

A woman wearing a colorful headscarf and a dark, embroidered top is smiling and holding a branch of coffee cherries in a lush green plantation. The background is filled with coffee plants and leaves.

OXFAM

FAIR TRADE:

DOUBLE-CHECK

FOR PEOPLE

AND PLANET

SUSTAINABILITY REPORT 2024

oxfamfairtrade.be



OXFAM
Fair Trade

Oxfam Fair Trade, more than fair

Fair trade is a driving force for a sustainable, just and climate-friendly economy. At Oxfam Fair Trade, we show it can be done: **top-quality fair trade products, made with care by small-scale producer cooperatives across the globe.** Each fruit, bean or leaf is cultivated with respect for people, planet, and future generations.

We are guided by the principles of the doughnut economy: economic prosperity within the limits of what people and planet can handle.

As a fair trade pioneer, we set the bar high. We tackle inequality at the root - and we work behind the scenes with lawmakers to dismantle unjust trade rules.

We'll keep going until all trade is fair. Until that day, we pull, push, and connect.

And even after that — we keep watch.

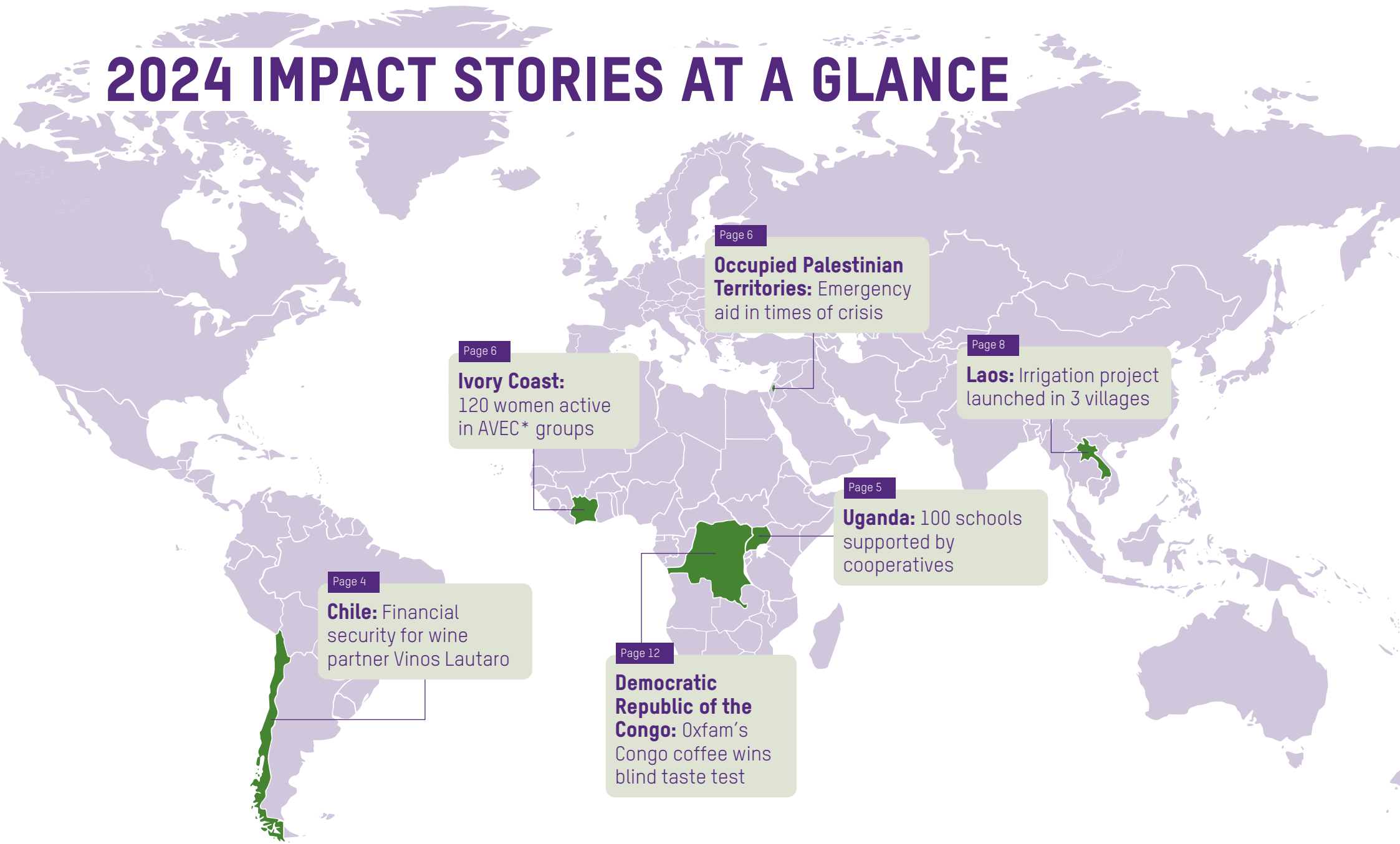


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Who is this report intended for?

This report is for professional clients, partners, policymakers and engaged citizens. We show how Oxfam Fair Trade creates structural impact — with figures, context, and tangible results. And how every conscious choice — like buying Oxfam Fair Trade products — helps shift the system.

2024 IMPACT STORIES AT A GLANCE



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* Associations villageoises d'épargne et de crédit

Partners

WHY WORK WITH SMALL-SCALE COOPERATIVES?

We choose economic flourishing, not endless growth. That's why we work directly with small-scale cooperatives that grow for today and tomorrow. By joining forces, farmers strengthen their market position, share risks, and invest collectively in local development. That's good for their well-being — and their region. Fair prices and long-term cooperation make producers more resilient and unlock investments in their communities and climate adaptation.

What impact does this create?



"The market is highly unstable. Thanks to Oxfam, we know we can sell this year. Oxfam believes in us, and we believe in them"

Victor Palma, Vinos Lautaro

Fair trade prices



26 trading partners

500,000 people impacted

We pay a **fair trade price**, set by Fairtrade International. The minimum price acts as a safety net, offering farmers income security when market prices drop. If the market rises above that threshold, we pay the higher price.

Always the fair price. No exceptions.



Get to know
Vinos Lautaro

The Fair Trade Premium

In addition to fair prices, we pay an extra Fair Trade premium. Cooperatives manage these funds collectively — deciding together how to invest them in **social and ecological priorities**, such as education, infrastructure, training, or sustainable farming.



In 2024:

€ 217,000

in Fair Trade premiums paid.

Oxfam Fair Trade received the **Fairtrade Frontrunner Award**

(brand category) as the top premium contributor.



Read more

How does coffee cooperative ACPCU spend the Fair Trade Premium?

The **Ugandan umbrella cooperative ACPCU** invests in the long-term strength of its members. At one of its local partners, Abateganda Ntungamo, the premium was used to:

- Renovate primary schools
- Purchase high-quality seedlings (€24,018.17)
- Build cooperative infrastructure
- Hire managers and technicians

Technical support and audits are part of the structural package. In Uganda — where only 10% of the schools receives public funding — such investments are critical to ensure access to quality education.



Read more about the Ugandan umbrella cooperative ACPCU

The Partner Fund

The Partner Fund supports partners when needed — from **disaster relief to long-term (co-creation) projects** focused on incomes that sustain a life with dignity, women’s empowerment and climate-resilient agriculture.



9 co-creation projects



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Emergency Relief in Palestine

Our Palestinian partner **PARC-Al Reef** works in the West Bank, where the situation escalated in October 2023. In response, Oxfam Fair Trade raised €5,000 through the Partner Fund. With these funds, Al-Reef sent food aid to Gaza — which reached its destination on October 25, 2024.



←
Read more

A premium that helps close the income gap

Oxfam Fair Trade continuously evaluates the impact on the ground. In some countries, even fair trade isn’t enough. Fragile national economies make it hard for farmers to earn a living income — the amount needed for a decent standard of living. That’s why we go beyond fair trade. With our **Bite to Fight** chocolate, we offer **cocoa farmers in Ivory Coast** a living income premium.



Bite to Fight-premium:
€ 41,578



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Bite to Fight + Partner Fund = 100 farmers supported

Thanks to the sale of **Bite to Fight** chocolate, we were once again able to create real impact for cocoa farmers in 2024.

Our partner **CPR Cnaan in Ivory Coast** received €30,000 from the Partner Fund and an additional €41,578 in Living Income Premiums from Oxfam Fair Trade. These funds supported 100 farmers by:

- improving **ecological farming** practices across 47 fields,
- launching **solidarity savings groups** in 19 communities (13 women’s groups, 6 men’s groups),
- paying out direct cash **premiums** of 250 FCF per kg of cocoa (around €0.38/kg).

→
Read more



Future & climate proof

Long-term partnerships give producers the space to grow (agro)ecologically, protect soil health, and adapt to climate change. Organic farming is a key part of this approach — it strengthens resilience on the ground and offers clear benefits for consumers. But going organic requires major investment. That’s why we support producers with an organic premium. Our ambition: a fully organic product range by 2030.

65% of our OFT products are organic

3 agroecological projects supported

€ 31,000 in climate contributions



© Galo

Reducing emissions & Climate contributions

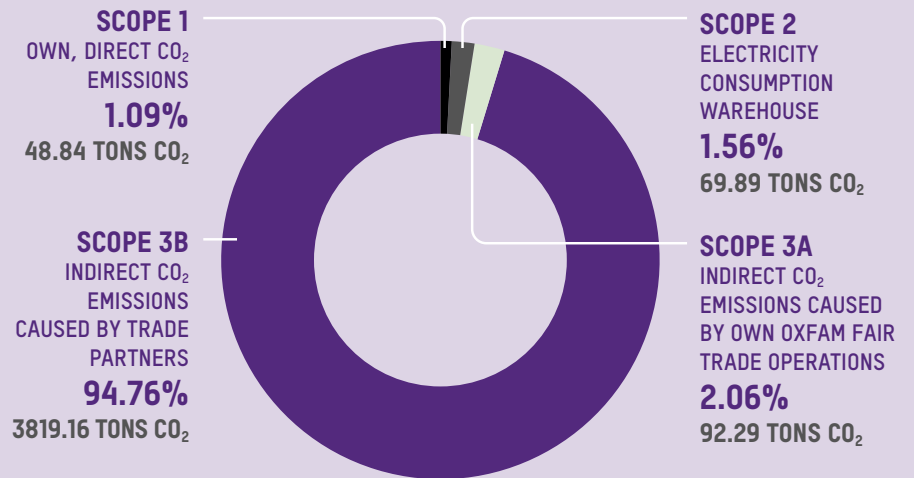
Since 2022, we’ve moved away from traditional CO₂ offsetting — which often lacks transparency or harms communities. Instead, we focus on **real emission reductions**.

We mapped our emissions and found that **96%** of our CO₂ footprint comes from the production of our products — an area over which we have only limited direct control. The remaining **4%** comes from our own buildings and transport.

Despite limited control over upstream emissions, we’re acting:

- Halved natural gas use (since 2021)
- Phased out in-house transport (scope 1 emissions dropped from 2.92% to 1.09%)
- Staff encouraged to cycle or use public transport
- Solar panels and batteries installed at HQ
- Our reduction goals: **- 15%** CO₂ by 2025, **- 30%** by 2030 (vs. 2021)

DISTRIBUTION OF CO₂ EMISSIONS IN 2023 PER SCOPE



€31,000 for climate action in 2024

Instead of offsetting, we invest directly in **agroecological projects** with our trading partners. In doing so, we strengthen both their resilience to climate change and their economic position:



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DR CONGO

Coffee farmers received support for shade-grown cultivation, soil improvement, and the planting of fruit trees. The result: greater biodiversity, healthier soils, and more stable incomes.

IVORY COAST

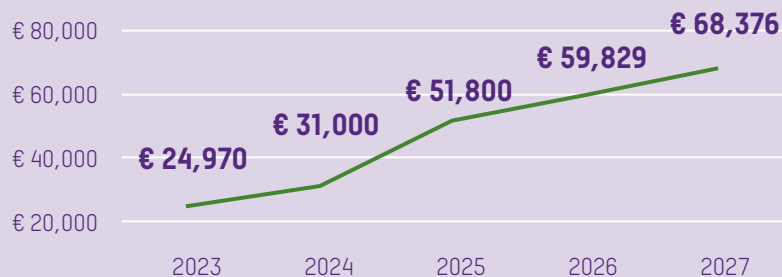
Through agroforestry, cocoa farmers combine trees with crops. This protects the soil, improves water retention, and creates additional sources of income.

LAOS

Tea producers received mobile solar pumps and training in sustainable farming. Their fields are now more resilient to drought, resulting in higher and more stable yields.

Our **climate contributions** support both mitigation (reducing emissions) and adaptation (coping with the impacts of climate change). Real climate action, rooted in the field.

THE BUDGETS WE PROVIDE FOR CLIMATE CONTRIBUTIONS IN THE COMING YEARS



Women grow our future

Women play a crucial role in agriculture and coffee cultivation, yet they rarely have access to land ownership, credit, or education. And still, their economic independence has a powerful ripple effect on families and entire communities.

That's why we actively promote gender equality by working with partners who meaningfully include women. Every project is assessed to ensure that women are actively involved and share equally in the benefits — a commitment anchored in our due diligence policy.



"When women become financially independent, they gain power."

Marcelline Budza,
coffee farmer &
founder of Rebuild
Women's Hope



© Tineke D'haese/oxfam

Women's coffee is not a marketing gimmick — it's a lever for economic empowerment and social change.

Read more about
about Rebuild
Women's Hope



Community

WE TACKLE PROBLEMS AT THE ROOT

We don't just offer an alternative — we aim to transform the entire sector. By helping shape policy (due diligence) and by putting pressure on businesses and industry through strategic partnerships.



© Yel/Oxfam

What does this achieve?

Due diligence, done right

For Oxfam Fair Trade, due diligence is not a box-ticking exercise — it's part of our daily practice. We take active responsibility for people and the planet across our entire value chain — from plantation to consumer.

Our approach is grounded in the principles of **Human Rights and Environmental Due Diligence (HREDD)**: we systematically identify risks, address them, and follow up. Not because we have to, but because it's the right thing to do.

In practice, we work with cooperatives to improve working conditions, promote gender equality, and support environmentally friendly farming. For example, we conducted risk analyses with coffee cooperatives in Honduras and Uganda, followed by targeted improvement plans.

Together with Oxfam België/Belgique, we also advocate for binding legislation to make due diligence the norm across all global trade chains — because only structural change can lead to lasting justice.

Read more



Due diligence at Oxfam Fair Trade



Due diligence for companies (in french)

Fair trade? We back it up, in black and white

For us, transparency isn't a requirement — it's a choice. With certifications from **Fairtrade**, **B Corp**, **WFTO**, and **SPP**, we set the bar high. Certification isn't the finish line, but the starting point: the beginning of an ethical value chain where due diligence and justice take centre stage.

Oxfam Fair Trade is externally assessed on impact, sustainability, and good governance. In 2024, that once again resulted in several key recognitions:



Fairtrade label

All our products carry the official Fairtrade certification label. It guarantees fair trading conditions, minimum prices, and social premiums — monitored by Fairtrade International.



B Corp

We renewed our B Corp certification with an exceptional score of 142.8 points (well above our target of 130) — the highest score of any B Corp-certified company in Belgium. Globally, we rank among the top-performing food companies.

This score confirms that our cooperative structure, stakeholder focus, and long-term investments in farmers and sustainability deliver real impact.



Organic certification

In 2024, 66% of our product range was organically certified. Our target: 100% organic by 2030.

For us, certification is not the finish line — it's a way to ensure transparency, track progress, and challenge other companies to do the same.

More than trade: investing in awareness and advocacy

Fair trade doesn't stop at the product. In 2024, Oxfam Fair Trade donated **€179,486.58** to Oxfam België/Belgique to support their policy and education work on fair trade.

Together, we build awareness — and drive systemic change.



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Customers

WHY QUALITY MATTERS

Fair trade should also mean high-quality products. We aim for a range that is reliable, safe, and excellent — for producers and consumers alike.



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What have we achieved?

Our quality approach is built on three pillars:

1. Supplier Rating

Each year, suppliers are evaluated via a transparent questionnaire (score out of 10), based on **compliance**, **cooperation**, and **improvements**.

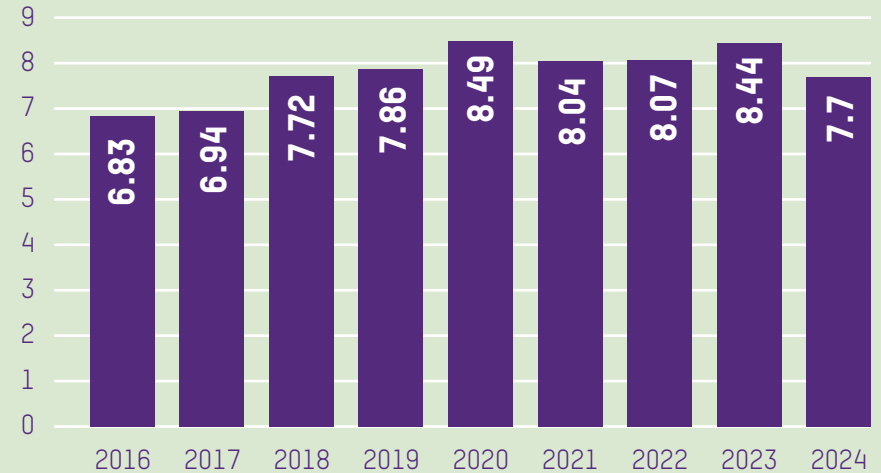
2. Complaint Monitoring

We handled **80–100 quality issues** in 2024 — ranging from minor (e.g. honey crystallization) to severe (e.g. pesticide traces). Serious deviations are intercepted before reaching stores.

3. Transmission Line Analysis

We reviewed our **quality metrics** at supply chain level. This led to a lower overall score — but greater internal accuracy.

QUALITY SCORE



By combining these three perspectives, we gain a clear view of overall **product quality as well as the performance of each supplier**. This allows us to make adjustments, raise our standards, and focus on long-term improvement.

We remain committed to enhancing quality — because every product must meet the expectations of today and tomorrow.



"Nice balance between sweet and sour. Lightly roasted — ideal as a filter coffee. At this price? A bargain."

Barista Rob Berghmans, barista at Caffènation (on Oxfam's Congo coffee)

Read more



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Packaging: with care for planet and customer

Our packaging is designed to prevent waste and ensure food safety. Since 2022, our coffee packaging has been aluminium-free and fully recyclable. However, rapid innovations — like compostable film — sometimes run up against new regulations. For chocolate, aluminium is still necessary to preserve quality and taste, though we're actively exploring alternatives.

Packaging remains essential for food safety, shelf life, product information, and transport — especially for slower-moving items in Wereldwinkels.

Our biggest challenge? Packaging laws vary widely across regions, while we aim for solutions that are **reusable, recyclable, and suitable for export**.



"Today, entire lives are at risk due to climate change and repeated crop failures. Fair trade is a crucial factor in tackling these developments."

Jo Bausch, Terra Roxa

Read the full interview



Our team

CHANGE STARTS WITHIN

We're not a typical company. We take system change seriously — and it starts within our own organisation. We prioritise a safe working environment and a strong culture of integrity. Stakeholders have a real say in how we operate. And at the end of the day? As a cooperative, we reinvest in our trading partners — not in shareholders. We put system change into practice within our own organisation.

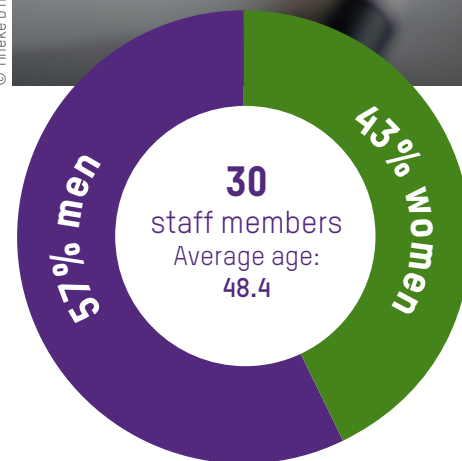
What have we achieved?

At Oxfam Fair Trade, we are actively building an **inclusive, feminist, and safe work environment**. We focus on power balance, team cohesion, and the well-being of every employee.



Who are we?

© Tineke D'haese/Oxfam



- 5 nationalities
- 6 leadership roles (evenly distributed male/female)

All employees are covered by a collective labour agreement

Diversity in action

Between 2022 and 2024, we partnered with Actiris to implement a diversity plan, focusing on more inclusive recruitment, an improved onboarding process, and stronger HR and diversity teams. An external evaluation confirmed clear progress. Building on that, we're now developing a new action plan, with a focus on **long-term integration** — and on **empowering staff as drivers of change**.

Making power visible

In 2023, we collected 45 staff stories (on **gender, age, language**) through workshops and interviews. These led to actions like:

- strengthening feminist leadership
- more transparent decision-making
- more co-creation and dialogue

We keep listening, learning, and improving — building an organisation where every perspective matters.

Where we're going

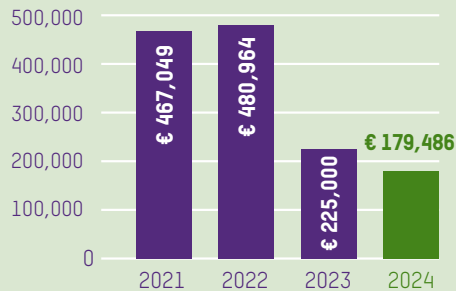
NO EMPTY PROMISES, JUST MEASURABLE CHANGE

These figures show where we stand today — and where we aim to go by 2030. They reflect how we, as an organisation, work towards fair trade, sustainability, and structural impact. Every number tells a story about the choices we make: from an expanding organic range to concrete investments in climate adaptation and fair premiums for producers.

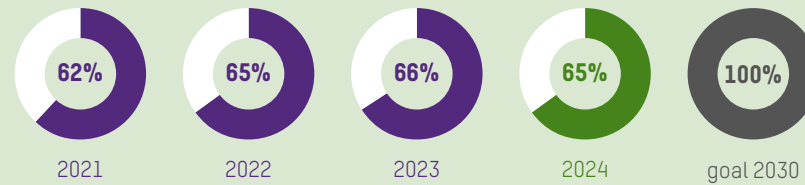
Together, they shape the direction of our mission: a just food system that puts people and planet first.

WERELDWINKELS SUPPORT:

Annual contribution to Oxfam Wereldwinkels (€)

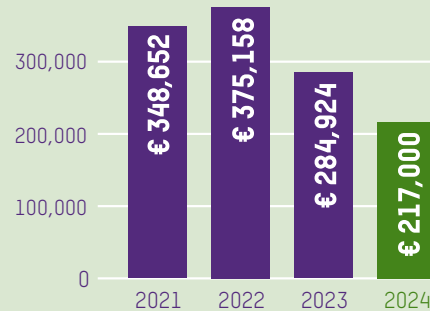


ORGANIC PRODUCT RANGE: % of organic products



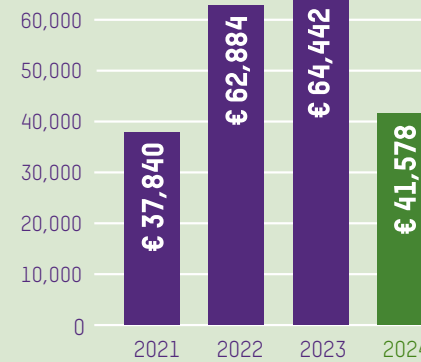
FAIR TRADE PREMIUM:

Total amount paid to producers (€)



BITE TO FIGHT PREMIUM:

Additional premium for living income (cocoa)

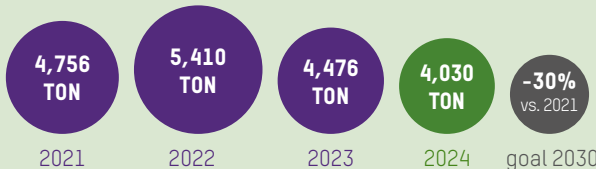


IMPACT PROJECTS:

Number of co-creation projects

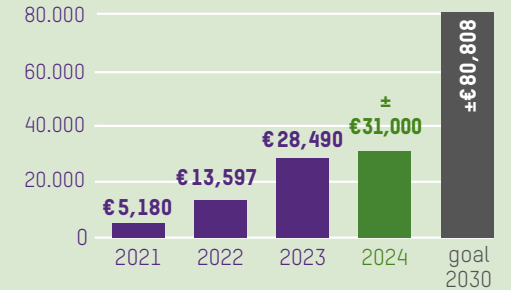


CO₂ EMISSIONS



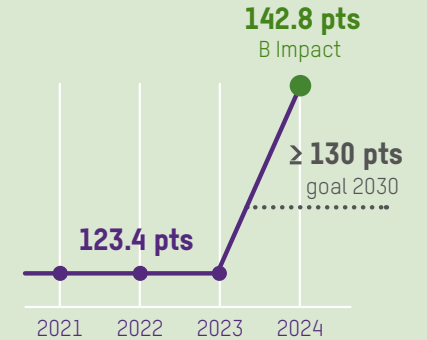
CLIMATE CONTRIBUTIONS:

Budget for climate adaptation and mitigation projects (€)



B CORP-SCORE:

Sustainability certification score (points)



PREVIOUS SUSTAINABILITY REPORTS



Report 2022



Report 2023

TOGETHER WE MAKE A POSITIVE IMPACT

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