

IRL Research Agenda 2019-2022

Fair Trade USA®



Impact Research and Learning Team Work in 2019-2020

Fair Trade USA's Impact, Research, & Learning team launched the Premium Research project in 2019. This project involves conducting both quantitative and qualitative research at origin to evaluate the impact of Premium on producers. Qualitative methodologies were piloted in Ecuador, the Dominican Republic, and India, and then formally launched in the Philippines in June 2019. We successfully conducted two additional case studies in Cote d'Ivoire and Chile before the COVID-19 pandemic began, which prohibits further data collection as it cannot be conducted remotely. This research is planned to resume in 2021.

In 2020 the Impact, Research & Learning team successfully conducted monitoring and evaluation research in the following supply chains: blueberries in Chile, tomatoes in Mexico, and dairy in the USA. Apart from Chile, this research was all conducted remotely with the help of the local field team.

Lastly, in 2020 the Impact, Research & Learning team implemented two surveys, one in April and one in July, to understand the impact COVID-19 has had and continues to have on our Certificate Holders and producer groups. The second survey in July evaluated the effectiveness of FTUSA's response to the global pandemic and mobilizing Premium as an emergency fund. Additional COVID-19 research is planned for longitudinal results in 2021 (see below).

Work Plan for 2021-2022

Project	Plan
Premium Research Project	<ul style="list-style-type: none"> Conduct research to further understand the Premium research in the following locations: Philippines, Mexico, India, Vietnam, Indonesia, Colombia, Peru, Dominican Republic
Impact Monitoring & Evaluation	<ul style="list-style-type: none"> Conduct monitoring & evaluation in the following locations: Mexico, Chile, Indonesia, USA, Cote d'Ivoire, Philippines, India, Vietnam, Nepal, China, Pakistan
Impact Management System	<ul style="list-style-type: none"> The IRL team will complete the refresh of our Impact Management System, launching new technologies and methodologies to measure and communicate impact, completing a pilot in 2021
ROI Research for Factories & Farms	<ul style="list-style-type: none"> Perform research to further understand the Return on Investment of the FTUSA program for Certificate Holders in hired labor settings
Cost of Sustainable Production Research	<ul style="list-style-type: none"> Conduct research in coffee supply chains to further evaluate the Cost of Sustainable Production for coffee producers, building on research completed in 2017.



Cocoa Minimum Price Research	<ul style="list-style-type: none"> Implement research to understand the outcomes and effects of the increase in minimum price and Premium for cocoa supply chains
Migrant Workers in Hired Workforces	<ul style="list-style-type: none"> Ethical recruitment in hired labor settings
COVID Outreach Survey 2021	<ul style="list-style-type: none"> Conduct a survey with Certificate Holders to understand the impacts and complications of COVID for their supply chains and how FTUSA can support through those challenges
Needs Assessment Redesign	<ul style="list-style-type: none"> The IRL team will lead the redesign of our Needs Assessment process for beneficiaries with a human centered design approach and external consultants
Living Wage Benchmark for Baja, MX	<ul style="list-style-type: none"> Support the development of a Living Wage Benchmark for Baja, Mexico.
Wild Caught Shrimp Study in MX	<ul style="list-style-type: none"> Conduct a study to further understand the impacts of the Wild Capture Fisheries Standard and Premium projects on shrimp fishermen in Sinaloa, Mexico

Contact Information

Please contact the Impact, Research & Learning Team with any questions, comments, or requests for more information on our monitoring and evaluation work.

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