

IRL Research Agenda 2021-2023

Fair Trade USA®



Purpose

This document outlines the proposed research to take place from 2021 – 2023 as well as the anticipated publication schedule for any externally facing reports. This document will be updated annually with any shifts in research, deadlines, or prioritization.

Planned Research and Publication Agenda for 2021-2023

Project	Description	Publication Schedule
Monitoring & Evaluation Surveys	Conduct monitoring & evaluation surveys in the following locations: Mexico (berries and tomatoes), Indonesia (aquaculture), USA (berries), Cote d'Ivoire (cocoa), Philippines (coconut), India (factories), Vietnam (factories), Nepal (factories), China (factories), Pakistan (factories)	Internal program evaluation Q1-Q4 2021*
COVID Outreach Survey 2021	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.	Publication of results Q2 2021
Living Wage Benchmark for Baja, MX	Support the development of Anker research to conduct a Living Wage Benchmark for Baja, Mexico in partnership with the Fair Labor Association and IDH.	Publication of results Q4 2021
Compliance Analysis	Analysis of Fair Trade USA compliance trends year over year to assess farms and factories progression in their compliance journey.	Publication of results Q4 2021
Needs Assessment Redesign	The IRL team will lead the redesign of our Needs Assessment process for beneficiaries with a human centered design approach and external consultants to evaluate the outcomes. More on this work can be read here .	Publication of results Q3 2022
Wild Caught Shrimp Study in MX	Conduct a study to further understand the impacts of the Wild Capture Fisheries Standard and Premium projects on shrimp fishermen in Sinaloa, Mexico.	Publication of results Q3 2022



Premium Research Project	Continuation of research launched in 2019 to further understand the outcomes correlated with the spending of Premium in the following locations: Philippines (coconut), Mexico (shrimp, tomatoes and berries), India (factories), Vietnam (factories), Indonesia (coffee and tuna), Colombia (coffee), Peru (coffee and cocoa), Dominican Republic (cocoa) and Cote d'Ivoire (cocoa)	Publication of results Q4 2022
Cocoa Minimum Price Research	Conduct research to understand the outcomes and effects of the increase in minimum price and Premium for cocoa supply chains.	Publication of results Q4 2022
Brand and Industry Outcomes Research	Conduct research to understand the business benefits of Fair Trade for brand/retailers (e.g. reputation, supply chain risk mitigation, sustainability, impact)	Publication of results 2023
Return on Investment Research in hired labor for large farms and factories	Perform research to further understand the Return on Investment of the Fair Trade USA program for Certificate Holders in hired labor settings.	Publication of results 2023
Coffee Premium and Minimum Price Research	Conduct research in coffee supply chains to further evaluate the support of Premium and the Fair Trade Minimum Price in Coffee Supply chains to understand the mechanism as it correlates to living income.	Publication of results 2023
Fair Trade Research on Living Wage Progression	Conduct research to understand relationship between Fair Trade and higher income / progression towards a living wage	Publication of results 2023
Research on Environmental Outcomes of Fair Trade	Conduct research to understand the relationship between Fair Trade and environmental/climate outcomes	Publication of results 2023

*Not planned for external publication except for aggregated supply chain program reports.

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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