

The future is fair

# Fairtrade & Cocoa

For 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 remains 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 robust requirements that require 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 Cocoa?

Fairtrade is better for everyone: quality products that build quality of life for all. Producers are strongly represented at all levels of Fairtrade decision-making, including 50 percent voting power in our General Assembly. Cocoa farmers want to earn decent livelihoods, which enable them to look after their environment and communities. At the same time, businesses have sustainability goals grounded in their principles and responsive to consumer and regulatory demands.

Fairtrade cocoa sourcing options are designed to meet a variety of business needs, backed by the Fairtrade Standards. Farmers earn the Fairtrade Minimum Price and Premium and benefit from hands-on support. Going beyond sourcing, our targeted programmes enable commercial partners to address key interrelated sustainability issues:



**Living incomes**



**Gender equality**



**Climate change resilience**



**Tackling child labour**

## Fairtrade by the Numbers

**3:1**

consumers prefer Fairtrade labeled chocolate to other ethical labels

**440,226**

small-scale farmers (91% located in Africa) organized into 394 producer organizations

**€209 million**

million in Fairtrade Premium generated since 2015

**85%**

increase in income since 2017 among Fairtrade cocoa farmers in Côte d' Ivoire

**160K**

farmers & managers in 180 producer organizations trained through Fairtrade's West Africa Cocoa Programme in 2020

**25%**

of cocoa farmers trained through West Africa Cocoa Programme in 2020 were women



## Fairtrade Sourcing

Buying Fairtrade cocoa starts a sustainability journey.

Rigorous Fairtrade Standards for both producers and traders are audited by independent certifier FLOCERT.

Farmer cooperatives earn the Fairtrade Minimum Price when market prices fall too low, and the Fairtrade Premium, an extra amount on top of selling price that cooperatives decide how to invest in their businesses and communities.

Strong, resilient producer organizations are responsive to their farmer members and are reliable business partners.

- Out of 270 cocoa cooperatives trained through the Fairtrade West Africa Cocoa Programme in 2020, about a third received more intensive support on topics including financial management, good agricultural practices, and child rights.
- 85% of farmers participating in the programme believe that their cooperative's management works in their best interest.



## Targeted programmes for deeper impact

### Progress Towards a Living Income

Fairtrade's approach to living income creates a pathway to better livelihoods moving beyond minimum requirements to best practice. Companies can pay our voluntary Living Income Reference Prices for cocoa from West Africa, and also invest in other elements necessary for living incomes to be achieved, such as income diversification.

### Gender Equality

Women with more power and opportunity can change their own lives, earn more and help their children succeed. Fairtrade Africa's Women's School of Leadership was established in Côte d'Ivoire in 2017 with funding from commercial partners in the UK and Ireland. More than 50 women farmers and 11 men have graduated so far, in turn reaching almost 4,000 community members through trainings of their own. A third cohort of 144 farmers is underway. The year-long programme includes modules on human rights, entrepreneurship and financial management. Men in the programme serve as allies and advocates within their communities and households.

### Climate Change Resilience and Addressing Deforestation

We believe farmers are best placed to understand their needs and priorities. Fairtrade supports producers to assess climate risks, and develop and implement strategies for adaptation. We work alongside farmers to conserve forest areas. Agroforestry projects in West Africa and Latin America are resulting in increased tree cover, soil conservation and climate resilience.

### Tackling Child Labour

Fairtrade addresses the root causes of child labour by improving household incomes, expanding access to education, and increasing awareness of child rights. Our own custom system is a youth-inclusive, community-based approach that enlists communities in finding solutions. Fairtrade is a member of the International Cocoa Initiative contributing to dialogue and research on child and forced labour. We work with companies to support their human rights and environmental due diligence obligations.

## Fair is Working Together

Fairtrade offers multiple ways that cocoa 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/act/fairtrade-for-business](http://www.fairtrade.net/act/fairtrade-for-business) or contact your local National Fairtrade Organization.

