

THE BAR | |

OUR
LABEL
SETS

2024



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FOREWORD



2024: A YEAR OF BELIEF, MOMENTUM, AND IMPACT

“Our vision at Fairtrade Belgium is simple yet bold: that every farmer and worker should earn a living income or wage — enough to cover not just production costs, but to live a decent life, with access to education, housing, healthcare and more. Fairtrade’s minimum price and premium have always been vital steps in that direction. But we are still far away from closing the gap. And we work every day to help close it.

In 2024, we saw encouraging signals of the market moving in the right direction. Our impact grew with increased sales of Fairtrade products, resulting in more premium for the Fairtrade cooperatives. And more companies showed the way, building upon certification to integrate living incomes and living wages into their business strategies. Including Colruyt Group with their Boni chocolate tablets and Lidl with their living wage bananas. They joined the ranks of long lasting pioneers like Tony’s Chocolonely and Oxfam’s Bite to Fight range.

Brand awareness and trust in Fairtrade also rose considerably — confirming that both companies and consumers believe in our mission and in the power of Fairtrade to drive real change.

But let’s be honest: voluntary action alone will not fix a broken system. Even with the strongest standards, Fairtrade cannot shift global supply chains on its own. We need companies willing to pay fair prices and share risk. And we need governments to raise the bar — through smart legislation and bold leadership. That’s why we helped shape the EU’s Public Policy Roadmap on Living Incomes and Wages, pushing for structural change that puts human rights at the core of trade.

2024 also marked a turning point in how Fairtrade is perceived. The old clichés — about taste, quality, or image — no longer hold. Fairtrade products are now found in high-end, delicious offerings from premium chocolate and coffee brands. This is the essence of our new Love Brand strategy: buy it because you love it. And discover it’s Fairtrade, too. And this strategy is paying off already with a rise in brand awareness and trust, confirming that both companies and consumers believe in our mission and in the power of Fairtrade to drive real change.

In 2024, we also proudly celebrated the second edition of our Fairtrade Frontrunners Awards. These recognitions highlight companies — and for the first time, also Fair Towns — that go beyond compliance and lead the way in sustainable trade. Local authorities play a vital role: by raising awareness, supporting local businesses, and setting an example through their own purchasing choices.

My personal highlight? Meeting eight workers at Penta Flowers in Kenya. Learning how a €0,01 premium per flower stem can change a life — from extreme poverty to a decent existence — was deeply moving. Imagine the impact if each of us made one fair choice, every day.

Let’s keep going. Let’s create that change.

PHILIPPE WEILER
CEO FAIRTRADE BELGIUM

ABOUT FAIRTRADE

FAIRTRADE IN WORDS

The First Label

We are pioneers in establishing fair trade. Fairtrade is an international label created in 1988 under the name "Max Havelaar" for fair trade with countries of the Global South. This label is found, among other things, on food products, textiles, and cosmetics.

NGO & Label

Fairtrade wears a dual hat. Firstly, it is an international **NGO**. We always work in the interest of producers: we conduct large-scale awareness campaigns, engage in advocacy with various political leaders, and educate and sensitize businesses. But Fairtrade is also the most well-known and recognized sustainability **label** in the world. Our role is to open and stimulate markets to bring together demand and supply for ethical and sustainable products. With this component ingrained in our DNA, Fairtrade understands the reality, challenges, and needs of businesses better than anyone.

Producers & Facilitators

Fairtrade is composed, on one side, of farmers and workers organized into cooperatives and plantations. They produce according to Fairtrade Standards. On the other side, there are national Fairtrade organizations (NFO's) like Fairtrade Belgium. They are the ones who help businesses sell Fairtrade products in their national markets.

FAIRTRADE IN NUMBERS



67

Countries & Territories
where Fairtrade producers operate.

- National Fairtrade Organizations
- Fairtrade Producing Countries
- NFO & Producing Countries



102 Belgian Licensees
have a contract with Fairtrade Belgium.



85% Brand Awareness
GlobeScan - Belgium 2025



23 Commodities
can be Fairtrade certified.



84% Brand Trust
GlobeScan - Belgium 2025



2.915 Products in Belgium
carry the Fairtrade label.



37.000 Products
available to shoppers worldwide.



1.9 Mio Farmers & Workers
around the world are involved in Fairtrade.



1.896 Producers & Workers Organizations
representing workers and farmers worldwide.

INCREASE THE LEVEL

FAIRTRADE PRODUCTS' CONSUMER VALUE



BELGIUM

€351.775.000

Fairtrade products' consumer value in Belgium in 2024.
+6,4% vs. 2023

Consumer Value refers to the total worth of Fairtrade-certified products sold in Belgium. In 2024, the consumer value of these products surged by 6,4%, surpassing the impressive milestone of 350 million euros. This growth is driven by a growing number of Fairtrade sales, on top of the inflation and the increasing presence of higher-value products, such as textiles.

In 2024, we also observed a diversification of the Fairtrade product offering. Alongside well-known commodities like

coffee and bananas, we're pleased to see more and more chocolate brands joining the Fairtrade movement. In addition, new categories such as textiles and cotton continue to grow. Brands like Brabantia and Bel&Bo have chosen to work with Fairtrade cotton. These products generally have a higher retail value than traditional Fairtrade items, further contributing to the rise in consumer value.

The market continues to expand, reflecting a broader shift towards more conscientious and responsible consumption.

INCREASE THE LEVEL



This bar is our **commitment**

FAIRTRADE PREMIUM



WORLDWIDE

€211.500.000

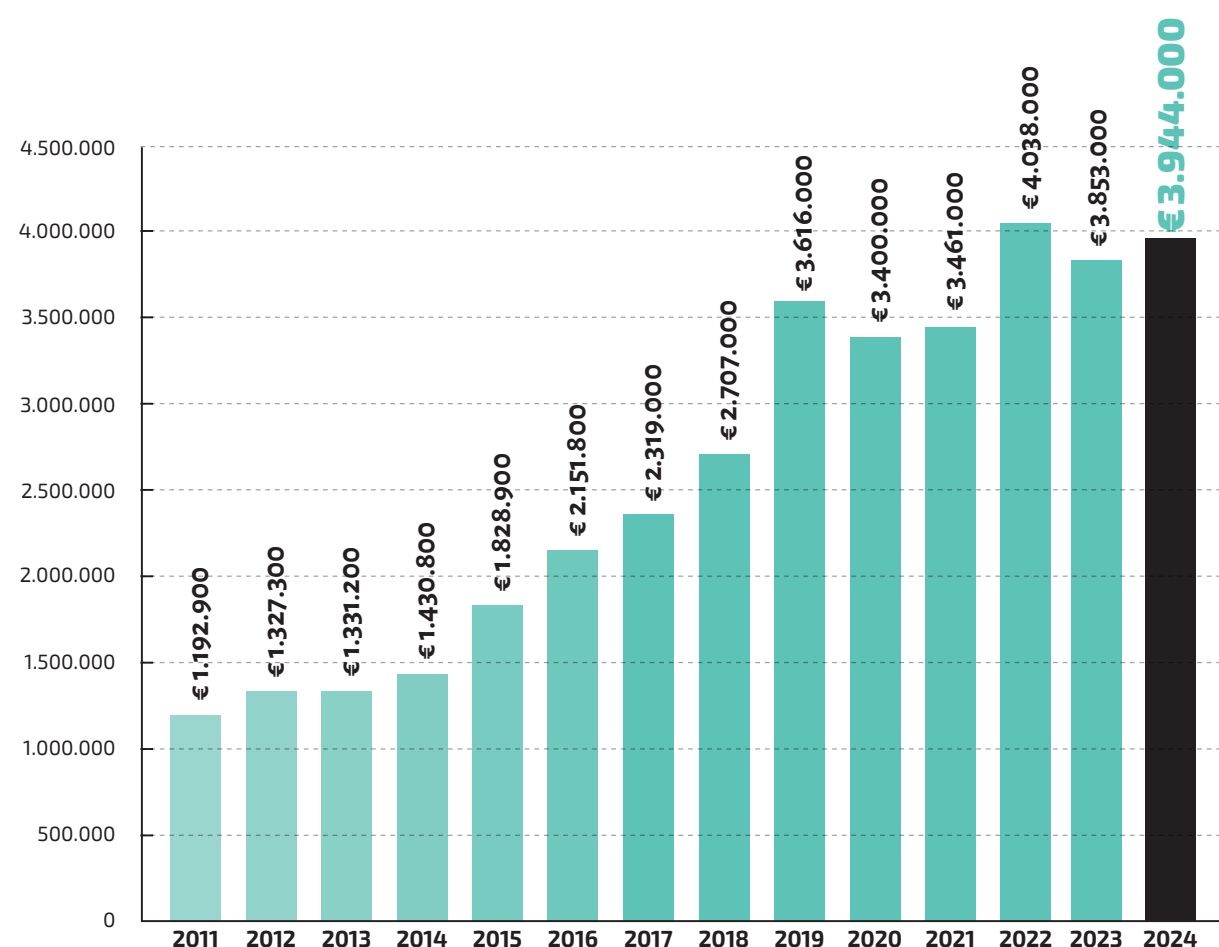
Fairtrade Premium generated worldwide in 2023.
-5,1% vs. 2022



BELGIUM

€3.944.000

Fairtrade Premium generated in Belgium in 2024.
+2,4% vs. 2023



5 KEY COMMITMENTS



- ✓ Honest prices
- ✓ Healthy work
- ✓ Protecting nature
- ✓ Strong communities
- ✓ 100% independent



THE FAIRTRADE LABEL SETS THE BAR



After a challenging period, Fairtrade is growing again — and this time, across all product categories except flowers. This renewed momentum reflects a growing interest in sustainability and a stronger commitment from companies to Fairtrade. As a key performance indicator for our organization, the Fairtrade Premium is an essential lever for change: it directly contributes to improving the living conditions of producers. Paid on top of the Fairtrade Minimum Price by the first buyer, this additional sum is managed col-

lectively by cooperatives. Rather than being earmarked for specific projects, the Premium is entrusted to cooperative members, who democratically decide how to invest it based on their shared priorities — whether in farming, education, health, or infrastructure. This renewed growth confirms the relevance of the Fairtrade model and strengthens the potential of the Premium as a tool for sustainable development and community empowerment.

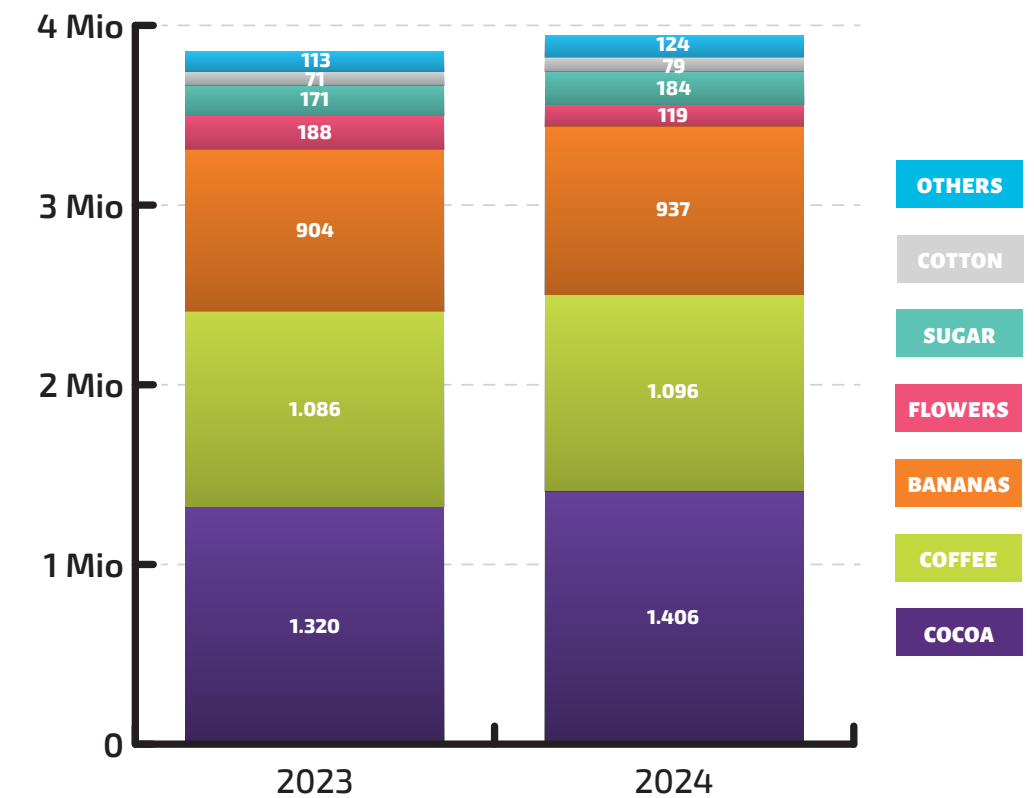
CÉCILE HENRARD
HEAD OF PARTNERSHIP MANAGEMENT

COMMODITY FOCUS



FAIRTRADE PREMIUM IN BELGIUM PER COMMODITY

€ Mio



Premium Generated by Product Group

Fairtrade Belgium Reporting 2023 - 2024

FAIRTRADE COCOA SALES IN BELGIUM



FAIRTRADE PREMIUM

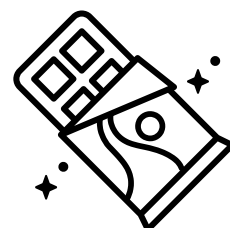
€1.406.000

Fairtrade Premium generated
in Belgium in 2024.
+6,5% vs. 2023



6.338 T
COCOA BEANS

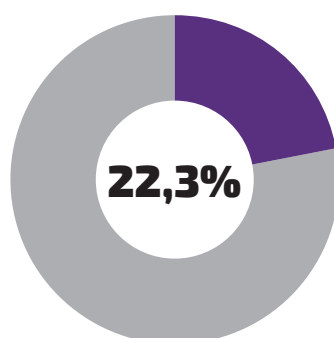
sold under Fairtrade terms.
+6,4% vs. 2023



**FAIRTRADE
COCOA BASED
PRODUCTS SOLD**

12.715 T
+6,6% vs. 2023

COCOA MARKET SHARE



+1,4 pp vs. 2023



98
**LICENSEES
SELLING
IN BELGIUM**

37 Belgian Licensees
61 Other Licensees

157
**BRANDS
IN BELGIUM**

1.578
PRODUCTS



FAIRTRADE COFFEE SALES IN BELGIUM



FAIRTRADE PREMIUM

€1.096.000

Fairtrade Premium generated
in Belgium in 2024.
+0,8% vs. 2023



80

**LICENSEES SELLING
IN BELGIUM**

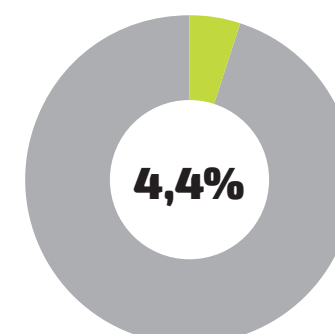
38 Belgian Licensees
42 Other Licensees



108

**BRANDS
IN BELGIUM** **520**
PRODUCTS

COFFEE MARKET SHARE



+0pp vs. 2023

FAIRTRADE COFFEE PRODUCTS SOLD

2.214 T

+1,5% vs. 2023



2.686 T

GREEN COFFEE BEANS

sold under Fairtrade terms.
+0,7% vs. 2023

FAIRTRADE BANANA SALES IN BELGIUM



FAIRTRADE PREMIUM

€937.000

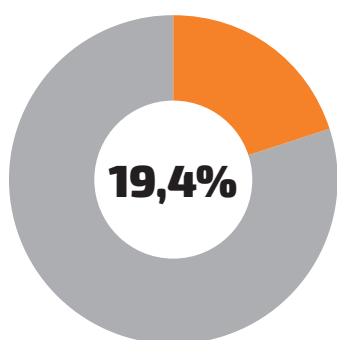
Fairtrade Premium generated
in Belgium in 2024.
+3,6% vs. 2023



78%

**OF FAIRTRADE
BANANAS ARE ORGANIC**

BANANA MARKET SHARE



+0,5pp vs. 2023



BANANAS ARE MAINLY SOURCED

From Colombia, Peru, Dominican
Republic and Ecuador.



18.431 T FAIRTRADE BANANAS SOLD

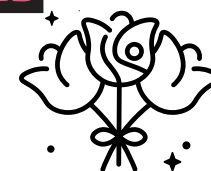
under Fairtrade terms.
+3,8% vs. 2023



FAIRTRADE FLOWER SALES IN BELGIUM

FAIRTRADE FLOWER STEMS SOLD

14 Mio
-36,6% vs. 2023



FLOWERS ARE MAINLY SOURCED

From Kenya and Ethiopia.



FAIRTRADE PREMIUM

€119.000

Fairtrade Premium generated
in Belgium in 2024.
-36,8% vs. 2023

FAIRTRADE SUGAR SALES IN BELGIUM



FAIRTRADE PREMIUM

€184.000

Fairtrade Premium generated
in Belgium in 2024.
+7,7% vs. 2023



3.056 T

FAIRTRADE CANE SUGAR

sold under Fairtrade terms.
+8% vs. 2023



77

LICENSEES SELLING IN BELGIUM

35

Belgian Licensees

42

Other Licensees

99

BRANDS IN BELGIUM

685

PRODUCTS



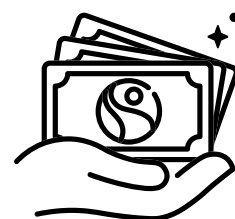
69%

of Fairtrade cane sugar is used for sugar
pack/sticks, but is also used for :

- 11% desserts, cakes and ice cream
- 10% chocolate & biscuits
- 5% beverages
- 4% chocolate spread & jams
- 1% others



FAIRTRADE COTTON SALES IN BELGIUM



FAIRTRADE PREMIUM

€79.000

Fairtrade Premium generated
in Belgium in 2024.
+11,5% vs. 2023



FAIRTRADE COTTON FIBERS SOLD

596 T

+11,5% vs. 2023



1.313 K

+0,5% vs. 2023

FAIRTRADE COTTON UNITS SOLD

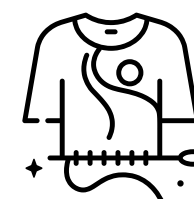


48

LICENSEES SELLING IN BELGIUM

7 Belgian Licensees

41 Other Licensees



58

BRANDS IN BELGIUM

selling **596** Fairtrade
certified products.

2024

FEBRUARY

SOS CSDDD

Fairtrade Belgium mobilized 50 progressive Belgian companies to support the EU Corporate Sustainability Due Diligence Directive (CSDDD). These businesses, including major chocolate brands, called for a level playing field where all companies uphold human rights and environmental standards across their supply chains at a crucial time of the voting process on the CSDDD.

FRUIT AT WORK PODCAST

Our CEO Philippe Weiler was the first guest on the newest podcast '(H)eerlijk Ondernemen' from Fruit At Work. They discuss exactly what Fairtrade means, debunk misconceptions and offer practical tips for companies that want to contribute to a fairer world.

OCTOBER

FAIR TOWNS CAMPAIGN

Over 20,000 citizens from 173 Belgian municipalities "voted" for local action in support of fairer and more sustainable trade and lifestyles during the Fair Trade Towns campaign. These symbolic votes were delivered to the newly elected local councils. On Saint Nicholas Day, we visited the Flemish Parliament with our beloved Saint to hand over the Flemish votes and share the campaign's message.

INTERNATIONAL FAIRTRADE TEXTILE FORUM

The first edition of the International Fairtrade Textile Forum took place. Cotton producers, manufacturers and brands interacted during a full day. There were speeches about the main challenges and opportunities met throughout the textile supply chain from field to store, solutions with experts were explored, and participants were inspired by success stories.



BEYOND CHOCOLATE GENERAL ASSEMBLY

Beyond Chocolate presented its annual results. Our CEO Philippe Weiler joined a panel discussion alongside other representatives from the cocoa industry to reflect on the key challenges of achieving sustainable cocoa. While there is still much work to be done, the latest results from Beyond Chocolate show encouraging progress: finding chocolate that isn't certified or part of a sustainability program is becoming increasingly rare – a positive trend indeed!!



MARCH

BIOXPO

Fairtrade Belgium was present at BioXpo. An inspiring way to demonstrate that Organic & Fairtrade, it's a match!



COMMUNES DU COMMERCE EQUITABLE VISIT CHARLES LIÉGEOIS

We joined forces with the Fair Towns campaign in Wallonia and Brussels to organize a visit to Charles Liégeois. Lots of 'Communes du Commerce Equitable' joined and were impressed by Charles Liégeois' efforts on sustainability and its commitment to Fairtrade.



FIELD TRIP WITH GALLER

Igor, our Cocoa Partnership Manager, went to Côte d'Ivoire with La Chocolaterie Galler to visit the Fairtrade cooperative Yeyasso. This was an opportunity to see the impact of Fairtrade on the ground and to follow up on various projects. He also attended trainings provided by Fairtrade Africa to cooperatives in the Daloa region.



TREFDAG FAIRE GEMEENTE

The third edition of the Trefdag of the Fair Towns took place in Antwerp! We welcomed 170 civil servants, volunteers, and young people from 70 different Fair Trade Towns. With workshops, a panel discussion, and a closing performance by comedian Bert Gabriëls, it was a captivating and inspiring day.



APRIL

LOVE BRAND CAMPAIGN

We ran a 360° campaign aimed at presenting Fairtrade as a strong brand. We used a highly creative concept to highlight how delicious Fairtrade products are and to build an emotional connection with consumers — all to amplify our message of citizen awareness and engagement.



WORLD COCOA CONFERENCE

Fairtrade Belgium was happy to join one of the panel sessions on 'Strengthening Global Partnerships' representing the Beyond Chocolate Partnership. The main issue Fairtrade wanted to address was to have increased coherence when it comes to different public policies in support of sustainable cocoa.

SEPTEMBER

FIELD TRIP WITH KOFFIECAFÉ

The Belgian coffee federation Koffiecafé invited Fairtrade Belgium to organize a two-day visit to Fairtrade-certified cooperatives in Kenya. The trip offered valuable insights and strengthened ties with federation members. We observed how Fairtrade Africa supports cooperatives on the ground. Participants, including Fairtrade license holders, compared Fairtrade cooperatives with large estates, highlighting key differences in agroforestry, income diversification, and especially the use of the Fairtrade premium.

YOUTH AMBASSADORS PROGRAM

In 2024, the Flemish Fair Towns Campaign launched the first edition of its Youth Ambassadors Program. Eight young people from seven Belgian Fair Trade Towns took part. Through workshops, they explored topics like fair trade, sustainable consumption, climate and gender inequality, and decolonization, while connecting with the global Fair Trade Towns network. They traveled to South Africa for a hands-on "practice safari," where they exchanged ideas with local youth, visited fair trade initiatives, and attended the International Fair Trade Towns Conference in Drakenstein.

ORBIT CONFERENCE

Fairtrade Belgium was a proud strategic partner of Orbit by PUB, a conference dedicated to sharing best practices in sustainable marketing, in its 7th edition under the theme "Forever Young."

NOVEMBER

FOOD.FILM.FEST

Faire Gemeente organized the opening of the festival in the prestigious De Roma.

MAY

FAIRE RONDE

Just ahead of World Fair Trade Day – the 'Faire Ronde' was organized for the second time in many Fair Towns in Flanders. The 'Faire Ronde' is an adventurous tour through different locations where people can experience local examples of how to consume and produce sustainably. It highlights the many positive examples of local commitment to fair trade.



JUNE

FAIRTRADE FRONTRUNNER AWARDS

For the second edition, seven companies were awarded for their commitment to Fairtrade in various categories. Salvatore Iannello, Yannick Aerts, and Katrien Neveux were celebrated as Fairtrade Ambassadors of the Year. Cocoa producer Djakaridja Bitié and BIO Invest CEO Joris Totté took the floor with vibrant speeches.



FAIR TOWNS VISIT TWERK

A delegation from the 'Faire Gemeente' network visited TWERK, a Belgian social enterprise that crafts artisanal chocolate and speculoos while providing meaningful employment to people with autism. TWERK uses Fairtrade ingredients and follows sustainable practices. The enterprise is based in Herentals, a city strongly committed to the Fair Trade Towns movement.

GREAT PLACE TO WORK

Fairtrade Belgium scored an impressive 84% in the certification process, officially making our organization a certified Great Place to Work.

Great Place To Work®

THE PRESS ROOM



FAIRTRADE IN THE SPOTLIGHT: USING MEDIA TO DRIVE IMPACT



Amplifying our message through press and media remains a cornerstone of Fairtrade Belgium's

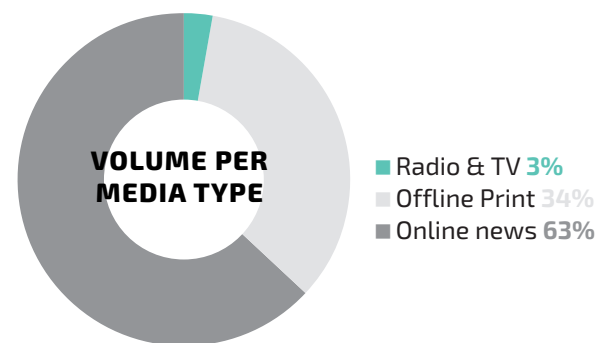
strategy. By setting clear press targets and prioritizing media engagement, we aim not only to inform citizens about the positive impact of choosing Fairtrade products, but also to inspire them to take action beyond consumption — contributing to a fairer and more sustainable world.

As Thomas Jefferson once said, "The press is the best instrument for enlightening the mind of man, and improving him as a rational, moral and social being."

Alongside promoting our own messaging, we have actively supported the Fair Towns campaign — sharing the stories and achievements of elected officials, local administrators, and dedicated volunteers who are championing Fairtrade at the community level.

We also continue to shine a spotlight on the efforts of our business partners, both in certification and in broader initiatives, recognizing their commitment to fair practices such as living incomes and living wages.

KOEN VAN TROOS
HEAD OF PRESS & ADVOCACY

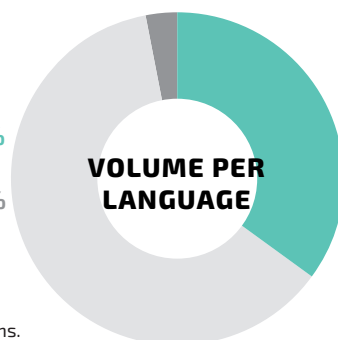
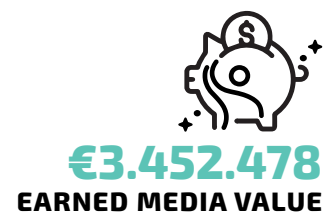


POTENTIAL REACH PER MEDIA TYPE

Radio & TV **0,7Mio**
Offline Print **39,5Mio**
Online news **116,2Mio**



French **31%**
Dutch **66%**
German **3%**



Reach: Potential number of occasions to see a piece of information.
Earned Media: Advertising equivalent of press articles and online publications.



KEY MEDIA MOMENTS AND INITIATIVES



26/04/2024

'EEN ANDER WAPEN IN DE DRUGSOORLOG - KOFFIEHANDEL ZONDER TUSSENPERSONEN'

A very well written and excellent article on how Rombouts Koffie is fighting narcotic production in Colombia through the Fairtrade system. A great initiative and a must read!



14/02/2024

'SEULE UNE RÉMUNÉRATION ÉQUITABLE PEUT CONTENIR LA COLÈRE DES AGRICULTEURS' - CARTE BLANCHE DANS LA LIBRE

Because of the farmers' protests, Fairtrade Belgium decided to write a carte blanche to advocate for legal minimum prices for farmers.



16/11/2024

'ALS WE IN EUROPA KOFFIE WILLEN BLIJVEN DRINKEN, DAN ZULLEN WE ER MEER VOOR MOETEN BETALEN'

Article in Knack written during the visit of Koffiecafé to Kenya, facilitated by Fairtrade. The article highlights the current challenges around coffee production including compliance to supply chain legislation and how Fairtrade tries to come up with answers together with smallholder coffee cooperatives.



DELICIOUS. AND ON TOP OF THAT, FAIRTRADE.

This manifesto reflects the message and approach we want to adopt in our communication with consumers. It is the result of an in-depth strategic analysis of the barriers and motivations of our core target audience. With this positioning, we aim to embed Fairtrade meaningfully in consumers' minds and further stimulate demand—ultimately ensuring a significant impact for producers. This approach will complement a more awareness-focused communication style—similar to how Fairtrade Belgium has communicated until now—which remains essential to fulfilling the mission of an NGO like ours.

Fairtrade.

Fair trade.

It's our mission, spelled out directly and literally in our name.

We guarantee fair pay, decent working conditions, and sustainable farming.

We empower communities while remaining fully independent.

Our reward? A better life for the people we work with.

And we believe that every product, in every store, everywhere in the world, should be a Fairtrade product.

But Fairtrade goes beyond the literal meaning of our name.

Fairtrade products are, above all, mmmhhh (so beautiful, so tasty, so smooth, etc.).

So don't choose Fairtrade coffee.

Choose the best coffee... that also happens to be Fairtrade.

Don't give your Valentine Fairtrade flowers.

Give the most beautiful, most fragrant bouquet... that also happens to be Fairtrade.

Don't just go for Fairtrade chocolate.

Treat yourself to a flavor explosion... that also happens to be Fairtrade.

Because Fairtrade isn't a compromise.

It's real added value—you can choose it consciously, or not. A little extra that makes the world better, without sacrificing the experience.

Our products are delicious, flavorful, divine, tasty, "mmmm," "yummm," "so good," and "wow, that's incredible."

NEWCOMERS OF THE YEAR

Impact for producers starts with sales volumes. That's why Fairtrade Belgium's Partnership Management Team works tirelessly to develop new partnerships. In 2024, numerous contracts were signed — a meaningful step for the sustainability of entire sectors, and above all, for the producers and their communities. A big shout-out to our new partners: together, we're making a difference. Today, they make an impact as Fairtrade licensees — tomorrow, they'll set the trends and inspire many more as Fairtrade Frontrunners.

HAMLET

The family-owned company Hamlet, a renowned Belgian chocolatier, is fully committing to a more sustainable future. After years of producing significant volumes of Fairtrade chocolate for private label brands, the company is now extending this commitment to its own product range. Starting in 2025, a selection of Hamlet products will proudly carry the Fairtrade label. This marks an important milestone in the company's commitment to ethical and sustainable practices at every stage of production — and makes a meaningful contribution to the growth of Fairtrade cocoa on the Belgian market, which now reaches a 22,3% market share.

“ By choosing Fairtrade, Hamlet is investing in a sustainable future and a fair income for cocoa farmers. This is not just a business decision - it's a responsibility.



JEROEN VAN OVERLOOP
COO



BEL&BO

From Deerlijk in West Flanders, Bel&Bo quietly grew into the well-known fashion brand for all Belgians. It counts 600 employees who are completely crazy about fashion and follow trends closely. Every season, they provide you with the most beautiful, timeless, everyday and surprising collections. Comfortable in fabric and even better in price. And as of 2024 they also have their own Fairtrade cotton line for both summer and winter.

“ Sustainability is about making progress step by step. By working together with Fairtrade, we're taking another step - further in the right direction.



CHARLOTTE DELFOSSE
CEO



VANDENBULCKE

As they celebrate their 75th anniversary, Chocolatier Vandenbulcke a pioneering chocolate company, commits to a sustainable future by choosing Fairtrade chocolate. This strong commitment seeks to benefit both consumers and cocoa producers, setting a new industry standard.



“ At Vandenbulcke, we believe not only in creating delicious products, but also in contributing to a better world. Using the Fairtrade label consistently across all our chocolates makes it a clear story, both for us and for the consumer.



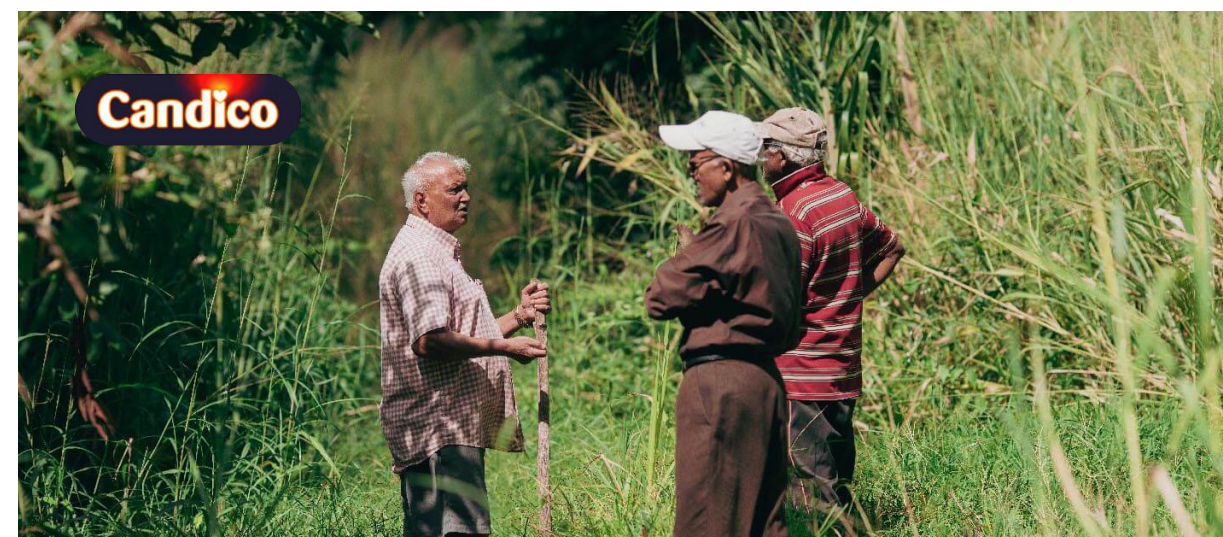
JELLE VANDENBULCKE
CEO



We are also very proud of the commitments made by the following companies in 2024. They may be smaller or less known to a broader public, but they truly make a difference in driving the industry towards better practices. A big shout out to Tiseco, Fidafruit, Sweet Little Belgium, Gudrun, Joriba and Kaffefabrik.



PARTNER'S HIGHLIGHTS



Early in 2024, Mauritius was hit by the devastating cyclone Belaal, which damaged both sugar cane plantations as well as the roads that lead to them. This is where **Candico**, Fairtrade Africa and Fairtrade Belgium teamed up to both reconstruct damaged roads and bridges and to invest in biofertilizers to optimize further cane sugar yields. The full story, including producer testimonials, can be found on a dedicated page on **Candico's website**.



Delhaize has extended its range of Fairtrade products by exploring the fresh pastry category, using Fairtrade cocoa for 4 new references... Go and discover them! Mmmmmh

This year, **Carrefour Belgium** launched 2 new chocolate bars, a Vegan and a Stevia-based. That way, all consumers are able to taste the fairness of a Fairtrade chocolate bar.





In September and October, our key partners **Galler** and **Charles Liégeois**, specialized in delicious and fair chocolate and coffee respectively, joined forces to organize a road trip to 48 Delhaize parking lots in Flanders. Both partners wanted to further boost their presence and brand image in the north of the country by offering free tasty samples of their products at their foodtruck. Since both partners are true Fairtrade ambassadors, they put their commitment to our long-term partnership in the spotlight, and they organized a kick-off event where Fairtrade Belgium was invited to give a speech on the importance of sustainable supply chains to ensure that future generations can still enjoy these delicacies.



Fiorelli

In 2024, **Fiorelli** has extended its Fairtrade certified flowers range with a new variety: Alstromeria. A first for the Belgian market, available in several Delhaize stores.

During different high momentum for Flowers, **LIDL** offered Fairtrade mix-bouquets including Fairtrade roses. A great way to enlarge its seasonal offer of Fairtrade flowers during the year.



Since October, all **Boni** chocolate tablets now contribute to a living income for the cocoa farmer. To celebrate this milestone, they also received a brand-new packaging explaining Colruyt's Living Income project. Beautiful, tasty and with a concrete impact !



The delicious **Boni** Bio Cacao Pillows are now part of the Boni assortment.

The Nutty Farmer and **Wyne.bio** collaborated to offer a 100% Fairtrade box available for the World Fair Trade day.

THE NUTTY FARMER

WYNE

An unexpected moment of happiness.



FAIRTRADE'S COMMITMENT TO GENDER EQUALITY AND ENVIRONMENTAL SUSTAINABILITY

At Fairtrade Belgium, we believe that true fairness includes both social and environmental justice. That's why we've embedded gender and the environment as cross-cutting priorities in everything we do.

CHAMPIONING GENDER EQUALITY

In 2024, we took a major step forward by launching our very first Diversity, Equality, and Inclusion (DEI) policy. This policy aims to integrate these principles into the heart of our organisation. We're going beyond symbolic gestures like gender-neutral toilets—we're actively working to create a more inclusive workplace. This includes making our hiring practices more gender-sensitive, adopting inclusive language across all communications, and building awareness among our staff through regular trainings and bite-sized micro-learning on gender and inclusion.

ACTING FOR THE ENVIRONMENT

In the same year, we strengthened our commitment to the planet by updating our environmental policy and reviewing our procurement practices. This led to greener choices in our office supply purchases, ensuring that our operations reflect our environmental values.

We also started offsetting the greenhouse gas emissions from our air travel. Thanks to our partnership with Greentripper, we now support a clean cookstove project in Ghana that helps reduce carbon emissions while improving local health and livelihoods.

By integrating gender equality and environmental care into our daily operations, we're not just talking about fairness—we're living it.

TRANSPARENCY & TRUST

INTEGRITY

Our Code of Ethics sets out the standards that Fairtrade employees must adhere to in their daily work. Violations are reported to an internal confidant or to the Integrity Complaints Officer. No complaints of integrity violations were reported in 2024. Nevertheless, additional investments have been made to improve procedures, awareness and training for the entire Fairtrade team.



BALANCE SHEET

ASSETS	2023	2024
Fixed Assets	197.438	193.123
Intangible Fixed Assets	42.294	34.354
Property and Equipment	36.397	40.023
Financial Fixed Assets	118.747	118.747
Current Assets	4.384.305	3.826.360
Accounts receivable >1y	1.136.929	573.679
Accounts receivable	1.686.928	1.716.659
Term investments	500.000	
Cash at Bank	424.394	947.531
Other Receivables	636.054	588.492
Transitory Accounts	9.611	11.389
Total Assets	4.591.355	4.030.873

EQUITY & LIABILITIES	2023	2024
Equity	822.956	873.976
Equity asbl	102.524	102.524
Reserves	23.798	23.798
Accumulated results	696.635	747.655
Provisions	42.790	52.790
Long Term Liabilities	0	0
Short Term Liabilities	1.983.072	1.945.048
Trade Debtors	1.464.495	1.431.591
Current portion liabilities	31.297	0
Other Short Term Liabilities	487.279	513.456
Transitory Accounts	1.742.537	1.159.059
Total Equity & Liabilities	4.591.355	4.030.873

PROFIT & LOSS

	FY2023	FY 2024	Delta vs FY 2023
Income			
Core activities	2.559.136	2.699.916	5,50%
Net License Fees	1.862.604	1.963.615	5,40%
Subsidies	696.533	736.301	5,70%
Fair Towns project	52.881	93.170	76,20%
Services to FT Global	305.915	398.603	30,30%
Total	2.917.932	3.191.690	9,40%
Expenses			
Core activities (incl Fair Towns project)	-1.841.423	-2.076.314	12,80%
Activity costs	-337.001	-437.615	29,90%
Overhead	-201.169	-259.577	29,00%
Salary Expenses - Core	-1.278.637	-1.339.678	4,80%
Depreciation & Provisions	-24.617	-39.444	60,20%
Support to FT Global	-341.532	-367.194	7,50%
Other operational Expenses	-2.311	-2.151	-6,90%
Total	-2.200.292	-2.445.500	11,20%
Operational Result before FI & PN contributions	732.667	746.030	1,80%
Contribution to the Fairtrade Network	-646.962	-702.397	8,60%
Operational Result	85.705	43.633	-49,10%
Financial Income	192	12.261	6.279,60%
Financial Expenses	-2.346	-4.236	80,60%
Financial Result	-2.153	8.025	-472,70%
Exceptional Income			
Exceptional Expenses			
Earnings Before Taxes	83.551	51.658	-38,20%
Taxes	-1.297	-638	
Earnings After Taxes	82.254	51.020	-38 %

NOTES

(*) This graph excludes the costs related to the Fairtrade International (FI) licensing system (Connect) as this service towards the FI system is a break-even operation for Fairtrade Belgium.

(*) This graph excludes the depreciation, financial and exceptional cost categories.

(*) Salary and non salary costs

INCOME & EXPENSES

NET LICENSE FEES (73 %)

SUBSIDIES :
DGD (22%) + OTHERS (5%)

FAIR TOWNS + FT
PARTNERS

INCOME : €2,7 MIO

SPENT AS FOLLOWS



FAIRTRADE INTERNATIONAL:

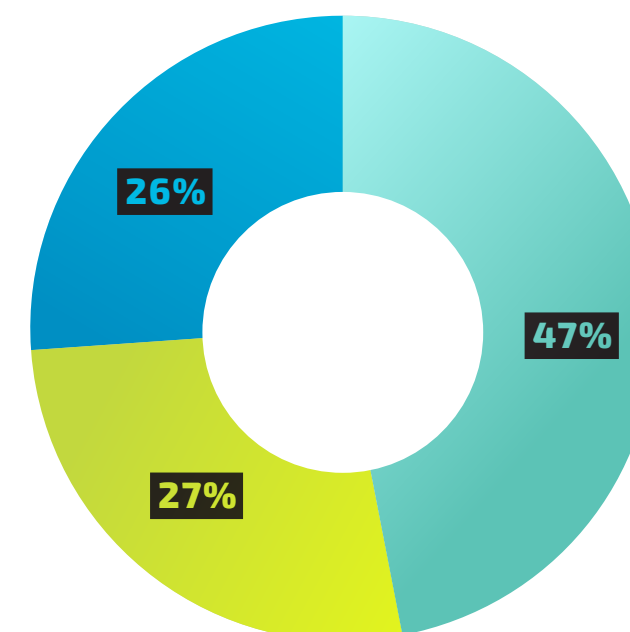
- Membership fee (36,2%)
- Consulting & reporting
- Centers of Excellence (Advocay, HRDD, ...)
- Support local producer networks in Africa, S-America & Asia (19,87 %)

FTBE - SENSITISATION, AWARENESS & ADVOCACY :

- Convincing policy makers of fair trade
- Beyond food initiatives
- Marketing sensitization campaigns
- Press
- Fair towns project

FTBE :

- Engage industry & customer support (21%)
- Living income projects with customers (4%)
- Monitoring & evaluation (3%)
- Administration & Reporting (19%)



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**Let us know how
we can help!**

FAIRTRADE FRONTRUNNERS SCORECARD

WHAT IS THE FAIRTRADE FRONTRUNNERS SCORECARD?

The Fairtrade Frontrunners Scorecard is a Fairtrade Belgium initiative designed to celebrate and encourage bold commitments to a fairer and more sustainable world. It recognizes companies—and since this year, also Faire Gemeenten—that are leading the way by choosing Fairtrade in meaningful and impactful ways.

The Fairtrade market in Belgium continues to grow steadily. In 2018, consumer spending on Fairtrade products reached €169 million. By 2023, that number had nearly doubled to €331 million—and in 2024, it rose again to an impressive €351.775.000. This growth reflects the dedication of the many businesses and partners putting social and environmental justice at the core of their operations.

But growth alone isn't the finish line. Ensuring that all Fairtrade-certified farmers and workers can sell their products on Fairtrade terms—and earn a living income or wage—requires continued and increased engagement. That's where the second purpose of the Scorecard comes in: to motivate companies to deepen their commitment, not only by boosting Fairtrade sales (and thereby generating more Fairtrade Premium), but also by expanding their impact beyond certification. This includes communication efforts, advocacy, and participation in pilot projects that support systemic change.

Lastly, the Scorecard is also a tool for support. Fairtrade Belgium works hand in hand with Fairtrade partners to grow their impact—whether through stronger storytelling, strategic partnerships, or pushing boundaries in innovation and sustainability. Because in the end, we want every partner to become a true Fairtrade Frontrunner.

WHO'S INCLUDED IN THE SCORECARD?

The Scorecard highlights the 'Fairtrade Frontrunners'—a group of companies and, for the first time this year, Fair Towns that have made significant progress in their Fairtrade journey. For practical reasons, Fairtrade Belgium has chosen not to include all 102 license holders or the nearly 200 Fair Towns in this benchmark. Instead, the focus is on those actors—both commercial and civic—whose commitment and impact stand out.

This selective approach allows us to shine a spotlight on front-runners while fully acknowledging that every Fairtrade license holder and every Fair Town plays a vital role in driving systemic change. Each action—no matter the scale—contributes to building a fairer and more sustainable trade model.

METHODOLOGY

The Fairtrade Frontrunners Scorecard ranks Fairtrade-committed actors based on four distinct categories:

1 Fairtrade Premium

This category reflects the amount of Fairtrade Premium a company generates through the sale of certified products.

2 Communication & Marketing

This measures how Fairtrade-committed companies communicate about their engagement with Fairtrade and raise awareness of Fairtrade among their customers.

3 Beyond Certification

This focuses on how companies go further than certification alone—through advocacy, pilot projects, or other innovative actions that support systemic change.

4 Fairtrade Coffee Purchases

This category recognizes the Fair Town of Flanders (Faire Gemeente) that purchases and serves the highest volume of Fairtrade coffee across its municipal and city services, for both staff and visitors.

For each category, an individual scorecard is developed, ranking Frontrunners according to their concrete actions and contributions. This evaluation is based on a unique methodology designed by Fairtrade Belgium.



CATEGORY 1

FAIRTRADE PREMIUM

For the first category, referring to the Fairtrade Premium, the period selected for the premium scorecard was the year of 2024. We made a distinction between 3 types of contribution:

- the Fairtrade Premium generated in BE by retailers.
- the Fairtrade Premium generated in BE by brands.
- the Fairtrade Premium generated outside BE by Belgian brands.

CATEGORY 2

COMMUNICATION AND MARKETING

Here we focus on how our partners communicate about Fairtrade. The period for this analysis focuses on communication efforts between the 1st of January 2024 and the 31st of December 2024. For this category, a division was made between brands and retailers active in Belgium, because retailers have access to different kind of communication channels, including folders and shops, whilst brands don't have this kind of communication channels. For brands, 10 indicators were analyzed including communication on social media, content on the website, participation in the Fair Trade week, communication on offline channels, activation and overall collaboration with Fairtrade Belgium on communication. For retailers, the same 10 indicators were analyzed in addition to two unique indicators, referring to two unique communication tools at the retailer's disposal: retailers' promotional folders and their network of stores.

CATEGORY 3

BEYOND CERTIFICATION

The third and final category of the Fairtrade Frontrunners Scorecard refers to the Frontrunners' commitment to go 'beyond certification'. What this entails, has been defined by Fairtrade Belgium as the investment of a Frontrunner in a field project, its involvement in positioning and advocacy activities, and its commitment towards living incomes and living wages. This commitment was evaluated against the size of the company in terms of investment in Fairtrade certification.

CATEGORY 4

FAIRTRADE COFFEE PURCHASES

The fourth and final category of the Fairtrade Frontrunners Scorecard recognizes the Fair Town of Flanders (Faire Gemeente) that purchases and serves the most Fairtrade coffee to staff and visitors of their municipal and city services.

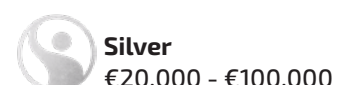
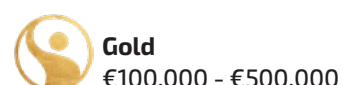
THE FAIRTRADE 'PREMIUM' FRONTRUNNERS

The 'Fairtrade Premium' category refers to the amount of premium generated by Fairtrade-licensed companies. Fairtrade considers certification a first and very important step towards sustainable supply chains. In the scorecard, Fairtrade Belgium decided to split between Fairtrade premium generated on the Belgian market on the one hand, and by Belgian brands on the global market on the other.



SCORECARD : FAIRTRADE PREMIUM GENERATED IN BELGIUM BY RETAILERS

1	Lidl			6	Action		
2	ALDI			7	Albert Heijn		
3	Delhaize			8	Intermarché		
4	Colruyt Group			9	Jumbo		
5	Carrefour			10	Kazidomi		



WHY THE FAIRTRADE PREMIUM MATTERS

One of Fairtrade Belgium's key indicators of impact is the Fairtrade Premium generated through sales of certified products. The Fairtrade Premium is an additional sum paid on top of the Fairtrade Minimum Price, which goes directly to producer cooperatives. These cooperatives decide democratically how to invest the premium—whether in farming improvements, services for members, or broader community projects.

Beyond the benefits for individual farmers, the Fairtrade Premium enables collective investments that strengthen entire communities. In 2024, sales in Belgium generated nearly €4 million in Fairtrade Premium—tangible value that supports long-term, sustainable development where it matters most.



Fairtrade Premium amounts are confidential. Licensees only can freely decide to publish or keep them confidential.



LIDL BELGIUM'S COMMITMENT TO FAIRTRADE COCOA PAYS OFF FOR THE THIRD YEAR IN A ROW

For the third consecutive year, Lidl has taken the top spot in the category Fairtrade Premium generated by a Retailer. A clear sign of the company's continued commitment to fairer trade.

In 2024, Lidl generated more than €500.000 in Fairtrade Premium, marking a 5% increase compared to last year. This result reflects Lidl's strategic choice to embed sustainability into its core business model.

With a wide and growing range of Fairtrade-certified products, Lidl has become a go-to destination for Belgian consumers who want to shop fairly without compromising on price. Today, over 100 Fairtrade-certified products are available in Lidl stores across Belgium, proof that making ethical choices can be both easy and affordable.



SCORECARD : FAIRTRADE PREMIUM GENERATED IN BELGIUM BY BRANDS

1	Oxfam Fair Trade			11	Oké		
2	Miko			12	Guylian		
3	Galler			13	Belvas		
4	Charles Liégeois			14	Fruit at Work		
5	Pelican Rouge			15	Meurisse		
6	Tony's Factory*			16	Cafés Cordier		
7	Candico			17	Cottover		
8	Ben & Jerry's			18	Brésor		
9	Rombouts			19	Fairtrade Original		
10	The Java Coffee Company			20	Jacobs Douwe Egberts		



Diamond
> €200.000



Gold
€50.000 - €200.000



Silver
€10.000 - €50.000



Bronze
< €10.000

* only include cocoa premium





OXFAM
Fair Trade

OXFAM FAIR TRADE: A LEGACY OF LEADERSHIP

This year, Oxfam Fair Trade secures the top spot in the category Fairtrade Premium Generated by a Brand—a well-deserved recognition for a true pioneer of fair trade in Belgium. As a historic partner of Fairtrade Belgium, Oxfam Fair Trade has always placed fairness at the heart of its business model.

At Oxfam Fair Trade, the rule is simple but powerful: if a Fairtrade standard exists for a product, it will be certified. This unwavering commitment sets Oxfam Fair Trade apart and makes it a consistent leader in the field. With over 160 Fairtrade-certified products in its portfolio, Oxfam Fair Trade not only generates a substantial Fairtrade Premium—it also shows what it means to go all in for trade justice.


With such a strong foundation and continued ambition, Oxfam Fair Trade is already a top contender for next year's Scorecard.



SCORECARD : FAIRTRADE PREMIUM GENERATED OUTSIDE BELGIUM BY BELGIAN BRANDS

1	Miko		
2	Guylian		
3	Belvas		
4	Galler		
5	Curbi Cubes		
6	Choc Decor		
7	Oxfam Fair Trade		
8	Vandenbulcke		
9	Klinge		
10	Candico		

 **Diamond**
> €200.000

 **Gold**
€50.000 - €200.000

 **Silver**
€10.000 - €50.000

 **Bronze**
< €10.000



miko

MIKO HONoured WITH FAIRTRADE AWARD FOR GLOBAL IMPACT AND COMMITMENT TO COFFEE PRODUCERS

We're proud to celebrate our long-standing partner Miko, winner of this year's Fairtrade Award in the category "Fairtrade Premium Generated Outside Belgium by a Belgian Brand." This award recognises Miko's unwavering commitment to Fairtrade and its significant contribution to improving the livelihoods of coffee producers around the world.

A key driver of this success is their dynamic presence in Poland, where Miko supplies Fairtrade coffee to the Stop Café bistros of the ORLEN petrol station chain. With over 900 stations across the country, ORLEN's strong commitment to sustainable sourcing has helped bring Fairtrade coffee to thousands of daily consumers.

Beyond Poland, Miko's own brand Puro continues to grow across Europe, with an expanding presence in Germany, the UK, and the Netherlands. Wherever Puro goes, so does Miko's mission: delivering high-quality coffee while ensuring a fairer deal for the farmers behind every cup. Thanks to their hard work and dedication, Miko generates a substantial Fairtrade Premium, proof that responsible business practices can go hand in hand with commercial success and real impact.

THE FAIRTRADE 'COMMUNICATION AND MARKETING' FRONTRUNNERS

The second category refers to Fairtrade Frontrunners' communication and marketing efforts to increase visibility of the Fairtrade label and raise awareness on Fairtrade-related topics. Since retailers have access to different kinds of communication channels as compared to brands, a distinguishment was made between the two.

In total, 12 indicators were analyzed during a one year period going from 1/01/24 to 31/12/24. For each indicator a score was given between 0 & 3 ("none" 0, "bronze" 1, "silver" 2 and "gold" 3). The topics analyzed in the indicators include:

- 1. Communication on social media,** measured through the number of mentions of Fairtrade per year on social media and ranging from 0 mention (none), 1-10 mentions (bronze), 10-30 mentions (silver) and finally over 30 mentions (gold).
- 2. Website content,** for which the scoring varied between no mention at all of Fairtrade (none), Fairtrade mentioned (bronze), dedicated Fairtrade article/page (silver) and visibility on homepage with a link to a dedicated page (gold).
- 3. Label visibility in stores.** Based on store checks, a ranking was made varying between no visibility whatsoever (none), one type of support (in terms of poster, wobblers, price card, etc.) (bronze), two types of support (silver), three types of support (gold). This indicator only applies to retailers and was not considered for the ranking of brands' efforts in terms of communication and marketing.
- 4. Communication during Fair Trade week,** varying between no communication at all (none), communication on one channel (bronze), communication on two channels (silver) and paid media campaigns (gold).
- 5. Communication on offline channels.** A scoring was given depending on the frequency and prominence of Fairtrade mentions in retailers' and brands' communication. For retailers, visibility in promotional folders were also taken into account (none, bronze, silver, gold). For both retailers and brands, categories that were included are TV, radio, OOH, print ads and press, with the following scoring mechanism: silver for every campaign featuring a Fairtrade product, and gold if the asset mentions Fairtrade intentionally. This mention can be made visually (using the Fairtrade Mark on top), textually (using the word 'Fairtrade'), or audibly (saying 'Fairtrade'). Logos and labels visible on the product packaging will not be counted as gold. The last subcategory is "Activations", which refers to specific actions such as tastings of Fairtrade products, Fairtrade food truck, etc. For this last subcategory we gave 1 point per activation.
- 6. Overall communication collaboration.** In this regard, four levels were identified, varying between no collaboration whatsoever (none), 1 meeting per year (bronze), several meetings per year and constructive exchanges (silver), 1 or more meetings per year with specific outcomes (gold).



SCORECARD COMMUNICATION AND MARKETING RETAILERS

		Social Media	Website Content	Logo visibility	FTW 2024	Folder	TV	Radio	OOH	Print	Press	Activation	Overall Comm
1	colruyt	Gold	Gold	Gold	Silver	Gold	Silver	Gold	Silver	Gold	Gold	Gold	Gold
2	ALDI	Gold	Gold	Gold	Gold	Gold	Silver	Silver	Silver	Silver	Gold	Gold	Gold
3	LIDL	Silver	Gold	Silver	Silver	Gold	Silver	Silver	Silver	Silver	Gold	Gold	Gold
4	ACTION	Gold	Silver	Gold	Silver	Gold	Silver	Silver	Silver	Silver	Gold	Gold	Gold
5	DELHAIZE	Gold	Silver	Gold	Gold	Gold	Silver	Silver	Silver	Silver	Silver	Gold	Gold
6	BIO-planet	Gold	Silver	Gold	Gold	Silver	Silver	Silver	Silver	Silver	Silver	Silver	Gold
7	Carrefour	Silver	Gold	Gold	Silver	Silver	Silver	Silver	Silver	Silver	Silver	Silver	Gold
8	an	Silver	Silver	Silver	Silver	Silver	Silver	Silver	Silver	Silver	Silver	Silver	Silver
9	KAZIDOMI	Silver	Silver	Silver	Silver	Silver	Silver	Silver	Silver	Silver	Silver	Silver	Silver
10	Intermarché	Silver	Silver	Silver	Silver	Silver	Silver	Silver	Silver	Silver	Silver	Silver	Silver



Gold



Silver



Bronze

N.B: Some fields were left blank because we didn't receive the requested proof in time.



SCORECARD
COMMUNICATION AND MARKETING
BRANDS

1											
2											
3											
4											
5											
6											
7											
8											
9											
10											



N.B: Some fields were left blank because we didn't receive the requested proof in time.



COLRUYT
UNVEILS BOLD
CAMPAIGN FOR
BONI CHOCOLATE
RELAUNCH

For the first time since we started the Fairtrade Frontrunner Scorecard, Colruyt wins the prestigious award of the "Communication & Marketing Category" for retailers, thanks to a strong campaign that brought Fairtrade even closer to everyday shoppers.

In the past year, the teams of Colruyt & Boni worked really hard on the rebranding and extension of their Boni Living Income Chocolate Bar assortment, which combines affordability with a bold commitment to sustainability. Thanks to their impactful 360° plan and catchy "Proeft goed, doet goed" / "Trop bon, trop bien" tagline, Boni managed to spread a strong, value-driven message through a large mix of different channels: TV, radio, press, instore tastings & POS visibility, press activations in stations, influencer marketing, paid social,...

With this campaign, Colruyt not only strengthened awareness of Fairtrade, but also highlighted the importance of paying farmers a living income, all while maintaining the full benefits of Fairtrade certification including the Fairtrade premium. A first-time win that sets the tone for further impactful communication initiatives in retail.



OXFAM
Fair Trade

OXFAM FAIR
TRADE TAKES THE
LEAD IN BRAND
COMMUNICATION

Oxfam Fair Trade has claimed the top spot in the "Communication & Marketing" Category for Brands, thanks to a powerful & well-rounded communication plan that brought Fairtrade to a broad and diverse audience.

Oxfam Fair Trade made a strong impression through above-the-line campaigns featuring TV, radio, print and out-of-home media – ensuring Fairtrade visibility across channels and regions, reaching a broad audience of Belgian consumers.

Thanks to their impactful assets (often featuring charismatic media personalities), their communication not only raised awareness, but also deepened consumer understanding of what Fairtrade stands for - further cementing Oxfam Fair Trade's role as a frontrunner in fair and transparent trade communication.

A well earned win for a brand that proves communication can be both strategic and mission-driven (and also fun)!

THE FAIRTRADE 'BEYOND CERTIFICATION' FRONTRUNNERS

The third category of the Fairtrade Scorecard refers to the 'Beyond Certification' category and is measured according to the investment of Fairtrade-licensed companies in Belgium beyond certification. The scoring of this category is based on 3 criteria, completed by the investment of the company in terms of Fairtrade Premium generated in the Belgian market. The three criteria include: Field project, Lobby/Advocacy and Living Income/Living Wage.

1. Field projects

Whether a Fairtrade-licensed company is involved in a project or not makes a big difference for Fairtrade Belgium. It offers possibilities to pilot new approaches, develop innovative partnerships and if scaled up, can become an essential part of the sustainability strategy of companies. That is why Field projects are included in the 'Beyond Certification' category. Involvement in projects in the scorecard is evaluated based on four levels of commitment: no projects whatsoever (none); philanthropic support not focusing on root causes of poverty (bronze); the Fairtrade-licensed company is a project partner and the project focuses on secondary causes, such as reforestation or education, but not on income improvement as such (silver); the Fairtrade-licensed company is a project partner and the project focuses on income improvement activities, but there is no payment of the Living Income Reference Price (gold); the Fairtrade-licensed company is a project partner and the intervention is planned on all income drivers including the Living Income Reference Price (diamond).

2. Lobby/Advocacy

Commercial partners who are active in advocacy and lobby can make a huge difference in influencing legal frameworks that support workers and smallholder producers in global value chains. With Fairtrade Belgium we encourage this type of commitment 'beyond certification'. In the scorecard, 4 levels of commitment were defined in this regard, ranking from: no involvement in lobby/advocacy for small-scale producers at all (none), over joining at least 1 lobby/advocacy action organized by Fairtrade Belgium per year (bronze), having a coherent approach towards advocacy for small-scale producers and taking a proactive stance on given occasions (silver), having a coherent approach to policy influencing, taking a proactive stance in favor of smallholder producers and being vocal about it (thought leadership) (gold), and finally having/financing dedicated staff to carry out a lobby & advocacy strategy and supporting a level playing field for small-scale producers in global supply chains (diamond).

3. Living Income/Living Wage (LI/LW)

The ultimate commitment for companies to go 'Beyond Certification' is the commitment for living incomes (LI) for producers and living wages (LW) for workers. We have defined 4 levels of ambition: not active on the topic at all (none), signatory of a voluntary commitment (e.g. Beyond Chocolate) (bronze), 1 SKU aligned with LI/LW (silver), clear strategy and commitments on LI/LW with clear progress (gold), 75%-100% of the assortment is aligned with LI/LW (diamond).



SCORECARD BEYOND CERTIFICATION

			Field project	Positioning	LI/LW	Size of FT Premium
1	Colruyt Group					
2	Oxfam Fair Trade					
3	Galler					
4	Ethiquable					
5	Lidl					
6	Delhaize					
7	Charles Liégeois					
8	ALDI					
9	Belvas					
10	Miko					
11	Candico					
12	Guylian					
13	Carrefour					
14	Rombouts					
15	Beyers					





COLRUYT GROUP WINS “BEYOND CERTIFICATION” IN THE FAIRTRADE FRONTRUNNERS SCORECARD 2024

Colruyt Group has earned top recognition in the “Beyond Certification” category of the Fairtrade Frontrunners Scorecard 2024, thanks to a series of bold and impactful choices made over the past year.

A key milestone in 2024 was the decision to commit to a Living Income for the cocoa producers behind the Boni chocolate bar range. This effort to address the root causes of poverty goes beyond the standard requirements of certification and played a major role in Colruyt Group's top score in this category. In addition to paying a Living Income Reference Price to these cocoa producers, Colruyt is also supporting a field project with cocoa communities to strengthen other drivers of living income.

Colruyt Group also stands out for its consistent advocacy for more sustainable trade policies, regularly using its voice to push for systemic change.

Finally, Fairtrade Premium volumes are a key part of the scorecard assessment. In this area too, Colruyt Group ranks among the top companies in Belgium, another sign of its sustained and meaningful commitment to fairer trade.



THE FAIRTRADE COFFEE PURCHASES FRONTRUNNERS

In 2024, Fair Towns had the opportunity to apply for the Fairtrade Coffee Purchases Frontrunners Awards. A total of 36 out of 167 Flemish Fair Towns submitted their applications via the Fair-O-Meter—a biannual self-assessment tool used by Fair Towns to evaluate their commitment to fair trade.

The final ranking was based on two criteria:

- Achieving a top score (Score A) in the Fair-O-Meter, and
- The amount spent on Fairtrade coffee per capita in 2023 and 2024.

This approach reflects Fairtrade Belgium's belief that the purchase of Fairtrade coffee should be part of a town or municipality's broader and long-term commitment to fairness and ethical procurement. At the same time, the fairtrade coffee purchases frontrunners illustrate how municipalities directly impact the lives of farmers in coffee producing countries in Africa, Asia and Latin-America.



SCORECARD FAIRTRADE COFFEE PURCHASES

1	Geel		6	Mechelen	
2	Brugge		7	Kortrijk	
3	Gent		8	Schilde	
4	Waregem		9	Oostkamp	
5	Zwevegem				



Diamond
€5 per resident



Silver
€1.01 - €3.50 per resident



Gold
€3.51 - €5 per resident



Bronze
€0.50 - €1 per resident

WHAT IS A FAIR TOWN?

Fair Town, Cities, and Provinces commit to supporting fair trade — trade that respects people and the planet.

Local governments and their residents who actively support fair trade and meet six criteria receive the official title. This title shows that the municipality and its residents not only care about fair and local sustainable trade, but also actively promote it. In doing so, they strengthen both the demand for and supply of fair, local, and sustainable products.

Belgium is home to 167 Faire Gemeenten in Flanders and 59 Communes du Commerce Équitable in Wallonia and Brussels. These regional programs are supported by a coalition of committed organizations, including Fairtrade Belgium, Oxfam België, Rikolto, 11.11.11, Oxfam-Magasins du monde and Frères des Hommes.



www.fairegemeenten.be

6 CRITERIA FOR EARNING THE TITLE

The driving force behind every Fair Trade Town is the local government together with a group of dedicated volunteers. Together, they build a network of engaged fair schools, shops, hospitality businesses, sports clubs, associations, youth organizations, and more.

1. A committed local government that adopts a fair trade purchasing policy (including coffee)
2. Partnerships with local shops and hospitality businesses
3. Partnerships with local schools, companies, and associations
4. Media attention, awareness raising, and activation through press, events, and communication
5. Involving citizens in fair trade activities
6. Focus on local sustainable food

NEXT LEVEL GOALS

Focus on fair ICT, banking, cotton, flowers, and on repair, sharing, and reuse initiatives.



www.cdce.be

CONCLUSION

The scorecard demonstrates that there is a broad community of committed companies active in Belgium and willing to progress seriously on sustainable value chains. Fairtrade Belgium wishes that the scorecard inspires companies on how they can make progress, how they can increase their impact and establish new collaborations. The scorecard is therefore an invitation for everyone, every small to large company, for every person working in one of the many supply chains. It is an invitation for you to further increase your impact, make fair trade part of your business, part of your strategy. And become the Fairtrade frontrunner of tomorrow.



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