



FAIRTRADE
INTERNATIONAL

REGIONAL MONITORING REPORT, 15TH EDITION:

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

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FAIRTRADE
NETWORK OF ASIA &
PACIFIC PRODUCERS

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

For more information visit www.fairtradenapp.org/

Cover Photo: Miss Maleechan Soikam cultivating rice paddy from her field.

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 (2022)**
- **Producer Satisfaction Survey (2022)**

**58% OF THE
FAIRTRADE
PREMIUM
GOING TO
ASIA AND PACIFIC
IS PAID TO PRODUCERS
IN INDIA AND
INDONESIA**



**68% OF ALL
FAIRTRADE
COTTON SALES
ARE FROM
INDIA**

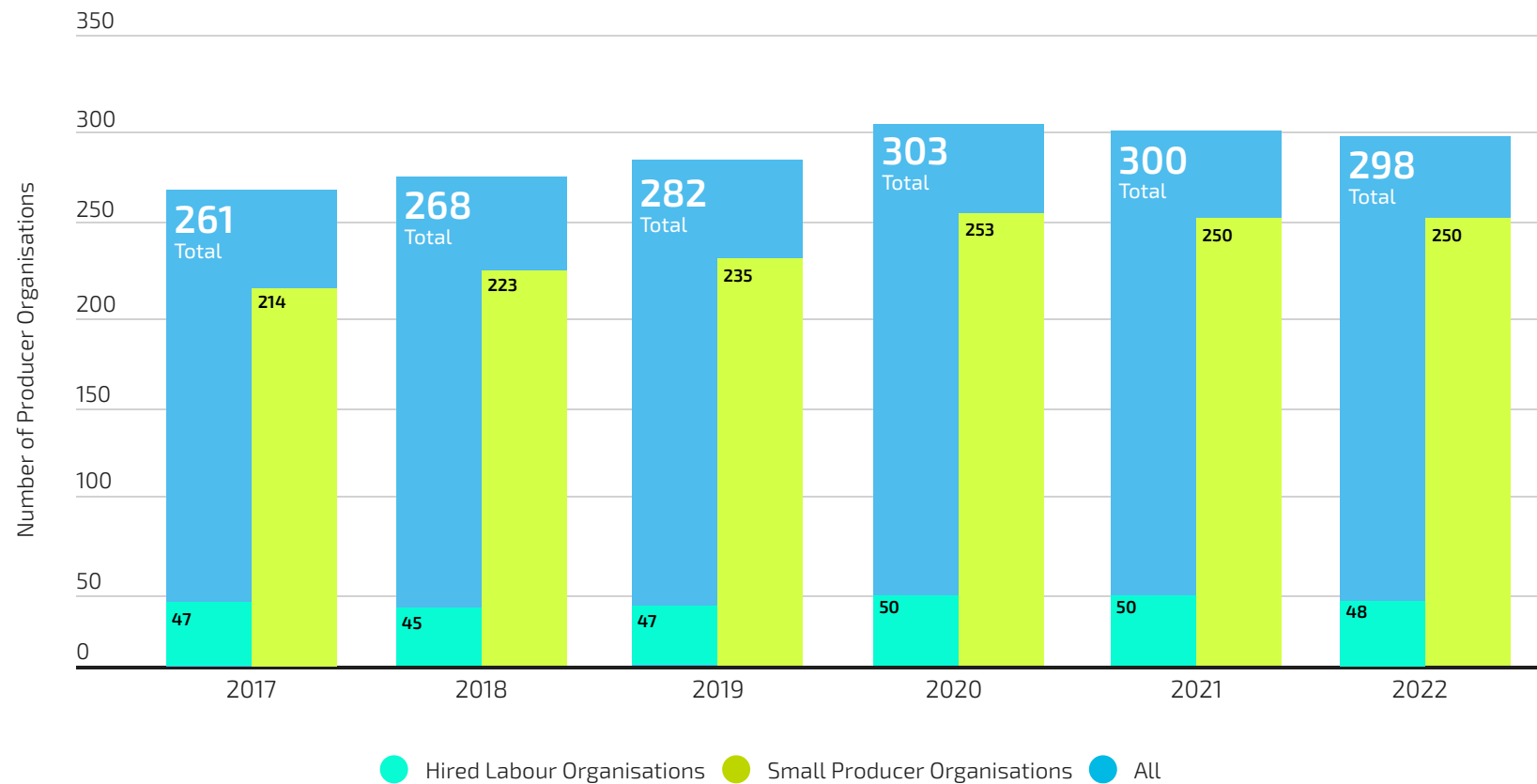


**47% OF THE
FAIRTRADE
PREMIUM
PAID TO PRODUCERS
IN ASIA AND
PACIFIC
GOES TO
COFFEE
PRODUCERS**



Fairtrade Monitoring Data

Fairtrade Asia and Pacific: Producer Organisations

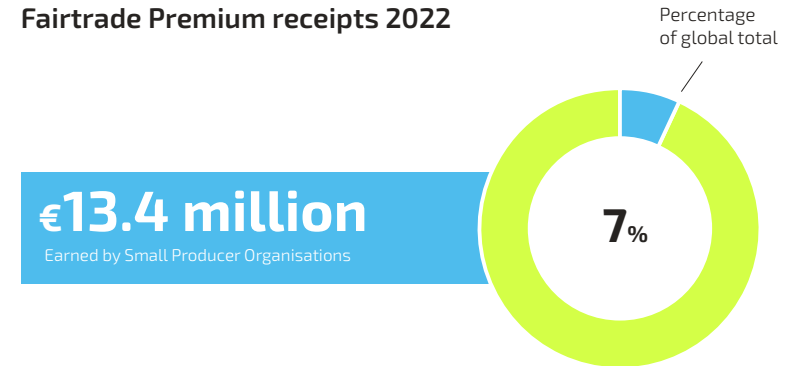


Fairtrade Asia and Pacific: Producers and Premium generated 2022

Number of farmers and workers in Fairtrade Producer Organisations 2022

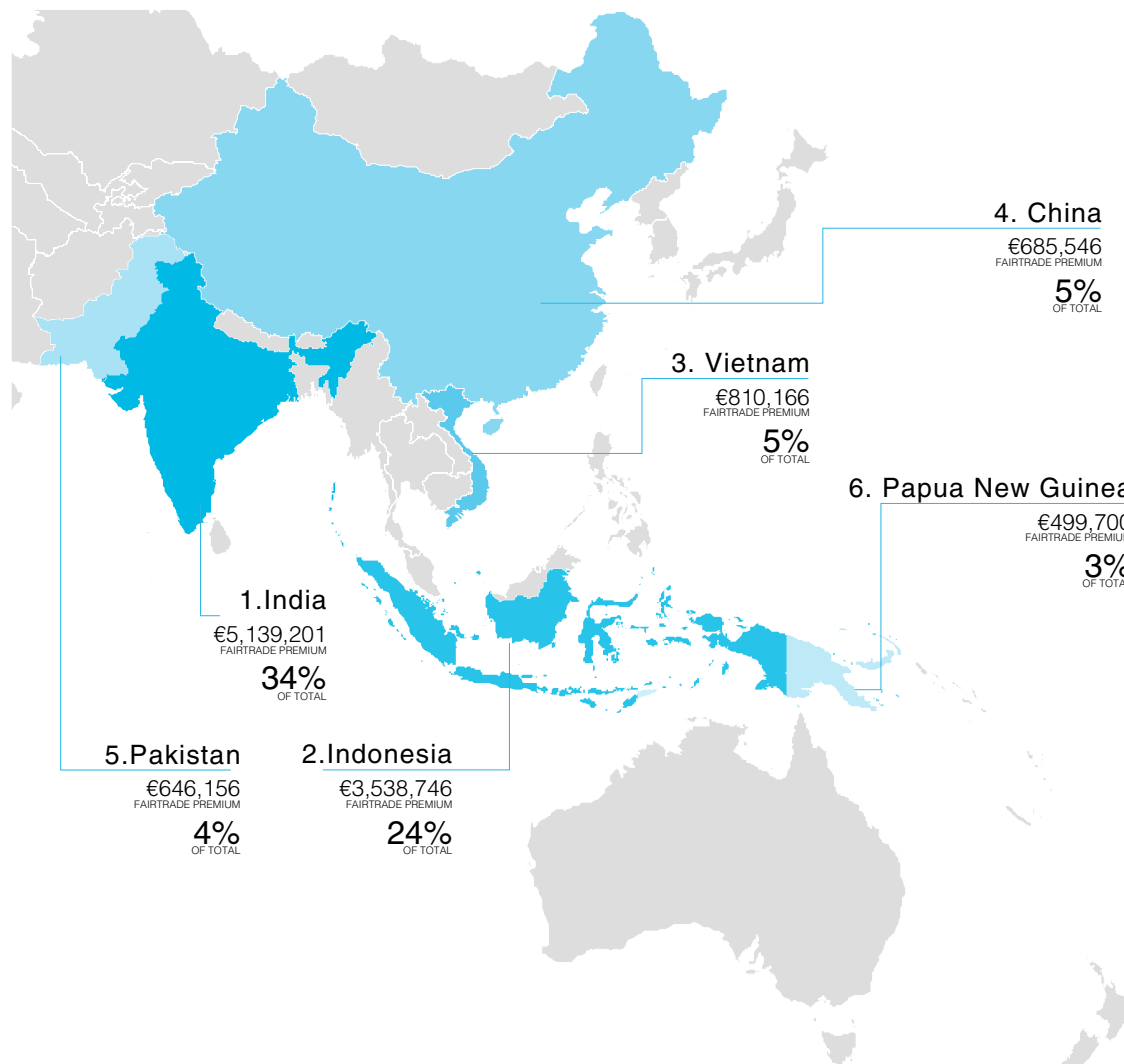


Fairtrade Premium receipts 2022



Note: Numbers may not sum due to rounding

Fairtrade Asia and Pacific: Top Fairtrade Premium generating countries 2022

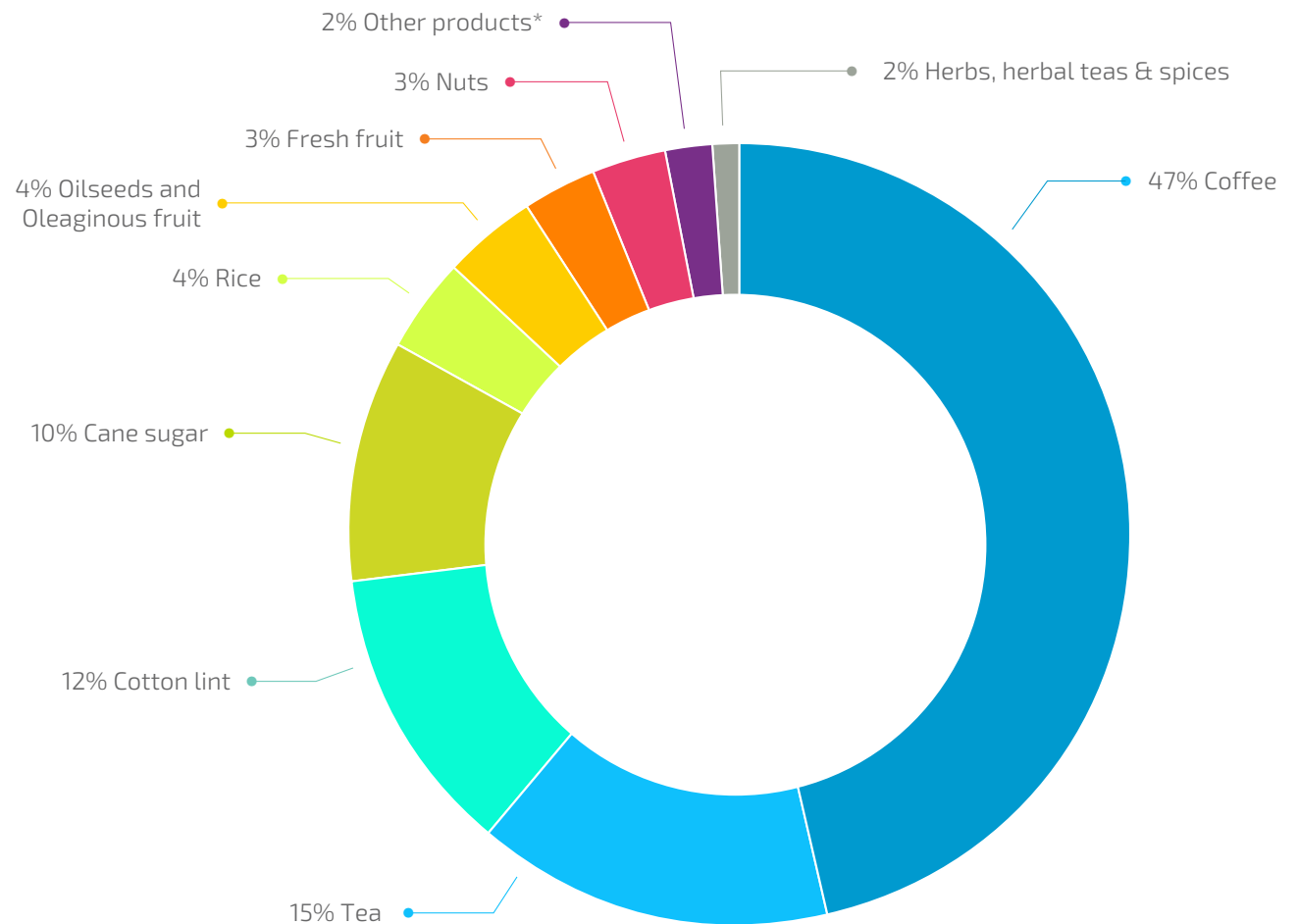


Percentages refer to total Fairtrade Premium earned by producers in Asia and Pacific

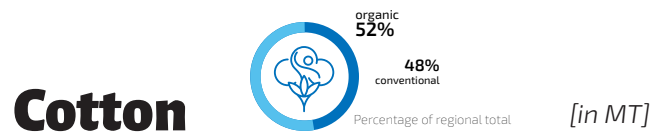
Fairtrade Asia and Pacific: Fairtrade Premium distribution by product 2022

Coffee	47%
Tea	15%
Cotton lint	12%
Cane sugar	10%
Rice	4%
Oilseeds and Oleaginous fruit	4%
Fresh fruit	3%
Nuts	3%
Other products*	2%
Herbs, herbal teas & spices	1%

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



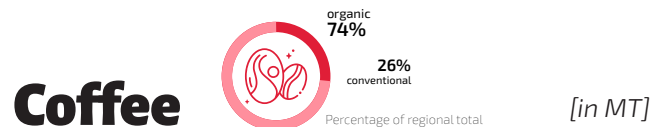
Fairtrade Asia and Pacific: Volumes sold on Fairtrade terms for key products 2022



India	8,424
Other countries in Asia and Pacific	3,360



India	3,097
Other countries in Asia and Pacific	20,809



Indonesia	8,428
India	3,444
Papua New Guinea	1,125
Vietnam	1,319
Other countries in Asia and Pacific	2,509



India	4,805
Other countries in Asia and Pacific	7,343

Metric tonnes abbreviated to MT.

Fairtrade Asia and Pacific: Volumes sold on Fairtrade terms for key products 2022

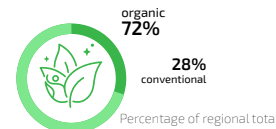
Herbs, Herbal teas & Spices



[in MT]

India	1,852
Sri Lanka	860
Other countries in Asia and Pacific	580

Tea



[in MT]

India	2,156
China	906
Other countries in Asia and Pacific	454

Rice



[in MT]

India	6,067
Other countries in Asia and Pacific	5,851

Oilseeds and oleaginous fruit

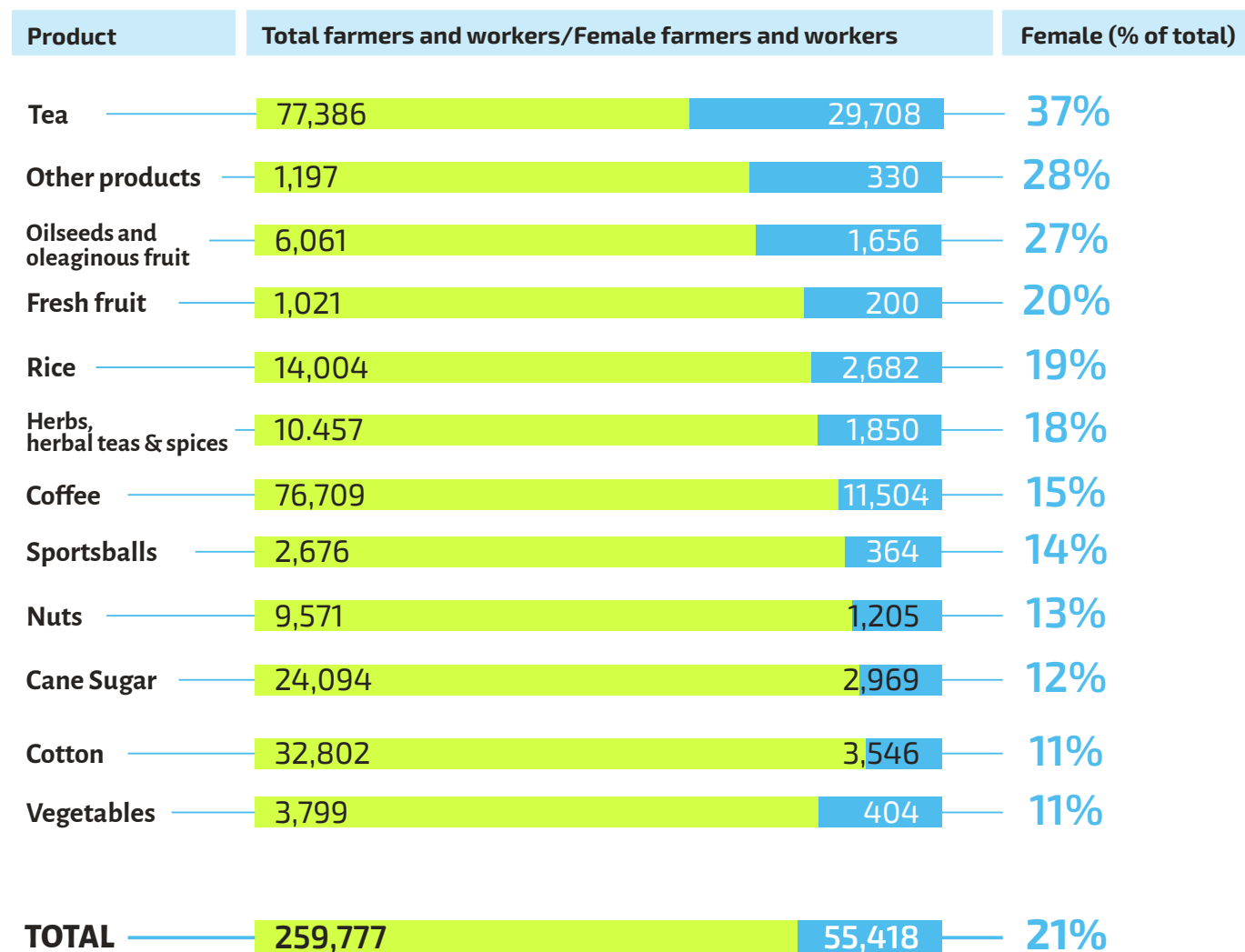


[in MT]

Sri Lanka	21,879
Other countries in Asia and Pacific	2,904

Metric tonnes abbreviated to MT.

Fairtrade Asia and Pacific: Percentage of women Fairtrade farmers and workers by product 2022



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 2023 and looked at satisfaction with Producer Network support services provided in 2022. 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 2022 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

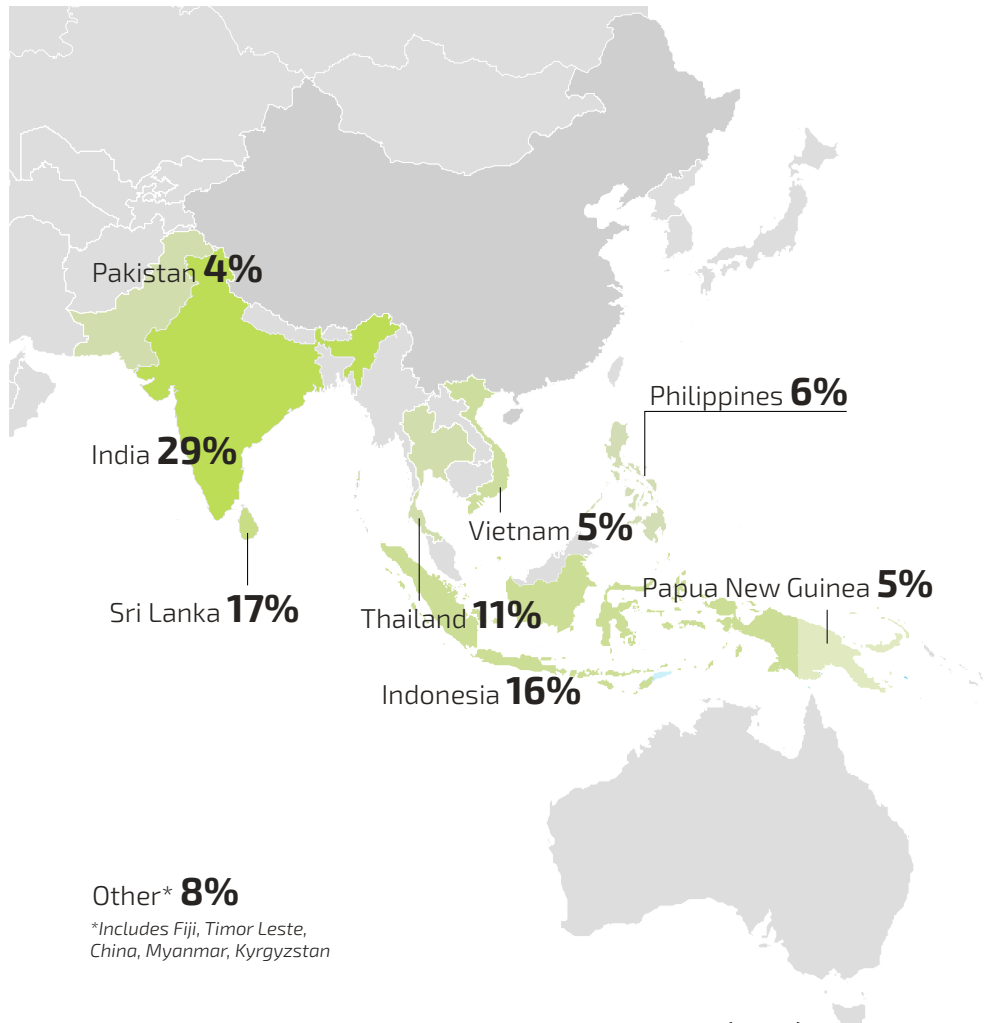
Analysis was done to better understand satisfaction both at the regional level as well as for particular countries and products.

Producer Satisfaction Survey: Response rate and sample distribution

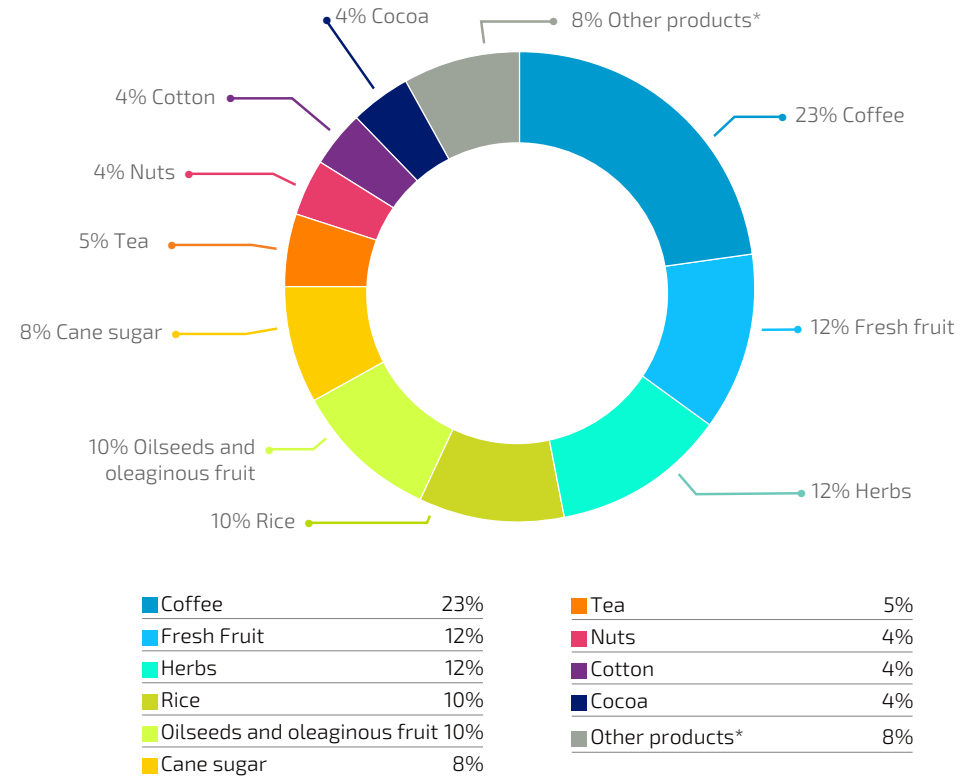


43% response rate
(128 PO respondents
out of 297 surveyed)

Producer Organisation Country



Producer Organisation Main Product

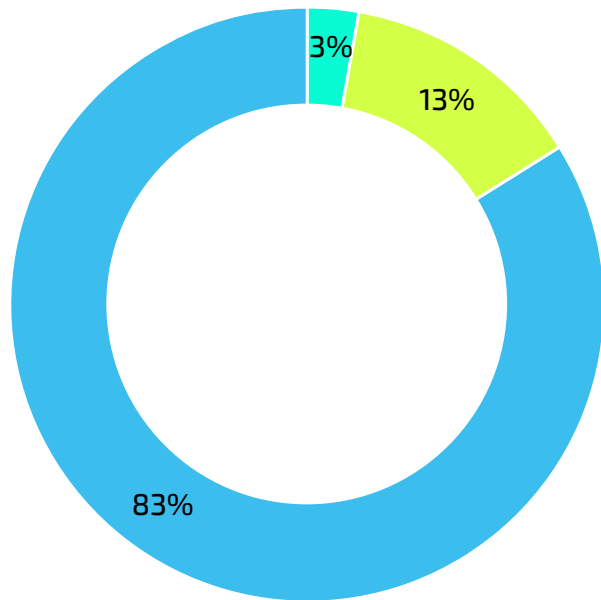


**Includes sportsballs, rice and dried fruit*

Overall satisfaction with Fairtrade producer support

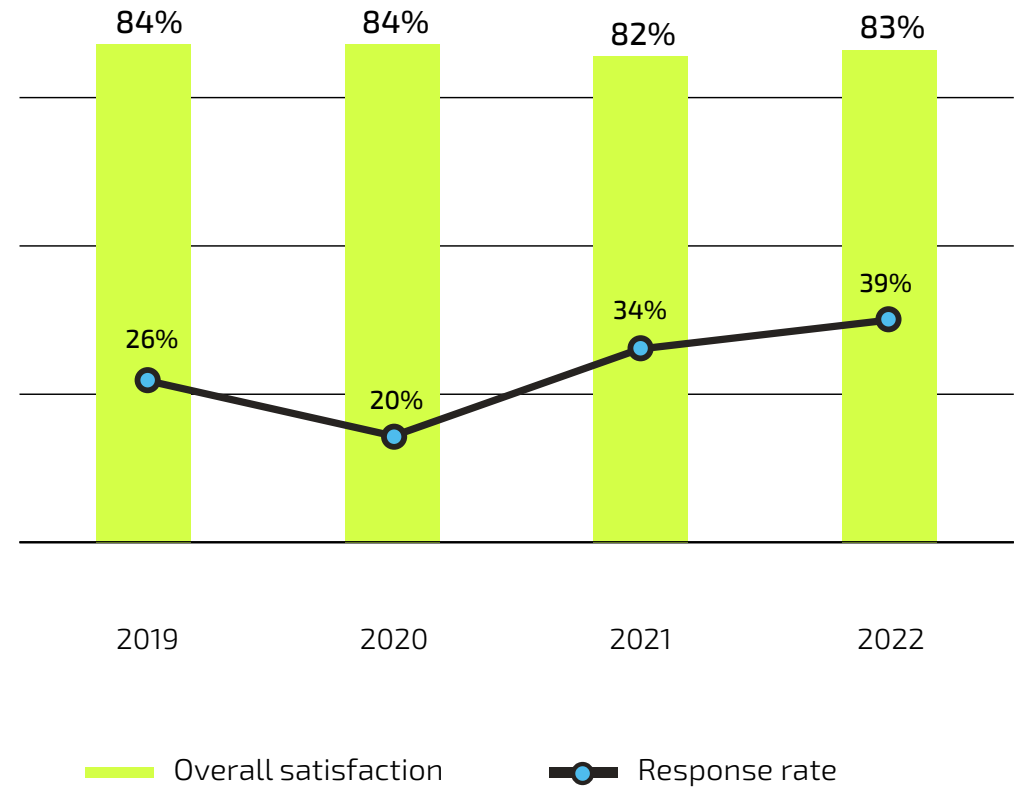
Overall, 86 percent of Fairtrade Producer Organisations surveyed are satisfied or very satisfied with producer support activities in 2022. This high number reflects the hard work of many Producer Network staff as well as detailed annual planning to ensure that Producer Organisation needs are being met. Producer Satisfaction Survey results from previous years have also been used to make action plans and address areas of weakness.

Overall satisfaction in 2022



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

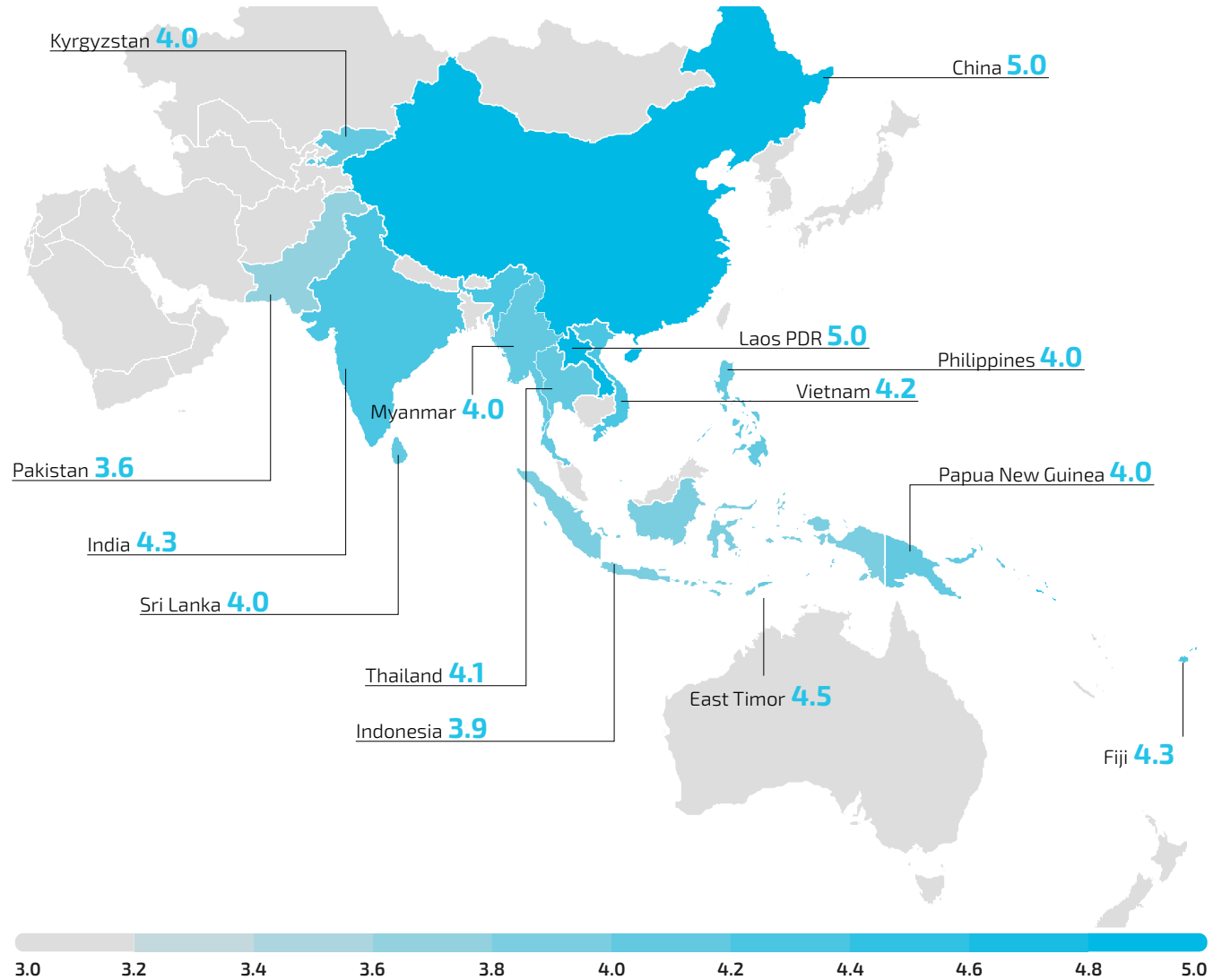
Overall satisfaction over time (% of very satisfied or satisfied Producer Organisations)



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).

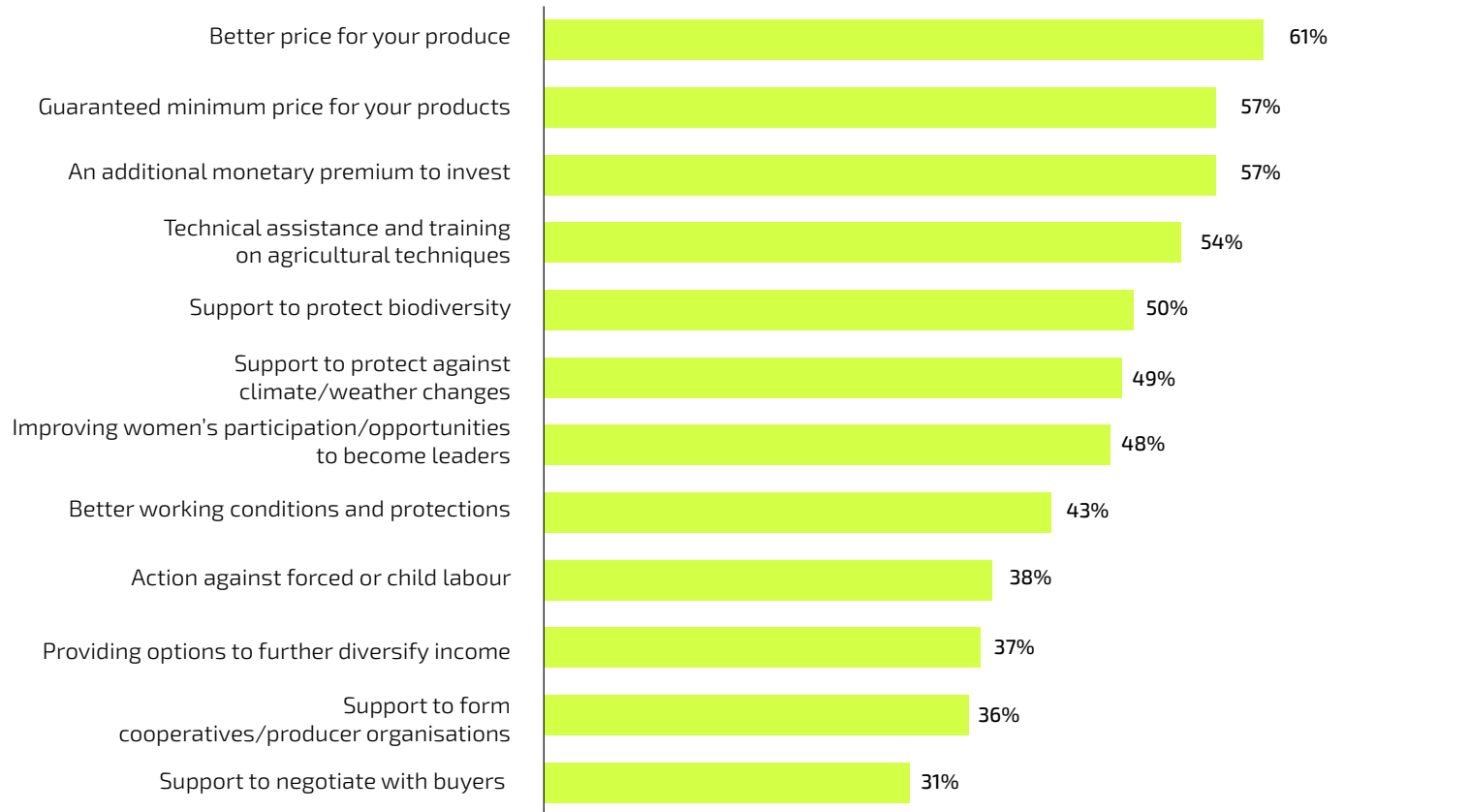
Country- and product-specific satisfaction results have already been incorporated into Producer Network planning activities, with extra attention to be given to areas of concern.



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?

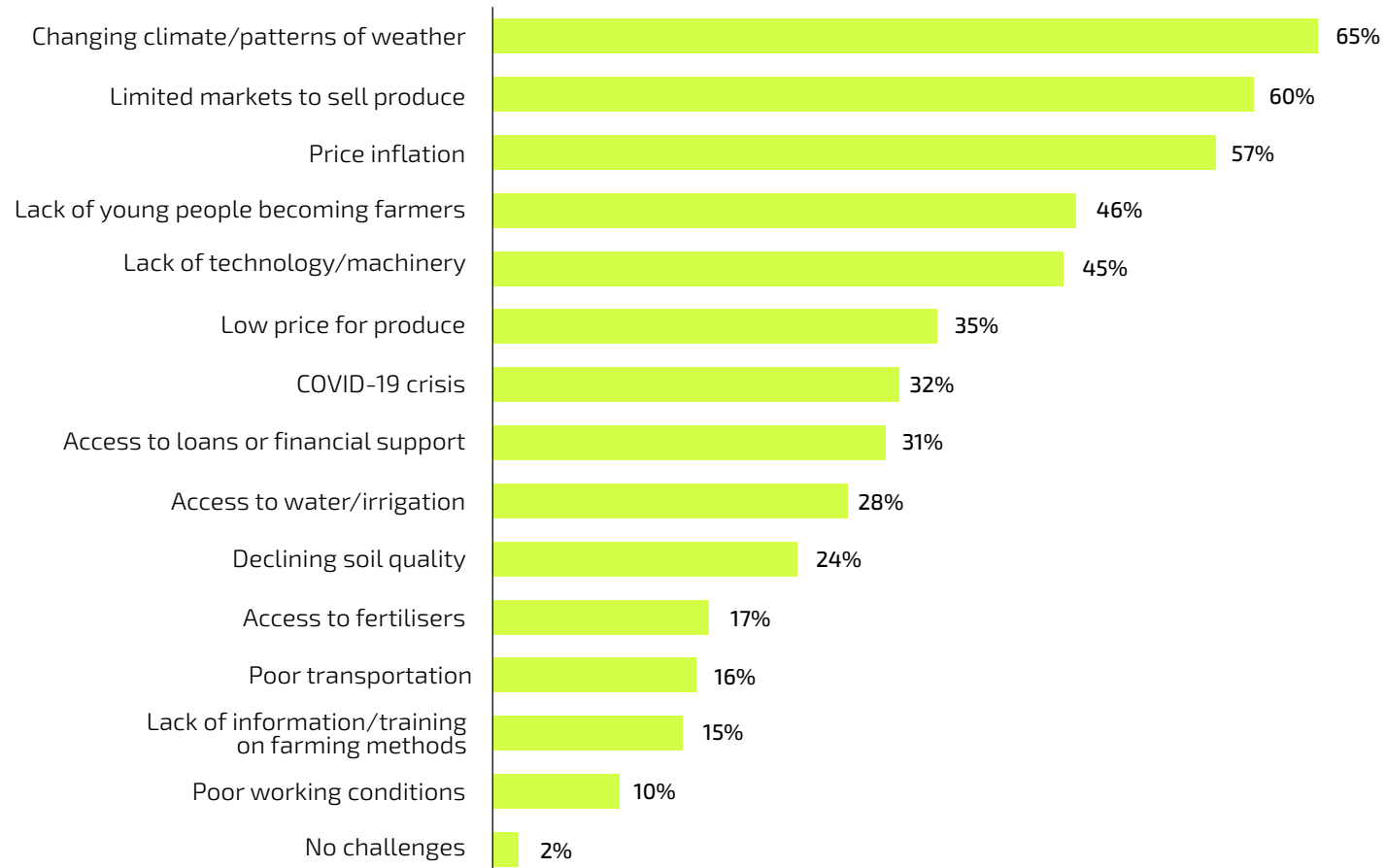


Technical assistance and training on agricultural techniques is notably more important to producer organisations in Asia and Pacific region

Producer organisations rate support to protect biodiversity and support to protect against climate changes 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?



65% of producer organisations in Asia and Pacific picked climate change patterns in the top two challenges

Lack of young people becoming farmers and lack of technology were rated as similarly challenging by producer organisations

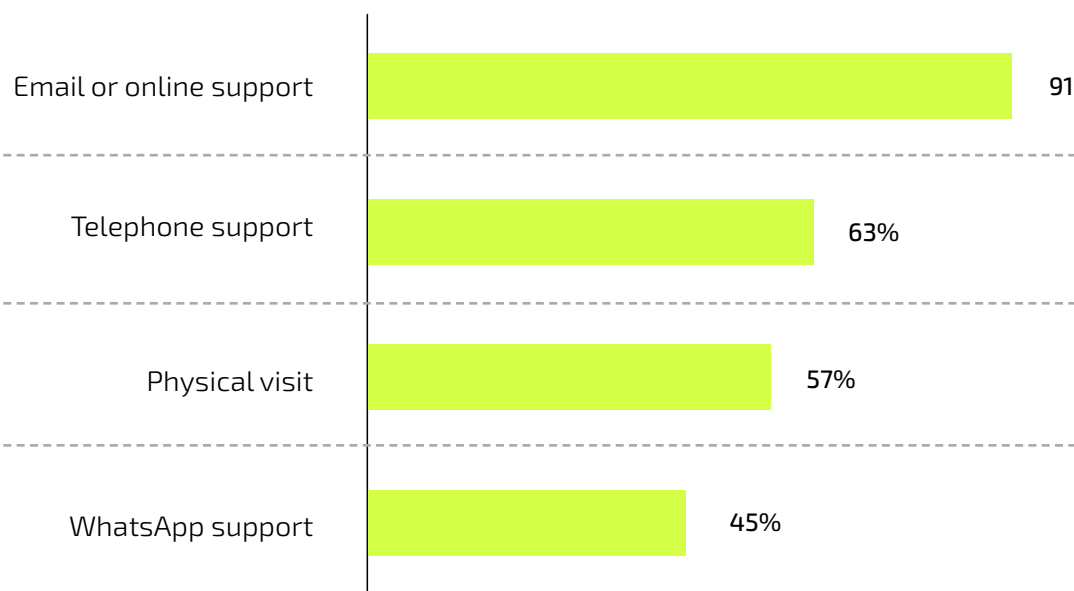
Satisfaction with direct support

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.

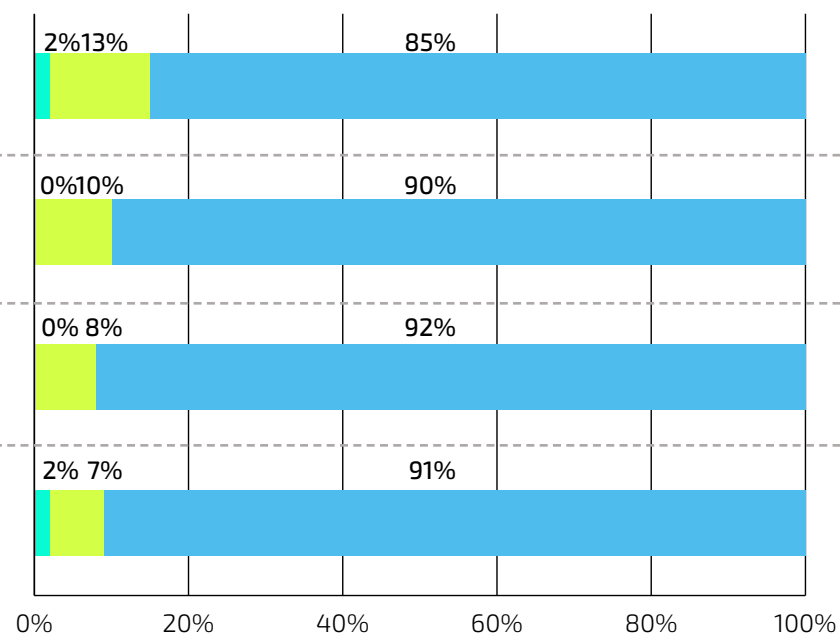
For remote support, Producer Network field officers or Producer Network secretariat staff offer support to the Producer Organisation via emails, webinars, telephone or live online chats.

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

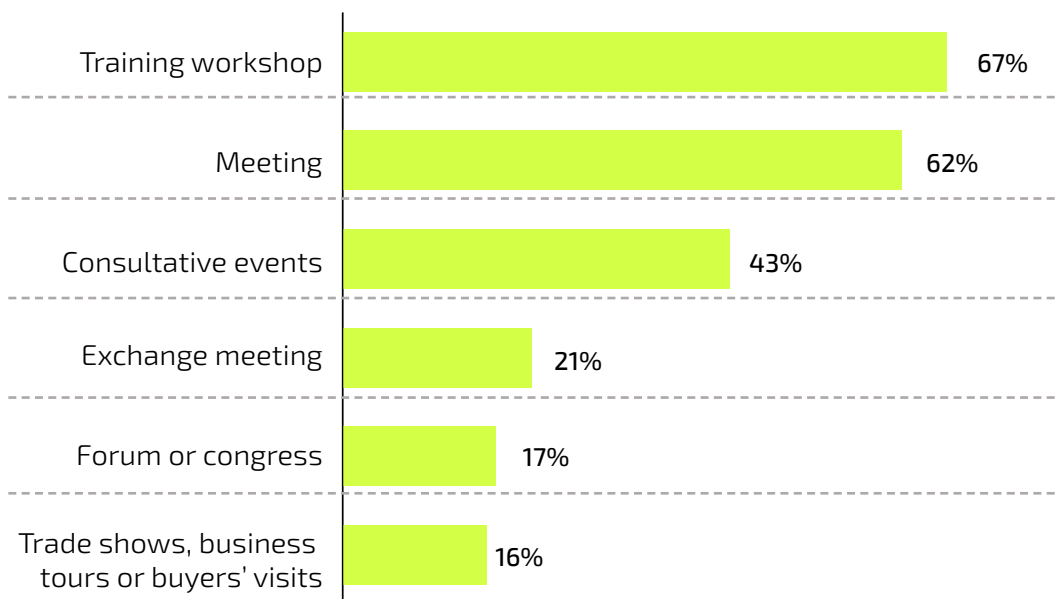
Satisfaction with events

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.

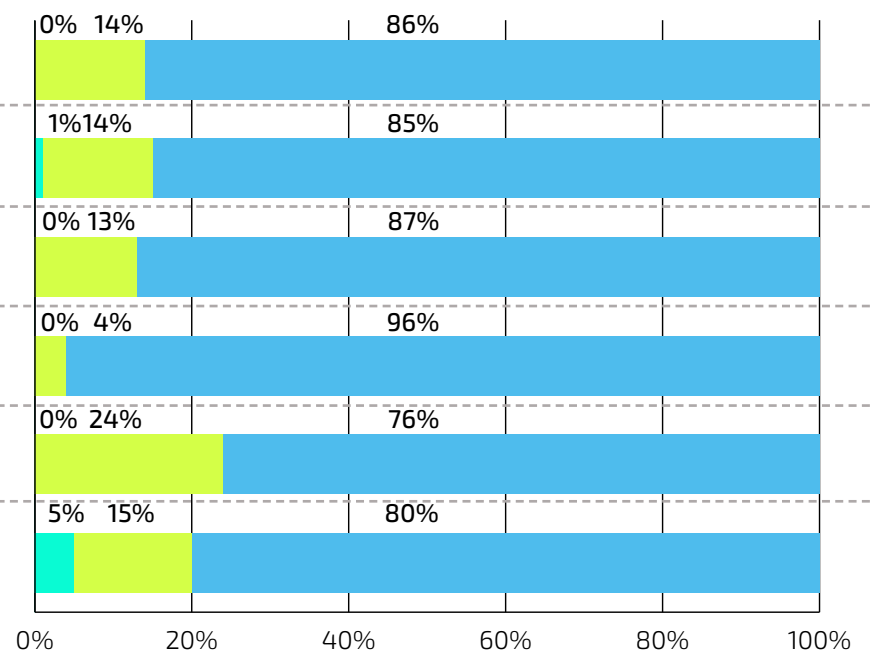
Each of these types of events will attract a different mix of Producer Organisations and be aimed at achieving different outputs and outcomes. For example, a successful output for a training workshop focused on producer action plans would be increased Producer Organisation capacity, so that this increased 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 85 percent satisfied or very satisfied with producer networking events to 87 percent satisfied or very satisfied with consultative events.

Percent of Producer Organisations that attended events



Level of satisfaction with events



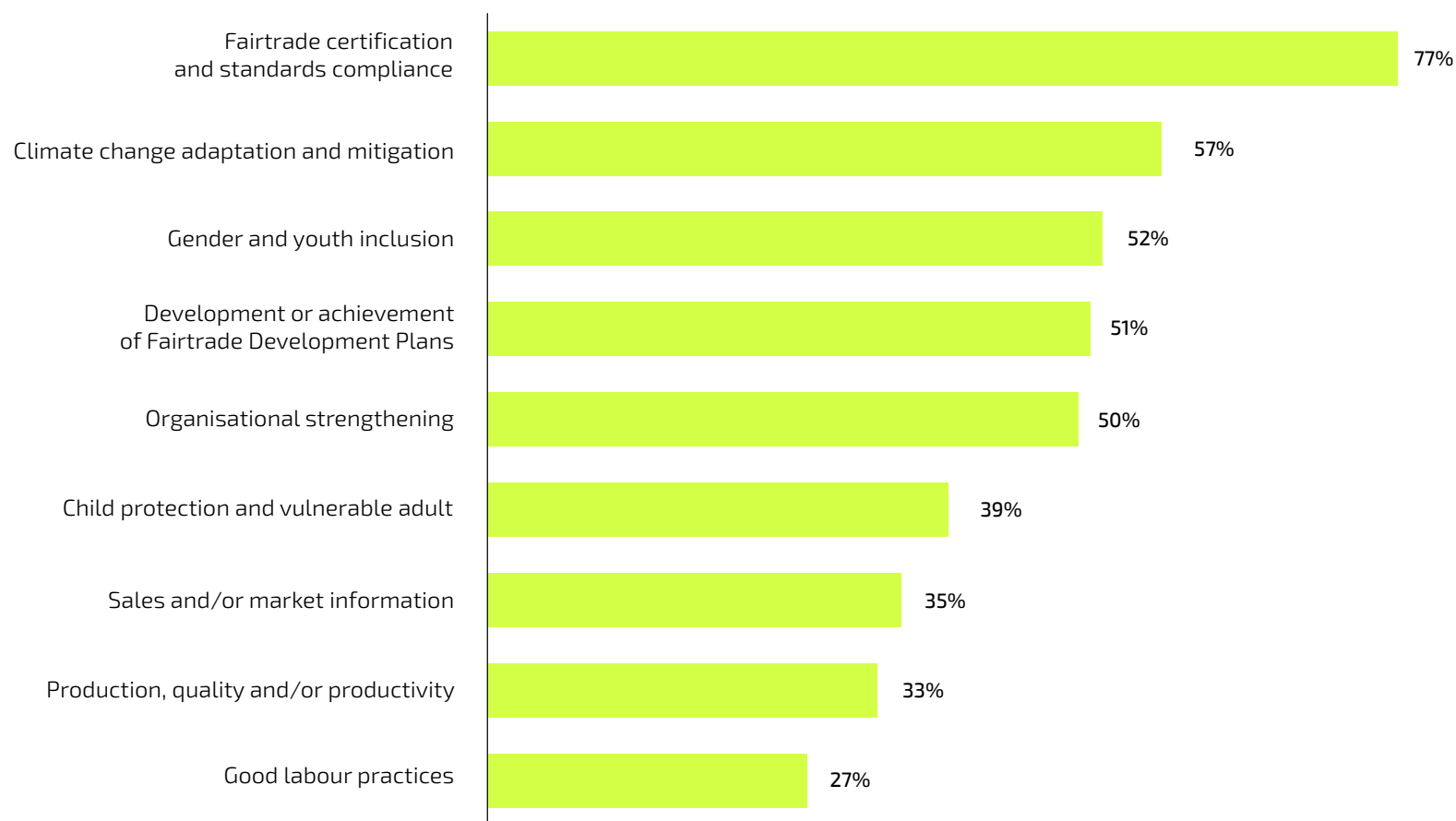
Very Unsatisfied or Unsatisfied Neutral Satisfied or Very Satisfied

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.

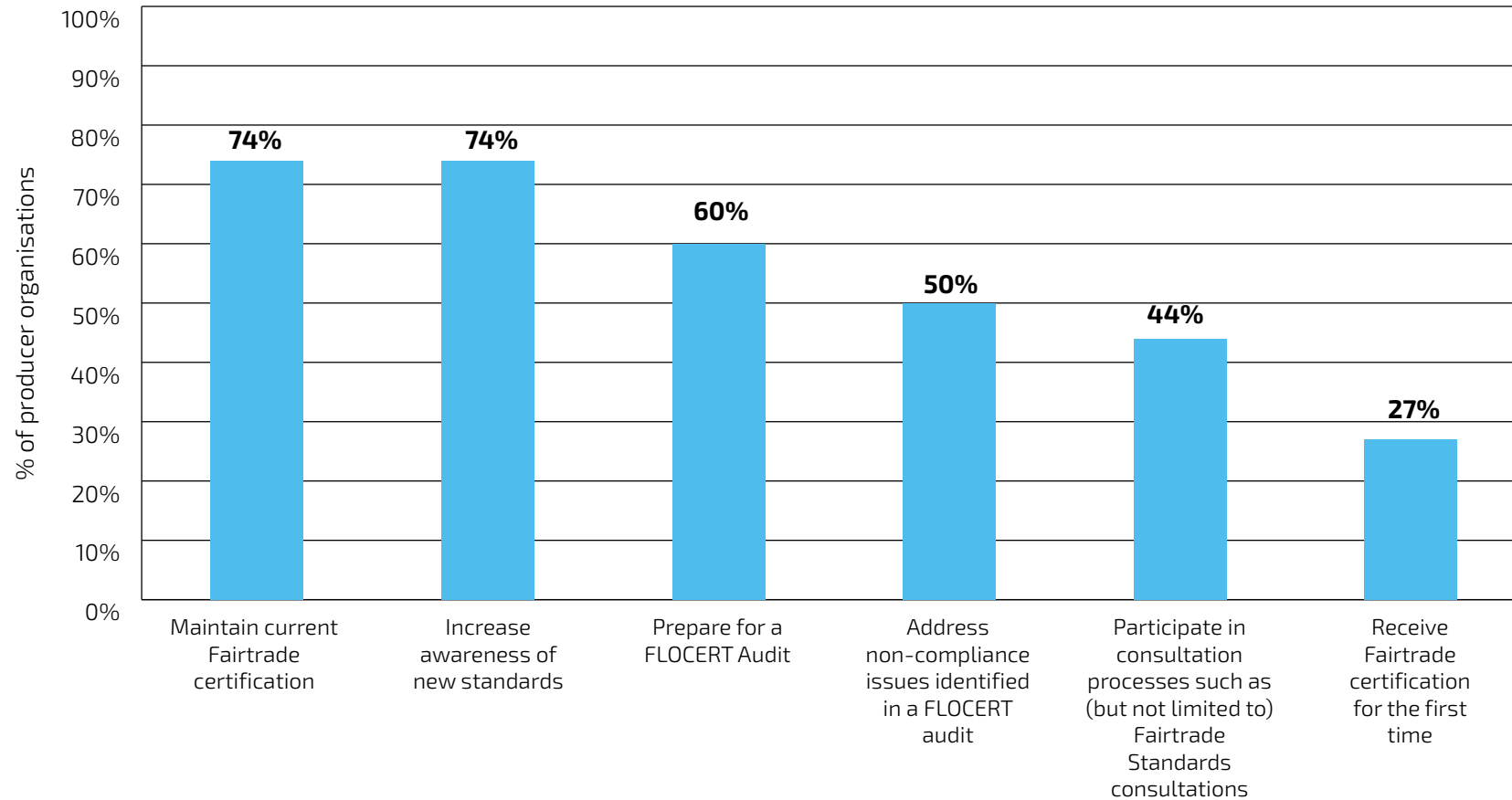
The survey asked Producer Organisations what were the outcomes of direct support or events provided by Producer Network. Following pages show what actions Producer Organisations report taking after receiving different types of support.

Percent of Producer Organisations that received support on specific topic



Key outcomes of Fairtrade producer support by topic

Fairtrade certification and standards compliance

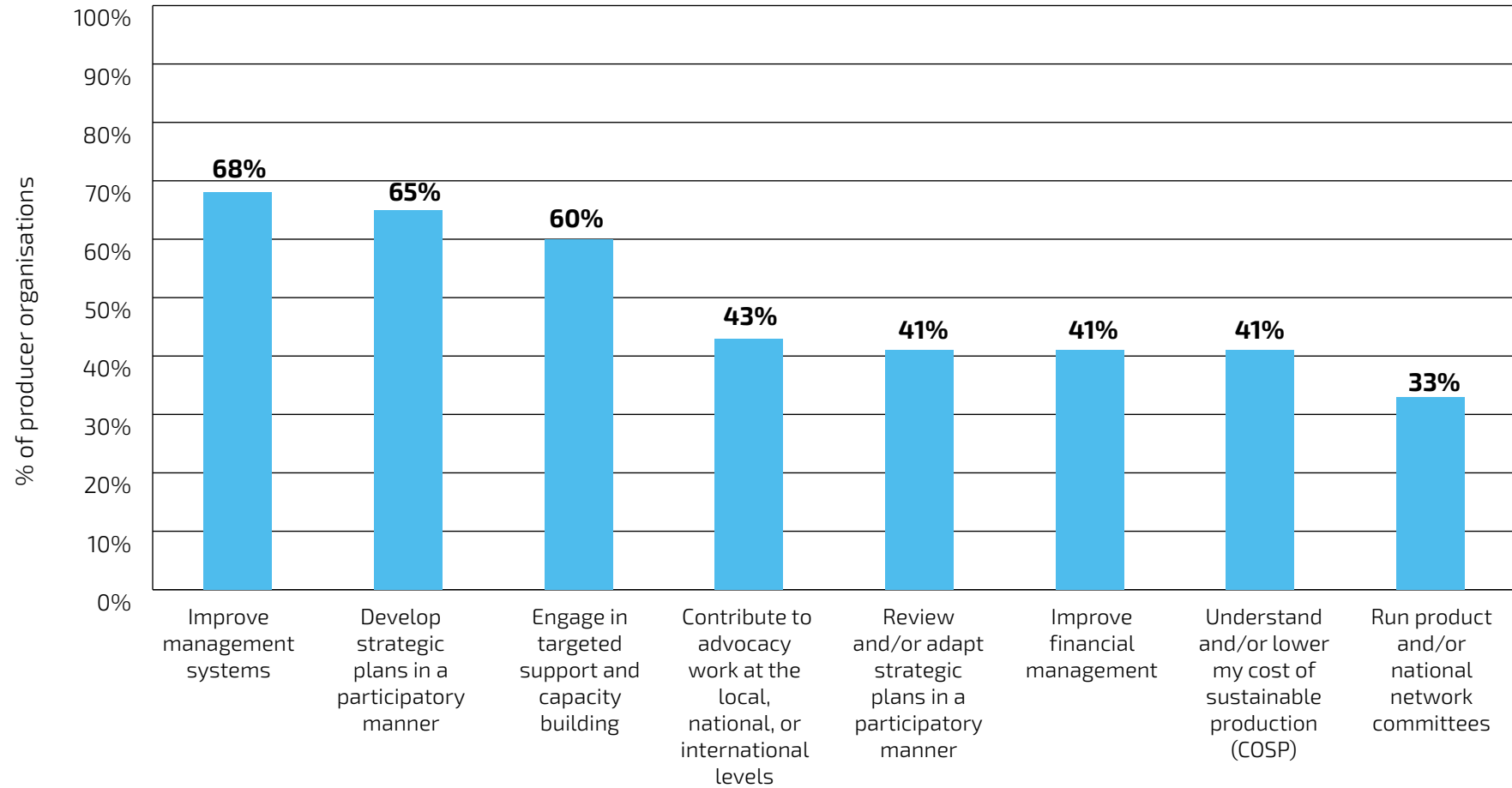


77% of producer organisations received support on Fairtrade certification and standards compliance

Support on Fairtrade certification and standards compliance was most helpful for maintaining current Fairtrade certification. More than half of producer organisations that received this support find it helpful in audit process and increasing standards awareness.

Key outcomes of Fairtrade producer support by topic

Organisational strengthening

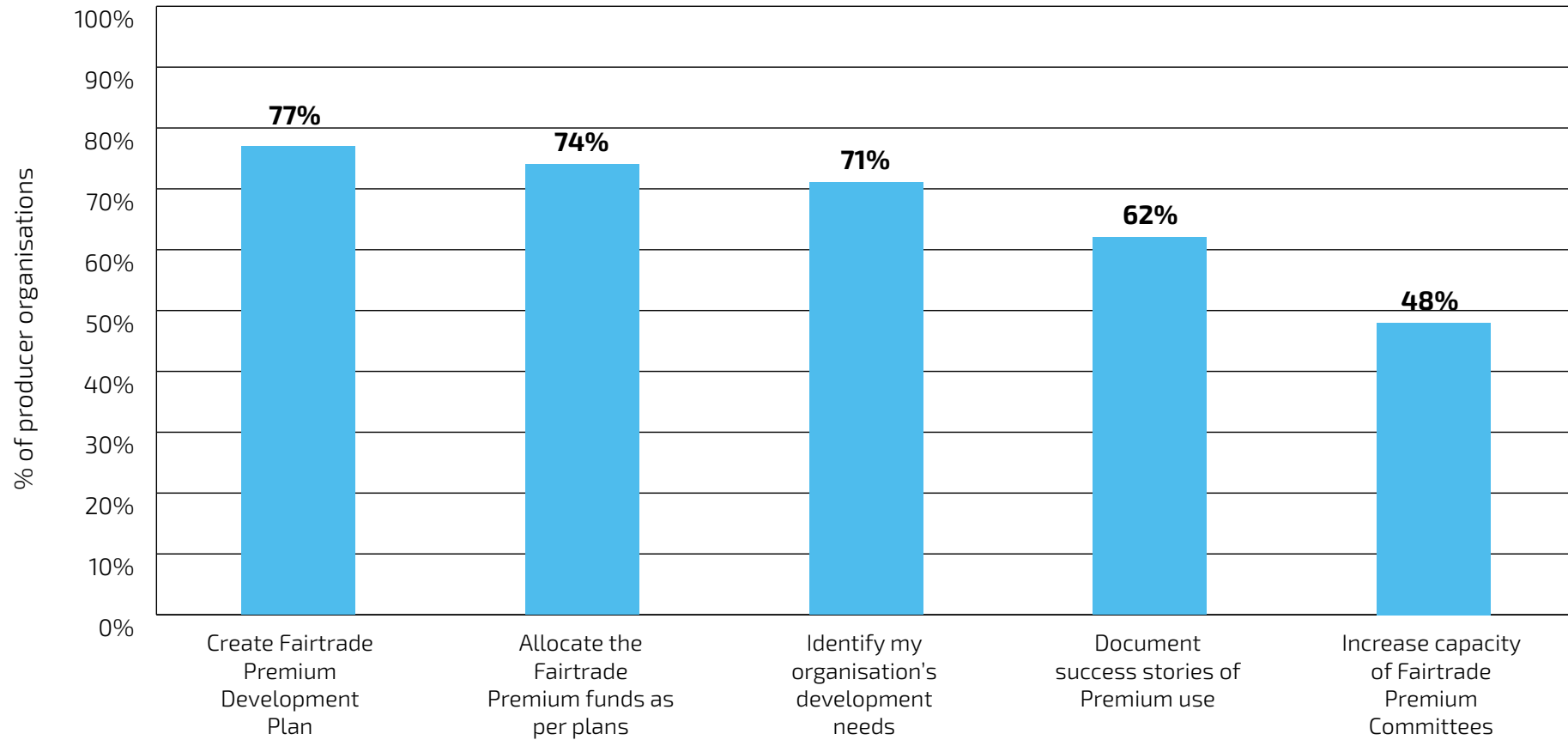


50% of producer organisations received support on organisational strengthening

Key outcome of organisational strengthening support were improved management systems. In addition, producer organisations reported that this support helped them with capacity building, financial management and strategic plans.

Key outcomes of Fairtrade producer support by topic

Fairtrade Development Plans

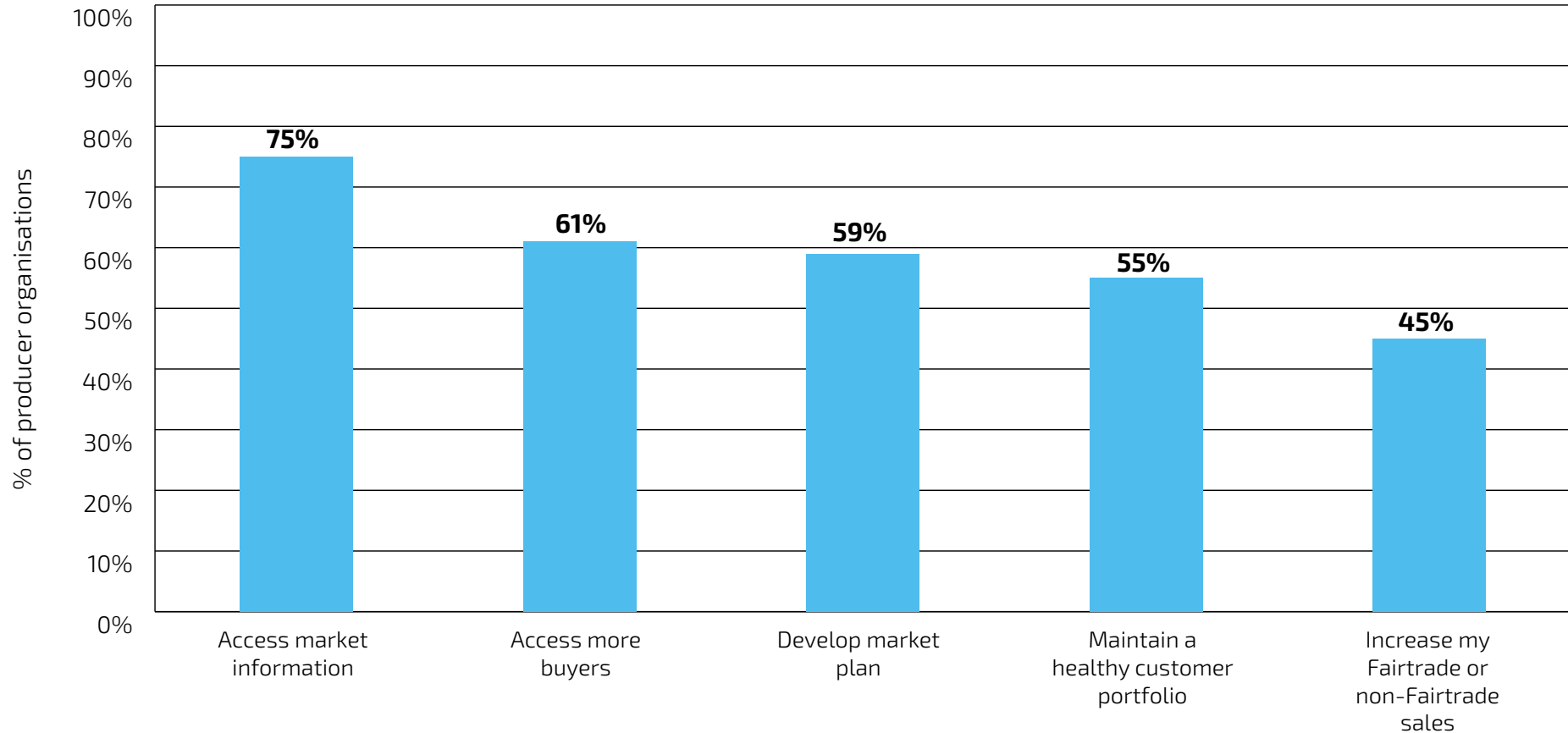


51% of producer organisations received support on Fairtrade Development Plans

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

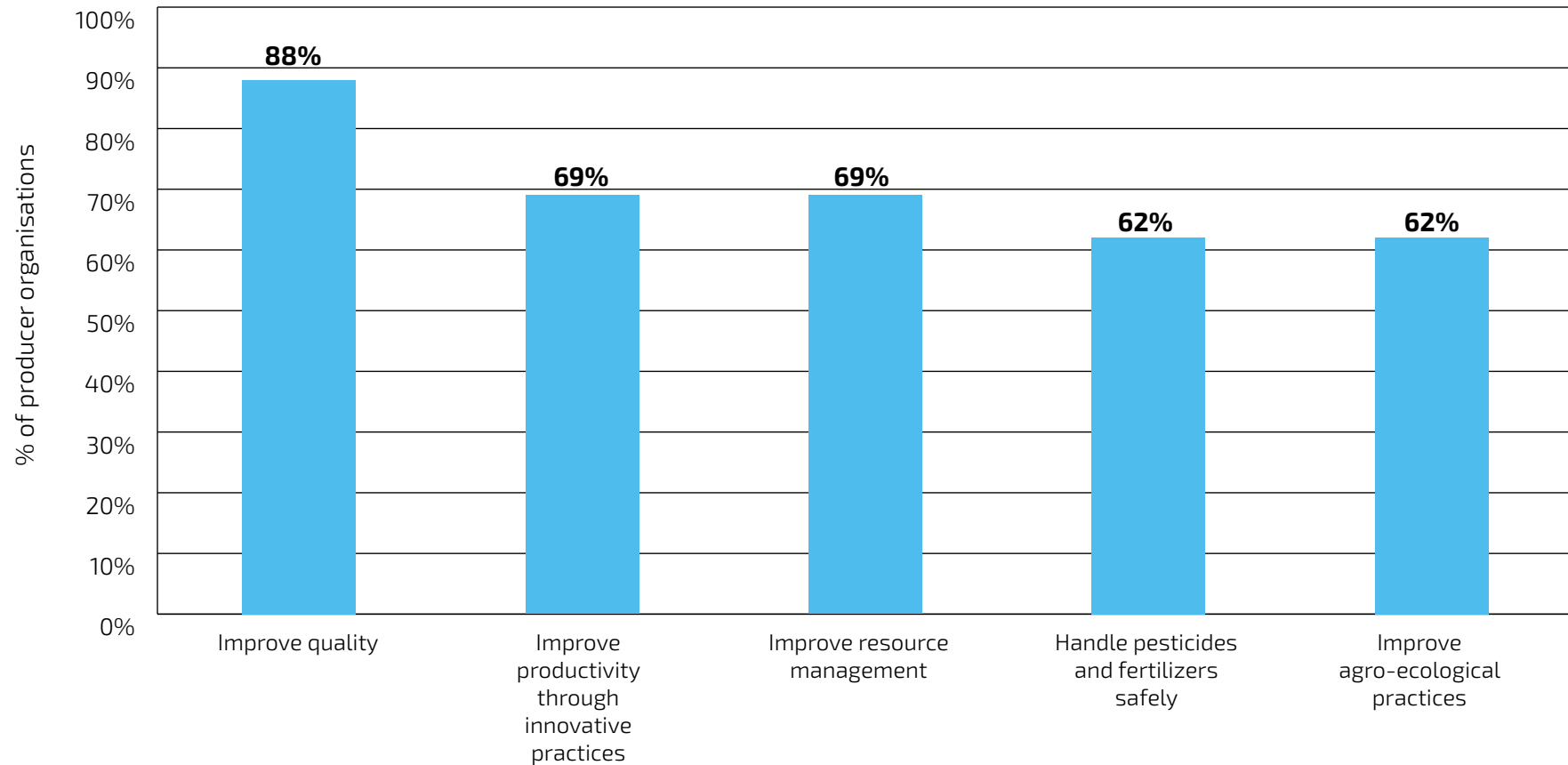


35% of producer organisations received support on sales or market information

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

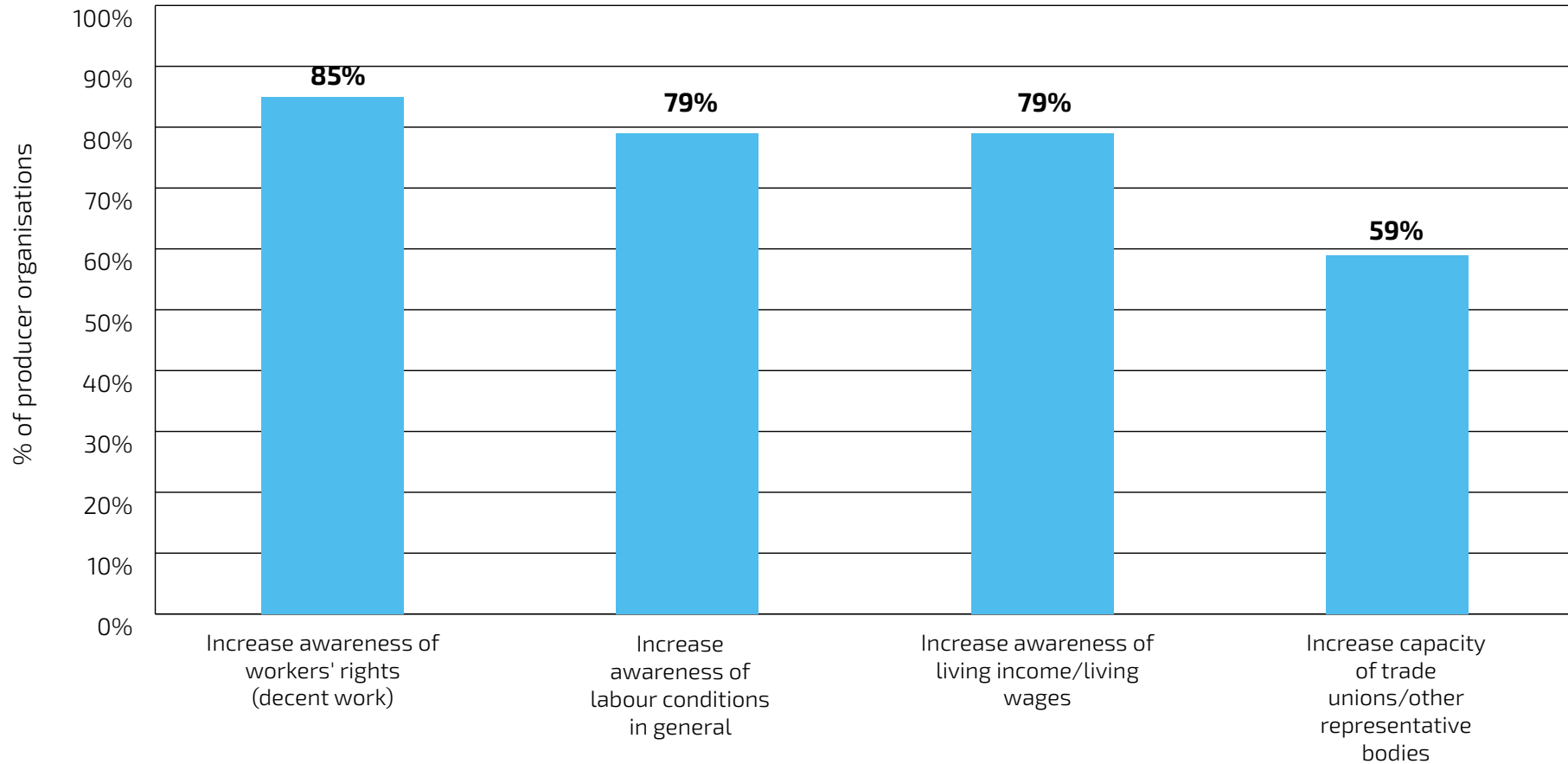


33% of producer organisations received support on production, quality or productivity

Vast majority of producer organisations that received production support reported several outcomes. Improving quality and agricultural practices are one of the most reported outcomes.

Key outcomes of Fairtrade producer support by topic

Good labour practices

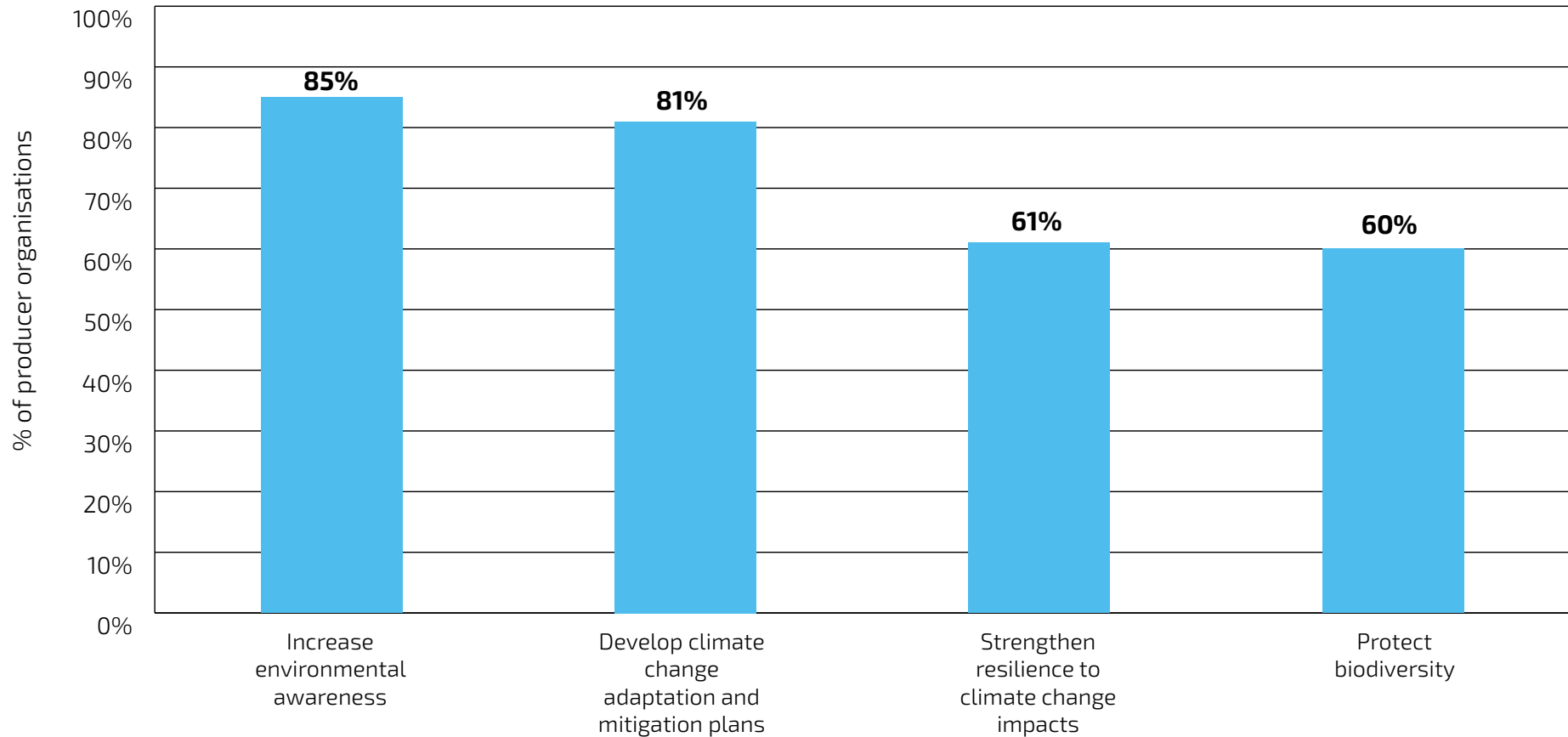


27% of producer organisations received support on good labour practices

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

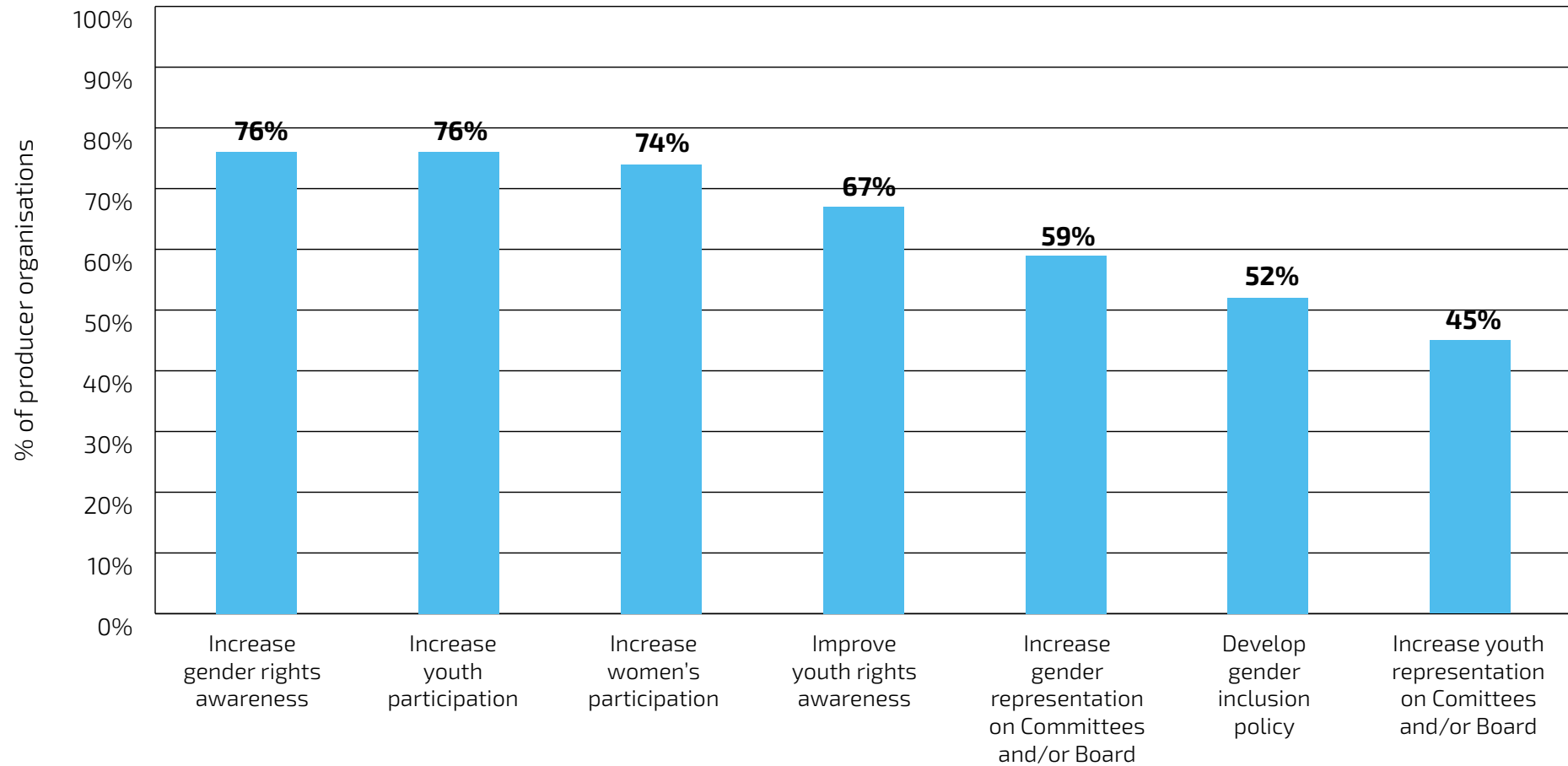


57% of producer organisations received support on climate change adaptation and mitigation

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

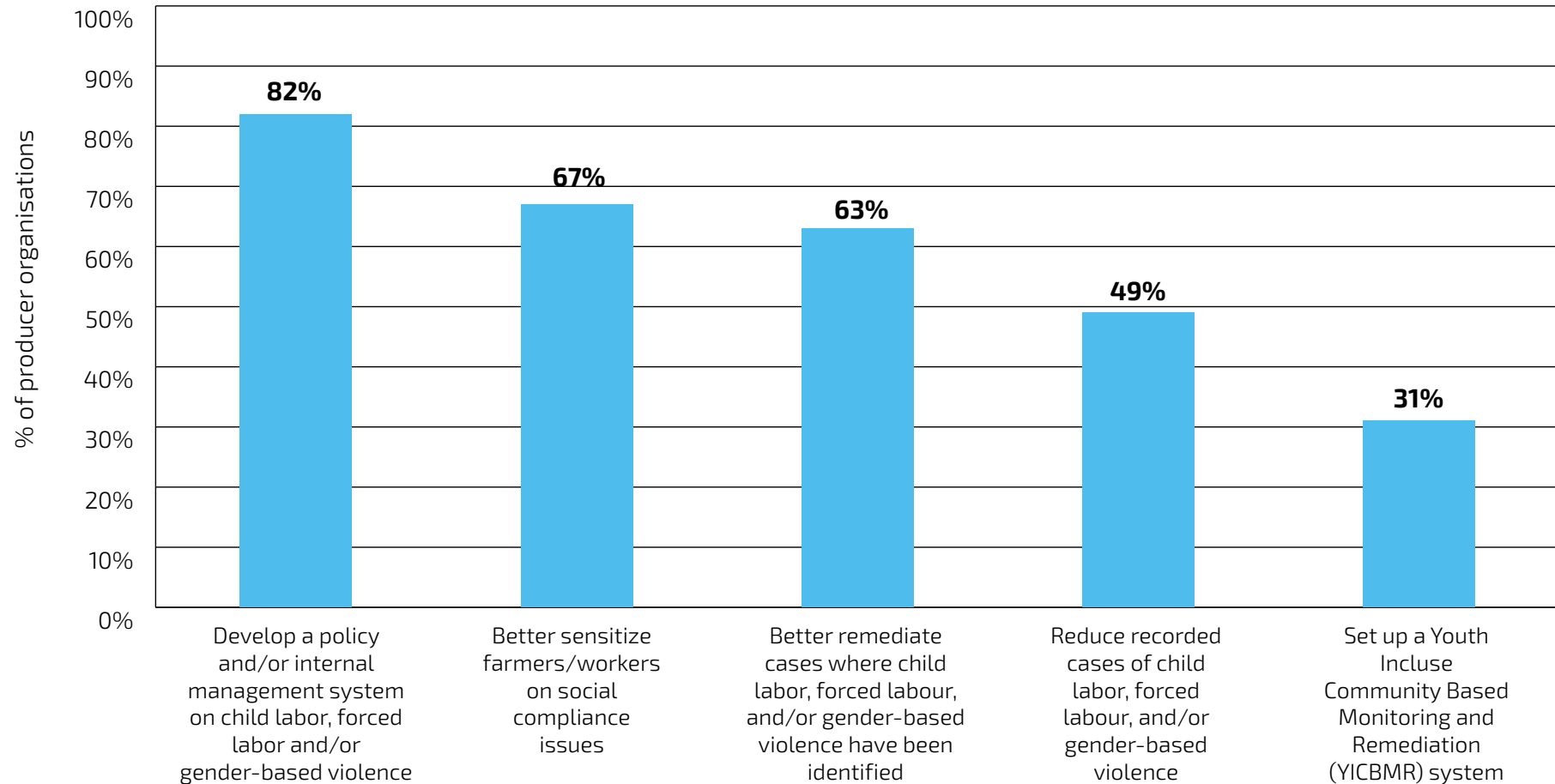


52% of producer organisations received support on gender and youth inclusion. Key outcomes

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

Key outcomes of Fairtrade producer support by topic

Child protection and vulnerable adults



39% of producer organisations received support on child protection

More than 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 2022 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 the budget for environment to be able to show effects of environmental protection.

More trainings on Fairtrade Standards.

Promote our organic Fairtrade products to more Fairtrade buyers

Increase staff member to interact with producer organisations.

Access to funds for youth.

More visits to the local producer organisation to see the actual picture or the challenges been faced

Provide information on latest Fairtrade certification standards or the latest policies via Gmail, WhatsApp or other digital applications

Training on increasing market share

Lower the cost for certification

Training meetings should be conducted quarterly

Trainings on utilization of Fairtrade premium

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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