MONITORING THE SCOPE AND BENEFITS OF FAIRTRADE

SUGAR

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SEVENTH EDITION
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FAIRTRADE

FAIRTRADE SUGAR: KEY DATA 2014

There were
62,700
Fairtrade sugar farmers in 2014

↑ 1%
since 2013

162,100
hectares were under Fairtrade sugar certification

↑ 7%
since 2013

Fairtrade sugar farmers produced
625,500
MT of certifiable sugar in 2013–14

↑ 2%
since 2012–13

143,600 MT
or **23%**
was organic certified

↑ 14%
since 2012–13

Fairtrade sugar farmers sold
219,700
MT as Fairtrade in 2013–14

↑ 4%
since 2012–13

Overall, certified organizations sold
38%
of their sugar as Fairtrade*

Sugar farmers received
€10,247,900
in Fairtrade Premium

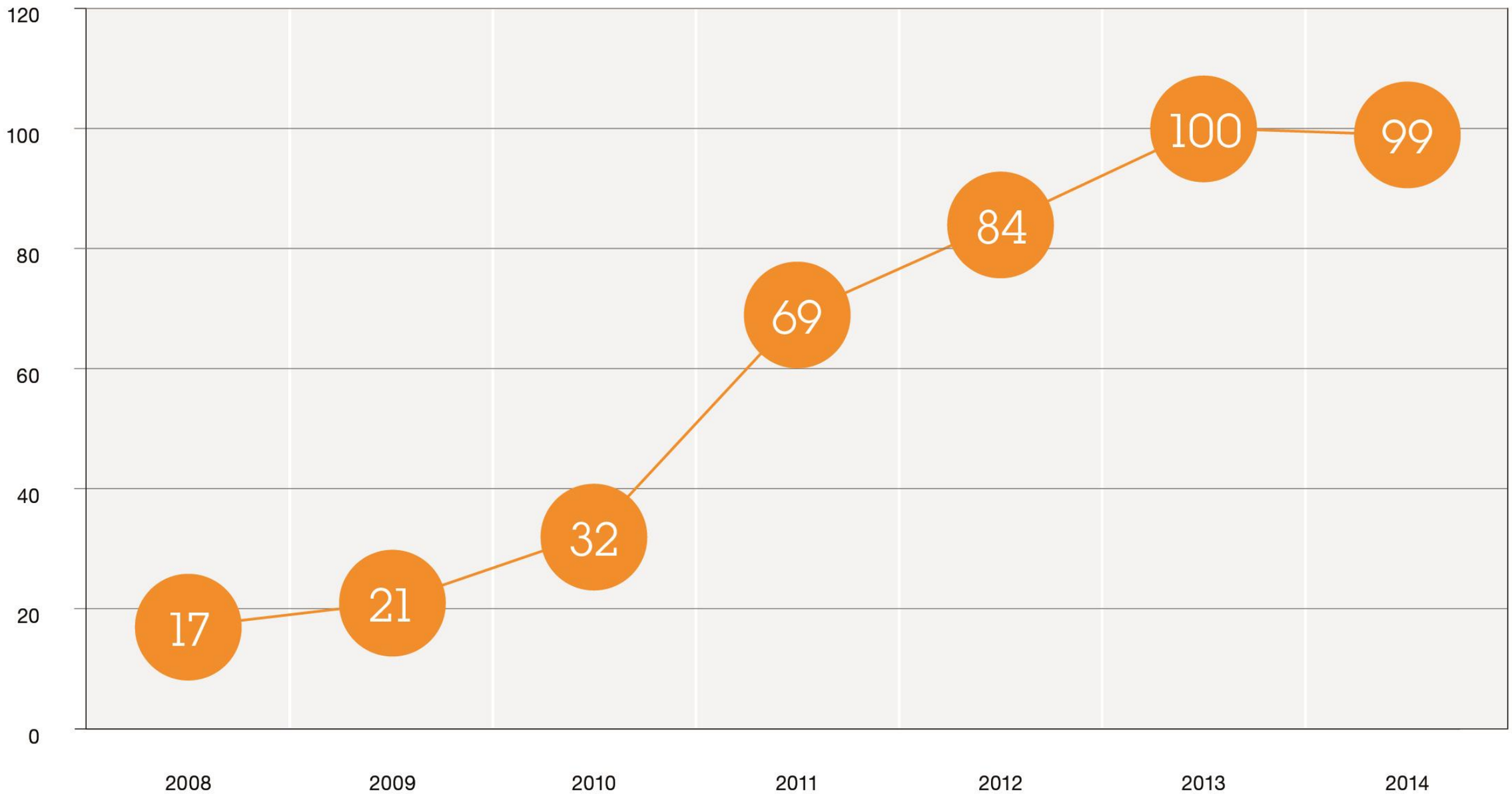
↑ 5%
since 2012–13

Note: * The analysis of Fairtrade sales volumes as a proportion of production volumes excludes newly certified organizations that were not eligible to sell their sugar on Fairtrade terms during the period under review. It also excludes any organization that did not report data for either their total production volumes or their sales as Fairtrade or both.

FIGURE 7.21

FAIRTRADE SUGAR: NUMBER OF PRODUCER ORGANIZATIONS WITH FAIRTRADE SUGAR CERTIFICATION 2008–2014

Number of producer organizations with Fairtrade sugar certification



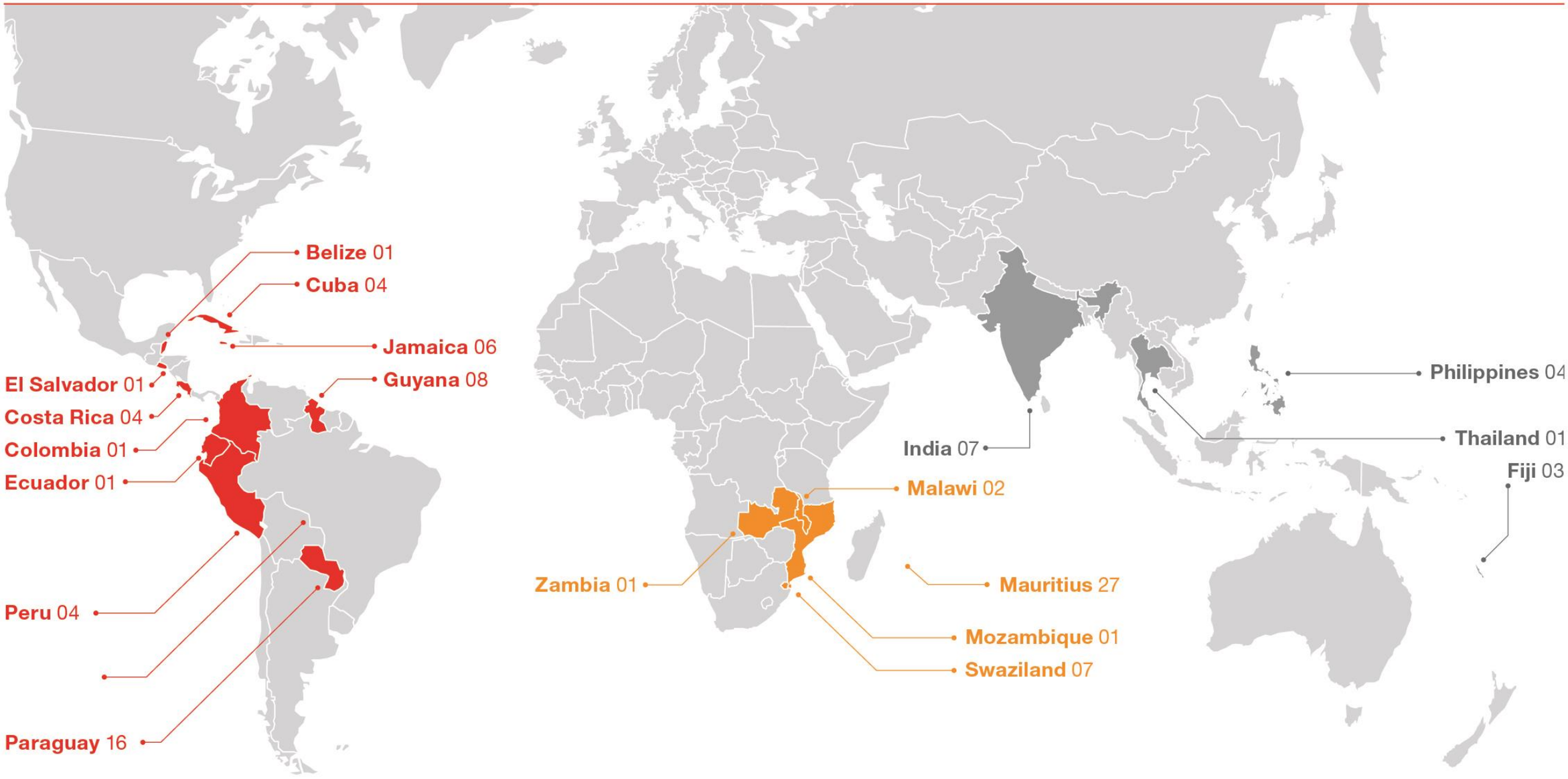
FAIRTRADE SUGAR PRODUCER ORGANIZATIONS

© Kuldeep Singh Chauhan

AT THE END OF 2014, 99 PRODUCER ORGANIZATIONS ACROSS 19 COUNTRIES HELD A CERTIFICATION FOR FAIRTRADE SUGAR. TOGETHER, THESE ORGANIZATIONS REPRESENT ALMOST 63,000 FARMERS

FIGURE 7.22

FAIRTRADE SUGAR: PRODUCER ORGANIZATIONS WITH FAIRTRADE SUGAR CERTIFICATION 2014



Latin America and the Caribbean
46

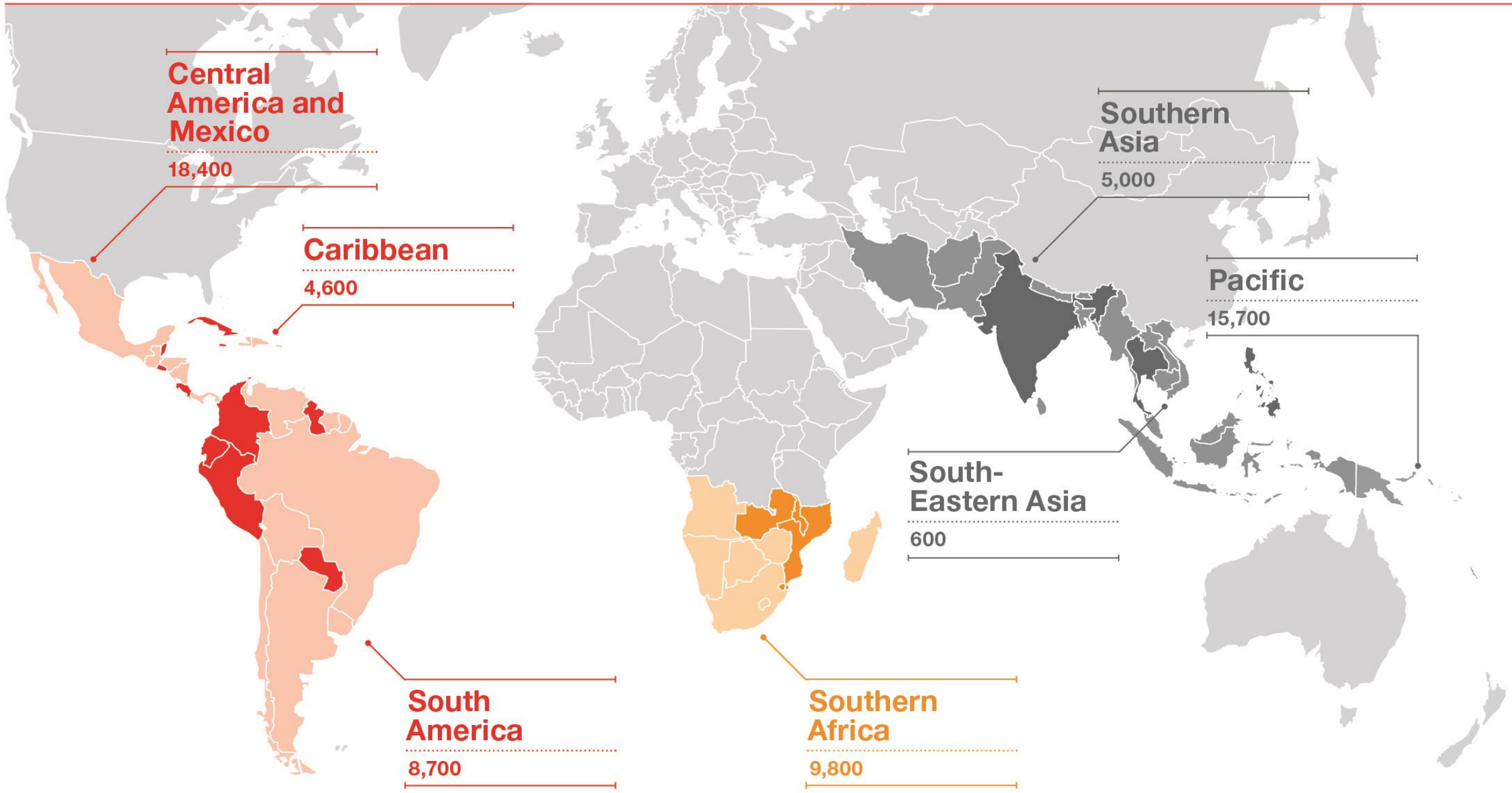
Africa and the Middle East
38

Asia and Pacific
15

Global Total
99

FIGURE 7.23

FAIRTRADE SUGAR: NUMBER OF FARMERS BY REGION 2014



Latin America and the Caribbean
31,600

Africa and the Middle East
9,800

Asia and Pacific
21,300

Global Total
62,700

Note: Data may not sum due to rounding.
Data only for producer organizations registering cane sugar as their first certified product.

FAIRTRADE SUGAR VOLUMES

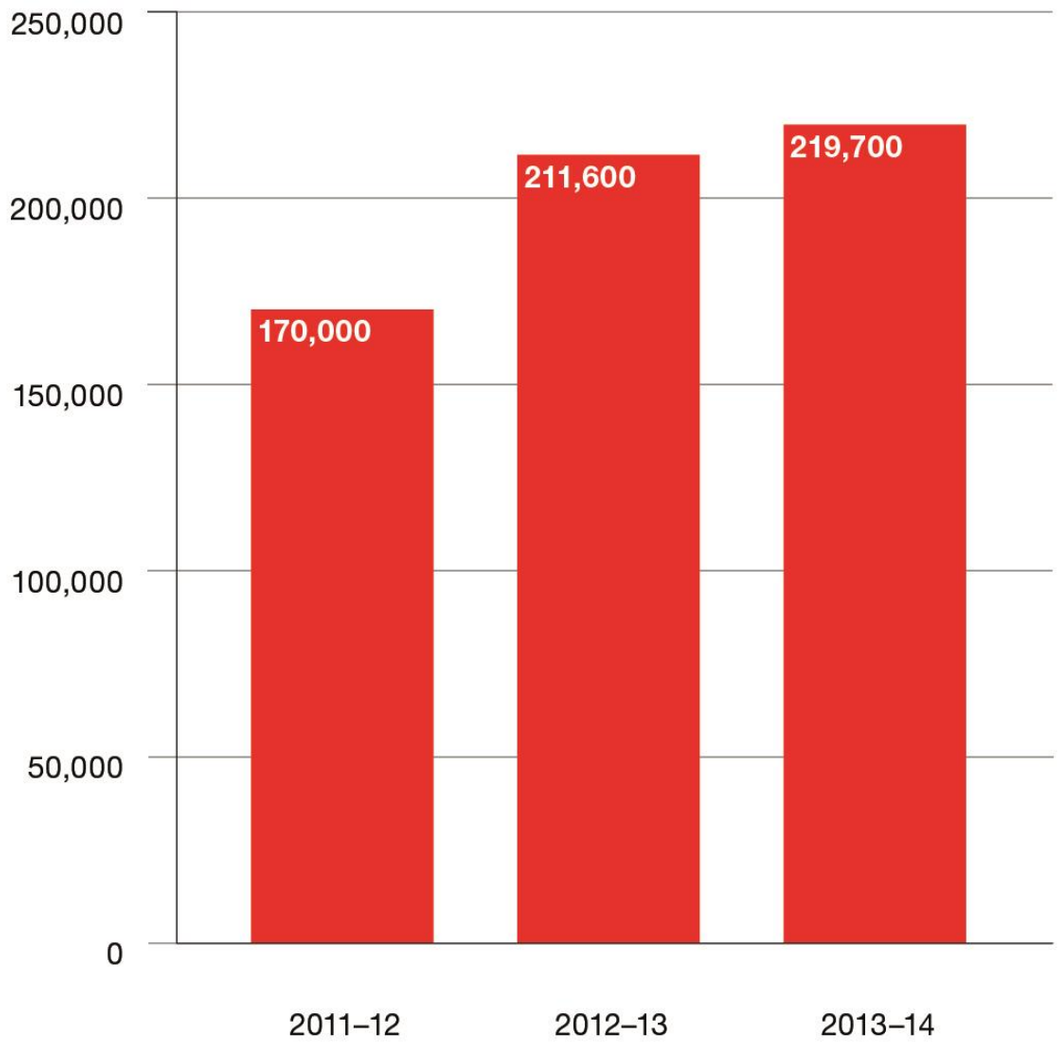
© Didier Gentilhomme

THE LAND AREA UNDER CULTIVATION AND THE VOLUME OF CERTIFIED CROP GREW SLIGHTLY SINCE 2012–13, INDICATING THAT THE RAPID GROWTH IN FAIRTRADE SUGAR CERTIFICATION THAT WE HAVE SEEN IN PREVIOUS YEARS HAS SLOWED

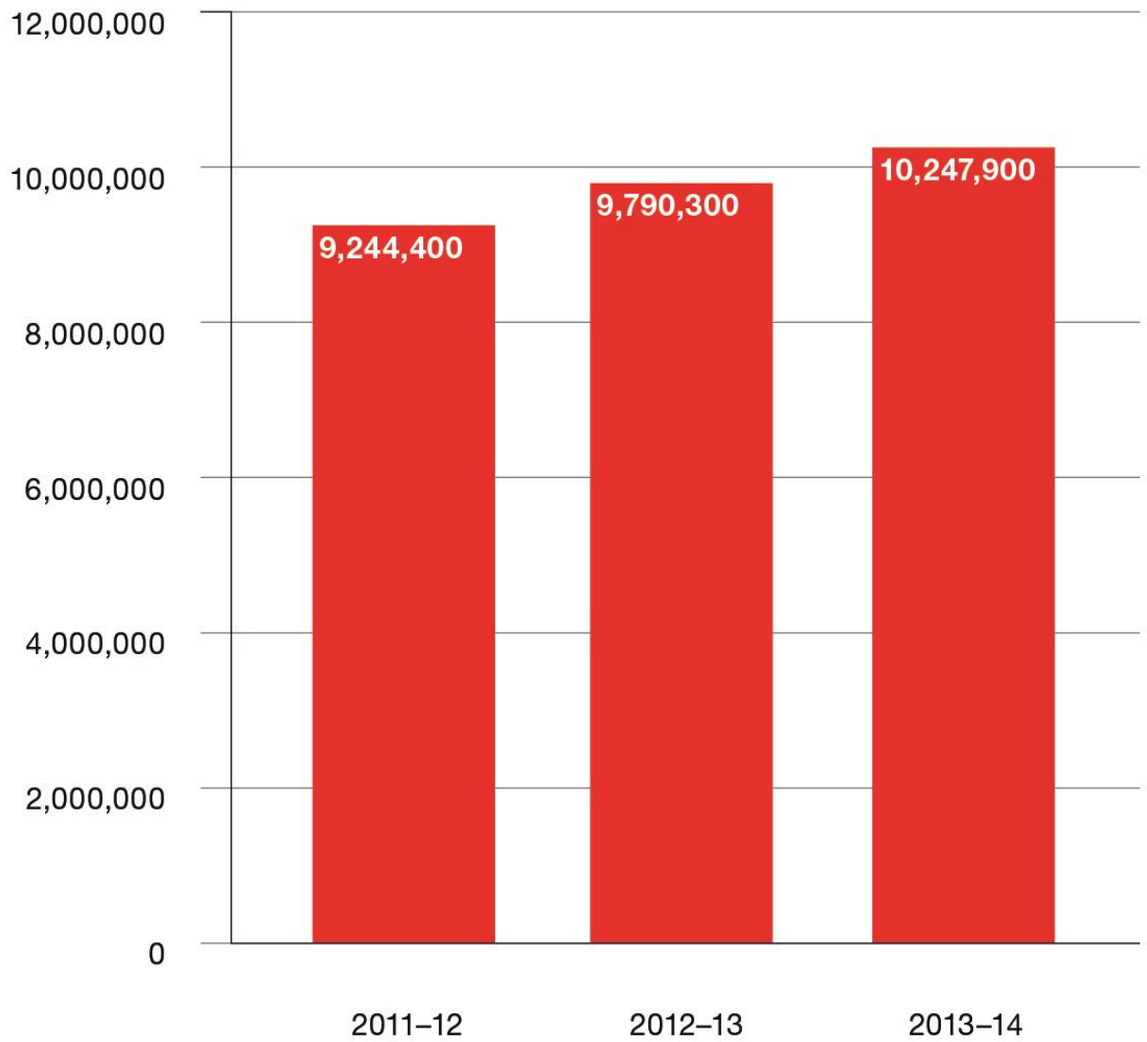
FIGURE 7.24

FAIRTRADE SUGAR: FAIRTRADE SALES VOLUMES AND FAIRTRADE PREMIUM RECEIVED 2011–2014

Fairtrade sugar volumes sold (MT)



Fairtrade Premium received (€)



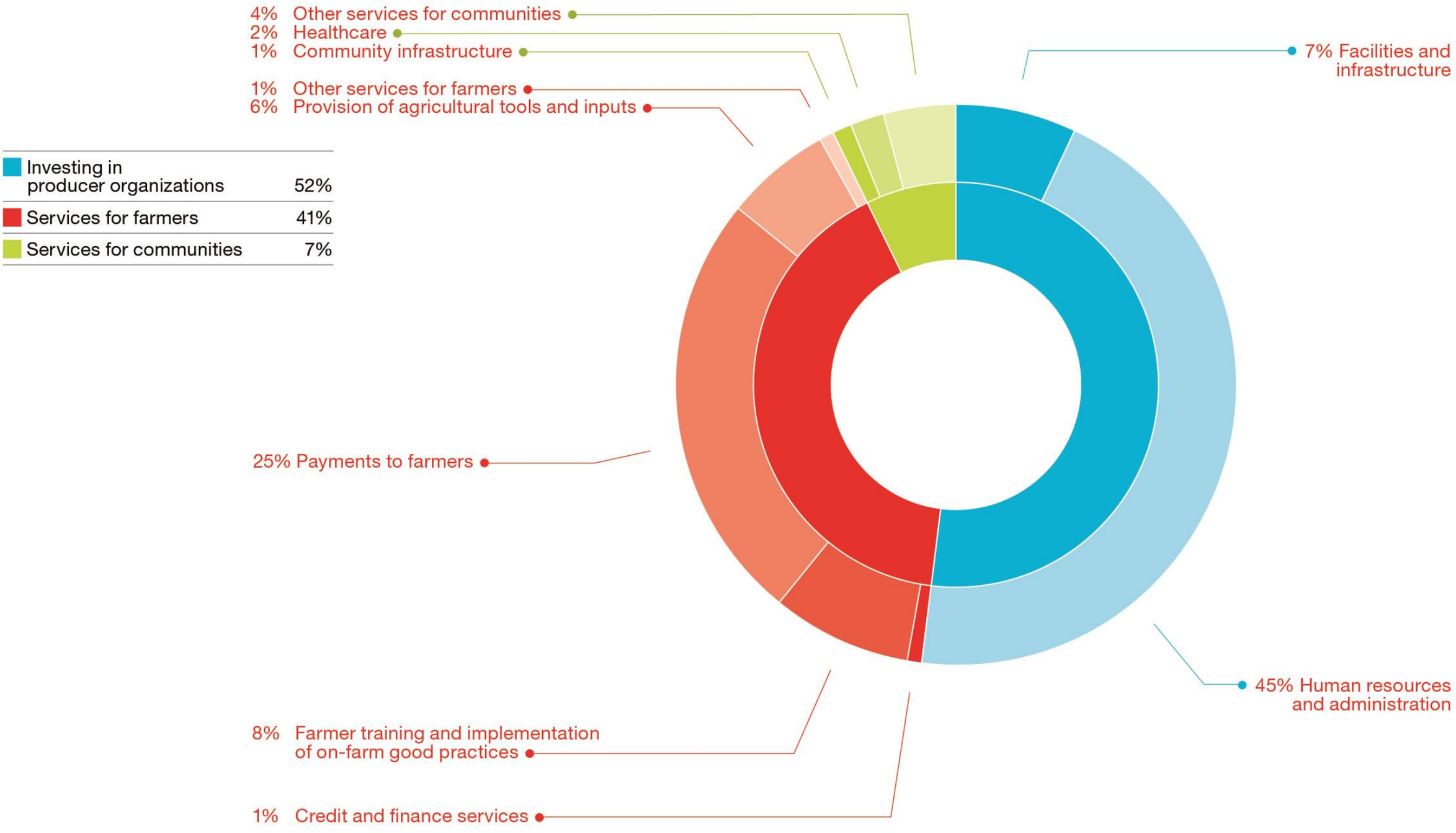
FAIRTRADE SUGAR PREMIUM USAGE

© Fairtrade International

SUGAR FARMERS INVESTED MORE THAN HALF OF THEIR FAIRTRADE PREMIUM IN THE RUNNING AND IMPROVEMENT OF THEIR PRODUCER ORGANIZATIONS. A QUARTER OF THE FAIRTRADE PREMIUM WAS USED TO MAKE DIRECT PAYMENTS TO FARMERS, WITH 16% USED FOR OTHER FARMER SERVICES INCLUDING PROVISION OF TOOLS AND INPUTS, FARMER TRAINING, AND IMPLEMENTATION OF GOOD AGRICULTURAL PRACTICES.

FIGURE 7.25

FAIRTRADE SUGAR: FAIRTRADE PREMIUM USE 2013–14



Investing in producer organizations	52%
Services for farmers	41%
Services for communities	7%

Note: Percentages may not sum due to rounding.

FAIRTRADE SUGAR AVERAGE PRODUCTION AREA

© Asocace

GLOBALLY, THE SIZE OF AN AVERAGE FAIRTRADE SUGAR PLOT IS 2.8 HECTARES.

AVERAGE AREA OF FAIRTRADE SUGAR CULTIVATED PER FARMER 2014 (HECTARES)

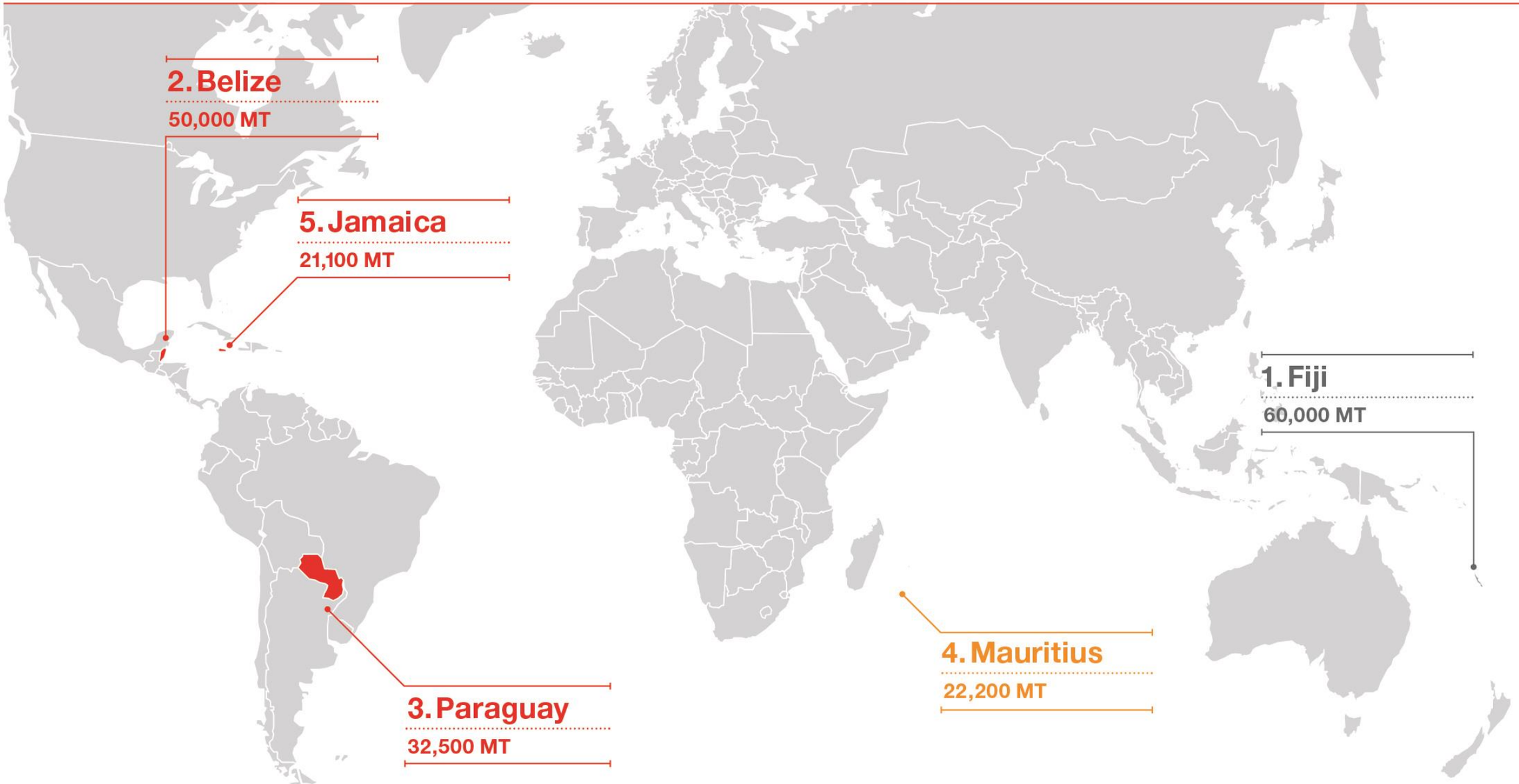
Latin America and the Caribbean
3.0ha

Africa and the Middle East
1.5ha

Asia and Pacific
3.1ha

World
2.8ha

FAIRTRADE SUGAR: TOP FIVE SELLING COUNTRIES BY VOLUME 2013–14 (MT)



Total top five countries 185,800 MT

Top five countries account for 85% of Fairtrade sugar sales

Note: Numbers may not sum due to rounding.

WANT TO KNOW MORE?

ALL INFORMATION CONTAINED IN THIS PRESENTATION AND SUMMARIES OF IMPACT RESEARCH CAN BE FOUND IN OUR REPORT 'MONITORING THE SCOPE AND BENEFITS OF FAIRTRADE, SEVENTH EDITION 2015' AT:

WWW.FAIRTRADE.NET/IMPACT-AND-RESEARCH.HTML

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