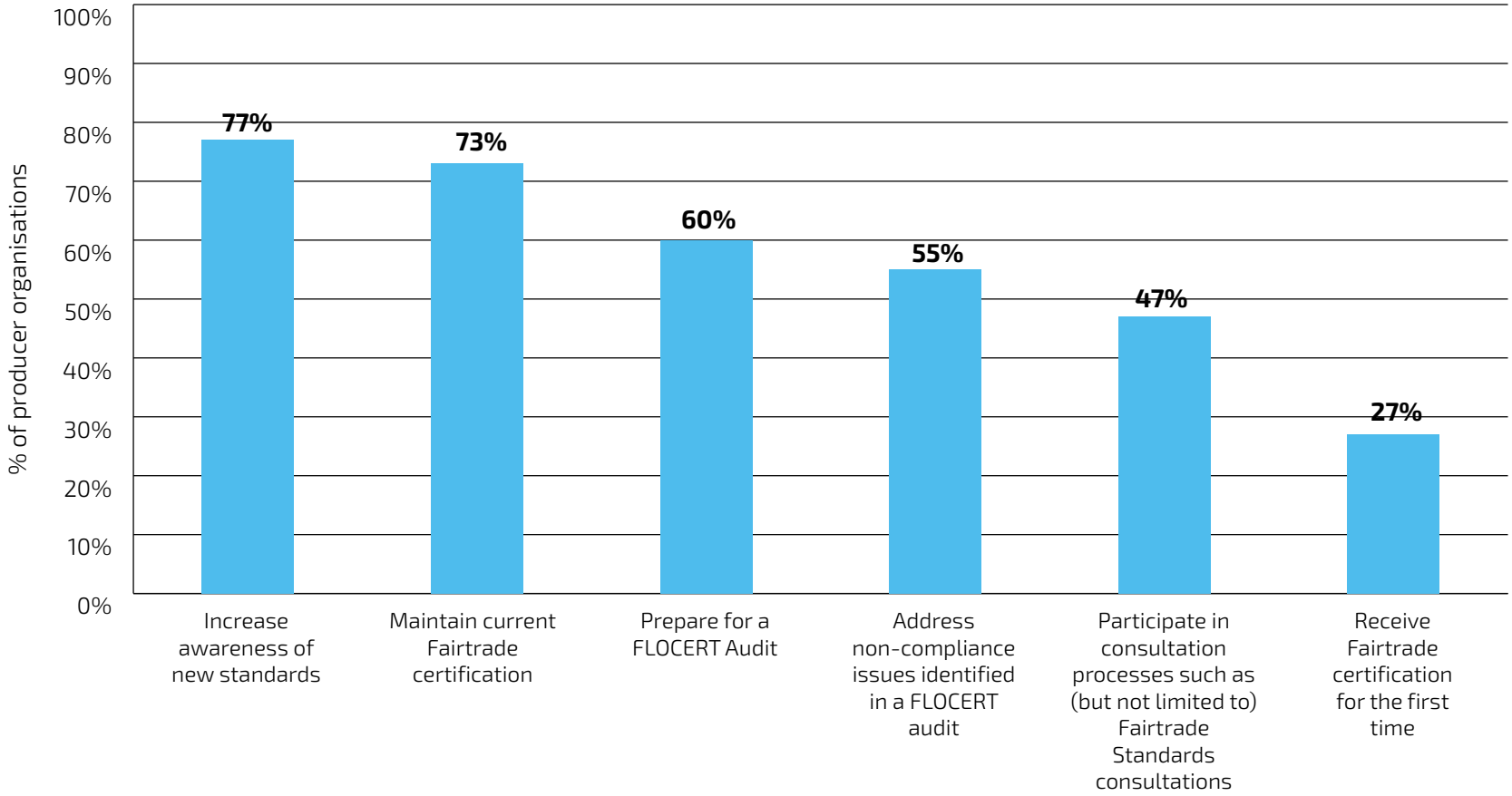
The survey asked Producer Organisationswhat were the outcomes of direct support or events provided by Producer Network. Following pages show what actions Producer Organisations report taking after receiving different types of support.

Percent of Producer Organisations that received support on specific topic



Key outcomes of Fairtrade producer support by topic

Fairtrade certification and standards compliance



76% of producer organisations received support on Fairtrade certification and standards compliance

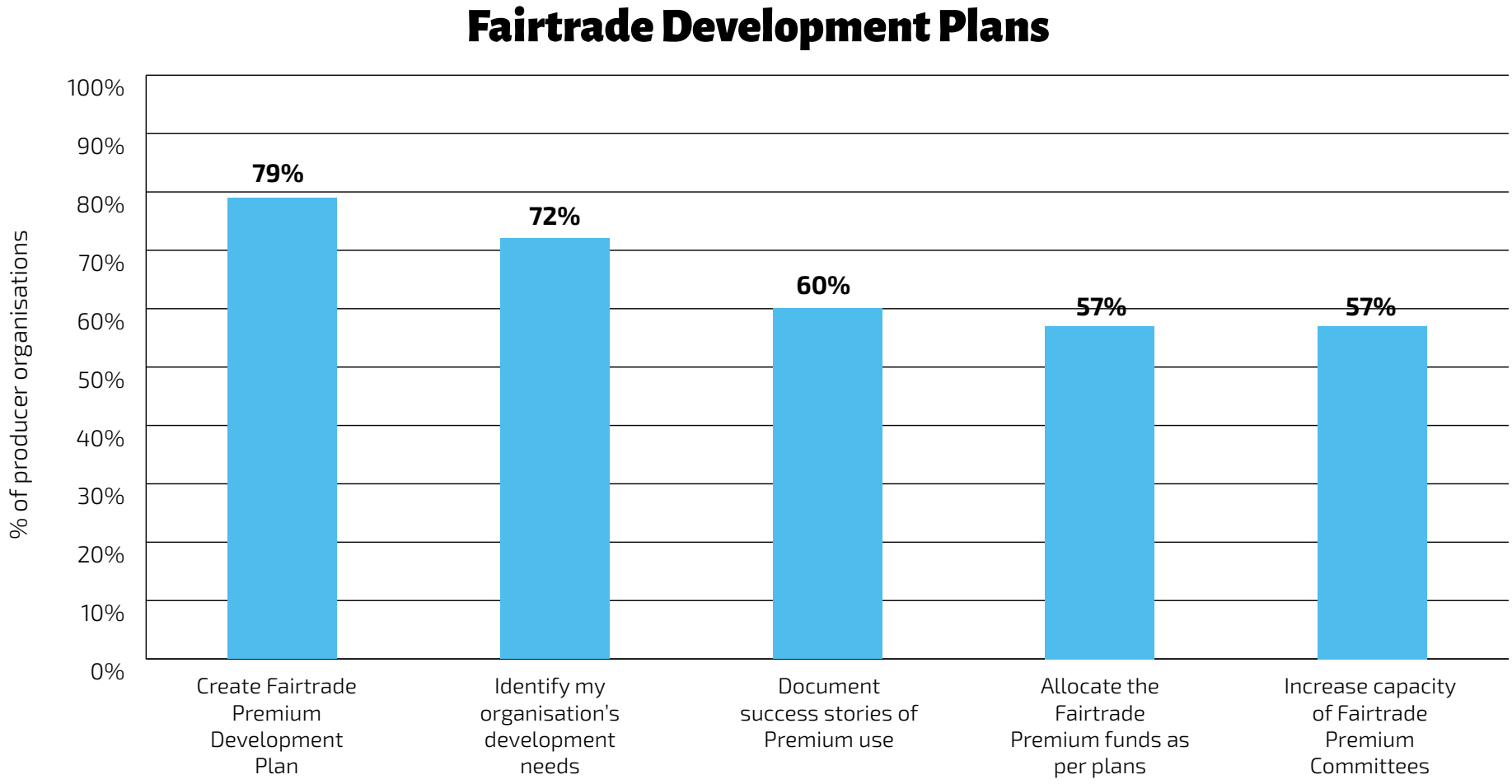
Support on Fairtrade certification and standards was most helpful for increasing awareness of new standards.

Key outcomes of Fairtrade producer support by topic

44% of producer organisations received support on organisational strengthening

Key outcome of organisational strengthening support was targeted support and capacity building. In addition, producer organisations reported that this support helped them to develop strategic plans in a participatory manner

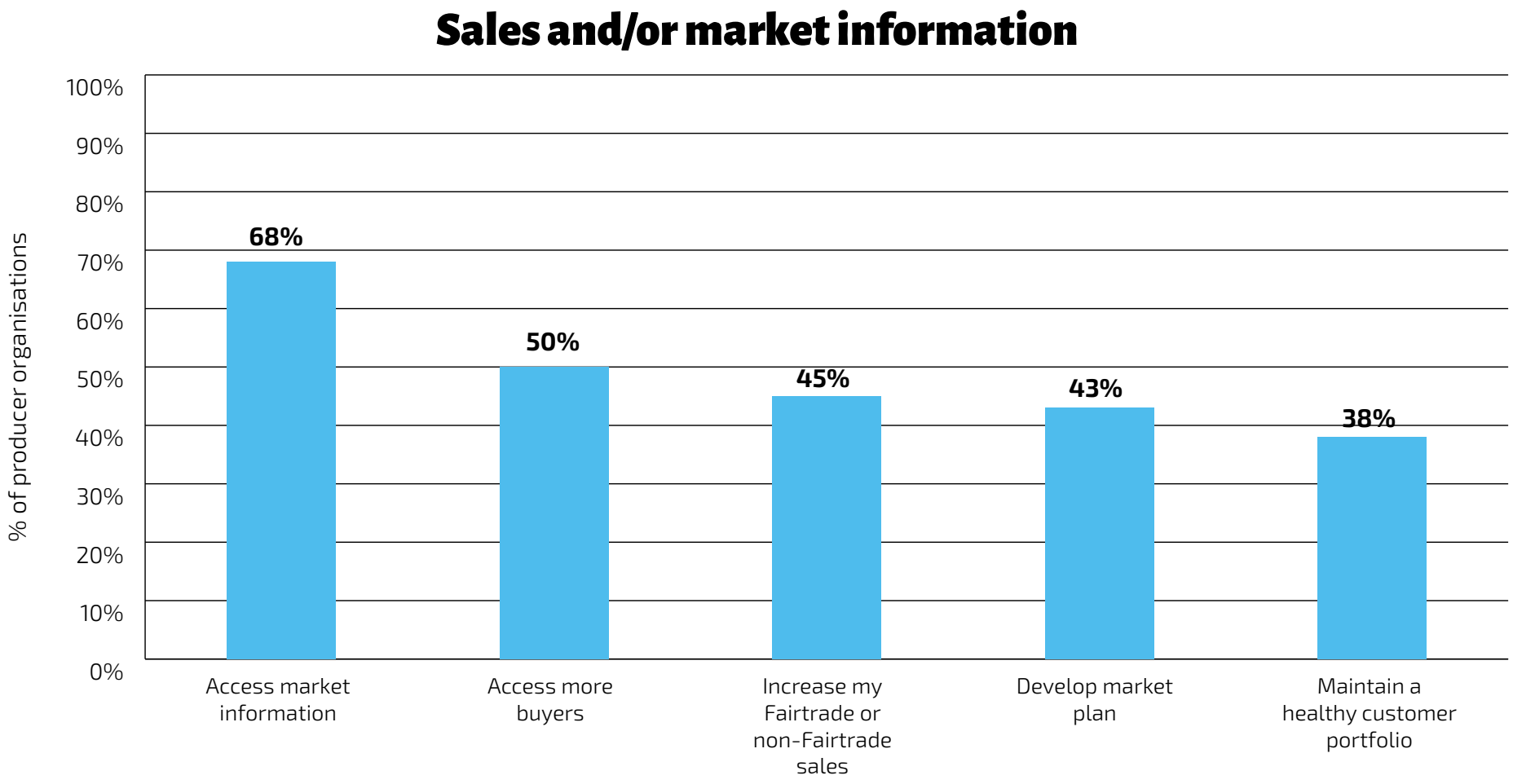
Key outcomes of Fairtrade producer support by topic



47% of producer organisations received support on Fairtrade Development Plans

Support on Fairtrade Development Plans allowed producer organisations to create a premium development plan.

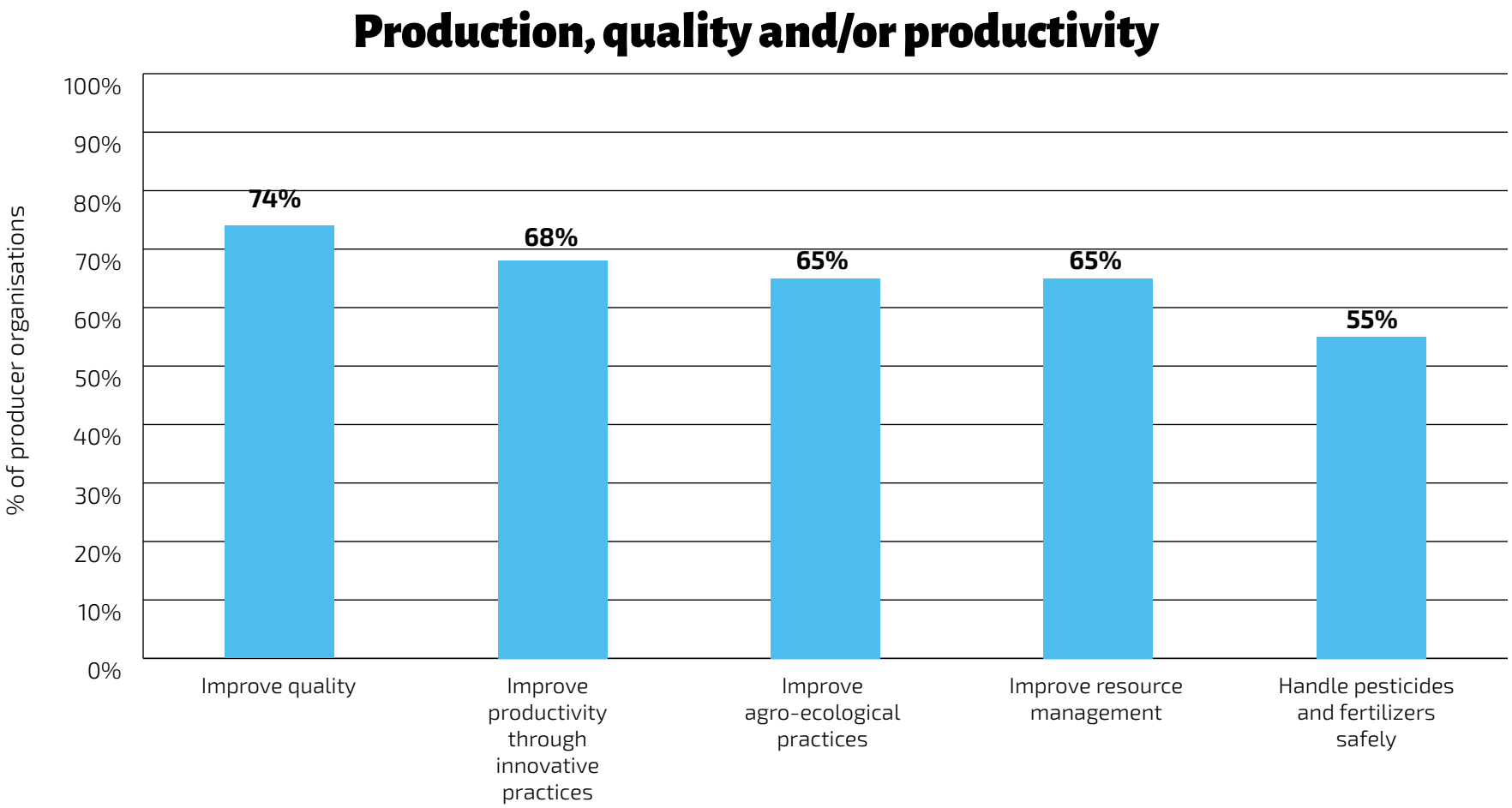
Key outcomes of Fairtrade producer support by topic



40% of producer organisations received support on sales or market information

Producer organisations reported that this support services allowed them to access market information and access more buyers.

Key outcomes of Fairtrade producer support by topic

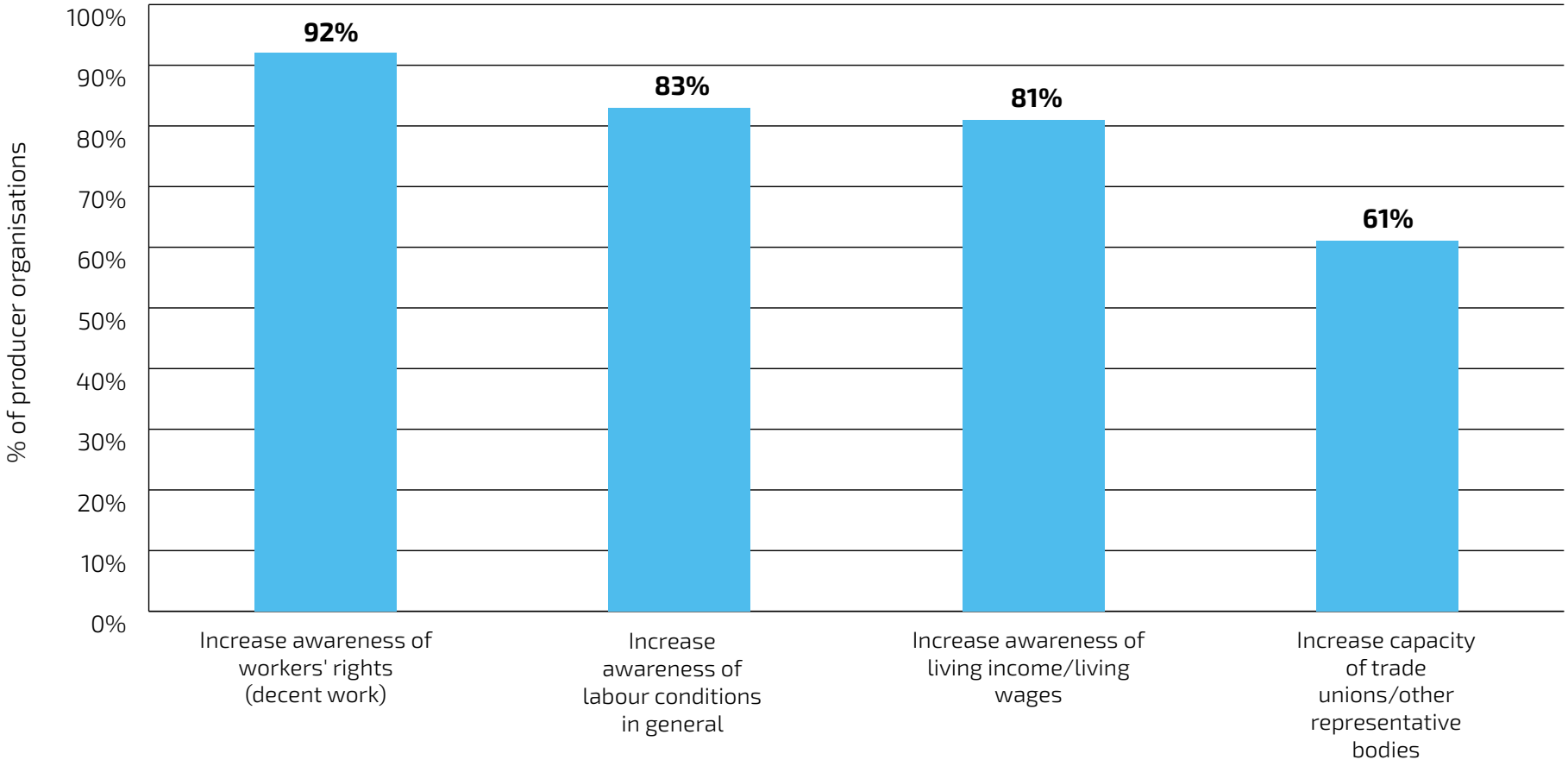


31% of producer organisations received support on production, quality or productivity

The producer organisations that received production support reported several outcomes. Improved quality, agro-ecological practices, and resource management are one of the most reported outcomes.

Key outcomes of Fairtrade producer support by topic

Good labour practices

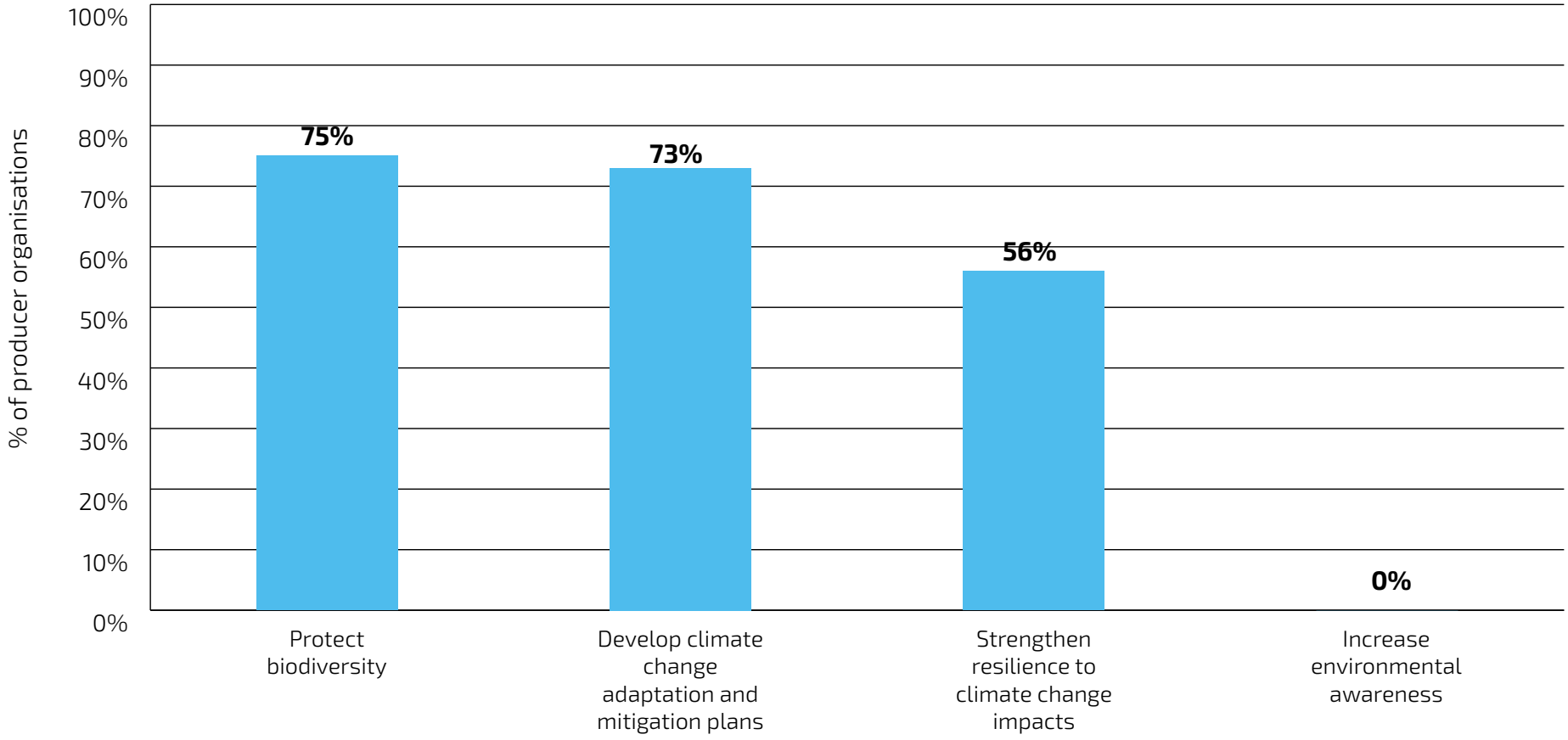


36% of producer organisations received support on good labour practices

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

Key outcomes of Fairtrade producer support by topic

Climate change adaptation and mitigation

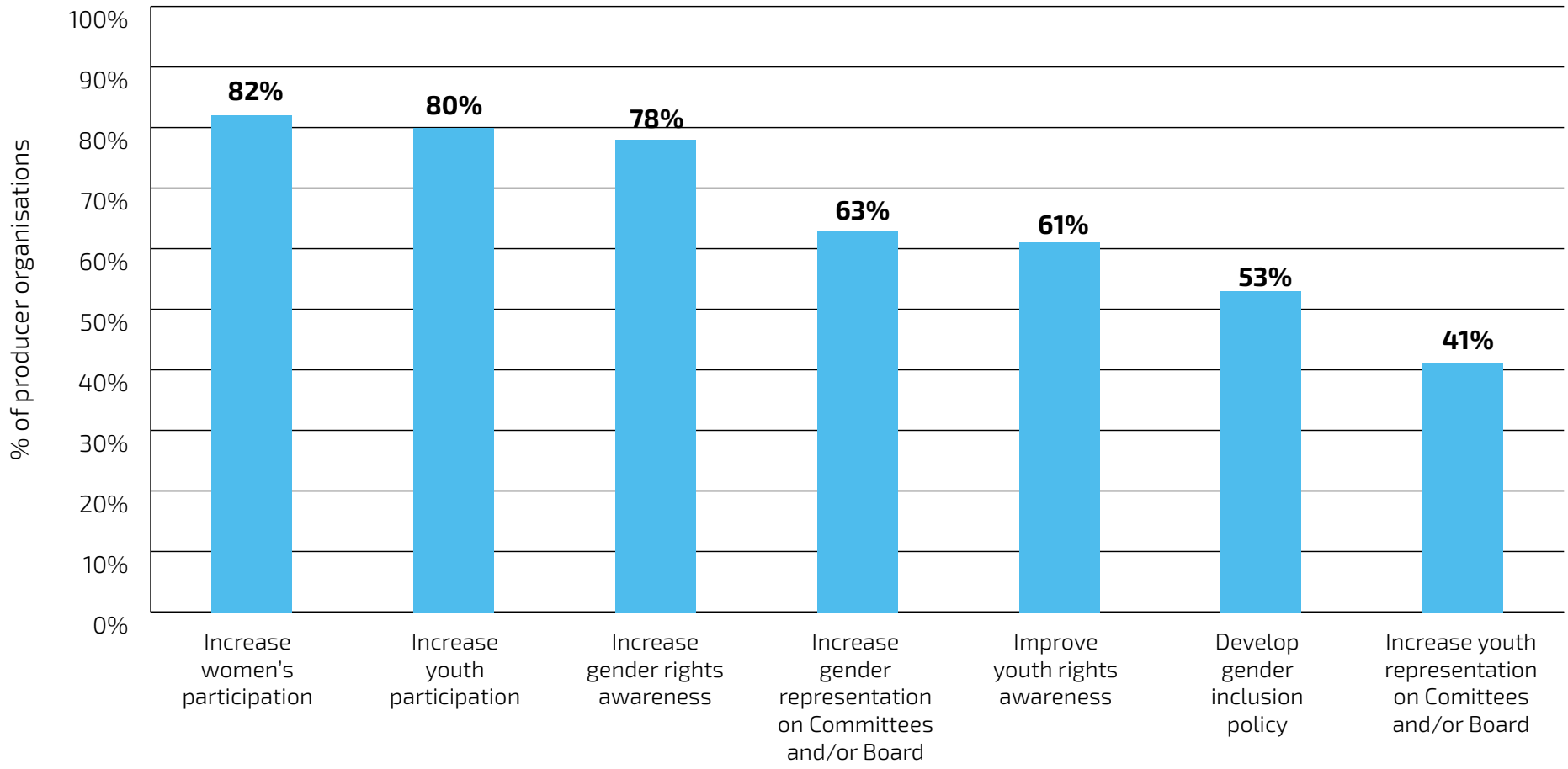


48% of producer organisations received support on climate change adaptation and mitigation

Producer organisations that received support on climate change reported that it was most helpful for protecting biodiversity

Key outcomes of Fairtrade producer support by topic

Gender and youth inclusion

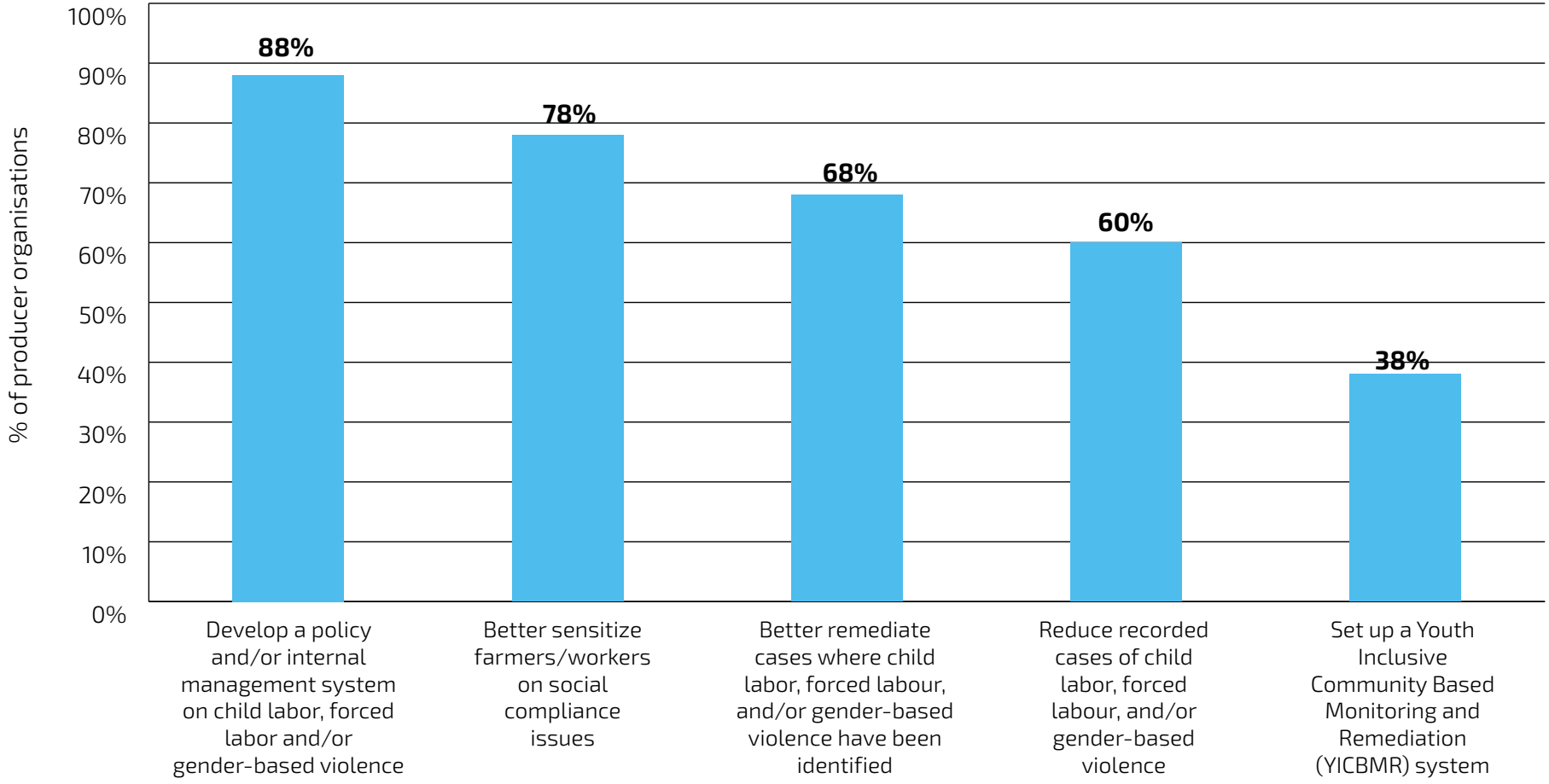


52% of producer organisations received support on gender and youth inclusion. Key outcomes

Key outcomes of this support were related to increased women's participation, as well as youth participation.

Key outcomes of Fairtrade producer support by topic

Child protection and vulnerable adults



40% of producer organisations received support on child protection

Producer organisations reported that this support helped them in developing a policy and/or internal management system on child labour, forced labour, 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 2024 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 identifying and connecting with potential new buyers

More trainings and workshops

More physical events

Provide capacity-building programs focused on climate resilience, post-harvest practices, and digital traceability

Improved communication

Increase consumer demand for Fairtrade-certified products

Localized and needs-based support

Increase awareness of Fairtrade in NAPP region

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.

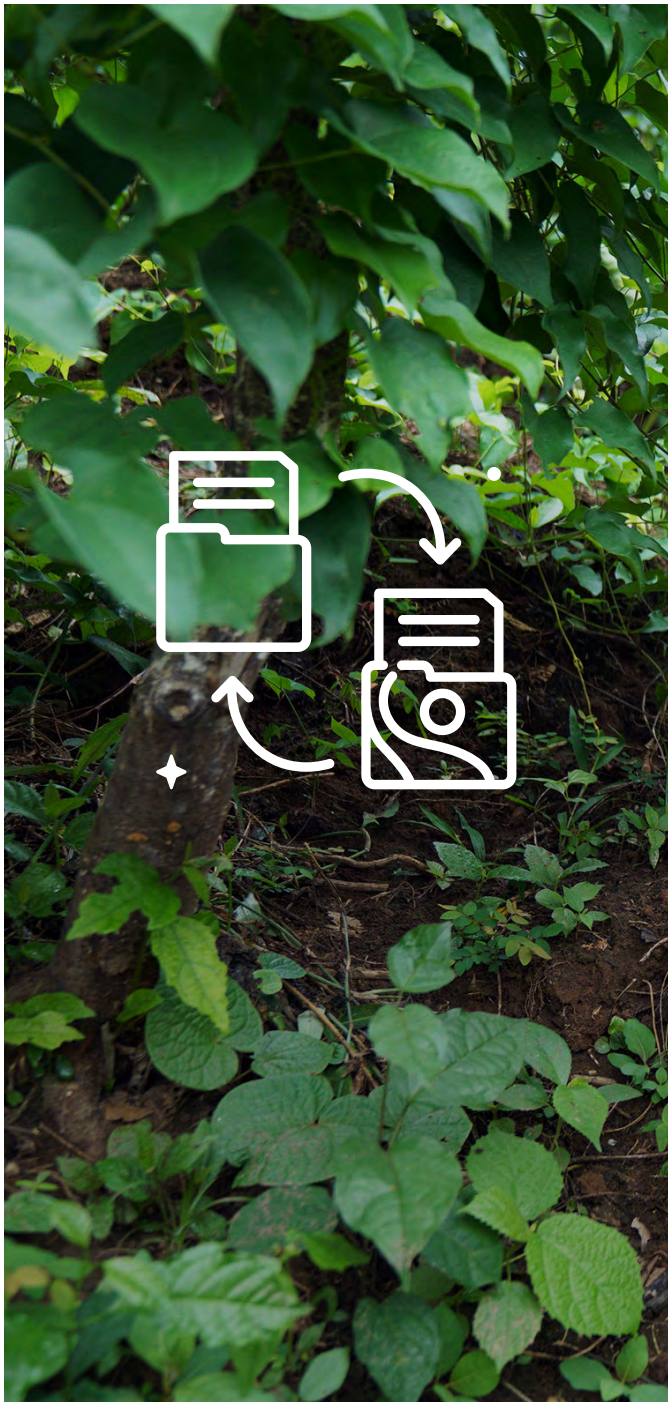
The number of certified organisations is counted as the number of producer organisations at the end of the calendar year with any of the following certification statuses: certified, suspended or permission to trade.

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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