



FAIRTRADE
INTERNATIONAL



REGIONAL MONITORING REPORTS:

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 2 million farmers and workers co-own the international Fairtrade system, which also includes the independent certification body FLOCERT, and Fairtrade organisations 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

Copyright Fairtrade International 2023

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, Gerrit Walter, Miyako Takahashi, Teodora Mihaljic, Amanda Fuller, Afrah Ben Hal Ali, Emily deRiel, Gideon Balasingam.

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.



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: Women from a Fairtrade certified cotton producer organisation in India prepare an organic pesticide.
©Ranita Roy*

Introduction

The Network of Asia and Pacific Producers is a regional association that Fairtrade certified Producer Organisations 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 Organisations, supporting them to understand and meet the Fairtrade Standards, and strengthening their organisations 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 organisations and Fairtrade International, they ensure that Fairtrade is working to strengthen livelihoods and empower farmers and workers.

In this report:

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

**35% OF THE
FAIRTRADE
PREMIUM
GOING TO
ASIA AND PACIFIC
IS PAID TO PRODUCERS
IN INDIA AND
INDONESIA**



**72% OF ALL
FAIRTRADE
COTTON SALES
ARE FROM
INDIA**

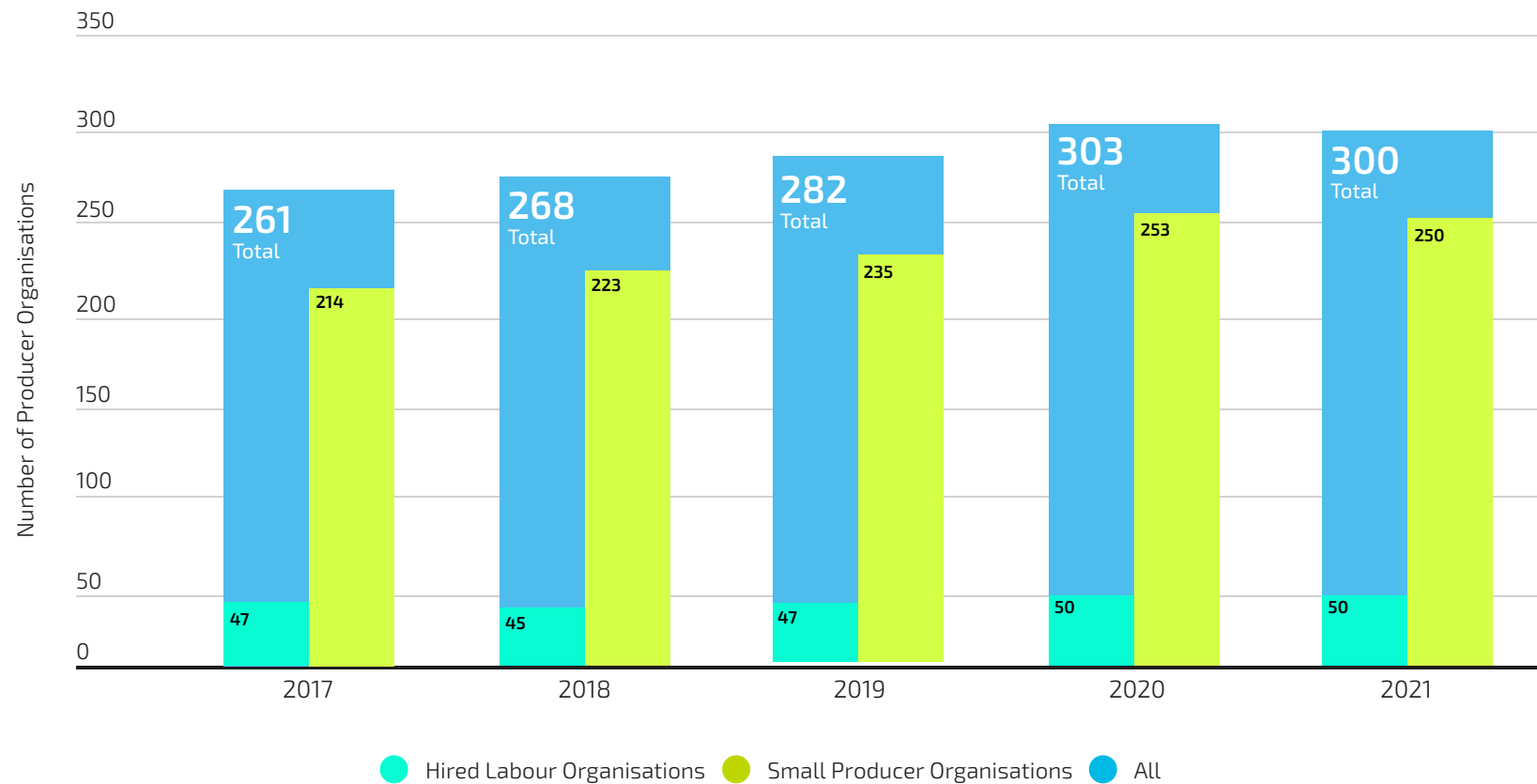


**53% OF THE
FAIRTRADE
PREMIUM
PAID TO PRODUCERS
IN ASIA AND
PACIFIC
GOES TO
COFFEE
PRODUCERS**



Fairtrade Monitoring Data

Fairtrade Asia and Pacific: Producer Organisations

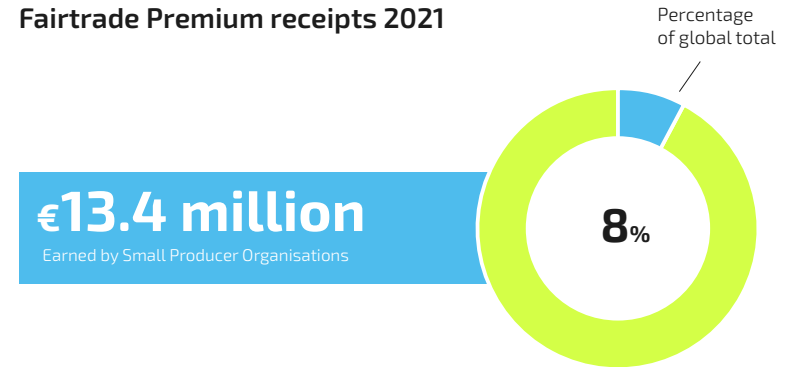


Fairtrade Asia and Pacific: Producers and Premium generated 2021

Number of farmers and workers in Fairtrade Producer Organisations 2021

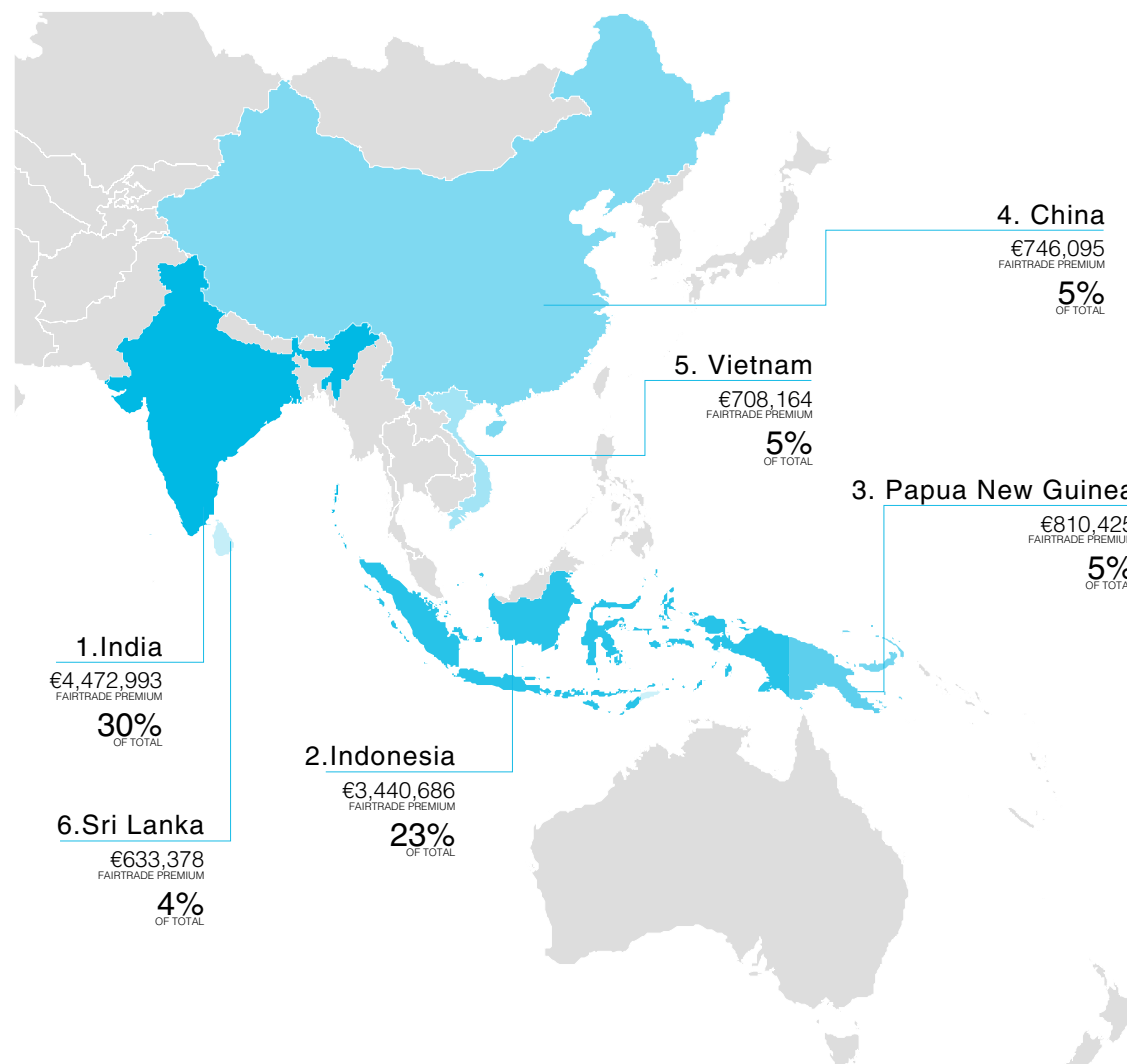


Fairtrade Premium receipts 2021



Note: Numbers may not sum due to rounding

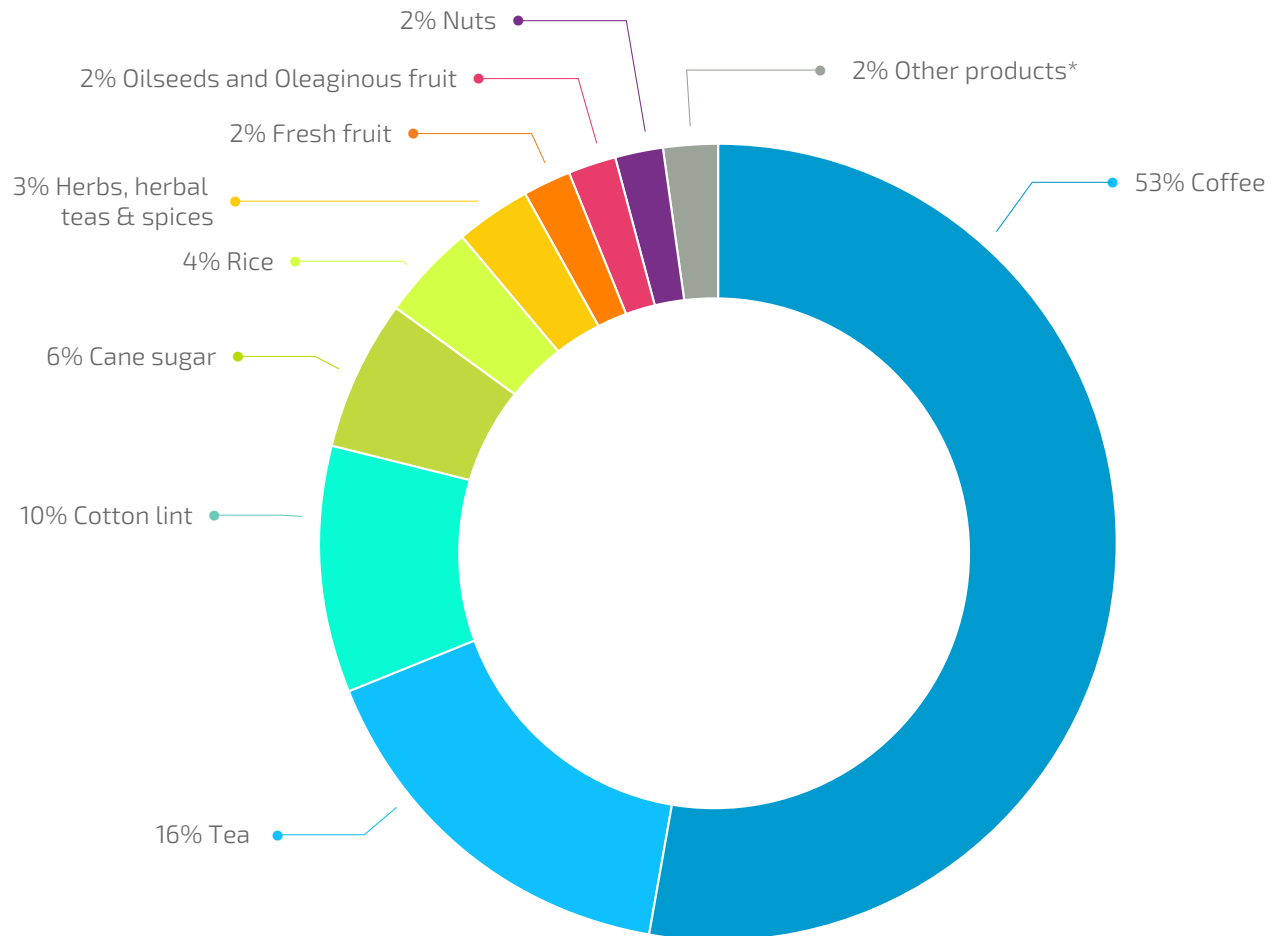
Fairtrade Asia and Pacific: Top Fairtrade Premium generating countries 2021



Percentages refer to total Fairtrade Premium earned by producers in Asia and Pacific

Fairtrade Asia and Pacific: Fairtrade Premium distribution by product 2021

Coffee	53%
Tea	16%
Cotton lint	10%
Cane sugar	6%
Rice	4%
Herbs, herbal teas & spices	3%
Fresh fruit	2%
Oilseeds and Oleaginous fruit	2%
Nuts	2%
Other products*	2%



*Other products includes vegetables, sportsballs, cocoa, bananas, dried fruit, flowers and plants, fruit juices.

Fairtrade Asia and Pacific: Volumes sold on Fairtrade terms for key products 2021

Cotton [in MT]

India	7,416
Other countries in Asia and Pacific	2,928

Cane sugar [in MT]

India	4,828
Other countries in Asia and Pacific	11,237

Coffee [in MT]

Indonesia	8,928
India	2,520
Papua New Guinea	2,159
Vietnam	1,246
Other countries in Asia and Pacific	6,813

Fresh Fruit [in MT]

India	4,802
Other countries in Asia and Pacific	2,213

Metric tonnes abbreviated to MT.

Fairtrade Asia and Pacific: Volumes sold on Fairtrade terms for key products 2021

Herbs, Herbal teas & Spices



[in MT]

Indonesia	848
Sri Lanka	818
India	574
Other countries in Asia and Pacific	652

Tea



[in MT]

India	2,523
China	1,193
Other countries in Asia and Pacific	575

Rice



[in MT]

Thailand	5,780
India	3,887

Oilseeds and oleaginous fruit



[in MT]

Sri Lanka	12,026
Other countries in Asia and Pacific	1,240

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 2022 and looked at satisfaction with Producer Network support services provided in 2021. 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 understanding on how Producer Networks' work with Producer Organisations is going. It shows how Producer Organisations are receiving information and support from Producer Networks and how satisfied they are with received support. With this information, we can learn, adjust our approach as needed, and better serve Fairtrade Producer Organisations.



ONLINE SURVEY

The 2021 Producer Satisfaction Survey was conducted using an online tool, with email invitations sent to all Fairtrade Producer Organisations in the region.



EMAIL REMINDERS

After the invitation has been sent out, regular email reminders helped to increase response rate.



PRODUCER NETWORK STAFF FOLLOW UP

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



COUNTRY AND PRODUCT-SPECIFIC UNDERSTANDING

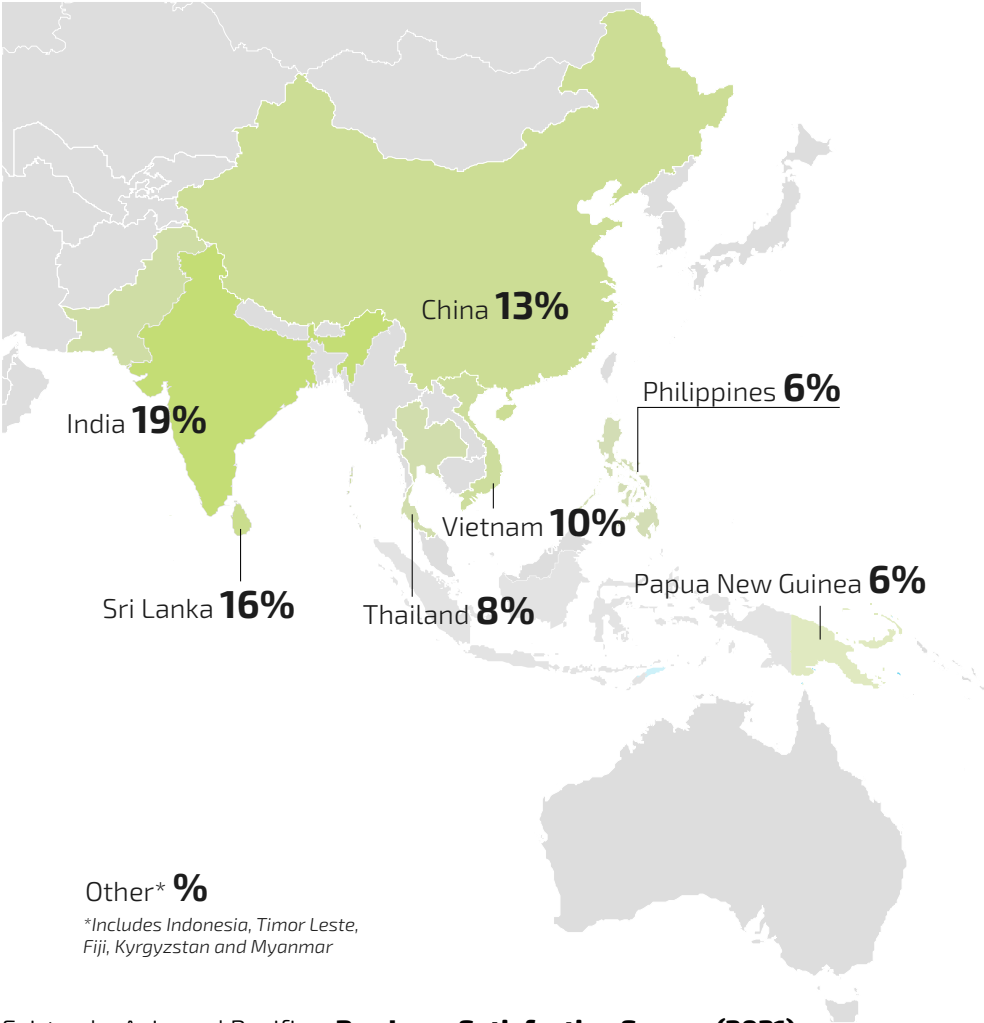
Analysis was done to better understand satisfaction both at the regional level as well as for particular countries and products.

Producer Satisfaction Survey: Response rate and sample distribution

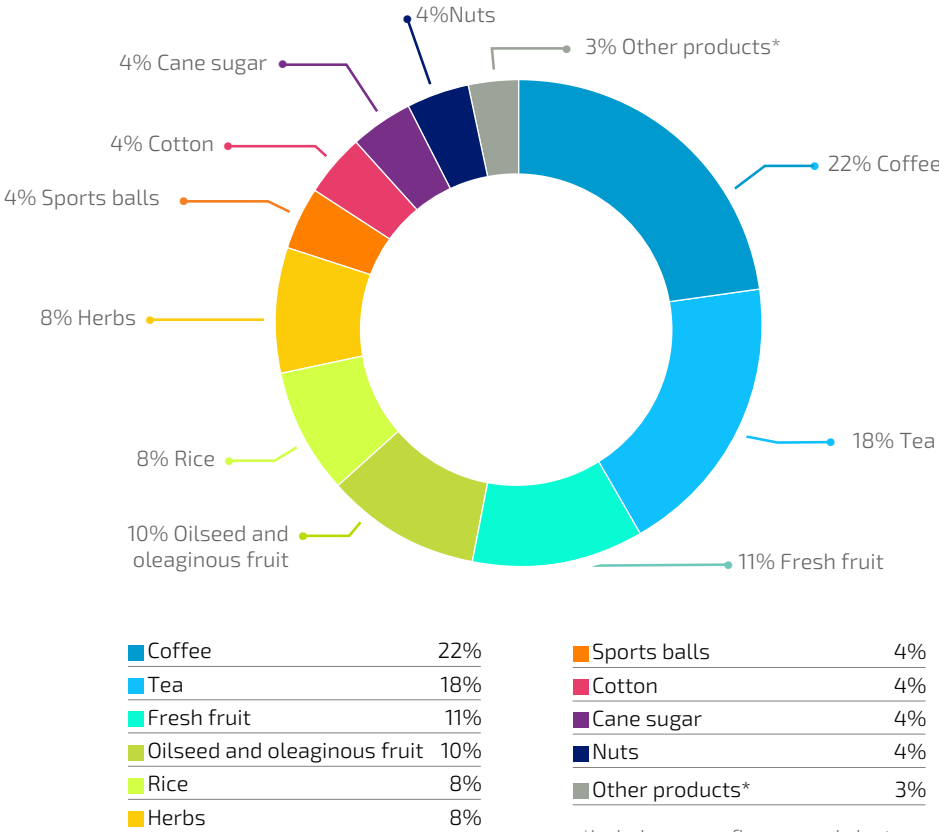


28% response rate
(79 PO respondents out of 278 surveyed)

Producer Organisation Country



Producer Organisation Main Product

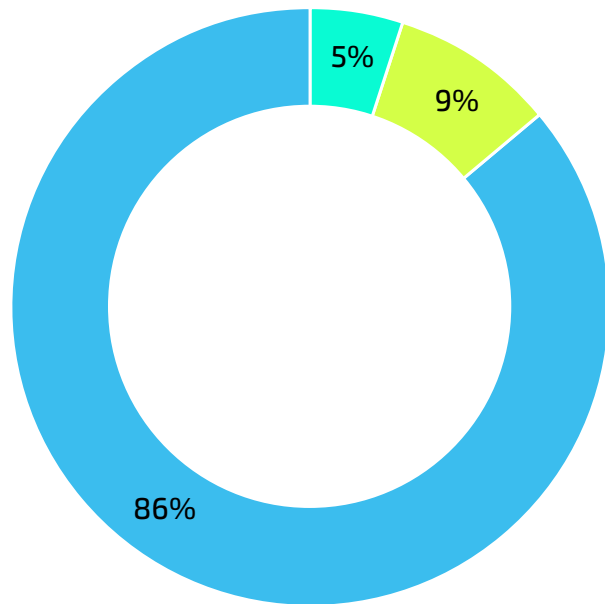


**Includes cocoa, flowers and plants, sugar, dried fruit and honey*

Overall satisfaction with Fairtrade producer support

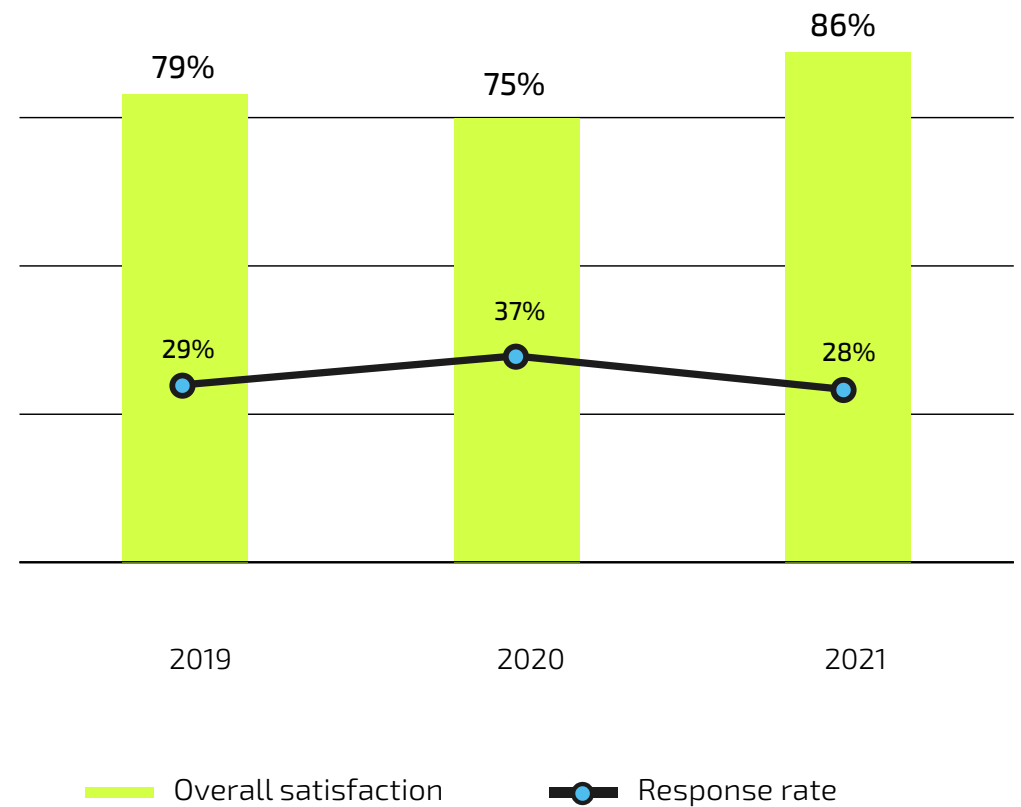
Overall, 86 percent of Fairtrade Producer Organisations surveyed are satisfied or very satisfied with producer support activities in 2021. This high number reflects the hard work of many Producer Network staff as well as detailed annual planning to ensure that Producer Organisation needs are being met. Producer Satisfaction Survey results from previous years have also been used to make action plans and address areas of weakness.

Overall satisfaction in 2021



- Very Unsatisfied or Unsatisfied
- Neutral
- Satisfied or Very Satisfied

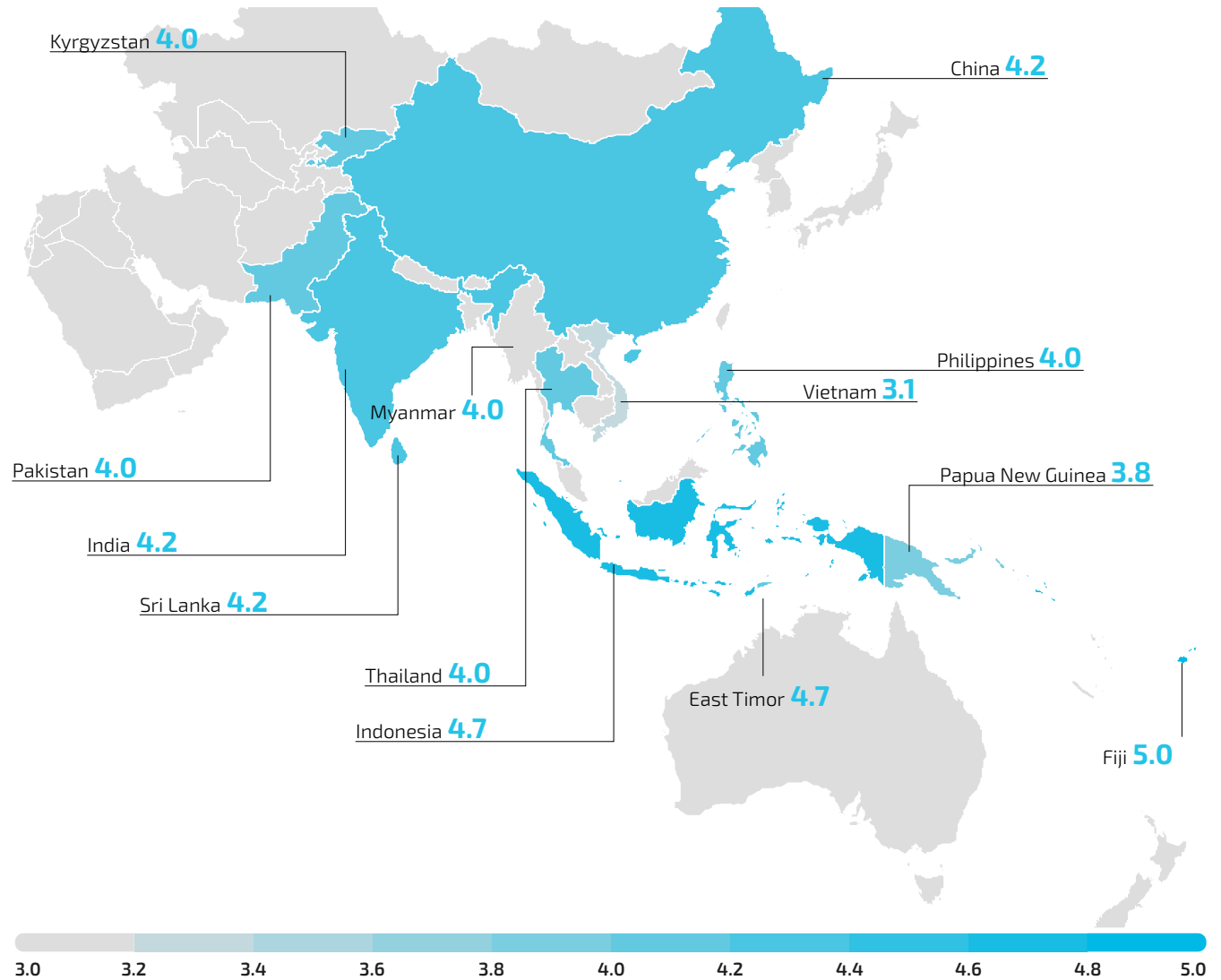
Overall satisfaction over time (% of very satisfied or satisfied Producer Organisations)



Satisfaction with Fairtrade producer 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 Organisations has increased drastically in recent years (meaning that it is difficult to keep up with the demand for support).

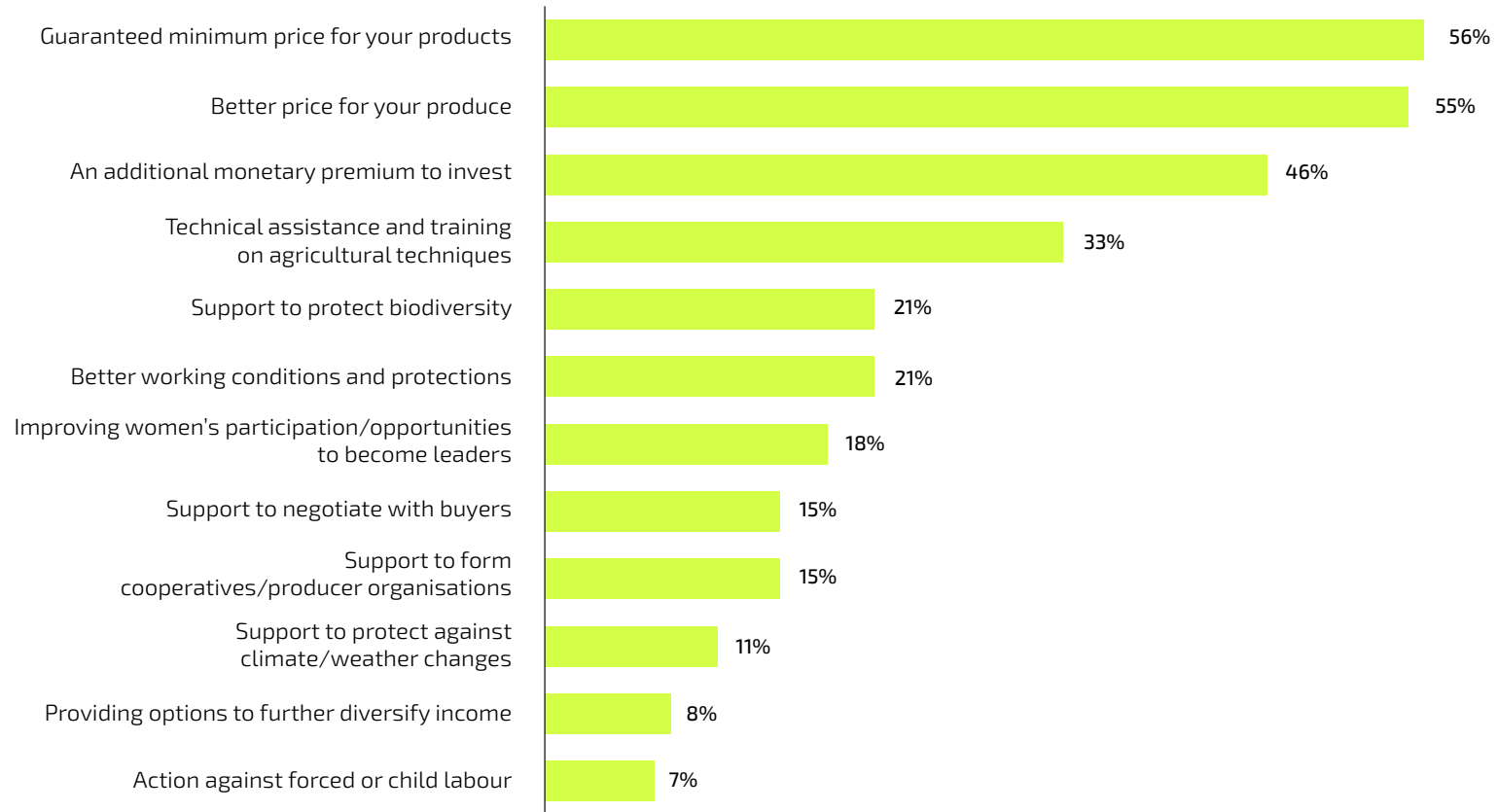
Country- and product-specific satisfaction results have already been incorporated into Producer Network planning activities, with extra attention to be given to areas of concern.



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

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 Organisation?



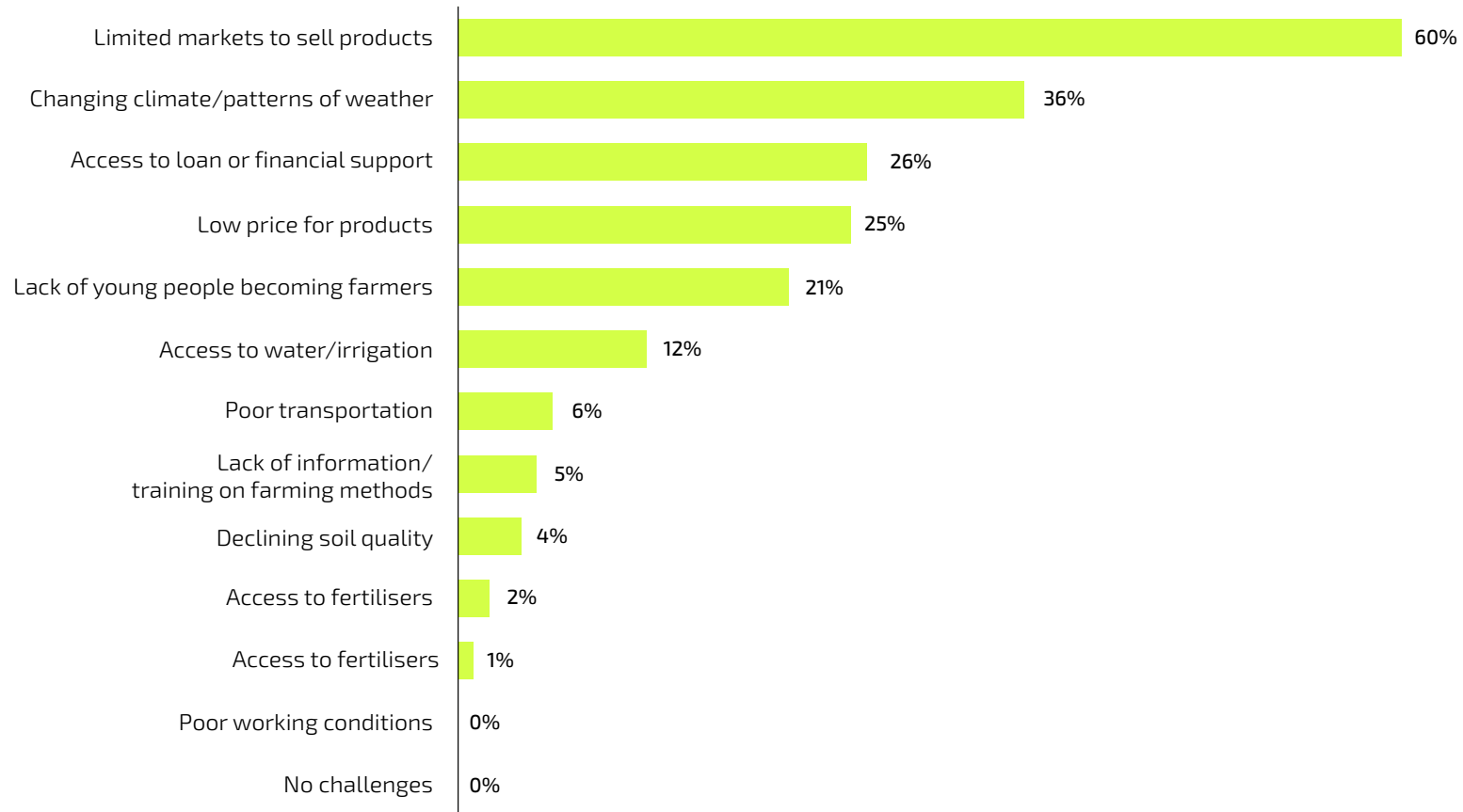
Guaranteed minimum price and better price are the most important benefits for producer organisations

Support on biodiversity protection is notably more important to producer organisations in Asia and Pacific region

Producer organisations rate support on negotiations with buyers and forming cooperatives as similarly important

Top challenges Producer Organisations are facing

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



More than half of producer organisations in Asia and Pacific picked limited markets in the top two challenges

Access to loans and low prices were rated as similarly challenging by producer organisations

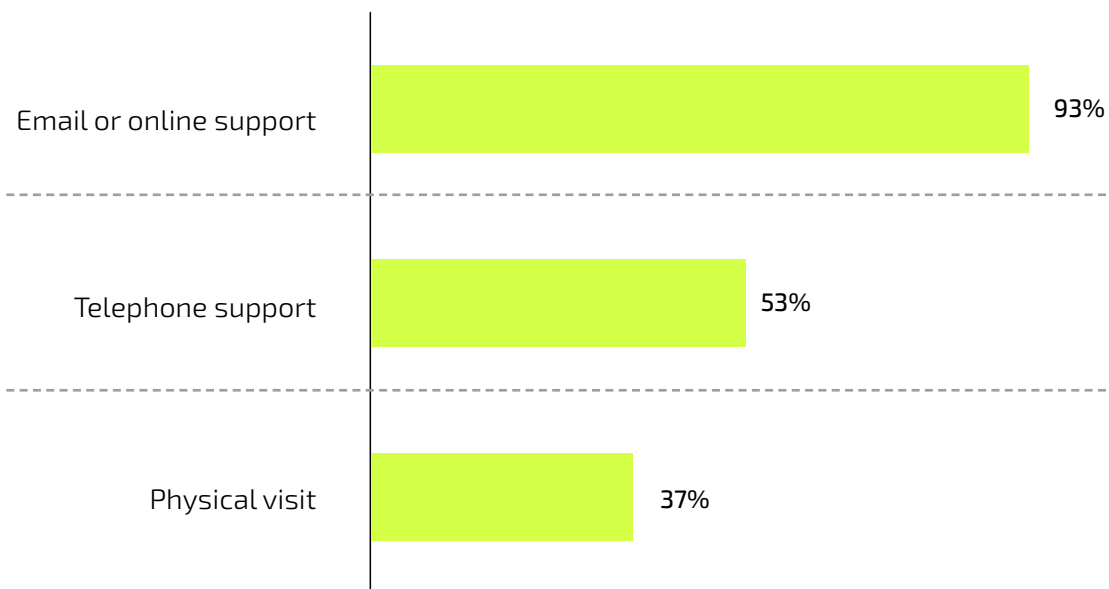
Satisfaction with direct support

The Producer Networks provide direct, one-on-one support to the Fairtrade Producer Organisations in their region through two primary means: physical visits and remote support.

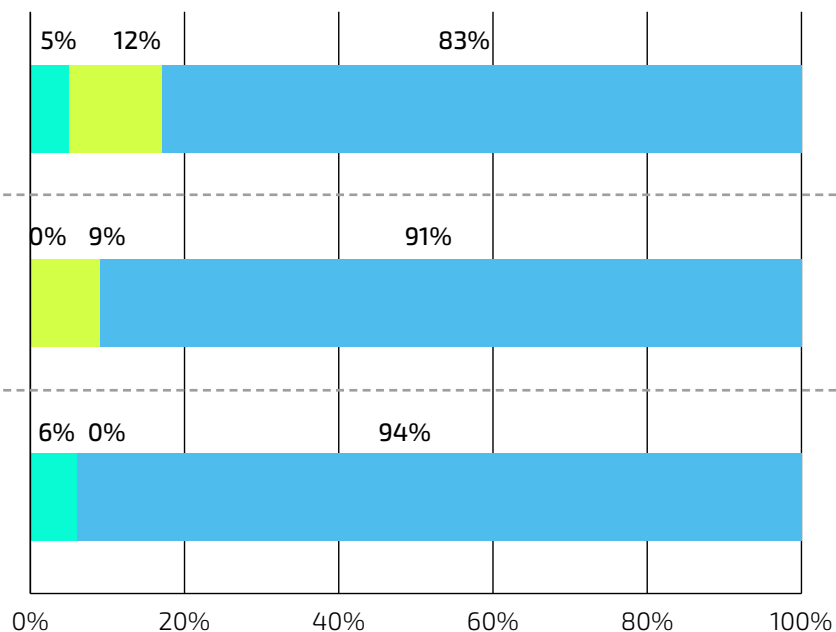
Typically, physical visits mean a Producer Network field officer physically travels to the offices of the Producer Organisations and offers the support in person, usually for complex issues, or for training events or workshops.

For remote support, Producer Network field officers or Producer Network secretariat staff offer support to the Producer Organisation 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 Organisations 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.

Percent of Producer Organisations that received direct support



Level of satisfaction with direct support



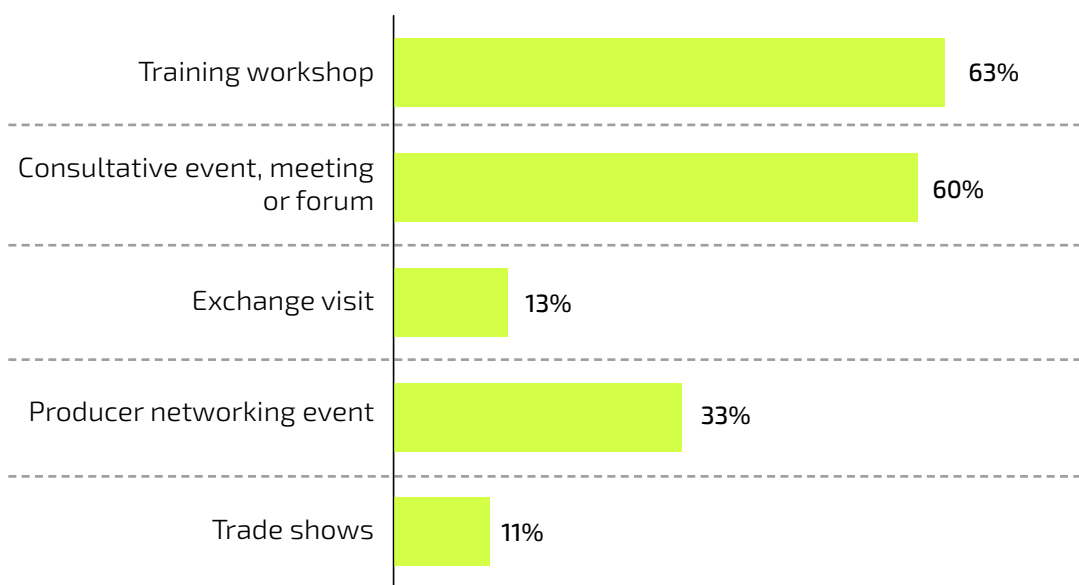
Very Unsatisfied or Unsatisfied Neutral Satisfied or Very Satisfied

Satisfaction with events

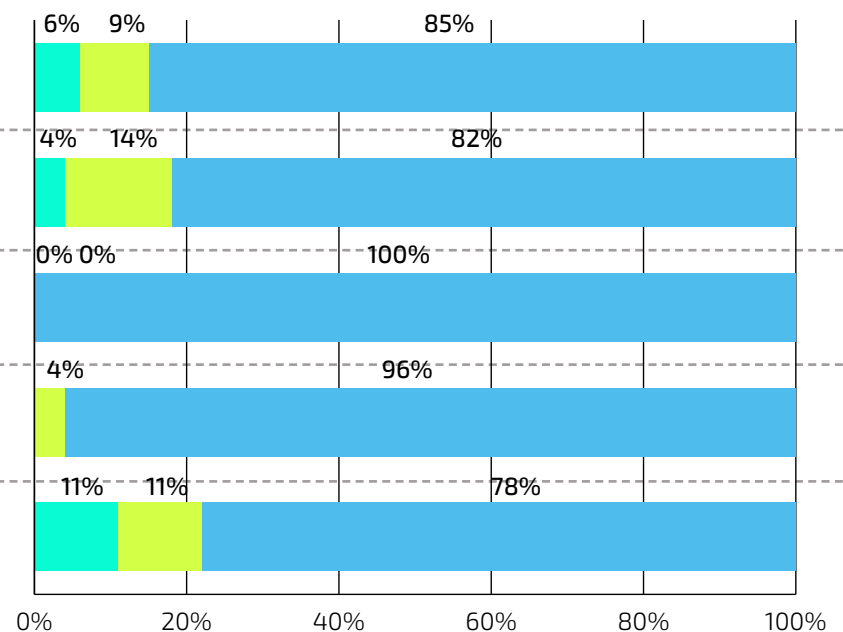
Producer Networks also run group events for Producer Organisations to facilitate dialogue and build capacity around relevant topics. The types of events organized include training workshops, consultative events, trade shows, Producer Organisation exchange visits and producer networking events. Typically, in the latter two cases, Producer Organisations and producers themselves learn directly from the experiences of other Producer Organisations 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 Organisations 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 Organisation 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 Organisations and practice demonstrations so that these Producer Organisations use this knowledge with their members for improving practice. Producer Organisation satisfaction with all types of events was very high, ranging from 100 percent satisfied or very satisfied with producer networking events to 78 percent satisfied or very satisfied with consultative events.

Percent of Producer Organisations that attended events



Level of satisfaction with events



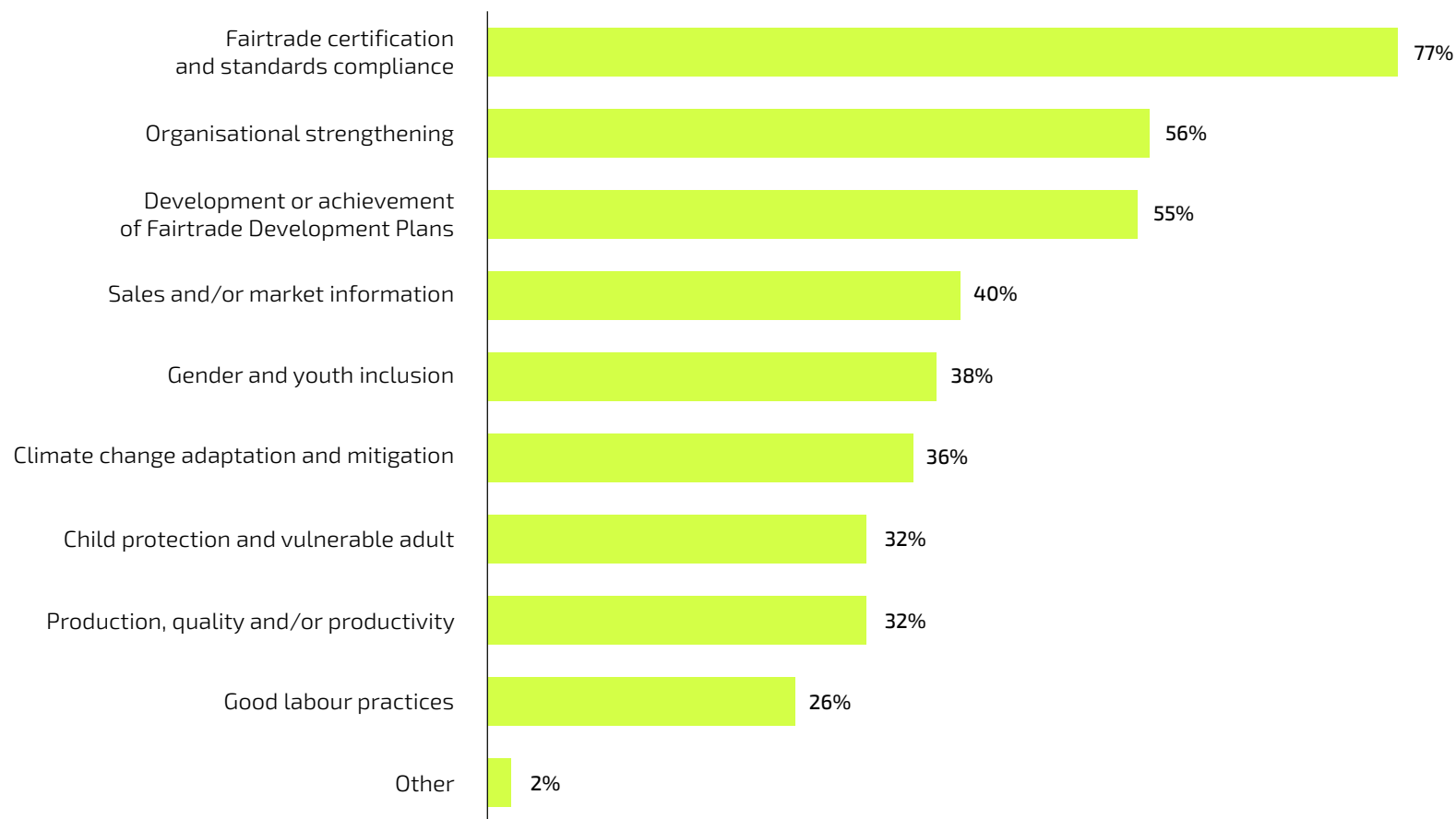
Very Unsatisfied or Unsatisfied Neutral Satisfied or Very Satisfied

Key Topics of Fairtrade producer support services

During support activities with Producer Organisations, Producer Networks cover topics such as maintaining Fairtrade certification, developing Fairtrade Development Plans or increasing sales. Training on these topics is often intended to enable the Producer Organisation to do some specific tasks or take some specific action.

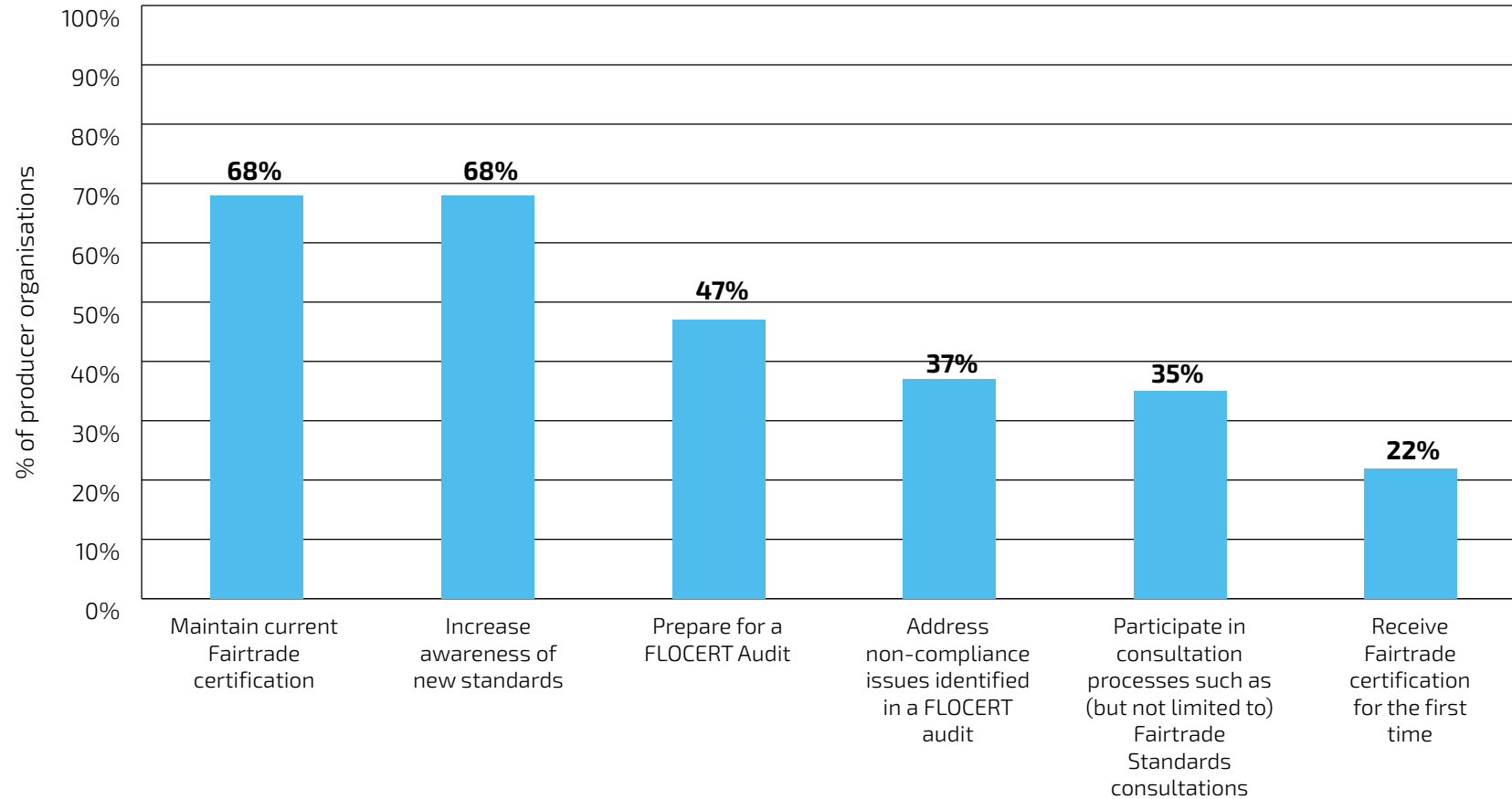
The survey asked Producer Organisations what were the outcomes of direct support or events provided by Producer Network. Following pages show what actions Producer Organisations report taking after receiving different types of support.

Percent of Producer Organisations that received support on specific topic



Key outcomes of Fairtrade producer support by topic

Fairtrade certification and standards compliance

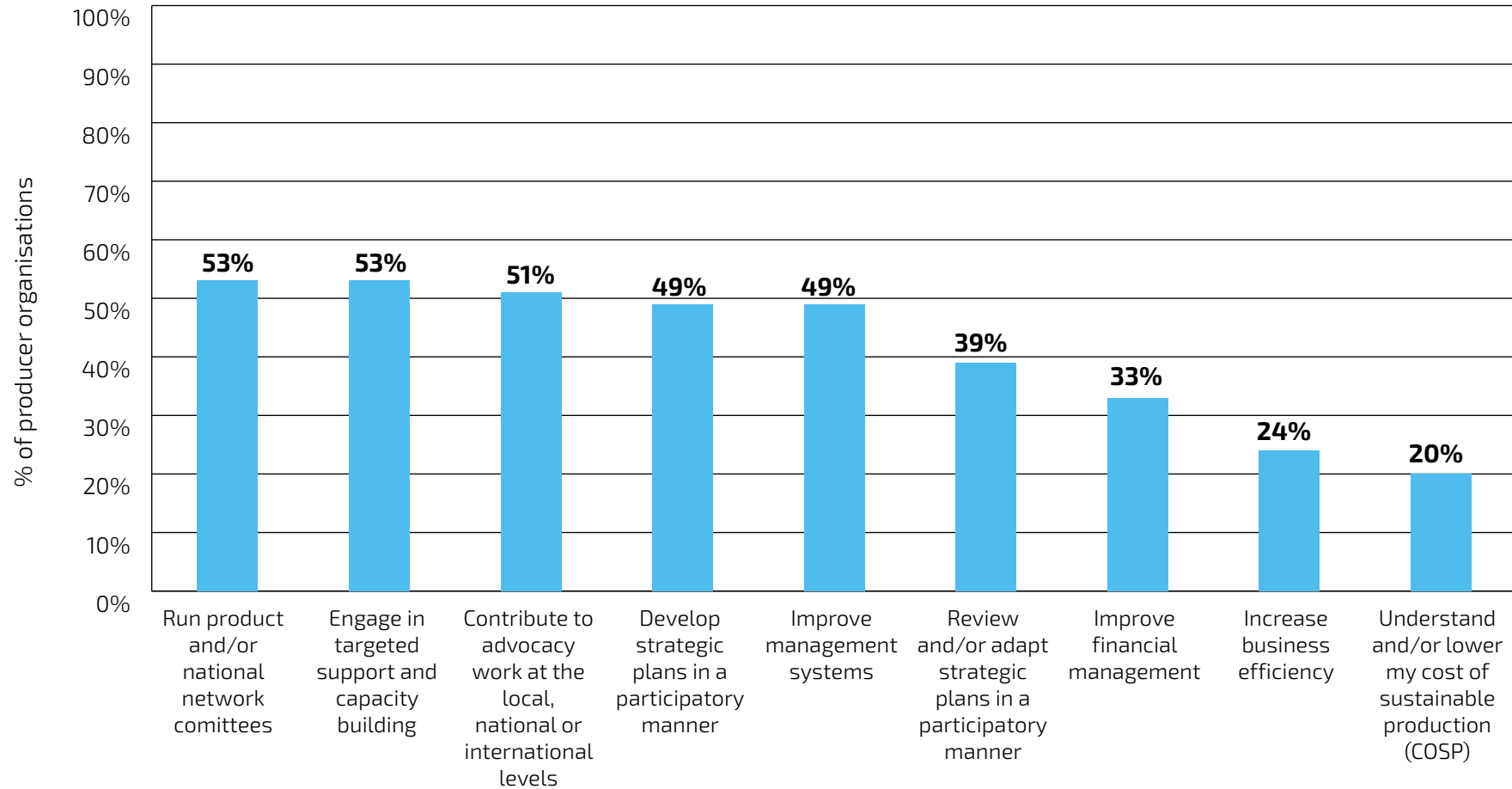


77% of producer organisations received support on Fairtrade certification and standards compliance

Support on Fairtrade certification and standards compliance was equally important for maintaining current Fairtrade certification and increasing standards awareness.

Key outcomes of Fairtrade producer support by topic

Organisational strengthening

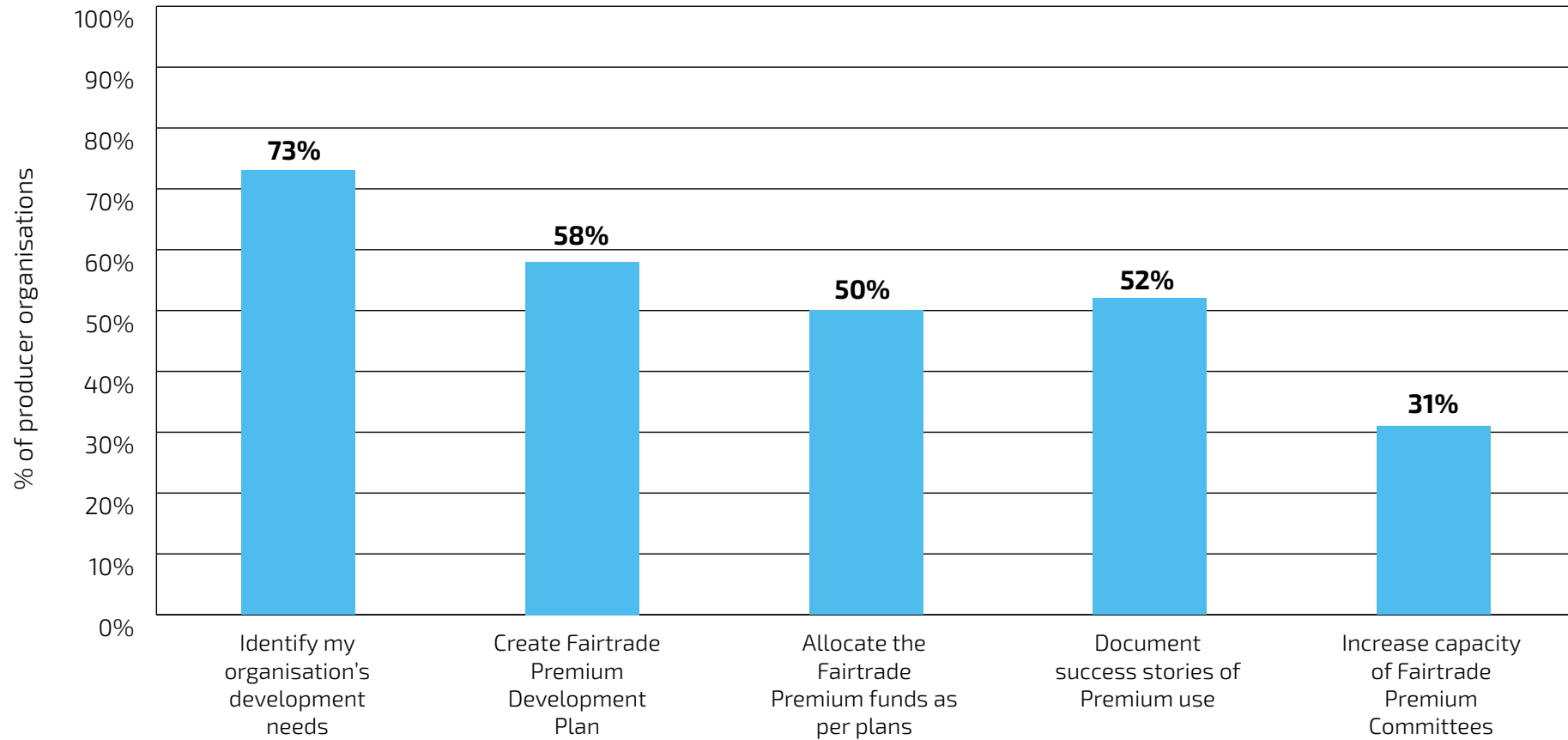


56% of producer organisations received support on organisational strengthening

Key outcomes of organisational strengthening support were capacity building and running network committees. In addition, producer organisations reported that this support helped them with advocacy work and developing strategic plans.

Key outcomes of Fairtrade producer support by topic

Fairtrade Development Plans

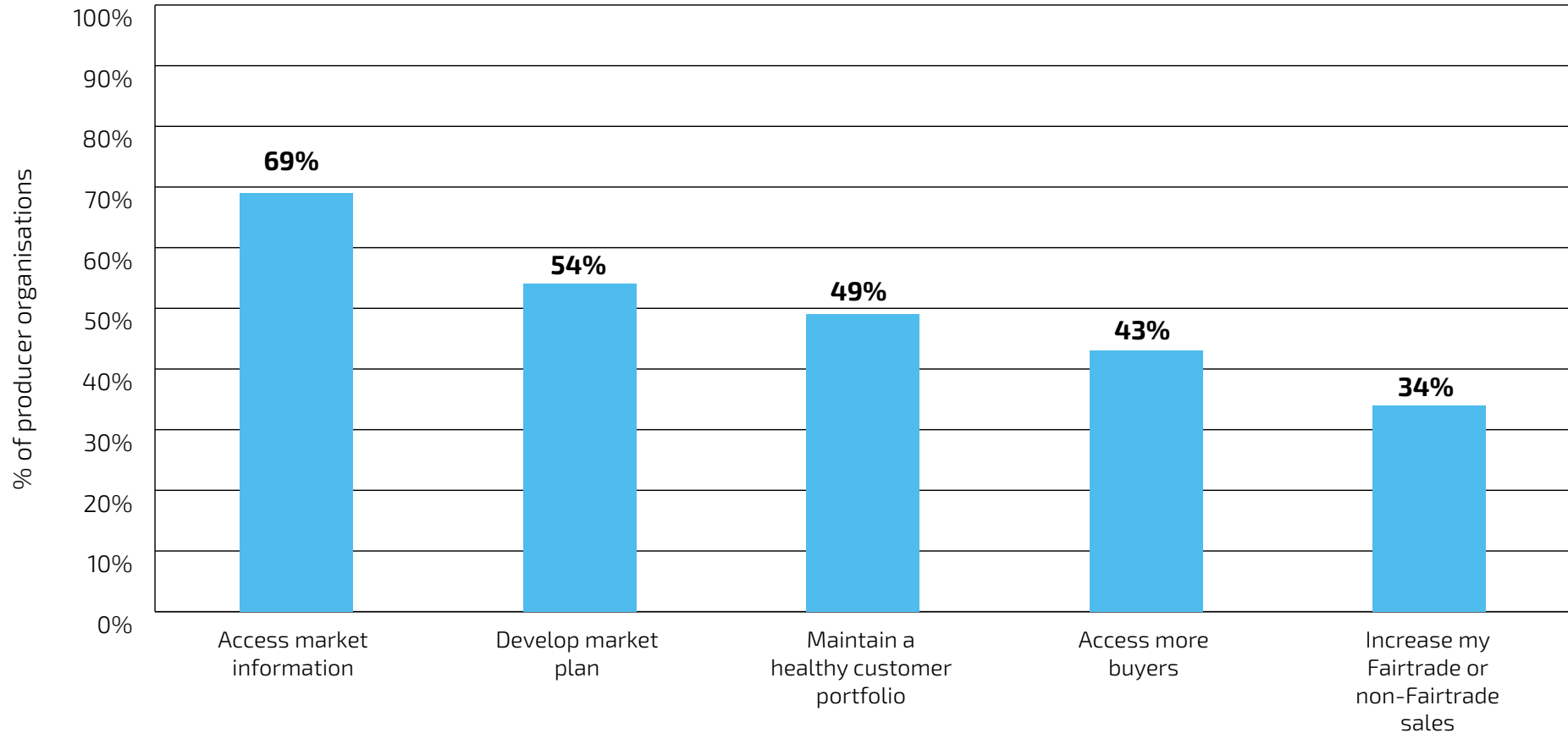


55% of producer organisations received support on Fairtrade Development Plans

Support on Fairtrade Development Plans allowed majority of producer organisations to identify needs, create plans and allocate Premium funds

Key outcomes of Fairtrade producer support by topic

Sales and/or market information

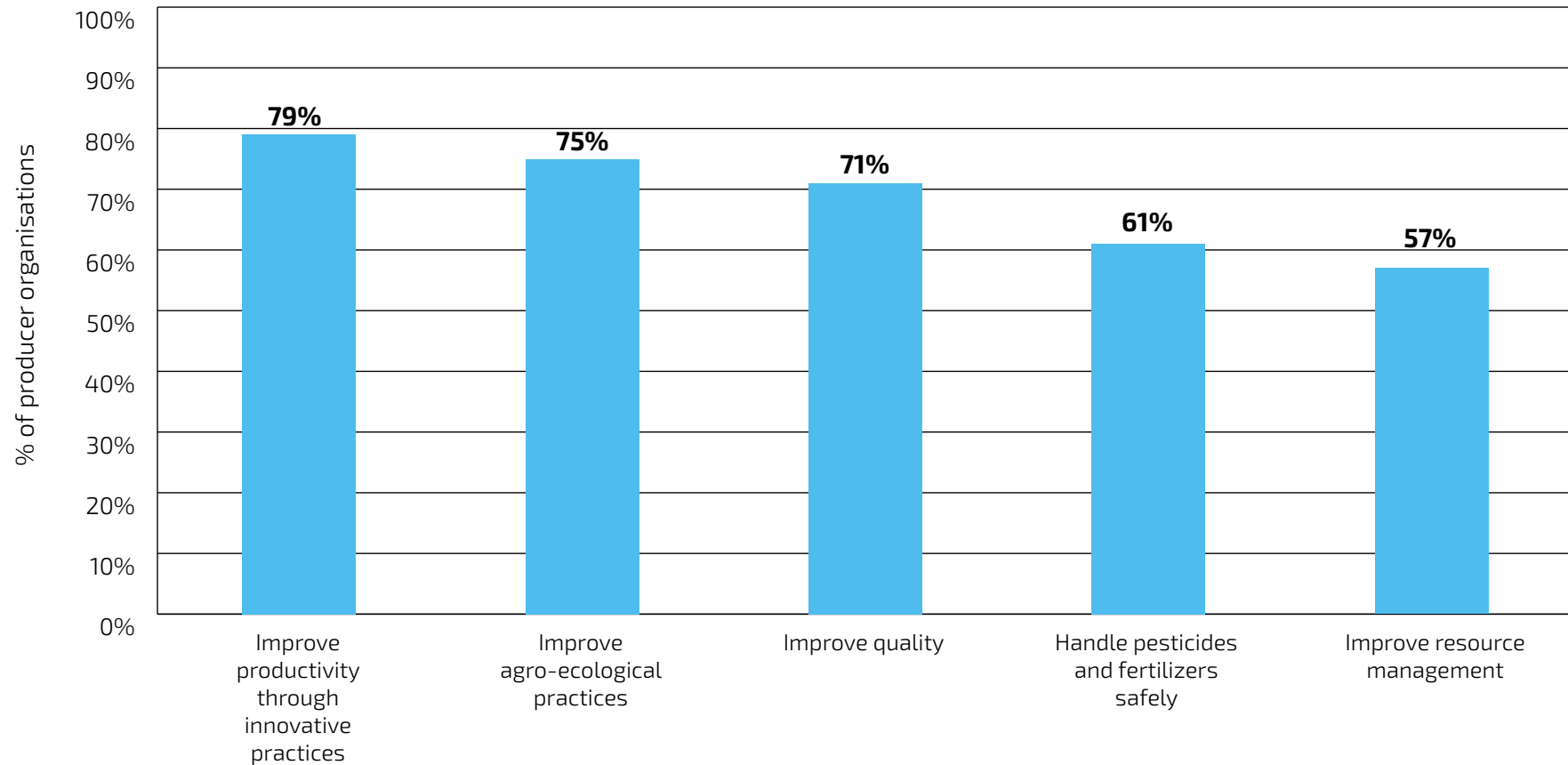


40% of producer organisations received support on sales or market information

Producer organisations reported that this support services allowed them to access market information and develop market plan while maintaining healthy consumer portfolio.

Key outcomes of Fairtrade producer support by topic

Production, quality and/or productivity

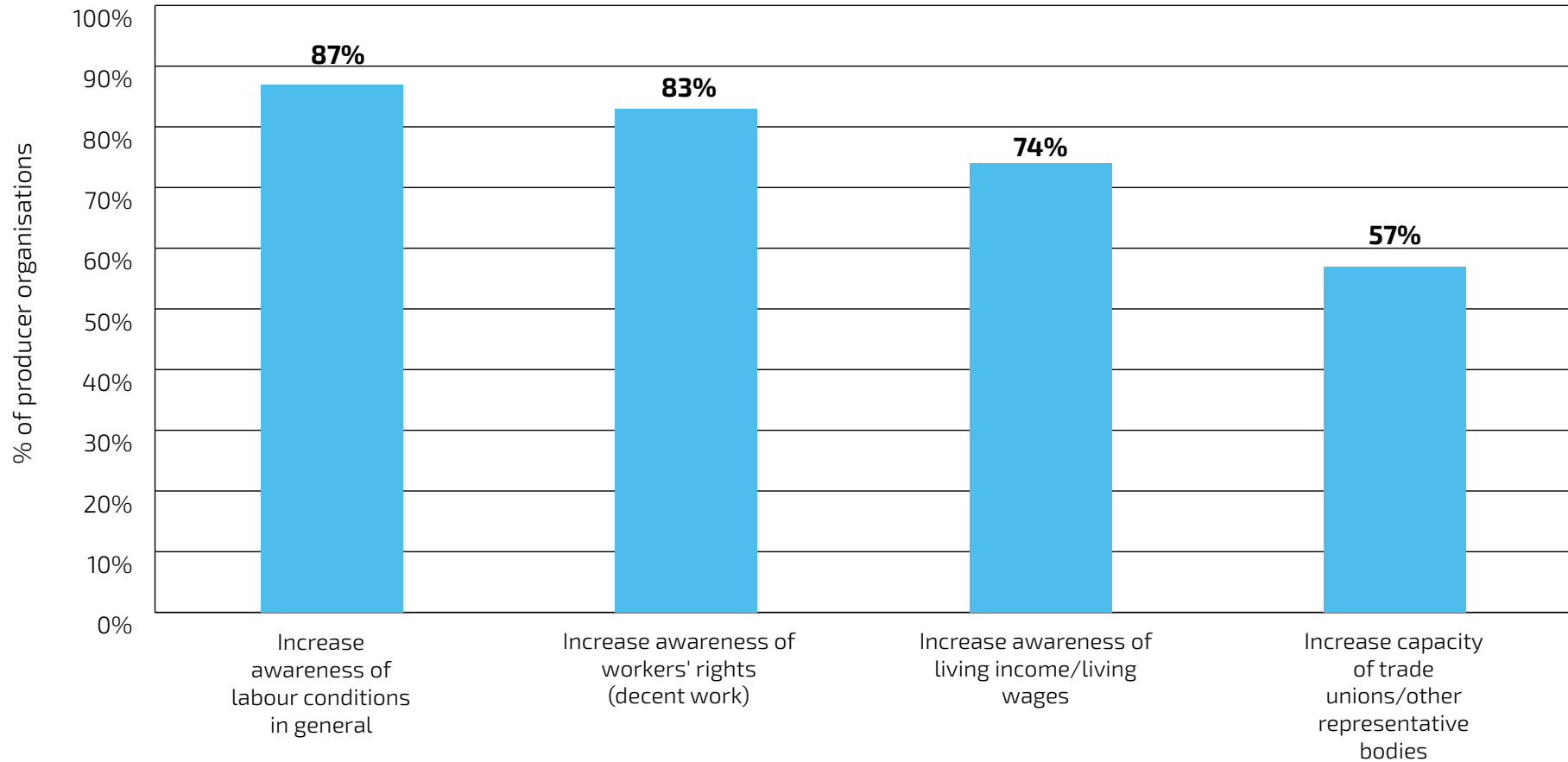


32% of producer organisations received support on production, quality or productivity

Vast majority of producer organisations that received production support reported several outcomes. Improving productivity and agro-ecological practices are the most common ones.

Key outcomes of Fairtrade producer support by topic

Good labour practices

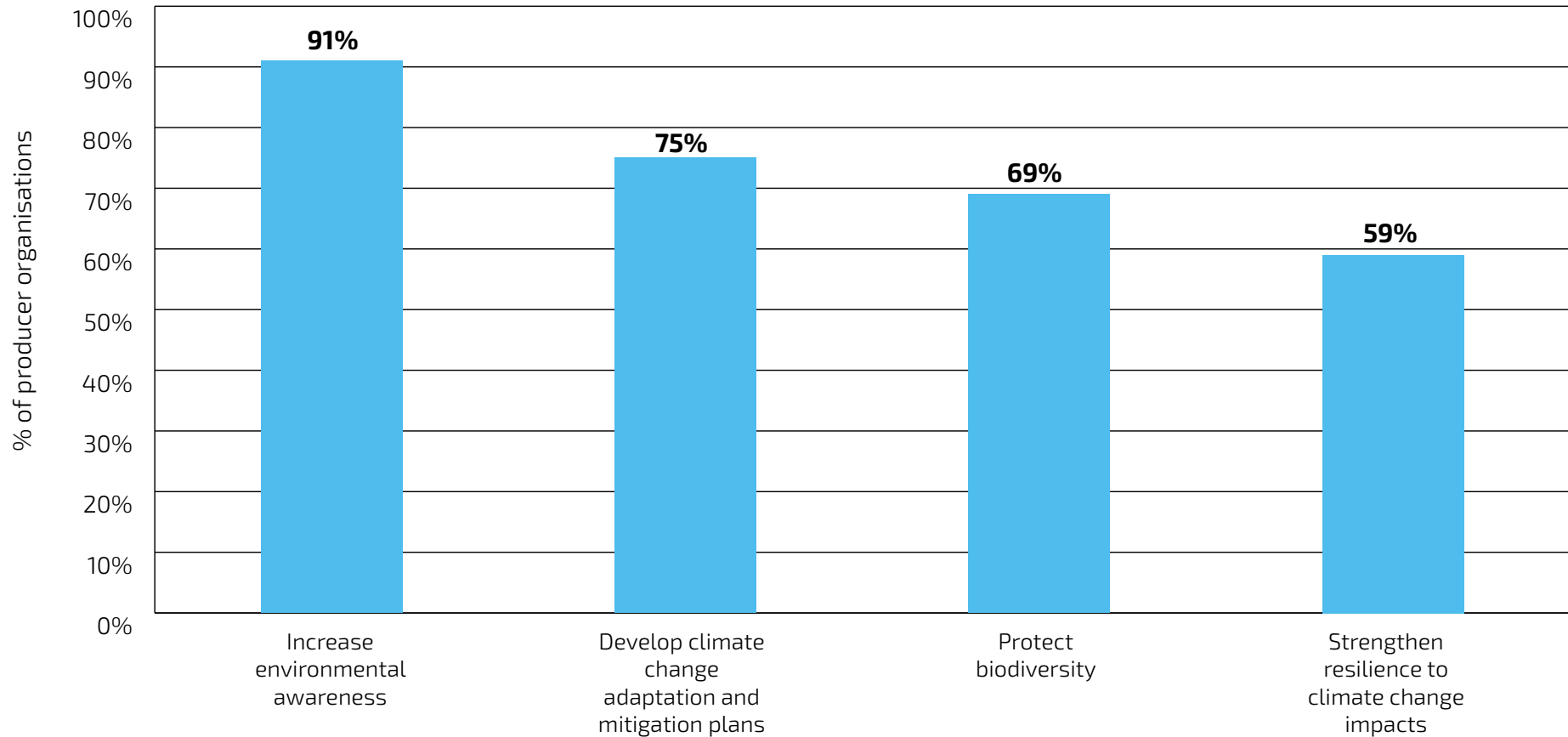


26% of producer organisations received support on good labour practices

Key outcomes of support on good labour practices were related to increasing awareness of labour conditions, worker's rights, living income or living wages.

Key outcomes of Fairtrade producer support by topic

Climate change adaptation and mitigation

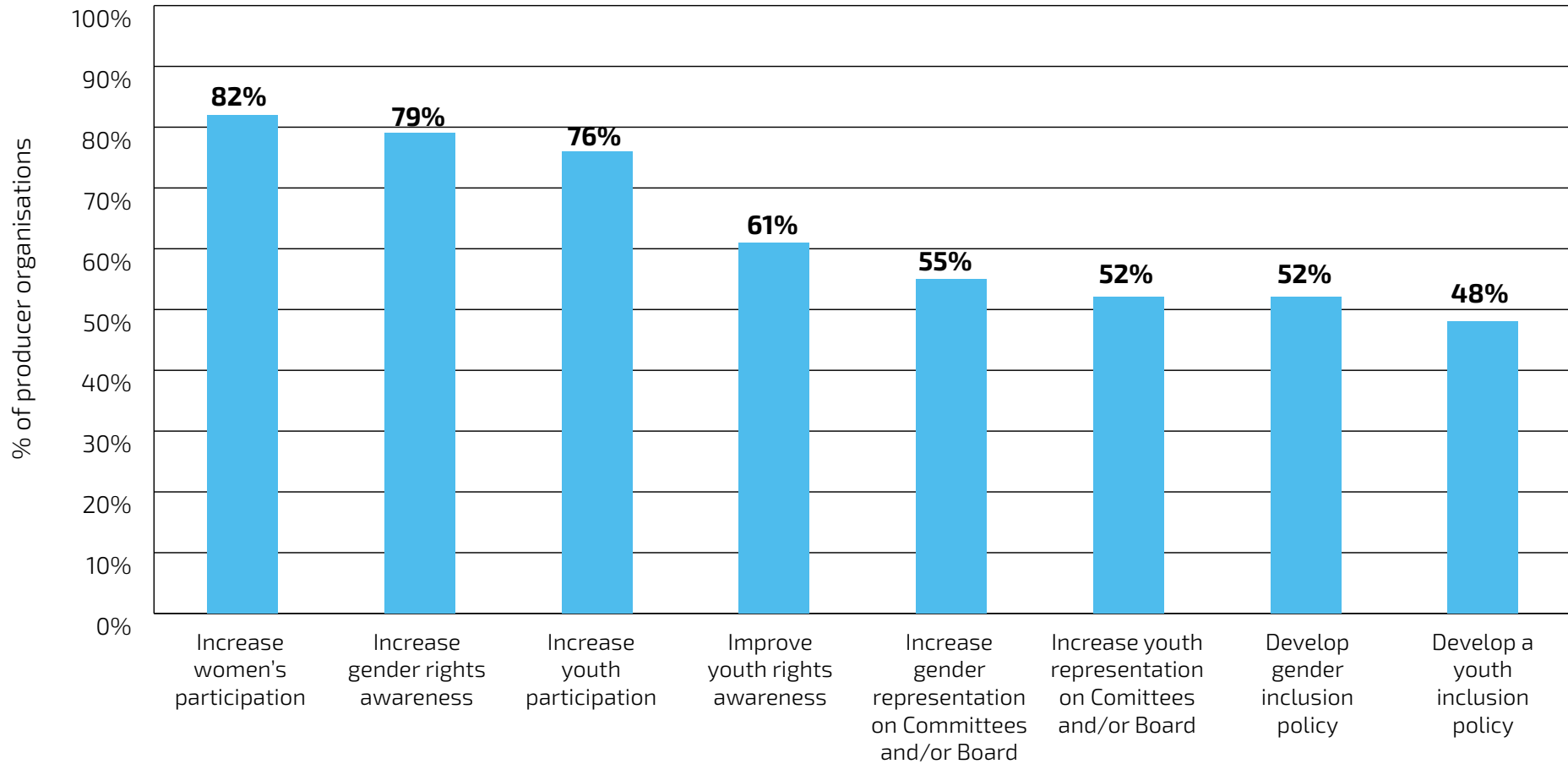


36% of producer organisations received support on climate change adaptation and mitigation

Almost all producer organisations that received support on climate change reported that it was helpful in increasing environmental awareness.

Key outcomes of Fairtrade producer support by topic

Gender and youth inclusion

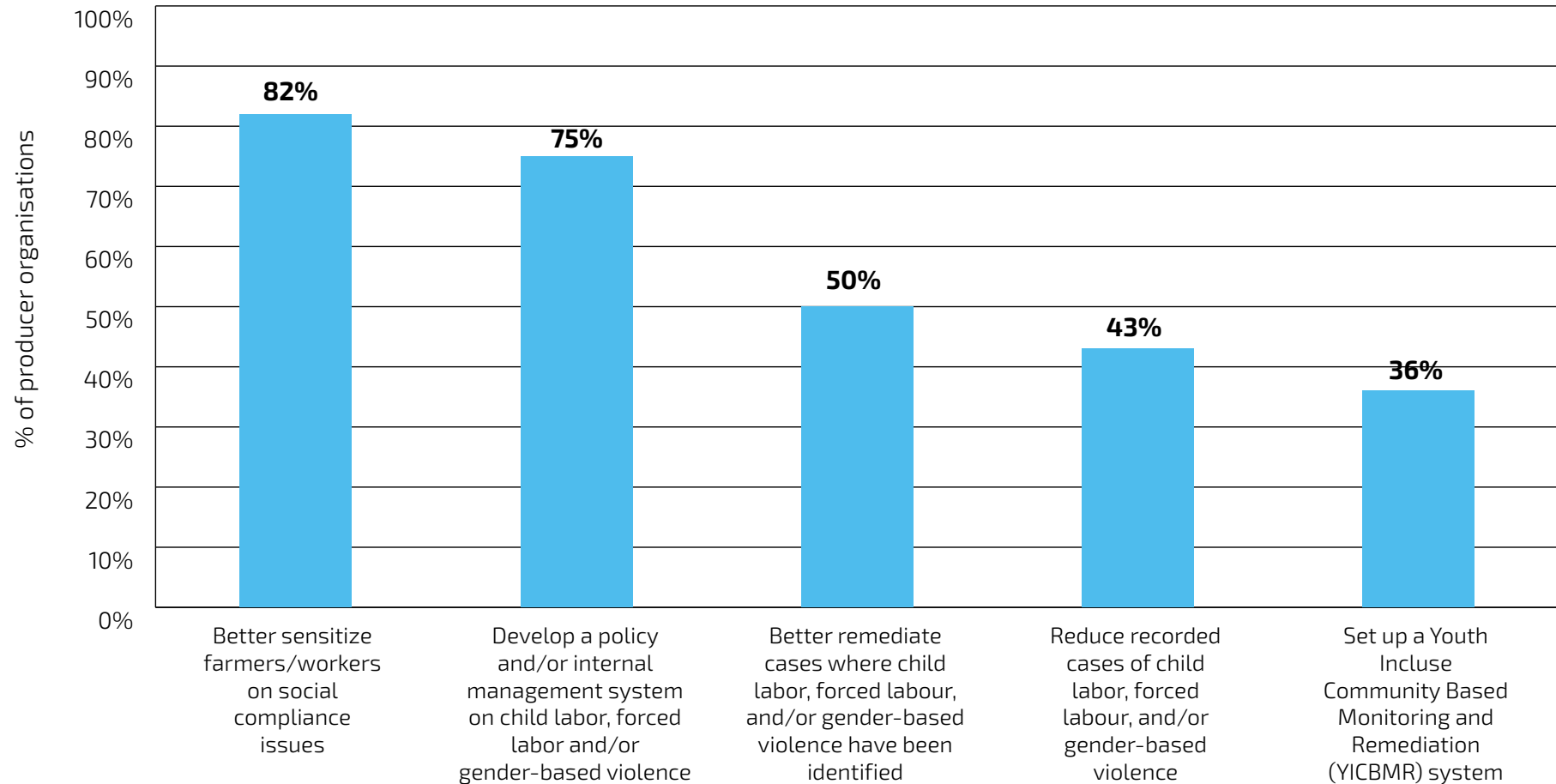


38% of producer organisations received support on gender and youth inclusion. Key outcomes

Key outcomes of this support were related to increasing participation of women and youth, as well as increasing awareness of gender and youth rights.

Key outcomes of Fairtrade producer support by topic

Child protection and vulnerable adults



32% of producer organisations received support on child protection

At least half of producer organisations reported that this support helped them in developing internal policies and better remediation of identified cases.

Recommendations and feedback

Here we have included some examples of some recommendations and feedback given by Producer Organisations during the 2021 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 are hoping to get training on soft skill training such as leadership, communication development and financial management.”

“We have suggested to NAPP to make independent NAPP units for each country in the region. They must have the power to get independent decisions according to the situation of the relevant country. Because some standards which are taken by considering the region are not suitable for some countries in the region. ”

“Provide support to producers according to their individual needs. Not as a collective program. Give support direct to producer rather giving it through NAPP's representative.”

“It would be great to have an elaborate training session at our site, visits to observe development work through the Fairtrade Premium, suggestions for any other productive projects which may generate some financial stability to our estate workers.”

“Training of staff - locally and organize external opportunities. To arrange additional funding from other sources for the benefit of members.”

“Not all SPOs have a strong internet connection. So, it is better to provide a soft copy of the topics in the seminar or training modules. We encountered the most significant challenge during a virtual seminar or forum which is connectivity. It is very difficult to cope when you cannot access the sites. ”

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 Organisations during audits. Not all Producer Organisations 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 Organisations, 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 Organisations that is not taken into account because of quality.
- There may be missing information in some questionnaires from certified Producer Organisations 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 organisations is counted as the number of Producer Organisations 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 Organisations, 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 Organisation, Fairtrade Premium payer or trader. Where there are fewer than three Fairtrade certified Producer Organisations in a country, and market-sensitive business information could be deduced, we do not report aggregated data on the Producer Organisations.

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.





**the
future
is fair**

Fairtrade International • Bonner Talweg 177, 53129 Bonn, Germany

Telephone: +49 (0)228 949230 • info@fairtrade.net • www.fairtrade.net