



FAIRTRADE
INTERNATIONAL



REGIONAL MONITORING REPORT:

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 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

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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 organisations 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/

Cover Photo: IMPACT STORIES BANANA – APPBOSA

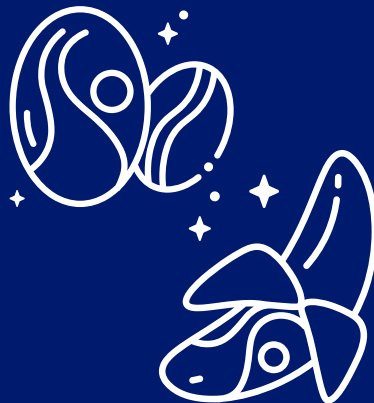
Introduction

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 organisations in 24 countries across the continent. Fairtrade certified Producer Organisations 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 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, CLAC ensures that Fairtrade is working to strengthen livelihoods and empower farmers and workers.

In this report:

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

COFFEE AND BANANAS TOGETHER ACCOUNT FOR 83% OF FAIRTRADE PREMIUM PAID TO PRODUCERS IN LATIN AMERICA AND THE CARIBBEAN



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

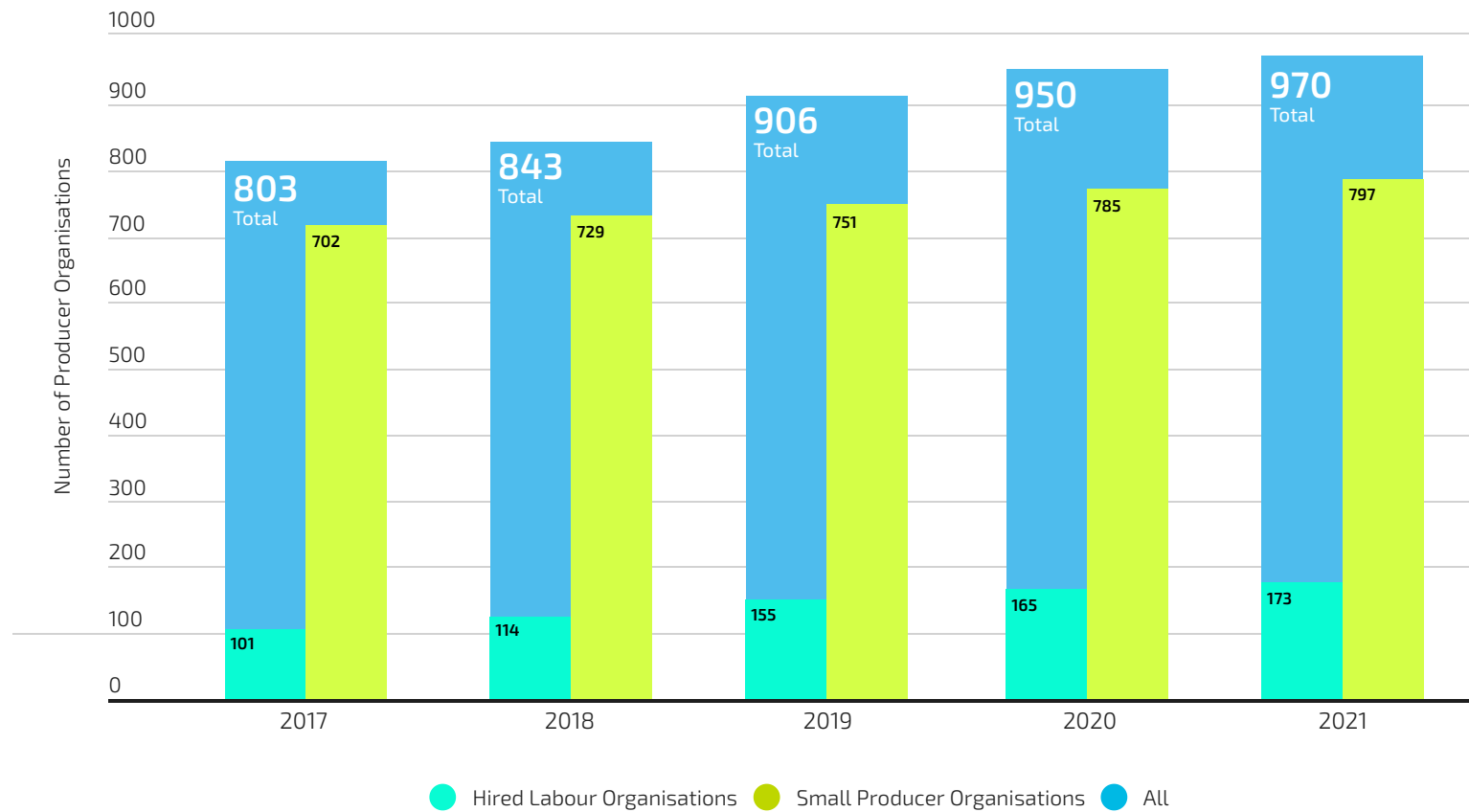


39% OF FAIRTRADE PREMIUM GOING TO LATIN AMERICA AND THE CARIBBEAN IS PAID TO PRODUCERS IN PERU AND COLOMBIA



Fairtrade Monitoring Data

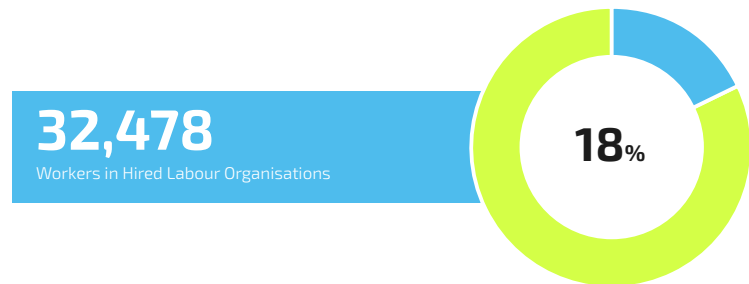
Fairtrade Latin America and the Caribbean: Producer Organisations



Fairtrade Latin America and the Caribbean: Producers and Premium generated 2021

Number of farmers and workers in Fairtrade Producer Organisations 2021

Percentage of global total



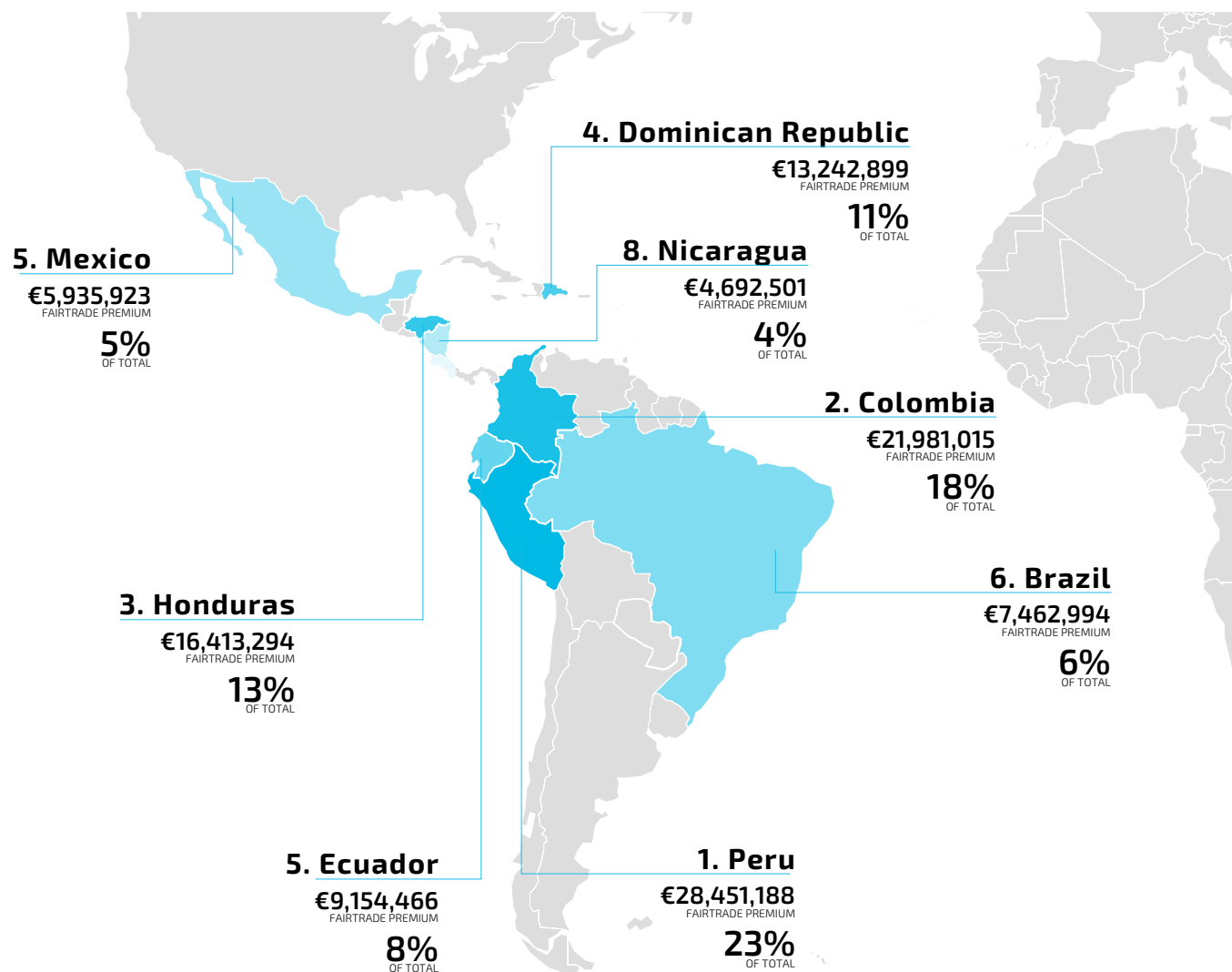
Fairtrade Premium receipts 2021

Percentage of global total



Note: Numbers may not sum due to rounding

Fairtrade Latin America and the Caribbean: Top Fairtrade Premium generating countries 2021

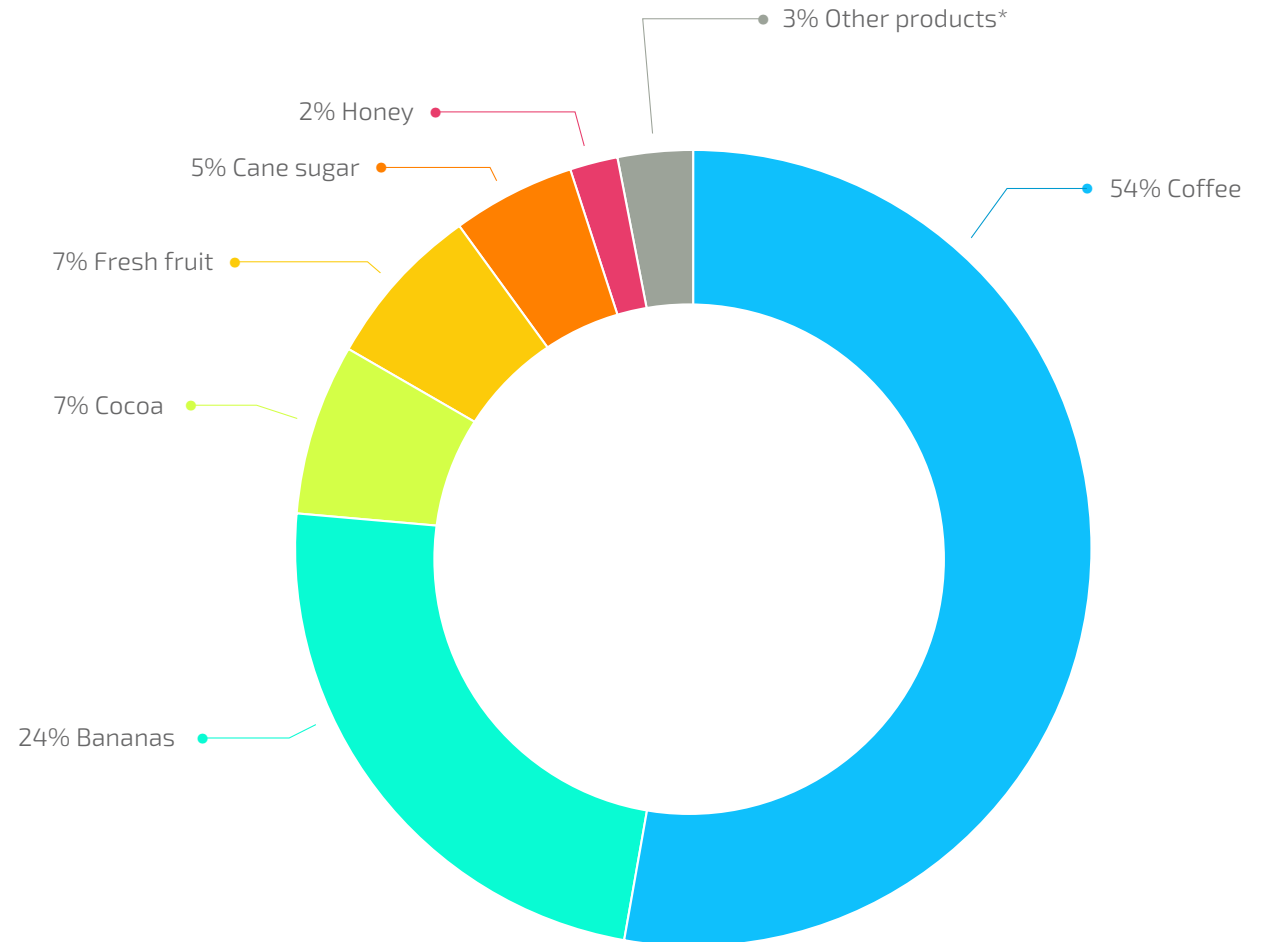


Percentages refer to total Fairtrade Premium earned by producers in Latin America and the Caribbean.

Fairtrade Latin America and the Caribbean: Fairtrade Premium distribution by product 2021

Coffee	54%
Bananas	24%
Cocoa	7%
Fresh fruit	7%
Cane Sugar	5%
Honey	2%
Other products*	3%

*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 2021

Cocoa [in MT]

Dominican Republic	18,137
Peru	17,894
Ecuador	5,716
Other countries in Latin America and the Caribbean	959

Bananas [in MT]

Dominican Republic	204,699
Colombia	187,206
Ecuador	161,808
Peru	99,521
Other countries in Latin America and the Caribbean	21,171

Coffee [in MT]


Peru	51,398
Honduras	43,952
Colombia	36,100
Brazil	15,410
Mexico	12,830
Nicaragua	12,151
Guatemala	11,516
Costa Rica	1,968
Bolivia	639
Other countries in Latin America and the Caribbean	642

Flowers and Plants [in Stems]


Ecuador	8,058,367
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Metric tonnes abbreviated to MT.


Fairtrade Latin America and the Caribbean: Volumes sold on Fairtrade terms for key products 2021

Fresh Fruit  [in MT]

Brazil	61,832
Mexico	17,500
Colombia	1,976
Peru	1,444
Other countries in Latin America and the Caribbean	1,342

Honey  [in MT]

Guatemala	603
Argentina	383
Mexico	290
Other countries in Latin America and the Caribbean	1,208

Cane sugar  [in MT]

Paraguay	30,745
Costa Rica	15,282
Other countries in Latin America and the Caribbean	73,695

Wine grapes  [in MT]

Argentina	7,948
Chile	1,031

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 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, Producer Networks can learn, adjust approach and better serve Fairtrade Producer Organisations.



INTERVIEW

The 2021 Producer Satisfaction Survey was conducted by means of telephone interview.



INTERVIEWEES

In telephone interview, person representative of the producer organisation was interviewed. This can be manager, senior management or in their absence administrative staff or chairperson of the organisation



INTERVIEWERS

Interviewers were fluent in questionnaire language, and trained in telephone interviews.



SUPERVISION

In order to have validated results 33% of the work of each interviewer was supervised.



COUNTRY AND PRODUCT-SPECIFIC UNDERSTANDING

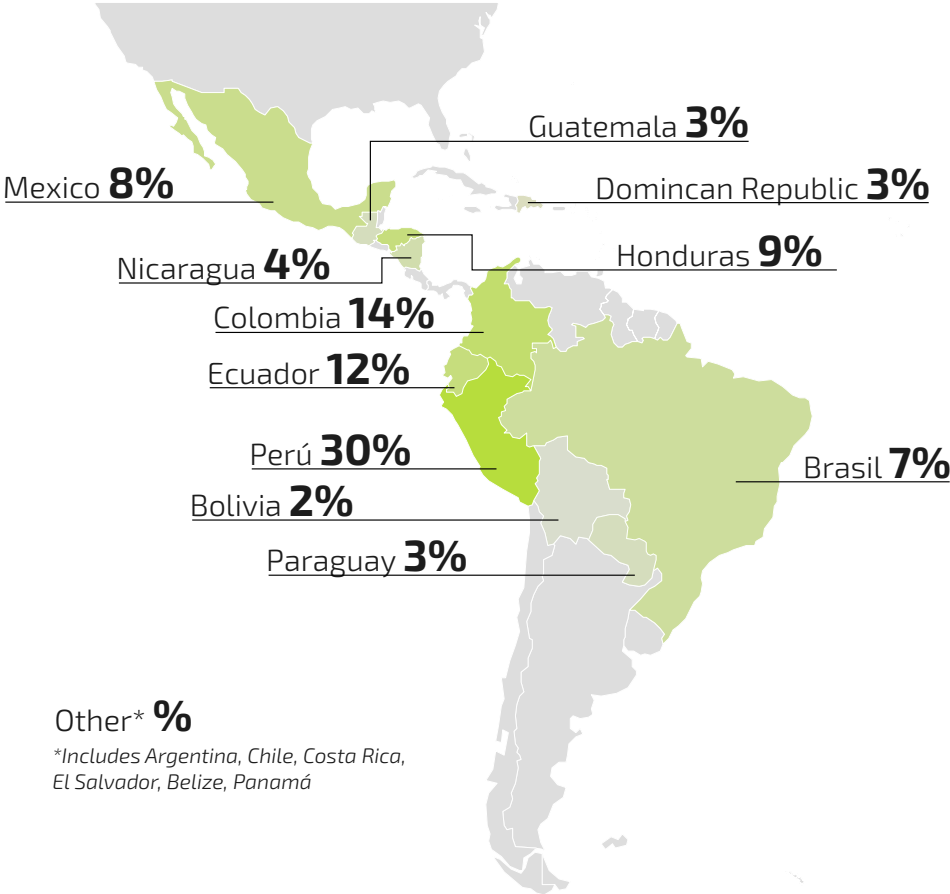
Analysis was done to better understand satisfaction both at the regional level as well as for particular countries and products.

Producer Satisfaction Survey: Response rate and sample distribution

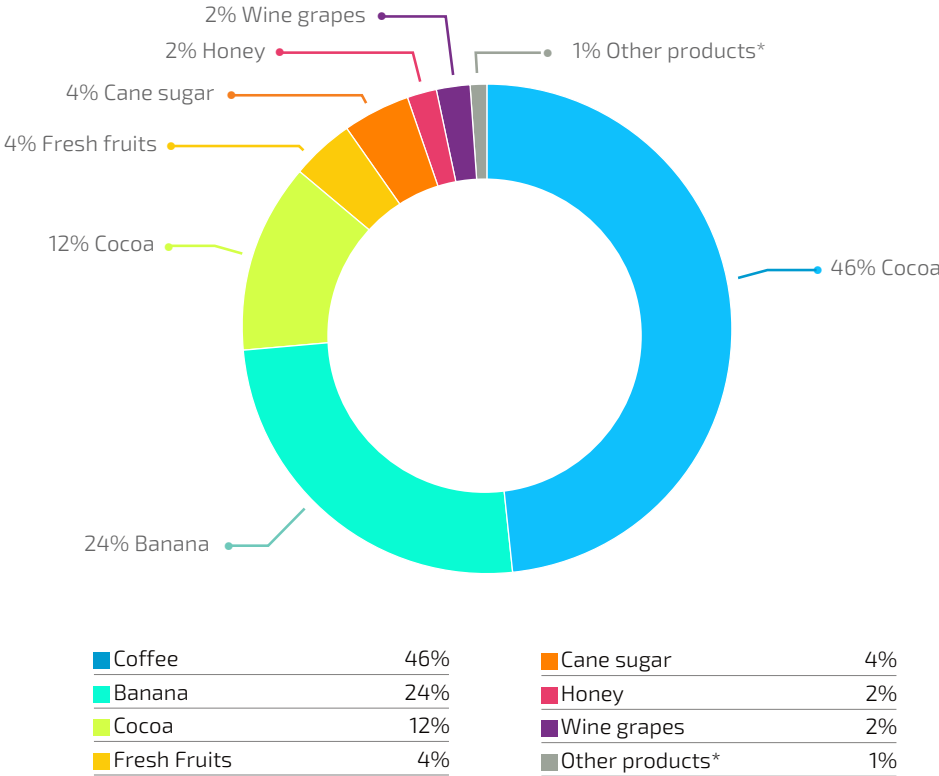


34% response rate
(293 PO respondents out of 871 surveyed)

Producer Organisation Country



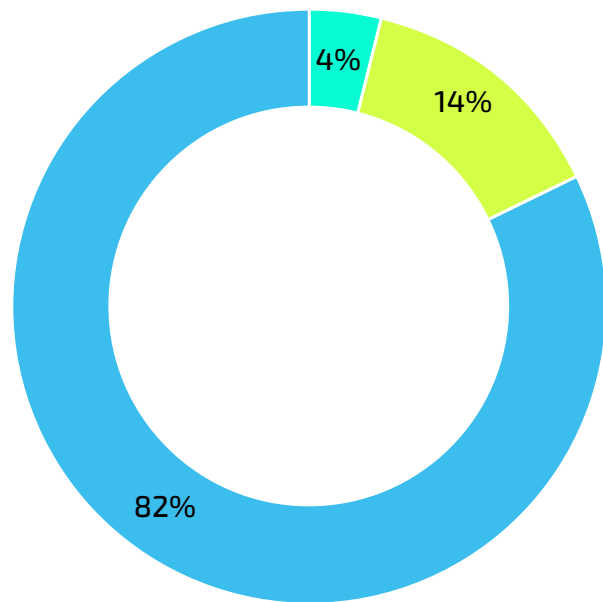
Producer Organisation Main Product



Overall satisfaction with Fairtrade producer support

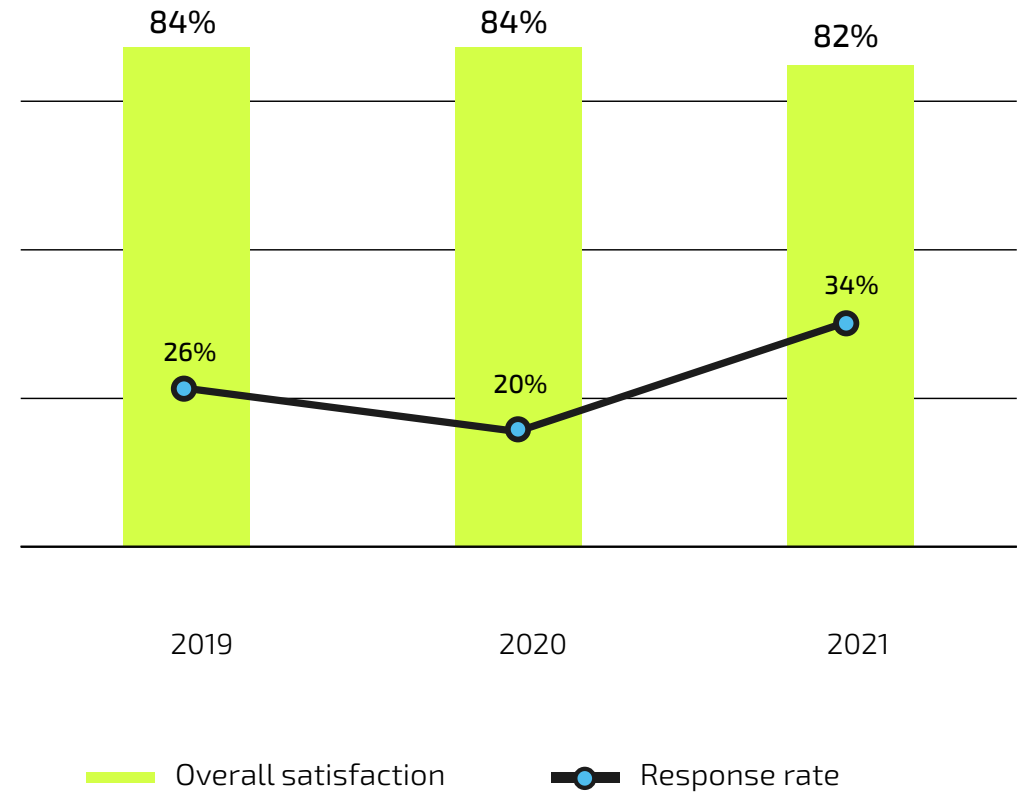
Overall, 81 percent of Fairtrade Producer Organisations surveyed are satisfied or very satisfied with producer support activities in 2021. This high number reflects the hard work of many Producer Network staff as well as detailed annual planning to ensure that Producer Organisation needs are being met. 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

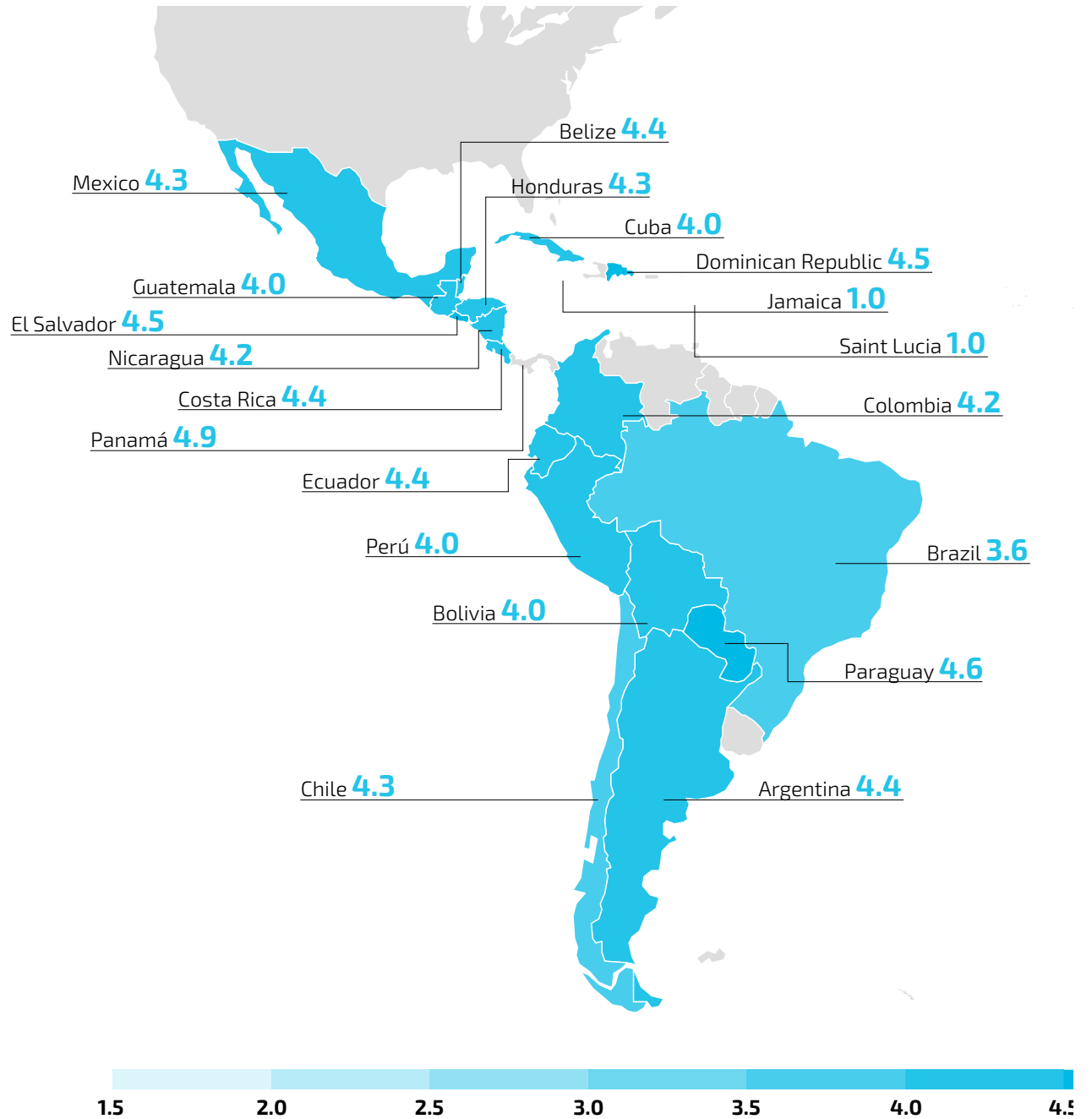
Overall satisfaction over time (% of very satisfied or satisfied Producer Organisations)



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).

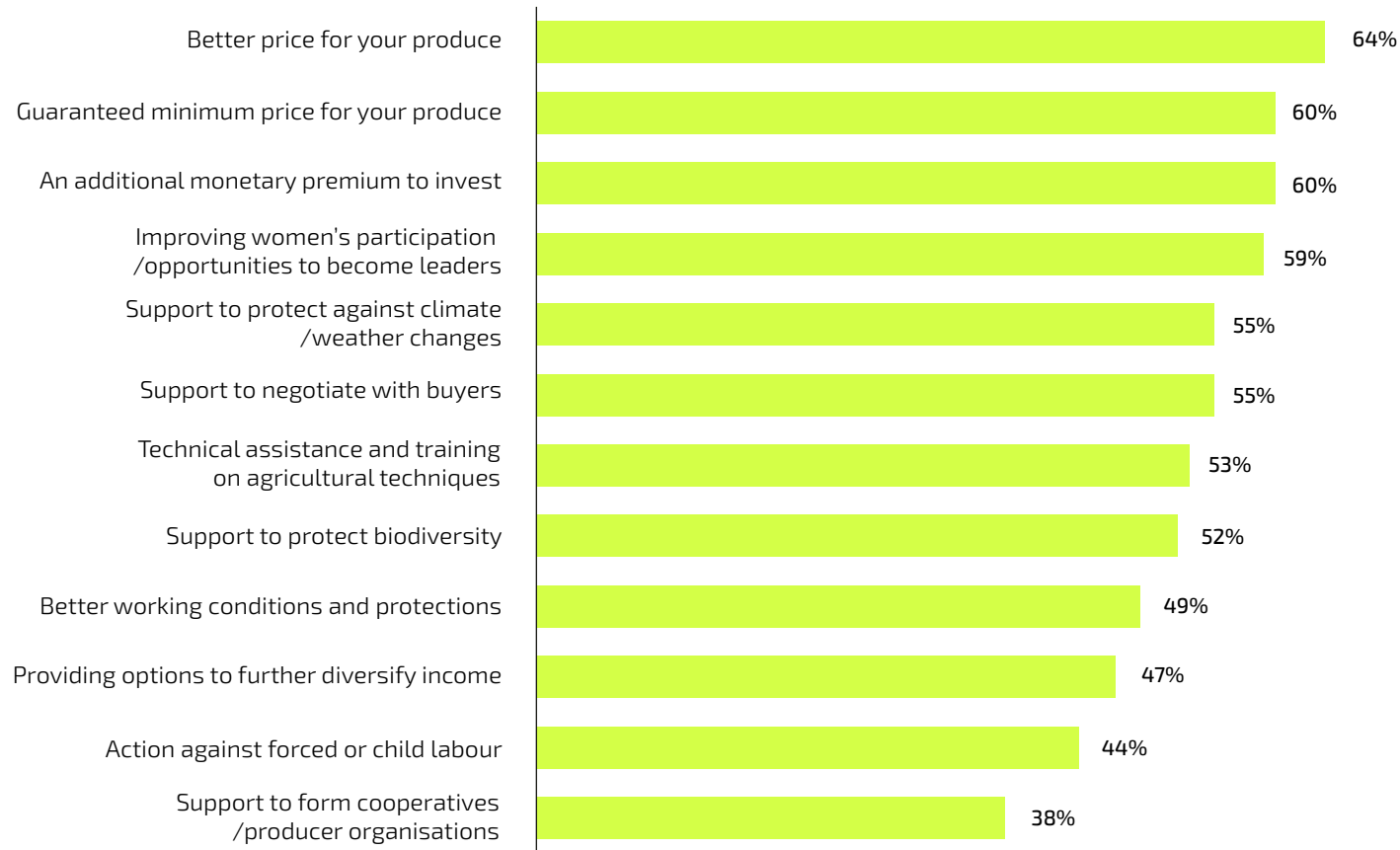
Country- and product-specific satisfaction results have already been incorporated into Producer Network planning activities, with extra attention to be given to areas of concern.



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?



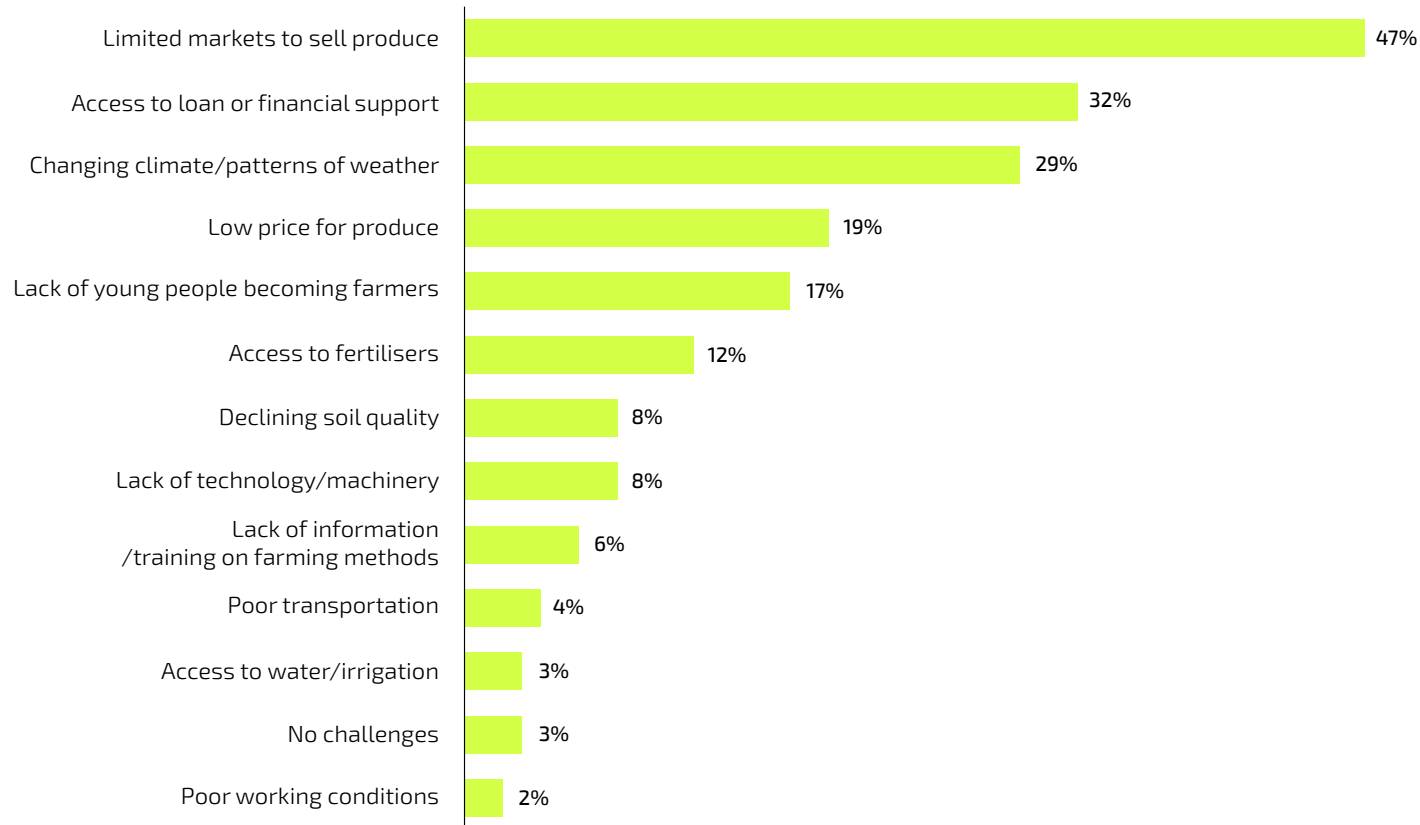
Better price and guaranteed minimum price are the most important benefits for producer organisations

Support on negotiating with buyers is notably more important to producer organisations in Latin America and the Caribbean

Producer organisations rate additional monetary premium to invest and improving women's participation 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?



Almost half of producer organisations in Latin America and the Caribbean picked limited markets in the top two challenges

Access to loans and climate change were rated as similarly challenging by producer organisations

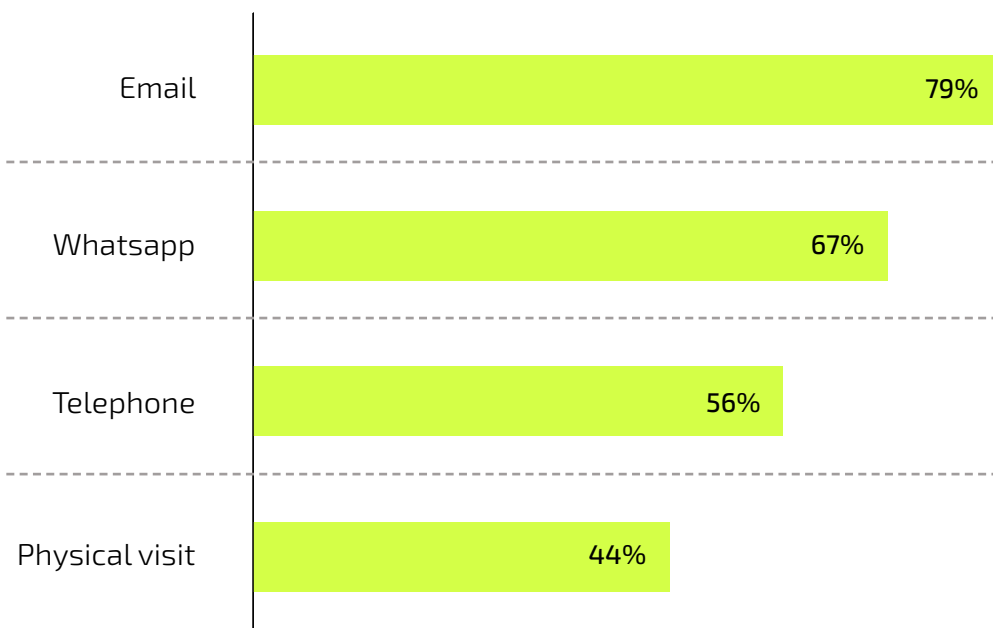
Satisfaction with direct support

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.

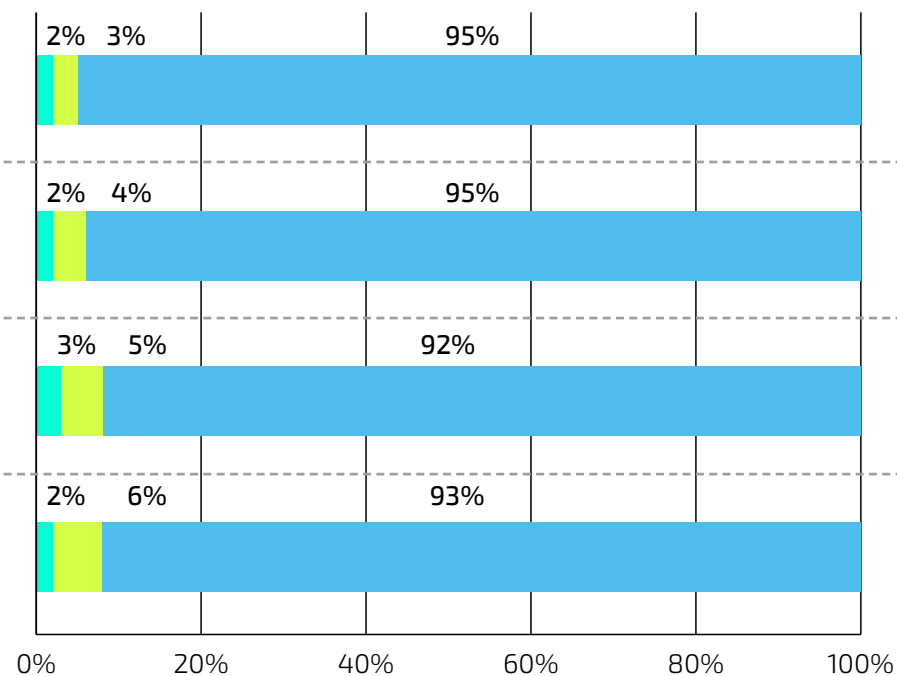
Typically, physical visits mean a Producer Network field officer physically travels to the offices of the Producer Organisations and offers the support in person, usually for complex issues, or for training events or workshops.

For remote support, Producer Network field officers or 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



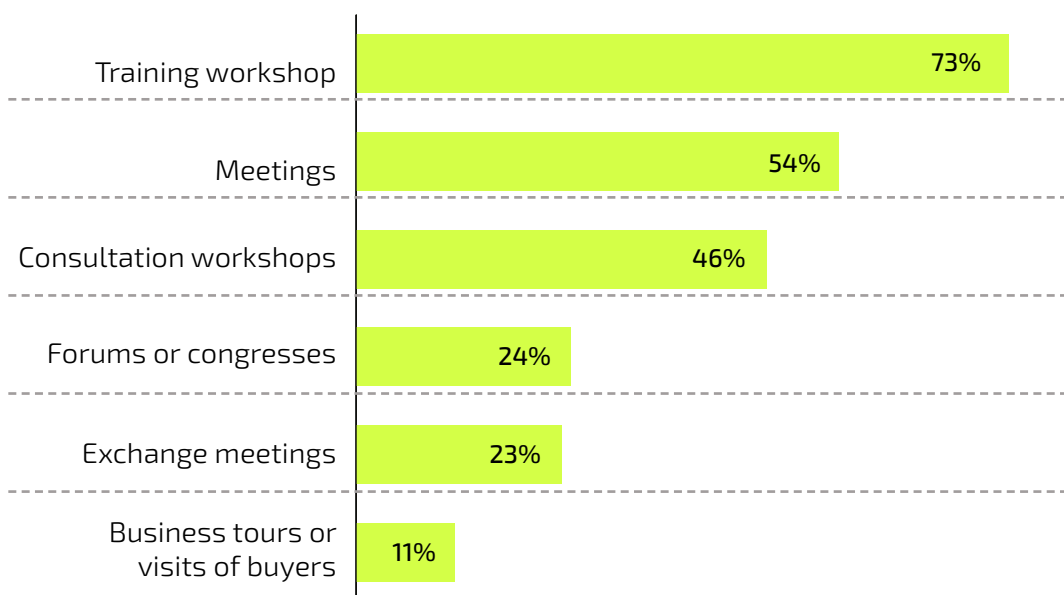
Very Unsatisfied or Unsatisfied Neutral Satisfied or Very Satisfied

Satisfaction with events

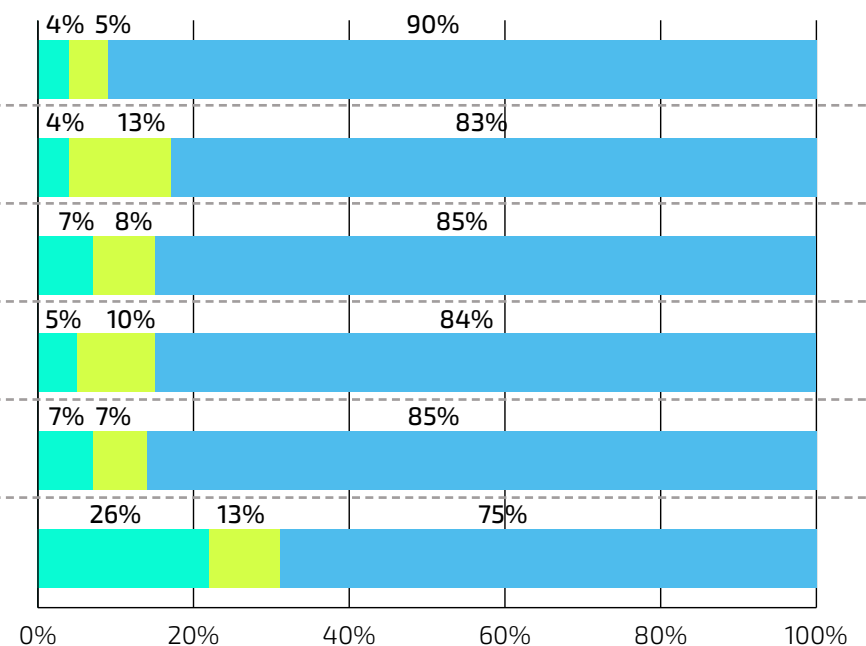
Producer Networks also run group events for Producer Organisations to facilitate dialogue and build capacity around relevant topics. The types of events organized include training workshops, consultative events, trade shows, Producer Organisation exchange visits and producer networking events. Typically, 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 90 percent satisfied or very satisfied with training workshops to 75 percent satisfied or very satisfied with business tours and visits to buyers.

Percent of Producer Organisations that attended events



Level of satisfaction with events

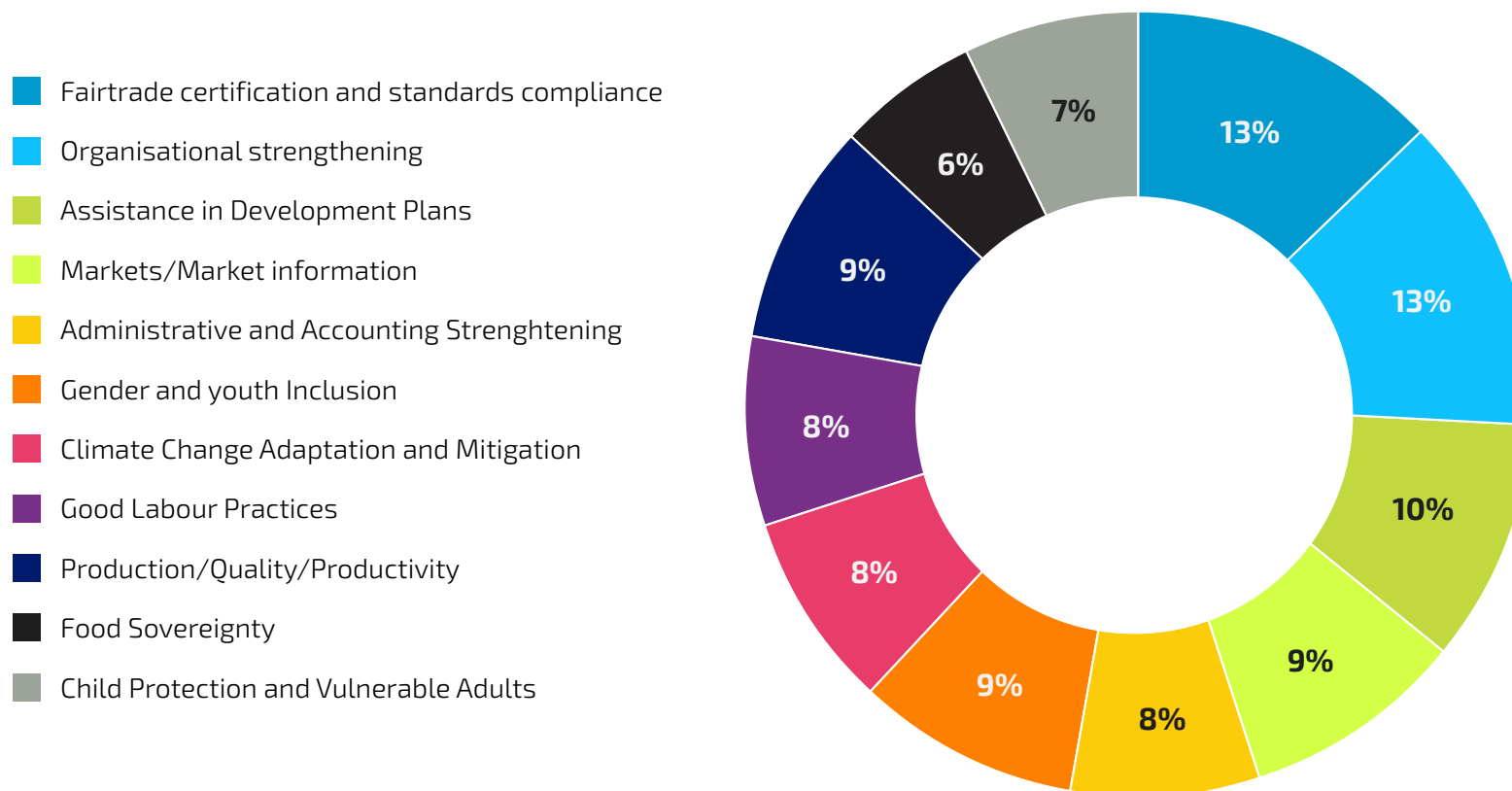


Very Unsatisfied or Unsatisfied Neutral Satisfied or Very Satisfied

Key Topics of Fairtrade producer direct support

On this page, we illustrate the main actions taken by Producer Organisations as a result of 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 Organisations 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 Organisations 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).

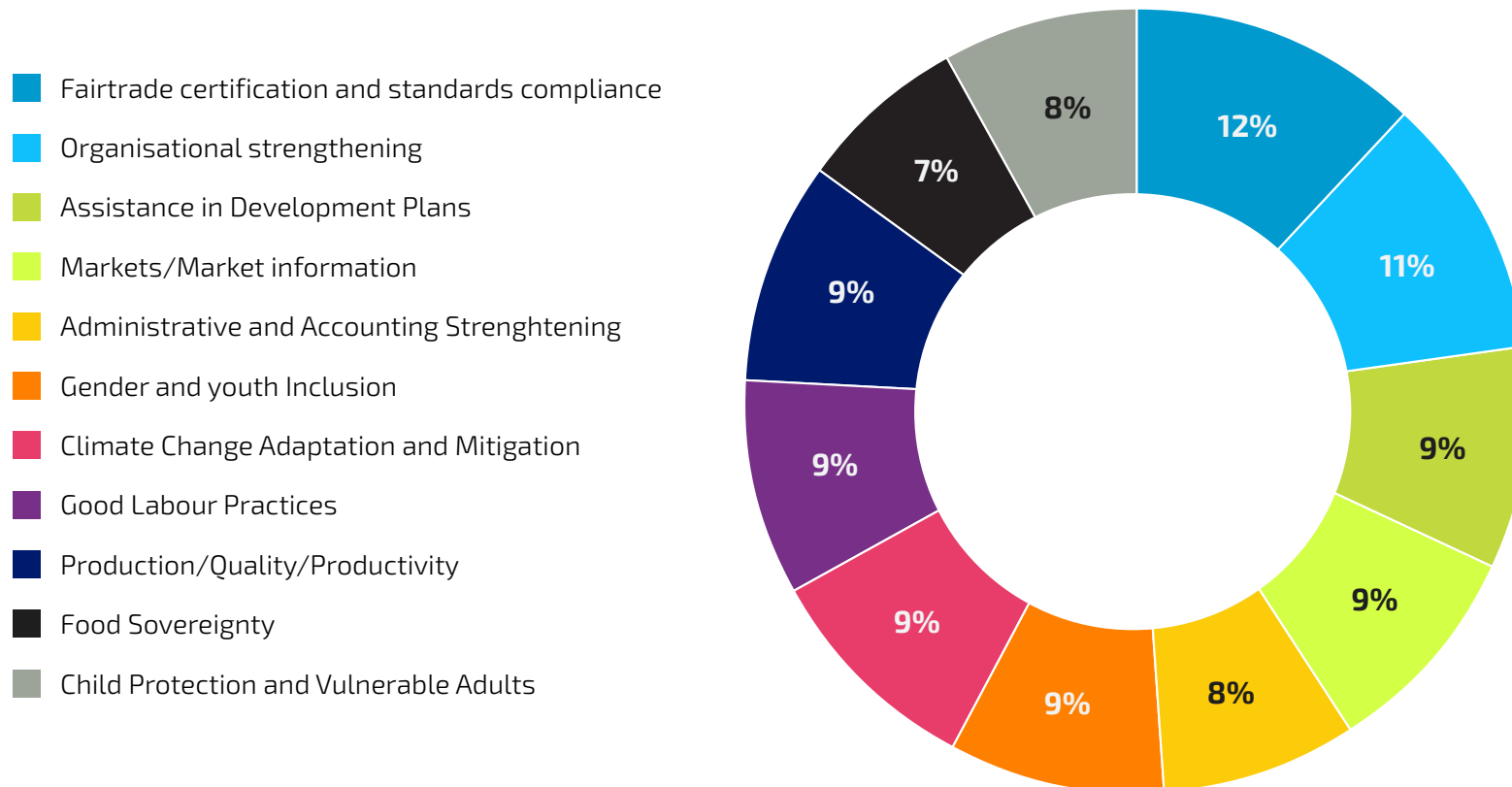
Percent share of support services focused on specific topic



Key Topics of Fairtrade producer events

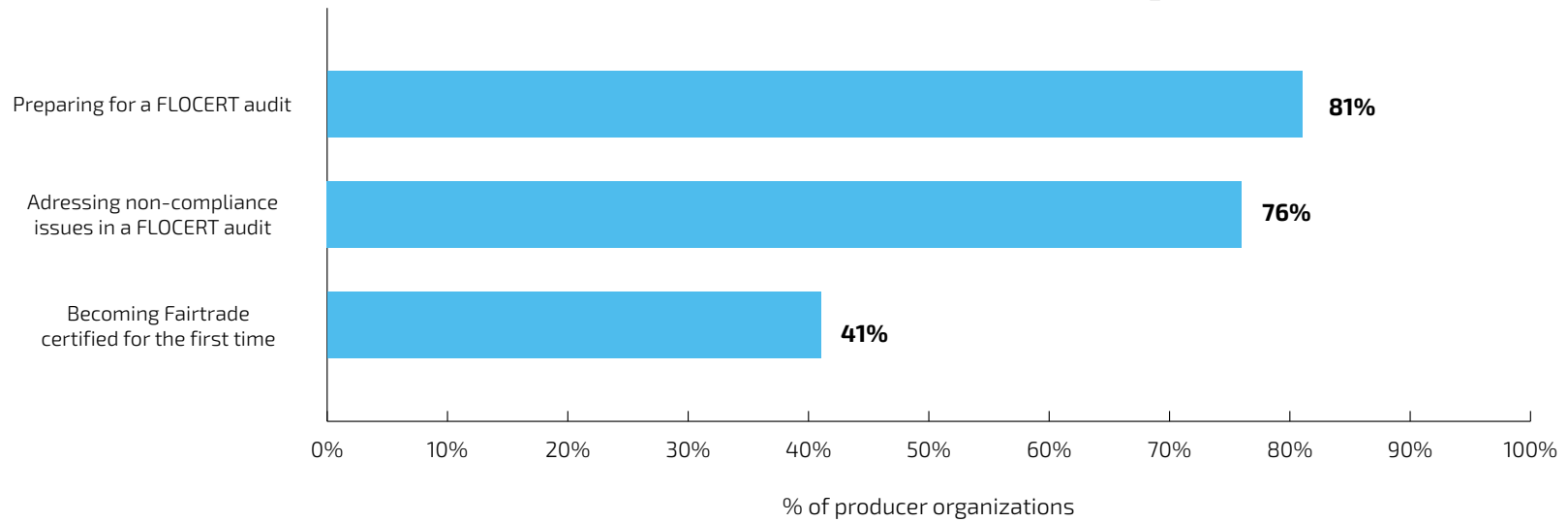
The survey results reveal that group events enable a variety of outcomes. Again, the most common of those are actions related to Fairtrade Certification and standard compliance – preparing for FLOCERT audit and addressing non-compliance issues identified in a FLOCERT audit. Due to Producer Network events, Producer Organisations 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).

Percent share of events focused on specific topic

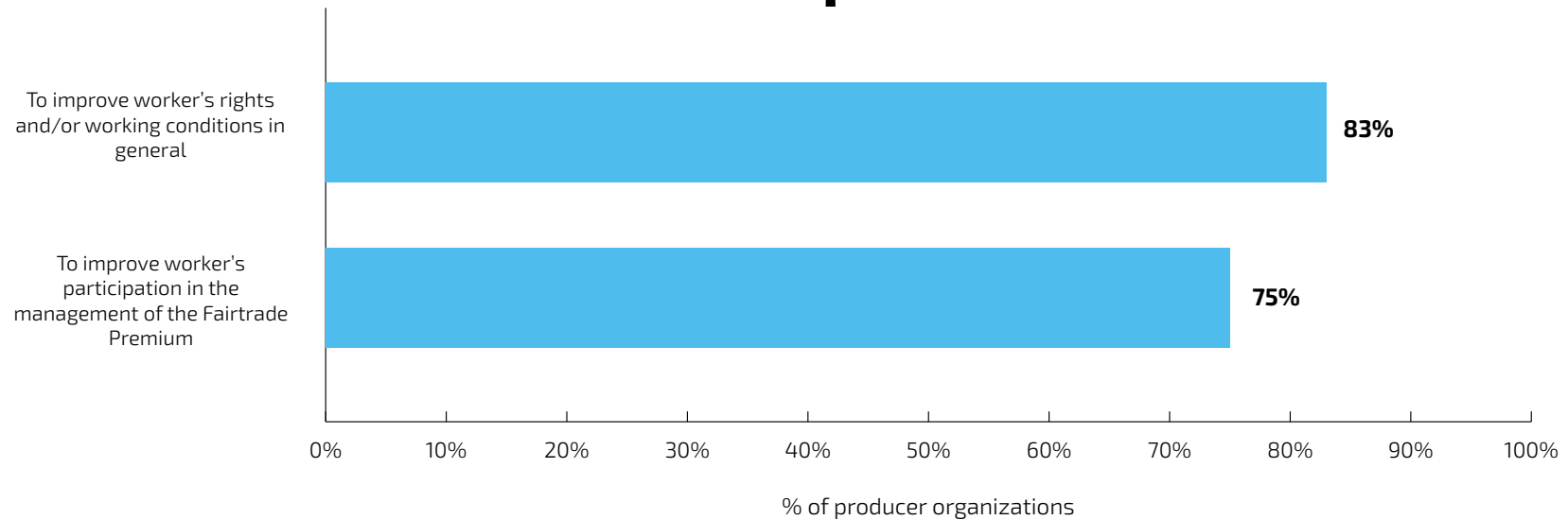


Key outcomes of Fairtrade producer support by topic

Fairtrade certification and standards compliance

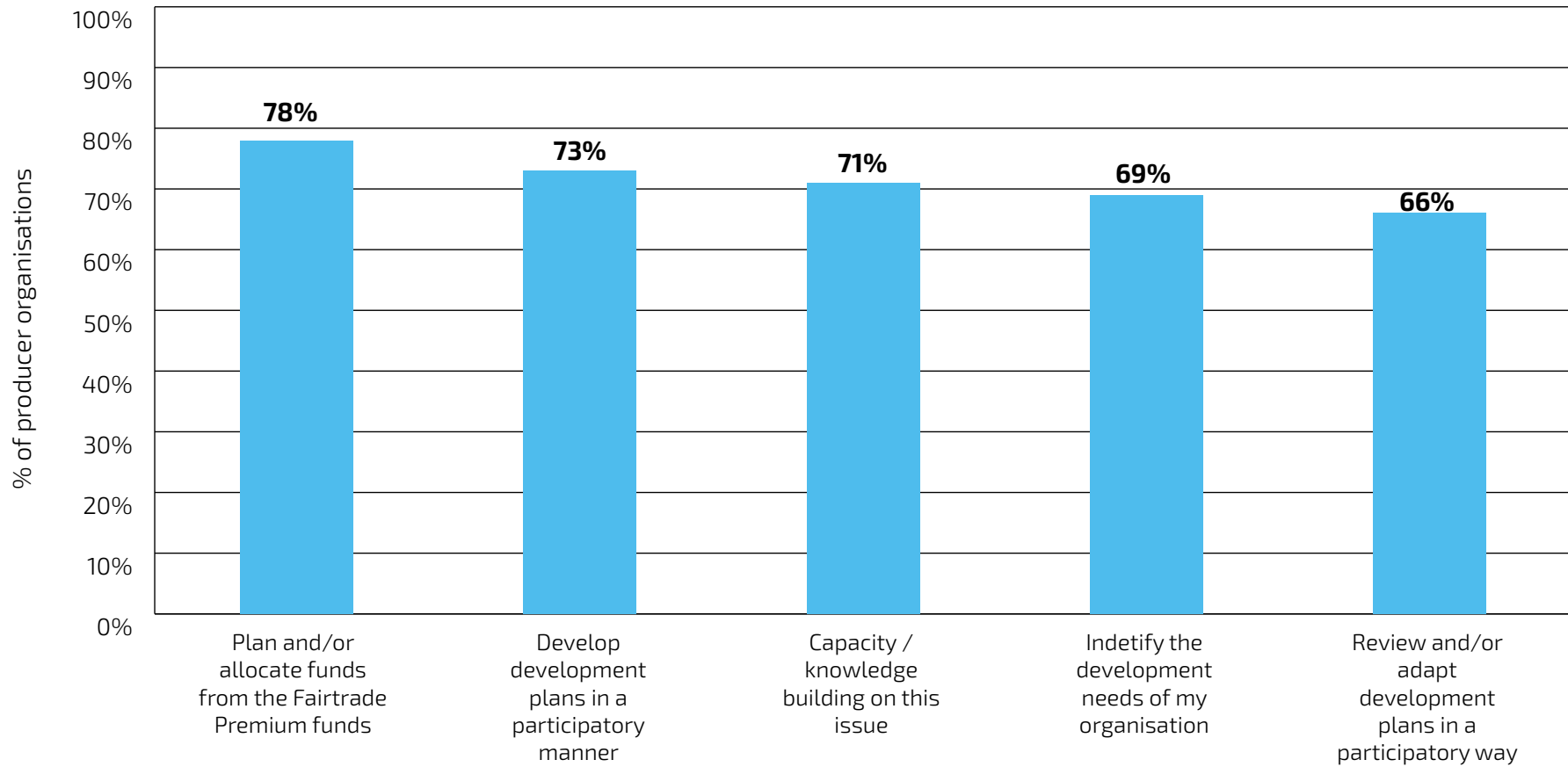


Good labour practices



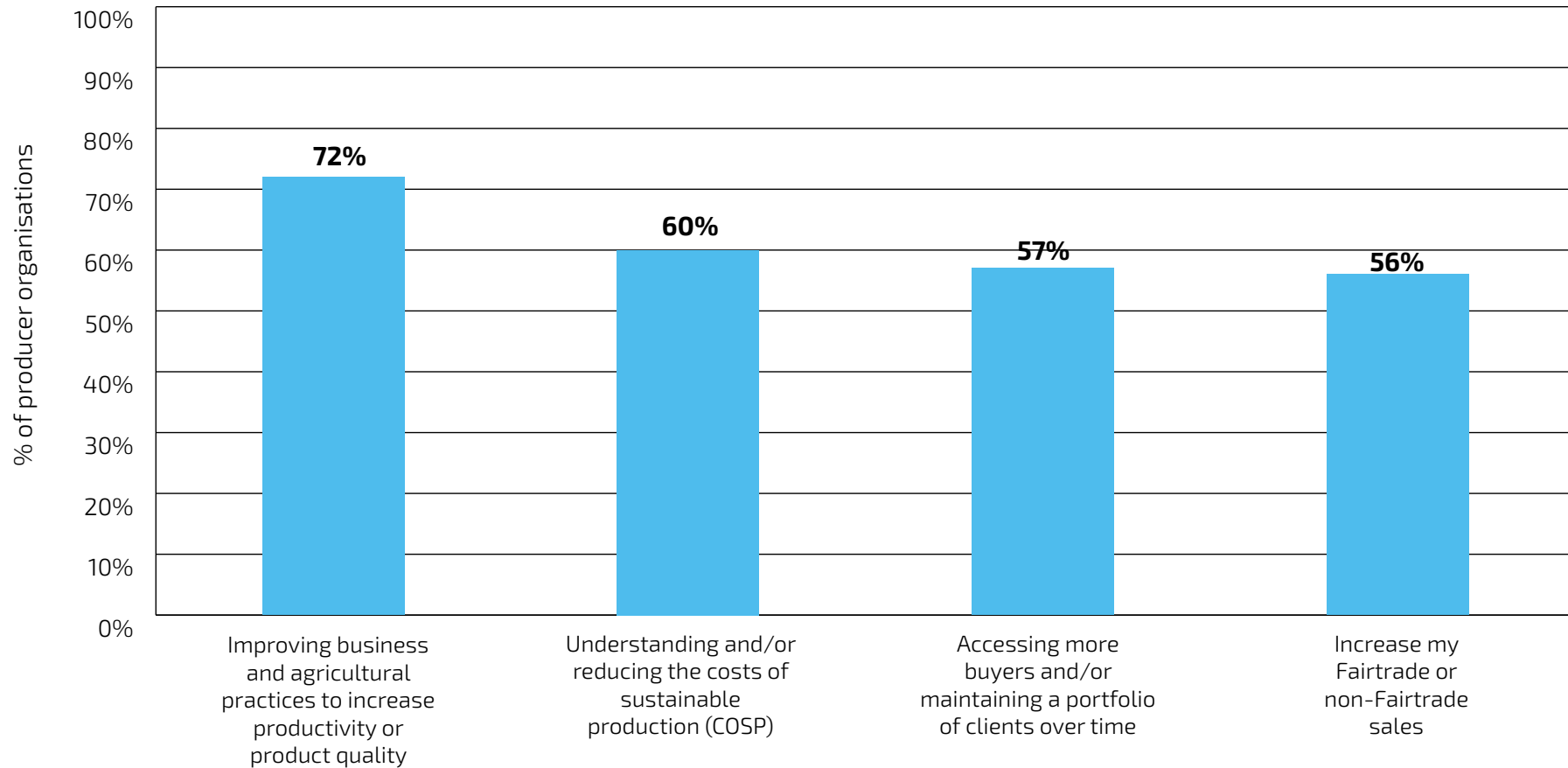
Key outcomes of Fairtrade producer support by topic

Fairtrade Development Plans



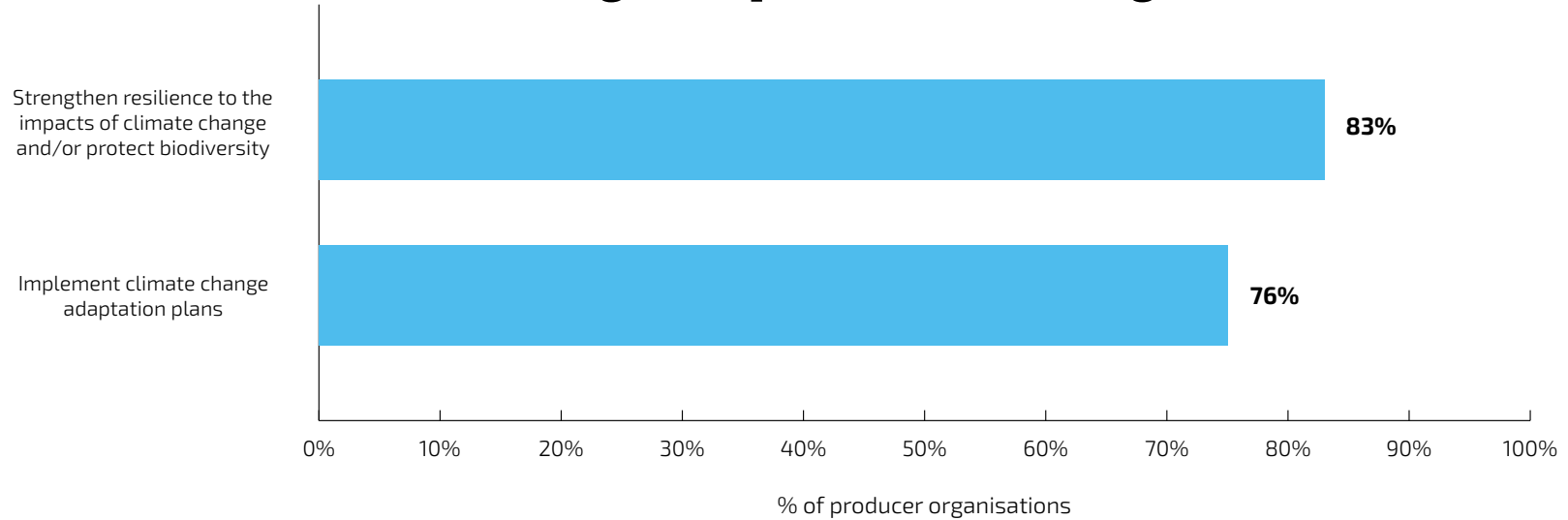
Key outcomes of Fairtrade producer support by topic

Markets and/or market information

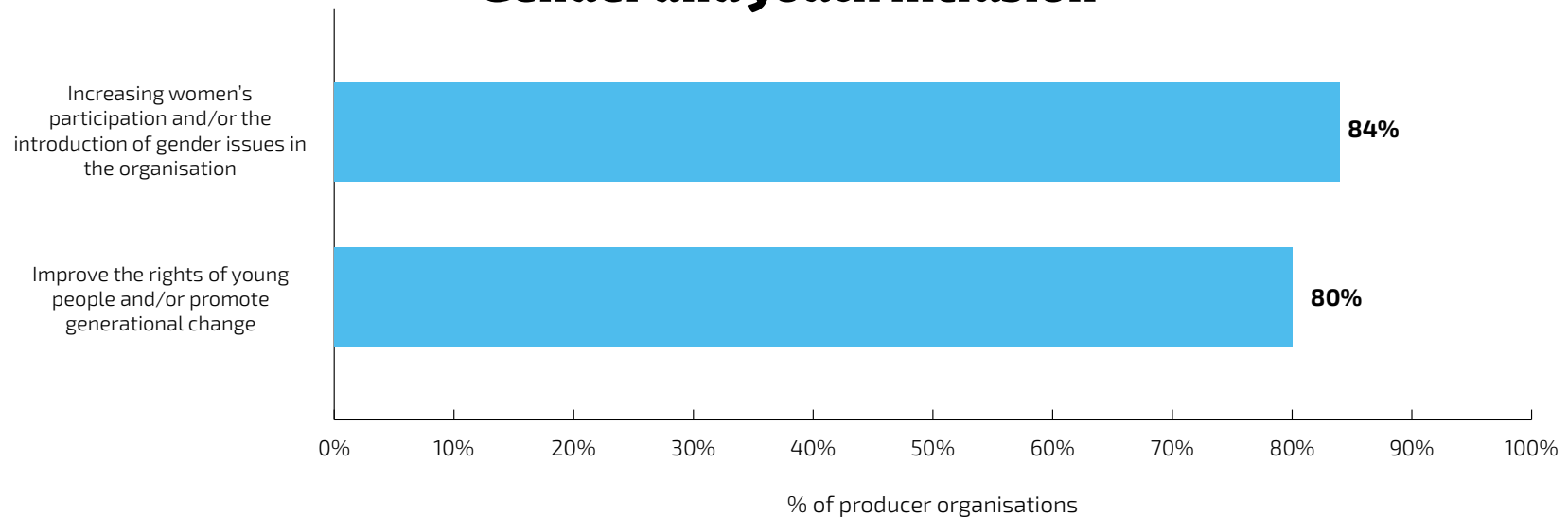


Key outcomes of Fairtrade producer support by topic

Climate change adaptation and mitigation

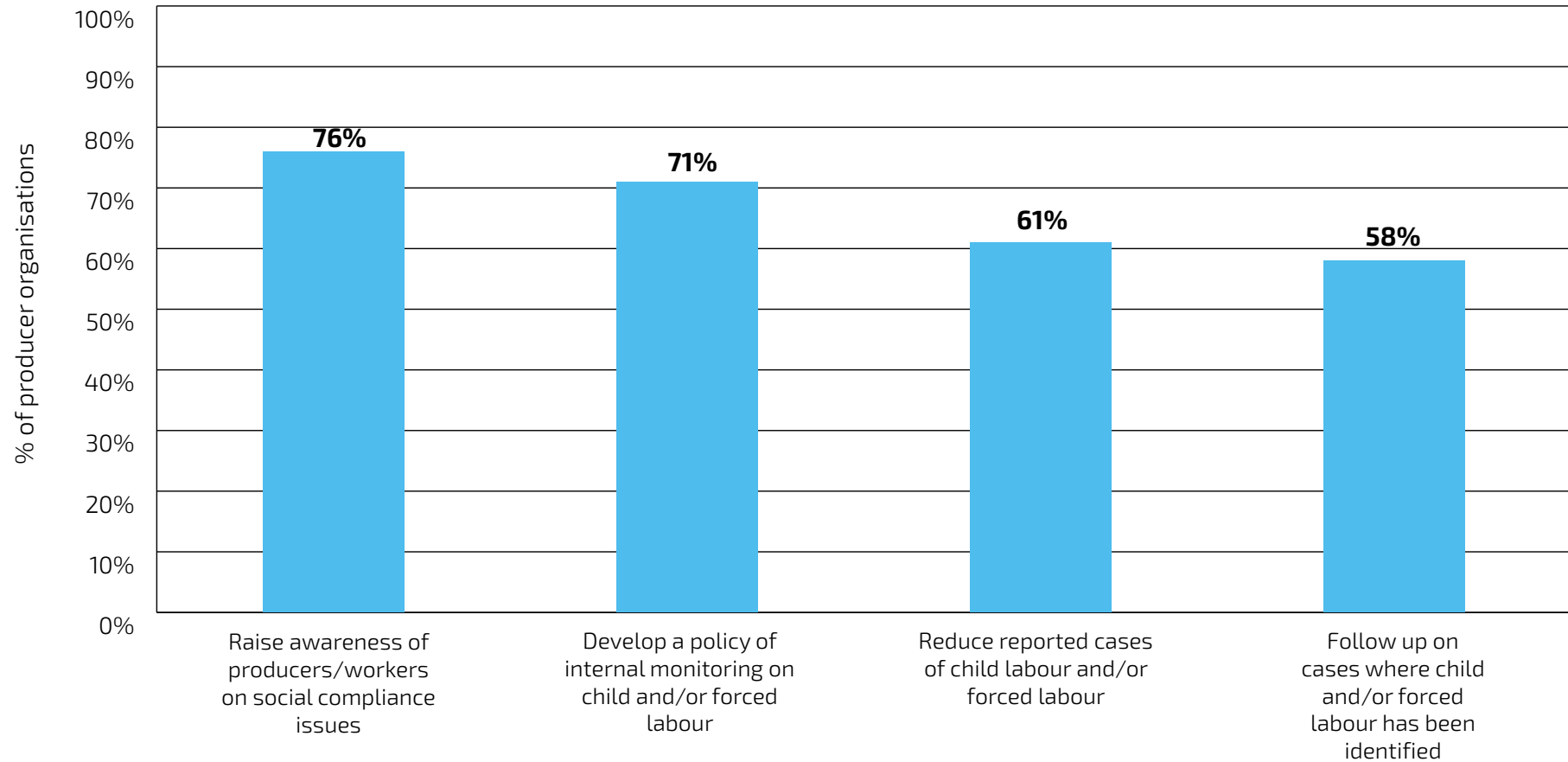


Gender and youth inclusion



Key outcomes of Fairtrade producer support by topic

Child protection and vulnerable adults



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.

“Increase communication by newsletter and WhatsApp”

“Customized face-to-face training more frequently”

“More in-person training”

“Training focused on thematic areas according to the context of each country”

“Training on search or increase of markets and customers”

“Implement diversification income projects”

“More field staff for face-to-face trainings”

“Continue precertification trainings”

“Develop guides, reference documents and communications in our native language”

“Increase training, workshops and in-person consultancies”

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.





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