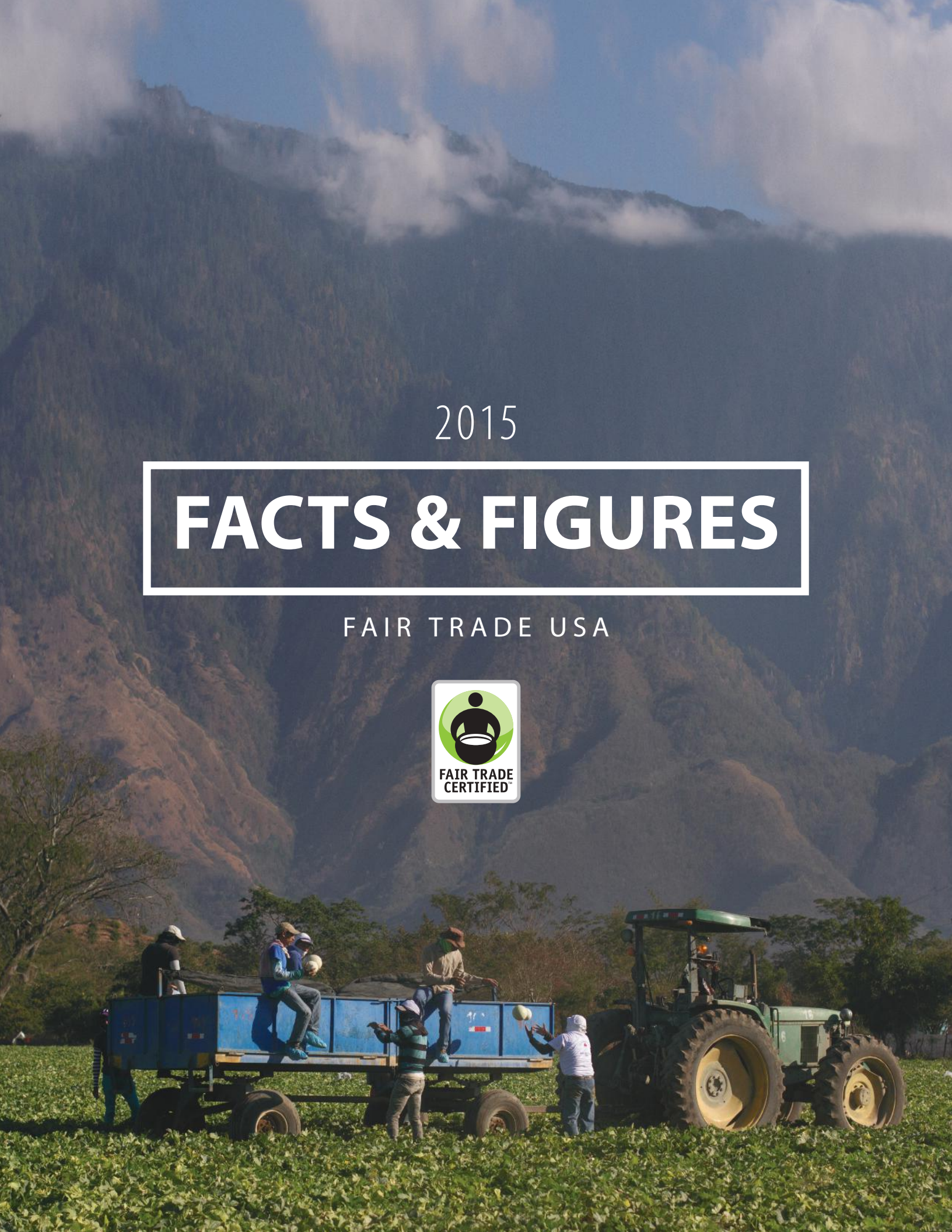


2015

# FACTS & FIGURES

FAIR TRADE USA



## By the Numbers

### 2015 Highlights

- Coffee continues to be the leading Fair Trade product, with a 9% leap in Certified Volume in 2015. This year coffee producers earned over \$32.7 million in Community Development Premiums as they fought volatile prices, drought and plant diseases.
- Fair Trade Certified produce imports increased by over 30% in 2015 with the certification of 72 new producer groups in nine different countries. The variety and market availability of Certified produce is now stronger than ever with fruits and vegetables ranging from bananas, pineapples and mangos to cucumbers, bell peppers and even squash.
- Imports of Fair Trade Certified coconut and sugar also increased 238% and 275% respectively in 2015 as brands large and small deepened their commitments to Fair Trade.
- The Fair Trade Certified Apparel & Home Goods program also saw impressive growth of 389% in 2015 with the certification of 2.7 million products. Factory workers and cotton farmers earned more than \$647,525 in Community Development Premiums through the sale of these products.
- Fair Trade USA's newest endeavor, the Capture Fisheries Program, saw a 900% increase in Community Development Premiums earned by fishermen as the result of a nation-wide tuna launch.



## All Products: Fair Trade Certified Products in the United States, 1998 - 2015

Since 1998, Fair Trade producers have earned over \$250 million in additional Community Development Premiums. Coffee continues to be the leading Fair Trade category: farmers earned \$32.7 million in community development premiums in 2015 alone. The Sugar and Apparel and Home Goods categories both saw substantial premium increases in 2015 as new brands dove into Fair Trade and existing companies deepened their Fair Trade offerings.

Year	Coffee	Tea	Cocoa	Produce	Sugar	Grains	Herbs & Spices	Flowers	Wine	Honey	Apparel & Home Goods	Agave	Coconuts	Seafood
1998	76,059													
1999	2,052,242													
2000	4,249,534													
2001	6,669,308	65,261												
2002	9,747,571	86,706	14,050											
2003	19,239,017	95,669	178,888											
2004	32,974,400	180,310	727,576	8,814,171										
2005	44,585,323	490,645	1,036,696	7,384,202	271,680	73,824	26,855							
2006	64,774,431	517,386	1,814,391	6,176,907	3,581,563	390,848	309,744							
2007	66,339,389	1,008,798	1,951,400	8,030,482	8,657,427	436,456	275,654	650,832						
2008	87,772,966	1,142,611	3,847,759	25,492,767	8,696,172	317,652	273,815	9,835,028	257,959	266,385				
2009	108,373,041	1,183,141	2,629,411	50,272,722	11,307,547	1,275,805	338,360	9,539,859	1,450,717	250,662	850			
2010	105,251,476	1,483,666	4,392,674	51,055,320	18,146,124	1,437,005	530,867	10,489,991	530,446	919,130	14,961			
2011	145,406,320	1,759,954	11,255,319	71,515,439	23,703,384	1,134,515	620,591	10,892,094	316,237	333,600	54,023			
2012	169,592,542	1,474,805	6,029,942	114,205,154	18,043,079	1,761,027	857,825	8,858,738	99,060	82,826	49,561	2,138,430		
2013	155,811,905	1,922,036	23,469,130	155,127,984	10,500,085	3,547,486	1,066,095	10,633,330	113,280	140,216	114,356	1,568,793	6,026,102	
2014	172,873,183	2,243,356	33,247,700	194,738,243	10,168,270	2,164,362	1,031,998	11,680,185	64,764	298,196	558,947	2,324,743	51,757,802	40,250
2015	163,630,275	2,347,699	38,492,988	256,183,083	38,173,065	2,168,994	1,344,965	13,247,454	77,184	798,594	2,731,487	4,667,468	198,342,201	400,705
<b>Total:</b>	<b>1,359,418,982</b>	<b>16,002,044</b>	<b>129,087,925</b>	<b>948,996,474</b>	<b>151,248,397</b>	<b>14,707,973</b>	<b>6,676,770</b>	<b>85,827,511</b>	<b>2,909,647</b>	<b>3,089,610</b>	<b>3,524,185</b>	<b>10,699,434</b>	<b>256,126,105</b>	<b>440,955</b>
<b>Growth (2014 - 2015)</b>	<b>-5%</b>	<b>5%</b>	<b>16%</b>	<b>32%</b>	<b>275%</b>	<b>0%</b>	<b>30%</b>	<b>13%</b>	<b>19%</b>	<b>168%</b>	<b>389%</b>	<b>101%</b>	<b>283%</b>	<b>896%</b>

Volume figures in pounds or units.

## All Products: Premium Payments to Producer Organizations, 1998 - 2015

Since 1998, Fair Trade producers have earned **over \$250 million** in additional Community Development Premiums!

Year	Coffee	Tea	Cocoa	Produce	Sugar	Grains	Herbs & Spices	Flowers	Wine	Honey	Dried Fruit, Nuts & Oilseeds	Apparel & Home Goods	Coconuts	Seafood	Total	Annual Growth
1998	\$3,803														\$3,803	n/a
1999	\$102,612														\$102,612	2598%
2000	\$212,477														\$212,477	107%
2001	\$333,465	\$10,757													\$344,222	62%
2002	\$487,379	\$30,415	\$956												\$518,750	51%
2003	\$961,951	\$43,792	\$12,171												\$1,017,914	96%
2004	\$1,648,720	\$62,346	\$38,291	\$312,156											\$2,061,513	103%
2005	\$2,229,266	\$169,823	\$130,233	\$312,442	\$8,383	\$781	\$7,584								\$2,858,513	39%
2006	\$3,238,722	\$212,725	\$199,164	\$171,956	\$124,704	\$5,851	\$84,835								\$4,037,956	41%
2007	\$4,941,530	\$389,210	\$132,748	\$244,234	\$289,683	\$6,449	\$79,223	\$8,125							\$6,091,203	51%
2008	\$8,777,297	\$384,679	\$261,752	\$637,610	\$303,891	\$5,085	\$101,094	\$302,835	\$19,197	\$18,125					\$10,811,567	77%
2009	\$10,837,304	\$389,679	\$178,871	\$1,268,332	\$392,763	\$29,445	\$91,703	\$295,352	\$114,065	\$17,055	\$16,961	n/a			\$13,631,531	26%
2010	\$10,525,148	\$461,858	\$298,875	\$1,271,414	\$640,041	\$51,022	\$166,844	\$317,698	\$38,579	\$62,537	\$10,616	\$3,731			\$13,848,362	2%
2011	\$18,259,473	\$543,605	\$1,012,760	\$1,786,353	\$820,520	\$40,962	\$199,308	\$396,734	\$23,881	\$30,264	\$6,132	\$11,586			\$23,131,579	67%
2012	\$33,021,029	\$505,062	\$541,345	\$2,876,775	\$578,132	\$159,706	\$228,786	\$382,550	\$6,987	\$7,514	\$60	\$22,132			\$38,330,076	66%
2013	\$31,162,381	\$594,135	\$2,134,078	\$4,192,493	\$317,048	\$389,234	\$269,581	\$481,098	\$8,364	\$12,720	\$440	\$61,219	\$73,782		\$39,696,573	4%
2014	\$34,574,637	\$628,557	\$3,016,212	\$5,522,675	\$327,772	\$242,234	\$279,163	\$525,244	\$4,301	\$27,052	\$2,757	\$215,707	\$550,239	\$4,491	\$45,921,040	16%
2015	\$32,726,055	\$685,311	\$3,492,061	\$6,522,147	\$1,338,022	\$255,799	\$323,095	\$562,465	\$4,746	\$72,448	\$3,764	\$647,525	\$824,370	\$46,551	\$47,504,358	3%
<b>Total:</b>	\$194,043,247	\$5,111,955	\$11,449,517	\$25,118,587	\$5,140,960	\$1,186,568	\$1,831,216	\$3,272,100	\$220,121	\$247,716	\$40,728	\$961,900	\$1,448,391	\$51,043	\$250,124,048	
<b>Growth (2014-2015)</b>	-5%	9%	16%	18%	308%	6%	16%	7%	10%	168%	37%	200%	50%			

## Produce: BY THE NUMBERS

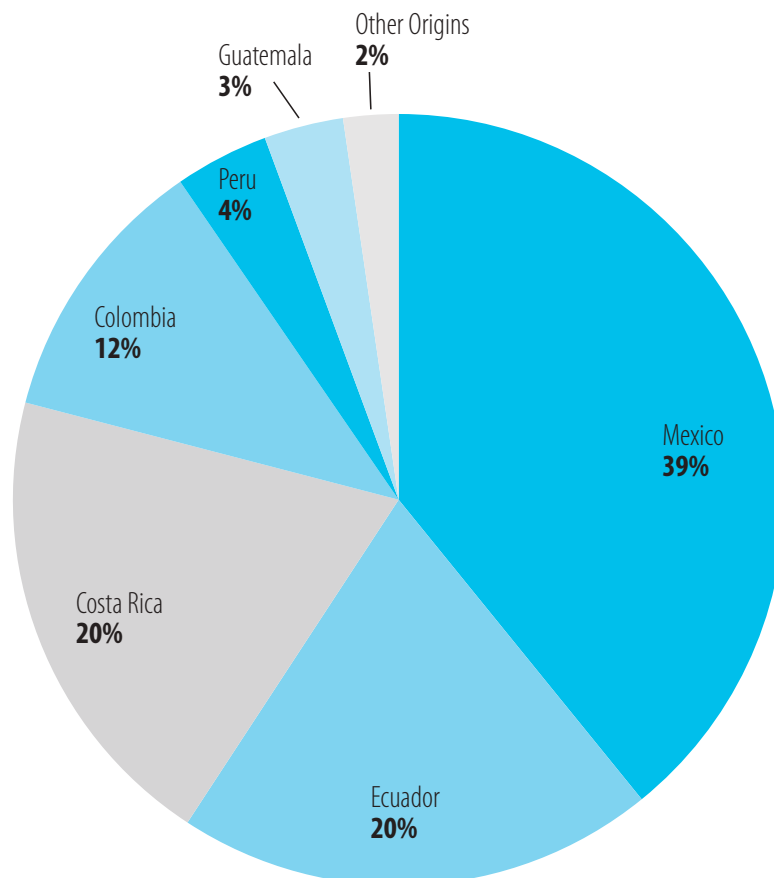
Since Fair Trade USA launched produce certification in 2004, produce and flower farmers and farm workers have earned more than \$25 million in Community Development Premiums, with \$5.5 million earned in 2015 alone!

We are proud to share that:

- This year produce farmers and workers earned 18% more in Premiums than in 2014.
- There are now 72 producer organizations growing Fair Trade fruits and vegetables in nine different countries.
- Fair Trade Certified produce from Mexico once again grew the fastest of any other origin, with farmers and workers there earning \$3.3 million in Premiums. This was an impressive 35% jump from 2014.
- 2015 was also the biggest year yet for Fair Trade Certified flowers; more than 13 million stems were imported.
- Over half (54%) of all Fair Trade Certified produce sold in 2015 was also certified organic.

Looking ahead, we will continue to collaborate with growers and business partners to make Fair Trade Certified produce and flowers available to more consumers, and bring the benefits of Fair Trade to more farmers and workers.

### Percent of Fair Trade Certified Produce Imports by Country of Origin



## Produce:

### Import Volumes and Premium Payments for Fair Trade Certified Produce

