



FAIRTRADE  
INTERNATIONAL

# Adapting and innovating for a fairer future

FAIRTRADE INTERNATIONAL ANNUAL REPORT 2024



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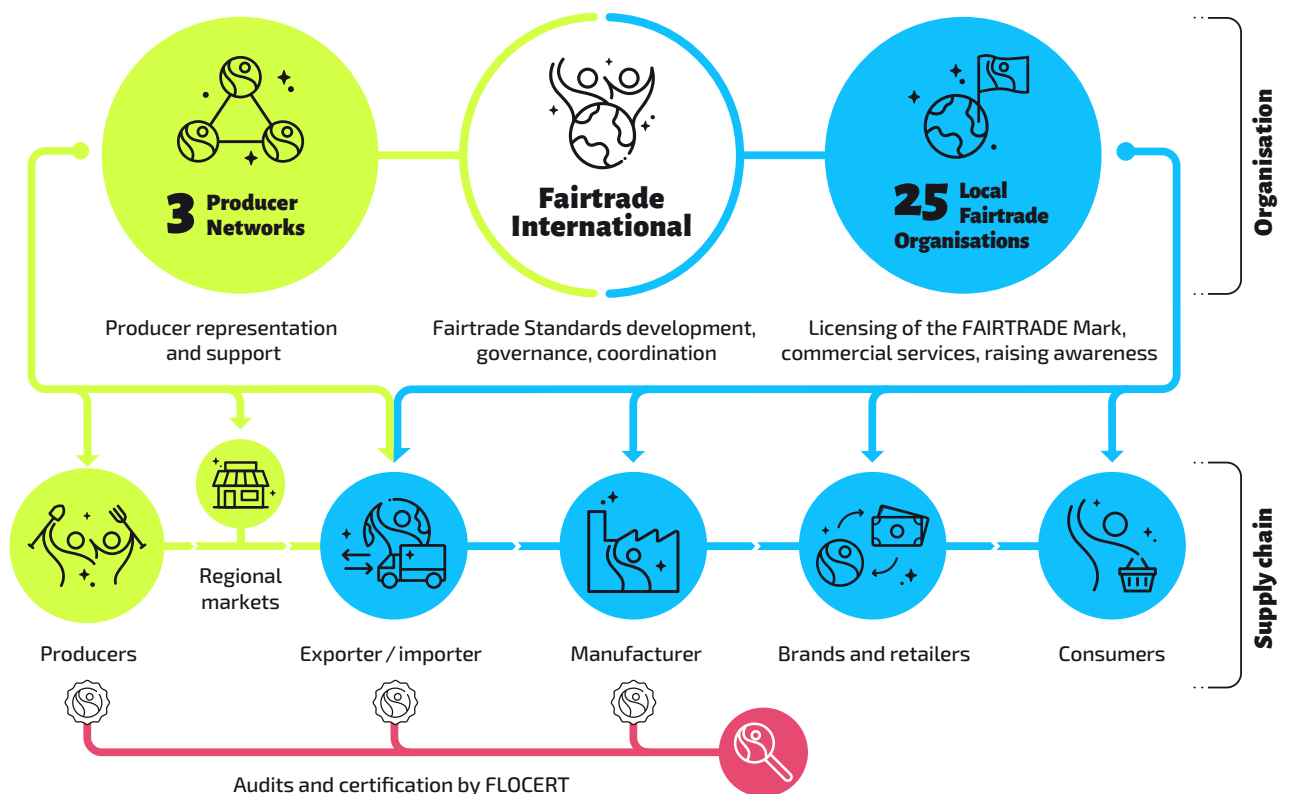
Cover photo: Claudio Mendoza is a quinoa farmer and member of APRAVI in Bolivia, Fairtrade certified since 2016. APRAVI has invested Fairtrade Premium funds in tackling challenges such as drought and soil erosion.

"Nothing beats Bolivian quinoa because we are by the edge of the Salar de Uyuni [salt flat]. I would like buyers to support us so we can improve our yield, and for them to consume our product, which we create with such dedication."

Watch 

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## The Fairtrade system



# Foreword



We are pleased to share our 2024 annual report with you, on behalf of Fairtrade International's Board and executive management.

At a time when global trade is facing uncertainty and climate change is disrupting farming in many ways, we stand by Fairtrade's commitment to cooperation across the world. Trade can and must be used as a force for good, and strong partnerships are the foundation of a prosperous future for all. Our values drive our ongoing efforts to distribute the benefits of trade more equally between farmers, workers, businesses, and consumers, while preserving the planet for future generations.

Three themes emerge from our work in 2024:

**Legislation is driving change** – Fairtrade has an important role to play in influencing the legislative focus on trade, and guiding businesses and producers on their journeys towards compliance. The EU Deforestation Regulation (EUDR) and the Corporate Social Due Diligence Directive (CSDDD) saw major developments in 2024, and alongside partners we advocated to treat producers fairly. We have supported coffee and cocoa cooperatives to become EUDR-ready, and assisted companies in understanding their CSDDD obligations. Some previously agreed legislations are now being debated again, but we are moving forward together with committed companies.

**Traceability and transparency in supply chains** –

Information and access are prerequisites for increased accountability. At the same time, producers shouldn't be overburdened with duplicative data requirements and technology platforms. We are investing in systems that facilitate high quality supply chain data, ownership by producers, and efficient data accessibility.

**A new generation of leaders** – 2024 saw changes in

leadership roles in several parts of the Fairtrade system. We bid farewell to Board members and welcomed new ones, and Fairtrade International implemented a single-leadership model, welcoming Lisa Prassack as the new CEO earlier this year. We saw long-time Fairtrade champions entrust their successors with the leadership of some of our organisations. And as we mourned the loss of our co-founder and lifelong Fairtrade advocate Frans van der Hoff, young Fairtrade ambassadors from across the world stepped up to advocate for farmers and workers at important events. Our three producer networks have continued to train young farmers to serve as future leaders.

We're also in the process of developing our next global strategy, which builds on much of the progress and learnings you can read about in this report. Join us in charting a way forward through uncertain times to a fairer future.

**Laurence Tanty**  
**Chair of the Board**  
**Fairtrade International**



# Key Fairtrade figures at a glance

**4+** Fairtrade Standards and prices updated



**8** Fairtrade Living Income Reference Prices published or updated in 2024

**4** studies, **4** reports, **2** policy papers published



**51%** increase in adoption of climate adaptation plans compared to 2023



Supporting more than **700** coffee and cocoa cooperatives to get ready for EU Deforestation Regulation



**58** externally funded Fairtrade projects across the Fairtrade system active in 2024



**4** cocoa cooperatives funded in 2024 by the Fairtrade Child Labour and Forced Labour Prevention and Remediation programme



Fairtrade roses from Kenya require **22** times less cumulative energy demand than average Dutch roses

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

## In memory of Frans “Francisco” van der Hoff

One of the visionary founders of the Fairtrade movement, Frans van der Hoff, passed away on 13 February 2024.



The Dutch missionary served as a priest in Oaxaca, Mexico, where he worked with local coffee farmers in the early 1980s to organise themselves into a cooperative called UCIRI – the foundation of a trade collaboration with Solidaridad that resulted in the launch of Max Havelaar in the Netherlands: the first Fairtrade label. His commitment to asserting the rights of smallholder farmers in global trade keeps inspiring all of us to this day. His continuous advocacy for farmer-led decision making is one of the main reasons why participation and inclusivity are firmly built into the core of Fairtrade’s governance.

We will continue to build on Frans’s legacy, ever grateful for his commitment to solidarity and fairness.

**“Don’t forget how Fairtrade started – because no matter how the world evolves, we still need producers to lead in transparency, on matters that affect their livelihood and sustainability.”**

Frans “Francisco” van der Hoff (1939–2024)

# Fairtrade's global strategy



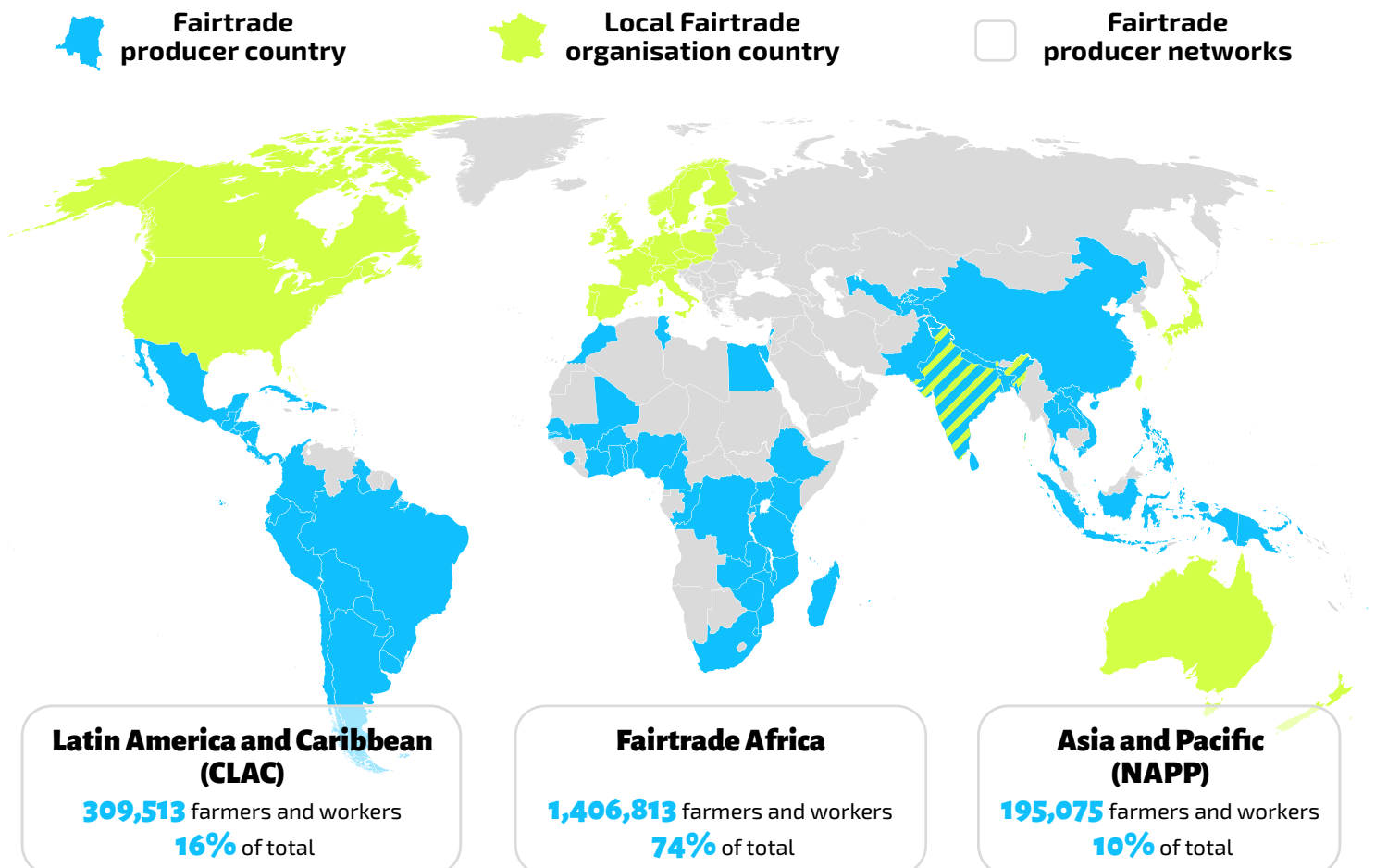
2025 is the final year of our current five-year global strategy. We're well underway assessing our progress and evolving our strategy for 2026 onward.

Fairtrade global strategic priorities for 2021-2025 are:

- 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 1.9 million farmers and workers across 67 countries. Our fifth strategic priority is cross-cutting, focusing on increasing our innovation, partnerships and efficiency as a system.



For more information on Fairtrade producers and sales, check out our latest [monitoring report](#).

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

**Our ambition: We will secure decent and sustainable livelihoods, build resilience to climate change, and support women and young people as leaders of the future.**



## Living incomes

### Prices as part of our living income strategy

In 2024, we developed or updated eight Living Income Reference Prices, which are what a farmer needs to earn to farm sustainably and also support a decent standard of living given certain parameters.

- **Cashews:** Burkina Faso (organic)
- **Coconut:** Côte d'Ivoire (organic)
- **Coffee** (arabica): Nicaragua (conventional and organic) and Peru (organic)
- **Mangoes:** Burkina Faso (organic)
- **Rice:** India (organic basmati); Thailand (organic jasmine)
- **Vanilla:** Madagascar (updated price)

We also launched our Reference Prices Map, a digital platform where all our reference prices can be found, at <http://reference-prices.fairtrade.net>. Any company can look up specific products and origins to find the relevant price based on region- or country-specific data, third-party living income benchmarks, and our custom formula including sustainable yields and viable farm sizes. The site currently features 25 prices, for eight products and 19 countries.

**With the current economic challenges threatening livelihoods globally, we must reflect on how to build equitable economies that uplift our communities and ensure ethical, sustainable growth."**

Isaac Tongola, speaking at the International Fair Trade Towns Conference in Western Cape, South Africa

### Living income projects gain momentum

In Germany, discounter Lidl is advancing living incomes for over 6,000 farmers in Ghana, Honduras, Brazil, and Tanzania through its "**Way To Go**" initiative. By paying an Income Improvement Premium based on the Fairtrade Living Income Reference Price model, Lidl not only provides direct financial support to farmers but also funds tailored interventions that address local challenges. In Ghana, for example, cocoa farmers supported by Way To Go saw a 28 percent increase in income within three crop seasons, as they improved productivity and diversified their income sources. In Honduras, 89 percent of women farmers participating in the initial two years of the project reported higher incomes after adopting pest-resistant coffee varieties and engaging in crop diversification. These targeted efforts demonstrate how Way To Go actively improves the structural conditions necessary for farmers to achieve a sustainable living income.

### Benefits of agroforestry on incomes

A project called **Sankofa 2.0** in Ghana is establishing and scaling up existing dynamic agroforestry and food agroforestry systems with 3,500 farmers on more than 1,100 hectares of land. This multi-stakeholder project includes businesses, governments, and civil society partners. Farmers are benefiting not only from biodiversity and healthier, more productive soil thanks to growing a variety of crops and trees together, but they also have more diversified income sources. In addition, the Swiss retailer Coop pays a Living Income Reference Price for the cocoa used in its Halba own-brand products, which last year was paid to 524 farmers.

[Read more](#) 🔍

### Influencing policy

In time for the World Cocoa Conference in April and in the midst of supply challenges and record-high cocoa prices in West Africa, we joined Oxfam in their [call to action for a just cocoa industry](#). The statement called on cocoa companies to do three things:

- pay living-income supporting prices to farmers
- share the risks of price volatility by having long-term contracts with cooperatives
- and be accountable by publishing progress toward living incomes in their supply chains.



Wilian Malies More, Miguel Rodríguez Mojena and Jesús López Rosell are part of UBPC Bermejál sugar cane cooperative in Cuba. The cooperative uses Fairtrade Premium funds to purchase machinery and protective gear such as boots and gloves.

## Decent work and living wages

### Continuing the push for living wages

We have continued to refine our pathway to living wages for banana workers. The pathway starts with wage contributions from the **base wage**, which is the mandatory minimum 70 percent of the local living wage benchmark that Fairtrade certified banana plantations must pay. In addition, 30 percent of the **Fairtrade Premium** funds, which are controlled by an elected workers' committee, are paid out as cash to workers to top up their wages. Finally, a **Fairtrade Living Wage Differential** is applied to close any remaining gap to living wages. The Fairtrade Minimum Price plus the differential make up the voluntary Living Wage Reference Price.

We updated our **Living Wage Reference Prices** for Colombia, Dominican Republic, Ecuador, and Peru (organic only). Check our [banana dashboard](#) to learn more.



### Benchmarking decent livelihoods

In 2024, the Anker Research Institute published a [new living wage benchmark for banana producing areas in Côte d'Ivoire](#). This benchmark will be the basis for setting the base wage levels that workers on Fairtrade banana plantations must earn as a minimum.

Research to revise the living wage benchmark for wine grape workers in South Africa's Western Cape region started in 2024 and will be concluded in 2025. The study is being conducted by a team from the University of Cape Town and supported by Fairtrade Africa.

### Retailers collaborate to improve wages and decent work

A [collaboration](#) between Fairtrade and major retailers – part of the **German Retailers Working Group on Living Incomes and Living Wages** – with the German Development Cooperation (Deutsche Gesellschaft für Internationale Zusammenarbeit, GIZ) resulted in significant insights to work toward living wages for banana workers. For example, a legal analysis of mechanisms to pay out financial contributions to close the living wage gap concluded that forwarding the funds to non-profit organisations, such as Fairtrade Premium Committees, to distribute as bonuses to workers was the best interim solution. In Ecuador, a learning programme was developed for workers to propose solutions to overcome the biggest gaps toward decent work, which their workers' committees would pursue.

### Improving workers' rights in the flower sector

The Ministry of Foreign Affairs of Finland supports the joint Fairtrade Finland and Fairtrade Africa programme **Dignified Opportunities Nurtured through Trade and Sustainability** (DONUTS). It includes projects across seven African countries.

In Ethiopia, one project aims to improve working conditions and strengthen trade unions in the flower sector. Through training, social dialogue, and advocacy, it has contributed to improvements in workers' rights and benefits at various flower farms:

- In 2024 alone, 575 workers were trained at three flower plantations, including 441 women.
- In 2024, 25 trade union officials and management representatives were trained on workers' rights and social dialogue, leading to greater participation in collective bargaining agreement negotiations.
- In 2024, six collective bargaining agreements were revised and updated across all participating producer organisations to better reflect workers' needs and align with Fairtrade Standards.
- Four flower farms have recently introduced improved maternity and paternity leave policies.



Felix Menjivar is a geolocation technical expert for Fairtrade producer network CLAC, and supports producers to collect data needed for the EU Deforestation Regulation.

## Climate resilience and environmental protection

### Focus on deforestation prevention and forest protection

Fairtrade took extensive steps in 2024 to support Fairtrade coffee and cocoa producer organisations to prepare for the European Union Deforestation Regulation. We rolled out a new partnership with Satelligence to provide risk reports to producer organisations based on their farm geolocation data, while Fairtrade producer networks provided hands-on support to organisations on high-quality geolocation data collection.

A study found that **Fairtrade farmers are more prepared for the EUDR than non-certified counterparts**. This is due to several factors, including the forest protection requirements of the Fairtrade Standards and the Fairtrade Minimum Price and Premium that provide essential resources for conservation efforts, and Fairtrade producer network programmes and training.

We also forged partnerships to bring new resources to farmers and cooperatives getting ready for the EUDR, along with other larger forest protection goals. The three-year project **"Partnership for a deforestation-free cocoa supply chain in Ghana"** between Fairtrade and Proforest, funded by the International Climate Initiative (IKI), aims to reach more than 14,800 cocoa farmers to expand agroforestry

practices and improve incomes, as well as support geolocation mapping and EUDR readiness.

Fairtrade's support continues as the new start date of 30 December 2025 approaches, including in refining data systems to support quality information and data sharing between producers and their trade partners. See page 16 (advocacy) and page 18 (digitalisation) for more information on our EUDR-related work.

We launched a strategic partnership with the Alliance CIFOR-ICRAF to support agroforestry, biodiversity and getting practical information to farmers.

### Climate resilience highlights in 2024

- 441 producer organisations adopted climate adaptation plans in 2024, an increase of 51 percent compared to the year before. Eight percent more organisations are also reporting that they are implementing environmental risk mitigation.
- A new study found that **developing climate change adaptation plans** – now required under the Fairtrade Standards for coffee – **helps to build farmer knowledge and awareness about climate risks**, while also enabling them to take initial measures to strengthen production.

- We had more than 20 climate-change-related projects active in 2024, which can be viewed on our [impact map](#).
- Based on learning from 20 carbon footprint studies and through our membership affiliation with Cool Farm Alliance, Fairtrade conducted two coffee-related projects in Honduras and Colombia as prototypes, in order to develop a standard protocol for carbon footprint analysis.
- We kick-started a project to define indicators of agroecology uptake (cocoa in Ghana, coffee in Honduras, and bananas in Ecuador), which will help quantify the spread of agroecology practices across Fairtrade farms.

### Environmental impacts of Fairtrade roses and organic cotton

**Fairtrade cut roses from Kenya have a lower impact across all the environmental areas** analysed than Dutch-grown roses, including 22 times lower energy demand and 21 times lower greenhouse gas emissions (when transported by ship). [Read more](#)

**Fairtrade organic cotton generates 45 percent less greenhouse gas emissions** and uses **14 percent less water** compared to non-Fairtrade conventional cotton. [Read more](#)



Fairtrade NAPP producer network conducted an HREDD workshop with Koperasi Agro Bumbu Qtha in Central Java, Indonesia, whose farmer members grow herbs, spices and vegetables. Participants are adopting due diligence processes within their organisation. [Read more](#) 🔍

## Human rights and environmental due diligence

HREDD is the new global norm for responsible business conduct. The responsibility for companies to respect human rights and conduct HREDD was first confirmed in the UN Guiding Principles on Business and Human Rights in 2011, and several laws in the European Union are making due diligence and reporting mandatory for many companies.

Fairtrade has made progress across several pathways to reinforce human and environmental rights, and align our standards and support with legislation so that Fairtrade certified companies can thrive in this new business context.

For some examples of our advocacy related to HREDD-related regulations, see page 16.

### Deepening rights-related requirements in the Fairtrade Standards

Fairtrade Standards have long included requirements protecting human and environmental rights, such as prohibition of child labour and deforestation. Building on the inclusion of specific due diligence requirements to Fairtrade cocoa and coffee standards in prior years, in 2024 we bolstered the standards for traders and for hired labour organisations as well.

The new requirements build in the due diligence steps of commitment, assessment, prevention and remediation, tracking, and communicating. The Trader Standard also mandates that traders support the producer organisations they buy from to implement the organisations' prevention and remediation plans.

### Supporting companies' due diligence

HREDD expectations and regulations can be complicated, especially for small companies. In 2024, we developed an interactive e-learning course to offer an engaging way for small Fairtrade certified traders to learn about HREDD. We also updated our guides for traders and hired labour organisations to include practical advice that aligns with the revised Fairtrade Standards.

Read about a new initiative supporting companies to deepen meaningful rightsholder dialogues on page 13.

### More insights via the Fairtrade Risk Map

First launched in January 2023, the [Fairtrade Risk Map](#) summarises research and producer insights on the human rights and environmental risks in the products and growing origins where we are active. Users gain information about underlying causes of each risk, and how Fairtrade prevents and mitigates them. In 2024, four commodities were added: flowers, sugar, tea and sportsballs.

### Focus on preventing child labour in cocoa-growing communities

We published a report on the first cohort of cocoa cooperatives in Côte d'Ivoire that received funds from the Fairtrade Child Labour and Forced Labour Prevention and Remediation Programme. The first four cooperatives to receive funding proposed projects focused on prevention, including the purchase of 120 bicycles and helmets for children who live far from school, construction and upgrades to classrooms, school supplies, and support to families of farmers with disabilities so their children can attend school. An additional five cooperatives were selected as a second cohort and have begun to receive their funds. [Read more](#) 🔍



**Patria Torres selects bananas on a farm that is part of BANELINO cooperative in the Dominican Republic.**

## Opportunities for women and young people

Communities thrive when women and young people can actively drive change. Our ongoing work on governance, youth, and gender inclusivity paves the way for greater diversity and representation in farming communities and the wider Fairtrade system.

The **European Commission Financial Framework Partnership Agreement** grant kicked off in 2024 to continue supporting the three Fairtrade producer networks to enhance their governance structures and be more inclusive of women and young people. [Read more](#)

Fairtrade producer networks facilitated numerous workshops in 2024, training a total of 331 individuals (44 percent women):

- Governance and leadership workshops in Mauritius and Eswatini reached 43 participants, and a youth leadership training in Ghana engaged 58 participants, more than half of whom were women.
- CLAC hosted an intergenerational dialogue workshop in Ecuador with 49 participants, emphasising youth engagement in sustainability and decision-making.
- The development of gender-inclusive policies was further supported through workshops in Mauritius, Eswatini, Kenya, and India, involving 169 participants.

### Leadership schools build skills and confidence

Fairtrade NAPP hosted a two-day Gender Leadership School in Pakistan in October to foster gender equality and entrepreneurial development, funded by the same grant. Twelve women and 13 men represented 12 producer organisations across Pakistan. The event covered leadership development, financial literacy, and advocacy for gender-inclusive policies.

Building on the successful model of such Fairtrade women's leadership programmes, **a new project seeks to create more inclusive and equitable working environments** at ten flower farms in Kenya, reaching 1,800 individuals. Participants – including men – learn about gender issues, human rights, leadership, and financial literacy to build skills and break down biases. Funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by Fairtrade Africa and Fairtrade Germany, the project started in late 2024 and will run until mid-2026. [Read more](#)

### Cultivating a green future – young Fairtrade naturalists

Fairtrade NAPP started an initiative to address the twin goals of engaging young people and environmental sustainability. The project aims to foster a sense of environmental stewardship in young people, so that they can advocate for biodiversity and sustainable agriculture. Under the initiative, 18 young participants learned about the practical aspects of biodiversity restoration in October 2024. In a visit organised by Fairtrade NAPP in partnership with Horana plantations, they acquired knowledge about tree planting, protection, and greenhouse cultivation. Horana continues to provide a plot of land for the visitors to cultivate herbal plants, enabling them to apply their new skills in practice.

**“Having been part of the gender leadership school, I feel honoured to be part of this consultation where we can share actual issues and suggest ways to make our set-ups more gender inclusive and balanced.”**

**Sundus Khalil**, woman manager at sportsball producer Vision Technologies, participant in Fairtrade NAPP's gender strategy consultation in Pakistan

**Panda Flowers bought me a plot of land where I built my house. I also receive a bursary for my children in secondary school.**

**Yes, I benefit. I save that money and can pay the school fees of my young children [in primary school].”**

**Florence Njeri Ngaruiya**



**Florence Njeri Ngaruiya works as a quality grader in the pack house of Panda Flowers in Naivasha, Kenya, where she has been employed for 20 years. The Fairtrade Premium contributes significant in-kind benefits to flowers workers in Kenya, according to a [recent study](#).**

Watch 

# 2. Growth and innovation



**Our ambition: We will strengthen existing relationships, develop Fairtrade markets in new directions, and offer supply chain services that benefit everyone – fairly and sustainably.**

## Bringing businesses and producers together

Selling products on Fairtrade terms is key for farmers and workers to unlock the financial benefits of Fairtrade and compensate them for adopting more sustainable production practices. We work to build demand for Fairtrade products, as do producers themselves.

In October, Fairtrade International, Fairtrade India and Max Havelaar France held the first ever International Fairtrade Textile Forum in Paris, supported by the European Commission's SWITCH-Asia grant. More than 100 textile experts, NGOs and brands exchanged their experiences and discussed the impact of Fairtrade's Standards and hands-on producer support. A new study showing the advantages of Fairtrade and organic cotton from India was launched, including that Fairtrade organic cotton outperforms conventional cotton on both positive environmental practices, and economic benefits for farmers. [Read the study.](#) 🔍

Fairtrade producer networks continued the highly successful Golden Cup competitions to showcase top-quality Fairtrade coffees. Coffee farmers participated in ten country and regional competitions in 2024, boosting their profiles and reaching new buyers.

In Sri Lanka, a high-level meeting organised in December by the country's Export Development Board and Fairtrade producer network NAPP highlighted the government's

commitment to supporting small-scale farmers and agricultural workers through a strong national Fairtrade network for producers, while also seeking to expand Fairtrade exports in tea, coconut-based goods, and spices.

### Testing new approaches to Fairtrade Standards and supply chains

We had seven [pilot projects](#) active in 2024 that aimed to test innovations in our standards or pricing. For instance, we are using a new model to set prices based on cost of sustainable production more quickly, which is being tested on coconuts and spices. The spice pilot project is working with two Guatemalan cooperatives that produce organic cardamom, turmeric and allspice. There are no Fairtrade Minimum Prices for these spices, and the current Fairtrade Premium is set at 15 percent of the commercial price, so price volatility prevents some traders from sourcing spices as Fairtrade. With a faster way to set prices, Fairtrade can maintain Minimum Prices and Premiums for spices more efficiently, allowing cooperatives to attract more Fairtrade buyers. The commercial partner in the supply chain, Frontier Co-op, plans to sell these spices in the US once the price has been set.

Pilots help us learn, including by uncovering challenges while testing. One such pilot, active since 2021, involved simplifying requirements for smaller subcontractors in textile

supply chains to make it easier for companies to start certifying their textile production as Fairtrade. While the pilot did contribute to some growth, we found the complexity of the exemption procedure caused difficulty in implementing the project at scale. The textiles pilot will phase out before the launch of the new Fairtrade Textile Standard, which is currently in a review and consultation process that incorporates project learnings and is planned for completion in 2026.



**Trade fairs are an important way for Fairtrade producers to meet potential customers, such as at the World of Coffee in Copenhagen in 2024.**



**Producer network Fairtrade NAPP worked with Sri Lankan producers of coconuts, teas, and spices to set up public events in two towns to showcase local Fairtrade products, part of a strategy to promote Fairtrade products locally and regionally. [Read more](#)**

**Innovations that take Fairtrade in new directions**

There are more and more ways that companies can work with Fairtrade and producer organisations to strengthen supply chains and deepen impact together.

We are continuing to pilot the certification of French milk in dairy products in France that also contain traditional Fairtrade ingredients, like cocoa. The number of participating French dairy farmers has increased to meet growing demand, highlighting the relevance of fair farmer incomes as an issue in Europe as well.

In 2024 several Fairtrade organisations launched a project to demonstrate how we can work with companies to strengthen their human and environmental rights (HREDD) processes. Thanks to the support of the Ministry of Foreign Affairs of Finland and ISEAL, the Fairtrade producer networks in Asia Pacific (NAPP) and Africa (Fairtrade Africa) joined with Fairtrade International and our HREDD experts to develop the project, called **Facilitating Rightsholder Dialogue in Human Rights and Environmental Due Diligence**. Five Fairtrade buyers based in Netherlands, Switzerland and the UK are working with us to build frameworks for balanced, meaningful dialogue that will bring in producers' perspectives, aiming to ultimately lead to shared understanding, cost sharing

and collaborative solutions to human rights and environmental risks and harms.

**Producers selling Fairtrade close to home**

Fairtrade producer networks support cooperatives to build awareness of and demand for Fairtrade products locally as well.

Our consumer research with GlobeScan this year showed quite high levels of awareness and trust of the Fairtrade label in Brazil, which was included for

the first time in the survey but is a major Fairtrade producing country and, increasingly, a consuming country as well.

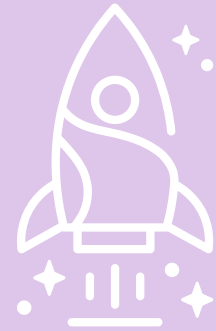
Regional trade shows are an important way that Fairtrade supports producer organisations to meet buyers and learn about customer and market demands. For instance, NAPP hosted Fairtrade coffee cooperatives at the Seoul International Café Show 2024 to raise the profile of quality coffee in the Asia Pacific region. The event hosted 17 international companies, including from Korea, and NAPP facilitated meetings with potential buyers.



**Habilia Vigoria Oyola participates in the Fairtrade Golden Cup competition in Peru. Ten competitions in 2024 helped showcase the high quality of Fairtrade coffee.**

## Fairtrade Standards and Minimum Price updates in 2024

Fairtrade International regularly reviews Fairtrade Standards and prices to continue evolving based on learnings, inputs, and changes in the global trade environment.



Some key updates in 2024 include:

- The Fairtrade Minimum Price for **bananas** was updated in October 2024, as were voluntary Living Wage Reference Prices for seven countries.
- We published updated **mandatory base wages** for 2025 for all Fairtrade origins for flowers, bananas, and other fresh fruit, based on updated **living wage benchmarks**.
- The Fairtrade Standards Committee approved a **standard operating procedure for recognition**, which regulates how Fairtrade International enters into agreements for recognition of certification by other sustainability schemes. The aim is to reduce the burden on producers maintaining multiple certifications.
- We also took the step to pause new certifications of fresh banana producers for 24 months, to safeguard benefits of already certified farmers and workers and maximise the portion of their harvest that they can sell on Fairtrade terms.
- We added **HREDD requirements** to the **Fairtrade Hired Labour Standard and Trader Standard**, including identifying the most serious human rights and environmental risks related to their business, and taking steps to remediate them and track their effectiveness.
- We set a new Fairtrade Minimum Price and Premium for broken and chipped **brazil nuts**, and added **coconut fibres** and **shea nut shells** to our secondary product list to meet the sustainability ambitions of a German cosmetics company and provide more sales pathways for Fairtrade producers.

## How we set standards and prices, and what's in progress

Our standards and pricing review process includes a wide consultation process with producers, businesses and other external experts, and final decisions are voted on by the Fairtrade Standards Committee, made up of 50 percent producer representation. [Learn more about how we do it.](#)



In 2024, we started reviewing our standards architecture to make sure that Fairtrade Standards continue to be tailored to the needs of producers and traders in a changing sustainability landscape.

We also publish what we're working on. In 2025, for example, this includes standards related to fruits, vegetables and textiles as well as our Trader Standard, and prices for coffee, cocoa, and seed cotton.

[Read more](#) 🔍

“  
Every time you buy a Fairtrade product, you are actively contributing towards humanity by supporting small farmers, like myself, and their families.”

**Felix Tetteh**

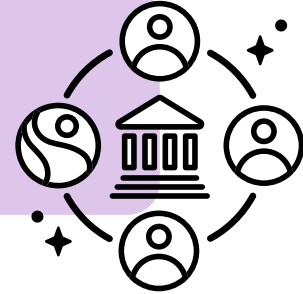


Felix Tetteh is a young cocoa farmer who manages about one hectare in Ghana as a member of Asetenapa Cooperative Cocoa Farming and Marketing Society Limited. He also studies political science and sociology at the University of Ghana. Watch some of the reels he has made with Fairtrade about his life as a cocoa farmer.

Watch 

# 3. Advocacy and citizen engagement

**Our ambition: We will champion change that addresses human rights risks, climate change, inequality, and power imbalances in supply chains.**



## Advocating for laws that take producers into account

The European Union, and individual member countries, continued to advance laws that require companies to build sustainability and human rights into their supply chains.

We sought to bring clarity to companies and producers in 2024 about the array of legislation and implications – from holding a public webinar in October, to launching a web page with key legislative information, to Fairtrade producer networks delivering trainings and information to producer organisations about upcoming requirements and opportunities to make their voices heard.

- **EU Deforestation Regulation:** Fairtrade called for improvements to the regulation to better forecast or minimise the burden of the law on small-scale coffee and cocoa farmers. The deadline for implementation was delayed by 12 months, to December 2025, maintaining commitment to the goal but giving producers more time to collect farm geolocation data that trade partners need to bring products into the EU.
- **EU Corporate Sustainability Due Diligence Directive:** The adoption of the CSDDD in June 2024 reflected

the work of Fairtrade producers and other advocates in securing reference to living incomes and living wages, and discouraging companies from “cut and run” behaviour (dropping suppliers to avoid risk rather than addressing root causes and working together to solve problems), among other things. However, the CSDDD and other laws are now under threat through the Omnibus sustainability package proposals, which would weaken the directive by narrowing its scope and making it harder for rightsholders to seek justice. Fairtrade continues to call on EU decision-makers to uphold a strong due diligence framework.



**Fairtrade Kenyan coffee farmer Hope Muriuki visited Finnish Members of Parliament in September 2024. The visit raised awareness of the impacts of Finnish coffee consumption and the importance of corporate responsibility requirements that support decent and sustainable livelihoods.**

- **EU Organic Regulation:** While strongly supporting organic farming practices, we advocated for changes to this regulation to avoid heavy burdens for cooperatives and small-scale organic producers who would lose access to a critical market. Fairtrade producers spoke up and called for an extended transition timeline, and tailored support for farmers to adapt to the regulation. With the regulation taking effect in January 2025, Fairtrade producer networks have hosted webinars and workshops for producer organisations, and we continue to advocate for more technical and financial support.

Find more information on EU regulations and how Fairtrade can support producers and businesses on our [website](#).



In Germany's 2025 Fairbruary campaign, 20,000 posters like these were viewed by 490 million people. The campaign resulted in a 25 percent increase in sales of Fairtrade products in February, compared to four percent for consumer packed goods overall.

### Policy focus in producers' own countries

Fairtrade producer networks continued to build the capacity of the advocacy groups established in their regions, and support producers to plan and coordinate on their priorities targeting local as well as international policies.

For instance, local Fairtrade producer advocacy networks in Brazil and Guatemala developed advocacy agendas, while others developed policy briefs: Kenya (tea), Malawi (sugar), Ghana and Côte d'Ivoire (cocoa). Fairtrade International and CLAC co-created an Advocacy4Bananas policy and roadmap for Ecuador, Colombia and the Dominican Republic – the three largest Fairtrade banana-producing countries – to coordinate producer-led advocacy on agroecology-friendly policies. We will replicate this model to coffee in 2025.

### New cohort of Fairtrade ambassadors

Thanks to funding from the European Commission Financial Framework Partnership Agreement (ECFFPA), a third cohort of the **Fairtrade Ambassador Programme** completed the online training course, adding five more talented young leaders from India, Ghana, and Kenya to the now 30-member ambassador network. These farmers, more than half of them

women, take on opportunities to advocate for fairer trade policies and bring their stories to new audiences. Peer-to-peer learning initiatives are coming in 2025 so that ambassadors can share knowledge within their communities and continue to expand the power of producer-led advocacy.

### Citizen engagement

The power of legislation is matched or exceeded by the power of citizens voting with their wallets. Our latest GlobeScan consumer research conducted in early 2025 showed that Fairtrade remains the most trusted ethical label internationally.

Campaigns promoting Fairtrade in 2024 included Fairbruary, which ran in eight countries to encourage choosing Fairtrade for the month of February. Other Fairtrade campaigns in countries like the Netherlands, the US and Canada saw retailers spotlighting Fairtrade products in advertising and stores, bringing farmer stories to the attention of shoppers.

To reach the next generation, Max Havelaar France joined forces with NGO Commerce Equitable France in 2019 to start the "**FAIR Future**" programme – or "**Génération Équitable**" in French – supported by the French Development Agency. The programme brings together seven associations and

a research laboratory to build a robust fair trade education sector in France, through formal and informal educational channels. Currently in its last year in 2025, the programme aims to equip more than 16,000 young people to become actors in the transformation of our consumption and production patterns.

A new global website is now being used by 12 Fairtrade organisations, increasing efficiency and engaging consumers and businesses.

### According to consumer research conducted in early 2025 by GlobeScan:



**3 out of 4**

shoppers recognise the Fairtrade label



**83%** of those who recognise the label trust it

[Read more](#) 🔍

# 4. Digitalisation for fairer supply chains

**Our ambition: We will unlock the power of fair supply chains through data, transparency and traceability.**



## Expanding fair access to information

Our Digital Data and Information strategy was bolstered in 2024 by the addition of a new Director of Digital Services and an expanded team, which continues to design and develop robust systems that respect producer ownership of data, and also meet stakeholder needs for information. To support this, we updated our data governance policy to define how data will be shared and for what purpose. This means producer organisations as data rightsholders can be in control, and we can support the responsible sharing of data to help all stakeholders make data-driven decisions.

### More tools for producers

FairInsight is our platform for producers to enable insight-driven business relationships. In 2024, new features were added to help producers efficiently create high-quality materials to market their business to existing and potential buyers. This includes a data form where producer organisations can keep their organisational information up to date, and a commercial profile creator that draws on organisations' data to create attractive marketing profiles that can be downloaded and shared. Profiles include product-specific information, such as processing methods or flavour profiles, as well as examples of the impact that organisations' Fairtrade Premium investments are making.

Separately, functionality is in development this year that allows cocoa and coffee producer organisations to manage their geolocation data and monitor deforestation risk, including data visualisation of farm plots, to enhance EU Deforestation Regulation readiness and broader capacity for forest protection.

### Supply chain traceability supporting secure data exchange

With due diligence requirements becoming more common, producers and buyers alike need a way to securely request and share certain information.

As with all our systems, we start from a premise that producers should own and have control of their own data. That's why our Fairtrade sales tracking platform, which records sales from producer organisations through to subsequent buyers, now captures the information needed to identify the farms associated with each coffee batch. This year, the system will also allow producers to accept requests and seamlessly share the necessary coffee farm geolocation data for each sale with their EU trade partners as required under the EU Deforestation Regulation.

We also launched a [project](#), funded by ISEAL, Fairtrade International and Fairtrade Max Havelaar Switzerland, to harmonise traceability standards across multiple certifications and align with industry frameworks, to reduce the burden of compliance on producer organisations and support their readiness for regulations like the EUDR.

The project also builds in bi-directional traceability, meaning producers will gain information from market partners, not only provide their data to others.

### Sharing data transparently

Other highlights in 2024 include:

- **Country-level insights for core products:** We updated the detailed data dashboard for Fairtrade bananas, and developed one for Fairtrade coffee, which launched in early 2025. Cocoa will follow later this year.
- **Mapping our impact:** Expansion of an [impact map](#) that highlights close to 100 current and recent Fairtrade projects and almost 50 studies around the world, plus country-level producer data, filterable by product, topic, and keyword. New functionalities, including a robust global producer data dashboard, are coming in 2025.



Joseph Finnoh (right) works with a member of Salmed Cocoa/Coffee Farmers Cooperative in Sierra Leone to map a farm's geolocation data.

# Partnerships that drive impact



The first International Fairtrade Textile forum in October 2024 in Paris was made possible by the European Commission's SWITCH-Asia grant. It featured producers, brands, and other experts in discussions about the environmental, social, and traceability challenges in the cotton industry.

Partnerships between Fairtrade organisations and governments, development agencies, businesses, research institutes and civil society organisations are an essential part of how we harness common goals, skills and resources to generate greater impact for producers. Learn more about our approach to [projects and programmes](#).

In total, 58 externally funded Fairtrade projects across the Fairtrade system were active in 2024, including 16 funded by businesses, 26 by institutional grants and 16 by both. Visit our [impact map](#) to see them all.

## Fairtrade International's partnerships in 2024

Building on a [successful project](#) that ended in 2023, the European Commission (EC) continued its support of Fairtrade's strategic priorities in transparency and traceability, including pushing forward in areas of deforestation risk management, through the **EC Funding Framework Partnership Agreement (ECFFPA) programme, "The Future is Fair: empowering Producer Organisations to achieve the SDGs."** Achievements in 2024 included supporting advocacy at EU events, as well as producer consortiums building relations with EU delegations in 27 countries. Among other things, this funding also supported the ongoing training of young farmers as Fairtrade Ambassadors as mentioned on page 17.

The EC-funded **SWITCH-Asia grant, Switching to Green and Fair Fashion** (2023-2026), promotes the adoption of sustainable production in India's cotton textiles sector.

In addition, Fairtrade International established new strategic alliances with:

- **International Cooperative Alliance (ICA):** to facilitate closer collaboration in supporting sustainable and well-governed cooperatives and their communities, with a focus on fair distribution, democratic governance, agroecology, climate change, young people's participation, and more.
- **Centre for International Forestry Research and World Agroforestry (CIFOR-ICRAF):** to expand proven agroecology and biodiversity initiatives to Fairtrade producer organisations to build their climate resilience, and collaborate on advocacy priorities related to decent livelihoods and climate resilience for small-scale farmers.
- **Global Coalition for Social Justice:** as an international NGO, Fairtrade joined the coalition which aims to spur collective efforts to address social justice deficits and to accelerate the implementation of the 2030 Agenda for Sustainable Development, the Sustainable Development Goals, and the Decent Work Agenda.

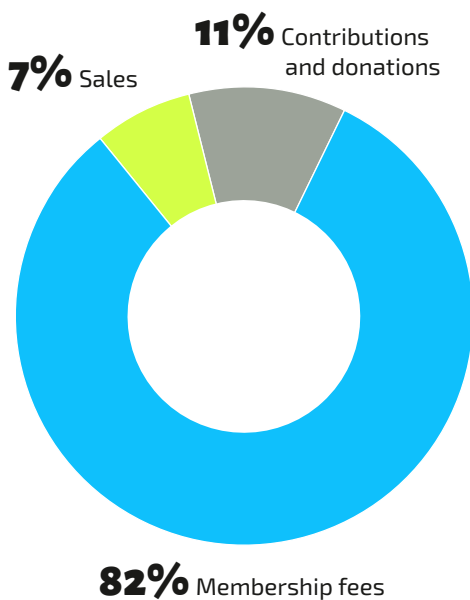


# Fairtrade International's financials

## Statement of Accounts for 2024

The summarised key financial figures outlined below have been extracted from internal management reports and from the audited financial statements for 2024. 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

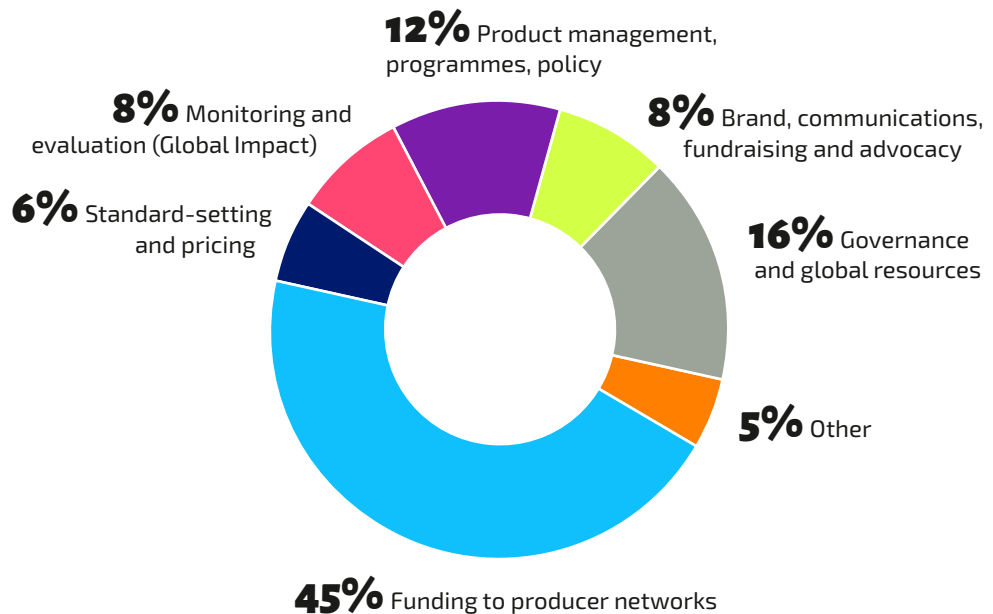


**Membership fees:** As a membership organisation, Fairtrade International receives membership fees from the national Fairtrade organisations (NFOs), which receive fees from companies that license the FAIRTRADE Mark for use on their products. The membership fee is unrestricted funding and is calculated 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 (€0.3 million), 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, IT, human resources, legal services, and international licensing functions.

## Income Statement

	2024 (€'000)	2023 (€'000)
Total income	30,786	31,784
Total expenditure	31,682	31,220
Income from investments	421	531
Taxes on income	408	387
Earnings after taxes	-883	708
Profit carried forward	2,450	3,600
Changes in reserves	-667	-1,858
Retained earnings	900	2,450

## Balance Sheet 2024 (€'000)

	31.12.2024	31.12.2023
<b>Fixed Assets</b>	<b>1,393</b>	<b>1,373</b>
Intangible fixed assets	92	13
Tangible fixed assets	138	197
Financial assets	1,163	1,163
<b>Current assets</b>	<b>11,814</b>	<b>12,062</b>
Receivables	6,039	5,339
Other assets	79	208
Liquid funds	5,696	6,515
<b>Pre-paid expenses</b>	<b>278</b>	<b>140</b>
<b>TOTAL</b>	<b>13,485</b>	<b>13,575</b>

	31.12.2024	31.12.2023
<b>Equity</b>	<b>9,430</b>	<b>10,313</b>
Restricted and designated reserves	2,833	3,101
General reserve	5,697	4,762
Net income for the year	900	2,450
<b>Provisions</b>	<b>638</b>	<b>486</b>
<b>Liabilities</b>	<b>3,338</b>	<b>2,735</b>
For supplies and services	1,764	1,796
Other liabilities and accruals	1,574	939
<b>Deferred income</b>	<b>79</b>	<b>41</b>
<b>TOTAL</b>	<b>13,485</b>	<b>13,575</b>

### Fairtrade International's institutional funding partners in 2024

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

European Union – Framework Partnership Agreement / Financial Framework Partnership Agreement and SWITCH-Asia programme

German Federal Ministry of Economic Cooperation and Development (BMZ)

### Additional institutional funding partners to the Fairtrade global system in 2024

Australian Department of Foreign Affairs and Trade

Beyond Beans Foundation

Belgian Directorate-General for Development Cooperation and Humanitarian Aid

Co-op Foundation (UK)

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Engagement Global - Service für Entwicklungsinitiativen (Service for Development Initiatives)

European Partnership for Responsible Minerals

French Development Agency (AFD)

German Federal Ministry of Economic Cooperation and Development (BMZ)

International Trade Center (ITC)

Italian Buddhist Union

Ministry for Foreign Affairs of Finland

New Zealand Ministry of Foreign Affairs and Trade

Norwegian Agency for Development Cooperation (NORAD)

Swiss Platform for Sustainable Cocoa

Swiss State Secretariat for Economic Affairs (SECO)

Veneto Region, Italy

Waterloo Foundation

# Fairtrade International Board of Directors 2024

The international Fairtrade system is governed by the General Assembly and an elected Board of Directors (shown below as of 31 December 2024).



**Laurence Tanty**  
Chair  
(National Fairtrade organisation representative)



**Bill Barrett**  
Vice Chair  
(National Fairtrade organisation representative)



**Frank Harnischfeger**  
Treasurer  
(Independent)



**Rhea Beltrami**  
(National Fairtrade organisation representative)



**Marike Runneboom de Peña**  
(Producer representative)



**Rita de Sousa Coutinho**  
(Independent)



**Hend M.H. Kassab**  
(Producer representative)



**Pravakar Meher**  
(Producer representative)




**Jeremiah Mweene**  
(Producer representative)



**Christelle Owona**  
(National Fairtrade organisation representative)



**Hussein Rifai**  
(Independent)



**Under Fairtrade, we do organic farming, for which we get better yields and a good price. We could overcome the problems we were suffering.”**

**Bhala son of Laxman**



**Cotton farmer Bhala lives in Ramdad village in Madhya Pradesh, a main cotton growing region in central India. He has been farming for more than 25 years, now organically, on five hectares of land as a member of Vasudha Organic Farmers Welfare Society (Pratibha-Vasudha Jaivik Krishi Kalyan Samiti). He wants his children to get an education so they can farm even more knowledgeably.**



**FAIRTRADE**  
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Follow us at 'Fairtrade International' on



### Disclaimer

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