



FAIRTRADE
FOUNDATION



FAIRTRADE IMPACT REPORT

M&S 2025 FAIRTRADE SOURCING

Ms Sagri Kumari, Tea
Plucker at UNITEA, India

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**In the M&S
supply
chain**

Look out for this sign for stories and quotes about Producer Organisations that are in the M&S supply chain.



Amani Adèle Yao, Cocoa Farmer
at ECAKOOG, Côte d'Ivoire

Dear M&S,



Thank you for your continued commitment to Fairtrade and to the people behind the products your customers love. Since joining the Fairtrade Foundation last year, I've been inspired by what we can achieve when businesses and producers stand together.

We are operating in an increasingly volatile world, with strained margins and uncertainty shaping every supply chain. At Fairtrade, *impact* means something specific: better, more stable incomes, safer working conditions, and stronger climate resilience for over 1.8 million producers. These are the outcomes we are doubling down on, by continuing to grow Fairtrade sourcing, strengthening our data and future-proofing our standards to protect fairness long term.

2025 made one thing clear: demand for fairness is rising. Awareness of the Fairtrade Mark rose to 89% of UK consumers, and people didn't just recognise Fairtrade - they chose it. During Fairtrade Fortnight, sales grew across key categories, including a 40% uplift in Fairtrade tea sales after our Brew It Fair campaign, alongside strong growth in chocolate and coffee.

Looking ahead, my vision is rooted in deep partnership and data-driven insight to achieve enduring impact at scale, with producers at the heart of our advocacy and brand.

This report brings your 2025 impact to life through real stories and insight into your Fairtrade sourcing. Together we can build a fairer, more resilient trade system where everyone thrives.

A handwritten signature in black ink, appearing to read "E. Hansen".

CEO of Fairtrade Foundation

M&S



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How does Fairtrade sourcing work towards a fairer future?



Fairtrade Minimum Price and Fairtrade Premium

The Fairtrade Minimum Price aims to cover producers' average costs of sustainably producing their crop and acts as a safety net when market prices drop. Meanwhile, the Fairtrade Premium is an extra sum of money that farmers and workers earn to invest in areas such as farming improvements and community initiatives of their choice.

[Pricing Table](#)



Local experts

Fairtrade Producer Networks (PNs) provide support and expertise in Africa, Asia and Pacific and Latin America and the Caribbean. The PNs provide support, training and representation for producers in the global Fairtrade system.

Our expert teams help partners navigate complex supply chains, risks and legislation. Learn more about the salient issues in producing countries by exploring the [Fairtrade Risk Map](#).



Projects and research

Our programmes and research tackle critical issues such as adapting to the effects of climate change, gender equality, and living wages and living incomes. These projects are funded by the Fairtrade system, partners and donor organisations. Discover our Fairtrade projects and studies worldwide, using the [Fairtrade Impact Map](#).



Fairtrade Standards and audits

Fairtrade Standards set out social, economic, and environmental criteria (including both core and developmental criteria) aimed to support sustainable development for producers and their communities. Independent auditor FLOCERT conducts regular visits as part of the compliance process.

[Fairtrade Standards](#)



Democratic decision-making

Farmers are required to form co-operatives in which all members can vote in the decision-making of the organisation. Farmers and workers also form democratic Fairtrade Premium Committees to govern how the Fairtrade Premium is spent, based on locally determined needs and risks.



M&S 2025 Fairtrade sourcing executive summary

Partnership Overview

20 years

of M&S tea and coffee commitments in **2026**.



M&S top Fairtrade Premium generating commodities



Market Highlights



M&S is the **number one UK grocery retailer** for Fairtrade own brand coffee.

One third of all Fairtrade tea purchased from grocery retailers in the UK was sold by M&S.



Supply Chain Overview



M&S sourced on Fairtrade terms from over

139 Small-scale Producer Organisations and **32** Hired Labour Organisations across **26** countries worldwide

Through M&S Fairtrade sales, producers earned an estimated

£2,413,379

in Fairtrade Premium*



Fairtrade farmers and workers in the M&S supply chain invested **21%** of their Fairtrade Premium in projects related to **productivity, quality and climate change adaptation**.

Tell everyone about the M&S Fairtrade partnership

Through M&S Fairtrade sales, producers earned an estimated **£2,413,379 in Fairtrade Premium***, an extra sum of money invested in areas such as farming improvements and community initiatives of their choice.

M&S has been the **number 1 UK grocery retailer** for Fairtrade coffee for **5 years running**.

In 2025, **one third** of all **Fairtrade tea** purchased from grocery retailers in the UK was sold by M&S.

Since M&S converted all **tea and coffee** to Fairtrade in 2006, producers have earned approximately **£22,729,210 in Fairtrade Premium**.



In 2025, through sales of M&S Fairtrade own brand products, producers earned approximately

£2,413,379

in Fairtrade Premium, an extra sum of money that they invest in areas such as farming improvements and community initiatives of their choice, addressing local needs and risks.



Since M&S converted all tea and coffee to Fairtrade in 2006, producers have earned approximately

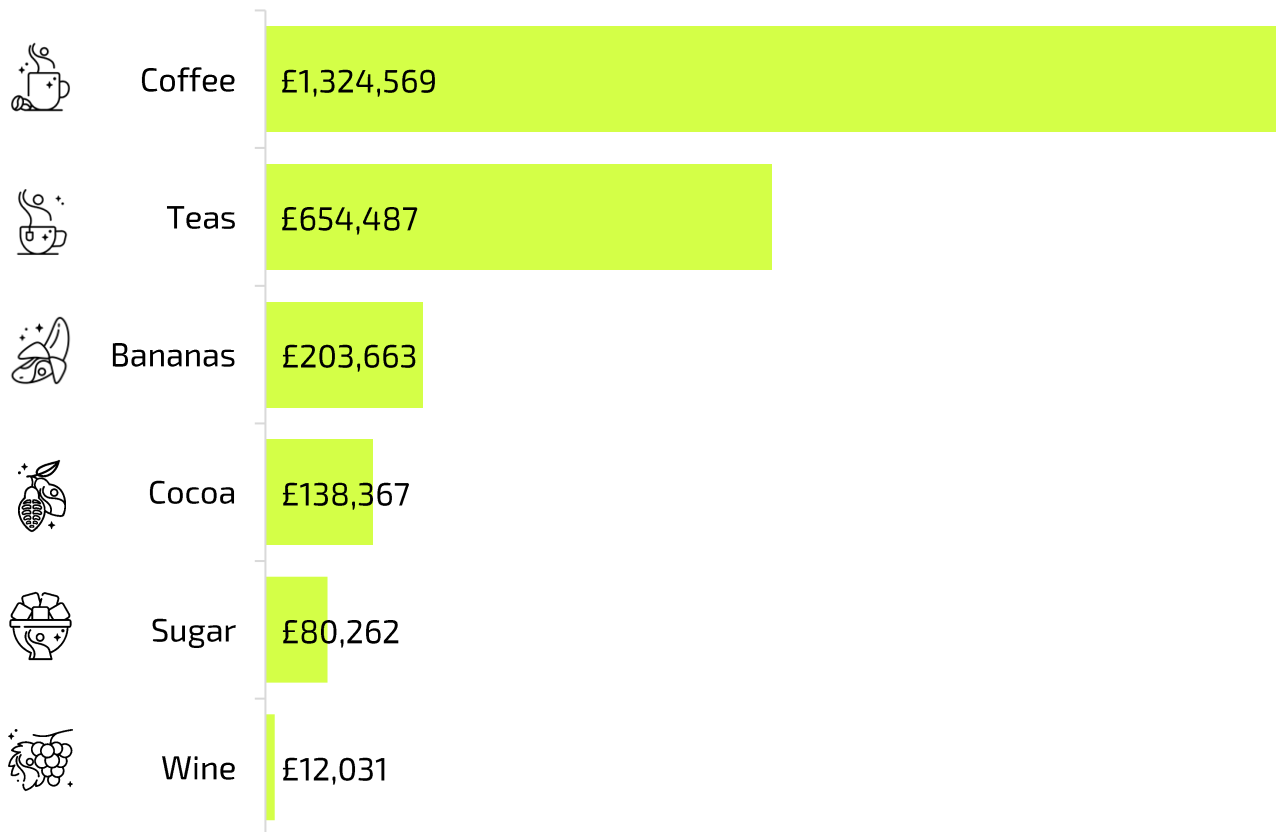
£22,729,210

In Fairtrade Premium through sales of own brand tea (£10,607,147) and coffee (£12,122,063).



Over half the Fairtrade Premium earned by producers from M&S sales was from the sales of coffee

Fairtrade Premium through 2025 sales by commodity



In 2025, through sales of M&S Fairtrade products across 6 commodities, producers in M&S' supply chain earned approximately **£2,413,379 in Fairtrade Premium.**



The Fairtrade Premium is an extra sum of money that farmers and workers earn to invest in areas such as farming improvements and community initiatives of their choice. Fairtrade Premium Committees, formed of farmers and workers, govern how the Fairtrade Premium is spent based on locally determined needs and risks.

* Fairtrade Premium is not currently available for vanilla.

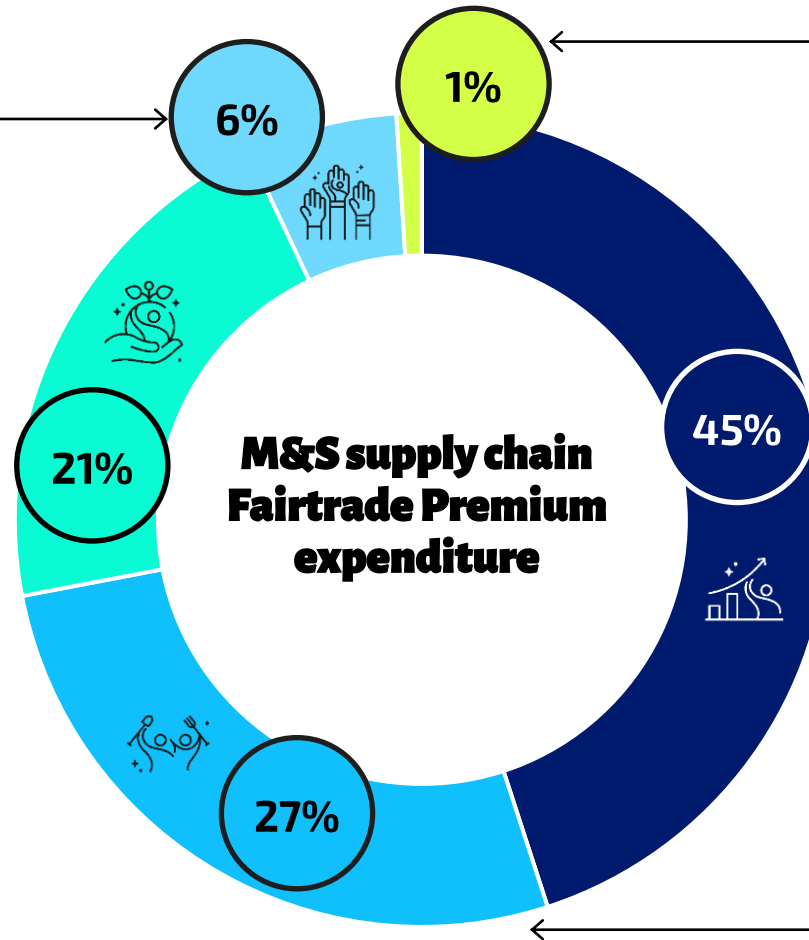
Almost half of Fairtrade Premium across the M&S supply chain is used for projects that support Producer Organisations and their capacity

Social investment for the wider community

Producers invest Fairtrade Premium in **supporting their wider communities**, which can contribute to the enabling environment required for a **living income or living wage**; investments are in areas such as **community infrastructure** and **education**.

Productivity, quality and climate change adaptation

Initiatives specifically targeted at increasing yields, or improving the quality of crops, aim to ultimately **generate more income for producers**. It is more important than ever that producers have access to the **training, tools and resources to adapt to the climate crisis** and maintain adequate crop production. This category of Fairtrade Premium investment may cover initiatives that **support farm adaptation and mitigate climate change** by reducing the environmental impact of farming through, for example, improved water management and land rehabilitation.



Environmental services

This category includes community investment in **projects to reduce the environmental impact of daily life** and to **protect biodiversity and local wildlife**, for example planting trees and recycling.

Producer Organisation investment and capacity building




Producers invest funds in **strengthening their businesses and trade**, including **training and infrastructure improvements**. Fairtrade Premium is also spent on activities that contribute to producers maintaining Fairtrade certification status, for example the costs of **administration of the Fairtrade Premium**.

Social investment for farmers, workers and their families



Investments that **support farmers, workers and their families**, both in and outside of work, are important to producers. Initiatives like these can contribute to the enabling environment required for a **living income or living wage**; investments may include cash distribution or projects related to **education, gender or workers' rights**.

Producers in the M&S supply chain invested 14% of Fairtrade Premium in improving facilities and infrastructure

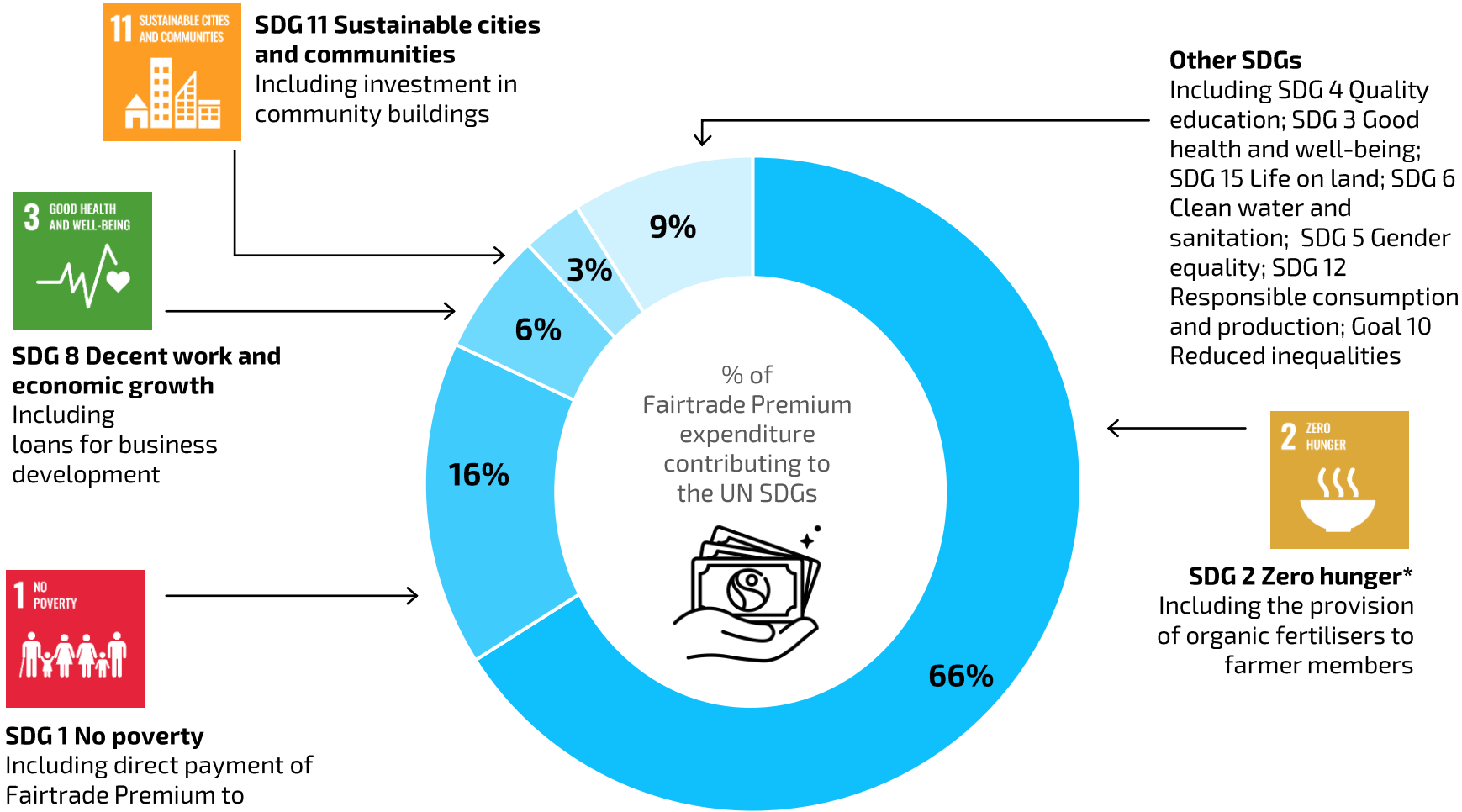


Category	Sub-category	% of Fairtrade Premium use	Example projects (specific to supply chain)
Producer Organisation investment and capacity building 	Fairtrade certification and Producer Organisation management costs	27%	Costs of debt, banking, financing, loans
	Improving Producer Organisation facilities and infrastructure	14%	Construction of dry coffee processing industry
	Committee costs incl. Fairtrade Premium committee and Producer Organisation board	3%	Exchanges with other producer organisations/networks
	Non-agricultural training incl. business practice or IT skills	1%	Employee wellbeing and workplace safety training
	Compliance with regulation (deforestation, HREDD, governmental regulation)	<1%	Cost of implementing due diligence processes (e.g. hiring staff or legal advice)
Social investment for farmers, workers and their families 	Financial benefits- payments	14%	Direct payment of Fairtrade Premium to members
	Financial benefits - other (incl. loans)	5%	Loans for business development
	Other social investment services	3%	Medical insurance for workers
	Health	2%	Training in health and safety
	Education and child protection	2%	School provisions for families (fees, uniforms, books and other individual school equipment)
	Housing	<1%	Loans for housing improvement
	Gender equality	<1%	Family planning programmes
	Inclusion of young people	<1%	Back to school haircuts
	Worker rights and committees	<1%	Workers' rights training
Productivity, quality and climate change adaptation 	Provision of agricultural tools and inputs	10%	Provision of organic fertilisers to farmer members
	Productivity and quality training	5%	Farmer training - productivity improvement for non-organic production
	Productivity and quality programmes	4%	Soil protection programmes
	Farming loans	1%	Loans for farm improvements or inputs not related to environmental sustainability
	Water management	1%	Maintenance of pond and waterways
Waste management	<1%	Wastewater treatment system	

Producers in the M&S supply chain invested Fairtrade Premium in projects that supported communities, including school buildings and financial services

Category	Sub-category	% of Fairtrade Premium use	Example projects (specific to supply chain)
Social investment for the wider community 	Community infrastructure excl. healthcare or schools	2%	Investment in community buildings
	Education and child protection	1%	School buildings and infrastructure
	Health	1%	New ambulance procurement
	Other services for the community	1%	Support for community charities
	Financial benefits- payments	<1%	Community disaster or emergency relief (not related to climate or climate change)
	Financial benefits - other (incl. loans)	<1%	Community financial services (loans, rotating funds etc aimed at community members)
Environmental services 	Gender equality	<1%	Women's committee
	Biodiversity and reforestation	1%	Recycling and waste management

How the Fairtrade Premium spend in the M&S supply chain relates to the UN Sustainable Development Goals



Fairtrade Premium investments made by producers in the M&S supply chain contributed to a number of the **United Nations Sustainable Development Goals (SDGs)**.

You can find more information about how Fairtrade contributes to the SDGs through Fairtrade Standards [here](#).

* The full title for this goal is SDG2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture.



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M&S FAIRTRADE COFFEE

2025 OWN BRAND SOURCING

Titik Rahmawati, Coffee
Farmer at KSU Surya Abadi
Kayumas, Indonesia



“

‘It’s very difficult to grow coffee now because rainfall patterns have changed and my farming costs have gone up... Fairtrade gives me a safety net through the [Fairtrade] Minimum Price and Premium and the specialist training I receive’

Gerardo Carvajal, Coffee Farmer at Cooperativa de Caficultores de Manizales, Colombia

M&S Fairtrade coffee at a glance



3,956 MT

coffee sold on Fairtrade terms in 2025...



That's over 415 million cups of coffee

13

countries in the M&S coffee supply chain, with Brazil the largest by volume

257,365

Farmers in

85

Small-scale Producer Organisations in the M&S coffee supply chain



17%



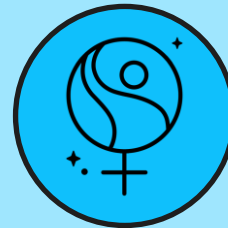
of Fairtrade Premium spend on improving Producer Organisation infrastructure and facilities

£1,324,569

Fairtrade Premium earned by coffee producers through M&S own brand sales in 2025

On average

24%



of farmers in coffee Producer Organisations in the M&S supply chain are women

383,439

hectares under cultivation in coffee Producer Organisations in the M&S supply chain – that's **467,608** football pitches

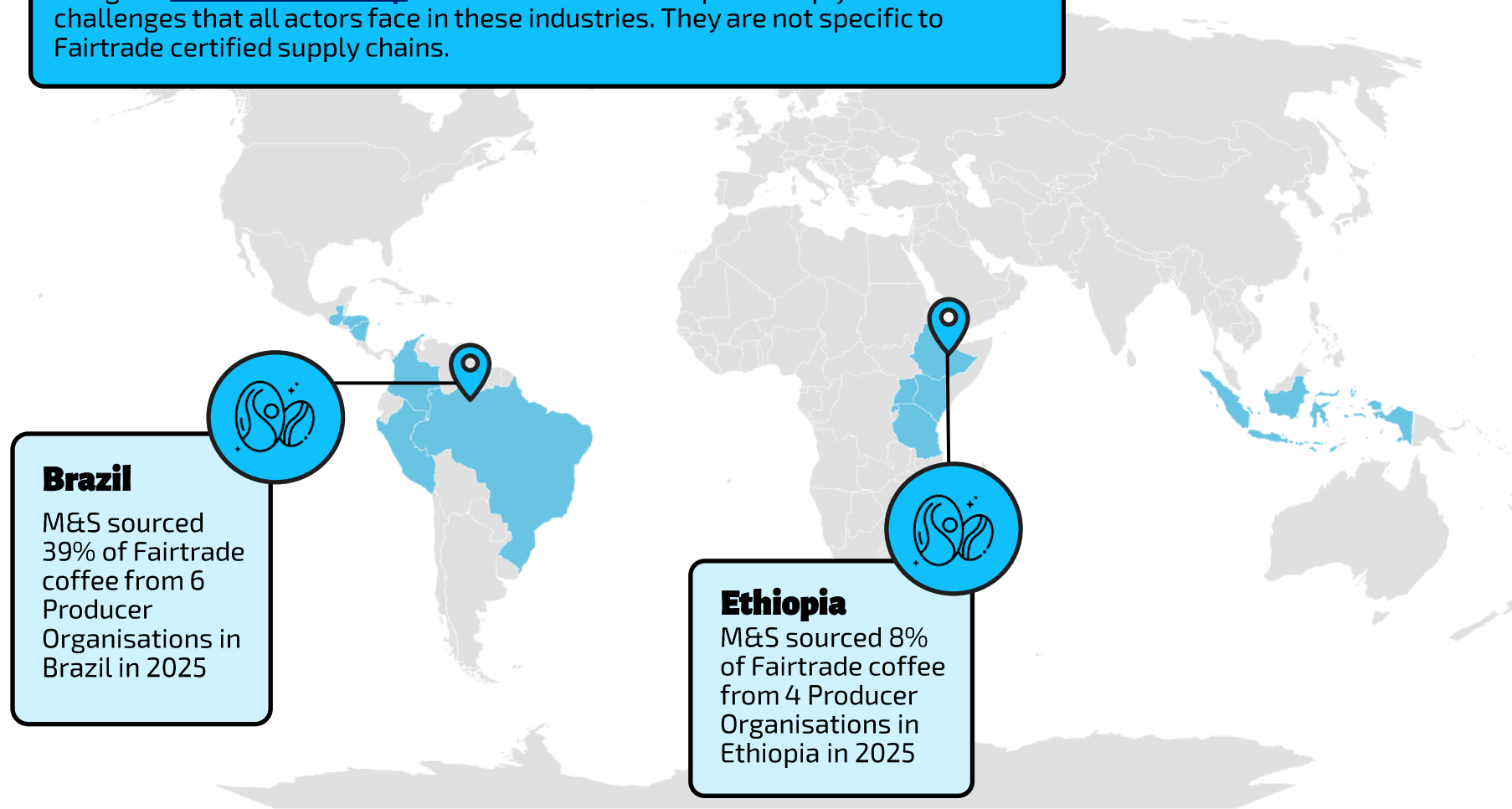
16%



of Fairtrade Premium spend on projects that financially benefit farmers and their families

M&S sources Fairtrade coffee from 13 countries, with over a third from Brazil

Assess the human rights and environmental risks in M&S sourcing countries using the [Fairtrade Risk Map](#). The risks within the map are deeply entrenched challenges that all actors face in these industries. They are not specific to Fairtrade certified supply chains.



M&S Fairtrade own-brand coffee is produced by **85 Producer Organisations** across:

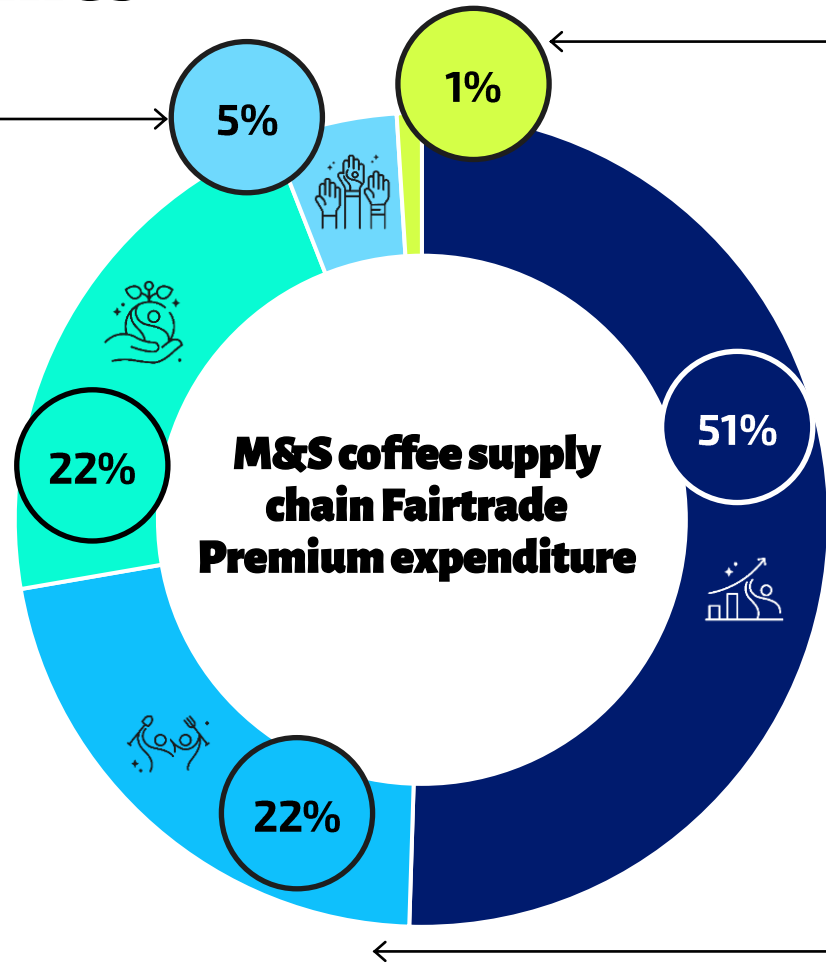
- Brazil [39%]
- Colombia [19%]
- Peru [16%]
- Ethiopia [8%]
- Nicaragua [6%]
- Kenya [5%]
- Indonesia [2%]
- Uganda [2%]
- Rwanda [1%]
- Honduras [1%]
- Tanzania [1%]
- Guatemala [1%]
- Papua New Guinea [<1%]

Almost a quarter of Fairtrade Premium across the M&S coffee supply chain is used for projects that invest in farmers and their families



Social investment for the wider community
 Producers invest Fairtrade Premium in **supporting their wider communities**, which can contribute to the enabling environment required for a **living income or living wage**; investments are in areas such as **community infrastructure** and **education**.

Productivity, quality and climate change adaptation
 Initiatives specifically targeted at increasing yields, or improving the quality of crops, aim to ultimately **generate more income for producers**. It is more important than ever that producers have access to the **training, tools and resources to adapt to the climate crisis** and maintain adequate crop production. This category of Fairtrade Premium investment may cover initiatives that **support farm adaptation and mitigate climate change** by reducing the environmental impact of farming through, for example, improved water management and land rehabilitation.






Environmental services
 This category includes community investment in **projects to reduce the environmental impact of daily life** and to **protect biodiversity and local wildlife**, for example planting trees and recycling.

Producer Organisation investment and capacity building
 Producers invest funds in **strengthening their businesses and trade**, including **training and infrastructure improvements**. Fairtrade Premium is also spent on activities that contribute to producers maintaining Fairtrade certification status, for example the costs of **administration of the Fairtrade Premium**.

Social investment for farmers, workers and their families
 Investments that **support farmers, workers and their families**, both in and outside of work, are important to producers. Initiatives like these can contribute to the enabling environment required for a **living income or living wage**; investments may include cash distribution or projects related to **education, gender or workers' rights**.



Producers in the M&S coffee supply chain invested 17% of Fairtrade Premium on improving Producer Organisation facilities and infrastructure



Category	Sub-category	% of Fairtrade Premium use	Example projects (specific to supply chain)
Producer Organisation investment and capacity building 	Fairtrade certification and Producer Organisation management costs	32%	Costs of debt, banking, financing, loans
	Improving Producer Organisation facilities and infrastructure	17%	Allocation for operational strengthening and harvest control
	Committee costs incl. Fairtrade Premium committee and Producer Organisation board	1%	Training in marketing and commercialisation
	Non-agricultural training incl. business practice or IT skills	1%	Travel or learning tours training
	Compliance with regulation (deforestation, HREDD, governmental regulation)	<1%	Cost of implementing due diligence processes (e.g. hiring staff or legal advice)
Social investment for farmers, workers and their families 	Financial benefits- payments	13%	Parametric coffee insurance policy programme
	Financial benefits - other (incl. loans)	3%	Loans for business development
	Education and child protection	2%	School provisions for families (fees, uniforms, books and other individual school equipment)
	Health	2%	Medical facilities for workers and their families - medicines, equipment, running costs etc.
	Other social investment services	2%	Maintenance and repair of transport units
	Gender equality	<1%	Women's health projects
	Worker rights and committees	<1%	Workers' rights training
Productivity, quality and climate change adaptation 	Inclusion of young people	<1%	Formal university education in the countryside
	Provision of agricultural tools and inputs	9%	Provision of organic fertilisers to farmer members
	Productivity and quality training	6%	Farmer training - productivity improvement for non-organic production
	Productivity and quality programmes	5%	Soil protection programmes
	Farming loans	1%	Revolving fund for the collection and marketing of coffee
	Water management	1%	Socio-environmental training
Waste management	<1%	Honey wastewater treatment systems	

Producers in the M&S coffee supply chain invested Fairtrade Premium in projects that improve community infrastructure and education



Category	Sub-category	% of Fairtrade Premium use	Example projects (specific to supply chain)
Social investment for the wider community 	Community infrastructure excl. healthcare or schools	2%	Investment in community buildings
	Other services for the community	1%	Crop insurance
	Education and child protection	1%	School buildings and infrastructure
	Health	<1%	Drinking water supply development
	Financial benefits - other (incl. loans)	<1%	Community financial services (loans, rotating funds etc aimed at community members)
	Gender equality	<1%	Social donations
	Financial benefits- payments	<1%	Support for victims of natural disasters
Environmental services 	Biodiversity and reforestation	1%	By-product management such as composters

Fairtrade coffee in 2025



EUDR and deforestation

Fairtrade's Producer Networks have invested in **targeted action plans** to give coffee producer groups **training and support** on the complex requirements of EUDR (European Union Deforestation Regulation), including geolocation data quality checking, which is costly for producers and requires technical capacity. Alongside our continuing partnership with Satelligence - which provides Fairtrade coffee producers with free deforestation analysis - we are also **launching a new deforestation data exchange system**, which will **facilitate the sharing of secure, auditable, EUDR-required geolocation data between producers, exporters and importers**. This will help reduce the cost and complexity of compliance whilst also supporting the market access of smallholder coffee producers supplying coffee to the EU and other markets.



Coffee price volatility

Extreme weather and failing harvests have driven recent high coffee prices. Despite these high prices today, the global coffee market continues to be volatile. This makes it hard for farmers to plan sustainably and make meaningful investments. The **Fairtrade Minimum Price remains a crucial safety net for producers** and, when combined with the Fairtrade Premium, gives them more working capital to invest. Fairtrade's Producer Networks also provide training on quality, productivity, and resource management, supporting farmers to negotiate better terms of trade, reach more markets, and build resilience.



Environmental resilience

Extreme and unpredictable weather means more pests and faster-spreading diseases, so making a living from growing coffee is harder than ever. [Studies](#) show that, by 2050, as much as 50% of the global surface area currently used for coffee farming may no longer be suitable. Put simply: the future of coffee is in peril. That's why Fairtrade has evolved its Standards in recent years to put climate resilience at the core of its work. Fairtrade coffee producer groups are required, for example, to conduct regular environmental risk assessments and create climate adaptation plans.



Top: Marbin Asunción Villegas and Juan Pablo Villegas, Coffee Farmers at Sol & Café, Peru. **Middle:** Do Xuan Long, Coffee Farmer at Ea Kiet, Viet Nam



Angélica María Escobar Valencia



In the M&S supply chain

Cooperativa de Caficultores de Manizales, Colombia

Angélica María Escobar Valencia, a coffee farmer from Colombia, continues to witness the weather becoming more volatile each year.

Angélica has seen first-hand how climate change has made coffee harvests more uncertain, and increased the risk of crop diseases. At Manizales co-operative, Fairtrade Premium funds have been used for practical projects to support farmers like Angélica. One investment has been the installation of solar-powered coffee dryers, which allow farmers to dry beans more efficiently – and sustainably – even during periods of heavy rain. Funded clean field days are another practical initiative, which involve farmers gathering to clear waste and maintain their fields, preventing disease and keeping the environment healthy.

The volatility of coffee prices is a constant challenge, with sudden drops making it hard for workers to make future plans – for themselves, and for their children. Fairtrade supports farmers by providing training on how to calculate production costs, understand margins and negotiate better prices. And, even when market prices fall, Fairtrade certification ensures farmers always have a safety net, protecting them from sudden income loss: *'Even if prices are low, being certified helps us,'* says Angélica.

Fairtrade Premium funds have also supported health programmes for farming families, making it easier for them to access medical care and health information, which can be limited in rural areas. Investments in better, time-saving tools for preparing coffee are another example of how Fairtrade Premium-funded projects support Manizales farmers to adapt to climate risks, produce higher quality beans and get better prices for their harvest so they can focus on other important tasks and build a more secure future.



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'Without the Fairtrade [Mark], and without fair prices, we wouldn't have so many benefits'

María del Carmen Bedoya de Tamayo, Coffee Farmer at Manizales, Colombia

4039

small-scale coffee farmers make up the Manizales co-operative



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M&S FAIRTRADE TEA

2025 OWN BRAND SOURCING

Ms Umawathi, Tea Plucker
at Matheson, India



In the M&S
supply chain

“

‘Through using the Fairtrade Premium, farmers have been made aware of not only their rights... but also how they should take care of the environment’

Nancy Githaiga, Tea Farmer and Factory Unit Manager at Gatunguru Tea Factory, Kenya



M&S Fairtrade tea at a glance



1,723 MT

tea sold on Fairtrade terms in 2025...



That's **over 574 million** cups of tea

6

countries in the M&S tea supply chain, with Kenya the largest by volume

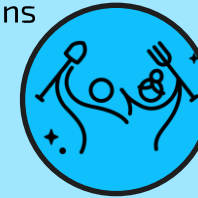
94,572 Farmers in **9**

Small-scale Producer Organisations

26,488

Workers in **12**

Hired Labour Organisations



11%



of Fairtrade Premium spend in the HLO supply chain on education and child protection projects

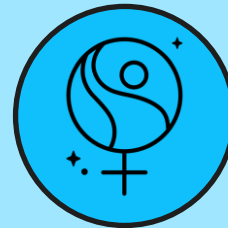
£654,487

Fairtrade Premium earned by tea producers through M&S own brand sales in 2025

On average

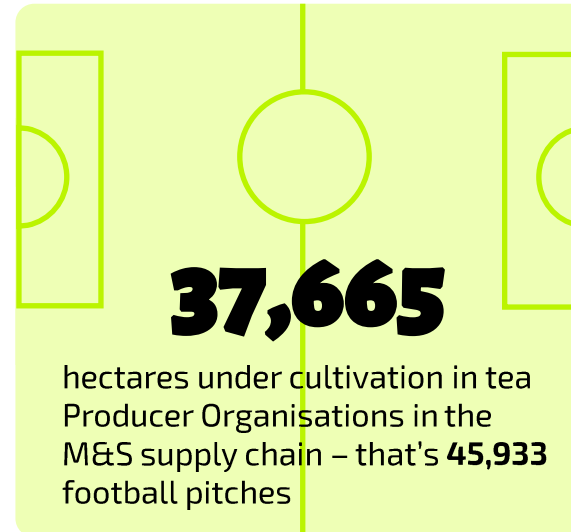
52%

of farmers and workers in tea Producer Organisations in the M&S supply chain are women



37,665

hectares under cultivation in tea Producer Organisations in the M&S supply chain – that's **45,933** football pitches



53%

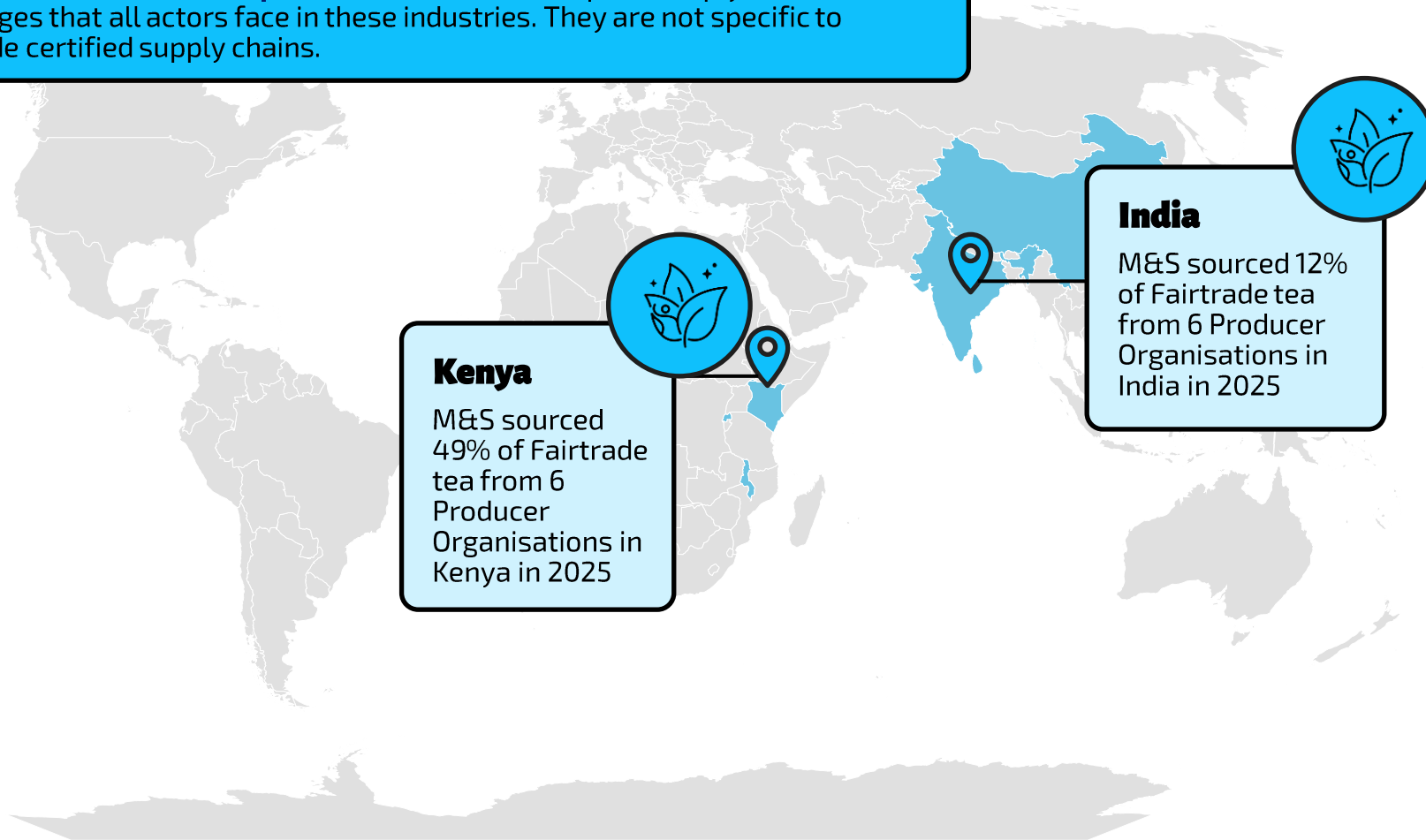
of Fairtrade Premium spend in the HLO supply chain on projects that financially benefit producers



Assess the human rights and environmental risks in M&S sourcing countries using the [Fairtrade Risk Map](#). The risks within the map are deeply entrenched challenges that all actors face in these industries. They are not specific to Fairtrade certified supply chains. Connect data used for volumes reporting includes total volumes and total related Fairtrade Premium funds from all tea SKUs including all volumes sourced from Assam. Data for number of Producer Organisations (POs), number of farmers, hectares of land cultivated, and Fairtrade Premium Use excludes producers from China as supply chain mapping beyond the trader level is not currently available.

M&S sources Fairtrade tea from 6 countries, almost half from Kenya

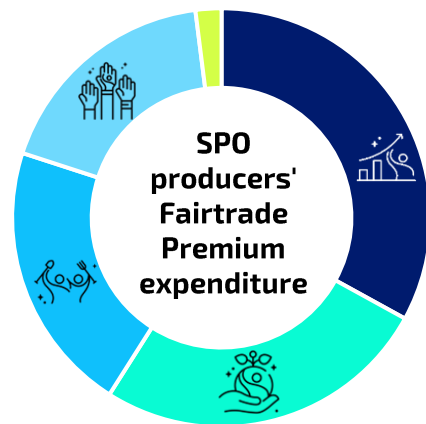
Assess the human rights and environmental risks in M&S sourcing countries using the [Fairtrade Risk Map](#). The risks within the map are deeply entrenched challenges that all actors face in these industries. They are not specific to Fairtrade certified supply chains.



M&S Fairtrade own-brand tea is produced by **21 Producer Organisations** across:

- Kenya [49%]
- Malawi [27%]
- India [12%]
- Rwanda [5%]
- China [4%]
- Sri Lanka [2%]

Producers in the M&S tea SPO supply chain used a quarter of Fairtrade Premium for improving productivity, quality and climate change adaptation








HLO – Hired Labour Organisation
SPO – Small-scale Producer Organisation

HLO	SPO	
<1%	33%	Producer Organisation investment and capacity building Producers invest funds in strengthening their businesses and trade, including training and infrastructure improvements. Fairtrade Premium is also spent on activities that contribute to producers maintaining Fairtrade certification status, for example the costs of administration of the Fairtrade Premium.
-	26%	Productivity, quality and climate change adaptation Initiatives specifically targeted at increasing yields, or improving the quality of crops, aim to ultimately generate more income for producers. It's more important than ever that producers have access to the training, tools and resources to adapt to the climate crisis, and maintain adequate crop production. This category of Fairtrade Premium investment may cover initiatives that support farm adaptation and mitigate climate change by reducing the environmental impact of farming through, for example, improved water management and land rehabilitation.
66%	21%	Social investment for farmers, workers and their families Investments that support farmers, workers and their families, both in and outside of work, are important to producers. Initiatives like these can contribute to the enabling environment required for a living income or living wage, investments may include cash distribution or projects related to education, gender or workers' rights.
25%	18%	Social investment for the wider community Producers invest Fairtrade Premium in supporting their wider communities, which can contribute to the enabling environment required for a living income or living wage, investments are in areas such as community infrastructure and education.
-	2%	Environmental services This investment includes community investment in projects to reduce the environmental impact of daily life and to protect biodiversity and local wildlife, for example planting trees and recycling.

HLOs are organisations where the main share of work is carried out by workers, as distinct from membership-based organisations such as SPOs. In HLOs typically a higher proportion of spend is on social investment projects for workers and their families, in SPOs we typically see a proportion of spend in farm-based projects such as quality and productivity improvement programmes.

Almost a quarter of Fairtrade Premium across the M&S Fairtrade tea SPO supply chain was for agricultural tools and inputs



Category	Sub-category	% of Fairtrade Premium use in HLOs	% of Fairtrade Premium use in SPOs	Example projects (specific to supply chain)
Producer Organisation investment and capacity building 	Improving Producer Organisation facilities and infrastructure	-	14%	Crop storage infrastructure (warehouses)
	Fairtrade certification and Producer Organisation management costs	-	12%	Travel and vehicle costs
	Committee costs incl. Fairtrade Premium committee and Producer Organisation board	<1%	7%	Costs of Fairtrade Premium administration
Productivity, quality and climate change adaptation 	Provision of agricultural tools and inputs	-	23%	Provision of synthetic or other non-organic fertilisers to farmer members
	Farming loans	-	1%	Farmers interest free loan
	Productivity and quality programmes	-	1%	Soil erosion control
	Productivity and quality training	-	1%	Training in productivity and quality improvement
Social investment for farmers, workers and their families 	Financial benefits - other (incl. loans)	17%	12%	Maize revolving fund
	Education and child protection	8%	3%	School travel
	Other social investment services	11%	3%	Religious activities
	Health	2%	2%	Issue of rainwear to workers
	Inclusion of young people	-	<1%	Social projects
	Financial benefits- payments	27%	-	Direct payment of Fairtrade Premium to workers
	Worker rights and committees	<1%	-	Annual General Meeting expenses
Social investment for the wider community 	Community infrastructure excl. healthcare or schools	7%	6%	Investment in community buildings
	Health	<1%	6%	Maternity clinic support
	Education and child protection	3%	4%	School buildings and infrastructure
	Other services for the community	7%	1%	Support for community charities
	Financial benefits- payments	8%	<1%	Community disaster or emergency relief (not related to climate or climate change)
Environmental services 	Biodiversity and reforestation	-	2%	Rural electrification

Fairtrade tea in 2025



Gender

In many countries, more than half of all tea workers are women. In their labour-intensive, low-paid jobs, they often face gender-based violence and discrimination and are excluded from decision-making and union representation. **Fairtrade Producer Networks** offer **training** on these issues, running **programmes** designed to **encourage women's leadership** and improve the lives of marginalised women. In 2025, Fairtrade Africa ran targeted interventions to address gender-based violence, including training of workers who can offer counselling support.



Climate

Global tea production is increasingly threatened by climate change. Erratic weather patterns, the spread of pests and diseases and degrading soil quality are expected to lower yields, negatively impacting economies and the livelihoods of farmers and workers. Through Fairtrade programmes such as the Fairtrade Alliance for Climate-Smart Supply Chains in Africa (FACSCA), tea farmers in Kenya and Rwanda received bespoke training and support for more sustainable farming practices.



Wages and incomes

The tea industry's historical legacy of colonialism and present-day mechanisation contribute to reduced income opportunities and weakened employment conditions for workers, with wages frequently falling below living wage estimates. As a member of the Global Living Wage Coalition, Fairtrade works with other organisations to develop living wage benchmarks. These consider essential needs such as education, healthcare, secure housing and food. To date, wage benchmarks have been established for the tea sector in [Kenya](#), [Assam](#), [Sri Lanka](#) and [Malawi](#), which means we now know what a living wage looks like in those regions. Fairtrade Africa has also delivered income diversification training, leading to Kenyan small-scale farmers investing Fairtrade Premium in youth and women-led enterprises.



Top: Ms Sunitha Kumari, Supervisor at UNITEA, India. **Bottom:** Edmund Biwott, Tea Farmer at Momul Tea Factory, Kenya



Ms Sabita Oraon

In the M&S supply chain

Matheson Bosanquet, India

Tea Leaf Plucker Ms Sabita Oraon travelled over a thousand miles from her home in northern India to work at the Matheson tea estate, seeking a better income and future for her family.

'We couldn't save much money back there. Here, we can earn more, so we can save and educate our children,' she explains. For Sabita and many other women, Fairtrade Premium funds have made a real difference – not just to wages and access to education, but to the support available to women.

One major investment includes the estate's on-site medical centre and regular health clinics, which have transformed the menstrual health of women workers through treatment and referrals. For Sabita, this access to healthcare has been life-changing: *'Even if I'm on sick leave, I can get paid,'* she says. *'With Fairtrade, we are able to get hospital checkups and consultations.'*

The Matheson tea estate has also used Fairtrade Premium funds to offer free courses to workers and the wider community in tailoring, embroidery, digital literacy, and more, at its Vocational Training Centre. The centre supports women and mothers – like Ms Susmitha, a community member who is learning tailoring – to work as computer operators, administrators, and start their own businesses: *'We ladies have to be independent. Now we can be independent financially, and we can even support our families'.*

Thanks to healthcare tailored to women's needs and free, practical training, women have stepped into new roles as earners, entrepreneurs and decision-makers with Fairtrade's support. These shifts have directly led to greater independence for women like Sabita and Susmitha, giving them stronger voices in their households and communities.



Ms Susmitha



“

'Because of projects like the training centre, women can start their own businesses and earn income from it '

Ms Susmitha, Matheson Community Member, India

500

people benefit from the training centre per year



Ms Rejula



Fairtrade Premium-funded ambulance

Stanes Amalgamated Estates, India

Ms Rejula has been a staff nurse at Stanes tea estate in South India for 15 years, playing a pivotal role in supporting women workers through healthcare and education.

With over 75 women working at Stanes, Rejula's daily responsibilities include providing vital health support and education: *'We talk a lot to them about hygiene ... giving them advice,'* she says. Her work largely includes supporting mothers with feeding schedules and ensuring that women with menstrual or reproductive health issues get the right referrals and can access treatment: *'A girl... had frequent stomach pain and suffered a lot because of it. We gave her advice, and ... through the Fairtrade Premium, she received help.'*

Recognising the unique challenges faced by migrant women workers from North India, Rejula has led targeted training sessions to support them: *'They came here with very little knowledge, but ... we provided them with training on health and hygiene ... Now they are doing much better.'*

The estate purchased an ambulance with Fairtrade Premium funds, which has been transformational for the entire community: *'We can take the patient to the hospital as quickly as possible... that vehicle has been extremely useful for us,'* Rejula says.

Fairtrade's impact on Ms Rejula isn't just limited to the services she can provide at work: it's made a personal difference to her, too. Fairtrade Premium directly funded her two daughters' school and college fees, giving them access to opportunities she never had herself. Rejula is proud to have seen both her daughters go on to build successful professional lives – one is an MBA graduate, and the other is a computer engineer.



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'Women come with menstrual or reproductive health issues, and through the Fairtrade Premium, they receive help'

Ms Rejula, Staff Nurse at Stanes, India

Over 450

workers and their families have benefitted from Fairtrade Premium funded healthcare since 2021



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GLOBAL FAIRTRADE COCOA

GLOBAL SOURCING DATA &
OWN BRAND SALES

Vémo Bakayoko, Cocoa Farmer
at Yeyasso, Côte d'Ivoire



“

'Being Fairtrade certified has changed my family's life in an extraordinary way... Nowadays, us farmers have a better quality of life. There are places where drinking water is available, which didn't have water before.'

*Marisol Villar, Cocoa Farmer at COOPROAGRO,
Dominican Republic*



Global Fairtrade cocoa at a glance



M&S Cocoa

759 MT

cocoa sold on Fairtrade terms by M&S in 2025

Cocoa producers earned

£138,367 in Fairtrade Premium

M&S has committed to purchasing



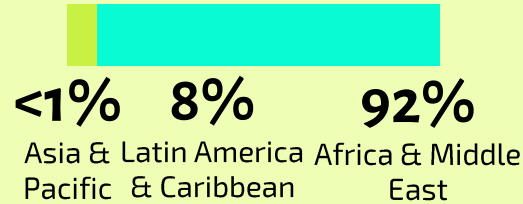
600 MT

of its cocoa from the Yeyasso cooperative through Shared ImPact

Global Cocoa

707,552 MT

of Fairtrade cocoa produced globally in 2024 in...



508,112

Farmers in

374

Small-scale Producer Organisations



25%



of Fairtrade Premium spend on financial benefits for farmers and their families

9%

of cocoa produced was organic



1.5 Million

hectares under cultivation in cocoa Small-scale Producer Organisations – that's **1.9 Million** football pitches



14%

of Fairtrade Premium spend on productivity and quality training



Globally, the majority of Fairtrade cocoa sold is produced in Africa

Assess the human rights and environmental risks using the [Fairtrade Risk Map](#). The risks within the map are deeply entrenched challenges that all actors face in these industries. They are not specific to Fairtrade certified supply chains.



Latin America and the Caribbean

- 9% of Fairtrade cocoa sold is produced here
- 33,639 farmers
- 129,674 hectares under Fairtrade certified cultivation
- £5.5 million in Fairtrade Premium earned by producers in 2024



Africa and the Middle East

- 91% of Fairtrade cocoa sold is produced here
- 473,686 farmers
- 1.4 hectares under Fairtrade certified cultivation
- £56.5 million in Fairtrade Premium earned by producers in 2024



Asia and Pacific

- <1% of Fairtrade cocoa sold is produced here
- 787 farmers
- 707 hectares under Fairtrade certified cultivation
- £8,550 in Fairtrade Premium earned by producers in 2024

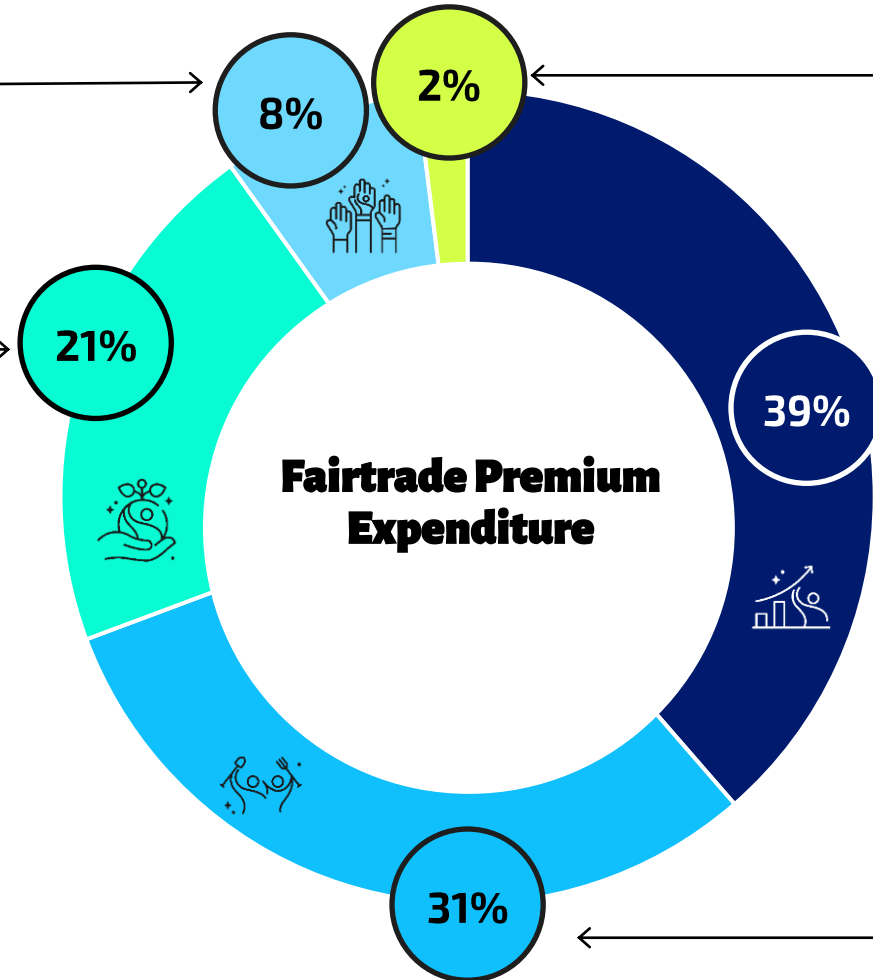
Fairtrade cocoa is produced by **374 Producer Organisations** across:

Bolivia
Colombia
Dominican Republic
Ecuador
Ghana
Guatemala
Honduras
India
Ivory Coast
Madagascar
Nicaragua
Panama
Papua New Guinea
Peru
Sao Tome and Principe
Sierra Leone
Sri Lanka
Togo
Uganda

Globally, cocoa producers invested 21% of Fairtrade Premium into productivity, quality and climate change adaptation

Social investment for the wider community
Producers invest Fairtrade Premium in **supporting their wider communities**, which can contribute to the enabling environment required for a **living income or living wage**; investments are in areas such as **community infrastructure** and **education**.

Productivity, quality and climate change adaptation
Initiatives specifically targeted at increasing yields, or improving the quality of crops, aim to ultimately **generate more income for producers**. It is more important than ever that producers have access to the **training, tools and resources to adapt to the climate crisis** and maintain adequate crop production. This category of Fairtrade Premium investment may cover initiatives that **support farm adaptation and mitigate climate change** by reducing the environmental impact of farming through, for example, improved water management and land rehabilitation.








Environmental services
This category includes community investment in **projects to reduce the environmental impact of daily life** and to **protect biodiversity and local wildlife**, for example planting trees and recycling.

Producer Organisation investment and capacity building
Producers invest funds in **strengthening their businesses and trade**, including **training and infrastructure improvements**. Fairtrade Premium is also spent on activities that contribute to producers maintaining Fairtrade certification status, for example the costs of **administration of the Fairtrade Premium**.

Social investment for farmers, workers and their families
Investments that **support farmers, workers and their families**, both in and outside of work, are important to producers. Initiatives like these can contribute to the enabling environment required for a **living income or living wage**; investments may include cash distribution or projects related to **education, gender or workers' rights**.

Globally, nearly one quarter of cocoa Fairtrade Premium was used as payments to farmers and their families



Category	Sub-category	% of Fairtrade Premium use
Producer Organisation investment and capacity building 	Fairtrade certification and Producer Organisation management costs	27%
	Improving Producer Organisation facilities and infrastructure	8%
	Committee costs incl. Fairtrade Premium committee and Producer Organisation board	3%
	Compliance with regulation (deforestation, HREDD, governmental regulation)	1%
	Non-agricultural training incl. business practice or IT skills	<1%
Social investment for farmers, workers and their families 	Financial benefits - payments	23%
	Financial benefits - other (incl. loans)	2%
	Education and child protection	1%
	Other social investment services	1%
	Worker rights and committees	1%
	Health	1%
	Gender equality	1%
	Inclusion of young people	<1%
	Housing	<1%
	Productivity, quality and climate change adaptation 	Productivity and quality training
Provision of agricultural tools and inputs		5%
Water management		1%
Productivity and quality programmes		1%
Farming loans		<1%
Waste management		<1%
Social investment for the wider community 		Community infrastructure excl. healthcare or schools
	Education and child protection	2%
	Health	1%
	Other services for the community	<1%
	Financial benefits - other (incl. loans)	<1%
	Gender equality	<1%
	Financial benefits- payments	<1%
Environmental services 	Biodiversity and reforestation	2%

Fairtrade cocoa in 2025



Improved incomes

Climate change is reducing cocoa yields, meaning **farmers increasingly need to diversify their incomes to survive**. The Fairtrade-funded Sankofa project in Ghana promotes dynamic agroforestry – intercropping cocoa with food crops, tree crops, timber trees and other crops, providing farmers with extra earning opportunities – and food – beyond the cocoa season. By the end of 2025, the project aims to reach around 1,400 farmers. In Côte d'Ivoire, Fairtrade producers' union ECOOKIM and Mars partnered on the Livelihoods Ecosystem Advancement Program (LEAP) to strengthen co-operatives' ability to grow more cocoa, diversify farmers' incomes and expand access to loans and mobile banking so producers can invest in their farms. As of September 2025, two contracts with honey processors have helped 400 producers diversify their incomes.



Child labour and forced labour

Fairtrade's Child Labour and Forced Labour Prevention Programme supports cocoa co-operatives in Côte d'Ivoire and Ghana to address the root causes of child labour. In Latin America and the Caribbean, Fairtrade's CLAC Producer Network has developed HREDD pilots with cocoa cooperatives in the Dominican Republic and Peru, building tools to assess and address human and environmental rights risks. CLAC also operates a remediation fund and targeted risk prevention programmes supporting vulnerable cooperative members across high-risk regions.



Equal opportunities for women

The Fairtrade West Africa Cocoa Programme (WACP) provides training on women's empowerment, sustainable farming, income diversification, and governance to cocoa farms in Côte d'Ivoire, Ghana and Sierra Leone. Over 270 co-operatives and 51,000 farmers have been supported, with over 200 graduates extending training to 10,000 community members. According to the WACP, 27 co-operatives have approved gender policies in Côte d'Ivoire, and 62% of Ghanaian co-operatives have done the same. The programme also equips women with skills and resources to contribute to their co-operatives and engage in income-generating activities through the Fairtrade Women's School of Leadership.



Top: Tokpa Alexis, Tree Nursery Manager at Yeyasso, Côte d'Ivoire. **Bottom:** Sankara Azéta, Cocoa Farmer at ECAMOM, Côte d'Ivoire



Isidro Gómez



Isidro tending to his cocoa seedlings

CONOCADO, Dominican Republic

As a long-standing member of the CONOCADO co-operative, Isidro Gómez has dedicated his life to cocoa, selling his entire harvest through the organisation for over 20 years. Yet, like many cocoa farmers in his community, Isidro remembers a time when making a living from cocoa was a daily struggle.

'We did not have a large cocoa production,' Isidro explains. This kept incomes low and opportunities scarce for farmers. *'For a long time ... what we received did not even provide for the livelihood of our families'*

Everything began to change when CONOCADO, using the Fairtrade Premium, invested in a large nursery garden, which produces high-quality, disease-resistant cocoa seedlings, distributed free to local farmers. With these, they can replace less productive trees with new varieties that yield more cocoa beans and are better suited to local conditions. With more productive farms, farmers can sell more cocoa on Fairtrade terms, directly increasing their incomes: *'Thanks to this garden, most of the cocoa farmers... are producing more now,'* Isidro says. The nursery project supports farmers to manage farms better, making their work more sustainable and profitable year after year.

Fairtrade has also provided technical training to farmers, so they can equip themselves with skills to care for new plants and improve farm management. This training ensures that the benefits of the nursery are fully realised, helping farmers to maximise their yields and, in turn, their incomes.

Beyond incomes, Fairtrade Premium funds have transformed the community through building schools, improving roads, and providing electricity and clean water. These projects mean nothing stands in the way of children's access to education, with stronger overall infrastructure creating a community that is now hopeful for the future.



'CONOCADO and Fairtrade ... have committed a lot to our progress. We get great benefits'

Isidro Gómez, Cocoa Farmer at CONOCADO, Dominican Republic

Over 150,000

cocoa plants distributed, benefitting over 300 farmers and rehabilitating at least 5,000 farms



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M&S FAIRTRADE BANANAS

2025 OWN BRAND SOURCING

Yon Jairo Hachito, Banana Worker at
Agrícola Indira, Colombia

“

‘Before [Fairtrade], what we earned was barely enough for sustenance. There was nothing left for anything else... in contrast, with Fairtrade, we have the opportunity to save money... and pay for our children’s education’

Tomás Pérez, Banana Farmer at COOBAFRIO, Colombia



M&S Fairtrade bananas at a glance



4,887 MT

bananas sold on Fairtrade terms in 2025...



That's over 28 million bananas

1

country in the M&S banana supply chain: Dominican Republic

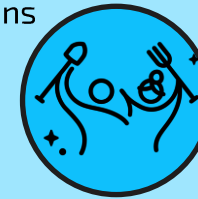
421 Farmers in **9**

Small-scale Producer Organisations

2,097

Workers in **17**

Hired Labour Organisations



35%



of Fairtrade Premium use in the SPO supply chain was in relation to a living income

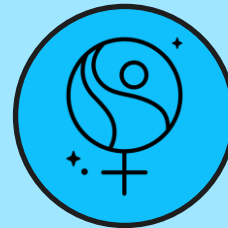
£203,663

Fairtrade Premium earned by banana producers through M&S own brand sales in 2025

On average

21%

of farmers and workers in banana Producer Organisations in the M&S supply chain are women



4,677

hectares under cultivation in banana Producer Organisations in the M&S supply chain – that's **5,704** football pitches

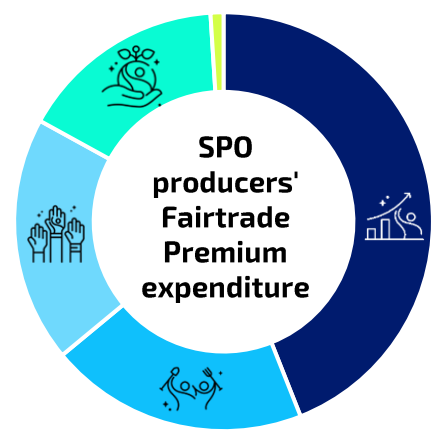
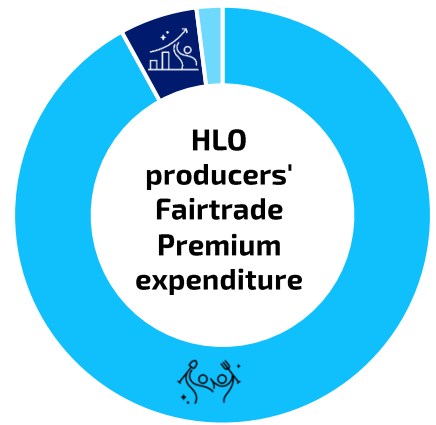


60%



of Fairtrade Premium use in the HLO supply chain was in relation to a living wage

Producers in the M&S banana supply chain used the majority of Fairtrade Premium to support farmers, workers and their families






HLO SPO

92%	19%	Social investment for farmers, workers and their families Investments that support farmers, workers and their families, both in and outside of work, are important to producers. Initiatives like these can contribute to the enabling environment required for a living income or living wage, investments may include cash distribution or projects related to education, gender or workers' rights.
6%	44%	Producer Organisation investment and capacity building Producers invest funds in strengthening their businesses and trade, including training and infrastructure improvements. Fairtrade Premium is also spent on activities that contribute to producers maintaining Fairtrade certification status, for example the costs of administration of the Fairtrade Premium.
2%	20%	Social investment for the wider community Producers invest Fairtrade Premium in supporting their wider communities, which can contribute to the enabling environment required for a living income or living wage, investments are in areas such as community infrastructure and education.
-	16%	Productivity, quality and climate change adaptation Initiatives specifically targeted at increasing yields, or improving the quality of crops, aim to ultimately generate more income for producers. It's more important than ever that producers have access to the training, tools and resources to adapt to the climate crisis, and maintain adequate crop production. This category of Fairtrade Premium investment may cover initiatives that support farm adaptation and mitigate climate change by reducing the environmental impact of farming through, for example, improved water management and land rehabilitation.
-	1%	Environmental services This investment includes community investment in projects to reduce the environmental impact of daily life and to protect biodiversity and local wildlife, for example planting trees and recycling.

HLO – Hired Labour Organisation
 SPO – Small-scale Producer Organisation


HLOs are organisations where the main share of work is carried out by workers, as distinct from membership-based organisations such as SPOs. In HLOs typically a higher proportion of spend is on social investment projects for workers and their families, in SPOs we typically see a proportion of spend in farm-based projects such as quality and productivity improvement programmes.

Producers in the M&S HLO banana supply chain invested the majority of Fairtrade Premium to financially benefit farmers, workers and their families

Category	Sub-category	% of Fairtrade Premium use in HLOs	% of Fairtrade Premium use in SPOs	Example projects (specific to supply chain)
Social investment for farmers, workers and their families 	Financial benefits- payments	34%	8%	Direct payment of Fairtrade Premium to workers
	Financial benefits - other (incl. loans)	29%	4%	Provision of subsidised goods and services for workers
	Other social investment services	10%	3%	Purchase of household appliances
	Education and child protection	7%	2%	Loans for education
	Housing	6%	<1%	Loans for housing improvement
	Health	6%	2%	Purchase of medical prescriptions
	Worker rights and committees	<1%	1%	Workers' rights training
	Gender equality	<1%	-	Gender or women's empowerment training for workers
	Inclusion of young people	-	<1%	Community aid plan
Producer Organisation investment and capacity building 	Committee costs incl. Fairtrade Premium committee and Producer Organisation board	6%	18%	Costs of Fairtrade Premium administration
	Non-agricultural training incl. business practice or IT skills	<1%	<1%	Business/IT skills training for workers
	Fairtrade certification and Producer Organisation management costs	-	22%	Water certification and analysis expenses
	Improving Producer Organisation facilities and infrastructure	-	5%	Processing facilities
Social investment for the wider community 	Education and child protection	1%	9%	Community scholarships and bursaries
	Other services for the community	1%	<1%	Contribution to community club
	Health	<1%	8%	Clean water and sanitation facilities
	Community infrastructure excl. healthcare or schools	<1%	2%	Christmas bonuses for producers and employees
	Financial benefits- payments	<1%	-	Community disaster or emergency relief (not related to climate or climate change)

Producers in the M&S SPO banana supply chain invested 8% of Fairtrade Premium on farming loans



Category	Sub-category	% of Fairtrade Premium use in HLOs	% of Fairtrade Premium use in SPOs	Example projects (specific to supply chain)
Productivity, quality and climate change adaptation 	Farming loans	-	8%	Loans for farm improvements or inputs not related to environmental sustainability
	Productivity and quality programmes	-	5%	Farming practices other
	Provision of agricultural tools and inputs	-	2%	Provision of synthetic or other non-organic fertilisers to farmer members
	Productivity and quality training	-	<1%	Training in productivity and quality improvement
	Water management	-	<1%	Water analysis
Environmental services	Biodiversity and reforestation	-	1%	Treeplanting/reforestation

35% of Fairtrade Premium use in M&S bananas SPO supply chain was in relation to a living income



Fairtrade's approach to supporting living incomes for farmers in SPOs combines the Fairtrade Minimum price, the Fairtrade Premium, and programmes designed to reduce banana farmer carbon footprint, save input costs and improve productivity. In the M&S supply chain **35%** of Fairtrade Premium investment was in relation to the components of a living income:



Cash distribution – 4% of Fairtrade Premium was paid directly to members as cash or vouchers to improve livelihoods.



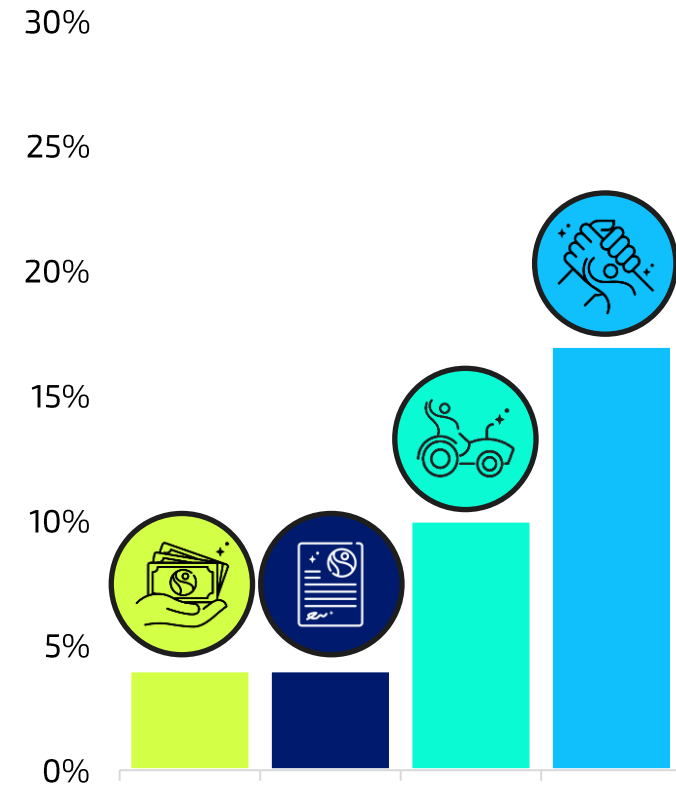
Other financial benefits – 4% of Fairtrade Premium was used for other financial benefits; this could include for example one-off payments for emergencies.



In-kind Fairtrade Premium benefits – 10% was used for projects which are expected to enable a cost saving to a member household and reduce pressure on income. Projects may include the provision of agricultural tools or the implementation of composting programmes.



Cost-saving community benefits – 17% contributed to improvements and investments in local communities, which are expected to reduce costs for families, businesses or local governments over time. Projects may include community infrastructure, access to services in education and health, and other social and economic services.



Banana producers' Fairtrade Premium expenditure in relation to the components of a living income

60% of Fairtrade Premium use in M&S bananas HLO supply chain was in relation to a living wage



The Fairtrade Premium is an important source of additional income for workers in the short term and up to 30% of the Fairtrade Premium must be used as cash or voucher payments to support workers earning below a living wage, with an optional additional 20% to be paid directly to all workers if decided democratically. In the M&S bananas HLO supply chain, **60%** of Fairtrade Premium investment was in relation to components of a living wage:



Cash distribution – 28% of Fairtrade Premium was paid directly to workers as cash or vouchers to improve worker livelihoods.



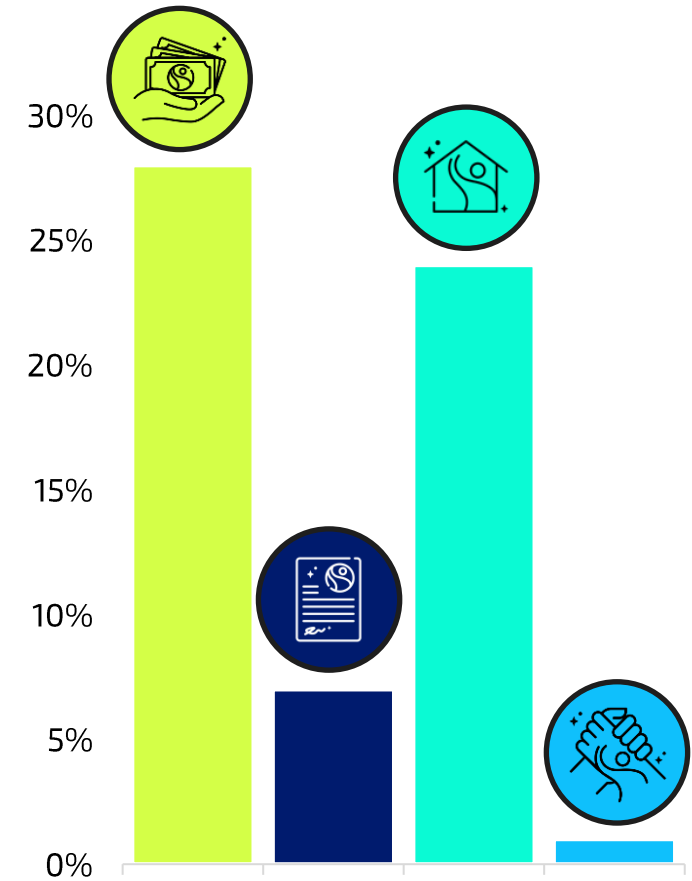
Other financial benefits – 7% of Fairtrade Premium was used for other financial benefits; this could include for example one-off payments for emergencies.



In-kind Fairtrade Premium benefits – 24% was used for projects which are expected to enable a cost saving to a worker household and reduce pressure on wages. Projects may include the provision of school equipment, housing for workers or subsidised food.



Cost-saving community benefits – 1% contributed to improvements and investments in local communities, which are expected to reduce costs for families, businesses or local governments over time. Projects may include community infrastructure, access to services in education and health, and other social and economic services.



Banana producers' Fairtrade Premium expenditure in relation to the components of a living wage

Fairtrade bananas in 2025



Gender

With gender remaining a vital issue in the banana sector, The Latin American and Caribbean Network of Fairtrade Small Producers and Workers (CLAC) unveiled a campaign called '[Silence Does Not Protect](#)' to prevent gender-based violence and harassment at work, foster a constructive dialogue on banana farms and shed light on issues that were previously ignored.



Climate change

The impact of climate change on banana farmers and production of bananas remains extremely challenging. The **Sustainable Banana Programme**, implemented across many Fairtrade banana-producing regions, continues to roll out training and activities to assist banana farmers to build climate resilience. After being implemented in the Dominican Republic, Colombia, Peru and Ecuador, we can now verify the positive contribution of the programme to sustainability, resilience, producer income and the reduction of environmental footprints.



Producer Networks continue to provide support and assistance to Fairtrade-certified producer organisations with workshops, training and cover support so they can maintain their certification and adapt to challenges, such as climate change.

Adaptation to new regulations

Banana producers constantly need to adapt to new regulations, as implemented by the EU and other markets. Fairtrade Producer Networks have provided training and assistance to Producer Organisations on regulatory topics such as Due Diligence and Organic Certification to support them to develop expertise and give them continued access to markets.



Top: Yuleima Acosta Tano and Diana Martinez Salina, Banana Workers at Agrosiete, Colombia. **Bottom:** Yuleima Acosta Tano and Melissa Velasquez Parra, Banana Workers at Agrosiete



Tomás Pérez



Tomás with the new irrigation system

COOBAFRIO, Colombia

Banana Farmer Tomás Pérez has spent almost his entire life among the banana plants of Magdalena, northern Colombia. But the climate he grew up with has changed dramatically.

'Here, the summer is now more intense... It goes on for ten months and that impacts the soil greatly,' says Tomás.

To adapt, banana co-operative COOBAFRIO has invested its Fairtrade Premium funds into climate resilience measures, including new irrigation systems that support producers to manage water more efficiently during longer dry seasons. These systems collect, filter and reuse water, reducing overall consumption and helping limit the impact of droughts. Some on-farm reservoirs have been introduced that store up to 15 days' worth of water.

Training funded by the Fairtrade Premium is central to COOBAFRIO's climate strategy. *'Fairtrade helps us with bioproducts that always help the health of the soil, which is most important,'* says Tomás. Workshops teach farmers how to manage soil organically, reduce chemical inputs, and adopt more sustainable farming practices that improve resilience to climate shocks. Some farms have reduced their use of chemical fertilisers by 70%.

The co-operative used to rely on diesel-powered irrigation motors, which emitted smoke and fumes into the atmosphere. *'Not anymore. Now we have electric motors,'* Tomás explains. This shift reduces greenhouse gas emissions and air pollution, contributing to cleaner production practices.

For Tomás, the path forward is clear: *'We need to keep acting in the face of these changes – not burning, not using motors with emissions, mitigating little by little so that a farm can be sustainable over time.'* COOBAFRIO's producers are not just adapting – they're leading, with practical, Fairtrade Premium-funded solutions that protect their land, and their future.



FAIRTRADE FOUNDATION

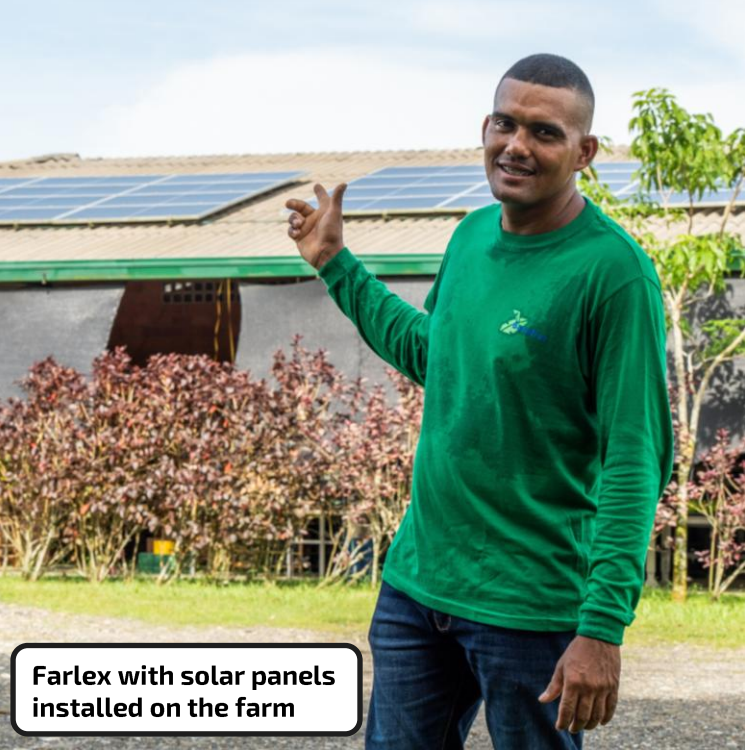
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'If we don't act in the face of climate change, not only bananas but all fruit crops will be affected'

Tomás Pérez, Banana Farmer at COOBAFRIO, Colombia

100% increase

in productivity since climate-smart practices were implemented at COOBAFRIO



Farlex with solar panels installed on the farm



Farlex using the new water taps

Agrícola Mayorca, Colombia

Farlex Álvarez Luna has worked for Agrícola Mayorca, a banana plantation in Colombia, for fifteen years.

Like many banana workers in Colombia, Farlex has seen the weather become increasingly unpredictable, with heavy rain, long dry spells, and rising temperatures making it harder to grow bananas and protect the land: *'We know that looking after our water is of great importance,'* he says.

At Agrícola Mayorca, Fairtrade Premium funds have helped tackle this challenge head-on. One of the most practical changes has been the installation of water taps across the farms, which provide clean water for workers and keep banana plants healthy when rainfall is scarce.

Funded by the Fairtrade Premium, Agrícola Mayorca has also planted special ground cover plants – like beans – between the banana trees, which helps keep the soil moist, stops it from washing away in heavy rain, and reduces the need for chemical sprays. Healthier soil means stronger banana plants and better harvests: *'It makes our soil much more fertile, prevents erosion, and prevents us from using agrochemicals, like insecticides,'* says Farlex.

The organisation is also investing in clean energy, with its farms and offices having installed solar panels, which help reduce pollution and make the estate less dependent on fossil fuels. In Farlex's opinion, *'If we care for the environment, our children's children can access the benefits of the Earth.'*

Agrícola Mayorca hasn't only invested its Fairtrade Premium in climate action – it has also funded housing and scholarship programmes for workers. This has made a big personal difference to Farlex. *'Thanks to Fairtrade, I had the opportunity to get an education and have my own home.'* The result? Long-term stability and hope for the future, showing how Fairtrade Premium-funded climate action and investments can change lives as well as landscapes.



FAIRTRADE FOUNDATION

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'Thanks to the Fairtrade Mark, we've been able to improve our care of the environment'

**Farlex Álvarez Luna,
Banana Worker at Agrícola Mayorca, Colombia**

258

workers make up the Agrícola Mayorca non-profit plantation



FAIRTRADE
FOUNDATION

M&S FAIRTRADE WINE

2025 OWN BRAND SOURCING

Maryna Booysen and Wilma
Tromp, Wine Growers at Van
Loveren Vineyards, South Africa



“

'I want my rights... to be protected. ... To keep having access to decent housing or health insurance, rights that Fairtrade and the [Fairtrade] Premium help make everyday realities'

Jocelyn Soto, Wine Grower at Viñedo La Emiliana, Chile

M&S Fairtrade wine at a glance



310,424

litres of wine sold on Fairtrade terms in 2025...



That's 413,898 bottles of wine

1

country in the M&S wine supply chain: South Africa

284

Workers in

3

Producer Organisations in the M&S wine supply chain



54%

of Fairtrade Premium spend on education and child protection



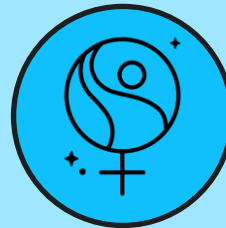
£12,031

Fairtrade Premium earned by wine producers through M&S own brand sales in 2025

On average

51%

of workers in wine Producer Organisations in the M&S supply chain are women



364

hectares under cultivation in wine Producer Organisations in the M&S supply chain – that's **443** football pitches



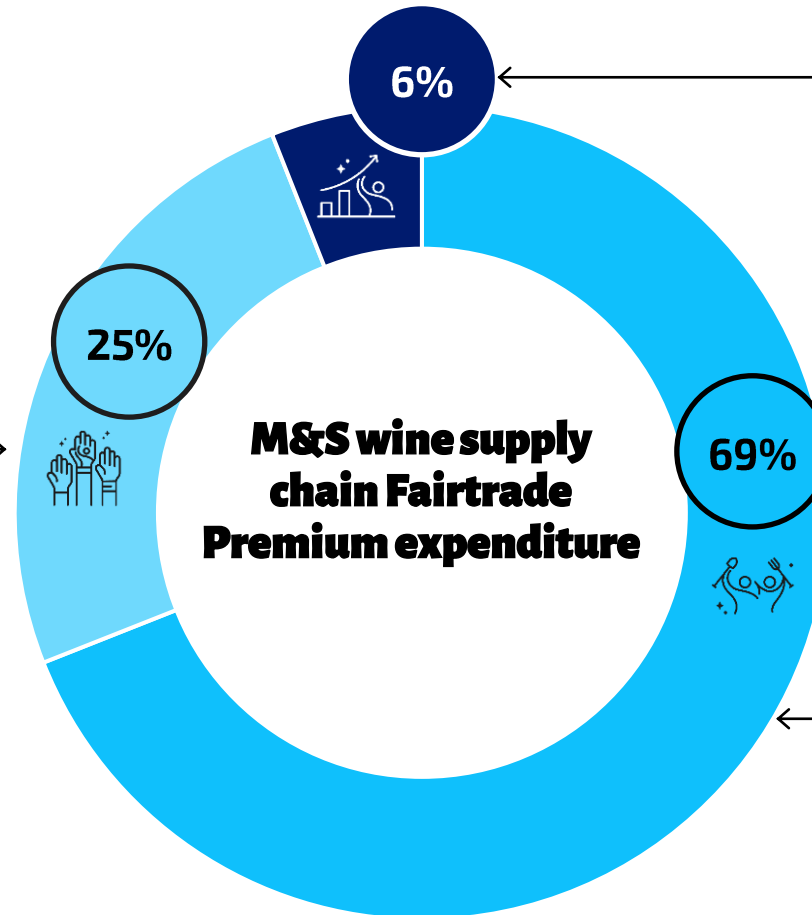
8%

of Fairtrade Premium spend on projects to improve community infrastructure





The majority of Fairtrade Premium across the M&S wine supply chain is used for projects that support workers and their families






Social investment for the wider community
Producers invest Fairtrade Premium in **supporting their wider communities**, which can contribute to the enabling environment required for a **living income or living wage**; investments are in areas such as **community infrastructure** and **education**.

Producer Organisation investment and capacity building
Producers invest funds in **strengthening their businesses and trade**, including **training and infrastructure improvements**. Fairtrade Premium is also spent on activities that contribute to producers maintaining Fairtrade certification status, for example the costs of **administration of the Fairtrade Premium**.

Social investment for farmers, workers and their families
Investments that **support farmers, workers and their families**, both in and outside of work, are important to producers. Initiatives like these can contribute to the enabling environment required for a **living income or living wage**; investments may include cash distribution or projects related to **education, gender or workers' rights**.

Producers in the M&S wine supply chain invested 54% of Fairtrade Premium on projects that improve education and child protection



Category	Sub-category	% of Fairtrade Premium use	Example projects (specific to supply chain)
Social investment for farmers, workers and their families 	Education and child protection	37%	School fees
	Other social investment services	21%	Winter jackets
	Financial benefits- payments	12%	January food and meat hamper
Social investment for the wider community 	Education and child protection	17%	Childcare services
	Community infrastructure excl. healthcare or schools	8%	Investment in other types of energy infrastructure (not energy efficient or not renewal energy source)
	Other services for the community	<1%	Donations for the community
Producer Organisation investment and capacity building 	Non-agricultural training incl. business practice or IT skills	6%	Basic skills training for workers (literacy, numeracy)
	Committee costs incl. Fairtrade Premium committee and Producer Organisation board	<1%	Legal, accounting or other professional fees

Fairtrade wine in 2025



Climate and water usage

The wine industry both contributes to and is impacted by the climate crisis. Many wine-producing countries struggle with water shortages – on average, producing a single glass of wine [requires 110 litres of water](#) – which is why Fairtrade Standards require producers to effectively predict the water they need to irrigate crops and adopt methods to recirculate and reuse water. One Fairtrade producer in Argentina – Grupo Avinea – has conducted a research project into how to responsibly use water for irrigation. Fairtrade Standards also require producers to keep records of energy consumption and take measures to use energy more efficiently. For example, **some Fairtrade winemakers in South Africa have moved from land transport to harbour transport to cut carbon emissions.**



Social projects and basic needs

Fairtrade Premium has been invaluable for wine producers in South Africa, Argentina and Chile to meet their own basic needs, and those of their families and communities. **South African Producer Koopmanskloof has used their Fairtrade Premium to provide a crèche and aftercare facility, preparing children for school while supporting working parents.** Small-scale Producer Organisation La Riojana, in Argentina, has invested their Fairtrade Premium in building a medical centre, offering healthcare to over 10,000 local people. Combined with the addition of a new school and a further education fund, the lives of students and their families have been transformed.



Training and capacity building

In 2025, Fairtrade Africa and the Latin American and Caribbean Network of Fairtrade Small Producers and Workers (CLAC) provided **targeted training sessions and tailored support to wine producers** in South Africa, Chile and Argentina to manage their Fairtrade Premium, adopt sustainable agricultural practices, build gender and youth inclusion initiatives, and develop as resilient, market-ready organisations. These capacity-building interventions not only ensure certification compliance, but also enable producers to access new markets, demonstrate measurable impact, and expand Fairtrade's footprint across the region.



Bottom: Jacobus September, Tractor Driver at Van Loveren Vineyards, South Africa



In the M&S
supply chain

Stellenrust Wines, South Africa

Stellenrust and its workers partnered to establish a new Afterschool Care Centre - co-funded by the workers' Fairtrade Premium - a space where children benefit from supervised homework sessions, structured educational and recreational activities, and a safe environment.

This investment didn't just fill an afternoon gap – it transformed how the community's families balance work, education and safety. For the younger children of Stellenrust's wine growers, Fairtrade Premium funded a new crèche, providing safe, nurturing childcare while their parents work, and enabling mothers to work without worry.

Digital access has also been prioritised for Stellenrust's families. Before 2022, few had access to computers and the internet, meaning children fell behind when learning shifted online, and adults were unable to access essential services. Fairtrade Premium funds established a community computer room with reliable internet. Today, both children and adults use it to study and learn digital skills that unlock new opportunities.

Stellenrust, like many communities in South Africa, regularly experiences planned power cuts. These outages once left families in the dark: students couldn't study, food spoiled in fridges, and afterschool programmes came to a halt. In 2024, Stellenrust invested their Fairtrade Premium funds in a generator to keep essential educational and community facilities operational during power cuts. In the same year, they launched an adult literacy program, supporting community members to learn to read and write with pride. Looking ahead, Stellenrust has also set its sights on renewable energy, with plans in place to reduce reliance on fossil fuels and build a more sustainable future for the farm and its community. As one of the country's first Black-owned wine farms, Stellenrust is committed to creating fair opportunities for every generation in its community.



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“

'[Fairtrade is] an integral part of ensuring socio-economic sustainability for the people... making the wines'

**Stellenrust Wines
managers, South Africa**

70 workers

now own the land they farm through Stellenrust's own Black Economic Empowerment project



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M&S FAIRTRADE SUGAR

2025 OWN BRAND SOURCING

Jesús López Rosell, Sugar Cane
Farmer at UBPC Bermejal, Cuba



“

'Fairtrade funding allowed for the creation of a sustainable sugar cane production system... helping to secure my livelihood – and that of my workers'

David Akierman, Sugar Cane Farmer at Corozal Sugar Cane Producers Association, Belize

M&S Fairtrade sugar at a glance



1,747MT

sugar sold on Fairtrade terms in 2025...



That's over 436 million teaspoons of sugar

5

countries in the M&S sugar supply chain

13,001

Farmers in

35

Small-scale Producer Organisations in the M&S sugar supply chain



25%



of Fairtrade Premium spend on the provision of agricultural tools and inputs

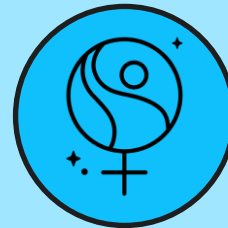
£80,262

Fairtrade Premium earned by sugar producers through M&S own brand sales in 2025

On average

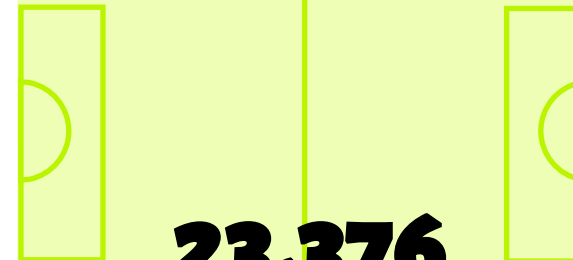
38%

of farmers in sugar Producer Organisations in the M&S supply chain are women



23,376

hectares under cultivation in sugar Producer Organisations in the M&S supply chain – that's **28,507** football pitches



13%



of Fairtrade Premium spend on projects that financially benefit farmers and their families

Traders supplying Fairtrade sugar for M&S bagged sugar, jams, chocolate and sugar sticks sourced from 5 countries

Assess the human rights and environmental risks in M&S' sourcing countries using the [Fairtrade Risk Map](#). The risks within the map are deeply entrenched challenges that all actors face in these industries. They are not specific to Fairtrade certified supply chains.



Costa Rica

Traders supplying Fairtrade sugar for M&S chocolate and sugar sticks sourced Fairtrade sugar from 3 Producer Organisations in Costa Rica in 2025



Eswatini

Traders supplying Fairtrade sugar for M&S jams and sugar sticks sourced Fairtrade sugar from 6 Producer Organisations in Eswatini in 2025



Mauritius

Traders supplying Fairtrade sugar for M&S bagged sugar, chocolate and sugar sticks sourced Fairtrade sugar from 21 Producer Organisations in Mauritius in 2025

Traders supplying Fairtrade sugar for M&S bagged sugar, jams, chocolate and sugar sticks sourced from **35 Producer Organisations** across:

Belize
Costa Rica
El Salvador
Eswatini
Mauritius

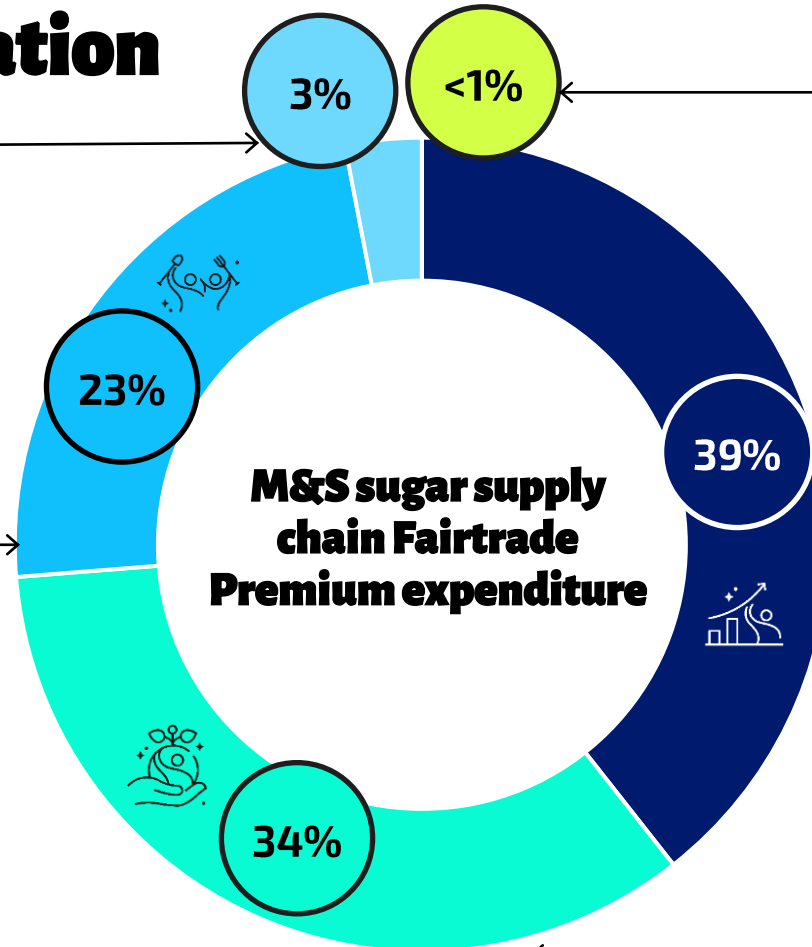
Due to sugar sourcing being mass balance, exact supply chain producers are not possible to identify, and the data represents all producers supplying the traders within the M&S supply chain.

A third of Fairtrade Premium across the M&S sugar supply chain is used for projects that support productivity, quality and climate change adaptation



Social investment for the wider community
Producers invest Fairtrade Premium in **supporting their wider communities**, which can contribute to the enabling environment required for a **living income or living wage**; investments are in areas such as **community infrastructure** and **education**.

Social investment for farmers, workers and their families
Investments that **support farmers, workers and their families**, both in and outside of work, are important to producers. Initiatives like these can contribute to the enabling environment required for a **living income or living wage**; investments may include cash distribution or projects related to **education, gender or workers' rights**.






Environmental services
This category includes community investment in **projects to reduce the environmental impact of daily life** and to **protect biodiversity and local wildlife**, for example planting trees and recycling.



Producer Organisation investment and capacity building
Producers invest funds in **strengthening their businesses and trade**, including **training and infrastructure improvements**. Fairtrade Premium is also spent on activities that contribute to producers maintaining Fairtrade certification status, for example the costs of **administration of the Fairtrade Premium**.

Productivity, quality and climate change adaptation
Initiatives specifically targeted at increasing yields, or improving the quality of crops, aim to ultimately **generate more income for producers**. It is more important than ever that producers have access to the **training, tools and resources to adapt to the climate crisis** and maintain adequate crop production. This category of Fairtrade Premium investment may cover initiatives that **support farm adaptation and mitigate climate change** by reducing the environmental impact of farming through, for example, improved water management and land rehabilitation.

Producers in the M&S sugar supply chain invested a quarter of Fairtrade Premium in providing agricultural tools and inputs

Category	Sub-category	% of Fairtrade Premium use	Example projects (specific to supply chain)
Producer Organisation investment and capacity building 	Fairtrade certification and Producer Organisation management costs	24%	Office running costs
	Improving Producer Organisation facilities and infrastructure	9%	Crop collection services (transport, collection)
	Committee costs incl. Fairtrade Premium committee and Producer Organisation board	7%	Exchanges with other producer organisations/networks
	Non-agricultural training incl. business practice or IT skills	<1%	Training to members on FLOCERT (Fairtrade's independent certification partner)
Productivity, quality and climate change adaptation 	Provision of agricultural tools and inputs	25%	Provision of synthetic or other non-organic fertilisers to farmer members
	Productivity and quality programmes	4%	Land rehabilitation and reclaiming programmes
	Productivity and quality training	3%	Training in productivity and quality improvement
	Farming loans	1%	Loans for farm improvements or inputs not related to environmental sustainability
	Water management	<1%	Farmer training - water management
Social investment for farmers, workers and their families 	Financial benefits- payments	13%	Direct payment of Fairtrade Premium to members
	Health	5%	Training in health and safety
	Other social investment services	4%	Attendance at trade fairs and exchanges with buyers
	Financial benefits - other (incl. loans)	1%	Delivery of fertiliser for workers
	Inclusion of young people	1%	Back to school haircuts
	Gender equality	<1%	Women's income generation projects
	Education and child protection	<1%	School provisions for families (fees, uniforms, books and other individual school equipment)
	Worker rights and committees	<1%	Workers' rights training

Producers in the M&S sugar supply chain invested Fairtrade Premium in projects that supported communities, including clean water and road investments

Category	Sub-category	% of Fairtrade Premium use	Example projects (specific to supply chain)
Social investment for the wider community 	Health	1%	Clean water and sanitation facilities
	Other services for the community	1%	Food assistance for senior members
	Community infrastructure excl. healthcare or schools	1%	Investment in roads
	Education and child protection	<1%	School facilities and equipment (meals, books, computers etc.)
	Financial benefits- payments	<1%	Community disaster or emergency relief (not related to climate or climate change)
Environmental services 	Biodiversity and reforestation	<1%	Treeplanting/reforestation

Fairtrade sugar in 2025



Climate resilience

Sugar cane is **highly sensitive to extreme weather**, with rising global temperatures resulting in less sugar cane and more volatility in supply chains. In 2025, Fairtrade producers continued to **implement recommendations from Fairtrade's carbon and water footprint studies**, including solar irrigation projects in Belize and Malawi, to improve yields without increasing emissions. New **digital tools to monitor greenhouse gases** were also trialled in Belize and Costa Rica. In Eswatini, 'demonstration farms' have been established, with a ten-year monitoring plan put in place to track decarbonisation outcomes and climate resilience gains over time. Producers have also been equipped with digital tools, training, and continuous technical support to measure rainfall to help optimise irrigation decisions and promote efficient water use and lower emissions. Training has now been delivered to all producers and first-quarter carbon and water footprint data reported by over 70% of producers.



Human Rights and Environmental Due Diligence (HREDD)

The Fairtrade Risk Map helps sugar producers, traders and buyers understand the HREDD risks in their **supply chain**, take action to avoid them and comply with legislation – all while encouraging dialogue with stakeholders. In 2025, Fairtrade ran an **ISEAL-funded pilot in Fiji** to connect Lautoka Cane Producers Association, Fiji Sugar Corporation and a key Fairtrade sugar buyer. The project **increased dialogue around HREDD** between all parties in the Fiji sugar supply chain through a series of online events so everyone in the supply chain could learn from each other and co-create plans to address HREDD risks. At the same time, Fairtrade's Better Labour Practices programme continued to equip all sugar producers with skills and tools to meet HREDD requirements through targeted training, robust monitoring systems, and alignment with national frameworks.



Left to right: Wilian Malies More, Miguel Rodríguez Mojena, and Jesús López Rosell, Sugar Cane Farmers at UBPC Bermejál, Cuba



David Akierman



Corozal Sugar Cane Producers Association, Belize

For nearly half a century, David Akierman has farmed sugar cane in Corozal, Belize. Like many farmers, he's seen how unpredictable weather and drought – made worse by climate change – can threaten his crops and the livelihoods of workers.

Ordinarily, sugar cane farms in Belize rely on rainfall and electricity to pump water. This electricity is often generated from fossil fuels, contributing to greenhouse gas emissions. Following Fairtrade-funded research, David took part in a pilot project to install solar-powered water pumps, which send water directly to the roots of each sugar cane plant.

When it came to sugar cane growth, the results of the new irrigation system were clear: David's solar-powered plot grew three times the volume of sugar cane than on those that relied on rainfall. However, the benefits went much further than growth alone; David's field now maintains the optimum moisture level, and he can apply natural fertilisers and biological pest controls more effectively, reducing the need for harmful chemicals. The approach encourages careful record-keeping and regular training, so farmers can keep improving their methods and share what they learn with others.

All of this means more reliable harvests and steady jobs for the community, who can then provide for their families. Or, as David puts it: *'One of the primary achievements... is that I will have a sustainable business, [can] sustain jobs for field workers, [and] provide resources for them to bring better education to their children.'*

By switching to solar power and smarter irrigation, these farmers are not just adapting to climate change – they're leading the way in making sugar cane farming in Belize more sustainable, resilient, and fairer for everyone.



“

'Fairtrade funding [has helped] to secure my livelihood – and that of my workers'

David Akierman, Sugar Cane Farmer at CSPCA, Belize

3x more sugar cane

grew on David's farm after switching to renewable energy to power his irrigation system

About the data in this report

This report has been produced by the Fairtrade Foundation for illustrative purposes only. Calculations for Fairtrade Premium are based on sales volumes reported by licensees in the Fairtrade Connect system and are not verified by the Fairtrade Foundation. Exchange rates are based on the annual average exchange rate for the given years (source: OFX).

Conversions used in this report are as follows: 1 single espresso = 8g roasted coffee; 1 football pitch = 0.82 ha; average mass of an unpeeled banana = 172g; 1 cup of tea = 3g of tea; 1 bottle of wine = 750ml; and 1 teaspoon of sugar = 4g.

Supply chain information is based on producer group FLO IDs provided by suppliers to M&S and is not verified by Fairtrade. Data for the number of farmers, hectares of land cultivated, and Fairtrade Premium use is from [Fairtrade International's Monitoring Report](#) – this 2025 release covers data collected in 2024. Data is collected from producers during audits. Since not all Producer Organisations are audited every year, the last available data has been used. Farmer and worker numbers, areas of cultivation and Fairtrade Premium spend data all represent the overall figures related to the Producer Organisations in the supply chain, and not the figures specific to M&S sourcing.

In this report Fairtrade Premium has been mapped in three different ways: firstly, to the UN SDGs; you can find additional information on how Fairtrade contributes to the UN SDGs [here](#). Secondly Fairtrade Premium projects have been grouped into social and environmental categories to demonstrate how Fairtrade Premium impacts people and the environment. Thirdly, it has been mapped in relation to a living wage or living income. The mapping uses thematic expertise to accurately represent the Fairtrade Premium spend and is reviewed annually and therefore names and definitions differ to previous reports. Visualisations may not sum to 100% due to rounding.

The data presented can change in future reports, for example when we receive new information or because of data quality checks, which are performed continuously. Please use 'estimated' or 'approximate' when sharing data from this report in communications.



THANK YOU!

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