



FAIRTRADE
INTERNATIONAL



FOCUS ON FAIRTRADE REGIONS:

Africa and the Middle East



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 1.9 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



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

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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.



Established in 2005, Fairtrade Africa is the independent non-profit umbrella organization representing all Fairtrade certified producers in Africa. Fairtrade Africa is owned by its members who produce traditional export commodities such as coffee, cocoa, tea, cotton, bananas, mango and non-traditional commodities including shea butter and rooibos tea. Currently, the organization represents over 1,050,000 producers across 33 countries in Africa.

For more information, visit www.fairtradeafrica.net

Cover Photo: Salma Chabbar, a worker at the Fairtrade certified Desert Joy tomato farm in Al-Hammah, Tunisia.

Introduction

Fairtrade Africa is a regional association that Fairtrade certified Producer Organizations may join 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 Africa 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, they ensure that Fairtrade is working to strengthen livelihoods and empower farmers and workers.

In this report:

- **Monitoring Data (2020)**
- **Producer Satisfaction Survey (2020)**
- **GlobeScan Producer Survey (2021)**

COCOA ACCOUNTS FOR 55% OF THE FAIRTRADE PREMIUM PAID TO PRODUCERS IN AFRICA AND THE MIDDLE EAST



69% OF ALL FARMERS AND WORKERS IN PRODUCER ORGANIZATIONS AFRICA AND THE MIDDLE EAST

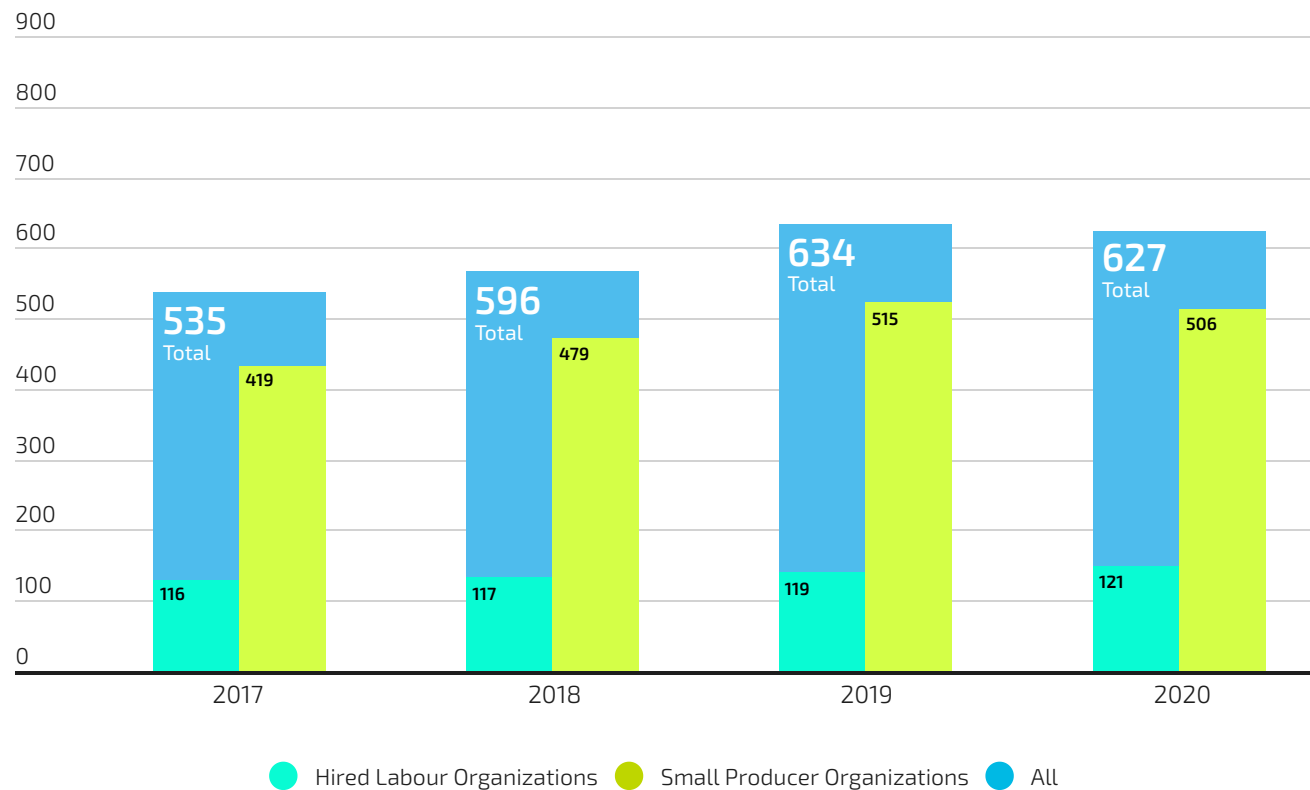


CÔTE D'IVOIRE ACCOUNTS FOR 92% OF COCOA SALES IN AFRICA AND THE MIDDLE EAST



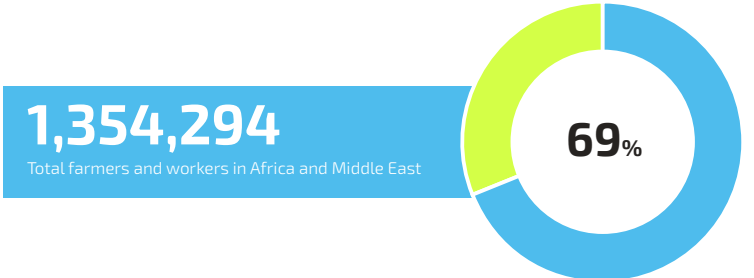
Fairtrade Monitoring Data

Fairtrade Africa and the Middle East: Producer Organizations

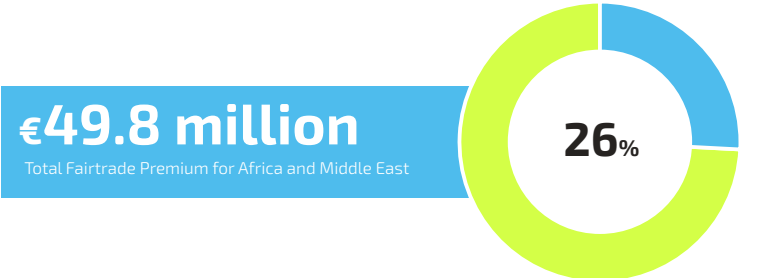


Fairtrade Africa and the Middle East: Producers and Premium generated 2020

Number of farmers and workers in Fairtrade Producer Organizations 2020

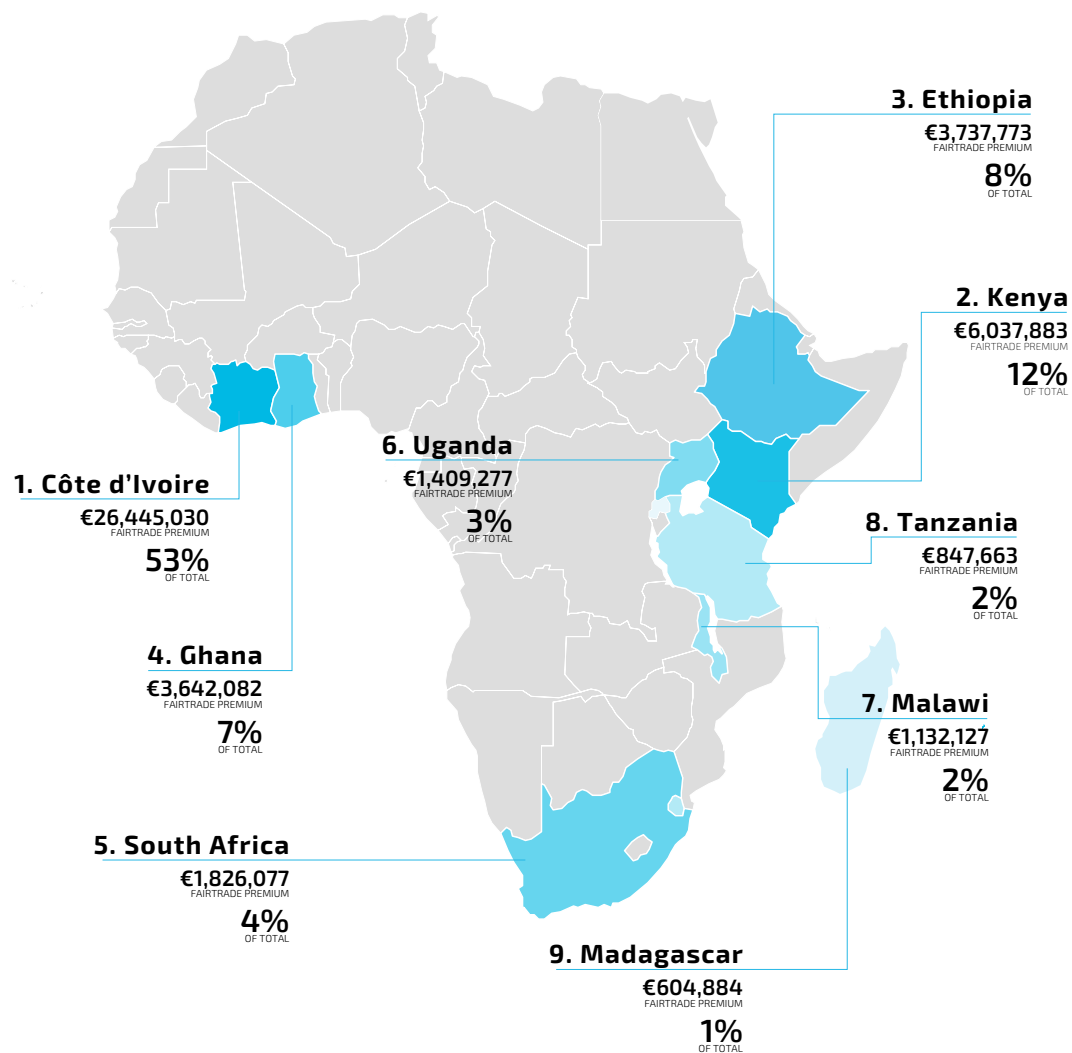


Fairtrade Premium receipts 2020



Note: Numbers may not sum due to rounding

Fairtrade Africa and the Middle East: Top Fairtrade Premium generating countries 2020

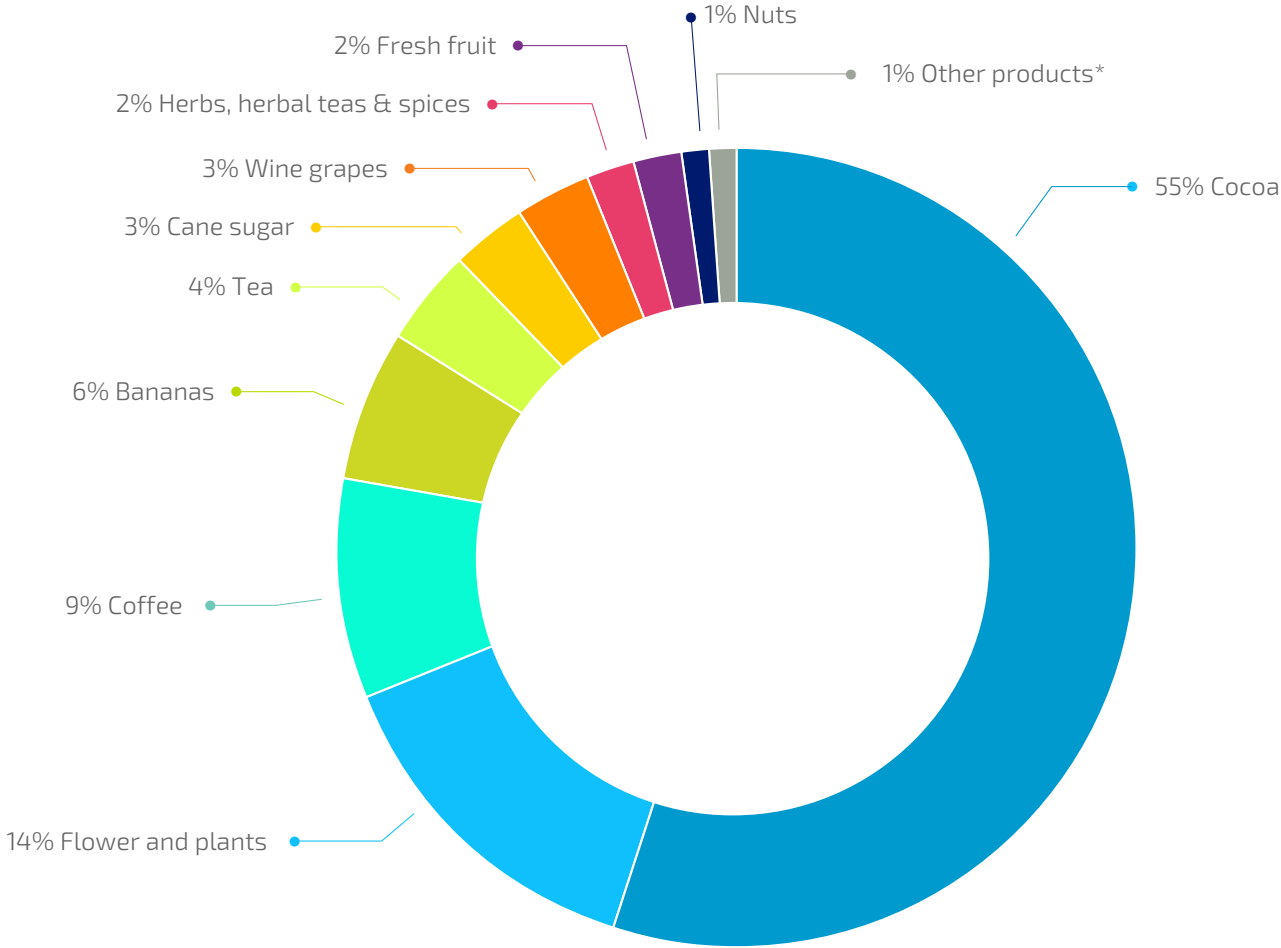


Percentages refer to total Fairtrade Premium earned by producers in Africa and the Middle East.

Fairtrade Africa and the Middle East: Fairtrade Premium distribution by product 2020

Cocoa	55%
Flowers and plants	14%
Coffee	9%
Bananas	6%
Tea	4%
Cane sugar	3%
Wine grapes	3%
Herbs, herbal teas & spices	2%
Fresh fruit	2%
Nuts	1%
Other products*	1%

*Includes cotton lint, dried fruit, oilseeds and oleaginous fruit, pulp and vegetables



Fairtrade Africa and the Middle East: Volumes sold on Fairtrade terms for key products 2020

Cocoa [in MT]

Côte d'Ivoire	119,068
Ghana	7,775
Other countries in Africa and the Middle East	2,856

Flowers and Plants [in Stems]

Kenya	496,381,967
Ethiopia	386,455,078
Other countries in Africa and the Middle East	54,275,389

Coffee [in MT]

Ethiopia	5,546
Uganda	2,500
Tanzania	2,007
Rwanda	1,000
Democratic Republic of Congo	651
Other countries in Africa and the Middle East	478

Fresh Fruit [in MT]

South Africa	3,349
Ghana	2,323
Tunisia	1,490
Egypt	1,339
Madagascar	542
Other countries in Africa and the Middle East	748

Metric tonnes abbreviated to MT.

Fairtrade Africa and the Middle East: Volumes sold on Fairtrade terms for key products 2020

Herbs, Herbal teas & Spices



[in MT]

Egypt	2,647
Madagascar	377
South Africa	180
Other countries in Africa and the Middle East	28

Tea



[in MT]

Kenya	2,146
Other countries in Africa and the Middle East	1,984

Nuts



[in MT]

Côte d'Ivoire	4,143
Other countries in Africa and the Middle East	2,159

Wine grapes



[in MT]

South Africa	32,403
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Metric tonnes abbreviated to MT.

Producer Satisfaction Survey

Survey implementation

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, Fairtrade Africa began running its own survey in 2018. The most recent survey, and the one discussed in this report, was run in 2021 and looked at satisfaction with Producer Network support services provided in 2020. While the survey versions are not 100 percent identical across Producer Networks, there remain enough similarities to allow comparisons across key indicators.

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 on 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 2020 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

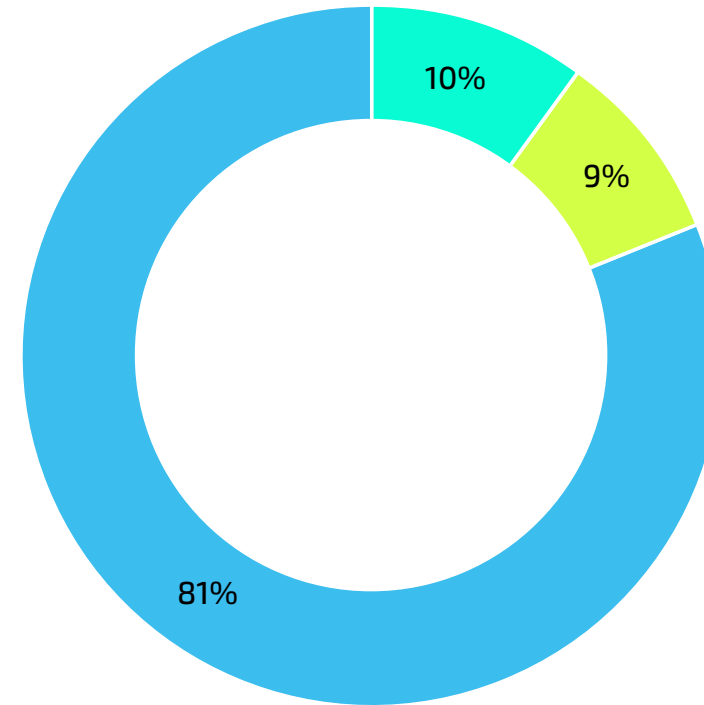
Analysis was done to better understand satisfaction both at the regional level as well as for particular countries and products.



43% response rate
(259 PO respondents
out of 604 surveyed)

Overall satisfaction with Fairtrade Africa's support

Overall, 81 percent of Fairtrade Producer Organizations surveyed are satisfied or very satisfied with Fairtrade Africa's support activities. This high number reflects the hard work of many Fairtrade Africa 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.

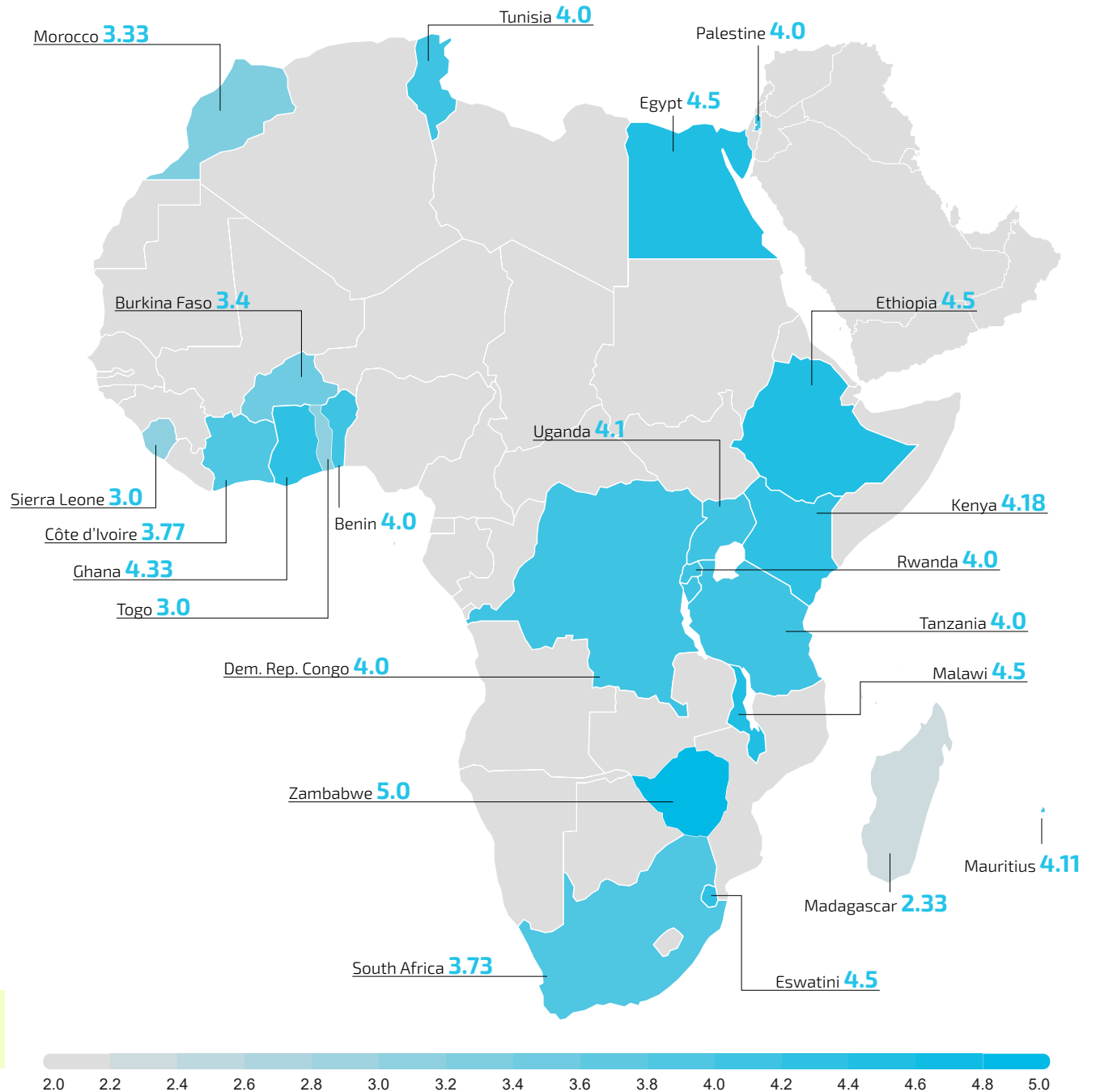


■ Very Unsatisfied or Unsatisfied ■ Neutral ■ Satisfied or Very Satisfied

Satisfaction with Fairtrade Africa 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 has 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.

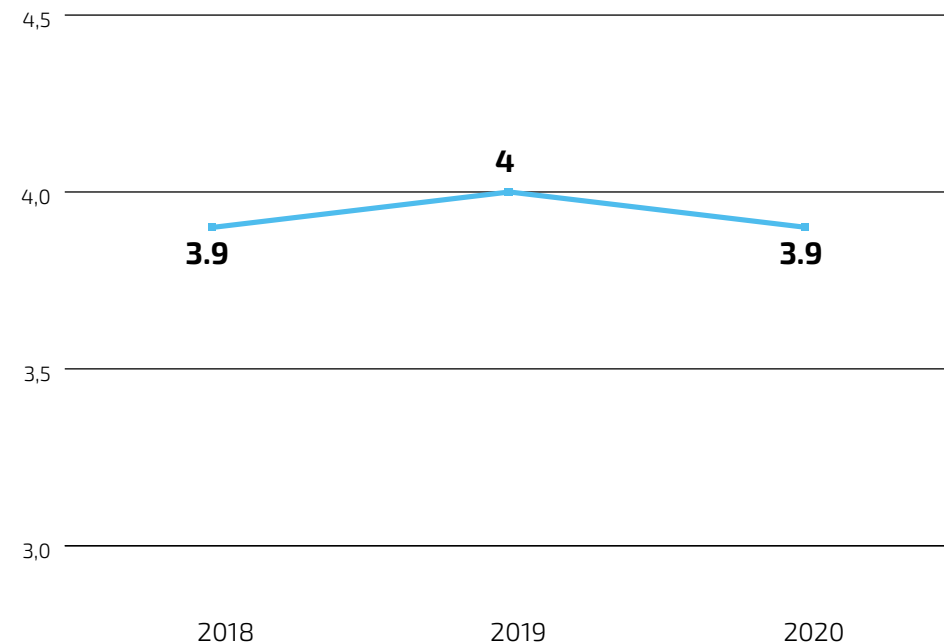


The scores are out of a scale from 1 to 5, being 5 the highest score.

Overall satisfaction with Fairtrade Africa support over time

As learning organizations, Producer Networks are always looking to improve and aim for higher Producer Organization satisfaction year-on-year. Directly comparable data 2018 – 2020 Producer Satisfaction Surveys (implemented in Q1 2019 - 2021) reveal that Producer Organization satisfaction had slightly decreased in 2020. 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 each Producer Network 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 that Producer Network.



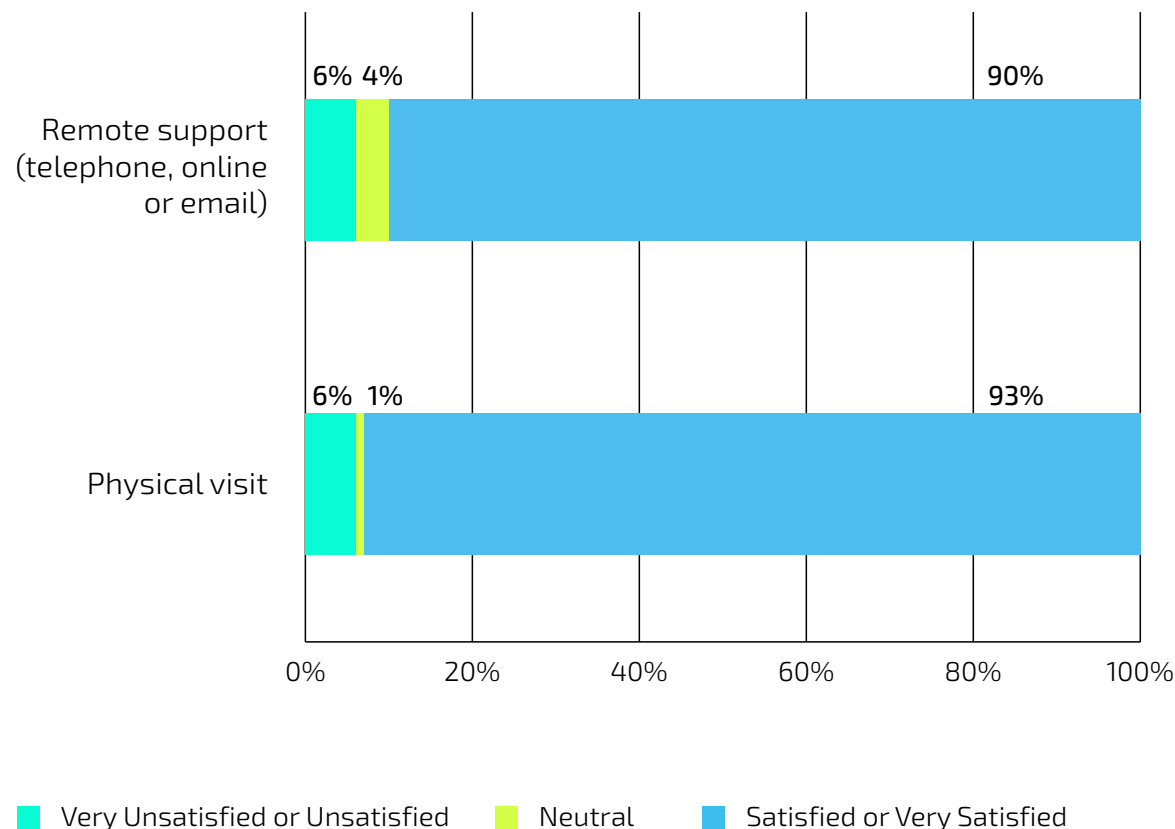
Satisfaction with direct support

The Producer Networks provide direct, one-on-one support to the Fairtrade Producer Organizations in their region through two primary means: physical visits and remote support. Due to the onset of COVID-19 in 2020, the nature of support shifted away from physical visits in favour of remote support.

Typically, physical visits mean a Fairtrade Africa field officer physically travels to the offices of the Producer Organizations and offers the support in person, usually for complex issues, or for training events or workshops. For remote support, Fairtrade Africa field officers or Fairtrade Africa secretariat staff offer support to the Producer Organization via emails, webinars, telephone or live online chats. 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.

Levels of satisfaction for both types of support was very high

Level of satisfaction for types of direct support in 2020



Satisfaction with group events

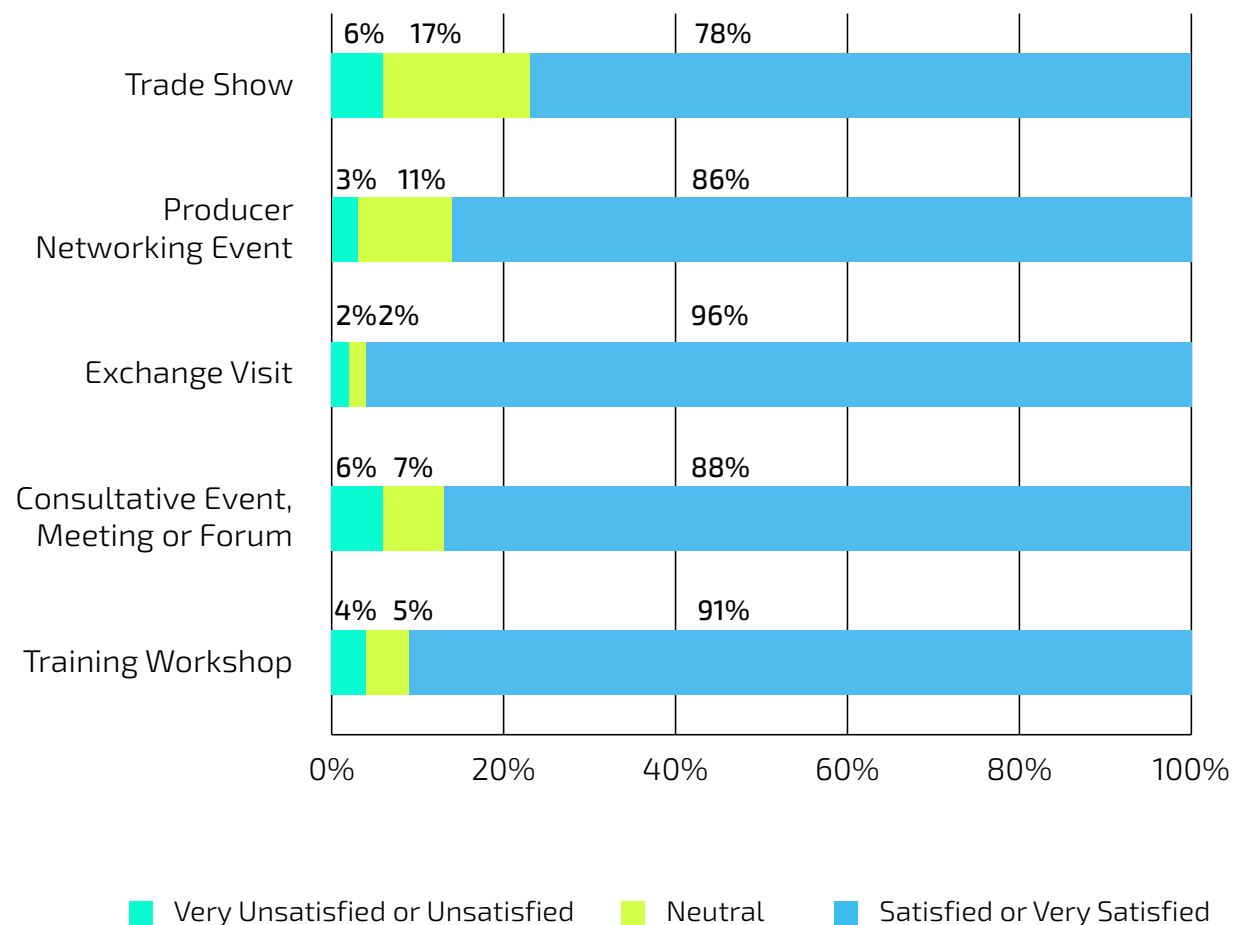
Producer Networks also run group events for Producer Organizations to facilitate dialogue and build capacity around relevant topics. The types of events organized include training workshops, consultative events, trade shows, Producer Organization exchange visits and producer networking events. Typically, 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.

In 2020, most trade shows were cancelled, as were exchange visits, hence these results reflect the ones that did take place in early 2020. Other events during the year were conducted virtually where possible

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 96 percent satisfied or very satisfied with exchange visits to 78 percent satisfied or very satisfied with trade shows.

Level of satisfaction with group events in 2020

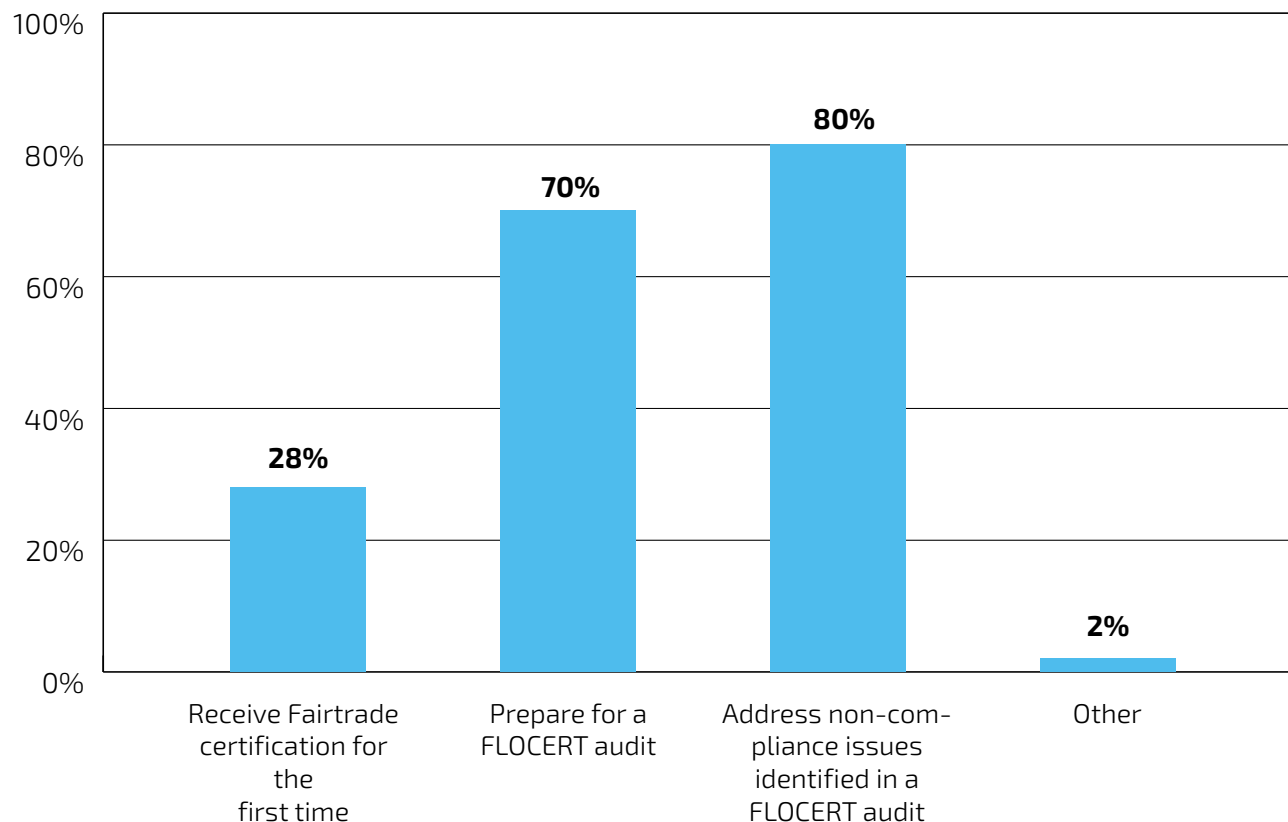


Actions taken as a result of Fairtrade Africa support

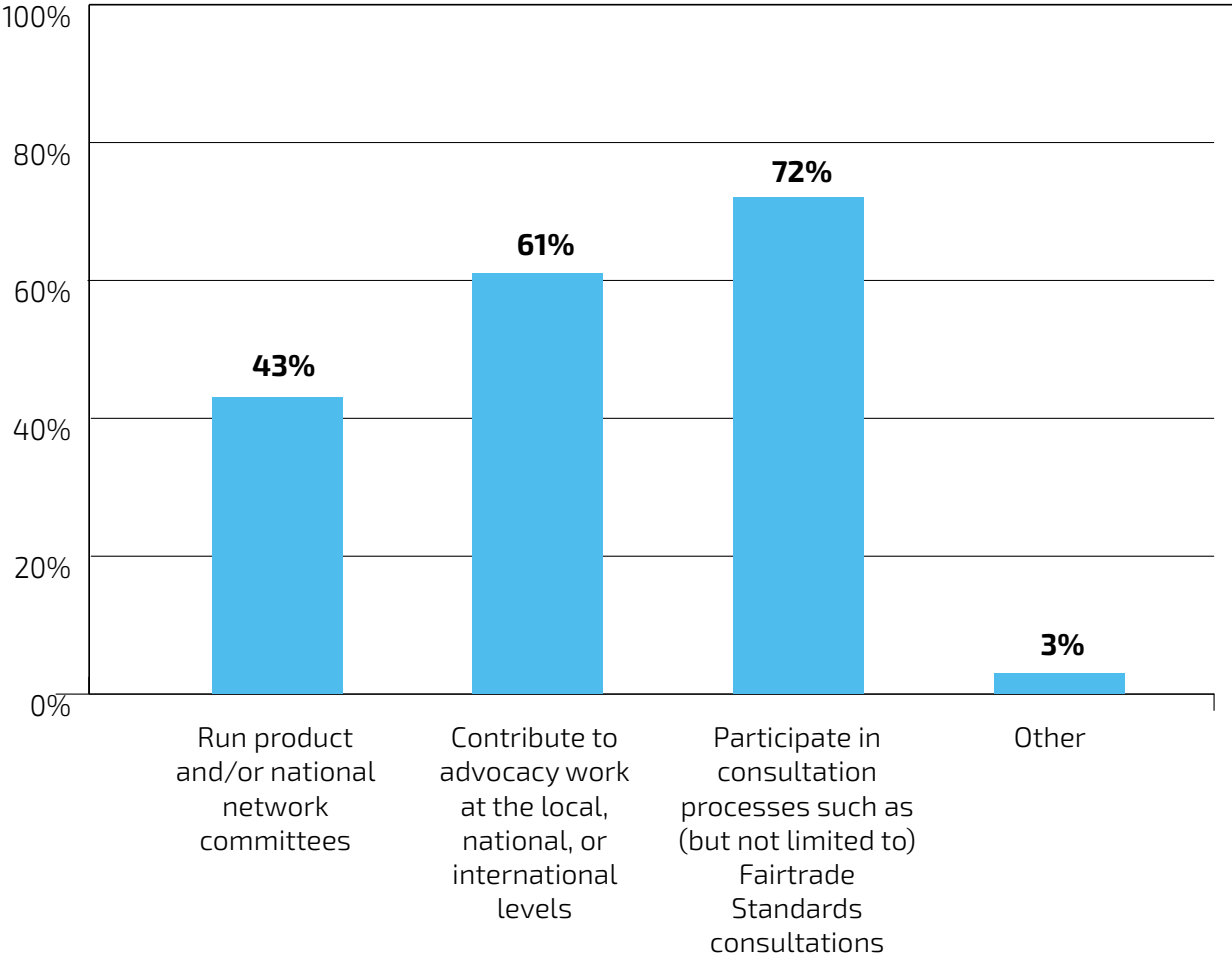
During support activities with Producer Organizations, Producer Networks cover topics such as maintaining Fairtrade certification, developing Fairtrade Development Plans, increasing business knowledge or sales, ensuring environmental and/or social sustainability of the Producer Organization's operations, preparing for a FLOCERT audit, increasing women's participation in Producer Organization governance, and increasing the uptake of good agricultural practices (GAP) by producers, among others. Training on these topics is often intended to enable the Producer Organization to do some specific task or take some specific action.

The survey asked Producer Organizations what actions they took following the support or training events provided by FTA. This page and the following ones show what actions Producer Organizations report taking after receiving different types of support.

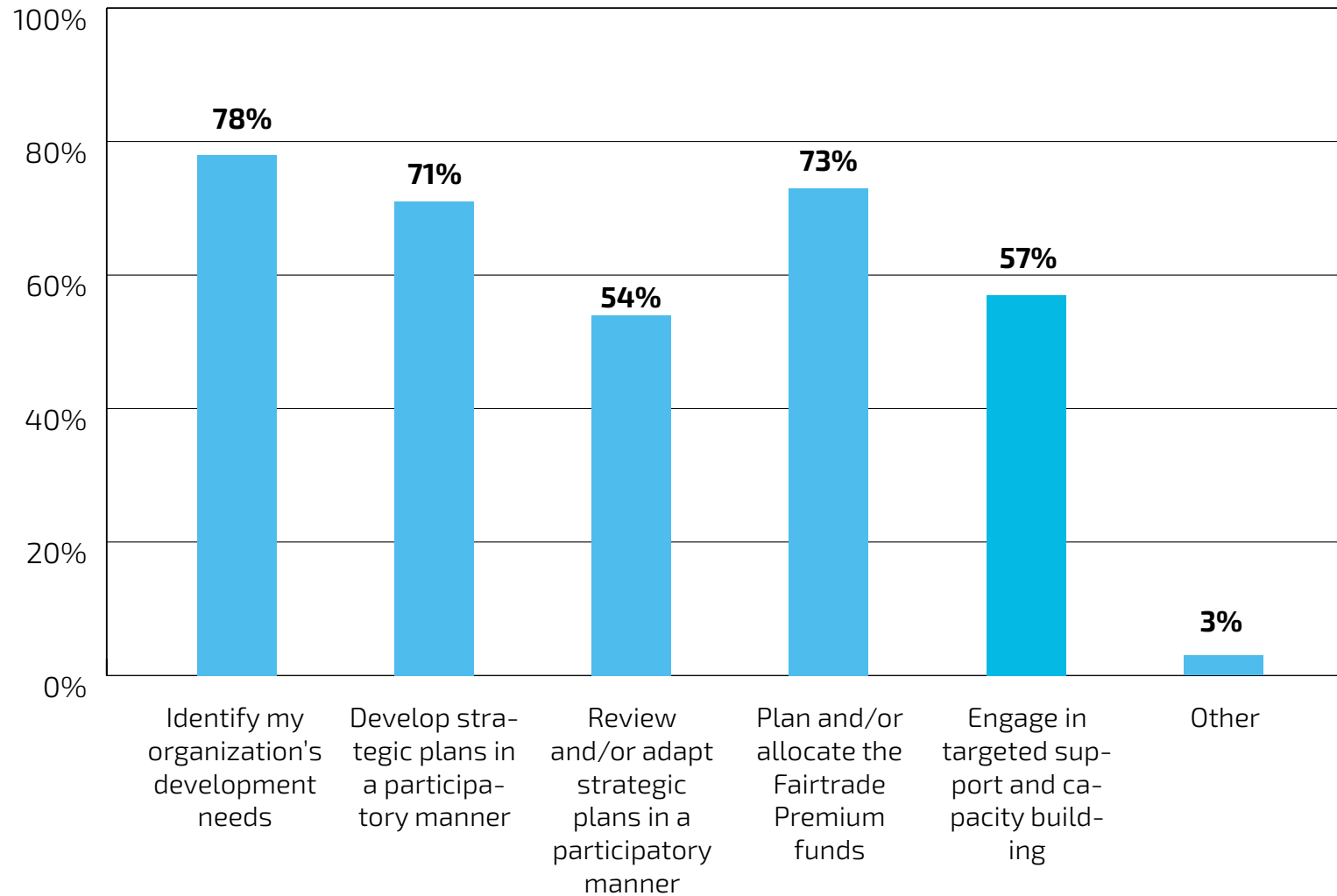
Actions that Producer Organizations reported taking after receiving support to receive or maintain Fairtrade status



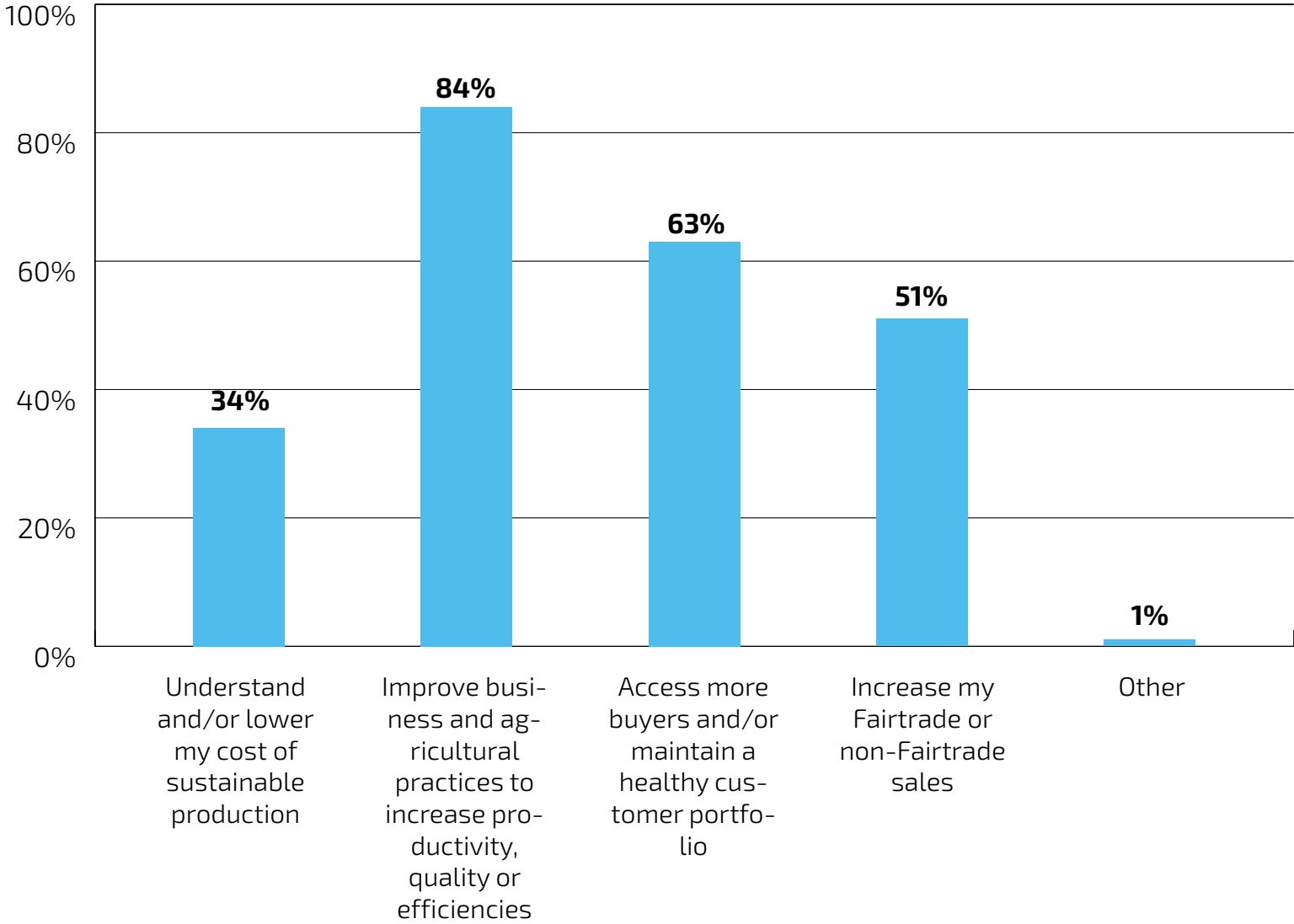
Actions that Producer Organizations reported taking after receiving support to ensure producers make their voice heard



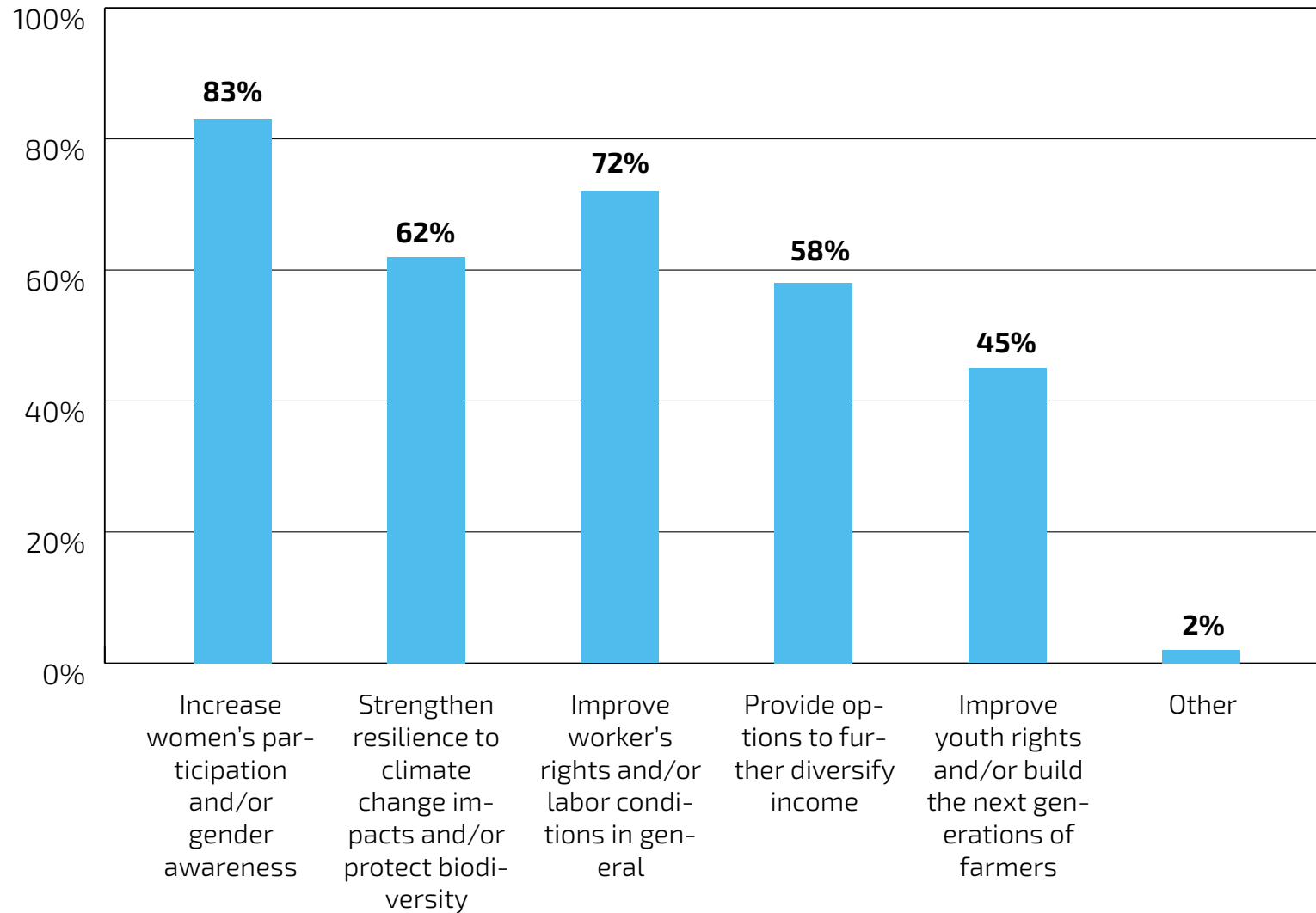
Actions that Producer Organizations reported taking after receiving support to ensure development of the Fairtrade Development Plan



Actions that Producer Organizations reported taking after receiving support to increase business knowledge and/or sales



Actions that Producer Organizations reported taking after receiving support to social, economic and environmental issues



Recommendations and feedback

Here we have included some examples of some recommendations and feedback given by Producer Organizations during the 2020 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.

To request Fairtrade Africa to continue to Support Small Producer Organization with trainings on how to use the premium, Funds to help us to draft company policies e.g. Workers' Rights.

Fairtrade Africa to support and increase market access and buyer-producer matchmaking services to boost the membership as sales aid in the growth of the membership of new members; Fairtrade Africa to support producers in creating buyers' portfolios to give them a better understanding of their markets. FTA to support in continuous capacity building of SPOs to empower them with a better understanding of the market, advocacy, lobby and also support in co-sponsoring SPOs to attend trade fairs and expos.

Continue with the onsite visit and intensify the Youth Inclusive Community based remediation and monitoring system on child labour. Also continue with the capacity building programs.

We recommend that Fairtrade always organize training courses for organizations to allow us to maintain our certificates and thus avoid falling into non-conformities during external audits, because it is said: "repetition is the mother of science".

That the actions are not limited simply to meetings, forums or workshops. That commercial partnerships be obtained for organic Fairtrade cotton producers That the Fairtrade premium can be increased with the support of Fairtrade Africa.

I would like to tell Fairtrade to increase the communication on phone calls, otherwise by e-mails sometimes we have the information after deadline because we have network problems.

Train cooperative managers on standards to better understand the value of the messages that Fairtrade wants to convey to small producer organizations FTA should be more in line with a local action of advice, monitoring or evaluation of POs at the local level.

Helping small producers to get customers for their products and allocating support for advertising and publicity so that they can enter foreign markets. Engaging marketing events to increase market opportunities. Establish programs to support youth, gender and climate change. Establish programs to support access to affordable finance. Establish programs to support diversification.

As advice I ask Fairtrade Africa to increase the number of visits to cooperatives that would allow cooperatives to be even more professional and organize several physical training sessions between cooperatives.

I would like FAIRTRADE AFRICA to strengthen the training of contact persons, the environmental manager and especially train our boards of directors on the criteria of Fairtrade compliance. Promote activities for women and train women on SMEs.

After the trainings Fairtrade should follow up to see if these trainings are applied in the field.

Use technology efficiently during this pandemic more especially virtual training, meetings, trade shows and use of surveys to get feedback.

Constant visit even though we are a hard time. Support us to win more fund to expand our additional livelihood activities for our youths and women. Again, they should continue to organize more joint planning meetings with Stakeholders where we can share ideas for the betterment of the farmers and the nation at large.

GlobeScan Producer Survey

Survey implementation and sample

Fairtrade commissioned GlobeScan to conduct research to learn directly from producers about what matters to them and why.

GlobeScan created and hosted a short online survey (c. 5 minutes to complete) which was then distributed by Fairtrade Producer Networks.



The survey was made available in four languages: English, Spanish, French and Portuguese.



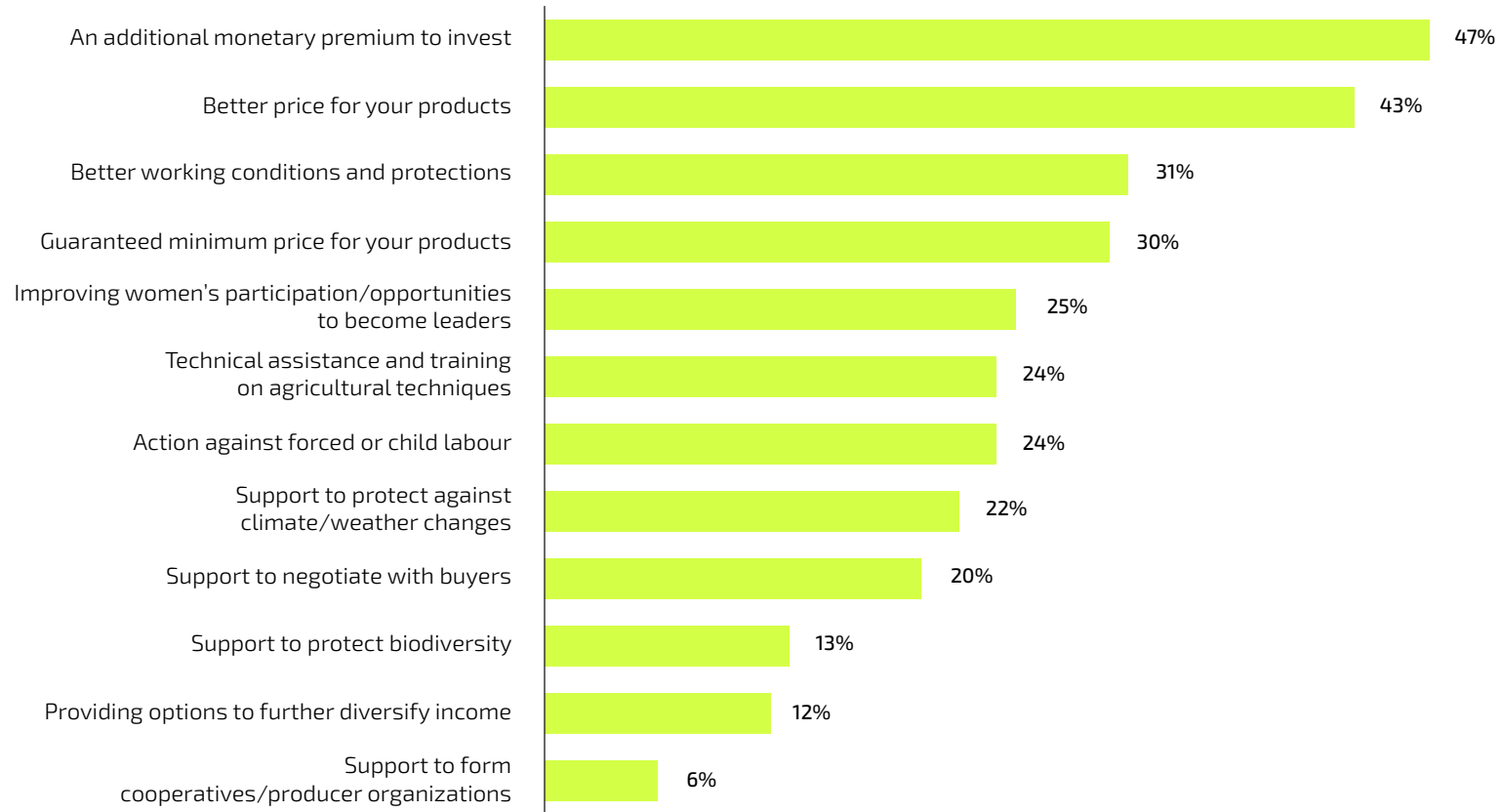
The survey was live between Feb and May 2021.



The final sample size was 343 total respondents, including 83 respondents from Africa.

Most important benefits of being part of certification scheme in Africa

Which of the following potential benefits of being part of a certification scheme are most important to you / your Producer Organization?



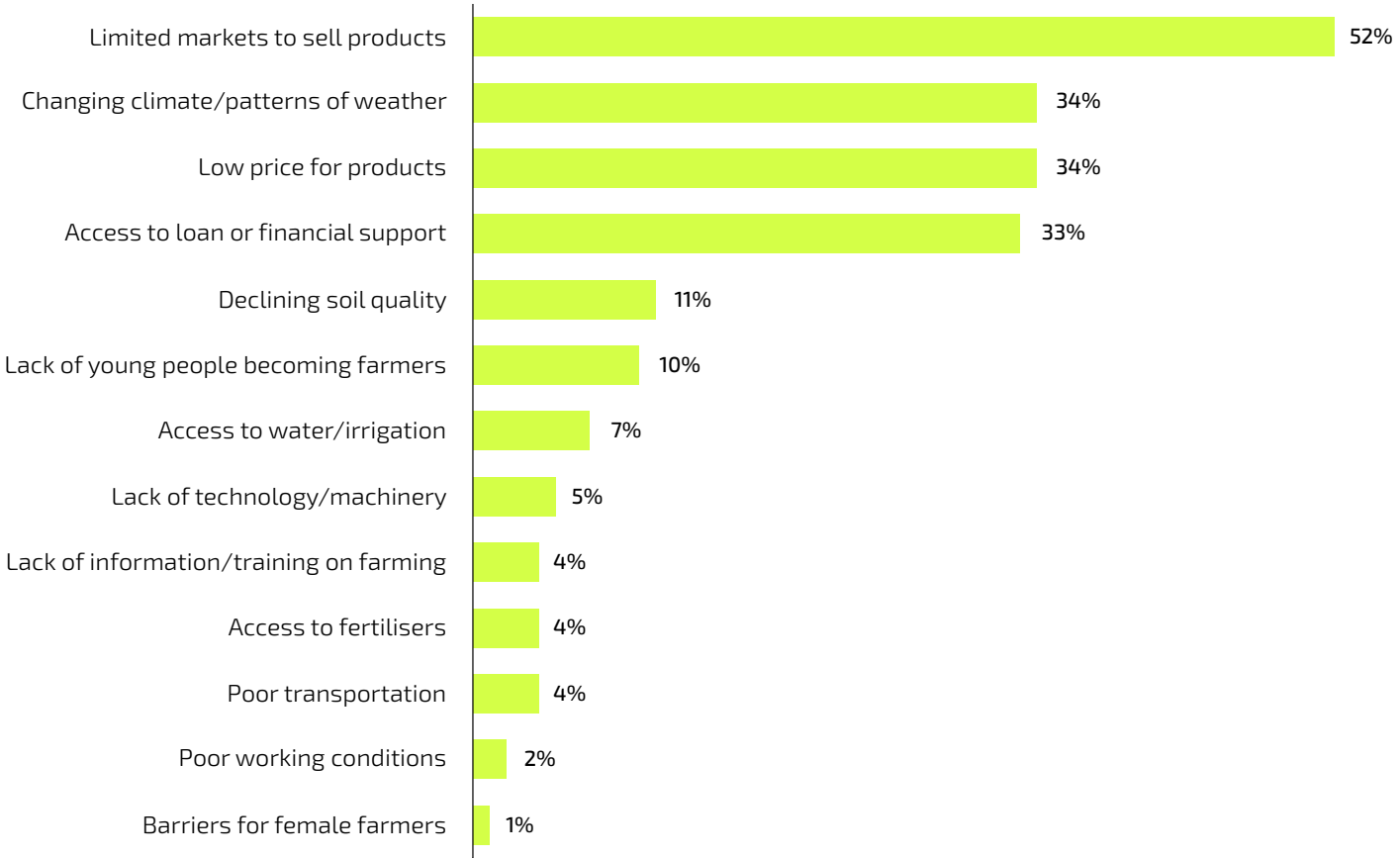
Addressing forced/child labour is notably more important to African producers

Also, additional monetary premium to invest and better working conditions are more important in Africa compared to other regions

African producers rate farming technical assistance and support to protect against climate/weather changes as similarly important

Top challenges in Africa

What are the top two challenges that you are facing currently as a farmer or producer/member of your Producer Organization are facing?



Limited markets is picked in the top two challenges by half of African producers

Changing climate, low prices, and limited access to finance are rated as similarly challenging by African farmers

About monitoring data in this report

The monitoring data in this report come from two sources: CODImpact and Fairtrace.

The CODImpact monitoring dataset contains data collected from Producer Organizations during audits. Not all Producer Organizations are audited in a given year, in which case the data are completed using the latest available record. In this report, Fairtrade Premium generated and sales volumes for smaller products, and the number of farmers and workers for all Producer Organizations, are sourced from CODImpact.

The second source of data is Fairtrace, which stores all transactions in a given year from Fairtrade Premium payers. Fairtrade Premium generated and sales volumes for the top 7 products (coffee, bananas, cocoa, flowers and plants, tea, sugar and cotton) are reported from Fairtrace.

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.
- Figures are subject to change. Data may change in the future after receiving new reports or as a result of continuous data quality checks.

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

Under the terms of confidentiality agreements with Fairtrade Producer Organizations, data may only be publicly reported in aggregate form. Displaying the data is restricted to not in any way expose sensitive information 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.





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