

The future is fair

Fairtrade & Coffee

For over 30+ years, Fairtrade has driven social justice through trade. We understand supply chain challenges and have the ability to convene the right partners to find innovative solutions. Fairtrade is still the most recognized and trusted certification mark, with consumers overwhelmingly indicating that they have a positive impression of a brand that carries the FAIRTRADE Mark.

The Fairtrade Standards are a set of robust requirements that need a holistic approach to sustainability, meeting social, economic and environmental goals. The Standards are developed through intense consultation with all stakeholders, including producers, civil society, and commercial partners, and are independently audited throughout the entire supply chain.

Why Fairtrade Coffee?

Fairtrade is better for everyone: quality products that build quality of life for all. It builds mutually beneficial relationships that lead to sustainable practices in stronger supply chains.

Smallholder coffee farmers struggle with low incomes due to perpetual price volatility, extreme weather events that threaten coffee production, and young people moving away from farming, putting the future of coffee at stake.

Fairtrade ensures farmers have stability through the **Fairtrade Minimum Price**, which is a crucial safety net against sudden price drops. Fairtrade coffee farmers also benefit from the **Fairtrade Premium**, paid on top of the selling price, that they invest in projects of their choice to improve their businesses, communities and livelihoods.



Boosting market
demand & coffee quality



Sustainable
livelihoods



Maximising the
power of data

Fairtrade by the Numbers

656

Fairtrade certified coffee
producer organizations

15%

of Fairtrade coffee
farmers are women

€483 million

in Fairtrade Premium
generated from coffee
sales since 2015

No.1

Fairtrade coffee is the
most globally recognized
Fairtrade product

800

students from Fairtrade
Certified Small Producer
Organizations are estimated
to take part in the Fairtrade
Coffee School in 2022



Pathway to Sustainable Coffee

Boosting market demand and coffee quality

To contribute to the promotion and growth of Fairtrade coffee throughout the global coffee sector, Fairtrade Producer Networks launched the 'Golden Cup' competition. The event promotes high quality coffees from Fairtrade certified organizations across the globe and will take place in 15 countries in 2022. The competitions encourage producers to improve coffee quality, while also providing them with the opportunity to interact with potential buyers and develop new commercial relationships.

Sustainable Livelihoods

Fairtrade coffee is a differentiator in the market, especially when it comes to improving farmer livelihoods.

In Colombia, Fairtrade set its first Living Income Reference Prices for coffee through collaboration with smallholder farmers, producer organizations and other experts by means of a multi-stakeholder consultative process. These are prices that coffee farmers need to receive in order to earn an income that covers housing, nutritious food, education and other elements of a decent living standard. Companies can choose to pay these voluntary prices as part of a commitment to driving greater progress toward living incomes. Our holistic strategy also includes improving other factors such as sustainable yields and income diversification for smallholder farmers.

Maximizing the Power of Data

Fairtrade coffee is making efforts to conduct further analysis of existing coffee data to determine future needs and make informed recommendations. Achieving end-to-end traceability in coffee is increasingly seen as the key building block of sustainability by consumers, commercial partners and governments alike.

In addition, starting in January 2022, the Fairtrade Coffee School will open opportunities to producers to embrace new business practices and potentially revolutionize their organizations through interaction. All Fairtrade certified coffee organizations can nominate up to two participants to take part in the online, interactive school whether they are in Colombia, Ethiopia or Vietnam.

Combatting Climate Change in Coffee

Fairtrade's Climate Academy in Africa aims to support coffee farmers to become more resilient to changing climate and weather conditions. It is achieving the following:

- **Raising awareness on climate change and its causes**
- **Increasing adoption of best agricultural practices**
- **Highlighting the importance of diversification**
- **Advocating for alternative energy sources**

8,500

farmers trained over 3 years
in two regions in Kenya

80%

applied the new technologies advocated

800

farmers follow the training
on crop diversification

1,300+

efficient cooking appliances
adopted by the farmers

Fair is working together

Fairtrade offers multiple ways that companies and brands can put their values into action. Work with us to transform your supply chain and discover what is fair.

For detailed information, visit www.fairtrade.net/product/coffee or contact your local National Fairtrade Organization.

