

**FOCUS ON**

**FAIRTRADE REGIONS:**

**LATIN AMERICA**

**AND THE CARIBBEAN**



**FAIRTRADE**  
INTERNATIONAL





### About Fairtrade International

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 1.7 million farmers and workers co-own the international Fairtrade system, which also includes the independent certification body FLOCERT, and Fairtrade organizations in more than 30 countries that promote Fairtrade to business and consumers.

For more information, visit [www.fairtrade.net](http://www.fairtrade.net)



### About FLOCERT

FLOCERT is a leading global assurance provider. Besides providing sole certification to Fairtrade, FLOCERT also offers an array of services to support companies in sourcing on fair principles, where no Fairtrade Standard applies. Founded in 2003, the company has six international offices, over 150 employees and more than 120 auditors worldwide.

For more information, visit [www.flocert.net](http://www.flocert.net)

### Copyright Fairtrade International 2021

All rights reserved. None of the material provided in this publication may be used, reproduced, or transmitted, in whole or in part, in any form or by any means, electronic or mechanical, including photocopying, recording or the use of any information storage and retrieval system, without permission in writing from Fairtrade International.

The material presented here is for informational purposes only. Fairtrade International grants permission to use the information for personal, non-commercial use, without any right to resell or redistribute information or to compile or create derivative works therefrom.

**Editorial and Data team:** Harveen Kour, Jesse Hastings, Ileana Resendez, Gerrit Walter, Linda Maokomatanda, Ana Lilia Hernández Espinosa.

**Design/layout:** Alberto Martínez, [Renderparty](#)

### Co-Funding Information



*Co-funded by the European Union*

The Producer Satisfaction Survey and this publication were produced with the support of the European Union. The contents are the sole responsibility of Fairtrade International and do not necessarily reflect the views of the European Union.



<http://clac-comerciojusto.org/en/>

*Cover Photo: Member of ASOBANARCOOP, Colombia  
© Dina Ramos, Fairtrade*

COFFEE AND BANANAS  
TOGETHER ACCOUNT FOR  
**82%**  
OF FAIRTRADE PREMIUM  
PAID TO PRODUCERS IN  
**LATIN AMERICA  
AND THE CARIBBEAN**



**50% OF ALL**  
FAIRTRADE PRODUCER  
ORGANIZATIONS ARE IN  
**LATIN AMERICA  
AND THE CARIBBEAN**



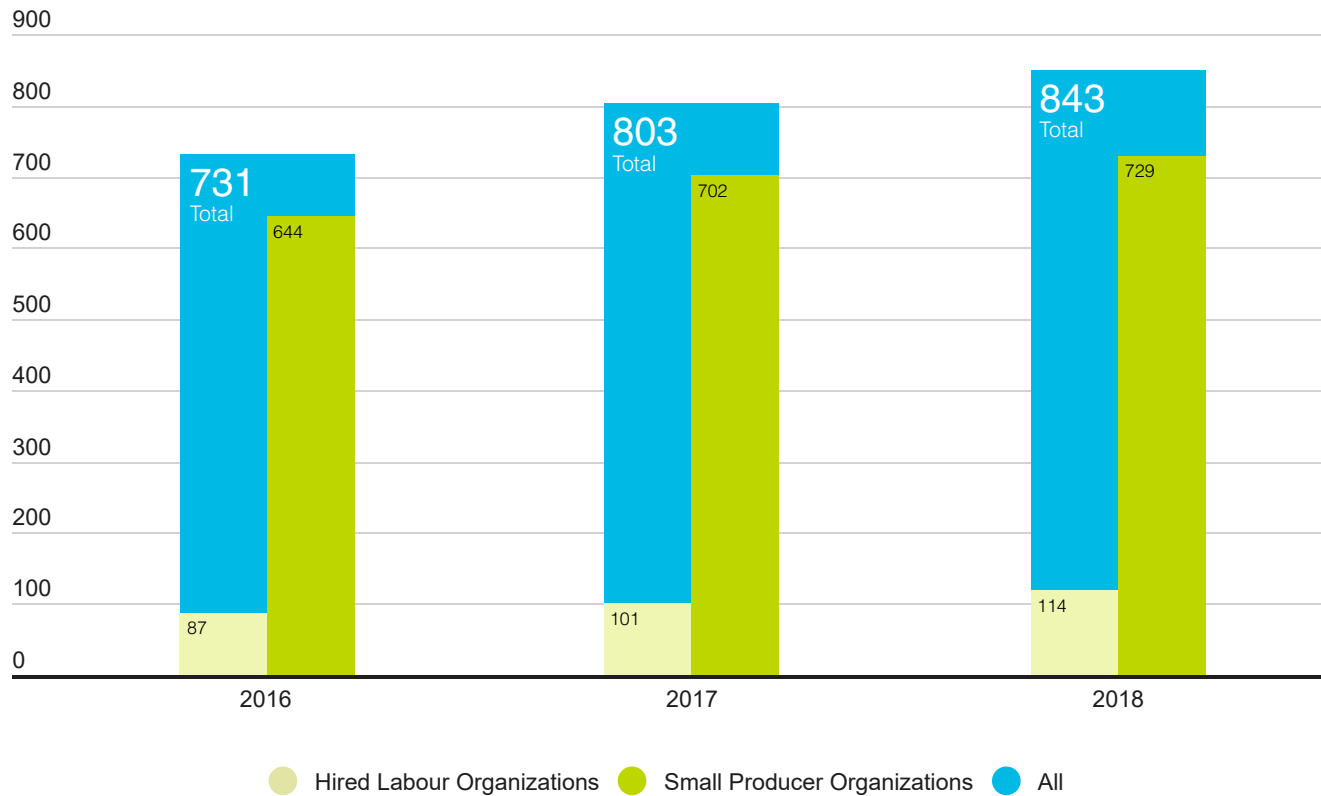
**42% OF FAIRTRADE  
PREMIUM GOING TO  
LATIN AMERICA  
AND THE CARIBBEAN**



IS PAID TO PRODUCERS  
**IN PERU AND  
COLOMBIA**



# FAIRTRADE IN LATIN AMERICA AND THE CARIBBEAN: PRODUCER ORGANIZATIONS 2016-2018

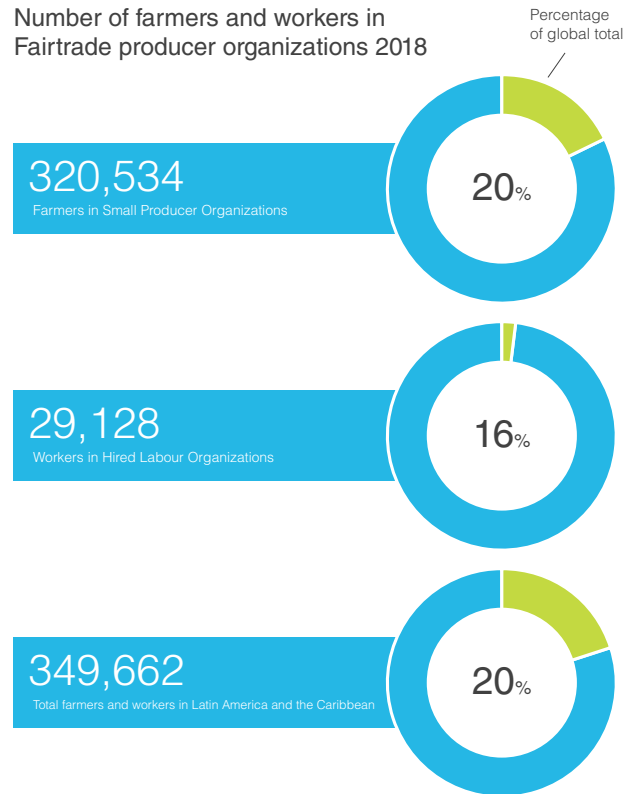


## INTRODUCTION

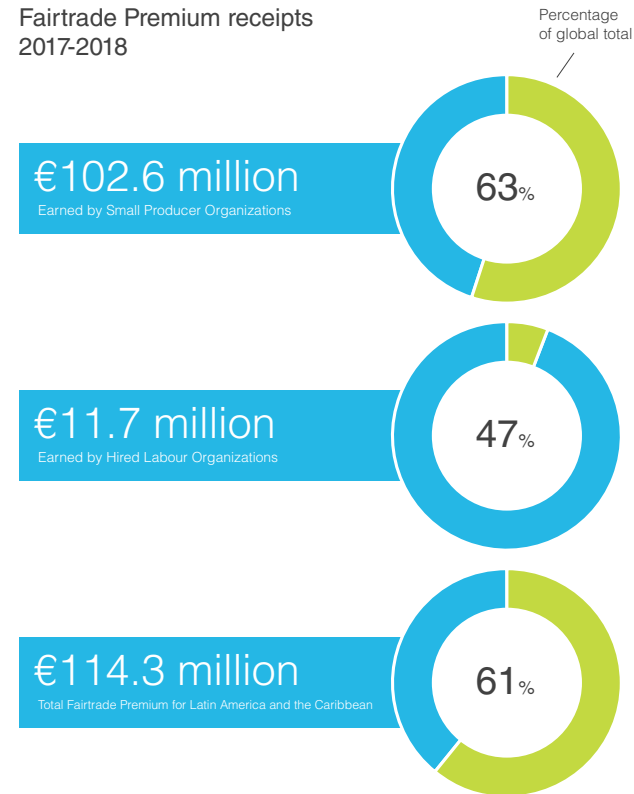
The Latin American and Caribbean Network of Fair Trade Small Producers and Workers (CLAC) was established in 2004 and has had legal status since 2005. Its roots are in the CLA (Latin American Network, which brought together small-scale coffee fair trade farmers) and the PAUAL (Latin American Network of Small Beekeepers). These two continental networks of small producers were both founded in 1996, a year before the establishment of Fairtrade International. Currently, it has over 800 member organizations in 24 countries across the continent. Fairtrade certified producer organizations may join the network if they wish. They represent small-scale producers within the Fairtrade system. For instance, producers have 50 percent of the voting power at the Fairtrade International General Assembly. Fairtrade in Latin America and the Caribbean is on the front lines providing support and getting important Fairtrade information to Producer Organizations, supporting them to understand and meet the Fairtrade Standards, and strengthening their organizations through trainings, workshops, and exchange visits on topics from good governance, to human rights, climate change adaptation and more. In partnership with the national Fairtrade organizations and Fairtrade International, CLAC ensures that Fairtrade is working to strengthen livelihoods and empower farmers and workers.

## FAIRTRADE IN LATIN AMERICA AND THE CARIBBEAN: PRODUCERS AND FAIRTRADE PREMIUM GENERATED 2018

Number of farmers and workers in Fairtrade producer organizations 2018



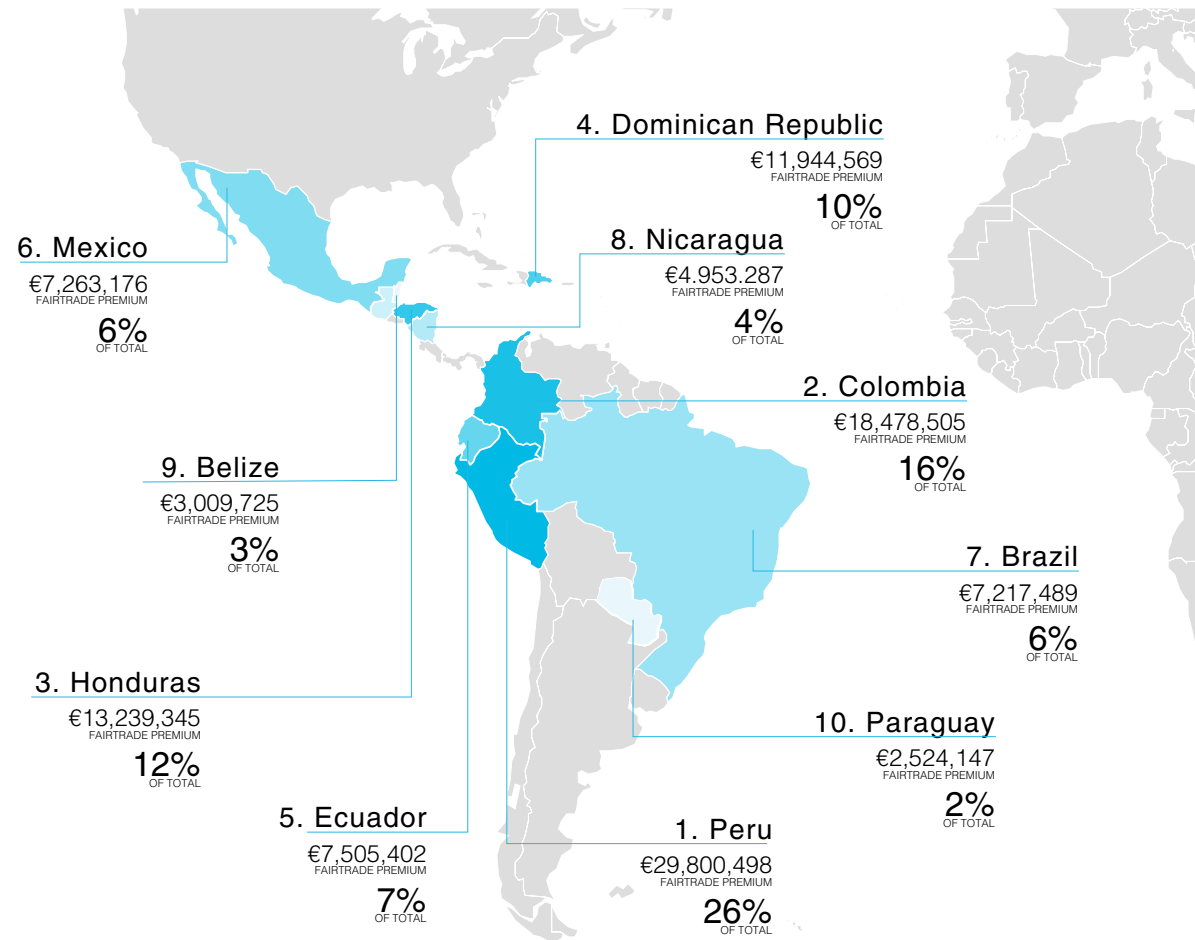
Fairtrade Premium receipts 2017-2018



**Note:**

Numbers may not sum due to rounding

## FAIRTRADE IN LATIN AMERICA AND THE CARIBBEAN: TOP TEN FAIRTRADE PREMIUM GENERATING COUNTRIES 2017-2018

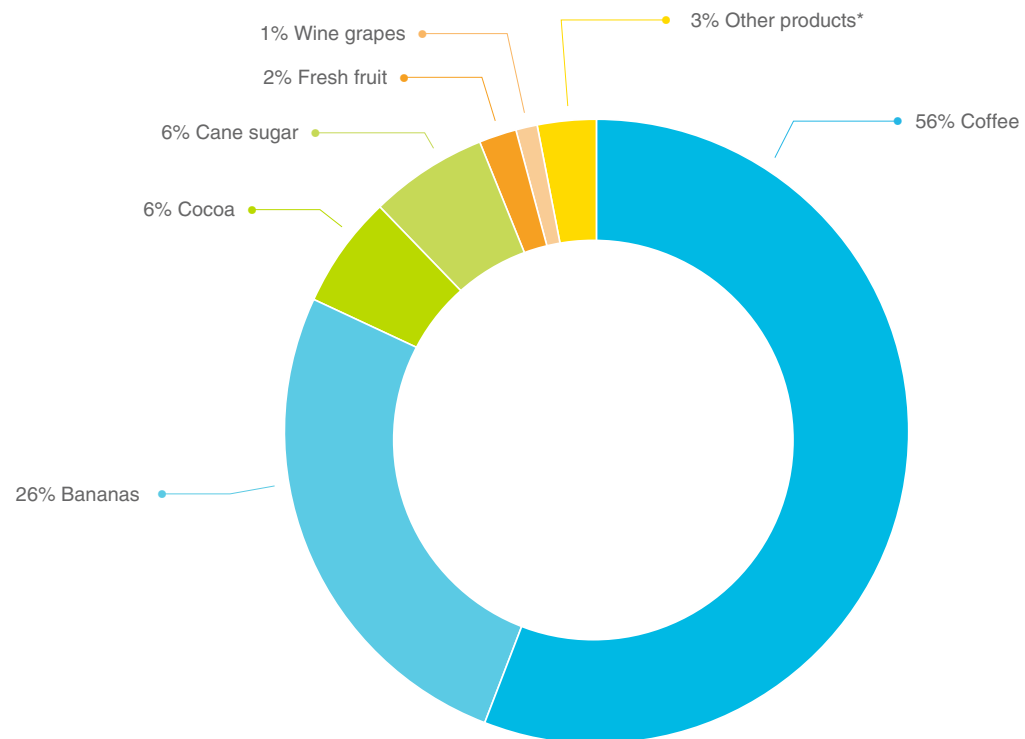


Percentages refer to Fairtrade Premium earned globally.

## FAIRTRADE IN LATIN AMERICA AND THE CARIBBEAN: FAIRTRADE PREMIUM DISTRIBUTION BY PRODUCT 2017-2018

Coffee	56%
Bananas	26%
Cocoa	6%
Cane sugar	6%
Fresh fruit	2%
Wine grapes	1%
Other products*	3%

*\*Includes vegetables, honey, fruit juices, herbs, herbal teas & spices, flowers and plants, cereals, gold & associated precious metals, nuts oilseeds and oleaginous fruit, pulp, dried fruit*



## FAIRTRADE IN LATIN AMERICA AND THE CARIBBEAN: VOLUMES SOLD ON FAIRTRADE TERMS FOR KEY PRODUCTS 2018 (1)

### COCOA [in MT]

Dominican Republic	<b>20,171</b>
Ecuador	<b>5,971</b>
Peru	<b>14,851</b>
Other countries in Latin America and the Caribbean	<b>876</b>

### BANANAS [in MT]

Colombia	<b>150,430</b>
Dominican Republic	<b>182,066</b>
Ecuador	<b>130,811</b>
Peru	<b>129,894</b>
Other countries in Latin America and the Caribbean	<b>43,188</b>

### FLOWERS [in Stems]

Ecuador	<b>8,077,020</b>
---------	------------------

### COFFEE [in MT]

Bolivia	<b>539</b>
Brazil	<b>17,156</b>
Colombia	<b>30,879</b>
Costa Rica	<b>4,322</b>
El Salvador	<b>600</b>
Guatemala	<b>6,269</b>
Honduras	<b>35,411</b>
Mexico	<b>11,895</b>
Nicaragua	<b>12,920</b>
Peru	<b>54,464</b>
Other countries in Latin America and the Caribbean	<b>58</b>

### HONEY [in MT]

Argentina	<b>278</b>
Guatemala	<b>1,006</b>
Mexico	<b>545</b>
Other countries in Latin America and the Caribbean	<b>1,620</b>



## FAIRTRADE IN LATIN AMERICA AND THE CARIBBEAN: VOLUMES SOLD ON FAIRTRADE TERMS FOR KEY PRODUCTS 2018 (2)

### SUGAR [in MT]

Costa Rica	<b>8,533</b>
Paraguay	<b>41,472</b>
Other countries in Latin America and the Caribbean	<b>67,187</b>

### FRUIT JUICES [in MT]

Brazil	<b>17,156</b>
Mexico	<b>1,774</b>

### VEGETABLES [in MT]

Guatemala	<b>272</b>
Peru	<b>2,455</b>
Other countries in Latin America and the Caribbean	<b>61</b>

### FRESH FRUIT [in MT]

Brazil	<b>15,040</b>
Colombia	<b>171</b>
Costa Rica	<b>8,819</b>
Mexico	<b>10,360</b>
Nicaragua	<b>218</b>
Other countries in Latin America and the Caribbean	<b>1,225</b>

### WINE GRAPES [in MT]

Argentina	<b>6,675</b>
Chile	<b>2,513</b>

### HERBS, HERBAL TEAS & SPICES [in MT]

Mexico	<b>9,200</b>
Other countries in Latin America and the Caribbean	<b>38</b>

## SURVEY IMPLEMENTATION AND RESPONSE RATE

### PRODUCER SATISFACTION SURVEY

The Producer Satisfaction Survey was first run in 2012 and 2015, overseen by Fairtrade International. As the producer networks took over the lead in organizing support services, the Latin American and Caribbean Network of Fair Trade Small Producers and Workers (CLAC) began running its own survey in 2016. The most recent survey, and the one discussed in this report, was run in 2020 and looked at satisfaction with Producer Network support services provided in 2019.

The Producer Satisfaction Survey is a critical tool to enable us to understand how our work with Producer Organizations is going. It lets us know how Producer Organizations are receiving information from us and the frequency with which they participate in events and access support. Most importantly, it allows us to understand the satisfaction of Producer Organizations with our support and the actions they are taking as a result of our capacity building. This is one part of how we measure the impact Fairtrade is having for farmers and workers. With this information, we can learn, adjust our approach as needed, and better serve Fairtrade Producer Organizations in a way that strengthens them as well as the Fairtrade system as a whole.



#### ONLINE SURVEY

The 2019 Producer Satisfaction Survey was conducted using an online tool, with email invitations sent to all Fairtrade Producer Organizations in the region..



#### EMAIL REMINDERS

Regular email reminders, after the invitation had been sent out, in the region helped to increase the response rates.



#### PRODUCER NETWORK STAFF FOLLOW UP

Producer Network staff contacted those Producer Organizations that had not responded to encourage them to do so.



#### CONFIDENTIALITY

Only survey administrators at Fairtrade International were permitted access to individual Producer Organizations responses so the latter could give honest feedback confidentially.



#### COUNTRY-AND PRODUCT-SPECIFIC UNDERSTANDING

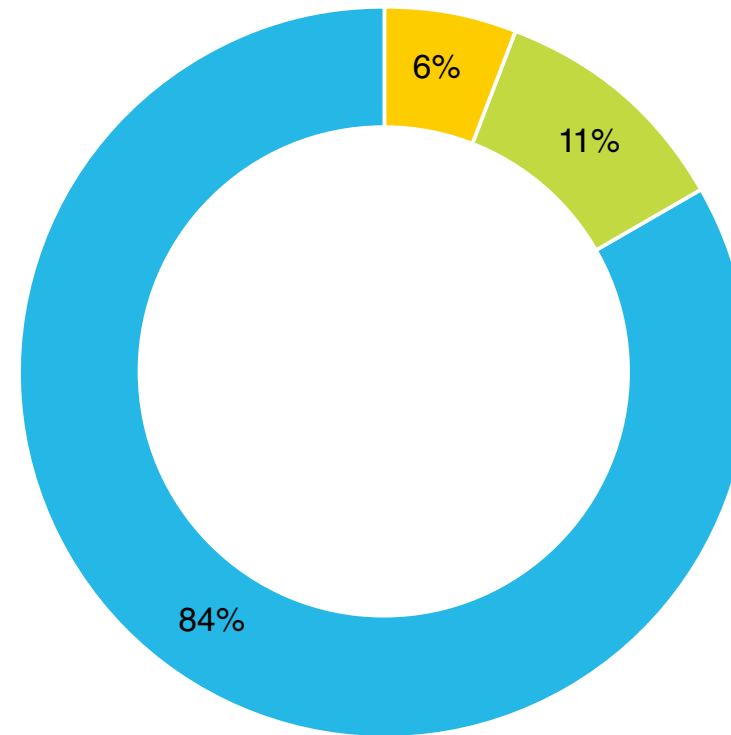
Analysis was done to better understand satisfaction both at the regional level as well as for particular countries and products.



● **26% RESPONSE RATE (240 PO RESPONDENTS OUT OF 924 SURVEYED)**

Overall, 84 percent of Fairtrade Producer Organizations surveyed are satisfied or very satisfied with CLAC support activities. This high number reflects the hard work of many the Producer Network staff as well as detailed annual planning to ensure that Producer Organization needs are being met. Producer Satisfaction Survey results from previous years have also been used to make action plans and address areas of weakness.

## OVERALL SATISFACTION WITH CLAC SUPPORT

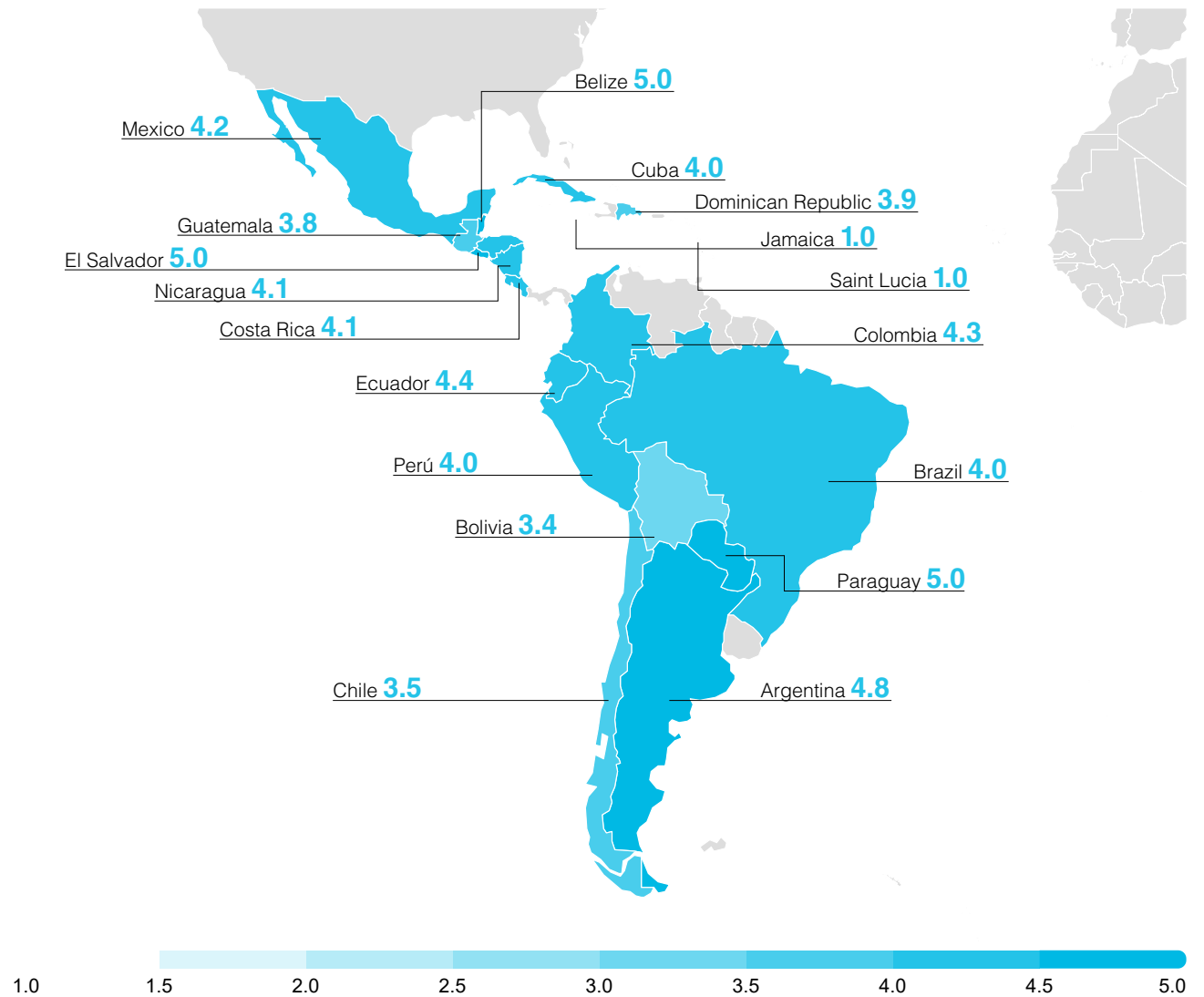


■ Very Unsatisfied or Unsatisfied    
 ■ Neutral    
 ■ Satisfied or Very Satisfied

## OVERALL SATISFACTION WITH CLAC SUPPORT BY COUNTRY

Detailed country-specific analysis of results shows that satisfaction is typically lagging in areas where it is not possible to place a Producer Network staff member (meaning that physical visits are not possible) or where the number of Producer Organizations have increased drastically in recent years (meaning that it is difficult to keep up with the demand for support).

Country- and product-specific satisfaction results have already been incorporated into Producer Network planning activities, with extra attention to be given to areas of concern.

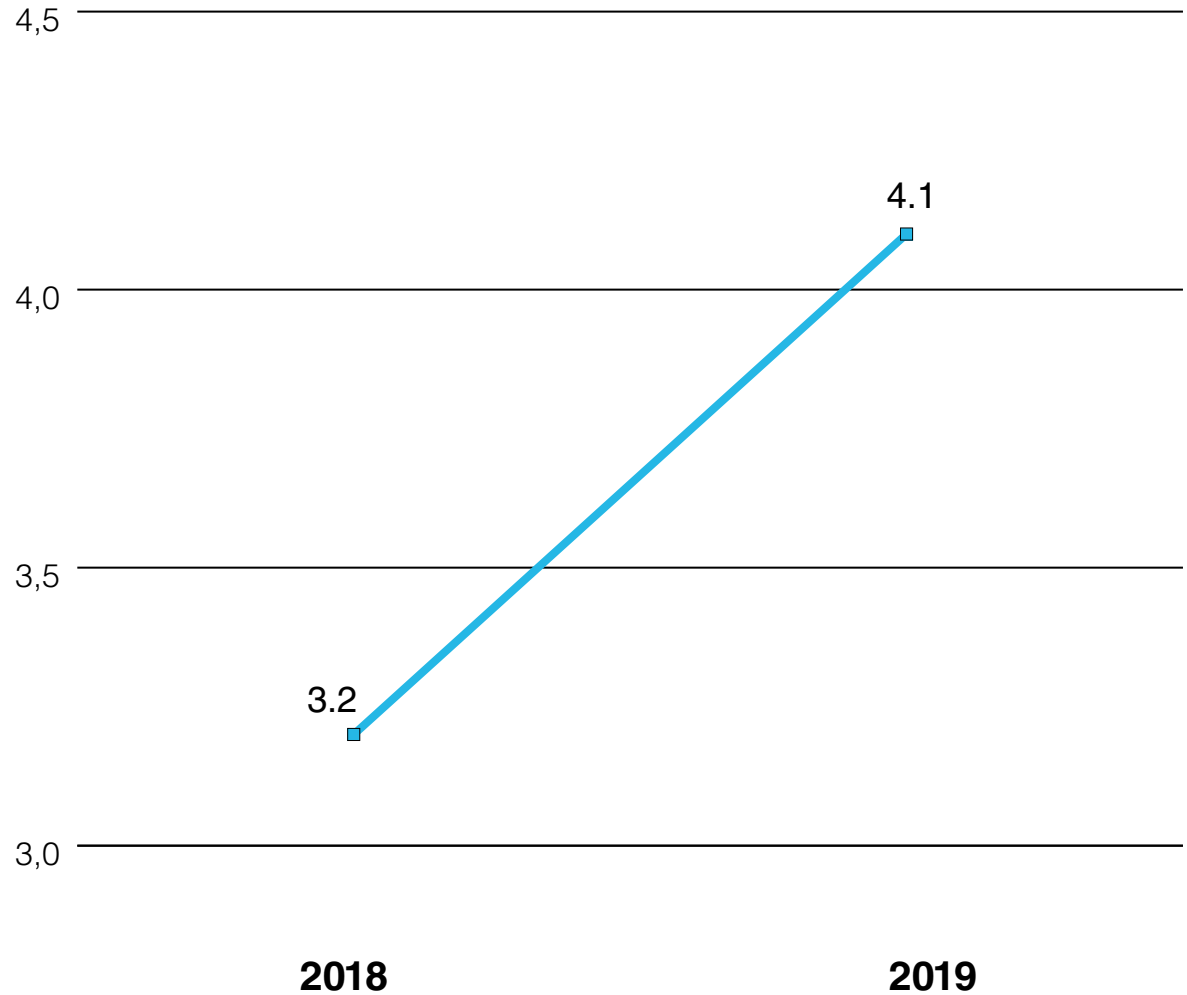


The scores are out of a scale from 1 to 5, being 5 the highest score.

## OVERALL SATISFACTION WITH CLAC SUPPORT, OVER TIME

As learning organizations, Producer Networks are always looking to improve and aim for higher Producer Organization satisfaction year-on-year. Data from the 2012/2015 versions of the survey are available but are not comparable due to differences in the questions and the question scale, as well as the fact that producer support was handled by Fairtrade International prior to 2016. Further iterations of the survey in the future will hopefully continue to show improvements and high satisfaction with Producer Organization support.

The Satisfaction Score was calculated for CLAC by multiplying the overall percentage of Producer Organizations indicating each level of overall satisfaction by the value (1, 2, 3, 4, or 5) for that level, and thereafter totalling all scores to give an overall score out of 5 for them.



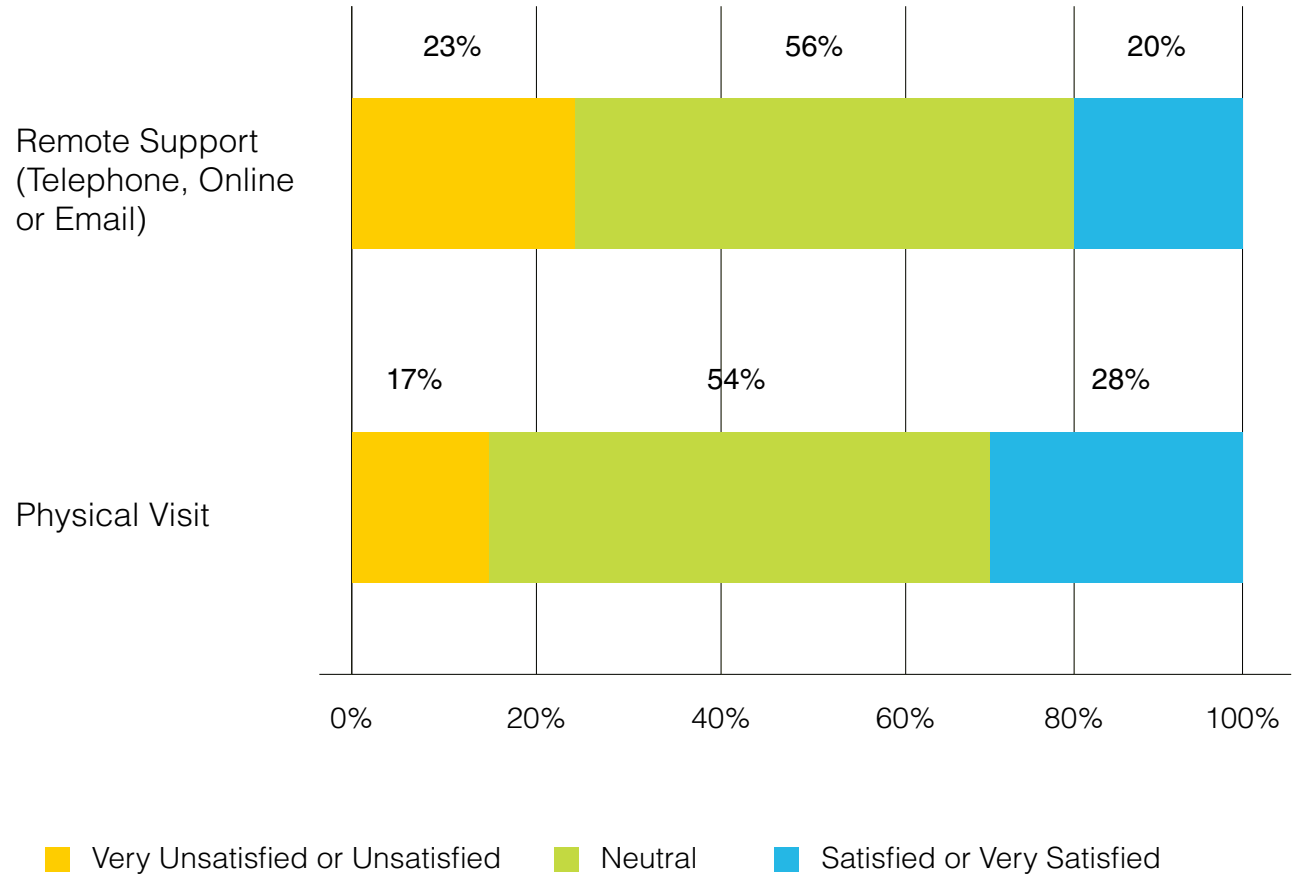


### SATISFACTION WITH DIRECT SUPPORT

The Producer Network provides direct, one-on-one support to the Fairtrade Producer Organizations in their region through two primary means: physical visits and remote support. In the former, a Producer Network field officer physically travels to the offices of the Producer Organization and offers the support in person. In the latter, Producer Network field officers or Producer Network secretariat staff offer support to the Producer Organizations via emails, webinars, telephone or live online chats. Physical support is mostly used when the issues in question are complex or requires personal interaction, or for events such as regional trainings or workshops. Remote support is mostly used for unplanned requests for support, when the issues in question require similar support to be given to multiple Producer Organizations spread over a large geographic area, when there is an overlapping of activities, and/or when support is simply delivered without the need for a visit.

This information refers to 2019 services pre- COVID.

### SATISFACTION LEVELS FOR DIRECT SUPPORT



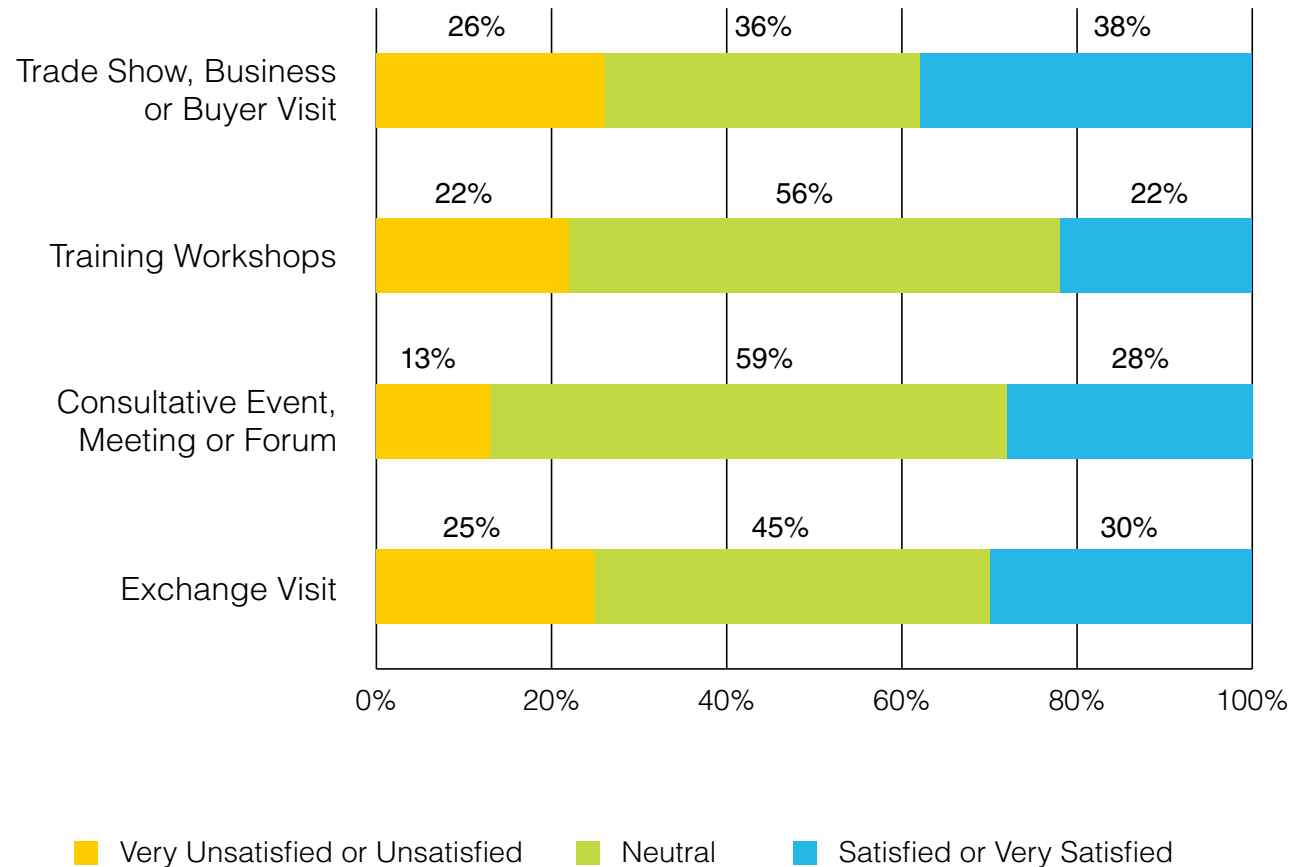
## SATISFACTION WITH GROUP EVENTS

CLAC also runs group events for Producer Organizations to facilitate dialogue and build capacity around relevant topics. The types of events organized include training workshops, consultative events, trade shows, Producer Organization exchange visits and producer networking events. In the latter two cases, Producer Organizations and producers themselves learn directly from the experiences of other Producer Organizations and producers selling similar products in similar geographies with the Fairtrade Producer Network serving mainly as a facilitator.

Each of these types of events will attract a different mix of Producer Organizations and be aimed at achieving different outputs and outcomes. For example, a successful output for a training workshop focused on producer action plans would be increased Producer Organization capacity, so that this increased capacity allows the action plans to be constructed and implemented. A successful output for an exchange visit would be greater social networks for knowledge exchange between Producer Organizations and practice demonstrations (e.g. on good agricultural practices), so that these Producer Organizations use this knowledge with their members for improving practice (e.g. help their own members improve good agricultural practices using the knowledge they gained from their peer Producer Organization).

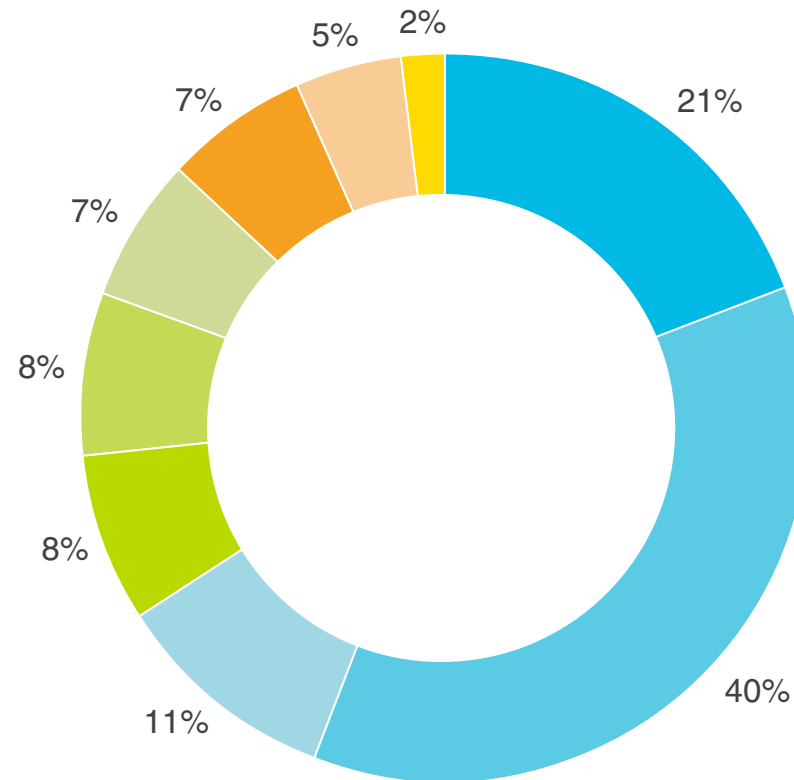
Producer Organization satisfaction with all types of events was quite high, ranging from 38 percent satisfied or very satisfied with exchange visits to 22 percent satisfied or very satisfied with trade shows, business events or buyer visits.

## SATISFACTION LEVEL WITH GROUP EVENTS



On this page, we illustrate the main actions taken by Producer Organizations as a result of CLAC support. The survey results reveal that support and group events enable a variety of outcomes. One of the most common of those is to prepare for a FLOCERT audit and compliance with standards. Producer Networks see preparing Producer Organizations for audits - by ensuring they understand the Fairtrade Standards and how they will be evaluated by the auditor - as one of the most critical parts of their work. Due to Producer Network support, Producer Organizations are also able to build business knowledge, increase sales, contribute to advocacy work, improve productivity, and strengthen the Producer Organization's management and governance (among other actions).

## KEY OUTCOME AREAS OF SUPPORT BY CLAC



- Compliance with Standards
- Strengthen the Producer Organization
- Increase Market Opportunities
- Improve Production/Quality/Productivity
- Gender and Youth Inclusion
- Good labor practices
- Protection of Child and Vulnerable Adults
- Adaptation and Mitigation to Climate Change
- Food Sovereignty

## RECOMMENDATIONS AND FEEDBACK

Here we have included some examples of some recommendations and feedback given by Producer Organizations during the 2019 Producer Satisfaction Survey. Feedback was given in the respondent's preferred language and translated into English. The full suite of feedback is available to each of the Producer Networks.

Greater frequency of accompaniment service and / or face-to-face advice

Accompaniment / face-to-face advice on standards and their compliance as well as according to the needs expressed by the organizations in consultations

Better communication system with council and management of organizations from all regions, as well as with producers

Promote more exchanges of experiences between all organizations

Promotion and opening of local and international markets

Plan annual activities (trainings, workshops, exchanges, etc.) and share them at the beginning of the year in different languages (Spanish, English, Portuguese) with the organizations

Promote more business tours and buyer visits

## ABOUT THE DATA IN THIS REPORT

This report has two sources of data.

CODImpact is the data collected from producers during the audits. Since not all Producer Organizations are audited each year, the data is completed using the last available record. This is the data source for production volume, area of cultivation, number of farmers and workers, and Premium usage.

The second source of data is Fairtrace/FLOTIS. This is the data collected from all Premium payers for all transactions in a given year for Fairtrade sales and Premium generated. 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 Organizations that is not taken into account because of quality.
- There may be missing information in some questionnaires from certified Producer Organizations that was not reported by auditors.
- There may be wrong data or data that were not validated.

The number of certified organizations is counted as the number of Producer Organizations at the end of the year with any of the following certifications statuses: certified, suspended or permission to trade.

Data on volumes produced, volumes sold and Fairtrade Premium income and expenditure are retrospective for a 12-month period preceding the audit. Since the majority of the audits for this data set took place during 2018, the majority of Producer Organizations have reported on time periods spanning 2017–2018. We thus use '2017–18' to describe these data in the report.

Under the terms of confidentiality agreements with Fairtrade Producer Organizations, data may be publicly reported in

aggregate form, but not used in ways that expose data belonging to a single Producer Organization, Fairtrade Premium payer or trader. Where there are fewer than three Fairtrade certified Producer Organizations in a country, and market-sensitive business information could be deduced, we do not report aggregated data on the Producer Organizations.

### 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.





**FAIRTRADE**  
INTERNATIONAL

Bonner Talweg 177  
53129 Bonn  
Germany

Telephone +49 (0) 228 94 92 30  
Fax +49 (0) 228 24 21 713

[info@fairtrade.net](mailto:info@fairtrade.net)  
[www.fairtrade.net](http://www.fairtrade.net)