



FAIRTRADE  
INTERNATIONAL

FOCUS ON FAIRTRADE REGIONS:

**Latin America and the Caribbean**



### 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](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)

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CLAC (Latin American and Caribbean Network of Fair Trade Small Producers and Workers) was established in 2004, and has had legal status since 2005. Currently, it has over 900-member organizations in 24 countries across the continent. It is structured through Country Networks (that bring together producers of different products from the same country), Product Networks (that bring together producers with the same product, but from different countries), and a Workers Network.

For more information, visit [www.clac-comerciojusto.org/en/](http://www.clac-comerciojusto.org/en/)

*Cover Photo: Banelino, Dominican Republic, 2021.  
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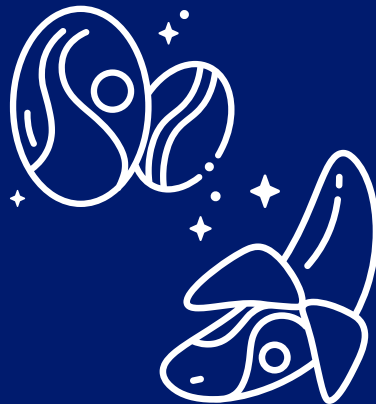
# Introduction

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 900 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.

## In this report:

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

**COFFEE AND BANANAS TOGETHER ACCOUNT FOR 84% OF FAIRTRADE PREMIUM PAID TO PRODUCERS IN LATIN AMERICA AND THE CARIBBEAN**



**51% OF ALL FAIRTRADE PRODUCER ORGANIZATIONS ARE IN LATIN AMERICA AND THE CARIBBEAN**

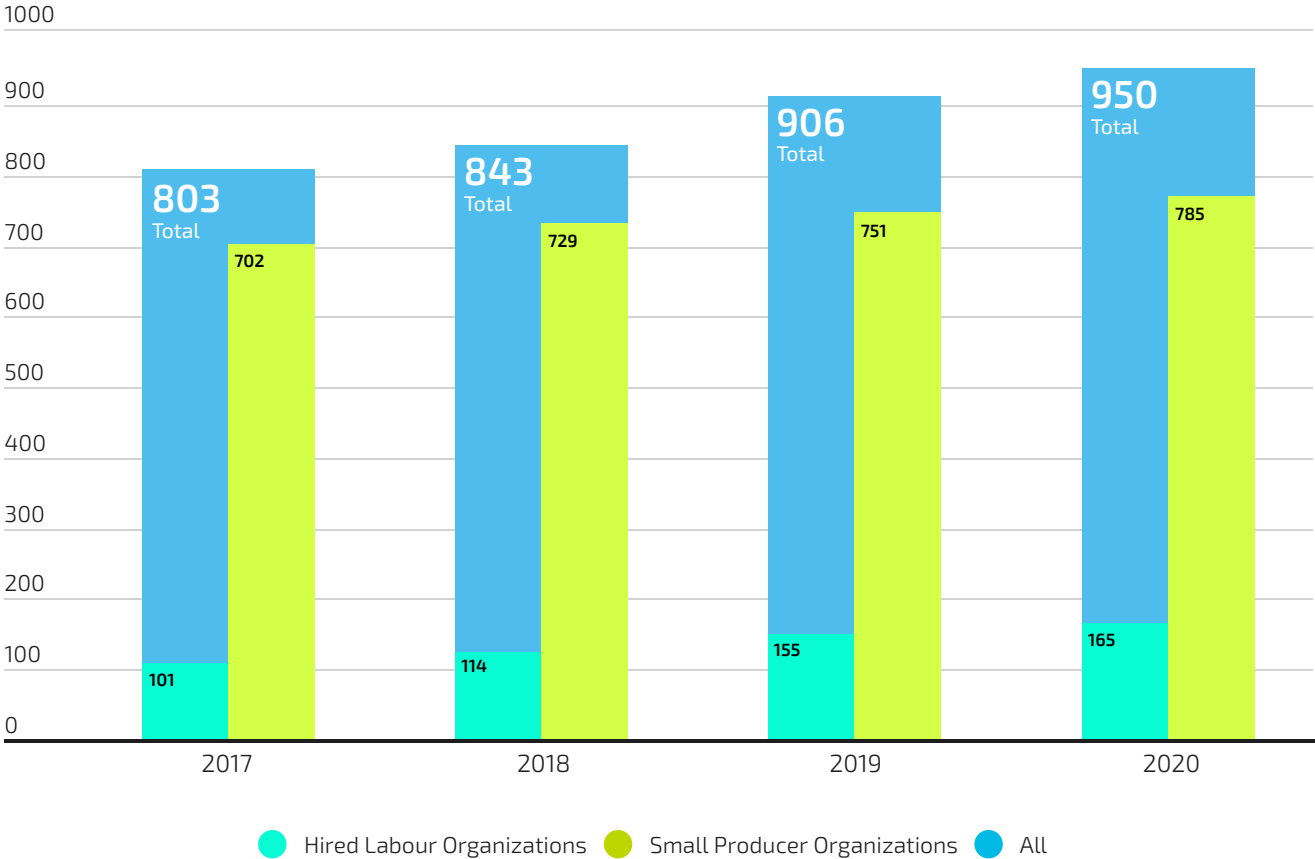


**43% OF FAIRTRADE PREMIUM GOING TO LATIN AMERICA AND THE CARIBBEAN IS PAID TO PRODUCERS IN PERU AND COLOMBIA**



# Fairtrade Monitoring Data

## Fairtrade Latin America and the Caribbean: Producer Organizations

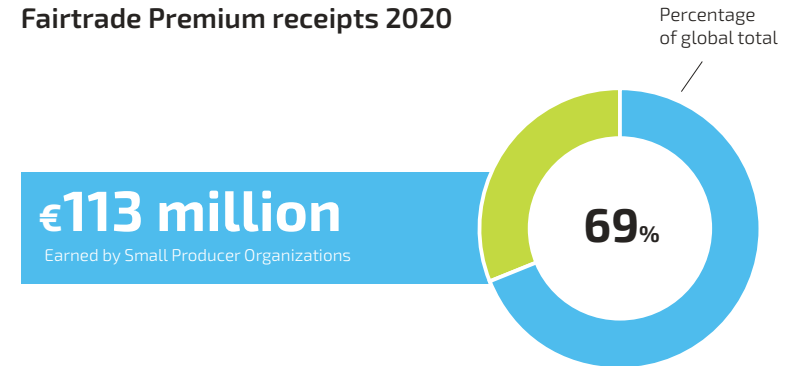


# Fairtrade Latin America and the Caribbean: Producers and Premium generated 2020

Number of farmers and workers in Fairtrade Producer Organizations 2020

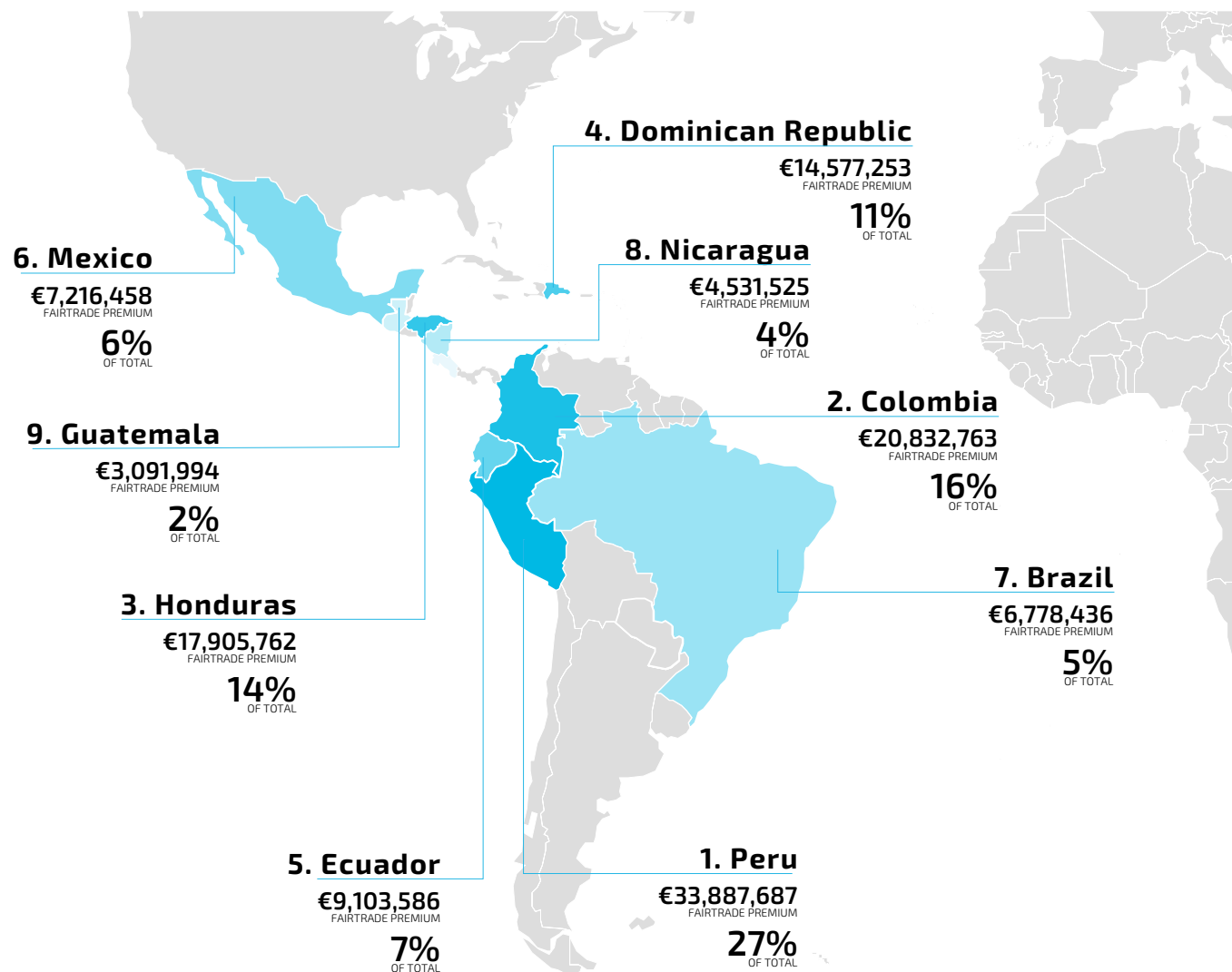


Fairtrade Premium receipts 2020



Note: Numbers may not sum due to rounding

# Fairtrade Latin America and the Caribbean: Top Fairtrade Premium generating countries 2020

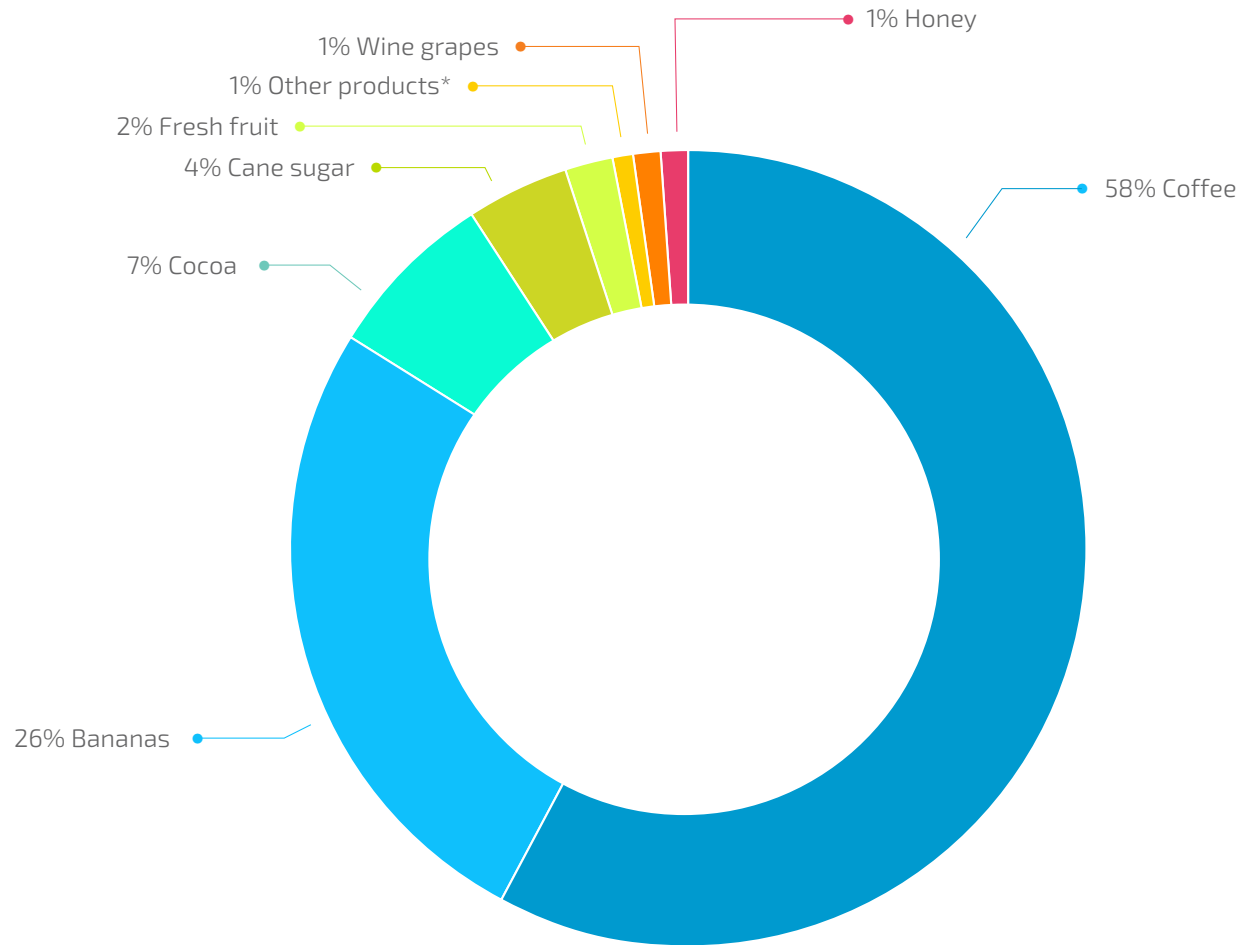


Percentages refer to total Fairtrade Premium earned in Latin America and the Caribbean.

# Fairtrade Latin America and the Caribbean: Fairtrade Premium distribution by product 2020

Coffee	58%
Bananas	26%
Cocoa	7%
Cane sugar	4%
Fresh fruit	2%
Other products	1%
Wine grapes	1%
Honey	1%

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



# Fairtrade Latin America and the Caribbean: Volumes sold on Fairtrade terms for key products 2020

## Cocoa [in MT]

Dominican Republic	<b>19,443</b>
Peru	<b>17,685</b>
Ecuador	<b>7,428</b>
Other countries in Latin America and the Caribbean	<b>1,016</b>

## Bananas [in MT]

Dominican Republic	<b>217,840</b>
Colombia	<b>175,630</b>
Ecuador	<b>148,157</b>
Peru	<b>108,361</b>
Other countries in Latin America and the Caribbean	<b>26,171</b>

## Coffee [in MT]

Preu	<b>62,471</b>
Honduras	<b>46,155</b>
Colombia	<b>32,034</b>
Mexico	<b>17,168</b>
Brazil	<b>12,939</b>
Nicaragua	<b>11,114</b>
Guatemala	<b>7,509</b>
Costa Rica	<b>2,597</b>
Bolivia	<b>749</b>
Other countries in Latin America and the Caribbean	<b>471</b>

## Flowers and Plants [in Stems]

Ecuador	<b>6,142,198</b>
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Metric tonnes abbreviated to MT.



# Fairtrade Latin America and the Caribbean: Volumes sold on Fairtrade terms for key products 2020

## Fresh Fruit [in MT]

Brazil	<b>78,804</b>
Mexico	<b>11,217</b>
Colombia	<b>2,077</b>
Peru	<b>891</b>
Other countries in Latin America and the Caribbean	<b>4,203</b>

## Honey [in MT]

Chile	<b>1,505</b>
Guatemala	<b>912</b>
Mexico	<b>639</b>
Argentina	<b>250</b>
Other countries in Latin America and the Caribbean	<b>712</b>

## Cane sugar [in MT]

Paraguay	<b>24,467</b>
Costa Rica	<b>10,217</b>
Other countries in Latin America and the Caribbean	<b>48,617</b>

## Wine grapes [in MT]

Argentina	<b>10,759</b>
Chile	<b>2,106</b>

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, CLAC 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

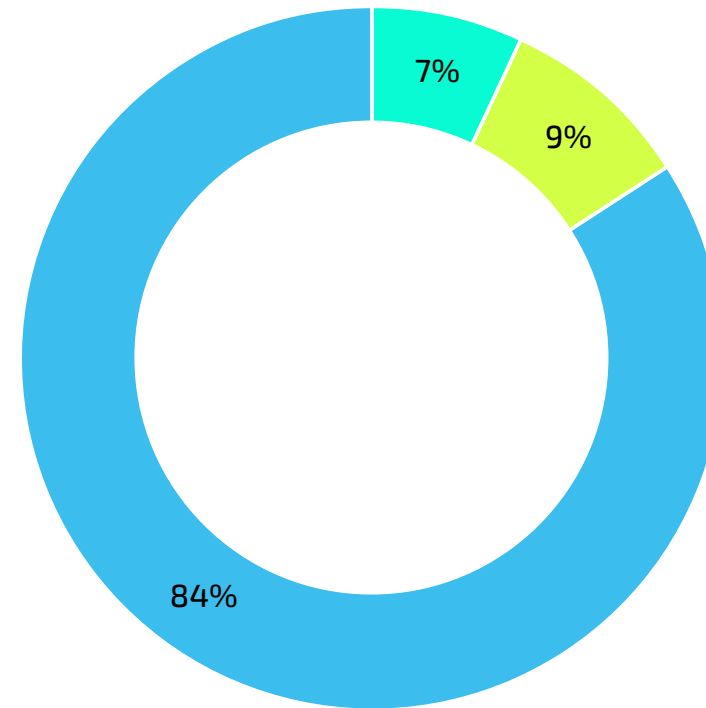
Analysis was done to better understand satisfaction both at the regional level as well as for particular countries and products.



**20%** response rate  
(191 PO respondents  
out of 943 surveyed)

## Overall satisfaction with CLAC support

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 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.



Very Unsatisfied or Unsatisfied    Neutral    Satisfied or Very Satisfied

# 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 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.

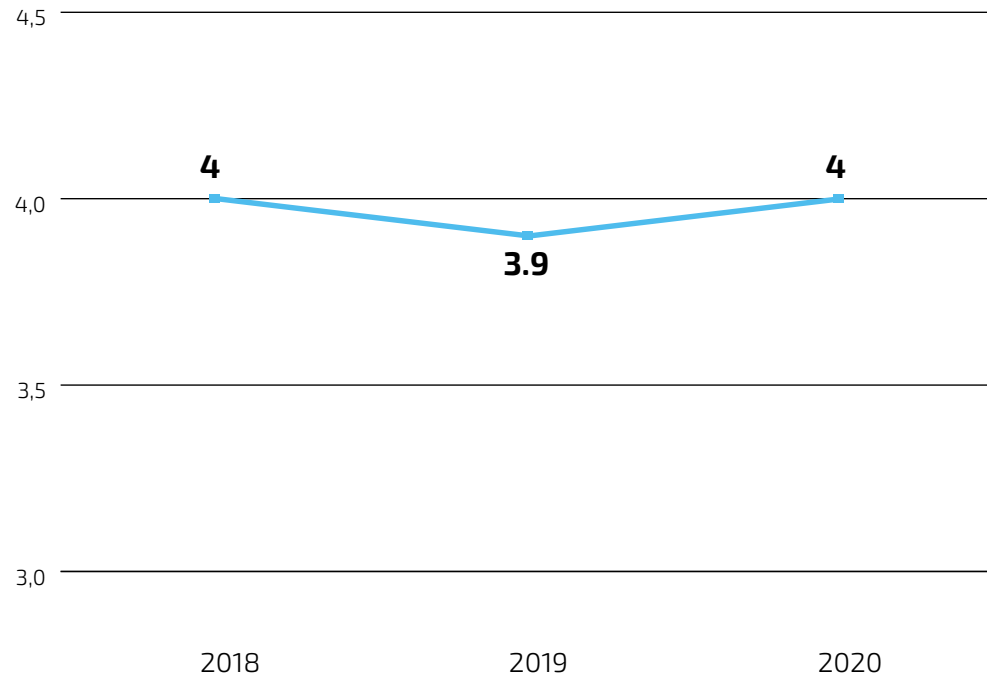


The scores are out of a scale from 1 to 5, being 5 the highest score.

# Overall satisfaction with CLAC 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 slightly increased 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.





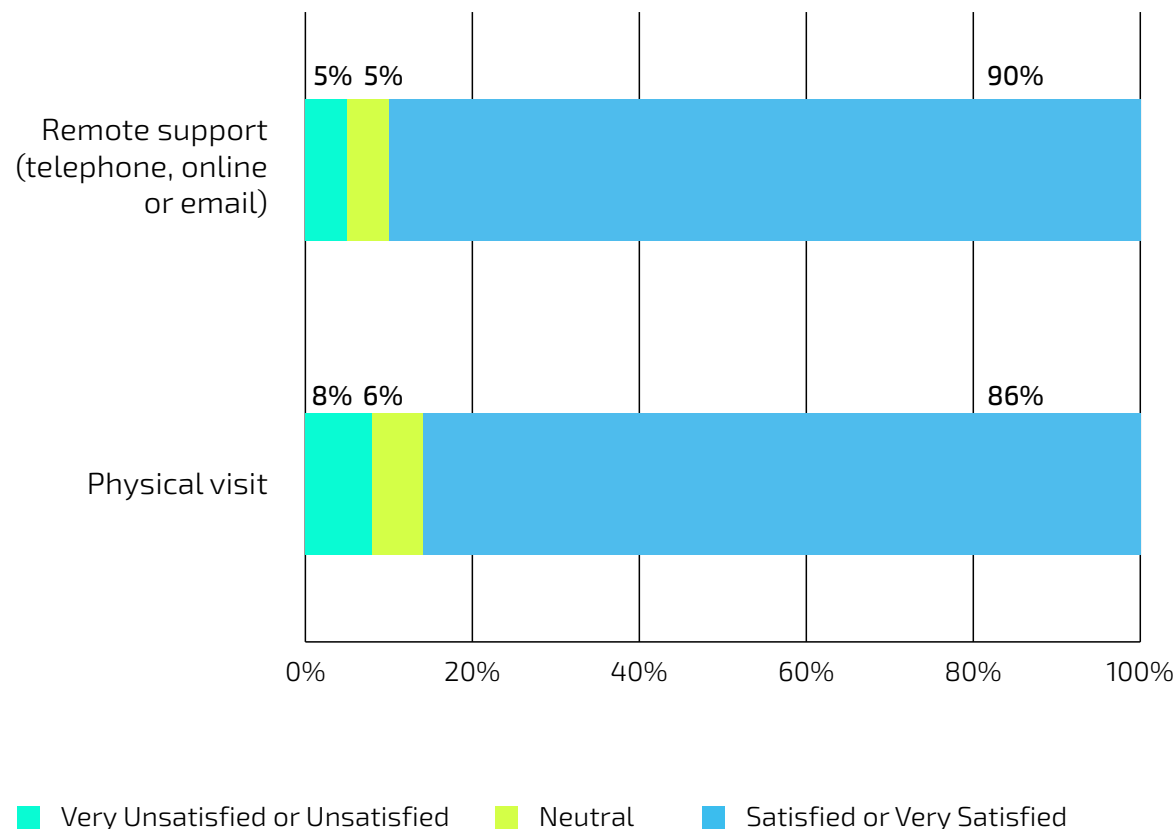
## Satisfaction with direct support

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 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.

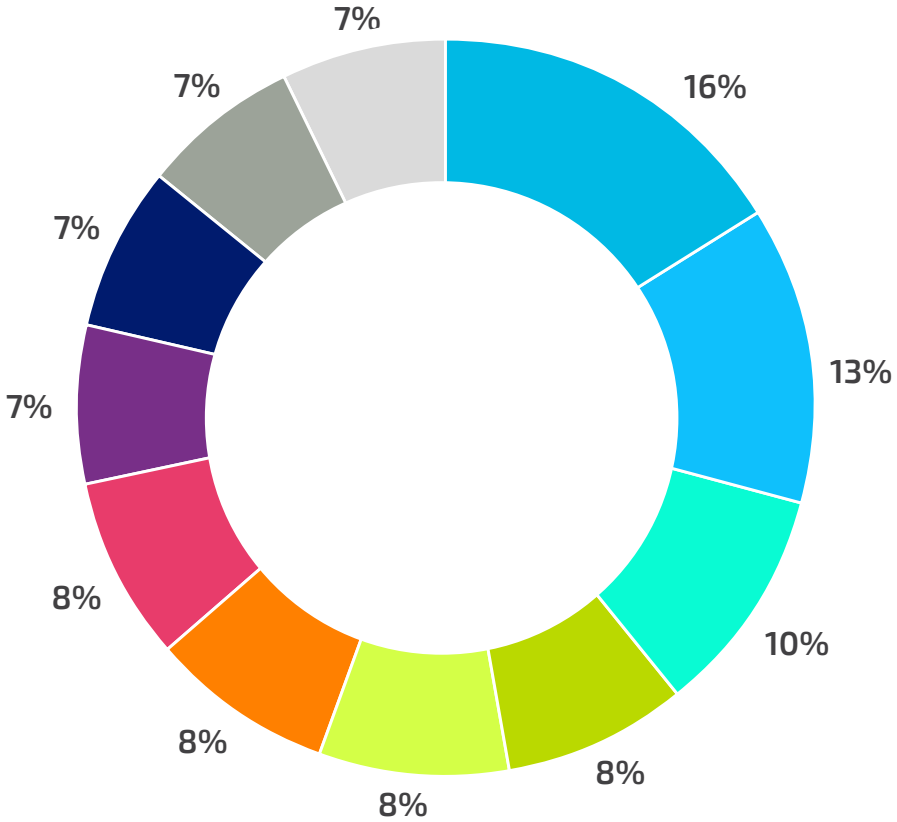
**Levels of satisfaction for both types of support was very high**

## Level of satisfaction for types of direct support in 2020



# Key Outcome Areas of direct support by CLAC

On this page, we illustrate the main actions taken by Producer Organizations as a result of CLAC direct support. The survey results reveal that direct support enables 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 identify development goals and identify development needs, strengthen resilience to climate change and carry out adaptation plans, increase productivity, better sensitize farmers on social compliance issues, develop a policy or internal control on child labor (among other actions).



- Fairtrade Certification/Standards Compliance
- Organizational Strengthening
- Assistance in Development Plans
- Markets/Market Information
- Administrative Accounting
- Gender and Youth Inclusion
- Adaptation and Mitigation to Climate Change
- Good labour practices
- Production/Quality/Productivity
- Food Sovereignty
- Child Protection and Vulnerable Adults

## Satisfaction with group events

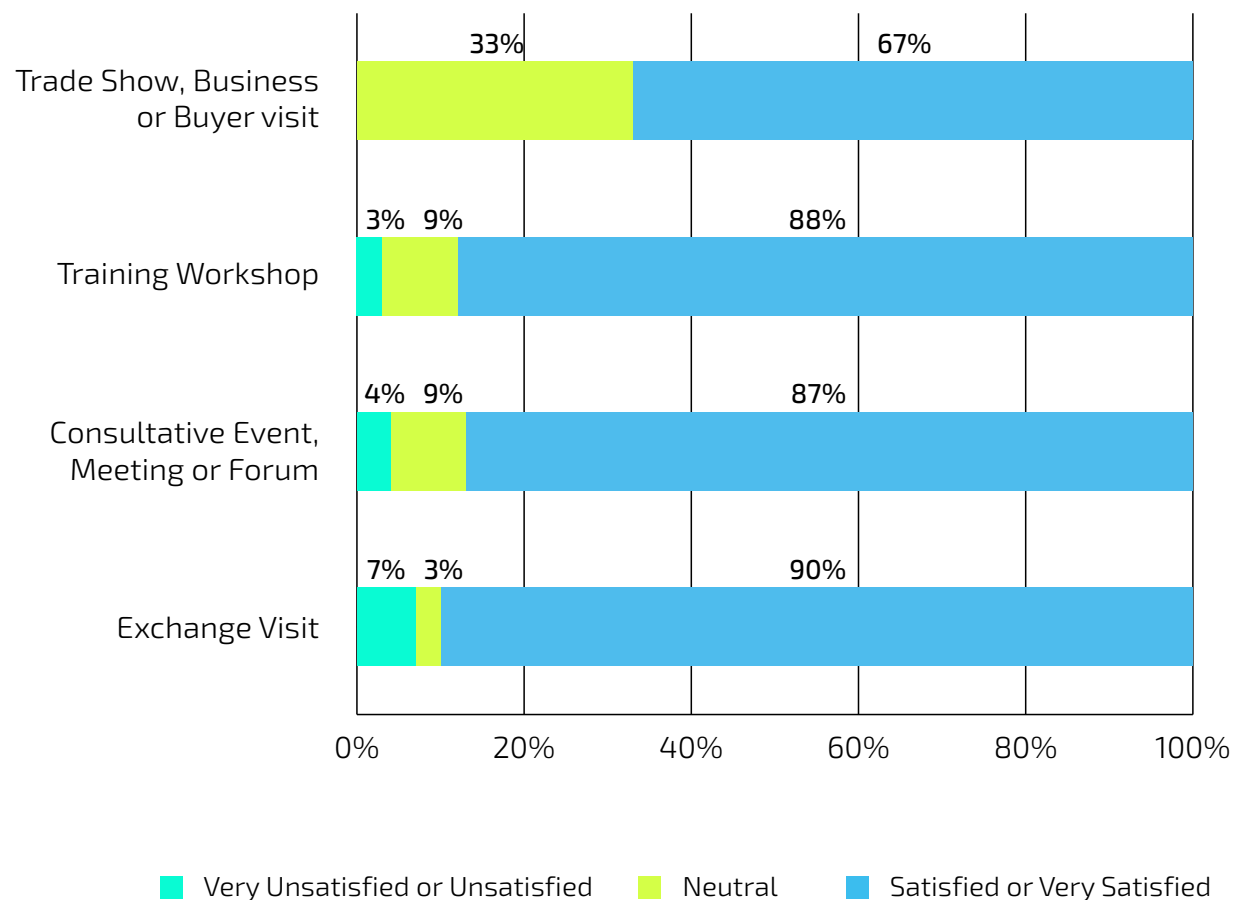
Producer Networks also run group events for Producer Organizations to facilitate dialogue and build capacity around relevant topics. The types of events organized include training workshops, consultative events, trade shows, Producer Organization exchange visits and producer networking events. Typically,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

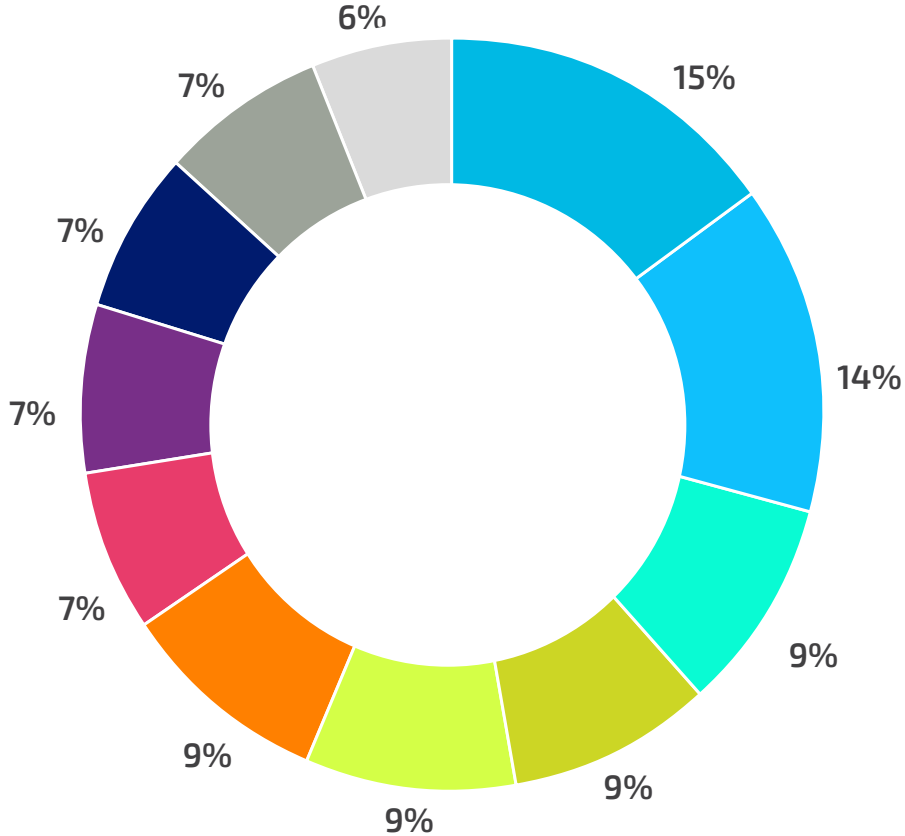
Producer Organization satisfaction with all types of events was quite high, ranging from 90 percent satisfied or very satisfied with exchange visits to 67 percent satisfied or very satisfied with trade shows.

## Level of satisfaction with group events in 2020



# Key Outcome Areas of CLAC group events

On this page, we illustrate the main actions taken by Producer Organizations as a result of CLAC group events. The survey results reveal that group events enable a variety of outcomes. Again, the most common of those are actions related to Fairtrade Certification and standard compliance – preparing for FLOCERT audit and addressing non-compliance issues identified in a FLOCERT audit. Due to Producer Network events, Producer Organizations are also able to improve business and agricultural practices, increase sales, access more buyers, increase productivity, protect biodiversity and carry out climate change adaptation plans, improve rights of workers and improve worker participation in the management of the Fairtrade Premium (among other actions).



- Fairtrade Certification/Standards Compliance
- Organizational Strengthening
- Markets/Market Information
- Assistance in Development Plans
- Production/Quality/Productivity
- Gender and Youth Inclusion
- Adaptation and Mitigation to Climate Change
- Child Protection and Vulnerable Adults
- Good labour practices
- Food Sovereignty
- Accounting Administrative Strengthening

## 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.

*Deepen the support for the formulation and evaluation of sustainable projects.*

*Face-to-face training should be resumed as soon as possible in compliance with all biosafety protocols.*

*Continue with training for new organizations in accounting administrative strengthening, development plans, good labour practices, food sovereignty and Fairtrade certification.*

*2020 was an atypical year for everyone, so we consider that according to the circumstances, what is within the reach of CLAC has been done.*

*It is very important to consider the exchanges between producer organizations to get to know successful experiences.*

*Increase communication to have better support.*

*Organize auditor preparation courses on Fairtrade criteria.*

*Give a stronger focus to the search for markets and customers.*

*Strengthen on issues of Fairtrade criteria to avoid non-compliance.*

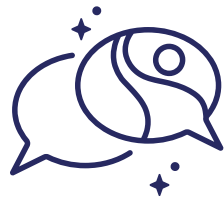


# GlobeScan Producer Survey

## 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.

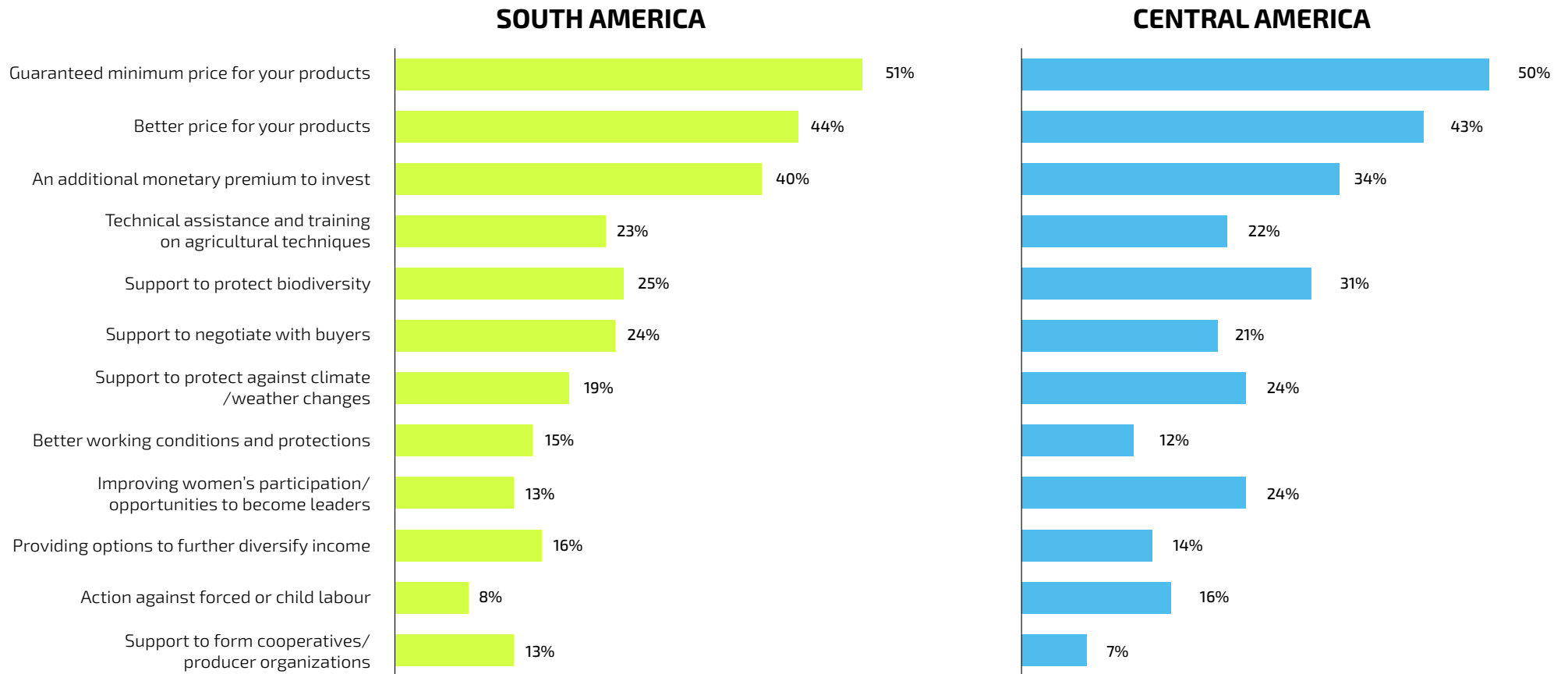


The final sample size was 343 total respondents, including 165 respondents from South America and 58 respondents from Central America.

*There were also 17 respondents from the Caribbean, but these were not included in the analyses due to the small sample.*

# Most important benefits of being part of certification scheme

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



**Guaranteed minimum price more important in South and Central America compared to other regions**

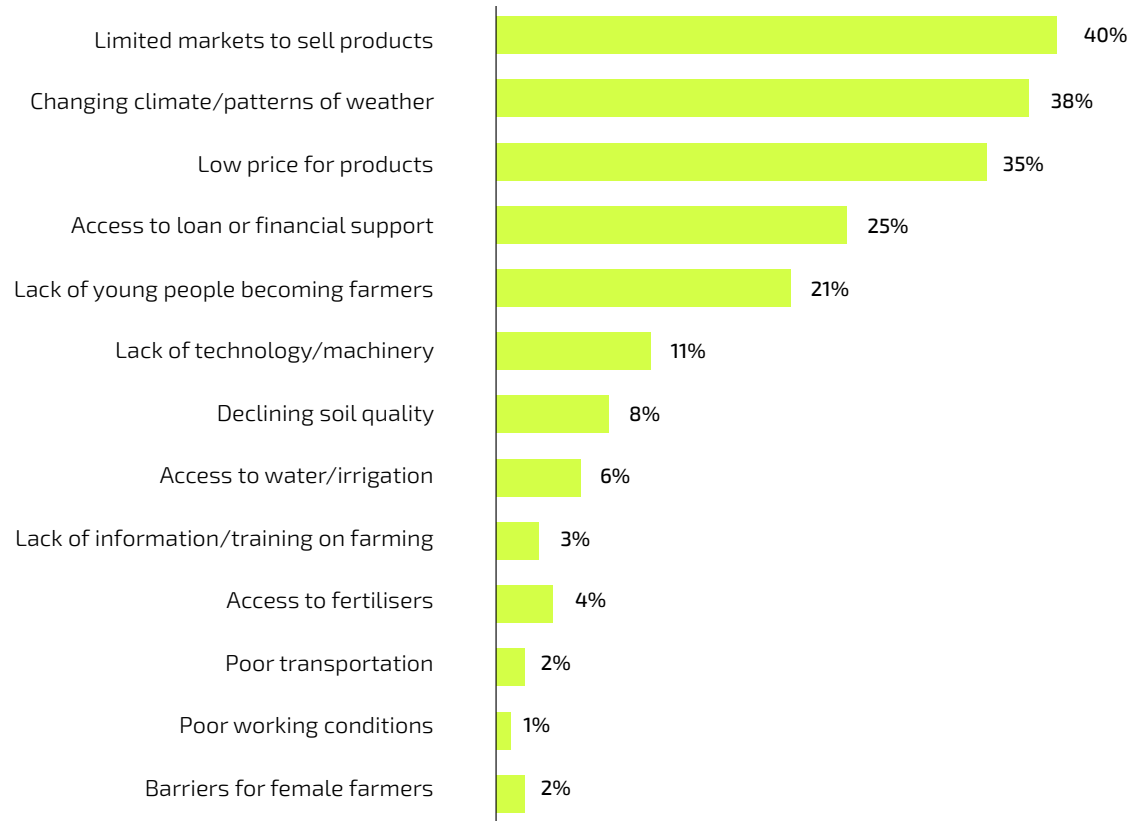
**Farming technical assistance and support to negotiate with buyers important in this region**

**Support on biodiversity slightly more important in Central America**

# Top Challenges

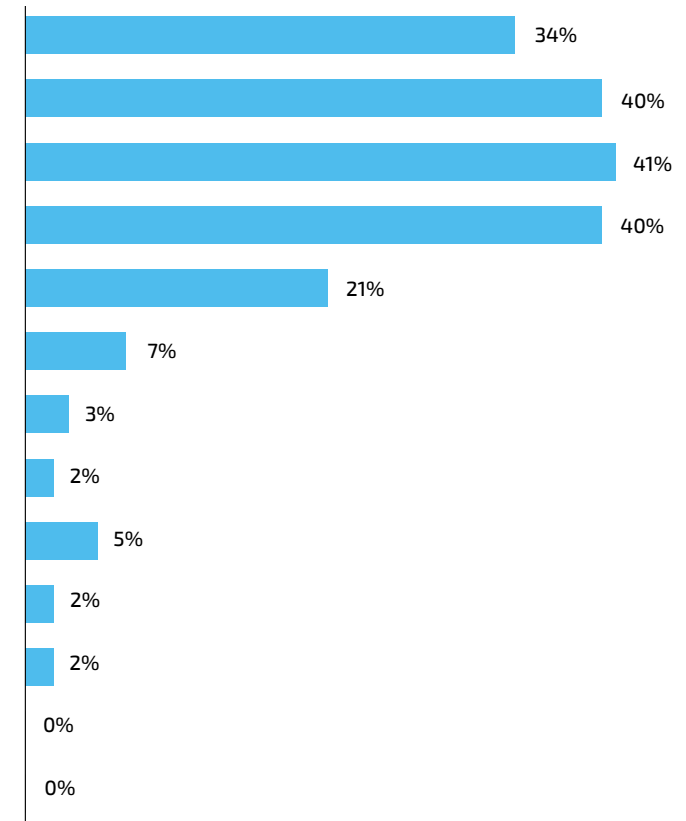
What are the top two challenges that you are facing currently as a farmer or producer/member of your Producer Organization are facing?

## SOUTH AMERICA



**Access to loans and financial support is less of a challenge than in the other main regions surveyed**

## CENTRAL AMERICA



**Climate, low prices and need for financial support are all higher concerns than limited markets**

# 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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