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 1.6 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

Co-Funding Information

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.

Cover Photo: Member of ASOBANARCOOP, Colombia © Dina Ramos, Fairtrade
COFFEE AND BANANAS TOGETHER ACCOUNT FOR 82% OF FAIRTRADE PREMIUM PAID TO PRODUCERS IN LATIN AMERICA AND THE CARIBBEAN

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

FAIRTRADE PREMIUM PAID TO PRODUCERS IN LATIN AMERICA AND THE CARIBBEAN DECREASED BY 5% IN 2018

42% OF FAIRTRADE PREMIUM GOING TO LATIN AMERICA AND THE CARIBBEAN IS PAID TO PRODUCERS IN PERU AND COLOMBIA
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 800 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. They are the front lines in 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.
FAIRTRADE IN LATIN AMERICA AND THE CARIBBEAN:
PRODUCERS AND FAIRTRADE PREMIUM GENERATED 2018

Number of farmers and workers in Fairtrade producer organizations 2018

- **Farmers in Small Producer Organizations**
  - 320,534
  - 18% of global total

- **Workers in Hired Labour Organizations**
  - 29,128
  - 2% of global total

Total farmers and workers in Latin America and the Caribbean

- **349,662**
  - 20% of global total

Fairtrade Premium receipts 2017-2018

- **€102.6 million**
  - Earned by Small Producer Organizations
  - 55% of global total

- **€11.7 million**
  - Earned by Hired Labour Organizations
  - 6% of global total

Total Fairtrade Premium for Latin America and the Caribbean

- **€114.3 million**
  - 61% of global total

Note:
Numbers may not sum due to rounding
**Fairtrade in Latin America and the Caribbean: Top Ten Fairtrade Premium Generating Countries 2017-2018**

1. **Peru**
   - €29,800,498 Fairtrade Premium
   - 26% of total

2. **Colombia**
   - €18,478,505 Fairtrade Premium
   - 16% of total

3. **Honduras**
   - €13,239,345 Fairtrade Premium
   - 12% of total

4. **Dominican Republic**
   - €11,944,569 Fairtrade Premium
   - 10% of total

5. **Ecuador**
   - €7,505,402 Fairtrade Premium
   - 7% of total

6. **Mexico**
   - €7,263,176 Fairtrade Premium
   - 6% of total

7. **Brazil**
   - €7,217,489 Fairtrade Premium
   - 6% of total

8. **Nicaragua**
   - €4,953,287 Fairtrade Premium
   - 4% of total

9. **Belize**
   - €3,009,725 Fairtrade Premium
   - 3% of total

10. **Paraguay**
    - €2,524,147 Fairtrade Premium
    - 2% of total
FAIRTRADE IN LATIN AMERICA AND THE CARIBBEAN:
FAIRTRADE PREMIUM DISTRIBUTION BY PRODUCT 2017-2018

*Includes vegetables, honey, fruit juices, herbs, herbal teas & spices, flowers and plants, cereals, gold & associated precious metals, nuts oilseeds and oleaginous fruit, pulp, dried fruit
### Fairtrade in Latin America and the Caribbean: Volumes Sold on Fairtrade Terms for Key Products 2018 (1)

#### Cocoa [in MT]

<table>
<thead>
<tr>
<th>Country</th>
<th>Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dominican Republic</td>
<td>20,171</td>
</tr>
<tr>
<td>Ecuador</td>
<td>5,971</td>
</tr>
<tr>
<td>Peru</td>
<td>14,851</td>
</tr>
<tr>
<td>Other countries in Latin America and the Caribbean</td>
<td>876</td>
</tr>
</tbody>
</table>

#### Coffee [in MT]

<table>
<thead>
<tr>
<th>Country</th>
<th>Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bolivia</td>
<td>539</td>
</tr>
<tr>
<td>Brazil</td>
<td>17,156</td>
</tr>
<tr>
<td>Colombia</td>
<td>30,879</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>4,322</td>
</tr>
<tr>
<td>El Salvador</td>
<td>600</td>
</tr>
<tr>
<td>Guatemala</td>
<td>6,269</td>
</tr>
<tr>
<td>Honduras</td>
<td>35,411</td>
</tr>
<tr>
<td>Mexico</td>
<td>11,895</td>
</tr>
<tr>
<td>Nicaragua</td>
<td>12,920</td>
</tr>
<tr>
<td>Peru</td>
<td>54,464</td>
</tr>
<tr>
<td>Other countries in Latin America and the Caribbean</td>
<td>58</td>
</tr>
</tbody>
</table>

#### Bananas [in MT]

<table>
<thead>
<tr>
<th>Country</th>
<th>Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colombia</td>
<td>150,430</td>
</tr>
<tr>
<td>Dominican Republic</td>
<td>182,066</td>
</tr>
<tr>
<td>Ecuador</td>
<td>130,811</td>
</tr>
<tr>
<td>Peru</td>
<td>129,894</td>
</tr>
<tr>
<td>Other countries in Latin America and the Caribbean</td>
<td>43,186</td>
</tr>
</tbody>
</table>

#### Flowers [in Stems]

<table>
<thead>
<tr>
<th>Country</th>
<th>Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ecuador</td>
<td>8,077,020</td>
</tr>
</tbody>
</table>

#### Honey [in MT]

<table>
<thead>
<tr>
<th>Country</th>
<th>Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argentina</td>
<td>278</td>
</tr>
<tr>
<td>Guatemala</td>
<td>1,006</td>
</tr>
<tr>
<td>Mexico</td>
<td>545</td>
</tr>
<tr>
<td>Other countries in Latin America and the Caribbean</td>
<td>1,620</td>
</tr>
</tbody>
</table>

**Metric tonnes abbreviated to MT.**
**FAIRTRADE IN LATIN AMERICA AND THE CARIBBEAN: VOLUMES SOLD ON FAIRTRADE TERMS FOR KEY PRODUCTS 2018 (2)**

### SUGAR

<table>
<thead>
<tr>
<th>Country</th>
<th>Metric Tonnes (MT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Costa Rica</td>
<td>8,533</td>
</tr>
<tr>
<td>Paraguay</td>
<td>41,472</td>
</tr>
<tr>
<td>Other countries in Latin America and the Caribbean</td>
<td>67,187</td>
</tr>
</tbody>
</table>

### FRUIT JUICES

<table>
<thead>
<tr>
<th>Country</th>
<th>Metric Tonnes (MT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>17,156</td>
</tr>
<tr>
<td>Mexico</td>
<td>1,774</td>
</tr>
</tbody>
</table>

### WINE GRAPES

<table>
<thead>
<tr>
<th>Country</th>
<th>Metric Tonnes (MT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argentina</td>
<td>6,675</td>
</tr>
<tr>
<td>Chile</td>
<td>2,513</td>
</tr>
</tbody>
</table>

### VEGETABLES

<table>
<thead>
<tr>
<th>Country</th>
<th>Metric Tonnes (MT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guatemala</td>
<td>272</td>
</tr>
<tr>
<td>Peru</td>
<td>2,455</td>
</tr>
<tr>
<td>Other countries in Latin America and the Caribbean</td>
<td>61</td>
</tr>
</tbody>
</table>

### HERBS, HERBAL TEAS & SPICES

<table>
<thead>
<tr>
<th>Country</th>
<th>Metric Tonnes (MT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mexico</td>
<td>9,200</td>
</tr>
<tr>
<td>Other countries in Latin America and the Caribbean</td>
<td>38</td>
</tr>
</tbody>
</table>

*Metric tonnes abbreviated to MT.*
PRODUCER SATISFACTION SURVEY

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, the Latin American and Caribbean Network of Fair Trade Small Producers and Workers (CLAC) began running its own survey in 2016. The most recent survey, and the one discussed in this report, was run in 2020 and looked at satisfaction with Producer Network support services provided in 2019.

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 for 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.

SURVEY IMPLEMENTATION AND RESPONSE RATE

ONLINE SURVEY

The 2019 Producer Satisfaction Survey was conducted using an online tool, with e-mail 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 whom 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.

26% RESPONSE RATE (240 PO Respondents out of 924 Surveyed)
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 the 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.
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 have 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.
As learning organizations, Producer Networks are always looking to improve and aim for higher Producer Organization satisfaction year-on-year. Directly comparable data from the previous two years of Producer Satisfaction Surveys reveals that Producer Organization satisfaction has remained stable at 3.9. Data from the 2012/2015 versions of the survey is available but is 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 CLAC 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 them.
Satisfaction with Direct Support

The Producer Network provides direct, one-on-one support to the Fairtrade Producer Organizations in their region through two primary means: physical visits and remote support. In the former, a Producer Network field officer physically travels to the offices of the Producer Organization and offers the support in person. In the latter, Producer Network field officers or Producer Network secretariat staff offer support to the Producer Organizations via emails, webinars, telephone or live online chats. Physical support is mostly used when the issues in question are complex or require personal interaction, or for events such as regional trainings or workshops. 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.
SATISFACTION WITH GROUP EVENTS

CLAC 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. 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. 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 38 percent satisfied or very satisfied with exchange visits to 22 percent satisfied or very satisfied with trade shows, business events or buyer visits.
On this page, we illustrate the main actions taken by Producer Organizations as a result of CLAC support. The survey results from reveal that support and group events enable 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 build business knowledge, increase sales, contribute to advocacy work, improve productivity, and strengthen the Producer Organization’s management and governance (among other actions).

### KEY OUTCOME AREAS OF SUPPORT BY CLAC

- **Compliance with Standards**: 21%
- **Strengthen the Producer Organization**: 40%
- **Increase Market Opportunities**: 7%
- **Improve Production/Quality/Productivity**: 7%
- **Gender and Youth Inclusion**: 11%
- **Good labor practices**: 8%
- **Child Protection and Vulnerable Adults**: 8%
- **Adaptation and Migration to Climate Change**: 5%
- **Food Sovereignty**: 2%
RECOMMENDATIONS AND FEEDBACK

Below, we have included some examples of some recommendations and feedback given by Producer Organizations during the 2019 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.

- Greater frequency of accompaniment service and/or face-to-face advice
- Accompaniment / face-to-face advice on standards and their compliance as well as according to the needs expressed by the organizations in consultations
- Better communication system with council and management of organizations from all regions, as well as with producers
- Promote more exchanges of experiences between all organizations
- Promotion and opening of local and international markets
- Plan annual activities (trainings, workshops, exchanges, etc.) and share them at the beginning of the year in different languages (Spanish, English, Portuguese) with the organizations
- Promote more business tours and buyer visits
ABOUT THE DATA IN THIS REPORT

This report has two sources of data.

CODImpact is the data collected from producers during the audits. Since not all producer organizations are audited each year, the data is completed using the last available record. This is the data source for production volume, area of cultivation, number of farmers and workers, and Premium usage.

The second source of data is Fairtrade. This is the data collected from all Premium payers for all transactions in a given year for Fairtrade sales and Premium generated. The data has 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.

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

Data on volumes produced, volumes sold and Fairtrade Premium income and expenditure are retrospective for a 12-month period preceding the audit. Since the majority of the audits for this data set took place during 2018, the majority of producer organizations have reported on time periods spanning 2017–2018. We thus use ‘2017–18’ to describe these data in the report.

Under the terms of confidentiality agreements with Fairtrade producer organizations, data may be publicly reported in aggregate form, but not used in ways that expose data 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.
Bonner Talweg 177
53129 Bonn
Germany

Telephone +49 (0) 228 94 92 30
Fax +49 (0) 228 24 21 713

info@fairtrade.net
www.fairtrade.net