

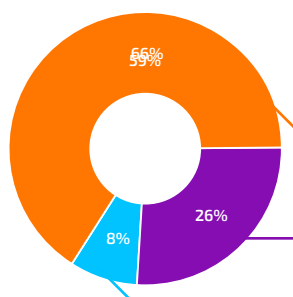
Fairtrade Coffee: Impact at a Glance



FAIRTRADE
INTERNATIONAL

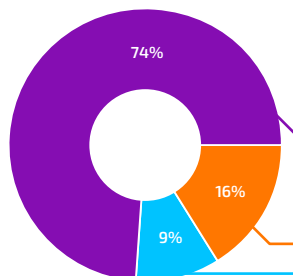
Fairtrade coffee helps build **sustainable livelihoods** that support farmers, the **environment**, and the **future** of coffee.

Fairtrade Coffee Facts & Figures:



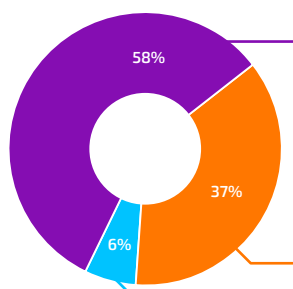
775,709 coffee farmers

- 66% in Africa and the Middle East
- 26% in Latin America and the Caribbean
- 8% in Asia Pacific



592 Fairtrade coffee producer organisations

- 74% Latin America and the Caribbean
- 16% in Africa and the Middle East
- 9% in Asia Pacific



930,580 hectares are farmed under Fairtrade coffee certification

- 58% Latin America and the Caribbean
- 37% in Africa and the Middle East
- 6% in Asia Pacific



Coffee farming is mostly a family business, handed down through the generations.

It's also a hard way to earn a living these days.

- **Low incomes, high costs and price volatility** mean farming families struggle with the day-to-day, and aren't able to invest in farm improvements.
- **Climate change** means crop loss or lower quality, which also reduces income.
- **Young people don't see a future** in coffee farming.

Fairtrade is working with farmers to improve livelihoods today, and for the next generation.

Most trusted ethical label globally

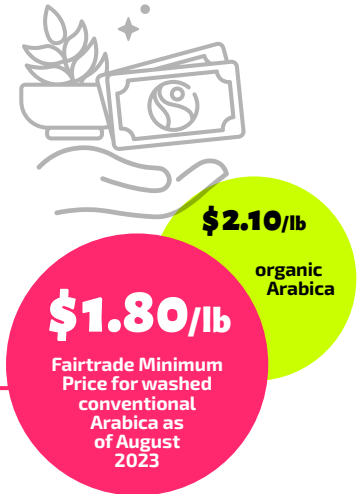
77% of consumers who have seen the Fairtrade label have a positive impression of brands that carry it. Coffee is the most recognised Fairtrade product. (GlobeScan 2025)



What difference does Fairtrade make?

1. Stable prices to plan for the future

The Fairtrade Minimum Price provides a safety net for farmers.

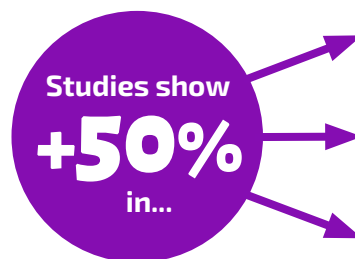


From 2011 through 2022, the Fairtrade Minimum Price was above the New York C price for Arabica beans 53% of the time, helping farmers withstand price crashes and plan ahead. Since August 2023, global prices have remained unusually high, and the Fairtrade Minimum Price has been above the market 23% of the time.

Yet Fairtrade is more than a safety net. Buyers pay a Fairtrade Premium on every pound sold, which producer organisations invest in vital community projects — from climate adaptation to gender equity to farm renovation that improves yields. Even in strong markets, Fairtrade offers buyers a trusted, transparent system to partner with farmers for long-term impact.

2. Contributing to better livelihoods and higher incomes

Numerous studies of coffee farmers in various contexts find that Fairtrade contributes to greater price stability, higher revenues and incomes, and better standard of living, among other things.¹



...higher incomes and better price stability for a Fairtrade coffee cooperative in Peru compared to non-Fairtrade farmers.²

...more net revenue in Nicaragua and 66% more in India for Fairtrade coffee farmers compared to non-Fairtrade farmers.³

...higher net coffee income of Fairtrade organic coffee farmers in Ethiopia's Sidama region, as well as higher total household income.⁴

Fairtrade also sets voluntary living income reference prices for companies that want to go further in their sustainability commitment.

To date, Fairtrade has set **7 country or regional Living Income Reference Prices** for coffee: Colombia, Ethiopia, Honduras, Nicaragua, Peru, Indonesia's Aceh region, Uganda

Learn more: reference-prices.fairtrade.net



¹ Mackenzie E, Knight M, Allen M, Gonapa M, Hamago M, 2022. Fairtrade impact study in coffee communities in Papua New Guinea: Impact study report. By Sustineo, presented to Fairtrade Australia and New Zealand.

² Mauthofer T and Santos M, 2022. Assessing the impact of Fairtrade on poverty reduction and economic resilience through rural development. 2nd follow-up study. By Mainlevel Consulting AG, presented to Fairtrade Germany.

³ Jena PR and Grote U, 2022. Do certification schemes enhance coffee yields and household income? Lessons learned across continents. Front. Sustain. Food Syst.

⁴ Berihun T and Gutema P, 2025. The economic impact of sustainability standards on smallholder coffee producers: Evidence from Ethiopia. Sustainable Production and Consumption, Vol 55, 268-284.



3. Strong, democratic cooperatives

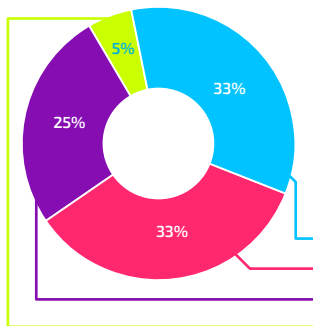
Well managed cooperatives support farmer members, including to improve agricultural practices, provide access to credit, and support in times of crisis.



Farmers who are members of strong Fairtrade cooperatives – ones that provide farm extension services (training), access to **credit**, have **good connections with traders** and **stronger collective action** – had **higher net revenues**, and in some cases **higher incomes**, as compared to those that provide fewer services.²

Fairtrade coffee farmers in Indonesia were **15% more likely to receive support from their cooperative during the COVID-19** pandemic than non-Fairtrade farmers. The Fairtrade coffee households were also rated **13% more resilient** than non-Fairtrade (including economic, environmental, social wellbeing and governance factors).⁵

The Fairtrade Premium is an extra sum paid on top of selling price to cooperatives, who decide democratically how to use it. Premium funds have a significant impact on production practices and farmer incomes:

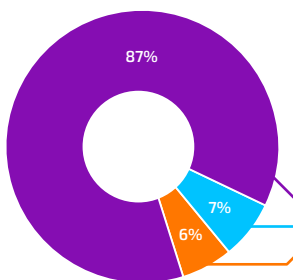


€82.4 million

Fairtrade Premium earned by coffee cooperatives in 2023

How coffee cooperatives invested their Fairtrade Premium funds in 2023:

- 33% improving production, including quality
- 33% business & organisational development
- 25% financial benefits for farmers
- 5% social investments



202,979 metric tonnes

of Fairtrade coffee were sold by Fairtrade producers in 2023

- 87% from Latin America and the Caribbean
- 7% from Asia Pacific
- 6% from Africa and the Middle East



In 2023, coffee cooperatives sold on average **35% of their coffee on Fairtrade terms**.

This has increased in recent years, mainly due to a "right-sizing" of cooperatives with low proportion of Fairtrade sales voluntarily dropping certification. Increasing the proportion of sales on Fairtrade terms is a priority for all coffee cooperatives to get maximum benefit.

95% is Arabica coffee.

53% of Fairtrade coffee produced is also organic.

Organic + Fairtrade production increased by **one quarter** since 2020.

33% Fairtrade coffee farmers are women.

⁵ Günther MK and Afroz B, 2022. Fairtrade certification and producer resilience in times of crises. By Scio Network and Athena Infonomics, presented to Fairtrade International.



4. Tackling climate change and deforestation

Fairtrade producers are better positioned to protect forests due to Standards that align with the EU Deforestation Regulation and go beyond it, as well as hands-on support and partnerships.

The Fairtrade Minimum Price and Premium provide essential resources for cooperatives to invest in forest conservation measures that are necessary for more climate-resilient production of coffee.⁶

Trust between producers and Fairtrade producer networks, as well as the trust of businesses and consumers in the Fairtrade label, are a **unique Fairtrade advantage** that supports Fairtrade's positive impact on sustainable, resilient supply chains.⁷

11,200
coffee farmers

in Kenya and Ethiopia are participating in the Fairtrade Climate Academy, adopting climate-resilient farming practices.

Other projects in **Peru and Honduras** are supporting agroforestry adoption and EUDR readiness.

Visit our impact map to learn more:
impactmap.fairtrade.net

198

Fairtrade coffee cooperatives

were implementing their climate adaptation plans in 2024

Results include improved soil quality and health, reduces use of chemical fertilisers, increased crop yields, and enhanced resistance of crops to pests and disease.⁸



5. Opportunities for women and the next generation of farmers

Fairtrade cooperatives must have a gender policy to promote the inclusion of women, and are encouraged to create opportunities for young people as well.

In a study of **6 coffee cooperatives from Guatemala**, Indonesia and Kenya, Fairtrade coops had **more women in leadership** than non-Fairtrade coops. **Women's committees** have been successful in raising issues and finding solutions, such as access to credit or training for women.⁹

9 coops in Bolivia trained **young people**, who then built demonstration plots to showcase **sustainable agricultural practices**. 330 farmers reported a 57% in their production as a result of adopting the practices.¹⁰



More than **500 women coffee farmers** in Kenya improved their coffee yields by 40% and their coffee quality by 60% through the **Fairtrade Growing Women in Coffee programme**, plus launched their own brand: **Zawadi Coffee**.¹⁰

⁶ Final Report: The Effect of Fairtrade on Forest Protection and Deforestation Prevention. Prepared by KIT Institute, The Chain collaborative, and Expressing Origin, commissioned by Fairtrade International, 2024.

⁷ Jodrell D and De Bruin W, 2025. Fairtrade International Evidence Map 2021-2024: Evidencing the Theory of Change. Commissioned by Fairtrade International.

⁸ Clements R and Pacha MJ, 2024. Exploratory study into climate change adaptation plans and measures in the Fairtrade system. Commissioned by Fairtrade International.

⁹ Gallagher EJ, Monterroso I, Sanjaya IM, 2020. Women's access, equity and empowerment: progress and uptake of the Fairtrade gender strategy 2016-2020. By CIFOR, presented to Fairtrade International. By Scio Network and Athena Infonomics, presented to Fairtrade International.

¹⁰ Fairtrade climate change projects: Learning from experience, 2021. We also published a free guide and videos for other coffee producers to benefit from the same insights.

Fair is working together

Fairtrade offers multiple ways that companies and brands can put their values into action. Work with us to transform your supply chain and discover what is fair.

For more information visit: www.fairtrade.net/en/for-business/benefits-of-being-certified or contact your local national Fairtrade organisation.



the
future
is fair