

2010 Almanac



**FAIR
TRADE
USA** 
EVERY PURCHASE MATTERS

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Introduction & Highlights

Every Purchase Matters

Fair Trade certification helps industry partners—and consumers alike—make every purchase matter, contributing to the long-term sustainability of farming communities around the world. In just 12 years, we've established the Fair Trade Certified™ label as the leading mark of sustainability. Today, it assures consumers that the **quality products** they purchase are **improving lives** and **protecting the environment**.

To further that trust and provide transparency, Fair Trade USA's Certification Department annually compiles and audits figures reported by our industry partners. **As the leading third-party certifier of Fair Trade products, this report serves as a barometer for the health and growth of Fair Trade in the United States.**

Quality Products

In 2010, Fair Trade USA industry partners once again drove record imports to satisfy the continuing growth in consumer demand for the more than 9,500 Fair Trade Certified products now available in 60,000 U.S. retail locations. Furthermore, the growth in imports and premiums continues to parallel the growth in consumer awareness of Fair Trade, which has quadrupled in just five years.

For the second time in our 12-year history, Fair Trade USA certified more than 100 million pounds of Fair Trade Coffee, with 60 percent of those imports also certified organic, up from only 48 percent in 2009. The majority of food categories showed impressive growth year over year, including Cocoa (67%), Tea (38%), Sugar (60%), Vanilla/Spices (97%), Grains (13%) and Honey (267%). After explosive 50 percent growth in 2009 to reach more than 50 million pounds, imports of Produce held steady, up two percent. And as one would expect, wine took off quickly in its inaugural year, then stabilized in 2010. We're hopeful to see new growth after two Fair Trade wines recently achieved 90+ scores from Wine Spectator, indicating significant increases in quality and recognition from industry insiders.

Improving Lives

We're proud to announce that for the first time in a single year period, community development premiums payments broke the \$14 million mark and increased five percent year-over-year. Community development premiums now total more than \$56 million during Fair Trade USA's 12 years in operation.

We also continued efforts to increase supply and variety for industry partners, certifying 92 new producer groups, representing an additional 140,000 farmers, into the Fair Trade system. New coffee groups accounted for nearly 30 percent of the total growth. Since 2009, the overall number of producer organizations has increased slightly, totaling 878. Our U.S. business partners expanded their purchases as well, sourcing certified goods from 330 producer organizations.

Protecting the Environment

Protecting the environment is good for both people and planet. Therefore, strict environmental criteria are core to the Fair Trade standards, including the elimination of harmful agro-chemicals and genetically-modified organisms plus environmental assessment plans to protect fragile ecosystems. And, although organic certification is not required by Fair Trade, more than 52 percent of Fair Trade producer organizations also hold organic certificates, and the overall percentage of Fair Trade Certified imports that are also certified organic skyrocketed to 62 percent, up from just 47 percent in 2009.

While the 2010 results are inspiring, the reality is that Fair Trade represents only a fraction of the products available to U.S. consumers. This year, Fair Trade USA will continue its vigorous efforts to expand Fair Trade so that the hard-working families who grow and sew the products we enjoy get a fair deal. Hope, pride and dignity will be the ultimate reward for us all.

As always, thank you for your support.

Our Mission

Fair Trade USA enables sustainable development and community empowerment by cultivating a more equitable global trade model that benefits farmers, workers, consumers, industry and the earth. We achieve our mission by certifying and promoting Fair Trade products. To learn more, visit www.FairTradeUSA.org.



PRODUCERS

- 8 Number of Newly Certified FLO Producer Organizations by Product, 2010
 - 9 Total Number of FLO Certified Producer Organizations by Product, 2010
 - 10 Number of FLO Certified Producer Organizations by Country, 2010
-

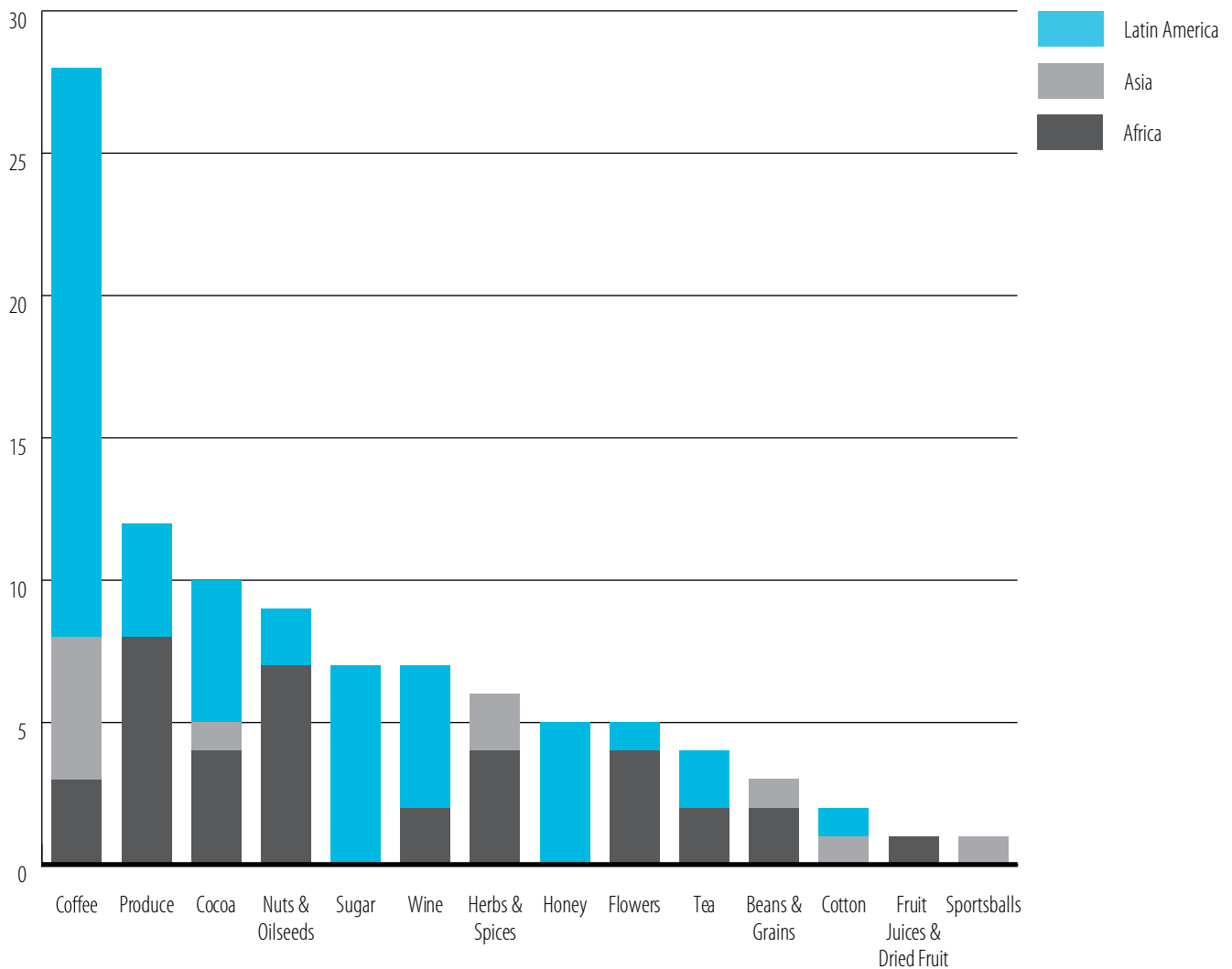
Producers:

Number of Newly Certified FLO Producer Organizations by Product

As a global movement to alleviate poverty, we actively recruit more farmers and workers throughout the world to participate in Fair Trade. During 2010, 92 new producer organizations entered the Fair Trade system, representing more than 140,000 additional farmers. New coffee groups accounted for almost 30 percent of that total.

For the trade model to work, Fair Trade USA must also work to build U.S. demand for Fair Trade products. In 2010, we witnessed growth in produce, cocoa, nuts and oil seeds as well as new opportunities for emerging categories such as herbs and spices and cotton.

Number of Newly Certified FLO Producer Organizations by Product, 2010



Producers that produce more than one product are included in each product category

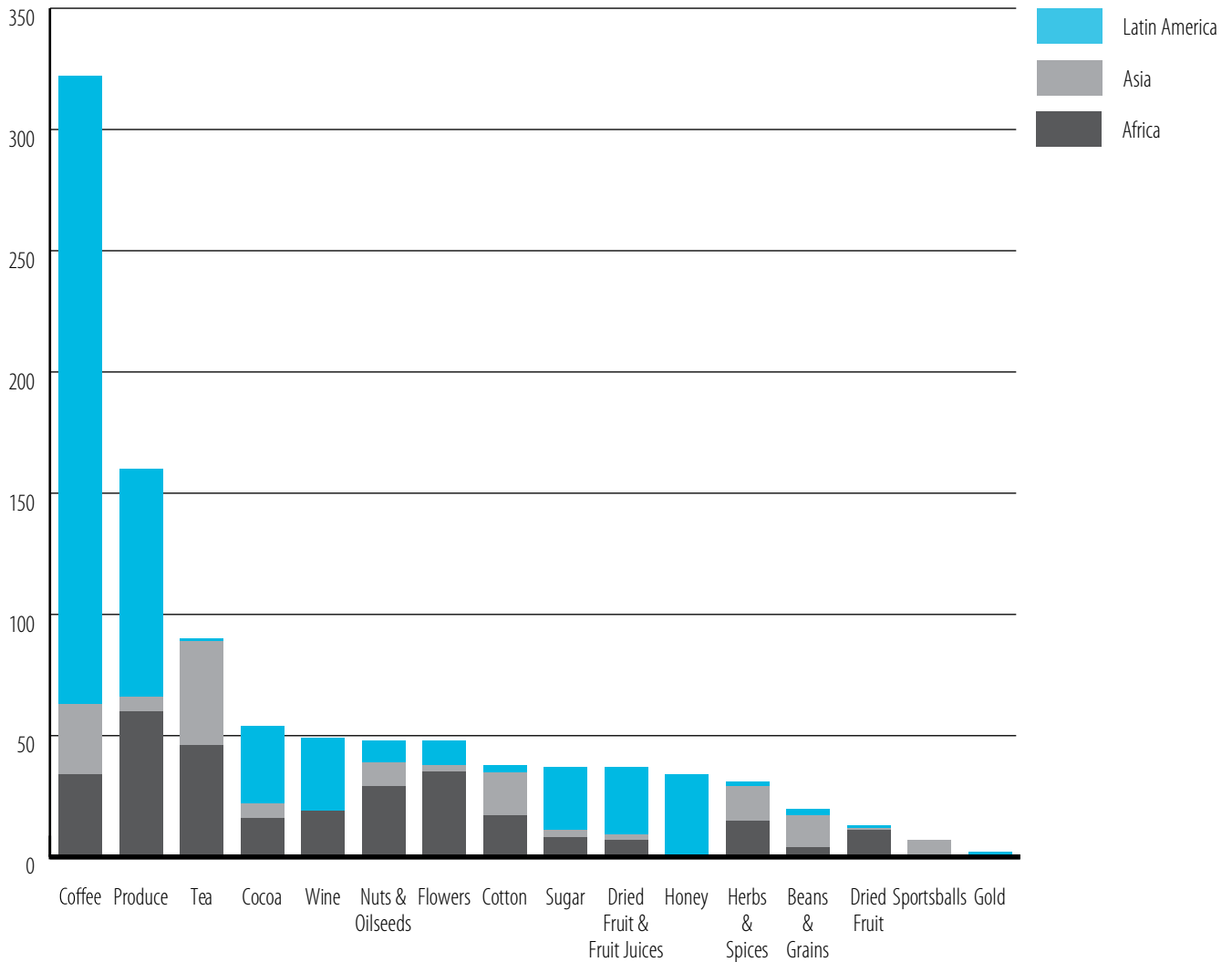
Source: Fair Trade USA and Fairtrade International (FLO)

Producers:

Total Number of FLO Certified Producer Organizations by Product

As of 2010, there are 878 Fair Trade producer organizations around the globe, growing and selling sustainably-produced goods in international markets. Coffee cooperatives represent 33 percent of all producer groups, while producer organizations certified for produce account for 16 percent. Although the number of Fair Trade producer organizations in the system remained flat during 2009–2010, growth was observed in honey, herbs and spices, sugar and gold.

Total Number of FLO Certified Producer Organizations by Product, 2010



Source: Fair Trade USA and Fairtrade International (FLO)

Producers:

Total Number of FLO Certified Producer Organizations by Country

Producer organizations in the Americas represent 56 percent of the total number of Fair Trade organizations. African and Asian producer groups account for approximately 29 percent and 15 percent, respectively. In 2010, the five countries with the greatest number of producer organizations were Peru, Colombia, India, Kenya and Mexico (descending order). These five countries represent 34 percent of all Fair Trade organizations and have a capacity to produce a variety of Fair Trade products.

Total Number of FLO Certified Producer Organizations by Country, 2010

Producer Organizations					
Peru	78	Kenya	52	India	62
Colombia	77	South Africa	44	Sri Lanka	14
Mexico	47	Tanzania, United Republic of	18	Indonesia	14
Brazil	31	Ghana	15	Pakistan	8
Dominican Republic	29	Cote d'Ivoire	14	Thailand	7
Nicaragua	27	Senegal	12	Vietnam	7
Bolivia	27	Palestine	12	China	7
Cuba	26	Burkina Faso	10	Papua New Guinea	4
Chile	24	Malawi	8	Philippines	2
Honduras	23	Madagascar	8	Lao People's Democratic Republic	1
Ecuador	21	Uganda	7	Fiji	1
Guatemala	20	Mali	7	Kyrgyzstan	1
Argentina	18	Rwanda	7		
Costa Rica	13	Egypt	6		
Paraguay	9	Zimbabwe	6		
Haiti	8	Mauritius	6		
El Salvador	5	Ethiopia	6		
Guyana	3	Tunisia	3		
Belize	2	Cameroon	3		
Panama	2	Comores	2		
Uruguay	1	Benin	2		
Saint Lucia	1	Morocco	2		
Saint Vincent and the Grenadines	1	Democratic Republic of the Congo	1		
		Zambia	1		
		Togo	1		
		Mozambique	1		
		Swaziland	1		
		Sierra Leone	1		
		Sao Tome and Principe	1		
Latin America Subtotal	493	Africa Subtotal	257	Asia Subtotal	128

Source: Fair Trade USA and Fairtrade International (FLO)





ALL PRODUCTS

- 14 Premium Payments to Producer Organizations, 1998–2010
 - 15 Imports of Fair Trade Certified Products into the United States, 1998–2010
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All Products: Premium Payments to Producer Organizations

Fair Trade USA's 732 business partners helped Fair Trade producer organizations to invest over \$14 million in development projects through Fair Trade premiums for community development earned during 2010. Fair Trade standards require that cooperative members or labor workers collectively decide how to invest premium monies earned. Some of the projects that the 330 producer organization members voted for included building schools, funding scholarships, finding ways to be environmentally sustainable, improving businesses, providing health care and financing micro-credit programs.

Premium Payments to Producer Organizations, 1998–2010

Year	Coffee	Tea	Cocoa	Grains ¹	Sugar	Produce ²	Vanilla/ Spices ³	Flowers	Honey	Wine	Nuts & Oilseeds ⁴	Total
1998	\$ 3,803											\$3,803
1999	\$102,612											\$102,612
2000	\$212,477											\$212,477
2001	\$333,465	\$10,757										\$344,222
2002	\$487,379	\$30,415	\$956									\$518,750
2003	\$961,951	\$43,792	\$12,171									\$1,017,914
2004	\$1,648,720	\$62,346	\$38,291			\$312,156						\$2,061,513
2005	\$2,229,266	\$177,407	\$130,233	\$ 781	\$8,383	\$312,442						\$2,858,513
2006	\$3,238,722	\$244,800	\$199,164	\$5,851	\$124,704	\$171,956	\$52,760					\$4,037,956
2007	\$4,941,530	\$428,435	\$132,748	\$6,449	\$289,683	\$244,234	\$39,998	\$8,125				\$6,091,203
2008	\$8,777,297	\$473,954	\$261,752	\$5,085	\$303,891	\$637,610	\$11,819	\$302,835	\$18,125	\$34,128		\$10,811,825
2009	\$10,837,304	\$454,534	\$178,871	\$29,445	\$392,763	\$1,268,332	\$40,941	\$295,352	\$17,055	\$202,789	\$16,961	\$13,734,349
2010	\$10,892,875	\$631,001	\$298,875	\$51,022	\$640,041	\$1,271,414	\$126,750	\$306,350	\$62,537	\$68,586	\$10,630	\$14,360,082
Total	\$44,667,400	\$2,557,441	\$1,253,063	\$98,634	\$1,759,466	\$4,218,145	\$272,269	\$912,662	\$97,717	\$305,503	\$27,591	\$56,155,218

¹ 2005–2008 grains figures represent rice only. 2009–2010 figures include rice and quinoa.

² Premium payments for produce 2004–2005 represent the premiums paid on bananas only.

³ 2006–2008 vanilla/spices figures represent vanilla only. 2009 & 2010 figures include vanilla and other spices.

⁴ 2009–2010 nuts & oilseeds figures include shea butter, brazil nuts, olive oil and olives.

Source: Fair Trade USA

All Products: Imports of Fair Trade Certified Products into the United States

Fair Trade Certified™ imports continued to grow in 2010. All but one category experienced growth, five of which grew by over a third and the majority growing by double-digits. The standout categories included vanilla and honey, with tea, cocoa and sugar also displaying impressive growth. Coffee, Fair Trade USA's flagship product, held steady and the demand pool during 2010 greatly diversified compared to the same period in 2009. Organic coffee also accounted for an impressive 60 percent of imports.

Imports of Fair Trade Certified Products into the United States in Pounds, 1998–2010

Year ^{1,2}	Coffee	Tea	Cocoa ³	Grains ⁴	Sugar	Produce ⁵	Vanilla/ Spices ⁶	Flowers ⁷	Honey	Wine ⁸
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	517,500	1,036,696	73,824	271,680	7,384,202				
2006	64,774,431	629,985	1,814,391	390,848	3,581,563	6,176,907	197,145			
2007	66,339,389	1,134,993	1,951,400	436,456	8,657,427	8,030,482	149,460	650,832		
2008	87,772,966	1,372,261	3,847,759	317,652	8,696,172	25,492,767	44,165	9,835,028	266,385	257,959
2009	108,373,041	1,372,157	2,629,411	1,275,805	11,307,547	50,272,722	149,344	9,539,859	250,662	1,450,717
2010	108,928,751	1,889,259	4,392,674	1,437,005	18,146,124	51,055,320	293,739	9,544,329	919,130	530,446
Total	555,782,033	7,344,101	16,592,846	3,931,589	50,660,514	157,226,571	833,853	29,570,048	1,436,177	2,239,123
Growth 2009-10	1%	38%	67%	13%	60%	2%	97%	0%	267%	-63%



COFFEE

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Coffee:

Fair Trade Certified Producers that Export Green Coffee into the U.S. and World Market

Overall, the number of producer organizations from which our importers sourced continued to increase. Most notable was Peru with 13 additional producer organizations supplying coffee to U.S. buyers from 2009 to 2010. In Peru, overall, only five producer organizations were newly certified in 2010, which suggests that U.S. buyers were accessing more of the existing Peruvian producer organizations.

Fair Trade Certified Producers that Export Green Coffee into the U.S. and World Market by Region and Country 2010

Producer Organizations	U.S. 2008	U.S. 2009	U.S. 2010	World 2010
Latin America				
Bolivia	15	16	14	21
Brazil	10	10	10	17
Colombia	14	20	24	44
Costa Rica	3	6	7	7
Dominican Republic	1	1	1	2
Ecuador	1	1	1	1
El Salvador	3	3	1	4
Guatemala	14	12	10	16
Haiti	1	2	1	6
Honduras	7	12	12	23
Mexico	25	27	27	39
Nicaragua	11	15	16	21
Peru	31	35	48	58
Latin America Subtotal	136	160	172	259
Africa				
Ethiopia	3	3	3	4
Kenya	1	2	1	8
Rwanda	3	3	4	6
Tanzania	1	2	2	7
Uganda	1	1	1	2
Other Africa	0	0	0	7
Africa Subtotal	9	11	11	34
Asia				
India	0	0	0	7
Indonesia	4	7	10	14
Laos	0	0	0	1
Papua New Guinea	2	3	1	3
Thailand	0	1	0	1
Vietnam	0	0	0	3
Asia Subtotal	6	11	11	29
TOTALS	151	182	194	322

Source: Fair Trade USA and Fairtrade International (FLO)

Coffee:

Premium Payments Generated by Fair Trade Certified Coffee Imports



Since 1998, approximately \$44.7 million of Fair Trade premium dollars have gone back to coffee producers. In 2010 alone, over \$10.8 million in Fair Trade coffee premiums were delivered to producers. Fair Trade Certified™ coffee guarantees the Fair Trade premium of an additional 10 cents per pound of green coffee to be paid to producer organizations towards developing community, education, environmental and productivity projects.

Premium Payments Generated by Fair Trade Certified Coffee Imports, 1998–2010

Year	Pounds Certified	Cumulative Coffee Premiums	Annual Coffee Premiums	Annual Growth %
1998	76,059	\$ 3,803	\$ 3,803	N/A
1999	2,052,242	\$ 106,415	\$ 102,612	2598%
2000	4,249,534	\$ 318,892	\$ 212,477	107%
2001	6,669,308	\$ 652,357	\$ 333,465	57%
2002	9,747,571	\$ 1,139,736	\$ 487,379	46%
2003	19,239,017	\$ 2,101,687	\$ 961,951	97%
2004	32,974,400	\$ 3,750,407	\$ 1,648,720	71%
2005	44,585,323	\$ 5,979,673	\$ 2,229,266	35%
2006	64,774,431	\$ 9,218,394	\$ 3,238,722	45%
2007 ¹	66,339,389	\$ 14,159,924	\$ 4,941,530	53%
2008	87,772,966	\$ 22,937,221	\$ 8,777,297	78%
2009 ²	108,373,041	\$ 33,774,525	\$ 10,837,304	23%
2010	108,928,751	\$ 44,667,400	\$ 10,892,875	1%

¹ On June 1st, 2007 the Fair Trade Premium increased from \$0.05 per pound of green coffee to \$0.10 per pound.

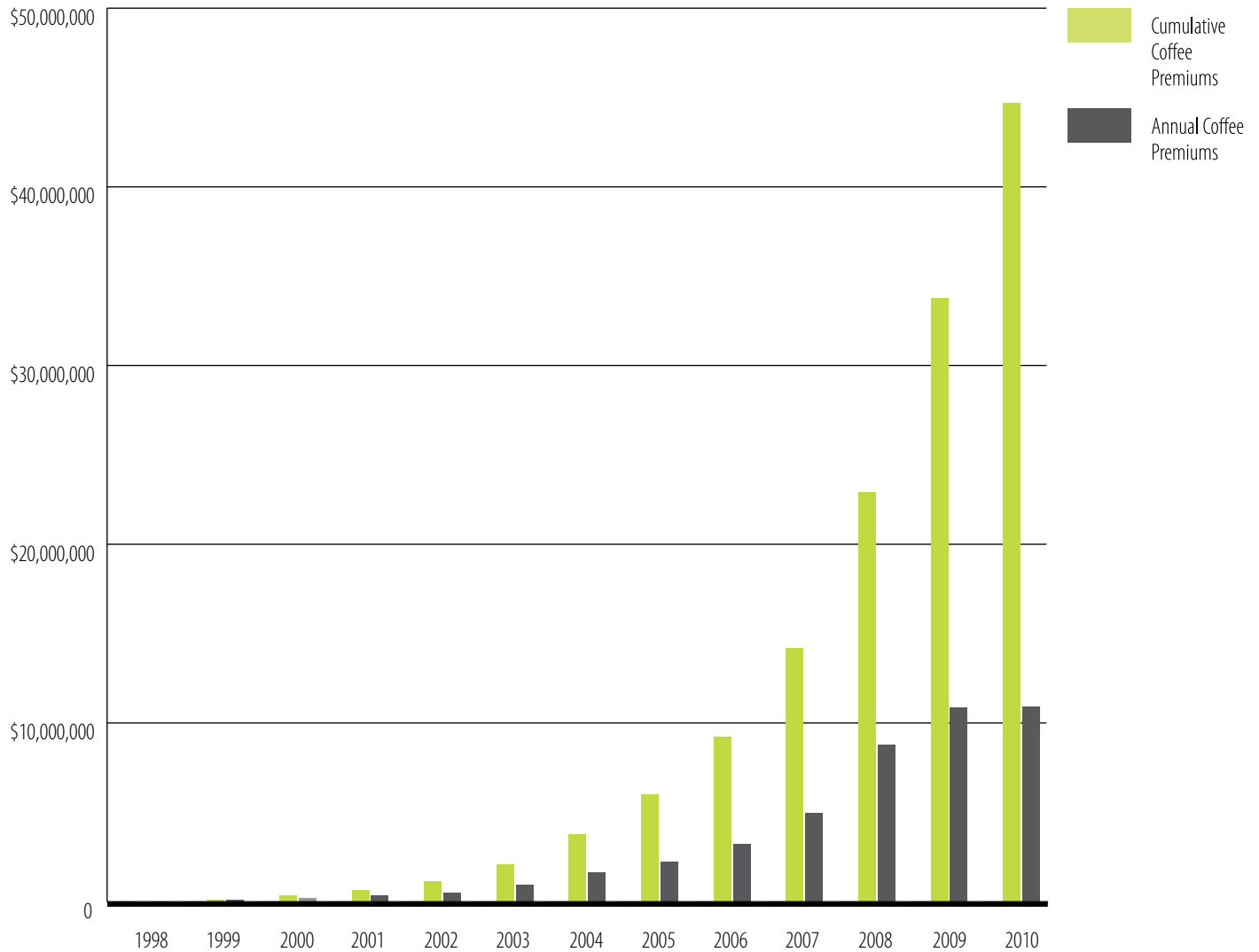
² The 2009 total premium for coffee was adjusted to account for findings during audit.

Source: Fair Trade USA

Coffee:

Fair Trade Premium Payments to Producer Organizations

Fair Trade Premium Payments to Producer Organizations, 1998–2010



Source: Fair Trade USA

Coffee:

Imports of Fair Trade Certified Coffee into the United States

For the second straight year, more than 100 million pounds of Fair Trade Certified™ coffee was imported into the United States in a single year. And to date, over half a billion pounds of Fair Trade Certified coffee has been imported into the United States. Imports of organic Fair Trade Certified coffee increased 27 percent in 2010, bringing the percentage of organic imports up to 60 percent from 48 percent in 2009.

Imports of Fair Trade Certified Coffee into the United States, 1998–2010

Year	TOTAL FAIR TRADE CERTIFIED IMPORTS			ORGANIC FAIR TRADE CERTIFIED IMPORTS			Percent Organic
	Pounds Certified ¹	Growth	Growth Rate	Pounds Organic	Growth	Growth Rate	
1998	76,059	N/A	N/A	76,059	N/A	N/A	100%
1999	2,052,242	1,976,183	2598%	1,696,072	1,620,013	2130%	83%
2000	4,249,534	2,197,292	107%	3,370,211	1,674,139	99%	79%
2001	6,669,308	2,419,774	57%	5,224,435	1,854,224	55%	78%
2002	9,747,571	3,078,263	46%	7,939,812	2,715,377	52%	81%
2003	19,239,017	9,491,446	97%	16,050,873	8,111,061	102%	83%
2004	32,974,400	13,735,383	71%	22,349,395	6,298,522	39%	68%
2005	44,585,323	11,610,923	35%	25,967,653	3,618,258	16%	58%
2006	64,774,431	20,189,108	45%	50,398,223	24,430,570	94%	78%
2007	66,339,389	1,564,958	2%	43,954,107	-6,444,116	-13%	66%
2008	87,772,966	21,433,577	32%	51,971,672	8,017,565	18%	59%
2009 ²	108,373,041	20,600,075	23%	51,711,363	-260,309	-1%	48%
2010	108,928,751	555,710	1%	65,609,812	13,898,449	27%	60%
Total	555,782,033			346,319,687			62%

¹ Certified imports refers to coffee purchases made directly from cooperatives and exporters at origin and purchases made from foreign traders or processors.

² The 2009 total volume for coffee was adjusted to account for findings during audit.

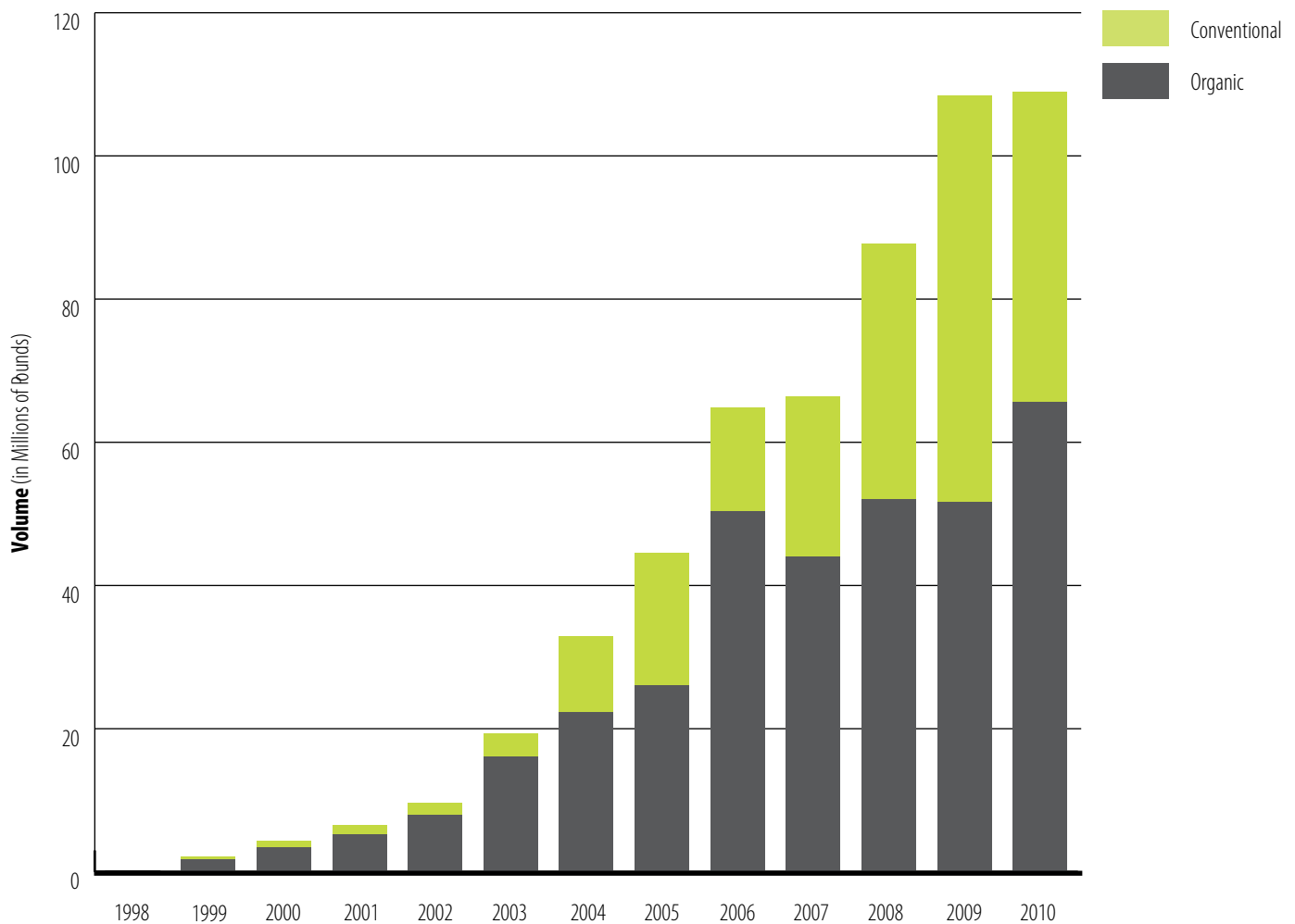
Source: Fair Trade USA

Coffee:

Imports of Fair Trade Certified Coffee into the United States, Organic versus Conventional

Fair Trade Certified™ organic coffee experienced greater growth than conventional coffee in 2010. In fact, organic coffee grew from 48 percent to 60 percent of the total import volume in 2010, amounting to over 65 million pounds. An additional organic price premium is paid to producer organizations on top of the Fair Trade minimum price and premium for organic Fair Trade Certified coffee.

Imports of Fair Trade Certified Coffee into the United States, Organic versus Conventional, 1998–2010



Source: Fair Trade USA

Coffee:

Imports of Fair Trade Certified Coffee into the United States by Country of Origin

In 2010, nearly 109 million pounds of Fair Trade Certified™ coffee were imported into the United States from 21 different countries. Latin America accounted for 80 percent of the total with growth in imports from Colombia, Haiti, Honduras and Nicaragua. The market predicted Nicaragua to have an incredible harvest in 2010, which is supported by its almost 45 percent growth over 2009. In Africa, Rwanda more than doubled in volume and Ethiopia increased 34 percent in volume. Fair Trade USA has been working closely with a number of cooperatives in Africa to increase quality, supply and business acumen. U.S. imports from Asia experienced a 47 percent growth overall largely due to Indonesia's increased supply from newly certified producer organizations. Indonesia has always been one of the largest coffee selling countries into the U.S. Fair Trade market.

Imports of Fair Trade Certified Coffee into the United States by Country of Origin in Pounds, 2006–2010

Country	2006 - 2010	2006	2007	2008	2009 ¹	2010	Growth 2010 vs. 2009 %	Growth 2010 vs. 2009 #
Latin America								
Bolivia	9,552,351	2,101,020	1,766,116	2,041,686	2,247,902	1,395,627	-38%	-852,275
Brazil	29,762,574	4,410,293	6,485,484	8,033,484	6,072,629	4,760,685	-22%	-1,311,945
Colombia	38,473,728	3,354,984	3,340,403	9,089,912	10,594,680	12,093,749	14%	1,499,069
Costa Rica	32,064,027	1,714,840	4,539,963	6,132,402	11,117,149	8,559,673	-23%	-2,557,475
Dominican Republic	947,518	121,330	79,366	213,509	364,045	169,269	-54%	-194,776
Ecuador	995,507	57,044	117,892	294,291	326,894	199,385	-39%	-127,509
El Salvador	1,869,301	543,061	281,387	484,361	324,013	236,479	-27%	-87,534
Guatemala	25,795,860	3,946,812	2,902,323	6,927,812	7,845,530	4,173,384	-47%	-3,672,146
Haiti	168,430	38,000	38,000	79,298	6,132	7,000	14%	868
Honduras	13,697,707	1,152,365	630,456	1,095,249	4,516,123	6,303,515	40%	1,787,392
Mexico	41,433,926	7,906,981	7,716,151	8,797,759	9,849,807	7,163,228	-27%	-2,686,579
Nicaragua	50,657,599	7,283,759	6,245,298	8,402,732	11,730,646	16,995,164	45%	5,264,518
Peru	109,107,988	16,223,524	18,673,333	22,105,130	26,692,128	25,413,873	-5%	-1,278,255
Latin America Subtotal	354,526,517	48,854,013	52,816,171	73,697,623	91,687,678	87,471,032	-5%	-4,216,646
Africa								
Ethiopia	18,248,990	5,704,626	2,236,323	3,321,030	2,981,758	4,005,253	34%	1,023,494
Kenya	589,139	45,900	136,311	62,741	252,652	91,535	-64%	-161,117
Rwanda	1,867,992	410,288	39,683	333,389	332,852	751,781	126%	418,930
Tanzania	4,791,795	82,011	447,833	1,604,240	1,898,412	759,298	-60%	-1,139,114
Uganda	761,293	79,366	39,682	38,029	443,676	160,540	-64%	-283,136
Africa Subtotal	26,259,209	6,322,191	2,899,832	5,359,429	5,909,350	5,768,408	-2%	-140,942
Asia								
East Timor	13,067,370	2,777,622	1,529,474	1,070,738	3,219,770	4,469,767	39%	1,249,997
India	244,545	125,497	119,048	0	0	0	0%	0
Indonesia	39,577,205	6,228,208	8,736,601	7,207,077	6,460,641	10,944,677	69%	4,484,036
Laos	39,683	39,683	0	0	0	0	0%	0
Papua New Guinea	1,943,028	387,536	198,414	438,098	791,858	127,121	-84%	-664,737
Thailand	198,584	39,683	39,849	0	119,052	0	-100%	-119,052
Asia Subtotal	55,070,415	9,598,229	10,623,387	8,715,913	10,591,321	15,541,565	47%	4,950,244
Total²	435,856,141	64,774,433	66,339,389	87,772,966	108,373,041	108,928,751	1%	555,710

¹ The 2009 total volume for coffee was adjusted to account for findings during audit.

² The 2009 and 2010 total volumes include blended coffee (184,692 and 147,746 lbs respectively).

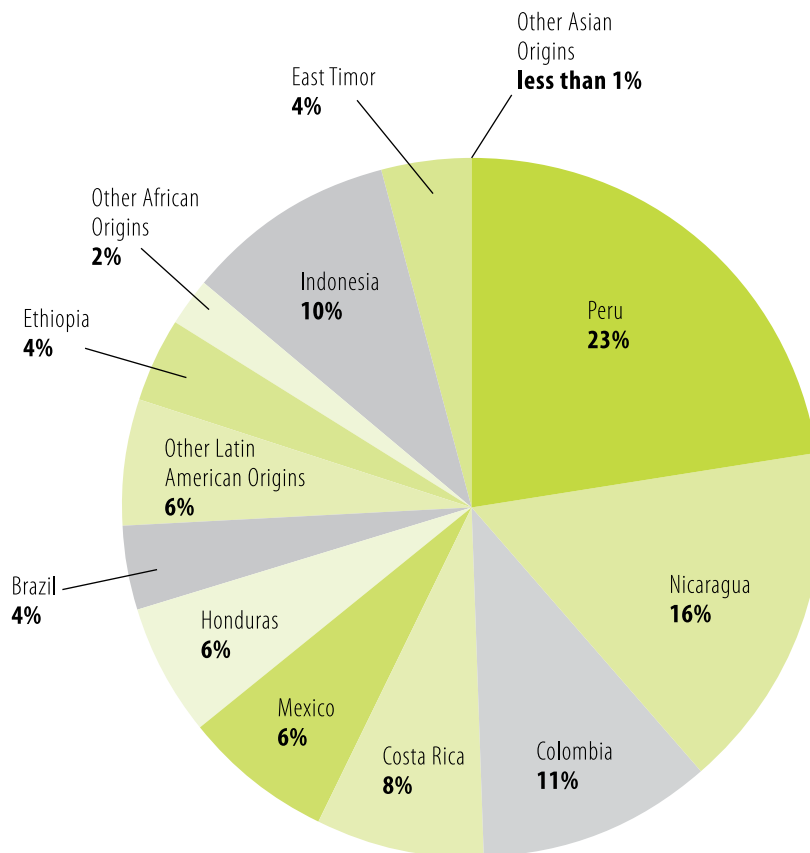
Source: Fair Trade USA

Coffee:

Percent of Fair Trade Certified Coffee Imported into the United States by Country of Origin

Once again, Peru stands out as the leader in Fair Trade Certified™ coffee imports into the United States with 23 percent of the total volume in 2010. Combined with Nicaragua and Colombia, this amounts to half of the total imports.

Percent of Fair Trade Certified Coffee Imported into the United States by Country of Origin, 2010



Source: Fair Trade USA

Coffee:

Top Five Origins of Fair Trade Certified Coffee in the United States



The "Top 5" origins represent almost 70 percent of the total U.S. imports, an even larger share than in previous years. Four out of five of the top origins of Fair Trade Certified™ coffee imported into the United States were from Latin America. In 2009, imports from Indonesia decreased due to a reduced number of certified cooperatives in the region. In 2010, several Indonesian cooperatives and exporters were newly certified, and those that were previously suspended in 2009 made improvements and were brought back in to the Fair Trade system. Organic imports are also more concentrated in this subset of origins (68 percent) as compared to all imports (60 percent).

Top Five Origins of Fair Trade Certified Coffee in the United States by Volume in Pounds, 2010

Country	2006 - 2010	2006	2007	2008	2009 ¹	2010
Peru	109,107,988	16,223,524	18,673,333	22,105,130	26,692,128	25,413,873
Nicaragua	50,657,599	7,283,759	6,245,298	8,402,732	11,730,646	16,995,164
Colombia	38,473,728	3,354,984	3,340,403	9,089,912	10,594,680	12,093,749
Indonesia	39,577,204	6,228,208	8,736,601	7,207,077	6,460,641	10,944,677
Costa Rica	32,064,027	1,714,840	4,539,963	6,132,402	11,117,149	8,559,673
Subtotal	269,880,546	34,805,315	41,535,598	52,937,253	66,595,244	74,007,137
All Origins Total	436,188,580	64,774,433	66,339,389	87,772,966	108,373,041	108,928,751
Top 5 as % of Total	62%	54%	63%	60%	61%	68%

¹ The 2009 total volume for coffee was adjusted to account for findings during audit.

Source: Fair Trade USA

Coffee:

Spotlight on Brazil – Responsible Sourcing Partnership

The 2007–2010 Responsible Sourcing Partnership (RSP) project was an innovative public private partnership including the U.S. Agency for International Development (USAID), Fair Trade USA, Wal-Mart Stores, Inc. and SEBRAE-Minas Gerais that linked Brazilian coffee farmers with mass-market coffee consumers in the United States through Fair Trade. The RSP also furthered USAID/Brazil's goal to promote participation of Micro and Small Enterprise Brazilian coffee producers, including small rural producers, in the global market by: (1) expanding and improving the quality of their supply; (2) increasing producer business and production capacity; and (3) enhancing the marketing abilities of Brazilian coffee growers.

With cash and in-kind contributions from all partners totaling more than US\$2 million, the RSP project provided technical training and investment in farm and cooperative infrastructure to benefit more than 5,700 smallholder farmers in Brazil. At the end of the project, farmers and cooperatives gained the advanced skills necessary to meet market demand for high volumes of Fair Trade Certified™ coffee. Project initiatives have enabled significant advances in Brazilian specialty coffee.

Responsible Sourcing Project: Enhancing Small Producer Capacity across the Board in Brazil

Indicator	Baseline	End of Project	% Change ¹
Return on Investment, 2008 and 2010	453%	1871%	12:1 average
Quality SCAA Score	79.33	81.71	3%
Number of Producer Groups	10	16	60%
Number of Producers	4774	5700	20%
Beneficiaries	28049	33701	20%
Total Production Area (hectares)	101262	118136	17%
Total Production Capacity (mt)	25402	42695	68%
Average Yield (sacks/hectare)	25.61	30.76	20%
Total Fair Trade Certified (FTC) Premium	\$799510	\$1549072	94%
Total Fair Trade Sales Revenue	\$10153787	\$27108774	167%
Total Fair Trade Volume (lb)	7995108	15490728	94%
Average Price FTC Export (\$/lb)	1.27	1.75	38%
Average Price Local	1.01	1.35	34%
Differential FTC/local	0.29	0.40	38%
Number of Women Members	332	454	37%
Credit Offered to Members	3	4	+
Revolving Credit Offered to Members	1	4	+
Number of Sales Contracts	124	210	69%
Number of Business Partners	41	50	22%
Governance Ranking	5.9	7	+
Democracy Ranking	7.7	9.6	++
Decision Making Ranking	6.6	8.5	++

¹ + indicates increase from baseline

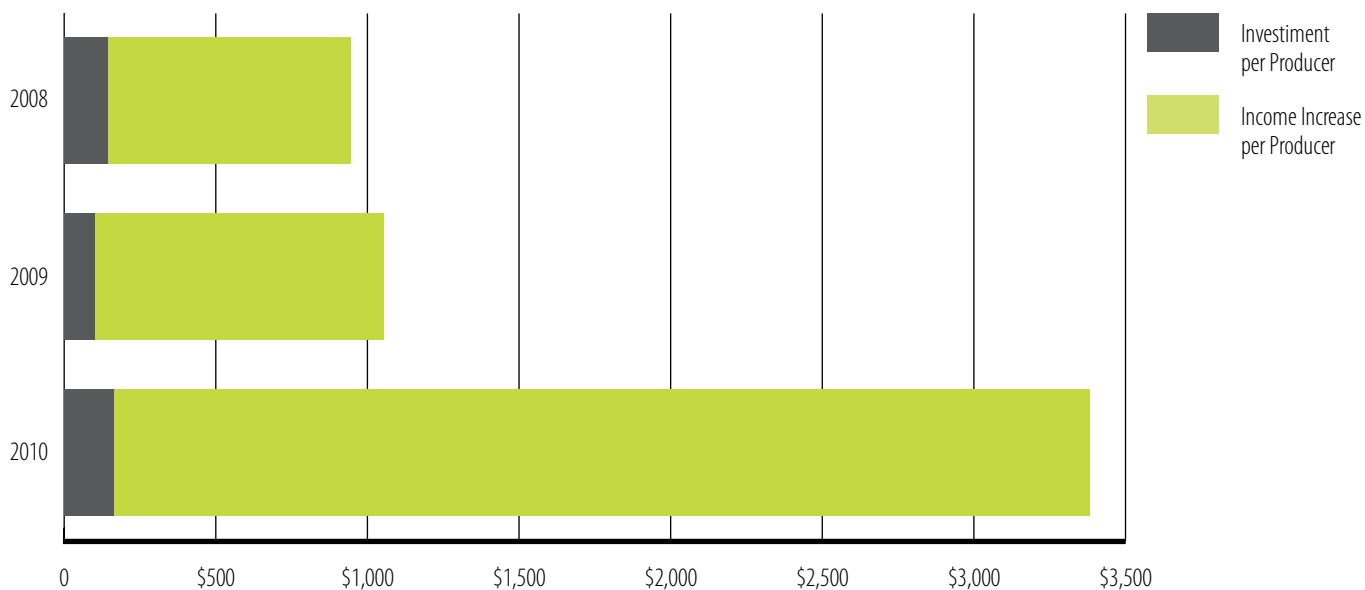
Coffee:

Spotlight on Brazil – Responsible Sourcing Partnership, Additional Income

The project investments were leveraged by partners over three years to increase overall producer incomes. First year data predicted that the final project’s return on investment (ROI) would be 778 percent. However, the ROI has been significantly larger than these initial projections! On average, producers realized a 12:1 return surpassing the project target of 5:1. These improved incomes will continue for years to come based on the model of investing in developing capacity and training of management, quality and marketing of Fair Trade Certified™ coffee. Said another way, you give a man a fish and he’ll eat for day. Or, you can teach a man to fish, and he and his family will eat for years to come.

Spotlight on Brazil – Responsible Sourcing Partnership, Additional Income

	Total Investments	Investment per Producer	Income Increase per Producer	Return on Investment
2008	\$685,583	\$145	\$799	453%
2009	\$511,437	\$100	\$954	858%
2010	\$931,531	\$163	\$3221	1871%
Total	\$2,128,552			



Source: Fair Trade USA



TEA

- 30** Premium Payments to Fair Trade Certified Tea Producer Organizations, 2001-2010
 - 31** Imports of Fair Trade Certified Tea into the United States, 2001-2010
 - 32** Imports of Fair Trade Certified Tea into the United States by Country of Origin, 2006-2010
 - 33** Percent of Fair Trade Certified Tea Imported into the United States by Country of Origin, 2010
-

Tea:

Premium Payments to Fair Trade Certified Tea Producer Organizations



Sales of Fair Trade Certified™ tea to the United States generated over \$2.5 million to date in premiums for producer organizations in nine different countries, funding programs to increase access to health care and education, support women, and protect the environment.

Premium Payments to Fair Trade Certified Tea Producer Organizations, 2001-2010

Year	Pounds Certified	Producer Organizations ¹	Origins	Premium ²
< 2001	65,261	-	-	\$10,757
2002	86,706	16	4	\$30,415
2003	95,669	16	4	\$43,792
2004	180,310	18	3	\$62,346
2005	517,500	29	6	\$177,407
2006	629,985	23	7	\$244,800
2007	1,134,993	47	9	\$428,435
2008	1,372,261	41	9	\$473,954
2009	1,372,157	42	8	\$454,534
2010	1,889,259	46	9	\$631,001
Total	7,344,101			\$2,557,441

¹ Data on the number of producer organizations is not available prior to 2002.

² Fair Trade Premiums are fixed in US Dollars, Euros or South African Rands, dependent on the tea product. Conversion rate used in 2010 Premium Investment is €1 = \$1.32528 and 1 ZAR = \$0.13651 (Historical average from <http://www.oanda.com>). All tea premiums are dispersed by each garden's respective joint body of workers and management or organization of small producers.

Source: Fair Trade USA, www.Oanda.com

Tea:

Imports of Fair Trade Certified Tea into the United States

After a steady year in 2009, U.S. Fair Trade Certified™ tea rebounded with a strong 38 percent growth in 2010 from exciting new Fair Trade tea partners and increased commitments from existing partners. To date, 7.3 million pounds of Fair Trade Certified tea has been traded into the United States, the majority of which is also certified organic.

Both organic and conventional Fair Trade teas had great years in 2010, and organic teas represented approximately 80 percent of imports.

Imports of Fair Trade Certified Tea into the United States, 2001-2010

Year ¹	TOTAL FAIR TRADE CERTIFIED IMPORTS		ORGANIC FAIR TRADE CERTIFIED IMPORTS		
	Pounds Certified	Growth Rate	Pounds Organic ²	Growth Rate	Percent Organic
< 2001	65,261	n/a	n/a	n/a	n/a
2002	86,706	33%	n/a	n/a	n/a
2003	95,669	10%	84,189	n/a	88%
2004	180,310	88%	180,142	114%	100%
2005	517,500	187%	452,618	151%	87%
2006	629,985	22%	594,564	31%	94%
2007	1,134,993	80%	826,342	39%	73%
2008	1,372,261	21%	1,168,504	41%	85%
2009	1,372,157	-0%	1,063,900	-9%	78%
2010	1,889,259	38%	1,420,472	34%	75%
Total	7,344,101		5,790,731		79%

¹ 2001 tea figure includes tea certified in the second half of 2000.

² Volume of certified organic Fair Trade Tea is not available prior to 2003. Prior to 2007, organic status was not an element of the Fair Trade USA audit, and should be considered an estimate.

Source: Fair Trade USA

Tea:

Imports of Fair Trade Certified Tea into the United States by Country of Origin

Imports grew across almost all origins in 2010, with strong growth across Africa. Kenya was added as an origin for Fair Trade Certified™ tea sourced by U.S. business partners.

Imports of Fair Trade Certified Tea into the United States by Country of Origin in Pounds, 2006–2010

Country	2006	2007	2008	2009	2010	Growth Rate (2009 - 2010)
India	311,050	405,013	527,857	426,356	564,465	32%
China	148,935	216,470	265,392	292,182	365,402	25%
Sri Lanka	51,938	304,955	129,141	40,271	93,929	133%
Vietnam	n/a	389	1,833	1,798	8,659	382%
Nepal	3,258	2,019	147	n/a	n/a	n/a
Asia Subtotal	515,181	928,846	924,370	760,607	1,032,454	36%
Rwanda ¹	n/a	63,955	199,352	302,660	442,216	46%
Egypt	14,447	73,195	69,898	121,231	119,876	-1%
South Africa	98,152	53,000	159,752	67,785	179,755	165%
Tanzania	2,204	15,997	18,890	3,030	20,063	562%
Kenya	n/a	n/a	n/a	n/a	2,646	n/a
Africa Subtotal	114,803	206,147	447,891	494,706	764,556	55%
Total²	629,985	1,134,993	1,372,261	1,372,157	1,889,259	38%

¹ Rwandan imports, while representing a significant share of total volume, are primarily sold to customers in the United Kingdom.

² The 2009–2010 total volumes include blended origins (116,844 pounds and 92,249 pounds respectively).

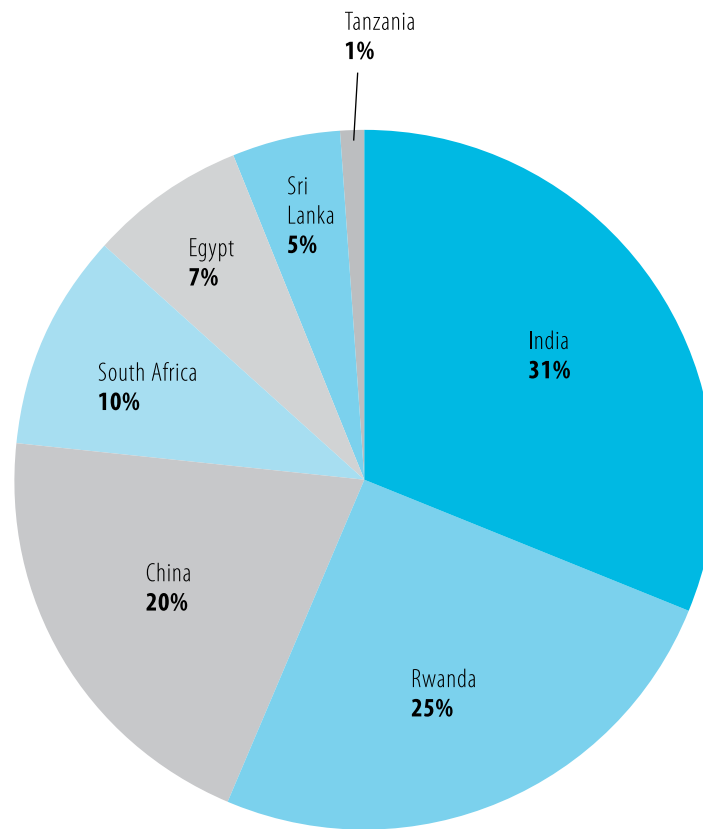
Source: Fair Trade USA

Tea:

Percent of Fair Trade Certified Tea Imported into the United States by Country of Origin

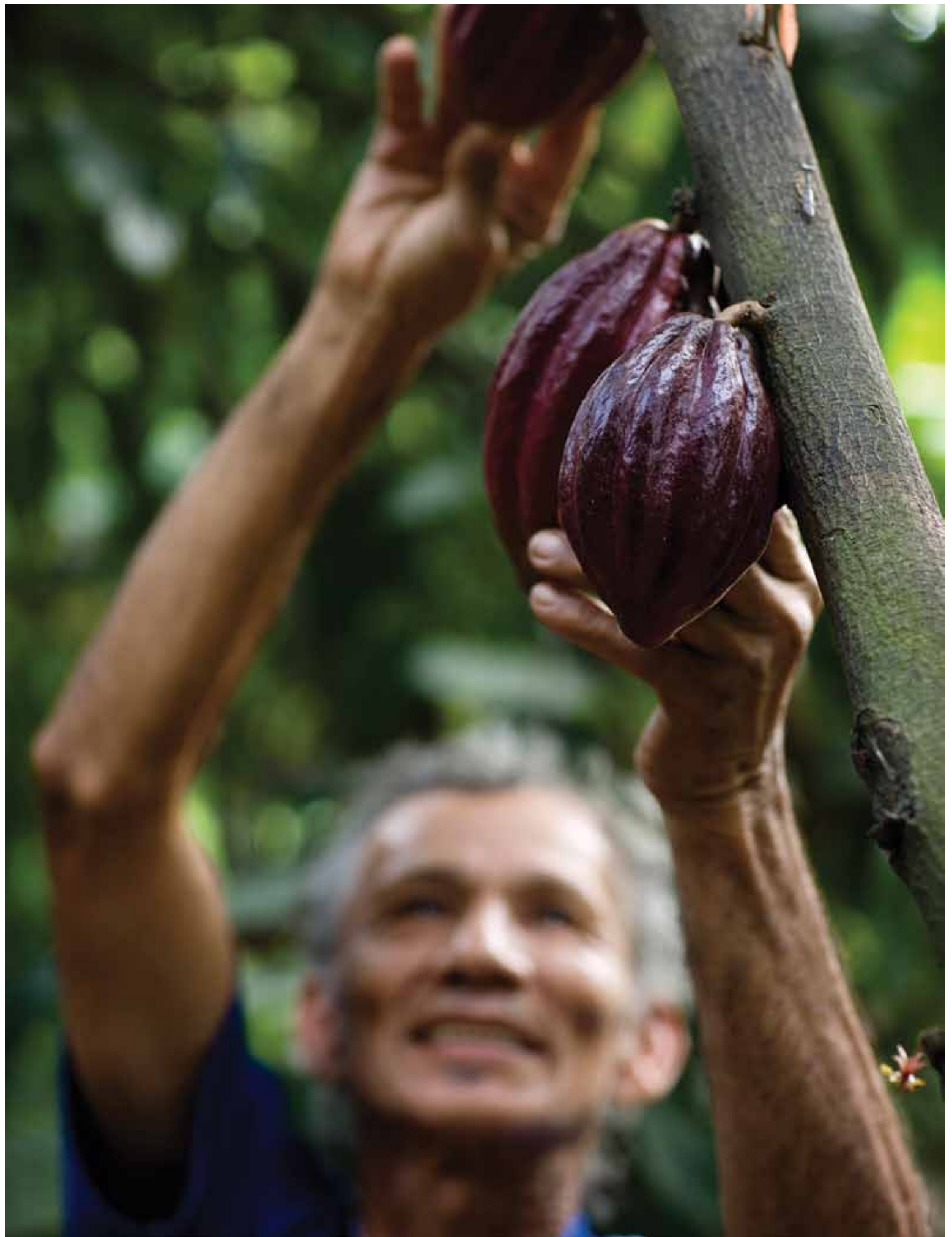
U.S. importers sourced approximately 57 percent from Asia, with the remaining 43 percent from Africa. Although Asia remains a primary region for Fair Trade Certified™ teas into U.S., imports across continents have evened out in recent years.

Percent of Fair Trade Certified Tea Imported into the United States by Country of Origin, 2010



Origins representing less than 1% of total imports not included with this graph

Source: Fair Trade USA



COCOA

- 36** Premium Payments Generated by Fair Trade Certified Cocoa in the United States, 2002–2010
 - 37** Percent of Premium Payments to Fair Trade Certified Cocoa Producer Organizations by Country of Origin, 2010
 - 38** Imports of Fair Trade Certified Cocoa into the United States, 2002–2010
-

Cocoa: Premium Payments Generated by Fair Trade Certified Cocoa in the United States

Since 2002, over \$1.25 million in premiums have been paid by Fair Trade USA business partners. This income has funded programs to create better access to health care and education, support women and protect the environment. Small-scale cocoa producers across West Africa and Latin America benefit from U.S. consumers' commitment to supporting strong cooperatives, fair prices and fair conditions of employment.

Premium Payments Generated by Fair Trade Certified Cocoa in the United States, 2002–2010

Year	Pounds Certified	Origins ¹	Premium
2002	14,050	-	\$956
2003	178,888	-	\$12,171
2004	727,576	5	\$38,291
2005	1,036,696	8	\$130,233
2006	1,814,391	7	\$199,164
2007	1,951,400	9	\$132,748
2008	3,847,759	9	\$261,752
2009	2,629,411	9	\$178,871
2010	4,392,674	7	\$298,875
Total	16,592,846		\$1,253,063

¹ Data not available 2002-2003.

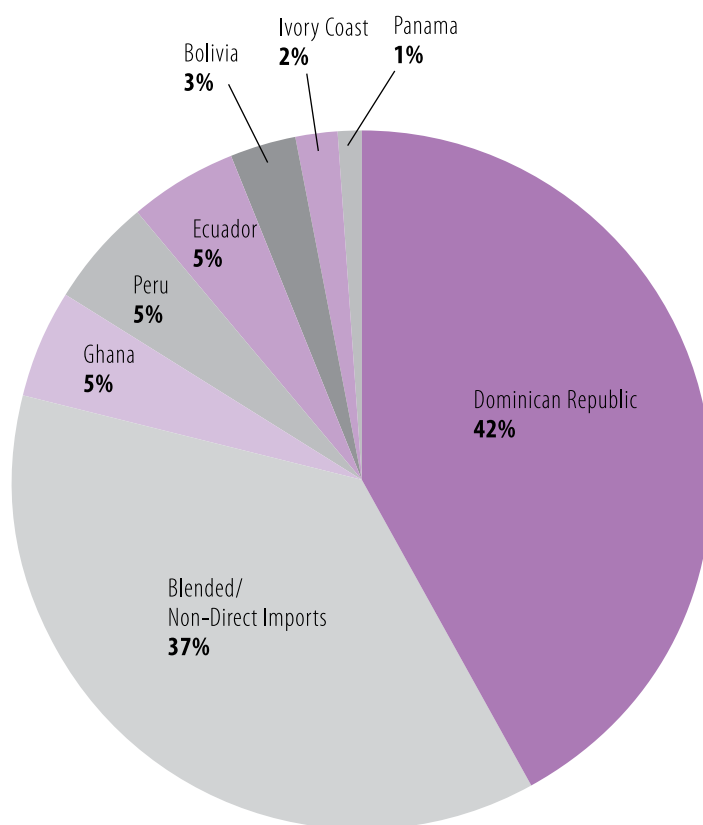
Source: Fair Trade USA

Cocoa:

Percent of Premium Payments to Fair Trade Certified Cocoa Producer Organizations by Country of Origin

Most of the world's cocoa is exported as a raw bean to an increasingly concentrated number of cocoa processors in Europe and North America. Much of the certified cocoa product entering the United States is processed and blended with other sources of cocoa to meet particular flavor profiles. However, some U.S. importers purchase directly from cooperatives and processors with increasing abilities to process and export cocoa products themselves. A key origin for Fair Trade Certified™ cocoa in the United States is the Dominican Republic.

Percent of Premium Payments to Fair Trade Certified Cocoa Producer Organizations by Country of Origin, 2010



Cocoa that is blended may come from multiple origins and therefore cannot be specifically attributed to one country.

Source: Fair Trade USA

Cocoa: Imports of Fair Trade Certified Cocoa into the United States



The demand for Fair Trade Certified™ cocoa increased considerably in 2010 due to demand generated by Fair Trade partners that manufacture chocolate bars. Contributing to this growth is also the growing trend of using Fair Trade Certified cocoa butter in body care products. Cocoa powder has started to appear in ready-to-drink beverages, baking mixes, and ice cream. Channeling growing demand by consumers towards ethical cocoa, imports of Fair Trade Certified cocoa and chocolate products boomed in 2010, with a 67 percent increase from last year.

Imports of Fair Trade Certified Cocoa into the United States, 2002–2010

Year	TOTAL FAIR TRADE CERTIFIED IMPORTS		ORGANIC FAIR TRADE CERTIFIED IMPORTS		Percent Organic
	Pounds Certified ²	Growth Rate	Pounds Organic	Growth Rate	
2002 ¹	14,050	n/a	7,122	n/a	51%
2003	178,888	1173%	173,556	2337%	97%
2004	727,576	307%	618,187	256%	85%
2005	1,036,696	42%	744,238	20%	72%
2006	1,814,391	75%	1,449,841	95%	80%
2007	1,951,400	8%	1,481,230	2%	76%
2008	3,847,759	97%	3,461,875	134%	90%
2009	2,629,411	-32%	2,385,984	-31%	91%
2010	4,392,674	67%	3,881,673	63%	88%
Total	16,592,846		14,203,705		86%

¹ TransFair USA launched Fair Trade Certified Cocoa in the second half of 2002.

² 2004–2010 figures represent an estimate of the volume of cocoa beans necessary to produce the Fair Trade Certified cocoa that was imported by U.S. business partners. 2002–2003 volumes represent the total volumes of finished cocoa products imported.

Source: Fair Trade USA





PRODUCE

- 42 Origins and Producer Organizations by Produce Type, 2010
 - 43 Premium Payments to Fair Trade Certified Produce Producer Organizations by Country of Origin, 2010
 - 44 Imports of Fair Trade Certified Produce into the United States by Produce Type, 2004–2010
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-

Produce:

Origins and Producer Organizations by Produce Type



Of the 27 groups that supplied bananas into the U.S. market in 2010, 18 were from Colombia. The large quantity of bananas sourced from Colombia alone made the country the largest origin of Fair Trade Certified™ produce sold to retailers and distributors in the United States. Costa Rica was the largest growth origin within the produce category when compared to 2009 due to the re-emergence in demand for Fair Trade Certified pineapples.

Origins and Producer Organizations by Produce Type in Pounds, 2010

	Colombia	Costa Rica	Dominican Republic	Ecuador	Haiti	Mexico	Peru	South Africa	Producer Organizations
Avocados	0	0	0	0	0	149,279	0	0	1
Bananas	23,654,960	0	240,000	10,198,600	0	0	7,821,600	0	27
Citrus	0	0						281,790	1
Mangos	0	0	0	0	264,460	0	157,188	0	2
Pineapples	0	8,287,443	0	0	0	0	0	0	2
Total	23,654,960	8,287,443	240,000	10,198,600	264,460	149,279	7,978,788	281,790	33

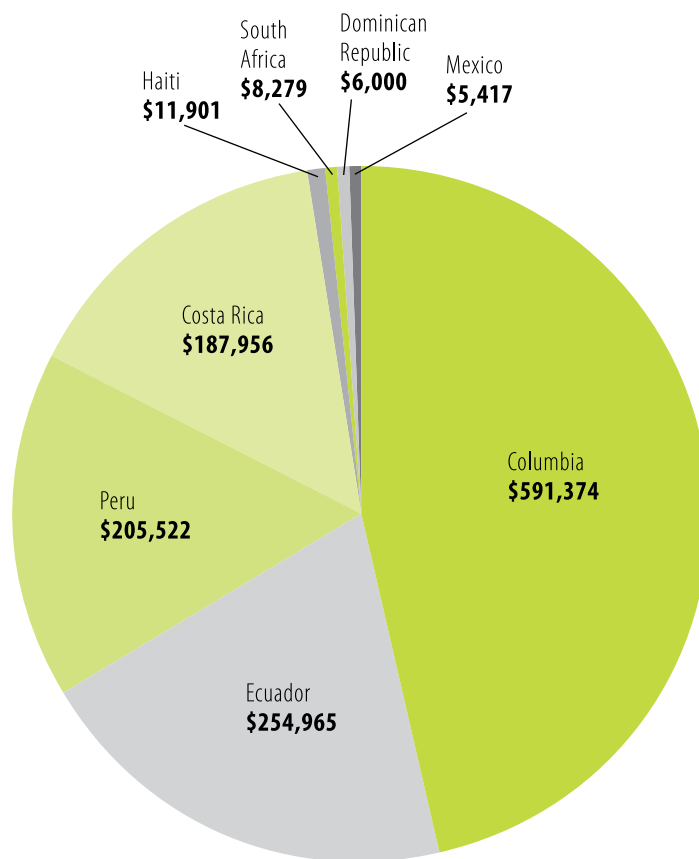
Source: Fair Trade USA

Produce:

Premium Payments to Fair Trade Certified Produce Producer Organizations by Country of Origin

Fair Trade Certified™ produce continued to impact farming regions across the world, delivering over \$1.27 million in premium payments for community development projects in 2010 alone. The sources for Fair Trade Certified produce also continued to diversify in 2010. The largest growth origins were Costa Rica and Peru, which went from one to 15 percent and nine to 16 percent of imports, respectively.

Premium Payments to Fair Trade Certified Produce Producer Organizations by Country of Origin, 2010



All Fair Trade Premiums are fixed in U.S. Dollars except citrus. Citrus premiums are paid in South African Rand. During 2010, the average conversion rate was 1 ZAR = US\$0.13651

Source: Fair Trade USA, www.oanda.com

Produce:

Imports of Fair Trade Certified Produce into the United States by Produce



The Fair Trade Certified™ produce category continued to grow for the fourth consecutive year, receiving a boost with the re-introduction of Fair Trade Certified pineapples. Over eight million pounds of all-organic pineapples were certified in 2010. Additionally, Fair Trade Certified clementine oranges were imported into the United States for the first time since 2007 and mangos imported from Haiti and Peru neared levels not seen since 2006.

Imports of Fair Trade Certified Produce into the United States by Produce Type in Pounds, 2004–2010

	2004–2010	2004	2005	2006	2007	2008	2009	2010	Growth Rate (2009-2010)
Avocados	759,829	0	0	0	0	56,000	554,550	149,279	-73%
Bananas	144,490,050	8,223,920	7,239,530	5,718,360	7,228,000	24,894,400	49,270,680	41,915,160	-15%
Citrus¹	1,670,319	0	0	0	780,207	464,607	143,715	281,790	96%
Grapes	9,180	9,180	0	0	0	0	0	0	N/A
Mangos	1,536,402	109,571	144,672	456,699	22,275	77,760	303,777	421,648	39%
Pineapples	8,760,791	471,500	0	1,848	0	0	0	8,287,443	N/A
Total	157,226,571	8,814,171	7,384,202	6,176,907	8,030,482	25,492,767	50,272,722	51,055,320	2%

¹ Citrus figures for 2007 and 2010 include clementines and navel oranges. The figures for 2008 and 2009 represent navel oranges only.

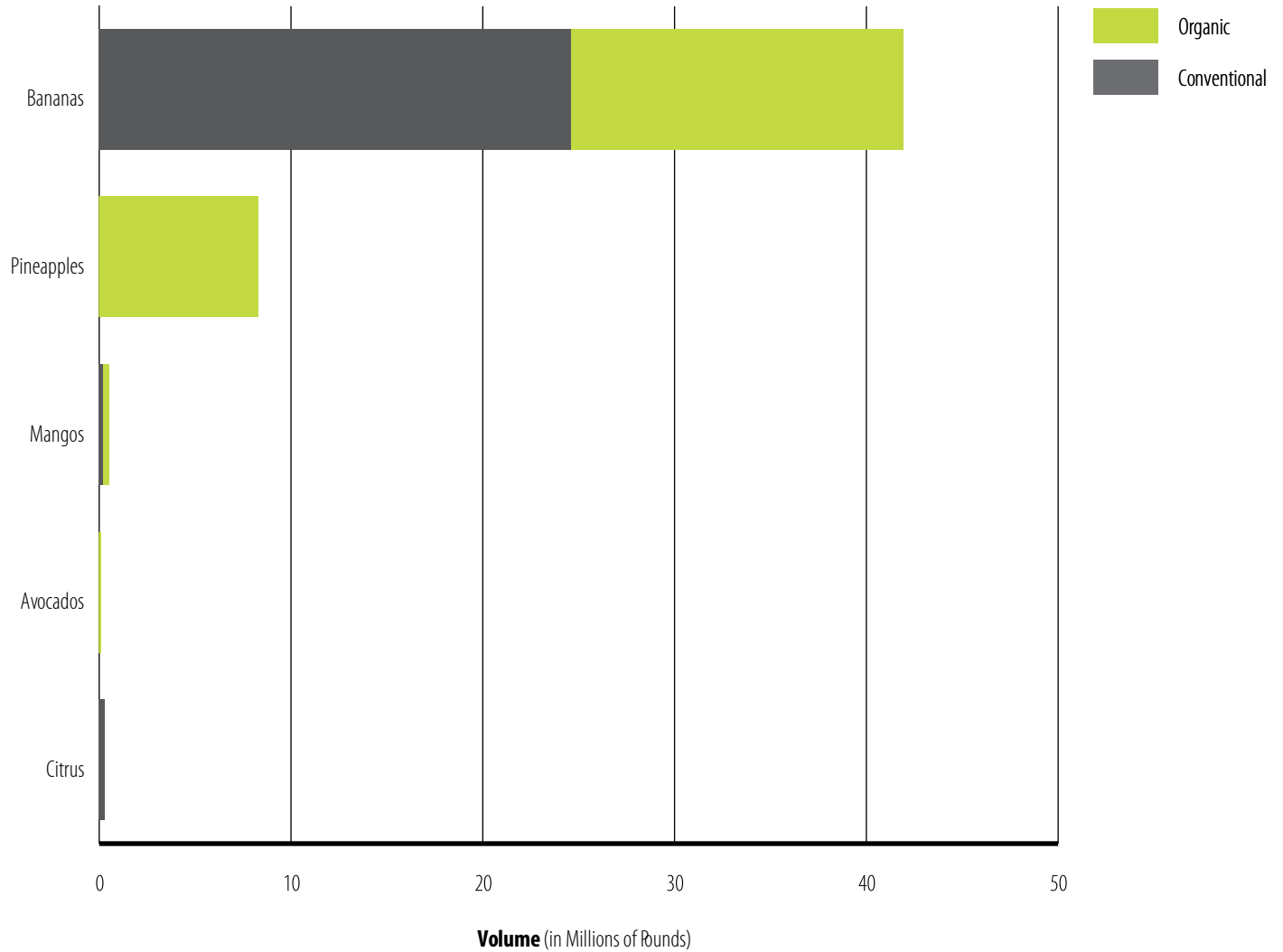
Source: Fair Trade USA

Produce:

Imports of Fair Trade Certified Produce into the United States by Produce Type

One of the most outstanding increases noted within the produce category in 2010 was the incredible growth in organic products imported. Organic imports more than doubled year-over-year, from nearly 13 million pounds to over 26 million pounds.

Imports of Fair Trade Certified Produce into the United States by Produce Type, 2010



Source: Fair Trade USA



SUGAR

- 48** Volumes and Premium Payments for Fair Trade Certified Sugar by Origin, 2006–2010
 - 49** Imports of Fair Trade Certified Sugar into the United States by Country of Origin, 2006–2010
 - 50** Imports of Fair Trade Certified Sugar into the United States, 2005–2010
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Sugar:

Volumes and Premium Payments for Fair Trade Certified Sugar by Origin



Consumers in the United States continue to deliver tremendous impact to sugar cane growing families and communities across Latin America, Africa and Asia contributing an impressive \$640,000 in premiums in 2010, and almost \$1.8 million over the past six years. While Paraguay has represented the largest origin of Fair Trade Certified™ sugar each year since implementation, it is equally exciting to note the recurrence of imports from the Philippines.

Volumes and Premium Payments for Fair Trade Certified Sugar by Origin, 2006–2010

Country	2006–2010	2006	2007	2008	2009	2010	Growth Rate (2009 - 2010)
Costa Rica	2,903,390	303,467	1,525,351	85,800	644,850	343,922	-47%
Malawi	5,898,216	579,871	1,147,804	1,191,849	1,289,855	1,688,837	31%
Paraguay	41,536,984	2,674,226	5,984,272	7,415,494	9,371,663	16,091,330	72%
The Philippines	46,035	24,000	0	0	0	22,035	n/a
Total Pounds¹	50,388,834	3,581,563	8,657,427	8,696,172	11,307,547	18,146,124	60%
Total Premium	\$1,751,082	\$124,704	\$289,683	\$303,891	\$392,763	\$640,041	63%

¹ The 2008-2009 total volumes include blended origins (3,029 and 1,179 pounds respectively).

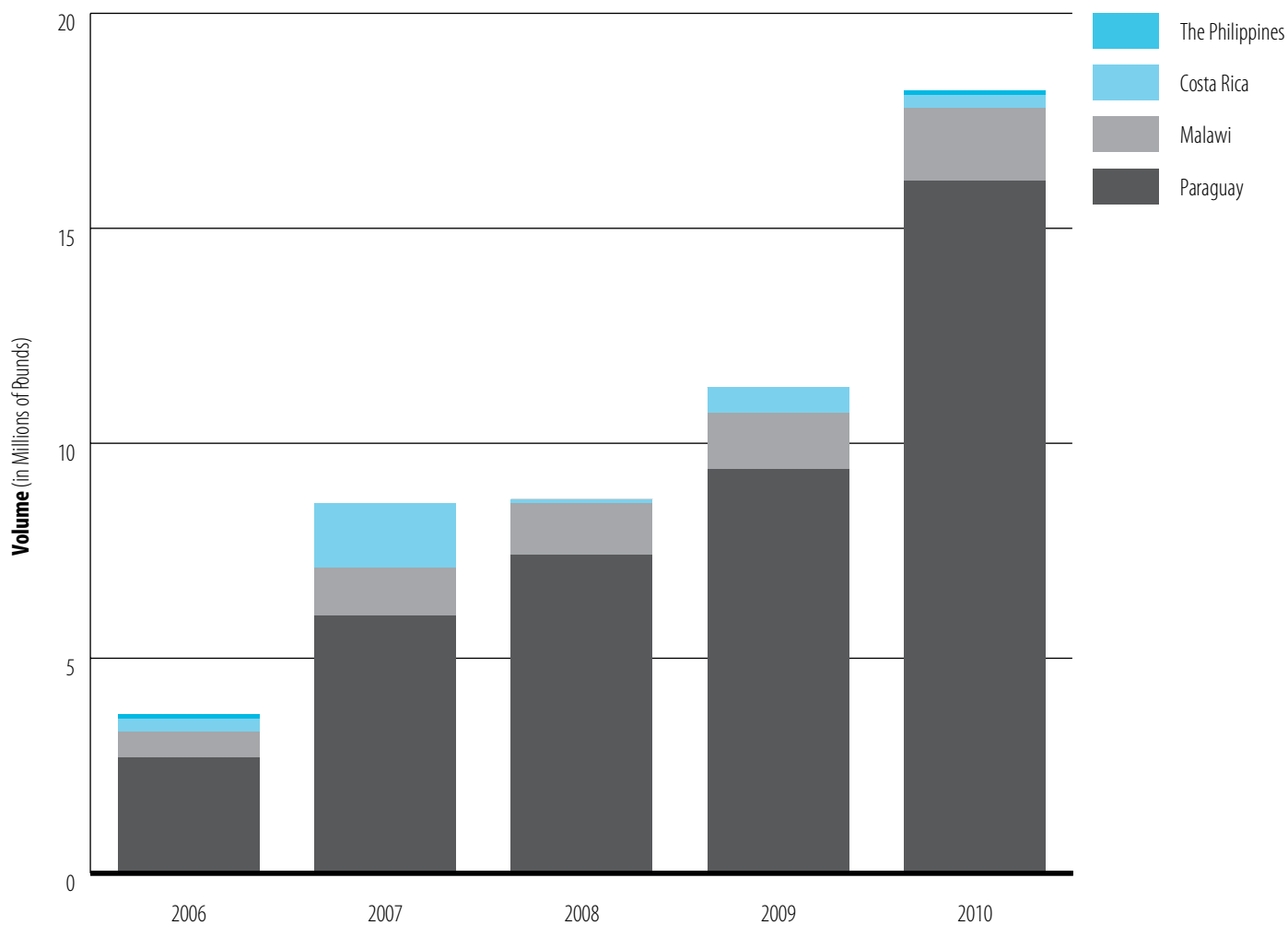
Source: Fair Trade USA

Sugar:

Imports of Fair Trade Certified Sugar into the United States by Country of Origin

The demand for Fair Trade organic sugar, primarily supplied by Paraguayan sugar cane growers, has been exhibiting steady growth year after year. The increased and consistent benefit to these communities allows for continued development projects and infrastructure improvements that are democratically chosen by the cooperative members.

Imports of Fair Trade Certified Sugar into the United States by Country of Origin, 2006–2010



Source: Fair Trade USA

Sugar:

Imports of Fair Trade Certified Sugar into the United States



Fair Trade Certified™ sugar reached a milestone with over 50 million pounds imported into the United States since 2005. Coupled with a 60 percent increase from 2009, this versatile product continues to make a presence as packaged sugar or as a sweetener in an ever-growing list of consumer packaged goods such as chocolate bars, bottled beverages, jams, spreads, ice cream and frozen desserts.

Imports of Fair Trade Certified Sugar into the United States, 2005–2010

Year	TOTAL FAIR TRADE CERTIFIED IMPORTS		ORGANIC FAIR TRADE CERTIFIED IMPORTS		Percent Organic
	Pounds Certified	Growth Rate	Pounds Organic	Growth Rate	
2005	271,680	n/a	109,214	n/a	40%
2006	3,581,563	1218%	3,003,932	2651%	84%
2007	8,657,427	142%	5,965,223	99%	69%
2008	8,696,172	<1%	7,415,494	24%	85%
2009 ¹	11,307,547	30%	9,371,663	26%	83%
2010	18,146,124	60%	16,113,365	72%	89%
Total	50,660,514		41,978,891		83%

¹ 2009 Pounds Certified adjusted to account for findings during audit.

Source: Fair Trade USA





NEW PRODUCTS

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New Products:

Grains: Imports of Fair Trade Certified Grains into the United States

Since 2005, sales of Fair Trade grain products in the United States delivered almost \$100,000 in impact dollars, reaching rice farmers across South and Southeast Asia and quinoa farmers high in the Andes.

Grains: Imports of Fair Trade Certified Grains into the United States, 2005–2010

Year	Pounds Certified	Growth Rate	Percent Organic	Producer Organizations ¹	Premium ²	Origins
Rice						
2005	73,824	n/a	15%	2	\$781	India, Thailand
2006	390,848	429%	85%	2	\$5,851	India, Thailand
2007	436,456	12%	72%	2	\$6,449	India, Thailand
2008	317,652	-27%	13%	5	\$5,085	India, Thailand
2009	971,454	206%	4%	2	\$17,711	India, Thailand
2010	157,455	-84%	60%	2	\$1,688	Thailand
SubTotal	2,347,689		35%		\$37,565	
Quinoa						
2009	304,351	n/a	100%	2	\$11,734	Bolivia
2010	1,279,549	320%	100%	2	\$49,334	Bolivia
SubTotal	1,583,900		100%		\$61,068	
Total	3,931,589		61%		\$98,634	

¹ Until 2008, the data for rice reflects the number of exporters and does not reflect the multiple producers exporting through these groups.

² Fair Trade rice premiums are fixed in Thai Baht. Conversion rate for 2010 is 1 THB = \$0.03152 (Historical average from <http://www.oanda.com>).

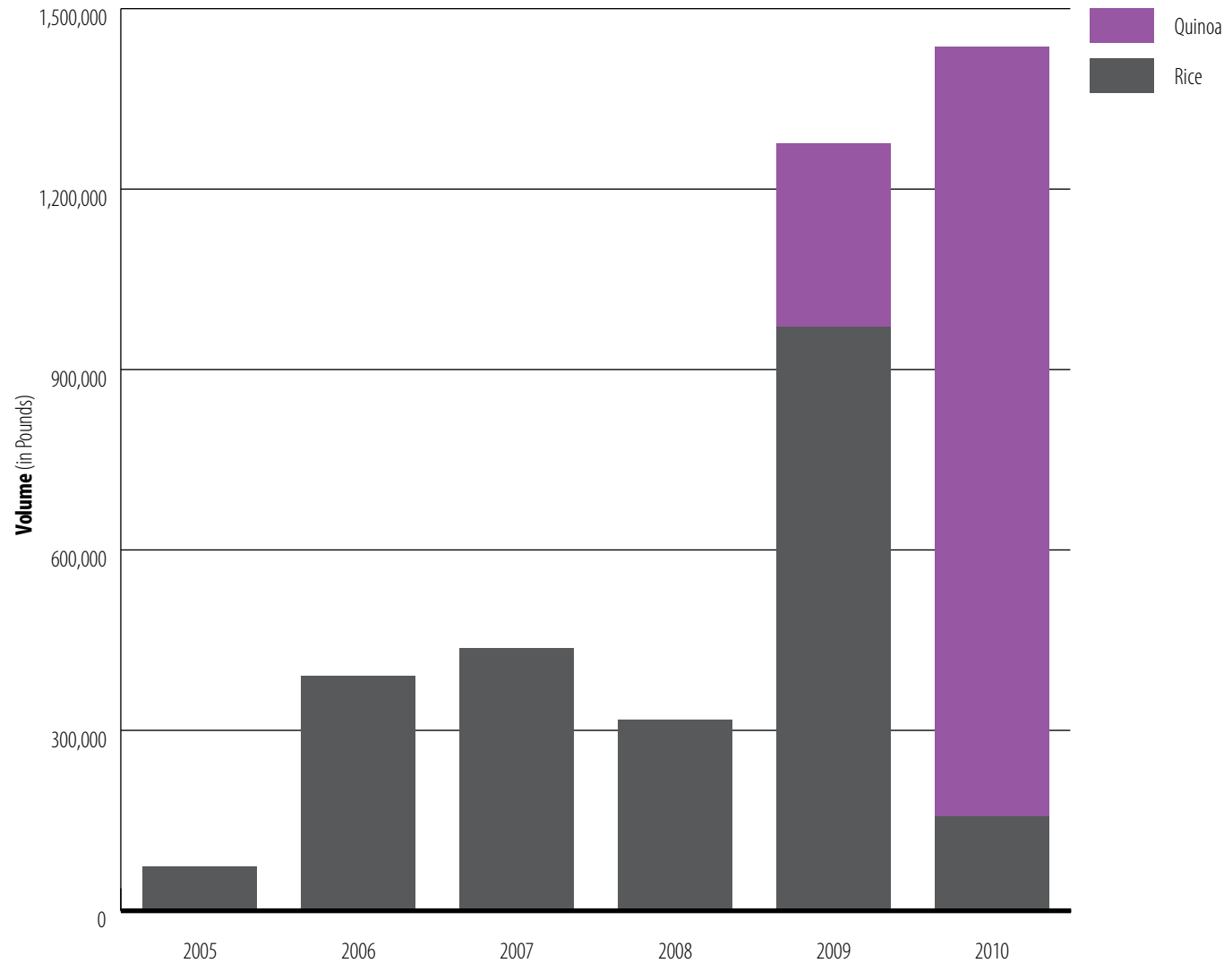
Source: Fair Trade USA, www.Oanda.com

New Products:

Grains: Imports of Fair Trade Certified Rice and Quinoa into the United States

Upon starting Fair Trade Certified™ quinoa in 2009, imports of this super grain have soared, with volume growth quadrupling in 2010 alone.

Grains: Imports of Fair Trade Certified Rice and Quinoa into the United States, 2005–2010



Source: Fair Trade USA

New Products:

Vanilla & Spices: Imports of Fair Trade Certified Vanilla and Spices into the United States

Fair Trade spice imports continued into their second year in 2010 and Fair Trade Certified™ vanilla experienced significant expansion due to exciting new commitments, promising continued impact to farming communities. To date, over \$270,000 in premium funds for community development have reached vanilla and spice producers in India, Uganda, Sri Lanka and Madagascar.

Vanilla & Spices: Imports of Fair Trade Certified Vanilla and Spices into the United States, 2006–2010

Year	Pounds Certified ¹	Growth Rate	Percent Organic	Producer Organizations	Premium ²	Origins
Vanilla						
2006	197,145	n/a	48%	5	\$52,760	India, Uganda
2007	149,460	-24%	16%	5	\$39,998	India, Uganda
2008	44,165	-70%	33%	5	\$11,819	India, Uganda
2009	53,261	21%	28%	4	\$26,172	India, Uganda
2010	247,490	365%	9%	8	\$121,616	India, Madagascar
SubTotal	691,520		24%		\$252,365	
Other Spices						
2009	96,084	n/a	100%	1	\$14,769	Sri Lanka
2010	46,250	-52%	100%	2	\$5,134	Sri Lanka, India
SubTotal	142,333		100%		\$19,903	
Total	833,854		37%		\$272,269	

¹ For vanilla, pounds certified represents green pounds certified and is based on a 6:1 weight conversion ratio for green to cured beans.

² 2006-2008 premiums for vanilla were determined at the rate for vanilla green beans; 2009–2010 premiums were determined at the rate for vanilla cured beans as 100-percent of volume was imported in this form. For products with Fair Trade Premiums fixed in Euros, the conversion rate used in 2010 Premium Investment is €1 = \$1.32528 (Historical average from <http://www.oanda.com>).

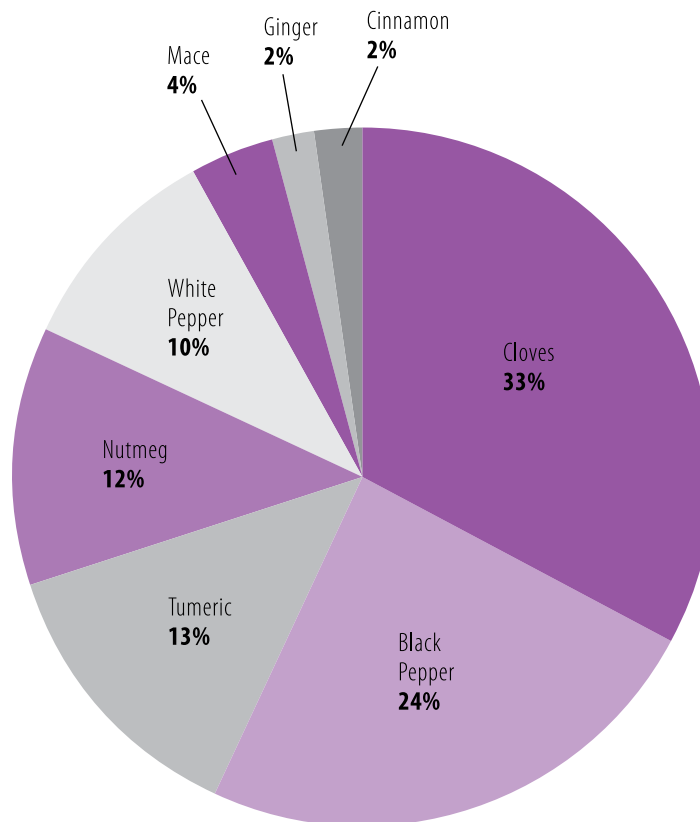
Source: Fair Trade USA, www.oanda.com

New Products:

Vanilla & Spices: Percent of Fair Trade Certified Spices Imported into the United States

Organic pepper and cloves represent the majority of U.S. Fair Trade spice imports to date. There is great growth potential for Fair Trade spices as retail-ready products or as ingredients in products such as chai teas and baking mixes.

Vanilla & Spices: Percent of Fair Trade Certified Spices Imported into the United States, 2010



Source: Fair Trade USA

New Products:

Flowers: Imports of Fair Trade Certified Flowers into the United States



Flower imports into the United States remained consistent in 2010 when compared to the last two years. This category quickly took off after its launch at the end of 2007 and consumers have provided close to \$1 million in premium payments to floral farm workers for investments in their communities and futures.

Flowers: Imports of Fair Trade Certified Flowers into the United States, 2007–2010

Year	Stems Certified	Growth Rate	Producer Organizations	Premium	Origins
2007 ¹	650,832	n/a	10	\$8,125	Ecuador, Colombia, Kenya
2008	9,835,028	1411%	21	\$302,835	Ecuador, Colombia, Kenya
2009	9,539,859	-3%	16	\$295,352	Ecuador, Colombia, Kenya
2010	9,544,329	0%	12	\$306,350	Ecuador, Kenya
Total	29,570,048			\$912,662	

¹ Represents a partial year; Fair Trade USA launched Fair Trade Certified Flowers in the second half of 2007.

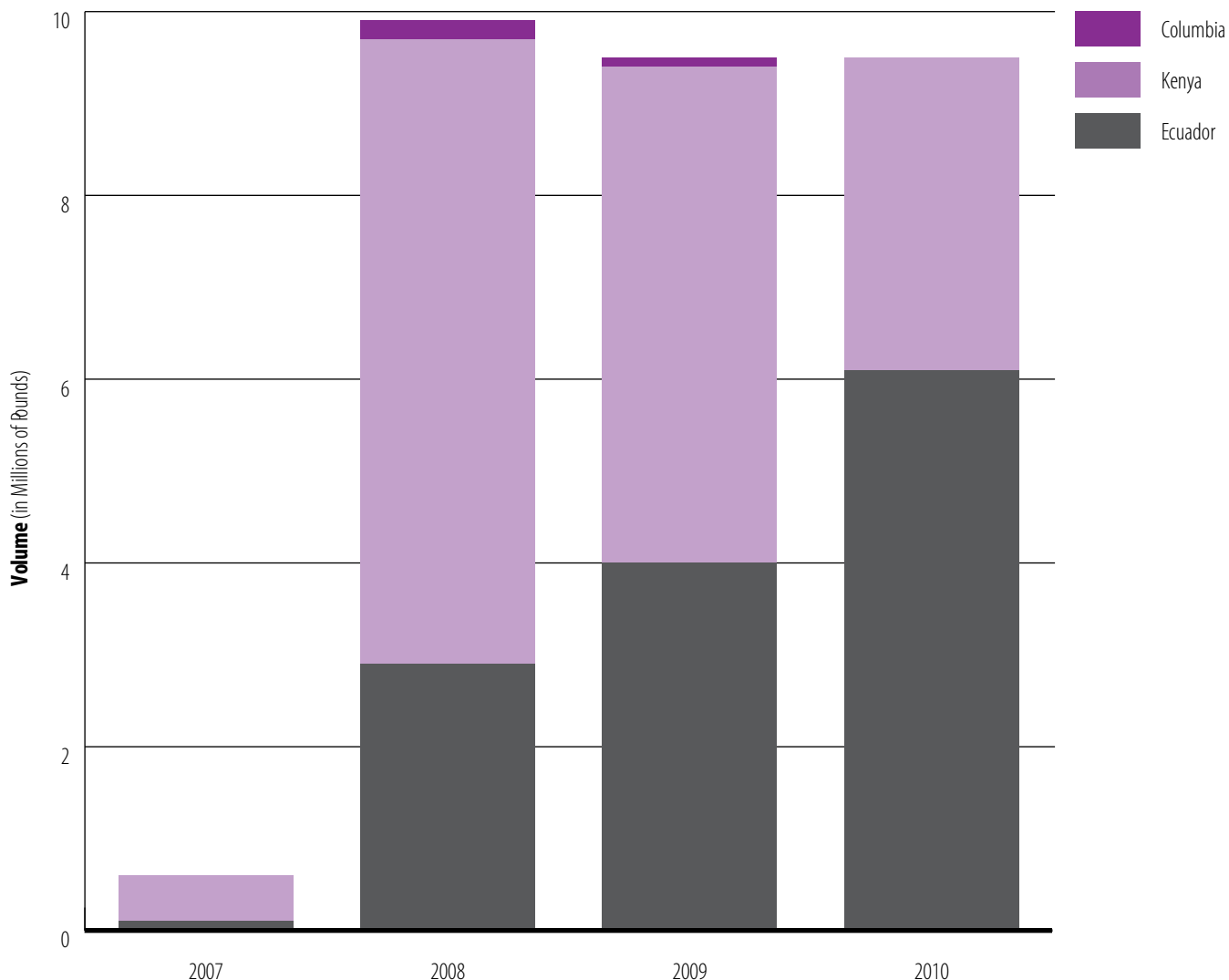
Source: Fair Trade USA

New Products:

Flowers: Imports of Fair Trade Certified Flowers into the United States by Country of Origin

With 64 percent of the total imports in 2010, Ecuador surpassed Kenya as the leading supplier of Fair Trade flowers to the U.S. market. In flowers, premium is a percentage of the sale price; Ecuadorian farmers generally receive a higher premium per stem than Kenyan farmers because of their higher quality flowers. Producer organizations in both countries received a combined amount of over \$300,000 in premium funds for community development during 2010.

Flowers: Imports of Fair Trade Certified Flowers into the United States by Country of Origin, 2007–2010



Source: Fair Trade USA

New Products:

Wine: Imports of Fair Trade Certified Wine into the United States, 2008–2010



While 2010 has been a slow year for Fair Trade wine in the U.S., the percentage of Fair Trade organic wine more than doubled to 38 percent. Argentina stands out as the largest origin of Fair Trade Certified™ wine, contributing 52 percent of the supply, but a steady contribution was seen in South African and Chilean imports, contributing 33 and 15 percent, respectively. Although the volume of imports dropped, the number of producer organizations sourced from has more than doubled since implementation.

Wine: Imports of Fair Trade Certified Wine into the United States, 2008–2010

Year	Bottles Certified ¹	Growth Rate	Percent Organic	Producer Organizations	Premium ²	Origins
2008	257,959	n/a	15%	4	\$34,128	South Africa, Argentina
2009	1,450,717	462%	14%	7	\$202,789	South Africa, Argentina, Chile
2010	530,446	-63%	38%	10	\$68,586	South Africa, Argentina, Chile
Total	2,239,123		20%		\$305,503	

¹ Based on 750 ml bottles.

² Fair Trade premium for wine varies by wine grape. The premium is 50 Euros per 700 liters of red wine and 50 Euros per 630 liters of white wine. The table reflects premium payments converted to U.S. Dollars. The exchange rate for 2010 producer premium was €1 = US\$1.32528 (historical average from www.oanda.com).

Source: Fair Trade USA, www.oanda.com

New Products:

Honey: Imports of Fair Trade Certified Honey into the United States

With imported volumes more than tripling over last year, honey has truly arrived. With a growing base of committed partners spanning the food and body care industries, origins of Fair Trade Certified™ honey in the United States expanded from Mexico and into Brazil with impressive impact to farmers in both countries.

Honey: Imports of Fair Trade Certified Honey into the United States, 2008–2010

Year	Pounds Certified	Growth Rate	Percent Organic	Producer Organizations	Premium	Origins
2008	266,385	n/a	100%	4	\$18,125	Mexico
2009 ¹	250,662	-6%	100%	3	\$17,055	Mexico
2010	919,130	267%	100%	6	\$62,537	Brazil, Mexico
Total	1,436,177				\$97,717	

¹ 2009 figures adjusted to account for findings during audit.

Source: Fair Trade USA

New Products:

Nuts & Oilseeds: Imports of Fair Trade Certified Nuts and Oilseeds into the United States



The Fair Trade nuts and oilseeds category launched last year, and so far the U.S. market has had the most impact in olive oil. The domestic market demand is largely driven by the efforts of a growing number of business partners who remain committed to delivering significant impact back to producers and their families across the world. Collectively, Fair Trade sales of bottled olive oil, body care products and nuts generated over \$27,500 in premiums for community development to producers since 2009.

Nuts & Oilseeds: Imports of Fair Trade Certified Nuts and Oilseeds into the United States, 2009–2010

Product Type	Year	Unit	Volume Certified	Growth Rate	Producer Organizations	Premium ¹	Origins
Olive Oil²							
	2009	Liters	16,867	n/a	1	\$10,821	Palestine
	2010	Liters	13,900	-18%	3	\$8,474	Palestine
Olives							
	2009	Pounds	0	n/a	0	\$0	n/a
	2010	Pounds	992	n/a	1	\$42	Palestine
Brazil Nuts							
	2009	Pounds	36,080	n/a	1	\$6,134	Peru
	2010	Pounds	12,100	-66%	1	\$2,057	n/a
Shea Butter							
	2009	Pounds	54	n/a	1	\$6	Burkina Faso
	2010	Pounds	513	850%	1	\$57	Burkina Faso

¹ Fair Trade Premiums are fixed in US Dollars or Euros, dependent on the product. Conversion rate used for 2010 is €1 = \$1.32528 (Historical average from www.oanda.com). All nut and oilseed premiums are dispersed by the organization of small producers.

² Conversion for Olive Oil from liters to kilograms is 0.92 kilograms per liter.

Source: Fair Trade USA, www.oanda.com

New Products:

Sports Balls: Imports of Fair Trade Certified Sports Balls into the United States



After a successful first year, sales of Fair Trade sports balls to the United States continued in 2010 with 500 footballs sold. American consumers are now able to buy soccer, rugby, footballs, volleyballs and basketballs knowing that workers receive fair prices for their products.

Sports Balls: Imports of Fair Trade Certified Sports Balls into the United States, 2009–2010

Year	Sports Balls Certified	Producer Organizations	Origin
2009	850	2	Pakistan
2010	500	1	Pakistan
Total	1,350		

Source: Fair Trade USA

