# Project Assignment
# Price Review for Orange Juice
## (October 2026)

This project assignment contains the most important information about the project. For additional information on the project, please contact the Project Manager (contact details below).
The project will be carried out according to the Standard Operating Procedures for the Development of Fairtrade Standards/Minimum Prices and Premiums. More information on these procedures can be found on the website: http://www.fairtrade.net/standards/setting-the-standards.html

## Justification for the need for the project:

The last price review for orange juice took place in 2019. The Fairtrade Standards Committee decided on the new prices for orange juice, considering the Fairtrade Minimum Price (FMP), the Fairtrade Premium for orange juice, as well as a new pricing model established for oranges for juice.

The Fairtrade price of orange juice is due for review, given that multiple factors have contributed to rising production costs. These include the cost of production inputs for pest and disease control, which have become widespread in recent years. Additionally, the cost of inputs such as fuel and fertilisers has increased, which impacts the production costs of oranges for juice.

The price of frozen concentrated orange juice (FCOJ) on the global market has considerably increased in recent years, followed by a sharp decline in prices that is ongoing. The aim of this review of orange juice prices is to ensure that producers receive reliable COSP values that accurately reflect their production costs and remain in line with the market outlook.

The orange juice price review project will be led by the Standards and Pricing Unit (S&P), in close collaboration with representatives from National Fairtrade Organisations (NFOs), as well as the relevant producer networks: CLAC (CLAC Juices and Fresh Fruit Network, and the relevant national platforms) and the Fairtrade Africa Producers' Network (FTA), to incorporate inputs from organisations representing producers of oranges for juice.

## Risk assessment:

1. **Maintaining out-of-date prices for orange juice**
   - **Risk**: Using previous COSP figures that have not been rigorously updated.
     **Mitigation plan**: Implement an effective COSP data collection process that reflects changes in production costs and enables the review of FMP values. Focused on producers in Brazil and other origins.

2. **Expectations regarding the review of elements outside the scope of the project and potential delays**
   - **Risk**: Multitude of expectations and divergent proposals for reviewing any element of the current pricing model may significantly extend the project's timeline and scope.
     **Mitigation plan**: The project team will define the scope of the current project and strategically decide on the specific issues to be addressed within this project. Issues outside the scope will be discussed in other forums with appropriate timelines and identified outcomes.

3. **Low participation in the public consultation**
   - **Risk**: There may be low participation in the consultation due to a lack of understanding, possibly stemming from insufficient resources for Producer Networks (PNs) or National Fairtrade Organisations (NFOs) to explain the new price proposals, their context and their rationale in in-person workshops.
     **Mitigation plan**: Identify innovative resources to engage participants in the consultation process, enabling virtual or in-person support from the Standards and Pricing Unit (S&P), Producer Networks (PNs) and National Fairtrade Organisations

(NFOs). From the beginning of this project, collaborate with colleagues from local producer organisations to ensure that resources and capacity are allocated and prioritised to organise workshops that explain the price proposals and their rationale.

| Project Start Event: | Project Start Date: |
|---|---|
| Kick off meeting. | October 2026 |
| **Project End Event:** | **Project End Date:** |
| Announcement of the new Fairtrade prices for orange juice in May 2027. | May 2027 |

## Project Goals and Objectives

## Goal:

To review the Fairtrade Minimum Price and the Fairtrade Premium for orange juice, for both conventional and organic oranges, with the aim of covering average production costs while enabling producers to access the market. The review will be based on data collected on production costs, as well as on extensive consultation with stakeholders across the value chain.

## Objectives:

1. To collect and analyse available data on production costs in the relevant countries.

2. To develop pricing proposals for recommendation to the Standards Committee. The decision will be based on the principle of narrowing the gap between sustainable production costs, while enabling the average producer to produce in an economically and financially sustainable manner without systematic economic losses.

3. Consult Fairtrade stakeholders on the new Fairtrade orange juice price levels, gather their qualitative and quantitative feedback, and adjust the proposed price accordingly.

## NEW: Link to the Theory of Change (ToC):

This project relates to the first goal of Fairtrade International, which is to make Trade Fair, and that is by providing the tools to enable Fairtrade Minimum Price and Premium payment compliance. This is specifically, the intervention related to standards & certification for supply chain business.

| Project scope: | Out of scope: |
|---|---|
| • To review the global Fairtrade Minimum Price and Premium for frozen concentrated and non-concentrated orange juice, both conventional and organic.<br>• Considering of SPOs and HL.<br>• Prices at EXW and FOB levels. | • Changes to the current pricing model for orange juice and for oranges for juice<br>• Setting prices for “oranges for processing” in the fresh fruit category, other orange products and their derivatives.<br>• Calculation of LIRP and its consultation with stakeholders.<br>• Reference calculations for net income or living income.<br>• Any other revisions related to the Criteria. |

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| **Project timelines and information on opportunities to contribute:**<br>• October 2026: Field data collection of production costs (COSP)<br>• November 2026: Analysis of COSP data and calculation of price proposals<br>• End-November 2026: Project team meetings to finalise price proposals for the consultation<br>• December 2026: Drafting consultation document<br>• Mid-January to mid-February 2027: Global public consultation<br>• March 2027: Compilation and analysis of consultation results<br>• April 2027: Project team meetings to define decision points for SC approval<br>• April 2027: Drafting SC paper<br>• May 2027: Decision by the Standards Committee<br>• May-June 2027: Communication and publication of revised Fairtrade prices<br>• The implementation date will be communicated with the announcement | **Decision-making process:**<br>The Standards Committee (SC) will decide on the new Fairtrade orange juice prices. |
| **Project Owner (Unit):**<br>Ricardo Guimaraes, Head of Pricing | **Project Manager (contact point for the project):**<br>Tatiana Casagua Diaz, Project Manager<br>t.casagua@fairtrade.net |
| **Project Team (Unit):**<br>• CLAC – Fresh Fruits and Juice Network – Catalina Jaramillo, Maria Trinidad, Joao Gasperini<br>• FTA – Mahmoud El-Banna, Prem Naidu, Michael Kitetu<br>• Fairtrade Switzerland – Luca Kissling | **Project Environment (Stakeholder groups not part of the project team):**<br>• Standards Unit<br>• FLOCERT<br>• Producer organisations<br>• Other National Fairtrade Organisations<br>• Fairtrade orange juice partners |