

FAIRTRADE NAPP

ANNUAL REPORT 2025



FAIRTRADE
NETWORK OF ASIA &
PACIFIC PRODUCERS



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Glossary

BMZ	Federal Ministry for Economic Cooperation and Development
CCRI	Central Coffee Research Institute
CLAC	Latin American and Caribbean Network of Fairtrade Small Producers and Workers
CP	Contract Production
CRETSA	Centre for Research on Ethical Trade and Sustainability Alliance
CSDDD	Corporate Sustainability Due Diligence Directive
EC	European Commission
ECFFPA	European Commission Funding Framework Partnership Agreement
EOGA	Extraordinary General Assembly
EU	European Union
EUDR	European Union Deforestation Regulations
ESPR	Ecodesign for Sustainable Products Regulations
FAO	Food and Agriculture Organization
FFH	Forum Fairer Handel e.V.
FI	Fairtrade International
FT	Fair Trade
FTAO	Fair Trade Advocacy Office
GAP	Good Agricultural Practices
GIZ	The Deutsche Gesellschaft für Internationale Zusammenarbeit
GPS	Global Positioning System
HREDD	Human Rights and Environment Due Diligence
HLO	Hired Labour Organization
ICAR	Indian Council of Agricultural Research
ISEAL	International Social and Environmental Accreditation and Labelling Alliance
MEL	Monitoring, Evaluation and Learning
NAPP	Network of Asia and Pacific Producers
NCV	NAPP Commercial Ventures
Non-GM	Non-Genetically Modified
PO	Producer Organization
PNG	Papua New Guinea
PSS	Producer Satisfaction Survey
SDGs	Sustainable Development Goals
SECO	Swiss State Secretariat for Economic Affairs
SPO	Small Producer Organization
ToC	Theory of Change
UAE	United Arab Emirates
UNESCO	United Nations Educational, Scientific and Cultural Organization
YKHP	Youth Knowledge Hub Project



Pravakar Meher
Chairman, Fairtrade NAPP

MESSAGE FROM FAIRTRADE NAPP CHAIR AND CEO



Bindu Sukumarapillai
CEO, Fairtrade NAPP

The year 2025 was a defining one for Fairtrade NAPP, marked by scale and depth of impact across the Asia-Pacific region. With a presence across 19 countries and 271 producer organizations, we continued to strengthen our commitment to empowering more than 200,000 farmers and workers.

A key highlight was the growth in outreach. The number of farmers increased by 14.56% and workers by 12.6% compared to 2024, reflecting both expansion and deeper engagement with producer organizations.

Our producer support efforts included 129 field visits and more than 260 trainings, reaching over 15,000 farmers and workers. Encouragingly, more than 90% of producer organizations expressed satisfaction with our services.

The Extraordinary General Assembly 2025 was a pivotal moment, advancing sustainability, South-to-South trade strategies, and governance reforms. We also made significant progress on Human Rights and Environmental Due Diligence (HREDD), EUDR compliance, and climate resilience, supported by partnerships with key stakeholders including the European Union, GIZ, and Fairtrade system partners.

Fairtrade Premium remained central to our impact, with €13.67 million generated in the previous year and largely invested in food security, community development, and sustainable production.

Importantly, 2025 also marked the finalisation of Fairtrade NAPP's Strategy for 2026-2028. The strategy is anchored in strengthening farmer and worker resilience, driving market access and commercial growth, advancing advocacy and responsible business practices, and accelerating digitalisation for transparent supply chains. These priorities are supported by strategic partnerships, innovation, resource mobilisation, and organisational effectiveness. As we move forward, our focus remains clear: to build a future-ready, inclusive, and sustainable Fairtrade ecosystem that delivers lasting value to producers, workers, and partners alike.

VISION & MISSION



FAIRTRADE NAPP VISION

A world in which all producers can enjoy secure, sustainable livelihoods, fulfil their potential, and decide their future.



FAIRTRADE NAPP MISSION

Our mission is to connect producers disadvantaged by trade with consumers, promote fairer trading conditions, and empower producers to combat poverty, strengthen their position, and take greater control over their lives.

THIS MISSION IS GUIDED BY THREE PILLARS



To serve as an organ of representation, coordination, exchange, and collaboration for the empowerment of small-scale farmers and farm workers from Asia and the Pacific within the framework of Fairtrade certification.

To facilitate the incorporation of more producers to be able to join the Fairtrade movement in Asia and the Pacific through an existing wide range of products and services.

To ensure that Asian and Pacific realities and conditions are considered while setting Fairtrade Standards without compromising on the basic principles of Fairtrade.

THE FAIRTRADE NAPP STRATEGIC PILLARS (2021-2025)

FAIRTRADE NAPP REGIONAL STRATEGY FOR 2021-25 IS PREPARED IN ALIGNMENT WITH THE FIVE PILLARS OF FAIRTRADE INTERNATIONAL'S GLOBAL STRATEGY.



PILLAR 1 | EMPOWERMENT OF FARMERS AND WORKERS

Drive climate resilience, realise decent livelihoods, and expand market access on Fairtrade terms.



PILLAR 2 | GROWTH & INNOVATION

Market retention and Expansion, Next-Gen services and tailored solutions.



PILLAR 3 | ADVOCACY AND CITIZEN ENGAGEMENT

Drive policy change, ethical business practices and mobilise responsible consumers.



PILLAR 4 | DIGITALISATION FOR FAIRER SUPPLY CHAINS

Transparency and Traceability in the supply chain and data sharing with stakeholders.



PILLAR 5 | A LAUNCHPAD FOR THE FUTURE

Strategic partnerships, innovation, digitalisation, partnerships and fundraising.

2021-2025 STRATEGIC ALIGNMENT

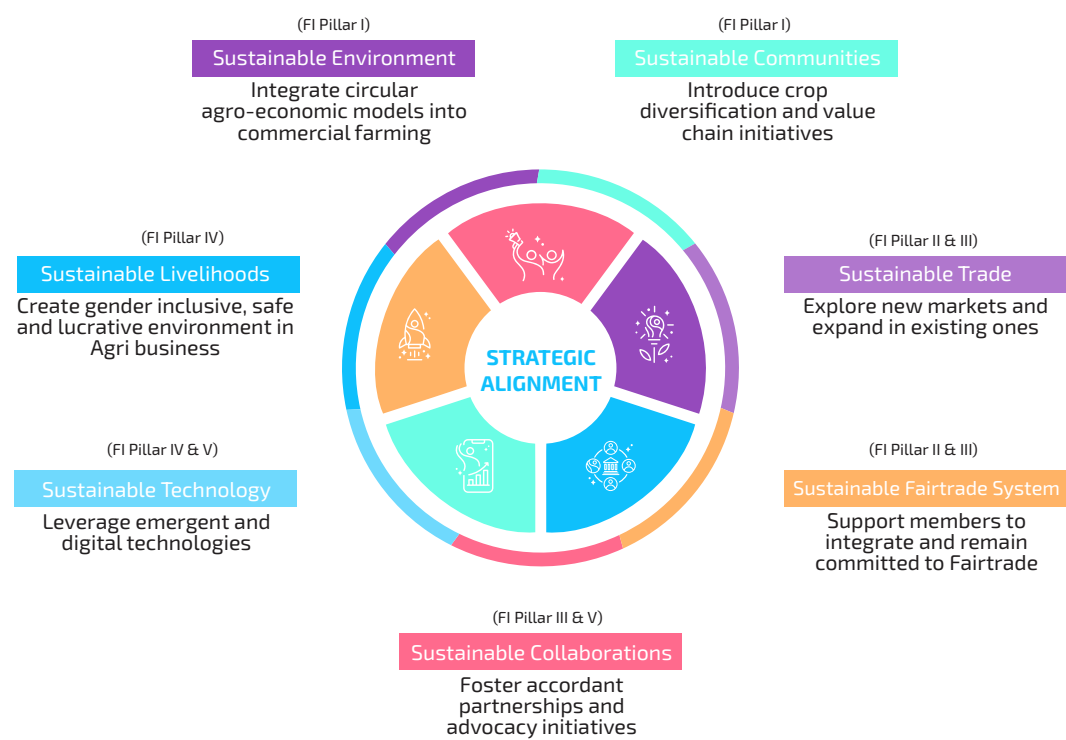


Figure 1 : Strategic Alignment with Fairtrade International

OUR IMPACT



STRENGTHENING PRODUCER SUPPORT

2024 PRODUCER SATISFACTION SURVEY – FAIRTRADE NETWORK OF ASIA AND PACIFIC PRODUCERS (FAIRTRADE NAPP)

Fairtrade International (FI), in close consultation with Fairtrade Network of Asia and Pacific Producers (Fairtrade NAPP), conducted a survey looking at producer organizations (POs) satisfaction with the producer support services they received from Fairtrade NAPP in 2024. The objective of this survey was to better understand how producer organizations are interacting with and receiving support from Fairtrade NAPP, how this support has contributed to producer organization development, and how satisfied producer organizations are with these training and support activities.

A summary of the survey is presented below.

PRODUCER SATISFACTION SURVEY 2024

OBJECTIVE OF THE SURVEY



To provide insights into how producer organizations view support services provided by Fairtrade Network of Asia and Pacific Producer (Fairtrade NAPP), understand their satisfaction levels to encourage Fairtrade learning and inform adaptation of our approach.



Producer organizations across Asia Pacific participated in the survey. The results are most authentic as the survey was led by Fairtrade International with Fairtrade NAPP MEL's support in design, roll-out, analysis and dissemination of findings.



Across the region, about 90% respondents were either 'satisfied' or 'very satisfied' with the Fairtrade NAPP'S 2024 Services.

+2 %

The overall satisfaction levels ('satisfied' or 'very satisfied' with Fairtrade NAPP's services increased by about 2 percentage points in 2024 (90%) when compared to 2023 (88%).

KEY HIGHLIGHTS

The most popular means for producer organisations to receive information from Fairtrade NAPP was through **participation in meetings/ forum/ trainings - 88%.**

More than **94%** of the producer organizations were either 'satisfied' or 'very satisfied' with the support received through the **field visit(s)** made by Fairtrade NAPP's staff.

More than **93%** of the producer organizations were either 'satisfied' or 'very satisfied' with the support received through the **telephonic session(s).**

More than **84%** of the producer organizations reported to have **participated** in at least one **training / workshop** organized by Fairtrade NAPP.

About **91%** of the producer organizations were either 'satisfied' or 'very satisfied' with the **training / workshop they attended.**

MEL Analysis Summary & Key Data at a Glance

Monitoring, Evaluation and Learning (MEL) are essential parts of creating external accountability for the Fairtrade system. There is an increasing impetus at Fairtrade NAPP to demonstrate Fairtrade's impact. This is also something that major stakeholders like commercial partners, funders,

consumers, and supporters want to know more about. Our approach to MEL has been driven by the global Fairtrade Theory of Change (ToC). We are systematically trying to understand how Fairtrade contributes to change as well as test underlying assumptions through our research and evaluations. We are making efforts to measure indicators to demonstrate impact so that we understand the change we bring in the lives of producers through our standards, producer support, Fairtrade premium projects etc.

GEOGRAPHICAL SPREAD OF PRODUCER ORGANISATION ACROSS ASIA PACIFIC

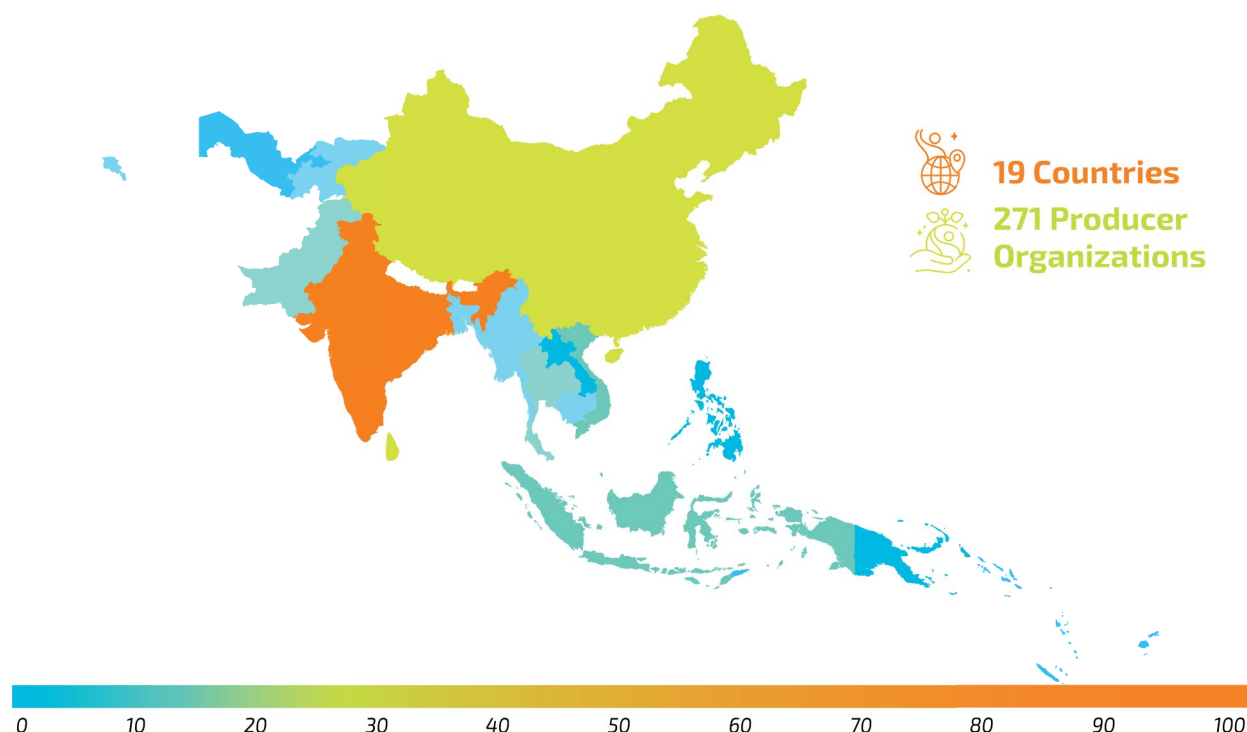


Figure 2: Geographical spread of producer organisation across Asia Pacific

COMPOSITION OF PO IN ASIA PACIFIC REGION – 2025

NUMBER OF PRODUCER ORGANIZATIONS BY TYPE

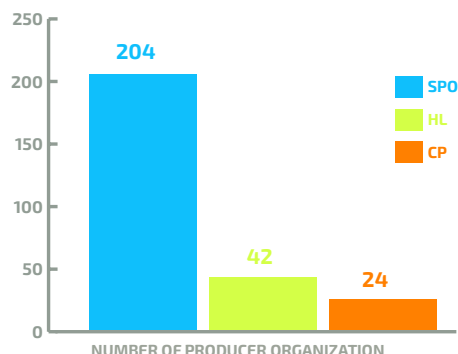


Figure 3 : Number of producer organizations by type

PERCENTAGE SHARE OF PRODUCER ORGANIZATIONS BY FLO ID



Figure 4 : Percentage share of producer organization by type

There were 270 producers in total within Fairtrade NAPP region as of 31st December 2025. Out of the 270 Producer Organisations, 204 were Small Producer Organizations (SPO), 42 were Hired Labour (HL) and 24 of them were Contract Production (CP). Overall, SPOs constituted 76% of the total producer organisations followed by Hired

Labour (HL) 15% and Contract Production (CP) 9%. Fairtrade certified Small Producer Organizations (SPO) are spread across all countries within Asia Pacific. Hired Labour Organizations (HL) are mostly in Bangladesh, India, Pakistan and Sri Lanka and Contract Production (CP) are present in India, Pakistan, and Papua New Guinea.

TREND OF FAIRTRADE NAPP OVER THE YEARS

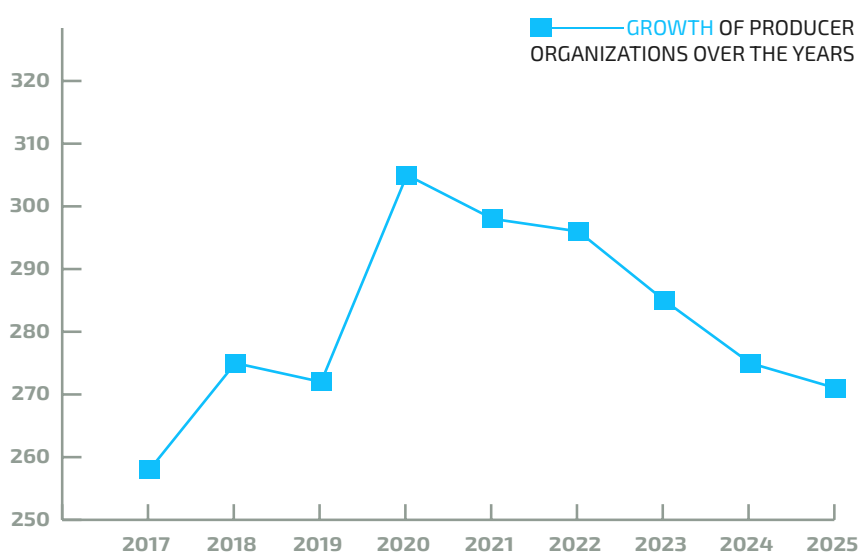


Figure 5 : Trend of producer organizations over the years within Fairtrade NAPP region (2017-2025)

Fairtrade NAPP has its presence across 19 countries within the Asia and Pacific. While it is important for Fairtrade NAPP to grow in terms of countries where it is present or in terms of producer organizations however, simultaneously it is crucial that we deepen impact within the current producers we

have. Growth also needs to be considered along with resources available, and markets for the products. About three fourth of producer organizations within Fairtrade NAPP region are from six countries combined - Indonesia, India, Sri Lanka, Thailand and Vietnam.

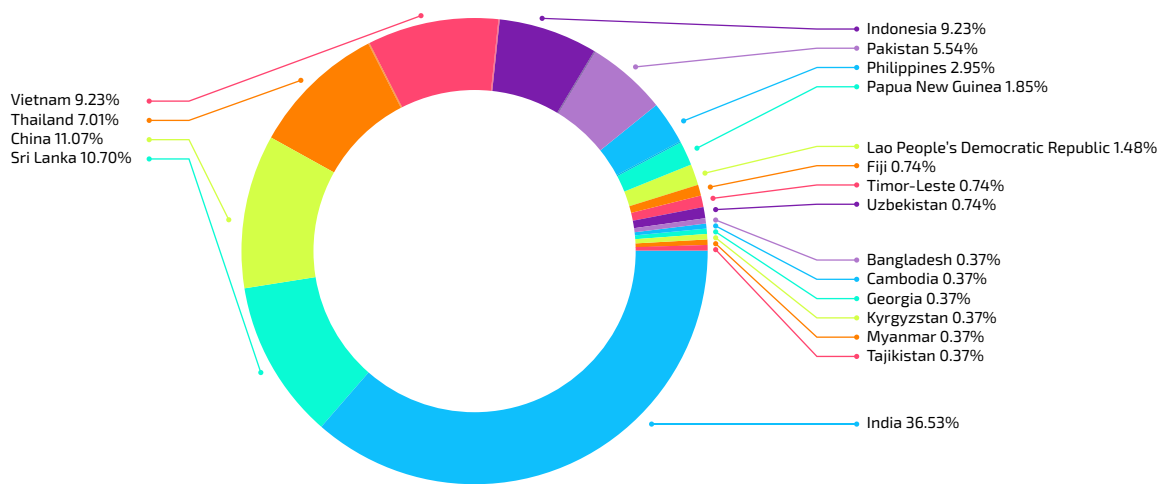
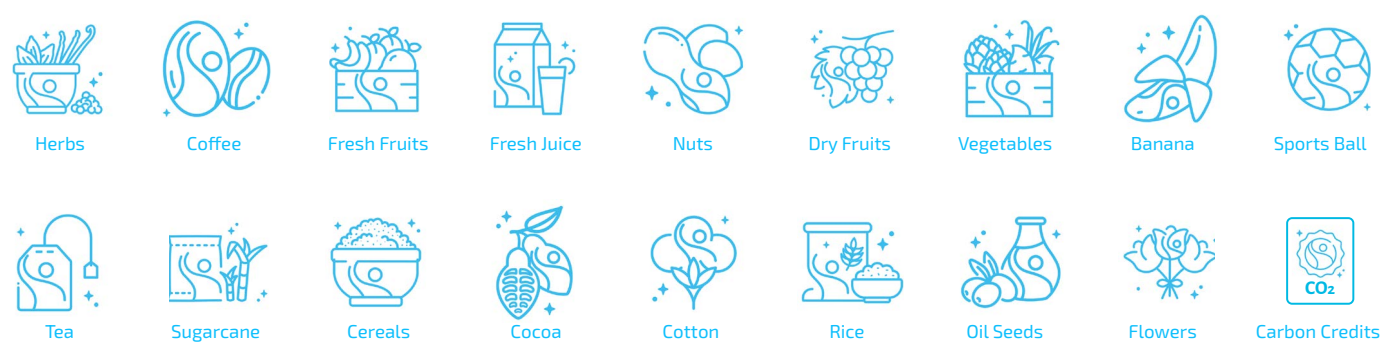


Figure 6 : Percentage of Producer Organization by Country

THE BASKET OF PRODUCT CATEGORIES

The below infographic shows the range of products within Fairtrade NAPP region.



From the infographic above, the product which is produced the most is Tea (22%) followed by Coffee (20%), Rice (11%), Fresh fruits (9%), Herbs (8%), Oilseeds and Oleaginous fruit (8%), Cotton (5%) and Cane Sugar (5%). About 50% of the products within Fairtrade NAPP region produces Tea, Coffee and Rice.

PRODUCER ORGANIZATIONS BY TYPE OF PRODUCT

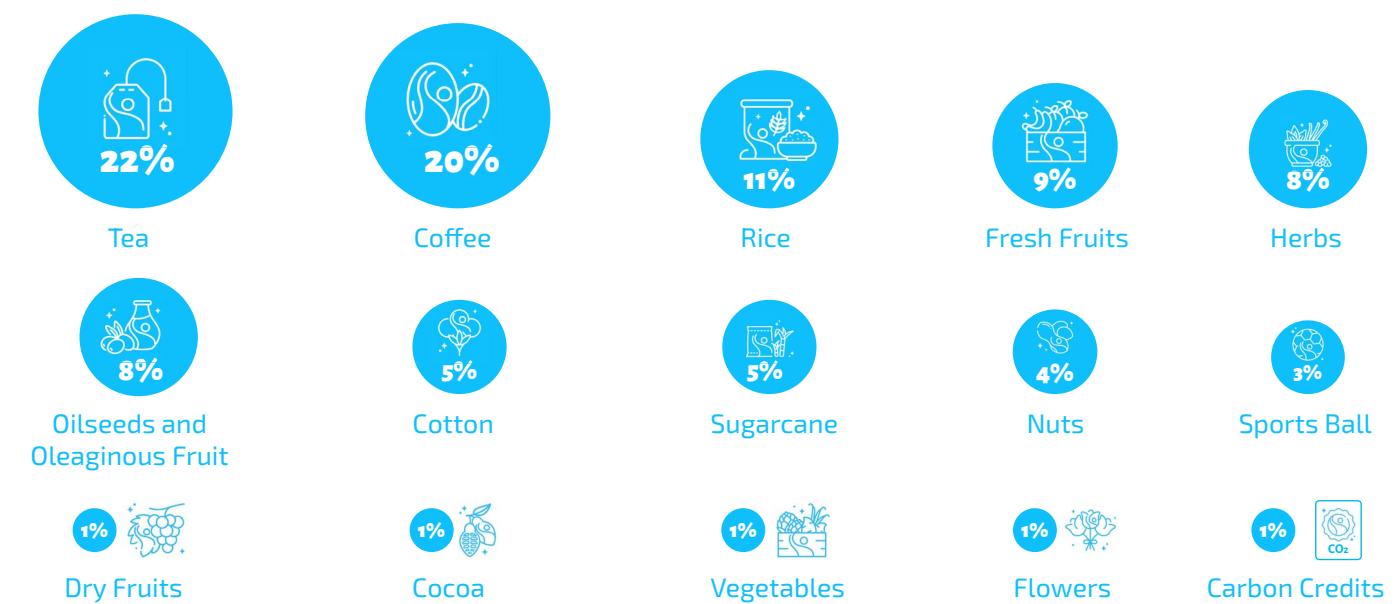


Figure 7 : Percentage of Producer organization by type of product

PRODUCT CATEGORIES - BY COUNTRIES

COUNTRY		PRODUCTS
Bangladesh		
Cambodia		
China		
Fiji		
Georgia		
India		

COUNTRY		PRODUCTS
Indonesia		     
Kyrgyzstan		
Lao People's Democratic Republic		
Myanmar		
Pakistan		    
Papua New Guinea		 
Philippines		  
Sri Lanka		           
Tajikistan		
Thailand		        
Timor-Leste		
Uzbekistan		     
Vietnam		      

PRODUCER PROFILE

OVERVIEW FARMERS & WORKERS

Farmers represent **73%** of our membership, while workers account for **27%**. However, Asia Pacific holds a significant share of Fairtrade's global worker representation, making the region central to advancing Fairtrade's Hired Labour strategy.

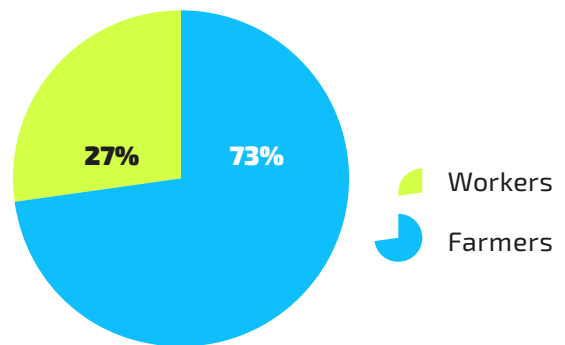


Figure 8 : Composition of farmers and workers in percentage

NUMBER OF FARMERS & WORKERS OVER TIME IN FAIRTRADE NAPP REGIONS

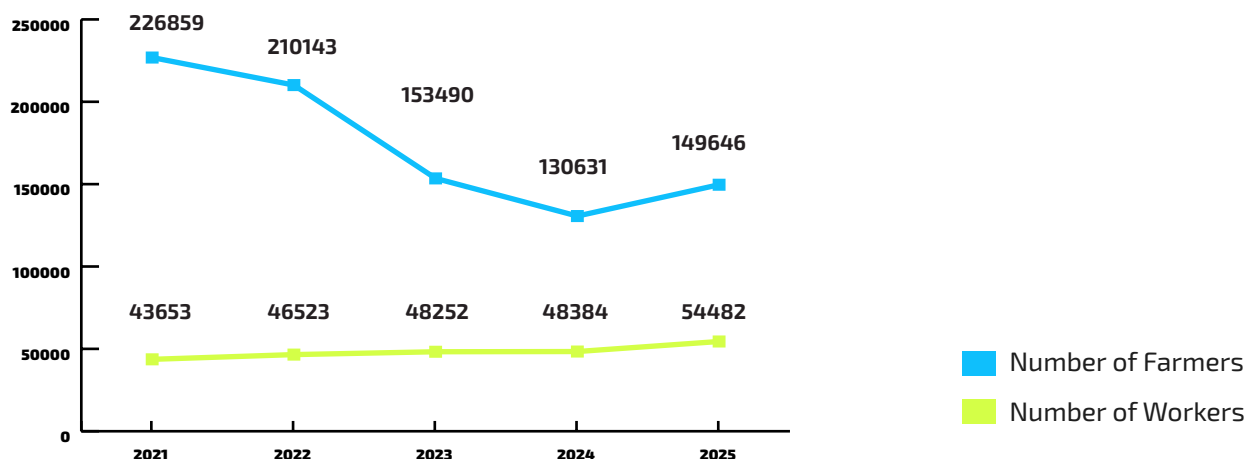


Figure 9 : Trend of farmers and workers over the years in Fairtrade NAPP region

SOURCE : FAIRTRADE NAPP INTERNAL DATA

The above graph shows the number of farmers and workers across the Asia Pacific region over time. The number of farmers grew by 14.56% in 2025 when compared to 2024, whereas the number of workers grew by 12.6% in 2025 when compared to 2024.

FARMERS & WORKERS CLASSIFICATION BY COUNTRY

PERCENTAGE OF FARMERS BY COUNTRY

From the graph below, it can be observed that India (52.41%) has the most number of small farmers within Fairtrade NAPP region followed by Indonesia (13.90%), Fiji (6.07%), Sri Lanka (5.61%), Thailand (4.16%). Together these countries constitute more than three fourths of the total number of farmers within Asia Pacific region.

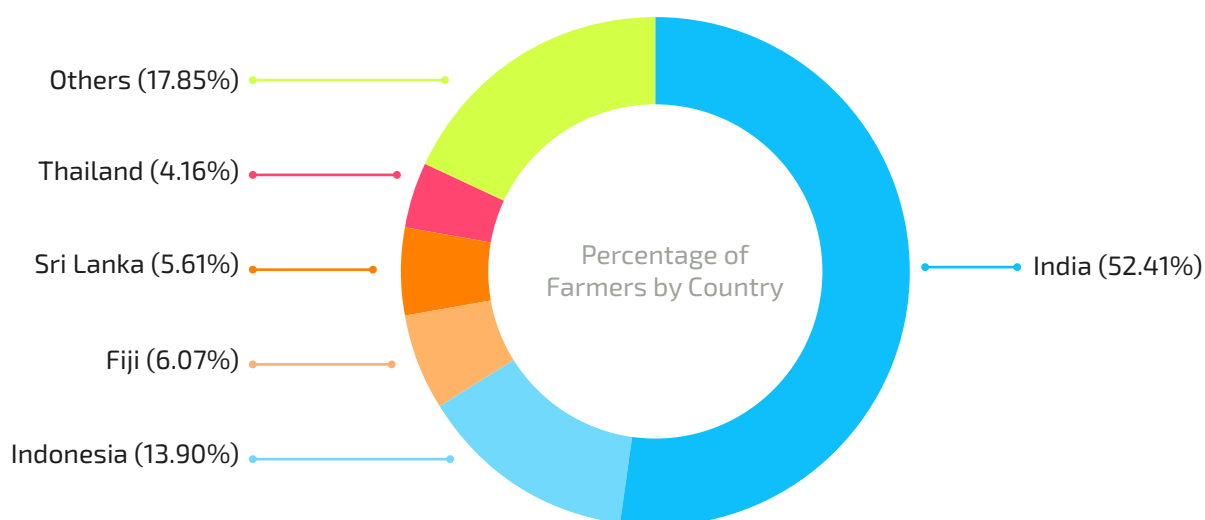


Figure 10 : Percentage of farmers by country

PERCENTAGE OF WORKERS BY COUNTRY

When it comes to number of workers, India has about 55% of all workers within Fairtrade NAPP region mostly in Tea. This is followed by Sri Lanka (28%) Pakistan (11%) and others (6%).

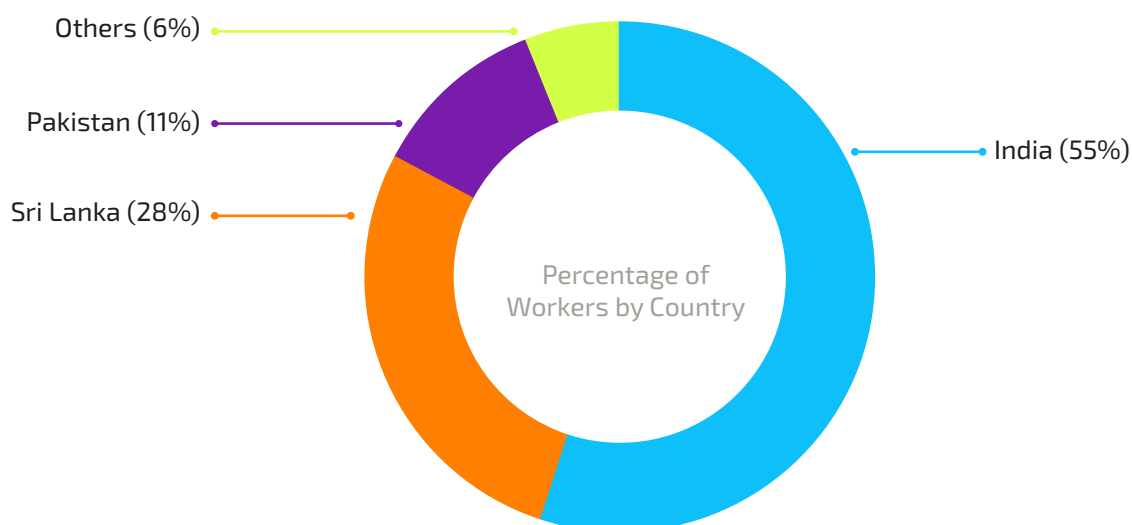


Figure 11 : Percentage of workers by country

GENDER BALANCE IN ASIA PACIFIC

When we look at a combined figure of representation of farmers and workers by gender it does not quite clearly reflect the diverse situation of the farmers and workers in the respective structures that they work in i.e. SPOs and HL plantations. For programme impact and delivery, percentage of women participation cannot be looked at in isolation.

FARMERS BY GENDER (PERCENTAGE)

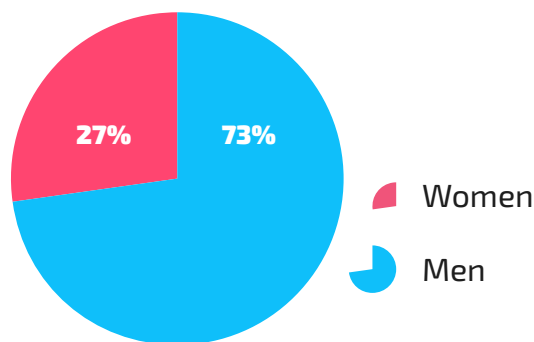


Figure 12 : Farmers by gender (%)

WORKERS BY GENDER (PERCENTAGE)

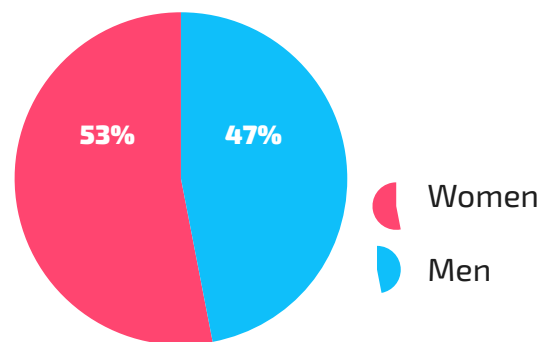
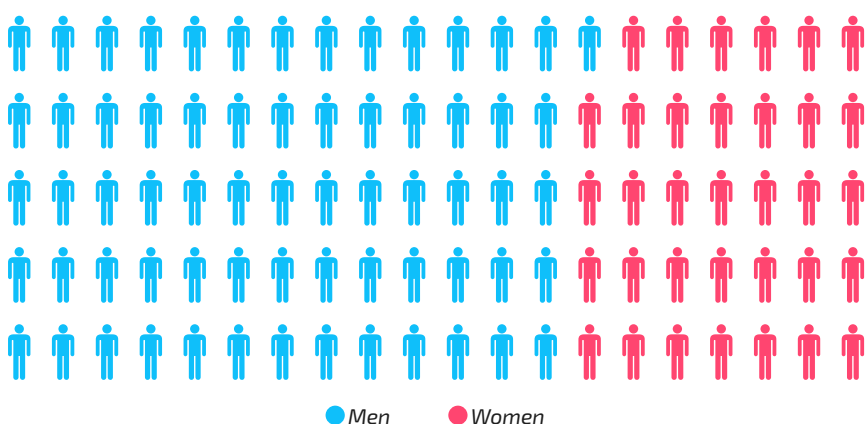


Figure 13 : Workers by gender (%)

If we take a closer look at similar figures for farmers and workers separately it shows a completely different picture. It is quite evident from figures above that while women represent 53% of the workforce in the HL setting, only 27% of the farmers seem to be represented in the SPOs. However, this may not necessarily mean that only 27% of the farmers in Asia Pacific are women. This may have a lot to do with how membership of SPOs is often based on land titles which tend to be more in the name of men than women, thus limiting their representation in the co-operatives.

WOMEN IN FAIRTRADE NAPP



33.82%
OF FARMERS
AND WORKERS
IN ASIA PACIFIC
ARE WOMEN

Figure 14 : Percentage of women representation in Fairtrade NAPP

FAIRTRADE PREMIUM

The Fairtrade Premium is an extra sum of money, on top of the selling price, that producer organizations receive with every sale made on Fairtrade terms. Farmers and workers democratically decide how to invest these funds in projects of their choice. For most producer organizations, the economic benefits from Fairtrade are the main impetus for continued investment in certification and relate to their ability to improve their communities and have more control over their future. Projects can include improving their farming practices, investing in their cooperative or in infrastructure that benefits all members, or improving health and education in their community.

Five percent

of global Fairtrade Premium revenues were earned by producer organizations (both small-scale producers and plantations) in Asia and Pacific in 2023. This equated to **€ 10.8 million** in 2023.

(This is based on the active certified POs of 2025.)

Of the Fairtrade Premium earned by plantations globally, five percent was earned by plantations in the Fairtrade NAPP region. The contrast between this figure and the higher proportion of hired workers here reflects the ongoing challenges for South Asian tea estates and sports ball producers to sell more of their product on Fairtrade terms. However, many retain their Fairtrade certification because they feel it brings other benefits beyond sales and Fairtrade Premium funds.



130,631

No. of farmers from Small Producer Organizations (SPOs) and Contract Production (CP) representing 8% of global Fairtrade farmers (CODImpact 2024)



48,384

No. of workers from Hired Labour Organizations representing 25% of global Fairtrade workers (CODImpact 2024)



181,039

Asia pacific total (CODImpact 2024)



€ 9.5 million

Amount of Fairtrade premium generated by Small Producer Organizations (SPOs) and Contract Production (CP) (CODImpact 2024)



€ 1.3 million

Amount of Fairtrade premium generated by Hired Labour Organizations (HL) (CODImpact 2023)



€ 10.8 million

Asia pacific total (CODImpact 2023)

Source : CODEImpact

FAIRTRADE PREMIUM DISTRIBUTION BY PRODUCT 2023

Coffee still earns the highest share of Fairtrade Premium revenues within the Asia and Pacific region, and its share is about **36.38%** of total in 2023. It is followed by tea at **21%**, cane sugar at **10%**, rice at **8%**, oil seeds and oleaginous fruits at **6%**, seed cotton at **5%** and the remaining products that have a share below **5%** each constitute around **13%** of the total premium earned.

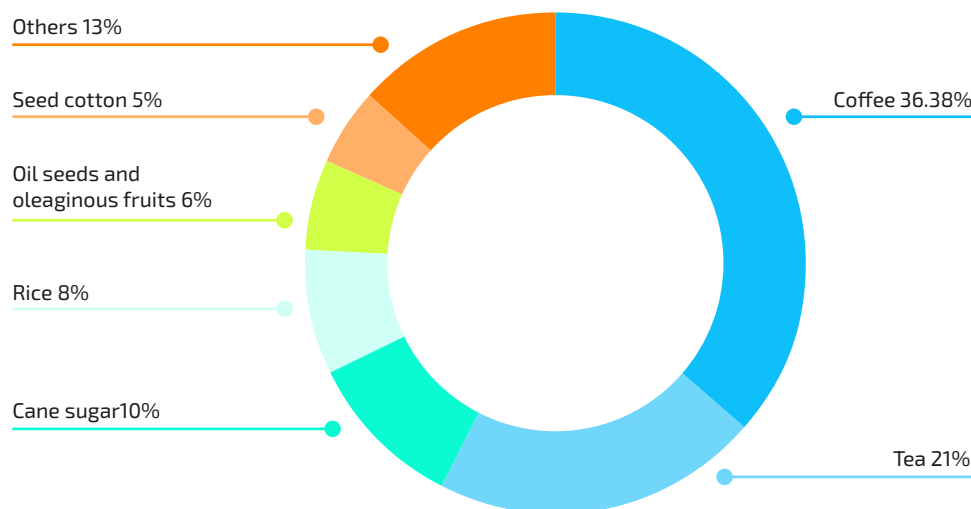


Figure 15 : Fairtrade premium distribution by product in percent

HOW WAS THE FAIRTRADE PREMIUM USED IN 2023

Small-scale producer organizations have almost complete flexibility in deciding how to invest the Fairtrade Premium, provided the decision is made democratically and documented in the producer organization's Fairtrade Development Plan. The farmer members have the right to choose any activities that are important to their situation, aspirations and priorities.

In the case of plantations, the elected

Fairtrade Premium Committees decide on projects which benefit workers, their families and their communities, and also document them in their annual Fairtrade Development Plan. Tracking trends related to Premium use can shed light on the needs and interests of Fairtrade smallholders and plantation workers.

We categorize Fairtrade Premium spending into broad categories to give an indication of how farmers and workers use it.

FAIRTRADE PREMIUM USAGE SMALL PRODUCER ORGANIZATIONS (SPOS)

The broad categories of use of Fairtrade premium by SPOs are mainly in Production **(38%)**, followed by Business and organisational development **(35%)**, Financial benefits **(13%)**, Social investments **(11%)**.

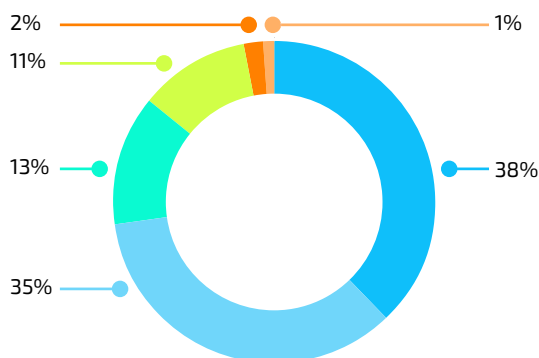
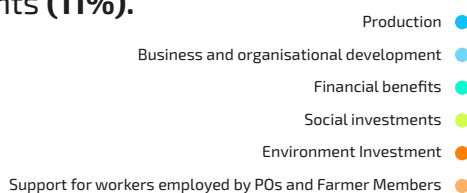


Figure 16 : Fairtrade premium use by SPOs

FAIRTRADE PREMIUM USAGE HIRED LABOUR ORGANIZATIONS (HLOS)

The figures depict broad categories of use of Fairtrade premium by HL Plantations which are mainly investment in services for Social Investment **(66%)**, followed by Financial benefits **(17%)**, Others **(15%)**.

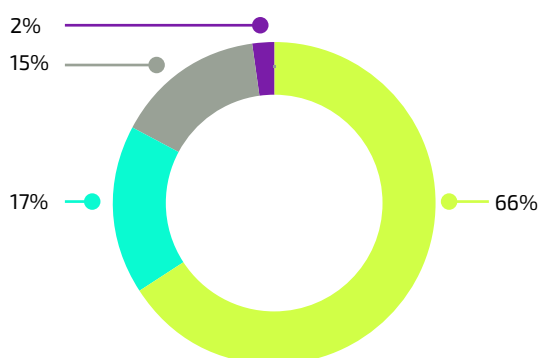
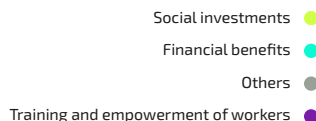


Figure 17 : Fairtrade premium use by HLOs

FAIRTRADE PREMIUM USAGE CONTRACT PRODUCTION (CP)

The broad categories of use of Fairtrade premium by CPs are mainly towards Production **(39%)**, followed by Other **(33%)**, Social Investment **(12%)** and Business and Organizational development **(12%)**.

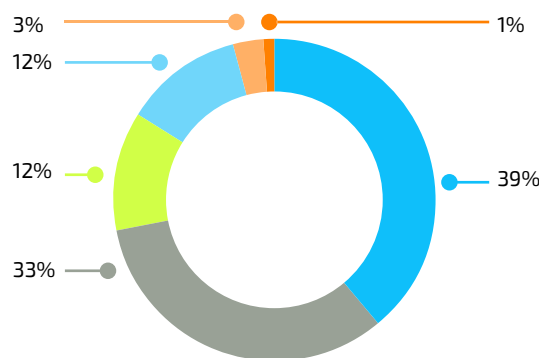
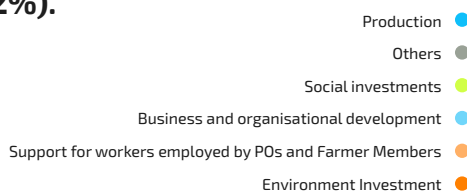


Figure 18 : Fairtrade premium use by CPs

CREATING IMPACT

FAIRTRADE PREMIUM CONTRIBUTION TO SUSTAINABLE DEVELOPMENT GOALS (SDGS)

The Fairtrade Premium enables investments in income-boosting and production enhancing activities. Premium-funded services for farmers in cooperatives can also reduce production costs for individual farmers. One recent study found that Fairtrade certified farmers perceived the Fairtrade Premium and group cohesion as some of the main benefits of Fairtrade certification. The findings indicate that Fairtrade Premium investments in health, education, and essential local services, as well as in projects benefiting women and girls, are having a positive impact. As a learning organization, Fairtrade looks to our own data as well as available studies to analyse ways in which Fairtrade sales and Premium funds can better address some of the deep-rooted issues that farmers confront and inform strategic approaches to tackling them.

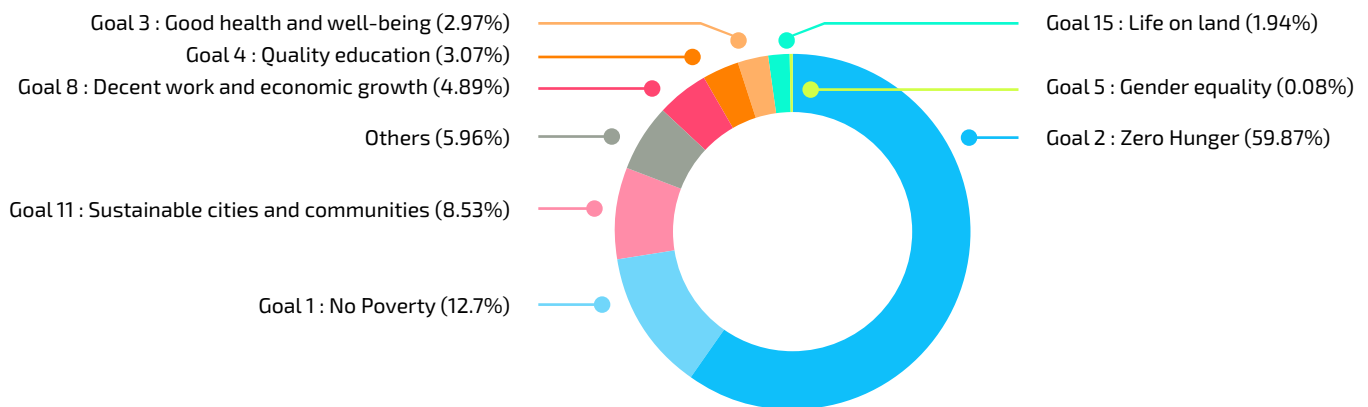


Figure 19: Fairtrade premium contribution to SDGs



GOAL 1 NO POVERTY

SDG 1 – to end poverty in all its forms everywhere – is central to Fairtrade's mission. Much of our work relates to this goal as we seek to change trade to fuel sustainable livelihoods for smallholder farmers and workers. Distribution of a portion of the Fairtrade Premium as direct cash payments to cooperative members or workers, as allowed by Fairtrade Standards, contributes to the achievement of this goal, as the funds support the economic well-being of farmers and workers. Other projects that enable the creation of financial safety nets for farmers and workers, such as loans or disaster or emergency funds, also relate to this goal. Producers within Asia Pacific region spent about **12.7%** of total premium generated towards efforts contributing to SDG Goal 1 : No poverty.



GOAL 2 ZERO HUNGER

Small farmers are at the heart of our agricultural system. Increasingly, these farms are facing challenging conditions – climate change, land or water access, or extreme price volatility. It is vital that farmers can rely on a stable income to invest in their farms and businesses and ensure long-term food security for their families and communities. SDG 2 aims to end hunger, achieve food security and improved nutrition, and promote sustainable agriculture. Fairtrade smallholder cooperatives have invested a large portion of the Fairtrade Premium in strengthening their organizations as well as in providing support and services to their members and, by extension, their communities. Investments in community development projects, such as the provision of social or economic services, also contribute to SDG 2. More than half of all Fairtrade Premium funds in 2023 (**59.87%**) were invested into projects that contribute to SDG 2 by producers within Asia Pacific region.

SDG 3 aims to ensure healthy lives and promote well-being for all at all ages. By boosting farmer incomes, ensuring safer working conditions, and funding community healthcare infrastructure, Fairtrade contributes to this goal. Through Fairtrade premiums, farming communities invest in medical facilities and clean water, reducing hazardous health risks associated with poverty and agricultural labor. In 2023, **2.97%** of the premium funds were invested in activities contributing to SDG 3 within Asia Pacific.



GOAL 3 GOOD HEALTH & WELL BEING

GOAL 4 QUALITY EDUCATION

SDG 4 aims to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all. World Bank data indicates that low-income countries have significantly higher rates of children out-of-school as compared to countries in higher income categories. UNESCO advocates for reducing out-of-school rates from secondary school to decrease the global poverty rate **3.07%** of all Fairtrade Premium funds in 2023 were invested into projects that contribute to SDG 4 by producers within Asia Pacific region.

The UN Food and Agriculture Organization (FAO) has identified that overcoming gender inequalities can reduce the number of hungry people in the world by 150 million. Fairtrade supports women to participate equally in their cooperatives and workplaces, earn better wages and diversify their incomes. A push for equity will result in increased opportunities and representation for women as well as young people. In 2023, **0.08%** of the Fairtrade premium was invested into activities contributing to SDG 5.



GOAL 5 GENDER EQUALITY

GOAL 8 DECENT WORK & ECONOMIC GROWTH



SDG 8 aims to promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all. In the context of Fairtrade Premium use, we link this goal closely to the working and living conditions of hired workers on Fairtrade certified plantations. About **4.89%** of all Fairtrade Premium spending decided on by plantation workers contributes to this goal through a variety of services and benefits (overall we call this category 'services to workers and families') through a variety of services and benefits.

GOAL 11 SUSTAINABLE CITIES & COMMUNITIES



SDG 11 aims to make cities and human settlement inclusive, safe, resilient and sustainable. Producer organizations are pillars in their communities. They invest Fairtrade premium funds to improve infrastructure and service and build resilience in the face of climate change. In 2023, **8.53%** of the Fairtrade premium were invested in activities contributing to SDG 11.

GOAL 15 LIFE ON LAND



SDG 15 aims to protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss. Fairtrade Standards requirement and climate resilient practices help reduce pressure on protected areas and forests and reduce loss of biodiversity. In 2023, **1.94%** of Fairtrade premium were invested in activities contributing to SDG 15.

KEY ACTIVITIES IN THE YEAR 2025

OVERVIEW

The year 2025 has seen range of activities delivered through our officers. During the year, we provided services to producer organizations across Asia Pacific through more than 100 field visits and 260 trainings. We reached about 10781 men and 4856 women through field visits and trainings conducted by our officers and affiliate resource organizations. Women constituted about 45% of the total persons reached during various activities.

PRODUCER & TRADER SUPPORT

Fairtrade NAPP provided wide range of services to producers across the Asia Pacific region. Services were provided to producers through trainings and providing on-field support during field visits. Our program officers supported in familiarizing the producers on Fairtrade standards, providing advisory support, post-audit support, supporting in needs assessment, training on Fairtrade premium planning and management, compliance requirements, finance and accounting training for financial reporting, supporting in thematic topics such as gender, women leadership, youth inclusion and climate change.

Services were also provided to applicants and new producers in gap analysis and training on Fairtrade standards, health and safety standards, providing certification support, initial audit Fairtrade premium committee training, assisting in finalizing terms of reference.

We also provided services to trader and exporters in training on Fairtrade compliance, trader's standards, providing certification support and advise, orienting on Fairtrade certification process, supporting in developing supply chains and marketing event.



129
No. of field visits



260
Producer training



10781
Men participation



4856
Women participation

KEY PROGRAMMATIC INTERVENTIONS

TOP HIGHLIGHTS OF GENERAL ASSEMBLY, REGIONAL CONFERENCES, AND PRODUCT NETWORKS

FAIRTRADE NAPP EXTRAORDINARY GENERAL ASSEMBLY 2025 DRIVING STRATEGIC CHANGE AND STRENGTHENING GOVERNANCE



On April 10, 2025, Fairtrade NAPP successfully convened its Extraordinary General Assembly (EOGA), marking a pivotal moment for strategic transformation, sustainability, and enhanced governance. The Assembly saw the adoption of two key strategies: a Sustainability Strategy aimed at building financial resilience and enhancing producer services, and a South-to-South Strategy designed to expand market access in emerging economies such as Singapore and the UAE. A significant governance reform was also introduced through a constitutional amendment allowing the inclusion of two independent directors on the Board, reinforcing transparency, expertise, and strategic leadership. The Assembly also strengthened the voice of producers, with eight Product Networks established to date and Regional Conferences empowering grassroots leadership. With a strong commitment to regulatory compliance, Human Rights and Environmental Due Diligence (HREDD), advocacy, and sustainability, the 2025 EOGA showcased the power of collective action and reaffirmed Fairtrade NAPP's vision for a future driven by producers.

PRODUCT NETWORKS

EIGHT (8) PRODUCT NETWORKS HAVE BEEN SET UP



Coffee



Tea
(HL & SPO)



Cotton



Sugar



Rice



Sports Balls



Coconut

PRODUCT NETWORKS



THE TEA TREY II

Fairtrade Hired Labour Tea Product Network Meetup and Advocacy Strategy Planning Workshop co-funded by the European Commission was held in Sri Lanka.



COTTON NETWORK MEETING 2025

The workshop was aimed at strengthening the network's ability to promote equitable trade, sustainable farming practices, and producer-led solutions to global challenges.

COFFEE PRODUCT NETWORK

COFFEE PRODUCT NETWORK

The network is led by an advisory committee consisting of members from major coffee-producing regions, ensuring that we address coffee-related needs and challenges and effectively address it.



FAIRTRADE NAPP SPORTS BALL PRODUCT NETWORK MEETING 2025 was held in Sialkot bringing together 7 leading producers from Pakistan.

SUPPORTING PRODUCERS WITH HUMAN RIGHTS & ENVIRONMENTAL DUE DILIGENCE (HREDD)

A PARTNERSHIP INITIATIVE WITH THE EUROPEAN UNION, GIZ & ISEAL

ISEAL



A two year project across Fiji (sugarcane), India (cotton), and the Philippines (sugarcane) was completed, delivering capacity-building and risk assessment workshops for three producer organizations, along with online dialogues to connect them with buyers.



GIZ

Funded by the Federal Ministry for Economic Cooperation and Development (BMZ) and supported by German Agency for International Cooperation (GIZ), Fairtrade Germany, and Forum Fairer Handel e.V. (FFH), the project supports producers in embedding risk assessment, prevention, mitigation, and remediation processes aligned with evolving EU regulations, reinforcing a shared commitment to sustainable, compliant, and future-ready Fairtrade supply chains.

Across Sri Lanka, India, and Indonesia, around 135 participants (headcounts) from around 50 Fairtrade producer organisations have strengthened their capacity in HREDD risk assessment, climate-risk mapping, mitigation and remediation planning, and EU-aligned due diligence implementation.



ECFFPA

'HREDD COMPLIANCE' SUPPORT FOR PRODUCERS

Under the 'HREDD Compliance' support for producers, ECFFPA aimed to strengthen producer organisations' capacity on governance, sustainability, compliance, HREDD frameworks, due diligence, and participatory risk assessment.

The initiative supported sugarcane farmers in the Philippines, cotton farmers' organisations in Tajikistan, and Fairtrade-certified farmer organisations in Kerala, India, reaching over 26 farmer members in the Philippines, including 16 women; three Fairtrade cotton farmers' organisations in Tajikistan; and 32 participants in Kerala, including 15 men and 17 women, from four Fairtrade-certified farmer organisations.

The outcome was improved producer awareness and practical understanding of HREDD compliance, risk management, sustainability requirements, and due diligence processes across sugarcane, cotton, and Fairtrade-certified producer contexts.

SUPPORTING COFFEE & COCOA PRODUCERS NAVIGATE EUROPEAN UNION DEFORESTATION REGULATION (EUDR)



As the European Union Deforestation Regulation (EUDR) came into force, Fairtrade NAPP strengthened the preparedness of smallholder farmer organizations to meet emerging traceability and sustainability requirements, safeguarding continued access to European markets while reinforcing commitments to deforestation-free production.



Through the “Deforestation Regulations & Compliance” Project, co-funded by Fairtrade Deutschland and Max Havelaar Switzerland, Fairtrade NAPP successfully advanced EUDR compliance across eight countries by implementing a large-scale geolocation data collection and farm mapping initiative for 62 Fairtrade-certified coffee, cocoa, and soybean producers.

TOP HIGHLIGHTS

Thirty-eight (38) Fairtrade Small-Scale Farmer Organizations (SPOs) producing coffee, cocoa, and soybeans completed geolocation mapping activities.

Sixty-one percent (61%) geolocation data collection, mapped, and submitted under the project significantly strengthening supply chain traceability and EUDR readiness.

Enhanced the capacity of smallholder farmers and producer organizations to comply with evolving international due diligence and sustainability requirements.

Established critical geospatial datasets to support deforestation-risk assessments, farm-level traceability, and market access verification.

Strengthened producer preparedness for future regulatory compliance, positioning Fairtrade farmer organizations as reliable suppliers in sustainable and responsible global value chains.

This strategic partnership initiative, funded by Fairtrade Deutschland and Max Havelaar Switzerland, laid a strong foundation for transparent, traceable, and deforestation-free agricultural supply chains, while enhancing the long-term competitiveness and resilience of Fairtrade smallholder producers.

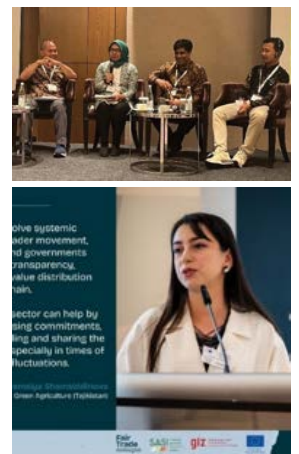




- Stakeholder mapping was completed across 5 countries : India, Indonesia, Philippines, Sri Lanka, and Uzbekistan, establishing a strong foundation for targeted advocacy and partnership engagement.
- Sustainable agriculture public schemes of 3 countries were reviewed : India, Philippines, and Uzbekistan identifying strategic entry points for country-level policy engagement and Fairtrade advocacy.
- National advocacy consultation was held in the Philippines, ensuring producer perspectives informed discussions on sustainable agriculture policies and public support mechanisms.
- A high-level panel session was organized at the Fairtrade India Conference, bringing together 45 producer representatives and EU delegates to advance dialogue on EU sustainability regulations and producer inclusion in policymaking.
- Strategic partnerships were strengthened with EU delegations and key stakeholders in Uzbekistan and Pakistan, expanding opportunities for policy collaboration and market access.
- Advocacy capacity was strengthened for cotton, tea, and coconut producer organizations, equipping them with practical skills to engage in policy dialogue and decision-making processes.

AMPLIFIED PRODUCER VOICES AT MAJOR REGIONAL & GLOBAL ADVOCACY PLATFORMS

- Sustainability Solutions Exchange (Philippines)
- UN Responsible Business and Human Rights Forum (Bangkok)
- Living Income Workshop 2025 (Jakarta)
- Fair Trade Advocacy Marathon (Brussels)
- International Sustainable Conference (Turkmenistan)
- Contributed to global advocacy efforts to safeguard the core principles of the CSDDD and CSRD, promoting stronger corporate accountability and protections for farmers and workers in global supply chains.



GENDER & YOUTH

Gender and Youth initiatives implemented by Fairtrade NAPP across Asia Pacific region during 2025 significantly strengthened gender inclusion, women's leadership, and youth participation within Fairtrade Producer Organizations (POs). Collectively, the programmes directly reached approximately 319 participants, including more than 184 women leaders, cooperative members, and youth representatives, across over 30 Producer Organizations and cooperatives.

A major Gender Initiative achievement was the successful operationalization of the Fairtrade NAPP Gender Strategy through practical and action-oriented workshops. In Vietnam, the Gender Mainstreaming Training engaged 109 participants (91 women and 18 men) from four Fairtrade cooperatives, resulting in all cooperatives developing Gender Action Plans for 2025–2027. The programme recorded a 40% increase in participant knowledge, with assessment scores improving from 30% to 70%.



In Sri Lanka, the Women-Led Economic Empowerment Programme trained 21 participants, primarily women leaders, on entrepreneurship, financial literacy, stakeholder mapping, and project planning. Participants developed SPO-level action plans focused on women-led enterprises, youth engagement, and organizational strengthening. Post-training evaluations showed 94–100% participant satisfaction, while knowledge scores improved from below 3 to above 4.5.



The Philippines Producers Conference brought together 35 participants from 9 Fairtrade-certified Producer Organizations to strengthen inclusive governance and youth leadership. Participating organizations-initiated Gender and Youth Action Plans for 2026 aligned with Fairtrade and ECFFPA priorities.



In India, the Gender Strategy Implementation Workshop engaged representatives from 11 Producer Organizations and focused on institutional transformation through gender-sensitive governance, SMART action planning, and leadership development. The workshop promoted measurable targets such as increasing women's representation in leadership roles to 40% within 12–15 months.



Overall, these initiatives strengthened organizational capacities, promoted women's economic empowerment, improved awareness on gender justice, and established concrete monitoring and action frameworks for long-term inclusive governance and sustainable Fairtrade producer development across Asia.

MOU WITH WOMEN CHAMBER OF COMMERCE AND INDUSTRY SIALKOT | PAKISTAN

Since the signing of Memorandum of Understanding (MoU) with the Women Chamber of Commerce and Industry (WCCI), Sialkot in August 2023, Fairtrade NAPP has actively engaged

in a series of collaborative initiatives. This partnership has shown up in real form, at WE-Exhibit 2023, 2024, and 2025. This year Fairtrade NAPP stall has been placed as well, and it was different in one important way as the stall was led by women workers from the sports balls sector. The people who make the products, speaking directly to buyers, trade officials, and diplomats.

MAJOR INITIATIVES AND ACCOMPLISHMENT

LAUNCH OF FAIRTRADE NAPP GENDER STRATEGY

Fairtrade NAPP Gender Strategy 2026-2028 was developed — a bold roadmap toward meaningful participation, safer workplaces, and equitable economic opportunities for women across the Asia Pacific. This is more than a strategy — it's a commitment to transforming systems so that women farmers and workers across Asia Pacific can participate, lead, and benefit equally.

DIGITAL COMMUNICATION & BRANDING

A specialized workshop in Vietnam equipped 16 young leaders (8 female, 8 male) with digital skills, including the use of AI platforms like ChatGPT and Gemini, and branding tools like Canva and CapCut.

COMMUNICATION & LANGUAGE SKILLS

The Spoken English & Communication Skills Training, a virtual program spanning from June to September 2025, supported 22 participants in improving professional fluency, pronunciation, and presentation abilities.

CAPACITY BUILDING IN AGRIBUSINESS & SUSTAINABILITY

In Ludhiana, India, 30 youth from four states participated in a three-day intensive on "Learning and Awareness on Agribusiness."



The Certified Leadership Practitioner (CLP) program in Sri Lanka trained 22 participants (14 male, 8 female) from 13 Fairtrade SPOs. It utilized high-impact methods like NLP, SMART goals, and experiential "paradigm shift" challenges to build self-leadership.

In the Philippines, the "WE LEAD" workshop empowered 30 participants from 6 SPOs to drive agricultural development through leadership and innovation.

KEY HIGHLIGHTS & NOTABLE DEVELOPMENTS

GENDER MAINSTREAMING

Every initiative strictly integrated Fairtrade's gender strategy, achieving balanced participation in several regions, such as Vietnam (50% female) and Sri Lanka (36% female).

PRACTICAL EXPOSURE

Programs featured field visits to women-led enterprises, Integrated Farming System (IFS) models, and hydroponic units to provide real-world insights into profitable, sustainable agriculture.

CREATION OF YOUTH CORE TEAMS

A significant outcome in Vietnam was the formation of a "Youth Core Communication Team" and the development of 12-activity six-month action plans for digital advocacy.

To commemorate International Youth Day, Fairtrade NAPP promoted "Youth Digital Pathways for Sustainable Development" by engaging 120+ young Farmfluencers from 60+ Producer

Organizations across ten (10) countries, strengthening youth participation, digital storytelling, and leadership skills under Fairtrade values.

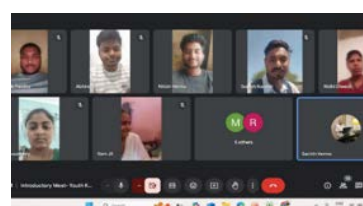
Two (2) youth members from India, part of the Youth Knowledge Hub, participated as speakers at the Fairtrade India Conference, representing youth voices and sharing experiences on leadership and sustainable development.

Empowering future agripreneurship, sixteen (16) youth from North & Central India successfully completed the FAO-certified E-Learning Course on Climate Smart Soil & Land Management, strengthening climate resilience, sustainable agriculture knowledge, and digital learning capacities with mandatory 75% qualifying scores.



As a field initiative, eight (8) trained youth from four (4) Fairtrade certified Producer Organizations in India conducted community-level meetings with farmers and local communities, promoting sustainable agriculture practices, leadership, and knowledge sharing at the grassroots level.

Thirty (30) youth under the Youth Knowledge Hub Project, India successfully completed one year of learning, strengthening their knowledge and skills in agribusiness, entrepreneurship, business planning, climate-smart agriculture, soil and land management, communication, and leadership development.



Thirty-three (33) young farmers and agri-entrepreneurs from six (6) Indian states came together in Nagpur for Fairtrade NAPP's Next Gen Farming & Skills Training Program, co-funded by the European Union.



Fairtrade NAPP youth ambassador takes the global stage in Nairobi at the Global Youth Conference 2025 in Nairobi, organised by Fairtrade Africa and co-funded by ECFFPA.

Two gender policy development workshops were organised in Central Java's coconut sugar value chain.



OVERALL REACH

- Approx. 319 participants.
- 184 women leaders, cooperative members, and youth representatives.
- 30+ Producer Organizations and cooperatives.
- India, Philippines, Vietnam, Sri Lanka, Indonesia.

Multiple youth-focused programmes were implemented in India, Vietnam, and the Philippines focusing on Leadership Development, Agribusiness Awareness, Communication Skills, Digital Skills, Climate-Smart Agriculture, and Youth Engagement.

Programmes collectively strengthened the capacities of 160 youth representatives, and emerging entrepreneurs within Fairtrade Producer Organizations.

CLIMATE CHANGE INITIATIVES

CLIMATE-SMART AGRICULTURE

Across Sri Lanka, India, Pakistan, Thailand, and Central Asia, producers were supported through climate-smart and regenerative agriculture practices, including agroforestry, crop diversification, biological pest management, organic farming, climate adaptation training, and demonstration plots. These initiatives strengthened productivity, reduced climate risks, and improved long-term farm resilience.

WATER & RESOURCE MANAGEMENT

In Pakistan, Thailand, Sri Lanka, and India, programmes promoted efficient water use through smart irrigation, watershed management, water conservation measures, micro weather stations, and early warning systems. These investments improved resource efficiency, supported climate-informed decision-making, and enhanced resilience to drought and changing weather patterns.

BIODIVERSITY & SOIL HEALTH

Across India, Sri Lanka, Indonesia, Timor-Leste, Philippines, and Vietnam, initiatives focused on tree planting, agroforestry, ecosystem restoration, biochar production, organic fertilisers, and sustainable land management. These efforts improved soil fertility, increased carbon sequestration, protected biodiversity, and strengthened ecosystem services.

RENEWABLE ENERGY & CLIMATE INNOVATION

In Vietnam, Thailand, Sri Lanka, India, and other coffee-producing countries, renewable energy and climate innovation solutions included solar-powered irrigation, solar drying facilities, rooftop solar systems, weather monitoring technologies, and climate vulnerability assessments. These interventions reduced carbon emissions while improving productivity and climate resilience.

SUSTAINABLE COFFEE & TEA VALUE CHAINS

Across the Asia Pacific region, climate-smart approaches in coffee and tea production reached 10,500+ coffee producers and numerous tea producers through agroforestry, shade tree planting, post-harvest improvements, renewable energy adoption, and sustainable farming practices, contributing to stronger livelihoods and more resilient value chains.



Solar irrigation project co-funded by Fairtrade Germany slashes energy costs and prepares thirty-nine (39) Fairtrade pineapple farmers towards climate smart revolution in Thailand.



Under the Fairtrade Coffee Development Plan in Timor-Leste, a coffee nursery in Aileu-Villa is supporting farm rejuvenation and climate resilience. The initiative targets 5,000 coffee trees and 2,000 shade trees, with over 3,000 coffee seedlings already propagated and additional seedlings planned for planting by the end of the season. It also trained fifteen (15) farmers, including five (5) women, in coffee quality practices, helping improve incomes through the shift from cherry to parchment sales.



Fairtrade NAPP organised exposure visits for 60 small-scale sugarcane and cashew farmers to research institutions and agricultural technology centres in Maharashtra and Odisha, India. The visits promoted climate-resilient farming through improved crop varieties, farm rejuvenation, nursery development, soil health management, water conservation, bio-fertilizer innovation, and AI-based field monitoring.



In a move towards climate-smart future, 4 Fairtrade rice Producer Organisations in Pakistan had two day training on "Climate-Smart Innovation as an Adaptation Strategy at Farm and Processing Level".



BUILDING CLIMATE RESILIENCE

Environmental awareness training for 60 dry fruit farmers in Gilgit-Baltistan was conducted by Fairtrade NAPP in collaboration with Karakoram International University.



CENTRAL ASIA | Fairtrade NAPP with regional partner Sarob convened 20 producer leaders from Tajikistan for aligning climate adaptation & gender-responsive action.



INDIA (TAMIL NADU) | Climate-smart cotton farming takes root in Dharmapuri and Attur. 27 cotton farmers and four ICS staff strengthened their climate resilience through an intensive Good Agricultural Practices (GAP) training focused on environmental management, biodiversity protection, IPM, fertilizer use, chemical safety, and documentation.

PRODUCER ORGANISATION EMPOWERMENT & CAPACITY BUILDING



For advancing Workers' empowerment, awareness of HREDD and Fairtrade standards, a capacity building training was held for sportsball plantation in India.

Fairtrade NAPP wraps up 3-Year Communication Capacity Building Program for 9 Fairtrade small-scale farmer organisations in the Philippines, with the final advanced training on Business Proposal writing and pitching.

Integrated Crop Management Training and Exposure Visit was organised for 25 farmers from four small scale sugarcane farmers' organizations at Agriculture Research Station for sugarcane farmers in Karnataka.



Under the Coffee Development Plan co-funded by Fairtrade Max Havelaar Switzerland, farmer's training on coffee based crop diversification was organised for 24 smallholder farmers from four producer organizations to learn about Good Agricultural Practices (GAP), environmental management, and sustainable coffee production led by CCRI scientists.

Reputational Risk Management and Response Strategy training was conducted for sugarcane cooperatives in the Philippines.



Cooperative Governance and Fairtrade Standards Training was conducted in Sumatera Bener Meriah & Aceh Tengah, Indonesia for coffee producers.



Eleven (11) Fairtrade Grape Producers in India unite for Growth and Sustainability at Conclave 2025.



Capacity building training for strengthening Cinnamon Value Chains was conducted in Sri Lanka.



The 14th Annual Residential Workshop was held in Sri Lanka for strengthening Fairtrade compliance in Plantations.



Fairtrade Standards training for strengthening compliance knowledge, sustainable farming practices and audit practices for Fairtrade producers was held in Thailand.



MARCOMMS & COMMERCIALS

TRAININGS

Conclusion of the 3-Year Communication Capacity Building Program for Fairtrade small-scale farmer organisations in the Philippines, with the final advanced training on Business Proposal writing and pitching.



The three-year Communication Capacity Building Program for Fairtrade small-scale farmer organizations in the Philippines concluded in June 2025 with an advanced two-day training on Business Plan and Proposal Writing and Business Pitching in Davao City. Led by Fairtrade NAPP, the initiative strengthened the communication, business, and market-readiness capacities of Fairtrade-certified producers across the country, fostering more resilient and competitive cooperatives.

The final phase brought together 25 producer representatives from nine organizations, resulting in the development and presentation of nine business proposals. As producers continue to seek support in areas such as financial management, branding, digital marketing, and Fairtrade standards, Fairtrade NAPP remains committed to supporting their long-term growth and sustainability journey.

COMMUNICATION TRAINING FOR YOUTH TO BECOME A FAIR STORYTELLER HARNESSING IMPACT, NARRATIVE, AND TECHNIQUE



The regional virtual workshop engaged over 120 youth representatives from 50+ Fairtrade producer organizations and plantations across ten Asia- Pacific countries, strengthening capacities in ethical communication, impact storytelling, and visual documentation.

Through interactive sessions on Fairtrade language, audience-focused storytelling, ethical representation, and creative narrative techniques, participants enhanced their ability to communicate grassroots impact stories. The initiative further reinforced youth leadership, cross-cultural collaboration, and the development of authentic Fairtrade story banks for community engagement and global advocacy.

IMPACT DOCUMENTARY FILMS

In 2025, six documentary films were produced under the Marketing and Communications portfolio, spotlighting eight Producer Organizations across India, Sri Lanka, Timor-Leste, and Pakistan in the coffee, tea, cotton, and rice sectors. The films trace Fairtrade supply chains from origin to global markets, highlighting sustainable production and the people behind everyday commodities. They also showcase how Fairtrade Premium investments support education, women's empowerment, clean water access, infrastructure, and sustainable agriculture—demonstrating how trade can drive dignity, resilience, and long-term community development.



BEYOND THE HARVEST

The Fairtrade Premium Impact at Gampaha Kabanika Govinge Sangamaya, Sri Lanka



THE FAIR BREW

From Timor-Leste to the World — A Fairtrade Impact Documentary Film



THE STORY BEHIND YOUR MORNING TEA

Fairtrade Premium Impact Film feat. Idulgashinne Bio Tea Garden



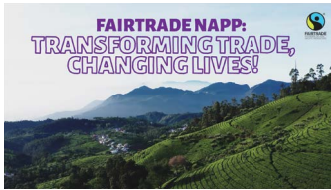
BEYOND THE BALE

A Fairtrade Premium Impact Film Feat. South Asian Sourcing Pvt. Ltd. In Pakistan



FAIRTRADE RICE

A Responsible Choice for Modern Markets



FAIRTRADE NAPP

Transforming Trade, Changing Lives!

The documentary film offers an introductory overview of Fairtrade NAPP, highlighting its governance structure, services, and strategic priorities. It showcases the impact delivered across various programs and projects in the Asia Pacific region in 2022, along with the Fairtrade Premium's contribution to sustainable development. The narrative is brought to life through the voices of our Board Members, Executive Leadership Team, producer members, and partners.

FAIRTRADE ONBOARDING SERVICES FOR PRODUCERS AND TRADERS UNDER NCV

NAPP Commercial Venture (NCV) is designed to maximize value for Fairtrade producers and traders by strengthening market readiness, governance systems, and compliance with evolving global sustainability requirements.



For building market-Ready, sustainable cooperatives, onboarding intervention in partnership with KOTRA was delivered in the Gayo Highlands (Indonesia) for coffee producers.



For advancing responsible trade through HREDD Awareness conducted in Java.

LOOKING AHEAD

These first interventions mark an important step in expanding Fairtrade's market-building and responsible trade support in the Asia-Pacific region. Through NCV's onboarding services, Fairtrade NAPP will continue to help producers and traders strengthen governance, meet regulatory requirements, and access ethical markets with confidence—ensuring sustainability, resilience, and fairness across global value chains.

To know more about the services email at services@ftncv.com

FAIRTRADE NAPP LICENSING MODEL BEING EXPLORED

Working with Fairtrade International to establish the Producer Network licensing model for approved territories as per FI Constitution excluding FMO and NFO territories in Asia Pacific.



Working with FMO India to leverage local licensing experience. Target is to start the operationalization of the Fairtrade NAPP licensing function by Q3 2026.

Fairtrade NAPP also interested in exploring FMO model for Singapore territory as Fairtrade NAPP is registered in Singapore and there are significant market opportunities from neighboring countries especially as a part of the ASEAN trading network.

FAIRTRADE NAPP PARTICIPATION AT TRADE FAIRS & COMMERCIAL EVENTS

Fairtrade NAPP participated at World of Coffee 2025 – Geneva spotlighting the rich diversity, traceability, and quality of Fairtrade- certified coffees.



Fairtrade NAPP participated in the Specialty Coffee Association (SCA) Expo 2025 in Houston, Texas showcasing the impact and resilience of Asia Pacific coffee producers.



Fairtrade NAPP actively exploring South to South market development in the Asia Pacific region. Existing countries where South to South Fairtrade Labelled products being sold include Sri Lanka (Spices, Coconut based products), Laos (Coffee) and Thailand (rice).



Initial priority to engage local producers, businesses and supply chains to develop South to South Fairtrade Coffee market with a specific focus on the ASEAN region.

Market development strategy currently focusing on leveraging existing Fairtrade Certified supply chains for developing premium products which can be sold in the local and regional markets.



Fairtrade NAPP Explores U.S. Tea Market Opportunities at World Tea Expo 2025. Lumbini Tea Valley from Sri Lanka won the Best Overall Tea Award.



Thirty Fairtrade Farmers' Cooperatives in China Strengthen Market Position Through Innovation & Branding.



Fairtrade NAPP Showcases APAC Coffees at Specialty Coffee Association of Japan (SCAJ) Exhibition 2025, Tokyo. At the Fairtrade booth, twelve Arabica and Robusta samples from Vietnam, India, Indonesia, Myanmar, and Laos were cupped and received highly positive feedback for their distinctive, clean, fruity, and citrusy flavors.



Commercial engagement strengthened through field insights-Visit of Marloes Groenewegen, CEO of Fairtrade Nederland (Max Havelaar), and Martin Boon from Fairtrade Original to Fairtrade Producer Organizations in Sri Lanka.





Fairtrade NAPP Strengthens Market Position at Seoul Café Show 2025.

Fairtrade NAPP supported seven Fairtrade small scale farmer organizations from China for expanding market readiness at Global Food Show Shanghai 2025.



Fairtrade EU business delegation visited Sri Lanka supported by the Sri Lanka Export Development Board as part of Framework of Cooperation (FOC) signed between Sri Lankan government and Fair Trade Network.



CAMPAIGNS

TEN (10) MAJOR REGIONAL PROMOTIONAL CAMPAIGNS were led across Asia and the Pacific, amplifying leadership perspectives, staff contributions, producer voices, product-focused stories, and thematic initiatives from across the region in building fair, sustainable, and resilient supply chains across Asia and the Pacific.



- 1 World Environment Day
- 2 World Tea Day
- 3 World Coffee Day
- 4 World Cotton Day
- 5 International Women's Day
- 6 International Youth Day
- 7 World Labour Day
- 8 World Day Against Child Labour
- 9 International Human Rights Day
- 10 World Fair Trade Day

FAIRTRADE PREMIUM IMPACT STORIES

The Transformative Power of Fairtrade Premium at Horona Plantations in Sri Lanka : not just in crops but in people – from menstrual health and education to reforestation and food security.



Through Fairtrade Premium, Bio-Kishovarz Cooperative in Tajikistan has been cultivating prosperity in the mountains of Tajikistan, such as renovating three schools for over 500 children, drilling a well to provide clean drinking water to 150 families, and establishing a non-GMO seed fund to promote seed sovereignty.



Fairtrade Premium Driving Transformation for cotton farmers and workers in South Asian Sourcing Pvt. Ltd, Pakistan through better incomes, working conditions, and social support. Under its Educational Assistance Program school supplies provided to over 1,090 children of Fairtrade cotton producers and nearby students. Schools across five villages have been revitalized, and clean drinking water projects now serve thousands, improving both education quality and community well-being. Beyond education, the organization champions gender equality, regenerative farming, and environmental stewardship through tree planting, solar-powered irrigation, and soil restoration.



Growing More Than Cotton : Fairtrade Premium Impact Story of Agricultural Commodity and Service Cooperative "Bio-Farmer", Kyrgyzstan. Using Fairtrade Premium funds, the cooperative has built a sewing workshop creating 15 jobs, a modern office for training and meetings, and provided health and economic support to its members. Over 1,900 farmers have benefited from fair pricing and interest-free seasonal advances, while eco-friendly farming methods have improved soil health and reduced chemical use.



Coconuts, Courage, Community : The Fairtrade Premium Impact Story of Tical Tribal Multipurpose Cooperative in Southern Philippines. TICAL is home to 107 farmers (54 women and 53 men) cultivating organically certified farms that produce more than 10,000 tons of coconuts annually. Through democratic decision-making, their Fairtrade Premium Committee ensures investments reflect real community needs.



The Fairtrade Premium has supported practical community investments, including a 3-ton community truck that improved farm access and transport capacity, 500 Narra trees planted for land restoration and flood protection, an expanded warehouse to protect coconut stocks, food support for members during COVID-19, and marketing and certification assistance to maintain operational stability.

REPRESENTING PRODUCER'S VOICES AT GLOBAL STRATEGIC FORUMS

Participated in the 8th Annual Global Resource Mobilisation Working Group in Italy for driving forward Fairtrade's global impact. Key takeaways included adapting to shifting donor landscapes, promoting digital and youth-focused fundraising, and learning from campaigns like the "Live Fair" initiative.



STRENGTHENING GLOBAL COMMUNICATIONS

Fairtrade NAPP, represented by Sr. Manager-Marcomms, joined over 50 communications leaders from Producer Networks and National Fairtrade Organisations at Faircomms 2025, hosted by Fairtrade International. The event marked a pivotal moment for aligning global communication strategies amid rising complexity and competition.



With a unified vision for a 2027 global campaign, sessions explored ethical storytelling, youth engagement, sustainability claims legislation, and innovative campaigns. Key discussions also focused on MEL integration, local journalism, climate action, and strengthening global-regional collaboration. As working groups prepare to carry this momentum forward, the message is clear: Fairtrade's global voice is becoming more unified, impactful, and data-driven—amplifying local stories on a global stage.

Fairtrade NAPP represented Asia-Pacific producer voices and advanced strategic engagement at the Fairtrade International General Assembly.



Fairtrade NAPP actively contributed to the ECFFPA Outcome Harvesting Workshop in Nairobi.



FAIRTRADE IN INDIA CONFERENCE AND RECOGNITION AWARD 2025

In collaboration with Fairtrade India, the Fairtrade in India Conference 2025, held on 9th–10th September in Bengaluru. This year's conference achieved remarkable participation and outcomes.



250+ Delegates from across India and overseas.

54 Speakers, including global leaders from the European Union, Fairtrade International, Fair Trade Advocacy Office (FTAO), Max Havelaar France, Fairtrade Deutschland, and Fairtrade Max Havelaar.

26 Recognition Award Winners celebrated at the prestigious Fairtrade Recognition Awards Ceremony.

40 Fairtrade Producer Organisations represented, showcasing grassroots impact.

14 Brands and Retailers engaged, highlighting the growing role of responsible businesses.

02 Plenary Sessions and **12** Conference Sessions fostering discussions on sustainability, producer empowerment, policy, and market opportunities.

THE WINNERS UNDER PRODUCER CATEGORIES

CLIMATE ACTION AND ENVIRONMENT

- Prathamika Krushi Patina Sahakara Sangha Niyamita
- Manarcadu Social Service Society

SUSTAINABLE COMMUNITIES – GENDER & YOUTH

- Sharsid Himalayan Wetland Basmati Grower Group
- Sahyadri Organic Small Farmers Consortium

HIRED LABOUR PLANTATION OF THE YEAR

- The United Nilgiri Tea Estates Company Limited
- SAE Ltd., Kotada & Welbeck Estates

SPO OF THE YEAR

- Sahyadri Organic Small Farmers Consortium
- Nallavur Farmer Producer Company Limited

CP OF THE YEAR

- Vasudha Swaraj Pvt. Ltd.



Following the completion of the Fairtrade in India Conference, Fairtrade NAPP facilitated project visits for three delegation groups comprising representatives from Fairtrade International, various National Fairtrade Organizations, and Fairtrade India.



PARTNERSHIPS & FUNDRAISING

PARTNERSHIPS

Partnerships are at the heart of Fairtrade NAPP's efforts to create lasting impact for Producer Organizations across Asia and the Pacific. By bringing together research institutions, academic partners, Fairtrade organizations, and development agencies, Fairtrade NAPP is expanding opportunities for producers to access knowledge, innovation, funding, and markets. In 2025, three key partnerships were established to strengthen producer resilience, support youth empowerment, advance sustainable agriculture, and promote a just transition towards more inclusive and climate-resilient value chains.

FAIRTRADE AUSTRIA – YOUTH EMPOWERMENT INITIATIVE

Through a strategic partnership with Fairtrade Austria, Fairtrade NAPP launched a dedicated initiative "Empowering Youth in Coffee Production in India 2025–2028", to strengthen Fairtrade-certified coffee cooperatives in India (Kerala and Karnataka), enhance farmer livelihoods, and

build long-term climate resilience—with a special focus on engaging and empowering youth within coffee-growing communities.

The project will cover 13 small scale coffee cooperatives and about 250 direct beneficiaries/farmer members from Kerala and Karnataka.

The collaboration focuses on building leadership skills, entrepreneurship, innovation, and meaningful engagement of young people in Fairtrade supply chains, ensuring the next generation is equipped to contribute to sustainable and resilient producer communities.

[Read more](#)

MADRAS SCHOOL OF SOCIAL WORK (MSSW), INDIA

Fairtrade NAPP entered into a partnership with the Madras School of Social Work (MSSW), Chennai, to promote knowledge exchange, research, capacity building, and student engagement on sustainability and Fairtrade-related issues. This collaboration marks the launch of the Centre for Research on Ethical Trade and Sustainability Alliance (CRETSA)—a pioneering initiative aimed at strengthening ethical trade, sustainable agriculture, and producer empowerment across the Asia-Pacific region.

The partnership brings together the academic strength of MSSW and the field expertise of Fairtrade NAPP to create a unique ecosystem that supports research, innovation, community impact, and producer advancement across the Asia-Pacific region.

[Read more](#)

EU-FUNDED JUST TRANSITION PROJECT IN INDONESIA

In 2025, Fairtrade International, in partnership with Yayasan Bina Desa Sadajiwa (Bina Desa), launched a four-year European Union-funded initiative titled "Transitioning Towards Green Resilience: Building Inclusive and Sustainable Agricultural Communities (2025-29)". With a total EU investment of €1 million, the project aims to support Indonesia's Just Green Transition by helping 1600 smallholder farmers adapt to climate change, strengthen their livelihoods, and access sustainable markets, with at least 30% women participants.

Fairtrade NAPP will play a key role in supporting producer engagement, capacity building, and implementation activities on sustainable agriculture, climate resilience, gender equality, and financial literacy, ensuring that farmer voices and priorities remain central to the project.

[Read more](#)

INTERNATIONAL COMPETENCE CENTRE FOR ORGANIC AGRICULTURE, INDIA

Signed a strategic MoU with the International Competence Centre for Organic Agriculture India to strengthen collaboration on organic agriculture, certification systems, and capacity building for producer organizations, enhancing sustainable production and market access.

APALA GROUP LLC

Established a partnership with Apala Group LLC to support market linkages, value chain development, and scaling of sustainable products, particularly for international markets.

FUNDING AND RESOURCE MOBILISATION

In 2025, fundraising remained a strategic enabler of Fairtrade NAPP's mission to strengthen Producer Organizations across Asia-Pacific. Through partnerships with institutional donors, Fairtrade organizations, private sector actors, and development agencies, Fairtrade NAPP mobilized resources to support producers in addressing some of the most pressing challenges facing agricultural supply chains today—including climate resilience, regulatory compliance, human rights due diligence, sustainable livelihoods, youth engagement, and market access.

A significant focus of current investments is helping Producer Organizations adapt to evolving sustainability and trade requirements, particularly the European Union Deforestation Regulation (EUDR) and Human Rights and Environmental Due Diligence (HREDD) frameworks. At the same time, donor-supported initiatives continue to strengthen income diversification, climate-smart agriculture, governance, and producer resilience, ensuring that smallholder farmers and workers are better equipped to thrive in a rapidly changing environment.

The strength of these partnerships reflects growing confidence in Fairtrade NAPP's ability to deliver impactful, producer-centered programmes that create long-term social, environmental, and economic benefits.

KEY FUNDING HIGHLIGHTS 2025 ONGOING PORTFOLIO

3.29 MILLION EUROS secured and managed through active donor-funded projects.

11 ONGOING STRATEGIC PROJECTS supporting producers across the Asia-Pacific region.

204,128 DIRECT AND INDIRECT BENEFICIARIES reached through projects with reported beneficiary data.

271 PRODUCER ORGANIZATIONS supported through targeted initiatives.

REGIONAL INVESTMENTS focused on climate resilience, sustainable livelihoods, youth empowerment, governance, HREDD, advocacy, gender, digital transition and EUDR preparedness.

KEY FUNDING PARTNERS include the European Commission, Fairtrade Germany, Fairtrade Nederland, Max Havelaar Switzerland, GIZ, Brands Fashion GmbH, ISEAL, and Fairtrade International.



Together, these investments are helping Producer Organizations strengthen compliance, improve resilience, diversify incomes, and enhance their competitiveness in sustainable global markets.



FAIRTRADE NAPP (2024 - 2025) FINANCIAL ACTIVITY SUMMARY

Fairtrade Network of Asia and Pacific Producers Ltd.
(A Public Company Limited by Guarantee And Not Having Share Capital)
&
Its Subsidiary

CONSOLIDATED STATEMENT OF FINANCIAL POSITION AS AT 31 DECEMBER 2025

	NOTE	GROUP 2025 EURO	COMPANY 2025 EURO	COMPANY 2024 EURO
ASSETS				
Current assets				
Cash and cash equivalents	8	2,541,328	2,525,790	2,306,177
Trade and other receivables	9	184,118	180,269	150,421
		2,725,446	2,706,059	2,456,598
Non-current assets				
Property, plant and equipment	10	15,290	15,290	39,125
Investments in a subsidiary	11	-	620	-
TOTAL ASSETS		15,290	15,910	39,125
		2,740,736	2,721,969	2,495,723
LIABILITIES				
Current liabilities				
Trade and other payables	12	225,949	209,556	267,691
Contract liabilities		8,713	-	-
Lease liabilities	13	16,690	16,690	25,519
Income tax payables		2,469	2,469	2,603
		253,821	228,715	295,813
Non-current Liabilities				
Lease liabilities	13	-	-	17,771
Total liabilities		253,821	228,715	313,584
NET ASSETS		2,486,915	2,493,254	2,182,139
FUNDS				
Restricted funds		360,394	360,394	388,105
Unrestricted funds		2,127,093	2,132,860	1,794,034
		2,487,487	2,493,254	2,182,139
Non-controlling interest		(572)	-	-
Total Funds		2,486,915	2,493,254	2,182,139



FAIRTRADE
NETWORK OF ASIA &
PACIFIC PRODUCERS