

GLOBAL IMPACT REPORT

2025



Welcome

Building partnerships is at the heart of our work.

In this Impact Report we recognise that partners like you are key to driving change. It's our privilege to assist businesses such as yours and help consumers to make choices that allow producers to take control of their own futures. We thank you for your continued support and shared vision to make trade fair.

The Fairtrade ANZ Team

What's included



**COMMODITY
INSIGHT**



**PRODUCER
ORGANISATION
IN FOCUS**



**IMPACT
STORIES**



**MARKETING
INSIGHTS**



NEXT STEPS

COFFEE

INSIGHTS



Commodity Insights

FAIRTRADE COFFEE



\$134,254,509

In Fairtrade Premium
was paid to
producers

*Global Insight

592

Number of certified
Coffee Farmer
Organisations



775,709

Total number of
Fairtrade Coffee
Households

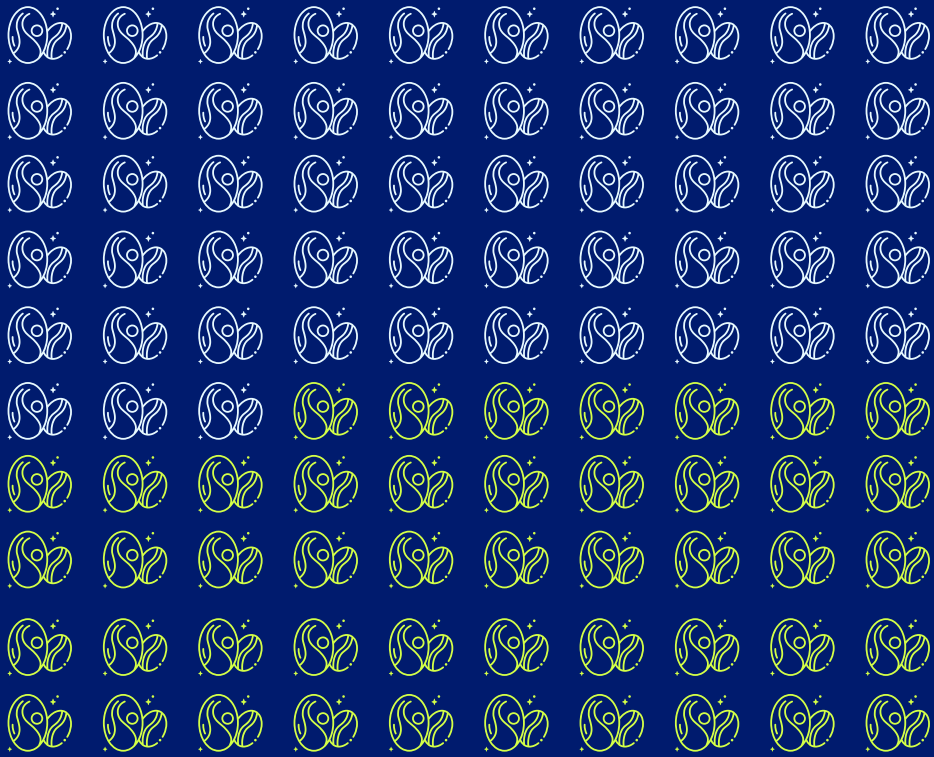
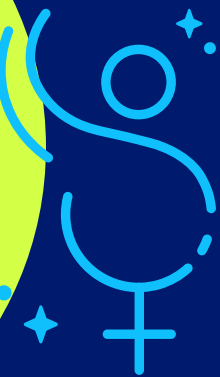


30%

of coffee from
Fairtrade co-ops is
sold on Fairtrade
terms

22%

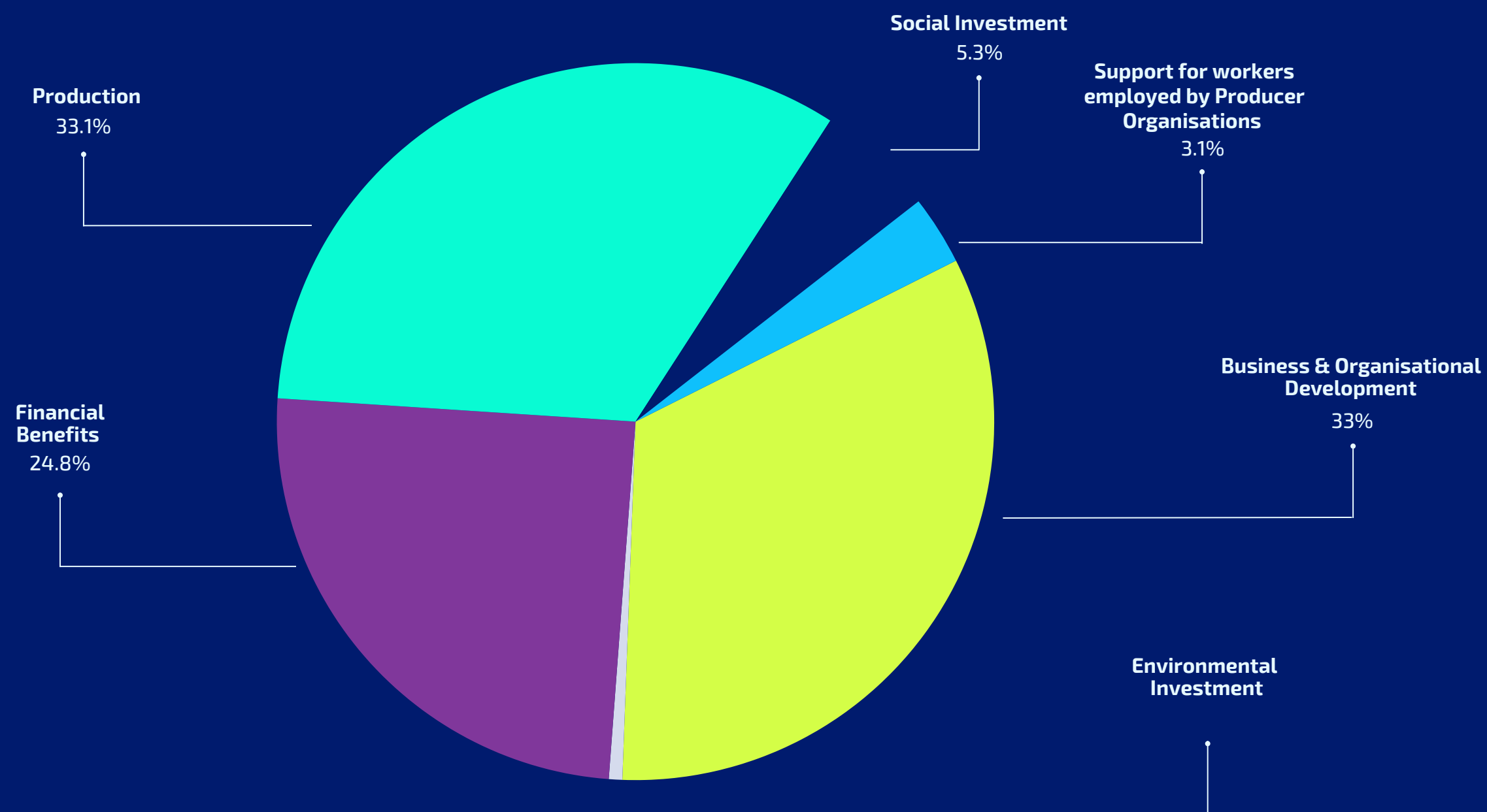
Of Fairtrade Coffee
Farmers are Women



53% of Fairtrade Coffee produced
is Organic

Commodity Insights

COFFEE SFARMER ORGANISATION PREMIUM USE 22/23



Key Insights

over

\$ **27.3** Million AUD

In payments made to members

\$ **852,366**

Distributed to Environmental Investment

over

\$ **4.0** Million AUD

spent on Health and Education services to members and communities

Farmer Organisation In Focus:

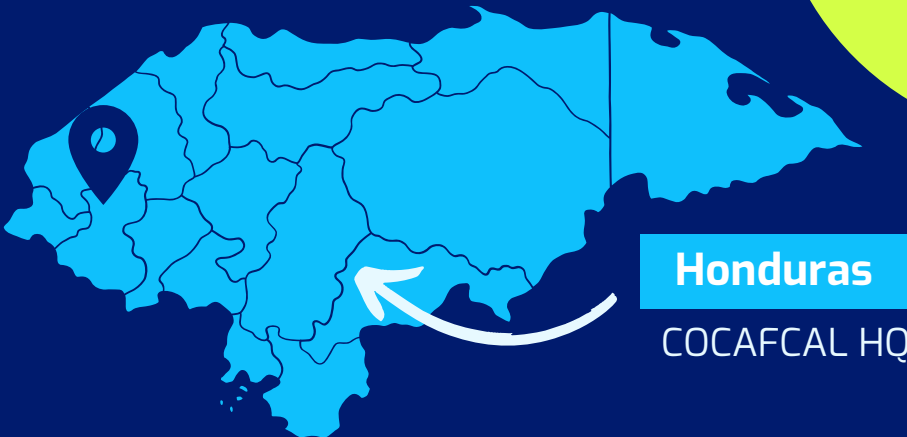
COOPERATIVA CAFETALERA CAPUCAS LIMITADA (COCAFCAL)

FLO ID: 19080

LOCATION: HONDURAS

In 1999, in the southern region of Copán Department, Honduras, the Cooperativa Cafetalera Capucas Limitada (COCAFCAL) was born. It emerged from the aspirations of local producers who were seeking a viable alternative to improve their economic and family conditions.

The driving force behind this organisation was the determination of Omar Rodríguez Interiano, a passionate coffee farmer, who wanted to share his knowledge about coffee cultivation and successful marketing with other local farmers, many of whom were members of his own family. Over the years, the cooperative has experienced steady growth, currently boasting over 300 active members who share the vision and mission of COCAFCAL.



2010
Year COCAFCAL
joined Fairtrade

312
Farmers &
Partners


14 YEARS
of COCAFCAL
& Fairtrade



22%
Of Fairtrade Farmer
Organisation Members
are Women

COCAFCAL'S FAIRTRADE PREMIUM PROJECTS

EDUCATION ✦

COCAFCAL supports educational projects, including the construction of a virtual classroom building, provision of equipment and materials, and assistance in building educational centers

[Learn more](#)



COMMUNITY HEALTH CENTRE

The cooperative has used their Fairtrade Premium to provide community services such as healthcare, education, infrastructure and sport.

[Watch Video Here](#)



ENVIRONMENT

COCAFCAL is committed to environmental conservation through activities such as reforestation, planting of coffee agroforestry systems, protection of water sources, forest conservation, soil care, reduced agrochemical use, organic production, and beekeeping.

[Learn more](#)



TEA

INSIGHTS



Commodity Insights

FAIRTRADE TEA



\$6,404,309

AUD

In Fairtrade Premium
was paid to
producers

*Global Insight

98

Number of certified
Tea Farmer
Organisations



286,224

Total number of
Fairtrade Tea
Households

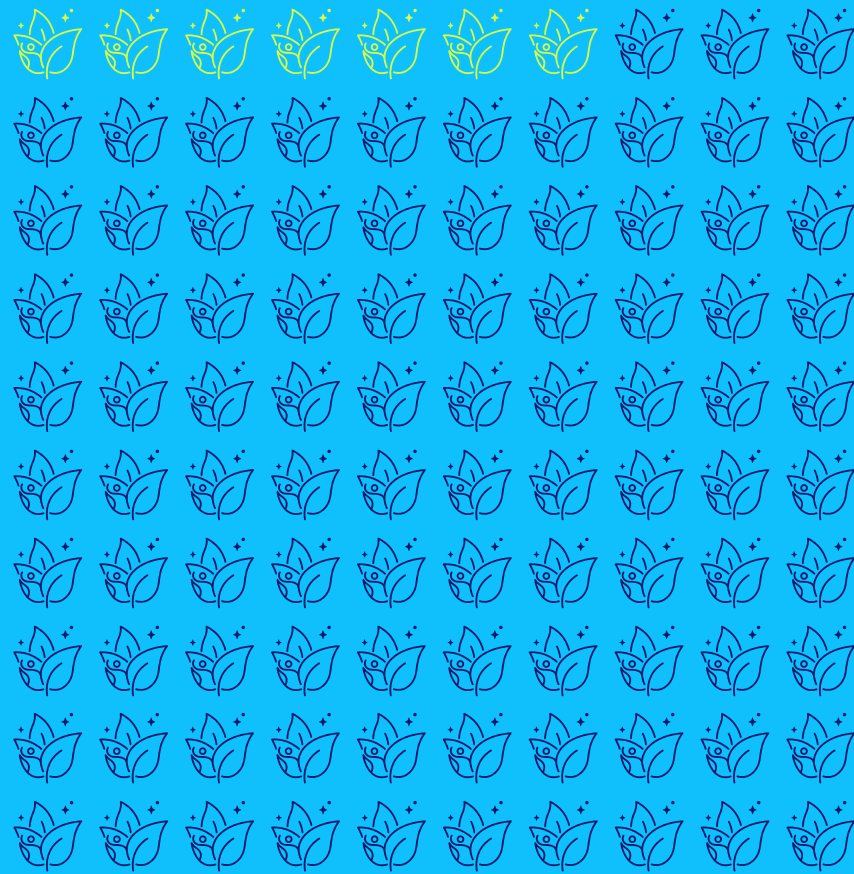
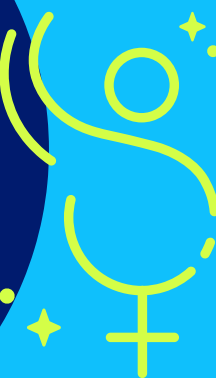


4%

of tea from Fairtrade
co-ops reaches
the market as
Fairtrade

34%

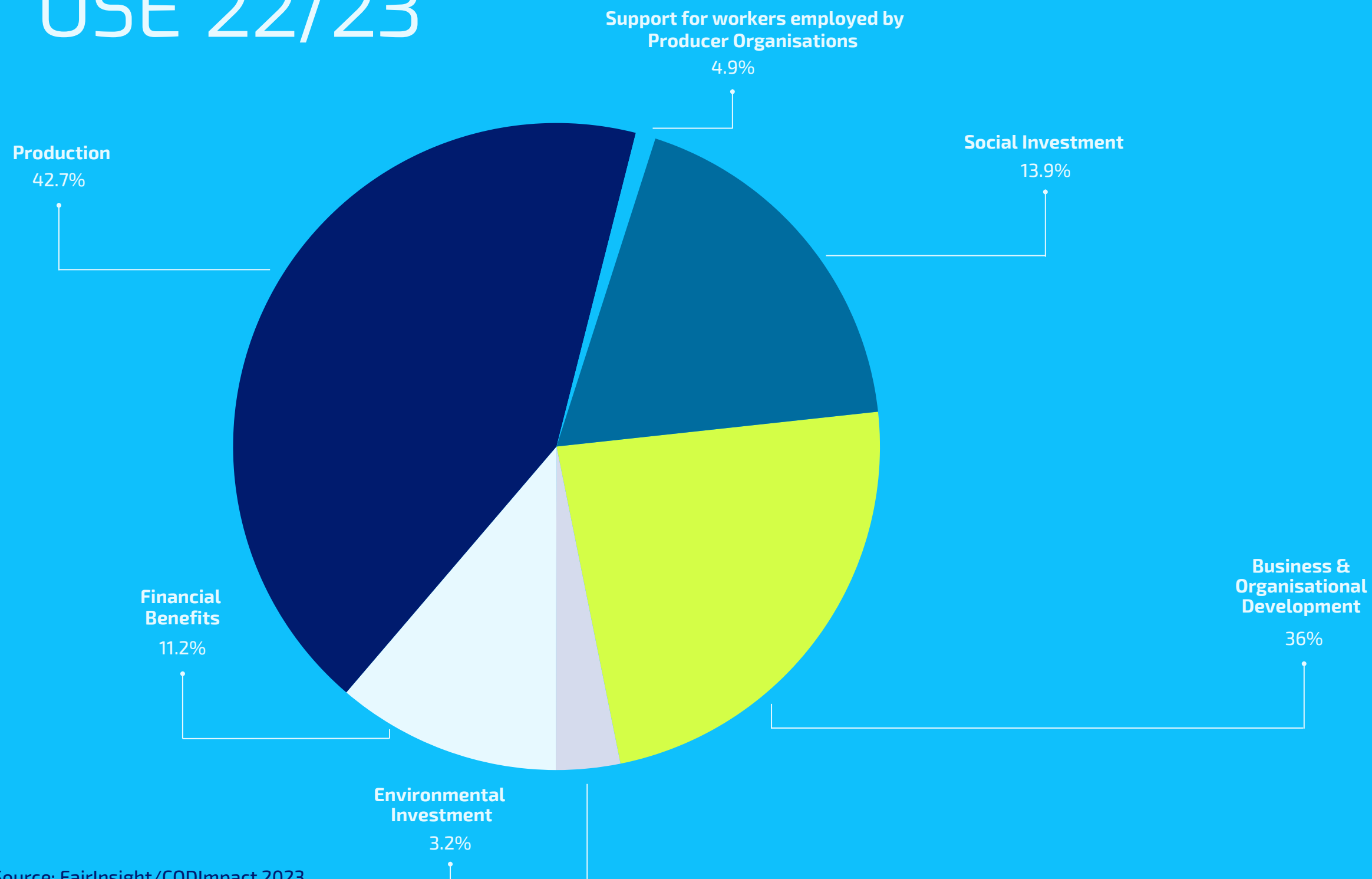
Of Fairtrade Tea
Farmers are Women



7% of Fairtrade Tea Produced is Organic

Commodity Insights

TEA SFARMER ORGANISATION PREMIUM USE 22/23



Source: FairInsight/CODImpact 2023

Key Insights

\$62,582
AUD

**In payments made
to members**

\$107,061
AUD

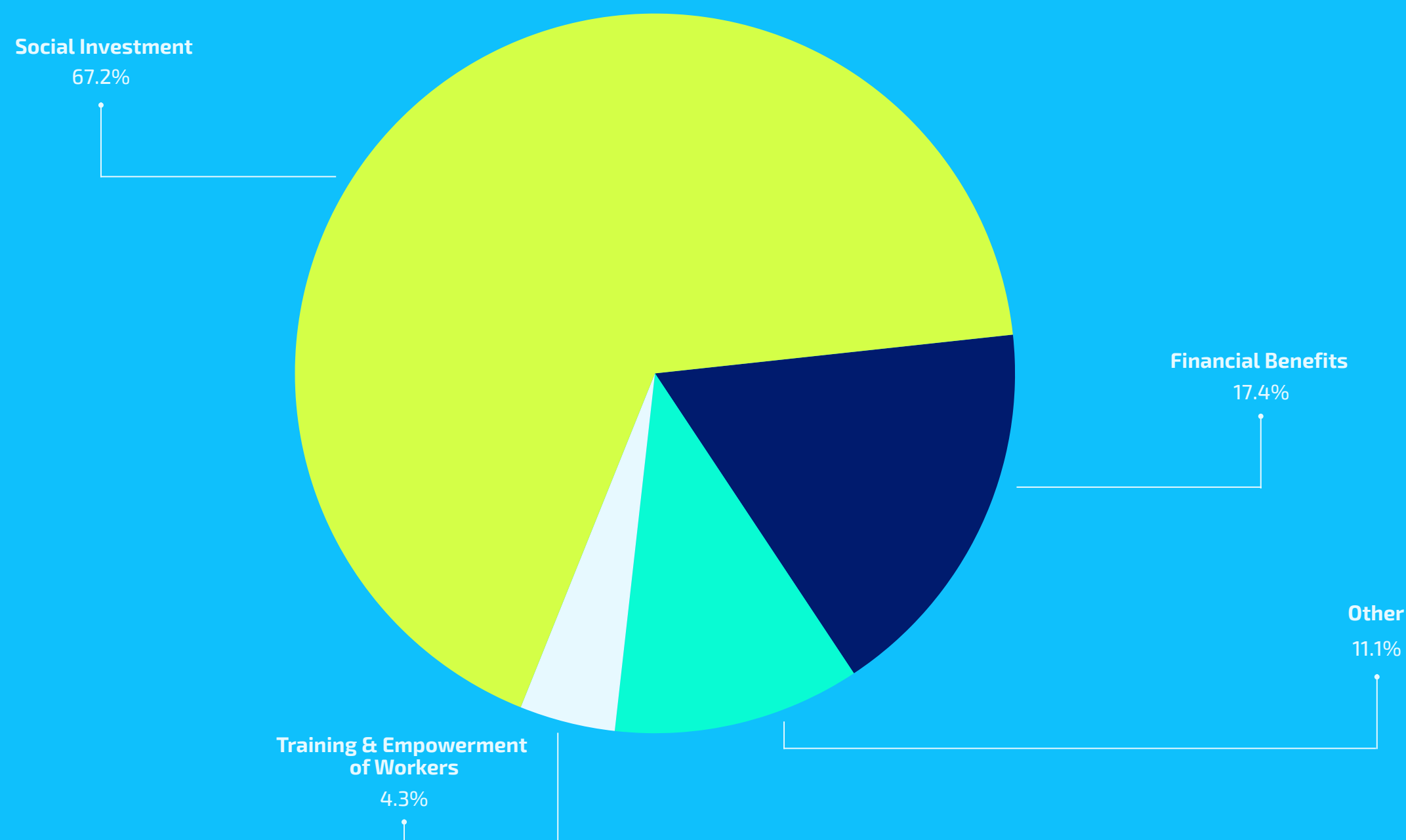
**Distributed to
Environmental Investment**

\$337,381
AUD

**spent on Health and
Education services to
members and
communities**

Commodity Insights

TEA HLO'S PREMIUM USE 22/23



Source: FairInsight/CODImpact 2023

Key Insights

\$ 285,814
AUD
In payments made to members

\$ 667,933
AUD
spent on Health and Education services to members and communities

Farmer Organisation In Focus:

EGYPTIAN HERBS GROWERS, DEVELOPMENT SOCIETY AT FAYOUM

FLO ID: 2574

LOCATION: Egypt

Egyptian Herbs Growers Development Society at Fayoum was established in 2019 and represents 168 households with more than a total of 1,200 individual family members. Egyptian Herb Growers' vision is a decent life for farmers and workers, their families and surrounding societies, with special care for disadvantaged and marginalized.

They are producing organically for the benefit of the environment. Fairtrade certification has been achieved for the benefit of small producers in order to generate resources, improve the welfare of members, their families, surrounding communities and support disadvantaged & marginalized people.

A strategic development plan has been implemented as a result of a local needs assessment study done by a professional consultant and Fairtrade Africa. With Fairtrade Premium support, our society was able to carry out effective Social, Economic & Environmental development projects that benefit thousands of our community members including women, children, and the youth.



5 YEARS
of Egyptian
Herb Growers
& Fairtrade



168

Certified
Households

2019

Year Egyptian Herb
Growers joined
Fairtrade



EGYPT

EGYPTIAN HERB
GROWERS' HQ

260

hectares under
production

EGYPTIAN HERB GROWERS' PREMIUM USE

ROAD INFRASTRUCTURE

A major project has been the development of the entrance road to the village of Manshat Sakaran.



NURSERY AND SCHOLARSHIPS

A nursery has been built for the children in the community. The Society also provides scholarships for primary education.



OVER 1,200 FAMILY MEMBERS

Benefit from Egyptian Herb Growers' community projects. These have included a Corona Virus disinfection project to sterilise public facilities and provide masks and sanitisers. The Society also provides food boxes during Ramadan to families.



COTTON

INSIGHTS



Commodity Insights

FAIRTRADE COTTON



\$2,475,660

AUD

In Fairtrade Premium
was paid to Cotton
producers

*Global Insight

24

Number of certified
Cotton Farmer
Organisations



41,111

Total number of
Fairtrade Cotton
Households

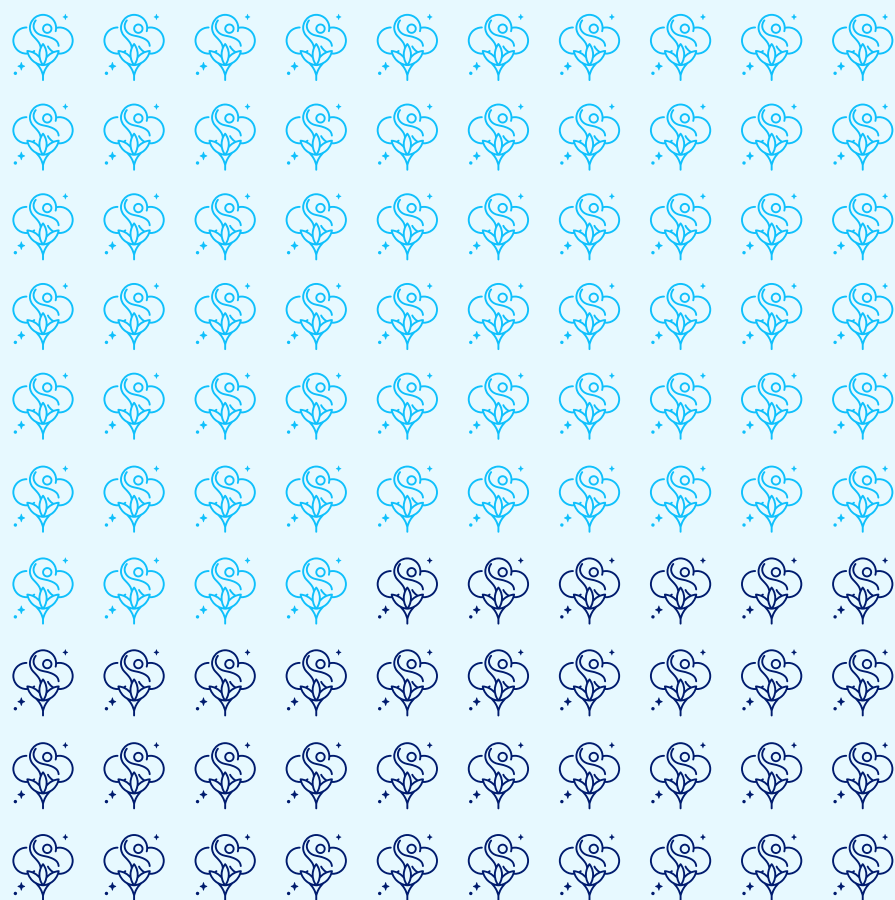


20%

of cotton from
Fairtrade co-ops
reaches the market
as Fairtrade

33%

Of Fairtrade Cotton
Farmers are Women

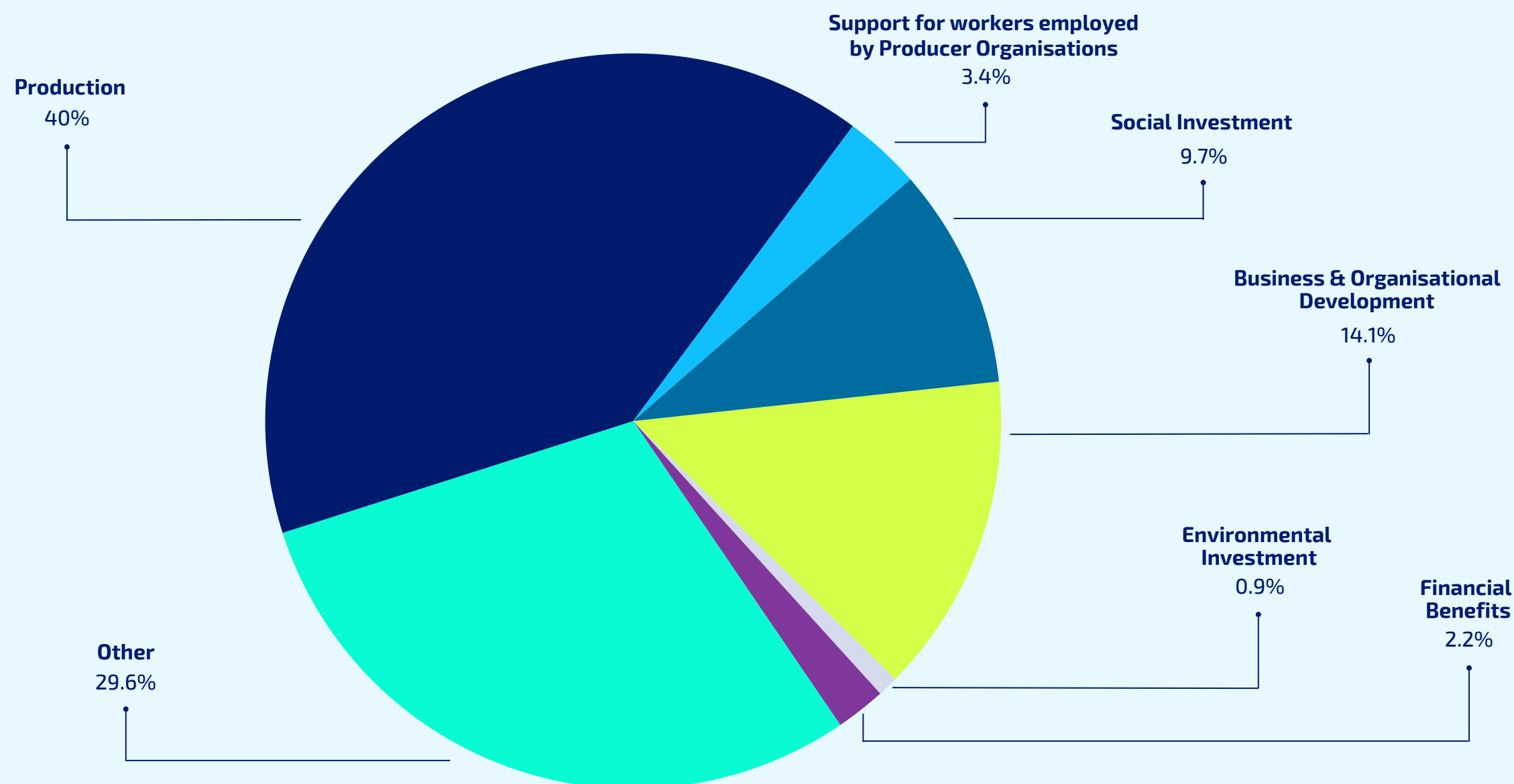


64% of Fairtrade Cotton produced
is Organic

Commodity Insights

COTTON SFARMER ORGANISATION

PREMIUM USE 22/23



Key Insights

\$ 48,803 AUD

In payments made to members

\$ 20,626 AUD

Distributed to Environmental Investment

\$ 138,997 AUD

spent on Health and Education services to members and communities

Farmer Organisation In Focus:

ANANDHI TEXSTYLES PVT LTD - ANANDI FARMERS ASSOCIATION

FLO ID: 36615

LOCATION: INDIA

Anandhi was established by Mr. R S Balagurunathan over 20 years ago and is now being run by his daughter Anandhi.

Their vision is to improve the livelihood of farming families by promoting organic farming and fair prices through Fairtrade. This will in turn promote better agricultural practices without the use of fertilizers and pesticides. To develop a system where everyone can contribute to a sustainable way of farming and maintain a better life by receiving fair prices for their commodity.

Anandhi's partnership with Fairtrade has allowed for the implementation of multiple different programs to tackle inequalities and provide better supplies for its farmers, including the development of battery sprayers, providing hearing aids to members, giving school children access to potable water, construction of school buildings, soil testing programs, and providing seeds to farmers



2016

Year ANANDHI
joined Fairtrade



917

Members



8 YEARS

of ANANDHI
& Fairtrade



India

ANANDHI HQ

ANANDHI PREMIUM PROJECTS

[Watch Video Here](#)
& [Download Images here.](#)

FREE EAR TESTING CAMP

35

Free hearing aid
machines provided

After testing of
50-60 of the
older farmers



325

Battery operated sprayers
distributed to farmers.

They spray organic pesticides
and fertilizers like neem
oil, panchakavya,
amrita, karaisal
etc.



8

WATER TANKS

IN

6

PRIMARY SCHOOLS



COCOA

INSIGHTS 2025



Commodity Insights

FAIRTRADE COCOA



\$102,888,271
AUD

In Fairtrade Premium
was paid to
producers

*Global Insight

398

Number of certified
Cocoa Farmer
Organisations



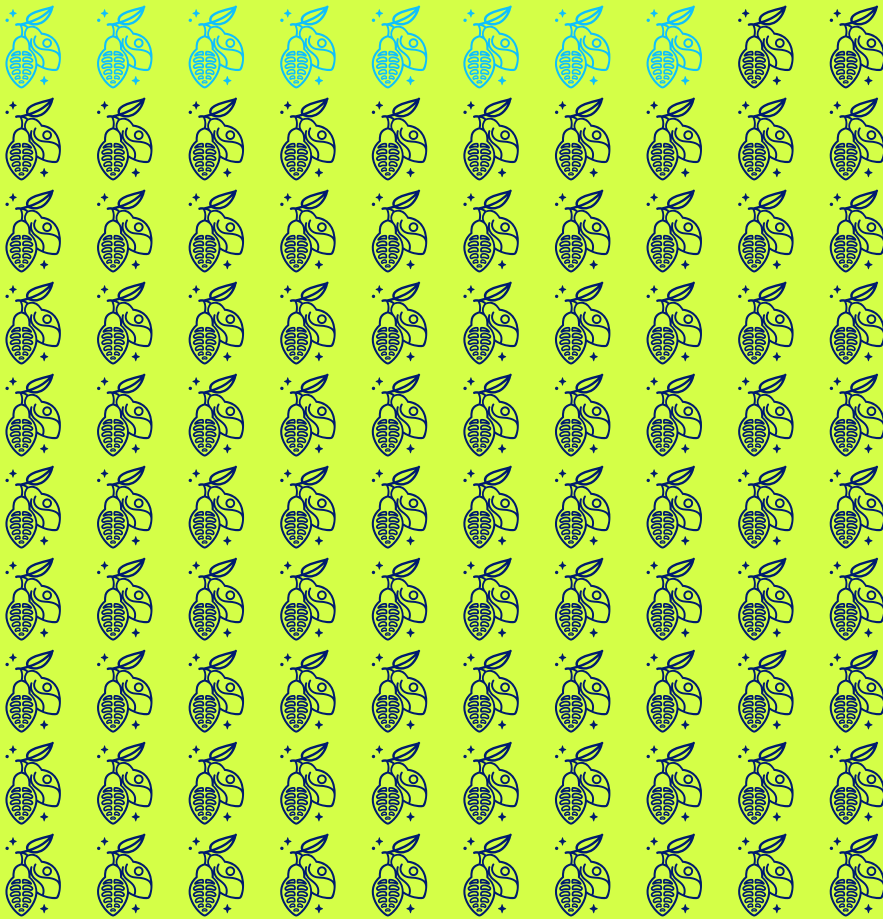
36%

of cocoa from
Fairtrade co-ops
reaches the
market as
Fairtrade.



484,783

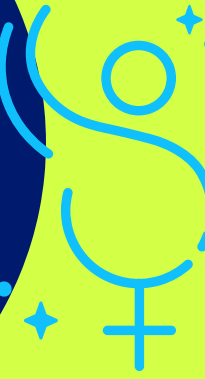
Total number of
Fairtrade Cocoa
Households



8% of Fairtrade Cocoa is Organic

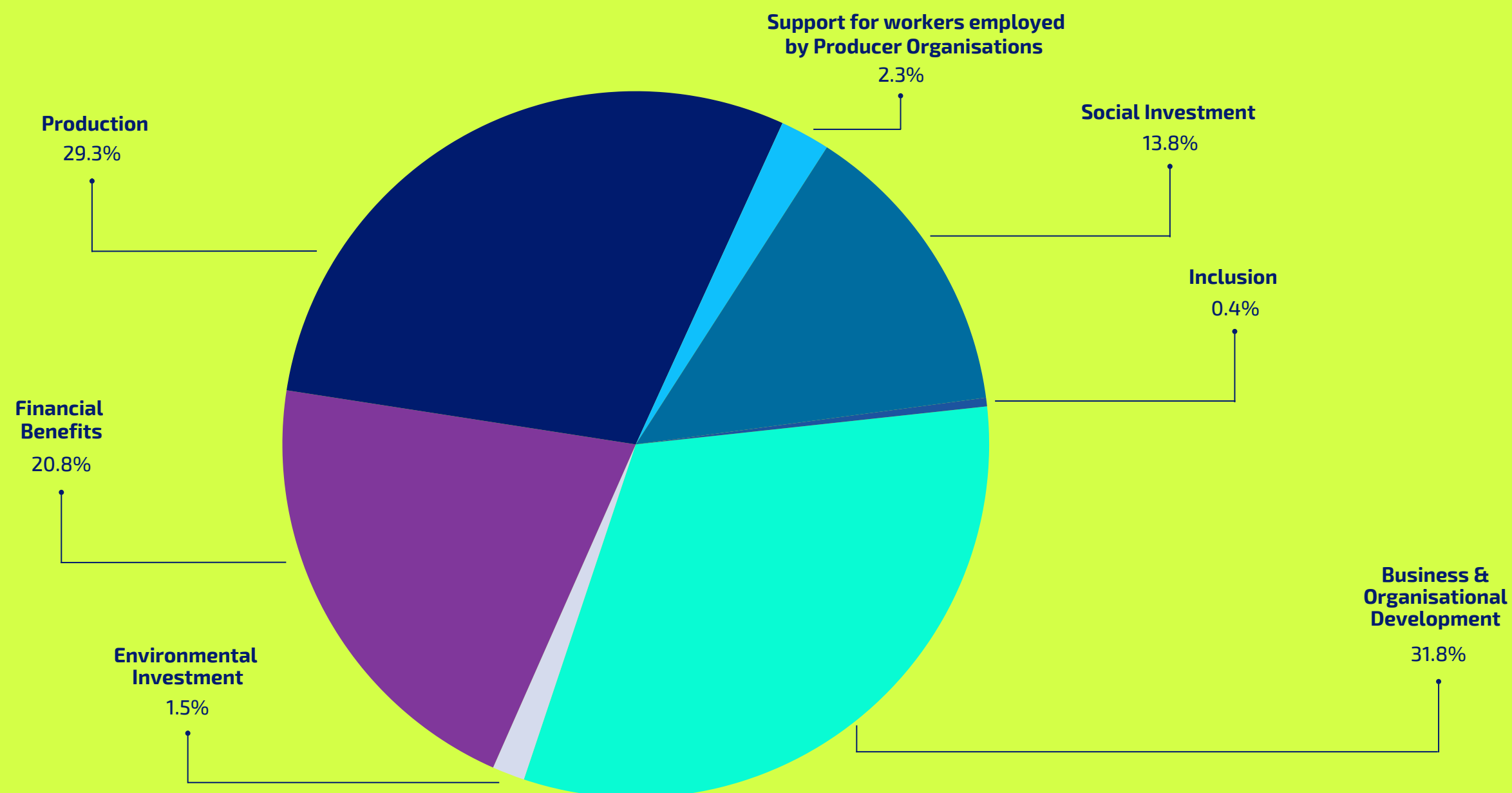
17%

Of Fairtrade Cocoa
Farmers are Women



Commodity Insights

COCOA SFARMER ORGANISATION PREMIUM USE 22/23



Key Insights

over

\$ **18** Million AUD

In payments made to members

\$ **1,375,291** Million AUD

Distributed to Environmental Investment

over

\$ **6.6** Million AUD

spent on Health and Education services to members and communities

Farmer Organisation In Focus:

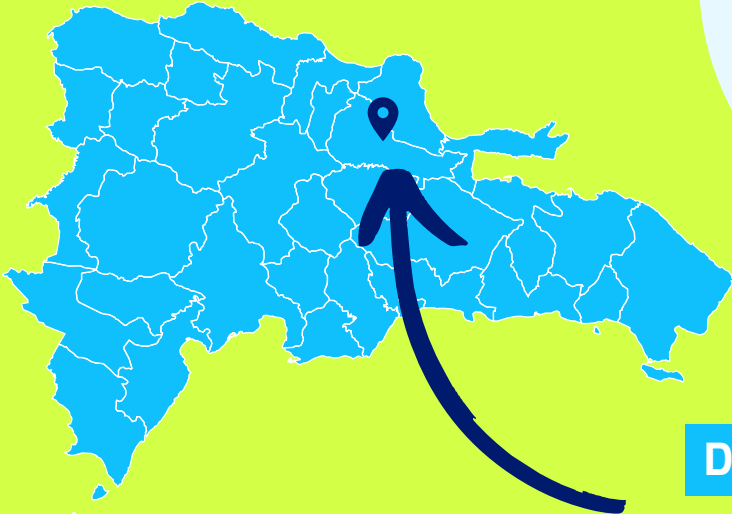
COOPERATIVA DE PRODUCTORES AGROPECUARIOS MARTIN REYES, INC (COOPROAGRO)

FLO ID: 6393

LOCATION: DOMINICAN REPUBLIC

In the heart of San Francisco de Macorís, the Cooperativa de Productores Agropecuarios Martin Reyes, Inc (COOPROAGRO) emerges as a beacon of change and development. With approximately 3.000 members and 200 more in the process of joining the Fairtrade movement.

The cooperative has achieved remarkable progress through Fairtrade, including the construction of infrastructure driven by the premiums received. With over 12.500 certified hectares, COOPROAGRO exports more than 6.500 Metric Tons internationally, receiving substantial premiums for community development.



Dominican Republic
COOPROAGRO HQ



2006
Year
COOPROAGRO
joined Fairtrade



3,000
Farmers
members



16%
Of Fairtrade Farmer
Organisation Members
are Women



19 YEARS
of COOPROAGRO
& Fairtrade

COOPROAGRO'S FAIRTRADE PREMIUM PROJECTS

CHINGUELO BRIDGE

The Fairtrade Premium funded a 70-meter bridge in Chinguelo, enabling community members to access to school, healthcare, and markets during winter when the Nagua river floods.

QUALITY AND INFRASTRUCTURE IMPROVEMENTS

Fairtrade certification and Premiums have significantly improved cocoa quality and living standards in farming communities. They have enabled better housing, roads, electrification, and access, while also supporting biodiversity and more sustainable farming practices within the cooperative.

“(Since being) certified by Fairtrade, the change in my life and that of my family has been extraordinary.”

Marisol Villar
Vice-President of
COOPROAGRO



BANANA

INSIGHTS 2025



Commodity Insights

FAIRTRADE BANANA



\$67,587,644^{NZD}
In Fairtrade Premium
was paid to
producers

*Global Insight

76

Number of certified
Banana Farmer
Organisations
in Ecuador



5,946

Total number of
Farmers & Workers
in Ecuador

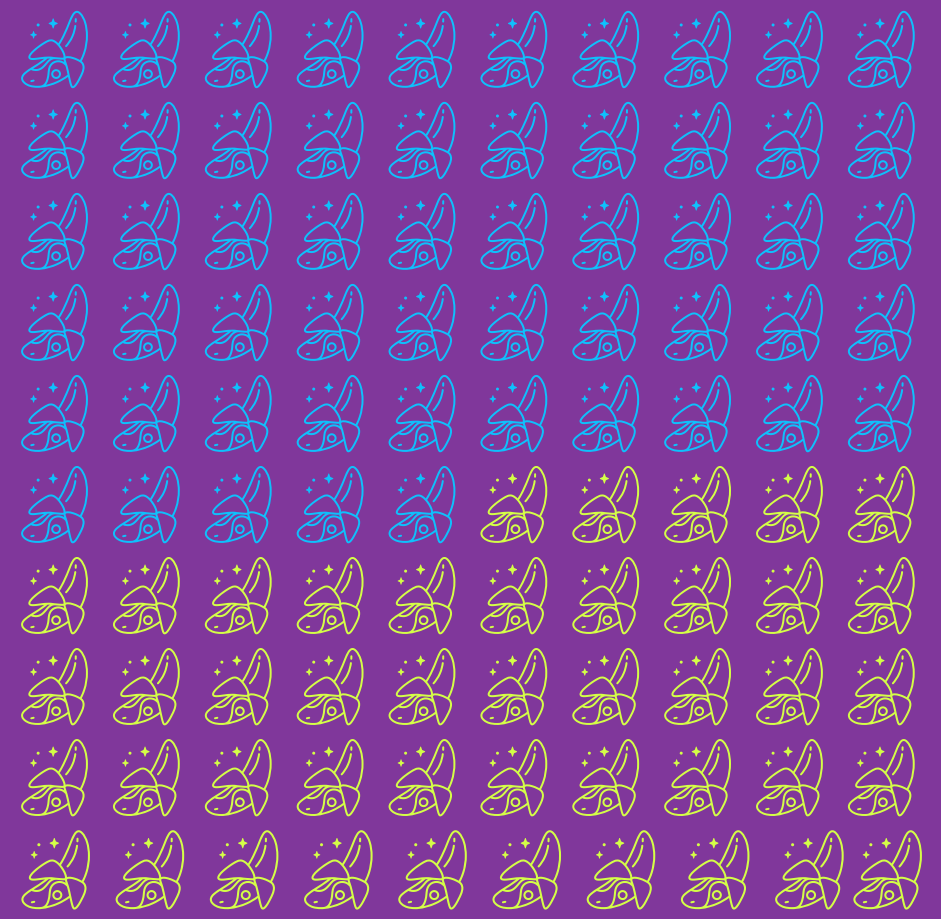


48%

of Bananas from
Fairtrade co-ops
reaches the market
as Fairtrade.

24%

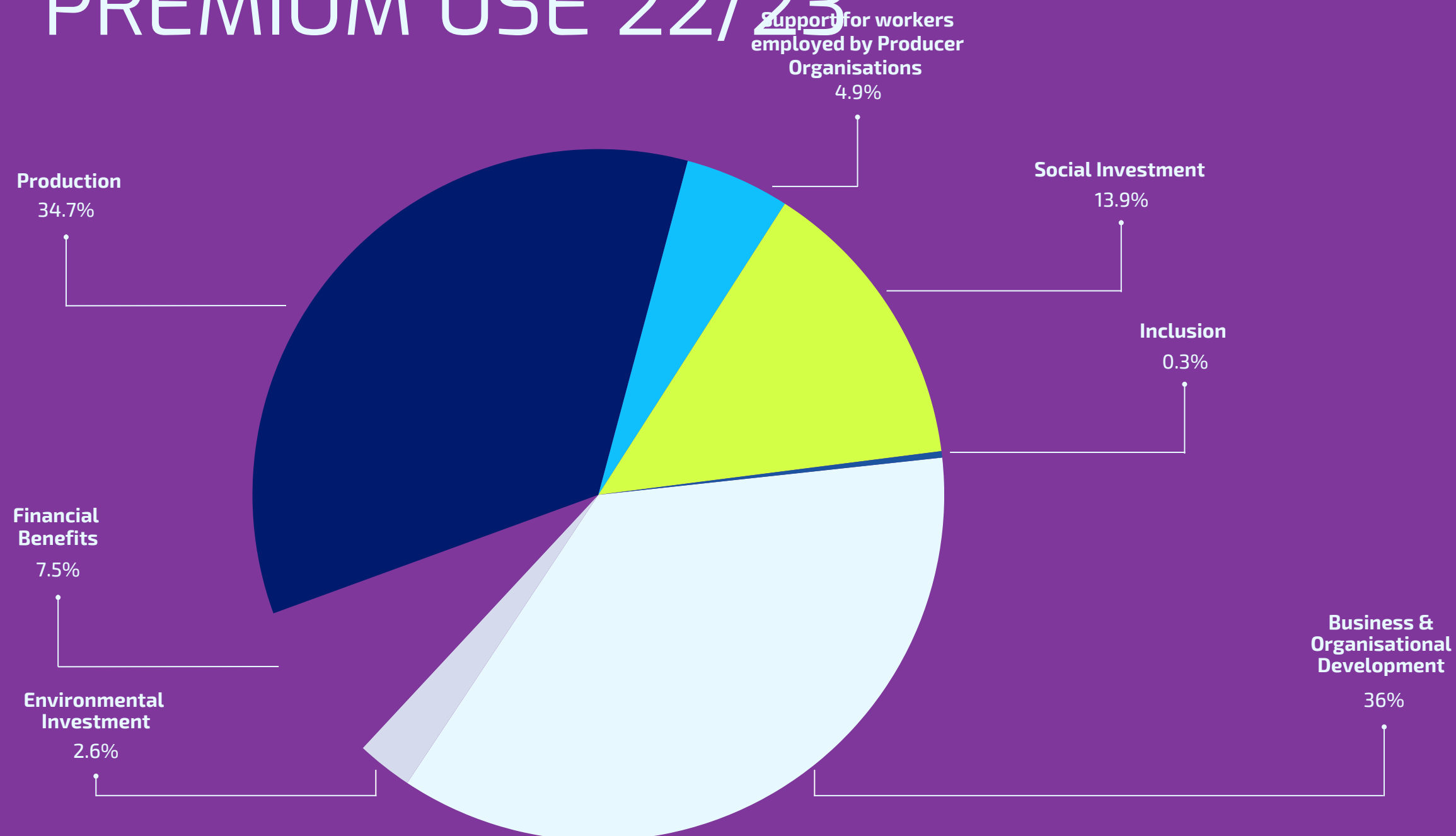
Of Fairtrade Banana
Farmers are Women



55% of Fairtrade Banana's produced
are Organic

Commodity Insights

BANANA SFARMER ORGANISATION PREMIUM USE 22/23



Key Insights

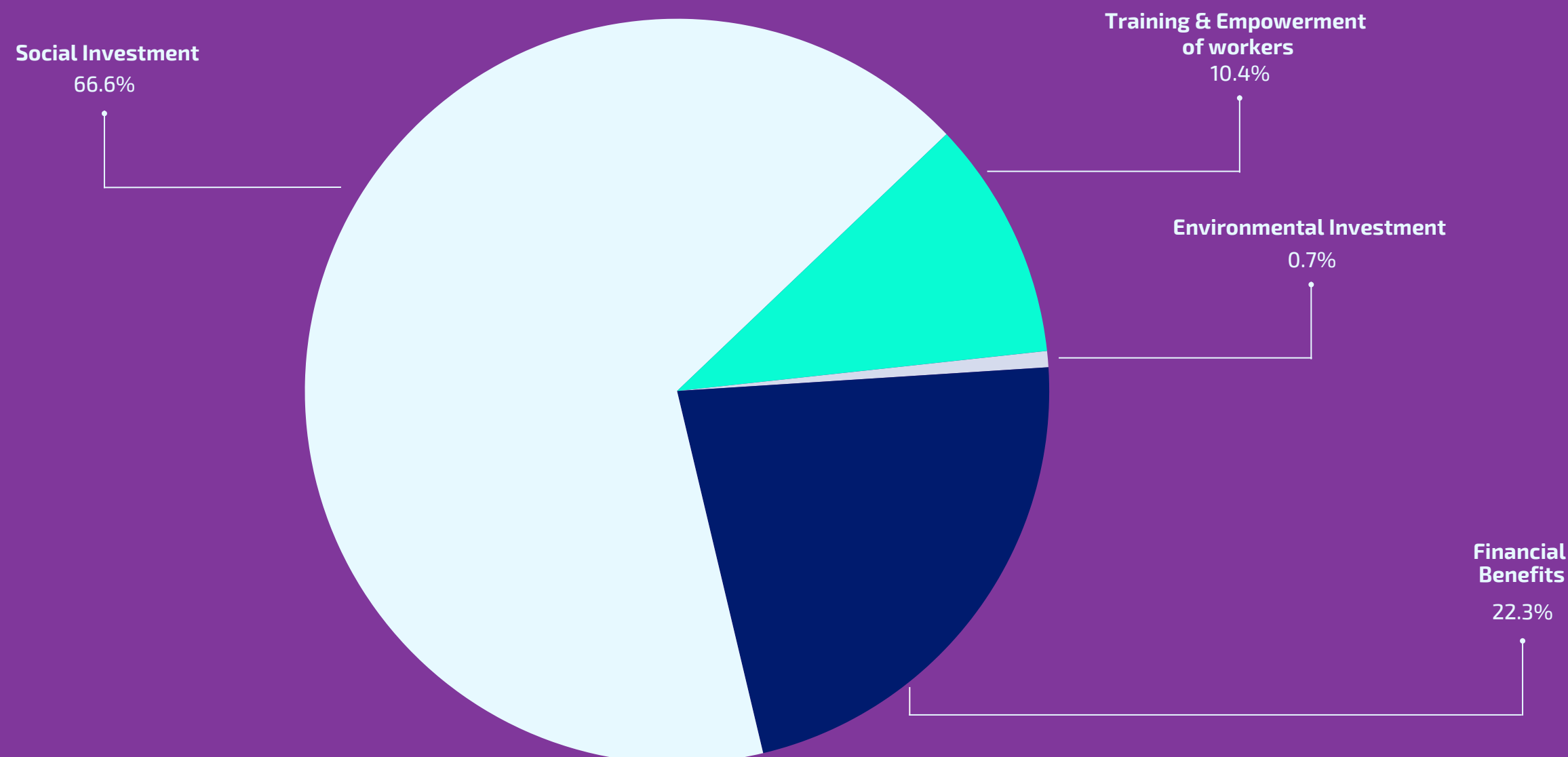
\$ 949,298
NZD
In payments made to members

\$ 676,965
NZD
Distributed to Environmental Investment

\$ 2
Million NZD
spent on Health and Education services to members and communities

Commodity Insights

BANANA HLO'S PREMIUM USE 22/23



Key Insights

\$ **5** Million NZD

In payments made to members

\$ **259,009** NZD

Distributed to Environmental Investment

\$ **9** Million NZD

spent on Health and Education services to members and communities

Farmer Organisation In Focus:

ASOCIACIÓN DE PEQUEÑOS PRODUCTORES BANANEROS; 'EL GUABO' (ASOGUABO)

FLO ID: 1538

LOCATION: ECUADOR

The Asociación de Pequeños Productores Bananeros El Guabo (ASOGUABO) is a Fairtrade-certified banana cooperative in Ecuador, founded in 1997 by a group of 14 small-scale farmers seeking a better future. Now with 120 members, the organisation produces both organic and conventional bananas across tropical regions, adhering to strict standards of quality, sustainability, and social responsibility. Through Fairtrade, ASOGUABO has gained access to ethical markets that ensure fair pricing, allowing members to invest in their farms, families, and futures. The Fairtrade Premium has funded environmental initiatives, such as organic farming methods and reforestation efforts, and supported social programs including healthcare, school supplies, and youth engagement. ASOGUABO's success demonstrates how collective action and ethical trade can drive meaningful progress for farmers, communities, and the planet.



ASOGUABO'S PREMIUM CONTRIBUTION

TRAINING SESSIONS FOR WOMEN ON **HEALTH & FINANCE**



ASOGUABO COMMUNITY SUPPORT

New Playgrounds & Outdoor
Equipment at Diego Naboia School

&

Funded Cardiology tests
for Asoguabo farmers
& workers.



USA MURAL CELEBRATES ASOGABO LEGEND

In the heart of Philadelphia, a mural of Ecuadorian banana farmer Mariana Cobos lights up the street, honoring her Fairtrade journey and the impact she's made on her community. Her family even had the chance to visit the mural in person, connecting their story to a city half a world away.

[Learn more here](#)



Marketing Highlights

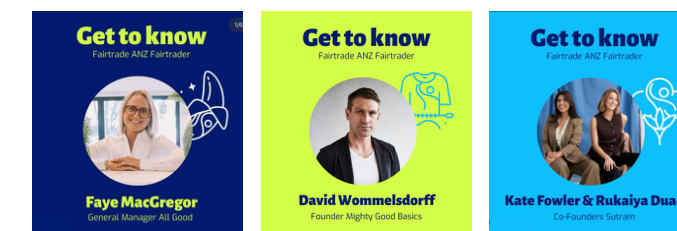
FAIRTRADE FORTNIGHT HIGHLIGHTS

The highlight of the year was the Fairtrade Fortnight 2024 campaign. We hosted Elizabeth Duna, a Fairtrade coffee farmer from Papua New Guinea, we ran events in both Australia and New Zealand, including giveaways, meet ups, interviews, webinars and so much more.



Thank you to all our partners for their support and engagement during Fairtrade Fortnight 2024 & for making it such a success.

GET INVOLVED



Partner Spotlight

Last year Fairtrade started a series highlighting our key Fairtrade partners. These mini interviews were shared on social media platforms, edm's and on our website. Get in touch if you'd like to be involved.



Fairtrade Christmas Gift Guide

During the lead up to Christmas we asked our partners to share what special Christmas products they wanted shared in our guide. The gift guide was shared across social platforms and edm's and featured a range of products.



Fairtrade Supporting Workplaces

We recently relaunched our Fairtrade Supporting Workplace campaign. Businesses, offices and workplaces are encouraged to purchase 2 or more Fairtrade products to become a Fairtrade Supporting Workplace. Learn more [here](#).

MARK YOUR CALENDARS

THIS AUGUST WE'RE CELEBRATING
FAIRTRADE FORTNIGHT 2025.

4-17 August 2025

Fairtrade Fortnight 2024 was awesome, and this year's going to be even better!

Fairtrade Fortnight is coming up this August, and we'd love to hear your ideas. Got a fun or creative way you'd like to celebrate? Let us know—we can't wait to work together!

Check out the other key dates for the year below:

MARCH

**International
Womens Day
(8 March)**

MAY

**World Fair Trade
Day (10 May)**

AUG

**Fairtrade
Fortnight
(4-17 August)**

DEC

**End of year
activation TBC
(December)**



DON'T FORGET TO SHARE YOUR IMPACT!

We'd love it if you wanted to use these tiles to share the Impact that Fairtrade has had over the past year.

[Download your editable tiles here](#)

VISIT THE INTERACTIVE COFFEE DASHBOARD!

Did you know we now have an interactive coffee dashboard. Here you can gain insights into the industry, Producer Organisation info, sales etc.

[Visit the dashboard here](#)



JOIN OUR LINKEDIN COMMUNITY!

Want to stay up to date with what's going on in our Fairtrade community, events, campaigns etc. Join our LinkedIn community today. Its a space for those into the same mission meet to discuss upcoming events, toolkits etc.





FAIRTRADE
AUSTRALIA
NEW ZEALAND