



FAIRTRADE
INTERNATIONAL

Monitoring the scope and benefits of Fairtrade

MONITORING REPORT 16TH EDITION

About Fairtrade

Fairtrade International is a non-profit, multi-stakeholder association that promotes fairer conditions for international trade, empowers small-scale farmers and workers, and fosters sustainable livelihoods.

Fairtrade International develops and maintains the internationally-agreed Fairtrade Standards, owns the FAIRTRADE Mark, and supports the international Fairtrade system. Three regional Fairtrade producer networks representing almost 2 million farmers and workers co-own the international Fairtrade system, which also includes the independent certification body FLOCERT, and Fairtrade organisations in more than 25 countries that promote Fairtrade to business and consumers. For more information, visit www.fairtrade.net/en

About this report

Fairtrade International publishes annual data on the scope and impact of Fairtrade for farmers, workers and their communities. This report represents an overview of select monitoring data from 2023 unless otherwise indicated. A description of the data sources used for this report is on page 23. Additional product-specific data can be found at www.fairtrade.net/en/why-fairtrade/impact

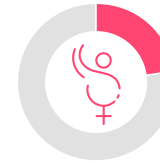
Cover image: Peric Mojari works at Panda Flowers in Kenya. This page: Adalberto de la Hoz works at BANAFRUCOOP in Colombia.





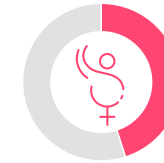
Almost
2 million
farmers & workers
in Fairtrade certified
producer organisations

23%
of farmers



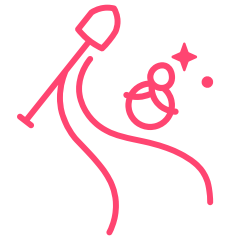
More than **397K** women
farmers are part of Fairtrade

45%
of workers



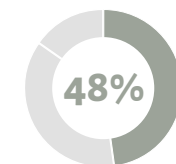
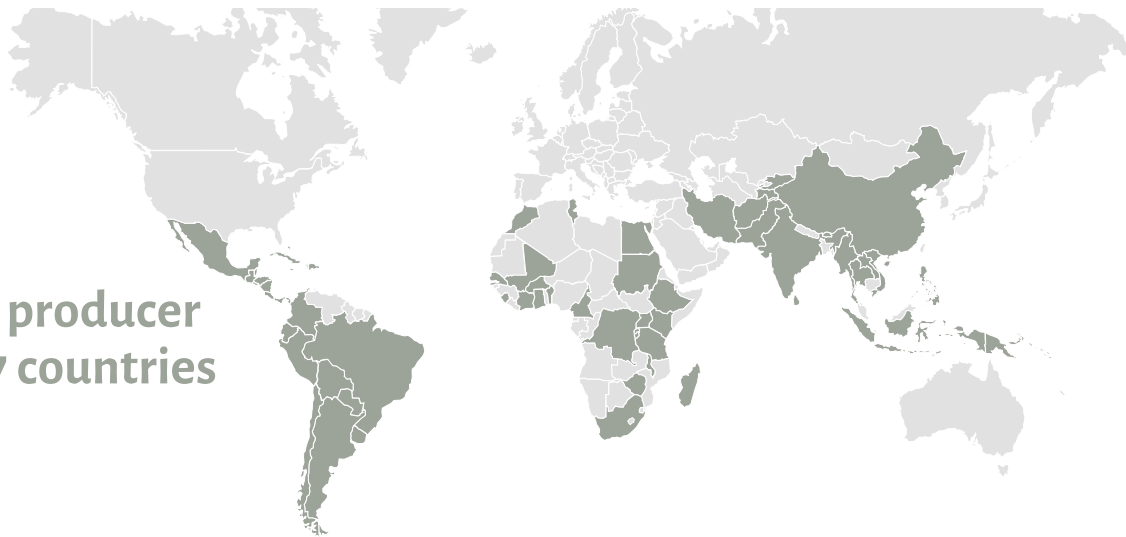
More than **84K** women
work on Fairtrade farms

in Fairtrade
are women

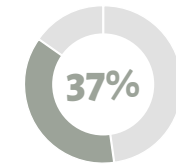


1,896

Fairtrade certified producer
organisations in 67 countries



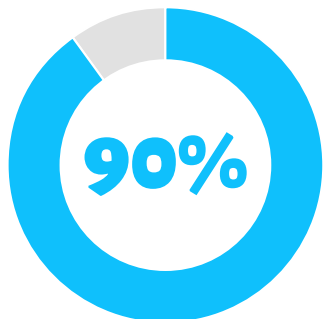
in Latin America
& the Caribbean



in Africa & the
Middle East

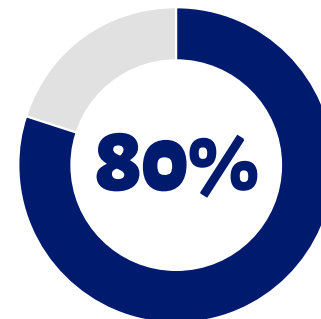


in Asia &
the Pacific



of all Fairtrade farmers produce

- coffee (45%)
- cocoa (28%)
- tea (17%)



of all Fairtrade workers produce

- flowers & plants (40%)
- tea (24%)
- bananas (16%)

€211.5 million

in Fairtrade
Premium was
paid to producers



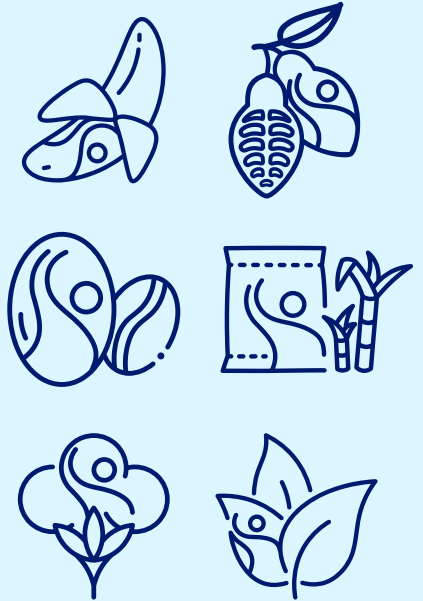
For the top
six products

49%

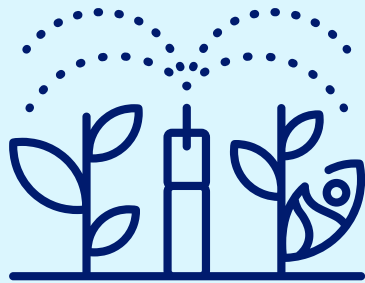
of sales were Fairtrade
& organic certified

39%

of production
was organic



Small-scale
producer
organisations



invested 33%

of their Fairtrade Premium into improving
production and farming practices and
20% in financial benefits for farmers

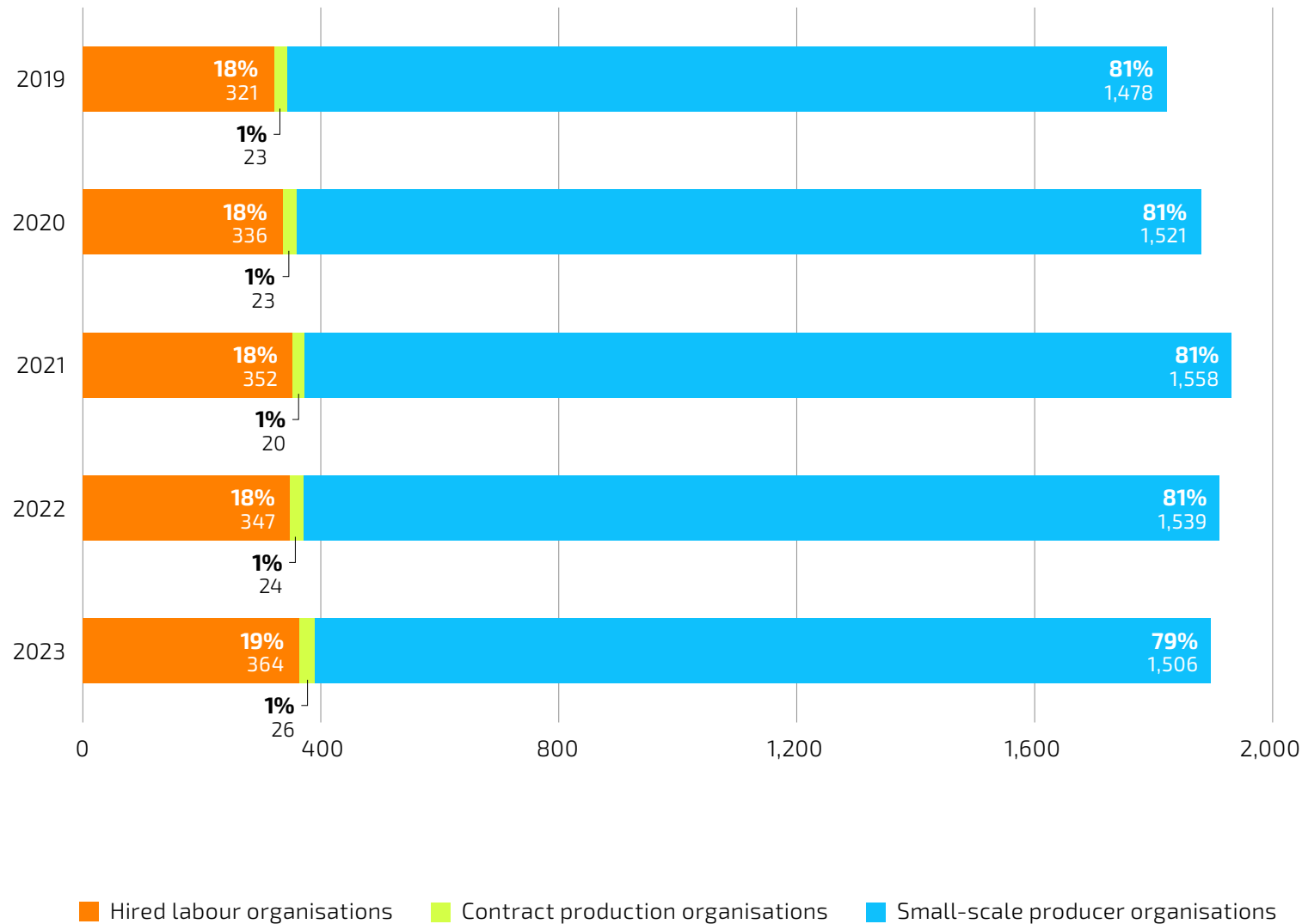
Workers on Fairtrade certified plantations

allocated 69%

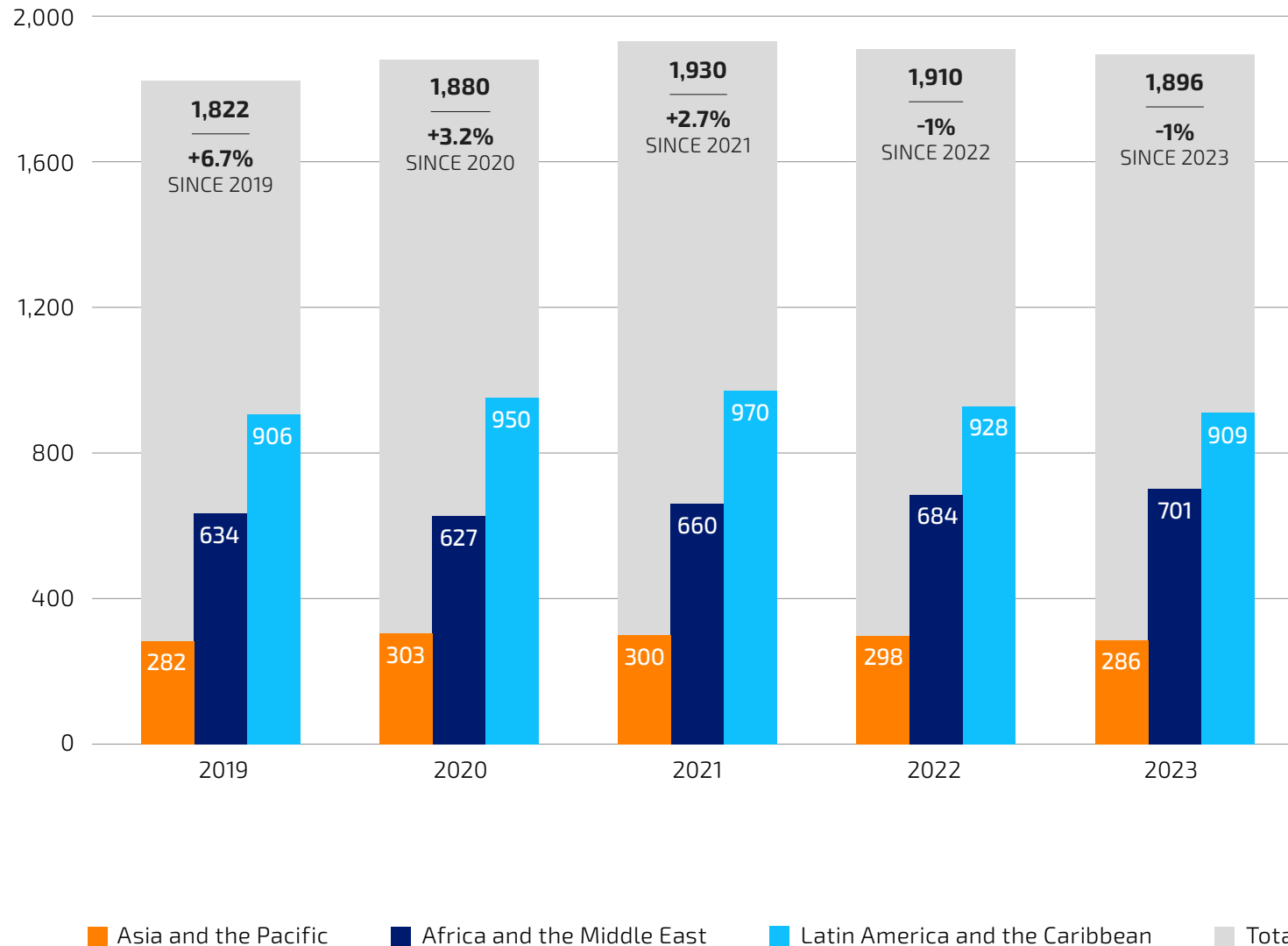
to social investments and **19%** to financial
benefits for workers and families



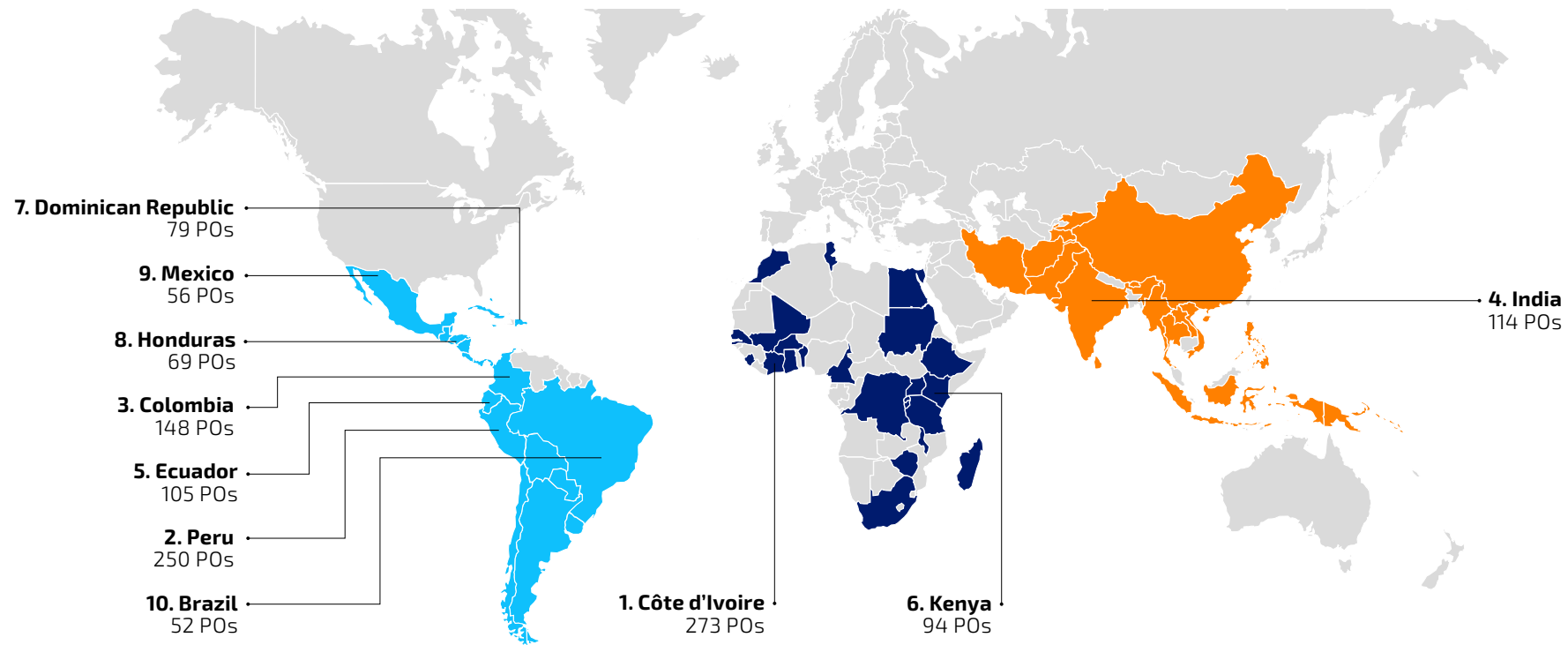
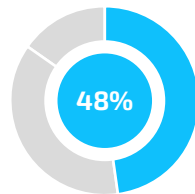
NUMBER OF FAIRTRADE CERTIFIED PRODUCER ORGANISATIONS 2023



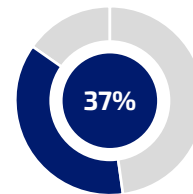
REGIONAL GROWTH IN THE NUMBER OF FAIRTRADE CERTIFIED PRODUCER ORGANISATIONS 2019-2023



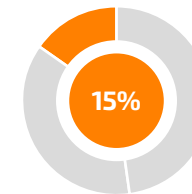
FAIRTRADE PRODUCER COUNTRIES BY NUMBER OF CERTIFIED PRODUCER ORGANISATIONS 2023

Latin America
and the
Caribbean

909 producer
organisations in
20 countries

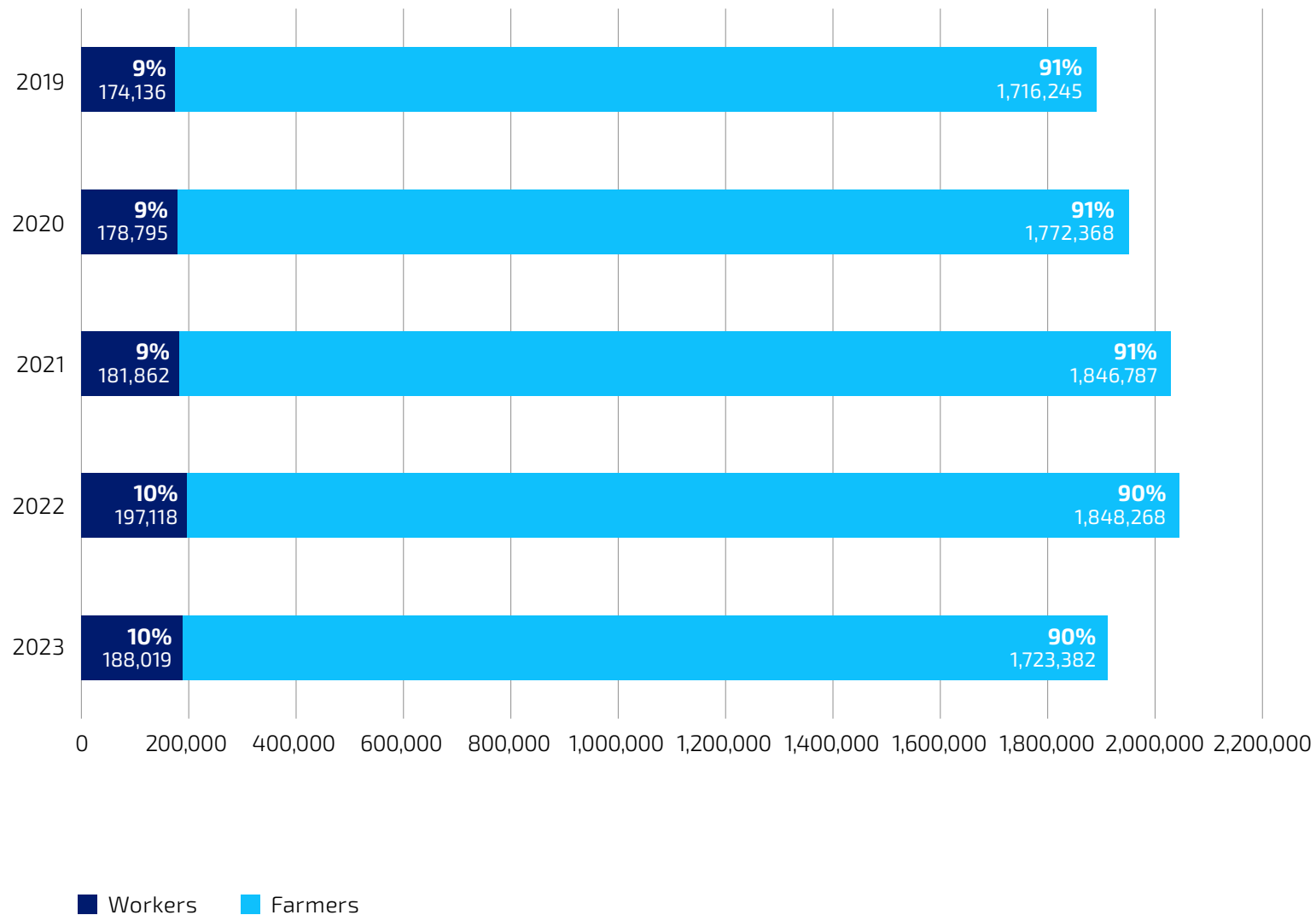
Africa
and the
Middle East

701 producer
organisations in
29 countries

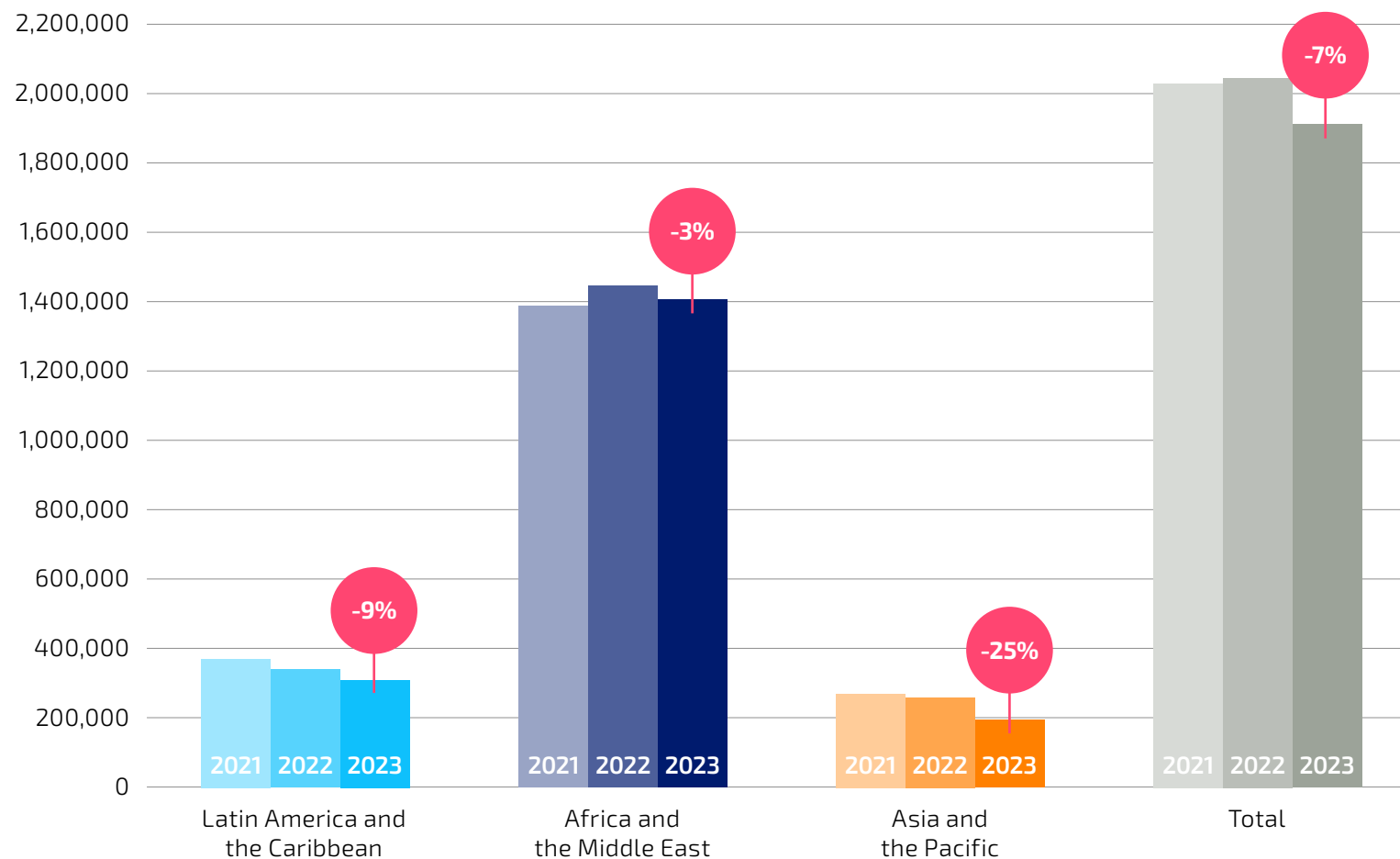
Asia
and the
Pacific

286 producer
organisations in
18 countries

NUMBER OF FAIRTRADE FARMERS AND WORKERS 2023

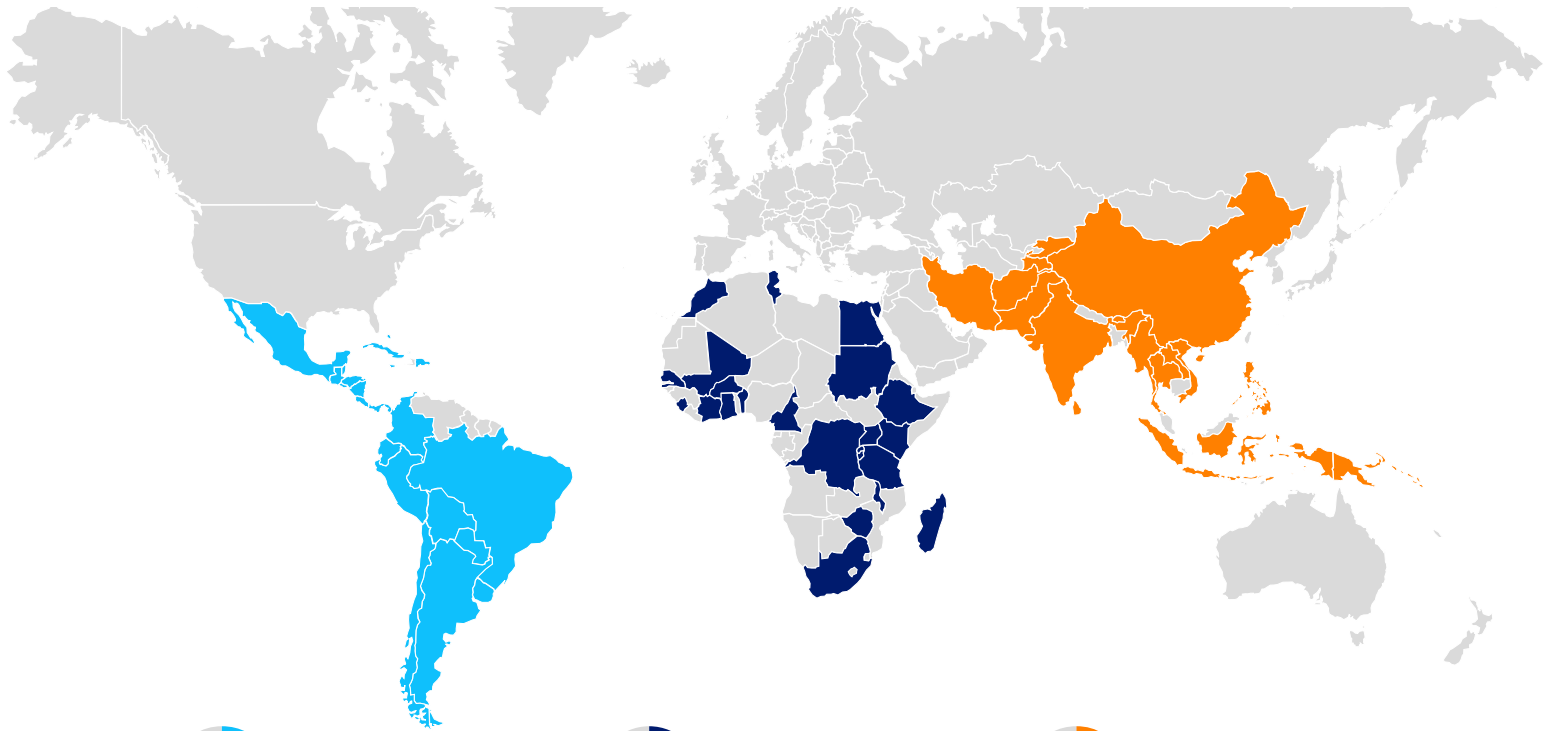


REGIONAL GROWTH IN THE NUMBER OF FAIRTRADE FARMERS AND WORKERS 2021-2023



● Percentage change 2022-2023

DISTRIBUTION OF FAIRTRADE FARMERS AND WORKERS 2023



Percentage of all farmers



Percentage of all workers



Percentage of total



Percentage of all farmers



Percentage of all workers



Percentage of total



Percentage of all farmers



Percentage of all workers



Percentage of total

	Latin American & the Caribbean	Africa & the Middle East	Asia & the Pacific	Total
Fairtrade farmers	276,621	1,293,271	153,490	1,723,382
Workers on Fairtrade plantations	32,892	113,542	41,585	188,019
Total	309,513	1,406,813	195,075	1,911,401

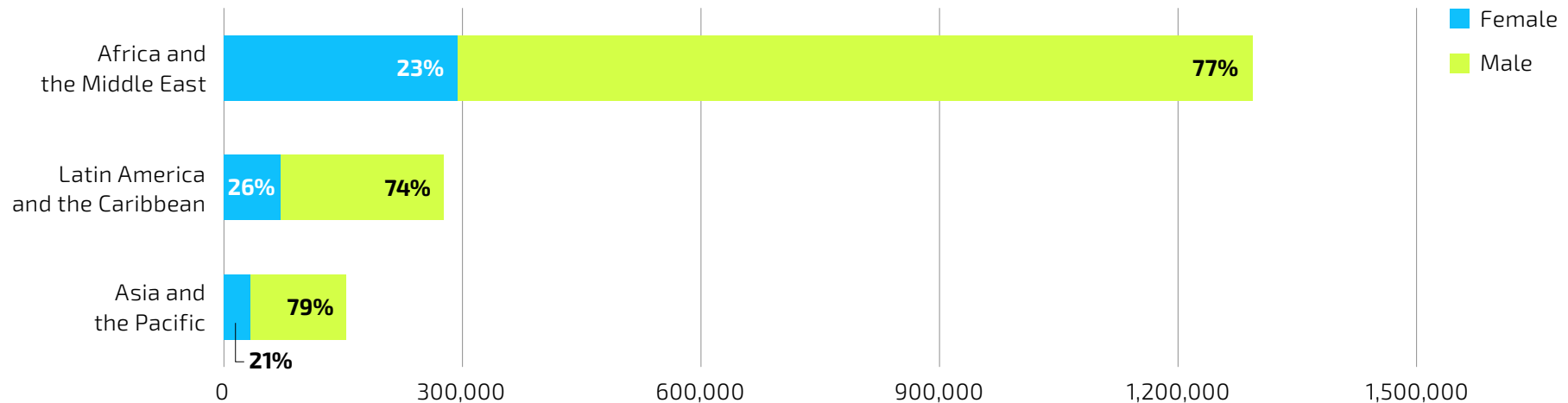
NUMBER OF FAIRTRADE FARMERS & WORKERS BY PRODUCT & GENDER 2023

Product	Total farmers	Percentage of women farmers
Coffee	775,709	22%
Cocoa	484,783	17%
Tea	286,224	34%
Cotton	41,111	33%
Cane sugar	38,264	23%
Herbs, herbal teas & spices	25,777	27%
Nuts	20,540	20%
Rice	15,122	14%
Oilseeds & oleaginous fruit	8,737	46%
Bananas	7,329	24%
Fresh fruit	6,957	17%
Vegetables	5,848	18%
Honey	2,785	14%
Gold & associated precious metals	1,892	10%
Cereals	838	63%
Dried fruit	777	36%
Wine grapes	467	35%
Fruit juices	222	21%
Total	1,723,382	23%

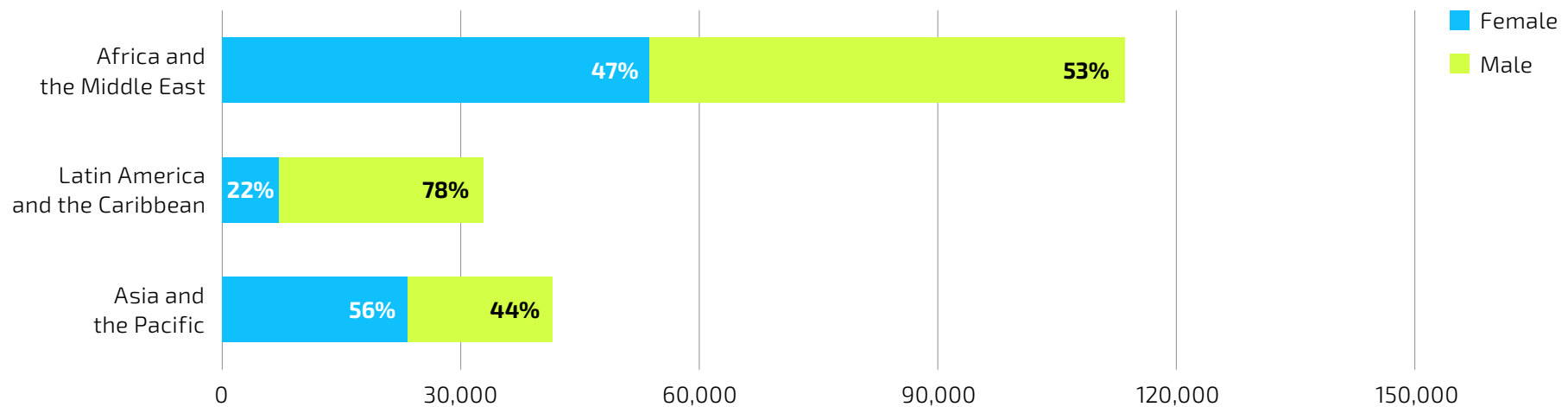
Product	Total workers	Percentage of women workers
Flowers & plants	75,668	56%
Tea	44,729	55%
Bananas	29,782	17%
Fresh fruit	18,337	36%
Vegetables	6,060	44%
Wine grapes	5,304	33%
Herbs, herbal teas & spices	4,348	24%
Sportsballs	3,791	14%
Total	188,019	45%

WOMEN'S PARTICIPATION IN FAIRTRADE BY REGION 2023

Number of female and male farmers in small-scale producer organisations

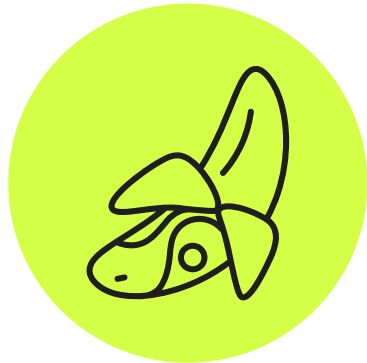


Number of female and male workers in hired labour organisations



TOTAL PRODUCTION VOLUMES OF FAIRTRADE CERTIFIED PRODUCTS 2023 (METRIC TONNES*)

*EXCEPT WHERE NOTED



Bananas
1,454,955



Cocoa
711,628



Fresh fruit
611,465



Coffee
578,162



Cane sugar
458,740



Tea
159,429



Wine grapes
148,683



Vegetables
145,616



**Herbs, herbal teas
& spices**
98,338



**Oilseeds &
oleaginous fruit**
89,610



Rice
71,752



Nuts
55,513



Seed cotton
48,369



Honey
7,069



Cereals
1,862



Dried fruit
992



Flowers & plants*
5,775,823,703 stems

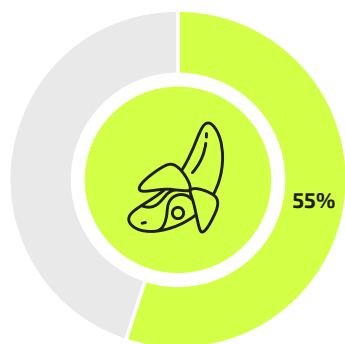


Gold & associated precious metals*
1,668 kg

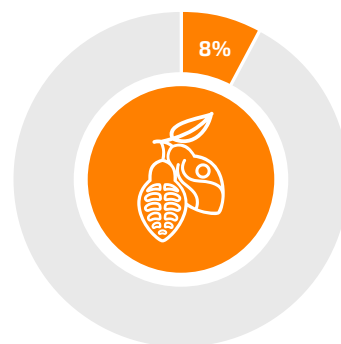


Sportsballs*
1,732,825 items

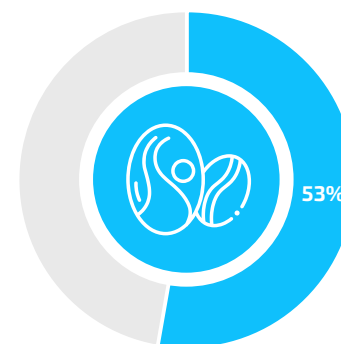
FAIRTRADE ORGANIC PRODUCTION VOLUMES REPORTED FOR TOP 6 PRODUCTS 2023 (METRIC TONNES)

**Bananas**

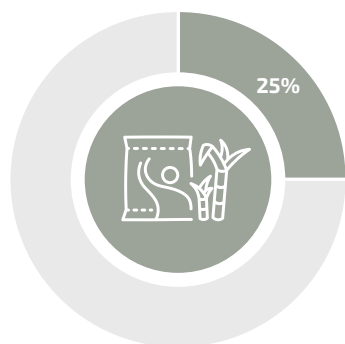
Conventional 658,150 MT Organic 796,805 MT

**Cocoa**

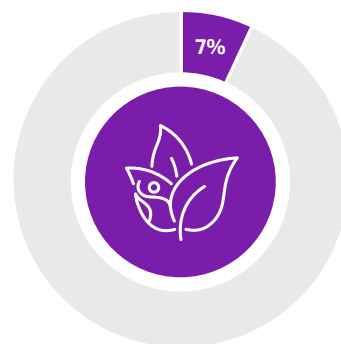
Conventional 652,806 MT Organic 58,822 MT

**Coffee**

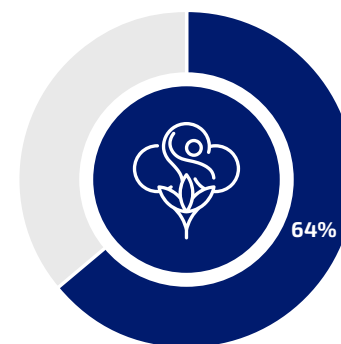
Conventional 274,020 MT Organic 304,132 MT

**Cane sugar**

Conventional 343,852 MT Organic 114,889 MT

**Tea**

Conventional 148,510 MT Organic 10,918 MT

**Cotton**

Conventional 17,531 MT Organic 30,838 MT

Organic sales, production and area data are only validated for the six largest Fairtrade products in 2023.

FAIRTRADE SALES VOLUMES REPORTED BY PRODUCT 2021-2023

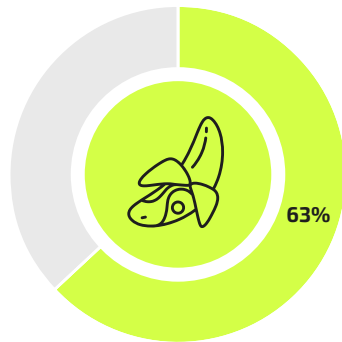
Product	2021	2022	2023	Unit
Bananas	755,921	730,176	694,871	MT
Cane sugar	183,885	169,042	140,536	MT
Cocoa	241,455	232,847	255,383	MT
Coffee	222,328	231,188	202,979	MT
Cotton	11,590	12,258	9,844	MT
Tea	7,851	7,593 ¹	6,540	MT
Dried fruit	160	315	210	MT
Fresh fruit	103,258	102,698	102,872	MT
Fruit juices & pulp	287	1,169	1,074 ²	MT
Herbs, herbal teas & spices	8,010	7,886	8,825	MT
Honey	2,486	2,883	2,453	MT
Nuts	17,756	18,407	18,761	MT
Oilseeds & oleaginous fruit	14,605	25,962	35,298	MT
Rice	9,756	11,918	23,155	MT
Wine grapes	40,568	52,877	54,562	MT
Vegetables	5,315	9,545	10,487	MT
Cereals	1,382	1,646	738	MT
Flowers & plants	1,149,377,680	952,236,351	929,256,749	Stems
Sportsballs	142,546	156,604	328,919	Items
Gold & associated precious metals	27	313	1,646	kg

MT = metric tonnes / Figures for cotton are in cotton lint

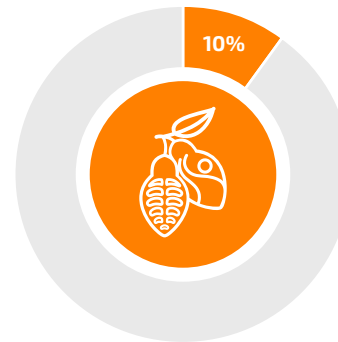
1 Indicates that figures have been updated to reflect corrections or adjustments since the last publication, and which changed the previously reported values by more than one percent.

2 See page 23 for explanation of fruit juices and pulp data.

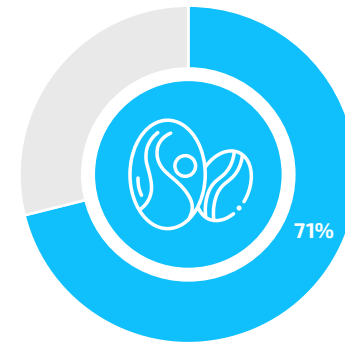
FAIRTRADE ORGANIC SALES VOLUMES REPORTED FOR TOP 6 PRODUCTS 2023 (METRIC TONNES)

**Bananas**

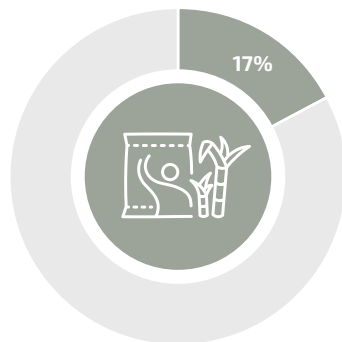
Conventional 258,589 MT Organic 436,283 MT

**Cocoa**

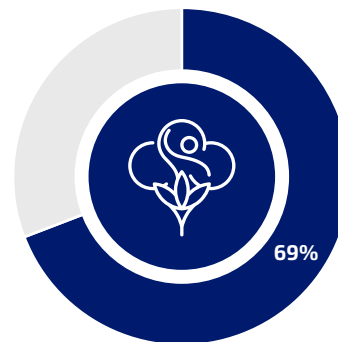
Conventional 229,722 MT Organic 25,661 MT

**Coffee**

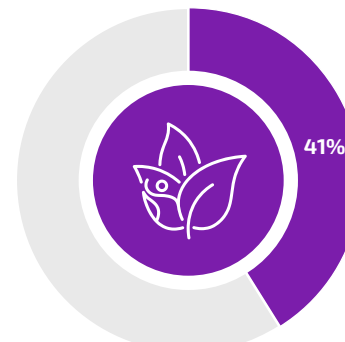
Conventional 59,672 MT Organic 143,307 MT

**Cane sugar**

Conventional 116,363 MT Organic 24,173 MT

**Cotton**

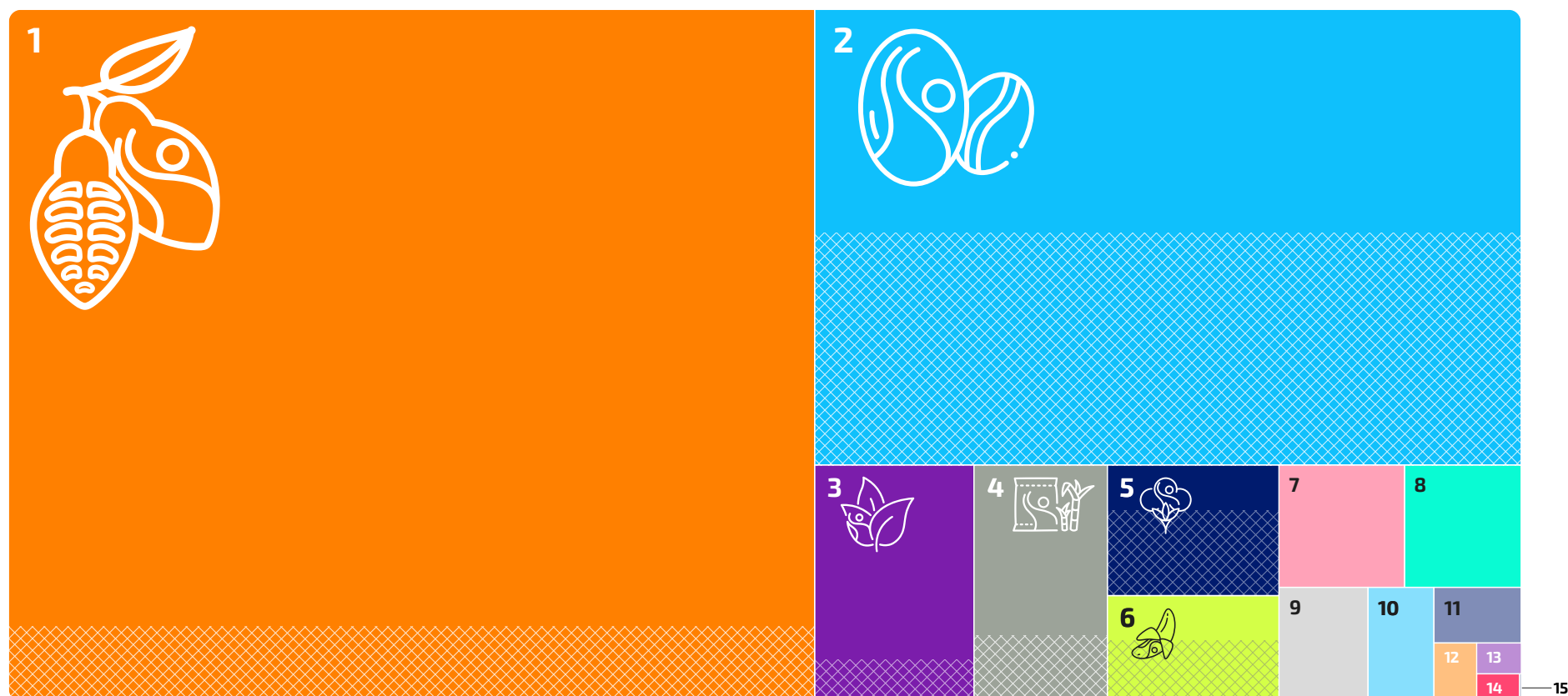
Conventional 3,279 MT Organic 6,565 MT

**Tea**

Conventional 3,882 MT Organic 2,658 MT

Organic sales, production and area data are only validated for the six largest Fairtrade products in 2023.

TOTAL AREA OF ORGANIC & CONVENTIONAL CULTIVATION FAIRTRADE PRODUCTS 2023 (HECTARES)



 ORGANIC AREA (ONLY AVAILABLE FOR TOP 6 PRODUCTS IN 2023)

1 Cocoa
1,613,320 • 11% Organic

5 Seed cotton
64,764 • 65% Organic

9 Rice
29,435

13 Cereals
3,961

2 Coffee
930,580 • 51% Organic

6 Bananas
52,717 • 58% Organic

10 Oilseeds & oleaginous fruit
21,791

14 Flowers & plants
3,467

3 Tea
108,946 • 18% Organic

7 Herbs, herbal teas & spices
44,417

11 Wine grapes
14,091

15 Dried fruit
136

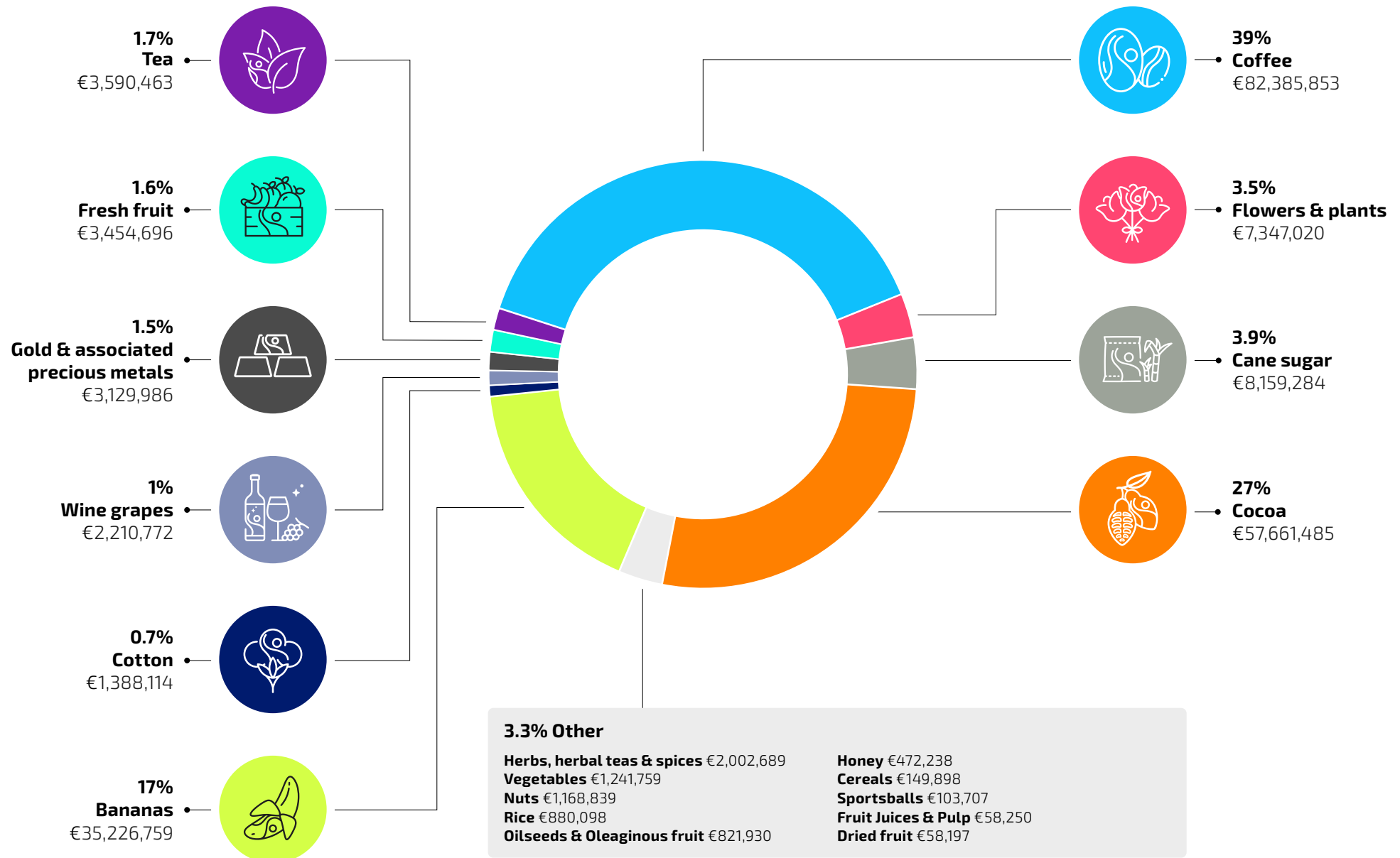
4 Cane sugar
91,259 • 28% Organic

8 Fresh fruit
41,171

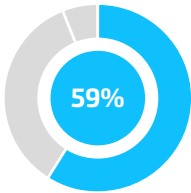
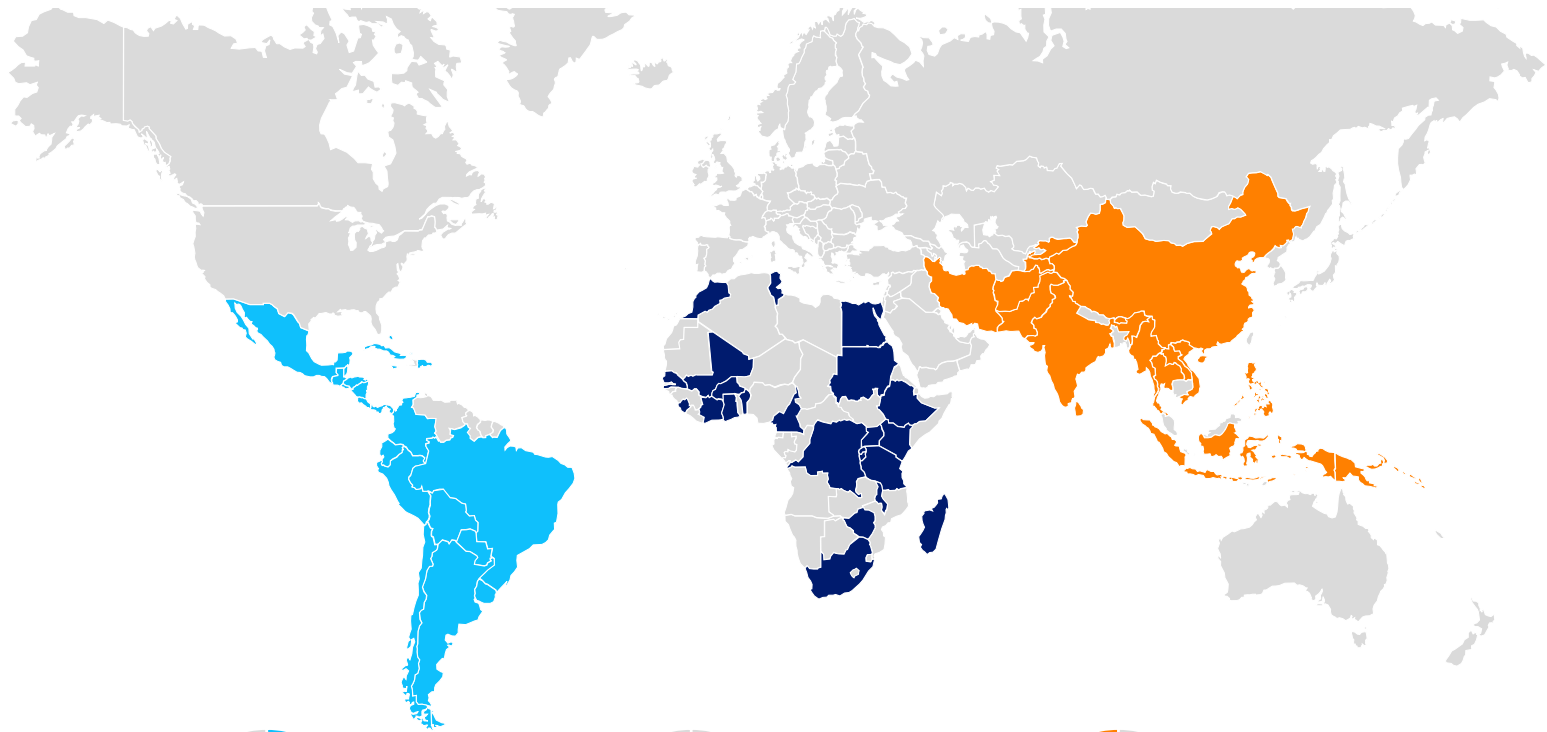
12 Vegetables
7,245

Land area is not applicable to the following products: pulp, gold, honey, nuts and sportsballs. Fruit juices are not included because of limited data for this metric.

FAIRTRADE PREMIUM GENERATED BY PRODUCT 2023

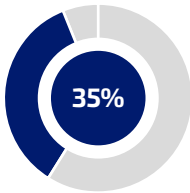


FAIRTRADE PREMIUM GENERATED BY TYPE OF PRODUCER ORGANISATION AND REGION 2023



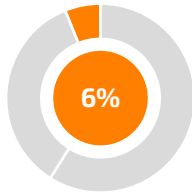
Latin American & the Caribbean

€124.6 million



Africa & the Middle East

€73.6 million



Asia & the Pacific

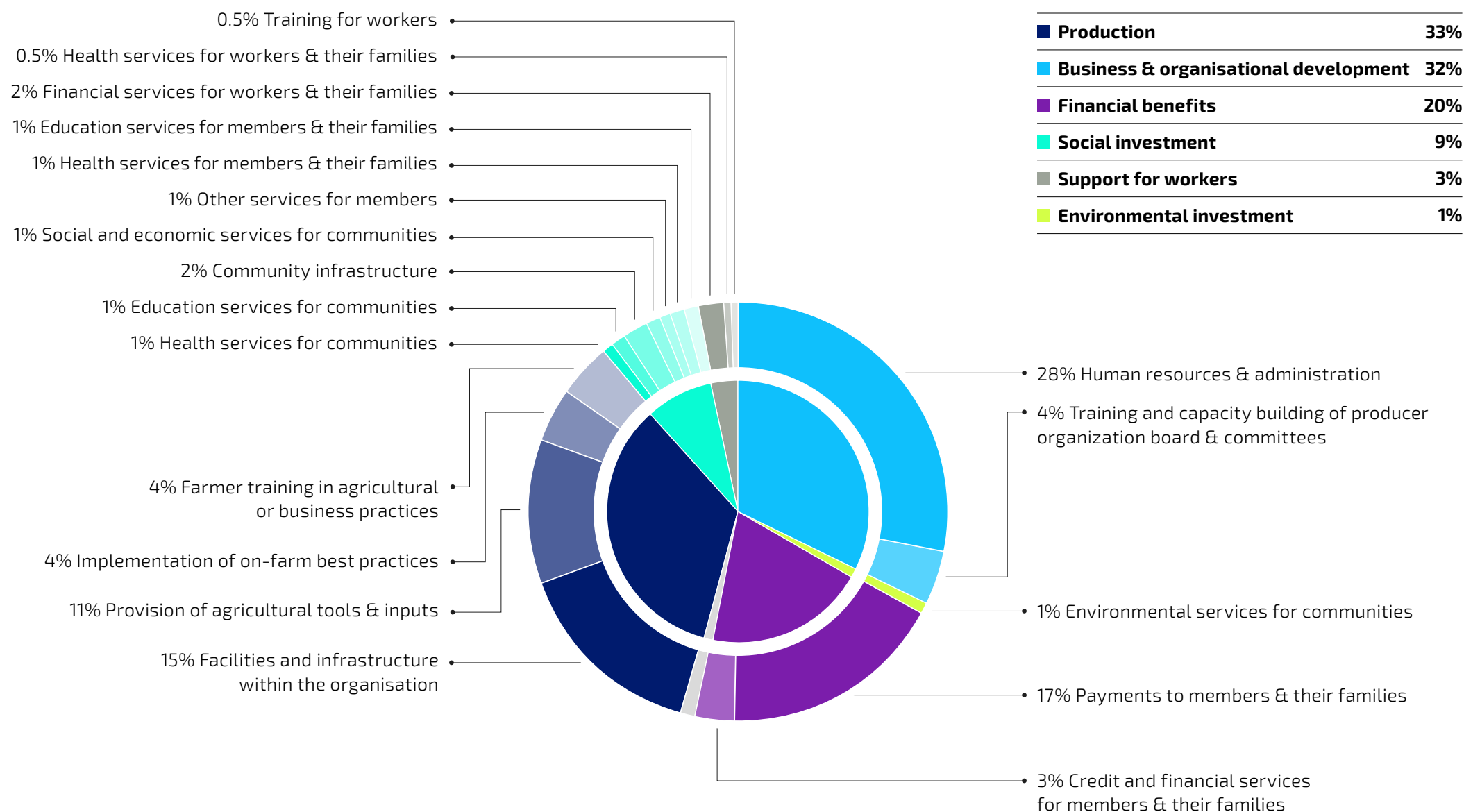
€13.4 million

Type of PO	Premium
SPO	€178.4m
HLO	€33.1m

Total Premium

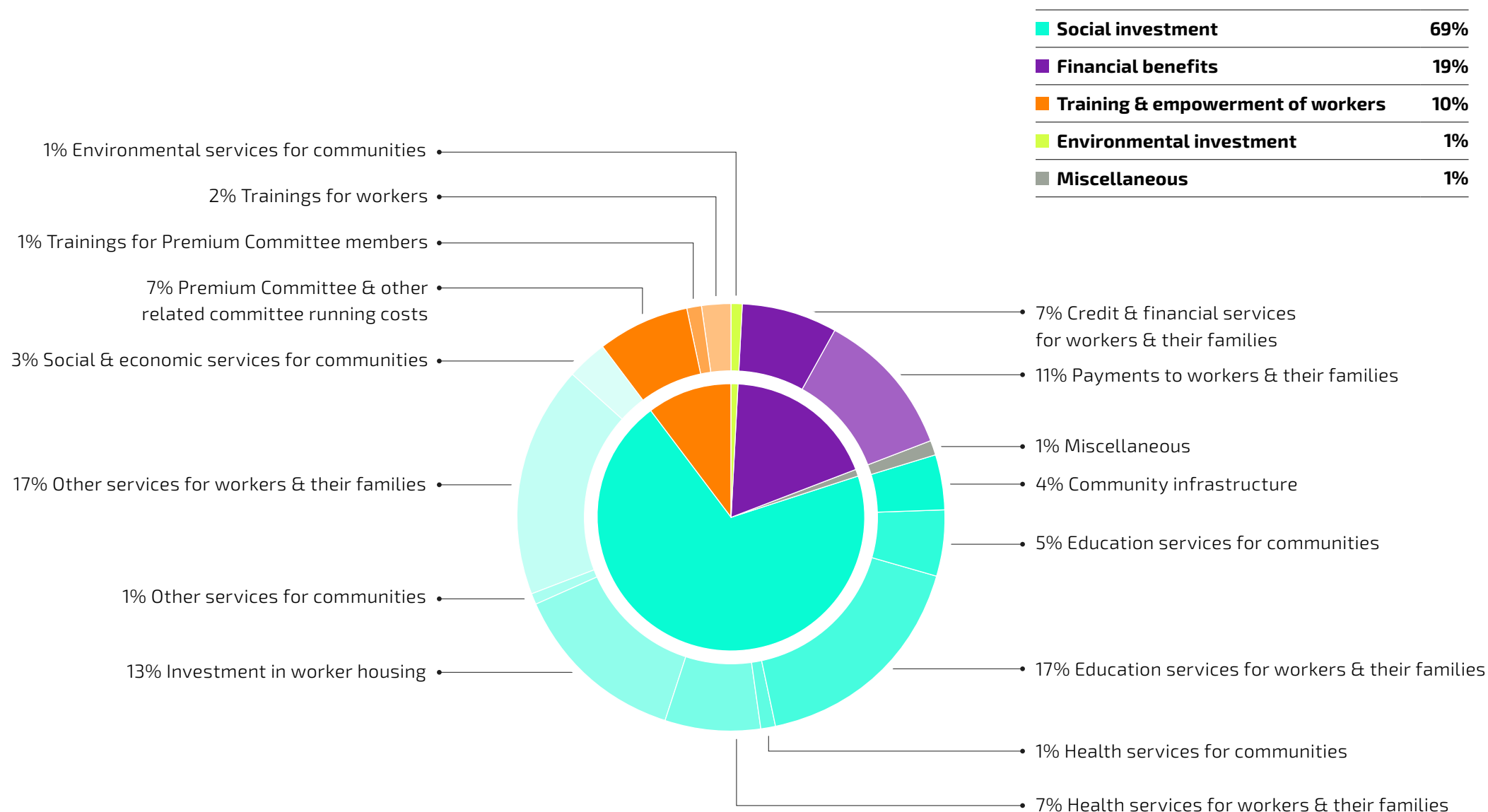
€211.5 million

USE OF FAIRTRADE PREMIUM BY SMALL-SCALE PRODUCER ORGANISATIONS 2023



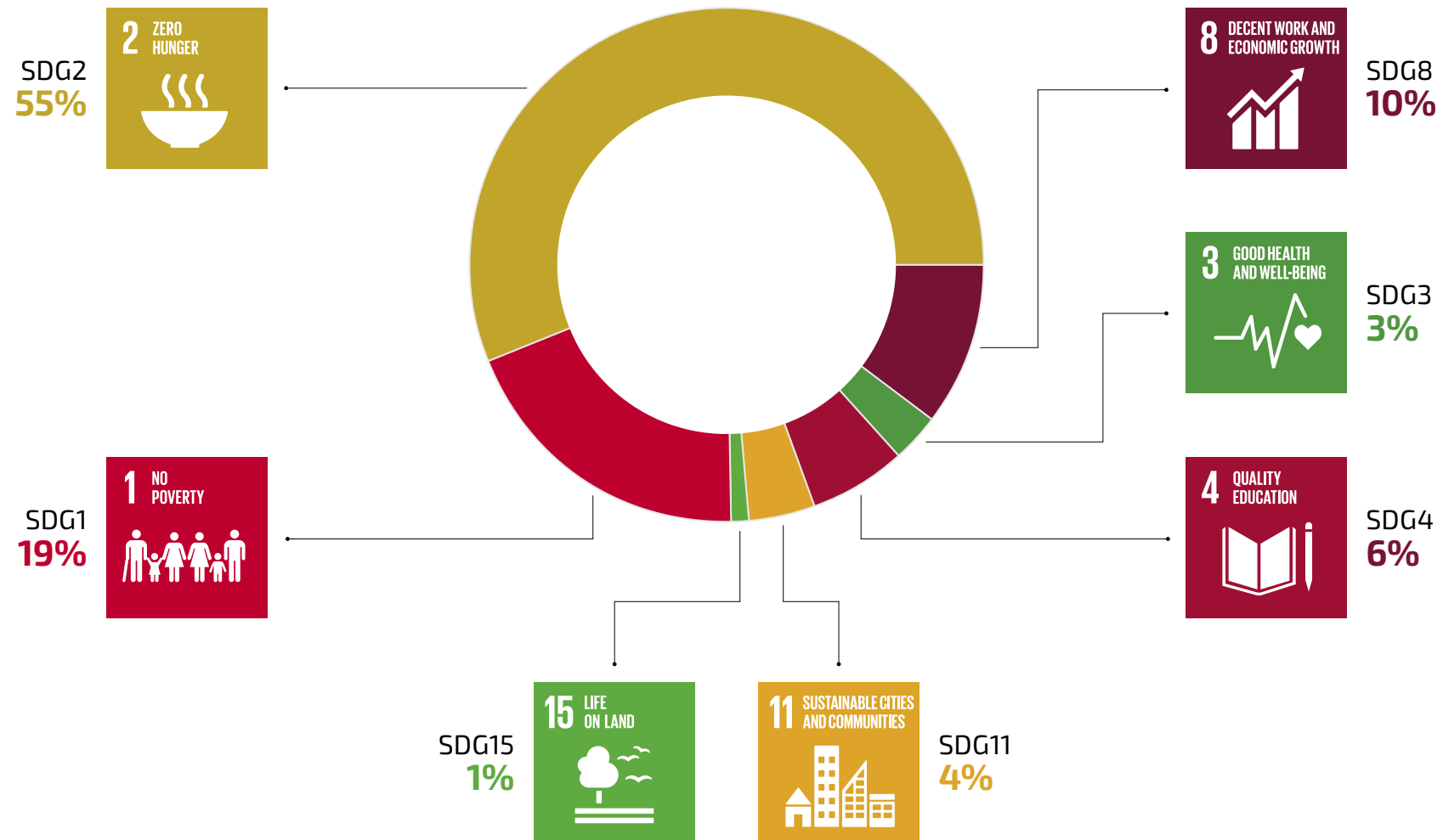
Values may not add up to 100 percent due to rounding. Categories with values less than 0.5%, such as Inclusion, are not shown in the graph.

USE OF FAIRTRADE PREMIUM BY HIRED LABOUR ORGANISATIONS 2023



Values may not add up to 100 percent due to rounding. Categories with values less than 0.5%, such as Inclusion, are not shown in the graph.

FAIRTRADE PREMIUM EXPENDITURE CONTRIBUTING TO THE UN'S SUSTAINABLE DEVELOPMENT GOALS (SDGs)



This graph shows the proportion of Fairtrade Premium that producers have chosen to spend on projects related to one of the 17 UN Sustainable Development Goals (SDGs).

Values may not add up to 100 percent due to rounding.

About the data in this report

The monitoring data in this report come from two sources: Fairtrade and CODImpact.

Fairtrade stores all transactions in a given year from Fairtrade Premium payers. Fairtrade Premium generated and sales volumes for the top seven products (bananas, cocoa, coffee, cotton, flowers and plants, sugar and tea) are reported through Fairtrade.

The CODImpact monitoring dataset contains data collected from producer organisations during audits. Not all producer organisations are audited in a given year, in which case the data are completed using the latest available record. CODImpact is the data source for production volume, area of cultivation, number of farmers and workers, and Fairtrade Premium use. It is also the source of Fairtrade sales and Premium data for all other products not in Fairtrade.

The data have been extensively checked and cleaned. However, in a monitoring project of this magnitude there may be some areas of inaccuracy, such as:

- There may be missing information from Fairtrade certified producer organisations that is not taken into account because of quality.
- There may be missing information in some questionnaires from certified producer organisations that was not reported by auditors.
- There may be wrong data or data that were not validated.
- Figures are subject to change. Data may change in the future after receiving new reports or as a result of continuous data quality checks.

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

Under the terms of confidentiality agreements with Fairtrade certified producer organisations, data may only be publicly reported in aggregate form. Displaying the data is restricted to not in any way expose sensitive information belonging to a single producer organisation, Fairtrade Premium payer or trader. Where there are fewer than three Fairtrade certified producer organisations in a country, and market-sensitive business information could be deduced, we do not report aggregated data on the producer organisations.

Fruit juice, pulp, and dried fruit are secondary products of fresh fruit after processing. Reporting can fluctuate from year to year depending on the form in which the producers actually sell the product in a given year.

Disclaimer

Fairtrade International is not responsible for the accuracy of the data. The report has been compiled to the best of our knowledge and is provided for informational purposes only. Fairtrade International reserves the right to update the monitoring data as new information becomes available. Data quality checks are performed continuously, thus the data presented can change in future reports. The data are provided 'as is' and no warranty of any kind is given for the accuracy and reliability of the data. Fairtrade International will not be liable for any claims or damages related to the quality and completeness of the data, as far as it is permitted under law.



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