

The future is fair

Fairtrade & Sugar

For 30+ years, Fairtrade has driven social justice through trade. We understand supply chain challenges and 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 robust requirements that need a holistic approach to sustainability, encompassing 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 Sugar?

Fair is the way better business is done. It builds mutually beneficial relationships that lead to sustainable practices and stronger supply chains.

Sugarcane farmers, especially smallholder farmers, struggle with intense price volatility, competition from beet sugar and alternative sweeteners, and the inability to respond to the effects of climate change.

Fairtrade certified sugar farmers and workers receive a Fairtrade Premium, on top of the selling price, for sugar sold under Fairtrade terms. The premium is invested to improve farming practices, building infrastructure, adapting to climate change and increasing sustainability both for farmers and their communities.



Human
rights



Climate
resilience



Growth &
innovation

Fairtrade by the Numbers

37,000

small-scale farmers organized
into 77 producer organizations

€57.2 million

in Fairtrade Premium
generated since 2015

21%

of all Fairtrade sugarcane
farmers are women

Sugar Projects

250,000

organic sugarcane seedlings
that the Fairtrade Sustainable
Sugar Intensification project in
India aims to grow

Fairtrade good practices from Belize to eliminate child labor in the sugar cane sector have been showcased by the OECD in a case study *Eliminating Child Labour: Lessons learned from Belize's Sugar Cane Sector*



Innovative Solutions Through Premium

Twelve Fairtrade certified small-scale producer organizations in Belize, Costa Rica, El Salvador and Paraguay are using drones to monitor crop development, make accurate land measurements and diagnose areas affected by droughts, floods and pests.

"Drones are important for synchronised and timed control throughout the production process, from plantation to harvest, including part of processing. They help us a lot", say Rodrigo Lopez and Adelio Ferreira, field advisers at Manduvirá in Paraguay.



Driving Impact in the Sugar Sector

Human Rights and Environmental Due Diligence

Fairtrade certification is both an opportunity and responsibility. Fairtrade trains smallholder farmers and workers to implement good labour practices to minimize risk in the supply chain. This includes conducting due diligence on human and environmental rights.

We partner with the whole sugar sector – from farmers, to brands and consumers – to drive change in business and agricultural practices, eliminate exploitation and promote climate resilience. Our work also focuses on the next generation: using advocacy and engagement opportunities to encourage and support young people as they consider taking up sugar farming as a source of livelihood.

Building a Climate Resilient Future

Climate change has reduced soil and organic matter, leading to significant drops in sugar yields. Sugar producers, especially those from small island states, are especially affected by climate extremes. Fairtrade works with producers to adapt to and mitigate the effects of climate change, and does research on the effects of sugar cultivation on the environment.

In collaboration with Fairtrade and certified producers, the Mauritius Sugar Syndicate (the national non-profit exporter) initiated an innovative project to measure the carbon and water footprint, and the greenhouse gas emissions of the country's cane and sugar production. The results showed that the farm-level carbon emissions in Mauritius are significantly lower than other key cane producing countries, and the water footprint is better than the global average.

Growth and Innovation

In addition to tapping into the demand for brown unrefined sugars, Fairtrade is exploring how sugar by-products, used to produce rum, cocktails, fragrances and bioplastics, can expand market opportunities for producers. To meet biofuel mandates, we are exploring the use of Fairtrade ethanol for biofuel in producer countries. We also continue our work on traceability mechanisms in the sugar supply chain through the use of robust data mapping.

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/act/fairtrade-for-business or contact your local National Fairtrade Organization.

