



# Fairtrade Flowers Report 2023

Information about Fairtrade  
suppliers of Dutch Flower Group



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## Information about Fairtrade suppliers of Dutch Flower Group



**€3 million**  
Fairtrade Premium  
generated for Flower  
workers in 2022



**359 million**  
stems purchased in 2022,  
which is enough to make  
over 29 million people's  
day with a bouquet



Producer Groups invested  
**40%** of their Fairtrade  
Premium in health and  
education services for  
workers, families and  
communities



**42,626** workers on  
**39** Flower Farms across  
**3** Countries: Ethiopia,  
Kenya and Uganda.



On average per  
Flower Farm  
**50%**  
of workers are  
female



**2,135**  
hectares under  
cultivation...equivalent  
to over 2,604 football  
pitches

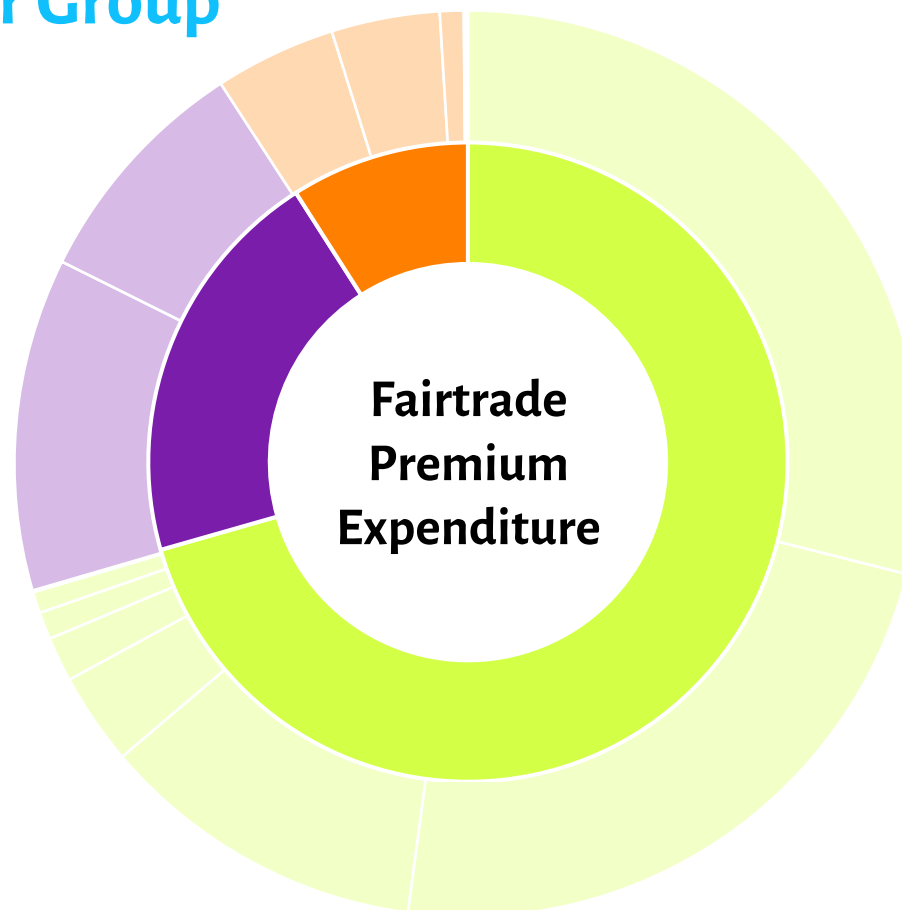
# Fairtrade Flowers Premium Use

## Share of Fairtrade Premium expenditure for Flower Farms in Dutch Flower Group supply chain

**Environmental and other investment** **<1%**

**Training and empowerment of workers** **9%**

Premium Committee and other related committee running costs	4%
Trainings for workers	4%
Trainings for Premium Committee members	1%



**Social investment** **70%**

Other services for workers and their families	29%
Education services for workers and their families	23%
Health services for workers and their families	12%
Education services for communities	3%
Health services for communities	2%
Social and economic services for communities	1%
Investment in worker housing	1%
Other services for communities	<1%
Community infrastructure	<1%

*\*Other services for workers and their families includes: transport for workers, the provision of subsidized goods and services for workers, creche/childcare provision for workers, as well as cultural and sports events/services for workers.*

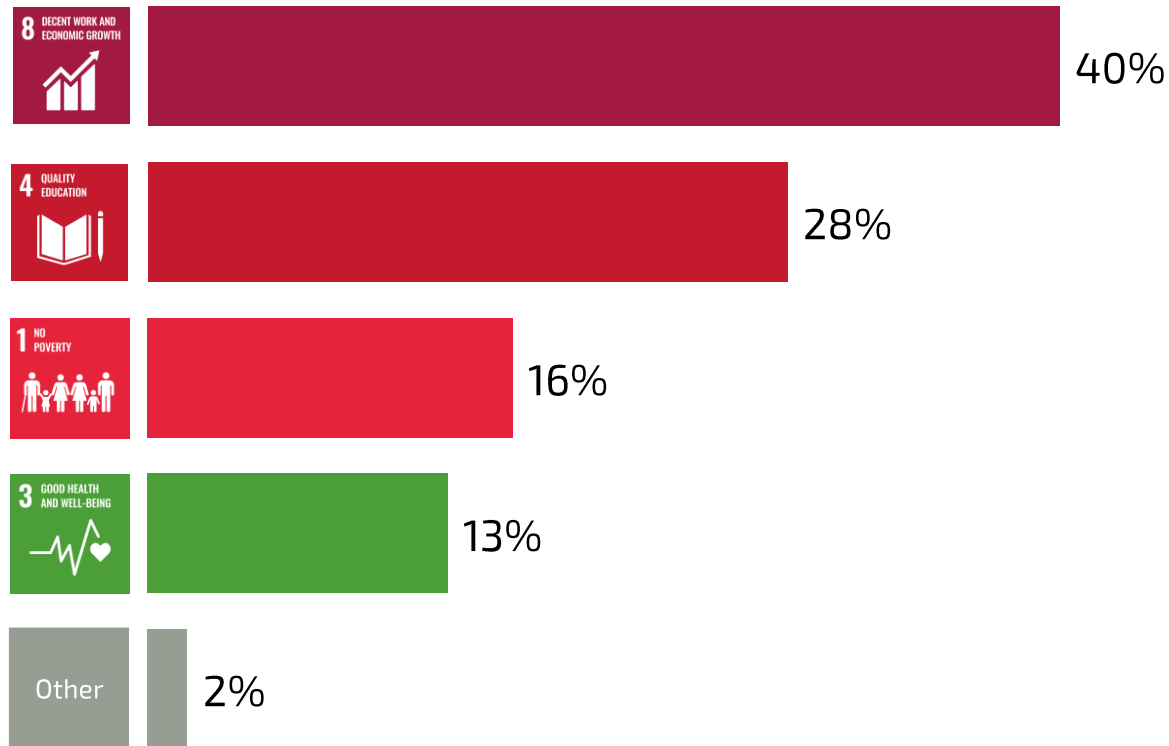
**Financial benefits** **20%**

Credit and financial services for workers and their families	12%
Payments to workers and their families	8%

Source: All data is from Fairtrade International's 2021 Monitoring Data (released in 2023). The 2023 release covers data collected in 2021. Please refer to [Fairtrade International Monitoring Report](#) (page 22) for more information about data sources and methodology. Values may not add up to 100% due to rounding. Produced by Fairtrade for illustrative purposes only.

# Fairtrade Flowers Premium Use

Share of Fairtrade Premium expenditure for Flower Farms in Dutch Flower Group supply chain contributing to the UN SDGs



Fairtrade Premium investments made by Flower producers contribute to many of the United Nations Sustainable Development Goals.

- **Goal 8 Decent work and economic growth** includes loans for housing improvements.
- **Goal 4 Quality education** includes funds for scholarships and bursaries.
- **Goal 1 No poverty** includes disaster or emergency payments to workers.
- **Goal 3 Good health and well-being** includes investments in clean water and sanitation.
- Other SDGs include **Goal 11 Sustainable cities and communities** and **Goal 5 Gender equality**.

Source: All data is from Fairtrade International's 2021 Monitoring Data (released in 2023). The 2023 release covers data collected in 2021. Please refer to [Fairtrade International Monitoring Report](https://www.fairtrade.net/issue/sdgs) (page 22) for more information about data sources and methodology. Read more about how Fairtrade contribute to the SDGs <https://www.fairtrade.net/issue/sdgs>. Please refer to <https://www.fairtrade.net/impact/fairtrade-premium-spending-by-sdg> for more details about methodology for mapping Fairtrade Premium Spend categories to the UN Sustainable Development Goals (SDGs). Values may not add up to 100% due to rounding. Produced by Fairtrade for illustrative purposes only.

# Notes on data and data sources

- Produced by Fairtrade for illustrative purposes only.
- Calculations for Premium are based on sales volumes reported by licensees in the Fairtrade Connect system and are not verified by the Fairtrade Foundation.
- Premium Generated estimated using the 2022 average Fairtrade premium paid per stem of 0.00856 EUR. Exchange rate of Premium from Euros to Pounds is based on the annual average exchange rate for the given year (Source: [OFX](#)).
- Producer groups are provided by DFG and not verified by Fairtrade.
- Data for number of farmers, hectares of land cultivated, and Premium Use is from the Fairtrade International COD Impact Monitoring Report, collected in 2021 and covering the preceding 12 months. The data has been compiled to the best of our knowledge and is provided for informational purposes only. CODImpact collects impact data from producers during audits. Since not all producer organizations are audited every year, the last available data is used for those organizations that have not been audited in the past year. Some data may be missing for farms that did not report during this time.
- Farmer numbers, areas of cultivation and Fairtrade Premium spend data all represent the overall figures related to the Producer Organisations in the supply chain, and not just the figures specific to DFG sourcing.
- Please refer to <https://www.fairtrade.net/impact/fairtrade-premium-spending-by-sdg> for more details about methodology for mapping Fairtrade Premium Spend categories to the UN Sustainable Development Goals (SDGs).
- 1 football pitch = 0.82 ha.
- Average rose bouquet = 12 stems used.
- Percentages may not sum due to rounding.
- Data quality checks are performed continuously, thus the data presented can change in future reports.
- Please refer to <https://files.fairtrade.net/publications/2021-Fairtrade-monitoring-report-overview-12th-Ed.pdf>, page 22 for more information about data sources and methodology.
- Notes on sharing data further: Please use estimated or approximate when sharing data from this report in communications.