



Photo: Fairtrade / Christoph Köstlin

FAIRTRADE – AN AGENDA FOR THE FUTURE

Annual Report and Effectiveness Report 2020/2021



FAIRTRADE
GERMANY

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1.95 Billion €

spent by consumers
on products with the
Fairtrade Mark



IN FAIRTRADE PREMIUMS

available for Premium
Committees to invest in
community projects



733 Fairtrade Towns,
775 Fairtrade Schools, and
32 Fairtrade Universities
working with us*



428

License Partners
offer
Fairtrade products

90%
AWARENESS

Fairtrade remains
the top-of-mind
sustainability mark**



followers, fans, and
subscribers support us
on Facebook, Instagram,
Twitter, and LinkedIn

*as of 30. April 2021 | **Source: GlobeScan Study 2021



THE NEW AGENDA

After a difficult year, there is reason to believe the consumer behavior will become more sustainable and socially just. More than ever, fair trade is an important part of the solution.

This Annual Report for Fairtrade Germany/TransFair e.V. describes a year that was unusually difficult for everyone – including the Fairtrade System. Limited mobility, disrupted delivery chains, and closed stores left their mark on fair trade. In the Global South, those places where social distancing and home office are hardly practicable and vaccines arrive last, the people suffer most. This is where Fairtrade helps, with, among other things, relief funds worth millions of Euros.

The important question we are now faced with: how do we re-design our future? The end of pandemic-related limitations will not have turned us all suddenly into enlightened consumers. Price wars and offers too good to be true will still be with us. Nevertheless, consumers are becoming increasingly aware that constant bargain hunting cannot be a sustainable or socially fair practice.

A new generation of consumers who did not grow up believing in the giant brands of the golden age is coming of age. They have high standards for products and have no patience for companies that don't take their responsibilities seriously. They are not fooled by fancy CSR language with too little concrete action behind it. They recognize that a good life and the consumption of good things can never be at the expense of others. Environmentally safe and fair products are their new status symbols.

Our shopping lists are our navigation systems for sustainability in everyday life. This is where Fairtrade is an important part of the solution. We know that sustainability is not free. Still, we choose to fight for more fairly and sustainably produced goods in lower price segments as well. The climate question is already present enough that everyone must orient themselves to it. The question of social fairness is its twin. It will remain part of the agenda and grow as a part of consumer behavior.

We also need a fair economic restart – politically, economically, and in civil society. We continue to rely on you for this and thank you for your tremendous involvement. Together, we can continue to build our momentum for fair community and sustainable consumption, respecting human rights and the limits of the planet. Tomorrow starts today.

The Executive Board of Fairtrade Germany/TransFair e.V.

Dieter Overath *C. Brück* *Detlev Grimmelt* *K. Carson*

Dieter Overath | Claudia Brück | Detlev Grimmelt | Katja Carson

THROUGH THE LOCKDOWN, CREATIVELY

In 2020, the Fairtrade movement in Germany showed impressively that commitment to fair trade principles can work even in times of a pandemic.

With great creativity and commitment, our broad network of supporters did not let us down in the pandemic year of 2020. On the contrary: 733 Fairtrade Towns, 775 Fairtrade Schools, and 32 Fairtrade Universities developed creative solutions to bring fair trade even more into civic, scholastic, and academic life. Digital awards ceremonies and networking meetings, new projects for public purchasing such as that for school lunches in Berlin, or activities like the Fairtrade Fortnight in Cologne helped expand fair works. Approximately 70 volunteer Fairtrade consultants converted their presentations for action groups from in-person to digital events in record time, and 36 member organizations

support fair trade in the areas of developmental cooperation, the church, social work, consumer protection, cooperatives, education, politics, and the environment used innovative online seminars and virtual campaigns. Cooperation with 428 partners from trade and commerce lent more weight on the market to the fair trade idea. And in the federal government, supporters in important committees work to establish sustainable consumption in Germany.

ACTIONS AND CAMPAIGNS 2020

14.2.-22.3.



Flower Power

In recognition of International Women's Day on 8 March, the retail sector turned the attention of 300 florists, bloggers, and committed rose fans to Fairtrade roses and women's rights around the world. The strong resonance in the press allowed the action to reach more consumers than ever.

20.-26.4.



Fashion Revolution

Fashion-conscious activists used the media campaign #pushFairtrade and Fairtrade Germany's new 32-page fashion magazine to influence the belief that fair and sustainably produced fashion is more and more on trend.



For more information and photos on actions and campaigns, go to www.fairtrade-deutschland.de/aktiv-werden

JAN

FEB

MAR

APR

MAY

10.-31.8.



Summer in the City

In the online contest "Summer in the City", consumers clicked their way 25,000 times through selected Fairtrade products, selected their favorites, and had the chance to win terrific, sustainable prizes.

10.9.



Fairtrade Schools

One of the campaign's highlights was the first nationwide digital students' academy with approximately 120 participants. 83 new schools were selected in 2020; as a result, around 620,000 students have attended a Fairtrade school.

Human Rights Worldwide

The global Sustainable Development Goal 12, "Responsible Consumption and Production" was the focus of our campaign work in 2020. Social media actions, online seminars, print materials, educational work, poster campaigns, city rallies, exhibitions, and the 50-minute documentary "Make the World a Better Place" made the importance of fair trade for implementation of the SDGs clear.



Award-winning Commitment

The digital awards ceremony for the Fairtrade Awards 2020 honored first place winners in 8 categories: the fair fashion store Supermarché (retail, small), the REWE Group (retail, large), the fashion label MELAWEAR (manufacturer, small), the start-up Koakult (manufacturer, large), the school Mariengymnasium Essen-Werden (youth), the candy company Tony's Chocologely (newcomer), the Fairtrade Cooking Show from Castrop-Rauxel (civil society), and the Katholische Arbeitnehmer Bewegung (audience prize).

24.4. – 9.5.



Fair in den Tag

The action "Fair in den Tag" ("A fair start to the day") called for people to begin their day with a fair breakfast; a variety of fair and sustainably-produced delicacies covered breakfast tables across the nation.

11. – 25.9.



Faire Woche (Fair Week)

What do we need for a good life? With this question and the motto "fair, not more", action groups nationwide ran over 1500 events about fair trade, many of them digital.

16.10. – 10.12.



Sweet Revolution

Out of about 700 submitted protest slogans for more fairness in the cocoa trade, 240,000 votes decided the winners. The graffiti artist Boogie then sprayed them onto a Wall of Fair, which was displayed in front of the Reichstag building in Berlin.

20.10.



Fairtrade Awards

The presentation of the seventh Fairtrade Awards took place digitally in 2020. Actor and moderator Anke Engelke presented the awards on videostream.

JUNE

JULY

AUG

SEP

OCT

NOV

DEC

23.9.



Fairtrade Towns

In September, Weimar became the 700th Fairtrade Town in Germany – one of 63 such awards in 2020. Additionally, three German Fairtrade Towns received special awards from the European Commission's Cities for Fair and Ethical Trade Awards.

23.11.



Fairtrade Universities

After awards to the Universities of Regensburg and Hildesheim, the University of Bonn became the 32nd Fairtrade University. Students in particular are fond of TransFair's digital social media kits, used to draw attention to fair trade.

1. – 24.12.



Fairtrade Online Advent Calendar

Participants found selected products, information, and prizes from the Fairtrade world behind every door. The doors were clicked on the average 10,500 times – someone participated in the contest approximately every seven seconds.



Photo: Fairtrade Belgium / Studio Bunbun

German Development Minister Müller spoke with representatives from business and civil society about fair trade systems. Above: Sweet Revolution action in front of the Bundestag.



Photo: Fairtrade / Florian Gruendig



Photo: Santiago Engelhardt

A FAIR RESTART

Coffee tax exemptions and a strong supply chain law: Fairtrade's political work aims to make partner organizations in the Global South more resilient against large crises.

The central task of Fairtrade Germany's political work is the anchoring of fair trade in German and European politics. In addition to well-known work areas such as living wages, a duty of human rights care in supply chains, and adaptation to climate change, fair trade also supports producers in the Global South to build their resilience to acute crises such as the COVID-19 pandemic.

From crisis intervention to a just economic system

The pandemic has shaped and continues to shape Fairtrade's political work: while in the first half of 2020 focus was placed on interventions to keep supply chains functioning, the focus has continued to be the development of scenarios where a fair new start after the pandemic can be attempted. As part of a broad international civil alliance, Fairtrade has, under the motto "Build Back Fairer", demanded an economic restart into a new, just economic system that makes sustainable development more possible.

In meetings with the Federal Ministry of Finance and other members of the Bundestag, Fairtrade Germany advocated in 2020 for exemptions from the coffee tax for sustainably produced and fairly traded coffee in order to advance responsible consumption and production (SDG 12). This coffee tax exemption could set an important precedent and start a long-overdue debate over what a sustainable finance system could bring for the implementation of the 17 SDGs. Fairtrade is also advising on the implementation of the EU Directive on Unfair Trade Practices into German law and is working together with others on ideas

for fair trade treaties and other possibilities in sustainable public purchasing.

Living income as a human right

Fairtrade has advised on the implementation of duties of due care and standards in practice for several decades. The central message: there must be a clear mechanism for fair distribution of additional costs, and living wages and income must be recognized as a human right and set into law. To contribute to this political process, Fairtrade also engages in concrete projects – such as the pilot project on living wages – from which important learnings for legislation can be drawn.



Educational work is an important instrument to strengthen producers' organizations, including in the battle against the Covid-19 pandemic.

RELIEF FUNDS FOR FAIRTRADE PRODUCERS

With Corona relief funds worth millions, Fairtrade helps the Global South and creates perspectives for the people there.

Approximately 15 million Euros in immediate aid and reconstruction was brought together by Fairtrade as a global network out of its own funds and with the help of external backers, including the Federal Ministry for Economic Cooperation and Development (BMZ), for the Corona funds. The Gesellschaft für Internationale Zusammenarbeit (GIZ) is supporting in situ implementation. From the beginning of the Program in 2020 up to the end of March 2021, 900 producers' organizations from around 60 countries have received funds. More than a half million people have been supported in this way.

The support is used by the producers' organizations in particular for educational and hygiene measures. Smallholder agricultural operations and wage-dependent workers in Southern countries also receive financial support in preventative healthcare thanks to the funds. In the middle term, insuring resilience and efficiency of producers' organizations will be a focus, including productivity and quality improvement as well as climate change adaptation.

Immediate help reaches Fairtrade partner organizations

On every continent, Fairtrade producers have already implemented projects.

In addition to handwashing stations, disinfectants, and masks, education about measures to prevent spread of the virus have played an important role in **Africa**. Radio commercials have been produced, and posters in the local language with infographics have been printed.

In **Asia**, measures have included hygienic shields and medical care as well as drinking water, water filters, and educational materials. Projects for economic reconstruction and development have included compost units and vegetable gardens, coffee roasting facilities, and online advertisement for the development of local markets.

In **Latin America**, partner organizations have used the help to make basic foods that had become expensive available and to meet higher hygiene requirements. The local producer network CLAC assembled its own fund to make more money available.

Other projects are currently in development in each of the continents.

#TEAMFAIRTRADETOGETHER



The fund supports 900 partner organisations in Africa, Asia and Central/Latin America, reaching around 500,000 people.

Focus on living wage projects: the project around Way2Go chocolate from Lidl is introduced to members of the cocoa cooperative Nkosuo Cocoa Farmers in Ghana.

TAKING ON CHALLENGES TOGETHER

Fairtrade helps producers confront central themes such as climate change and gender equity, working together with a broad spectrum of partners.

Fairtrade is part of a global movement and is an instrument for more equitable development. Since 2015, Fairtrade Germany/TransFair has supported Fairtrade producers' networks in Africa, Asia, and Latin America with challenges facing smallholder farmer families and laborers on plantations that cannot be solved by certification alone. These challenges are different for different regions and products: adaption to climate change, gender equality, children's rights, laborers' rights, creating perspectives for young farmers, local value creation and markets, and diversification of sources of income are the themes our projects focus on. We are constantly building our knowledge base in these areas, aiming with our political and campaign work in this direction, to establish solutions and concrete measures that we, together with partners in politics, membership organizations, and license and retail partners implement and build upon.

A growing number of companies is interested in stronger investment in the sustainability of their supply chains and approaching development challenges together with us. TransFair can build bridges here, bringing interested trade partners in Germany together with producers' groups in the Global South. In 2020, four companies together with Fairtrade initiated projects to secure living wages: in addition to the "Way to Go" chocolate with the Fairtrade Mark from Lidl, the REWE Group also established a living wage project together with Fairtrade and the BMZ. Since early 2021, Aldi has offered chocolate bars that are traded according to Fairtrade Standards as well as to the Tony's Chocolonely Open Chain Principle.

Other projects show the possibilities of cooperation along the supply chain leading to concrete products. These include Fairtrade projects with coffee cooperatives in Honduras with Tchibo and Aldi Süd. The REWE Group is supporting projects with orange and coffee cooperatives, Lidl is financing supplementary climate change adaptation measures in Bolivia. A number of long-term projects are underway with Aldi Nord to strengthen supply chain partners in tea and cotton. In textiles, partners such as Brands Fashion and MELAWEAR continue to work with us on our textile program.

TransFair member organizations and institutional donors also support us in these endeavors; Femnet, the Global Nature Fund, Brot für die Welt, the European Union, the BMZ, and GIZ, among others, participate in the financing and implementation of projects. Many of these projects are discussed in more detail on the Fairtrade Germany/TransFair e.V. website.



Fairtrade at the ISM. Fair trade remained visible even after lockdown and expanded its work with license partners.

A STRONG PARTNER FOR RETAILERS AND MANUFACTURERS

Despite the limitations 2020 brought with it, Fairtrade was successful with its license partners in retail and industry.

Canceled trade fairs, limited action at POS – the year 2020 was hard work for Fairtrade and its partners in retail and industry, hard work we accomplished together. In food retail, in discounters, drug stores, and organic markets the number of Fairtrade-certified products rose to over 7,700. Cooperation with retail companies continued to expand last year; cooperation in supply chains and their transparency grew stronger through cooperation.

Strong presence at trade fairs in the first quarter

National trade fairs that took place in the first quarter of 2020 were an important platform for Fairtrade to push for fair trade together with their license partners. At the ISM, the international trade fair for sweets and snacks, Fairtrade argued for higher cocoa prices and a supply chain law. Fairtrade showed why fairly traded roses are the better alternative at the international plant trade fair IPM. Fairtrade was also represented at Biofach, as approximately 60% of Fairtrade food products are also certified organic. At Fruit Logistica, Fairtrade used the example of bananas to show that the craze for cheap food can come at a high cost.

Online actions are growing in importance

Because of strong restrictions beginning in the second quarter of 2020, significantly fewer nationwide Fairtrade promotional days took place in which consumers at point of sale were given information about fair trade and our partners' products; there were nevertheless more than 600 such events. In the course of our "Summer in the City" action, thousands of consumers took part in an online contest and voted more than 25,000 times for favorite Fairtrade products. Because stores were closed, online

actions and contests such as the successful Fairtrade Advent calendar became an important channel to inform consumers about fair trade and Fairtrade products.

Notable declines in gastronomy and catering

Because of lockdowns, gastronomy and catering were particularly hard hit and had with -14 percent the greatest declines, particularly in the important coffee segment. Significantly improved sales in supermarkets led to a rise in total coffee sales. The retail segment also suffered declines of minus 3 percent in the pandemic year of 2020.

FAIRTRADE FACT



Pandemic inspires sustainability:
every third consumer today pays specific attention to sustainable consumption.

(GfK Consumer-Index 01/2021)



The broad product palette of products with the Fairtrade Mark creates opportunities to make your own purchases more sustainable.



Photos: Fairtrade / Jakub Kaliszewski

MARKET SHARE FACT:

Top 3 products with largest market share in 2020:

Roses (33%),
Bananas (17%),
Cocoa (16%)



MARKET OVERVIEW

Despite revenue losses of around five percent, fairly traded products in certain categories gained in market share and importance

The Covid-19 crisis and the changes to consumer behavior brought by it left their mark on fair trade: Fairtrade-certified products worth 1.9 billion Euros, slightly less than last year, were sold in supermarkets, specialty stores, discount stores, drug stores, world shops, or online. The average German consumer spent 23 Euros on Fairtrade products. In 2020, consumers chose from among 7,700 products with the Fairtrade mark to purchase more consciously in times of crisis – the percentage of certified organic foods that were fairly traded remained approximately 60 percent. An increasing number of Fairtrade-certified products under manufacturer or store brand names led to continued growth, while gastronomy suffered drastic losses in some areas due to lockdowns.

Coffee continues to grow (+6%)

With an increase in sales of around 6 percent, Fairtrade roasted coffee showed positive development: more than 24,000 metric tons were sold in 2020. In retail stores sales increased 17 percent as more people drank their coffee at home due to lockdowns. In bean sales, Tchibo was particularly strong, while with increasingly popular pods, Aldi Süd, REWE, Edeka, and Darboven did particularly well. On the other hand, the devastating results of the pandemic on gastronomy are shown by declines in sales of 34 percent in gastronomy and catering.

Fair flowers grow in popularity (+7%)

With a 7 percent increase in sales, fair flowers continued positive development. The star among flowers remains the Fairtrade rose with 507 million cut flowers and 642,000 potted plants sold.

Closings in specialized flower outlets led to increased sales in fair cut flowers at supermarkets. Last year, Aldi Süd added long stem roses to their existing selection of fair flowers.

Banana sales a casualty of price wars (-14%)

At 112,000 metric tons sold, Fairtrade bananas suffered a loss in sales of 14 percent, the first loss in this segment since 1999. This was caused by consumers choosing cheaper budget bananas as well as production, harvest, and transportation troubles in the South. Logistics often prioritized pantry products over fresh fruit for retail outlets – a tendency that also affected sales of grapes, liches, mangos, pineapples, and coconuts, although these sales stabilized in Q4.

Fairtrade cocoa with small losses (-3%)

In 2020, total sales of fair cocoa beans in all categories fell 3 percent to around 76,400 metric tons. Of that, around 70,000 metric tons (-8% compared to the previous year) is calculated as raw material. This decline is based on smaller purchasing by individual license holders, whereas many partners could increase sales despite the pandemic. Sales of chocolate bars with the Fairtrade Product Mark increased 39 percent. Important partners here were the large supermarket companies such as Lidl, REWE, and Aldi, as well as the initiative Plant for the Planet.

Textiles decline in lockdown (-30%)

15.5 million textiles were sold with Fairtrade cotton in 2020, 30 percent fewer than the previous year. Closed clothing stores and decreased interest in cotton tote bags were major factors here.

MARKET DEVELOPMENT

** Percentage organic based on units sold

Product	Unit	Sales (rounded) (Euro) 2020	Change to previous year	Units sold 2020	Change to previous year	Percentage organic **
Coffee (roasted)	Tonnes (t)	492,038,158	-8 %	24,164	+6 %	68 %
FSP cocoa	t (beans)	477,576,777	-8 %	69,089	-8 %	0 %
Bananas/tropical fruits	t	182,358,769	-19 %	117,651	-14 %	70 %
Textiles	Pieces	178,527,423	-8 %	15,593,061	-30 %	53 %
Flowers	Stems	167,391,872	+7 % *	507,248,098	+7 % *	0 %
Ice cream	Litres (l)	160,728,003	+6 % *	11,358,869	+6 % *	0 %
Chocolate	t	61,058,003	+39 %	3,231	+39 %	49 %
Cold mixed drinks	l	36,991,696	-15 %	4,477,762	-21 %	95 %
Sugar	t	22,515,235	+9 %	7,684	+31 %	1 %
Fruit juice	l	22,366,148	+4 %	16,567,517	+4 %	1 %
Tea	t	21,562,512	+20 %	431	+20 %	76 %
Sweets	t	20,118,090	-25 %	1,526	-25 %	35 %
Wine	l	13,168,161	-23 %	2,633,632	-16 %	5 %
Honey	t	11,745,974	-10 %	1,405	-5 %	5 %
Rice	t	9,146,437	+30 %	1,236	+5 %	96 %
Cocoa/drinking chocolate	t	8,151,175	+11 %	886	+15 %	93 %
Spices	t	2,474,168	-15 %	124	-15 %	55 %
Cosmetics	l	504,078	-14 %	33,621	-43 %	51 %
Gold	kg	243,144	+2 %	6	+2 %	—
Other		59,314,846	+60 %			
Total		1,947,980,670	-5 %			

*Due to incorrect reporting, sales and unit sales figures for 2019 were retrospectively corrected. The change to the previous year shown here reflects these corrections.

The segment work uniforms, on the other hand, showed increased sales (+1.5 million pieces, in which the commercial collection of Brands Fashion played an important role. In fashion, the brands MELAWARE and Dedicated in particular showed positive sales; in home textiles our license partners Vossen and Dibella showed strong sales increases.

Sweets against the blues

A total of nearly 8,000 metric tons of packaged household sugar and sweetener in soft drinks and candy were sold, an increase of 31 percent. Ice cream, in particular from Ben & Jerry's, increased sales by 6 percent. In contrast to rice, which increased by 5 percent, sales of honey decreased by 5 percent to 1,400 metric tons.

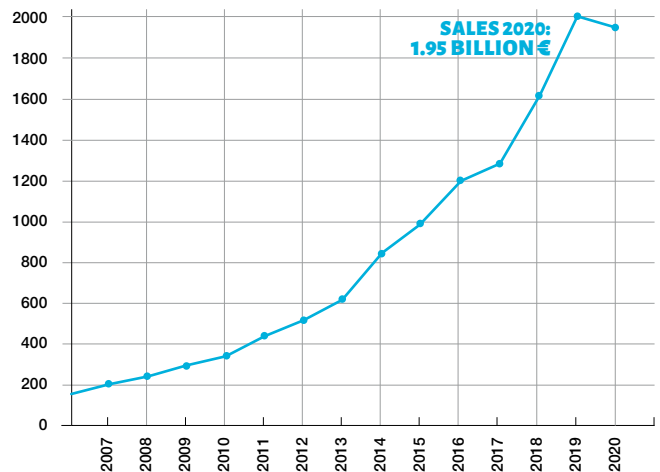
Fruit juice and tea score

At 16.5 million litres, sales of fruit juice rose by 4 percent. Lidl's and Aldi's house brands, as well as newly-introduced juices of physically retraceable origin from REWE and Penny were particularly popular. Among brand-name products, Pfanner remained the top seller. In tea, sales grew by 20 percent to 430 metric tons, for which the tea campaign was in part responsible. Cold mixed drinks and wine, however, suffered sales losses in the pandemic year.

Fair gold remains stable

At 6 kilograms, demand for Fairtrade gold remained stable compared to the previous year. In cosmetics, declines in merchandising products in the hotel sector led to noticeable if small declines.

Sales Trend (in mil. Euro)





The pandemic only added to existing challenges for producers in the Global South. Fair trade is more important than ever for them.

Photo: Fairtrade / Rosa Panggabean



Photo: Fairtrade NAPP



Photo: Fairtrade / Christoph Kösslin

FOCUS ON THE GLOBAL SOUTH

In difficult times, Fairtrade again shows how global solidarity can work.

Lockdowns, halted exports, rising production and living costs, and closed schools: these are only a few of the effects of the Covid-19 pandemic that only added to the existing challenges such as climate change and low market prices already facing producers in the Global South. In addition to funds for immediate help and economic redevelopment, it is more important than ever for Fairtrade producers to be able by means of increased demand to sell a larger portion of their production under Fairtrade conditions. Stable income, the Fairtrade Premium, and development projects help lead the way out of crisis into decent work and economic growth (SDG 8).



Coffee

29,100 metric tons of raw coffee (+6%)

The effects of the pandemic in the form of lockdowns and states of emergency have been with coffee producers in Latin America for months. This has resulted in labor shortages among harvesters as well as diminished transport capacity. Harvests were nevertheless carried out with increased production costs. The world market price, however, fell; an anticipated megaharvest in Brazil and the difficult-to-calculate demand for coffee in times of Covid led the world market price to sink to as low as 0.94 US dollars per pound in 2020. Fairtrade's guaranteed minimum price of 1.40 USD per pound made an important difference for coffee farmers in this difficult position.

Despite Corona, the quality competition Taza Dorada in Brazil and Central America took place last year, which drove advertising and unit sales of high quality Fairtrade-certified coffee.



Bananas

112,200 metric tons (-14%)

The production costs of bananas has risen due to higher hygiene and safety measures; nevertheless, 2020 saw an oversupply of the yellow fruit. As there was no accompanying increase in demand, many non-certified banana farms could not meet the costs of sustainable production. Fortunately, there were no further outbreaks of the Tropical Race fungus TR4, which nevertheless remains a great threat to the banana industry. The revision of the Fairtrade Standards for fresh fruit and the introduction of the Fairtrade Base Wage as an important step in the Fairtrade strategy to achieve living wages for all workers on banana plantations were bright spots. Regionally determined, the Base Wage will cover 70 percent of a living wage as of July 2021: the remainder must be paid by the plantations and their workers through collective and individual bargaining. A portion of the Fairtrade Premium may be used as financing for this purpose until regular wages have reached livable levels.



Photo: Fairtrade/Christoph Köstlin

The introduction of a basic wage for workers on Fairtrade banana plantations is an important step towards a living wage.



Cocoa

76,400 metric tons (-3%)

Cocoa-producing countries also suffer from increased mobility limitation as well as rising food and fuel prices, resulting in increased poverty. School closings increased the risk of exploitative child labor in the West African cultivation areas of Côte D'Ivoire and Ghana; concern is growing that children will have to work in cocoa harvesting rather than attend school. The Fairtrade Africa Women's School of Leadership (WSOL), which graduated its second class in 2020 in Côte d'Ivoire, can work against poverty-influenced child labor. Here, men and women learn about women's rights, get access to specialized training, learn and begin to use their own strengths, and thus may use good budget management or income diversification to improve their financial condition. The WSOL will open in Ghana in 2021.



Cotton

8,200 metric tons (-13%)

Despite problems in seed delivery for the 2020 harvest, cotton producers were able to reap good crops. As a result of the pandemic, a tendency in the textile sector toward long term sustainability in purchasing became manifest, which led to strong demand for Fairtrade cotton in 2020. External funding permitted additional measures in India and Central Asia to be implemented to support farmers' cooperatives to be supported in the face of pandemic-related shortages with, for example, GMO-free seed or vegetable seed kits. After the Spring lockdown in India, Fairtrade also supplied certified factories with information, materials, and online training in medical care.



Roses

507 mil. flowers (+7%)

Due to extremely limited air freight capacity and temporary sales stops of flowers in some EU countries, many farms were left with unsold flowers. Flower farm laborers could not work as often and suffered at times drastically reduced income, which was ameliorated with funds from the Fairtrade Premiums and the Fairtrade Relief Fund. In Germany, supermarkets, the volume leader in sales of Fairtrade roses, continued to be able to sell flowers, so that despite an export stop of Kenyan roses from the beginning of March until the middle of April, sales slightly increased.

PREMIUM FACT



38 mil. € in Fairtrade Premiums were generated by the German market in 2020, of which 14 mil. €/cocoa, 12 mil. €/coffee, 5.6 mil. €/bananas, 3.5 mil. €/roses, 1 mil. €/cotton.

ANNUAL ACCOUNTS AS OF 31.12.2020

Profit and loss calculation

in EURO	2020	2019
Income	27,713,367	25,524,909
License income	21,049,731	20,026,495
Grants	415,289	257,522
Membership fees	3,700	3,500
Donations	929	2,141
Other income	403,345	585,343
Retained earnings previous year	140,373	159,909
Withdrawals from reserves	5,700,000	4,490,000

As a result of the good income situation, Transfair e.V. can fulfill its statutory function, the promotion of fair trade, to a large extent in a self-financed fashion. Large expenditures are from international engagement, fees to Fairtrade International, the producer network, and the transfer of license income. Domestically, the focus is on campaigns such as Fairtrade Towns and Schools, year-long actions, and market promotion, with 83 workers in 67 full-time positions. The campaign Fairtrade Schools receives financial support from Engagement Global. The Faire Woche (Fair Week), organized by the Forum Fairer Handel, TransFair, and the Welt-

in EURO	2020	2019
Expenses	-27,579,031	-25,384,536
Personnel	-4,421,848	-3,964,767
Amortization	-154,683	-126,018
PR & Marketing	-3,005,076	-3,401,509
International/producer support	-1,281,639	-925,414
Administration	-1,594,422	-936,722
Membership fees	-5,624,500	-5,254,644
Fairtrade International	-5,236,863	-4,925,461
Transfer of license income	-6,260,000	-5,850,000
Allocation to reserves		
Net profit	134,337	140,373

laden Dachverband, is co-financed by the BMZ, Misereor, and Brot für die Welt. Funds from the BMZ allow a two-year project with smallholder coffee farmers' cooperatives in El Salvador to continue and with support of the GIZ, the yearly theme "Fairtrade and the SDGs" could be developed. Support from the EU (EC DEAR) allowed a conference transcript for the conference called "Mehr als nur ein fairer Preis" to be published. The Annual Accounts were prepared by KPMG AG Wirtschaftsprüfungsgesellschaft in Cologne, examined and unconditionally audited. (This English translation has not been audited.)

Balance

ASSETS in EURO	2020	2019
A. Fixed assets	735,516	241,003
I. Intangible assets	44,848	19,997
II. Fixed Assets	690,669	221,006
B. Working Capital	11,598,664	11,692,546
I. Receivables and other assets	7,211,690	7,292,305
II. Bank and account balances	4,386,974	4,400,242
C. Deferred income	66,329	89,904
Balance sum	12,400,509	12,023,453

LIABILITIES in EURO	2020	2019
A. Equity	8,044,337	7,490,373
I. Reserves	7,910,000	7,350,000
Operating expense reserves	4,950,000	4,700,000
Project reserves	1,000,000	1,000,000
Free reserves	1,960,000	1,650,000
II. Net profit	134,337	140,373
B. Accruals	3,076,026	3,257,800
C. Accounts payable	1,130,146	1,044,494
I. Trade payables	985,435	711,265
II. Other payables	144,712	333,229
D. Deferred items	150,000	230,786
Balance sum	12,400,509	12,023,453



In 2021, the course for fair and sustainable consumption can be set anew.

PERSPECTIVES FOR 2021 AND BEYOND

Global Fairtrade strategy, the German Federal elections, and societal changes will decide the future of fair trade in Germany.

The Vision and Mission of Fairtrade Germany/TransFair e.V. comprise the basis of the new Five Year Strategy for 2021 to 2025. Among the central goals are to further strengthen the effects of fair trade in the Global South and to discover new and inspiring means and themes in order to, in strong partnership with other political and civil societal actors, with companies and the general public, advance social and political change in Germany. This requires an increase in the market share of fairly traded goods as well as innovative solutions and services, which are also part of the strategy.

Federal elections: chance for a new direction

Together with other fair trade organizations, we will approach parties and candidates to fight for more fairness and for a fair new start after the pandemic. We call for sustainable production conditions to be recognized as a sign of quality, and that through the payment of fair prices, the true costs of a product – including external costs for people and the environment – are covered.

What's next in our action and campaign year

After the Flower Power campaign for more rights for women and #pushFairtrade, the action for Fashion Revolution Week, the next highlights for 2021 are ready to go: in Fairen Frühstück (14. – 23.5.), we will show the variety of Fairtrade breakfast products. In summer, consumers can vote on their favorite Fairtrade summer products as part of the Summer in the City contest (15.7. – 31.8.), before the 20th Fair Fortnight under the motto "Form the Future Fairly" (10. – 24.9) calls upon action groups, businesses, and communities to get active for fair trade. On International Coffee

Day (1.10.), we renew our call for tax advantages for fairly traded coffee, followed by our beloved Fairtrade Advent Calendar in December.

Dive into another world: the Impact Diaries

The actor Emilia Schüle invites you to experience the lives of Fairtrade producers in the Global South up close. Together with footballer professional Neven Suboti, she gets insight in the concrete effects of fair trade on the people there and shares her impressions in her Impact Diaries.

Successfully deepening and broadening cooperation

The share of fairly traded products among all consumer goods in Germany must increase. Together with our license partners and their customers, we plan to increase sales of Fairtrade products significantly by 2025. To this end, we will expand our cooperation with manufacturers, supermarkets, textile and flower specialty markets, bakers, online sales and in public procurement.

All of these planned activities can only be successfully carried out with your support. We thank you for your commitment and look forward to more work together towards fair, sustainable world trade.

The goal of the charitable organization TransFair e.V. is to improve the living and working conditions of smallholder farmers and laborers on plantations in the Global South by means of fair trade conditions, and to transform fairly traded products from a niche interest and offer them to a wide variety of consumers. The organization works in consultation and project and program work as well as in politics, business, and the general public. Our vision is a world in which all producers have enough to live in dignity and can determine their own future.

Fairtrade is a worldwide network with equal decision power between North and South, with transparent international Standards for all participants along the supply chain, and with independent certification and auditing. TransFair is supported by 36 member organizations from areas such as development cooperation, religion, social work, consumer protection, education, politics, and the environment.

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Supervisory Board

Dr. Frank Eichinger, Marion Hammerl, Thilo Hoppe, Dr. Clemens Kienzler,
Dr. Matthias Lehnert, Dr. Klaus Piepel, Barbara Wieler

Management Board

Dieter Overath, Claudia Brück, Detlev Grimmelt, Katja Carson
Charity register Cologne: VR 16551



TransFair – Verein zur Förderung des
Fairen Handels in der Einen Welt e.V.
Maarweg 165 · 50825 Cologne
Telephone: +49 221 94 20 40 - 0
Fax: +49 221 94 20 40 - 40
info@fairtrade-deutschland.de
www.fairtrade-deutschland.de



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Person responsible under press law: Claudia Brück