

fairtrade  
**ORIGINAL**

Khun Sonchai, Thailand

**ANNUAL REPORT**  
2024



# ONTDEK FAIRTRADE ORIGINAL



**GUATEMALA**

Koffie  
Fedecocagua

1 97 1

**NICARAGUA**

Coffee  
Prodecoop, Coassan en Procafe

3 551 3

**COLOMBIA**

Coffee  
La Red Ecolsierra

1 350 2

**PERU**

Coffee  
Cooparm

1 519 2

**THAILAND**

Spice Pastes, Wok Sauces, Noodles, Canned Fruit, Jackfruit, Rice

Sisaket Fairtrade Farmer Group, Organic Fairtrade Sisaket Community Enterprise (Phak Mai), Non Luang Muang Khai Community Enterprise (Phrae), Nakornphet Fairtrade Sugar Cane Group, Nam Om Agricultural Community Enterprise, Fairtrade Pineapple Growers' Group, OASIS

7 2083 42

**VIETNAM**

Coconut Milk Light  
Hung Le Coop

1 542 2

**SRI LANKA**

Coconut Milk, Coconut Oil, Spice Pastes

SAFE Net (spice cluster), SAFE Net (coconut cluster), MOPA, SKPKPWSS, SSKSS, LFCFA, DMEADS

7 924 84

**INDONESIA**

Krupuk  
Koperasi Agro Bumbu Qtha

1 12 6

**INDIA**

Rice

Nature Bio Foods, Pratithi Organic Madya Pradesh, Fair Farming Foundation Ramnagar

3 2470 1

**UGANDA**

Coffee  
ACPCU: Nyeibingo & Kyangundo

2 1524 6

**BRAZIL**

Soy  
Cataratas do Iguacu Alimentos Organicos, Brazil

1 35 0

**CHILI**

Honey  
ApiCoop

1 110 0

**LEGENDA**

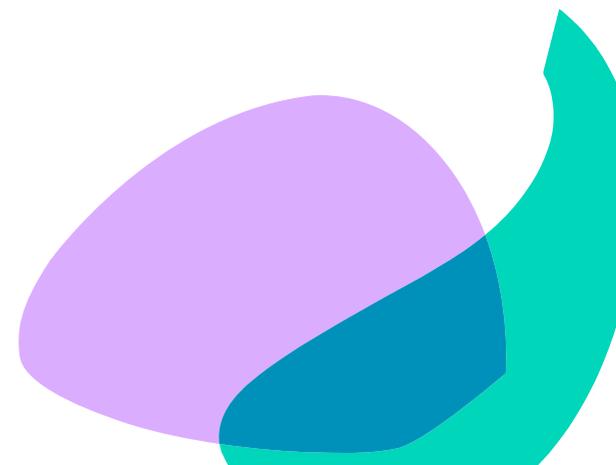
- Cooperatives
- Farmers
- Projects/interventions
- Product groups

**TOTAL**

29 9217 149

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# I. INTRODUCTION

The one big takeaway from the experiences over the past year, is the pressing need to keep working towards a living income for the farmers with whom we cooperate. The impact of climate change on harvests and the prioritisation of national interests in the geopolitical field make this need more urgent than ever.

## CLIMATE CHANGE: A DAILY REALITY FOR FARMERS

Climate change and its consequences have been in the news for years. Still, it remains an abstract concept for many in the West. We all take note of the reports on rising sea levels and melting ice caps, and we are aware of the consequences. Yet, even though we worry, we do not always feel the immediate effects.

However, for the farmers we work with, the reality is very different. They experience the impact of climate change on a daily basis. Extreme heat, drought, or conversely, heavy rainfall can severely affect their harvests. The fluctuations in coffee and cocoa prices due to poor harvests were frequently in the news in 2024. Less visible, but no less dramatic, were the meagre yields of coconuts and pineapples – also a result of climate change. These are crops that we use in our products, grown by the farmers' cooperatives we work with.

## PRIJSSCHOMMELINGEN

Contrary to popular belief, the higher prices that are a result from scarcity do not benefit the farmers. In reality, it is mainly traders or speculators who profit from these price swings. The most vulnerable link in the chain – the farmers themselves – end up paying the highest price. This underscores the need to strengthen fair supply chains and to shield farmers from these uncertainties.

## TENSION

Meanwhile, geopolitical tensions are playing an increasingly significant role. Economic superpowers are primarily focused on safeguarding their own interests, often at the expense of climate objectives and ambitions for fair and transparent supply chains. The decision by the US to withdraw from the Paris Climate Agreement and the recent dilution of European CSRD-legislation are examples of this.

## POSITIVE CHANGE

The above may paint a rather gloomy picture of the world, but fortunately, we as individuals still have the power to choose our own path. It is inspiring to see how many people are actually opting for change and how resilient our partners can be when they are given the right tools.

More and more companies in Europe are joining the B-Corp movement, aiming to generate not only economic growth but positive social impact as well. Supermarkets are rapidly greening their product ranges – benefiting Fairtrade Original but also other sustainable brands.

Most importantly, thanks to projects that enhance resilience against climate change we are witnessing positive results among our partners. Planting shade trees, installing solar-powered irrigation pumps, and constructing greenhouses have all had obvious positive effects on productivity.

## 65 YEARS OF WORKING TOWARDS FAIR TRADE

Our commitment to fair supply chains remains as strong as it was 65 years ago, when our founder imported the first container of fair-trade coffee. As you will read in this report, we continue to strive for a living income for our farming partners with positive energy and great zest. It is truly motivating to see how many consumers contribute to this effort, simply by enjoying our delicious products.

**Steven van Wijk and Vidjai Jharap**  
Direction Fairtrade Original



# 2. BRAND IMPACT



We work with with **9,217** Fairtrade farmers

OP WEG NAAR EEN LEEFBAAR INKOMEN



**3,041** coffee farmers receive a LIRP or Fairtrade Minimum Price + FTO Impact Premium

we also partner with **29** cooperatives



In total, we paid **€ 436,191** in Fairtrade Premiums to our farmers in 2023

of which **€ 223,201** to coffee farmers alone



Our products are available in **3** countries



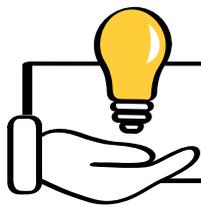
We sold **13,768,653** products

Best sold

of which **1.629.590** were 400ml cans of coconut milk

**1.896.778** coconuts were transformed into coconut milk

The coconuts were supplied by **1,300** coconut farmers from 5 cooperatives



This year, Fairtrade Original has invested in **149** interventions. For example:

living income projects: **68**

sustainable production projects: **81**

**1.** Strengthening Sri Lankan coconut and herb farmer groups in organic standards.



**2.** New irrigation systems for soybean farmers, including usage training.



**3.** New climate-resistant coffee plants for coffee farmers in Uganda.



**4.** EURD project to prepare all farmers for new European legislation on export-ready coffee.



In addition to our own investment, we also raised **€ 126,000** in external funding to realise various projects and make more impact

LEGEND	
	Certification: training and assessments in Fairtrade and organic farming
	Promoting sustainable production and/or use of organic fertiliser, pesticides and compost
	Boosting productivity
	Income improvement programmes

### 3. CSRD: TRANSPARENCY IN SUSTAINABLE BUSINESS

For us, sustainability isn't just a priority – it is a responsibility. We believe it is the only way forward. The Corporate Sustainability Reporting Directive (CSRD) is a European directive that requires large companies to report in detail on sustainability and ESG (Environmental, Social & Governance) factors such as climate change, biodiversity and ecosystems, workers along the value chain and the impact on communities. The legislation ensures that stakeholders, consumers and society have a clear picture of the impact and risks companies create in terms of sustainability. Although Fairtrade Original, as a small business, is not obliged to comply with this regulation, we purposely choose to do so. After all, ethical and sustainable business means assuming responsibility, taking stock, and improving continuously.

Our commitment to sustainability goes beyond mere words; it is embedded in our mission and methods. This chapter highlights how we make sustainability tangible, how we contribute to the Sustainable Development Goals (SDGs), and how we measure and enhance our impact. From fair trade and sustainable production to reducing our ecological footprint and complying with new legislation such as the EUDR (European Union Deforestation Regulation) – these are all essential steps in supporting farmers and their communities, protecting the planet, and offering consumers ethical choices.

The following paragraphs explain how Fairtrade Original puts this into practice.

#### MISSION-DRIVEN SUSTAINABLE ENTERPRISE

Fairtrade Original's mission is: Joining forces for a living income for farmers.

All along the supply chain, we pool our strengths to support farmers in building a dignified livelihood. We do this by focusing on three key impact areas:

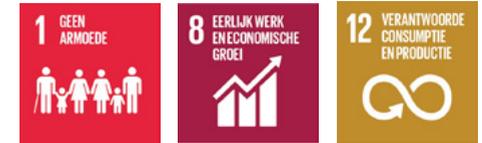
- **Fair Trade:** Making fair food and drink accessible to all consumers. We achieve this by building equitable local supply chains where all parties are on an equal footing.
- **Sustainable Production:** Supporting small-scale farming operations in their efforts regarding climate-resilient agriculture, water management, biodiversity, and the reduction of deforestation and carbon emissions.
- **(working towards) A Living Income:** Committing to a Living Income Reference Price, where possible and available (read more about this in chapter 7). This is a country-specific premium on top of the Fairtrade Minimum Price and Fairtrade Premium, which we pay regardless. Additionally, in collaboration with cooperatives, we set up living income projects focused on boosting productivity, reducing production costs, and diversifying income.

#### FAIRTRADE: SUSTAINABILITY AS A STANDARD

All our products bear the Fairtrade mark, a guarantee that we meet strict economic, social, and ecological criteria. It starts with fair trading conditions and prices: farmers receive just compensation for their produce, enabling them to build a sustainable livelihood. However,

#### SUSTAINABLE DEVELOPMENT GOALS

Through our key impact areas – Fair Trade, Sustainable Production and (working towards) a Living Income – we are directly contributing to the following Sustainable Development Goals (SDGs):



fair trade goes beyond just a fair price. Social impact is an essential element, as it promotes democratic decision-making within farmers' cooperatives, stimulates economic empowerment of the group, and actively contributes to eradicating child labour.

Environmental consciousness also plays a crucial role. This is reflected in the core values of the Fairtrade mark: sustainable agricultural practices, responsible water use, and the preservation of biodiversity. Furthermore, the use of chemical pesticides is minimised, and genetically modified organisms (GMOs) along with harmful substances are strictly prohibited.

#### CLIMATE IMPACT: WORKING TOWARDS A SMALLER FOOTPRINT

Practicing sustainable business means taking responsibility for your ecological footprint. That is why we meticulously track our carbon emissions in accordance with the internationally recognised Greenhouse Gas Protocol – a method that helps to calculate and strategically reduce emissions.

We are actively working to reduce our carbon emissions, focusing in particular on scope 1 and scope 2 emissions. This requires a detailed analysis of our energy consumption and direct emissions, a process that demands time and care. The emission figures for 2024 have now been analysed and will be discussed in the course of 2025.

The overview on the following page shows the carbon emissions for 2023, as established in 2024.

EMISSION SOURCE	EMISSIONS [T CO <sub>2</sub> E]	SHARE [%]
<b>SCOPE 1</b>	1.1	0.01%
Direct emissions from company vehicles	1.1	0.01%
Vehicle fleet	1.1	0.01%
<b>SCOPE 2</b>	13.6	0.15%
Purchased electricity for own use	11.2	0.12%
Electricity (stationary)	1.1	0.01%
Electricity (vehicle fleet)	10.1	0.11%
Purchased heating, steam, and cooling for own use	2.4	0.03%
Heat (purchased)	2.4	0.03%
<b>SCOPE 3</b>	9,446.5	99.8%
<b>OVERALL RESULTS</b>	<b>9,461.2</b>	<b>100.0%</b>

The Science Based Targets initiative (SBTi) is a framework that companies can commit to in order to align their emission reductions with the Paris Climate Agreement. By committing to SBTi, companies adhere to the objective of limiting global warming to well below 2 degrees, and if possible, to no more than 1.5 degrees.

SBTi evaluates companies' plans and targets for emission reduction, and it monitors progress. Fairtrade Original is committing to SBTi in 2025.

Organic farming in itself also contributes to reducing emissions. 30% of our product range is organically certified. Chapter 6 explains the role Fairtrade Original plays in sustainable agriculture in more detail.

### EUDR: TAKING ACTION AGAINST DEFORESTATION

As of 1 January 2026, the European Union Deforestation Regulation (EUDR) will come into effect. This European law requires companies

As of 1 January 2026, the European Union Deforestation Regulation (EUDR) will come into effect. This European law requires companies to ensure that their products do not contribute to deforestation or forest degradation. It marks an important step in the fight against deforestation and ensures that businesses take responsibility for the environmental impact of their supply chains. Together with our supply chain partners (such as farmers' cooperatives and manufacturers), we are working to ensure compliance with this new legislation for the relevant product groups, including coffee and cocoa.

In practical terms, this means that:

- Our products must not be produced on land where forest has been cleared since 31 December 2020.
- Information about the origin of our products must be recorded transparently, including the geolocation data of our production areas.
- We are required to carry out risk analyses and proactively take measures to minimise deforestation risks.

EMISSION SOURCE	EMISSIONS [T CO <sub>2</sub> E]	SHARE [%]
<b>SCOPE 3</b>	<b>9,446.5</b>	<b>99.8%</b>
<b>Purchased goods and services</b>	<b>8,440.2</b>	<b>89.2%</b>
Production materials and consumables	7,156.7	75.6%
Packaging materials	974.9	10.3%
Externally calculated service emissions	308.7	3.3%
Purchased Goods	0.015	>0%
Water	0.018	>0%
<b>Fuel- and energy-related activities</b>	<b>21.14</b>	<b>0.22%</b>
Upstream emissions electricity	16.4	0.17%
Upstream emissions heat	0.4	>0%
Upstream emissions vehicle fleet	4.3	0.05%
<b>Upstream transportation and distribution</b>	<b>864.3</b>	<b>9.14%</b>
Other upstream transports	139.1	1.5%
Inbound logistics	702.6	7.5%
Storage (Upstream)	22.5	0.24%
<b>Waste generated in operations</b>	<b>0.4</b>	<b>0.005%</b>
<b>Business travel</b>	<b>31.3</b>	<b>0.3%</b>
Flights	29.2	0.3%
Rail	0.1	0.001%
Rental and private vehicles	2.0	0.02%
Employee commuting	17.4	0.2%
<b>Employee Commuting</b>	<b>16.6</b>	<b>0.18%</b>
Working from homeV	0.8	0.01
<b>Downstream transportation and distribution</b>	<b>26.7</b>	<b>0.3%</b>
Downstream storage	22.6	0.2%
Outbound logistics	4.2	0.04%
<b>End-of-life treatment of sold products</b>	<b>44.9</b>	<b>0.5%</b>
Product disposal	41.2	0.4%
Product waste transport to disposal facility	3.7	0.04%
<b>OVERALL RESULTS</b>	<b>9,461.2</b>	<b>100.0%</b>

Indirect emissions from incoming and outgoing processes

## SOCIAL

By focusing on three key impact areas, we actively contribute to the SDGs. These include combating poverty, promoting economic growth, and encouraging responsible production

and consumption. In this annual report, we provide an overview of the various projects that contribute to these goals. In addition, we measure and evaluate our impact on these SDGs using the indicators below.



Theevelden, Sri Lanka

NO POVERTY (SDG 1)	2023	2024
Number of farmers benefiting from the Living Income Reference Price	1850	2490
Number of farmers showing improved income	1850	677
Number of interventions (projects) directed at working towards a living income	20	68

DECENT WORK AND ECONOMIC GROWTH (SDG 12)	2023	2024
Revenue from Fairtrade-certified products	€ 19,1 million	€ 21,2 million
Revenue paid as Fairtrade Premium	€ 416,000	€ 436,191
Percentage of revenue from organic and Fairtrade-certified products	36 %	37%

RESPONSIBLE PRODUCTION AND CONSUMPTION (SDG 12)	2023	2024
Number of interventions (projects) in sustainable production	42	81
Number of farmers participating in sustainable production projects	2,170	2,138
Number of sustainable products sold	12,587,499	13,767,297
Number of hectares certified for sustainable production	12,692	20,451

JOB CREATION (SDG 1)	2023	2024
Number of farmers we work with	5,522	9,217
Number of farmers' cooperatives we work with	26	29
Number of Fairtrade-certified farmers' cooperatives	26	29
Number of Fairtrade Original staff	33	31
Number of staff employed by producers	9,467	5,632
Percentage of Fairtrade certified farmers	100%	100%
Number of suppliers	15	16

### Disclaimer

Some of the above data was provided to us by partners (cooperatives and manufacturers). We cannot guarantee the accuracy of this external data, but have confidence in its reliability.

# 4. A FOOD BRAND ON A MISSION



## WE SEE

We envision a world where the gap between individuals narrows as culinary connections grow stronger. Authentic and original ingredients, recipes, and flavours from cultures all over the world are now within easy reach, enriching our gastronomic experiences. However, we also observe a food industry marked by significant inequality, with big corporations controlling the market while small-scale farmers and producers face immense challenges. This imbalance leads to disadvantaged living conditions for farming families and a lack of focus on sustainability. That is not a world we want to live in.

## WE BELIEVE

Our mission is to create a world where everyone has access to a living income and a hopeful future. We believe that through fair trade we can tackle both poverty and inequality. The farmers – those who are at the very source of the global flavours we enjoy – deserve a living income. A living income is not only the foundation for building a dignified life; it is also a human right under Article 23 of the UN Universal Declaration of Human Rights.

When farmers in producing countries have the resources, tools, and knowledge to enhance their operations and self-organize effectively, they can bolster their position in the supply chain and on the international market. This empowerment enables them to build fulfilling lives and sustainable futures, while we continue to relish original, authentic flavours and products from around the globe.

## WE WANT

Our mission is: Joining forces for a living income for farmers.

## WE ARE

We are Fairtrade Original. We bring delicious and delightful global flavours into Belgian, German, and Dutch kitchens – while ensuring that profits are shared fairly and that everyone in the supply chain benefits. Since 1959, we've worked alongside small-scale farmers and producers to promote fair-trade principles and create original, fair, and authentic food products. We operate across Latin America, Africa, and Asia.

## WE OFFER

Our vibrant range of global flavours includes everything from aromatic coffee beans to spicy curries. To maintain the authentic taste of our products until they reach consumers, we prioritize growing and processing the ingredients in their respective countries of origin. We focus on plant-based products, and take great care to minimise our impact on the environment during the production, packaging and transport processes.



Twee generaties, koffiecööperatie La Red Ecolsierra, Colombia

## ORIGINAL SINCE 1959

Over 60 years ago, Fairtrade Original pioneered fair-trade practices with farmers in developing nations. The guiding principle of founder Paul Meijs was: "It is better to engage in fair trade than to give handouts." In 1973, Paul Meijs decided to put this vision into practice and purchased 50 tons of 'fair' coffee without a confirmed buyer. Displaying true entrepreneurial flair, he sold the coffee to schools, churches, and various organizations from of the boot of his car. This bold initiative marked the beginnings of the fair-trade ideology.

## 5. FAIR TRADE

We aim to make a positive difference in the lives of the small-scale farmers we work with by concentrating on the following three key impact areas:

- Fair trade ←
- Sustainable production
- Living income

Since the founding of Fairtrade Original, our commitment to fair trade remains steadfast. Central to our approach is the cultivation of positive impact, the nurturing of sustainable relationships, and the empowerment of local cooperatives. We firmly believe that the concept of fair trade enables farmers to develop their capabilities and build an independent market position. This is accomplished through partnerships with farmers and producers across different nations, leveraging collective strengths and fostering collaboration. Our objective is to lead by example and inspire others to join us in effecting change – not through aid, but through trade.

Fairtrade Original actively seeks out opportunities to introduce new products in the coffee and World Kitchen categories, laying the groundwork for local fair-trade supply chains. While farmers form the backbone of any supply chain, its establishment commences with a local manufacturer who is well-versed in Fairtrade principles and dedicated to their application.

### Local manufacturers

We strive to process and package the ingredients our farmers produce as close to the source as possible by collaborating with local manufacturers. This ensures that value remains in the country of origin, and the authentic flavour of the products is preserved. The distinctive 'original flavour' is a unique selling point (USP) for Fairtrade Original's World Kitchen range.

In close cooperation with the manufacturer and local consultants, we reach out to farmers who are able to supply high-quality ingredients. In some cases, these farmers belong to cooperatives, while others may require assistance in establishing such groups. The formation of a cooperative starts with a group of enterprising farmers who are enthusiastic about pioneering new initiatives and leveraging their local connections to inspire other farmers to join.

### Strength in numbers

The formation process of a cooperative includes formal registration procedures, as well as the organisation of internal collaboration and the establishment of the governance model. After the initial phase, cooperatives are expected to become self-sufficient and operate professionally. We provide support through training focused on agricultural activities and, of course, on achieving Fairtrade certification.



Product Manager Lisette en pepperboerin Khun Orasin

Collaboration within a cooperative is essential for enhancing the farmers' standing in the supply chain. Together, they wield significant strength. The cooperative serves as a hub for sharing knowledge, conducting training sessions, and pooling resources for collective investments.

The Fairtrade mark embodies equitable pricing, decent working conditions, local sustainability, and fair terms of trade for farmers in countries where Fairtrade certification is available. Certified products benefit from a Fairtrade Minimum Price, supplemented by a Fairtrade Premium. Farmers with Fairtrade certification can utilize the premium to support sustainable farming practices and boost their communities through, for instance, education and healthcare initiatives. The farmers have the freedom to decide how the premium is invested.

### Income for impact

For fair-trade supply chains to remain viable, there must be a sustainable market for their products. Fairtrade Original prioritises sales and marketing strategies aimed at supporting this objective. Our product line is not only Fairtrade-certified but in some cases also organically certified. The increasing recognition of the value of fair and sustainable products by both retail chains and consumers alike significantly aids the sales of our range and the advancement of our mission. Working together is vital in our pursuit of a fairer world.

Higher sales volumes directly contribute to the impact we have on farmers, with profits also being reinvested in projects in the countries where our supply chains are based. By expanding our product range, entering new markets, and promoting our partners and products, we continue to grow our impact.



Fairtrade Pineapple Growers Group, Thailand

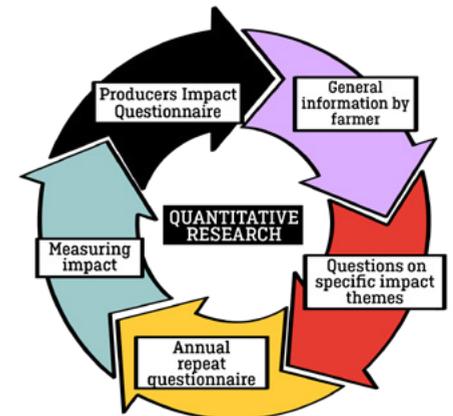
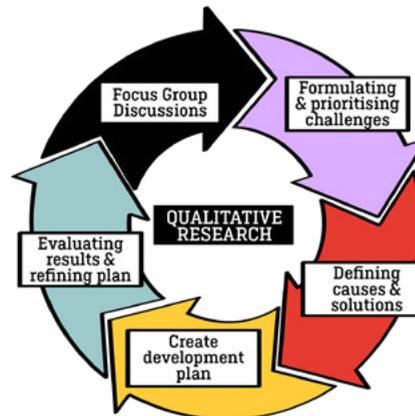
**Impactmethodologie**

Fairtrade Original places great importance on understanding the impact of all activities undertaken in support of farmers. While it's straightforward to define the resources invested (such as training, funding, and agricultural practices), assessing the effects – like enhanced living conditions – is considerably more challenging.

In response, we developed a practical approach to impact measurement, using both qualitative and quantitative research methods. For instance, we conduct annual Focus Group Discussions to explore measures that can

improve the quality of life for farmers. Through these sessions with farmer representatives, we gather qualitative insights regarding the progress of our initiatives. We explore challenges, set priorities, identify potential root causes, and brainstorm about solutions.

Furthermore, we employ Producer Impact Questionnaires as a quantitative research instrument. With these recurring surveys, we monitor individual farmers' progress over several years, allowing us to track the impact of the development initiatives we implement.



## 5.1 IMPACT STORY

### KEEN ON PARTNERSHIPS IN NICARAGUA

The March-sun casts long shadows across the hills of San Antonio de Sisle in Nicaragua. In this rural area, farmers are working on the future of their community. Since 2024, we have been collaborating with two small coffee cooperatives in Nicaragua: COASSAN and Procafé. This was a significant step away from our previous partnership with the more established Prodecoop-group. Due to the size of that organisation, the partnership offered less scope for an intensive alliance. That is why we chose Procafé and COASSAN; smaller cooperatives in the midwest of Nicaragua. In doing so, we strengthen not only their high quality coffee production but also the local community.

#### The search for partners

We went through a thorough and rigorous research process to identify new partners. Nicaragua is a land of stunning contrasts, but the challenges are considerable: inadequate infrastructure, climate change and sometimes limited local resources. To identify cooperatives that could guarantee high-quality coffee as well as a focus on a living income, we worked with CLAC, Fairtrade International's Latin American Producer Network. This collaboration enabled us to select cooperatives with experience in sustainable practices and a clear understanding of their farmers' cost structures.

After virtually meeting ten potential partners during video conferences, four candidates remained. Following the tasting and evaluation of the submitted coffee samples, Procafé and COASSAN emerged as our finalists. These cooperatives distinguished themselves by their dedication to quality and their capacity for innovation.

#### From trial to thriving

In 2024, the first trial orders of coffee from Procafé and COASSAN were shipped to Europe. Fairtrade Original's Quality Manager assessed the coffee as outstanding and fully suitable for blending into our existing mixes. Today, Nicaraguan coffee features in almost all our blends and we have already ordered four containers for 2025 – double the volume of the first year.

#### Sustainable partnerships

In 2025, we will explore how to support these cooperatives further, for example by securing funding to promote sustainable production. Initiatives may include prevention of deforestation, soil improvement, water management, carbon emission reduction and additional training. At the same time, we will continue to enhance diversity in our coffee supply chains by expanding our sourcing to other countries such as Honduras, Peru and Colombia.





### IN GESPREK

Mr. Ut, een van de Vietnamese boeren met wie we nu samenwerken, vertelt over de impact van Fairtrade op zijn gemeenschap: "Naast de administratie die erbij komt kijken?" zegt hij met een lach. "De zekerheid van een eerlijke prijs heeft mij en mijn collega's geholpen om te investeren in duurzame landbouw. Met de Fairtrade premie hebben we als groep de sociale voorzieningen verbeterd, biologische mest aangeschaft en trainingen gevolgd. In het verleden financierden we zelfs een brug, waardoor onze gemeenschap beter bereikbaar werd. Dit soort projecten maken veel verschil voor de hele community."

Hung Le Agricultural coöperatie, Vietnam

## 5.2 IMPACT STORY

### LIGHT THINGS UP!

New farmers, new supply chain, new source: our latest addition has sparked quite a few developments. We're talking Coconut Milk Light.

Our Trade Marketeer Lois spotted the market potential and in late 2022, we began exploring options in Sri Lanka for a lower-fat coconut milk. For years, we've offered a deliciously creamy coconut milk – one that many of you have come to love. Adding a lighter version alongside it made sense only if the taste met the same high standards. Quite simply, it had to be genuinely good.

By the end of 2023, Product Manager Lisette identified a supplier who could make it happen. They were not based in Sri Lanka, but in Vietnam, but their coconut milk had a lovely flavour, even if the mouthfeel was slightly less creamy. It is the perfect skinny sidekick to our original version and caters perfectly to more health-conscious consumers.

#### A strong coconut supply chain

Anders dan bij onze original chains – waar we de keten van boer tot bord opzetten – zijn we nu ingestapt bij een bestaande Fairtrade keten. Het voordeel is dat de boeren en de fabriek al nauw samenwerkten en al langere tijd de voordelen van een Fairtrade prijs en premie hebben ervaren. Met ons, hebben zij er een nieuwe klant bij, die naast een eerlijke prijs ook Fairtrade premie betaalt (voor het opzetten van projecten). Daarnaast kunnen wij het product op deze manier veel sneller naar de markt brengen.

Na een periode van nauw contact, hadden we het volste vertrouwen in onze nieuwe Vietnamese verwerker en gingen we over tot

bestelling. In een moderne fabriek in Vietnam worden de kokosnoten gekraakt, geschild, gestoomd en geraspt. Om er vervolgens natuurlijk kokosmelk van te maken. Daarnaast bezit de fabriek ook een 'nursery' waar jonge kokospalmen worden gekweekt en groeien tot ze groot genoeg zijn om bij de boeren te worden gepland.

Dieper in het binnenland tussen dichtbegroeide kokosplantages - in Mekong Delta om precies te zijn - bevindt de Hung Le Agricultural Cooperative zich. De groep bestaat uit 542 kokosboeren met ieder een stuk land met jarenoude palmen afgewisseld met jonge aanplant. Zij leveren aan de fabriek de kokosnoten voor onze Kokosmelk Light. Een gespecialiseerd Agro team begeleidt de boeren in hun dagelijks werk.

Goed om te weten! Bij Hung Le Agricultural Cooperative worden alle onderdelen van de kokosnoot (her)gebruikt en/of verkocht. Van de kokospalmbladeren tussen de bomen op de grond om het vocht vast te houden in droge tijden tot de schillen die worden gebruikt als veevoer.

#### Flying Off the Shelf

Zomer 2024. De eerste batch Kokosmelk Light bereikte de schappen en was binnen no-time uitverkocht. De vraag overtrof alle verwachtingen. Maar succes kent soms ook obstakels: door lange levertijden en een drukke verscheperingsroute raakten de voorraden uitgeput. Tijdelijk moest Kokosmelk Light uit de winkels verdwijnen – een tegenvaller, maar ook een bevestiging dat de vraag enorm is. Gelukkig kunnen we in februari 2025 melden: Kokosmelk Light is terug!

## 6. SUSTAINABLE PRODUCTION

Our aim is to make a positive difference in the lives of the small-scale farmers we work with by concentrating on the following three key impact areas:

- Fair trade
- **Sustainable production** ←
- Living income

In addition to social criteria, the Fairtrade label also sets strict environmental standards. This aspect is vital in light of climate change and the resulting challenges encountered by at-risk farmers. The certification sets standard requirements for sustainable production techniques, encompassing areas like water conservation, biodiversity preservation, energy efficiency, and pesticide use. In addition, farmers undertake dedicated projects addressing climate change concerns. Fair trade principles and sustainable production practices are intricately intertwined.

### From training to Fairtrade and EU Organic certification

Fairtrade Original proudly displays the Fairtrade mark (owned by Fairtrade International) on all its products. Any stakeholder in the supply chain who owns the (semi-)finished product is required to be Fairtrade certified – from cooperatives and processors to us as a food brand. Certification must also be maintained over time. Through regular trial audits, we verify that the cooperatives (continue to) adhere to Fairtrade standards. This method is effective in pinpointing areas where information may be lacking, such as documentation that cooperatives are required to maintain. During official inspections, objective evidence is essential – for instance, if training on enhancing soil fertility has taken place, this must be substantiated with the relevant documentation.

In addition to support via trial inspections, cooperatives benefit from guidance, education, and training from local consultants engaged by Fairtrade Original. Numerous cooperatives find this assistance invaluable, as the Fairtrade Standard for Small-scale Producer Organisations (SPO) is periodically updated and new requirements must be met. The training sessions about crop quality and sustainable practices not only teach farmers new skills, but also raise the overall standard of Fairtrade products.

This same methodology is applied when setting up new supply chains. Our local consultants offer extensive assistance to cooperatives in their preparation for Fairtrade certification.

### Organic farming practices

The environmental section in Fairtrade standards is very comprehensive and Fairtrade standards inherently encourage farmers to cultivate their crops with eco-conscious practices. Some of the farmers are also certified organic, which demands strict compliance with the standards of the EU Organic label. Organic products must be grown without the use of artificial fertilizers, chemical pesticides or genetically modified organisms (GMOs). Fairtrade Original plays a supporting role in obtaining and maintaining organic certification, where applicable and where necessary.

Documenting production processes is crucial, as this documentation undergoes rigorous examination during the annual inspection. A dedicated team carries out the review using an Internal Control System, and where necessary, Fairtrade Original plays a supporting role in obtaining and maintaining organic certification.

In addition to substantial environmental advantages, organic certification also offers financial benefits to farmers, as they receive a higher price for their products.

### Investing in sustainable projects

The small-scale farmers we partner with face direct consequences from rising temperatures, droughts, floods, soil degradation, and diminishing biodiversity. In response,

we champion ecologically responsible development, involving collaborative investments and proactive measures to tackle the impact of climate change. Practices such as regenerative agriculture, energy-efficient production techniques, organic farming, and the preservation of natural resources and biodiversity exemplify the initiatives we endorse. By transitioning their agricultural methods to sustainable practices, farmers build resilience against climate change and global market fluctuations. The cooperative model plays a vital role here, as farmers benefit by exchanging theoretical and practical knowledge. Many Fairtrade farmers highlight the sharing of insights within a cooperative structure as one of the key benefits of being part of the Fairtrade system.



6.1 IMPACT STORY

STRONGER IN THE SHELL

**Weathering the storm**

In 2022, Sri Lanka faced one of the most severe crises in its history when economic and political instability brought the country to its knees. Farmers struggled with shortages of fertiliser, fuel, and essential agricultural supplies, resulting in a dramatic decline in productivity and income. Amid these challenging conditions, Fairtrade Original and the Rabo Foundation launched a three-year programme aimed at enhancing the production capacity and sustainability practices of coconut and spice farmers.

**A collective approach**

The programme, which began mid-2023, consists of various projects focused on training, support, and providing solutions tailored directly to farmers' needs. Fairtrade Original closely collaborates with ETC Lanka, a local consultancy with over twenty years of experience, led by Managing Director Sumedha Karunatillake. Together, we were able to tackle several essential issues, ranging from soil improvement and organic pest control to solutions for dealing with monkeys that cause damage to young coconuts.

Get to know Sumedha better in chapter 9!

One of the initial steps was a comprehensive assessment of challenges and potential solutions through focus-group discussions. This yielded valuable insights, such as the need for training, innovative methods to boost agricultural yields and for hardware like shredders for compost production.

**Practical solutions to complex problems in 2024**

A notable feature of the programme is training organised by the Coconut Research Institute (CRI). Coconut farmers learn not only how to improve their productivity but also how to identify and tackle diseases at an early stage.

The first training session, that blended theory with practical exercises, took place in July 2024. One of the things the farmers learned was how soil sampling and leaf analysis can provide insights into the nutrient balance of their fields.

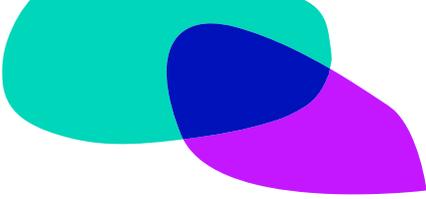
The training sessions are continuously improved based on participant feedback. As a result, the second training session in December incorporated more interactive and practical elements. "We learned about insects affecting our crops in a laboratory, we got instruction on how to control whiteflies and were shown techniques to keep our trees healthier. That provided so much clarity for me," says farmer Pushpakanthi.

**Inspiring stories from the fields**

One of the coconut farmers is Preethika, an entrepreneurial woman who now also cultivates vegetables and ornamental plants in greenhouses. With the purchase of a shredder, which was partly funded by Fairtrade Shop De Bilt, she now produces high-quality compost. This boosted not only her own productivity but also created an additional source of income for her. Preethika's enthusiasm is inspiring other farmers in her community to take sustainable steps as well.

**Looking ahead**

Met nog anderhalf jaar te gaan richt het With another year and a half remaining, the programme will expand its training and continue to offer farmers additional support. At the same time, efforts will be made to ensure cooperatives can retain the acquired knowledge and continue to put it into practice. The goal is to achieve structural change, helping farmers increase their income while becoming more resilient against future challenges.



Priyankara Kumara, Sri Lanka



## 6.2 IMPACT STORY

### THE STRENGTH OF ICS

The plains of Isan in north-eastern Thailand are the home of the Sisaket Fairtrade Farmer Group. Fairtrade Original has been collaborating with this dedicated group of spice farmers for more than twelve years.

#### The heart of sustainable production: the ICS team

Within the Sisaket Community Enterprise, the Internal Control System (ICS) plays a crucial role. This team of four to five volunteers monitors and guides farmers in complying with Fairtrade standards. One of the driving forces is the chairperson of the cooperative: Khun Subin, a farmer with a strong personality and a warm heart.

Driving past the fields, Subin casually rests her elbow on the open window of her pick-up truck. Her inspection is thorough but with genuine care. "She reminds me of a strict schoolteacher," says Khun Suthisa, "but with a heart of gold." She builds trust, helps farmers understand the Fairtrade concept, and supports them in sustainably cultivating their land.

#### Training and collaboration

The strength of the ICS team lies in the training they receive. The expertise of local consultants and Fairtrade specialists helps them stay up-to-date with standards and techniques, enabling them to not only carry out inspections but also advise farmers on relevant issues. For instance, the latest training focused on effective soil preparation, such as thorough ploughing. This practice reduces weed growth, saving farmers time and money otherwise spent on labour-intensive manual weeding.

ICS members share their insights with the cooperative's management, where larger challenges such as drought and shortages of materials are also discussed. In this way, the group evolves in concurrence with changing circumstances.

#### Test inspections

An essential aspect of Fairtrade is that farms are not only inspected but that farmers are also educated to fully understand the standards and apply them. It's not about 'trust me', but rather 'show me'. Farmers must demonstrate compliance with the standards – for instance, in the storage of agricultural inputs or the use of the Fairtrade Premium. This is a significant responsibility, but the ICS team ensures farmers are well-prepared.

The personal approach of Khun Subin and her team make a real difference; it makes farmers feel heard and stay motivated. Subin's visits, during which she often conducts test inspections, provide an honest and clear picture of what is going well and what can be improved.

#### Moving forward

The challenges remain substantial. With changing EU Organic regulations and stricter requirements for cooperatives worldwide, the ICS team continues to be the backbone of the Sisaket group. Organic certification is not currently part of our spice pastes, but the success of the ICS structure demonstrates that this model is scalable to other standards and markets. The successful collaboration with farmers like Khun Subin shows how essential local engagement truly is.



#### IT RUNS IN THE FAMILY

Fun fact: Khun Subin is the sister of Khun Orapin, one of our loyal and enthusiastic spice farmers in Thailand.

IMPACT AREA

# 7. LIVING INCOME

Our aim is to make a positive difference in the lives of the small-scale farmers we work with by concentrating on the following three key impact areas:

- Fair trade
- Sustainable production
- Living income ←

In addition to a Fairtrade Minimum Price, farmers are entitled to a Fairtrade Premium for Fairtrade-certified products. The Fairtrade Minimum Price serves as a first step towards a living income. Nonetheless, this price is insufficient to fully ensure a living income for farmers. Since 2021, together with Fairtrade International, we have been developing a new benchmark: the Living Income Reference Price (LIRP). We implement this price in projects where the LIRP has been determined and where the market can absorb the associated costs, starting with coffee. This initiative aims to narrow the disparity between the global coffee price and the LIRP.

### Living income explained

A living income enables farming families to achieve a decent standard of living, including basic needs such as food, housing, education, healthcare, and clothing. Their income should also allow for savings and for investments in sustainable production. Achieving a living income requires structural changes.

### The components of a living income

There is no simple answer to the question of how to secure a living income for coffee farmers. Based on detailed research, Fairtrade

International has established a Living Income Reference Price for each coffee-producing country. These calculations take into account factors such as productivity, farm size, various sources of income, and expenses. These factors vary by region and are linked to the economic, social, and ecological situation of each country. That is why Fairtrade International sets a LIRP for each product in each country. Currently, reference prices for coffee and cocoa are in place in most producing countries. Moving forward, the LIRP is progressively calculated and integrated across additional countries and product categories.

However, research shows that simply paying the LIRP is not enough. Farmers who have long lived around or below the poverty line have often been unable to modernise or make their operations more resilient. This leaves them particularly vulnerable to challenges such as climate change. That is why it is so important that coffee farmers receive additional support through projects. Fairtrade Original invests in concrete initiatives that increase productivity (for example, by introducing new climate-resistant coffee plants) and create additional sources of income, such as growing a second crop like rice or other climate-resilient plants.

### Our sustainable approach

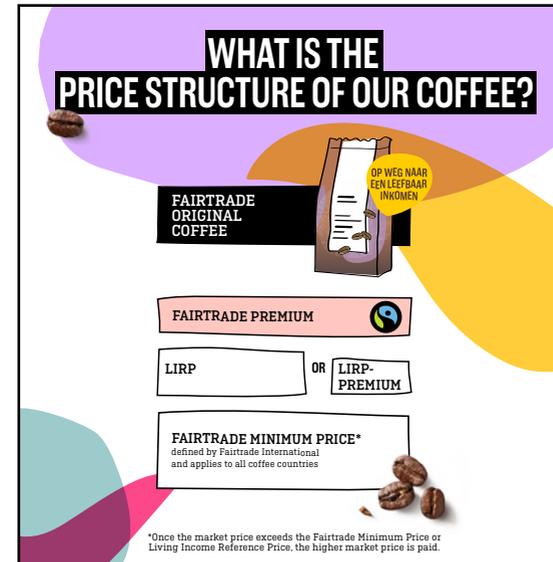
Three elements are central to our strategy:

1. Close, long-term partnerships with selected coffee cooperatives, allowing us to systematically tackle challenges together.
2. Paying a fair price, either by meeting the Living Income Reference Price or applying a LIRP premium\*, providing farmers with a vital safety net during periods of low market prices.
3. Addressing key themes – such as income diversification, lower production costs, access to sustainable production resources, and gender equality – through living income projects.

This approach is urgently needed. Sadly, poverty is still a harsh reality for many farmers in Africa, Asia and Latin America today, as they are not paid enough for their products. By adopting the LIRP model more broadly, brands can help end the vicious cycle of poverty. It must, and can, be different! That is why we commit ourselves every day to our mission: joining forces for a living income for farmers.

### \*LIRP Premium:

Where possible, we pay the full Living Income Reference Price. However, this is conditional on Fairtrade International having set a LIRP for the relevant crop, and on steady market acceptance. We must ensure that paying a higher purchase price than the Fairtrade Minimum Price does not lead to falling sales figures. If that happens, we miss the point entirely. The farmer may receive a higher price per product, but with far fewer products sold, they are no better off overall. If necessary, we pay a LIRP premium on top of the Fairtrade Minimum Price to maintain a balance between ensuring a fair income for farmers and keeping products affordable for consumers.



7.1 IMPACT STORY

SOY BOOST

Everywhere you look, vast stretches of dry farmland fill the horizon. This area, bordering the Mekong River, Laos and Cambodia, almost resembles the Netherlands, but Isarn is located in northeastern Thailand. It is the heartland of authentic jasmine rice—and now also of soybeans. Crop diversification offers farmers extra income and brings them a step closer to earning a living income.

A living income: more than productivity

Productivity is a key part of achieving a living income, but it's not the whole story. Khun Yuan – a forward-thinking jasmine-rice farmer who took important steps to increase her soybean production – is one of many farmers who depend on earning extra income alongside rice. After the rice harvest in November, certain farmers leave their land fallow, while others plant mung beans as a green manure crop. Like mung beans, soy is a leguminous plant that absorbs nitrogen from the air and fixes it in the soil, thus enriching it. By making better use of soy and keeping their land productive year-round, farmers can increase their income.

Fairtrade Original works with local groups to support farmers in this transition. A key step was the introduction of organic and Fairtrade-certified soy. Farmers are also aided in bringing their crops to market more effectively, helping to reduce our reliance on imports from countries such as India.

Khun Yuan: innovation and inspiration

Khun Yuan set an example for others in 2023: she was the first to invest in a solar-powered irrigation system. A water reservoir and pump enabled her to water her soybean plants more effectively, also during dry spells. It marked a significant move towards sustainable production and her inspiring story encouraged other farmers to follow her lead.

But the road to success wasn't straightforward. Irrigation was only part of the solution, because even with the new watering system in place, the expected boost in productivity didn't materialise. To secure this additional income stream alongside jasmine rice, farmers needed more knowledge about soybean cultivation – from choosing the right seed to managing pests and diseases.

Khon Kaen Soybean Seed Centre to the rescue

To close this knowledge gap, the Khon Kaen Soybean Seed Centre came into the picture. This institute, specialising in organic agriculture, offered training to farmers like Khun Yuan. In 2024, Fairtrade Original signed a contract with the centre to launch a programme that combined a theoretical component with three practical field trainings. These sessions covered seed selection, fertilisation, and recognising diseases in soybean plants.

During the first training, farmers learned how insects and other factors were reducing crop yields. The training made it clear how essential an integrated approach really is, and for many, it was a genuine eye-opener. Khun Yuan was one of the participants and immediately saw the value of this new knowledge. "Water alone isn't enough," she says.

Working together for a sustainable future

Twenty farmers are currently taking part in a pilot project for growing soy after the rice harvest is over. Fairtrade Original is investing not only in training farmers in sustainable farming practices, but also in pilot initiatives to test the impact of new crops and techniques. These efforts offer real hope for a more stable future.



Khun Yuan, Sri Lanka



## 7.2 IMPACT STORY

### COFFEE AND MUSHROOMS: A REGION TRANSFORMED

Across Ankole, a region in south-western Uganda, you'll find rolling green hills covered with coffee plantations. In these hills, hundreds of farmers work together in cooperatives as part of ACPCU – an ambitious union of coffee producers.

#### A long journey towards a living income

Strong coffee productivity is a vital ingredient for achieving a living income, as higher yields mean more income. But coffee productivity in Ankole faces many challenges. For Robusta – the main variety grown here – the average yield is around 400 kilos per acre, which is well below the optimal potential of 1,000 kilos. The shortage of fertilisers and minerals, and the age of the coffee plants all play a major role in this. Fortunately, these challenges are being addressed through programmes that provide farmers with the knowledge to boost their yields and farm more sustainably.

One initiative is the planting of shade trees. These help create a better microclimate for coffee plants and also engage young people in the future of the cooperatives. More than 120 farmers have already embraced agroforestry techniques, resulting in the planting of 8,076 trees in the project area. In addition, 40,000 climate-resilient coffee plants have been distributed to farmers.

#### The world is your oyster (mushroom)

In one corner of the region, a remarkable pilot project is underway: mushroom farming. Thirty-six women, working in four groups, now earn around €40 per group on a weekly basis from growing oyster mushrooms. This may seem modest, but it provides a stable and additional

source of income for households that otherwise depend on coffee production. The women also receive training through gender programmes, helping them build financial independence and strengthen their role within their communities. And that is very important, as one third of all coffee farmers are women.

The mushrooms are purchased by local business Agro Mush, which handles further processing and distribution. Whether consumed locally or dried for export, it's clear that mushroom farming has the potential to become a lasting source of income.

#### Building projects together

The success of initiatives like this lies in the close collaboration between cooperatives, Fairtrade partners and programmes such as those supported by the Netherlands Enterprise Agency (RVO). These efforts combine economic and social support, offering farmers more tools to achieve a living income.

### 7.3 KOFFIECOÖPERATIES OP WEG NAAR LEEFBAAR INKOMEN

Over the past three years, we have partnered with seven coffee cooperatives in South America and Africa to make measurable progress toward living incomes. The significant advancements achieved by these cooperatives are detailed below. Our coffee supply chains are 100% traceable and transparent.

- La Red Ecolsierra, Colombia
- Cooparm, Peru
- Fedecocagua, Guatemala
- Prodecoop, Nicaragua
- Procafé, Nicaragua
- COASSAN, Nicaragua
- ACPCU, Uganda

### A TOUR OF THE COFFEE FIELDS

#### COOPARM, PERU

**Location:** San Nicolas district in the highlands of Peru

**Suppliers:** 519 small-scale farmers.

**Mission:** Sustainable cultivation of high-quality coffee, in harmony with nature.

**Impact 2024:** Following several major projects in previous years, including the construction of a compost factory, there was no capacity to start a new project in 2024. In 2025, we will consult with Peruvian farmers to identify their needs for support.

#### FEDECOCAGUA, GUATEMALA

**Location:** High in the mountains around Huehuetenango, El Quiché and San Marcos.

**Suppliers:** 97 farmers, spread across two cooperatives that belong to the Fedecocagua federation with 148 coffee cooperatives and 20,000 members.

**Mission:** Enabling farmers to build strong communities with attention to biodiversity and crop diversification.

**Impact 2024:** Investment in new coffee plants to renew crops and improve climate resilience. Due to global warming, older coffee plants and certain plant varieties are increasingly vulnerable to diseases such as coffee leaf rust. The new plants are more resistant.

**Fun fact:** Fedecocagua is the coffee cooperative from which we purchased our first supply of coffee in 1973!

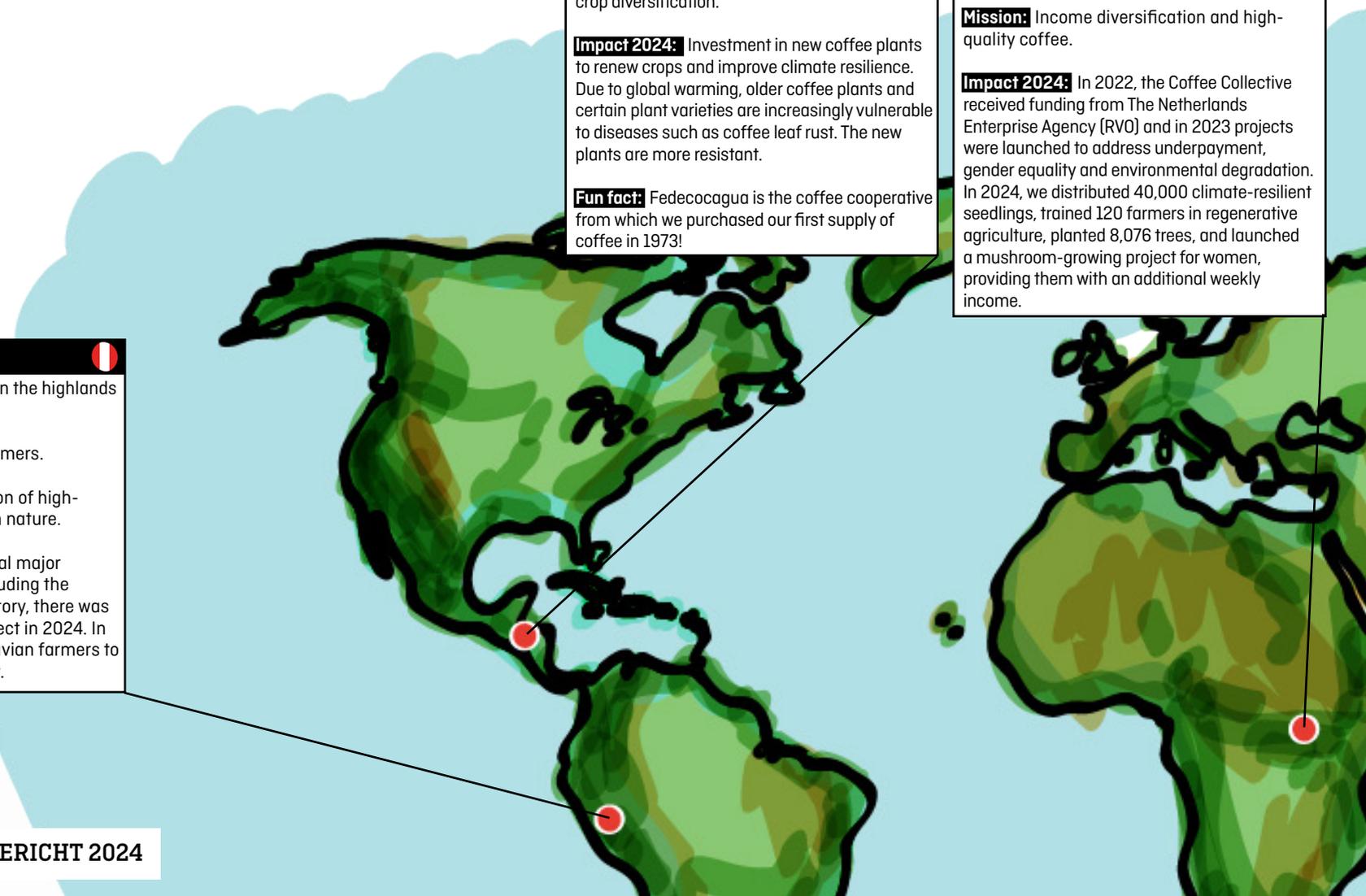
#### ACPCU, OEGANDA

**Location:** Kabwohe, south-western Uganda

**Suppliers:** Two sub-cooperatives of 1,523 farmers. ACPCU represents about 16,000 farmers.

**Mission:** Income diversification and high-quality coffee.

**Impact 2024:** In 2022, the Coffee Collective received funding from The Netherlands Enterprise Agency (RVO) and in 2023 projects were launched to address underpayment, gender equality and environmental degradation. In 2024, we distributed 40,000 climate-resilient seedlings, trained 120 farmers in regenerative agriculture, planted 8,076 trees, and launched a mushroom-growing project for women, providing them with an additional weekly income.



## A TOUR OF THE COFFEE FIELDS

### LA RED ECOSIERRA, COLOMBIA

**Location:** Sierra Nevada de Sante Marta.

**Suppliers:** 350 small-scale farmers.

**Mission:** Sustainable restoration of the communities and ecosystem of the Sierra Nevada de Santa Marta nature reserve.

**Impact 2024:** In response to changes in European import regulations, La Red Ecolsierra prepared its farmers for compliance with organic standards and the forthcoming EU Deforestation-free Regulation (EUDR), which is coming into effect on 31 December 2025. La Red Ecolsierra must prove, with satellite imagery, that no deforestation has occurred after 30 December 2020 on any plot where their coffee is grown. Fairtrade Original has contributed (financially) to La Red Ecolsierra's EUDR project, enabling the cooperative to purchase computers and GPS devices to map the plots and train their technical staff and farmers.

### COASSAN, NICARAGUA

**Location:** San Antonio de Sisle, Jinotega.

**Suppliers:** 75 farmers.

**Mission:** COASSAN is a small cooperative whose members grow, market, and promote a variety of agricultural products together. They champion organic farming, environmental care, and equal opportunities for all.

**Impact 2024:** In 2024, we placed a trial order with COASSAN, accounting for 14% of their total coffee sales. We are now exploring project investment opportunities for 2025.

### PROCAFE, NICARAGUA

**Location:** San Juan de Río Coco, Madriz department, Nicaragua

**Suppliers:** 165 farmers, including 56 women.

**Mission:** To form an organisation of small and medium-sized coffee producers, aiming for self-sufficiency and helping them become efficient, economically sustainable and autonomous businesses.

**Impact 2024:** In 2024, we placed a trial order with PROCAFE, sourcing coffee from around 22 farmers. Additionally, we paid a LIRP premium to PROCAFE to support their journey towards a living income. PROCAFE used these funds for training materials and technical equipment to prepare for the EUDR requirements.

### PRODECOOP, NICARAGUA

**Location:** Most of the farmers of the 38 coops affiliated to the Union Prodecoop are located in the region of Estelí. Prodecoop's head office is in the province's capital of the same name.

**Suppliers:** 326 farmers. Prodecoop is an alliance of 38 cooperatives with 10,000 members.

**Mission:** long-term partnerships with (business) relations and equal opportunities for men and women.

**Impact 2024:** No ongoing projects in 2024. After years of working together, we decided to slowly move to two smaller cooperatives, where we can make a more significant difference to farmers. By now, Prodecoop is a mature organisation with many members. Because of their size, our impact is relatively small. We are immensely proud of Prodecoop's growth over the years.

## 8. FOOD FOR IMPACT

### NEW ON THE SHELVES

#### Coconut Milk Light

We're incredibly proud of our Coconut Milk Light. With just 6% fat, it's as light as a tropical breeze. The organic coconut milk comes straight from our brand-new supply chain in Vietnam. The recent partnership with a local farmers' group helps us expand our impact and continue to build a better future for all farmers involved.

#### Sriracha

Straight from the heart of Pathum Thani, Thailand, comes our bold, fiery Sriracha packed with fresh red chillies. Perfect for anyone who loves an extra kick to their food, from fluffy bao buns to crispy tortillas. This sauce spices up anything it touches – the deep red chillies bring heat even to roasted vegetables.

#### Intense Roast Espresso Beans

Our coffee family just got bigger with the arrival of Intense Roast Espresso Beans – a punchy espresso with a nutty, full-bodied flavour. The arabica and robusta beans from Nicaragua and Uganda are dark roasted in the Netherlands. This coffee will truly kick-start your day.

#### A flavour upgrade for our coffee line

Our search for the new Fairtrade Original Intense Espresso beans sparked a broader flavour revamp across our coffee range. Our product developers experimented with blends, roasting styles and tasting rounds for 18 months to achieve the desired improvements. The packaging also got a refresh: gone are the white bags – in their place, a warm brown design that fits the full-bodied character of our coffee.

### CAMPAIGNS AND AWARDS

Creating impact – that's what we love to do. And when the work we do is recognised with awards, it only strengthens our mission: working together towards a living income for farmers.

#### Fun. Fusion. Fairtrade Original

In May, we launched our urban billboard campaign 'Fun. Fusion. Fairtrade Original', which ran in The Netherlands and Germany. The campaign encouraged consumers to get adventurous in the kitchen with minimum fuss and see their go-to dishes in a new light. Our objective was to boost brand awareness, and we can proudly say: it worked. We increased both brand name recognition and market penetration among our target group.

#### Truly tasty. To be fair.

We have a new brand payoff! In collaboration with creative agency Gardeners, we refined our brand positioning – a solid foundation for the



growth we aim to achieve in the coming years. We updated our flavour language, refreshed our colours, and sharpened our brand essence. The result:

Letting you see, taste, and smell the exciting difference – that's what we're all about. With our unique products, you can work magic in the kitchen and create the most delicious dishes. It's a breeze. A sprinkle of here, a dash of there. More flavour, less inequality. With a name like Fairtrade Original, no need to spell it out – we're all about fair trade. Everyone deserves a living income. Plain and simple. Truly tasty. To be fair. Fairtrade Original.

#### A Festive Start to 2024

Early in 2024, our Community Coffee range received the Innova Klassiek award for the period 2019–2023. The award recognizes innovative products that continue to hold their place on store shelves after four years. As only 20% of new products survive that long, this award confirms the strength of our coffee.

#### Synergie's Inspiring 40

In November, we celebrated a major milestone: Fairtrade Original ranked number 11 in Synergie's Inspiring 40. This is a wonderful validation for our team and all the partners we work with. Alongside 39 other inspiring organisations, we are proud to make an impact.

#### B Corp certified – again!

With a score of 127.1 points (a growth of +22.8), we once again confirm our commitment to positive impact. B Corp certification is renewed every three years to prove that organisations

still meet the high standards. A score of at least 80 out of 200 is required – and we're well above that.

#### Community Coffee Turns Five

Time to celebrate! Our Community Coffee just turned five. For the past five years, we've worked together with the Red Ecotsierra farmers to bring the finest coffee to Albert Heijn. This organic and Fairtrade coffee is sourced directly from 350 small-scale farming families in Colombia, where we are building a better future together. A milestone worth celebrating – and we're raising our cups of Community Coffee to it!

#### Fairbruary

Every February, Fairtrade Germany shines a spotlight on fair trade and conscious consumption through their Fairbruary campaign. Consumers, companies and retailers are encouraged to choose Fairtrade-certified products that focus on fair wages, sustainable farming and social justice. In 2024, our German Fairtrade Original colleagues participated for the first time, with billboards across Germany featuring our rice noodles with the message: "Delicious like other Rice Noodles, but FAIR."



### CHEERS TO 65 YEARS OF IMPACT

In the summer of 2024, we celebrated our 65th anniversary – a milestone that shows our long-standing commitment to fair trade. But we're far from done. As long there are people who have little to celebrate, we'll keep working toward a world where a living income is the norm.

We didn't want to celebrate without the people who make it all possible. That's why Martin and Steven travelled to Thailand to make a joyful stop at our rice, pepper, herb and pineapple farmers. They celebrated this anniversary together, with garlands and cake, because without them, there's no Fairtrade Original – and no celebration. With 65 years of impact behind us, we're looking ahead – to many more years of fair trade and positive change.

# 9. THE ORIGINALS

## GET TO KNOW US BETTER

The Fairtrade Original team consists of over thirty dedicated professionals in the areas of sourcing & development, logistics, procurement, quality assurance, sales, product development, communications, operations, administration and IT. Fairtrade Original operates on a not-for-profit basis. Any profit we make is reinvested – here and with the farmers. The Fair Trade Original Foundation (Stichting Fair Trade Original) is the sole shareholder of Fairtrade Original bv.



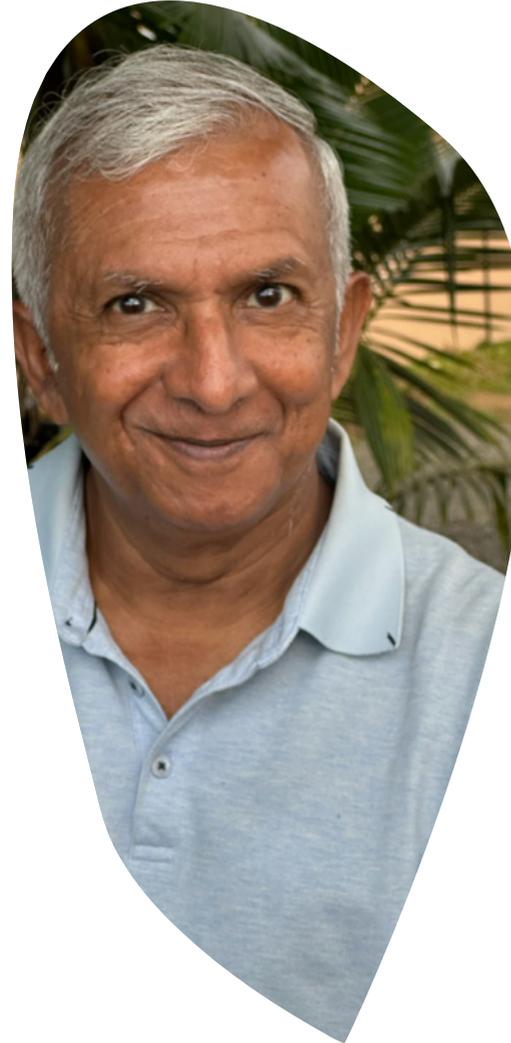
**CLICK HERE FOR:**  
**TEAM FAIRTRADE ORIGINAL**  
**MEET THE FARMERS**  
**SUPERVISORY BOARD**

## WE GO WAY BACK: OUR PARTNERS ON THE OTHER SIDE OF THE WORLD

### Manasnan Pongjayavanij

As Manasnan Pongjayavanij walks through the fields, she checks the young plants. For 24 years, she has been working as a local consultant for Fairtrade Original, helping Thai farmers build a fair and sustainable future. She is a real powerhouse, combining her work for Fairtrade Original with teaching international marketing, innovation and entrepreneurship. Manasnan also advises the International Labour Organization and trains companies in sustainable business and planning – yet her heart remains with the farmers.

Manasnan's journey began when she asked herself how she could help farmers earn a stable income. Many small-scale farmers were dependent on middlemen and were paid low prices for their products. Together with Fairtrade Original, she helps them gain direct access to the market. She supports them through the Fairtrade certification process and has introduced sustainable farming methods. Her personal mottos are: "Their success is our success" and "together we can". Outside of work, Manasnan finds peace in meditation and photography. Her skills behind the lens come in handy too, as she documents farmers on the journey from seed to harvest.



### Sumedha Karunatillake

Roughly 2,500 kilometres south-west of Thailand lies Sri Lanka – a country known for its cinnamon, rubber and coconuts. Here, Sumedha Karunatillake, born and raised in the scenic town of Kandy, devotes his life to supporting farmers and rural communities. With a background in agriculture and experience as a government trainer, Sumedha developed a deep passion for sustainable development and fair trade.

As Managing Director of ETC Lanka and Senior Advisor to the Fairtrade Producers' Association of Sri Lanka, Sumedha plays a key role in strengthening Fairtrade-certified tea and coconut plantations. His expertise in building strong farmer organisations makes him an invaluable partner to Fairtrade Original. For over 20 years, he has supported our projects with strategic guidance and capacity-building.

In his spare time, Sumedha enjoys photography and astronomy. He is happily married and a proud father of two sons who have built successful careers in the financial sector. He sees his work with Fairtrade Original as a way to give farmers a fair shot at life and build sustainable supply chains. Confidently, he states: "Fairtrade Original truly invests in people and ensures that farmers and producers have a future."

# 10. LOOKING AHEAD TO 2025

The year 2025 is focused on further mapping the impact of our work. We start with identifying priorities, which – as always – takes place in close collaboration with the farming communities that are central to our mission. The established priorities focus on enhancing their living conditions. For this, we have developed a comprehensive action plan with clear objectives. We closely monitor progress, making adjustments where necessary. Read on for a succinct overview of what's on the agenda for 2025

## IMPACT: TRADE

A growing market offers more opportunities for our farmers, which means more impact. Therefore, in 2025, we're partnering with new farmer groups in the coffee sector, as well as in coconut, soybean, and rice cultivation, across multiple countries. In addition, we are supporting three new and twenty existing farmer groups, as well as several factories, in preparing for Fairtrade inspections.

## IMPACT: IMPACT: SUSTAINABLE PRODUCTION

Climate change presents significant daily challenges for farmers, as crops are vulnerable to extreme weather conditions. Sustainable production is a necessity, not a luxury, and we want to help farmers be better prepared for the future. In 2025, we will therefore implement 81 targeted projects to support them in adopting more sustainable practices, with a large part of this taking place within the Rabo Foundation Programme. Key projects involve agricultural training for coconut and spice farmers.

## IMPACT: LIVING INCOME

With every cooperative we work with, we endeavour to close the gap between the price paid for coffee and the price required to achieve a living income for farmers. A living income goes beyond a fair price for their crops – it also means investing in higher productivity and creating additional sources of income. Therefore, in 2025, we are planning no fewer than 68 projects to help farmers diversify their earnings and become more resilient. On the agenda are initiatives such as the construction of greenhouses, spice dryers and chicken runs with laying hens – all intended to generate extra income.

## NEWCOMERS

Our products are increasingly finding their way onto shop shelves in the Netherlands, Belgium and Germany. Despite challenging market conditions, we remain convinced that there is plenty of room for growth. This is important because continued growth allows us to help even more farmers earn a sustainable income. The year 2025 will see our range complemented with the following products:

### Mango Sweet Chili Sauce – Sweet with a hint of spiciness

Enjoy a tropical treat with a spicy twist! This lovely blend of ripe mango and spicy chillies is perfect as a dip or secret flavour booster. Try it with spring rolls, (veggie) chicken pieces or sweetpotato fries. It also makes for a surprising touch when drizzled over a hearty salad. In Germany, the regular sweet chilli sauce has been a hot item for some time: it was one of our bestselling products in 2024. With this mango-inspired addition we aim to continue and expand that success.

### Chilli Oil – Light the fire in your food

Kick-start food that lacks punch with crispy chilli flakes in aromatic oil. An indispensable condiment in Asian cuisine and a perfect complement to our Thai range, this flavour explosion can be drizzled over noodles, pizza or soup. Our chilli oil doesn't only add extra heat to your dish but also creates additional income for the spice farmers who grow the chillies.

### Coconut Water – A tropical thirstquencher

There is so much more to coconuts than just coconut milk. Take our 100 % pure, refreshing and thirstquenching Fairtrade Coconut Water, for example: perfect after workouts, to rehydrate on a warm day or simply when you are in a tropical state of mind. Bonus: by using both the milk and the water, we prevent waste and make full use of the coconut.

### Indian Mild Curry – Comfort in a bowl

This curry is creamy, aromatic and fullflavoured without being too spicy. Add naan or rice for a quick and easy meal with a touch of India – even for young gourmets with sensitive tastebuds. This mild curry is a great extension in the Indian product range for our hugely popular Indian Butter Chicken.

### Coffee capsules – In a biobased jacket!

We bring you biobased coffee capsules, made from 100 % plantbased materials. Research by Wageningen University & Research shows that this is the most sustainable choice among coffee capsules. With a rich taste and velvety crema, these capsules are sure to power up your morning.



## II. FINANCIAL OVERVIEW 2024

Despite tough market conditions, we grew again in 2024.

As a mission-driven organisation, growth leads to more impact. For us, growth is an important resource, not an aim in itself. A tool to help more farmers towards a dignified existence, provide more support and increase the number of collaborations. That is what we do it for. We are proud to present our financial result.

### FAIRTRADE ORIGINAL B.V. BALANCE SHEET AS AT 31 DECEMBER 2024

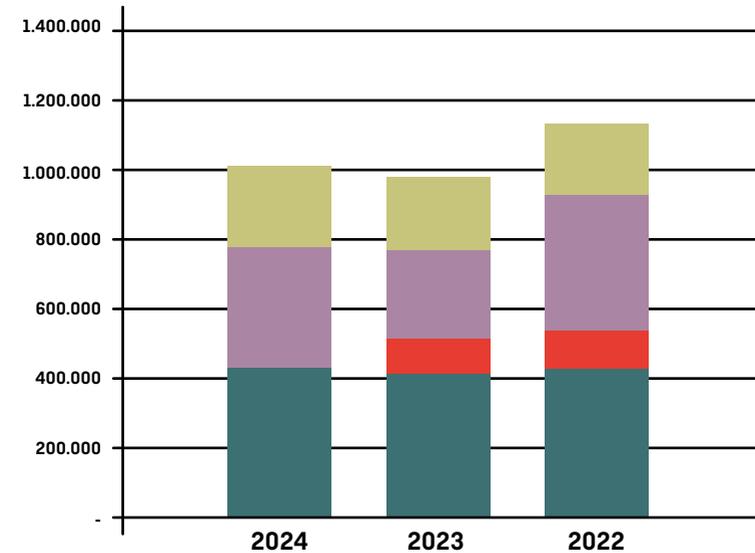
(after appropriation of result)

EUR	Toelichting	2024	2023
<b>VASTE ACTIVA</b>			
	1	33.298	11.520
Immateriele vaste activa			
Materiële vaste activa	2	38.308	40.403
Financiële vaste activa	3	238.822	154.241
		<b>310.428</b>	<b>206.164</b>
<b>VLOTTENDE ACTIVA</b>			
Voorraden	4	3.792.354	3.081.003
Vorderingen op handelsdebiteuren	5	2.256.499	2.214.250
Voorfinanciering handelspartners	6	53.370	24.747
Overige vorderingen en overlopende activa	7	281.543	207.482
Liquide middelen	8	3.656	7.907
		<b>6.387.422</b>	<b>5.535.389</b>
<b>TOTAAL</b>		<b>6.697.850</b>	<b>5.741.553</b>
<b>EIGEN VERMOGEN</b>			
Reserves	9	2.490.294	2.662.484
<b>VOORZIENINGEN</b>			
Voorzieningen	10	18.250	14.547
<b>LANGLOPENDE SCHULDEN</b>			
Lanlopende leningen	11	795.187	870.897
<b>KORTLOPENDE SCHULDEN</b>			
Handelscrediteuren		869.365	888.443
Bank	12	852.348	29.867
Lening	11	65.500	65.500
Belastingen en sociale lasten	13	253.403	182.167
Overige schulden en overlopende passiva	14	1.353.503	1.027.648
		<b>3.394.119</b>	<b>2.193.625</b>
<b>TOTAAL</b>		<b>6.697.850</b>	<b>5.741.553</b>

## INCOME STATEMENT FAIRTRADE ORIGINAL B.V. FOR 2024

	Toelichting	2024	2023
<b>BEDRIJFSOPBRENGSTEN</b>			
Netto-omzet	15	21.164.522	19.386.249
Overige bedrijfsopbrengsten	16	126.054	76.746
		<b>21.290.576</b>	<b>19.462.995</b>
<b>BEDRIJFSLASTEN</b>			
Kosten van grond- en hulpstoffen		14.314.178	12.755.391
Kosten uitbesteed werk en andere externe kosten		99.478	105.651
Lonen en salarissen	17	2.167.296	2.136.546
Sociale lasten	18	549.721	523.307
Afschrijvingen op immateriële en materiële vaste activa	19	24.390	28.477
Overige bedrijfskosten	20	4.438.773	3.687.011
		<b>21.593.836</b>	<b>19.236.383</b>
<b>RESULTAAT UIT GEWONE BEDRIJFSVOERING</b>		<b>(303.260)</b>	<b>226.612</b>
Andere rentebaten en soortelijke kosten	24	85.334	4.806
Rentelasten en soortgelijke kosten	25	(43.673)	(75.313)
<b>BEDRIJFSRESULTAAT VOOR BELASTING</b>		<b>(261.599)</b>	<b>156.105</b>
Belastingen	26	89.409	(25.548)
<b>RESULTAAT NA BELASTING</b>		<b>(172.190)</b>	<b>130.557</b>

## SPENDING ON DEVELOPMENT



### Fairtrade Nederland License

License fee paid to Fairtrade Nederland on the sales of all Fairtrade Original products carrying the Fairtrade mark.

### Fairtrade Original BV Investments

Investments made by Fairtrade Original BV in partnership with cooperatives.

### Fairtrade Original Impact Premium

Additional premium paid on the purchase of coffee to lift the purchase price [of coffee] to the level of the indicative Living Income Reference Price [see page 20].

### Fairtrade Premium

The Fairtrade Premium is paid to cooperatives as a contribution to development projects. The premium is added to the price that manufacturers pay the farmers for their raw materials. The manufacturers pass on these additional expenses to Fairtrade Original in the price of the end product. As we, in turn, incorporate the extra costs into the consumer sales price, it is the consumer who ultimately bears the cost of the Fairtrade Premium.

## COLOPHON

This is a publication of Fairtrade Original.

### Concept & realisation:

Team Marketing Fairtrade Original

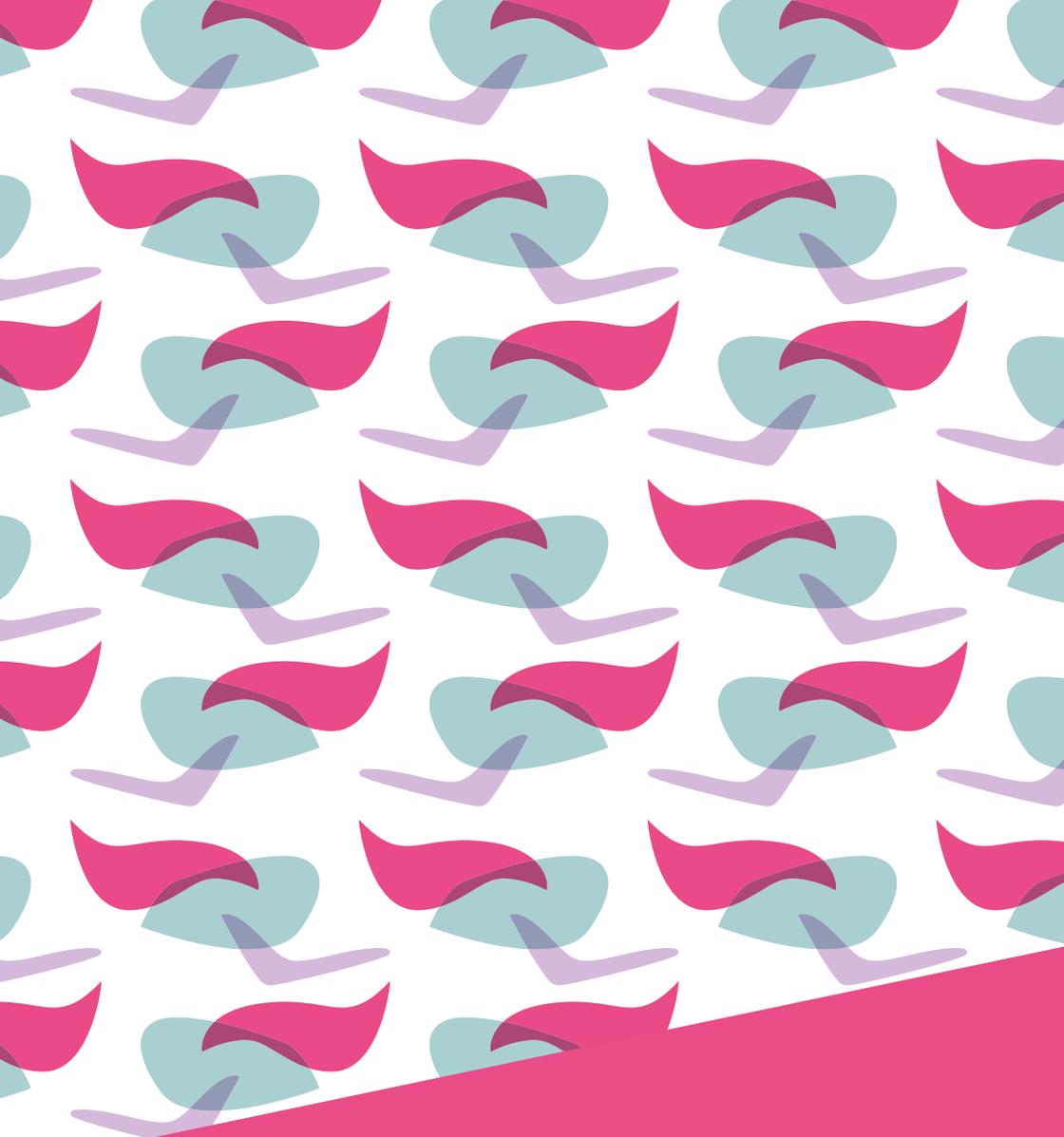
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