



FAIRTRADE
INTERNATIONAL



FOCUS ON FAIRTRADE REGIONS:

Asia and Pacific



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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FAIRTRADE
NETWORK OF ASIA &
PACIFIC PRODUCERS

NAPP, the Network of Asia and Pacific Producers, was established in 2014 and represents all Fairtrade certified farmers and workers across the Asia Pacific region. All these producers share ownership of the Fairtrade system and have an equal voice in all decisions that affect them. As a Producer Network, NAPP ensures their voice is heard in the system.

For more information visit www.fairtradenapp.org/

Cover Photo: Champa Majhi (18) is putting the compost fertilizer in the cotton farm land at village Kubri in Lanjigarh of Bhawanipatna, Orissa, India
© Ranita Roy

Introduction

The Network of Asia and Pacific Producers 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 Asia and Pacific 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)**

**61% OF THE
FAIRTRADE
GOING TO
ASIA AND PACIFIC
IS PAID TO PRODUCERS
IN INDIA AND
INDONESIA**



**75% OF ALL
FAIRTRADE
COTTON SALES
ARE FROM
INDIA**

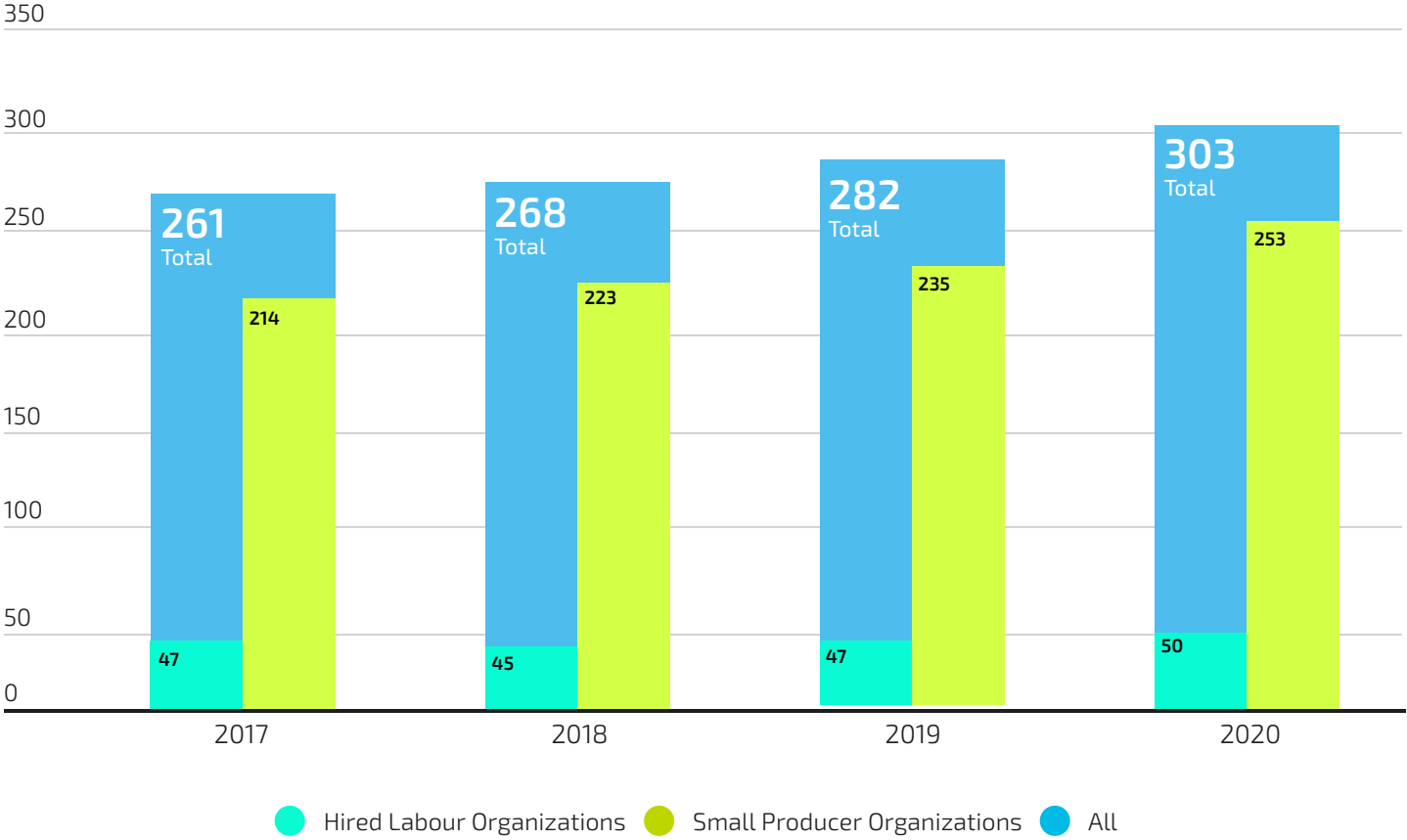


**54% OF THE
FAIRTRADE
PREMIUM
PAID TO PRODUCERS
IN ASIA AND
PACIFIC
GOES TO
COFFEE
PRODUCERS**



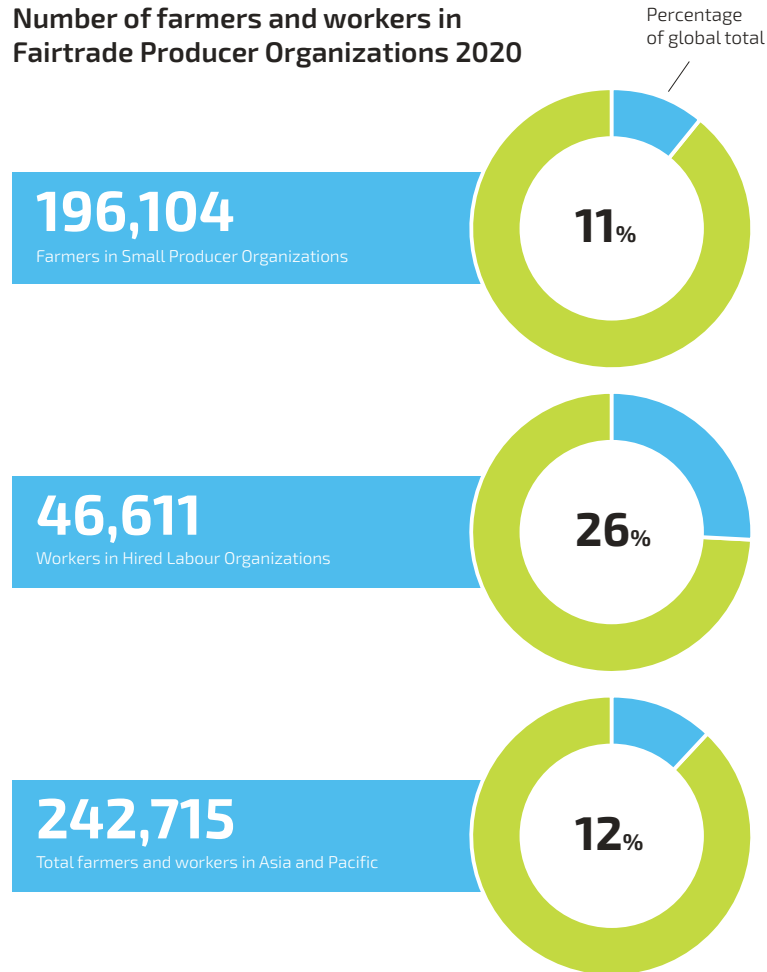
Fairtrade Monitoring Data

Fairtrade Asia and Pacific: Producer Organizations

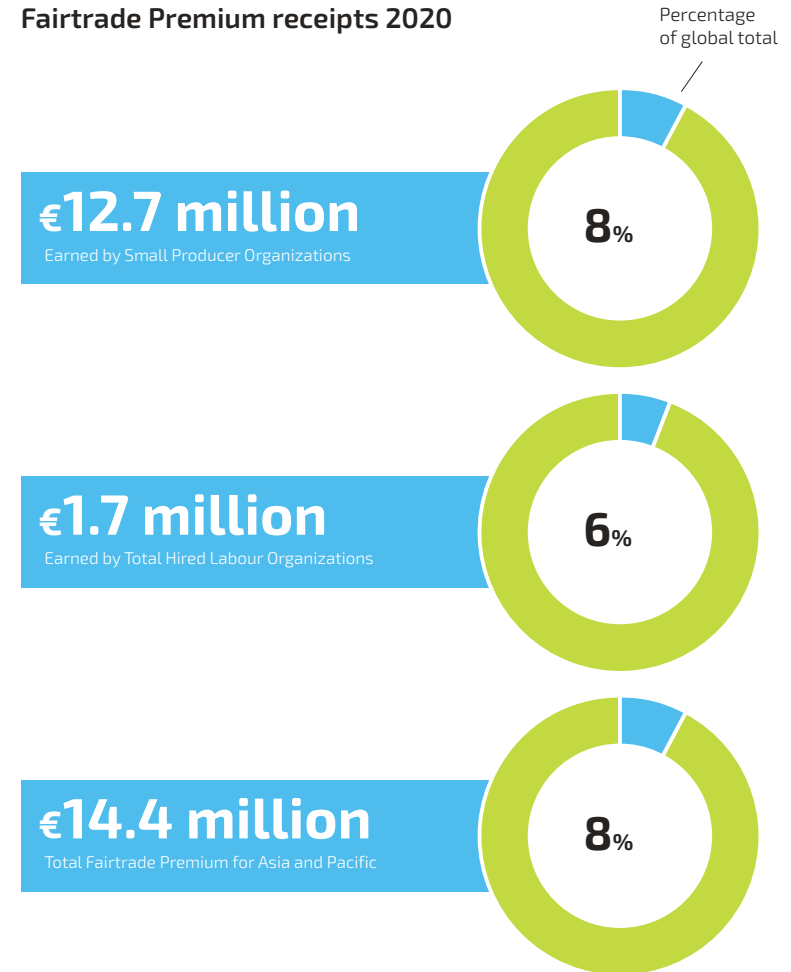


Fairtrade Asia and Pacific: Producers and Premium generated 2020

Number of farmers and workers in Fairtrade Producer Organizations 2020

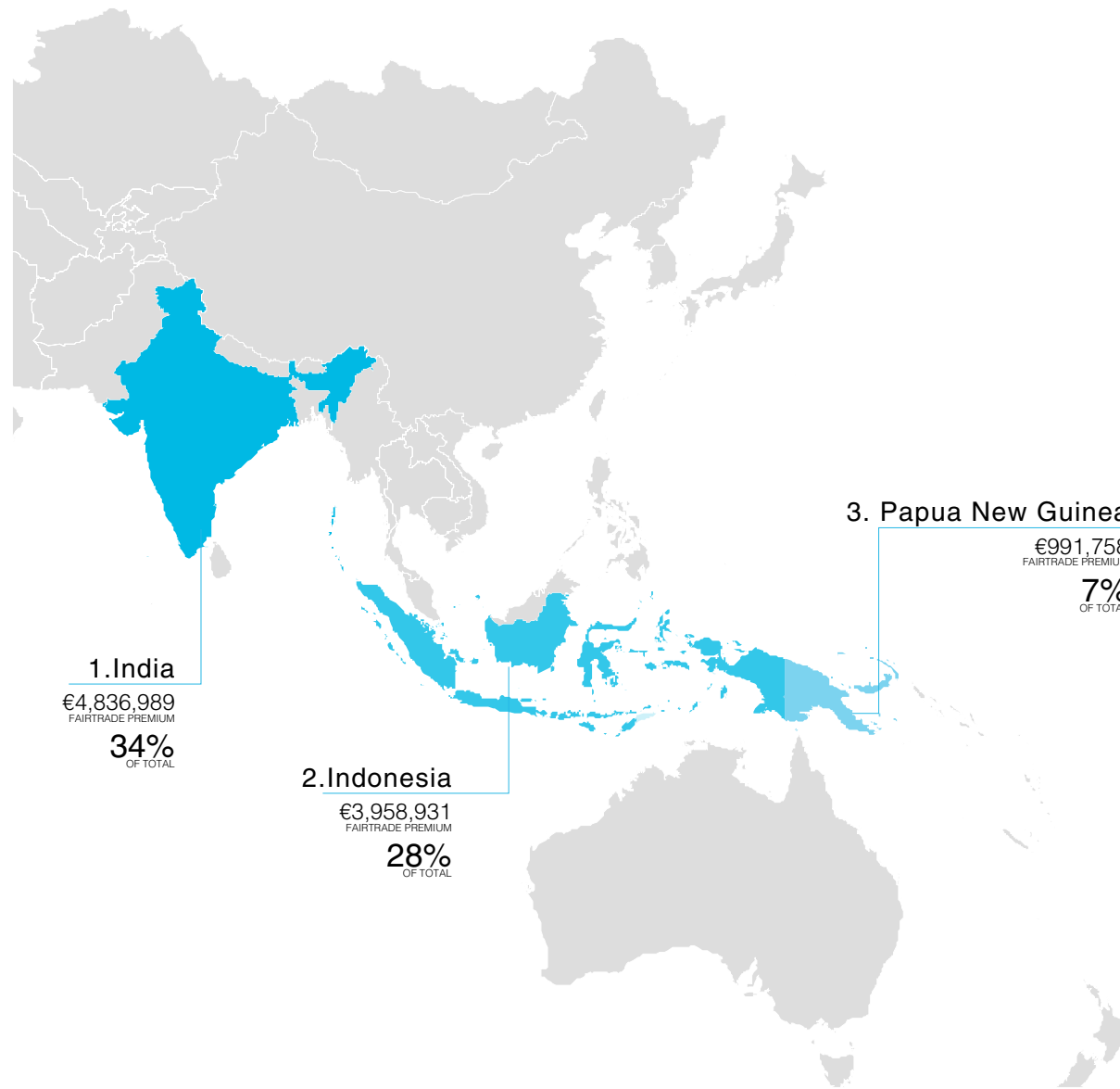


Fairtrade Premium receipts 2020



Note: Numbers may not sum due to rounding

Fairtrade Asia and Pacific: Top Fairtrade Premium generating countries 2020

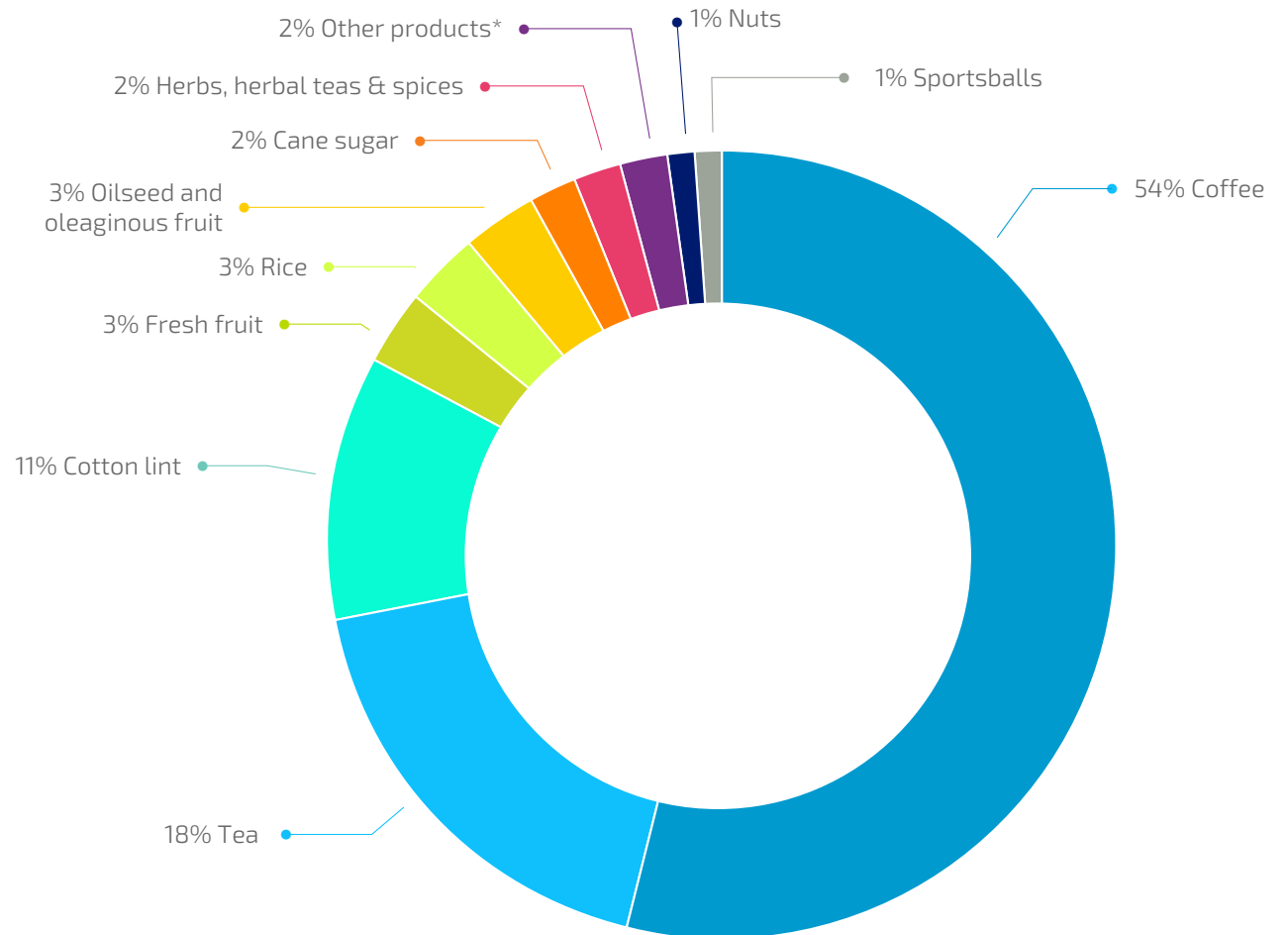


Percentages refer to total Fairtrade Premium earned in Asia and Pacific.

Fairtrade Asia and Pacific: Fairtrade Premium distribution by product 2020

Coffee	54%
Tea	18%
Cotton lint	11%
Fresh fruit	3%
Rice	3%
Oilseed and oleaginous fruit	3%
Cane sugar	2%
Herbs, herbal teas & spices	2%
Other products	2%
Nuts	1%
Sportsballs	1%

Other products includes bananas, cereals, cocoa, dried fruit, flowers and plants, fruit juices, vegetables



Fairtrade Asia and Pacific: Volumes sold on Fairtrade terms for key products 2020

Cotton [in MT]

India	8,819
Other countries in Asia and Pacific	2,321

Cane sugar [in MT]

India	4,156
Other countries in Asia and Pacific	1,183

Coffee [in MT]

Indonesia	10,117
India	3,686
Papua New Guinea	2,514
Vietnam	1,240
Other countries in Asia and Pacific	3,389

Fresh Fruit [in MT]

India	4,483
Other countries in Asia and Pacific	2,083

Metric tonnes abbreviated to MT.

Fairtrade Asia and Pacific: Volumes sold on Fairtrade terms for key products 2020

Herbs, Herbal teas & Spices



[in MT]

Sri Lanka	1,337
India	605
Other countries in Asia and Pacific	1,287

Tea



[in MT]

India	2,644
China	974
Other countries in Asia and Pacific	592

Rice



[in MT]

Thailand	4,990
India	4,572

Oilseeds and oleaginous fruit



[in MT]

Sri Lanka	15,608
Philippines	2,926
Other countries in Asia and Pacific	710

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, NAPP 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

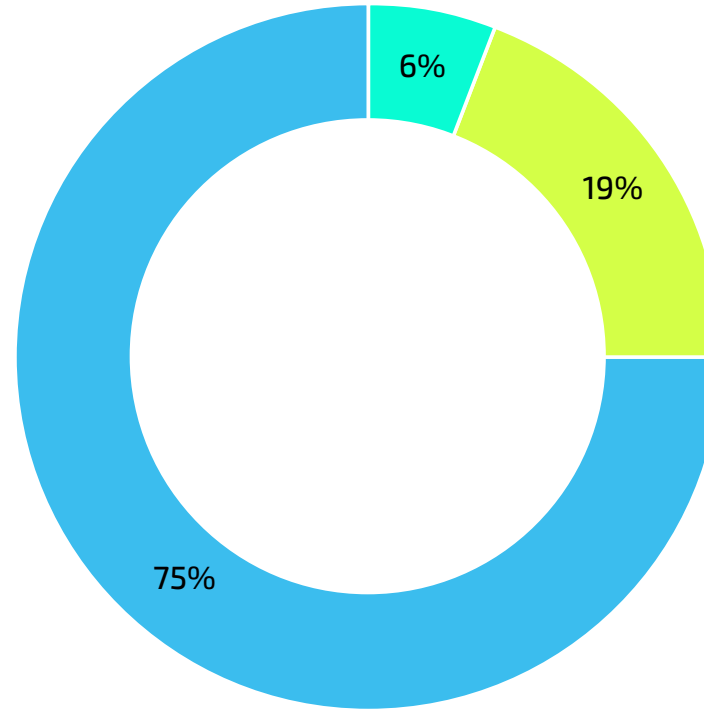
Analysis was done to better understand satisfaction both at the regional level as well as for particular countries and products.



37% response rate
(102 PO respondents
out of 274 surveyed)

Overall satisfaction with NAPP support

Overall, 75 percent of Fairtrade Producer Organizations surveyed are satisfied or very satisfied with NAPP support activities. This high number reflects the hard work of many NAPP 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.

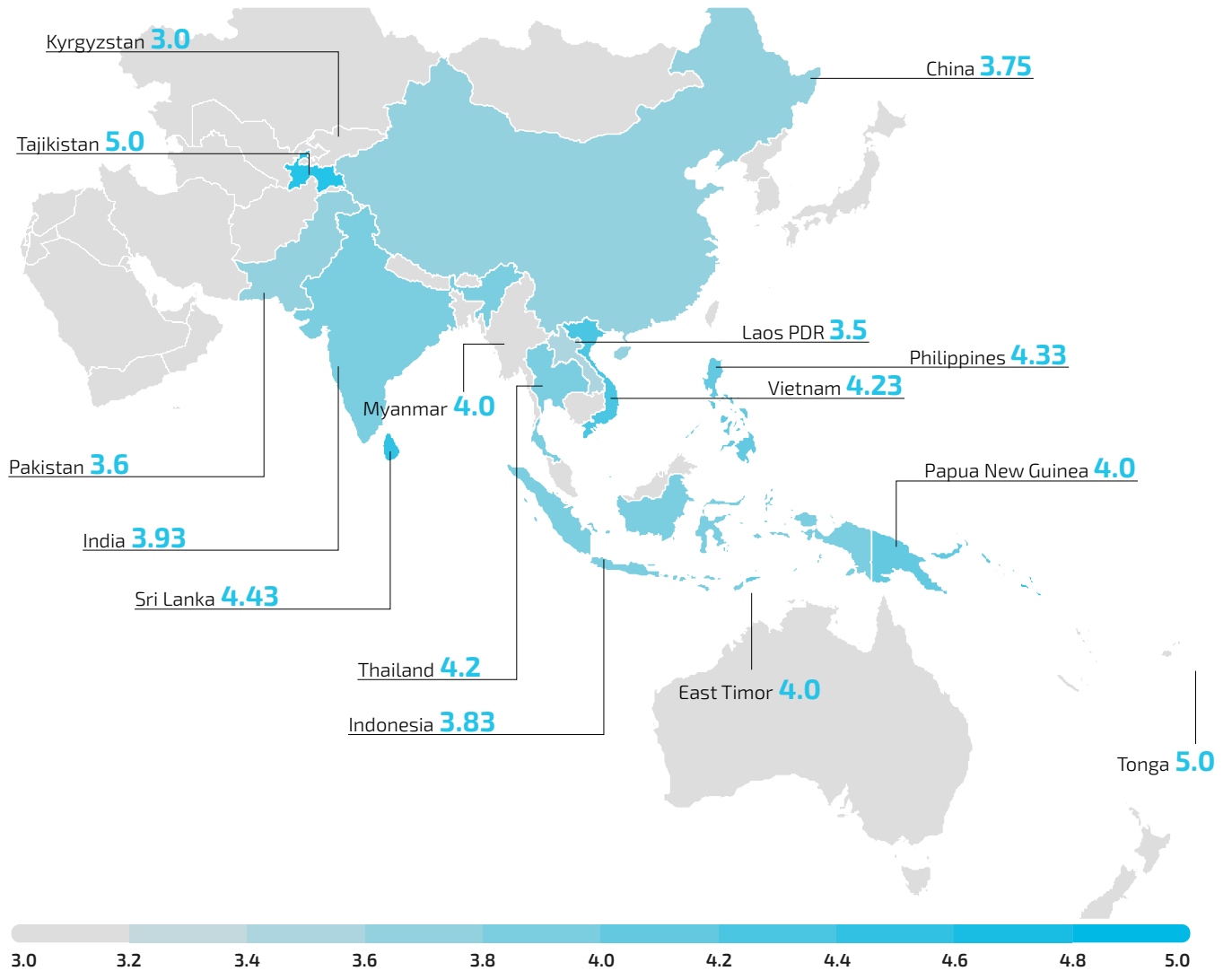


■ Very Unsatisfied or Unsatisfied ■ Neutral ■ Satisfied or Very Satisfied

Satisfaction with NAPP 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.

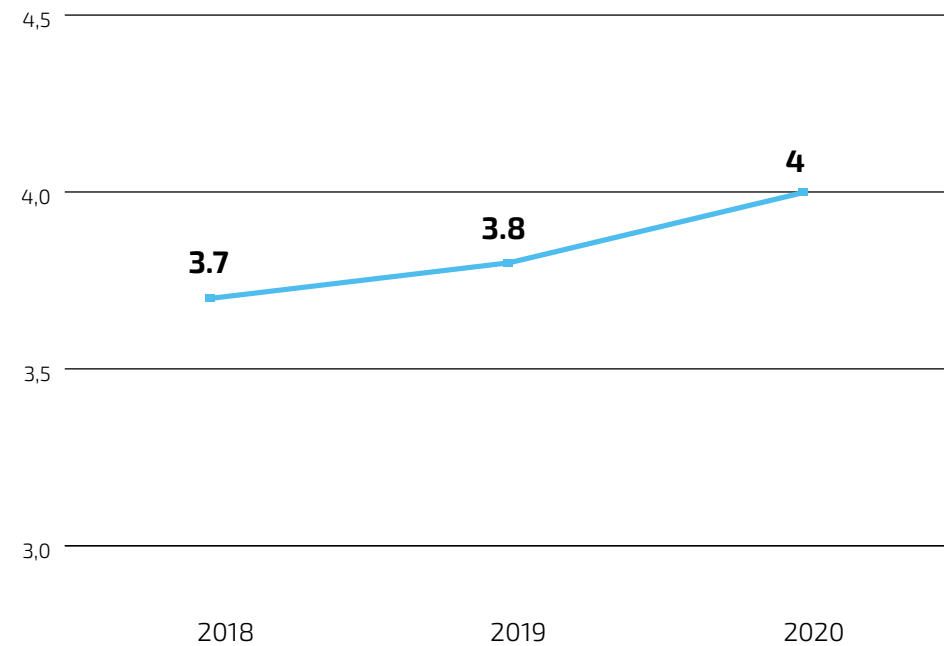


The scores are out of a scale from 1 to 5, being 5 the highest score.

Overall satisfaction with NAPP 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 from 2018 – 2020 Producer Satisfaction Surveys (implemented in Q1 2019 - 2021) reveal that Producer Organization satisfaction had increased. 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 totaling all scores to give an overall score out of 5 for that Producer Network.



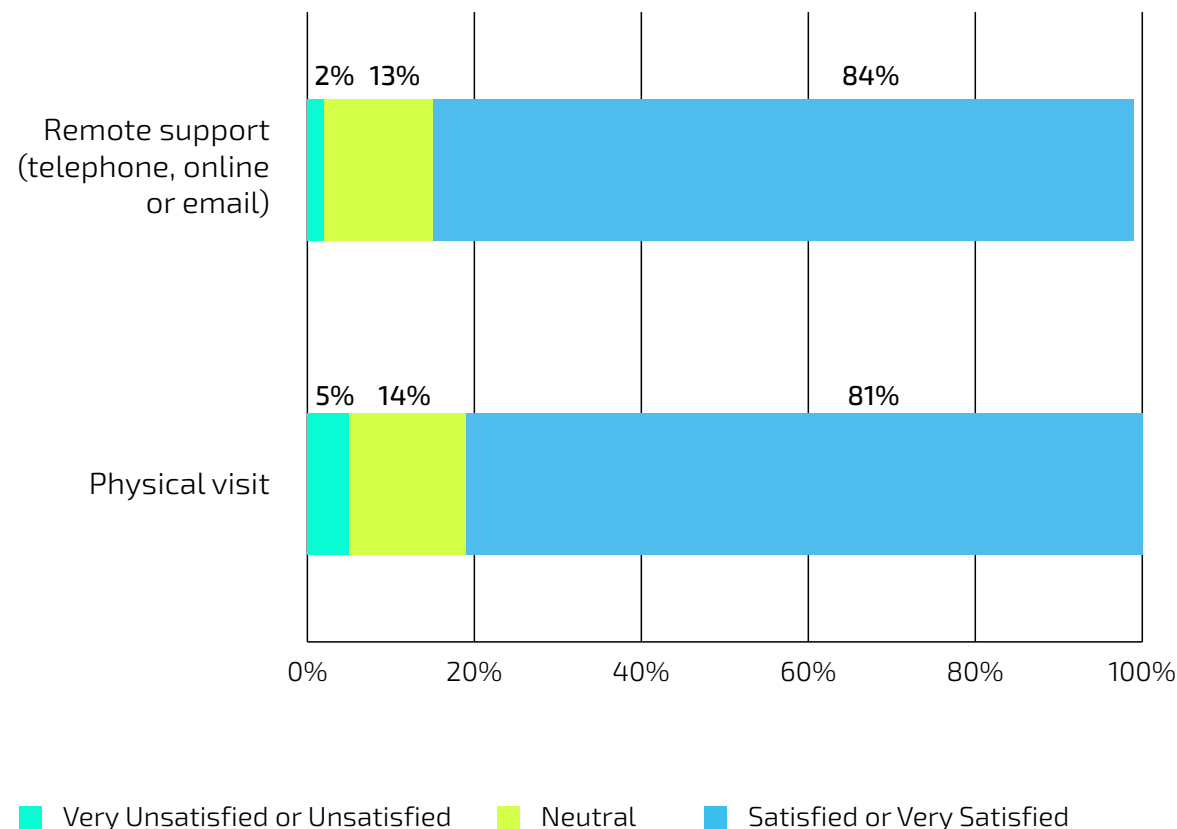
Satisfaction with direct support

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 Producer Network 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, Producer Network field officers or Producer Network 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

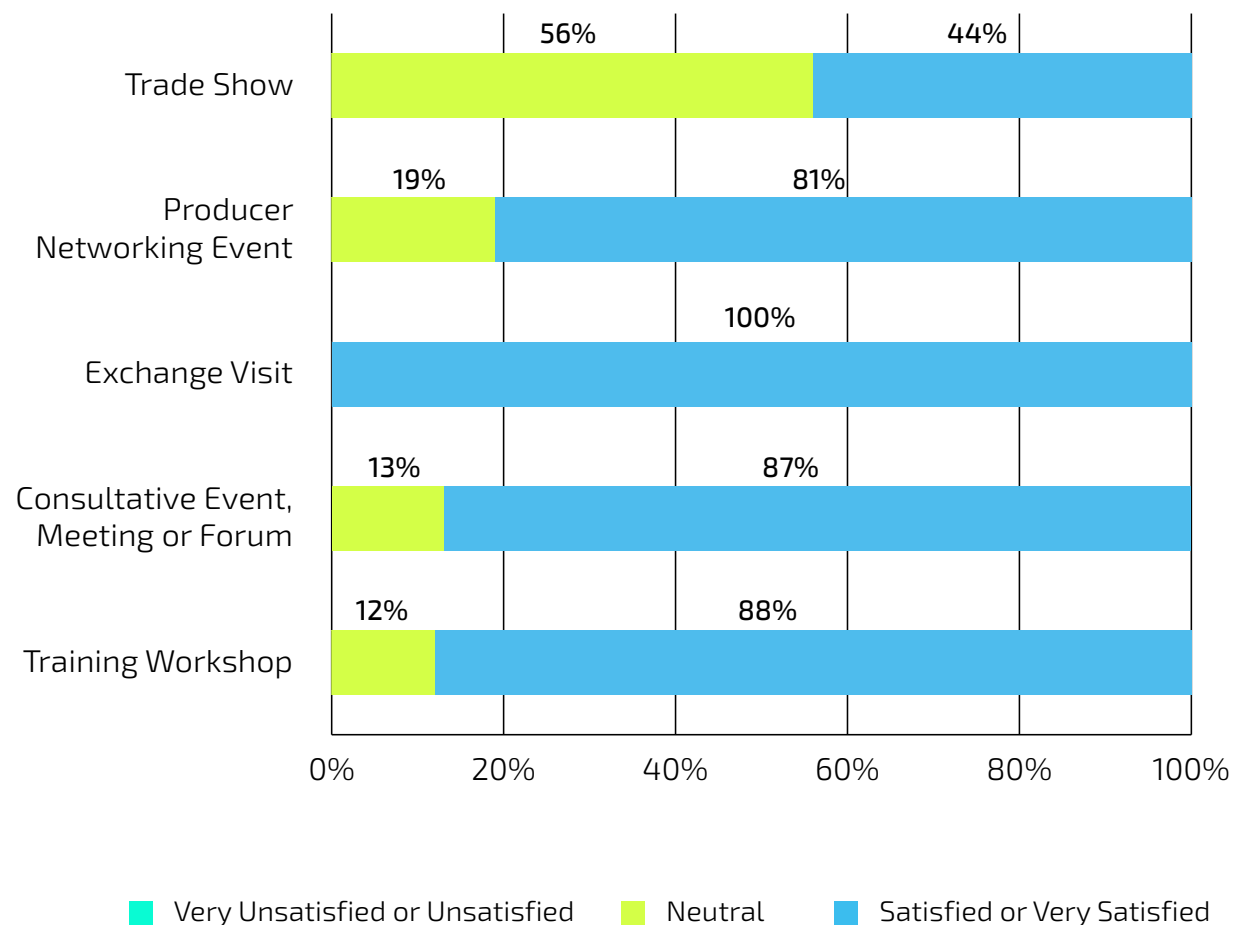
Producer Networks also run group events for Producer Organizations to facilitate dialogue and build capacity around relevant topics. The types of events organized include training workshops, consultative events, trade shows, Producer Organization exchange visits and producer networking events. Typically, 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 100 percent satisfied or very satisfied with exchange visits to 44 percent satisfied or very satisfied with trade shows.

Level of satisfaction with group events in 2020

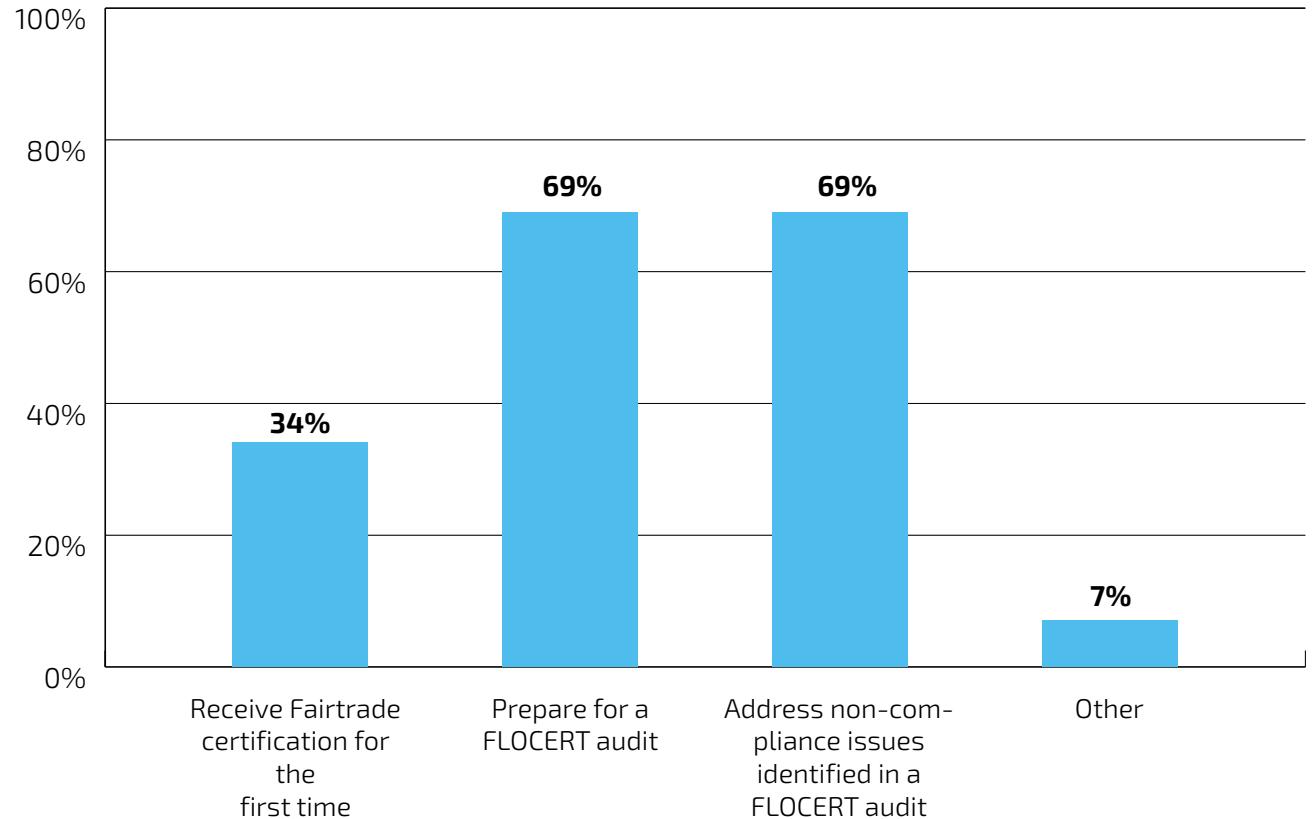


Actions taken as a result of NAPP support

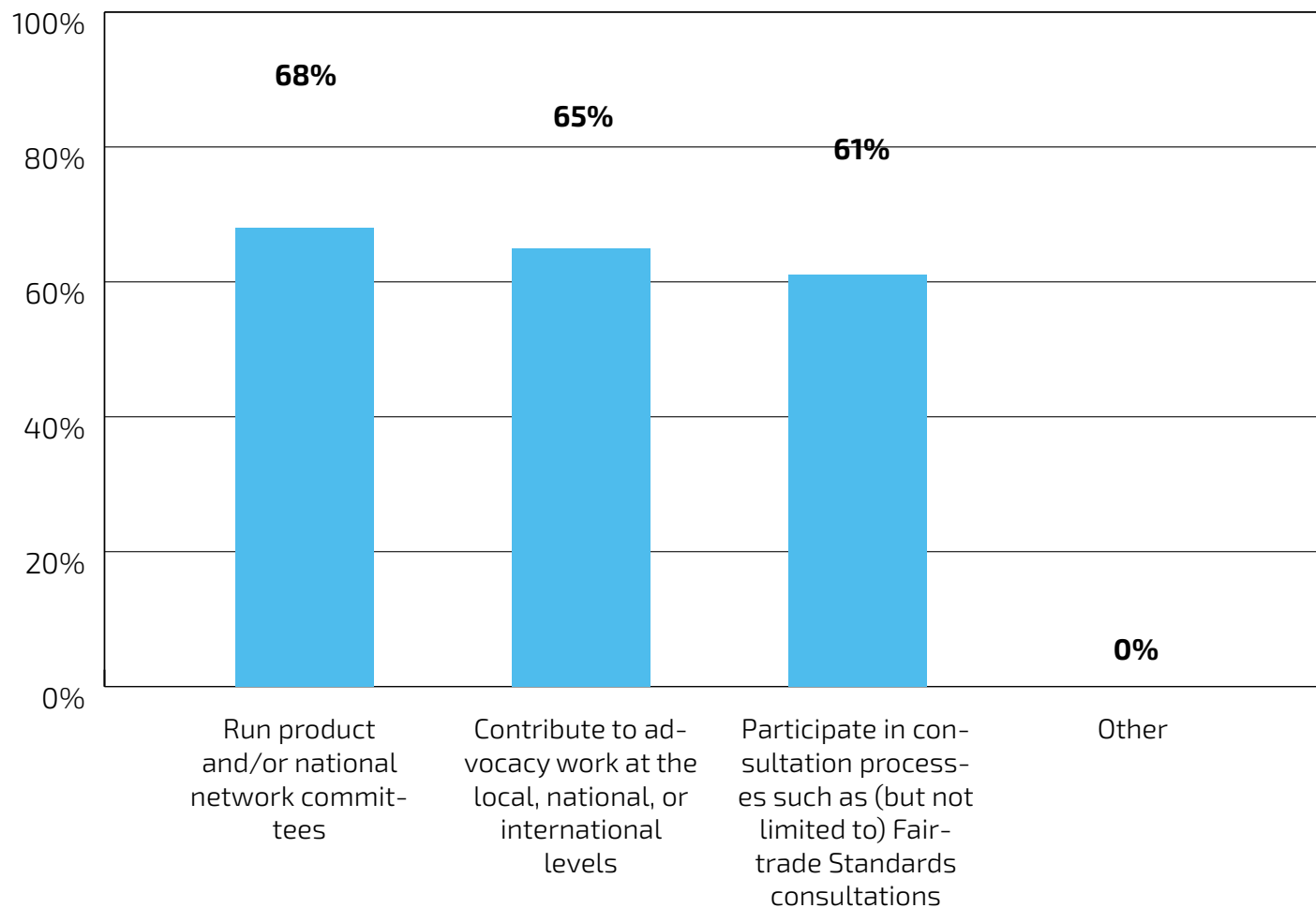
During support activities with Producer Organizations, Producer Networks cover topics such as maintaining Fairtrade certification, developing Fairtrade Development Plans increasing business knowledge or sales, ensuring environmental and/or social sustainability of the Producer Organization's operations, 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 tasks or take some specific action.

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

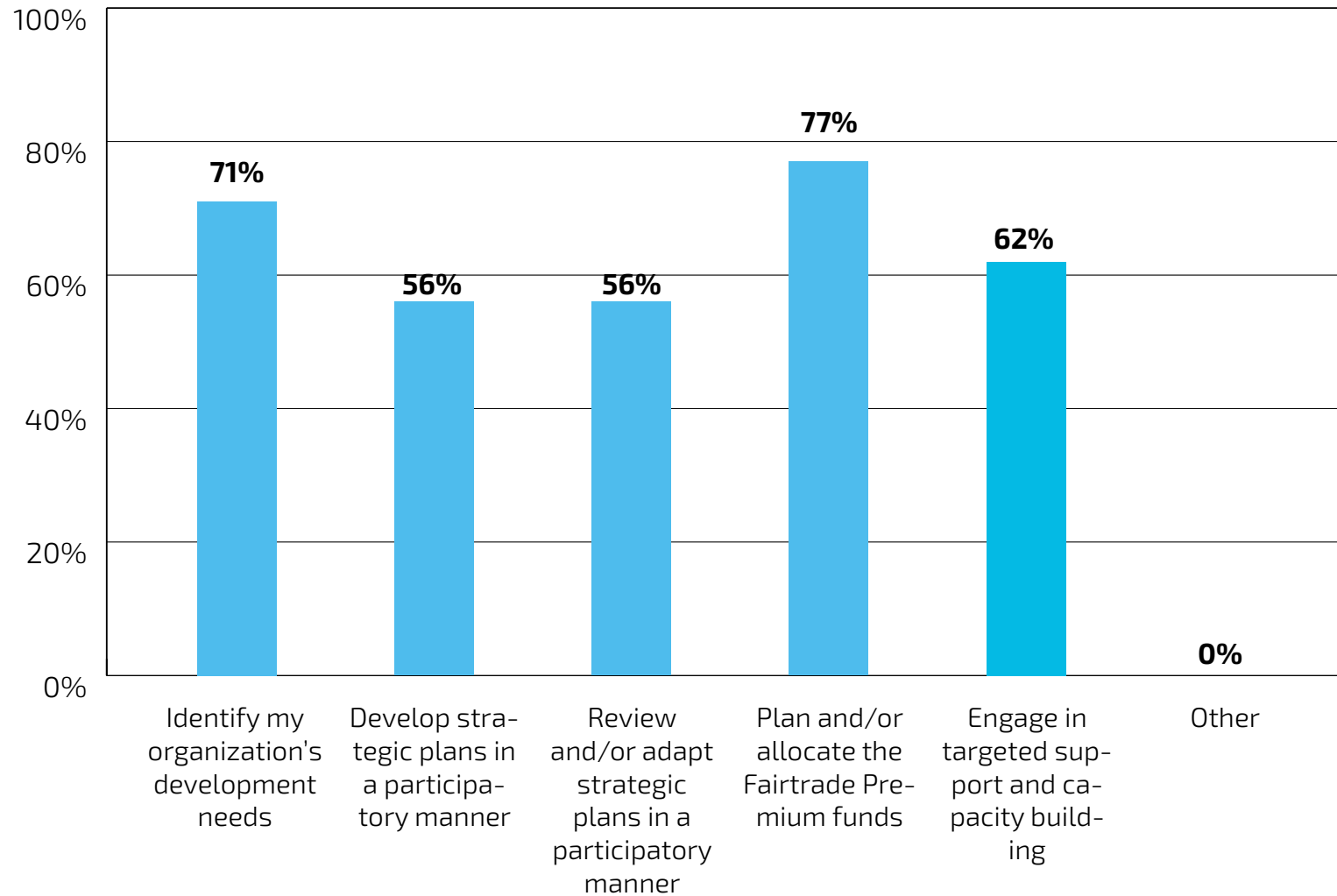
Actions that Producer Organizations reported taking after receiving support to **receive or maintain Fairtrade status**



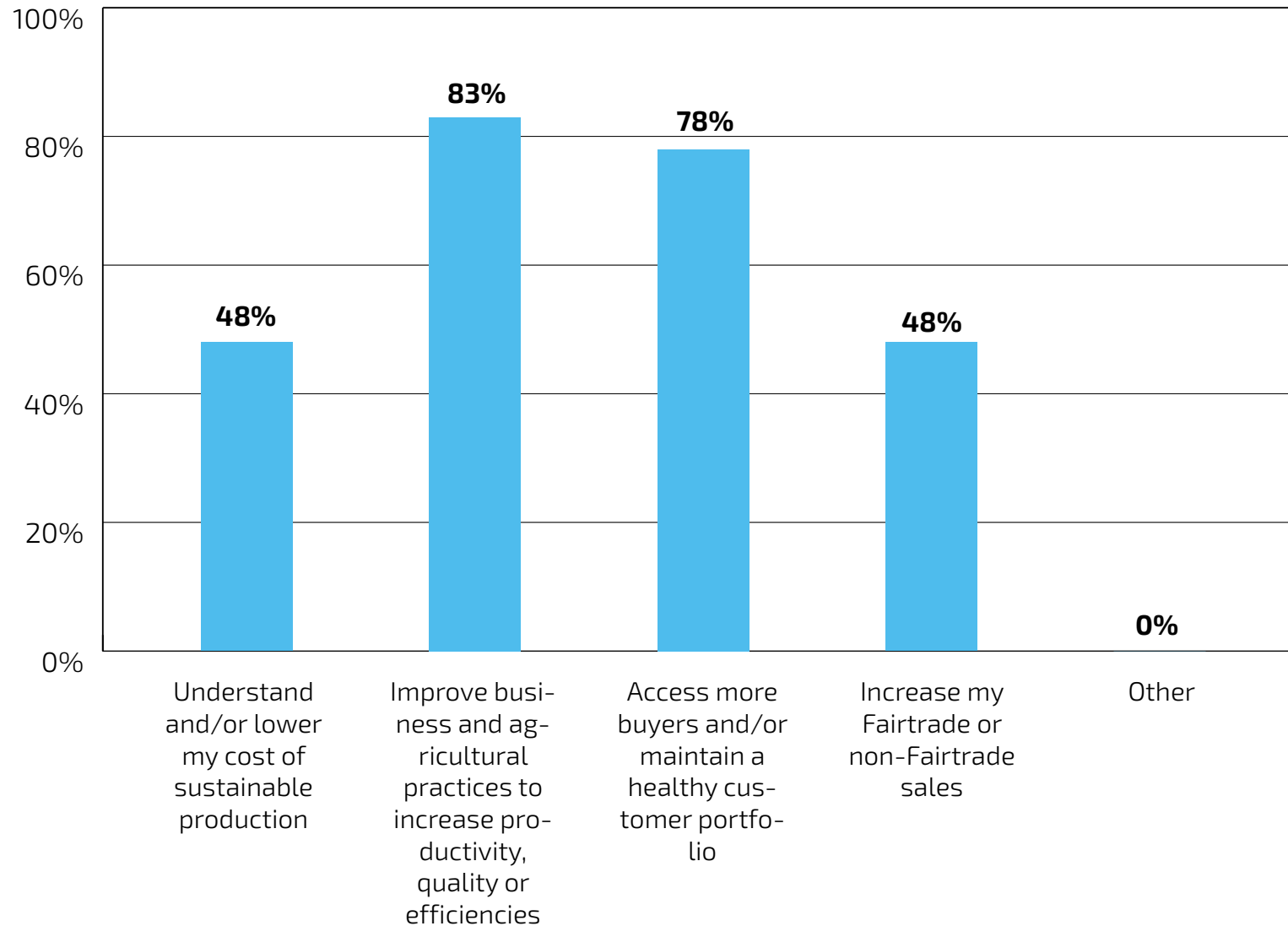
Actions that Producer Organizations reported taking after receiving support to ensure producers make their voice heard



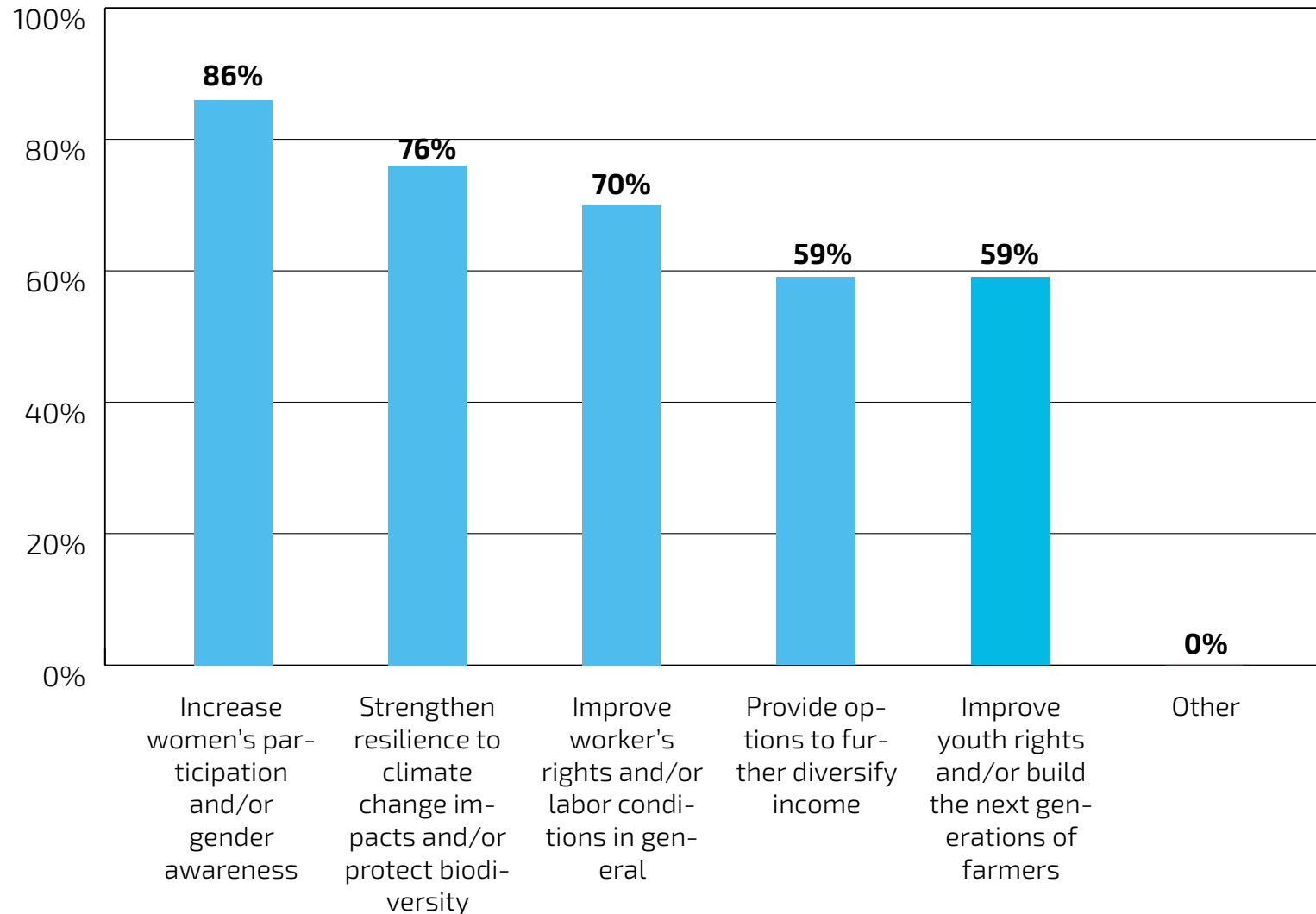
Actions that Producer Organizations reported taking after receiving support to ensure development of the Fairtrade Development Plan



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.

We would request Fairtrade-NAPP to conduct regular training at estate level to improve the awareness of Fairtrade Certification at the grass root level and also train the management on updating new standards.

We are hopefully expecting the end of this pandemic as soon as possible in 2021. We are looking forward to participating to the improvement of the NAPP Governance and Operations structure since without this action, it would be difficult for NAPP to provide better services and to achieve greater member satisfaction in the coming years.

We want to get more assistance in gender program. So the female worker and female member can be more participating and be heard.

Considering the threat of Covid-19, I cannot recommend anything except for Fairtrade NAPP to send online updates so that we will know what's happening in the other parts of the world, especially the small-producer farmers.

The Fair Trade supposed to fund more on the logging to help the trainings. The site visiting should have done more than five times. I am saying this because in my organization 70% of the farmers are in the remotes part of the country.

My recommendation is if better Fairtrade and other Organic certification should team up to certified SPO especially my organization since the market is now favouring Fairtrade Organic and not Fairtrade alone.

With improving the situation with COVID 19, it would be good if Fairtrade organize exchange visits between manufacturers, as well as organize study trips to developed countries to get the best practices of manufacturers from developed countries.

NAPP should take more actions to negotiate or communicate with FLO in term of important arguments which effect most Asian Producers such as certification fee. NAPP staff cannot take all roles, some roles needs professional moderator or speaker to run the activities to get better effective results.

About the data in this report

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

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 Fairtrade, 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 Fairtrade.

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:

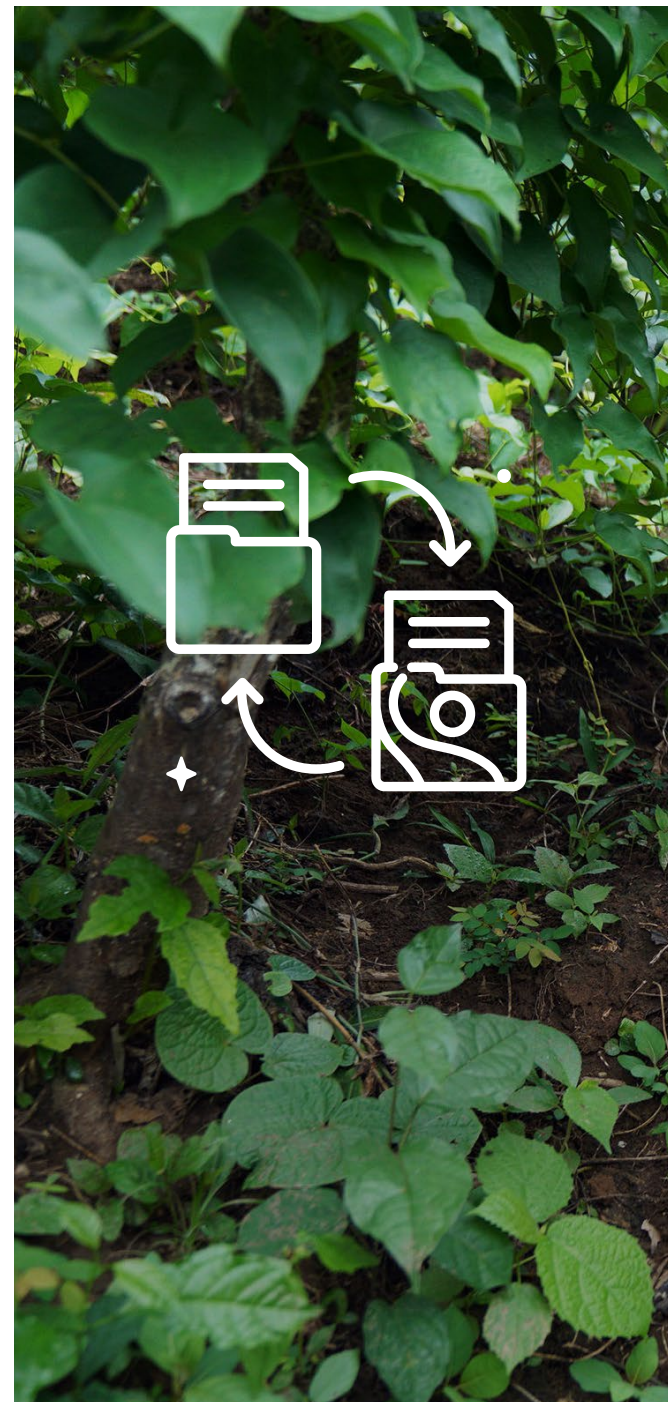
- There may be missing information from Fairtrade certified Producer Organizations that is not taken into account because of quality.
- There may be missing information in some questionnaires from certified Producer Organizations that was not reported by auditors.
- There may be wrong data or data that 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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