

COCA FARMERS COOPERATIVE
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Fairtrade America 2024 Annual Report

Letter from the Executive Director



2024 was a critical year of development at Fairtrade America. We have grown our capacity, expertise, and influence through collaboration with businesses and allied organizations across the country. We have achieved successful consumer campaigns, brought in impactful new partners, and broadened access to Fairtrade products. Thanks to the ongoing commitment of our growing community of licensees, farming communities around the world were able to invest Fairtrade Premiums in projects that met their own needs on their own terms to drive infrastructure improvements, climate resilience, improved governance, and more.

2024 was also a year of increased volatility, with record-high global prices for cocoa and coffee driven by the severe impacts of climate change. More than ever, we have seen how conventional systems of global trade are fraying. The damaging impact of extractive supply chains, where farmers are left unable to invest in the long-term sustainability of their land and their communities, is being felt more strongly by businesses and consumers. That's why an alternative model to trade has never been more important.

While our work exists in the context of some of the most complex global trade systems, the solution can be remarkably straightforward. Farmers who are fairly compensated produce more sustainable products. When the farmers and farmworkers we work with receive a better deal for their labor, they re-invest in climate resilient practices. When alleviated from the pressure of always needing to grow more just to earn enough money to survive, they grow better instead.

As I wrote in a Letter to the Editor in the Washington Post in regards to record high cocoa prices, "Meaningful, lasting change must involve a fundamental realignment of the balance sheet. Chocolate companies should build fair, dignified pricing for farmers into their cost structure, now. Otherwise, the industry will further harm the very farmers they need to make their products."

Fairtrade is working every day to implement a new model, one that prioritizes dignity, resiliency, and equity. We are proud to share the impact of this vision in our Annual Report with you. Let's continue to build a fairer future together.

AMANDA ARCHILA
Executive Director



Our Vision

Fairtrade's vision is a world in which all producers can enjoy secure and sustainable livelihoods, fulfil their potential and decide on their future.

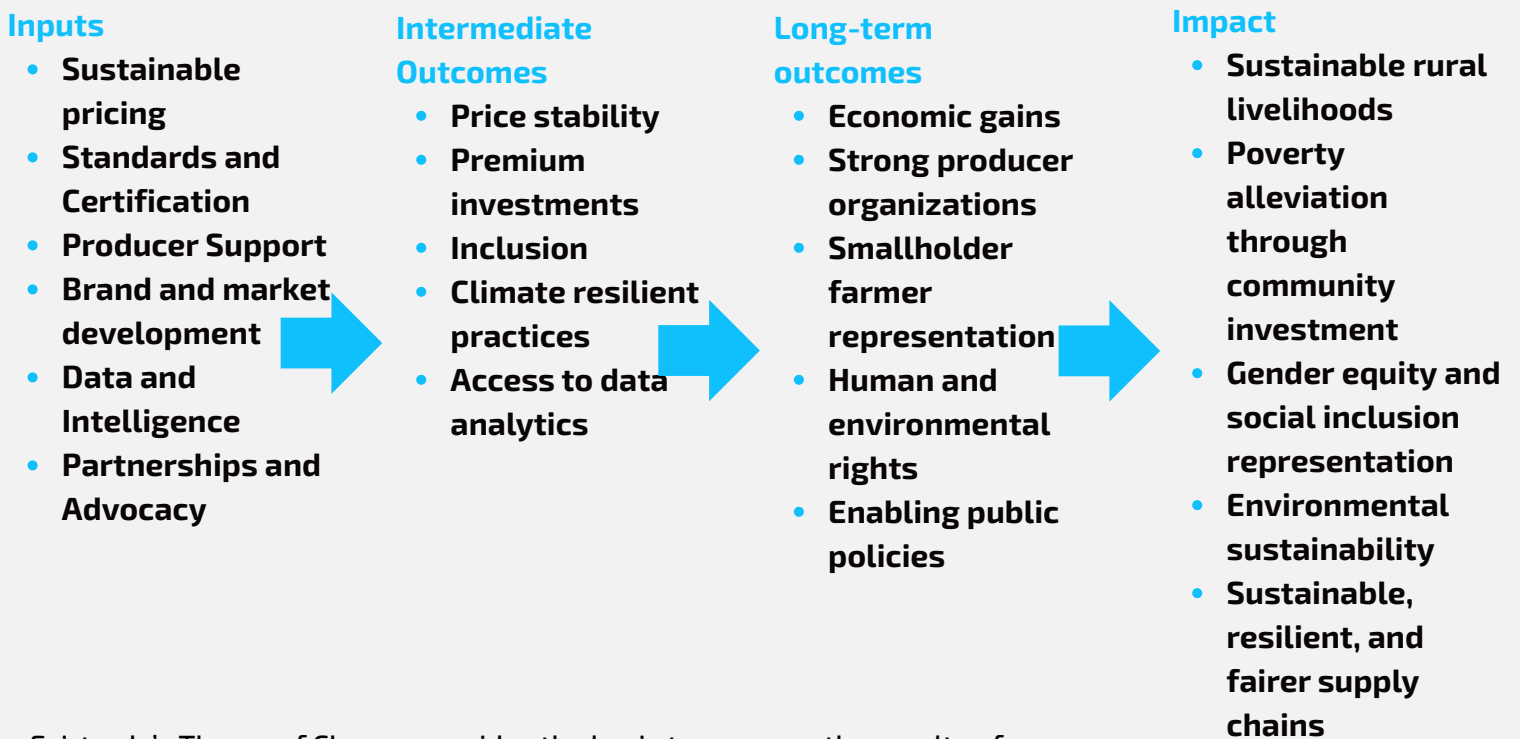


Our Mission

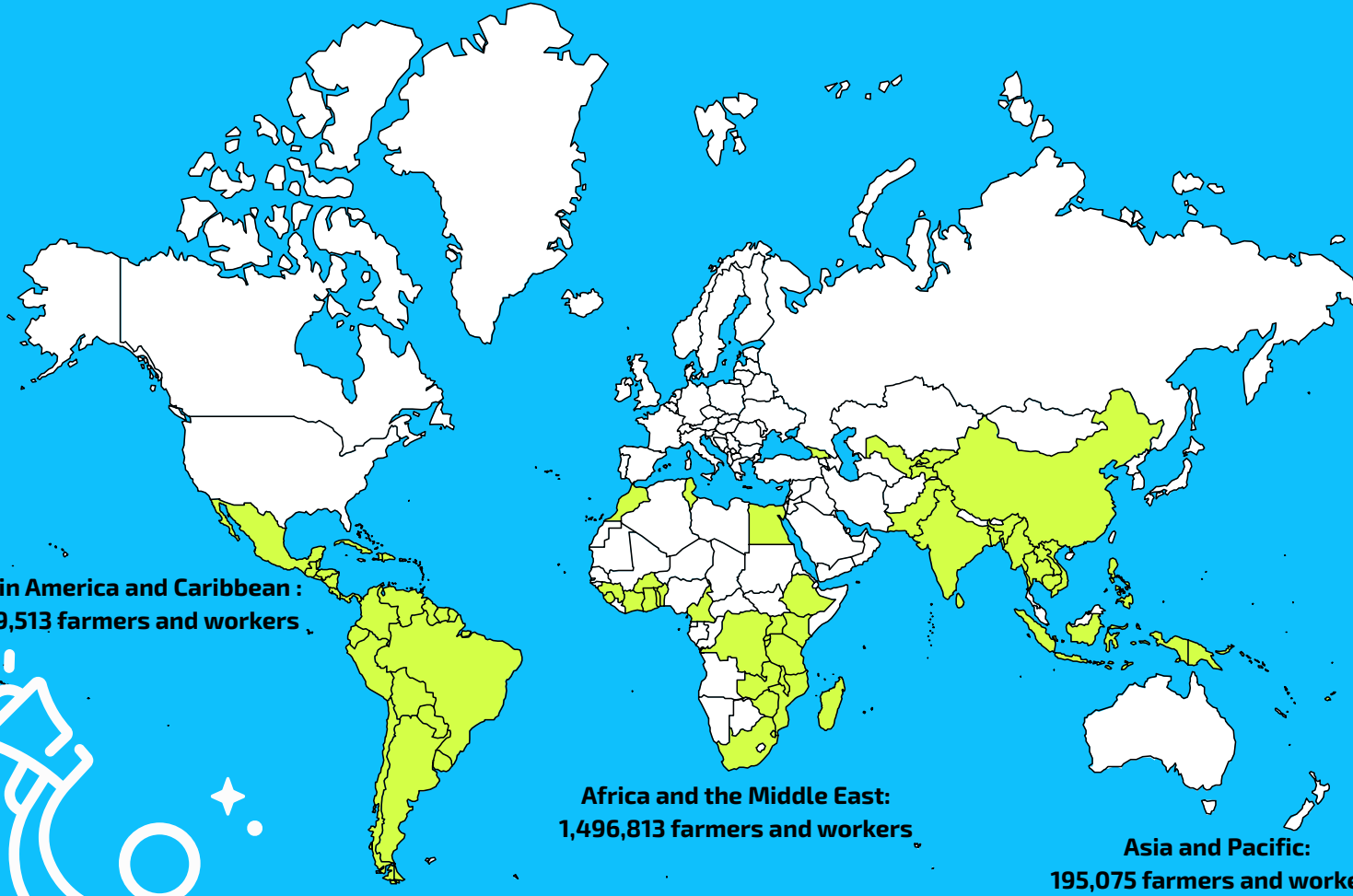
Fairtrade's mission is to connect disadvantaged producers and consumers, promote fairer trading conditions and empower producers to combat poverty, strengthen their position and take more control over their lives.



Our Theory of Change



Fairtrade's Theory of Change provides the basis to measure the results of our work and progress towards our goals. As we move from specific interventions to long lasting impact, we need to consider that the world changes as well, and this can influence the ultimate outcome. Check out [this](#) interactive chart showing how Fairtrade's model and activities lead to impact for farmers and workers.



A world map with a blue background. Countries are outlined in black. Countries in green, representing producer countries, include Mexico, Central American countries, Caribbean islands, Brazil, Argentina, Chile, Colombia, Venezuela, Ecuador, Peru, Bolivia, Paraguay, Uruguay, Cuba, Dominican Republic, Haiti, Jamaica, Guyana, Suriname, French Guiana, and various countries in Africa and Asia. The text 'Latin America and Caribbean : 309,513 farmers and workers' is positioned to the left of the map.

**Latin America and Caribbean :
309,513 farmers and workers**

**Africa and the Middle East:
1,496,813 farmers and workers**

**Asia and Pacific:
195,075 farmers and workers**

Producer Countries

Argentina	Dominican Republic	Kenya	Philippines
Bangladesh	East Timor	Kyrgyzstan	Rwanda
Belize	Ecuador	Laos	Sao Tome & Principe
Benin	Egypt	Madagascar	Sierra Leone
Bolivia	El Salvador	Malawi	South Africa
Brazil	Eswatini	Mauritius	Sri Lanka
Burkina Faso	Ethiopia	Mexico	Tajikistan
Burundi	Fiji	Morocco	Tanzania
Cambodia	Georgia	Mozambique	Thailand
Cameroon	Ghana	Myanmar	Togo
Chile	Guatemala	Nicaragua	Tunisia
China	Guinea	Pakistan	Uganda
Colombia	Haiti	Palestine	Uruguay
Congo (Democratic Republic)	Honduras	Panama	Uzbekistan
Costa Rica	India	Papua New Guinea	Vietnam
Cuba	Indonesia	Paraguay	Zambia
	Ivory Coast	Peru	Zimbabwe

2024 Fairtrade International Snapshot



Nearly 2 M Fairtrade farmers and workers are growing Fairtrade ingredients



21% of Fairtrade farmers and 45% of Fairtrade workers are women



There are 1,896 certified organizations in 67 countries made up of Fairtrade farmers and workers



Over \$200 million in Fairtrade Premium is generated annually across the Fairtrade International System



Over 37,000 products with the Fairtrade Mark are sold internationally, in 140 countries

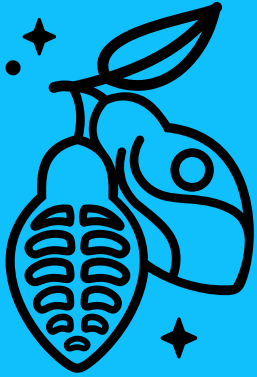


502 Fairtrade producer organizations have developed climate adaptation plans



Total 2024 Volume of Fairtrade ingredients sold in the US:

~65,904,576 kg



Cocoa:

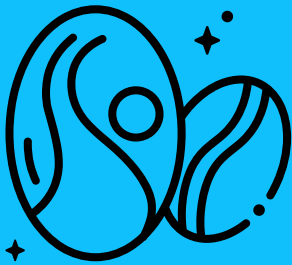
22,047,467 kg

Top Origin:

Côte D'Ivoire



~79% of Fairtrade cocoa is grown in Côte D'Ivoire



Coffee:

4,151,601 kg

Top Origin:

Peru



~88% of the Fairtrade coffee produced in Peru is organic



Sugar:

25,251,183 kg

~45,000 farmers around the world are growing Fairtrade sugar



Bananas:

10,830,423 kg

-Columbia, Ecuador, and Dominican Republic account for 74% of Fairtrade banana production volume

Partners Overview



65

FAIRTRADE AMERICA LICENSEES

1,120

PRODUCTS



“Hu can show up for one week, but Fairtrade is there for 52.”

Shared Hu Kitchen CEO, Dan Waters when asked at the 2024 Fairtrade Cocoa Forum why Hu Kitchen choose building relationships with producers via FT, CEO Dan Waters responded,

“We had held on to the belief that we didn’t need a stamp to attest that we paid beyond Fairtrade minimums and adhered to other environmental and social standards in our sourcing practices. However, we have come to realize that seals such as those from Fairtrade International are ways to affirm and solidify that commitment. The Fairtrade Mark promotes trust and transparency for our customers through a reliable and rigorous certification process.”

Kenzel Fallen

CEO at Three Keys Coffee Roasters



2024 Fairtrade America Snapshot



In 2024, over 150 new Fairtrade products were launched by US licensees. Including foreign licensees, over 500 new Fairtrade products entered the US market



Over \$9 million in total Fairtrade Premium was generated in 2024 through US sales



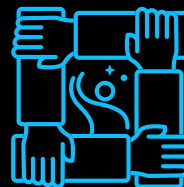
Over 5,000 Fairtrade products are licensed for sale in the US



Over \$1 Billion in annual Fairtrade product sales in the US market



Approximately 72,647 tons of Fairtrade ingredients were sold in the US market in 2024

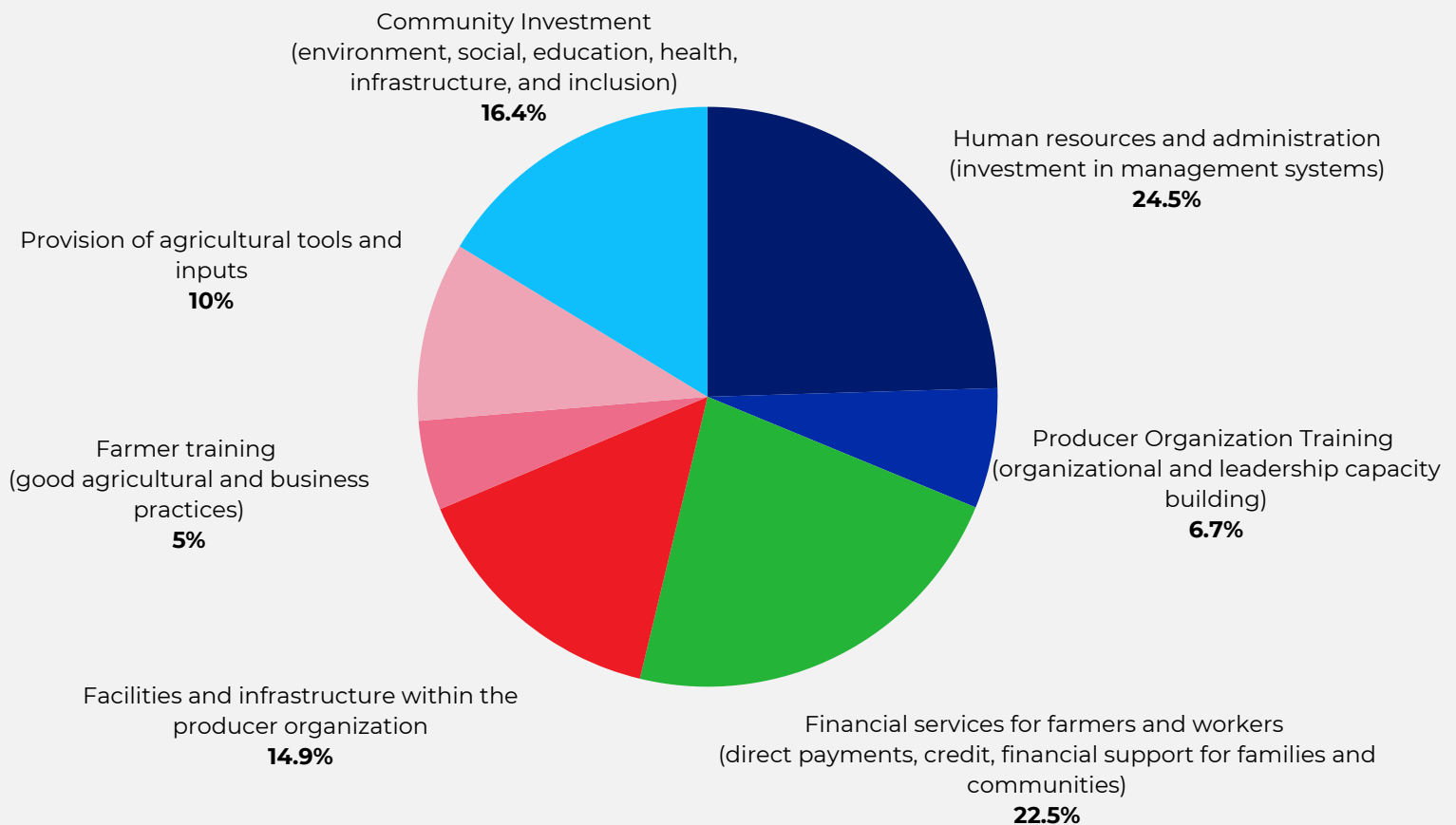


87% of Producer Organizations surveyed in 2024 were satisfied with the services they received from Fairtrade Producer Networks



How cocoa farmers invest the Fairtrade Premium

Central to Fairtrade's approach is the belief that farmers know what they need best; local decision making is at the core of our theory of change.

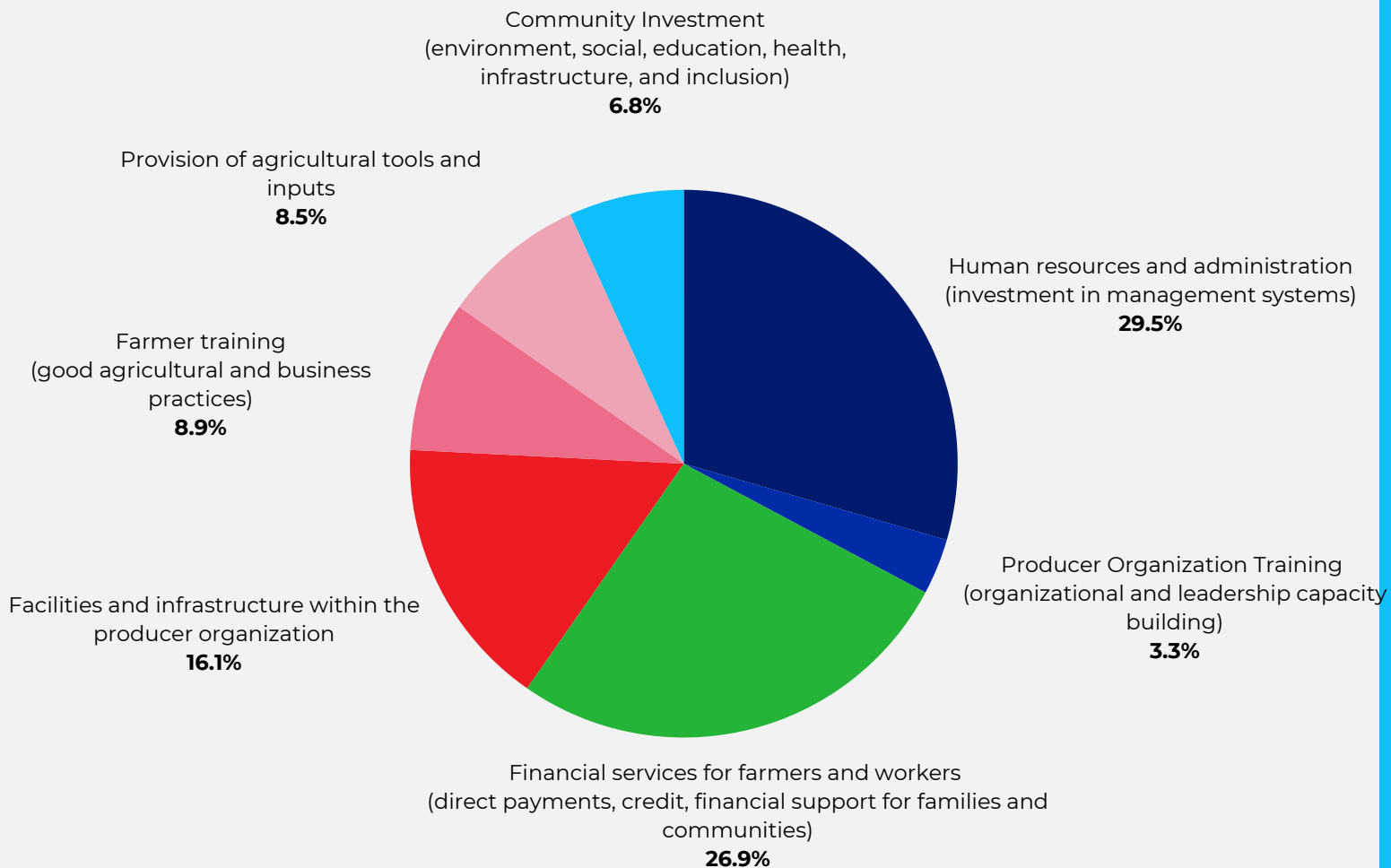


Community Investment

In 2024, Fairtrade Premiums from US alone cocoa sales contributed over \$700,000 to Fairtrade cocoa cooperative's community development work, which can include initiatives like building roads, bridges, and wells, as well funding for healthcare and educational scholarships.



How coffee farmers invest the Fairtrade Premium



Provision of agricultural tools and inputs

In 2024, Fairtrade Premiums from US coffee sales contributed over \$160,000 to Fairtrade coffee co-ops' provision of agricultural tools and inputs. These funds can help co-ops plant new varieties of coffee based on evolving market demand, or purchase equipment for implementing regenerative agriculture techniques.

Impact Spotlight: West Africa Cocoa Program

The West Africa Cocoa Program is an example of how Fairtrade engages stakeholders throughout the supply chain to support smallholder farmers.



Fairtrade Africa has been implementing the West Africa Cocoa Program since 2016. This program provides trainings and support to increase the capacity of participating Fairtrade cooperatives, by providing advanced services around the Fairtrade Standards as well as training on financial and organizational management and women's empowerment. It uses a "Training of Trainers" model, in which the community members responsible for facilitating co-op trainings receive specialized support from Fairtrade Africa to learn about the specifics of Fairtrade certification. **This allows the trainers to exponentially increase the reach of their programming**, as every co-op member they teach will be equipped to further share that knowledge.

In 2024, Fairtrade conducted a household income study in Côte d'Ivoire to measure the impacts of the West Africa Cocoa Program.

- **704 farmer households** and managers from **31 cooperatives** surveyed
- Fairtrade cocoa farmers living in **extreme poverty decreased to 17% in 2024** from 36% in 2020 and 58% in 2017

51% of Fairtrade cocoa farming households were earning above the poverty line, an increase from 43% in 2020

In addition, Fairtrade Africa hosted the second annual Fairtrade Cocoa Forum in Yamoussokro, Côte d'Ivoire in 2024, bringing together over 250 Fairtrade cocoa farmers, as well as traders, brands, and advocates. Direct exchanges like these enable Fairtrade to respond to the actual needs of farmers, and provide a platform for farmers to drive necessary changes that will make the cocoa industry more equitable and sustainable.

51,891 cocoa farmers participated in the West Africa Cocoa Program in 2024

>\$1.6 million invested in West African cocoa farmers by the West Africa Cocoa Program in 2024

Preparing farmers for new regulations

While the implementation of EU Deforestation Regulation has been delayed, Fairtrade certified cocoa and coffee cooperatives are well-positioned to comply with the proposed regulations and protect crucial ecosystems.

In 2024, Fairtrade commissioned a study to investigate certified co-ops readiness to protect forests in line with the requirements of EUDR when compared to conventional producer groups. The [study](#), published on May 30th, was conducted by KIT - Royal Tropical Institute, The Chain Collaborative, and Expressing Origin.

Researchers for this project noted that the partnerships Fairtrade fosters among multiple levels throughout the supply chain are beneficial to Fairtrade producers, saying that they are **“much more connected to outside initiatives than their non-Fairtrade counterparts”**.

Fairtrade is aligned with the goals of EUDR in committing to climate education and the implementation of adaptation plans in coffee production, by strengthening smallholder farmers' resilience, and fostering a sustainable future for the coffee industry. Through advocacy, education and strategic alliances, Fairtrade will continue to provide support in this critical challenge.

Fairtrade International has partnered with Satelligence, a Dutch company that uses satellite imaging to monitor sustainable sourcing systems by providing insightful real-time data on crops and ecosystems.



Fairtrade's initiative with Satelligence, which piloted monitoring for cocoa producers in Ghana and Côte D'Ivoire, will expand to cover all Fairtrade certified cocoa and coffee producers by 2025.

Receiving geolocation data from producer co-ops, Satelligence's platform detects any deforestation activity within members' boundaries. It also flags deforestation near the farm, which can contribute to co-ops' risk assessments. The system then generate reports that co-ops can use themselves, and provide to their customers or potential customers as a value add.

Fairtrade farming cooperatives are already realizing benefits for engaging in forest protection practices. Fairtrade's emphasis on agroforestry encourages a holistic approach to climate-conscious initiatives that support the entire living ecosystem in which farming takes place. For example, Colombian producers noted that agroforestry can increase income through crop diversification, such as fruit trees and local food crops in addition to the commodity crops farmer groups are growing. Farmers also identified improved soil-fertility as a benefit of agroforestry practices, reducing the need for additional fertilizers. In Côte d'Ivoire producers also mentioned crop diversification as a positive impact, as well as crop protection; in a biodiverse farming system cash crops are more likely to be protected by shade from other plants. In Honduras, diversification was again mentioned as a driver of increased income and food security, and producers also spoke to the success of an agroforestry approach for protecting water sources and reducing the need for weed control.

Importantly, Fairtrade producers are also taking an active role in identifying additional areas for necessary support as they move forward with EUDR compliance. As this regulatory environment continues to evolve, Fairtrade will continue to center the needs of the farmers that make up the core of our mission. **To date, Fairtrade has supported over 700 cocoa and coffee cooperatives to prepare for EUDR implementation.**

Fairtrade in the News

While issues related to the increasing cost of goods in the US have been receiving an increased amount of coverage, they are often missing a farmer perspective. Fairtrade has served as a key advocate in the media.

Fairtrade's press coverage in 2024 was highlighted by exposure in some of the country's largest media outlets. In response to a Washington Post story; [Chocolate is on its way out. Why Halloween is about gummy candy now.](#), executive director Amanda Archila penned a letter to the editor highlighting chocolate companies' long history of underpaying cocoa farmers.

To raise awareness of the drivers of the high pricing and its consequences for farmers, Fairtrade facilitated visits to certified cocoa cooperatives, Asunafo North Farmers Union and Kukuom Cooperative Cocoa Farmers and Marketing Union, in Ghana for a film crew from NBC News. A [two-minute segment](#) featuring two Fairtrade certified farmers premiered on NBC Nightly News with Lester Holt on Thanksgiving and appeared across NBC properties, including Hallie Jackson Now, NBC News Daily, and NBC News Now – reaching up to 50 million viewers.



Additional media coverage included pieces on EUDR implementation in [Mongabay](#), [Daily Coffee News](#), and [Confectionary Production](#), as well as an op-ed on cocoa pricing in [Triple Pundit](#). Fairtrade also received significant local news coverage of our Fairtrade Month mural campaign in the markets where murals were installed.



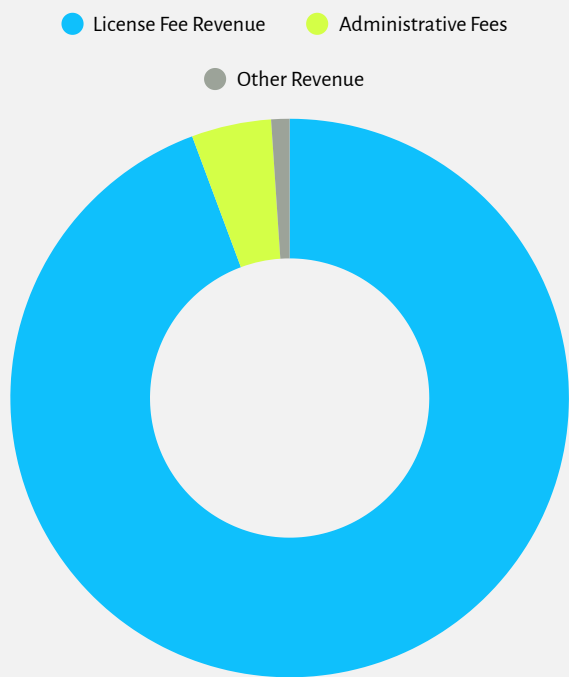
Fairtrade awards



Fairtrade received multiple awards from Progressive Grocer, with our West Africa Cocoa Program being recognized for its impact on cocoa farmers in the region, as well as our Senior Manager of Business Development, Abby Massey, being named as a “Gen Next” award winner for her excellence in connecting brands with Fairtrade farmers and workers and growing Fairtrade in the US market.

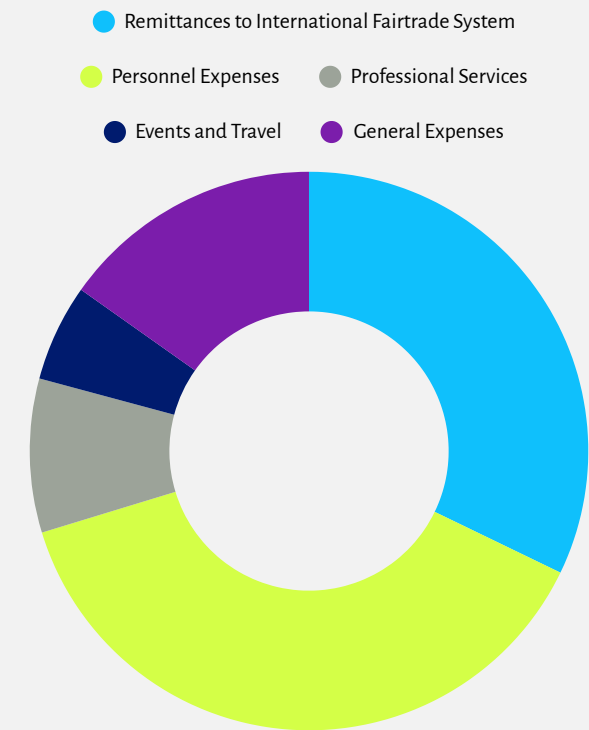
2024 Finance Overview

Sources of Funds



Revenue Type	Amount
License Fee Revenue	\$3,595,887
Administrative Fees	\$175,929
Other Revenue	\$40,411
Total Revenue	\$3,812,227

Uses of Funds



Expense Type	Amount
Remittances to Fairtrade International System	\$1,312,542
Personnel Expense	\$1,555,025
Professional Services	\$363,107
Events and Travel	\$229,042
General Expenses	\$620,148
Total Expenses	\$4,079,864

Total Revenue	\$3,812,227
Total Expenses	\$4,079,864
Total Change in Net Assets	(\$267,637)

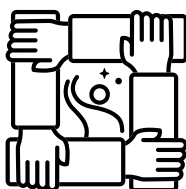
How Fairtrade America’s License Fee revenue is used:



Growing Fairtrade in the US market:

- Raising awareness among consumers to increase demand for Fairtrade products, which leads to increased earnings for Fairtrade farmers
- Supporting businesses in becoming certified and celebrating their commitment
- Increasing producer access to the US market
- Engaging with retailers and other partners

62%



Local experts providing local producer support:

- Fairtrade has local experts across Latin America and the Caribbean, Africa, and Asia and the Pacific who provide direct support services on topics including agroecology practices, human rights, gender and youth inclusion, and economic development
- Advising and supporting producers in implementing the Fairtrade Standards
- Programs like the Women’s School of Leadership and Climate Academy, and the Golden Cup.

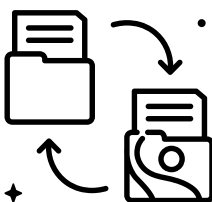
20%



Fairtrade International Leadership:

- Researching, updating and administering the Fairtrade Standards
- Developing programming and trainings on key issues like climate resiliency, gender equity, commodity-specific topics
- Administering inclusive farmer-centered decision-making processes

16%



Funding for Internal Systems:

- Centralized systems that are used globally like Connect, Fairlens, etc.

2%

Fairtrade America Staff and Board



Fairtrade America Staff:

Amanda Archilla - Executive Director
Kinsey Davis - Business Partnerships Coordinator
Liz Davis - Media Relations Manager
Rob Desson - North America Produce Manager
Danette Edelen - Operations Manager
Allison Greene - Business Development Manager,
Retail Partnerships
Emilee Hurtarte - MarComms Manager
Katie Kowalski - Director of Commercial Partnerships
Clare Magalaner - Business Development Coordinator
Abby Massey - Business Partnerships Sr. Manager
Caly McCarthy - Marketing & Communications Coordinator
Will Packard - Director of Finance & Operations
Zainab Sohail - Operations Coordinator
Kate Stritzinger - Director of Marketing & Impact
Pete Tantisunthorn - Marketing & Campaigns Sr. Manager
Lior Wolf - Licensing & Impact Coordinator

Fairtrade America Board:

Dan Arnett - Board Chair
Dean DeCrease - Vice Chair
Charis Smith - Treasurer
Troy Pearley - Secretary
Nancy Onyango
Carlos Reynoso
Sophie Waskow-Rifkin

Fairtrade America is happy to share this report of our progress and we hope it provides helpful insight into our global and local work.

Sincerely,

The Fairtrade America Team



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