



Fairtrade Flowers Report 2024

Dutch Flower Group's Fairtrade Flowers at a Glance

Fairtrade works towards a fairer future through a holistic approach

What we offer



How it works

The Fairtrade floor wage requires that all wages on Fairtrade certified farms are at least above the global poverty line of \$2.15/day Purchasing Power Parity (PPP). In countries where there is no minimum wage or the minimum wage is below this level, this has meant significant improvement in wages for thousands of Fairtrade flower farm workers.

The Fairtrade Premium is an extra sum of money producer organisations earn and democratically decide to invest in community or business projects of their choice. For Fairtrade flowers, this is set at 10% for each stem sold on Fairtrade terms.

Fairtrade provides support and expertise through the Producer Networks (PNs) in Africa, Asia and Pacific and Latin America and the Caribbean. The PNs provide support, training and representation for producers in the global Fairtrade system.

The Fairtrade Standards are designed to support the sustainable development of producers. They incorporate social, economic and environmental criteria. The Standards contain both core requirements and development requirements aimed at improvements that benefit producers and their communities.

Workers at Fairtrade flower farms form democratic Fairtrade Premium Committees to govern how the Fairtrade Premium is spent. This committee consists of elected worker members and appointed advisors from management.

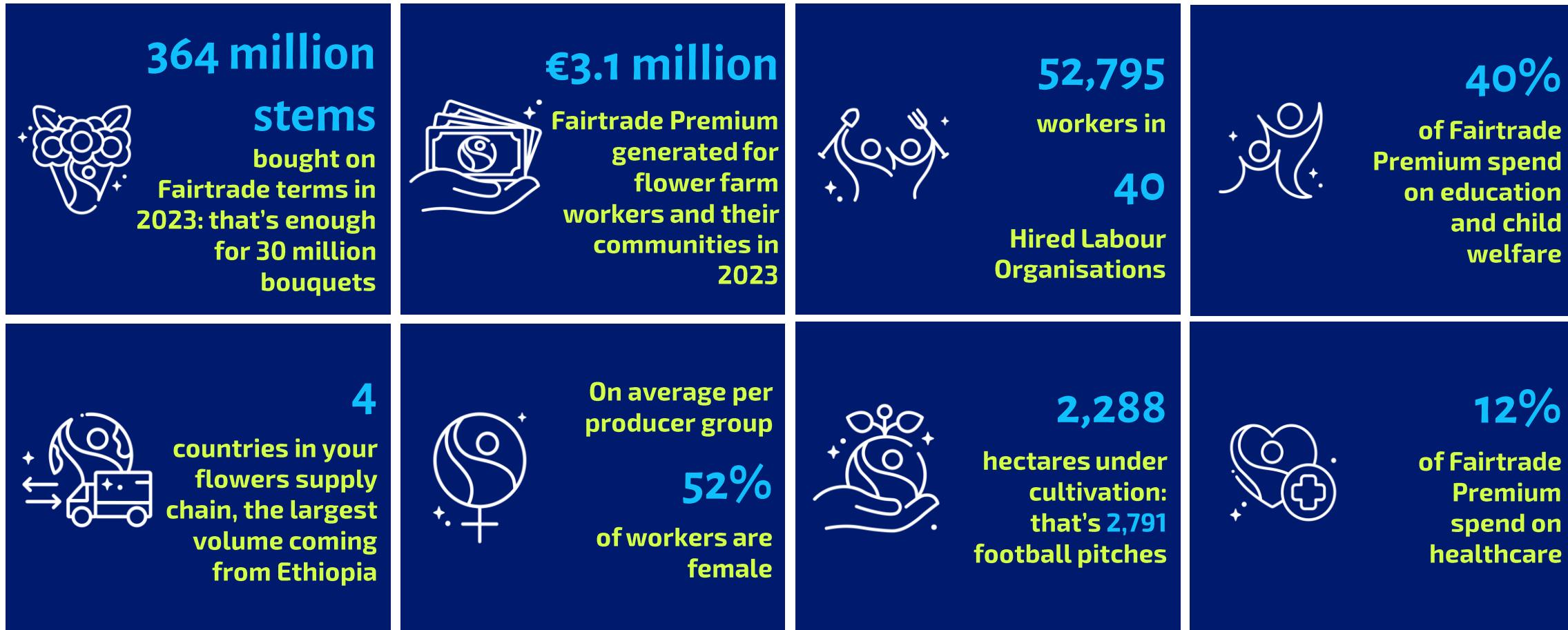
“ Fairtrade has empowered me and helped me understand managing labor relations. I would not be here if it was not for Fairtrade’s support ”

Bonsa Guracho, Trade Union Chairperson at Herburg farm



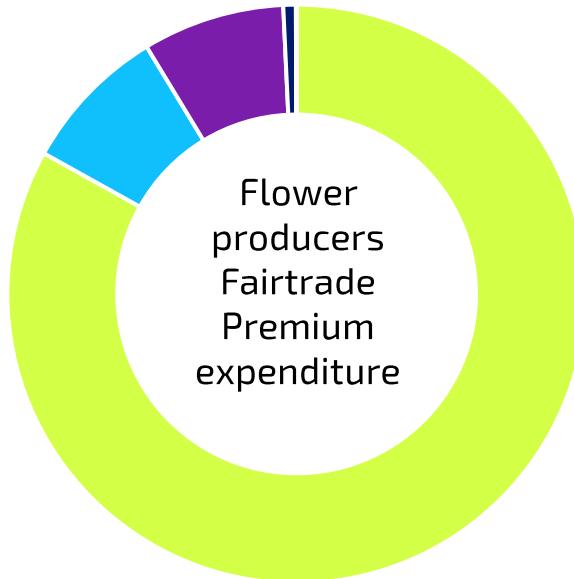
Fairtrade Flowers Report

DFG's Fairtrade flowers at a glance



Fairtrade Flowers Premium Use

Fairtrade Premium use by flower farms in Dutch Flower Group's supply chain



83%

Producers' and their families' welfare

Used by farmers, workers and their immediate families to support with social investments that contribute to the enabling environment required for a living wage and improve welfare both in and outside of work.

8%

Producer group strengthening and capacity building

Business and trade strengthening initiatives that contribute to securing the Fairtrade certification status of POs, fund trainings or infrastructure which improve the capacity and ultimately support more sales for the PO, and in turn farmers and workers.

8%

Community welfare

Initiatives that are designed to support the local community creating the enabling environment for a sustainable livelihood and to improve welfare.

1%

Climate change mitigation

Spend that has been used to support farmers, workers and their local communities to mitigate climate change by reducing the environmental impact of their farming or daily life, and protecting biodiversity and local wildlife, whether on farms/plantations or in the local community.

<1%

Productivity, quality and climate change adaptation

Initiatives that are specifically targeted at increasing yields, or improving the quality of crop, with the ambition to support higher sales of crop and ultimately generate more income. With the adverse affects of climate change, it is more important than ever that producers have access to trainings, tools and resources to adapt to the changing climate and maintain adequate crop production.

Fairtrade Flowers Premium Use

Fairtrade Premium use by flower farms in Dutch Flower Group's supply chain

Category	Subcategory	% of Fairtrade Premium use	Example projects (specific to supply chain)
Producers' and their families' welfare	Education and child welfare	35%	Meals, books and computers for schools
	Finance (exc. healthcare or education)	31%	Food subsidies and worker loans
	Healthcare	10%	Health insurance for workers and their families
	Other services for producers' and their families' welfare	6%	School feeding programme
	Housing	1%	Loans for housing improvements
	Worker rights and committees	<1%	Committees, trainings and knowledge exchanges
	Emergency relief	<1%	Disaster or emergency payments to workers
Producer group strengthening and capacity building	Gender (incl. specific gender healthcare interventions)	<1%	Sanitary pads for students
	Non-agricultural training for workers e.g. literacy or IT skills	4%	Literacy and numeracy training for workers
	Fairtrade certification and PO management costs	4%	Administrative costs and office expenses
Community welfare	Training of board and committees (incl. Fairtrade Premium committee)	1%	Project management and IT skills training
	Education and child welfare	5%	Constructing classrooms and bathrooms
	Healthcare	2%	Community water project expenses
	Finance (exc. healthcare or education)	1%	Support for children's homes and the poor
	Other services for the community	<1%	Donation of water tanks to a women's prison
Climate change mitigation	Community infrastructure (exc. healthcare or schools)	<1%	Community road maintenance
	Environmental services	<1%	Capacity building for environmental services
Productivity, quality & climate change adaptation	Biodiversity and reforestation	<1%	Tree planting
	Loans for business development	<1%	Poultry project

Achieving resilience in flower supply chains – Fairtrade's approach towards wage improvements



Wage improvements remain a challenge in the East African floriculture sector. Fairtrade introduced the **Fairtrade Floor Wage** at \$2.15/day PPP (Purchasing Power Parity) in 2018, which brought tangible results for flower farm workers and became an industry standard for floriculture in East Africa.

In 2023, Fairtrade conducted a large study of wage dynamics in the context of rising living costs, which yielded valuable insights into the livelihoods of flower farm workers.

In 2024 we are consulting on the inclusion of different levers to support the closure of living wage gaps for workers as part of the Flower standard. Fairtrade continues to prioritise **working in collaboration with industry stakeholders** in order to drive sector wide change.

Fairtrade is unique in that it supports all actors in the supply chain and can help drive sustainable change in wages in the sector.

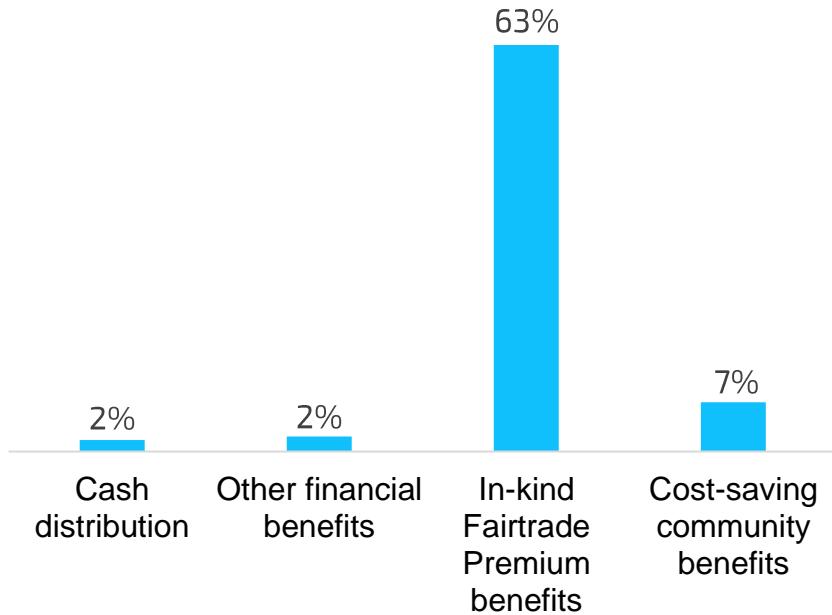
74% of Fairtrade Premium use in the Dutch Flower Group supply chains were in relation to the components of a living wage



In the Dutch Flower Group supply chain **74% of Fairtrade Premium investment was in relation to the components of a living wage:**

- Cash Distribution – 2%** of Fairtrade Premium was paid directly to workers as cash or vouchers as a temporary measure to support wages towards Living Wage benchmarks.
- Other financial benefits – 2%** of Fairtrade Premium was used for other financial benefits including one-off payments for emergencies or bonuses.
- In-kind Fairtrade Premium benefits – 63%** was used for projects that enable a cost saving to a worker household and reduce pressure on wages. For example, the provision of school equipment, housing for workers or subsidised food.
- Cost-saving community benefits – 7%** contributed to improvements and investments in local communities, thereby reducing costs for families, businesses or local governments over time. Such investments include community infrastructure, access to services in education and health, and social and economic services.

Flower producers Fairtrade Premium expenditure in relation to the components of a living wage



Fairtrade PNs support flower farm workers with projects related to gender, climate and sustainable livelihoods



Human Rights

Fairtrade works with over 71,000 workers employed on Fairtrade flower and plant farms and over half of the workers (55%) are women. In a 2023 study, flower workers stated that they prefer working on Fairtrade-certified farms due to better wages, safer conditions and fundamental worker rights. Much of that is thanks to the Fairtrade Standards, a list of economic, social and environmental requirements that farms agree to during certification.



Climate

Fairtrade flowers support more sustainable cultivation practices through stringent standards regarding water and pesticide use. This improves the quality of life of flower workers and their communities safeguarding the lands where they live and work. A study in 2023 showed greenhouse gas emissions from the production of Fairtrade roses in Kenya requires 6.1 times less energy than roses grown in Holland, even taking into account air transport to Europe. In addition, many farms are becoming more efficient in water use through collection through rainfall and irrigation system and achieving carbon neutral status.

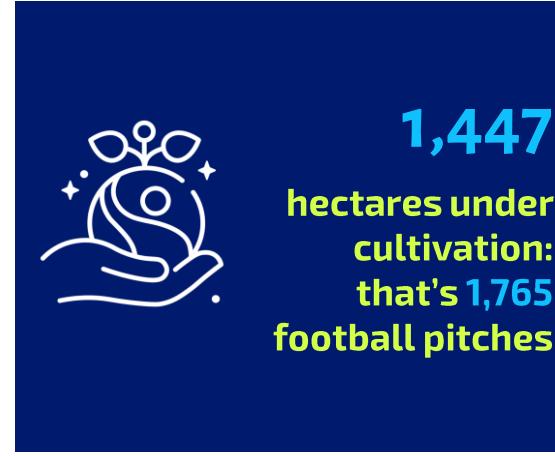
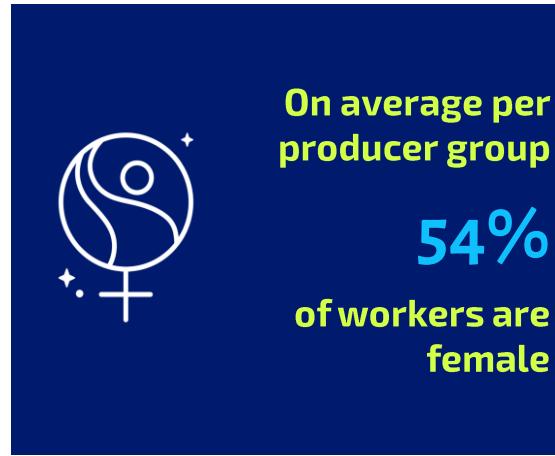
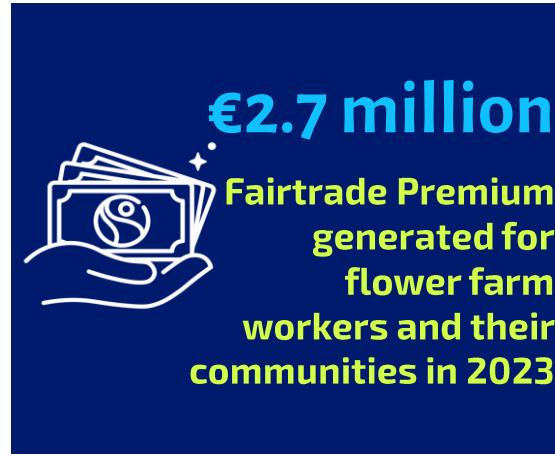
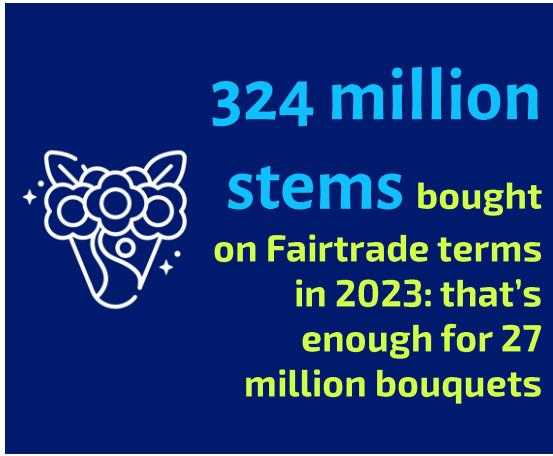


Sustainable Livelihoods

Fairtrade flower farm workers benefit from better wages, unions and safer working conditions. Workers on Fairtrade farms earn at least Fairtrade's floor wage. As of August 2023, all Fairtrade certified farms will be required to report minimum wages and explain how they are working towards closing the gap towards living wage. In 2024, Fairtrade will explore a living wage consultation with farms, traders, retailers and other stakeholders to work towards improved wages for flower farm workers.

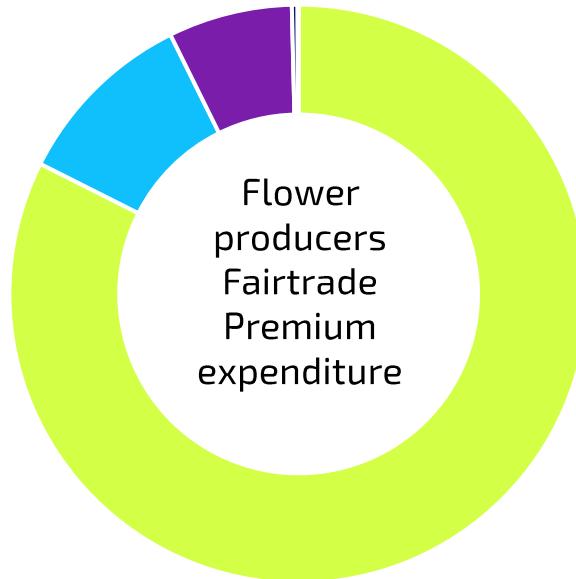
Fairtrade Flowers Report

The Floral Connection's Fairtrade flowers at a glance



Fairtrade Flowers Premium Use

Fairtrade Premium use by flower farms in of The Floral Connection's supply chain



82%

Producers' and their families' welfare

Used by farmers, workers and their immediate families to support with social investments that contribute to the enabling environment required for a living wage and improve welfare both in and outside of work.

10%

Producer group strengthening and capacity building

Business and trade strengthening initiatives that contribute to securing the Fairtrade certification status of POs, fund trainings or infrastructure which improve the capacity and ultimately support more sales for the PO, and in turn farmers and workers.

7%

Community welfare

Initiatives that are designed to support the local community creating the enabling environment for a sustainable livelihood and to improve welfare.

<1%

Climate change mitigation

Spend that has been used to support farmers, workers and their local communities to mitigate climate change by reducing the environmental impact of their farming or daily life, and protecting biodiversity and local wildlife, whether on farms/plantations or in the local community.

<1%

Productivity, quality and climate change adaptation

Initiatives that are specifically targeted at increasing yields, or improving the quality of crop, with the ambition to support higher sales of crop and ultimately generate more income. With the adverse affects of climate change, it is more important than ever that producers have access to trainings, tools and resources to adapt to the changing climate and maintain adequate crop production.

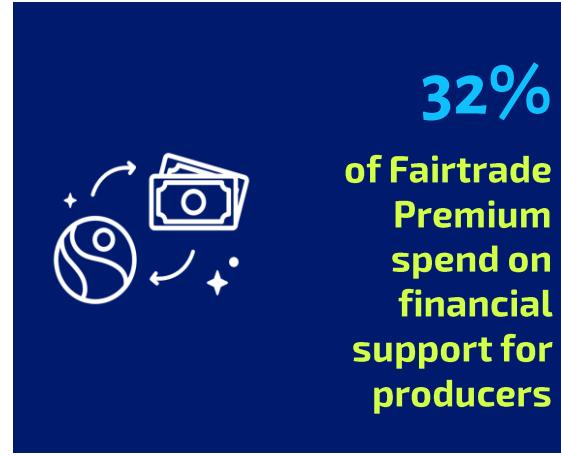
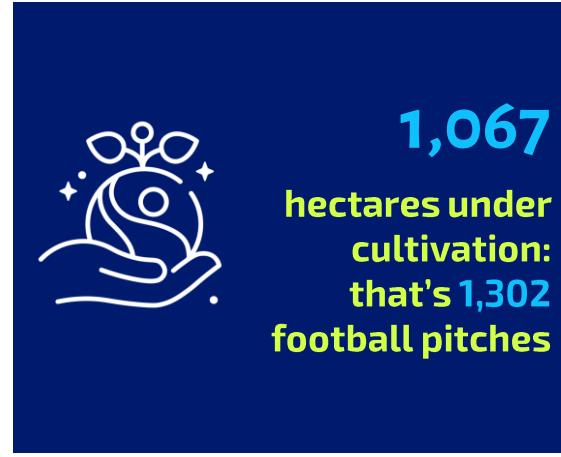
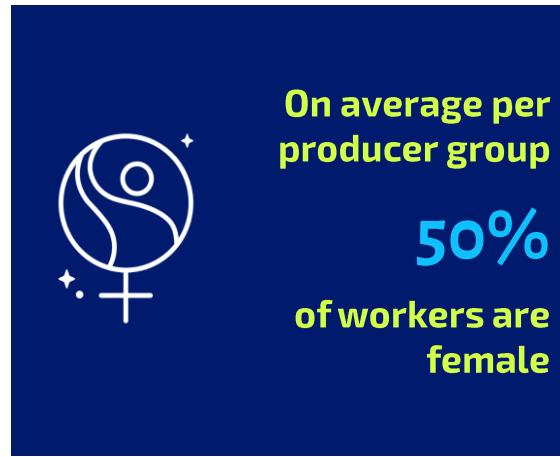
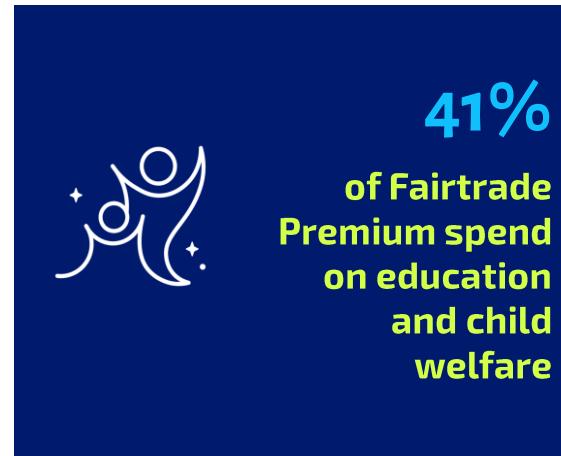
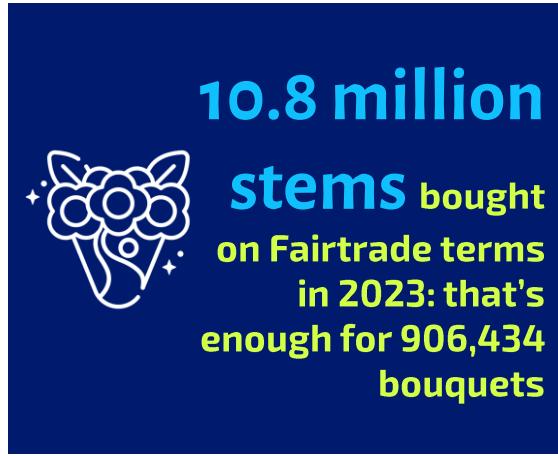
Fairtrade Flowers Premium Use

Fairtrade Premium use by flower farms in of The Floral Connection's supply chain

Category	Subcategory	% of Fairtrade Premium use	Example projects (specific to supply chain)
Producers' and their families' welfare	Education and child welfare	35%	Scholarships and bursaries
	Finance (exc. healthcare or education)	28%	In-kind non-consumable goods
	Healthcare	12%	Disease prevention and immunisation programmes
	Other services for producers' and their families' welfare	6%	Purchasing a bus for workers' transport
	Housing	1%	Loans for housing improvements
	Worker rights and committees	<1%	Capacity building projects
	Emergency relief	<1%	Disaster or emergency payments to workers
Producer group strengthening and capacity building	Gender (incl. specific gender healthcare interventions)	<1%	Sanitary pads for students
	Non-agricultural training for workers e.g. literacy or IT skills	5%	Business/IT skills training for workers
	Fairtrade certification and PO management costs	4%	Committee administration costs
Community welfare	Training of board and committees (incl. Fairtrade Premium committee)	1%	Financial management training
	Education and child welfare	5%	Providing school desks and textbooks
	Finance (exc. healthcare or education)	1%	Buying equipment for the disabled
	Other services for the community	<1%	Social and economic services to the community
	Healthcare	<1%	Funding clinics and hospitals
Climate change mitigation	Community infrastructure (exc. healthcare or schools)	<1%	Building a classroom
	Environmental services	<1%	Skills development for environmental work
	Biodiversity and reforestation	<1%	Tree nursery
Productivity, quality & climate change adaptation	Loans for business development	<1%	Loans for business development

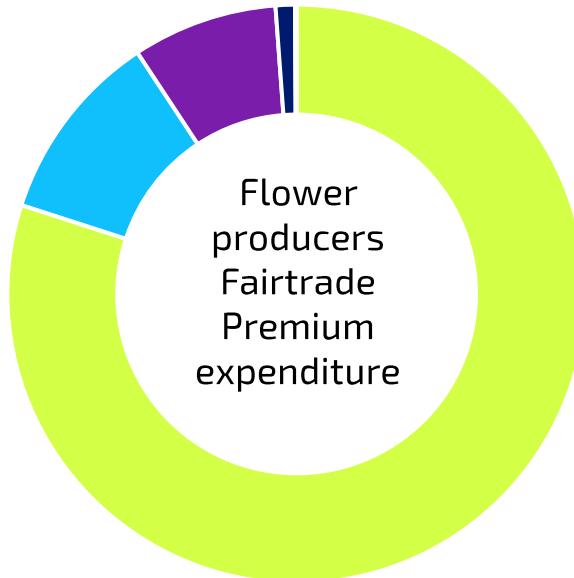
Fairtrade Flowers Report

Fresh From Source's Fairtrade flowers at a glance



Fairtrade Flowers Premium Use

Fairtrade Premium use by flower farms in of Fresh From Source's supply chain



80%	Producers' and their families' welfare
	Used by farmers, workers and their immediate families to support with social investments that contribute to the enabling environment required for a living wage and improve welfare both in and outside of work.
11%	Producer group strengthening and capacity building
	Business and trade strengthening initiatives that contribute to securing the Fairtrade certification status of POs, fund trainings or infrastructure which improve the capacity and ultimately support more sales for the PO, and in turn farmers and workers.
8%	Community welfare
	Initiatives that are designed to support the local community creating the enabling environment for a sustainable livelihood and to improve welfare.
1%	Climate change mitigation
	Spend that has been used to support farmers, workers and their local communities to mitigate climate change by reducing the environmental impact of their farming or daily life, and protecting biodiversity and local wildlife, whether on farms/plantations or in the local community.
<1%	Productivity, quality and climate change adaptation
	Initiatives that are specifically targeted at increasing yields, or improving the quality of crop, with the ambition to support higher sales of crop and ultimately generate more income. With the adverse affects of climate change, it is more important than ever that producers have access to trainings, tools and resources to adapt to the changing climate and maintain adequate crop production.

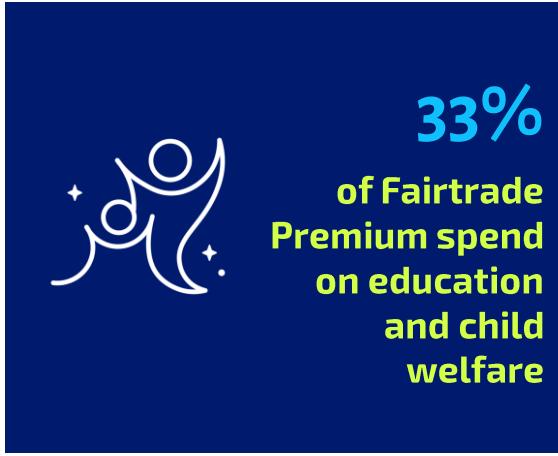
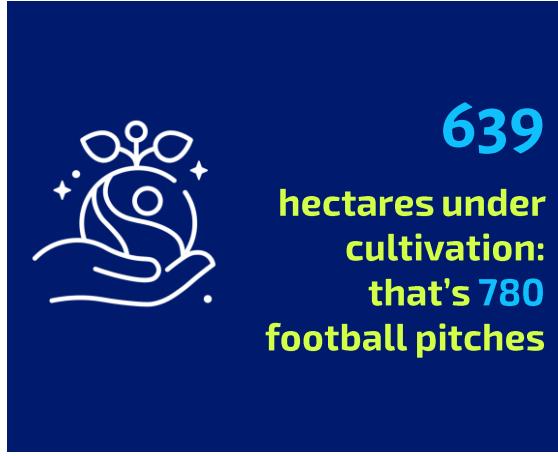
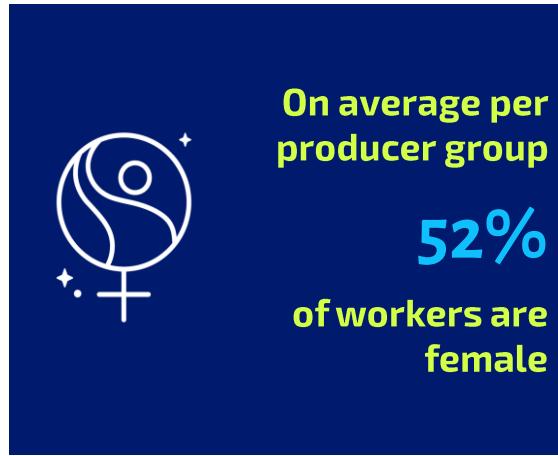
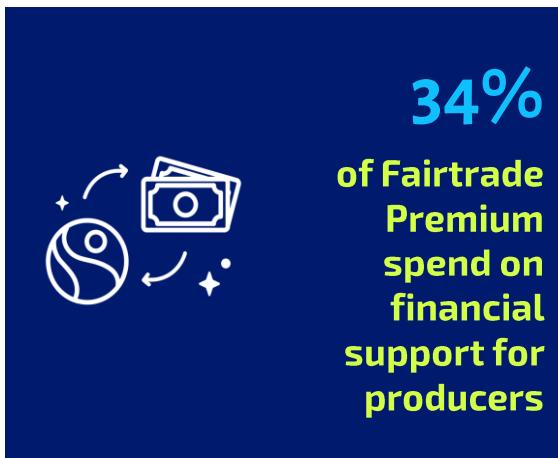
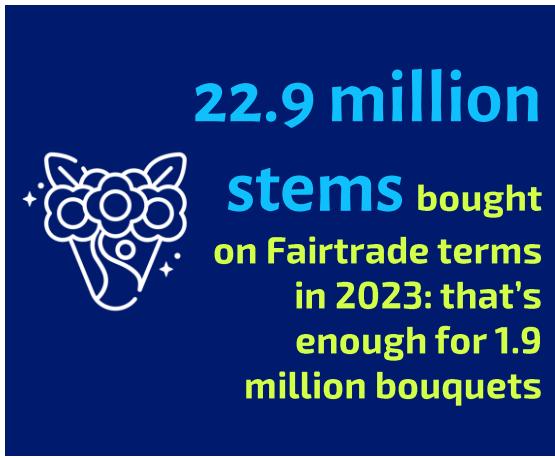
Fairtrade Flowers Premium Use

Fairtrade Premium use by flower farms in of Fresh From Source's supply chain

Category	Subcategory	% of Fairtrade Premium use	Example projects (specific to supply chain)
Producers' and their families' welfare	Education and child welfare	36%	Bursaries and educational revolving fund
	Finance (exc. healthcare or education)	32%	Food supplies
	Other services for producers' and their families' welfare	7%	Mattresses for workers
	Healthcare	4%	Support for people living with HIV
	Housing	1%	Iron sheets for housing
	Emergency relief	<1%	Disaster or emergency payments to workers
Producer group strengthening and capacity building	Fairtrade certification and PO management costs	5%	Administrative and office costs
	Non-agricultural training for workers e.g. literacy or IT skills	5%	Business/IT skills training for workers
	Training of board and committees (incl. Fairtrade Premium committee)	1%	Training for the Fairtrade Premium Committee
Community welfare	Education and child welfare	5%	Community school classroom construction
	Healthcare	3%	Nurse mentorship programme
	Finance (exc. healthcare or education)	<1%	Supporting orphans and vulnerable people
	Other services for the community	<1%	Community social support
	Community infrastructure (exc. healthcare or schools)	<1%	Investment in community roads
Climate change mitigation	Biodiversity and reforestation	1%	Tree planting
	Other environmental services	<1%	Family vegetable gardens
Productivity, quality & climate change adaptation	Loans for business development	<1%	Poultry project

Fairtrade Flowers Report

JZ Flowers's Fairtrade flowers at a glance



Fairtrade Flowers Premium Use

Fairtrade Premium use by flower farms in of JZ Flowers' supply chain



85% **Producers' and their families' welfare**

Used by farmers, workers and their immediate families to support with social investments that contribute to the enabling environment required for a living wage and improve welfare both in and outside of work.

10% **Producer group strengthening and capacity building**

Business and trade strengthening initiatives that contribute to securing the Fairtrade certification status of POs, fund trainings or infrastructure which improve the capacity and ultimately support more sales for the PO, and in turn farmers and workers.

6% **Community welfare**

Initiatives that are designed to support the local community creating the enabling environment for a sustainable livelihood and to improve welfare.



Fairtrade Flowers Premium Use

Fairtrade Premium use by flower farms in of JZ Flowers' supply chain

Category	Subcategory	% of Fairtrade Premium use	Example projects (specific to supply chain)
Producers' and their families' welfare	Finance (exc. healthcare or education)	34%	Food subsidies and in-kind non-consumable goods
	Education and child welfare	30%	Bursaries micro-loans for education
	Other services for producers' and their families' welfare	12%	School feeding programme
	Healthcare	6%	Health centre medicine, dental items, staff costs
	Housing	2%	Loans for housing improvements
	Emergency relief	<1%	Disaster or emergency payments to workers
	Gender (incl. specific gender healthcare interventions)	<1%	Sanitary pads for students
Producer group strengthening and capacity building	Fairtrade certification and PO management costs	7%	Fairtrade awareness building and knowledge sharing
	Non-agricultural training for workers e.g. literacy or IT skills	2%	Business/IT skills training for workers
	Training of board and committees (incl. Fairtrade Premium committee)	1%	Financial management training for Premium Committee members
Community welfare	Education and child welfare	3%	Community computer laboratory funding
	Healthcare	2%	Building a dispensary
	Community infrastructure (exc. healthcare or schools)	<1%	Investment in community buildings
	Finance (exc. healthcare or education)	<1%	Food for vulnerable children
	Other services for the community	<1%	Community social support

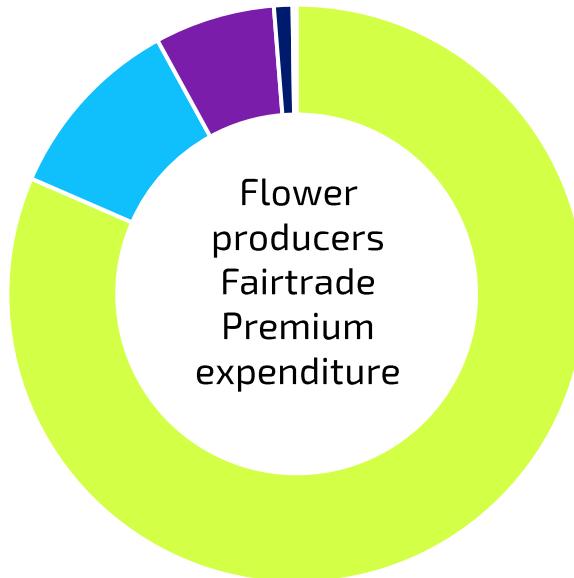
Fairtrade Flowers Report

Coloriginz's Fairtrade flowers at a glance

 <p>3.5 million stems bought on Fairtrade terms in 2023: that's enough for 294,530 bouquets</p>	 <p>€30,266 Fairtrade Premium generated for flower farm workers and their communities in 2023</p>	 <p>4,582 workers in 9 Hired Labour Organisations</p>	 <p>38% of Fairtrade Premium spend on financial support for producers</p>
 <p>3 countries in your flowers supply chain, the largest volume coming from Kenya</p>	 <p>On average per producer group 54% of workers are female</p>	 <p>284 hectares under cultivation: that's 346 football pitches</p>	 <p>29% of Fairtrade Premium spend on education and child welfare</p>

Fairtrade Flowers Premium Use

Fairtrade Premium use by flower farms in of Coloriginz's supply chain



82%

Producers' and their families' welfare

Used by farmers, workers and their immediate families to support with social investments that contribute to the enabling environment required for a living wage and improve welfare both in and outside of work.

10%

Producer group strengthening and capacity building

Business and trade strengthening initiatives that contribute to securing the Fairtrade certification status of POs, fund trainings or infrastructure which improve the capacity and ultimately support more sales for the PO, and in turn farmers and workers.

7%

Community welfare

Initiatives that are designed to support the local community creating the enabling environment for a sustainable livelihood and to improve welfare.

1%

Climate change mitigation

Spend that has been used to support farmers, workers and their local communities to mitigate climate change by reducing the environmental impact of their farming or daily life, and protecting biodiversity and local wildlife, whether on farms/plantations or in the local community.

<1%

Productivity, quality and climate change adaptation

Initiatives that are specifically targeted at increasing yields, or improving the quality of crop, with the ambition to support higher sales of crop and ultimately generate more income. With the adverse affects of climate change, it is more important than ever that producers have access to trainings, tools and resources to adapt to the changing climate and maintain adequate crop production.

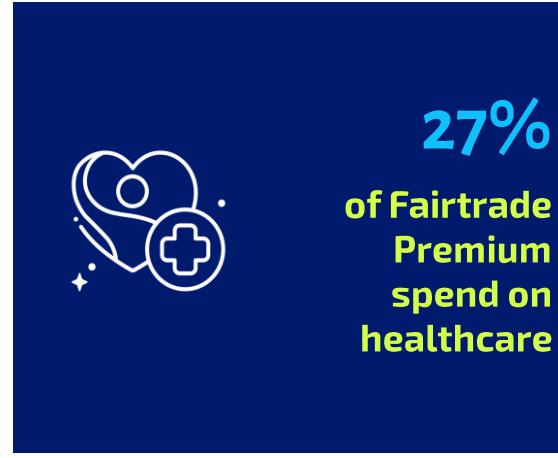
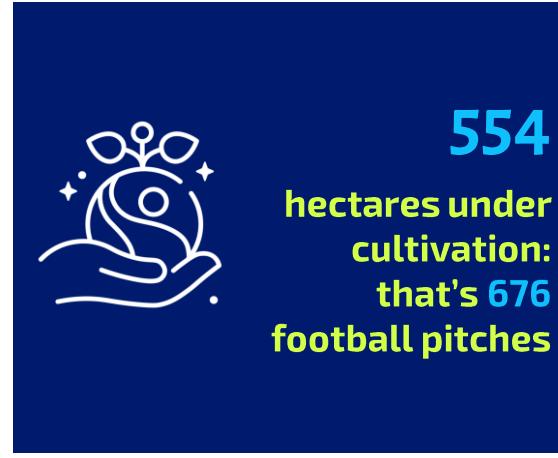
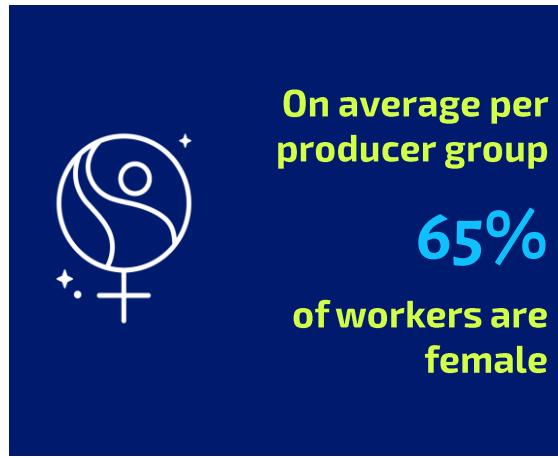
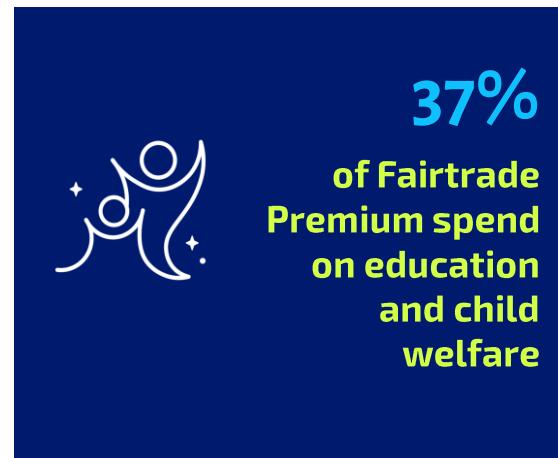
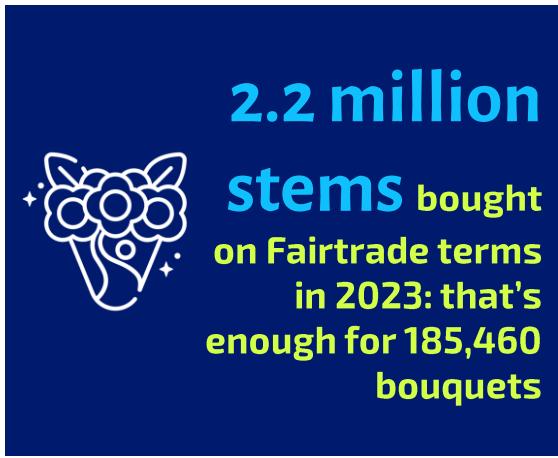
Fairtrade Flowers Premium Use

Fairtrade Premium use by flower farms in of Coloriginz's supply chain

Category	Subcategory	% of Fairtrade Premium use	Example projects (specific to supply chain)
Producers' and their families' welfare	Finance (exc. healthcare or education)	38%	Loans and bonuses for workers
	Education and child welfare	22%	School uniforms and school equipment
	Healthcare	11%	Medical care for workers
	Other services for producers' and their families' welfare	9%	Cultural and sports projects for workers
	Housing	1%	Loans for housing improvements
Producer group strengthening and capacity building	Fairtrade certification and PO management costs	5%	Administration costs
	Non-agricultural training for workers e.g. literacy or IT skills	4%	Business/IT skills training for workers
	Training of board and committees (incl. Fairtrade Premium committee)	1%	Fairtrade Premium Committee training for workers
Community welfare	Education and child welfare	6%	Community scholarships and bursaries
	Other services for the community	<1%	Community social support
Climate change mitigation	Environmental services	1%	Family vegetable gardens
	Biodiversity and reforestation	<1%	Tree planting
Productivity, quality & climate change adaptation	Loans for business development	<1%	Poultry project

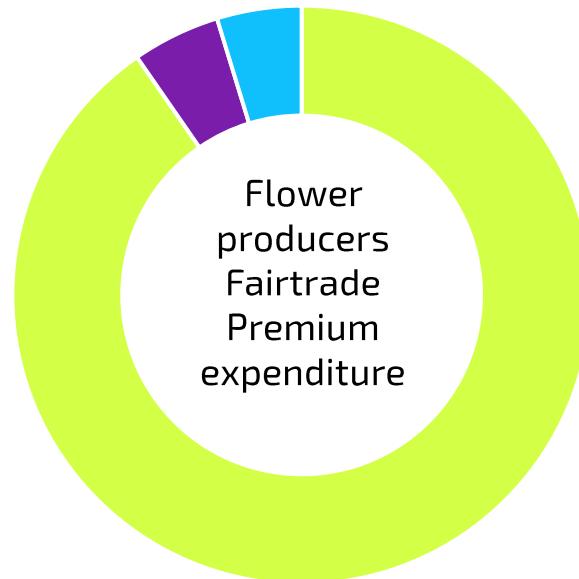
Fairtrade Flowers Report

Van Dijk Flora's Fairtrade flowers at a glance



Fairtrade Flowers Premium Use

Fairtrade Premium use by flower farms in of Van Dijk Flora's supply chain



90%	Producers' and their families' welfare
Used by farmers, workers and their immediate families to support with social investments that contribute to the enabling environment required for a living wage and improve welfare both in and outside of work.	
5%	Community welfare
Initiatives that are designed to support the local community creating the enabling environment for a sustainable livelihood and to improve welfare.	
5%	Producer group strengthening and capacity building
Business and trade strengthening initiatives that contribute to securing the Fairtrade certification status of POs, fund trainings or infrastructure which improve the capacity and ultimately support more sales for the PO, and in turn farmers and workers.	

Fairtrade Flowers Premium Use

Fairtrade Premium use by flower farms in of Van Dijk Flora's supply chain

Category	Subcategory	% of Fairtrade Premium use	Example projects (specific to supply chain)
Producers' and their families' welfare	Education and child welfare	36%	Meals, books and computers for schools
	Finance (exc. healthcare or education)	27%	Food subsidies
	Healthcare	27%	Medical care for workers
Community welfare	Finance (exc. healthcare or education)	3%	Food for vulnerable children
	Healthcare	2%	Building a dispensary
	Education and child welfare	1%	Community computer laboratory
Producer group strengthening and capacity building	Non-agricultural training for workers e.g. literacy or IT skills	5%	Literacy and numeracy training for workers

About the data in this report

This report has been produced by the Fairtrade Foundation for illustrative purposes only.

Calculations for Fairtrade Premium are based on sales volumes provided by Dutch Flower Group and are not verified by the Fairtrade Foundation. Exchange rates are based on the annual average exchange rate for the given years. (Source: OFX). Conversions used in this report are 1 football pitch = 0.82 ha; average rose bunch = 8-12 stems (12 stems used for calculations).

Supply chain information is based on producer group FLOIDs provided by Dutch Flower Group and not verified by Fairtrade. Data for number of workers, hectares of land cultivated, and Fairtrade Premium Use is from the Fairtrade International Monitoring Report – this 2023 release covers data collected in 2022. Data is collected from producers during audits; since not all POs are audited every year, the last available data is used. Worker numbers, areas of cultivation and Fairtrade Premium spend data all represent the overall figures related to the POs in the supply chain, and not the figures specific to Dutch Flower Group's sourcing. Numbers may change in the future after receiving new reports or as a result of continuous data quality checks. Fairtrade Premium visualisations may not sum to 100% due to rounding.

Data quality checks are performed continuously, thus the data presented can change in future reports. Please use estimated or approximate when sharing data from this report in communications.



Thanks!

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