



Fairtrade annual report

2019 a year of fruitful connections



**FAIRTRADE
BELGIUM**

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2019, a year of *Fruitful* connections

The Fairtrade premium generated by sales on the Belgian market grew by 34% in 2019. This is very encouraging even if there is still a long and twisty road towards living income for all farmers and workers. But, what is the reality behind this figure? What is triggering companies, consumers and politicians to

commit, more than ever, to fairer trading conditions? We believe the answer lies in connecting like-minded people. People with a common vision about the place humanity should have in our economy such as farming communities driven by sustainable entrepreneurship and consumers who vote with their wallets.

But also connecting the dots in between that make this possible. Politicians, industry leaders and civil society actors investing in the 'Beyond chocolate' program are a good example, among many others that you will read about in this report. Belgian dairy farmers committing to Fairtrade cocoa in their chocolate milk by Fairebel is another one.

We could go on and on... from the volunteers in Fairtrade Towns to the CEO of Infrabel and many other companies committing to buying Fairtrade products.

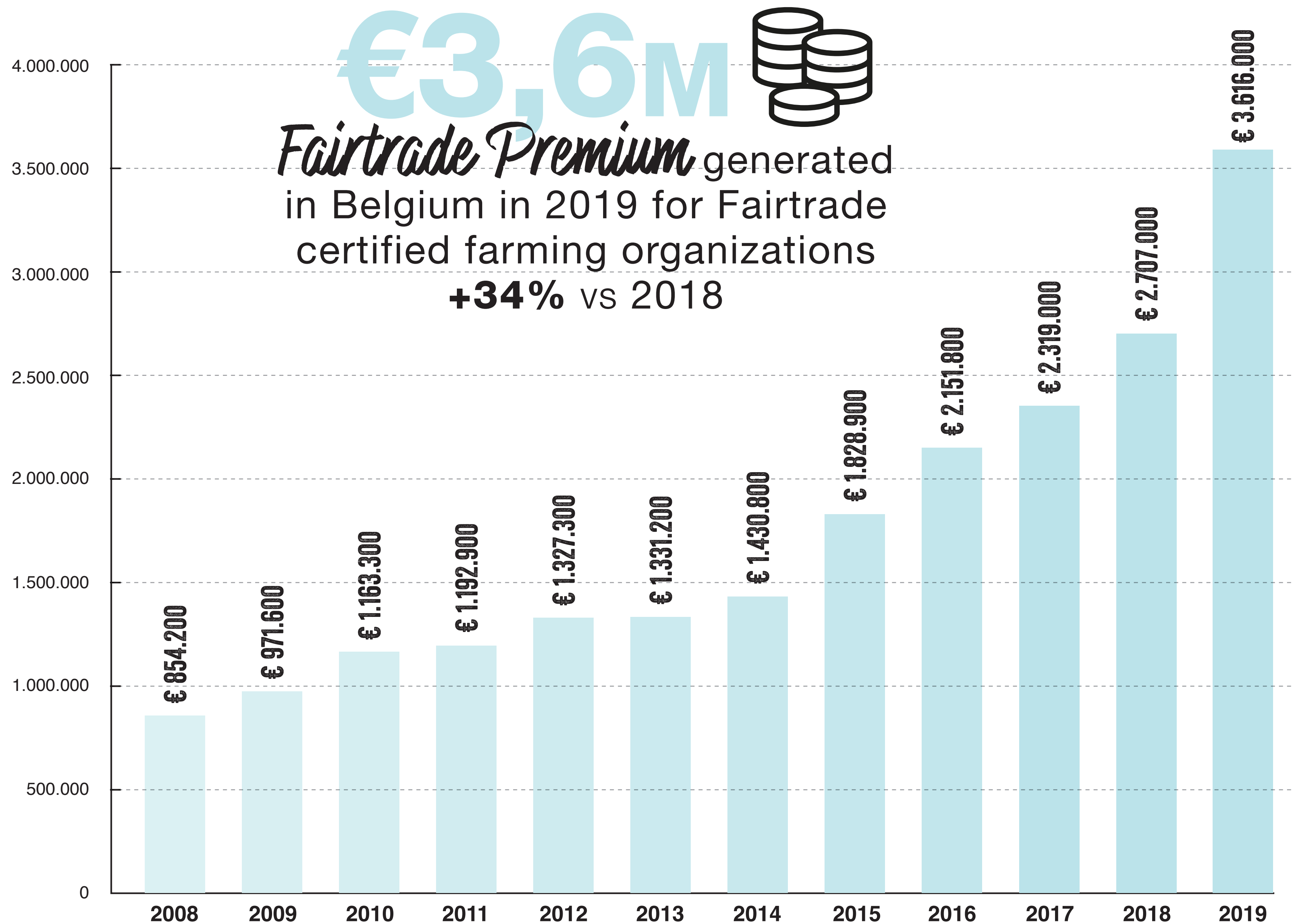
As we like to say 'human chains are stronger than supply chains', which will be essential in a COVID impacted world where the challenges are high for farmers

and those who transform and sell their products. Hopefully a world where everyone understands the need for an economy serving the people and the planet.



Nicolas Lambert
Director Fairtrade Belgium.

Fairtrade Premium generated in Belgium



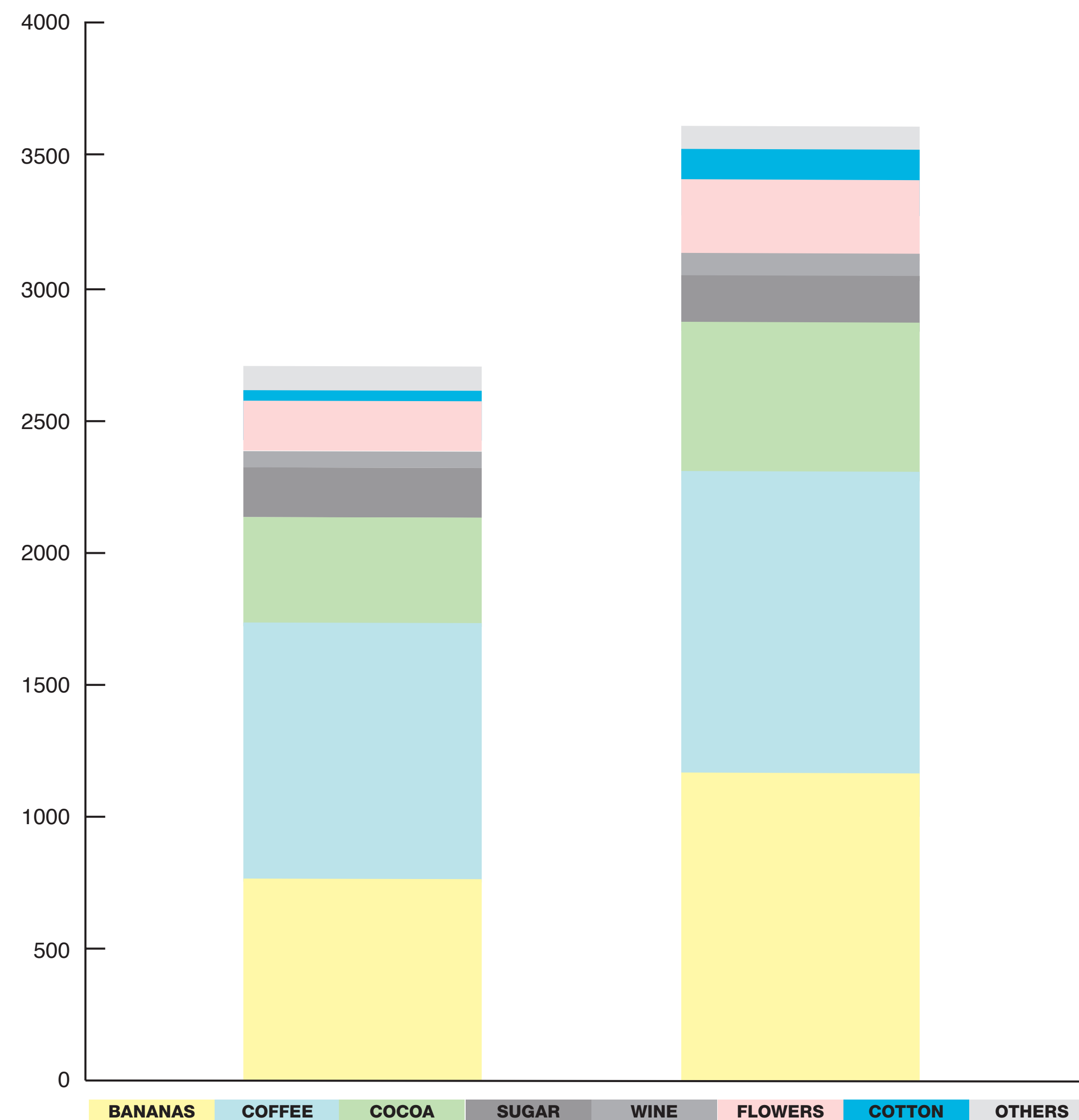
One of the most important KPIs for Fairtrade Belgium is the impact generated for Fairtrade farmers through the Fairtrade Premium. Thanks to the excellent growth of Fairtrade products in the Belgian market in 2019, the corresponding Fairtrade Premium for farmers rose by 34% to approximately €3,6M.

When looking at the evolution of the Fairtrade Premium over a longer period, we see a steady increase. Furthermore, over the last 5 years the premium has doubled.

Source: Fairtrade Belgium reporting 2019

Fairtrade Premium generated in Belgium in 2019

Significant growth in most product categories



Source: Fairtrade Belgium reporting 2019

Fairtrade coffee sales in Belgium

82
License holders
selling in Belgium
34 BELGIANS
48 OTHERS



4,6%
+0,7PP vs. 2018



106
Brands in Belgium
SELLING 546 FAIRTRADE
LABELED PRODUCTS



€1.144 k
Fairtrade Premium
+18% vs. 2018



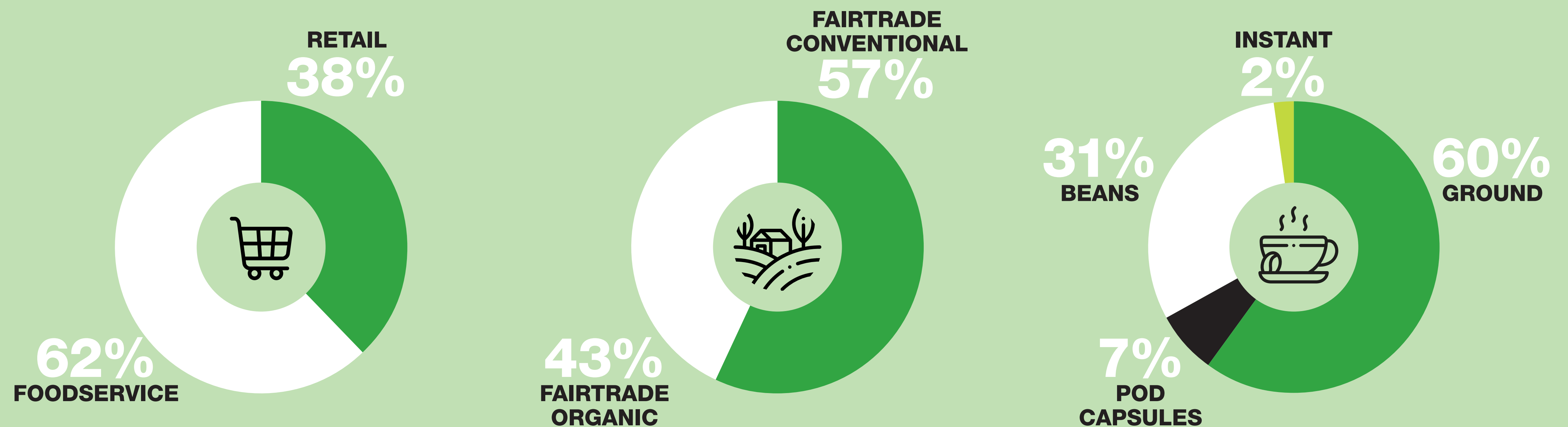
2.935 mT
Green coffee beans sold
under Fairtrade terms
+13% vs. 2018



2.385 mT
Fairtrade coffee
products sold
+15% vs. 2018

Sources: Fairtrade Belgium reporting 2019 & Euromonitor report 2018

Coffee Premium details for Belgium



Sources: Fairtrade Belgium reporting 2019

Fairtrade coffee worldwide


762.392
 Fairtrade
 farmers

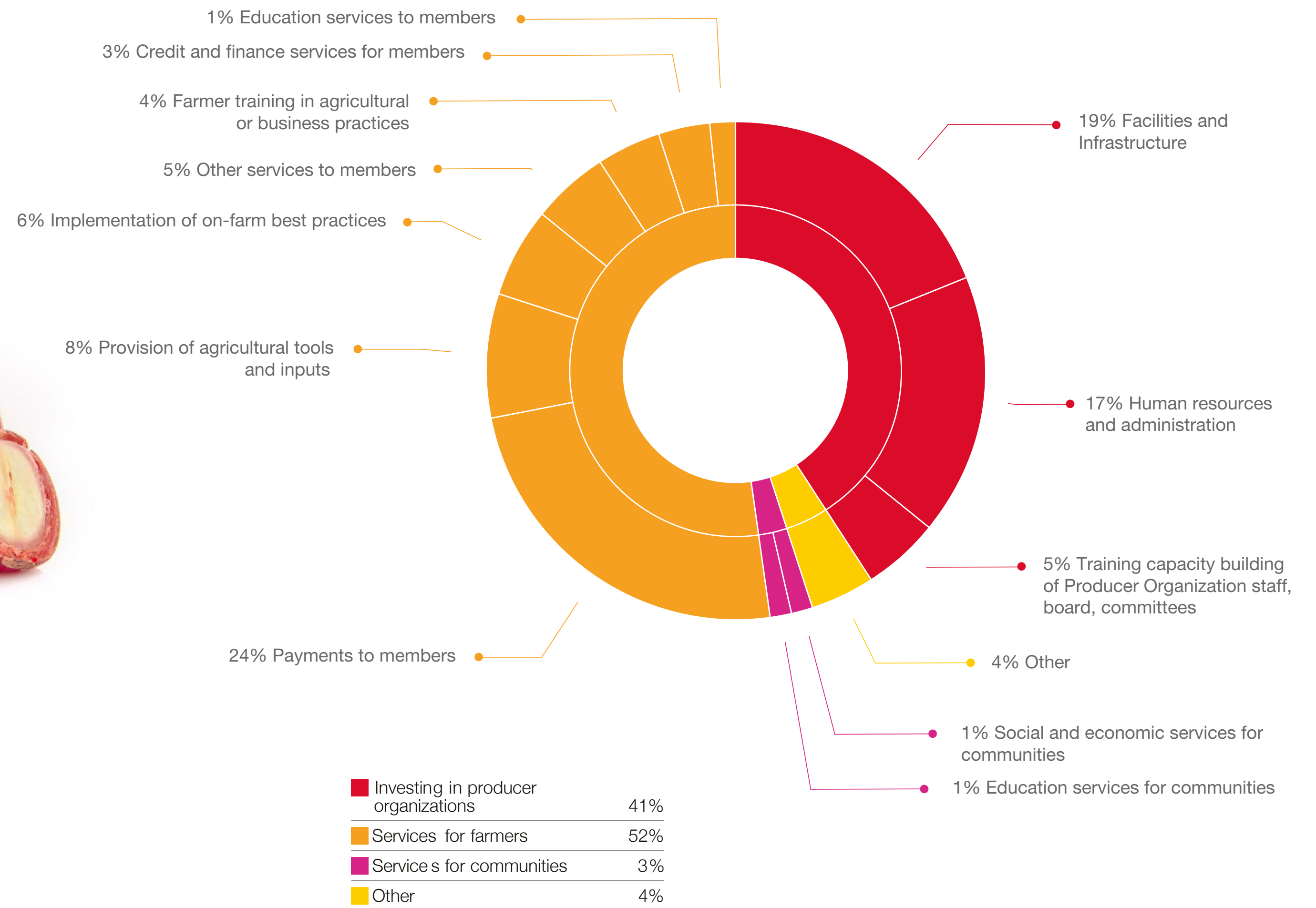



582
 Fairtrade
 farming
 organizations


938.158
 Hectares cultivated under
 Fairtrade standards
 in 32 countries

Sources: Fairtrade Monitoring Report 2017

€84M 
 in *Fairtrade Premium* earned
 by coffee farmers & invested in:



Fairtrade cocoa sales in Belgium

72
License holders
selling in Belgium
25 BELGIANS
47 OTHERS



6,5%

+1,9PP vs. 2018



122
Brands **in Belgium**
SELLING 973 FAIRTRADE
LABELED PRODUCTS



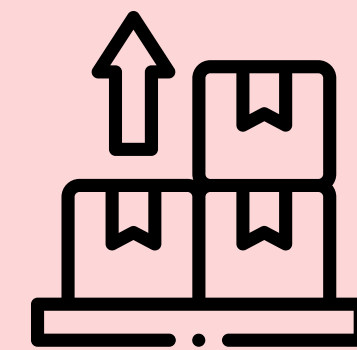
€563 k
Fairtrade *Premium*

+35% vs. 2018



5.876 mT
Fairtrade *cocoa-based*
products sold

+31% vs. 2018

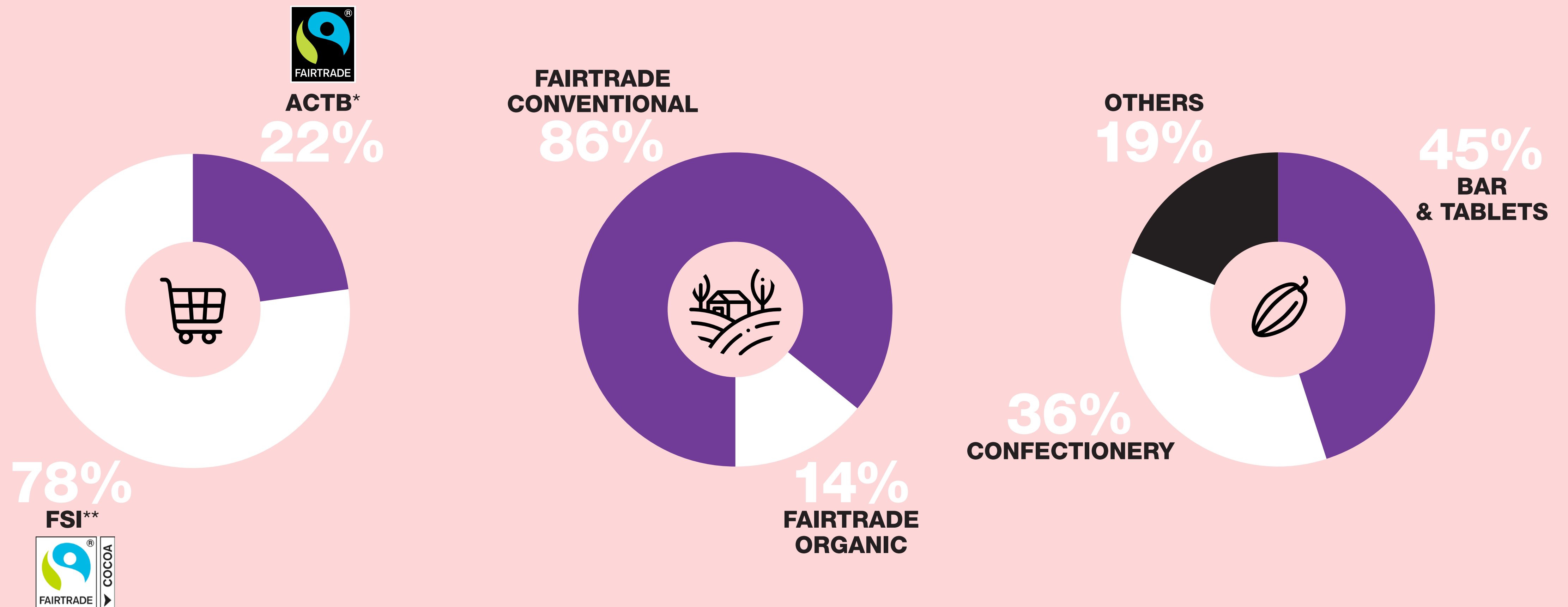


3.166 mT
***Cocoa beans* sold under**
Fairtrade terms

+30% vs. 2018

Sources: Fairtrade Belgium reporting 2019 & Euromonitor report 2016

Cocoa Premium details for Belgium



(*) All That Can Be: the certification of all possible ingredients in an end product
(**) Fairtrade Sourced Ingredient: the certification of one commodity in an end product

Sources: Fairtrade Belgium reporting 2019

Fairtrade cocoa worldwide


263,825
 Fairtrade
 farmers

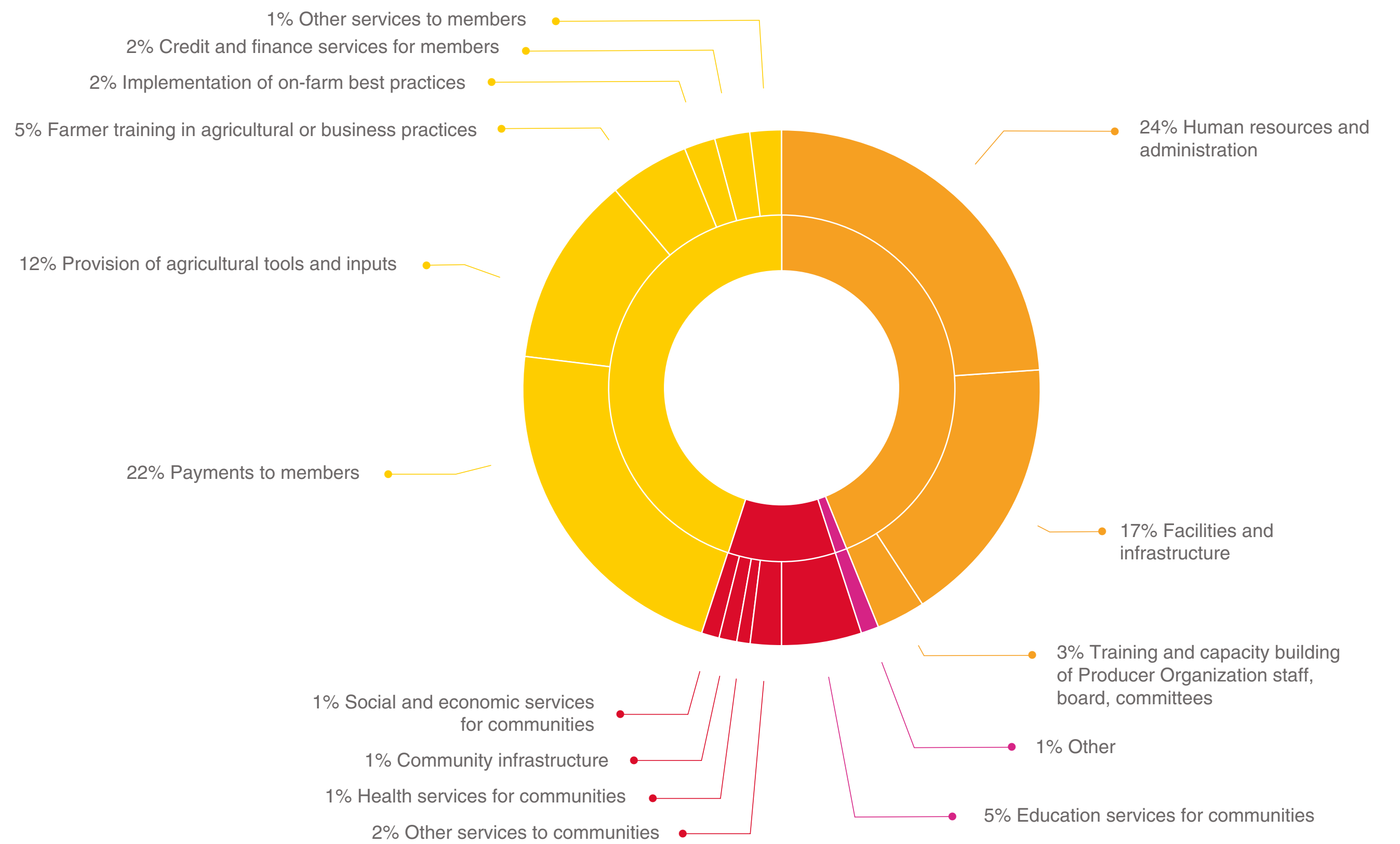



263
 Fairtrade
 farming
 organizations


1,170,612
 Hectares cultivated under
 Fairtrade standards
 in 21 countries

Sources: Fairtrade Monitoring Report 2017

€38M 
 in *Fairtrade Premium* earned
 by cocoa farmers & invested in:



Investing in producer organizations	44%
Services for farmers	45%
Services for communities	10%
Other	1%

Beyond chocolate

The partnership to make Belgian chocolate sustainable

- 1-year anniversary
- Multi-stakeholder expert groups shaped a first accountability, monitoring and evaluation framework
- A new governance structure approved to increase the transparency of the process and decision-making



Ensuring benefits for farmers

- Fairtrade Belgium member of the steering committee
- Coordinating civil society actors together with Oxfam
- Mission to Ivory Coast to engage with local stakeholders



Living income projects

- Enabling living incomes for cocoa farmers
- Fairtrade Belgium is involved in projects with Belvas, Puratos, Colruyt, Lidl, Rikolto, Galler & Oxfam

Fairtrade banana sales in Belgium



28,2%

+9,9PP vs. 2018



€1.165 k
Fairtrade Premium

+54% vs. 2018



72% 
of Fairtrade bananas
are *organic*



Bananas are mainly
sourced from *Peru,*
Ecuador, Dominican
Republic and *Colombia*



23.876 mT

**Fairtrade bananas
sold**

+47% vs. 2018

Sources: Fairtrade Belgium reporting 2019 & GfK report 2019

Fairtrade bananas worldwide

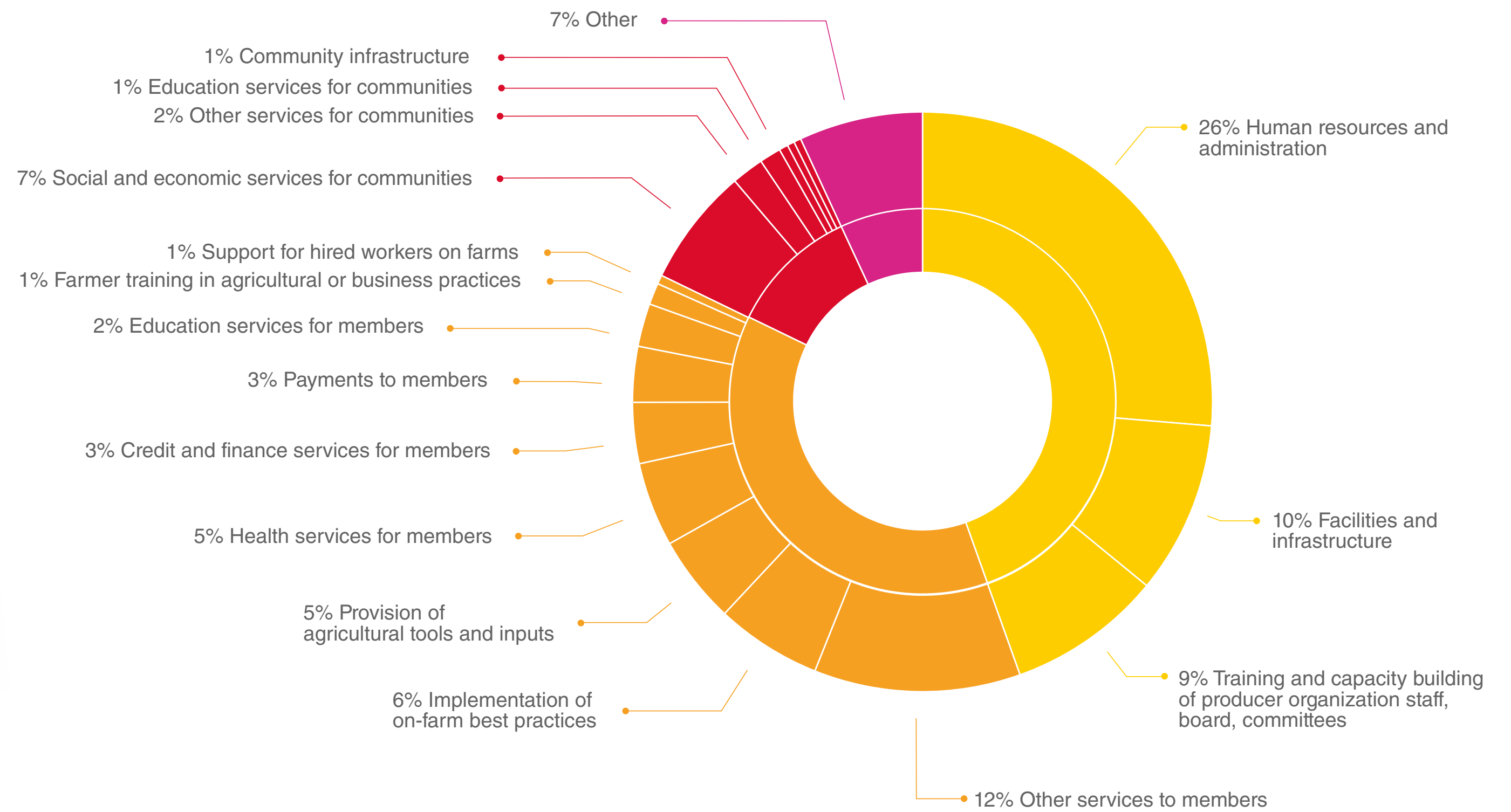
25,000
Fairtrade
farmers
& workers



173
Fairtrade
farming
organizations

38,300
Hectares cultivated under
Fairtrade standards
in 18 countries

€31.3M
in Fairtrade Premium earned
by banana farmers & invested in:



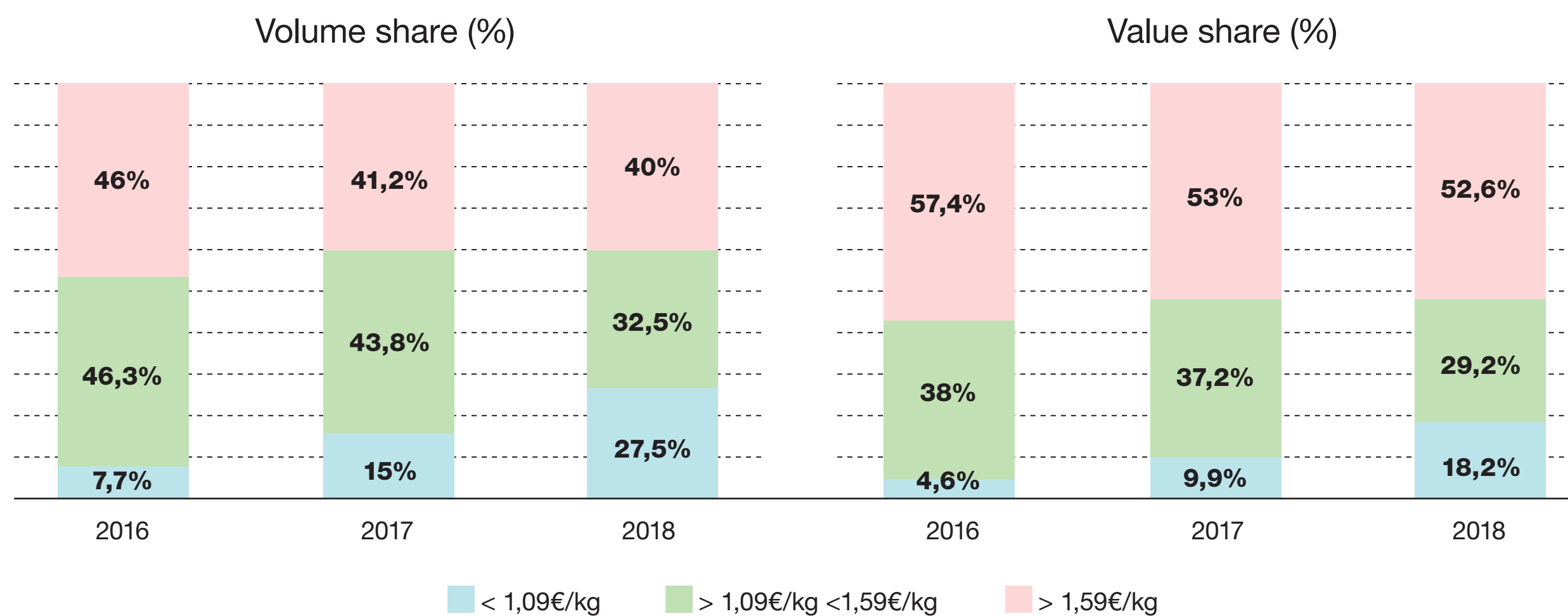
Investing in producer organizations	45%
Services for farmers	38%
Services for communities	11%
Other	7%

Sources: Fairtrade Monitoring Report 2017

Sustainable bananas

Here comes the low-cost banana

Staggering progression of low-cost bananas in Belgium: it gains market share & splits the market in half between premium and low-cost

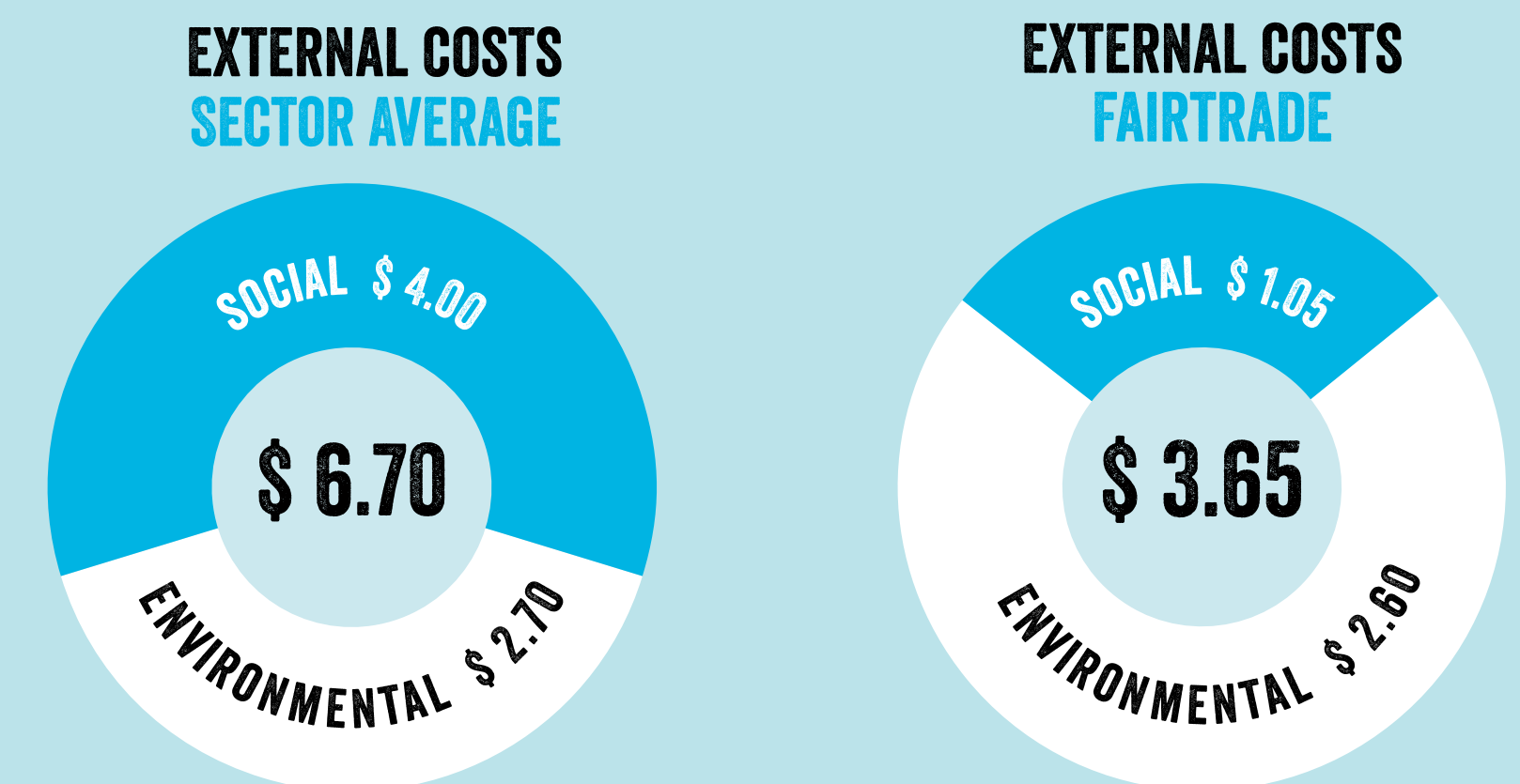


Call for a multi-stakeholder approach

To counter this trend, during the Week of Fair Trade, we made a strong public call for a sector-wide initiative for sustainable bananas on the Belgian market

Sweet fruit, bitter truth

To help the banana sector make the transition to sustainability, Fairtrade commissioned True Price and Trucost to run a first-ever study on the external social and environmental costs of banana production in the key origins of Colombia, the Dominican Republic, Ecuador and Peru



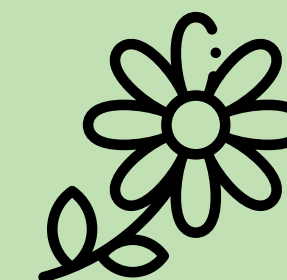
Sources: GFK, 2019 & The External Costs of Banana Production by True Price and Trucost, 2019

Flowers sales in Belgium



€300 k
Fairtrade Premium

+59% vs. 2018



>20 M
Fairtrade flower
stems sold

+57% vs. 2018



Fairtrade flowers sold
in Belgium come from
*Kenya, Ethiopia
and Tanzania*

Sources: Fairtrade Belgium reporting 2019 & GfK report 2019

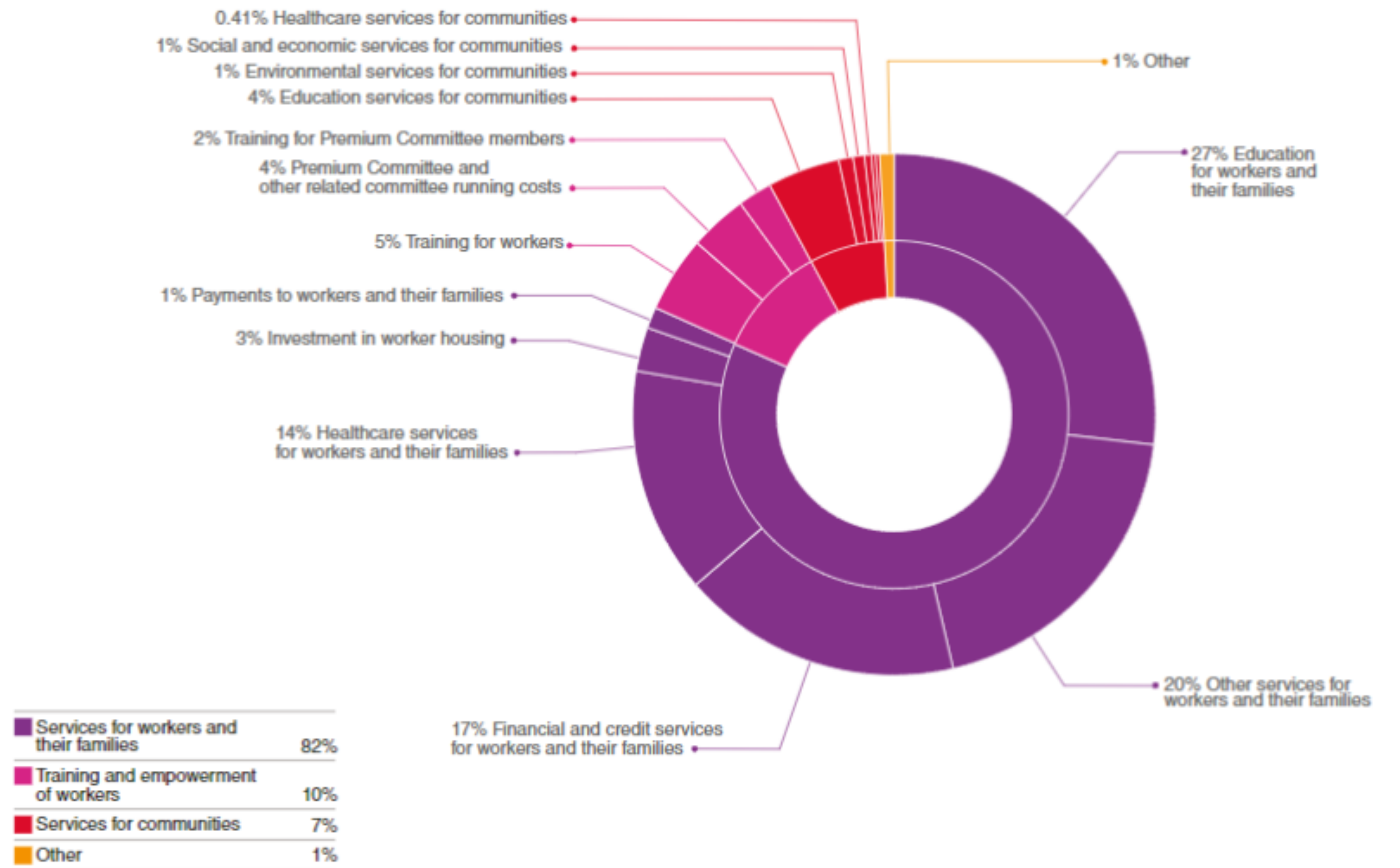
Fairtrade flowers worldwide

2,700
Hectares
cultivated under
Fairtrade standards

57,900
Fairtrade
workers

64
Fairtrade
farming
organizations

€6.773.300 
in *Fairtrade Premium* earned
by flower farmers & invested in :



Sources: Fairtrade Monitoring Report 2017

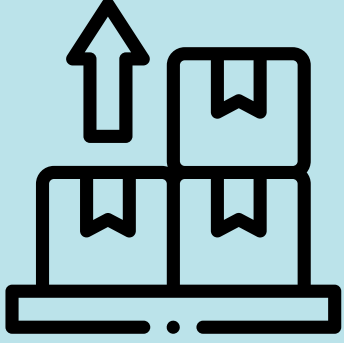
Fairtrade cotton sales in Belgium

1.869 k
Fairtrade *cotton units* sold
+108% vs. 2018


€102 k
Fairtrade *Premium*
+139% vs. 2018


53
License holders
selling in Belgium
9 BELGIANS
44 OTHERS


63
Brands in Belgium
SELLING 333 FAIRTRADE
LABELED PRODUCTS


775 mT
Fairtrade *cotton fibers* sold
+139% vs. 2018



Sources: Fairtrade Belgium reporting 2019

Fairtrade cotton worldwide



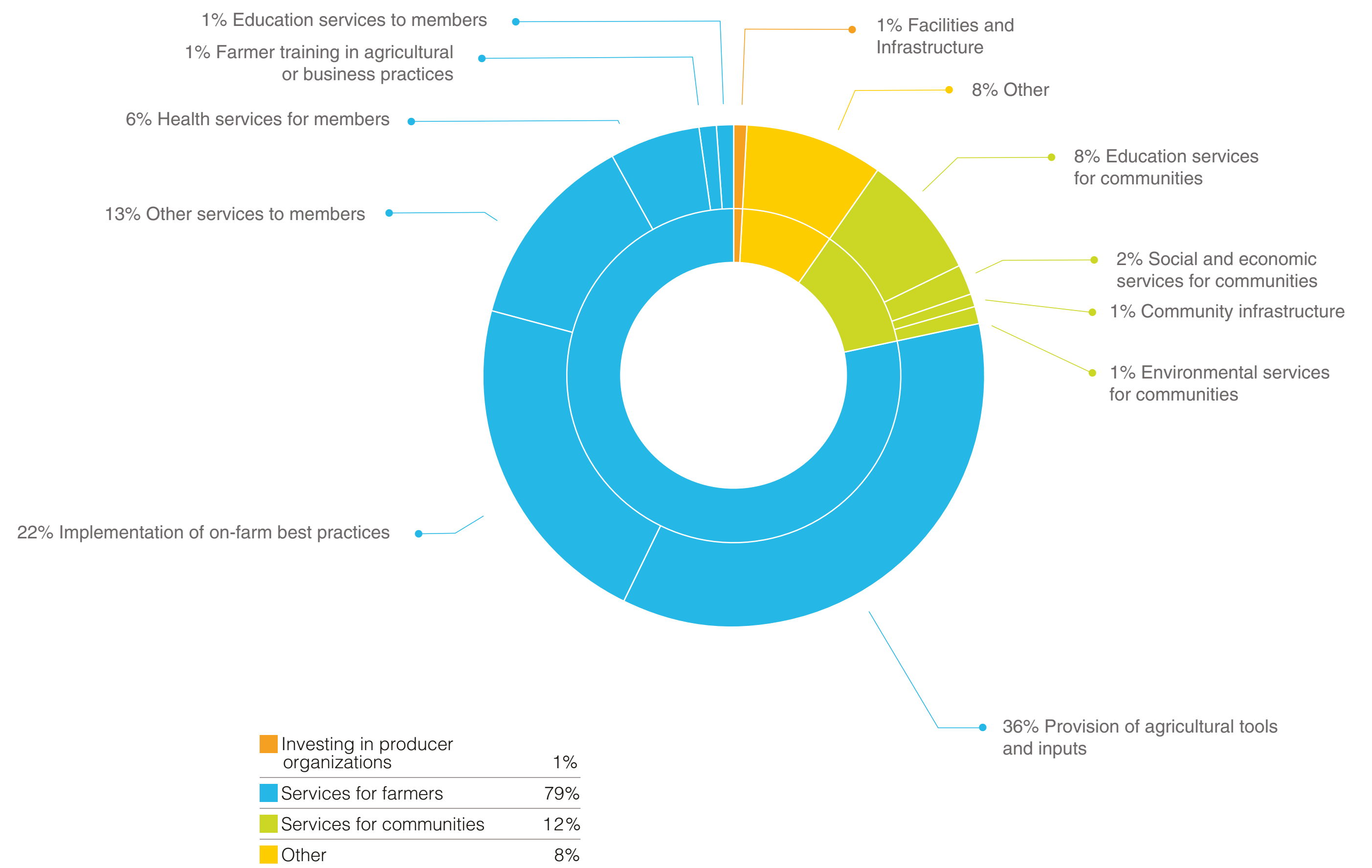
62.899
Hectares cultivated under
Fairtrade standards
in 8 countries



45.153
Fairtrade
farmers

20
Fairtrade
farming
organizations

€ 1.096.50 
in *Fairtrade Premium* earned
by cotton farmers & invested in :



Sources: Fairtrade Monitoring Report 2017

Retail & Brands' highlights

Oxfam & Belvas

- Commitment to Fairtrade living income strategy
- Additional income for cocoa farmers through the sale of the ranges Bite to Fight & Cocoa Direct



Fairebel

- Launch of chocolate milk with Fairtrade cocoa
- Highlighting the similarities between farmers worldwide



Lidl

- Launch of new chocolate range 'Way to Go'. Extra investment on top of Fairtrade standards
- Initiated in Belgium. International roll-out now taking place
- Introduction of a Fairtrade conventional banana on top of the organic Fairtrade one



Bioplanet

4 new coffee references under the brand Boni

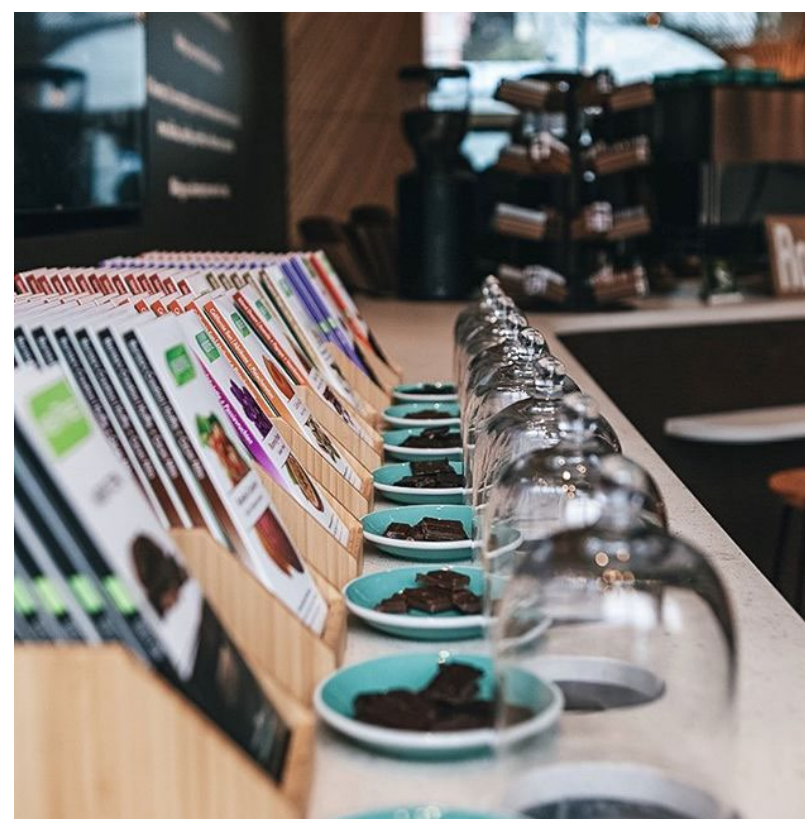
Delhaize

- Launch of coffee brand Latitude 28: Fairtrade & CO₂ neutral
- Increased commitment on cocoa with Fairtrade seasonals



Out of Home highlights

Newtree



- Launch of coffee brand
- Opening of new café in Place du Luxembourg, Brussels



Fruit at Work & Fruitsnacks

Partnership for the Week of Fair Trade



Panos
City network switches to Fairtrade coffee



Belvas

Opening of small chocolate factory & shop, part of organic market WOLF in Brussels

Fairtrade@Work



Fairtrade@Work drives the consumption of Fairtrade coffee and other products in companies:

- Those who take part, meet 4 criteria & receive a “Fairtrade Award”
- A choice at the heart of CSR strategies
- That meets the United Nations’ Sustainable Development Goals
- A commitment that drives the empowerment of coffee farmers
- A communication tool towards employees and clients

100
companies 

105k
employees 

62M
coffee cups/year 

\$230k
Fairtrade Premium invested by farming communities in their practices & community 

10
new participating organizations



L'ORÉAL

INFRABEL

ingenico GROUP



NGROUP



Fairtrade@Work

New tools



CALCULEZ VOTRE IMPACT POSITIF

Vous buvez du café équitable dans votre organisation ou vous désirez le faire?

Remplissez les champs de ce calculateur d'impact et découvrez ce qu'un tel engagement de votre organisation peut signifier. En plus d'intégrer votre stratégie RSE et de continuer aux objectifs de développement durable des Nations Unies, cet engagement fait une différence pour les producteurs et productrices de café dans le Sud.

Avec toutes les autres organisations qui optent pour le Fairtrade, nous pouvons faire une grande différence.

"ONE CUP OF COFFEE WON'T CHANGE THE WORLD ON ITS OWN BUT MILLIONS OF FAIRTRADE COFFEE DRINKERS, JUST MIGHT."

NOM DE VOTRE ORGANISATION

NOMBRE D'EMPLOYÉS

CALCULER NOTRE IMPACT

Testimonies

"In 2018 we generated € 8000 of Fairtrade Premium that farmers invested in agricultural practices and their community."



"I am convinced that Fairtrade@Work and Corporate Responsibility contribute to the competitive advantage of the business"



"A small action with a big impact: 750 000 cups each year that have the taste of commitment!"



Campaign participation

WORLD FAIR TRADE DAY

160 offices
26k employees

THE WEEK OF FAIR TRADE

230 offices
35k employees

FairTradeGemeente

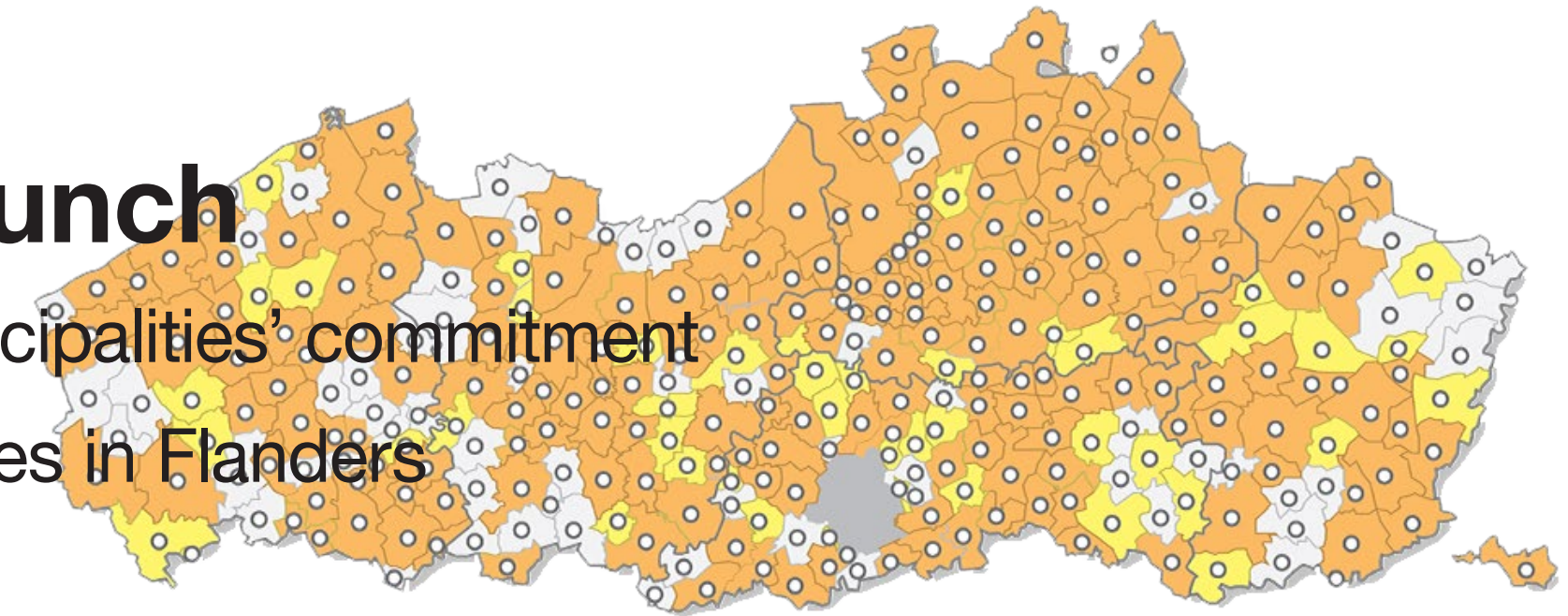


FairTradeGemeente puts fair trade on the map of Flemish municipalities since 2004

- Municipalities that meet 6 criteria receive the title FairTradeGemeente: a symbol of the municipality and its inhabitants' commitment to fair and local trade
- The program strengthens the demand and supply of fair, local and sustainable products
- It contributes to the mission of a decent livelihood for all farmers worldwide

FAIR-O-METER launch

- Impact tool to measure municipalities' commitment
 - 132 participating municipalities in Flanders
- www.fairometer.be



Press event in Ghent

Sharing Fair-O-Meter results & awarding 12 municipalities



Week of Fair Trade

“Town halls become honest as a Fairtrade banana” campaign

Meise & Erpe-Mere get the title!



Powered by
cottover
people & planet



Communes du Commerce Équitable



CDCE puts fair trade on the map of Wallonia & Brussels' municipalities in Belgium

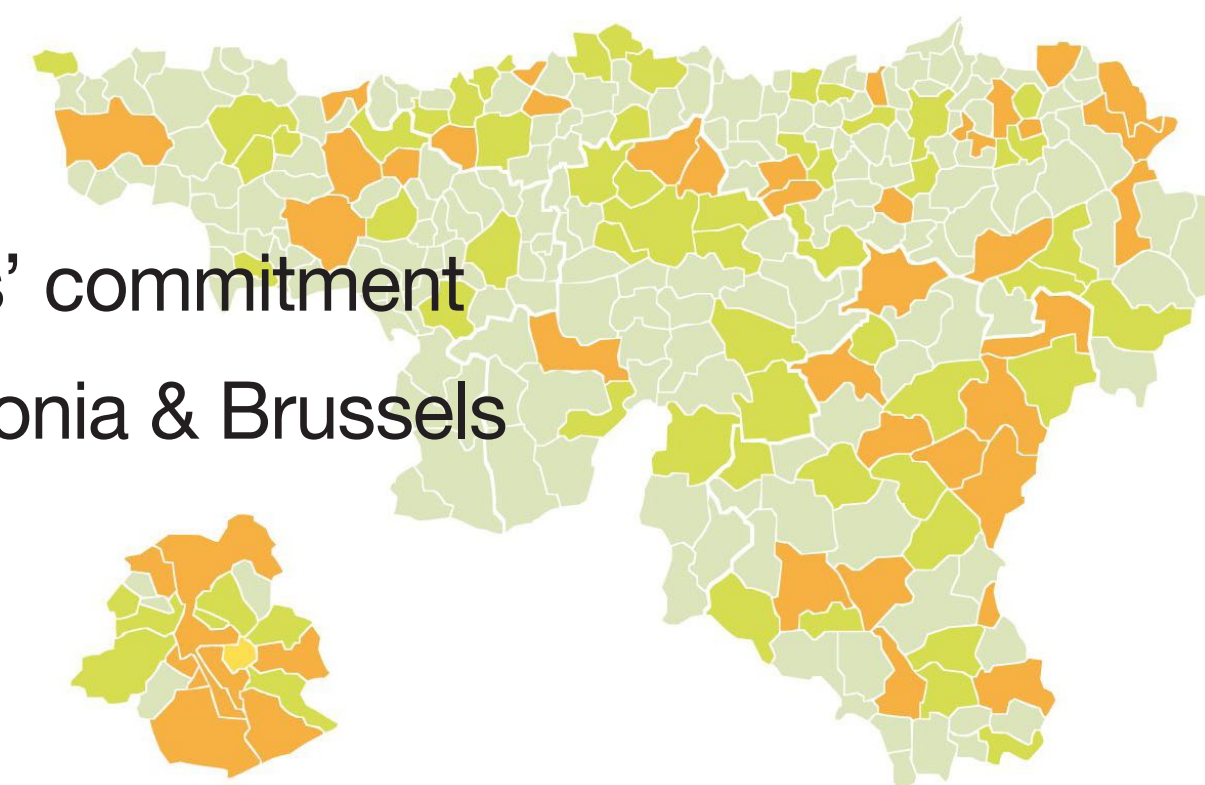
Raise local stakeholders' awareness of fair trade & generate a change in the behavior of local stakeholders and consumers

Support of the municipalities in Wallonia & Brussels

- 2 training courses "boosting fair trade municipalities" in Liège and Brussels
- 2 training courses on public procurement and fair trade local products in Huy and Charleroi
- Debate at the Slow Fashion Day and Night organized in Brussels

FAIR-O-METER launch

- Impact tool to measure municipalities' commitment
- 22 participating municipalities in Wallonia & Brussels



Fléron & Awans get the title!

International conference

5 volunteers attended the Fair Trade Towns International conference in Cardiff



Other partnerships



GoodFood@School

- A partnership between Rikolto, Good Planet & Fairtrade Belgium
- The ambition: « A sustainable and healthy food policy in every school »
- Councils in 4 cities, bringing together schools, parents, children, experts and politics
- 60 classes educated and coached to transform food in their schools

www.goodfoodatschool.be

Ik ben meer dan mijn kassaticket

- A partnership between Rikolto, Fairtrade Belgium, Test-Achat, Femma, Ferm and Gezinsbond
- A movement of citizens who want to make sustainable food in supermarkets the norm

www.meerdanmijnkassaticket.be



Colruyt received the first « MDMKT-Award » for its project « Aan tafel in 1, 2, 3 euro »

10+ workshops organized at local level to stimulate dialogue between supermarkets and consumers

Fairtrade brand performance

Key figures


43%
have a *strong relationship* with the Fairtrade label


62%
find important that companies undertake *sustainable* or *socially responsible* business


92%
have *heard* of Fairtrade


90%
trust the Fairtrade label



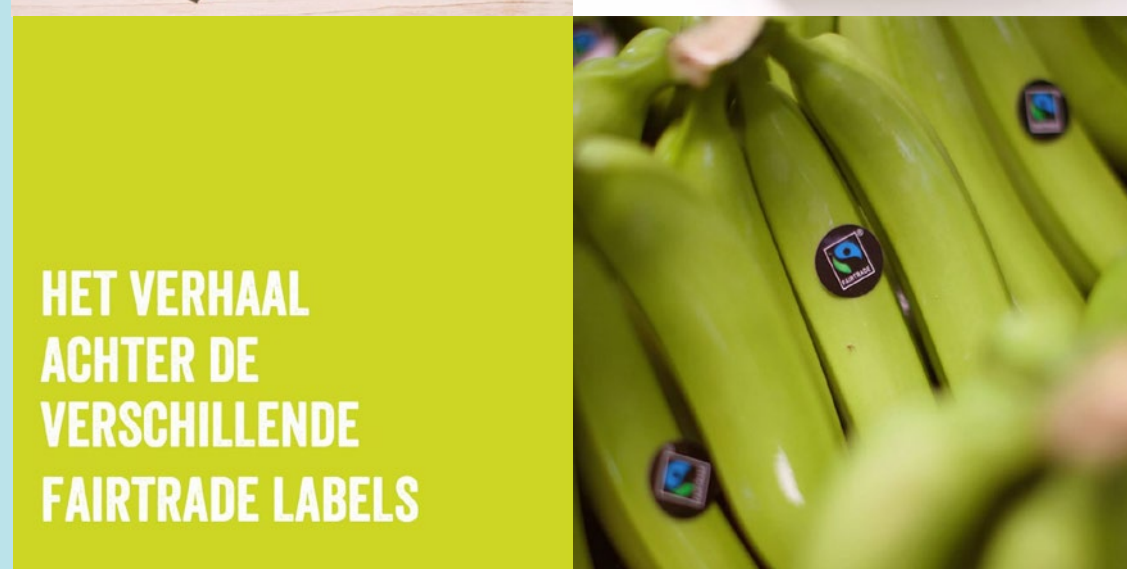

70%
find it important that their *city* is managed in a *sustainable* way


69%
think fair trade is *important* when addressing societal subjects

Source: Belgian consumers, GFK, November 2019

Financed by the DGD 

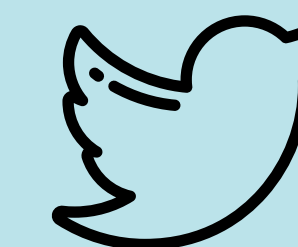
Digital results



LinkedIn

Reach: av. **11.3K/month**

Followers: **1.2K**



Twitter

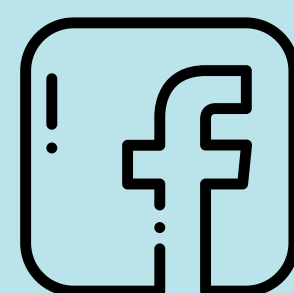
Reach: av. **24K/month**

Followers: **2.4K**

Farmers in Belgium and in Southern countries have the same ambition: a fair price for quality products. A message shared with us today by our director [@nikoalamons](#) and Erwin Schöpoges, president of Faircoop at [@FAIREBEL](#)'s press conference.



Way to go, [@LidBelgium](#)! Today was the launch of their new super fair chocolate in collaboration with [@rikoltoBE](#) and [@Fairtrade_BE](#), within the framework of [@alexanderdecroo](#)'s #BeyondChocolate charter 🍫

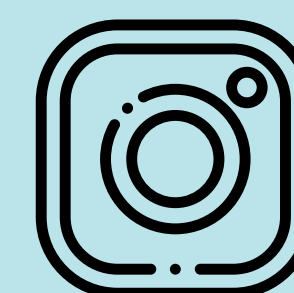


Facebook

Reach: av. **225K/month**

Followers: **9.3K**

Interactions: av. **40K/month**



Instagram

Reach: av. **90K/month**

Followers: **2.5K**

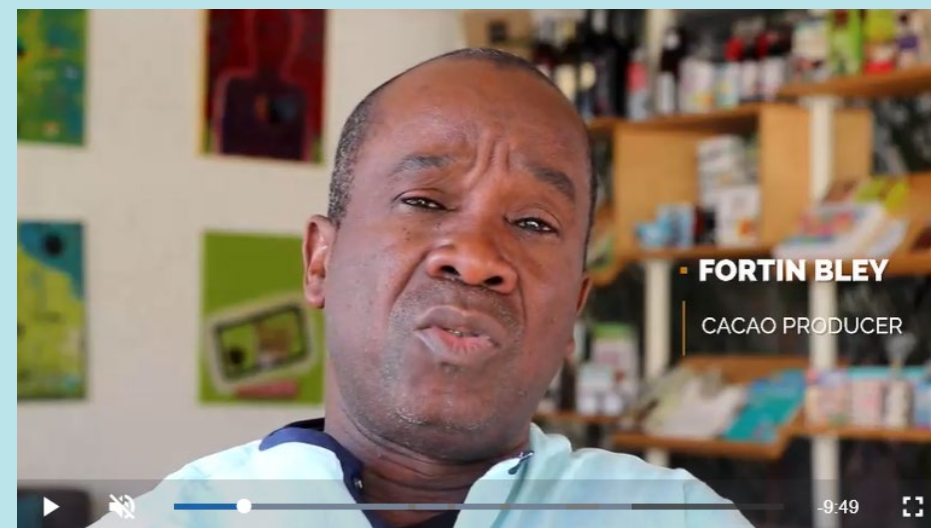
Press highlights



9

PRESS RELEASES

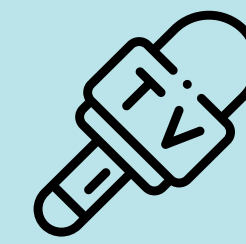
& growing number of expert interventions



THE VOICE OF FARMERS

Fortin Bley, cocoa producer from Ivory Coast on Canal Z

Angelique Karekezi, producer of women's coffee in Rwanda for World Fair Trade Day



PRESS TRIP

to banana plantations in Peru

5 appearances on television on RTBF, RTL & VRT



9

RADIO-INTERVENTIONS

& high number of hits in print and online media

World Fair Trade Day

 *Coffee* in the spotlight

Fairtrade@Work
activation

160
offices

of Fairtrade@Work
offices participated



Give a fair coffee & a compliment
to your colleagues



Foodmaker & Starbucks
also activated their consumers



World Fair Trade Day



Press event with Angélique Karekesi, director of the coffee cooperative Rwashosco in Rwanda & founder of the coffee 'Angelique's Finest', made 100% by women.

Influencer event discovering various Fairtrade products: coffee tasting, small lunch & cocktails!



Week of Fair Trade

Honest as a Fairtrade banana

We asked the Fairtrade community to share a little secret & be as honest as a Fairtrade banana!

Best confession

The campaign reached 2M impressions on social media. The best confession, reaching 100K Belgians, was of Justin, son of a banana farmer in Peru



Media coverage

Our message was present on TV, on the radio, in the written and online press



Banana products

Contest on the radio & through Fairtrade@Work to win a surprised banana inspired basket

Week of Fair Trade

Intermediaries

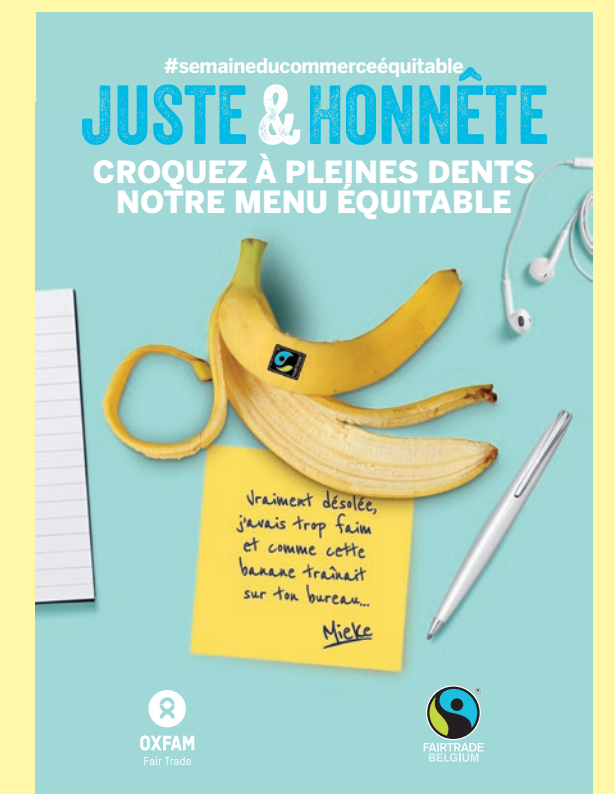
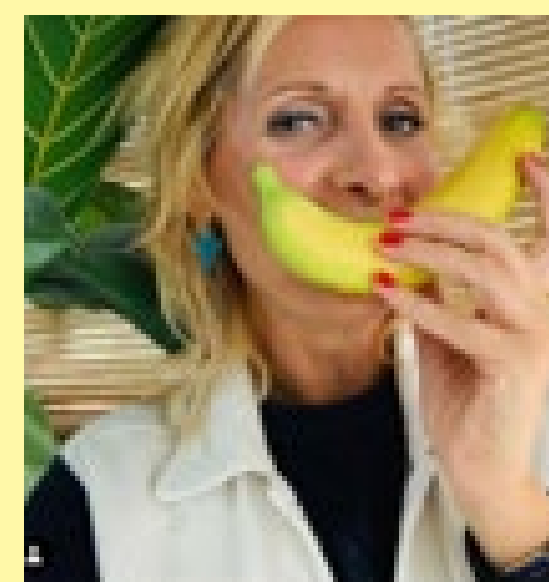
We worked closely with many intermediaries to amplify our campaign



Licenseses & universities



Fairtrade ambassadors



Partnerships

Collaboration with Oxfam for caterers

Combined action for Fairtrade@Work & Fair Trade Towns with 230 participating offices

Financial results

Profit & Loss

The progress of Fairtrade sales in 2019 resulted in a good financial year for Fairtrade Belgium. **The License Fees** grew by 13% reaching €1,7M. As a member of Fairtrade International, Fairtrade Belgium transfers approximately 1/3rd of the License Fee income to Fairtrade International for the financing of the global Fairtrade system including the Fairtrade producer networks. This is the main reason for the increase in **FI contribution** to €586K.

In addition to the License Fees, **Subsidies** are another important source of income for

Fairtrade Belgium. As part of the 'Changing Trade, Changing Lives' program running from 2017 until 2021, Fairtrade Belgium annually receives subsidies from DGD (Belgian Development Cooperation). The unused amount of subsidies for 2017 had been carried-over to 2018, whereas in 2019 the available subsidy was back to the normal level. This explains the decrease in received subsidies for 2019. DGD subsidies amount to 82% of the total subsidies received by Fairtrade Belgium.

Connect is a Fairtrade International licensing software

managed in part by Fairtrade Belgium. The income related to Connect decreased with 5% vs. 2018, however this service to the Fairtrade system is always a break-even operation with revenues received from other Fairtrade organizations equaling the operational costs.

Other revenues relate to the income received for the coordination of FairTradeGemeente. The drop vs. 2018 is mainly due to the loss of a related subsidy income.

Consolidated Profit & Loss Fairtrade Belgium (*)	2018	2019	2019 vs 2018
Income			
Net License Fees	1 506 581	1 700 469	13%
Subsidies	695 563	604 200	-13%
Other revenues	45 281	35 395	-22%
Connect Income (**)	267 421	253 950	-5%
Total	2 514 847	2 594 013	3%
Expenses			
Activities	-604 743	-517 222	-14%
Overhead	-175 019	-189 746	8%
Salary Expenses	-1 134 126	-1 221 282	8%
Depreciation & Provision	-61 439	14 804	-124%
Total	-1 975 327	-1 913 446	-3%
Operational Result before FI & PN (***) contribution	539 521	680 566	26%
FI contribution	-496 341	-586 447	18%
Producer Support Funding	-28 000	-49 000	75%
Contributions to FI & PN	-524 341	-635 447	21%
Operational Result	15 179	45 119	197%
Financial Income	2 822	8 048	185%
Financial Expenses	-1 340	-2 462	84%
Financial Result	1 483	5 585	277%
Exceptional Income (****)	7 597	37 753	397%
Exceptional Expenses (****)	-22 874	-9 225	-60%
Exceptional Result	-15 277	28 528	-287%
Earnings before Tax (EBT)	1 385	79 233	5621%

(*) Consolidation of Fairtrade Belgium CVBA and Fairtrade Belgium VZW

(**) Connect is a Fairtrade International licensing software managed by Fairtrade Belgium

(***) 'FI': Fairtrade International; 'PN': Fairtrade Producer Networks

(****) Non recurrent income and expenses related to previous years reported in Exceptional Income & Expenses

Source: Fairtrade Belgium reporting 2019

Financial results

Profit & Loss

Activity costs for Fairtrade Belgium are non-salary costs mainly related to communication, business development, licensing, advocacy and public relations. Compared to 2018, activity costs dropped by 14%, which is mainly due to the lower availability of subsidy income leading to lower communication expenses.

Overhead expenses in 2019 rose by 8% vs. 2018. This increase is mainly due to higher rent costs, one off IT and accountancy charges and expenses related to the renovation of the office.

Salary expenses grew by 8% vs. 2018. Although the headcount was stable in 2019, the salary costs increased because of the full year effect of having a complete team.

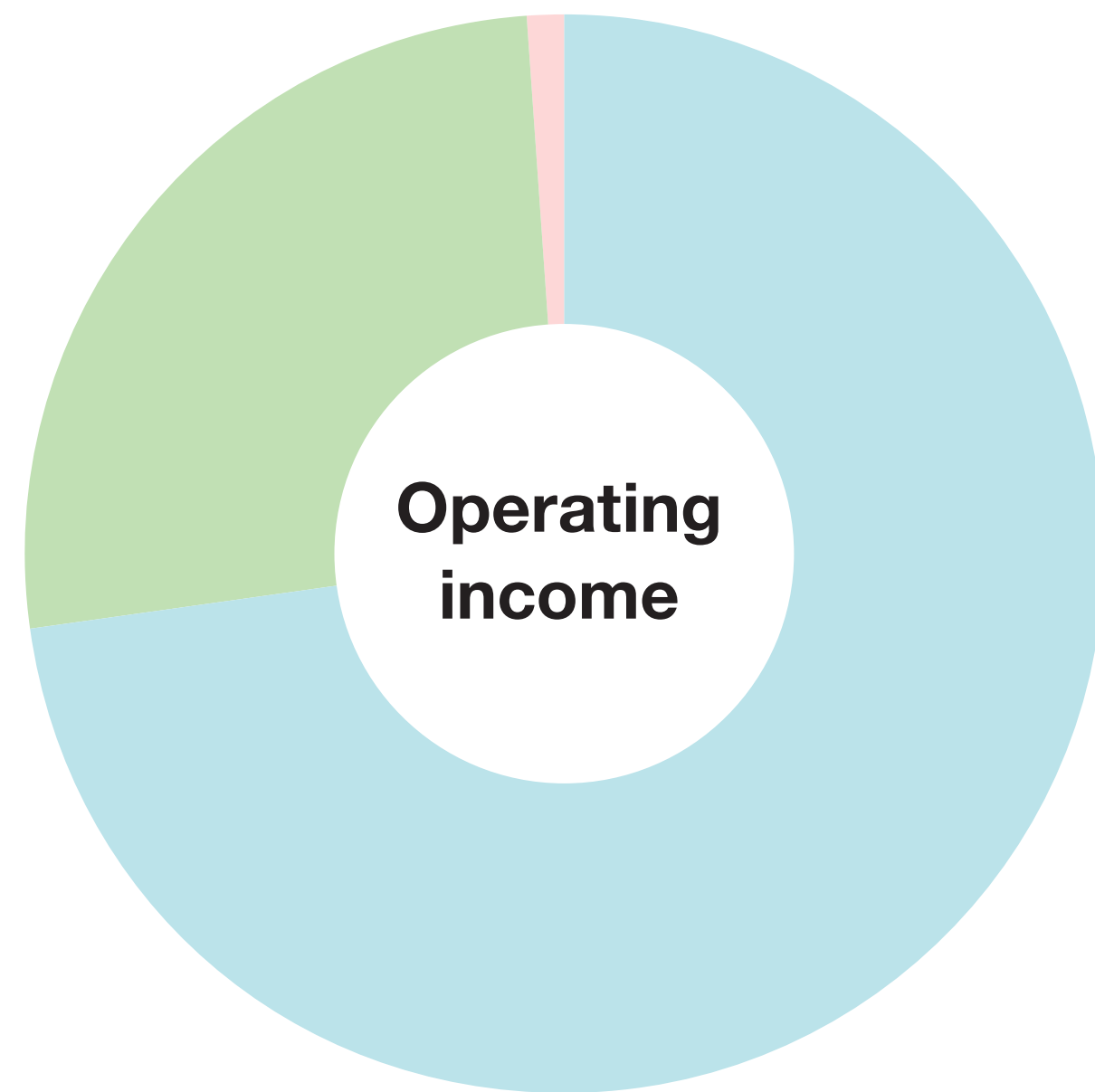
Depreciation and provisions amount to a €14K revenue, thanks to the settlement of financial provisions from the past. Also in the **Exceptional** category, costs and revenues from the settlement of different invoices from previous years occurred in 2019.

In addition to the support to Fairtrade producer networks through the Fairtrade International system, Fairtrade Belgium also directly supports several programs coordinated by the producer networks in Africa and Latin-America in different areas such as climate change and women leadership. In 2019, the **producer support** rose to €49K. Please note however that the main financial impact of Fairtrade Belgium to producers occurs through the Fairtrade Premium and the difference between market and Fairtrade minimum price when applicable.

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Exceptional Income (****)	7 597	37 753	397%
Exceptional Expenses (****)	-22 874	-9 225	-60%
Exceptional Result	-15 277	28 528	-287%
Earnings before Tax (EBT)	1 385	79 233	5621%

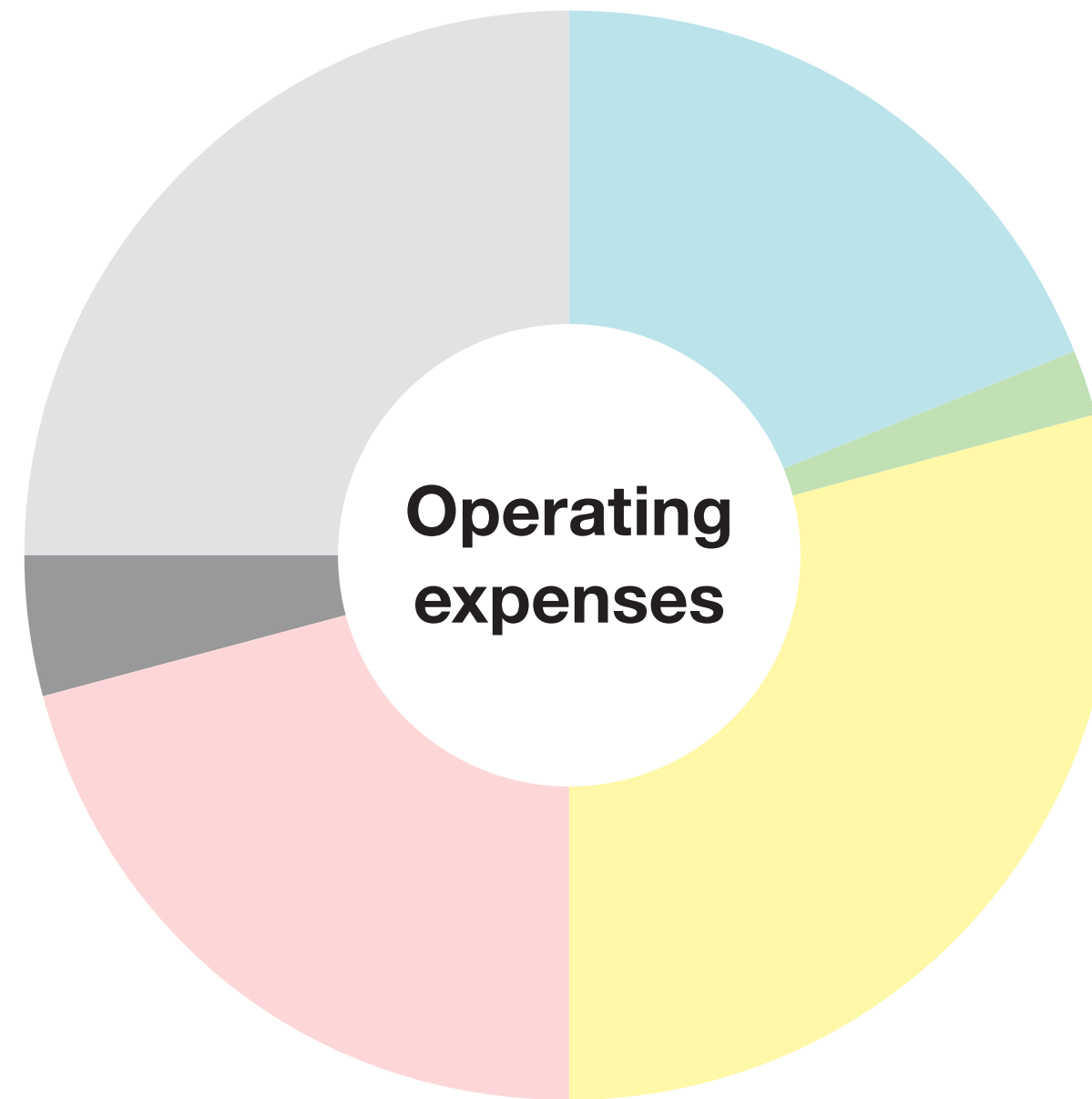
Financial results

Operating expenses & income



- **73%** License Fees
- **26%** Subsidies
- **1%** Other Revenues

Thanks to the strongly growing Fairtrade sales in 2019, the proportion of income from License Fees increased to 73% of the total income.



- **19%** Administration
- **2%** Fundraising / Monitoring & Evaluation
- **29%** Communication & Advocacy
- **21%** Business Development
- **4%** Producer Support
- **25%** Fairtrade International system

29% of the costs of Fairtrade Belgium are for communication and advocacy. One quarter of the expenses are linked with the financial contribution to the Fairtrade International system. Subsequently 21% of the expenses are associated with the development and expansion of the supply of Fairtrade products in the Belgian market, more particularly support to the Belgian licensees in communication, product management, ...

Administrative costs such as HR, Office, Finance and IT expenses, amount to 19% of the total expenses. Finally 4% of the costs are allocated to additional producer support and supply chain projects, and 2% of the costs are connected to the different subsidy programs and evaluations.

Notes:

- The graphs exclude the costs & revenues related to the Fairtrade International (FI) licensing system (Connect)
- The graphs exclude the depreciation, the financial and exceptional cost & revenue categories

Source: Fairtrade Belgium reporting 2019

Team Fairtrade

Let us know
how we can *help* !



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