FAIRTRADE INTERNATIONAL

REGIONAL MONITORING REPORT, 17TH EDITION:

Latin America and the Caribbean

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 farmes 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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CLAC (Latin American and Caribbean Network of Fair Trade Small Producers and Workers) was established in 2004, and has had legal status since 2005. Currently, it has over 850 member organisations in 19 countries across the continent. It is structured through Country Networks (that bring together producers of different products from the same country), Product Networks (that bring together producers with the same product, but from different countries), and a Workers Network.

For more information, visit www.clac-comerciojusto.org/en/

Cover Photo: A farmer working at the Cafescor coffee cooperative in Honduras

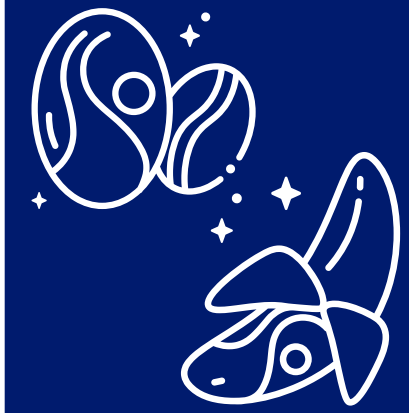
Introduction

The Latin American and Caribbean Network of Fair Trade Small Producers and Workers (CLAC) was established in 2004 and has had legal status since 2005. Its roots are in the CLAC (Latin American Network,which brought together small-scale coffee fair trade farmers) and the PAUAL (Latin American Network of Small Beekeepers). These two continental networks of small producers were both founded in 1996, a year before the establishment of Fairtrade International. Currently, it has over 850 member organisations in 19 countries across the continent. Fairtrade certified Producer Organisations may join the network if they wish. They represent small-scale producerswithin the Fairtrade system. For instance, producers have 50 percent of the voting power at the Fairtrade International General Assembly. Fairtrade in Latin America and the Caribbean 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, CLAC ensures that Fairtrade is working to strengthen livelihoods and empower farmers and workers.

In this report:

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

COFFEE AND BANANAS TOGETHER ACCOUNT FOR 82% OF FAIRTRADE PREMIUM PAID TO PRODUCERS IN LATIN AMERICA AND THE CARIBBEAN

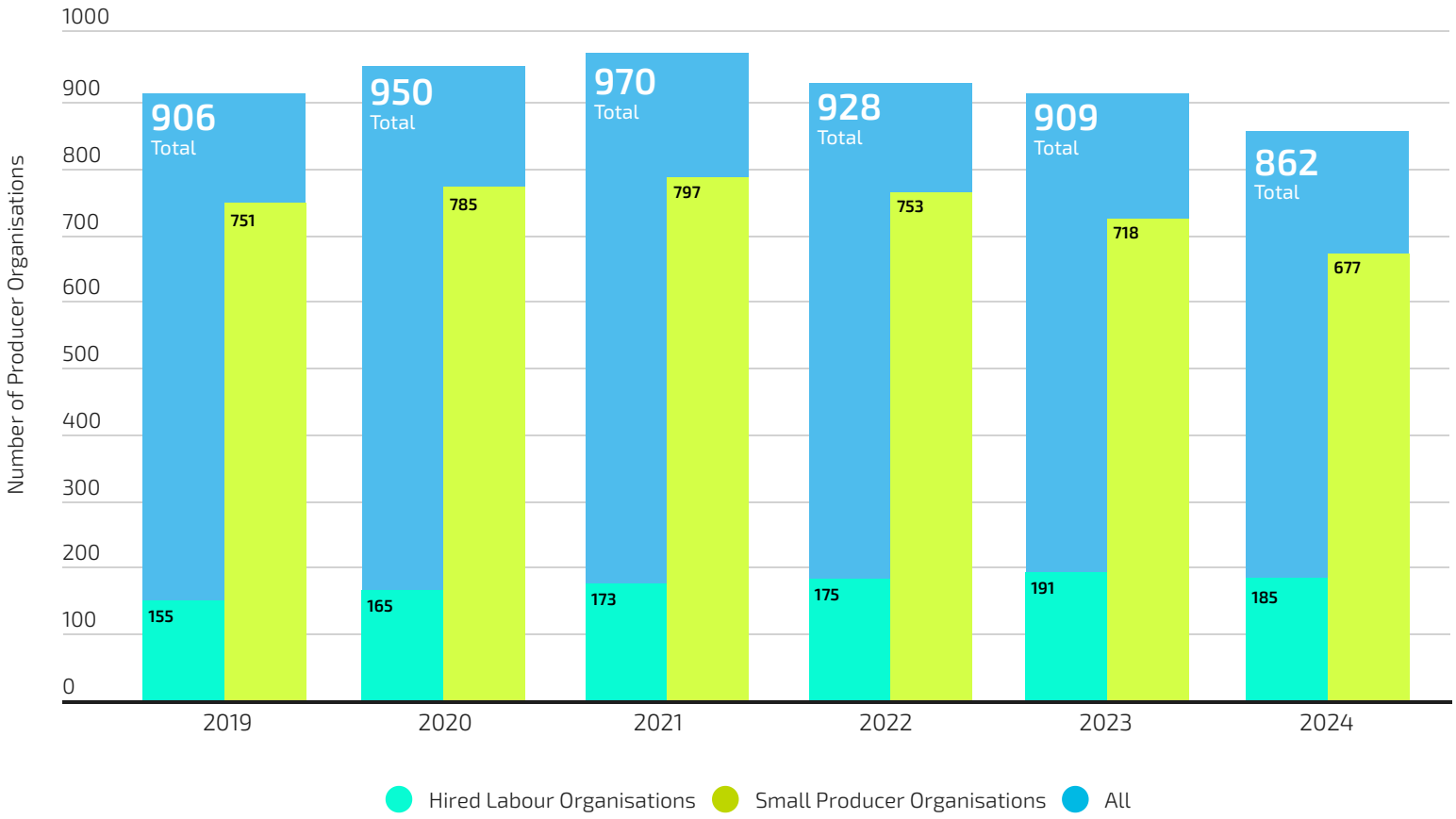


47% OF ALL FAIRTRADE PRODUCER ORGANISATIONS ARE IN LATIN AMERICA AND THE CARIBBEAN

40% OF FAIRTRADE PREMIUM GOING TO LATIN AMERICA AND THE CARIBBEAN IS PAID TO PRODUCERS IN PERU AND HONDURAS

Fairtrade Monitoring Data

Fairtrade Latin America and the Caribbean: Producer Organisations

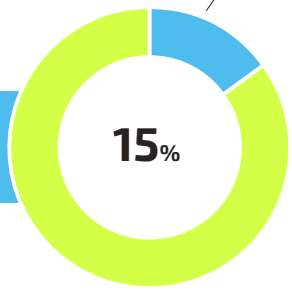


Fairtrade Latin America and the Caribbean: Producers and Premium generated 2024

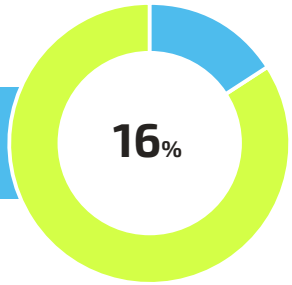
Number of farmers and workers in Fairtrade Producer Organisations 2024

Percentage of global total

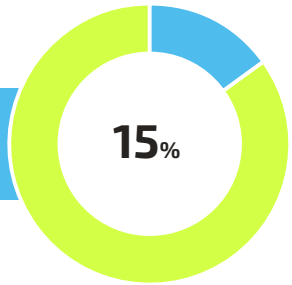
250,779
Farmers in Small Producer Organisations



31,316
Workers in Hired Labour Organisations



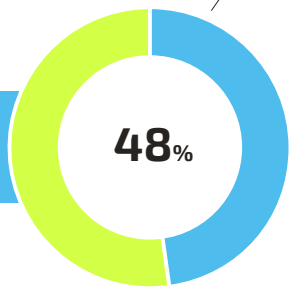
282,095
Total farmers and workers in Latin America and the Caribbean



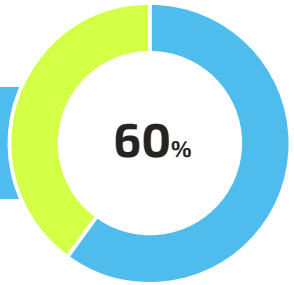
Fairtrade Premium receipts 2024

Percentage of global total

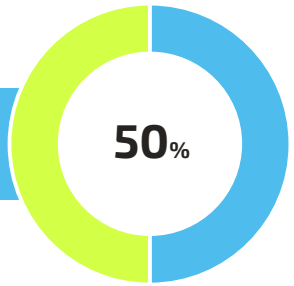
€80.2 million
Earned by Small Producer Organisations



€20.5 million
Earned by Total Hired Labour Organisations

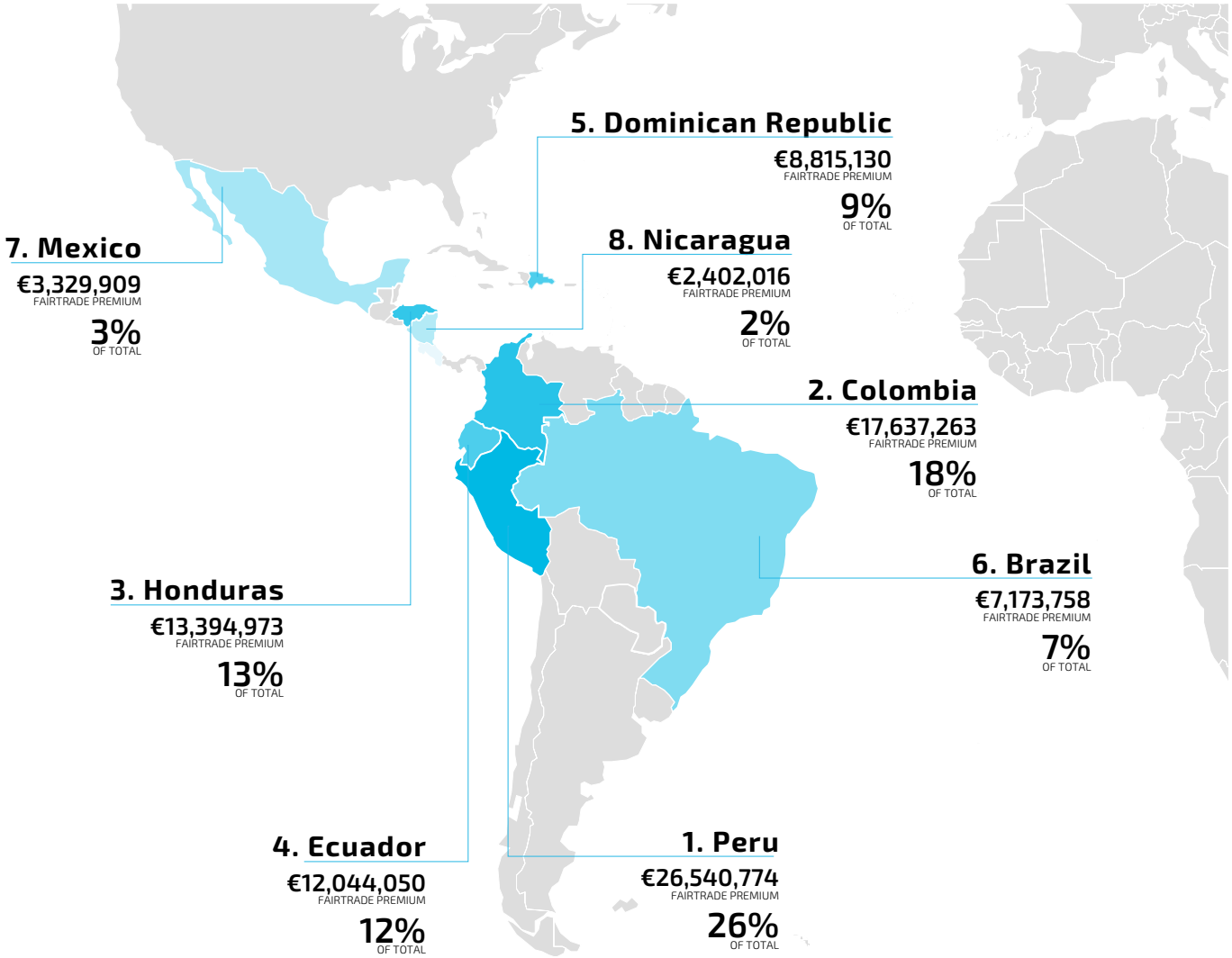


€100.7 million
Total Fairtrade Premium for Latin America and the Caribbean



Note: Numbers may not sum due to rounding

Fairtrade Latin America and the Caribbean: Top Fairtrade Premium generating countries 2024

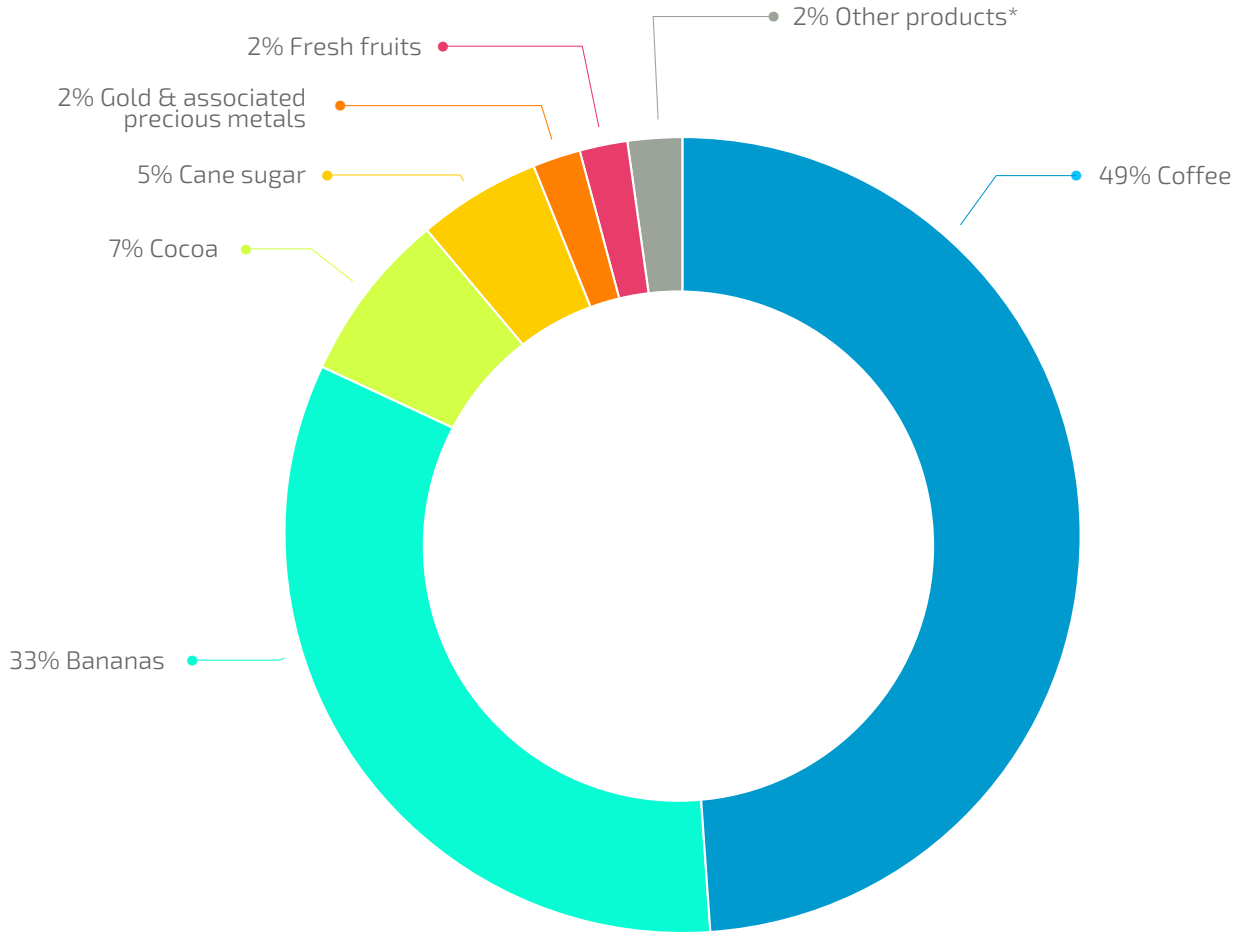


Percentages refer to total Fairtrade Premium earned by producers in Latin America and the Caribbean.

Fairtrade Latin America and the Caribbean: Fairtrade Premium distribution by product 2024

Coffee	49%
Bananas	33%
Cocoa	7%
Cane sugar	5%
Gold & associated precious metals	2%
Fresh fruits	2%
Other products*	2%

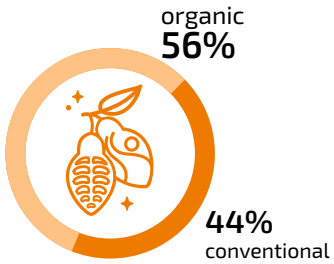
*Includes wine grapes, cereals, vegetables, flowers and plants, fruit juices and pulp, herbs, herbal teas & spices, nuts, oilseeds and oleaginous fruit, honey



Fairtrade Latin America and the Caribbean: Volumes sold on Fairtrade terms for key products 2024

Cocoa

[in MT]



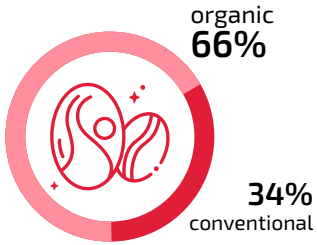
Percentage of regional total

Peru	16,239
Dominican Republic	7,239
Ecuador	5,317
Other countries in Latin America and the Caribbean	1,157

Coffee

[in MT]

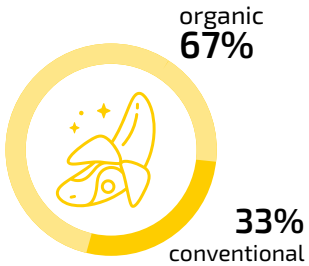
Peru	41,980
Honduras	32,848
Colombia	14,673
Brazil	13,143
Mexico	6,761
Nicaragua	5,242
Guatemala	3,687
Costa Rica	1,597
Bolivia	768
Other countries in Latin America and the Caribbean	365



Percentage of regional total

Bananas

[in MT]



Percentage of regional total

Colombia	223,238
Ecuador	200,113
Dominican Republic	142,404
Peru	63,616
Other countries in Latin America and the Caribbean	23,310

Flowers and Plants

[in Stems]

Ecuador	8,841,458

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 Latin America and the Caribbean: Volumes sold on Fairtrade terms for key products 2024

Fresh Fruit

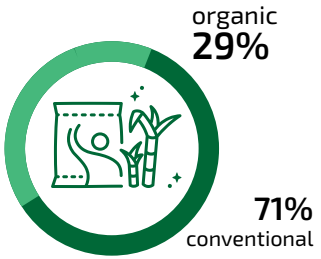
[in MT]

Brazil	**53,703**
Colombia	**2,957**
Peru	**1,360**
Other countries in Latin America and the Caribbean	**9,712**

Honey

[in MT]

Guatemala	**388**
Other countries in Latin America and the Caribbean	**1,240**



Percentage of regional total

Cane sugar

[in MT]

Paraguay	**22,313**
Other countries in Latin America and the Caribbean	**59,878**

Wine grapes

[in MT]

Argentina	**4,257**
Chile	**1,328**

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 Latin America and the Caribbean: Percentage of women Fairtrade farmers and workers by product 2024

Product	Total farmers and workers	Female farmers and workers	Female (% of total)
Cereals	827	530	64%
Flowers and plants	3,556	1,922	54%
Nuts	116	58	50%
Cane Sugar	22,099	6,414	29%
Coffee	181,510	48,095	26%
Fresh fruit	4,997	1,323	26%
Wine grapes	2,065	469	23%
Cocoa	33,639	7,204	21%
Banana	27,098	5,262	19%
Other Products*	297	52	18%
Honey	2,337	341	15%
Vegetables	383	48	13%
Gold & associated precious metals	1,945	238	12%
Herbs, herbal teas & spices	1,226	145	12%
TOTAL	**282,095**	**72,101**	**26%**

*Other products include: dried fruit, fruit juices, oilseeds and oleaginous fruit

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, CLAC 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, Producer Networks can learn, adjust approach and better serve Fairtrade Producer Organisations.

INTERVIEW

The 2024 Producer Satisfaction Survey was conducted by means of telephone interview.

The CLAC Producer Satisfaction Survey was updated to collect more relevant feedback from its members, in line with the services catalogue introduced in 2023. The revised survey focuses on gathering feedback from producers about the services they actually participated in and their level of satisfaction, rather than on how the support was delivered. As a result, this report differs from previous years' reports and from those produced for other producer regions.

INTERVIEWEES

In telephone interview, person representative of the producer organisation was interviewed. This can be manager, senior management or in their absence administrative staff or chairperson of the organisation

INTERVIEWERS

Interviewers were fluent in questionnaire language, and trained in telephone interviews.

SUPERVISION

In order to have validated results 33% of the work of each interviewer was supervised.

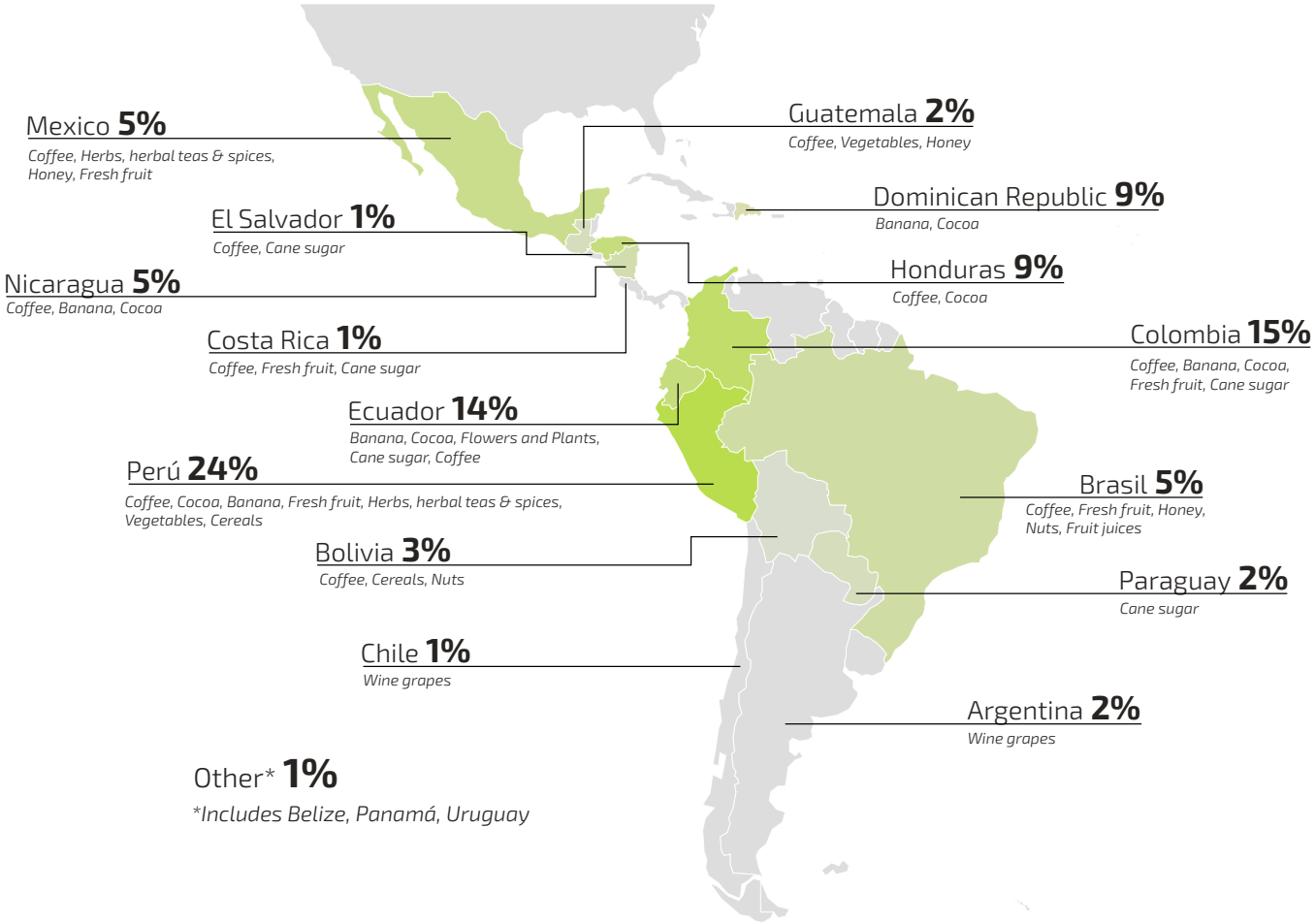
COUNTRY AND PRODUCT-SPECIFIC UNDERSTANDING

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 (298 PO respondents out of 823 surveyed)

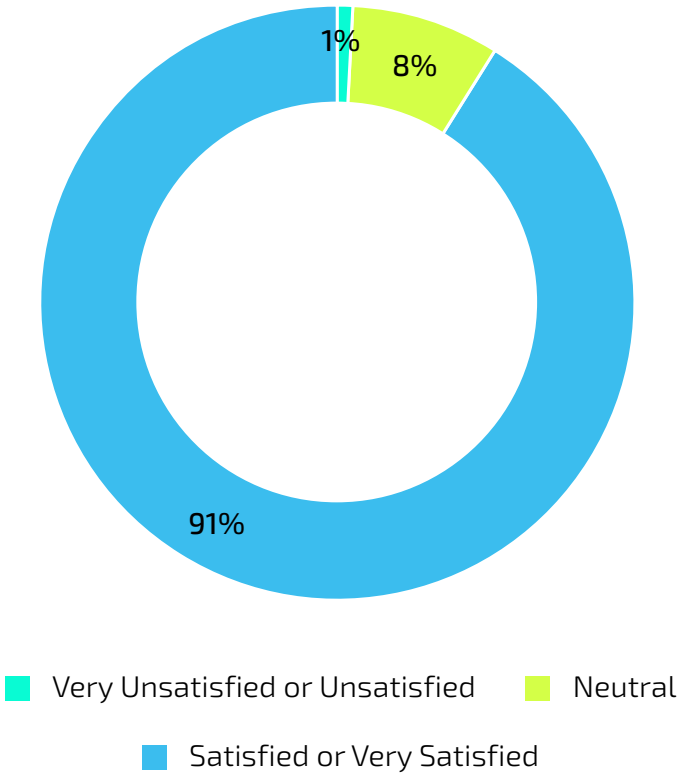
Producer Organisation by Country and Product



Overall satisfaction with Fairtrade producer support

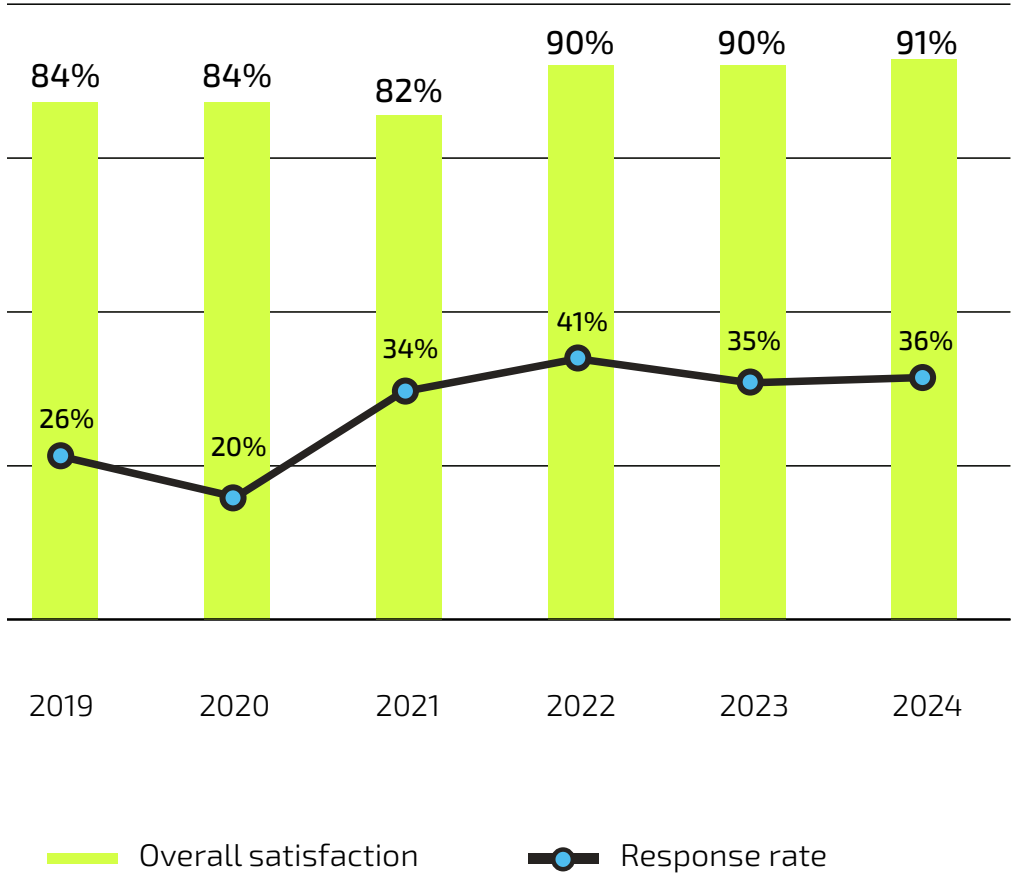
Overall, 91% percent of Fairtrade Producer Organisations surveyed are satisfied or very satisfied with CLAC support activities in 2024. This high number reflects the hard work of many Producer Network staff as well as detailed annual planning to ensure that Producer Organisation needs are being met. 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

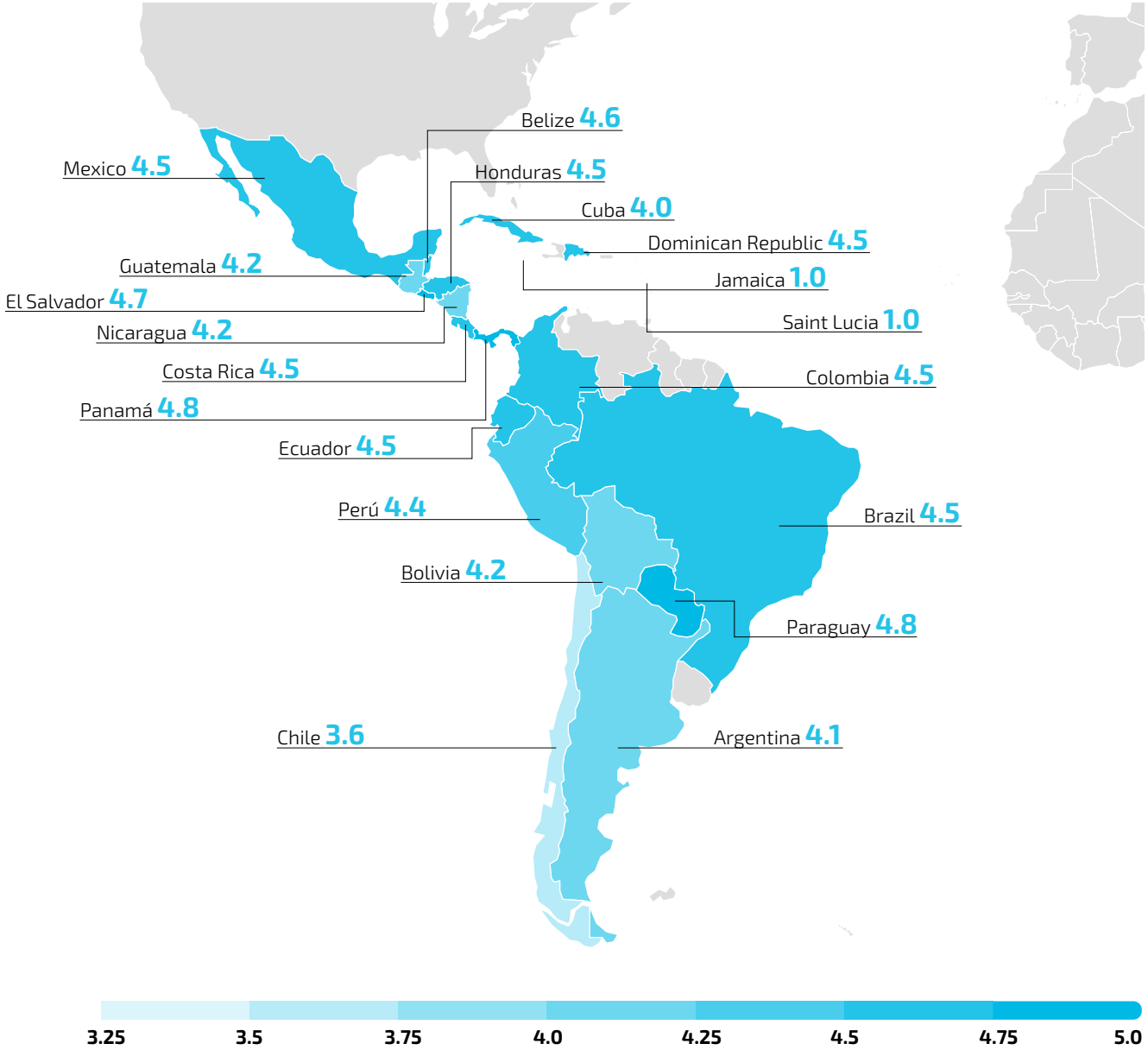
(% of very satisfied or satisfied Producer Organisations)



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).

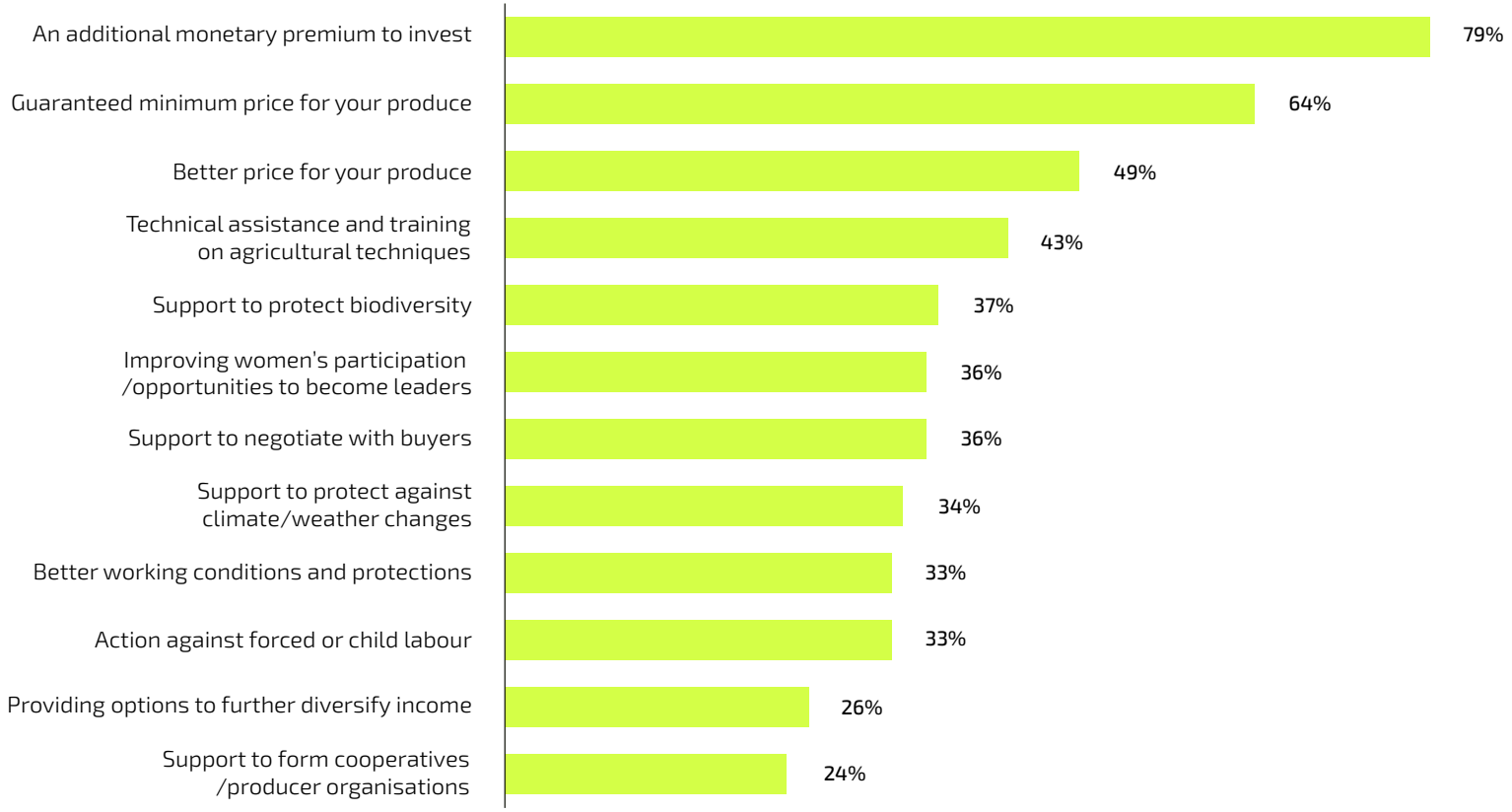
Country- and product-specific satisfaction results have already been incorporated into Producer Network planning activities, with extra attention to be given to areas of concern.



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?



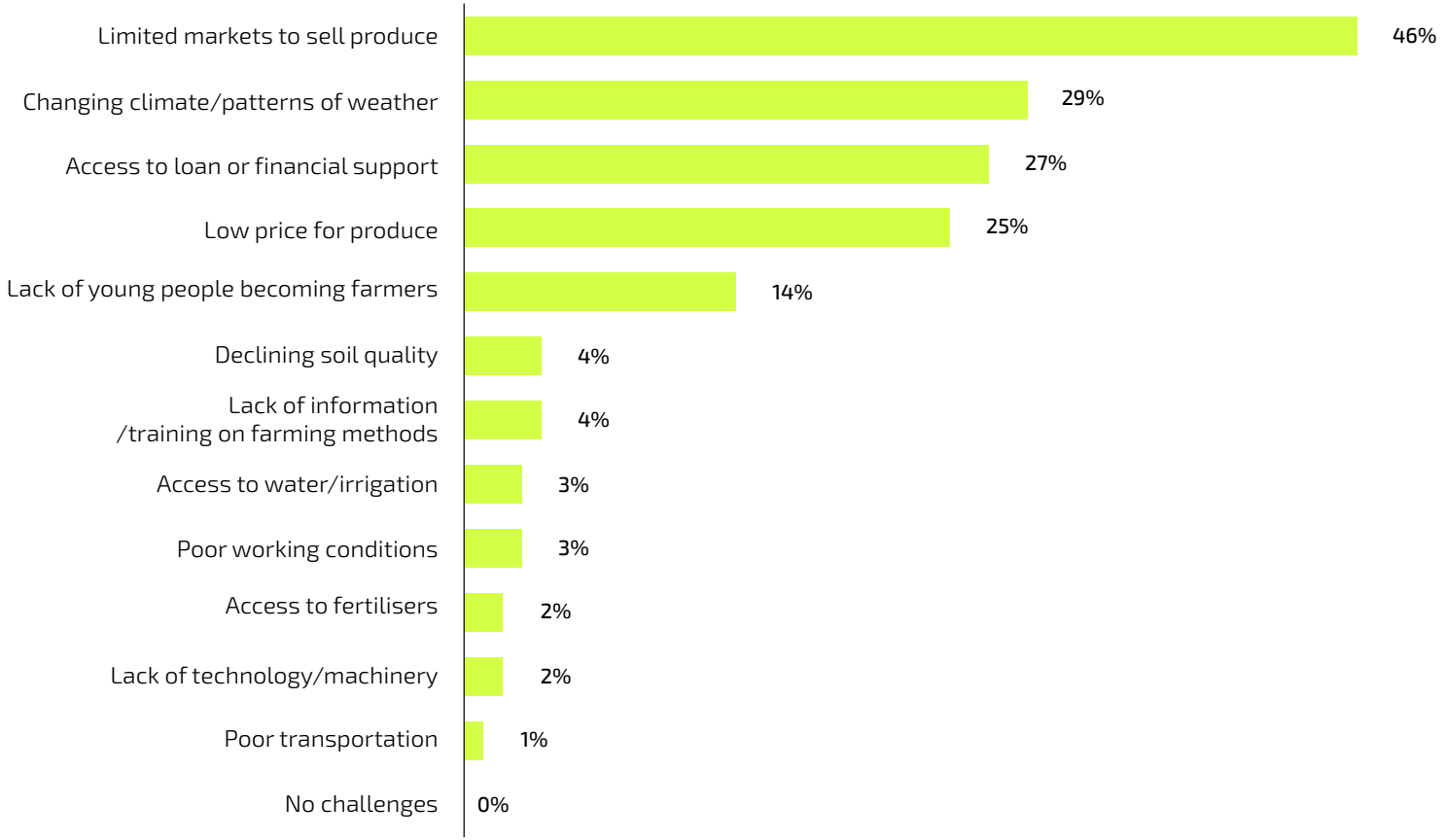
An additional monetary premium to invest and guaranteed minimum price for your produce are the most important benefits for producer organisations

Better price for your produce is also important to producer organisations in Latin America and the Caribbean

Producer organisations rate support to negotiate with buyers 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?



Half of the producer organisations in Latin America and the Caribbean picked limited markets to sell produce in the top challenge

Low access to loans or financial support and changing climate patterns was rated as similarly challenging by producer organisations

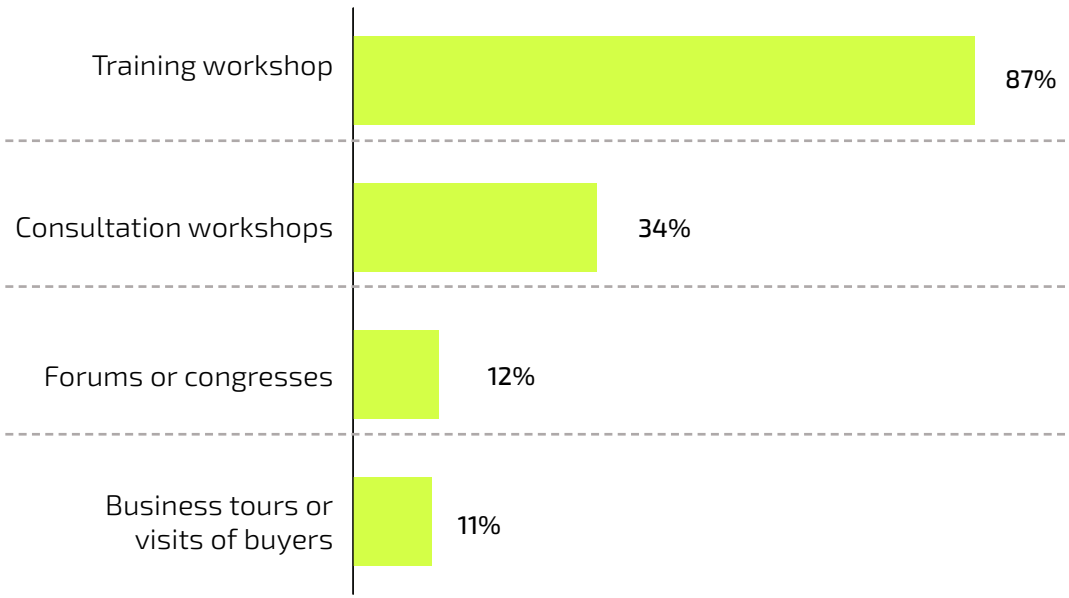
Satisfaction with events

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.

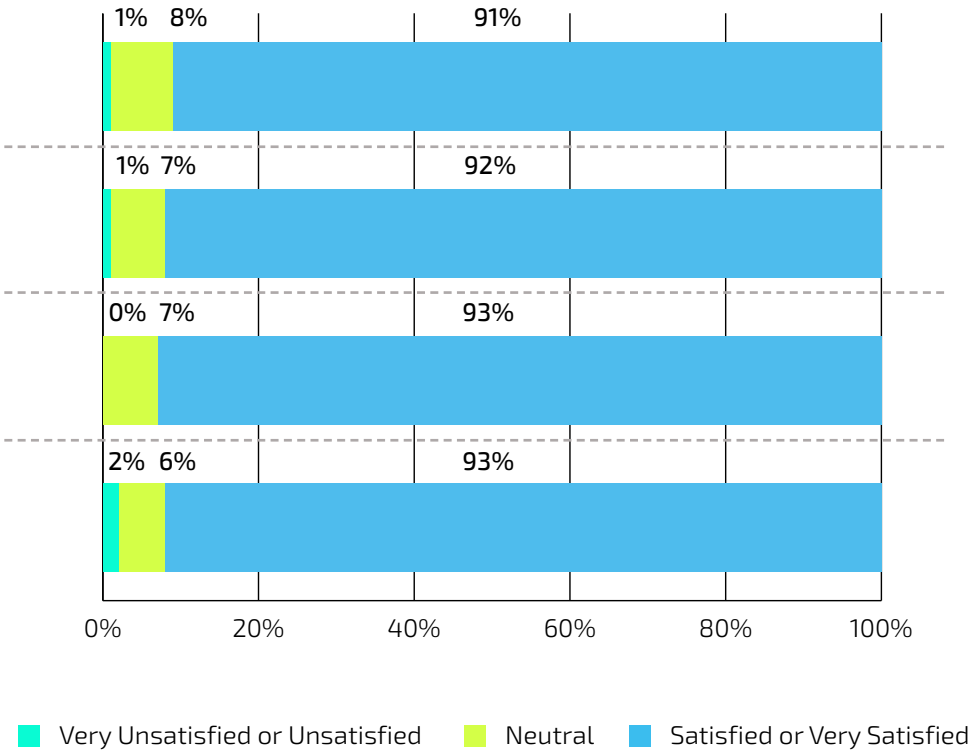
Each of these types of events will attract a different mix of Producer Organisations and be aimed at achieving different outputs and outcomes. For example, a successful output for a training workshop focused on producer action plans would be increased Producer Organisation capacity, so that this increased 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 93% percent satisfied or very satisfied with business tours/buyer visits and forum or congresses. From 2024 onwards, data on group events comes from CLACbook, CLAC's internal monitoring system.

Percent of Producer Organisations that attended events



Level of satisfaction with events



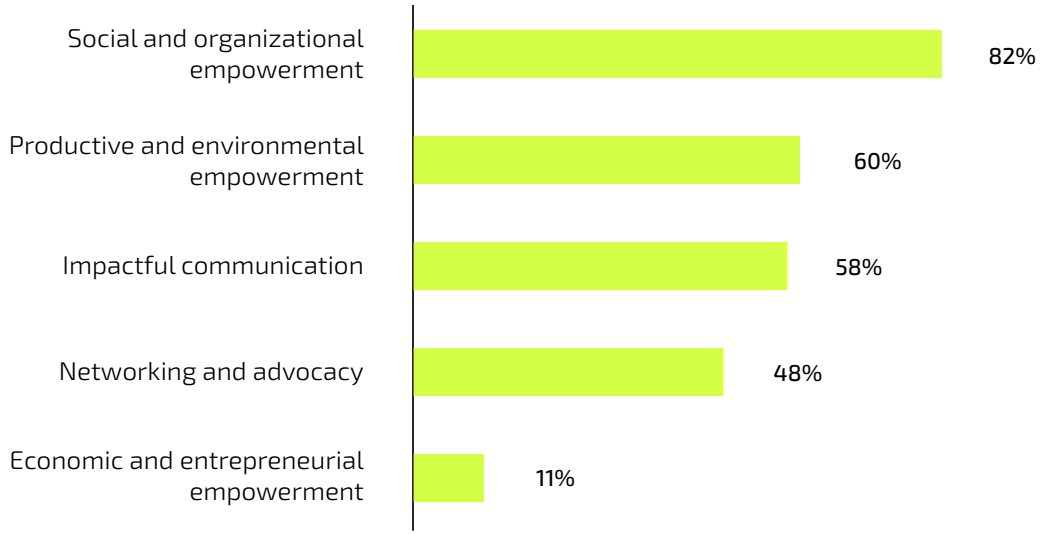
Participation in CLAC services

The CLAC survey was updated to collect more relevant feedback from its members, in line with the services catalogue introduced in 2023. This catalog was developed based on CLAC's work in the field and the CLAC survey now focuses on gathering feedback from producers about the services they actually participated in and how satisfied they were, rather than on how the support was delivered.

Since 2023, CLAC has organized its services into five main pillars: Networking and Advocacy; Productive and Environmental Empowerment; Social and Organizational Empowerment; Economic and Entrepreneurial Empowerment; and Impactful Communication. The survey update was designed to generate clearer and more useful information to help CLAC continuously improve its services under these pillars.

On this page, you can see participation in CLAC services in 2024. The results are based on survey responses and show whether producers received at least one service within each pillar.

Percent share of events focused on specific topic



82% of PO respondents received at least one service under the pillar "Social and organizational empowerment" followed by 60% under "Productive and environmental empowerment"

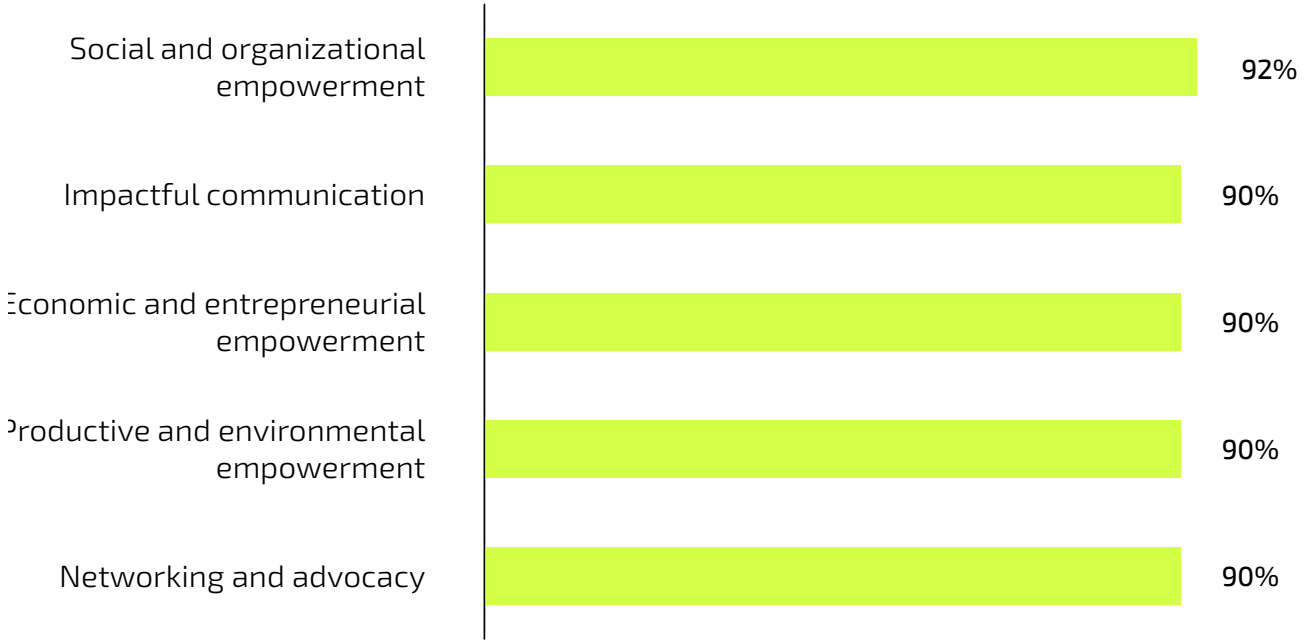
To explain the changes in the report, we could use this table as an example. For each pillars, service categories are shown and they are color-coded according to their classification

Pillars of the Empowerment and Self-Management Strategy	Service Category
Networking	*Strengthening CLAC structures (National Committees, Networks, Commissions)*
Networking	*Relationships with the political environment*
Social and organizational empowerment	*Technical advice on compliance with Fairtrade standards*
Social and organizational empowerment	*Advice on organizational empowerment*
Social and organizational empowerment	*Human and environmental rights*
Social and organizational empowerment	Promotion of social inclusion
Productive and environmental empowerment	Technical advice on sustainable production
Productive and environmental empowerment	Environmental sustainability and resilience to climate change
Economic and business empowerment	Opening up market access opportunities
Impact Communication	Visibility of Fair Trade and its impact

Satisfaction with CLAC services

On this page, you can see the satisfaction level of producers for each pillar. The satisfaction for CLAC services is highest for the pillar “Social and organizational empowerment” at 92 percent, although, in general, the satisfaction for services under other pillars are also consistently high (around 90 percent).

Satisfaction with support services focused on specific topic



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.

More trainings

More physical visits

More support and structured monitoring according to the needs of the organization

Improve communication and coordination of activities

Commercial support and access to markets

Improve training methodologies, better adapted to the context of producers and workers

Support for access to financial resources

Strengthening compliance with standards

Personalized attention tailored to the needs of organizations

Specialized technical assistance by commodity

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.

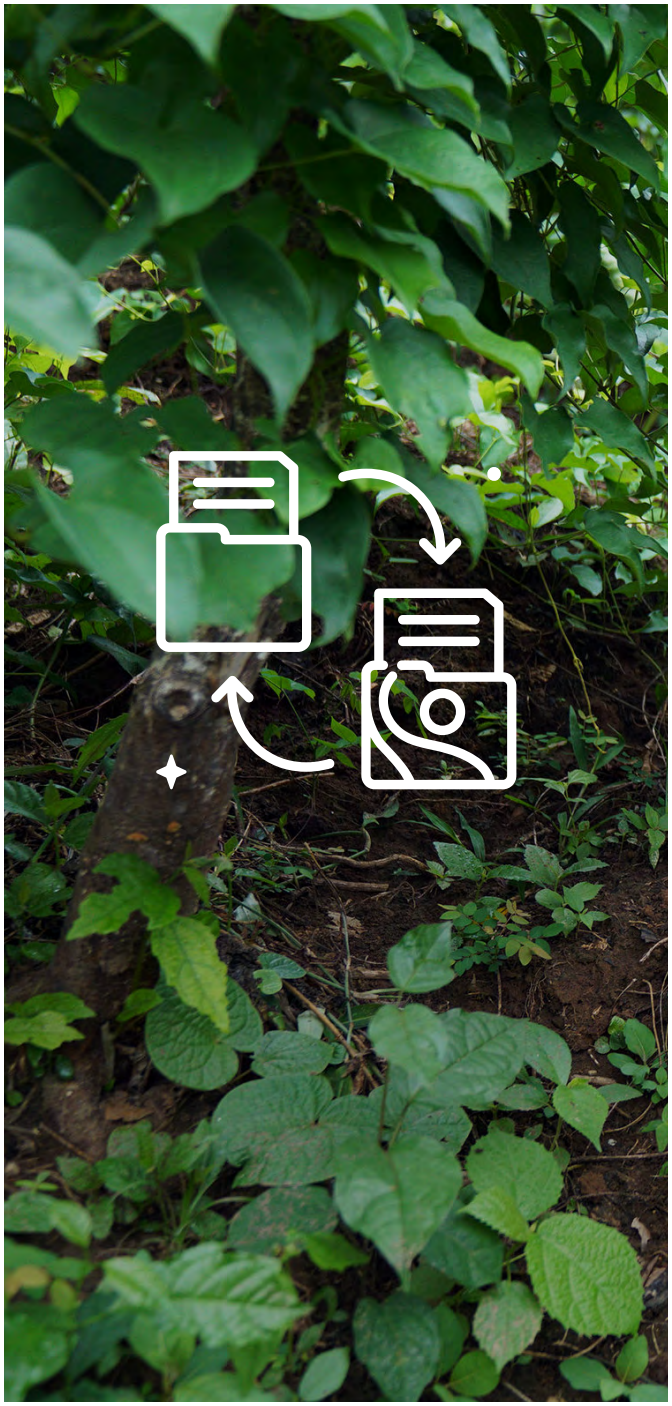
The number of certified organisations is counted as the number of producer organisations at the end of the calendar year with any of the following certification statuses: certified, suspended or permission to trade.

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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