



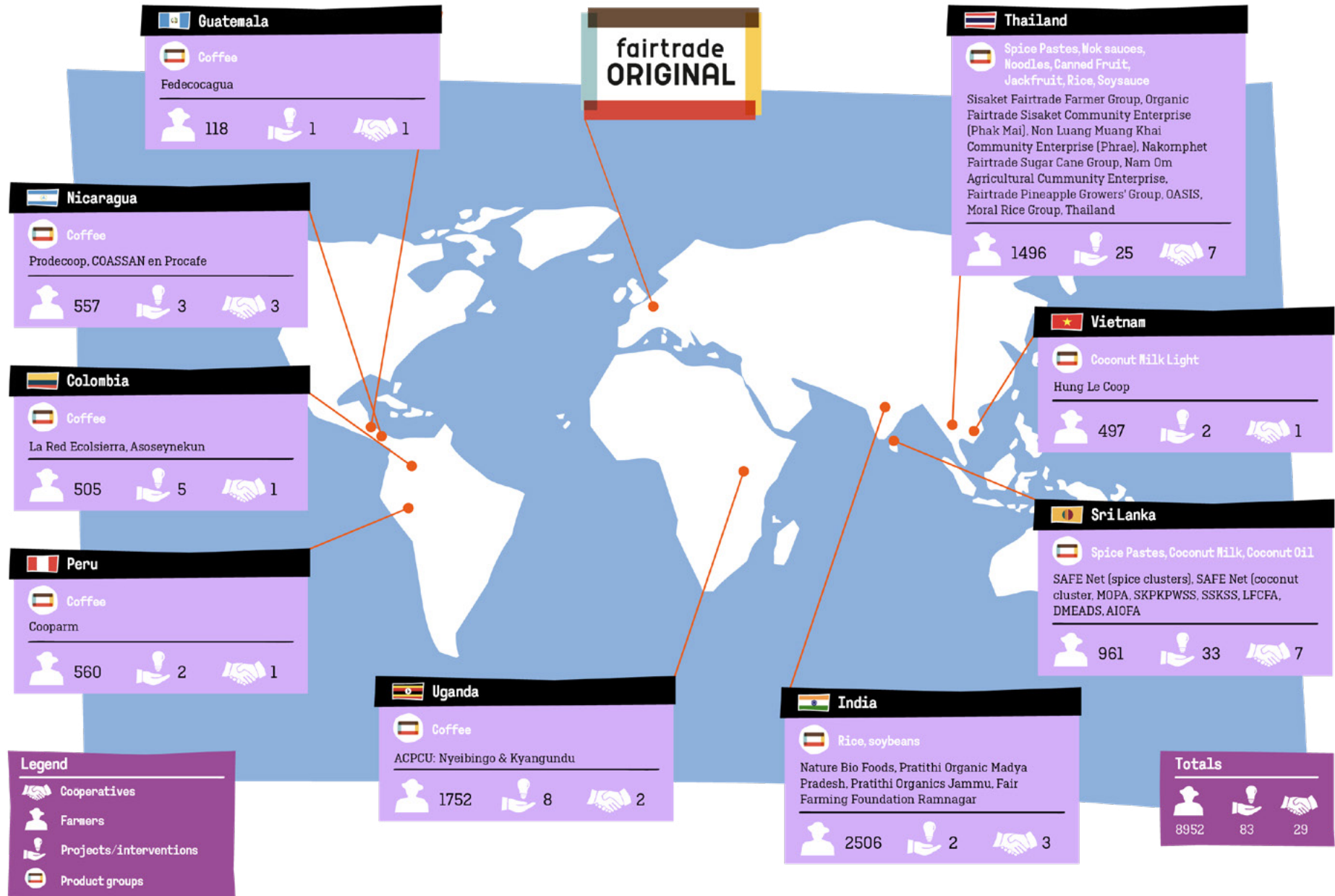
fairtrade
ORIGINAL

TRULY TASTY. TO BE FAIR.



**ANNUAL
REPORT
2025**

DISCOVER FAIRTRADE ORIGINAL





Spice farmer Sampath, Sri Lanka

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1. FAIR TRADE, TANGIBLE IMPACT

We look back on 2025 with pride, and with deep respect for the work and resilience of farmers around the world. Consumer awareness and confidence in fair trade are steadily increasing. A development that brings both optimism and momentum for the future. At the same time, farmers continue to face significant challenges. Climate change, price volatility and uncertainty in global markets still have a direct impact on their incomes and livelihoods. This makes it all the more important that fair trade continues to grow.

Investing in a sustainable future

What sets Fairtrade Original apart is that we look beyond the minimum price and the Fairtrade premium. We invest in farmers, their communities and their long-term prospects. Alongside this, we focus on improving productivity, certification and climate resilience. For example, through investments in greenhouses, efficient irrigation, solar energy and training programmes that support higher yields and more sustainable farming practices.

These investments also enable the development of distinctive plant-based products, partly organic and shaped by their origin. For us, this is what makes our work meaningful: bringing fair trade to life in a way that benefits both producers and consumers.

Markets in motion

Global coffee and cocoa markets saw exceptional price increases in 2025. For many

farmers, this translated into historically high prices. At the same time, it created significant challenges within our supply chains: financing came under pressure, product availability tightened and retail prices had to be adjusted.

Despite this, demand remained resilient. A clear signal that consumers are increasingly choosing products with a story and a purpose. Moreover, global coffee prices - as well as coconut prices in Sri Lanka - remained above the Living Income Reference Price throughout the year, meaning farmers received prices that genuinely contribute to a living income.

Alongside these economic dynamics, climate change continued to have a direct impact on farmers' daily lives in 2025. Droughts, floods and cyclones affected harvests and incomes. In Sri Lanka, for example, several coconut farms were severely impacted by a cyclone. These are not abstract figures, but real consequences for families, communities and their future.

Collaborating for impact

Over the past year, we have once again demonstrated the value of partnership. A strong example is our collaboration with Rabo Foundation in Sri Lanka. Through investments in greenhouses and guidance on agricultural practices, farmers have been able to increase yields and develop new income streams.

In Uganda, we supported farmers in improving soil health and productivity, while in Colombia we are working with coffee cooperative La

Red Ecolsierra to develop additional income sources, such as cocoa cultivation and beekeeping. These initiatives are proof that Fairtrade Original is not just a brand, but a committed partner delivering lasting impact.

Growth with impact in mind

Our efforts are reflected in a positive performance: nearly 17% revenue growth and 7% volume growth, alongside increased brand awareness driven by our campaigns. Growth in Germany fell short of our ambitions, prompting us to further refine our strategy.

For us, growth is never an end in itself: it is a means to expand our impact and connect more farmers to fair markets. In 2025, we worked with 29 cooperatives to build strong, future-proof supply chains for 8,952 farmers. Through 83 targeted interventions under our Fairtrade and Future-proof Farming programmes, we reached more than 2,400 farmers with training and engaged 900 farmers in concrete projects focused on higher productivity, cost reduction and income diversification.

In this way, commercial growth, strategic retail partnerships and targeted supply chain investments go hand in hand with tangible progress towards a living income for farmers.

Advancing together

In 2026, we will further scale our efforts to support future-proof agriculture and a living income for farmers, through new projects and training programmes. We plan to roll out



62 Future-proof Farming training sessions and 82 Future-proof Farming projects, with a focus on income improvement, productivity, replanting, expansion and protection.

In the German market, we will focus on accelerating growth through stronger retail partnerships, new and improved World Kitchen ranges, and targeted product campaigns.

By investing in climate-resilient agriculture, strong cooperatives and robust supply chains, we help close the living income gap and strengthen the resilience of our supply chains. Supported by our passionate and creative team, we will continue to build towards a world in which farmers can earn a decent living from their work – and where fair trade becomes the norm.

Steven van Wijk & Vidjai Jharap
Direction Fairtrade Original

2. BRAND IMPACT



We work with **8,952** farmers



4,188 coffee and coconut farmers receive a Living Income Reference Price

We also partner with **29** cooperatives

In total, we paid **€420,542** in Fairtrade Premiums to our farmers in 2025



Of which **€200,639** to coffee farmers alone



Our products are available in **3** countries



BEST SOLD

We sold **14,544,478** products



Of which **2,204,798** were 400 ml cans of coconut milk

3,351,293 coconuts were pressed into coconut milk

Total added impact expenditure: **€351,000** excluding Fairtrade Premiums and external funding



This year, Fairtrade Original has invested in **83** interventions, For example:

Future-proof Farming training: **58**

Future-proof Farming projects: **25**

1
Improving the income of coconut farmers in Sri Lanka by raising chickens for egg sales and to naturally fertilize the land

2
Futureproof Farming training for soybean farmers in Thailand to increase crop productivity

3
450 cooking stoves were distributed to Ugandan farming families to invest in the community behind our coffee

4
1,000 kg of climate-resilient coffee seeds were distributed to 25 Colombian farmers to increase the productivity of their coffee fields

In addition to our own investment, we raised **€88,786** 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. A FOOD BRAND ON A MISSION

For over sixty years, Fairtrade Original has worked closely with farmers around the world, bringing authentic global flavours to consumers through fair trade. Together, we work towards a food system in which farmers earn a living income and consumers enjoy original products made with respect for people and planet.

This chapter explains what drives us; our perspective on the world, our core beliefs, and how these shape our mission.

We see

We see a world in which authentic ingredients, recipes and flavours from cultures across the globe are within easy reach, enriching our culinary experiences. At the same time, we see a food system marked by significant inequality, where many small-scale farmers face considerable challenges and are not fairly rewarded for what they grow. This imbalance limits their ability to earn a living income and to build a secure and sustainable future for themselves and their families. That is not the world we want to live in.

We believe

We believe in a world where people can enjoy authentic flavours from cultures around the globe, while the farmers who grow the ingredients are fairly rewarded for their work. Through fair trade and long-term trading relationships, we can strengthen farmers' positions in the supply chain and help address poverty and inequality.

We want

We want to work together to achieve a living income for farmers. With farmer cooperatives,

trading partners, retailers and consumers, we want to build fair supply chains where every partner plays a contributing role. We pursue this mission through two key impact areas:

- **Fair trade**
Supporting farmers in achieving a living income by building fair supply chains and making fair trade food and drink accessible to consumers.
- **Future-proof Farming**
Supporting farmers through training and knowledge to improve agricultural practices, while investing in projects that increase productivity, diversify income and support progress towards a living income.

The following chapters elaborate on these impact areas in more detail and explain how they help us achieve our mission.

We are

We are Fairtrade Original. We bring delicious global flavours to consumers in Belgium, Germany and the Netherlands. Since 1959, we have worked alongside small-scale farmers to promote fair trade and to create original, sustainable, and authentic food products. Our activities span Latin America, Africa and Asia.

We offer

We offer innovative, globally inspired flavours that elevate everyday cooking in homes across Europe. From aromatic coffee to richly spiced curries. To preserve authenticity, we aim to grow and process ingredients in their countries of origin wherever possible. We focus primarily on plant-based products and take care to minimise our environmental impact throughout production, packaging and transport.



Soybean farmer Khun Somchai and two of his three sons, Thailand

Original since 1959

Over 60 years ago, Fairtrade Original pioneered fair-trade practices with farmers in developing countries. Founder Paul Meijs was guided by a clear principle: "It is better to engage in fair trade than to give handouts."

In 1973, he put this belief into practice by purchasing 50 tonnes of 'fair' coffee without a confirmed buyer. Demonstrating strong entrepreneurial spirit, he sold the coffee to schools, churches and other organisations from the boot of his car. This bold initiative marked the early development of fair trade as we know it today.



4. FAIR TRADE



Fair trade is one of the key impact areas through which we aim to improve farmers' livelihoods.

Fairtrade certification

The Fairtrade philosophy is about doing business differently. It is built on long-term partnerships, transparency and mutual respect, with the aim of creating a fair balance in global trade. At its core, Fairtrade ensures that farmers and workers receive fair and more stable prices, work under decent conditions, and have the opportunity to invest in their future and their communities.

This is supported by clear standards covering social, economic and environmental aspects, including minimum prices, premiums for economic and community development and requirements for sustainable farming.

Since the founding of Fairtrade Original, our commitment to fair trade has remained strong. We believe that fair trade enables farmers to strengthen their capabilities and build an independent position in the market by working collectively and leveraging shared strengths.

Our ambition is to lead by example and inspire others to join us in driving change; not through aid, but through trade.

Partnering with Fairtrade cooperatives

Working closely with manufacturers and local consultants, we engage with farmers

who have the potential to supply high-quality ingredients. Some of these farmers are already organised in cooperatives, while others require support in establishing these. The formation of a cooperative typically begins with a group of enterprising farmers who are motivated to take initiative and use their local networks to encourage others to join.

The formation process includes formal registration, as well as the organisation of internal collaboration and the establishment of a governance structure. Cooperatives are expected to become self-sufficient and operate professionally. We support this development through training in agricultural practices and guidance on achieving Fairtrade certification.

Collaboration within a cooperative plays a key role in strengthening position of farmers in the supply chain. It provides a platform for knowledge sharing, training and collective investment.

Creating value at the source

Fairtrade Original actively seeks opportunities to introduce new products in the coffee and World Kitchen categories. Wherever possible, we aim to process and package the ingredients produced by our farmers close to their source, in collaboration with local partners.

This helps ensure that value remains in the country of origin, while preserving the authentic flavour of our products.

Living Income Reference Price

The Fairtrade Minimum Price is according to the Fairtrade Standards, but does not yet guarantee a living income for farmers. That is why, together with Fairtrade International, we have been working since 2021 on the Living Income Reference Price (LIRP) per product category and country. We apply this benchmark to products for which it has been established and where the market can absorb the costs, initially for coffee and subsequently for coconuts.

Fairtrade International calculates a LIRP per coffee- or coconut producing country based on factors such as productivity, farm size, income sources and production and living costs. These differ per region and reflect each country's economic, social and environmental context. In 2025, we paid the LIRP to all our coffee and coconut farmers.



TRADE AT ALTITUDE IN HONDURAS

The journey from San Pedro Sula to Ocotepeque begins on flat terrain, but after a few hours the road gradually climbs into the mountains. With increasing altitude, the air cools and the surroundings turn greener. Coffee plants grow beneath shade trees on small plots, often no larger than a few hectares. It is here, in the regions of Ocotepeque and Lempira, that Fairtrade Original has established partnerships with two new coffee cooperatives.

New beans, new opportunities

Since 2025, Fairtrade Original has been working with Cafesmo and Asoprozan, two Fairtrade and organic certified coffee cooperatives. The choice of Honduras was deliberate. The country produces high-quality coffee and fits well within Fairtrade Original's harvest calendar.

In addition, sourcing from Honduras helps balance the portfolio by partially replacing more expensive coffees from countries such as Guatemala. This results in a more evenly distributed supply throughout the year, increased impact across multiple origins, and reduced dependence on a single source.

A focused selection process

Selecting the right partners required time and careful consideration. Many cooperatives in Latin America are able to supply Fairtrade and organic coffee, so certification alone is not sufficient. Other key factors include strong two-way communication, the ability to operate at scale, democratic governance structures and experience in export markets. Working with a cooperative that is too large

can limit mutual commitment, while a cooperative that is too small may not be able to guarantee sufficient supply.

Using the Fairtrade register and working in collaboration with partners such as CLAC (The Latin American and Caribbean Network of Fair Trade Small Producers and Workers), a list of potential partners was compiled and gradually narrowed down to three candidates. Following field visits and in-depth discussions with farmers, Cafesmo and Asoprozan were selected.

Small but strong

Both cooperatives consist of relatively small groups of farmers in close-knit rural communities. Coffee is grown at high altitude, where traditional knowledge is combined with sustainable practices such as agroforestry and organic cultivation. Quality is consistent and reliable. A pilot is planned for 2026, involving two containers of coffee - one from each cooperative - with deliveries starting in spring.

For Cafesmo and Asoprozan, this partnership represents more than a new buyer. Selling a full container of coffee in a single transaction under Fairtrade and organic conditions provides greater stability and predictability in a volatile market. Depending on global coffee prices, one container represents a value of at least €100,000, traded under transparent and fair conditions.

This pilot marks the first step in building a long-term relationship and creates opportunities for closer and more intensive collaboration.



Coffee from Honduras

ROOF WITH RETURNS

Spice farmer Sampath, based in Dambulla, Sri Lanka, is part of one of Fairtrade Original's Future-proof Farming projects aimed at strengthening small-scale farmers' livelihoods. He is one of 125 farmers in the SAFENet cooperative, which is being supported through a collaborative programme involving Rabo Foundation and Fairtrade Original for the third consecutive year. Through this partnership, the organisations work with SAFENet farmers across two product groups – spices/vegetables and coconuts – supplying key ingredients for Fairtrade Original's World Kitchen range.

This long-term collaboration focuses on strengthening farmer resilience through income-generating activities, including crop diversification, improved soil health and more reliable, climate-resilient harvest cycles.

Innovation fostering diversification

With support from Fairtrade Original, Sampath has become the first farmer within the cooperative in Sri Lanka to invest in a polytunnel. This compact greenhouse structure offers a practical and scalable way to introduce additional spices and vegetables into his crop rotation, while protecting them from unpredictable weather, pests and diseases. As a result, the project is expected to generate additional income through higher and more consistent yields, improved product quality and greater financial stability.

Fairtrade Original, in close collaboration with field officers, will monitor key indicators such as income development and yield improvements. Once the benefits have been clearly demonstrated, Fairtrade Original will work with SAFENet to develop a plan enabling more farmers within the cooperative to adopt the approach, thereby scaling impact across the community.

Other cooperatives have also applied for similar greenhouse structures. These applications will be assessed in 2026 based on feasibility and expected benefits for farmers.

Sampath's farm now serves as a demonstration site, encouraging other cooperative members to adopt climate-smart diversification practices. This initiative reflects Fairtrade Original's Future-proof Farming approach: strengthening incomes, improving farm resilience and empowering farmer organisations.

Rabo Foundation and Fairtrade Original support Sri Lankan farmers together. SAFENet is one of the six cooperatives participating in a support programme in Sri Lanka. From mid-2023 onward, Fairtrade Original and the Rabo Foundation are concentrating on empowering coconut and spice farmers and enhancing their market positioning. This three-year project has been extended by one year. Due to a severe economic crisis at the start of the project and various other delays, the project budget was under-spent.



Spice farmer Sampath, Sri Lanka

5. FUTURE-PROOF FARMING

Our aim is to make a positive difference in the lives of the small-scale farmers we work with, focusing on two key impact areas:

- Fair trade (as described in Chapter 4)
- Future-proof Farming

At Fairtrade Original, we are committed to creating lasting, positive change for the small-scale farmers who form the backbone of our supply chains. Climate change, price volatility and structural income insecurity continue to put pressure on their livelihoods. To address these challenges, we invest in Future-proof Farming. Our ultimate goal: a living income for all farmers.

Future-proof Farming strengthens both environmental resilience and income security. By combining training programmes with targeted impact projects, we support cooperatives in building systems that enable farmers to thrive today while preparing for the challenges of tomorrow.

1. Strengthening farmers through training

Meeting Fairtrade and organic standards requires continuous knowledge development and strong cooperative structures. Our training programme therefore plays a central role in Future-proof Farming.

- The programme begins with support for Fairtrade compliance, including test inspections, documentation guidance and preparation for official audits. Local consultants provide tailored coaching,

helping cooperatives understand evolving standards and maintain certification over time.

- Beyond compliance, our training programme focuses on GAP, good agricultural practices, that improve quality, productivity and sustainability. Farmers receive guidance on integrated pest and disease management, soil improvement, crop diversification and water management.
- Environmental protection is another key component. To help prevent biodiversity loss and deforestation, we provide training

in climate-resilient farming techniques. This includes diversified production systems, soil conservation and the introduction of climate-resilient crop varieties.

- For farmers working towards EU Organic certification, we offer additional training and technical support. Organic farming not only contributes to improved environmental outcomes but can also provide access to higher market prices.

Across all regions, training strengthens farmer autonomy, encourages peer-to-

peer learning and continuously improves product quality. It equips farmers to respond confidently to climate pressures, evolving regulations and changing market expectations.

2. Working towards a living income through impact projects

Achieving a living income requires more than certification alone. Many farmers face structural barriers such as low productivity, limited access to capital or reliance on a single commodity. Future-proof Farming



Project irrigation system on solar energy at Phakmai group, farmers Khun, Ankana and Khun Thongpan

therefore invests in impact projects that directly strengthen economic resilience.

Boosting productivity

We support initiatives that increase yields and reduce vulnerability, including crop renovation, planting new crops, improved access to organic fertiliser and the distribution of more resilient plant varieties. These projects focus on long-term production capacity, the kind of change that delivers lasting results.

Diversifying income

Economic resilience improves when farmers have multiple sources of income. We support farmers in developing additional opportunities, such as introducing secondary crops and activities including beekeeping

or the sale of organic fertiliser. These complementary income streams provide greater stability when market prices fluctuate or harvests fail.

Reducing costs and improving access

Many projects help farmers reduce production costs or improve access to tools and equipment. Investments in composting facilities, solar-powered irrigation systems and greenhouse construction enable cooperatives to adopt more efficient practices and improve crop quality. Smallholder farmers often lack the capital to make such investments independently, yet these are precisely the actions that deliver long-term value through higher-quality yields, increased productivity and lower running costs.

Developing CO2 reduction initiatives

Future-proof Farming also links climate action to income generation through initiatives such as tree planting, regenerative agriculture and other CO₂ reduction projects. These efforts strengthen local ecosystems while creating potential financial benefits, for example through carbon credit models or climate-resilient crop diversification.

3. Measuring our impact

Training and impact projects only create lasting change when their effects are clearly understood. Measuring impact is therefore an integral part of Future-proof Farming.

While it is relatively straightforward to define the resources we invest, assessing their impact on farmers' lives is more complex. To address this, we have developed a practical approach that combines qualitative and quantitative research methods.

Each year, we conduct focus group discussions with farmers to gather insights, explore challenges and identify solutions together. In addition, we use producer impact questionnaires to track individual farmers' progress over time, enabling us to monitor the long-term effects of our initiatives.

This continuous learning process allows us to refine our approach and ensures that our work delivers meaningful, measurable results.

Future-proof Farming reflects our belief that environmental resilience and income security are inseparable. By combining comprehensive training with targeted projects and thorough impact measurement, we support farmers in building sustainable, dignified and future-proof livelihoods. Together with our cooperative partners, we work towards a living income for farmers and a more resilient global food system every day.



Product Manager Lena visits Uganda to check out five Future-proof Farming projects (September 2025)



BUILT FROM THE GROUND UP

The sun rises over the growing region he green hills of Uganda. In the coffees, among the banana plants, more than just coffee is taking root.

Atukwatse Apollo (44) begins his day among rows of young coffee plants and shade trees in Kabwohe. As head of the nursery at the ACPCU cooperative union, his work revolves around building a stronger, more climate-resilient coffee landscape.

An effective model

The nursery forms part of the broader Future Proof Coffee Collective, a four-year programme in which Fairtrade Original collaborates with local and Dutch partners. What Apollo once started with a small number of seedlings has developed into a professional nursery with clear and measurable impact.

The model is effective: farmers purchase plants with a 40% subsidy, and all revenue generated by the nursery is reinvested in its expansion. It is a self-sustaining model.

Sold out before the season begins

Demand is high. More than 270,000 coffee plants have already been distributed to members of the ACPCU union. Of these, 30,000 were supplied to 750 farmers in Nyeibingo and Kyagundu – key suppliers within Fairtrade Original's coffee range.

Rising coffee prices have increased farmers' capacity to invest, and plants are often sold out before the season begins. Both seedlings and climate-resilient coffee varieties,

developed in collaboration with a local university, are used. Farmers also receive shade trees at no cost, including macadamia, grevillea, umbrella, African prunus and African cordia. These trees are essential for agroforestry, soil health and climate resilience.

Putting training into practice

The impact is visible on farms such as that of Naboth Hangye (55). Shortly after attending a training session on agroforestry, he returned home, collected thirty shade trees and planted them the same day. His experience reflects a broader trend. Training in soil management and agroforestry is enabling more farmers to diversify their production and strengthen their land for the long term.

Growth beyond the project

The plans for further development are ambitious. Production is expected to scale up to 100,000 coffee plants per year for distribution among farmers in Nyeibingo and Kyagundu, alongside continued investment in composting and soil improvement. The nursery is not a temporary initiative. Even after funding from the RVO Social Sustainability Fund comes to an end, Fairtrade Original will remain involved as a trading partner and source of expertise. In this way, not only coffee continues to grow in Uganda, but also long-term sustainability.





5.2 Impact Story

SMALL FLOCK, BIG DIFFERENCE

In Sri Lanka, the MOPA cooperative, representing 900 smallholder coconut farmers, plays a vital role in Fairtrade Original's supply chain. Their coconuts form the basis of our coconut milk and coconut oil – key ingredients in our range and essential to preserving the authentic flavours valued by our consumers. Despite this important role, many coconut farming households still struggle to secure a stable and adequate income.

While paying a Living Income Reference Price (LIRP) remains our long-term ambition, market realities mean that higher raw material prices cannot always be absorbed. It is therefore essential to complement pricing efforts with income-generating strategies that help farmers increase and stabilise their earnings through diversification, improved productivity and climate-resilient practices.

To address this challenge, Fairtrade Original partnered with Rabo Foundation and Fair Trade Shops to pilot practical and scalable income diversification opportunities for coconut farmers. The shared objective is to test a range of initiatives that strengthen farmer resilience and help close the living income gap in ways that are viable for both farmers and market partners.

One such initiative is the introduction of backyard poultry farming. In 2025, MOPA coconut farmers took part in a pilot project where each participating household received essential infrastructure, resources and technical support for poultry farming.

Early results

- Initial observations are encouraging:
- Additional income from egg sales helps buffer households against fluctuations in coconut prices.
 - Strong local demand for locally produced eggs supports stable and premium pricing.
 - Diversification reduces vulnerability to poor harvests and volatile farm-gate prices.
 - The pilot has generated valuable insights for scaling in 2026, including feed management and animal health protocols.
 - Chicken manure fertilizes the farm land.

Fairtrade Original's role in this project is to monitor income-related outcomes, build evidence and refine the model for scaling within the Rabo Foundation support programme.

6. ESG IN OUR SUPPLY CHAINS: BUILDING SUSTAINABLE AND FAIR VALUE CHAINS

This section explains how we advance our Environmental, Social and Governance (ESG) ambitions, from measuring impact and embedding processes to delivering tangible results. We work with clear agreements, certification and measurable KPIs, all aimed at strengthening farmers' livelihoods, safeguarding the planet and operating transparently and responsibly.

Certification as a foundation

Certification under the Fairtrade International standards underpins all our products and supply chains. It ensures that economic, social and environmental considerations are an integral part of how we work. For a more detailed explanation of the Fairtrade system and the role certification plays in our supply chains, please refer to the chapter on Fair trade.

ESG policy and governance

In 2022, we formalised our policy on environmental, social and governance issues, and how it relates to our mission. Overall accountability sits with the Executive Team, working closely with the Manager Strategic Sourcing & Sustainability. ESG is a standing topic in operational discussions and is addressed systematically at management team level.

At an organisational level, we report to the Supervisory Board, which acts as both a critical sounding board and an adviser. ESG performance, reporting quality and

strategic direction are recurring agenda items. Our impact report is discussed with representatives of the sole shareholder at the Annual General Meeting.

As a Certified B Corporation, Fairtrade Original is also legally required to consider the impact of its decisions on people and the environment, alongside financial outcomes. This governance framework reinforces the integration of ESG into our strategy and reflects our broader societal ambition.

Materiality and stakeholder engagement

Our reporting continues to mature. We are sharpening our view of the issues that matter most - both to our organisation and to the stakeholders we work with - and we actively draw on their perspectives to inform our approach.

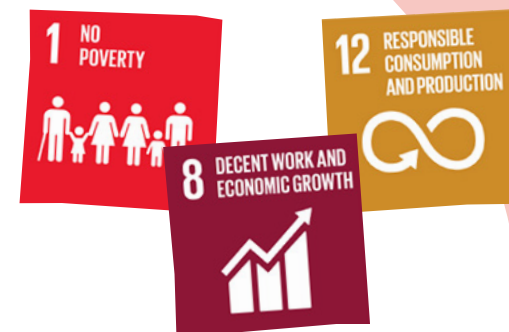
Our ESG priorities are reflected in ongoing dialogue with customers and in our contractual arrangements. Leading retail partners such as Albert Heijn and Jumbo expect transparency regarding our carbon footprint and emission reduction ambitions. We engage in continuous dialogue with our - predominantly smallholder farmer - suppliers on ESG topics within the framework of Fairtrade principles. We set clear expectations, encourage progress and remain attentive to the challenges they face.

These discussions translate into concrete themes on the ground, such as sustainable soil management, circular farming practices and strengthening climate resilience. These are recurring priorities in the regions where we operate and are closely linked to the realities of our day-to-day business. While we have not yet implemented a formal, organisation-wide stakeholder dialogue or materiality assessment, our ongoing engagement provides valuable insight into stakeholder interests and priorities, enabling us to respond in a focused and practical way.

Sustainable Development Goals

We translate fair trade and future-proof agriculture into concrete actions that strengthen local communities and support sustainable development. By focusing on these two core impact areas, we contribute directly to the following United Nations Sustainable Development Goals:

- **SDG 1:** end poverty in all its forms everywhere



- **SDG 8:** promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
- **SDG 12:** ensure sustainable consumption and production patterns

This annual report provides an overview of the projects that contribute to these goals. We also measure and evaluate our impact against these SDGs using the indicators set out in the table below.

SDG 1 NO POVERTY	2024	2025
Number of farmers engaged in our supply chain* ¹	9217	8952
Futureproof farming trainings* ²	81	58
Futureproof Farming Projects* ²	68	25
Number of farmers benefiting from Futureproof Farming training	2138	2416
Number of farmers benefiting from Futureproof Farming projects	677	915
Fairtrade premium paid in the supply chain* ³	€ 436,191	€ 420,542
Number of cooperatives in our supply chain	29	29

¹ The number of cooperatives remained stable in 2025 (29). While partnerships with some cooperatives ended and new ones were established, the cooperatives that exited represented a larger number of farmers than those that joined.
² Fewer training sessions were organised in 2025; however, improved efficiency meant that more farmers were reached per session.
³ The Fairtrade premium on raw materials is paid to farmer cooperatives, by Fairtrade Original's suppliers. The figures reported by Fairtrade Original are estimates, based on the data available to us.

SDG 8 DECENT WORK AND ECONOMIC GROWTH	2024	2025
Revenue from Fairtrade-certified products	€ 21,200,000	€ 24,660,761
Total number of employees at Fairtrade Original	31	32
Number of active suppliers	16	15
Number of indirect employees in the supply chain	5632	6006

SDG 12 RESPONSIBLE CONSUMPTION AND PRODUCTION	2024	2025
Number of sustainable products sold	13,767,297	14,544,478
Percentage of revenue from organic-certified products	37%	32.70%
Percentage of farmers that are Fairtrade certified	100%	100%
Number of Fairtrade-certified farmer cooperatives	29	29
Fairtrade-certified hectares in the supply chain	20,451	27,620

Disclaimer: Some of the above data has been provided by external partners (cooperatives and manufacturers). Fairtrade Original has not independently verified the accuracy or completeness of this information.

Managing CO2 reduction

Operating sustainably means taking responsibility for our environmental footprint. We therefore measure our carbon emissions in accordance with the internationally recognised Greenhouse Gas Protocol. This framework enables us to consistently track, analyse and reduce our emissions in a structured way.

We actively manage and reduce our Scope 1 and Scope 2 emissions. Scope 1 covers direct emissions from our own operations, such as energy use in buildings and company vehicles. Scope 2 relates to indirect emissions from the generation of purchased electricity, steam, heating and cooling that

we consume. Scope 3 includes all other indirect emissions across our value chain, such as those linked to raw materials, transport and distribution.

The overview on the next page sets out our CO₂ emissions for 2025.

Science-based targets

Our climate ambitions are clear, measurable and grounded in science. We have committed to reducing our absolute Scope 1 and Scope 2 emissions by 42% by 2030, compared with a 2023 baseline. These targets have been set in line with the SME route of the Science Based Targets initiative (SBTi).

EMISSION SOURCE	EMISSIONS [t CO ₂ e]	SHARE [%]
SCOPE 1	1.41	0.02%
Direct emissions from company vehicles	0	0.00%
Vehicle fleet	1.41	0.02%
SCOPE 2	1.88	0.02%
Purchased electricity	0,00	0.00%
Purchased heat	1,88	0.02%
SCOPE 3	9,446.5	99.8%
OVERALL RESULTS	8,367.71	99.96%

This means our Scope 1 and 2 reduction targets follow a scientifically validated 1.5°C pathway, aligned with the goals of the Paris Agreement. While the SME route does not require a quantified reduction target for Scope 3, we are taking steps to better understand our most material Scope 3 emissions and reduce them where possible.

In doing so, we take responsibility for our own impact while responding to growing customer expectations and regulatory developments. At the same time, we recognise that gaining deeper insight into - and reducing - Scope 3 emissions across our international supply chains is both complex and essential. We will continue to build our understanding, work collaboratively with partners and develop targeted reduction measures in this area.

Deforestation-free supply chains

As an SME, we will be required to comply with the European Union Deforestation Regulation (EUDR) from 30 June 2027. This legislation requires companies to demonstrate that their products have not contributed to deforestation or forest degradation after 31 December 2020. For product categories such as coffee and cocoa, this means ensuring full traceability of origin, including geolocation data, carrying out risk assessments, and taking active steps to minimise deforestation risks. Together with cooperatives and manufacturing partners, we are preparing our supply chains for these requirements. Transparency and traceability - already embedded through Fairtrade - provide a strong foundation, but further steps are needed to achieve full compliance with the EUDR.

Emission Source	Emissions [t CO2e]	Share [%]
Purchased goods and services	7,551.30	90.21%
Production materials and consumables	5,816.90	69.49%
Packaging materials	1,302.85	15.56%
Externally calculated service emissions	431.30	5.15%
Purchased Goods	0.10	0.00%
Water	0.14	0.00%
Fuel- and energy-related activities (not included in Scope 1 of 2)	4.59	0.05%
Upstream transportation and distribution	646.92	7.73%
Inbound logistics	421.01	5.03%
Outbound Logistics (upstream)	222.13	2.65%
Storage (Upstream)	3.78	0.05%
Waste generated in operations	0.26	0.00%
Business travel	47.99	0.57%
Rental and private vehicles	3.04	0.04%
Rail	0.49	0.01%
Flights	44.46	0.53%
Employee commuting	14.15	0.17%
Employee Commuting, working from home	14.15	0.17%
Downstream transportation and distribution	53.06	0.63%
Outbound logistics (downstream)	0.00	0.00%
Downstream storage	53.06	0.63%
End-of-life treatment of sold products	49.43	0.59%
Overall results	8,371.01	100.0%

Dilemmas and areas for improvement

Our mission-driven approach inevitably involves trade-offs. Stricter climate or deforestation requirements can risk excluding smallholder farmers, while our ambition is precisely to deliver social impact, such as enabling a living income. Not all producers are able to meet the highest standards immediately, which means we must carefully balance maximising impact with maintaining inclusivity. As our insights evolve, we continuously reassess our priorities and seek the right balance between ambition and practical feasibility.

There is still scope to further strengthen our reporting. At the end of 2025, our Supervisory Board recommended a more structured approach to reporting. While we already collect data on environmental performance, employees and governance, there is room to improve — particularly in sharpening our KPI framework and enhancing our ESG risk analysis. The Voluntary Sustainability Reporting Standard for SMEs (VSME) may offer a useful framework to support this next step.



Rice farmers Nam Om Community Enterprise, Thailand

7. FOOD FOR THOUGHT

From strategy to shelf

For Fairtrade Original, commercial growth is not a goal in itself, but a means to an end. The greater the sales, the greater the impact on farmers and producers at the beginning of the value chain.

“Everything we do in sales, marketing and product development starts with one question,” says Vidjai Jharap. “How do we increase our impact in a sustainable way?”

From trends to taste

The international market is increasingly favouring world cuisines, new flavours and products with a credible sustainability story. “Based on consumer data and market

analysis, we look ahead. Not only to what works today, but to what will remain relevant in ten years’ time. Many newly launched products disappear from the shelf quickly, and that benefits no one.”

Impact begins at the first mile

New products require new supply chains. This is complex, but also where Fairtrade Original makes the difference.

Vidjai explains: “Our focus is on the ‘first mile’: strengthening the farmer groups and cooperatives at the source. Only then do processing and export follow. In this way, we do not simply create a product, but contribute to long-term prospects for producers.”

This vision translates into tangible products and visible campaigns. The next chapter explains how our strategy came to life in 2025 through new product launches, campaigns, awards and partnerships that have further increased our impact.

Enjoy the read, with a cup of Fairtrade coffee, perhaps?

Vidjai Jharap



Bio-based coffee capsules

Enjoying coffee with a clear conscience has been possible since October 2025 with our new bio-based coffee capsules, filled with Fairtrade organic coffee. Instead of aluminium, the cups are made from renewable, plant-based materials. According to Wageningen University in the Netherlands, these bio-based cups are among the most sustainable options currently available.

The range is available at Albert Heijn in three varieties: Lungo, Lungo Dark and Espresso. Together with coffee cooperatives in Colombia, Peru and Uganda, we are working on projects that strengthen communities and support progress towards a living income. That is what makes every cup taste even better.

For young and old: Indian Mild Curry

Since 2025, our Mild Curry has made Indian flavours accessible for the whole family, as this product was developed especially with young foodies in mind. Accessible and mild, it offers a rich flavour without artificial additives.

To ensure it truly meets expectations, the product was tested by the most critical audience: children. Wearing their aprons, they put it to the young tastebud-test. The verdict: approved!

Mango Sweet Chilli Sauce – now in Germany

Mango and chilli blended together in a well-balanced combination: we are proud of this sweet and spicy addition to our range. In 2025, we introduced the Mango Sweet Chilli Sauce to the German market. This fruity and fiery product is the result of a collaboration between two Thai farming cooperatives:

mango farmers from Samroi-yod and chilli farmers from Sisaket.

This authentic sauce is vegan and packaged in glass. It builds on our classic Sweet Chilli Sauce, but with an even bolder character, it works wonders as a dip, marinade or topping.



Campaigns and Awards Children’s Kitchen aprons from Sri Lanka

A perfect recipe for meaningful impact: the limited-edition children’s kitchen aprons from our Mild Curry campaign are made by coconut farmer Nuwanthi from Sri Lanka. Alongside managing her farm, this mother of two also runs a small clothing business.

Her ambition is to grow the business and create employment opportunities for women in her community. Our collaboration represents an important step towards that goal.

100 companies for a future-proof economy

Collective action makes us stronger. That is why, in 2025, we joined a coalition of 100 companies calling on major market players to contribute to a future-proof economy. At Fairtrade Original, we witness what can be achieved when trade benefits both farmers and businesses on a daily basis.

Through this joint initiative, we advocate for policies that encourage companies to operate more fairly, sustainably and with a long-term perspective.

Waste-Free Week

Tackling waste: during Waste-Free Week, from 8–14 September 2025, we highlighted the issue of food waste. Each year, around 20% of food in the Netherlands is discarded, with nearly a quarter occurring at consumer level.

Together with fellow B Corps, we shared practical tips to help consumers make better use of products, such as coconut milk. Fair products deserve to be used to their full potential.

Innova Classic award for Pulled Jackfruit

Jackpot! Our Pulled Young Jackfruit received the Innova Classic 2021–2025 award. Dutch retailers awarded the product a strong score of 8 for innovation, flavour and overall performance.

In 2019, we were the first food brand to introduce canned jackfruit to the Netherlands. This versatile product is sourced from farmers of the Fairtrade Pineapple Growers' Group in Prachuap Khiri Khan, Thailand, who have been growing jackfruit since several years.

Number one in filter coffee taste test

Our top-quality brew takes the prize while it picks you up. Our Coffee Aroma Quick Filter Grind ranked first in a major filter coffee taste test conducted by news outlet AD.nl, receiving a score of 8.

The jury highlighted its “promising aroma and classic taste, with notes of chocolate and

nuts, a distinct citrus scent and a smooth chocolate finish.” This recognition gives us a taste for more.

ASN Bank Sustainable Coffee Guide

There were even more accolades: our coffee was also recognised in ASN Bank's Sustainable Coffee Guide, where we were listed among leading sustainable coffee brands such as Wakuli and Koffiebranderij Peeze. We are proud to stand alongside brands that show delicious coffee and fair trade go hand in hand. That is what we do it for: coffee you can enjoy with a clear conscience.

Learning from challenges

Not everything went according to plan. Where issues arise, we take responsibility, learn and implement improvements.

Safety first

Maintaining our customers' trust is a top priority. Following the identification of a potential safety issue with our Indonesian Sajoer spice paste, due to the possible presence of glass, we initiated a precautionary product recall.

Our investigation confirmed that there were no actual risks. Nevertheless, product quality and safety remain our highest priorities. Our policies and ISO 22000 certification ensure that consumers can rely on our products meeting high standards.

Bittersweet goodbye

Some good things must come to an end. A number of products were discontinued in 2025, including our Colombo Curry and Vegan Krupuk. Despite their high quality, demand was insufficient to continue production.



8. THE ORIGINALS

Working together for impact

Our team of 32 dedicated professionals brings together experience and expertise across sourcing and development, logistics, procurement, quality assurance, sales, product development, communications, administration and ICT. Together, we are The Originals, working – both locally and globally – towards one shared mission: joining forces for a living income for farmers.

Fairtrade Original is a steward owned organisation. Any profit we generate is fully reinvested into our work, both locally and with the farmers we partner with. Our shareholder, The Fair Trade Original Foundation, is the sole shareholder of Fairtrade Original B.V., strengthening our independence and supporting our mission.

We provide our colleagues with the space to grow, take ownership and contribute with energy and purpose. In doing so, we are building not only projects, but a team that aims to make a meaningful difference.

Our values, our compass

Our people policy is firmly rooted in our core values: Connected, Entrepreneurial, Fair, Pioneering and Optimistic. These values guide how we behave, collaborate and make decisions.

- **Connected** means we actively collaborate, communicate openly and hold each other accountable in a safe and respectful environment.
- **Entrepreneurial** encourages a results-driven approach, ownership and data-informed decision-making.

- **Fair** is reflected in equality, inclusivity and responsible employment practices.
- **Pioneering** inspires us to continue innovating with energy and curiosity, while identifying new opportunities.
- **Optimistic** gives us the confidence and energy to move forward together.

Learning and development

We operate a continuous performance and development cycle, in which objectives, results, personal development and wellbeing are reviewed on a regular basis. Training needs and career ambitions form an integral part of these discussions.

Employees are given both the time and budget to pursue professional training, leadership development and personal growth programmes aligned with their ambitions and our strategic priorities. In 2025, colleagues participated in training across areas such as health and safety (including first aid response), HR and legislation, quality and food management, personal development and leadership, communication and marketing, Spanish language training, and emerging topics such as AI. This strengthens both professional expertise and future readiness.

Employee engagement 2025

Each year, we conduct an employee engagement survey. The results are analysed and discussed with employee representatives, followed by clearly defined improvement actions that are actively monitored. This approach supports the development of a learning organisation in which engagement, transparency and continuous improvement are central.



Dutch team of Fairtrade Original

In 2025, our colleagues once again demonstrated strong engagement. Our eNPS increased from 71 to 76, well above the benchmark for the trade sector (44) and the national average (51). Compared to 2024, working conditions also improved, rising from 6.6 to 6.9, while both mental workload and time pressure decreased.

These positive developments are the result of targeted efforts, including training on workload management and collaboration, as well as structurally addressing workload in team meetings. This demonstrates the impact of focused attention and open dialogue.

Sustainable choices and our environmental impact

As an organisation with a clear social mission, we take responsibility for our environmental impact. We actively encourage sustainable commuting by offering higher travel allowances for walking, (electric) cycling, electric vehicles and public transport. All company lease cars are fully electric.

In this way, we contribute to reducing our environmental footprint. Further details can be found in Chapter 6.



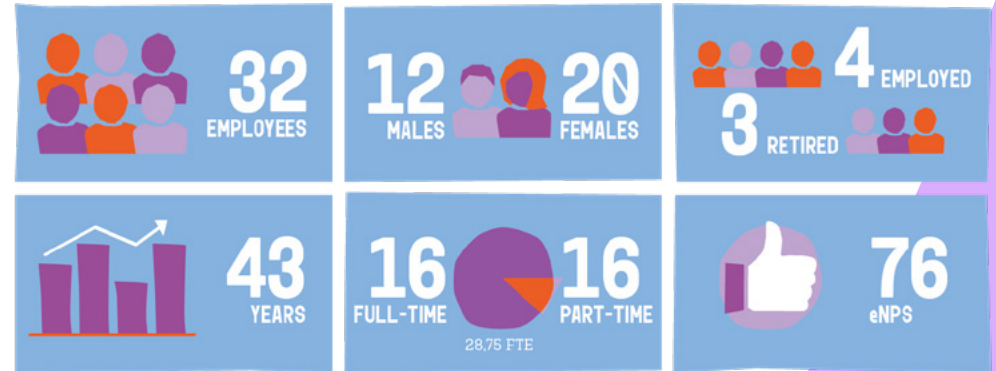
Chili farmer Khun Suthisa, Thailand

Outlook for 2026 – investing in collaboration

In 2026, we will take the next step in our organisational development, aligned with our 2026–2028 strategy and our ambition to further professionalise and grow internationally. Our focus will be on strengthening effective communication, fostering collaboration across generations, and making the most of cultural diversity within our international teams.

At the same time, workload and work-life balance will remain key priorities within our performance cycle, ensuring that growth goes hand in hand with sustainable employability.

Key figures as at 31 December 2025



9. LOOKING AHEAD AT 2026

The year 2026 will focus on further mapping the impact of our work. We will begin by identifying priorities, which – as always – will take place in close collaboration with the farming communities at the heart of our mission. These priorities centre on strengthening livelihoods. To support this, we have developed a comprehensive action plan with clear objectives. Progress will be closely monitored, with adjustments made where necessary. Below is a concise overview of our agenda for 2026.

In 2026, we will actively explore new forms of collaboration to advance living incomes for farmers. By working alongside partners such as RVO, IDH, FutureUP and Rabo Foundation, we will strengthen our position within the broader Living Income ecosystem. These partnerships enable us to exchange knowledge with like-minded organisations, access strategic expertise and jointly identify new opportunities for impact across international value chains.

Impact Area: Fair Trade

A growing market creates more opportunities for our farmers – and therefore greater impact. In 2026, we will partner with nine new farmer groups in coffee and coconut across multiple countries. In addition, we will support nine new and twenty-nine existing farmer groups, as well as several factories, in preparing for Fairtrade inspections.

In 2026, our long-standing collaboration with Albert Heijn on our co-developed Community Coffee will enter a new phase. We have secured additional external funding through the

SPVO programme – the Dutch government's Subsidy Programme for Responsible Business, managed by RVO (the Netherlands Enterprise Agency). This support enables us to further strengthen our partner cooperative La Red Ecolsierra in Colombia, one of the key suppliers behind the Community Coffee range.

This next phase will focus on expanding income-generating activities such as cocoa production and beekeeping, alongside ongoing initiatives to develop climate-resilient coffee varieties, strengthen agroforestry systems and scale the use of bio-compost to improve soil health and long-term productivity.

Impact Area: Future-proof Farming

Climate change presents significant day-to-day challenges for farmers, as crops are increasingly exposed to extreme weather conditions. Sustainable production is therefore not a luxury, but a necessity. We aim to support farmers in becoming better prepared for the future.

Across all cooperatives we work with, we strive to close the gap between the price paid for coffee and the price required to achieve a living income. A living income goes beyond a fair price for crops; it also requires investment in higher productivity and additional income streams. Future-proof Farming reflects our belief that environmental resilience and income security are closely interconnected.

In 2026, we will roll out 62 Future-proof Farming Training projects and 82 Future-proof Farming projects. This increase is largely driven by the Rabo Foundation programme,

with expanded implementation focused on income generation and productivity, including crop protection, replanting and agricultural inputs. Additional coffee projects in Latin America are also planned.

Together with our cooperative partners, we continue to work towards a living income for farmers every day.

Strengthening our ESG strategy in 2026

In 2026, we will further strengthen the alignment between our ESG priorities and our mission by deepening our focus on the topics that matter most to our stakeholders. To ensure our efforts remain relevant and future-proof, we will conduct an updated materiality analysis reflecting the realities of our value chains and the expectations of partners, farmers and customers.





This renewed assessment will guide how we prioritise environmental, social and governance themes, ensuring that our ESG direction continues to support resilient, fair and future-proof supply chains.

Building on this, we will introduce an updated ESG strategy that integrates our mission, stakeholder insights and international best practices. We will continue to strengthen our voluntary ESG reporting in line with CSRD principles, improving the quality, transparency and consistency of how we measure and communicate our impact.

These steps will help reinforce trust, enhance accountability and ensure that our ESG ambitions remain closely connected to meaningful progress for farmers and their communities.

New products and growth

Across the Netherlands, Belgium and Germany, our products continue to gain ground on shop shelves. While market conditions remain challenging, we are confident there is significant room for growth. That growth is not a goal in itself; it enables us to connect more farmers to fair markets and support them in building sustainable incomes.

We look ahead to 2026 with confidence. A strong pipeline of new products will complement our existing range, allowing us to reach new consumers and create lasting impact for the farming communities at the heart of everything we do. It is a year we look forward to with anticipation.

Before introducing our new products, we are pleased to share that in 2026 both existing and new products will appear on shelves with a fresh new look. A redesign concept has been successfully tested in consumer research and its implementation will position our brand strongly for the future.

Korea: a celebration of flavours

Korean cuisine has evolved from a trend into a lasting presence in global food culture, especially street food. Now, these bold flavours are finding their way into home kitchens. We are introducing three distinctive products: Korean BBQ Bulgogi, Korean Noodles Japchae Style and Korean Dip Ssamjang.

Korean BBQ Bulgogi

A mildly spiced sauce combining soy, sesame, garlic and black pepper, designed for slow-cooking tender strips of beef to bring out their full flavour. A classic Korean dish, best served with rice and fresh vegetables.

Korean Noodles Japchae Style

A mildly sweet sauce made with soy, shallot and sesame, ideal for a tasty stir-fried noodle dish with colourful vegetables. A simple and well-loved Korean comfort dish.

But that is not all: alongside our new Korean range, other products will be introduced as well.

Light in a Box

Following the success of our Coconut Milk Light in a 200 ml Tetra Pak, we are introducing a 375 ml carton in 2026. A creamy yet light coconut milk, perfectly portioned to match one pack of Fairtrade Original Red Curry paste. The right amount, every time.

Less salt, more sauce

Full flavour, less salt. Our Soy Sauce Less Salt 200 ml offers a more conscious choice without compromising on taste. For true aficionados, a 500 ml bottle will be added to the range in 2026, alongside the existing Less Salt and Regular 200 ml variants. Fairtrade, organic and gluten-free.



10. FINANCIAL OVERVIEW 2025

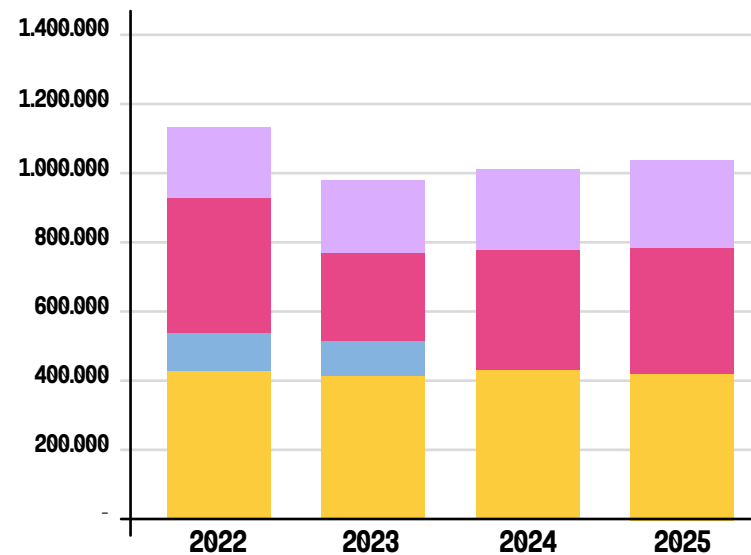
Despite challenging market conditions, we achieved further growth in 2025.

As a mission-driven organisation, growth enables greater impact. For us, growth is not an end in itself, but a means to support more farmers in building a dignified livelihood, expand our support and further develop our network of partnerships. That is what drives us. We are proud to present our financial results.

Balance Sheet Fairtrade Original BV	31-12-2025	31-12-2024
Fixed assets		
Intangible fixed assets	445,446	33,298
Tangible fixed assets	45,241	38,308
Financial fixed assets	228,340	238,822
	719,027	310,428
Current assets		
Inventories	3,327,634	3,792,354
Trade receivables	3,010,385	2,256,499
Pre-financing of trading partners	90,046	53,370
Other receivables and accrued income	216,612	281,543
Cash and cash equivalents	8,074	3,656
	6,652,751	6,387,422
TOTAL	7,371,778	6,697,850
Equity		
Reserves	2,700,393	2,490,294
Provisions		
Provisions	19,950	18,250
Non-current liabilities		
Long-term loans	725,603	795,187
Current liabilities		
Trade payables	671,518	869,365
Bank	1,742,032	852,348
Loan	65,500	65,500
Taxes and social security charges	327,755	253,403
Other liabilities and accrued expenses	1,119,027	1,353,503
	3,925,832	3,394,119
TOTAL	7,371,778	6,697,850

Profit and Lost Fairtrade Original BV	2025	2024
Operating revenues		
Net revenue	24,708,713	21,164,522
Other operating income	88,786	126,054
	24,797,499	21,290,576
Operating expenses		
Cost of raw and auxiliary materials	16,356,524	14,314,178
Costs of subcontracted work and other external costs	284,508	99,478
Wages and salaries	2,364,783	2,167,296
Social security costs	560,654	549,721
Depreciation and amortization of intangible and tangible fixed assets	40,153	24,390
Other operating expenses	4,858,222	4,438,773
	24,464,844	21,593,836
Result from ordinary operations	332,655	(303,260)
Other interest income and similar costs	1,411	85,334
Interest expenses and similar costs	(111,297)	(43,673)
OPERATING RESULT BEFORE TAX	222,769	(261,599)
Taxes	(12,670)	89,409
Result after tax	210,099	(172,190)

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.

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.

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