



FAIRTRADE

CATALYST FOR RESILIENCE

Introducing Fairtrade's Global Strategy 2026-2028

We are accelerating action today that drives resilience tomorrow.

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A changing context. A steady vision.

We operate in a world shaped by powerful forces: geopolitical instability, accelerating climate impacts, evolving legislation, and economic uncertainty. These combined pressures are transforming global markets and supply chains, with farmers, workers, and their communities feeling the greatest effects. At the same time, this moment of transformation creates new opportunities to rethink how trade works and to accelerate the shift towards fairer and more sustainable supply chains.

From the beginning, we have placed farmers and workers at the centre of trade and championed shared responsibility across supply chains. At a time of profound change, that commitment matters more than ever.

Fair prices, living incomes, decent work, climate action, environmental stewardship, and respect for human rights define the Fairtrade approach. While today's global challenges are significant, they also reinforce the urgency and relevance of our mission.

An ambitious journey ahead. Together.

Fairer trade is not simply a vision for the future. It is a collective effort between producers, businesses, consumers, governments and society to transform how trade works. Strengthening resilience and expanding opportunities, so farming and work can remain viable and sustainable for generations to come.

We remain anchored in our goal of driving systemic change in trade, keeping farmers and workers at the centre while continuing to innovate to meet evolving business and consumer priorities in a volatile global market.

The strategy brings us together around three global goals: sustainable livelihoods, strong supply chains, and shared commitment. Together, they expand market access, strengthen fairer and more resilient trade for farmers and workers, and mobilise partners across society to accelerate action today for a fairer tomorrow. Acting as a **catalyst for resilience**.

Fairtrade's vision:

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

Our Global Strategy 2026-2028

At Fairtrade, we're a partner for the future, accelerating action today that drives resilience for tomorrow.

We're going beyond certification, harnessing the power of digital and data capabilities, alongside our legacy of industry expertise, advocacy, and strategic partnerships, to catalyse resilience for the trade ecosystem.

We're uniting stakeholders for true progress, coming together as a global voice for sustainable farmer and worker livelihoods and expanded market access. Through strong, strategic partnerships, we're diversifying our funding streams, channelling resources to scale solutions that generate measurable social and environmental value.

We're challenging the status quo, building readiness for disruption and helping farmers, workers, businesses, and supply chains prepare to collectively, confidently navigate change.



STRATEGIC DIRECTION

**CATALYST FOR
RESILIENCE**

STRATEGIC GOALS



**SUSTAINABLE
LIVELIHOODS**



**STRONG
SUPPLY CHAINS**



**SHARED
COMMITMENT**

CATALYST FOR SUSTAINABLE LIVELIHOODS

Working with farmers and workers and businesses to advance holistic solutions, which go beyond certification. Unlocking fairer incomes and enhancing livelihoods.



Catalyst for **SUSTAINABLE LIVELIHOODS**

We will keep working with farmers, workers, and businesses to unlock fairer incomes and stronger livelihoods through holistic solutions that go beyond certification alone.

By strengthening our core system while developing targeted programmes and practical tools, we address the structural barriers that prevent producers from earning sustainable incomes and wages.

How:

- We are evolving our standards to ensure they remain effective, credible, and responsive to the changing risks and realities in global supply chains. By improving the supporting infrastructure around certification, we sustain the integrity and global trust that underpin the Fairtrade system.
- We will keep going beyond certification and deliver targeted, impact-led programmes designed together by producers and businesses.
- We will keep leading in advancing living incomes and living wages by developing practical tools, methodologies, and guidance that help businesses contribute meaningfully to income and wage improvements within their supply chains.

Why

Resilient livelihoods are foundational to fairer trade and essential to sustaining long-term supply security and credibility across supply chains.



CATALYST FOR STRONG SUPPLY CHAINS

Collectively strengthening supply chains by expanding market access and partnering with businesses to drive compliance rooted in transparency and traceability.



Catalyst for **STRONG SUPPLY CHAINS**

We collaborate with farmers, workers, and businesses to strengthen supply chains that are fair, transparent, and resilient.

By expanding market access, deepening commercial engagement, and advancing future-proof compliance, we enable producers to reach more buyers, increase volumes sold on Fairtrade terms, and secure more stable and sustainable livelihoods.

How:

- We will strengthen resilience, transparency, and fairness in global supply chains by implementing robust traceability systems that support risk management, compliance, quality assurance, and trust. These systems allow businesses to verify their sourcing practices, giving confidence to commercial partners, consumers, and producers alike, while future-proofing the Fairtrade system against emerging market and supply chain risks.
- We will continue to scale market opportunities as a trusted supply chain partner by offering clear solutions to retailers, brands, and traders. Through innovative sourcing models, focused product portfolios, and collaborative commercial engagement, we can increase product volumes sold on Fairtrade terms, connecting producers to growing, sustainable markets while ensuring their work is valued and rewarded.

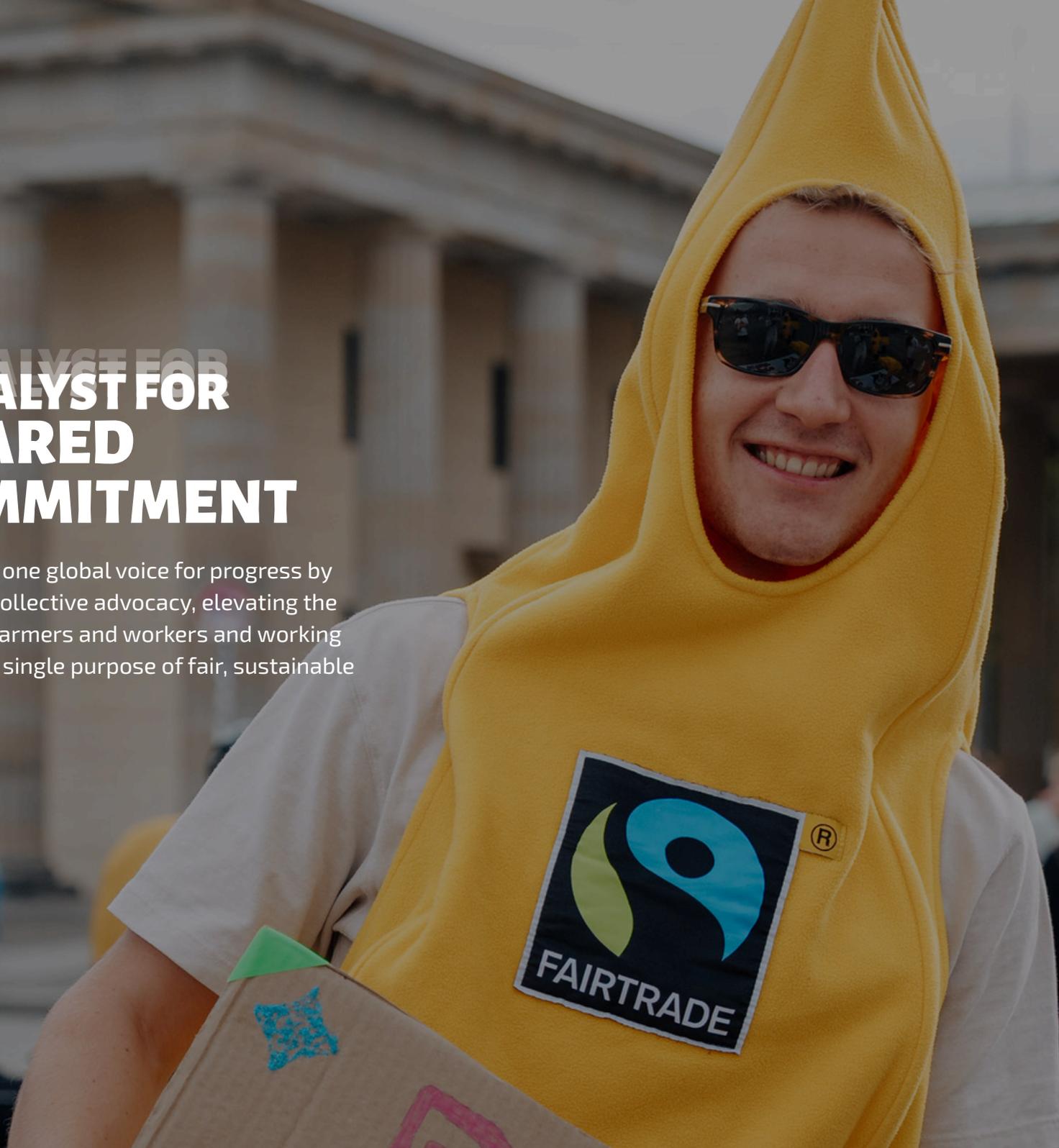
Why

Supply chain resilience and transparency are increasingly shaped by evolving regulation and market expectations, and form a foundation for sustainable market access for farmers and workers.



CATALYST FOR CATALYST FOR SHARED COMMITMENT

Uniting as one global voice for progress by inspiring collective advocacy, elevating the voices of farmers and workers and working towards a single purpose of fair, sustainable trade.



Catalyst for **SHARED COMMITMENT**

We amplify and mobilise farmers, workers, businesses, and partners to build a shared commitment to fair and sustainable trade.

Through stronger advocacy and a clear, unified voice, we increase our influence, shape enabling environments, and drive the systemic change needed to improve the lives of producers.

How:

- We lead global advocacy for fair and sustainable trade by shaping policy and regulatory frameworks at international, regional, and national levels. We engage proactively with policymakers, institutions, and key stakeholders to advance human rights and environmental due diligence, ensuring that the perspectives and priorities of farmers and workers are reflected in the decisions that affect them.
- We build a powerful and unified voice that clearly defines what we stand for and the impact we deliver, while strengthening Fairtrade as a trusted and credible brand. By aligning our communications and advocacy across the system, we amplify our message, reinforce trust with partners and consumers, and ensure consistent, compelling storytelling that drives recognition, confidence, and engagement.



Why

Sustained trust, strong partnerships, and credible influence are essential to translate commitments into measurable market access and impact for farmers and workers.



Robust enablers

Our goals are underpinned by two enablers, which will make them possible.

FUTURE READY DIGITAL ECOSYSTEM

Harnessing digital and data capabilities that centralise programme and business operation insights to enhance decision-making, strengthen credibility and unlock clear supply chain value.

Why

Digital and data capabilities deliver clearer value to farmers, workers and commercial partners. Improving decision-making and strengthening credibility.

FUNDING FOR IMPACT

Strengthening global fundraising partnerships to boost support for programmes that scale the impact of farmer-focused solutions.

Why

A broader, more resilient funding base enables the Fairtrade system to invest in priority programmes and scale.

**We are a catalyst for resilience, driving fairer and stronger
supply chains for farmers and workers.**

Join us to turn ambition into action.



FAIRTRADE

Find out more: fairtrade.net/en/about/our-strategy