



FAIRTRADE
POLSKA



2025 report

Fairtrade Polska

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@FairtradePolska on social media:



www.fairtrade.net



photo by Fairtrade Deutschland/Sparked

About Fairtrade

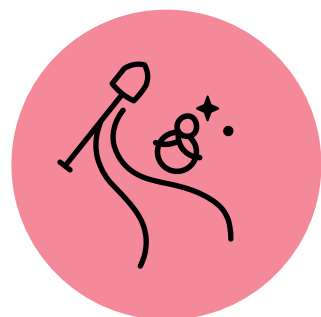


What is Fairtrade?

Fairtrade certification is a label for products that are produced with respect for human rights and care for the local environment in countries of Latin America, the Caribbean, Africa, Asia, and Oceania. Fairtrade is a shared commitment by farmers, companies and consumers toward more equitable trade relations and the sustainable and ethical sourcing of raw materials from countries in the Global South.



Fairtrade in numbers



Women in Fairtrade

23%

farmers
(392 thou.)

40%

workers
(77 thou.)



The Fairtrade Premium is additional funding for development projects that benefit not only individual farmers (improving crop quality and yield) but also entire communities (improving sanitation, access to education and healthcare).

Lucy Twenewaa and Abigail Nyarko
drying cocoa beans in Ghana, photo by
Francis Kokoroko/Fairtrade Max Havelaar

Value of the Fairtrade Premium

generated from purchases of Fairtrade-certified products worldwide in 2024

Source: Monitoring the scope and benefits of Fairtrade, 17th Edition, Fairtrade International, 2026

**+ 201
mln EUR**



**Total value of
Fairtrade Premium
in years 2020–2024**

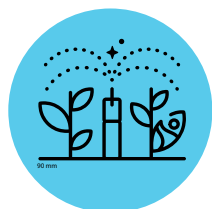
**+ 1 mld
EUR**



Where the Fairtrade Premium Goes

In the photo: a cacao pod, Ecuador,
photo by Willy Paredes/Fairtrade CLAC

Small farmers



35%

of the premium was allocated to improving crop quality

19%

of the premium was distributed to farmers in the form of direct payments

Hired labour workers



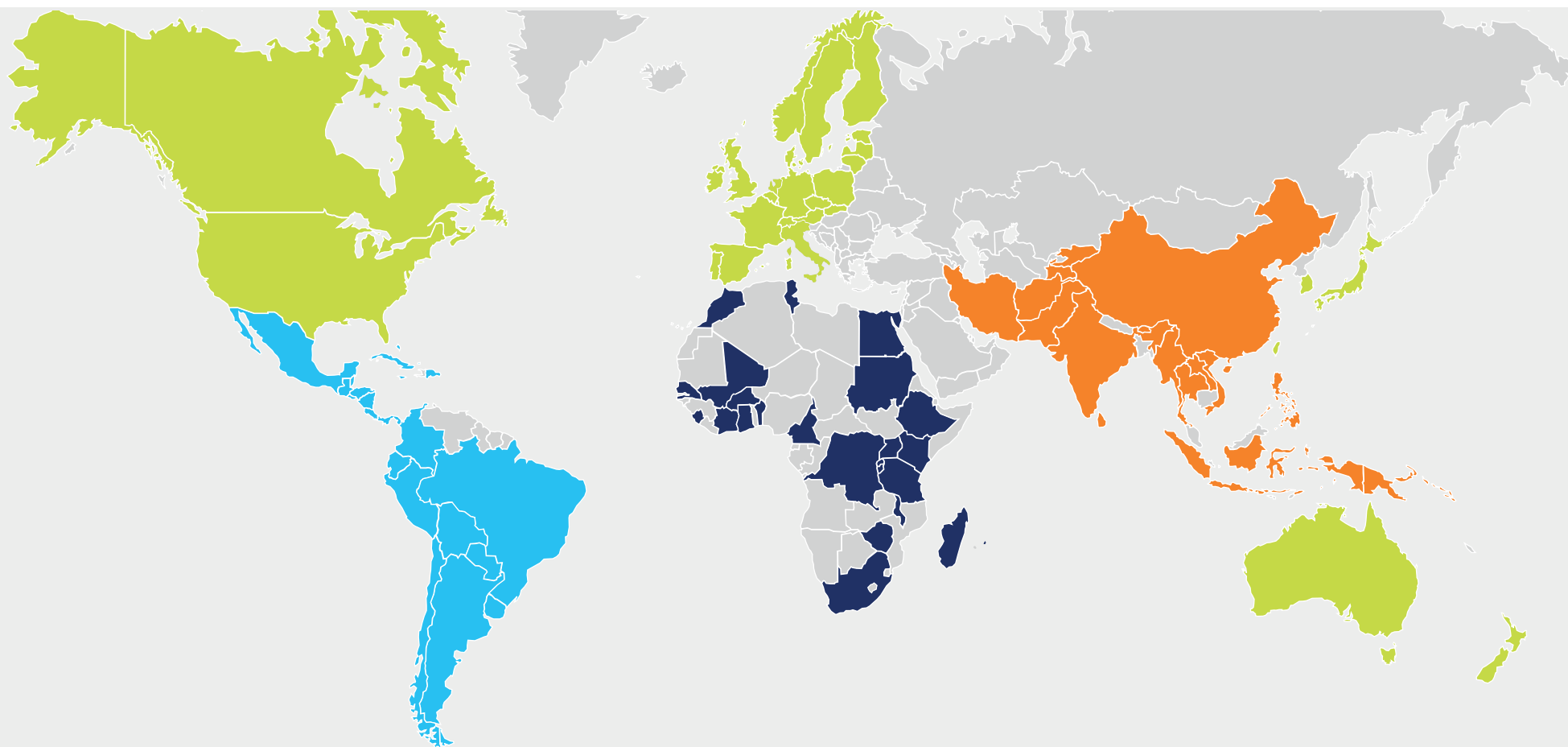
76%

of the premium was allocated to social investments

21%

of the premium was distributed to workers in the form of direct payments

Fairtrade Map



3 Fairtrade producer networks:

Latin America and the Caribbean
(Fairtrade CLAC)

282 095 farmers and workers
15% of all Fairtrade members

Africa and the Middle East
(Fairtrade Africa)

1 410 162 farmers and workers
75% of all Fairtrade members

Asia and Oceania
(Fairtrade NAPP)

179 015 farmers and workers
10% of all Fairtrade members

National Fairtrade
organisations

What makes Fairtrade stand out



Farmer Rudiben Kanjibhai Mor
in a cotton field, India,
photo by Fairtrade NAPP



Fairtrade actively works to promote **equal rights for women** in farming communities and strives to **eliminate child labour**.



Fairtrade works to advance farmers' interests within the existing market economy by ensuring they have the opportunity to earn fair prices for their products.

Farmers who are members of Fairtrade cooperatives are assured that they will receive at least the established **Fairtrade minimum price** for their crops, which protects them in the event of price declines on global markets.



In addition to stable and fair purchase prices, farmers also receive a **Fairtrade premium**.

Funds from the premium are allocated to development projects that benefit not only farmers (improving crop quality and yield), but also entire communities (improving sanitation, access to education and health care).



In addition to economic considerations, social and environmental issues are also important to Fairtrade. Producer cooperatives are managed democratically and transparently. Farmers jointly decide how their cooperative will allocate the Fairtrade premium. Farmers and hired labour workers are represented at all levels of the organization and hold 50% of the decision-making votes at the General Assembly and in the governing bodies of the Fairtrade system.



Fairtrade standards require agricultural producers to **respect the local natural environment**. Farmers who are members of certified cooperatives are not left to fend for themselves, even in the face of the intensifying effects of climate change – Fairtrade helps them through technical support, so they can implement farming practices that increase resilience to the impacts of climate change.

About the Fairtrade Polska Foundation

Our vision

Our vision is fair trade relationships based on the principles of sustainable development, through which people can, through their work, provide a decent life for themselves, their families and develop their potential.

Our mission

Our mission is to promote Fairtrade principles and standards in order to support marginalised producers in countries of the Global South. We carry out this mission by raising awareness, providing education on sustainable development and responsible consumption, and working to increase the availability of Fairtrade-certified products in Poland.

Our activities

Fairtrade Polska works to develop the market for Fairtrade-certified products by:

- supporting companies in obtaining Fairtrade product certification,
- promoting Fairtrade-certified products to consumers,
- raising awareness and promoting global education, including through the Polish "Fair Trade Communities" campaign,
- conducting advocacy activities, such as those regarding sustainable public procurement.



Reports on our activities can be found in the Bulletin of Public Information (bip.fairtrade.org.pl).

Foundation team



Michał Bryda-Przybyszewski
Communications



Klaudyna Rozmysłowicz
Projects



Tomasz Makowski
Business support



Aleksandra Bilnicka-Mazurkiewicz
Office



Dominika Dzido
Administration and finance



Zbigniew Szalbot
Business support and Board member



Andrzej Żwawa
Director of the Foundation's Board



The Market for Fairtrade certified products in Poland in 2025

Sale of products with Fairtrade certificate

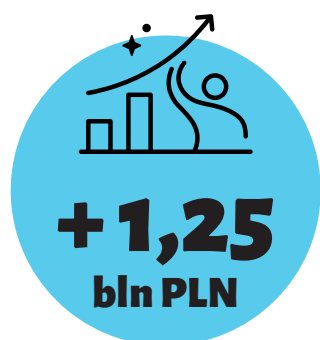
The retail value of the Fairtrade-certified products market in Poland in 2025 exceeded **1,25 billion PLN**.

Fairtrade Premium

The increase in sales of products bearing the FAIRTRADE label means greater demand for certified raw materials and, consequently, a higher Fairtrade premium for farmers in the Global South. In 2025, thanks to consumers in Poland purchasing certified products, the Fairtrade premium totalled **8 537 583 PLN**. This is your contribution to building a more just world simply by choosing Fairtrade-certified products when you shop!

Thank you!

Fairtrade market
value in Poland



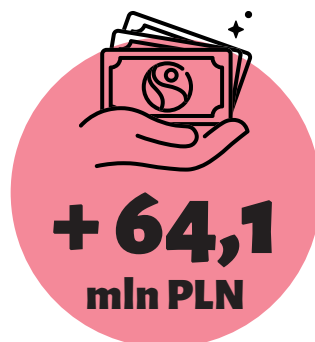
in 2025

Fairtrade premium
value



in 2025

Total value of
Fairtrade premium



between 2015-2025

Bohemian Flowers Limited, a Fairtrade-certified flower farm, has invested over 10 million Kenyan shillings in school tuition, supporting 938 of its employees' children. The company uses funds from the Fairtrade premium to provide paid maternity leave and to finance a daycare centre. Young mothers can leave their children in care and go to work with peace of mind. About 40% of those using this service are single mothers who would otherwise be unable to earn a living.

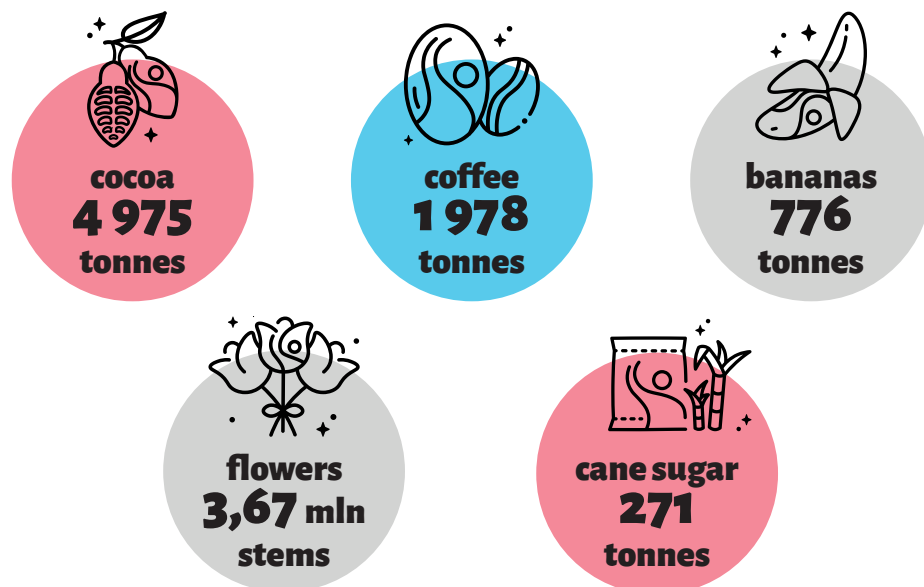
In the photo: Pauline Seda, Kenya,
photo by Stanislav Komínek/Fairtrade

Product categories

The two most important product categories in Poland are undoubtedly **cocoa-based products** and **coffee**.

Total raw material volumes

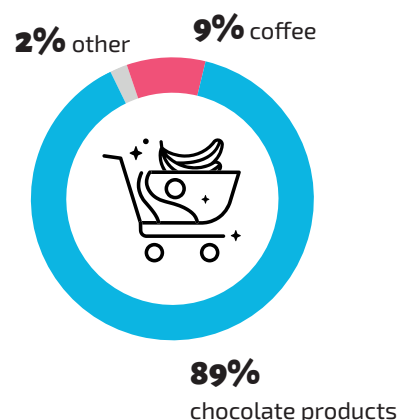
for the entire market in Poland in 2025



Percentage share of product categories

for the entire market in Poland in 2025

In terms of the share of individual product categories, chocolate products clearly dominate, accounting for 89% of sales in 2025. Coffee ranks second, with a 9% share of sales. All other product categories account for the remaining 2% of sales value.



A farmer from the CAYAT cooperative during the drying of cocoa beans, Ivory Coast, photo by Mohamed Aly Diabaté

Products sold

The number of units of selected Fairtrade-certified products sold in Poland in 2025.



Certified companies and licensees

Companies interested in the Fairtrade system can obtain Fairtrade certification and a licence to use the FAIRTRADE mark. Fairtrade certification is handled by the FLOCERT certifying body (www.flocert.net). The certification allows companies to trade in and process Fairtrade raw materials for the production of food or other products. The certification itself does not grant the right to place the FAIRTRADE mark on product packaging. This is possible only after signing a licensing agreement with the relevant Fairtrade organization.

As of the end of 2025, there **were 51 companies registered in Poland** operating under the Fairtrade system, of which:

- **39 companies**, held Fairtrade certification allowing them to purchase certified raw materials and process them further;
- **3 companies**, held a license agreement to use the FAIRTRADE label on product packaging;
- **9 companies**, that held both a certificate and a license agreement.

New companies that joined the Fairtrade system in 2025:

1. **Bero Polska Sp. z o.o.** – certification – coffee
2. **Centrum Informacji Biznesu Sp. z o.o.** – certification – cocoa
3. **Cosmo Sp. z o.o.** – certification – cocoa
4. **Karpiński Prawdziwe Lody Sp. z o.o.** – certification – cocoa
5. **Natural Mystic Aroma Sp. z o.o.** – certification – herbs, herbal teas and spices
6. **ŚLÓDKIE Sp. z o.o.** – certification and licensing – cane sugar, cocoa, herbs, herbal teas and spices
7. **Strauss Cafe Poland Sp. z o.o.** – certification and licensing – coffee



Fairtrade market leaders in Poland

Lidl Polska



Lidl Polska stands out among the retail chains operating in Poland by offering the largest selection of FAIRTRADE-certified products in its regular product lineup. These are primarily own-brand products such as Favorina, Deluxe, Fin Carre and J. D. Gross. Currently, all of Lidl's own-brand chocolates are Fairtrade certified, and the chain maintains a leading position in the sale of products made with Fairtrade-certified cocoa beans.

Lidl Polska is the leader in Poland in terms of both the value of Fairtrade premiums generated and the volume of Fairtrade-certified cocoa used.



67%

Category leader:

Fairtrade cocoa

The volume of certified cocoa used by Lidl Polska totalled as much as 3,331 tonnes. This means that **the company accounts for 67% of the total volume of this raw material with Fairtrade certification in Poland** (the total volume for the entire country is 4,978 tonnes).



38%

Category leader:

Value of the Fairtrade Premium

Purchasing decisions made by the chain's customers generated a Fairtrade premium of 773,077 EUR for certified agricultural cooperatives, which amounts to **3 169 616 PLN**. This represents **as much as 38% of the total premium generated nationwide**.

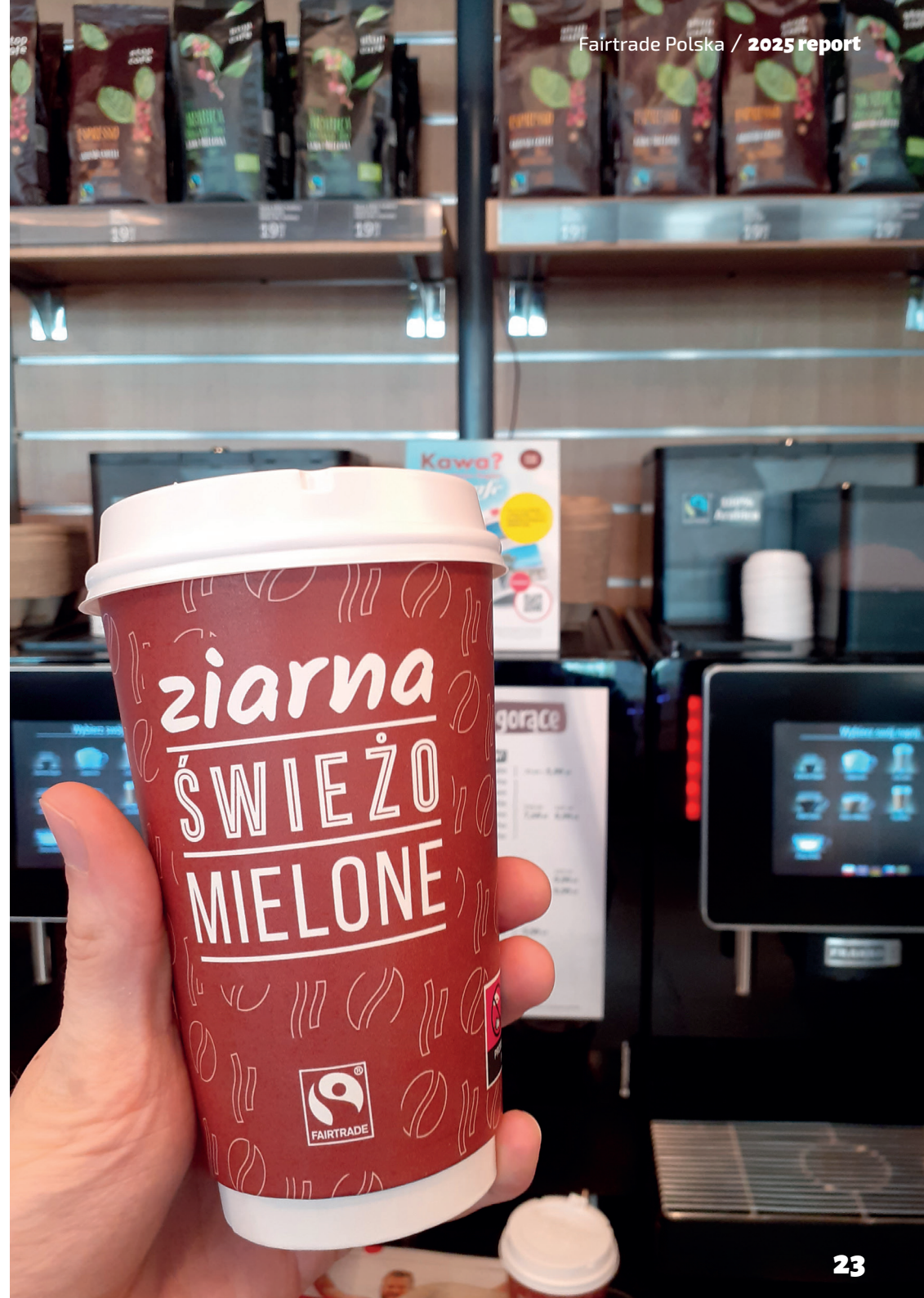


Orlen S.A owner of stop.cafe brand



Orlen, Poland's largest petrol station chain, offers its customers Fairtrade-certified stop.cafe coffee, both from coffee machines and in pre-packaged form. Currently (as of June 2026), coffee made from freshly roasted and freshly ground Fairtrade-certified beans is available at 1,899 stop.cafe locations throughout Poland.

Category leader:
Fairtrade coffee



Kaufland Polska



The Kaufland supermarket chain offers Poland's largest selection of Fairtrade products across various categories, such as chocolate products, coffee, flowers, bananas and other fruits.

Kaufland has become the sales leader for Fairtrade-certified products in two categories: bananas and cut flowers.



Category leader:

Fairtrade bananas

Sales of Fairtrade-certified **bananas at Kaufland supermarkets account for 73%** of the market share in Poland in 2025.



Category leader:

Fairtrade flowers

Sales of Fairtrade-certified flowers **at Kaufland supermarkets account for 99%** of the market share in Poland in 2025.

Ben&Jerry's



Ben & Jerry's ice cream is the most popular Fairtrade-certified ice cream available in Poland. The company uses many Fairtrade-certified ingredients in its ice cream, including cocoa, bananas, vanilla, cane sugar and coffee. All of the brand's products are Fairtrade-certified.



Category leader:

**Fairtrade cane
sugar**

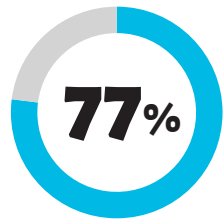


photo by Ben&Jerry's

GlobeScan 2025 survey

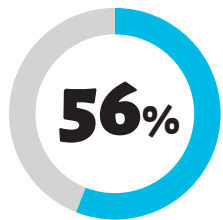
The latest Fairtrade awareness survey, commissioned by Fairtrade International, was conducted in 13 countries, including Poland, by the research firm GlobeScan. The representative sample for Poland included 1,005 respondents.

One of the initial questions concerned the general association of labels with ethical and/or organic certification. More than three-quarters of respondents were able to name at least one such label, which represents a 3% decrease compared to the 2023 survey.

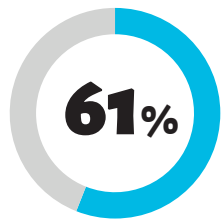


77% of respondents recognise at least one ethical and/or environmental certification

Respondents were asked about many topics, but the data most important to us concern awareness of the Fairtrade label, trust in Fairtrade and the impact of Fairtrade on brand perception. The data on Fairtrade label recognition in Poland is clear – recognition is steadily increasing and currently stands at 56%, with the highest rate (61%) found among the 25–34 age group.

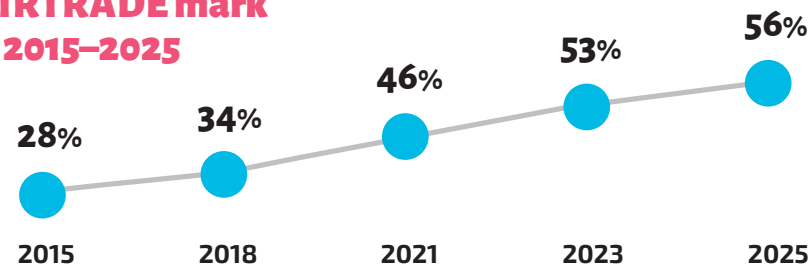


56% of respondents recognise the Fairtrade label



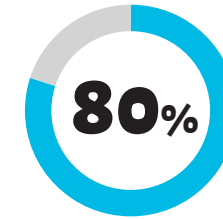
61% of people aged 25–34 recognise the Fairtrade label

Growth in awareness of the FAIRTRADE mark between 2015–2025



Trust in Fairtrade

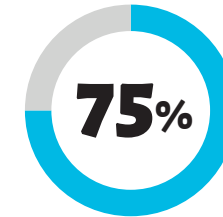
Among respondents who recognised the FAIRTRADE mark, 80% say they trust it.



80% of respondents declare their trust in Fairtrade

The Impact of Fairtrade on brand perception

Three out of four people who recognise the FAIRTRADE mark say they would view its appearance on the packaging of a product they purchase in a positive light.



75% of respondents would view the presence of the Fairtrade label on a product positively

Anouki Ramesh Jadav, textile factory worker
Pratibha Syntex, India, photo by Subindu Gharkel/Fairtrade



Fairtrade Polska activities in 2025

You can find a full description of our activities carried out in 2025 in the report available in our Public Information Bulletin at bip.fairtrade.org.pl. Unfortunately, the report is available only in Polish.

Fairtrade Month

The goal of the Fairtrade Month campaign is to promote the concept of Fairtrade and the Fairtrade certification system in Poland. Fairtrade Month 2025 was held under the slogan "Choose Responsibly – Choose Fairtrade." In this way, we wanted to emphasise that everyday shopping choices can contribute to the fight against poverty, child labour and environmental degradation.

In total, during Fairtrade Month 2025, **we reached nearly 1.3 million social media users**. More than **22,000 people** visited our website during that time. We also generated media interest. We gave an interview on Radio Nowy Świat and published a press release on industry and news websites (we were featured in a total of 8 publications).

During the conference launching Fairtrade Month, we connected remotely with Ana Polo Aguilar to talk about what daily life is like for banana farmers in Ecuador and the challenges involved in growing these popular fruits. The conversation was translated into Polish.

A key highlight of Fairtrade Month was the Receipt Lottery, which aimed to draw attention to the availability of Fairtrade-certified products in stores across Poland. Prizes in the lottery included 10 coffee makers along with a supply of various Fairtrade-certified coffees, as well as 50 sets of certified products sponsored by Miko Coffee Polska. A total of **2,196 entries** were received during the lottery, from which 60 winners were randomly selected.



LOTERIA

PARAGONOWA FAIRTRADE

50x
ZESTAW PRODUKTÓW z certyfikatem Fairtrade

10x
AUTOMATYCZNY EKSPRES DO KAWY + zapas kaw z certyfikatem Fairtrade

JAK WZIĄĆ UDZIAŁ W LOTERII?

Kup dowolny produkt ze znakiem FAIRTRADE

Zarejestruj paragon na stronie fairtrade.org.pl/loteria

Zachowaj paragon i opakowanie produktu

Przebieg konkursu i zasady gry: Loteria Paragonowa Fairtrade trwa od 9 maja do 6 czerwca 2025 r. W tym czasie zakupione przez regulaminem konkursu produkty z certyfikatem Fairtrade będą kwalifikowały się do udziału w konkursie. Wygrane zostaną wylosowane losowo. Regulamin konkursu znajduje się na stronie fairtrade.org.pl/loteria.

MIESIĄC FAIRTRADE

9.05-9.06.2025

KAUFLAND STAWIA NA ZRÓWNOWAŻONY ROZWÓJ

DLA LUDZI, DLA PLANETY

Popierasz wolny i sprawiedliwy handel? Nie spójrzaj tylko na wyjątkowo niskie ceny, ale również na to, jak dźwiga ciężar pracy i jak dźwiga ciężar planety? Wybierz produkty ze znakiem FAIRTRADE z naszej oferty!

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Advent Calendar

In December, we held an educational lottery called the Fairtrade Advent Calendar. It was a game that involved opening the windows of a virtual calendar each day and answering questions about the Fairtrade certification system. Each day, three people who answered the questions correctly won sets of Fairtrade-certified products. The grand prize, drawn from among all correct answers, was an automatic piston coffee machine and a 6-kg set of Fairtrade-certified coffee, sponsored by J.J. Darboven.

A total of **51,833 entries** were received, and the website was visited by nearly **22,500 people** during that time, resulting in over 90,000 page views. The social media campaign reached over 567,000 people (the number of accounts on Facebook and Instagram that viewed content related to the Lottery).



NOPLANETB



NOPLANETB – Bridging Science and Society to Foster Inclusive Transition Strategies is a project implemented, among others, by the Fairtrade Polska Foundation. It is funded by the European Commission under the DEAR programme. In 2025, three civil society organizations selected by Fairtrade Polska for regranting carried out their initiatives as part of the project, and another four were selected to implement projects in 2026–2027.

These organizations take action to mitigate the effects of environmental and climate change, as well as to raise awareness about the Fairtrade system. Their capacity has been further strengthened through their participation in a series of training sessions led by representatives of the Foundation.



Harvested coffee beans drying in the sun, COCASJOL cooperative, Honduras, photo by Sean Hawkey Coffee/Fairtrade

Selected events of 2025

Fairtrade decade in Poland, 2015–2024, at the WorldFood Poland exhibition (8.04)

Between 2015 and 2024, the market of Fairtrade-certified products in Poland experienced significant growth. Since 2015, our Foundation has officially represented Fairtrade International in Poland, the owner of the FAIRTRADE mark placed on certified Fairtrade products. To mark this occasion, we honoured companies that, over the past 10 years (and even longer!), have distinguished themselves through their commitment to the development of the Fairtrade market in Poland.

A formal gala to present commemorative statuettes to the Fairtrade Decade Partners took place on 8.04 during the first day of the WorldFood Poland exhibition in Warsaw. During the event, we presented data on the Fairtrade market in Poland, as published in the report "A Decade of the Fairtrade Market in Poland 2015–2024."



Poland & CEE Retail Summit 2025 (15-16.04)

The Fairtrade Polska Foundation was an official partner of the two-day Poland & CEE Retail Summit, which took place at the DoubleTree by Hilton Hotel & Conference Centre in Warsaw. This was the 17th edition of one of the most important industry events in Poland. The FAIRTRADE certification mark was displayed as a symbol of an ethical supply chain in the conference spaces and across the event's communication channels, reaching over 3,400 participants.



34th Economic Forum in Karpacz (2-4.09)

The Fairtrade Polska Foundation was an Institutional Partner of the 34th Economic Forum in Karpacz. This, the largest political and economic conference in Central and Eastern Europe, was attended by over 6,000 guests from approximately 53 countries. The forum provided an opportunity to establish contacts with business representatives and local government officials present at the event. The Fairtrade Polska Foundation was also a partner of the "Climate Breakfast with Lidl," during which we presented how Fairtrade contributes to sustainable development. Educational materials and the report "A Decade of the Fairtrade Market in Poland 2015–2024" were available to visitors to the Lidl Polska zone.



A farmer from the COOMAP cooperative sorts coffee beans, Brazil,
photo by Santiago Engelhardt/Fairtrade

POLAGRA Trade Fair (24-26.09)

The programme of events at the POLAGRA trade fair, held in Poznań, included an afternoon "Sweet Break with Lidl and Fairtrade," which combined networking with the promotion of responsible consumption. At the Lidl booth, we presented the latest data on the Fairtrade system and highlighted the role of retail chains in the growth of the Fairtrade-certified products market in Poland.



Lodowe & SWEET forum (19-20.11)

The Fairtrade Polska Foundation was a partner of the 7th Lodowe & SWEET Forum – an annual gathering of the confectionery and ice cream industries. The event featured lectures and presentations by experts and scientists covering topics such as current trends and new technologies. Jon Walker, a cocoa specialist at Fairtrade International, was a special guest invited by the Fairtrade Polska Foundation.

Communications/social and traditional media

In 2025, we gave **three radio interviews** on the following stations: Radio TOK FM, Radio Nowy Świat and Radio Wnet.

We also managed to secure **61 articles** about Fairtrade in local and national media.

We are active on the following social media platforms (as of the end of 2025):



Facebook @FairtradePolska

50 674 followers



Instagram @FairtradePolska

3 237 followers



X (Twitter) @FairtradePolska

434 followers



Youtube @FairtradePolska

684 followers



LinkedIn @FairtradePolska

2 143 followers



In addition, we recorded over **172,000 page views** (sessions) on our website, www.fairtrade.net, **from 95,000 users**. Our mailing list has **9,500 subscribers**.

In 2025, our social media posts reached a total of over **4 million users**.



Cotton, Pratibha-Vasudha,
Madhya Pradesh, India,
photo by Subindu Gharkel/Fairtrade



Recommended publications

On our website, www.fairtrade.net/pl-pl/zaangazuj-sie/publikacje we post educational and promotional materials (including flyers, posters, games and puzzles, and a comic about Fairtrade), as well as reports. Every year, we strive to add new and interesting materials, not only in Polish. We encourage you to take advantage of these resources – selected publications can be ordered in print.



“A Decade of Fairtrade 2015-2024” report

a summary of the decade of Fairtrade in Poland
www.fairtrade.net/pl-pl/zaangazuj-sie/publikacje/raporty.html



GlobeScan 2025 survey

survey on brand recognition of the Fairtrade label
www.fairtrade.net/pl-pl/zaangazuj-sie/publikacje/badania.html



Poster #WybierzOdpowiedzialnie

a poster used during Fairtrade Month
www.fairtrade.net/content/dam/fairtrade/fairtrade-poland/files/plakaty/FP2025-PL-plakat-banan-A3.pdf



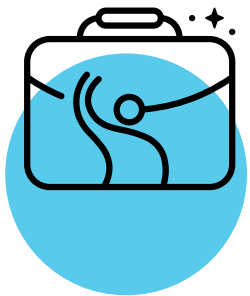
Farmer Konan Amalan Cécile during the cocoa harvest, Ivory Coast, photo by Mohamed Aly Diabaté/Fairtrade/Fairpicture

What can you do?



Be a responsible consumer

- When shopping, choose Fairtrade-certified products.
- Let sellers know – for example, on social media – that you care about the ethical sourcing of products.
- Take part in Fairtrade Polska's campaigns and support us on social media.
- Order our free materials and share them with others.
- Support our work with donations or donate 1.5% of your taxes to us.



Run your business in a sustainable way

- Add Fairtrade-certified products to your manufacturing or retail lineup.
- Bring your employees together around Fairtrade by joining the *Fair Trade Workplaces* campaign.
- Include Fairtrade in your corporate social responsibility (CSR/ESG) policy.



A worker at the Flamingo Roses plantation, Kenya, photo by Fairtrade/Situma Siepete (Hotlist Group)



Fairtrade Polska
on social media:



www.fairtrade.net