

# Annual Report 2023

Fairtrade Max Havelaar



# Encouraging growth in times of global challenges

2023 was a successful financial year for Fairtrade Max Havelaar. The Foundation's financial situation stabilised and demand for Fairtrade products rose again, despite economic uncertainty. Consumers bought Fairtrade products worth CHF 970 million, an increase of 6% compared to the previous year. With regard to smallholder farmers in the countries of the Global South and to companies here, a common major challenge emerged last year: The increasing regulation of global supply chains.

The paradigm shift in the area of corporate due diligence continued in 2023. Compliance with social and environmental criteria in global supply chains is increasingly becoming a regulatory requirement as opposed to a voluntary commitment by companies. Decisive steps have been taken with the advancement of groundbreaking laws on human rights and environmental due diligence, such as the German and European Supply Chain Act and the EU Deforestation Directive. This means that Switzerland will soon be the only European country

without comprehensive regulation. However, the pressure on companies here is already increasing due to developments in other European countries.

## **Effective implementation of requirements**

To actively shape this change, Fairtrade Max Havelaar is working together with Fairtrade International on solutions that benefit smallholder farmers and workers in the Global South, as well as companies in this country.

A global "Risk Map" was published in January 2023. It creates transparency about the greatest risks to human rights and the environment in the countries and sectors in which Fairtrade operates. It helps companies to identify, understand and address risks and causes.

At the end of November 2023, a decision was made to tighten the due diligence requirements for human rights and environmental protection in the Fairtrade Standards for Traders and Hired Labour, as well as comprehensive requirements for deforestation in the coffee and cocoa Standard. In 2025, the Standard for small-scale Producer Organizations will also be revised, also with a focus on due diligence obligations on human rights and environmental protection.

*BANAFRUCOOP is a smallholder cooperative in northern Colombia that was founded in 2007 by 26 farmers. The current 35 members, eleven of whom are women, grow bananas of the highest quality / Photo: Zamira Ramírez & Sergio Calderón, CLAC*



**Fair burden sharing is essential for smallholder farms.**

*Kathrin Amacker,  
President of the Foundation*

Fairtrade International also published its first comprehensive report on human rights and environmental sustainability measures last year. The report contains aggregated audit results on topics such as labour rights, child protection and biodiversity. It describes in detail how Fairtrade fulfills its own due diligence obligations.

### **Focus on fair burden sharing**

Unfortunately, it still cannot be assumed that companies will fulfill their duty of care without shifting the responsibility and costs for implementation down the value chain. Fair burden sharing, supported by better prices, sustainability premiums and support services, is essential for smallholder farms in particular.

We have been campaigning for non-negotiable Minimum Prices, additional Fairtrade Premiums and living wages for years. In August 2023, for example, the Fairtrade Minimum Price for coffee was raised significantly in order to meet the many challenges facing coffee farmers – from the climate crisis to inflation and price fluctuations.

### **Encouraging sales growth and financial stabilisation**

The year 2023 in Switzerland was characterised by declining purchasing power and global uncertainty due to wars and crises. Despite this, consumers in Switzerland bought CHF 970 million worth of Fairtrade products – up 6% on the previous year. With an annual per capita consumption of CHF 110, consumers in Switzerland are once again Fairtrade world champions. Thanks to these positive developments, combined with cost-cutting measures, the financial situation of Fairtrade Max Havelaar has stabilised again, following a loss in the previous year. The Foundation will close the 2023 financial year with a positive result.

Solidarity with smallholder farmers and workers in the Global South, even in times of crisis, is characteristic of Switzerland and reflects the immense commitment of our reliable and innovative trading partners. We are facing the coming months with confidence and have set ourselves the goal of further growth in 2024.

**The future is fair.** We are delighted and grateful that you are supporting us on our journey.

*The President and the CEO*



Kathrin Amacker | Fabian Waldmeier



*Kathrin Amacker,  
President of the Foundation*



*Fabian Waldmeier,  
CEO*

# Consumers are buying more Fairtrade products than ever before

Swiss consumers increasingly turned to Fairtrade products in 2023, leading to a 6% increase in sales to CHF 970 million. Consumption per person reached a new high of CHF 110 on average. In an international comparison, the Swiss consolidated their position as Fairtrade world champions. In particular, retailers, especially Coop, made an important contribution to this result. They expanded their Fairtrade ranges and are the main contributors to this positive result.

*Enjoying Fairtrade products in everyday life / Photo: Christopher Mueller, Fairtrade Max Havelaar*



In Switzerland, retail trade accounts for a good three quarters of total Fairtrade sales. Coop, Migros, Aldi, Lidl, Volg and Spar increased their sales of Fairtrade products by an average of 7% last year. Various branded goods manufacturers such as Maestrani have also invested in their Fairtrade ranges, achieving an average sales growth of 14%. Trends among the 50 or so coffee roasters are also positive, with sales of fair trade beans increasing by 8%. The banks recorded varying results: While BKB's gold fund performed well, demand for Fairtrade small bars fell significantly. Jewellers recorded steady development in the sale of Fairtrade gold jewellery.

The sales trend for the product categories is largely positive. This is mainly due to numerous new products and changes, such as new items from the "Karma" brand at Coop, an expansion of the "Mister Rice" products at Migros as well as new chocolates from the "Way To Go" line at Lidl Switzerland and "Choceur CHOCO CHANGER" at ALDI SUISSE. In addition, inflation-related price increases also had an upwards impact on



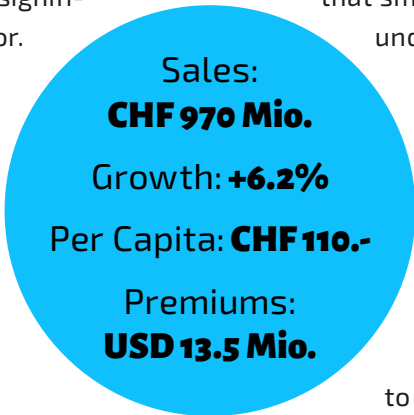
*There are over 3,700 Fairtrade products in Switzerland / Photo: Lia Studerus, Fairtrade Max Havelaar*

the result. Confectionery, dairy products, bakery products, flowers & plants, dried fruits & nuts, rice, sports balls and composite products recorded double-digit sales growth. Bananas, coffee, spreads and tea achieved single-digit sales growth. Consumption of exotic fruits, ice cream, sugar, spices, quinoa and cotton products declined. Beverages also closed below the previous year's level. The latter is due on the one hand to lower demand for orange juice from concentrate and on the other hand to a significant change at a major distributor.

The decline in gold sales can be explained by the previously mentioned lower demand for small gold bars.

With sales growth totalling 6%, it is not only consumption that has increased. The variety of Fairtrade-certified products in Switzerland has also continued to increase. There are now around 3,700 products available with the Fairtrade label. By selling Fairtrade products, workers and smallholder farmers in Latin America, Asia and Africa benefit from better prices and greater financial security thanks to Fairtrade Minimum Prices and

Fairtrade Premiums. However, many smallholder farmers' organisations can only sell part of their harvest under Fairtrade conditions. In the case of cocoa cooperatives, for example, on average it amounts to only a third; the rest is required to be sold on the conventional market. Fairtrade is more effective the greater the proportion of raw materials that the cooperatives can sell under Fairtrade conditions. That is why growth in Switzerland is important, so that smallholder families can sell more under Fairtrade conditions.



Companies also benefit by focusing more on Fairtrade. This enables them to make a valuable contribution to improving living conditions in their supply chains and visibly demonstrate their commitment to sustainability with the Fairtrade label. Fairtrade also helps companies to fulfil key aspects of increasing due diligence obligations.

Many thanks to the Swiss consumers and Fairtrade partners who have contributed to this encouraging result. The future is fair!

# A strong partnership for your company

Challenges along supply chains are becoming increasingly complex due to legal regulations, even for companies in Switzerland. Fairtrade Max Havelaar supports your company with product certification and tailor-made programmes, to enable you to meet your responsibilities in the area of human rights and environmental due diligence and to implement appropriate measures.



## Certification

Our core business: Since 1992, Fairtrade Max Havelaar has been supporting companies in obtaining sustainably produced and fairly traded raw materials. With the Fairtrade label, which is very well known and trusted by consumers, your company can make its commitment to fair trade visible on every product.



## Beyond certification

A company's future-proof sustainability strategy is not limited to certified supply chains. With an expanded range of services covering the areas of expertise, consulting and projects in the countries of origin, Fairtrade Max Havelaar supports you in meeting individual challenges better and achieving additional impact locally.

# Certification

Certification is an instrument that allows your company to take responsibility for its own sustainability and to make its commitment visible to consumers with the Fairtrade label on the product.



*The Fairtrade label enjoys a high level of recognition and trust worldwide. / Photo: Winchester Creatives, Fairtrade Nederland*

## What your Fairtrade certification means

- ✓ **BETTER AND MORE STABLE INCOMES** thanks to the Fairtrade Minimum Price and Fairtrade Premium.
- ✓ **PROMOTION OF DEMOCRATIC STRUCTURES** and support for organisation through the formation of cooperatives and networking of workers on plantations.
- ✓ **LOCAL COOPERATION:** Producers receive training and advice from the relevant continental Fairtrade networks. For example, on combating the effects of climate change.
- ✓ **IMPROVED WORKING CONDITIONS AND ECOLOGICAL REQUIREMENTS THANKS TO FAIRTRADE STANDARDS:** Smallholder farmers and workers benefit from the comprehensive social, ecological and economic requirements in the Fairtrade Standards, monitored by the independent certification body FLOCERT.
- ✓ **INCREASING CONSUMER TRUST:** Fairtrade is the fair trade label with the highest trust and recognition worldwide. Through certification and the use of fairly traded raw materials, companies can make targeted use of the positive image of Fairtrade.

# Effectively countering risks in the supply chain

In recent years, various laws on human rights and environmental due diligence have been passed or advanced in Europe and Switzerland. The pressure on Swiss companies to fulfil their responsibilities is steadily increasing all the time.

Dr. iur. Simone Hutter, human rights expert and deputy head of international cooperation at Fairtrade Max Havelaar, answers the most important questions about current developments and their effective implementation.



## **What is Fairtrade Max Havelaar's position on the legal changes relating to human rights and environmental due diligence?**

*S.H.: We welcome this development. In 2023, Fairtrade also tightened its own human rights and environmental due diligence requirements in the Fairtrade Standards for Traders and Hired Labour. In addition, stricter requirements regarding deforestation were adopted in the cocoa and coffee Standards. In 2025, the Fairtrade Standard for smallholder farmers will also be revised.*

## **Is there a risk in the implementation of these legal requirements?**

*S.H.: For laws to lead to the desired positive changes, the interests of the people who occupy the weakest position in global value chains must be taken into account: Smallholder farmers and workers. Responsibility for implemen-*

*tation cannot be placed solely on them, as they are faced with an increasing number of requirements.*

## **Is that not the aim of Fairtrade: implementing stricter requirements?**

*S.H.: Stricter requirements only make sense if they are accompanied by better prices, co-investments and support services. Unfortunately, this is often not the case. Poverty is the cause of many violations to the environment and to human rights. Low prices make the situation even worse. Increased requirements where the conditions themselves do not change are more likely to intensify human rights risks than to reduce them.*

## **What can companies do?**

*S.H.: A first step is to purchase raw materials under Fairtrade conditions with fixed Fairtrade Minimum Prices and additional Fairtrade Premiums. Long-term business relationships are also important. To effectively counteract the biggest risks in your own supply chain, additional specific on-site projects may be required, which we also offer and successfully implement.*



# Beyond certification

Fairtrade Max Havelaar offers your company tailor-made support to better address the challenges in your supply chain and achieve additional impact.

Increasing legal requirements mean companies must closely examine their supply chains. In order to take appropriate measures to minimise risks, the existing risks and their causes must first be identified. In January 2023, Fairtrade launched the "Risk Map" to highlight the greatest human rights and environmental risks in the countries and sectors where Fairtrade operates. This is intended to help companies understand and address risks.

In addition, Fairtrade entered into a partnership with Satelligence, a satellite monitoring data provider, last November. This provides Fairtrade cooperatives with data on their members' farms and their deforestation risk. This will enable them to better manage forest areas and meet the requirements placed on companies under the EU Deforestation Regulation.

## **Expertise and project implementation**

In cooperation with Fairtrade International and the certification body FLOCERT, Fairtrade Max Havelaar supports companies throughout the entire due diligence process with

comprehensive expertise. For assistance with risk analysis, targeted measures to minimise risk or effective dialogue with rights holders, Fairtrade Max Havelaar is a competent partner with many years of experience at your side.

## **A recent example: Project against child and forced labour with HALBA**

Exploitative child labour and forced labour are among the biggest risks in the West African cocoa sector. The project carried out with HALBA (a division of the Coop cooperative) aims to reduce the risk of exploitative child labour and forced labour in cocoa production in Ghana. This goes beyond audit-based certification. Prior to the project, extensive risk analyses were carried out in the HALBA cocoa sourcing areas in Ghana so as to implement targeted, risk-based measures.

The project focuses on building functioning structures at community level, linked to existing government agencies to monitor and redress cases of exploitative child labour and forced labour.



*Konan Kouassi Alain during a training session. / Photo: Mohamed Aly Diabate, Fairtrade / Fairpicture*

# Fairtrade marketing: greater visibility for your involvement

The involvement of Fairtrade Max Havelaar and its partners is having an impact beyond the producing countries of the Global South. Engaging campaigns and creative collaborations have brought top marks in Swiss consumer surveys, along with prestigious awards.

## Campaigns

With creative and engaging initiatives, the annual communicative theme of "climate fairness" was taken up throughout the year, with links being made to important raw materials. The goal achieved: To inform consumers about Fairtrade's climate and environmental protection requirements and to call on them to get involved in fair trade.

The highlight was the second edition of "Fairbruary", which was rolled out internationally for the first time in 2023 following its launch in Switzerland the year before. Hundreds of Fairtrade fans earned the title of "Fairtrade Hero" in various challenges. With the support of our partners, around 30 product boxes were sent to content creators who shared the campaign on social media.

## Top marks from consumers

The perception and impact of the Fairtrade label are regularly reviewed in various consumer studies. In 2023, they also showed that the Fairtrade label enjoys a very high level of awareness (92%) and trust (85%)<sup>1</sup>. Compared

with over 400 other Swiss brands, Fairtrade is in the top 20 in terms of likeability and trust<sup>2</sup>. Fairtrade also performs very well in comparison with other NGO brands, with a ranking within the top 10<sup>3</sup>. Certification allows companies to make targeted use of the positive image of Fairtrade.

## Awards for outstanding commitment

In October 2023, the first Fairtrade Global Awards ceremony took place in Kenya, recognising international Fairtrade partners for their outstanding commitment and innovative approaches to promoting social justice and sustainability in trade. Four Swiss partners of Fairtrade Max Havelaar – Coop, Delica AG, Nespresso and HPW – received awards here.

*Receiving awards at the Fairtrade Global Awards 2023 in Kenya. FLTR: Shadrack Ofori Yeboah (HPW Fresh & Dry), Denise Renaux (Coop), Phylis Warui (Nespresso), Sarah Sot (Delica), Steve Tharakan (Deputy Ambassador of the Swiss Embassy in Kenya), Michael Fumey (HPW Fresh & Dry), Simon Aebi (Fairtrade Max Havelaar)*



<sup>1</sup> Globescan, 2023

<sup>2</sup> Havas Brand Predictor, 2023

<sup>3</sup> GfK Business Reflector, 2023

# Annual accounts and financial report 2023

2023 was a good year for Fairtrade Max Havelaar. As more Fairtrade products were purchased in Switzerland, the foundation's income from licensing fees also increased. After Fairtrade Max Havelaar recorded a loss of CHF 482,000 last year due to various factors, the situation normalised in 2023 and a balanced account with a positive result of CHF 41,000 was achieved again. In order to achieve this despite increasing cost pressure, measures were taken to sustainably reduce both personnel and material costs.

Licence fees increased by CHF 156,000 to a total of CHF 8.9 million in 2023. This made it possible to overcome the short-term decline in fees from the previous year and resume the long-term trend of increasing licence revenues. In particular, the product categories of flowers & plants, dairy products, confectionery, baked goods & biscuits and bananas generated greater licensing revenue. However, revenue from cold drinks declined due to delisting. Revenues from unlabelled coffee also continue to decline.

Revenue from programmes, expertise services and other international projects increased by CHF 46,000, but CHF 133,000 less in services were billed to other Fairtrade organisations. Overall, operating income increased by CHF 63,000.

Operating expenses fell by 6.6% compared to the previous year. Costs fell in almost all areas, with only contributions to Fairtrade International and depreciation increasing. The reasons for this are as follows:

✦ After the pandemic-related backlog of expenditure on programmes and expertise services as well as international projects

was reduced in the previous year, something which was associated with exceptionally high costs, the situation normalised in 2023. Expenditure of CHF 979,000 was offset by income of CHF 514,000, resulting in net investments of CHF 465,000. This was used to finance, among other things, the evaluation of living income/wage reference prices, climate change adaptation programmes and the further development of the gold product category.

✦ The contributions to Fairtrade International were paid in accordance with applicable regulations. Due to a higher licence income, contributions also increased by 3% to a total of CHF 3,139,000.

✦ In order to ensure the long-term economic viability of the Foundation, the staffing budget was gradually reduced by 3.9 FTE in 2023. At the same time, there were temporary vacancies in some positions. This enabled personnel costs to be reduced significantly compared to the previous year.

✦ Due to general inflation, administrative costs are also rising. The fact that administrative

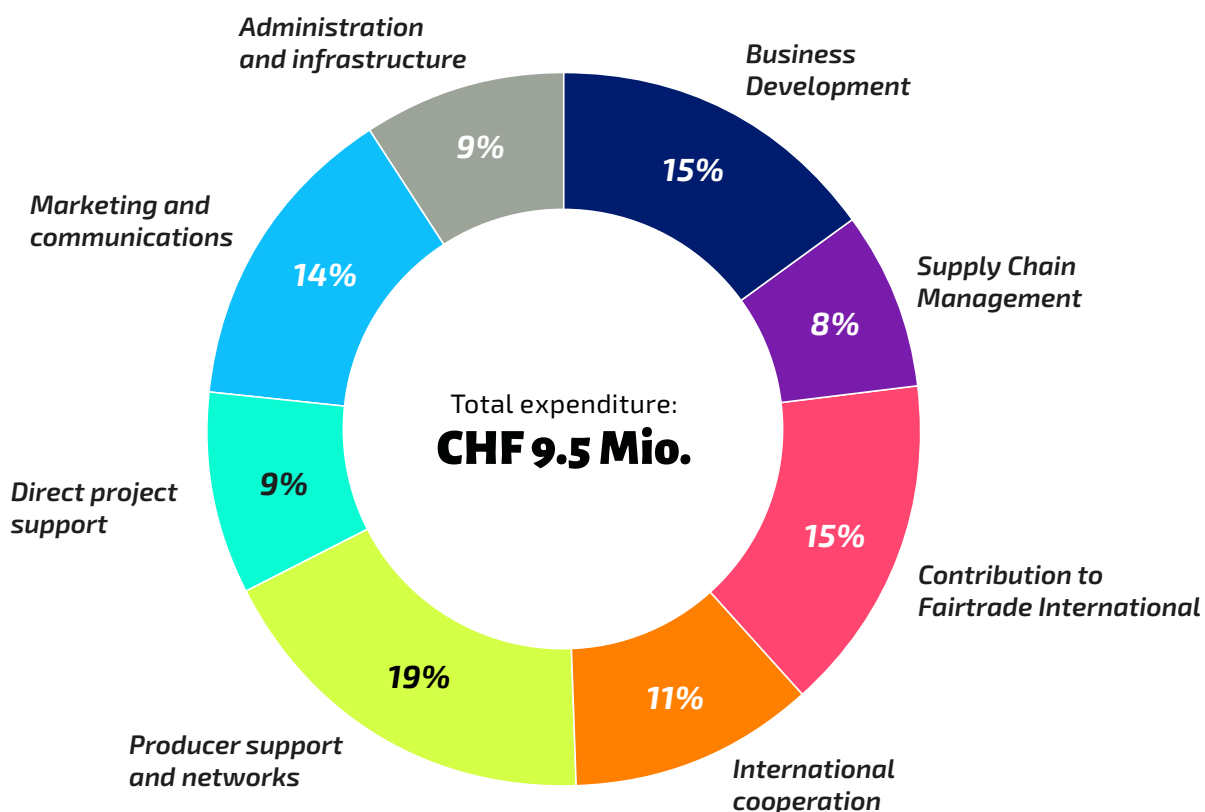
expenses in 2023 will nevertheless be lower than in the previous year is due to reduced travel activities. For a range of reasons, various trips to producing countries had to be postponed until the following year.

- ✦ In 2022, the 30th anniversary and awards event led to a temporary increase in marketing and communications spending. This year, costs have returned to normal levels, although they are still well below pre-pandemic levels.
- ✦ Investments in the expansion of software applications such as Salesforce and PowerBI led to a slight increase in depreciation.

After the backlog of expenses for international projects and a high loss on financial assets led to a loss of CHF 482,000 in the 2022 financial year, despite the reduction in fixed organisational capital, fixed organisational capital was replenished in 2023 and a profit of CHF 41,000 was achieved.

In 2023, CHF 479,000 was accumulated in fixed organisational capital and CHF 296,000 was used. The Foundation's organisational capital has therefore increased by CHF 183,000 and now stands at CHF 1.1 million. The net profit for the year of CHF 41,000 is offset against the freely earned capital, which now amounts to CHF 4.7 million.

## Allocation of expenses 2023



# Balance sheet

ASSETS CHF	Appendix <sup>4</sup>	31.12.23	31.12.22
<b>Current assets</b>			
Cash and cash equivalents	4.1	2,366,482	2,082,960
Accounts receivable	4.2	509,628	766,643
Other current receivables		1,279	2,490
Active Prepaid expenses	4.3	1,860,906	2,004,870
		<b>4,738,295</b>	<b>4,856,963</b>
<b>Non-current assets</b>			
Financial investments	4.4	2,472,753	2,432,903
Property	4.5	50,422	75,748
Intangible assets	4.5	187,383	164,674
		<b>2,710,558</b>	<b>2,673,325</b>
<b>Total ASSETS</b>		<b>7,448,853</b>	<b>7,530,288</b>

Liabilities & equity CHF	Appendix	31.12.23	31.12.22
<b>Short-term liabilities</b>			
Trade payables	5.1	441,152	589,395
Other short-term liabilities	5.2	422,524	401,438
Short term provisions	5.3	118,178	129,278
Deferred income	5.4	320,533	418,289
		<b>1,302,388</b>	<b>1,538,400</b>
<b>Fund capital</b>			
<b>Restricted funds</b>		<b>139,551</b>	<b>209,488</b>
<b>Liabilities including restricted funds</b>		<b>1,441,939</b>	<b>1,747,888</b>
<b>Organisational capital</b>			
Paid-up foundation capital	6	190,002	190,002
Fixed capital		1,117,214	934,091
Generated unrestricted capital		4,699,698	4,658,307
		<b>6,006,914</b>	<b>5,782,400</b>
<b>Total liabilities and equity</b>		<b>7,448,853</b>	<b>7,530,288</b>

These financial statements have been audited by BDO Zurich in the course of an ordinary audit and have been found to be in order. They give a true and fair view of the financial position, the results of operations and the cash flows in accordance with Swiss GAAP FER and comply with Swiss law and the Articles of Foundation.

# Operating account

Operating income	2023	2022
License income from third parties	8,884,355	8,728,304
Income from services	162,872	83,300
Losses from receivables	1,193	(2,922)
<b>Income from services</b>	<b>9,048,420</b>	<b>8,808,682</b>
Income from earmarked donations	33	63
<b>Income from donations</b>	<b>33</b>	<b>63</b>
Income from earmarked mandate contributions	193,610	86,250
Income from earmarked programmes contributions	122,608	264,246
<b>Income from contributions</b>	<b>316,218</b>	<b>350,496</b>
Other operating income	271,776	414,212
<b>Total operating income</b>	<b>9,636,448</b>	<b>9,573,453</b>

Operating expenses	Appendix	2023	2022
Contributions paid – mandates & programmes		(386,170)	(276,012)
Direct costs of services		(116,586)	(9,956)
Personnel expenses		(3,977,784)	(4,333,730)
Administration expenses		(824,820)	(835,705)
International cooperation		(3,634,192)	(3,926,268)
Marketing/communication expenses		(453,626)	(715,218)
Depreciation of property & intangible assets	4.5	(126,466)	(102,284)
<b>Operating expenses</b>		<b>(9,519,645)</b>	<b>(10,199,172)</b>
<b>Operating result</b>		<b>116,803</b>	<b>(625,719)</b>
Financial income		190,554	186,289
Financial expenses		(152,779)	(442,820)
<b>Financial result</b>	<b>7</b>	<b>37,775</b>	<b>(256,531)</b>
<b>Result before change to fund capital</b>		<b>154,578</b>	<b>(882,250)</b>
Change to fund capital		69,937	(64,959)
<b>Fund result of appropriated reserve</b>		<b>69,937</b>	<b>(64,959)</b>
<b>Annual profit/loss before change to organisational capital</b>		<b>224,515</b>	<b>(947,209)</b>

	2023	2022
<b>Allocation/use of organisational capital</b>		
Change in restricted capital	(183,124)	465,320
<b>Net income before allocation/use of retained earnings</b>	<b>4 1,391</b>	<b>(481,889)</b>

<sup>4</sup> The full auditors' report and the annual account together with the performance report and all notes can be found at [www.fairtrademaxhavelaar.ch](http://www.fairtrademaxhavelaar.ch)

# Commodity & market development 2023

## Sales volume of the most important commodities compared to the previous year



**Bananas**  
38,522 tons  
+2%



**Flowers**  
65,701,704 stems  
+26%



**Coffee<sup>5</sup>**  
7,647 tons  
-7%



**Cocoa**  
8,528 tons  
+16%



**Fruit juices**  
19,572,863 litres  
-17%

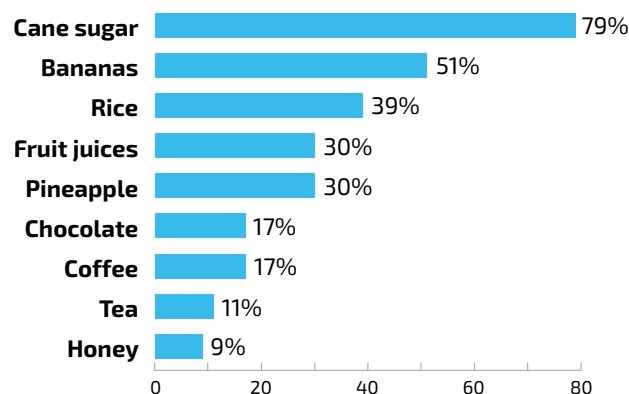


**Cane sugar**  
8,175 tons  
+2%

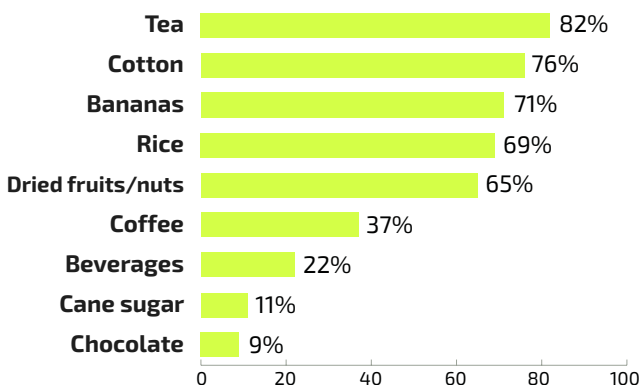
## Sales per product category

Product	Sales CHF	Change compared to 2022
<b>Confectionery products</b>	<b>223,023,464</b>	<b>17.3%</b>
- Chocolate	178,117,902	18.9%
- Cookies and others	44,905,562	11.6%
<b>Bananas</b>	<b>110,142,776</b>	<b>3.9%</b>
<b>Coffe</b>	<b>97,577,825</b>	<b>6.2%</b>
<b>Exotics</b>	<b>78,840,455</b>	<b>-1.9%</b>
- Fresh Fruits & Vegetables	48,326,274	-8.6%
- Convenience/tinned products	30,514,182	11.1%
<b>Dairy products</b>	<b>73,659,082</b>	<b>10.4%</b>
- Yoghurt	47,951,831	4.4%
- Milkshakes	16,936,336	28.3%
- Miscellaneous items	8,770,916	15.8%
<b>Beverages</b>	<b>72,383,447</b>	<b>-12.8%</b>
- Juices	47,187,268	-19.1%
- Cold drinks	23,939,139	1.9%
- Alcoholic beverages	1,257,041	6.6%
<b>Bakery products</b>	<b>68,500,809</b>	<b>10.5%</b>
<b>Flowers &amp; plants</b>	<b>60,971,700</b>	<b>22.4%</b>
<b>Ice creams</b>	<b>52,468,853</b>	<b>-5.4%</b>
<b>Dried fruits/nuts</b>	<b>50,678,490</b>	<b>17.2%</b>
<b>Rice</b>	<b>26,835,331</b>	<b>13.7%</b>
<b>Composite products</b>	<b>14,386,420</b>	<b>24%</b>
<b>Cane sugar</b>	<b>9,290,133</b>	<b>-7.1%</b>
<b>Gold</b>	<b>8,647,821</b>	<b>-45%</b>
<b>Spreads</b>	<b>7,855,189</b>	<b>0.8%</b>
- Honey	4,718,192	-10%
- Other	3,136,997	22.8%
<b>Spices</b>	<b>5,178,644</b>	<b>-5.2%</b>
<b>Tee</b>	<b>4,011,564</b>	<b>1%</b>
<b>Quinoa</b>	<b>3,927,498</b>	<b>-8.1%</b>
<b>Cotton products</b>	<b>1,567,037</b>	<b>-28.2%</b>
<b>Sport balls</b>	<b>115,325</b>	<b>11.3%</b>
<b>Total</b>	<b>970,061,862</b>	<b>6.2%</b>

## Market share<sup>6</sup>



## Organic share<sup>7</sup>



<sup>5</sup> Also includes non-labelled Fairtrade coffee

<sup>6</sup> Estimated retail market share based on sales volumes. Source: AC Nielsen.

<sup>7</sup> Percentage of Fairtrade commodities that also fulfil organic standards, based on sales volumes.

### Impressum

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