

# MONITORING THE SCOPE AND BENEFITS OF FAIRTRADE

## TEA



© Fairtrade Africa

**SEVENTH EDITION  
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**FAIRTRADE**

## FAIRTRADE TEA: KEY DATA 2014

There were  
**364,100**  
Fairtrade tea farmers  
and plantation workers  
in 2014

 **21%**  
since 2013

**135,900**  
hectares were  
under Fairtrade tea  
certification

 **27%**  
since 2013

Fairtrade tea  
producers grew  
**194,900** MT  
of certifiable teas  
in 2013–14

 **4%**  
since 2012–13

**13,300** MT  
or **7%** was  
organic certified

 **7%**  
since 2012–13

Fairtrade tea  
producers sold  
**12,200** MT  
of teas as Fairtrade in  
2013–14

 **0%**  
since 2012–13.

Overall, certified  
organizations sold  
**7%**  
of their teas  
as Fairtrade\*

Tea producers received  
**€4,653,200**  
in Fairtrade Premium

 **2%**  
since 2012–13

**Note:** Data are for producers of *Camellia sinensis* tea.

\* The analysis of Fairtrade sales volumes as a proportion of production volumes excludes newly certified organizations that were not eligible to sell their tea 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 7.16

## FAIRTRADE TEA: NUMBER OF PRODUCER ORGANIZATIONS WITH FAIRTRADE TEA CERTIFICATION 2008–2014

Note: Data are for producers of *Camellia sinensis* tea.

### Number of producer organizations with Fairtrade tea certification

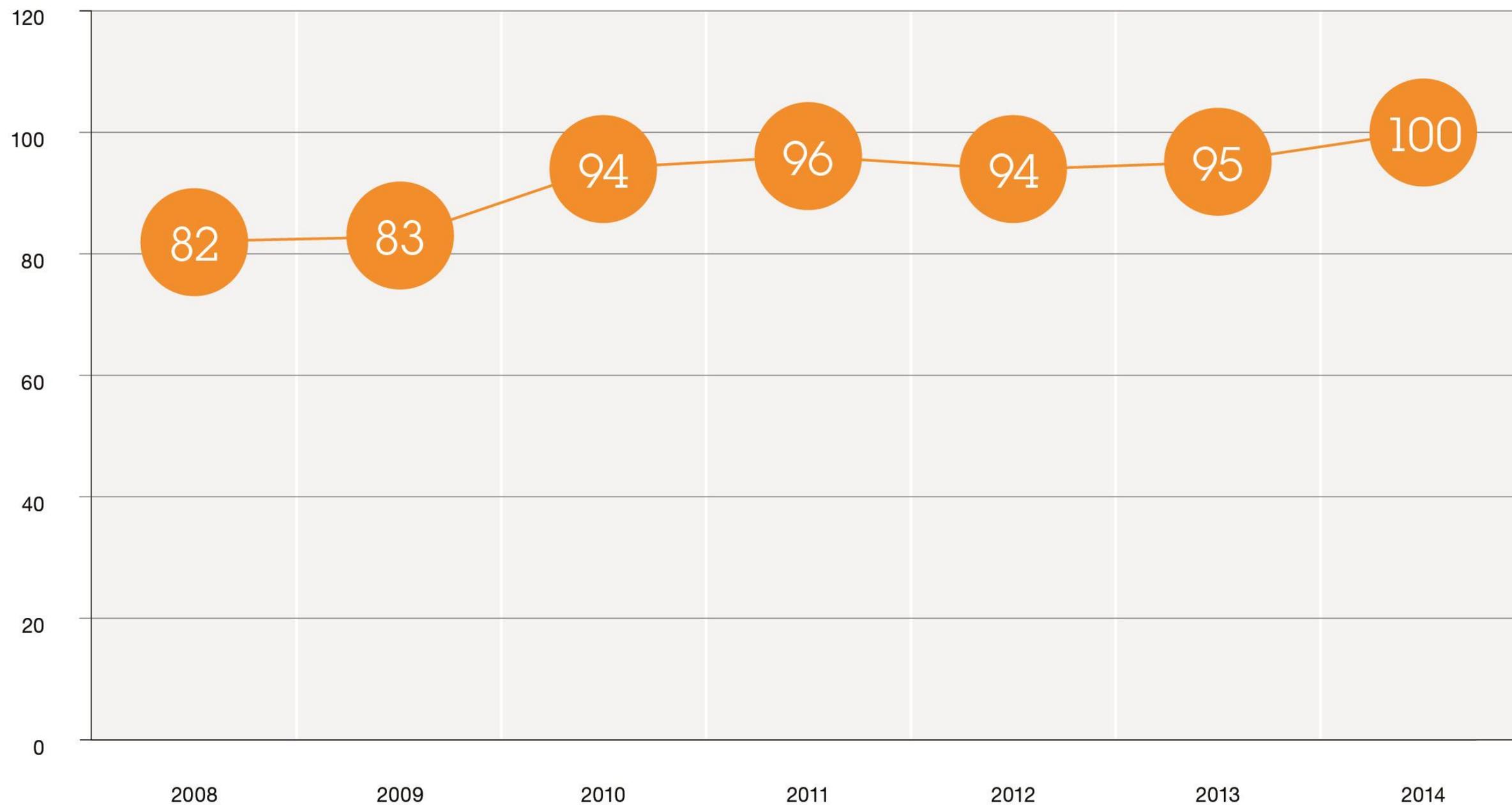
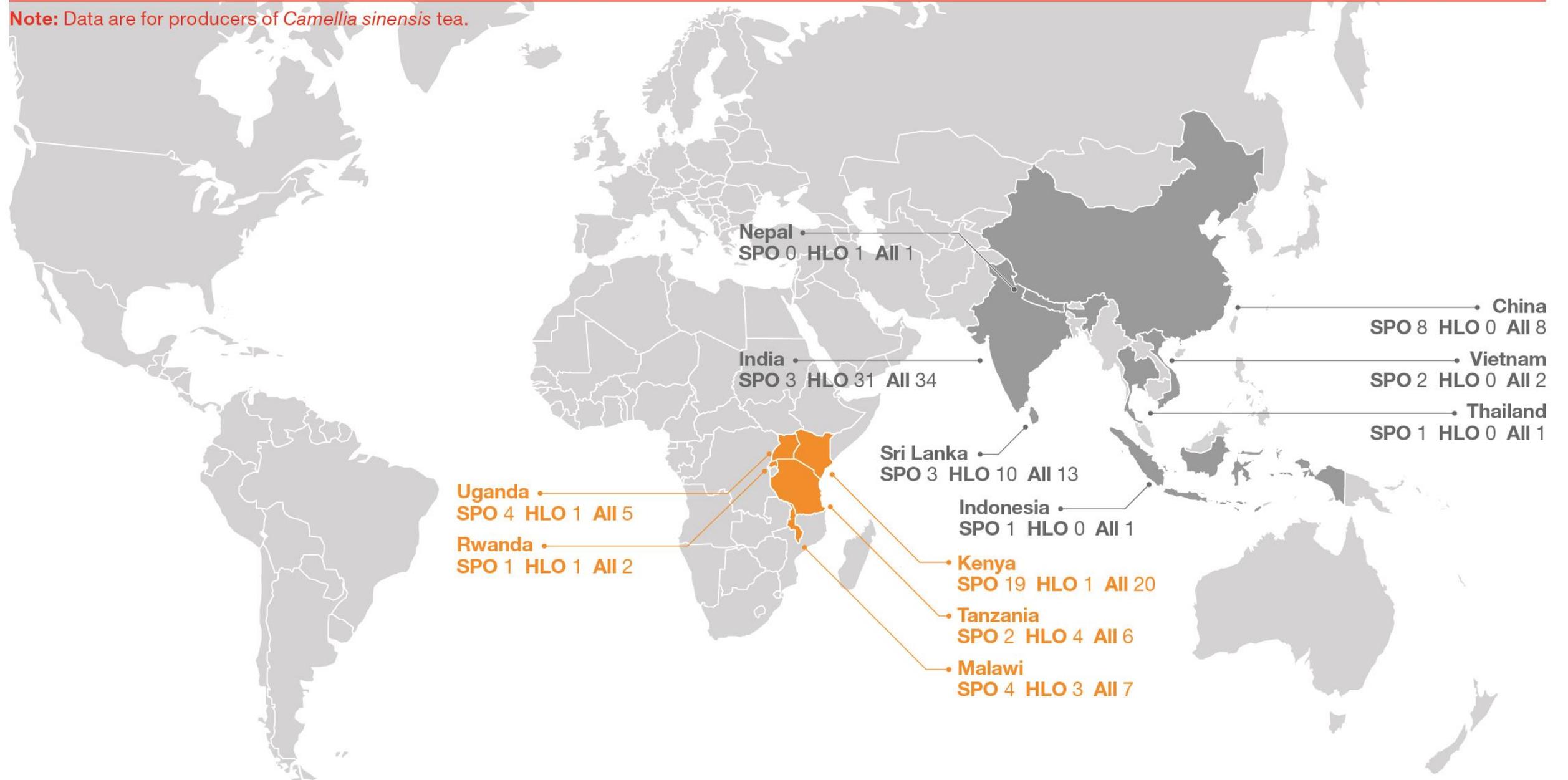


FIGURE 7.17

## FAIRTRADE TEA: PRODUCER ORGANIZATIONS WITH FAIRTRADE TEA CERTIFICATION 2014

Note: Data are for producers of *Camellia sinensis* tea.



**Africa and the Middle East**  
SPO 30 HLO 10 All 40

**Asia and Pacific**  
SPO 18 HLO 42 All 60

**Global Total**  
SPO 48 HLO 52 All 100

# FARMERS AND WORKERS IN THE TOP-SELLING COUNTRIES



© Didier Gentilhomme

**INDIA, KENYA AND MALAWI CONTINUED TO BE THE TOP-SELLING ORIGINS.**

**MORE THAN 364,000 PEOPLE WERE INVOLVED IN FAIRTRADE TEA AS SMALLHOLDER FARMERS OR AS WORKERS ON PLANTATIONS. MORE THAN HALF OF THEM (184,700) WERE IN KENYA, AND 79,000 WERE IN INDIA.**

FIGURE 7.18

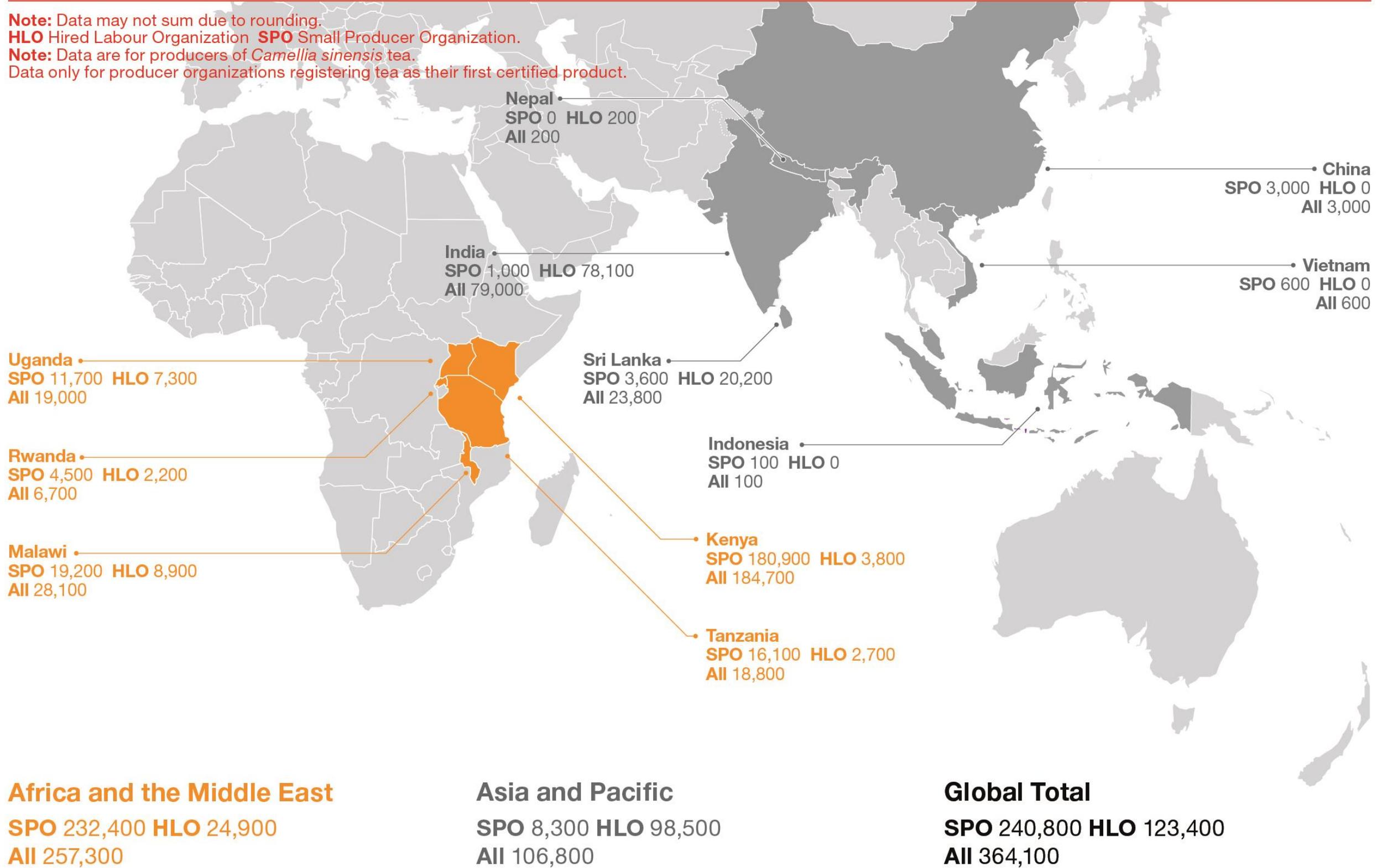
## FAIRTRADE TEA: NUMBER OF FARMERS AND WORKERS BY COUNTRY 2014

Note: Data may not sum due to rounding.

HLO Hired Labour Organization SPO Small Producer Organization.

Note: Data are for producers of *Camellia sinensis* tea.

Data only for producer organizations registering tea as their first certified product.



# FARITRADE TEA AVERAGE PRODUCTION AREA IN AFRICA

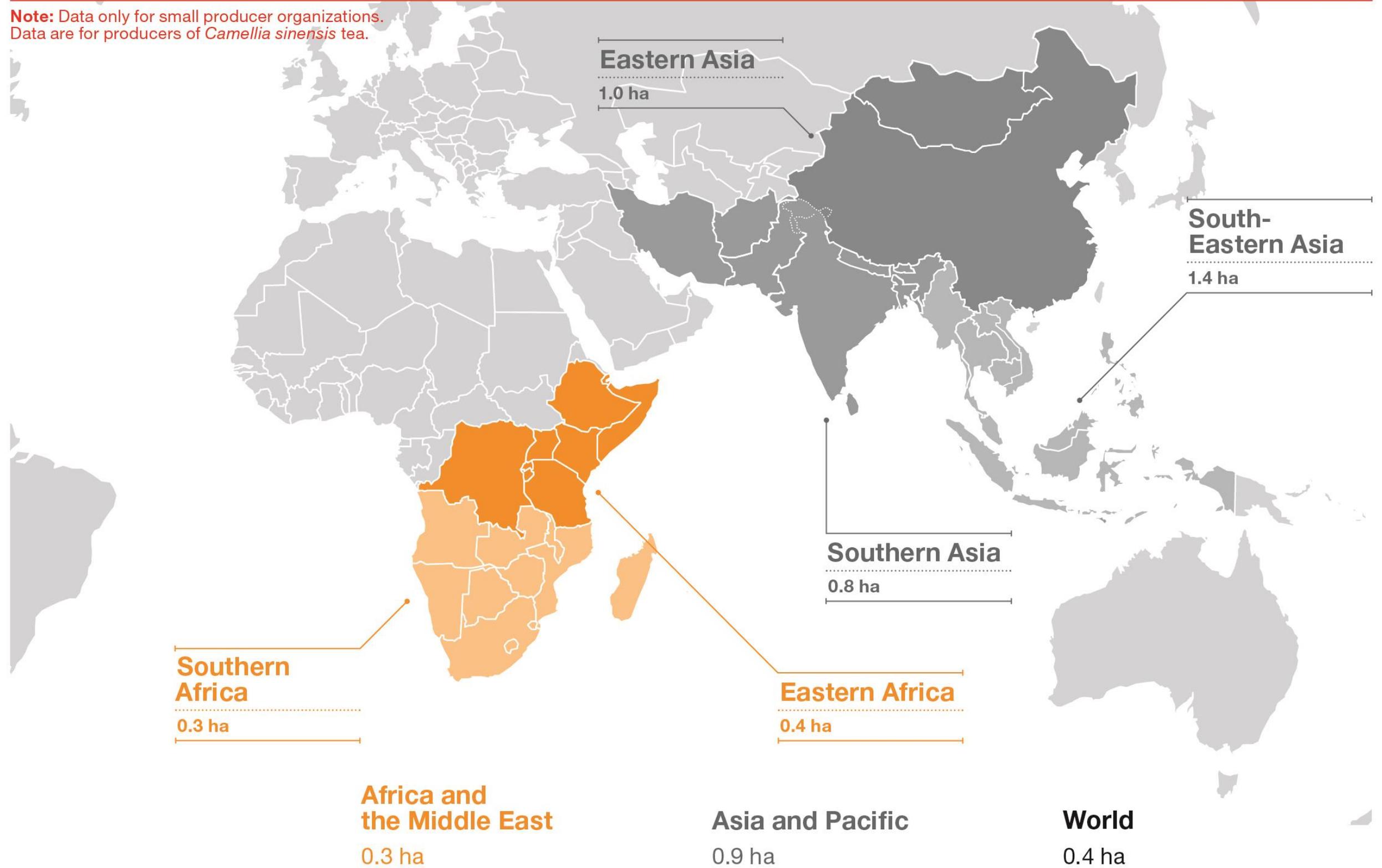


© Vicky Pauschert / Fairtrade International

**FAIRTRADE TEA FARMERS CULTIVATE THEIR TEA ON VERY SMALL AREAS. SMALLHOLDER FARMERS IN AFRICA GROW TEA ON AN AVERAGE PLOT SIZE OF JUST 0.3 HECTARES.**

## AVERAGE AREA OF FAIRTRADE TEA CULTIVATED PER FARMER 2014 (HECTARES)

**Note:** Data only for small producer organizations.  
Data are for producers of *Camellia sinensis* tea.



## FAIRTRADE TEA PRODUCTION CAPACITY: TOP FIVE COUNTRIES 2013–14 (MT)



**Total top five countries 175,500MT**

**Top five countries account for 90%  
of Fairtrade tea production**

**Note:** Numbers may not sum due to rounding.

## FAIRTRADE ORGANIC TEA PRODUCTION CAPACITY: TOP FIVE COUNTRIES 2013–14 (MT)



**Total top five countries 12,600 MT**

**Top five countries account for 95% of Fairtrade organic tea production**

**Note:** Numbers may not sum due to rounding.

## FAIRTRADE TEA SALES VOLUMES IN 2014



**CERTIFIABLE VOLUMES OF FAIRTRADE TEA GREW BY 4% TO 195,000 MT, WITH A SLIGHT DECLINE OF 7% IN ORGANIC PRODUCTION, THE LIKELY RESULT OF ADVERSE WEATHER OR MONSOON CONDITIONS.**

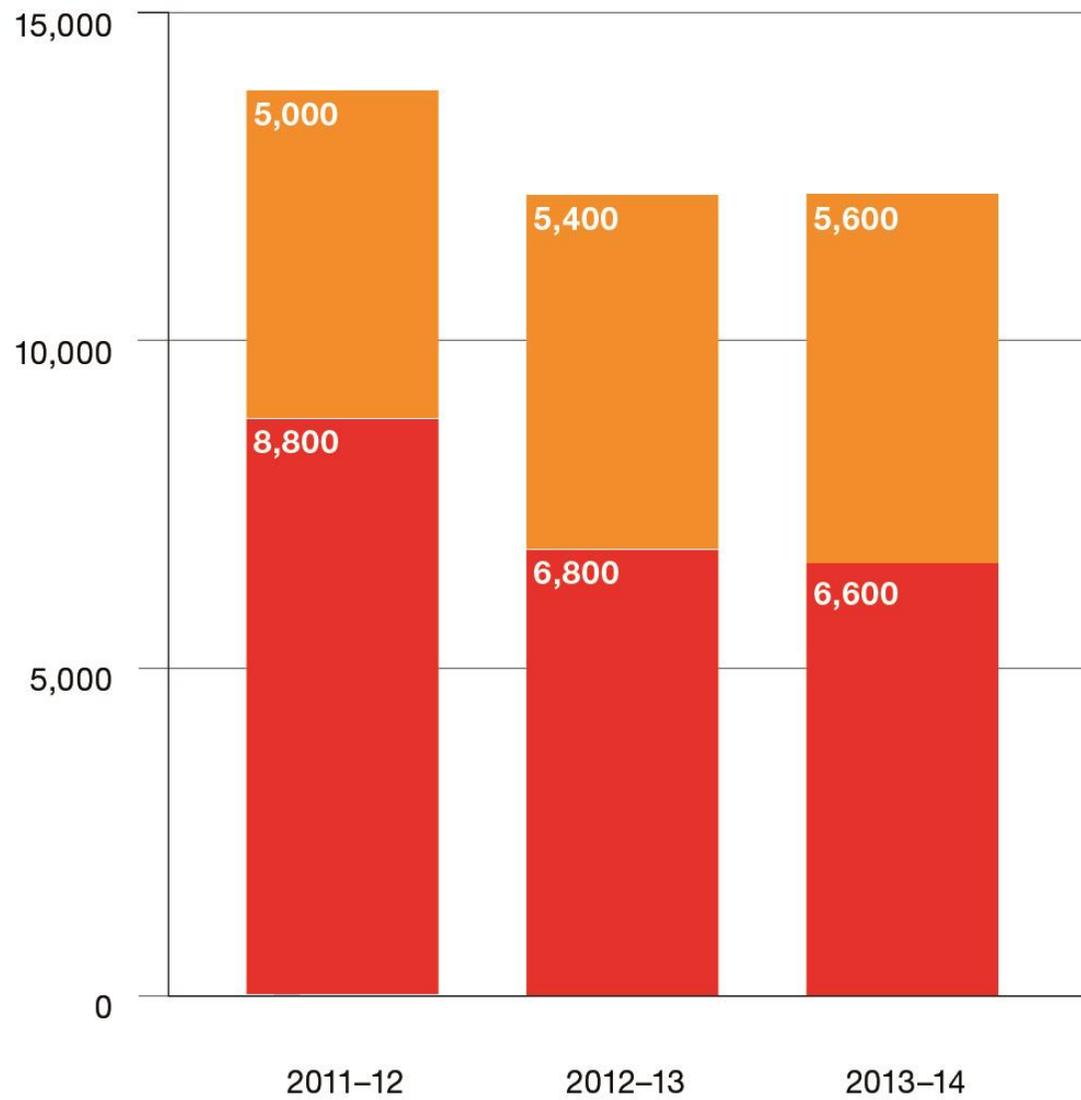
FIGURE 7.19

## FAIRTRADE TEA: FAIRTRADE SALES VOLUMES AND FAIRTRADE PREMIUM RECEIVED 2011–2014

Note: Data are for producers of *Camellia sinensis* tea.

- Hired Labour Organizations
- Small Producer Organizations

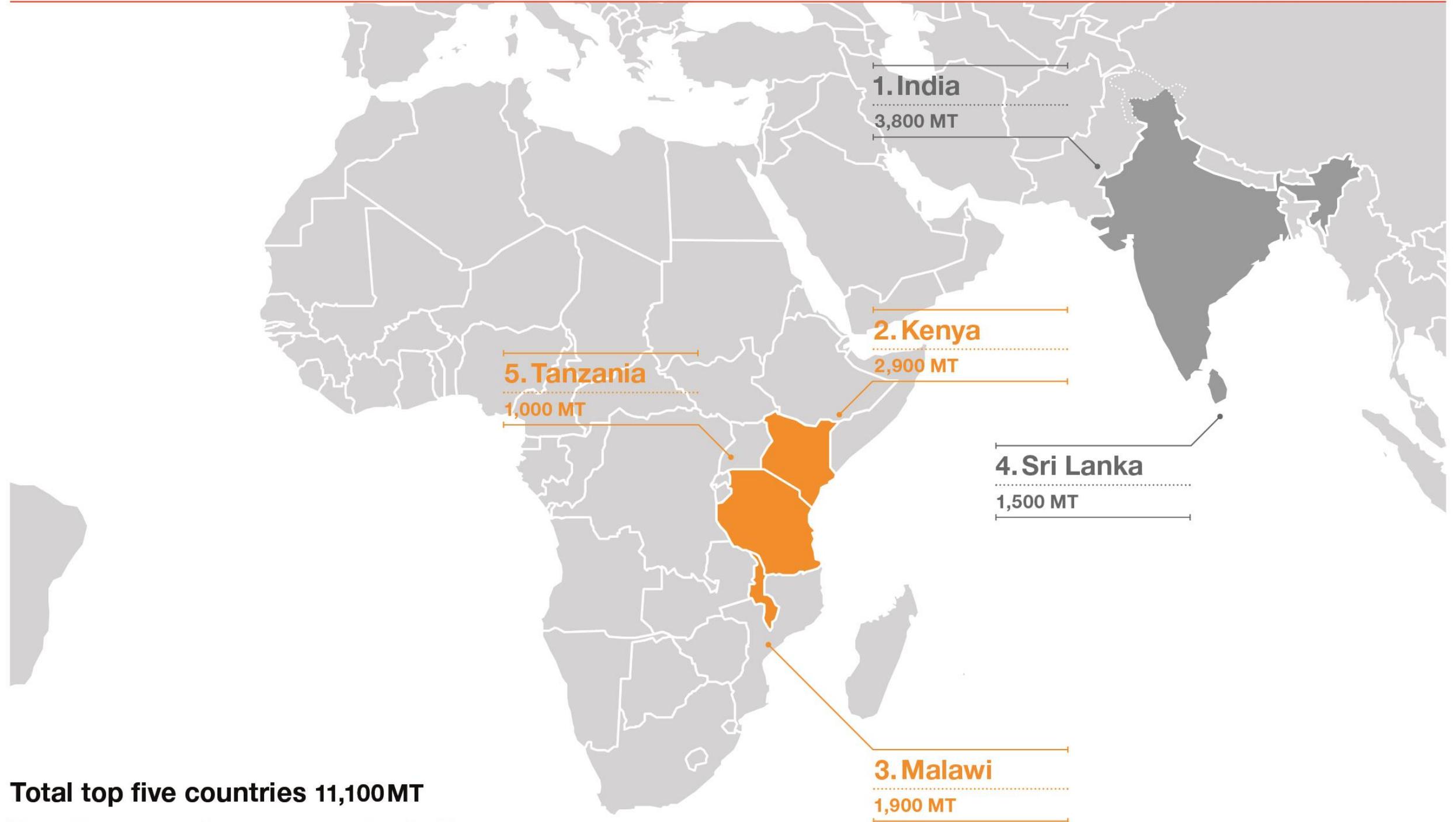
Fairtrade tea volumes sold (MT)



Fairtrade Premium received (€)



## FAIRTRADE TEA: TOP FIVE SELLING COUNTRIES BY VOLUME 2013-14 (MT)



**Total top five countries 11,100MT**

**Top five countries account for 91%  
of Fairtrade tea sales volumes**

**Note:** Numbers may not sum due to rounding.

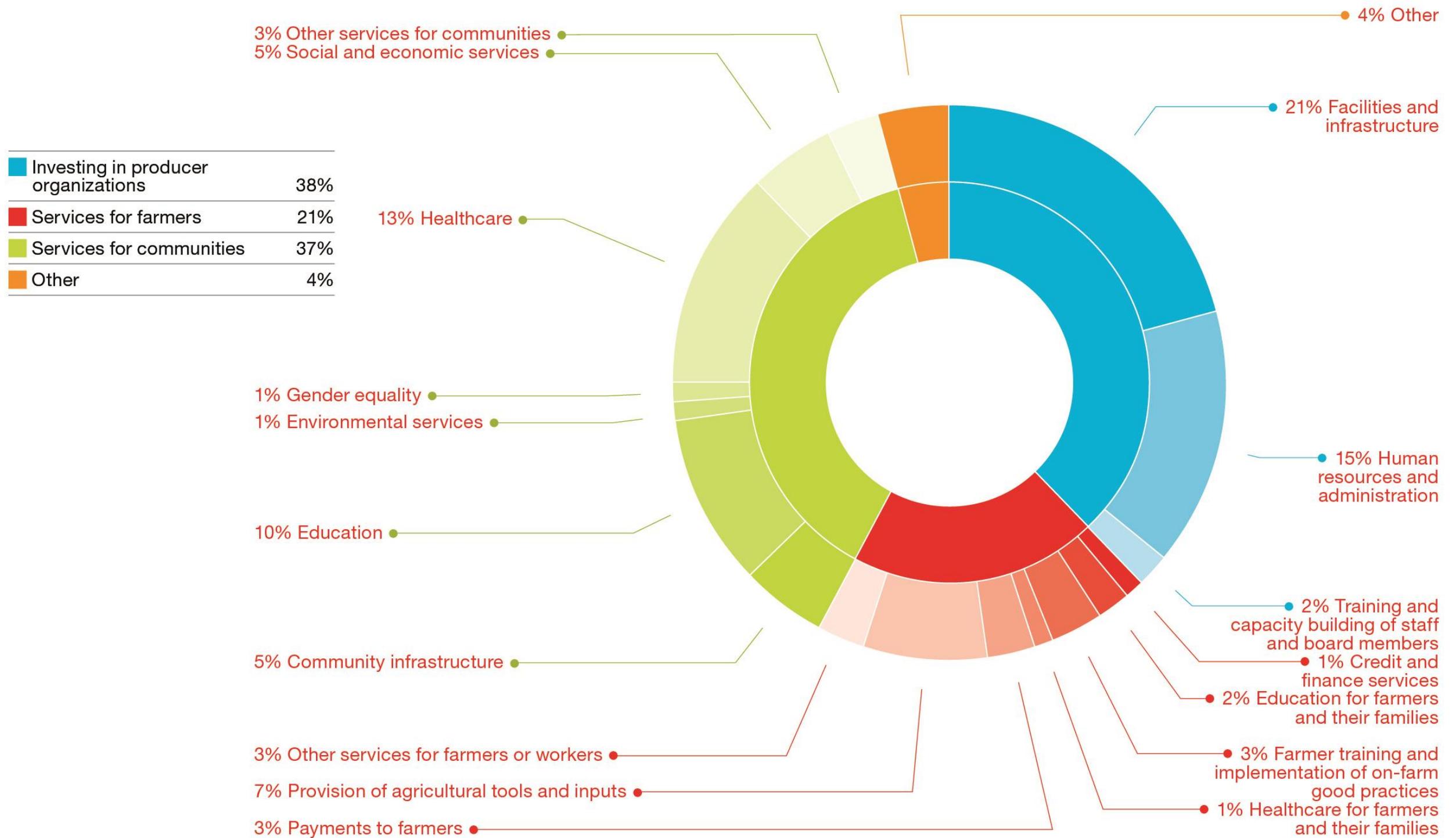
# FAIRTRADE TEA PREMIUM DISTRIBUTION



**MORE THAN €4.6 MILLION IN FAIRTRADE PREMIUM WAS PAID DIRECTLY TO SMALL FARMER ORGANIZATIONS OR WORKERS' ORGANIZATIONS ON FAIRTRADE TEA ESTATES.**

FIGURE 7.20A

## FAIRTRADE TEA: FAIRTRADE PREMIUM USE IN SMALL PRODUCER ORGANIZATIONS 2013–14



**Note:** Percentages may not sum due to rounding.

# CLIMATE ADAPTATION PROJECTS



© Zoe Stephenson / Fairtrade International

Victor Biwot, Operations Manager at Sireet Outgrowers Empowerment Project Company (Sireet OEP), an association of tea growers in Kenya

**FAIRTRADE CERTIFIED SINCE 2006, SIREET OEP HAS RECENTLY STARTED REFORESTATION PROJECTS TO TRY TO COMBAT THE ONSET OF CLIMATE CHANGE.**

**‘WE ARE RAISING TREES IN OUR NURSERIES FOR FARMERS TO INTER-PLANT WITH THEIR TEA CROPS,’ SAYS VICTOR. ‘THE TREES PROVIDE SHADE TO THE TEA, AND PROTECT IT FROM HAIL AND FROST, HELPING TO REDUCE THE EFFECTS OF CLIMATE CHANGE.’**

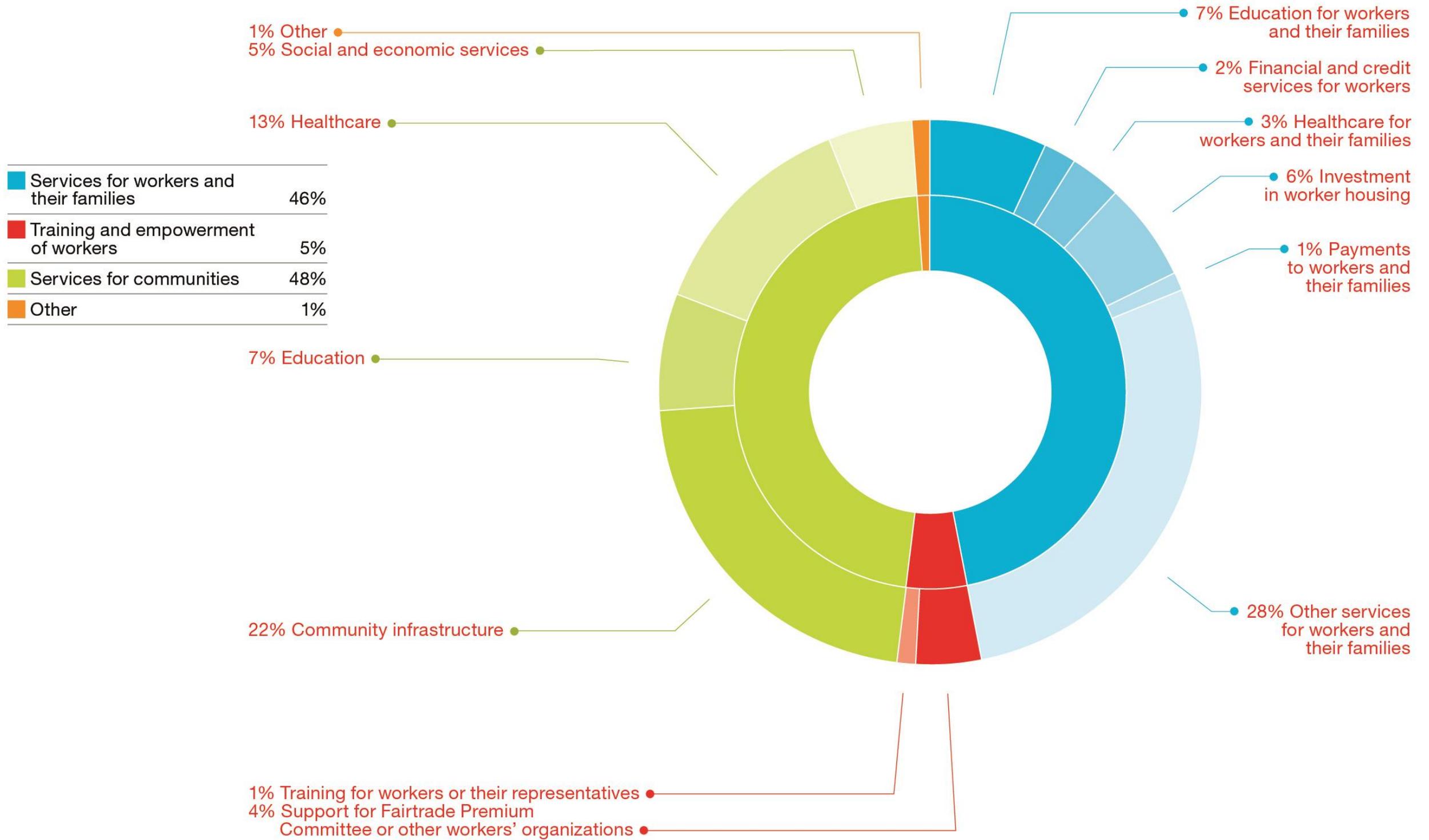
## FAIRTRADE TEA PREMIUM USAGE



© Simon Rawles

**ON TEA ESTATES, WORKERS CHOSE TO SPEND 46% OF THE FAIRTRADE PREMIUM THEY EARNED ON A WIDE RANGE OF SERVICES FOR WORKERS AND THEIR FAMILIES—SUCH AS THE PROVISION OF HOUSING, EDUCATIONAL SUPPORT, MEDICAL CARE, AND SUBSIDIZED GOODS AND LOANS.**

# FAIRTRADE TEA: FAIRTRADE PREMIUM USE IN HIRED LABOUR ORGANIZATIONS 2013-14



**Note:** Percentages 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](http://WWW.FAIRTRADE.NET/IMPACT-AND-RESEARCH.HTML)**



**FAIRTRADE**