

FAIRTRADE

SUGAR

FACTS SHEET & PRODUCER PROFILES

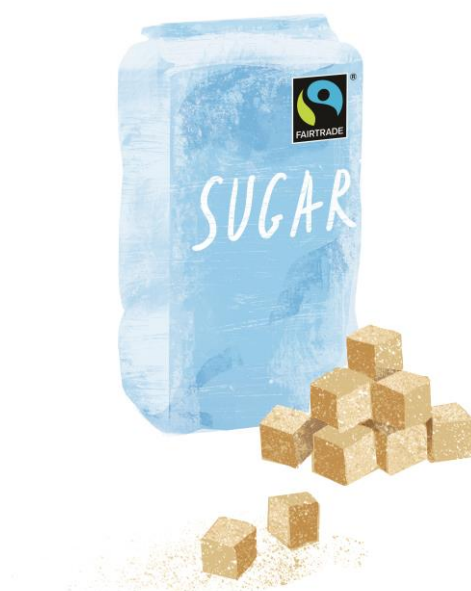


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FAIRTRADE SUGAR MARKET OVERVIEW

Global retail sales of Fairtrade cane sugar grew to 219,700 tonnes in 2014. Fairtrade sugar farmers produced 625,500 metric tons of Fairtrade certifiable sugar, with 23% of Organic certified sugar. The number of farmers grew 1 percent since the year 2013 and the number of hectares under Fairtrade certification grew to 162,100 in 2014, which is 7 percent growth compared to the previous year.

FAIRTRADE SUGAR: KEY DATA 2014



Note: * The analysis of Fairtrade sales volumes as a proportion of production volumes excludes newly certified organizations that were not eligible to sell their sugar on Fairtrade terms during the period under review. It also excludes any organization that did not report data for either their total production volumes or their sales as Fairtrade or both.

Around 1,500 Fairtrade certified sugar and sugar products from 180 companies are now available. Of those, 18 per cent comprise packaged sugar, 79 per cent are composite products containing sugar, and 3 per cent are beauty products with a sugar ingredient. The range of Fairtrade packaged sugar includes white granulated, raw cane, demerara, soft light brown, soft dark brown, muscovado and caster sugar. Many are also available in cubes, sachets and catering sticks.



In Korea, the first Fairtrade sugar import is dated the fourth quarter of 2016 and significant growth is expected in coming year, however provision of more detailed information or amount estimations on current stage of the process is not possible.

FAIRTRADE SUGAR PRODUCTION OVERVIEW

The number of certified producer organizations and origins has been extended to meet market demand for volumes and types of sugar so that 99 certified Fairtrade sugar cane producer organizations, from 15 countries in Asia, Africa and Latin America, now supply the global Fairtrade sugar market.

FIGURE 7.23

FAIRTRADE SUGAR: NUMBER OF FARMERS BY REGION 2014

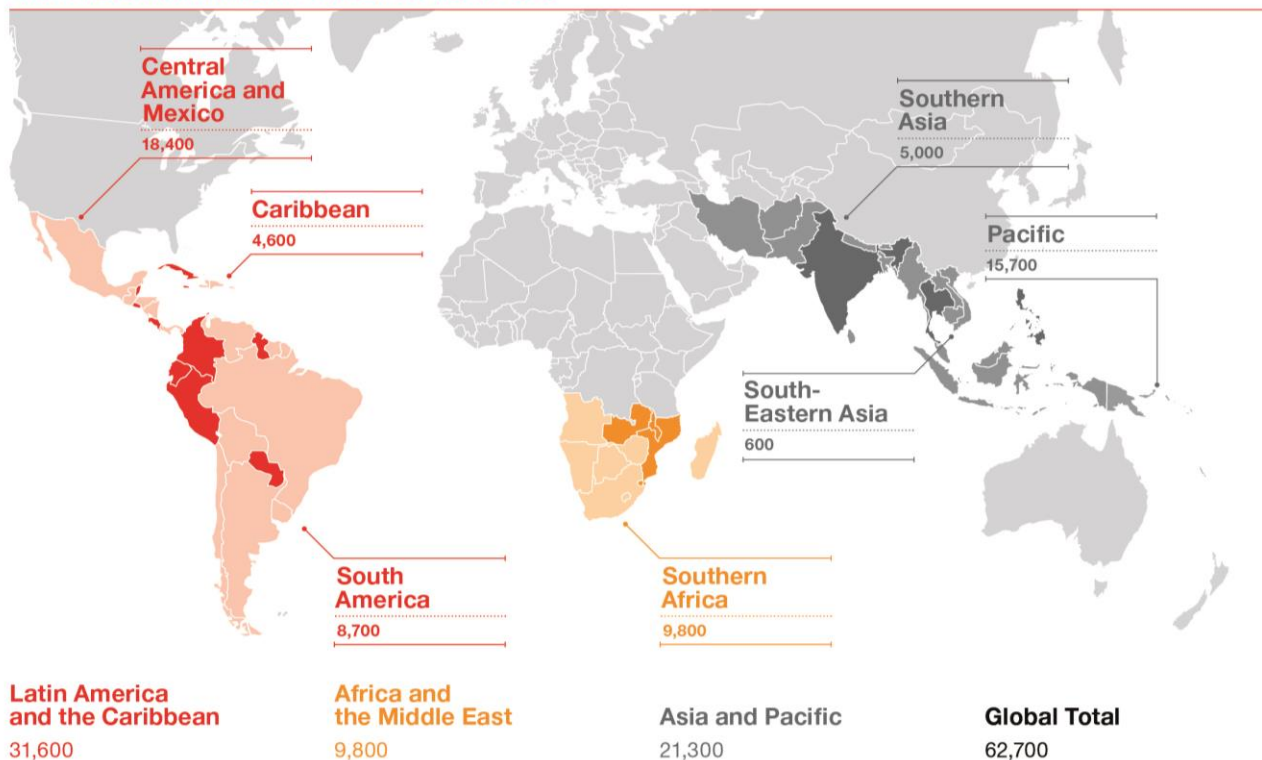
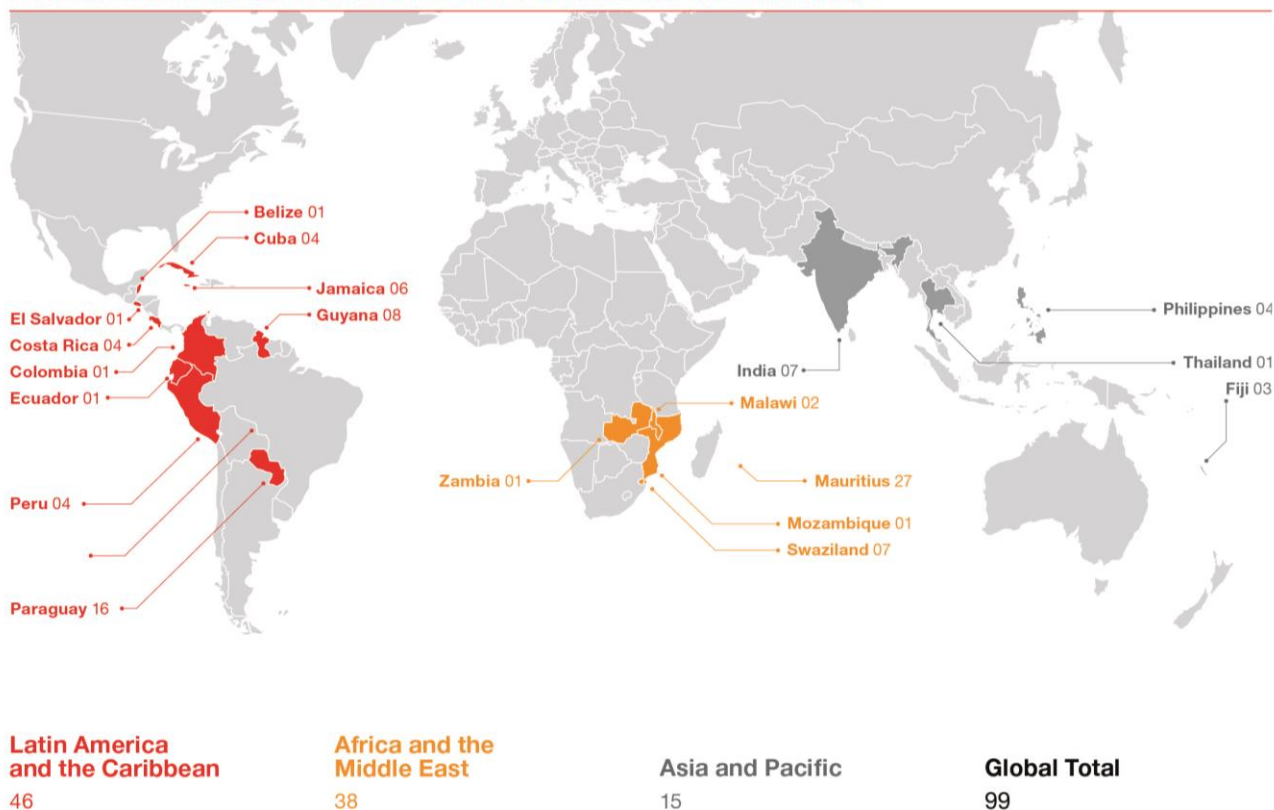


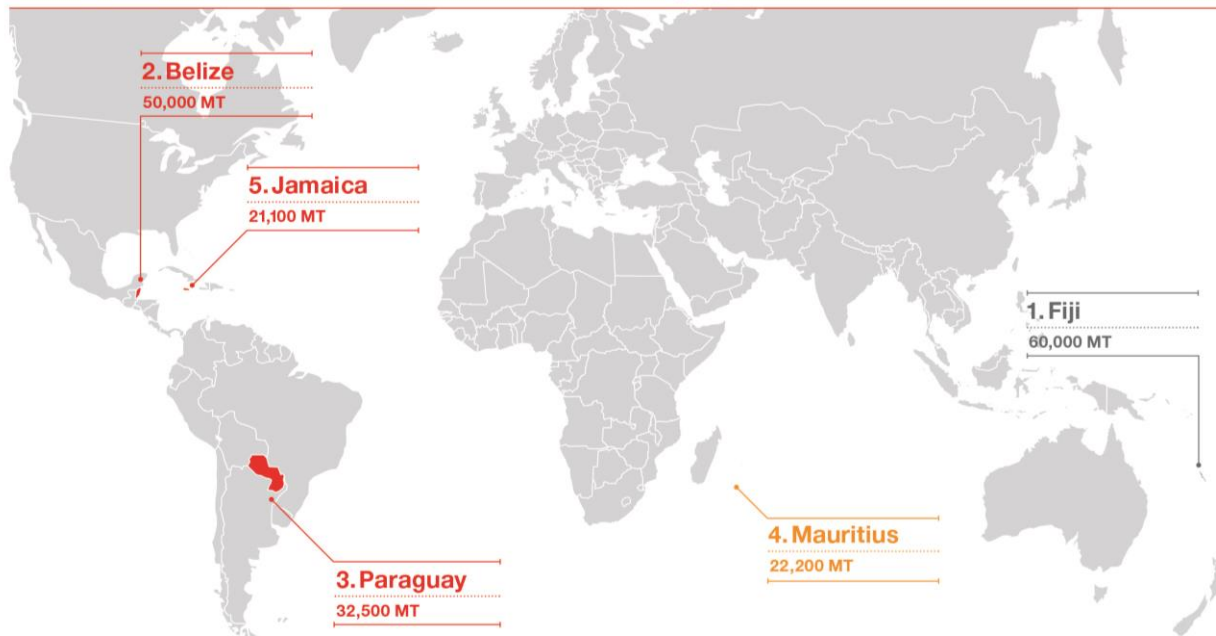
FIGURE 7.22

FAIRTRADE SUGAR: PRODUCER ORGANIZATIONS WITH FAIRTRADE SUGAR CERTIFICATION 2014



Top five Fairtrade sugar exporting countries appear in the following order: Fiji, Belize, Paraguay, Mauritius, and Jamaica. In recent years, effective campaign strategies have exposed problems in the commodity supply chains in developing countries, and as a result, consumers in Europe and the US are increasingly aware of the impact of agricultural production on producers and the environment. For example, UK consumers spent £464m on Fairtrade sugar products in 2011, with a total volume of almost 101,000 tons with sales worth £118m, Fairtrade now accounts for 36 per cent of the £326m UK retail bagged sugar market.

FAIRTRADE SUGAR: TOP FIVE SELLING COUNTRIES BY VOLUME 2013–14 (MT)



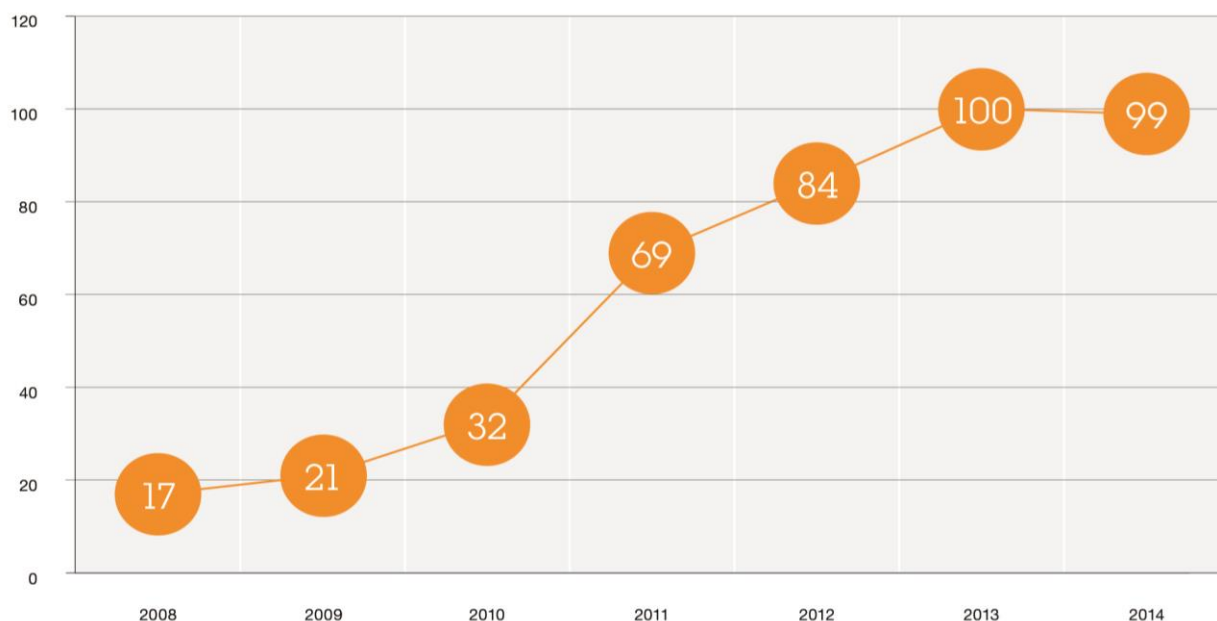
Total top five countries 185,800 MT

Top five countries account for 85% of Fairtrade sugar sales

FIGURE 7.21

FAIRTRADE SUGAR: NUMBER OF PRODUCER ORGANIZATIONS WITH FAIRTRADE SUGAR CERTIFICATION 2008–2014

Number of producer organizations with Fairtrade sugar certification



FAIRTRADE SUGAR AVAILABILITY GUIDE

SUGAR TYPES DESCRIPTION

- **White refined sugar** *mainly for industrial use and retail*

There are several classifications like EC 2, EC 1 – the differentiation is in color. EC 2 is the type of choice used for ingredients or industrial use. EC 2 whether beet or cane are exactly the same

Plantation white (mainly offered as a refined product from origin, like Costa Rica, but not limited to Costa Rica) 150 ICUMSA

- **Specialty sugar** *for direct consumption*

e.g. Demerara; different colors from off white to dark brown, from fine to larger crystals

- **Raw sugar** *for refining*

Sugar type bought in bulk, usually needs to undergo cleaning process, to be refined to any possible specification

- **Organic sugar**

Different types of "raw" or specialty sugar for direct consumption and industrial use.

- **Whole raw sugar** (non centrifugal sugar)

e.g. Panela, Mascobado, Sucanat, Jaggery, etc

- **By-products**

e.g. molasses are produced by mills / exporters or imported by the main importer / sugar company. Please contact the relevant company to source sugar by-products.

FAIRTRADE SUGAR TYPES AVAILABILITY BY REGION

Continent	Country	Type	Subtype	Organic Certification	Total Production Volume	Harvest Dates
Latin America & Caribbean	Belize	Refined Sugar		No	130,000 MT	Dec - Jun
		Speciality Sugar	All			
	Costa Rica	Refined Sugar		No	70,000 MT	Jan - May
		Speciality Sugar				
		Whole Raw	Sucanat	Yes	Limited	
	Cuba	Speciality Sugar	Golden Light	ECOCERT	5000 MT	Apr - May
	El Salvador			No	4500 MT	Dec - Feb
	Ecuador	Whole Raw	Panela	No		
	Guyana	Speciality Sugar	Demerara	No	10,000 MT	Feb - May; Jul - Nov
		Raw for Refining				
	Jamaica	Refined Sugar		No	35,000 MT	
	Paraguay	Refined Sugar	White	Yes	65,000 MT	Jun - Nov
			Caster			
		Speciality Sugar	Golden Light			
			Demerara Light/Dark			
	Peru	Whole Raw	Panela	Biolatina	1300 MT	Jun - Jan
Africa	Malawi	Refined Sugar	White	No	38,000 MT	Apr - Nov
			Caster			
		Speciality Sugar	Demerara			
			Golden Light			
	Mauritius	Refined Sugar	White	No	37,000 MT	Jun - Dec
		Speciality Sugar				
		Whole Raw	Mascobado			
	Mozambique	Refined Sugar	White	No	5000 MT	
		Raw for Refining				
	Swaziland	Refined Sugar	White	No	60,000 MT	Apr - Jan
		Raw for Refining				
Asia	Fiji	Speciality Sugar	VHP	No	30,000 MT	Jul -Nov
		Raw for Refining			222,000 MT	
	India	Refined Sugar	White	Yes	64,000 MT	
		Speciality Sugar	Demerara Light/Dark; Golden Light;			Nov - May
	Philippines	Whole Raw	Mascobado	No	2000 MT	
	Thailand	Refined Sugar	White	No	4000 MT	Dec - Apr