



FAIRTRADE
DEUTSCHLAND

Fairness

ANNUAL AND IMPACT REPORT 2025/26

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Gaby Thatiana Escobar Ordinola is a banana farmer and accountant at the APPBOSA cooperative in Peru, which has been Fairtrade-certified since 2005. Today, it has almost 500 members.

© Fabian Sturm / Fairtrade Sverige

Our successes



€41.7 million

**Fairtrade
Premiums**



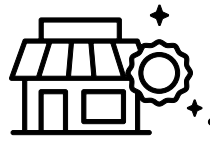
1.9 million

**Fairtrade
producers
and workers***



1,824

**Fairtrade
cooperatives***



509

**Fairtrade
licence partners**



9,051

**Fairtrade
products**



€3.1 billion

**Fairtrade
sales**



933

**Fairtrade
Towns**



1,026

**Fairtrade
Schools**



51

**Fairtrade
Universities**



First

**Fairtrade
federal state**

* As of the end of 2024
At the end of 2025

Fairness connects. Fairness makes the difference.

It's about whether female and male producers at the beginning of global supply chains can make a living from their labour. About how resilient global supply chains are. And about whether markets make a future possible. Especially in turbulent times, we need guidance – and the courage to take responsibility and look ahead. This Annual and Impact Report shows that fair trade remains a strong alternative to inequality, insecurity and exclusion. It stands for partnership, dependability and the conviction that global trade only has a future if it is structured fairly.

Our vision is a constant driving force: a world in which producers in the Global South can lead a safe and fulfilling life, fulfil their potential and decide their own future. With this goal firmly in mind, the year 2025 marked an important transition for Fairtrade: the conclusion of the strategy period 2021–2025 and, at the same time, the beginning of a new phase. A phase in which we build on proven approaches and develop new answers to a world that has become more complex, fast-paced and contradictory.

“What encourages us is that fairness is not an abstract ideal, but a daily practice.”

Climate and environmental crises, volatile markets, rising production and raw material costs and a changing political

framework in Europe pose major challenges for producers and companies alike. New, constantly changing legal requirements on supply chains and due diligence obligations, as well as environmental and consumer communication, open up opportunities for greater fairness. Fairtrade sees itself as a reliable partner for cooperatives at the beginning of supply chains, for companies and trade in Germany, and for a committed civil society. Consumer behavior is also changing, presenting us with both challenges and opportunities. Price awareness is becoming increasingly relevant in everyday life – but so is the desire for sustainability and quality. Together with our partners, we find ways to position ourselves in this challenging environment, build trust in the market and thus further expand Fairtrade's market share.

What gives us courage: Fairness is not an abstract ideal, but daily practice. This was also evident in 2025: in Fairtrade record sales of over €3 billion, in the strong commitment of Fairtrade Towns, Schools and



Universities, in the ongoing development of our standards, and in tangible improvements made possible by investments funded by Fairtrade Premiums in the Global South. Above all, it is reflected in the ongoing exchange with producers, partners and political stakeholders. In 2026, we launched another programme with far-reaching impact. With our Living Income approach, we offer companies the opportunity to make a concrete contribution to closing income gaps beyond certification. Lidl International is boldly leading the way with us and is the first German programme partner. A true milestone and a signal to the industry, demonstrating that positive change arises where people assume shared responsibility.

This report invites us to take a closer look: at what has been achieved, at changes and at what is possible. We are starting the new strategy period 2026–2028 with energy and confidence. Fairness remains our shared value – as an attitude, as a goal and as an invitation to actively help shape the future of fair trade.

“Fairness remains our shared value – as an attitude, as a goal and as an invitation to actively help shape the future of fair trade.”

Executive Board of Fairtrade Deutschland e. V.
Claudia Brück
Katja Carson
Benjamin Drösel



Fairtrade stands for fairness

Fairtrade is more than a label. Fairtrade is a global movement, a sociopolitical actor and a reliable partner for fair trade.

Fairtrade connects people across continents, combines strengths and creates opportunities for fairer trade. In an increasingly polarised society, fairness is becoming increasingly important: it shapes how people take responsibility, make purchasing decisions and understand their role in the economy and society.

Fairtrade takes up this sense of fairness and translates it into effective action. Through binding standards, stable minimum prices, Fairtrade Premiums, market access, capacity building and thematic programmes, Fairtrade supports producers at the beginning of global supply chains. Fairtrade helps to rethink global food systems in strong partnerships with cooperatives, companies, civil society and government.

The foundation for this work from 2021 to 2025 was the Fairtrade Germany strategy with its five guiding goals. At the end of this phase, it is time to make the impact visible, to assess successes and to openly address any challenges. After all, Fairtrade seeks not only to achieve impact, but also to measure it so we can learn from it.

Five goals – one impact system

Greater impact for producers

Supporting producers holistically

Positive market development in Germany

Increase Fairtrade sales

Conducive sociopolitical environment

Placing fair trade in the public discourse

Future-oriented digitalisation

Promoting resilient and transparent supply chains

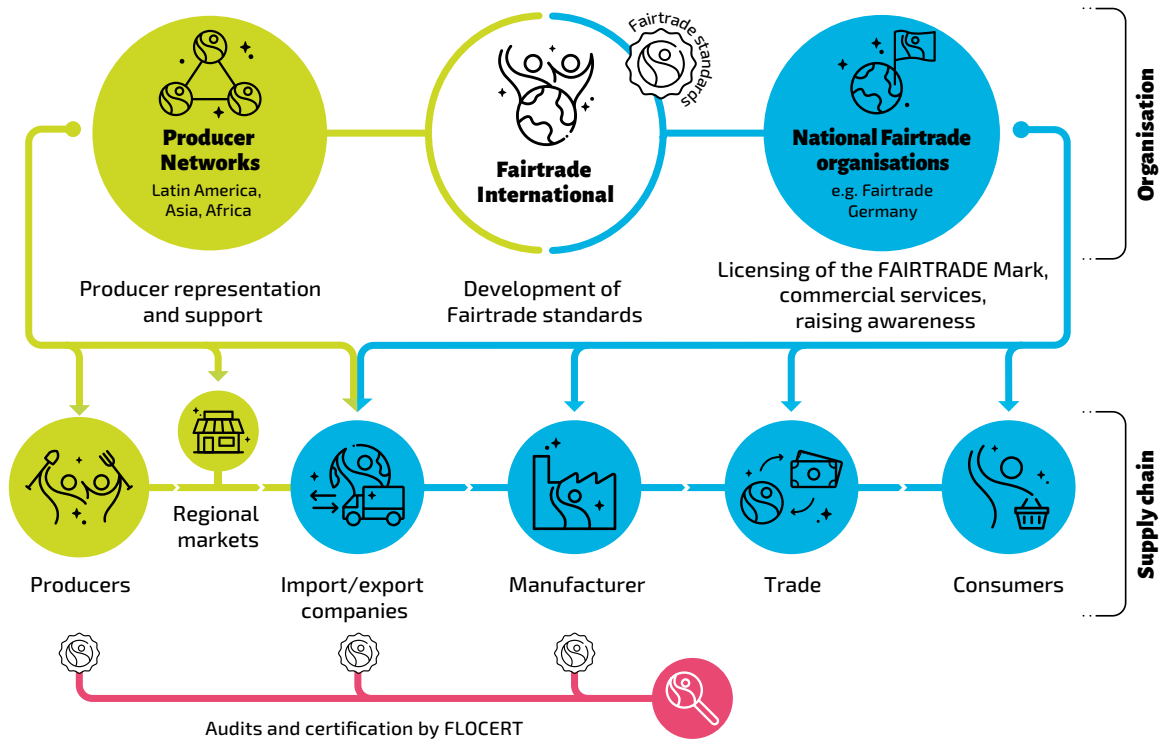
Inspiring and competitive organisation

Making Fairtrade the first choice

How Fairtrade works

From the growing regions in Latin America, Africa and Asia to the supermarket shelves in Germany, Fairtrade operates along the entire value chain. The focus is on producers who come together in democratically organised cooperatives. They meet social, ecological as well as economic standards and, for their sales under Fairtrade conditions, receive stable minimum prices, an additional premium, advisory services and better market access. Fairtrade also promotes living wages for workers in salaried positions. With Fairtrade, companies rely on transparent, long-term trade relationships and simultaneously strengthen their brand positioning and corporate values. Consumers, in turn, contribute to fairer living and working conditions with every purchase of Fairtrade products, while committed supporters help spread the idea of fair trade. Fairtrade connects these stakeholders in a global system that sets standards, advises trading partners and continuously develops processes. The result is an approach that does not leave fairness to the market, but actively shapes it.

The Fairtrade system



Fairtrade standards

The standards are developed in joint consultation processes with all stakeholders and are compliant with the International Social and Environmental Accreditation and Labelling Alliance (ISEAL). As a member of this world-leading, non-profit association for sustainability standards and labels, it is also Fairtrade's commitment to meet recognised benchmarks and, where possible, to advance the Sustainable Development Goals (SDGs). In the course of the extensive Standard Evolution Process (STEP), the standards are currently undergoing comprehensive further development to address growing global challenges. The aim is to make the standards even more practical and effective.

Key areas of work

Thematic focus areas provide the foundation for collaborative work. Fairtrade places central, closely interlinked themes that holistically address the realities faced by producers at the heart of its work. From climate and the environment to decent livelihoods and workers' rights, through to gender equality and children's rights – Fairtrade takes a holistic approach and considers the thematic interconnections.



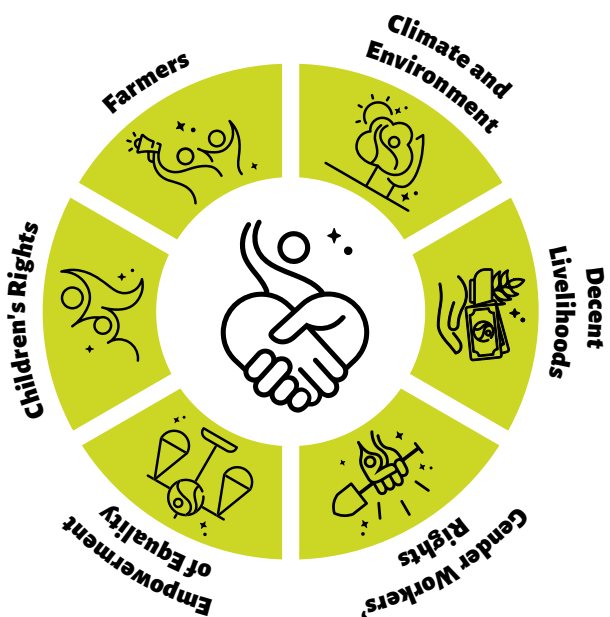
Fairtrade key areas of work

Fairness is not a straightforward path. In a complex and dynamic environment, clear structures and common thematic focal points provide guidance within the Fairtrade system.



Credibility in global trade

The external certifier FLOCERT ensures that certified participants along the entire supply chain, up to the finished product, meet Fairtrade requirements and standards.





Fair responsibility: greater impact for producers

Fairtrade strengthens income, resilience and self-determination in trade – together with producers and strong partners.

People at the beginning of global supply chains are at the heart of Fairtrade's work. The association works with 1,824 cooperatives from 68 countries (as of 2024), representing the interests of almost 2 million producers and workers. Its perspective is future-focused. That is why they have 50% of the decision-making power in the General Assembly of Fairtrade International. This equitable structure makes Fairtrade unique.

Binding standards, stable minimum prices and Fairtrade premiums form the heart of the Fairtrade system. They create planning certainty, investment opportunities, and boost incomes. Producer networks represent, support and advise local producers. Projects and programmatic work in the growing regions complement the holistic approach. In 2025, projects were implemented with institutions such as the German

Federal Ministry for Economic Cooperation and Development (BMZ), the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), the European Commission, the International Climate Initiative (IKI) and Forum Fairer Handel, among others, as well as with many corporate partners and brands.

Regulatory requirements and climate change remain challenging. Topics such as due diligence, deforestation prevention, biodiversity protection and agroecological approaches are increasingly shaping work on the ground. For Fairtrade, a holistic approach therefore also means providing guidance in a changing legal and ecological environment.

€41.7 million

in Fairtrade Premiums were paid out to producer organisations in 2025.



> €2 million

were spent on international issues.



Matilde Perdomo and Merlin Urrea – coffee cultivation in Honduras

“ We have been growing coffee for three generations. Our grandparents passed on their craft to us with commitment and devotion. Today we continue the work with a lot of love to support our family. Fairtrade gives us the assurance that we receive fair prices for our work and connects us to consumers and the world – through transparency, respect and responsibility. ”



Producer Stories

Through personal stories, producers share the realities of their lives and how Fairtrade influences them.



The Fairtrade approach works

The Evidence Map is an analysis of over 120 studies. It confirms the positive economic, social and environmental impacts of Fairtrade.



Holistic support

© Fairtrade / Mohamed Aly Diabaté



and improved marketing. 24% of participating households are now above the living income level. Two years ago, it was 7%. Another 50% are approaching this level. The results show that targeted support works.

Strengthening competencies

© CLAC



the Fairtrade system. An important milestone in 2025 was the establishment of an internal Fairtrade Support Centre for Climate and Environment, which prepares producers for climate and environmental risks and systematically develops sustainable solutions.

Living income

© Angela Ponce / Alce Nero



programme developed by Fairtrade. The entire own-brand chocolate bar range will be switched to Fairtrade standards in five countries. An important signal to the industry!

Strong partners, strong impact

© Fairtrade Česko a Slovensko



children's rights, and workers' rights, as well as environmental and climate topics, such as agroforestry systems and climate change adaptation. The Impact Map illustrates all Fairtrade projects and their direct impact at local level.

Fair responsibility

Good incomes, which enable investments and reserves, require more than stable minimum prices. Fairtrade develops scalable approaches to increasing income. A programme in cocoa cultivation in West Africa that started in 2024 is already having an effect. The Cocoa Living Income Study 2025 shows that living standards and incomes are also increasing thanks to cooperative services such as training, advisory services

With programmes such as LIFE FairTHRIVE for the EU Deforestation Regulation and the HREDD Support Fund for the implementation of corporate due diligence, Fairtrade supports producers and companies in meeting regulatory requirements by providing training, advisory services, digital tools and networking opportunities. Fairtrade also actively promotes climate and environmental competencies throughout

The Grow Further Living Income Programme systematically contributes to closing the income gap of cocoa producers, so that their incomes become sufficient to secure a livelihood. Among other measures, it includes the payment of a fixed additional amount per tonne of cocoa – in addition to the Fairtrade minimum price and premium as well as the Living Income Reference Price. Lidl International is the first German company to implement the

In 2025, projects were implemented with corporate partners and brand manufacturers such as Aldi, Brands Fashion, Café Chavalo, Caventura, J.J. Darboven, dm, Gepa, Gunz, Kolping Röstwerkstatt, KoRo, Lidl, Maestrani, Original Food, Port International, REWE Group, Storck, WeltPartner and Wertform. They addressed topics such as strengthening rural farming structures, promoting gender equality,



Fair marketing: Positive market development

Fairtrade strengthens demand, visibility and trust – for sales that are channelled meaningfully and strategically into fair trade.

Over €3 billion in sales were achieved in 2025 with over 9,000 Fairtrade-certified products from 509 licence partners on the German market – a new record and an increase of 8.8% compared to the previous year. 288 new products also contributed to this. This growth is more than a number: it is a key lever for real change. Increasing Fairtrade sales mean more premiums for producers and licence fees for the work Fairtrade does here and on the ground. Together with companies, consumers and advocates, Fairtrade is working to make fairness the new normal.

Fairtrade is continuously deepening its cooperation with commercial players, going far beyond mere product certification and licensing. Together with many trade partners and brand manufacturers, innovative concepts, attention-grabbing promotional campaigns and new services have been developed to further advance fair trade.

Whether "We are all Fairtrade" or "Fairbruary" – fair marketing pays off. According to the GlobeScan survey, Fairtrade positively influences brand perception among two-thirds of respondents – clear evidence that sales and social impact go hand in hand at Fairtrade.

Despite challenges such as high raw material prices and the resulting market price increases, key market drivers were set in 2025 – including growth in selected product segments, new licensing partnerships and products, and high-impact campaigns. The positive development of the Fairtrade market thus forms an essential basis for developing and further expanding support programmes for people at the beginning of supply chains.



€3.1 billion
in sales were
achieved
in 2025 with
Fairtrade
products.



41 %
of respondents
according to
the Fair Atlas,
look for
fair trade
when buying
food products.



Joko Winterscheidt and Matthias Schweighöfer – Founders of Ill Freunde Kaffee

“We want to set an example with Fairtrade, because we care about where our products come from. For us, working with Fairtrade was a logical step, especially since the people who grow our coffee receive fairer conditions for their work.”



The Fairtrade movement

As part of "We are all Fairtrade", Joko and Matthias raise consumer awareness of fair trade and the importance of their purchasing decisions.



The Fairtrade approach works

Numerous campaigns motivate consumers every year to actively support fair trade. Participation is high – competitions, theme days and other initiatives are well received.



Sales increase thanks to "Fairbruary"

© Fairtrade / Jakob Nawka



The "Fairbruary" campaign for fair consumption in February attracted nationwide attention in Germany. The result: a significant 25% increase in sales of Fairtrade products during the campaign period compared to January. The number of people who bought Fairtrade products in "Fairbruary" increased by 6%. With the cross-media campaign and strong partners from the retail sector, Fairtrade has encouraged

fair purchasing decisions. 490 million contacts were reached across all channels. More than 300,000 consumers also took part in the "Fairbruary" competition.

We are all Fairtrade

© Fairtrade / Miguel Tabora



A TV star, an actor and two coffee producers – all attracted attention nationwide as part of the "We are all Fairtrade" campaign in October, sharing the message "Your actions change the world". Through the cross-media presence – from posters and media to social media and radio – over 300 million impressions were generated. This is making an impact: 78% of survey respondents said they were

aware of the campaign. Around two-thirds said the campaign positively influenced their decision to buy Fairtrade products.

First choice for companies

© Fairtrade Deutschland / Karlotta Hoppe

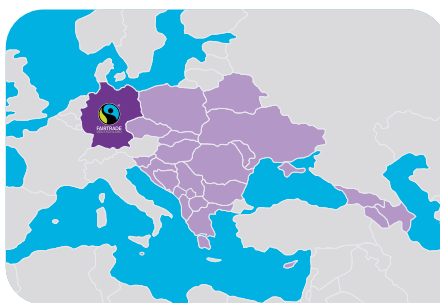


Fairtrade focuses on building long-term customer relationships. The emphasis is on holistic support – including advice on labels and product assortment with regard to Fairtrade certifications, joint sales promotion campaigns and consulting services within the regulatory framework. The collaboration is complemented by the development of tailor-made local projects. The approach works. In 2025, Fairtrade celebrated 78

partnership anniversaries for partnerships of between 5 and 30 years and presented two special certificates for more than 30 years of collaboration.

Fair expansion

© Fairtrade Deutschland



Since 2026, Fairtrade Germany has been responsible for licensing in 23 countries in Central and Eastern Europe. The markets have so far been reactively managed by Fairtrade International. The transition is an opportunity for additional licence volume and for an increase in sales for the entire Fairtrade system. This is because the expansion opens up new sales opportunities for producers in potential

growth markets. More Fairtrade sales also mean higher premium revenues and improved income levels. As a reliable partner, Fairtrade also promotes sustainability topics such as living wages, human rights, the environment and climate.



© Fairtrade / Moritz Peters

Fair networking: conducive socio-political environment

Fairness starts with commitment – cooperation and joint efforts make fairness effective.

Fair trade structures are created where a committed civil society, responsible companies and political decision-makers act together. Fairtrade thrives on this network. It is crucial to bring the fair trade idea and movement into wider society, together with active members and volunteers, and to raise awareness among consumers. In addition, Fairtrade, together with member organisations, partners and alliances, brings expertise and perspectives into political processes. The aim is to give voice to demands for fair trade, as well as for living wages and incomes, and to bring producers' perspectives onto the public agenda. Fair networking means shaping policy, activating society and strengthening partnerships.

The Fairtrade network continued to grow in 2025. 933 Fairtrade Towns, 1,026 Fairtrade Schools and 51 Fairtrade Universities in Germany support the Fairtrade concept. A special milestone was Saarland being recognised as the first Fairtrade federal state. In 2025, Fairtrade also participated in numerous political consultation processes, revised a political position paper with its member organisations, provided strong impetus with around 200 educational and networking events, and spread the concept of fairness with initiatives such as the Fair Breakfast. Supported by the commitment of civil society, around 2,000 events took place as part of Fairtrade Week alone.



50%
of the
Population
of Germany
lives in
Fairtrade
Towns.



**Around
2,000**
events took
place during
Fair Week
alone.



Anke Rehlinger –
Minister President of Saarland

“ Fair trade affects us all, and here in Saarland we take this responsibility seriously.” Saarland is the first federal state to demonstrate that social and ecological change can also be shaped at state level. ”



Fair Atlas

The Fair Atlas shows how fairness is practised across regions in Germany and how the idea of fairness is strongly present – from consumption, through sustainable behaviour, to engagement.



The Fairtrade approach works

Every year, dedicated people in over 1,800 Fairtrade steering groups across Germany organise fair trade campaigns.



Youth engagement



© Fairtrade / Jakob Nawka

Through the FairActivists initiative, Fairtrade brings together young people aged 18 to 30 who actively contribute to shaping fair trade. In 2025, they developed their own projects, helped shape campaigns and brought their perspectives directly into political processes – in the German Bundestag, at the Advocacy Marathon in Brussels and in collaborative workshops. The FairActivists programme shows that youth engagement strengthens the Fairtrade movement and its political impact. In January 2026, a new round of the programme started with 16 committed participants. The first Fairtrade student academy in Saxony-Anhalt also sent a strong message in 2025, with 160 students coming together at Magdeburg Town Hall to experience fair trade in a hands-on way. Interactive formats demonstrated how educational initiatives make global connections tangible and empower young people to become part of the solution.

Political participation



© Forum Fairer Handel

In 2025, Fairtrade further strengthened its political impact. At parliamentary breakfast meetings in the German Bundestag, producers from Honduras, among others, brought their perspectives directly into the political dialogue across party lines. Their experiences illustrate how fair prices, strong cooperatives and climate-adapted cultivation improve living conditions and ensure resilient supply chains. Under the umbrella of #WirWählenFair (We Vote Fair), Fairtrade, together with the Forum Fairer Handel and the Weltladen umbrella organisation, also highlighted the importance of policy focused on global fairness in the run-up to the Bundestag elections. Fairtrade also actively engaged with key regulations on consumer protection, supply chain responsibility and unfair trade practices at EU level. The political position paper adopted in June 2025, which reaffirms fairness as a guiding principle of political action – in Germany and Europe – sent an important signal.

Fair merch



© Fairtrade / Tim Keweritsch

With campaigns such as the Fashion Revolution at c/o pop in Cologne, Fairtrade found new ways to engage with younger audiences. Artists and activists such as Alli Neumann and Luisa Neubauer drew attention to fair production conditions with the question Who made my merch?. Fair trade merch not only inspires fans, but also connects pop culture with global responsibility and supports cotton farmers and textile workers in India, Bangladesh and Pakistan.



Fair connections: future-oriented digitalisation

Fairtrade integrates digitalisation, data protection and fairness – creating solution-driven added value along global supply chains.

Digitalisation is a key lever for greater fairness, transparency and impact in global trade. When used correctly, it enables better insights into supply chains, strengthens responsible decision-making and supports the implementation of fair trading practices along the entire value chain. The greatest challenge and priority lies in data security and ownership.

Fairtrade uses technology strategically to support producers, trade partners and licence partners with increasing requirements for data management, traceability and transparency. The aim is to develop Fairtrade certification processes using digital solutions in a more data-driven, risk-based and future-proof way. The focus is not on technology for its own sake, but on its concrete contribution to fairer supply chains and better living conditions

for producers. Structured data preparation and direct insights from producer organisations make impact communication more transparent, understandable and authentic.

The focus in 2025 was on making fairness measurable, manageable and verifiable. Key components included the expansion and introduction of digital solutions for the traceability of Fairtrade products, data-driven risk analyses and monitoring approaches in selected supply chains, digital tools for impact assessment and communication, as well as training and support services for partner organisations and licence partners.



129
Countries are included in the Risk Map.



26
key factors are analysed in the Risk Map.



**John McCurdy –
Head of Digital Technologies at Fairtrade**

“ Our vision is to create a digital framework that simplifies our processes, makes them transparent and creates added value across the organisation. With digital tools, we are making Fairtrade certification more accessible and integrated for cooperatives and companies for the future – all on a single platform. At the same time, we are transforming data into concrete insights – for producers, partners and customers. In this way, we strengthen the impact of our work. ”



Fairtrade Risk Map

The interactive online tool makes key human rights and environmental risks in Fairtrade-relevant countries and products visible and provides guidance for global supply chains.



The Fairtrade approach works

The theory of change map interactively visualises which Fairtrade activities lead to which impacts for producers.



Digital Responsibility



© FLOCERT / Tobias Thiele

At Fairtrade, compliance is another lever to bring about positive and sustainable change in global trade. In 2025, a system-wide framework for data management in the Fairtrade system was introduced. The aim is to ensure responsible practices in data sharing and to protect the rights of producers. The new Global Policy is based on five principles: fair value distribution, control of data by data rightsholders, responsible use of data, upholding quality and veracity, and ensuring compliant and lawful data processing.

Evidence-based decisions



© Fairtrade / Anthony Odamo

With the Fairtrade Risk Map, the Impact Map and the product dashboards for bananas, coffee and cocoa, Fairtrade uses digital tools to systematically harness data for greater transparency, impact and responsibility in global supply chains. The tools make risks, impacts and sector-specific developments visible and support evidence-based decisions as well as targeted improvement measures. In this way, data becomes a central lever for fairer trade relations and sustainable development.

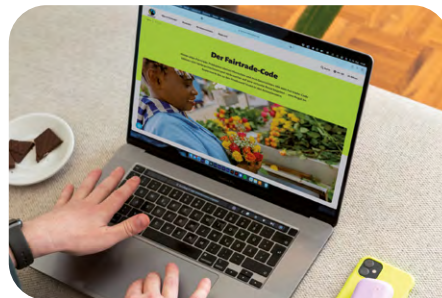
Strong data



© Fairtrade Česko a Slovensko

In 2025, Fairtrade Germany provided comprehensive, interactive supply chain reports for 15 selected licence partners. These combine market data with supply chain-specific information and key figures from the producing countries. A further 90 licence partners received online reports in a more concise format. The new format enables interactive visualisations, insightful analyses and the integration of video clips that bring producer voices to life. This is how Fairtrade is responding to the increasing demand for qualitative and quantitative evidence of impact.

Virtual Insights



© Fairtrade Deutschland / Sparked

Fairtrade also creates digital added value for consumers. The new, international website introduces users to the world of Fairtrade, provides information and offers links to further evidence of impact. The Fairtrade Code on certified products also tells the stories of the people behind the products, their life stories and exciting local Fairtrade projects through a virtual journey.



Fair trust: inspiring and competitive organisation

More than a label, more than a trend – Fairtrade relies on a willingness to learn and critical self-reflection.

Fairtrade is a learning, dynamic system. Fairness needs agility. In a world that is changing rapidly and is characterised by the climate crisis, conflicts, technological and social upheaval, values, resilience and capacity for innovation are crucial.

With robust standards, verifiable results and holistic approaches, Fairtrade has won the trust of policymakers, business and civil society. Over 81% of respondents of the GlobeScan survey rated Fairtrade in 2025 as trustworthy. However, Fairtrade is not resting on its laurels despite its widespread recognition and strong network.

Topics, approaches and structures are continuously reviewed, new developments are observed and working methods are critically reflected upon. Dialogue is central

to this. Criticism and input from producers, companies and civil society actors are systematically incorporated into the global advancement of Fairtrade. In Germany, in particular, the exchange with the 35 member organisations from the development cooperation, environment and social fields provides valuable perspectives.

As a member of the Association of German Development and Humanitarian Aid NGOs (VENRO), Fairtrade adheres to codes of transparency, oversight and development policy responsibility. In addition, Fairtrade has joined the Transparent Civil Society Initiative (ITZ). Credibility and transparency are not only demanded, but also practised within the organisation.



89 %
of **GlobeScan** respondents are familiar with the **Fairtrade** label.



81 %
of **GlobeScan** respondents trust **Fairtrade**.



Sebastian Becker – National Board Member, German Scout Association Saint George

“As scouts, we actively support fair trade and are members of the Fairtrade Germany organisation. With our Fairtrade Scouts campaign, we motivate young people to make responsible consumption choices and introduce them to the principles of Fairtrade.”



Fairtrade seal

Consumers know and trust the FAIRTRADE Mark when it comes to sustainable purchasing decisions.



Products bearing the FAIRTRADE Mark meet internationally agreed Fairtrade standards.

The Fairtrade approach works

12,900 consumers provided GlobeScan with insight into perception and trust in certification labels. Fairtrade remains



one of the best-known and most credible sustainability certification labels in Germany.

Fair trust is good, but so is control

© FLOCERT / Tobias Thiele



At the heart of Fairtrade's work are the standards and their continuous improvement. And regular audits. Through the independent certifier FLOCERT, Fairtrade ensures that all stakeholders comply with the standards in order to use the FAIRTRADE Mark. In addition, independent assessments and studies, for example by Stiftung Warentest and other external actors, contribute to the critical examination of impact, standards and credibility. They strengthen transparency, promote ongoing development and offer guidance for consumers, policymakers and member organisations.

Transformation

© Ranita Roy / goodmessage.media



Fairtrade is currently further developing its standards to meet the growing global challenges faced by producers, workers and partners. In 2025, Fairtrade revised a wide range of standards in key product areas such as bananas, cocoa, coffee, flowers, gold, textiles and in conflict-affected regions as part of the Standard Evolution Process (STEP). In addition, important methodological developments of the Fairtrade standards were advanced and price reviews were carried out.

Constructively critical

© Fairtrade / Santiago Engelhard



Fairtrade is in an ongoing dialogue with its member organisations. Relevant topics are put on the agenda, constructive criticism is expressed and fair trade is reimagined collaboratively. To this end, communication is carried out at specific points in campaigns. In 2025, for example, the topic of decoloniality was systematically addressed at the initiative of a member organisation. In team-wide workshops and initial working groups, action areas were identified and starting points for further steps were developed. The process is designed as a long-term journey of learning and change and will be pursued step by step.

Fair feeling

© Fairtrade Deutschland / Sparked



The sense of fairness is embraced across much of society. The representative study Fair Atlas, conducted in cooperation with YouGov, shows how deeply fairness is embedded in German society. Between 80 and 93% of people associate fairness with social values. 74% say they value fair production conditions, while 60% are willing to pay more if producers are fairly paid. The atlas reveals where commitment to fairness is particularly strong – differentiated by region and concretely measurable.

Fair is winning

New record! In 2025, Fairtrade certified products in Germany achieved sales of over €3 billion for the first time. Fairtrade sales also reached a new high. €41.7 million in premiums were paid out to cooperatives and premium committees on plantations. Fairtrade reports positive results – because fairness continues to win people over.

Sales of Fairtrade products rose by 8.8%. This defies ongoing challenges in the global market, changing consumer behaviour and the drastic impact of climate change on production and planning reliability. More than 500 licensees with over 9,000 certified products contributed to this result.



Bananas

Sales of Fairtrade bananas increased by 7.2% in 2025, surpassing the growth of the overall market. About 68% of Fairtrade bananas sold were also certified organic. Within Fairtrade, the share of organic bananas grew by 8.4%, while conventional bananas grew by 4.7%.

Climate change with its effects on harvests and quality is and remains a major challenge for producers. At global level, trade dynamics, such as US tariff policy, also influence banana markets. Fairtrade supports producer groups in mastering these challenges – with advisory services, partnerships and investments in resilient production systems.

Premiums: €6.4 million



Cotton/Textiles

Sales of Fairtrade textiles remained stable in 2025, while the overall market weakened. Because Fairtrade continues to win people over. In total, textiles made with Fairtrade cotton achieved total sales of €194.7 million on the German market, with a sales volume of around 2,300 tonnes. The merchandise, cotton bags, home textiles and children's clothing segments experienced particularly dynamic growth.

Price fluctuations and, in some cases, more affordable sustainable fibre alternatives are putting pressure on the global cotton market because they replace or are blended with cotton. In 2025, Fairtrade Minimum Prices and Fairtrade Premiums for cotton were increased, and the textile standard was revised with a focus on the final production stage. Thus, Fairtrade contributes to sustainably improving living and working conditions in cotton farming and textile production.

Premiums: €813,000



Cocoa

Sales of Fairtrade cocoa in Germany increased by around 3.5% in 2025 to 92,071 tonnes. The overall market for chocolate confectionery declined, while sales of Fairtrade cocoa increased. At €1.06 billion, this is a new record that shows that fair is winning.

After the price peaks of previous years, world market prices for cocoa have been declining since mid-2025, but remain characterised by high volatility. Fairtrade is countering this with increased minimum prices, long-term trade relationships and a scalable programme for living incomes. The Living Income programme for cocoa sets new standards for the industry. As the first programme partner, Lidl will convert its entire range of own-brand chocolate bars in five countries from 2026 onwards.

Premiums: €19.3 million



Coffee

Fairtrade coffee recorded sales of €1.04 billion in 2025, a significant increase compared to the previous year. The total volume sold amounted to 23,995 tonnes of roasted coffee. While the Fairtrade private label business continues to develop very positively, the branded business declined slightly, especially due to the tense market situation with high price increases at the point of sale.

Due to the high coffee prices of recent years, producers have been able to invest more in their coffee farms. For example, they adapt their production to climatic changes and thus improve the resilience and predictability of their harvests. Fairtrade Premium income also provides an important financial basis for structural investments.

Premiums: €11.4 million



Flowers and Plants

Consumer behaviour in Germany regarding cut flowers has declined overall due to economic uncertainties – this is also true for Fairtrade cut flowers, which recorded an 8.1% drop in sales in 2025. The market share of Fairtrade roses among cut roses sold in Germany remains at a strong 36.5% and generated sales of €146.3 million. Fair choice!

As in all areas of agriculture, changing weather patterns due to climate change are a problem. In addition, stricter EU requirements for pest-free conditions are putting farmers under pressure. Flower farms need to invest more. Fairtrade is currently consulting on the revision of the list of prohibited substances for cut flowers and potted plants. The aim is to better align regulatory and public requirements with the practical challenges faced by producers.

Premiums: €2.6 million



Premiums in action

In 2025, around €41.7 million in premiums were generated through the sale of Fairtrade products on the German market. In cooperatives, the premiums were invested in social, economic and environmental initiatives, among others. Investments were made in production facilities, training sessions on forward-looking topics such as agroecology and business management were conducted, and cooperative families were provided with financial support. The premiums were also used to create programmes for children and young people and to improve infrastructure.

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Product	Unit	Sales ≈ in euros in 2025	Change compared to the previous year	Tons (t), litres (l), kilogrammes (kg)		
				Products sold in 2025	Change compared to the previous year	Organic share*
Coffee (roasted)	t	1,039,499,968	14.5%	23,995	-2.7%	79.3%
FSl cocoa	t (beans)	860,859,191	22.2%	85,841	3.6%	1.5%
Bananas/Tropical fruits	t	271,195,757	7.6%	135,598	6.5%	68.1%
Textiles	Unit	194,673,262	-1.5%	15,621,508	-1.2%	0.0%
Ice cream	l	186,038,549	-10.1%	9,850,794	-9.0%	0.0%
Flowers	Stems	146,319,858	-12.2%	471,999,541	-8.1%	0.0%
Chocolate	t	146,037,256	22.2%	4,654	3.7%	52.5%
Cold mixed drinks	l	84,501,391	12.5%	8,982,157	8.6%	0.1%
Confectionery	t	43,959,122	17.1%	2,078	3.2%	56.0%
Sugar	t	23,046,457	-18.4%	7,935	6.3%	3.2%
Tea	t	21,852,936	-40.2%	321	-41.2%	89.6%
Fruit juice	l	15,431,410	-20.3%	8,358,021	-26.8%	0.0%
Cocoa/Hot chocolate	t	12,820,192	2.9%	1,071	-1.5%	85.0%
Rice	t	6,192,785	-40.8%	637	-41.8%	100.0%
Wine	l	5,109,884	-25.0%	819,144	-25.0%	0.0%
Honey	t	3,678,419	-31.1%	326	-29.0%	8.0%
Gold	kg	1,917,566	243.7%	20	149.9%	0.0%
Cosmetics	l	488,995	-25.0%	23,470	-25.4%	0.1%
Spices	t	52,416	146.5%	2	142.6%	100.0%
Miscellaneous**		80,562,129	-20.9%			
Total		3,144,237,541	8.8%			

*Organic content is based on sales volumes. ***"Other" includes smaller product categories such as vanilla, quinoa or nuts.

Annual financial statements as at 31 December 2025

The total revenues of Fairtrade Deutschland e.V. remained stable compared with the previous year. This enabled the association to continue to carry out its statutory task of promoting fair trade largely on a self-financing basis, for example in the areas of public relations, campaigns and market-promoting activities. International engagement and direct producer support were further expanded. In addition, a large part of the membership fee goes directly to producers in the

Global South through our umbrella organisation Fairtrade International in Bonn. Thanks to financial support from the German Federal Ministry for Economic Cooperation and Development (BMZ), the German Society for International Cooperation (GIZ), Misereor, Bread for the World and the European Commission, civil society campaigns along with new and existing projects in the Global South have been implemented. At the end of the year, reserves were set aside for personnel, rent and membership

fees for the umbrella organisation (operating reserves), as well as for strategically relevant projects (project reserves) in order to finance future needs. The free reserve serves as an investment and security reserve. As of the reporting date of 31 December 2025, 106 employees worked at the Cologne headquarters in 87 full-time positions. The annual financial statements were audited by the auditing firm Schomerus & Partner in Berlin and issued with an unqualified audit certificate.

Profit and loss account

In Euro	2025	2024
Income	31,354,057	31,527,793
Licence income	23,880,813	24,147,561
Grants	961,408	778,374
Membership fee	3,300	3,300
Donations	5,834	63,650
Other income	1,110,921	1,272,311
Withdrawals from reserves	5,391,782	5,262,597

In euros	2025	2024
Expenses	31,354,057	31,527,793
Personal	6,395,136	6,017,827
Depreciation	116,882	173,011
Press, public relations, campaigns and marketing	3,531,135	3,715,931
International/ Producer support	2,399,506	2,169,097
Administration	1,776,831	1,739,198
Membership fee Fairtrade International	7,083,334	6,232,580
Forwarding of licence income	5,440,046	6,028,368
Transfers to reserves	4,611,187	5,451,782
Net profit	0	0

Balance sheet

Assets in euros	2025	2024
A. Fixed assets	915,841	1,724,712
I. Intangible Assets	2	2
II. Property, plant and equipment	362,392	421,262
III. Financial assets	553,447	1,303,447
B. Current assets	12,358,416	12,911,453
I. Receivables and other Assets	8,990,672	9,270,007
II. Bank and cash on hand	3,367,744	3,641,446
C. Deferred income	533,992	551,140
Total assets	13,808,249	15,187,305

Liabilities in euros	2025	2024
A. Equity	6,861,187	7,641,782
I. Reserves	6,861,187	7,641,782
of which operating reserves	3,380,000	5,180,000
of which project reserves	491,187	211,782
of which free reserves	2,990,000	2,250,000
II. Net profit	0	0
B. Provisions	3,962,081	3,427,942
C. Liabilities	2,884,081	4,035,435
I. Trade payables	1,793,604	3,415,904
II. Other liabilities	1,090,477	619,531
D. Deferred income	100,901	82,146
Total assets	13,808,249	15,187,305

Fairness for Farmers – From fields to future

Commitment to fairness remains more necessary than ever. For sustainable, solidarity-based agriculture to have a future, it requires more than just a rethink. It takes courageous pioneers and new approaches.

General conditions are changing significantly. Solidarity, global interconnectedness and democracy have been shaken. Politics and markets are under pressure. Climate change demands action. It takes conviction, courage and bold pioneers. Under the annual theme "Fairness for Farmers – From fields to future", Fairtrade is sending another strong message in 2026 – for farmers. For the future of agriculture.

Moving forward together, fairly

Where regulatory impulses lose strength, ecological uncertainties increase and markets become more volatile, credible and forward-looking initiatives gain in importance. Systemic change only occurs when all actors along the supply chain take responsibility. This is precisely where the strength of the Fairtrade approach lies: Fairtrade brings people together. And together with partners, it develops solutions for complex challenges.



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A look at the strategic period 2026 to 2028:

- Further development of Fairtrade standards – practical, understandable and impact-oriented
- New forward-looking approaches for topics such as agroecology and biodiversity
- Strengthening the economic basis for targeted, impact-oriented investments on the ground
- Expansion of the Fairtrade movement as a driving force for a sense of fairness in society
- Clear positioning of Fairtrade in politics, society and the market

Our invitation...

- ... to cooperatives, to stand up for a better and fairer future.
- ... to companies, to work together to create stable and sustainable supply chains.
- ... to consumers, to make purchase decisions that make a difference.
- ... to policymakers and society, to help shape fair trade.
- ... to active members and volunteers, to spread the idea of fair trade.

And to all those who believe that global trade only has a future if it is fair.

Fairtrade vision

The Fairtrade vision remains ambitious: a world in which all producers in the Global South can lead a safe and fulfilling life, fulfil their potential and decide their own future. Progress is visible. Our joint efforts are making a difference and show that fair trade is possible. With collaborative work, new ideas and tried-and-tested approaches.



Become part of the Fairtrade Movement!








**FAIRTRADE
DEUTSCHLAND**

Together for fair trade.

The non-profit organisation Fairtrade Deutschland e.V. is committed to improving the living and working conditions of small-scale farming families and plantation workers in countries of the Global South through fair trade conditions. As an independent organisation, Fairtrade Deutschland e.V. does not trade in goods itself, but promotes trade in fair trade products and raw materials and to raise awareness of sustainable consumption. Fairtrade Germany is committed through consulting, project and programme work as well as in politics, business and civil society. Fairtrade is a worldwide network with equal decision-making power in the Global South and Global North, with international, transparent standards for all actors along the supply chain. Independent certification is carried out by FLOCERT GmbH and its independent and globally consistent certification system in accordance with the requirements of the accreditation standard ISO 17065 (DIN EN 45011). The Fairtrade networks in the producing countries provide advice to the producer groups.

Fairtrade Germany is supported by these 35 member organisations:



-  fairtradede
-  Fairtrade Deutschland
-  Fairtrade Deutschland
-  FairtradeDeutschland

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