

How does Fairtrade make a difference?

Fairtrade aims to create sustainable livelihoods and a fairer system of trade together with farmers and workers. To learn more about our progress, we commissioned an independent review of recent studies on our impact.

The researchers identified and analysed **151 relevant peer-reviewed studies** published between 2015 and 2020.

Here are some key areas where evidence shows Fairtrade is creating change.

Stronger and democratic producer organizations

Compared to non-certified producers, **Fairtrade producer organizations** tend to have:

Democratic governance and decision-making

Better management

Positive perception of benefits by farmer members

Fairtrade tends to increase women's participation in their cooperatives, while more is needed for deeper social changes in gender equity.

21 studies
19+ countries including Kenya, Peru, India

Environmental sustainability and adaptation to climate change

Fairtrade influences:

Environmentally friendly farming practices

Capacity to adapt to climate change

Standards contributing to **environmental sustainability impacts** such as water conservation and biodiversity

Dual Fairtrade and organic certification further increases the use of environmentally friendly methods.

29 studies on farming practices and climate adaptation
16 studies on environmental sustainability
29+ countries including Kenya, India, Ethiopia, Indonesia

Improved income, wellbeing and resilience

Through Fairtrade, **farmers and workers** gain:

Higher income and benefits (such as education and health services)

Fairer prices

Investments in priority projects via the Fairtrade Premium

Fairer trading conditions

And the evidence suggests that deeper engagement with Fairtrade — e.g. the length of time passed since certification — is associated with greater income benefits for farmers.

63 studies
30+ countries including Ghana, India, Kenya, Uganda, Peru

Awareness and commitment to fair and sustainable trade

The **Fairtrade brand** raises:

Consumer trust

Consumer awareness

...and has a positive impact on **purchasing intent and behaviour**

One study indicated that Fairtrade's advocacy and supply chain development efforts had a positive influence on the views held by **business leaders and policy makers** on fair and sustainable trade.

18 studies
12+ countries including USA, Germany, UK, Netherlands

Decent work

At large Fairtrade certified farms, **hired workers** typically have:

Better working conditions and benefits including paid overtime, health and safety protections

Greater representation and empowerment

Higher job satisfaction

Further work is needed to understand how Fairtrade can more effectively influence wages.

26 studies on decent work
14 studies on workers' voice and dignity
22+ countries including India, Ghana, Kenya, Peru, Ecuador

Studies in these areas focused on popular Fairtrade products: banana, cocoa, coffee, and tea, as well as cotton and flowers.

There's more ...

These are just the headline findings from the review. To read a summary of the evidence or to explore the report in full detail, visit fairtrade.net/library