International Trade Centre

THE STATE OF SUSTAINABLE MARKETS

STATISTICS AND EMERGING TRENDS 2015

In collaboration with FiBL IISD International Institute for Sustainable Development

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SUSTAINABLE MARKETS

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This report is a product of a partnership funded by the Swiss State Secretariat for Economic Affairs (SECO) between the Research Institute of Organic Agriculture (FiBL), the International Institute of Sustainable Development (IISD) and the International Trade Centre (ITC). It offers a pathway for formalizing the reporting process with a view to making data on sustainable markets more accessible to all; and provides a market data survey on Voluntary Sustainability Standards (VSS). Section one gives an overview of the VSS surveyed with a short description and key data; section two includes the production-related data for key global sustainability standards across nine commodity sectors, bananas, cocoa, coffee, cotton, forestry, palm oil, soybeans, cane sugar and tea; includes bibliographical references (pp. 143-145).

Descriptors: **Private Standards, Sustainable Development, Agriculture, Commodities, Eco-Labelling, Fair Trade, Organic Products, Market Surveys, Statistics.**

English

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Preface

It is becoming clear that if supply chains are not sustainable, then the trade impact that we aim for will not be sustainable. It will not deliver the growth and employment benefits that it should. All actors, from upstream farmers to the ultimate consumers, can benefit enormously if sustainability issues are placed at the heart of the trade discourse.

If implemented properly, agricultural supply chains can contribute to meeting the Global Goals for Sustainable Development of the United Nations, specifically Goals 2 (sustainable agriculture and food security), 8 (decent work), and 12 (sustainable consumption and production). Put simply, sustainable supply chains matter to everyone: the public and private sectors and consumers.

The Trade for Sustainable Development programme is the contribution of the International Trade Centre (ITC) to this growing reality. Launched six years ago, with the strong support of the Swiss State Secretariat for Economic Affairs (SECO), the fundamental goal is to promote sustainable supply chains as a means to help developing countries and their small and medium-sized enterprises (SMEs) add value to their products and services.

Based on the work in this area, a lack of robust and credible market and impact data on sustainable production was noted. How can SMEs and other market players understand that it makes sense to invest in sustainable production unless there is reliable data that points to commensurate economic and social impact at the SME level, including and relevance at the consumer level?

The 2015 report is our first joint attempt to provide an overview of the VSS landscape from the market perspective.

The Research Institute of Organic Agriculture (FiBL), the International Institute for Sustainable Development (IISD) and ITC have partnered to develop indicators and to systematically collect and report on voluntary sustainability standards (VSS) market trends. We would like to especially thank the participating standard organizations in this report and the International Social and Environmental Accreditation and Labelling Alliance (ISEAL) for their support, confidence, and patience. We value the collaboration and appreciate the interest and effort towards getting the details of this project right.

Our collective effort builds on the work IISD has been carrying out with the State of Sustainability Initiative reports over the last several years, leverages FiBL's many years of experience analysing and reporting on organic market data, and benefits from ITC experience and neutrality with its database and Standards Map which now reference over 185 voluntary sustainability standards.

In closing, we would like to express our thanks to SECO for its strong support and encouragement for this project.

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The Research Institute of Organic Agriculture (FiBL), the International Institute for Sustainable Development (IISD) and the International Trade Centre (ITC) are very grateful to the Swiss State Secretariat for Economic Affairs (SECO) for granting financial support for the global data collection on Voluntary Sustainability Standards (VSS) and for the production of this publication. Furthermore, we would like to thank all the standards that participated and collaborated to make this publication possible: 4C Association, Better Cotton Initiative (BCI), Bonsucro, Cotton Made in Africa (CmiA), GLOBALG.A.P., Fairtrade International, Forest Stewardship Council (FSC), IFOAM – Organics International, the Programme for the Endorsement of Forest Certification (PEFC), ProTerra Foundation, the Roundtable on Sustainable Palm Oil (RSPO), the Round Table on Responsible Soy (RTRS), Rainforest Alliance/Sustainable Agriculture Network (RA/SAN) and UTZ Certified.

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Project partners

The **International Trade Centre (ITC)**, founded in 1964, is the joint agency of the World Trade Organization and the United Nations. Our aim is for businesses in developing countries to become more competitive in global markets, to speed economic development and to contribute to the achievement of the United Nations Global Goals for sustainable development.

Trade for Sustainable Development (T4SD) is ITC's partnership-based programme that provides comprehensive, verified and transparent information on Voluntary Sustainability Standards (VSS) through Standards Map and the SustainabilityXchange web platforms. The main objective of the overarching T4SD programme is to strengthen the capacity of producers, exporters, policymakers and private and public buyers to participate in more sustainable supply chains.

The **Research Institute of Organic Agriculture (FiBL)**, founded in 1973, is a centre for research and consulting on organic agriculture. FiBL's strengths are closely linked interdisciplinary research and the rapid transfer of knowledge from research to extension to agricultural practice. Alongside practical research, FiBL gives high priority to transferring knowledge into agricultural practice through advisory work, training and conferences. FiBL has offices in Switzerland, Germany and Austria and numerous projects and initiatives in Africa, Asia, Europe and Latin America.

FiBL has more than 15 years of experience in collecting and publishing data on organic agriculture. Since 2000, FiBL has been in contact with 200 experts worldwide and has built a network of experts from more than 170 countries who contribute to the data collection. Every year, FiBL and IFOAM – Organics International jointly publish The World of Organic Agriculture. This book documents recent developments in global organic agriculture. Since 2008, the global data collection has been financially supported by the Swiss State Secretariat of Economic Affairs (SECO) in collaboration with the International Trade Centre (ITC). NürnbergMesse, organizer of the BIOFACH organic food fair, has supported the project since 2000. For more information, see www.organic-world.net.

The **International Institute for Sustainable Development (IISD)** is a public policy research institute that has a long history of conducting cutting-edge research into sustainable development. Established in 1990, its mission is to promote human development and environmental sustainability through innovative research, communication and partnerships. The institute has offices in Canada, Switzerland, China and the United States, and operates in over 70 countries around the world. The Institute receives project funding from numerous governments inside and outside Canada, United Nations agencies, foundations, the private sector, and individuals.

IISD has been working on assessing the characteristics, performance and market trends of voluntary sustainability standards (VSS) via the State of Sustainability Initiatives (SSI) since 2008. The SSI Review 2010 and 2014, offer the most comprehensive reports published to date offering supply-chain decision makers – including procurement agents, investment advisors, CEOs, policymakers, sustainability initiatives and NGOs – with high-level data and analysis needed to navigate the increasingly complex world of sustainability standards. IISD was also instrumental in establishing of the Committee on Sustainability on Assessments (COSA) and the Sustainable Commodity Assistance Network (SCAN), which are now independent organizations focused respectively on measuring the sustainability impacts and building capacity for the adoption of VSS. In addition to conducting strategic policy research and analysis on VSS, IISD continues to make important contributions towards sustainable consumption and production via its sustainable markets and responsible trade program.

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Acronyms, units and measures

ABRAPA	Associação Brasileira dos Productores de Algodão
BCI	Better Cotton Initiative
CmiA	Cotton Made in Africa
FAO	Food and Agriculture Organization of the United Nations
FiBL	Research Institute of Organic Agriculture
FSC	Forest Stewardship Council
HS	The International Convention on the Harmonized System
IISD	International Institute for Sustainable Development
ISEAL	International Social and Environmental Accreditation and Labelling Alliance
ITC	International Trade Centre
PEFC	Programme for the Endorsement of Forest Certification
RSPO	Roundtable on Sustainable Palm Oil
RTRS	Round Table on Responsible Soy
SAN	Sustainable Agriculture Network
SECO	Swiss State Secretariat for Economic Affairs
SME	Small and medium-sized enterprises
SSI	State of Sustainability Initiatives
T4SD	Trade for Sustainable Development
VSS	Voluntary Sustainability Standards
UNECE	The United Nations Economic Commission for Europe
ha	Hectares
MT	Metric tons

Executive Summary

Consumers are rapidly shifting their buying patterns and becoming more socially conscious. According to a Nielsen 2015 survey[1], 66% of global consumers[2] say they are willing to pay more for sustainable products.

With a changing consumer conscience, comes measures to show how producers meet new demands to take labour, environment and social conditions into account. These measures often take the form of voluntary sustainability standards (VSS), which are growing rapidly.

The “State of Sustainable Markets: Statistics and Emerging Trends – 2015” is the first joint report between the International Trade Centre (ITC), the Research Institute of Organic Agriculture (FiBL), and the International Institute for Sustainable Development (IISD). It offers a comprehensive snapshot of the significant growth of global sustainability standards across nine commodities: bananas, cocoa, coffee, cotton, palm oil, soybeans, cane sugar, tea and forestry products.

Rapid expansion in sustainable agriculture and forestry

Since 2008,[3] all standards included in this report have experienced growth in Voluntary Sustainability Standards-compliant areas. The Roundtable on Sustainable Palm Oil experienced the greatest jump, with the certified area expanding almost 30 times between 2008 and 2014.

Rainforest Alliance/Sustainable Agriculture Network’s area (covering a wide variety of commodities) grew more than nine fold, and the UTZ Certified area (covering cocoa, coffee, and tea) increased by 6.5 times between 2010 and 2014.

When examined by commodity, Rainforest Alliance/Sustainable Agriculture Network tea experienced the highest growth rate in its certified area, expanding ten times between 2010 and 2014. UTZ Certified cocoa grew seven times in the same timeframe. Better Cotton Initiative verified cotton quadrupled between 2011 and 2014. Furthermore, 4C Association verified coffee increased sixfold between 2008 and 2013.

Certified forest area expanded by 41% between 2008 and 2014 with the Forest Stewardship Council growing by 82% to 187 million hectares in 2014 and the Programme for the Endorsement of Forest Certification expanding by 21% to 263 million hectares in the same year.

Initiatives featured in this report

This report covers the following standards that contributed valuable data for its compilation: 4C Association, Better Cotton Initiative, Bonsucro, Cotton Made in Africa, Fairtrade International, Forest Stewardship Council, GLOBALG.A.P., IFOAM – Organics International, the Programme for the Endorsement of Forest Certification Schemes, ProTerra Foundation, Rainforest Alliance/Sustainable Agriculture Network, the Roundtable on Sustainable Palm Oil, the Round Table on Responsible Soy and UTZ Certified.

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[1] The survey, conducted online in 60 countries, gathered data from 30,000 internet users on their consumption behaviour as opposed to measured consumption data.

[2] Up from 55% in 2014, see more here: http://www.nielsen.com/content/dam/nielsenglobal/dk/docs/global-sustainability-report-oct-2015.pdf

[3] The year 2008 is the first year for which data on all the Voluntary Sustainability Standards (with the exception of GLOBALG.A.P.) covered in this report were compiled by the International Institute for Sustainable Development (IISD), see more here: https://www.iisd.org/pdf/2014/ssi_2014.pdf

Better data for better policies

The report presents findings related to compliant area, production volumes and number of compliant producers, both by commodity sector and by VSS. By focusing on data accuracy and consistency, the analysis in the report was purposefully kept to a minimum to allow the data to serve a wide variety of audiences. Yet issues emerged that, if addressed, would lead to clearer reporting.

- Lack of reliable information on products with multiple certification;
- Insufficient pricing information for VSS compliant products;
- Consumption patterns and customer demographics for VSS compliant products;

For these reasons, VSS are less visible in policy planning. Policy and financial commitments to improve data collection could focus on expanding:

- Reporting and transparency requirements for VSS compliant producers;
- Harmonized System (HS) coding system to include VSS compliant goods;
- Corporate reporting;
- Published national statistics on sustainable consumption.

Strategies for sustainable trade

VSS offer explicit strategies to link trade with sustainable development. Better indicators will bring greater understanding of the state of sustainable markets and better reporting will help sketch a fuller picture of sustainable supply chains. This report is meant to be a first step in creating a greater understanding of the market conditions and trends to inform readers, inspire additional data collection, and promote accountability within sustainability markets.

1. A snapshot of Voluntary Sustainability Standards: Key results

Achieving the Sustainable Development Goals[4] will only be possible if the global economy can be strategically directed towards their realization. Voluntary Sustainability Standards (VSS) offer one of the most explicit vehicles for linking consumption, production and trade with specific sustainable development outcomes. The diversity of forms and contexts within which VSS operate also implies different levels of effectiveness among such initiatives. However, several of the underlying principles embodied by the standards development process – namely standardization, harmonization, measurability and transparency – are mutually aligned with more efficient and sustainable market activity.

One of the principal assets of Voluntary Sustainability Standards (VSS) and eco-labels is their ability to help the market identify and price products that have integrated sustainable practices as part of the production process. By allowing consumers, businesses and policymakers to self-select for sustainable practices, new market incentives for transitioning to such practices are created. While this basic feature of sustainability standards and eco-labels has long formed one of the main selling features of such standards, understanding their actual market trends and dynamics has been surprisingly hard to come by.

Market data and analysis of the performance trends of sustainable products, however, represent a crucial springboard to more strategic and creative use of the opportunities they provide. On the one hand, more consistent and timely data provide a basis for would-be entrants into sustainable markets, most notably, least developed and developing countries, to identify which sectors and trade channels offer the most promise to their specific production assets. On the other hand, time series and regional distribution data can help standards and companies more effectively plan their own sourcing strategies. For policymakers, a better understanding of market dynamics offers a credible and intentional starting point for the strategic development of sustainable markets and broader green-growth strategies.

The development of a shared set of market data indicators and reporting cycles facilitates the rationalization of data collection processes across different members of sustainable supply chains, setting the stage for more efficient, accurate and timely data. This report is the product of a partnership between the Research Institute of Organic Agriculture (FiBL), the International Institute for Sustainable Development (IISD) and the International Trade Centre (ITC) funded by the Swiss State Secretariat for Economic Affairs (SECO). It offers a pathway for formalizing the reporting process with a view to making data on sustainable markets more accessible to all. It builds off the respective efforts and capacities of each organization: ITC's Trade for Sustainable Development (T4SD) database, FiBL's well-established expertise on organic markets and IISD's expertise and series of publications on VSS system characteristics and market performance.

This report offers a snapshot of production-related data (area, production and producers) for key global sustainability standards across nine commodity sectors (bananas, cocoa, coffee, cotton, forestry, palm oil, soybeans, cane sugar and tea). We also give an overview of each of the 14 standards covered (area and production under certification, commodities grown, etc.).

The focus of this document has been on data accuracy and consistency, and we have purposefully kept our analysis to a minimum to allow the data to serve a wide variety of audiences. Having said that, we remain committed to offering alternative windows of analysis moving forward.

For this publication, we collected data for the years 2013 and 2014. We also used the data for 2008–2012 from the SSI Review 2014 (Potts et al., 2014), some of which were revised during the current data-collection process. The 2014 data collected was not consistent across all VSS (4C Association and organic did not yet have data, and Bonsucro and Fairtrade International did not have area and production disaggregated per country).This report is divided into two sections:

- an overview of the VSS surveyed with a short description and key data
- a commodity section showing the data by agricultural commodities and certified forestry

[4] United Nations Department of Economic and Social Affairs: Sustainable Development Goals. The Sustainable Development Platform. United Nations, New York. Available at https://sustainabledevelopment.un.org/?menu=1300

Multiple certification and data on total VSS area and production

There is little information on the share of multiple-certification for area and production of the commodities covered in this report. For this reason, communicating an exact global area and production figure for a commodity remains challenging. To overcome this constraint, we have decided to provide an average between the minimum and the maximum area and production. Please see page 9, in the 'market data survey' section, for further explanations. Nevertheless, we remain committed to providing more accurate global figures in subsequent publications.

1.1. Market overview

Voluntary Sustainability Standards (VSS) are no longer a novelty serving niche markets. For more than a decade, VSS have increasingly been finding their way into mainstream markets. There are many reasons for the growing adoption of sustainability standards. For some, adherence to a set of recognized principles for sustainable practice represents a stepping stone to implementing best practices within their supply chains.[5] For others, compliance with a given standard may offer a strategy for managing reputational risks or even supply risks. Regardless of the reasons, the message has been, and continues to be, clear: sustainable commodities, as defined by products that are demonstrably (e.g. third-party verified) compliant with internationally recognized standards for sustainable practice, are growing rapidly, and at a pace far faster than markets for conventional commodities. Salient points of the current market context can be summarized as follows:

Exceptional growth continues: Since 2008,[6] all standards included in this report have shown growth in standard compliant area. Roundtable on Sustainable Palm Oil (RSPO) has shown the greatest expansion, with an almost 30-fold increase of its area between 2008 and 2014. Better Cotton Initiative (BCI) area increased by 20-fold between 2010 and 2014. Rainforest Alliance/SAN's area grew more than 900%, and the UTZ Certified area increased by 650% over the same timeframe.

An examination of growth in standard compliant area for VSS within specific commodities shows that Rainforest Alliance/SAN tea experienced the most growth, expanding tenfold between 2010 and 2014. This was followed by UTZ Certified cocoa, which grew sevenfold in the same timeframe. Better Cotton Initiative (BCI) certified cotton grew by fourfold between 2011 and 2014. Furthermore, 4C Association-certified coffee increased 600% between 2008 and 2013, and in the last three years, enjoyed steady growth of 0.5 million hectares.

Certified forest area expanded 41% between 2008 and 2014. The Forest Stewardship Council (FSC) grew by 82% (187 million hectares, 2014), while the Programme for the Endorsement of Forest Certification (PEFC) expanded by 21%, to 263 million hectares in the same year.

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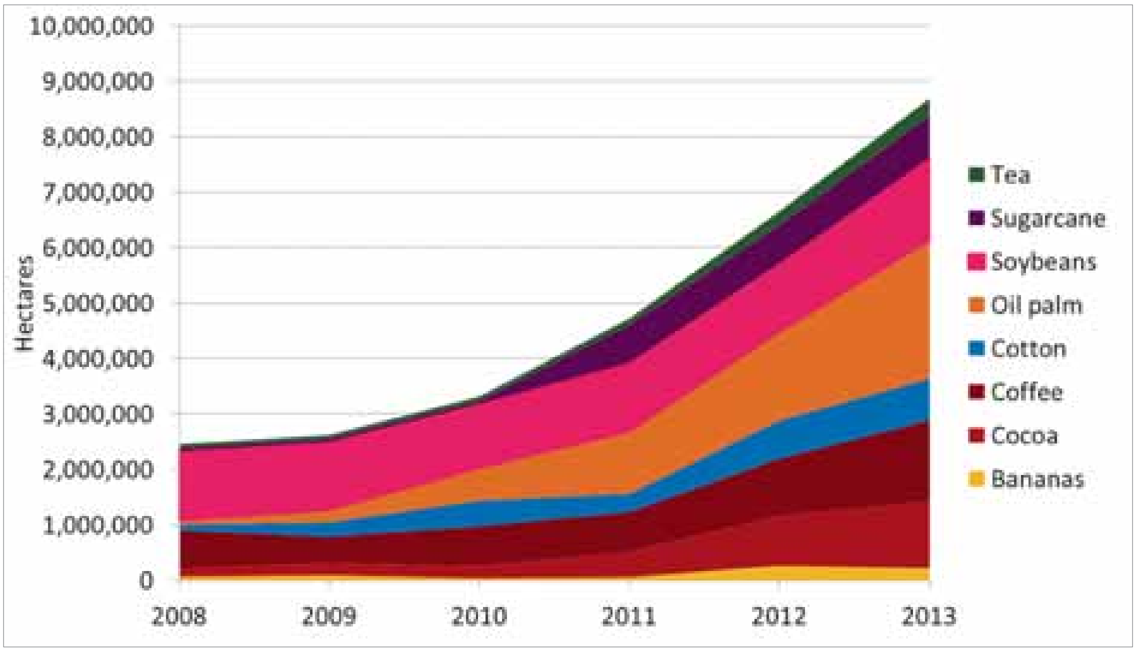
[5] Some of the covered VSS are members of ISEAL, the International Social and Environmental Accreditation and Labelling Alliance. ISEAL is a non-governmental organisation whose mission is to strengthen sustainability standards systems for the benefit of people and the environment. Its membership is open to all multi-stakeholder sustainability standards and accreditation bodies that demonstrate their ability to meet the ISEAL Codes of Good Practice and accompanying requirements, and commit to learning and improving. Through membership in ISEAL, standards systems show a commitment to supporting a unified movement of sustainability standards. ISEAL also has a non-member, subscriber category to engage with governments, researchers, consultants, private sector organisations, non-profit organisations and other stakeholders with a demonstrable commitment to the ISEAL objectives. For more information please see http://www.isealalliance.org/

[6] The year 2008 is the first year for which data on all the Voluntary Sustainability Standards (with the exception of GLOBALG.A.P.) covered in this report were compiled by the International Institute for Sustainable Development (IISD).

Figure 1: Development of the VSS compliant area worldwide, 2008-2013 (eight selected commodities, minimum possible)



Sources: FiBL-IISD-ITC survey, 2015: 4C Association, 2014 and 2015; Better Cotton Initiative (BCI), 2014 and 2015; Bonsucro, 2014 and 2015; Cotton Made in Africa (CmiA), 2014 and 2015; Fairtrade International, 2014 and 2015; GLOBALG.A.P., 2015; FIBL, 2015; ProTerra Foundation, 2014 and 2015; Rainforest Alliance/SAN, 2014 and 2015; Roundtable of Sustainable Palm Oil (RSPO), 2014 and 2015; Round Table for Responsible Soy (RTRS), 2014 and 2015; UTZ Certified, 2014 and 2015.
Note: The data in this graph were not adjusted for multiple certifications. The graph assumes that there is maximum amount of multiple certification occurring within each commodity corresponding to the minimum amount of VSS compliant area per commodity. Therefore, the total amount of VSS compliant area corresponds to the VSS with the largest compliant area operating within a given commodity sector.

Standards are expanding their agricultural land coverage: In 2013,

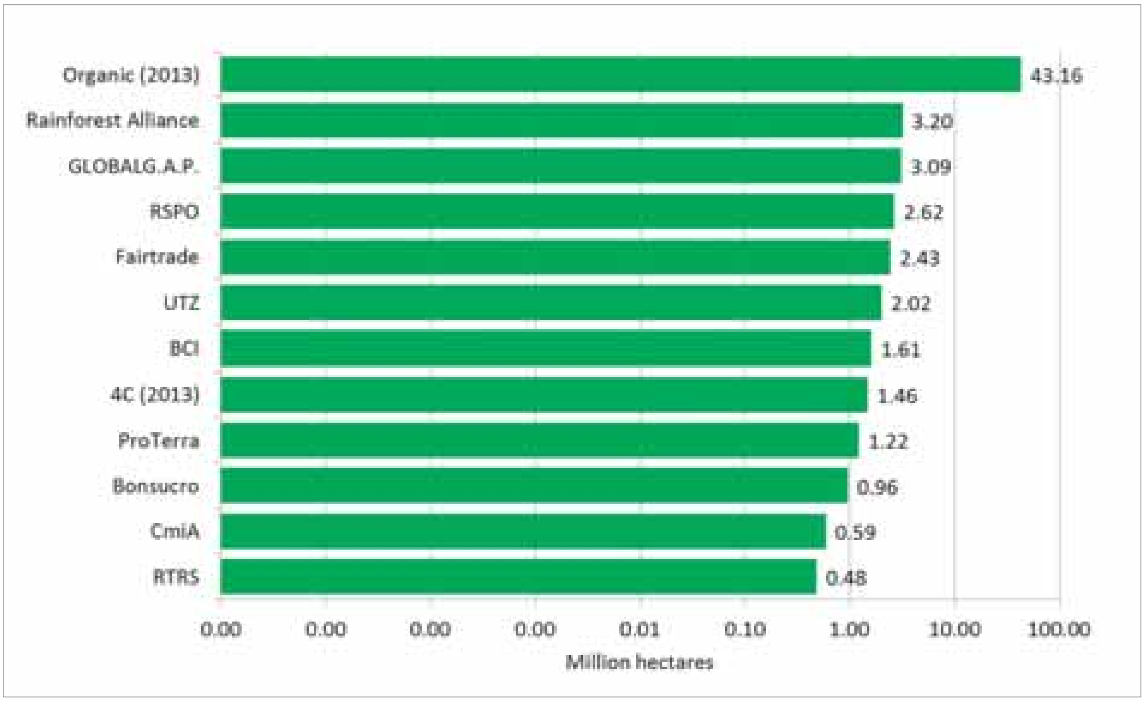
- in organic agriculture, more than 43 million hectares were certified (including in-conversion areas), representing 0.9% of the global agricultural land. Organic is the biggest sustainability standard in terms of area, and is the standard with the largest variety of commodities.

- Rainforest Alliance/SAN certified more than 3 million hectares, making it the standard with the second-largest area.

- GLOBALG.A.P. had more than 3 million hectares and is one of the biggest standard in terms of area certified, representing 0.06% of the global agricultural area.

- With 2.5 million hectares, Roundtable on Sustainable Palm Oil (RSPO) covers almost 15% of the global oil palm area.

Figure 2: Total certified area per VSS, 2014 (only agriculture)



Sources: FiBL-IISD-ITC survey, 2015: 4C Association, 2014 and 2015; Better Cotton Initiative (BCI), 2014 and 2015; Bonsucro, 2014 and 2015; Cotton Made in Africa (CmiA), 2014 and 2015; Fairtrade International, 2014 and 2015; GLOBALG.A.P., 2015; FIBL, 2015; ProTerra Foundation, 2014 and 2015; Rainforest Alliance/SAN, 2014 and 2015; Roundtable of Sustainable Palm Oil (RSPO), 2014 and 2015; Round Table for Responsible Soy (RTRS), 2014 and 2015; UTZ Certified, 2014 and 2015.
Note: The organic and 4C data are from 2013. For organic, please note that a large part of the organic agricultural land are permanent grassland areas, (60%), which also includes extensive grazing areas.

Share of total area and production volume shows potential for significant global impact: On a commodity level, the highest share was noted for UTZ Certified cocoa with 15% of the global cocoa area. In coffee, 4C Association-certified certified 14.4% of the global coffee area. High shares were also noticed for the certified oil palm area of the Roundtable on Sustainable Palm Oil (RSPO) (14.5% of global oil palm area), and for Rainforest Alliance/SAN certified tea, with almost 11% of the global tea area. Cotton Made in Africa (CmiA) had high shares of the total seed cotton production in Africa: 22% of Africa's seed cotton area and 11.8% of Africa's seed cotton production volume. In the forestry sector, the Programme for the Endorsement of Forest Certification (PEFC) holds the highest share of the global forest area, representing 6.5%. For more details about each commodity, see section 4, page 66.

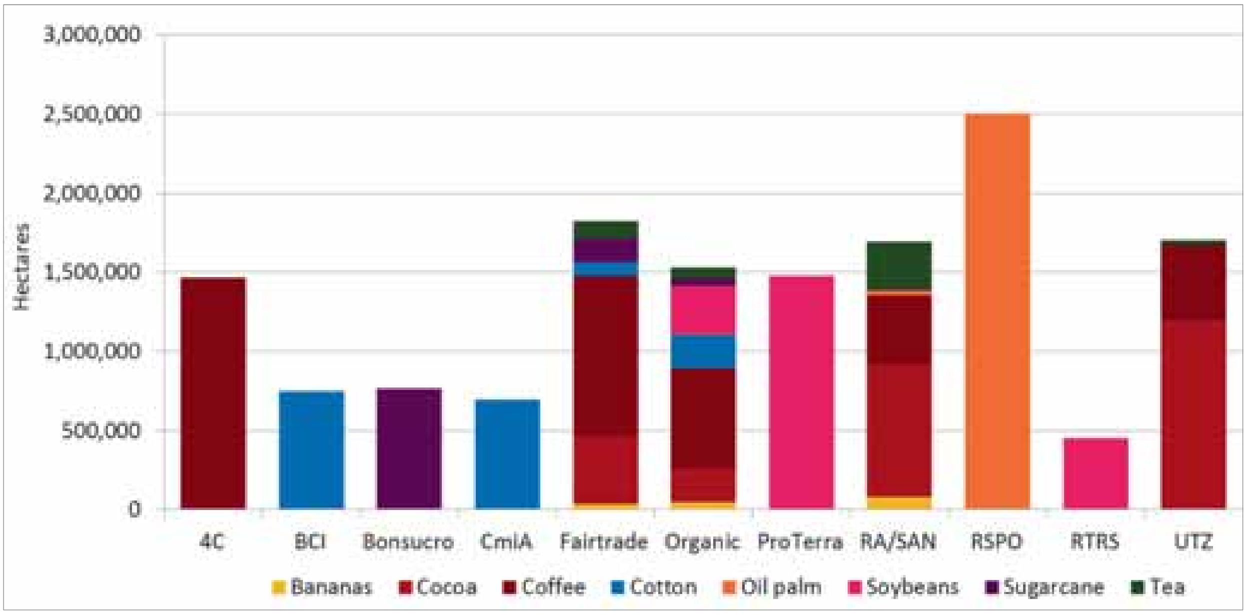
Single sector standards continue to dominate in sectors where they exist: Growth and market uptake appear to be largely driven by standards directly targeting mainstream adoption within the sectors. In each of the sectors discussed, where single-sector standards[7] have been developed (coffee, cotton, forestry, oil palm, sugarcane and soy), they account for up to more than half of all certified production. The dominance of single-sector standards is particularly remarkable given that they tend to be the newest standards on the market. It is important to note, however, that multiple-commodity standards[8] might have a lower impact on a specific commodity than single-commodity standards due to their wider scope. This is most notable for

[7] Single-commodity standards: Voluntary Sustainability Standards (VSS) that certify only one commodity. An example is the 4C Association, which only certifies coffee.

[8] Multiple-commodity standards: Voluntary Sustainability Standards (VSS) that certify multiple commodities. An example is Fairtrade International, which certifies a wide variety of commodities.

organic agriculture, which has almost 2 million hectares for the eight commodities discussed in this report, but in total it has 43 million hectares, with at least 27 commodity groups.[9]

Figure 3: Area for selected commodities per VSS, 2013 (Selected crops: bananas, cocoa, coffee, cotton, oil palm, soybeans, sugarcane and tea)



Sources: FiBL-IISD-ITC survey, 2015: 4C Association, 2014 and 2015; Better Cotton Initiative (BCI), 2014 and 2015; Bonsucro, 2014 and 2015; Cotton Made in Africa (CmiA), 2014 and 2015; Fairtrade International, 2014 and 2015; GLOBALG.A.P., 2015; FIBL, 2015; ProTerra Foundation, 2014 and 2015; Rainforest Alliance/SAN, 2014 and 2015; Roundtable of Sustainable Palm Oil (RSPO), 2014 and 2015; Round Table for Responsible Soy (RTRS), 2014 and 2015; UTZ Certified, 2014 and 2015.

1.2. Sector-specific highlights

Below, we present an overview of the key figures for each of the selected commodities (bananas, cocoa, coffee, cotton, oil palm, sugarcane, soybeans and tea) and for the forestry sector. As explained above, there is little information on the share of multiple-certification (see page 9 for further explanations), and we have therefore decided to provide an average between the minimum and the maximum area and production.

Bananas: Four of the Voluntary Sustainability Standards (VSS) covered in this survey – **Fairtrade International**, **GLOBALG.A.P.**, **Organic** and **Rainforest Alliance/SAN** – certified banana production in 2013. Combined, they certified a minimum of 223,000 hectares and a maximum of 384,000 hectares (average 303,000 hectares).[10] **GLOBALG.A.P.** had the largest VSS-certified banana area in 2013; the largest area growth (2008–2013) was noted for **Fairtrade International**.

Cocoa: Four of the VSS covered in this survey – **Fairtrade International**, **Organic**, **Rainforest Alliance/SAN** and **UTZ Certified** – certified cocoa production. Combined, they certified a minimum of 1.2 million hectares and a maximum of 2.7 million hectares in 2013 (average 2 million hectares). **UTZ Certified** has the largest VSS-certified cocoa area; the largest area growth (2008–2013) was noted for **Rainforest Alliance/SAN**.

[9] Most of these groups, such as tropical fruit, cover a number of individual commodities (bananas, pineapples, mangoes, avocados, etc.).

[10] Multiple certification: It should be noted that many of the areas certified by VSS are multiple-certified. In our survey we asked for the extent of multiple certification by countries and for the VSS in question. An average between the maximum and minimum area gives us an estimate of the possible VSS area for a given commodity. The maximum would be the sum of the total area/production provided by the individual VSS, and the minimum would be the area of the VSS with the largest area.

Coffee: Five of the VSS covered in this survey – **4C Association**, **Fairtrade International**, **Organic**, **Rainforest Alliance/SAN** and **UTZ Certified** – certified coffee production. Combined, they certified a minimum of 1.5 million hectares and a maximum of 3.9 million hectares in 2013 (average 2.7 million hectares). **4C Association** had the largest VSS-certified coffee area and reported the largest area growth (2008–2013).

Cotton: Four of the VSS covered in this survey – **Better Cotton Initiative (BCI)**, **Cotton Made in Africa (CmiA)**, **Fairtrade International** and **Organic** – certified cotton production. Combined, they certified a minimum of 750,000 hectares and a maximum of 1.7 million hectares in 2013 (average 1.2 million hectares). **BCI** has the largest VSS-certified cotton area and experinced the largest growth (2008–2013).

Oil palm: Three of the VSS covered in this survey – **Organic**, **Rainforest Alliance/SAN** and **Roundtable on Sustainable Palm Oil (RSPO)** – certified oil palm production. Combined, they certified a minimum of 2,504,000 hectares and a maximum of 2,545,000 hectares in 2013 (average 2,524,000 hectares). **RSPO** has the largest VSS-certified oil palm area and experinced the greatest area growth (2012–2013).

Soy: Three of the VSS covered in this survey – **Organic**, **ProTerra Foundation** and **Round Table Responsible Soy (RTRS)** – certified soybean production. Combined, they certified a minimum of 1.5 million hectares and a maximum of 2.2 million hectares in 2013 (average 1.85 million hectares). **ProTerra Foundation** has the largest VSS-certified soybean area; the largest growth (2011–2013) was noted for **RTRS**.

Sugarcane: Three of the VSS covered in this survey – **Bonsucro**, **Fairtrade International** and **Organic** – certified sugarcane production. Combined, they certified a minimum of 763,000 hectares and a maximum of 964,000 hectares in 2013 (average 863,000 hectares). **Bonsucro** has the largest VSS-certified sugarcane area; the largest growth (2010–2013) was noted for **Fairtrade International**.

Tea: Four of the VSS covered in this survey – **Fairtrade International**, **Organic**, **Rainforest Alliance/SAN** and **UTZ Certified** – certified tea production. Combined, they certified a minimum of 306,000 hectares and a maximum of 517,000 hectares in 2013 (average 411,000 hectares). **Rainforest Alliance/SAN** has the largest VSS-certified tea area and experinced the largest area growth (2011 to 2014).

Forestry: In 2014, an estimated 387 million hectares of certified forest were reported, representing 10% of the global forest area. It is estimated that 15% certification overlap takes place in the forestry sector between the **Forest Stewardship Council (FSC)** and the **Programme for the Endorsement of Forest Certification (PEFC)**.

2. Market data survey

Building on the experience gained by the International Institute for Sustainable Development (IISD) that produced the "The State of Sustainability Initiatives Review" in 2014 (Potts et al., 2014) and 2010 (Potts et al., 2010), the Research Institute of Organic Agriculture (FiBL), IISD and the International Trade Centre (ITC) conducted a market data survey on Voluntary Sustainability Standards (VSS).[11]

The data presented in this report were obtained either directly from the standards or indirectly through published annual reports and other literature. For organic[12] agriculture, data was gathered from organizations of the private sector, governments and certification bodies as part of FiBL's annual survey on organic agriculture worldwide (Willer/Lernoud, 2015). For detailed information on the data sources, please check the "Data sources" section on page 142.

The data-collection process, VSS, indicators and commodities covered, as well as the quality checks carried out, are described below.

In December 2014, a standardized questionnaire developed by FiBL and IISD was sent to the VSS. With the exception of the Ethical Tea Partnership and the Roundtable on Sustainable Biomaterials, all VSS returned data, but not consistently across all indicators requested.

2.1. Focus on commodities

The focus was on the same crops as those presented in the 2014 State of Sustainability Initiatives Review (Potts et al., 2014): bananas, cocoa, coffee, cotton, oil palm, soy, sugarcane and tea, as well as forest. However, the VSS were also asked to provide data on additional crops as well as the total certified area.

2.2. Standards[13]

The same VSS as those in the 2014 State of Sustainability Initiatives Review (Potts et al., 2014) were selected:

- 4 C Association
- Better Cotton Initiative (BCI)
- Bonsucro
- Cotton Made in Africa (CmiA)
- Ethical Tea Partnership (ETP): Data was not available
- Fairtrade International
- Forest Stewardship Council (FSC)
- GLOBALG.A.P.
- IFOAM – Organics International
- Programme for the Endorsement of Forest Certification (PEFC)
- ProTerra Foundation
- Rainforest Alliance/Sustainable Agriculture Network (RA/SAN)
- Roundtable on Sustainable Biomaterials (RSB): Data was not available
- Roundtable on Sustainable Palm Oil (RSPO)
- Round Table on Responsible Soy (RTRS)
- UTZ Certified

[11] The survey was carried out from December 2014 to March 2015.

[12] It is important to note that not all production considered organic is actually compliant with IFOAM standards. IFOAM – Organic International does, nevertheless, represent the leading global reference for defining organic standards. Market data on organic production and trade include all recognized organic production independent of whether the production complies with IFOAM criteria per se.

[13] For more information on the different standards please visit the Standards Map website, at www.standardsmap.org

2.3. Main indicators

Data were requested on the following indicators. For the full list of indicators, please see annex, page 146.

Indicator	Definition	Unit of measure
	Area	
Area	Area certified (fully converted plus under conversion).	Hectares
Area cultivated	Area that was cultivated.	Hectares
Area fully converted	Total hectarage of land on which VSS-compliant product is produced.	Hectares
Area under conversion	Total hectarage of land that is in the process of being converted for VSS-compliant production.	Hectares
Harvested area	Area actually harvested.	Hectares
	Production	
Production value	Value of production volume that is VSS-compliant, even if not sold as compliant at the first point of sale.	Million US$
Production volume	Production volume that is VSS-compliant, even if not sold as compliant at the first point of sale.	Metric tons
Production volume sold under a VSS label	Volume of VSS-compliant product that is sold as compliant at the first point of sale (e.g. from cooperative to trader).	Metric tons
	Operators	
Certificate holders	Total number of current valid certificates and in process.	No.
Processor	Operator who preserves and/or processes agricultural or forestry products (incl. slaughtering and butchering) and aquaculture products. Packaging and labelling as VSS-compliant is also considered as processing.	No.
Producer	Production unit operated under a single management for the purpose of producing agricultural products (incl. processing, packaging and initial labelling of own crop and livestock products on the farm). This includes the producers organized under a group, resource manager, community or cooperative certificate, and/or those producing, collecting or gathering for a supply chain covered by a standard.	No.
	Domestic sales	
Domestic sales value	Domestic sales in million US$.	Million US$
Domestic sales volume	Domestic sales in metric tons.	Metric tons
	International Trade	
Export value	Value of VSS-compliant product that is exported.	Million US$
Export volume	Volume of VSS-compliant product that is exported.	Metric tons
Import value	Value of VSS-compliant product that is imported.	Million US$
Import volume	Volume of VSS-compliant product that is imported.	Metric tons
	Multiple Certifications	
Multiple Certification – Area Harvested	Percentage of VSS-compliant area harvested that is compliant under more than one VSS-certification.	%

In this publication we are focusing on those indicators for which data were provided by all VSS: area, area harvested, production volume, producers/operators.

2.4. Quality checks

The data received was validated using the following quality checks:

- Area and production data were compared with the data from the previous year as provided by the standards themselves or as available in the IISD database (data as published by Potts et al., 2014);
- Area and production data were compared with the total area and production as provided by the Food and Agriculture Organisation (FAO);
- Yields provided by FAO were compared with the VSS yields calculated based on the area and production data provided by the standards.

Pivot tables were used to analyse the data, which enabled the identification of data anomalies. The VSS were asked to provide explanations for suspicious data, which either led to plausible explanations or data revisions.

For countries and areas, the Standard Country and Area Classifications as defined by the United Nations Statistics Division were applied to most countries/areas.[14] Where the designation "country" appears in this report, it covers countries or areas.

To calculate the share of the total VSS-certified area and commodity area, per country and worldwide, total country and world data was taken from FAOSTAT database.[15]

2.5. Data year

Data collected and reported as crop year spanning over two adjoining years was relabelled as and attributed to the latter year. For instance, data reported in 2012/2013 was labelled as 2013 in the report to allow for data-handling consistency. Because there are inconsistencies across the VSS in terms of how they report their market data, this assumption was necessary to allow for comparisons between the standards.

2.6. Multiple certification

Reporting a global total of certain commodities remains difficult as many producers are multiple-certified by different VSS and there is not enough reliable data on the share of these multiple certifications. Taking this into account, FiBL, IISD and ITC decided that the best approach was to provide a range that encompasses the minimum and the maximum amounts possible and the average between the two. To calculate the maximum amount, the total production of all standards was summed. For the minimum, the standard with the largest area or largest production volume was used as the reference. Then, an average between the maximum and minimum was calculated. These figures must be used with caution, as they are estimations, indicate a trend, and do not report a global production figure.

In our survey, we asked for the extent of multiple certification by country and for the VSS in question. Only two standards could provide data on multiple certification, which made it impossible to calculate the actual share multiple-certified. FiBL, IISD and ITC agreed on implementing the method explained above, to be able to report a development trend for each of the selected commodities in this report.

2.7. Data publication and revisions

Data going back to 2008 has been stored at the Standards Map website (www.standardsmap.org), where they will be made available online in 2016.

Data revisions and corrections will be communicated at http://www.vss.fibl.org/de/vss-data-collection/data-revisions.html

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[14] For the composition of macro geographical (continental) regions, geographical sub-regions, and selected economic and other groupings see the UNSTAT homepage at http://unstats.un.org/unsd/methods/m49/m49regin.htm

[15] FAOSTAT, Data Archives, the FAO Homepage, FAO, Rome at faostat.org > Inputs > Land at http://faostat3.fao.org/download/E/*/E

3. Voluntary Sustainability Standards: Market data

In the following section, we present the latest data on each of the selected Voluntary Sustainability Standards (VSS). Data was collected for the years 2008–2014, but data was not available for all years for all VSS. Data on area, production volume and producers was available for all VSS except GLOBALG.A.P, for which data on production volume was not available. For some VSS, further data was collected; these are presented in the following tables and graphs.

3.1. 4C Association

Founded in 2006, the 4C Association is a member-based initiative operating in the coffee sector across 22 countries. As a baseline, product-specific standard, the 4C code implementation process provides a phased-in approach toward full compliance. This approach makes it possible for producers who are either unfamiliar or not yet able to comply with more stringent certification initiatives to gain market recognition for adopting commitments to more sustainable production. One of the objectives of the 4C Association is to prepare producers for eventual compliance with other consumer-facing initiatives.

In 2013, 4C Association certified more than 1.4 million hectares of coffee worldwide, representing 0.03% of the total agricultural land, and 14.4% of the global coffee area. More than 360,000 producers were 4C certified and produced more than 2.3 million metric tons of coffee. Brazil had the largest 4C area (almost 700,000 hectares) followed by Colombia (more than 315,000 hectares) and Vietnam (almost 156,600 hectares).

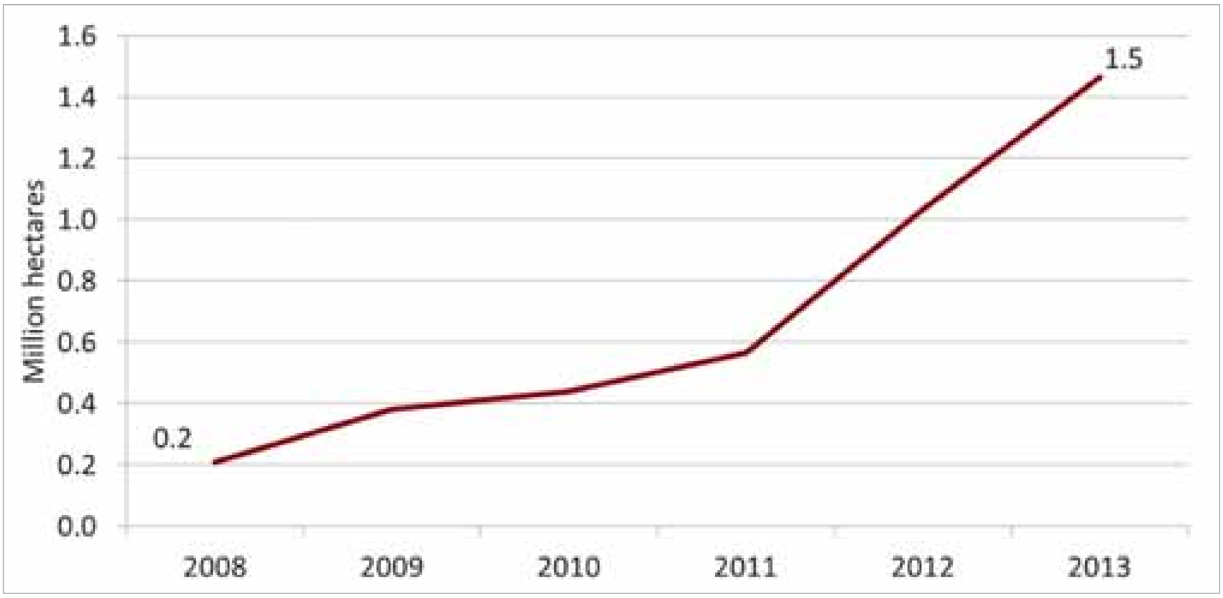
More information available on www.4c-coffeeassociation.org

Table 1: 4C Association: Key indicators

4C Association 2013	
Area [hectares]	1,464,724
Share of 4C Association area of global agricultural land [%]	0.03
Share of 4C coffee area of global coffee area [%]	14.44
Production volume [metric tons]	2,359,868
Production volume sold under the label [metric tons]	453,899
Total export volume [metric tons]	453,899
Certificate holders [no.]	271
Producers [no.]	360,642
Smallholders [no.]	312,892
Full- and part-time employees/workers [no.]	182,461
Temporary employees/workers [no.]	1,083,964

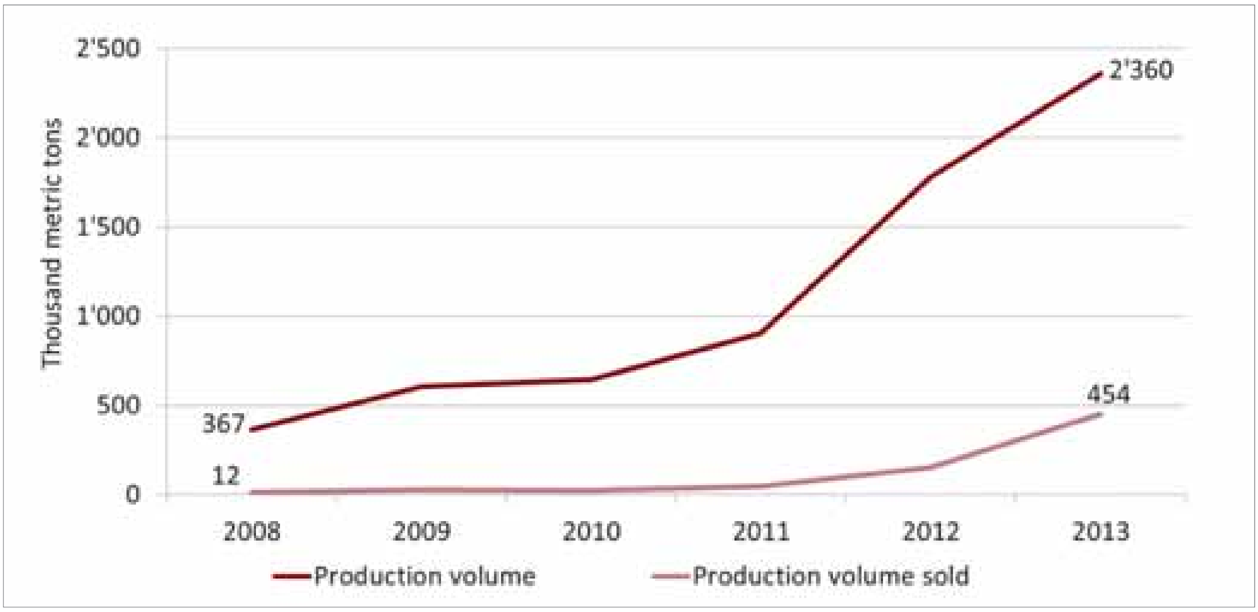
Source: 4C Association, 2015

Figure 4: 4C Association: Development of the 4C Association area, 2008–2013



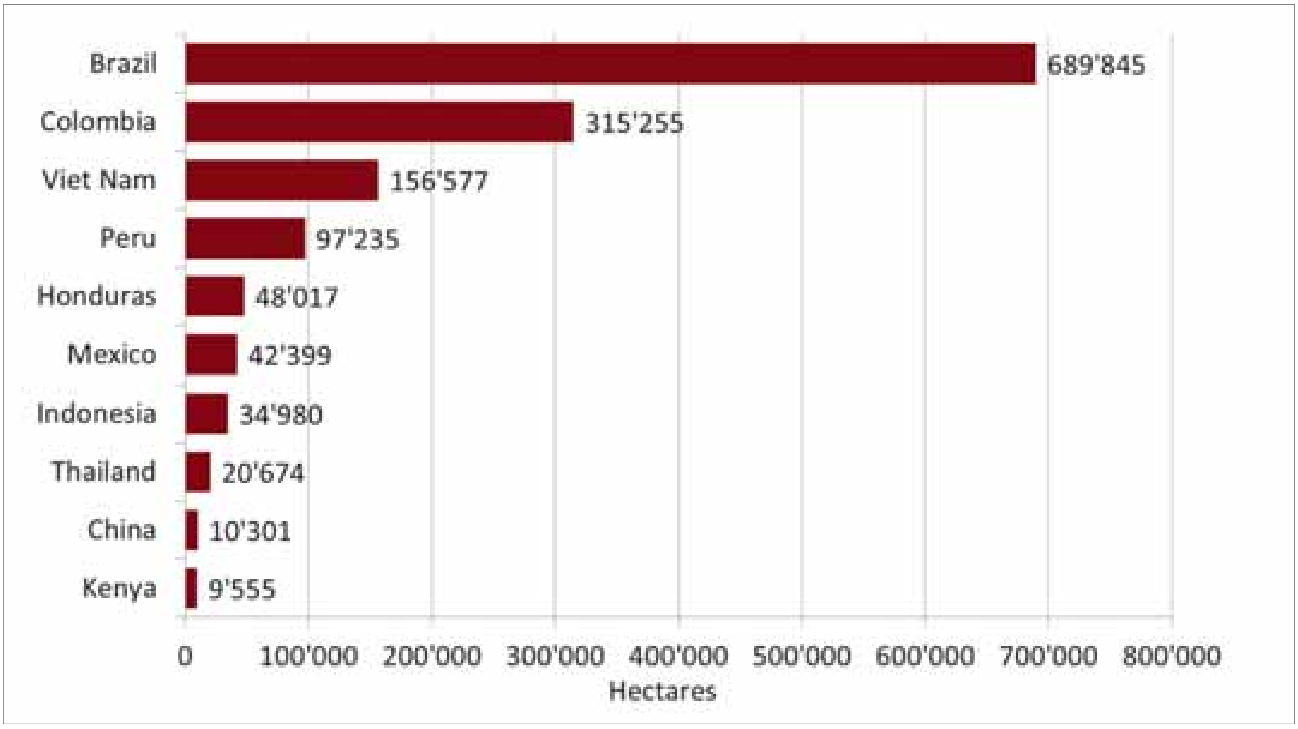
Source: 4C Association, 2015

Figure 5: 4C Association: Development of the production volume and production volume sold under the 4C Association label, 2008–2013



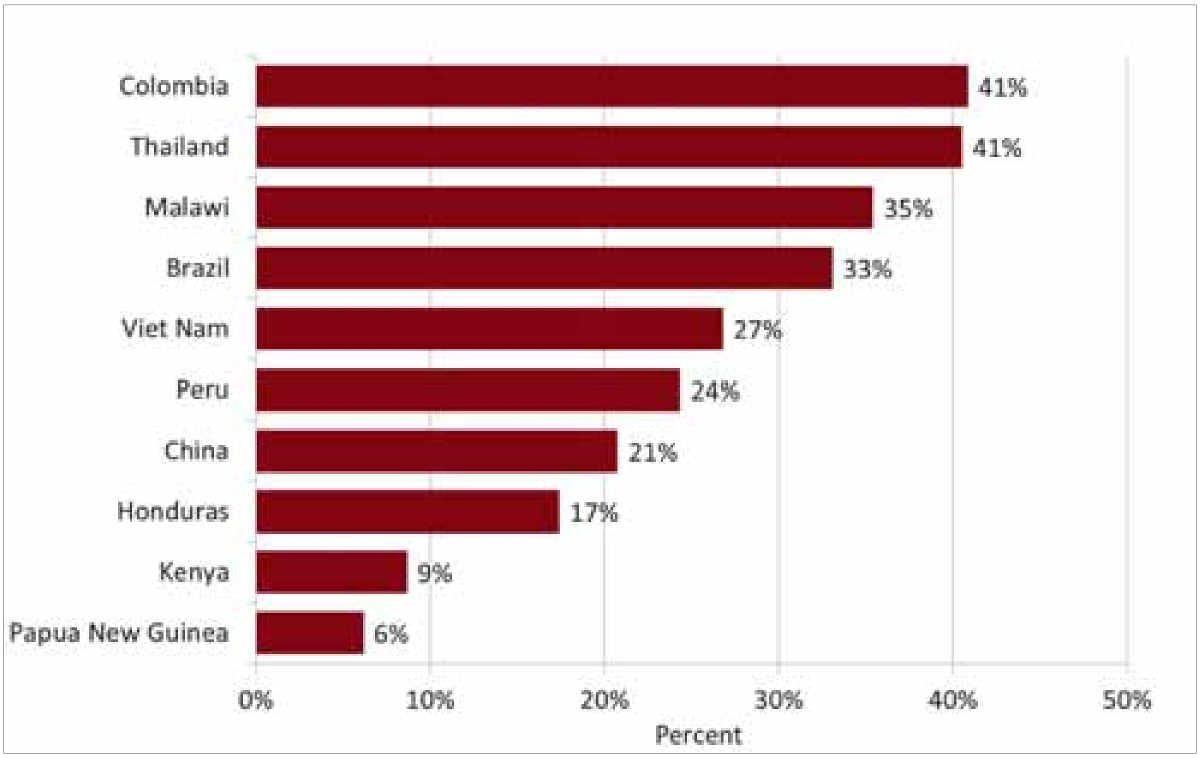
Source: 4C Association, 2015

Figure 6: 4C Association: Top 10 countries with the largest 4C Association area, 2013



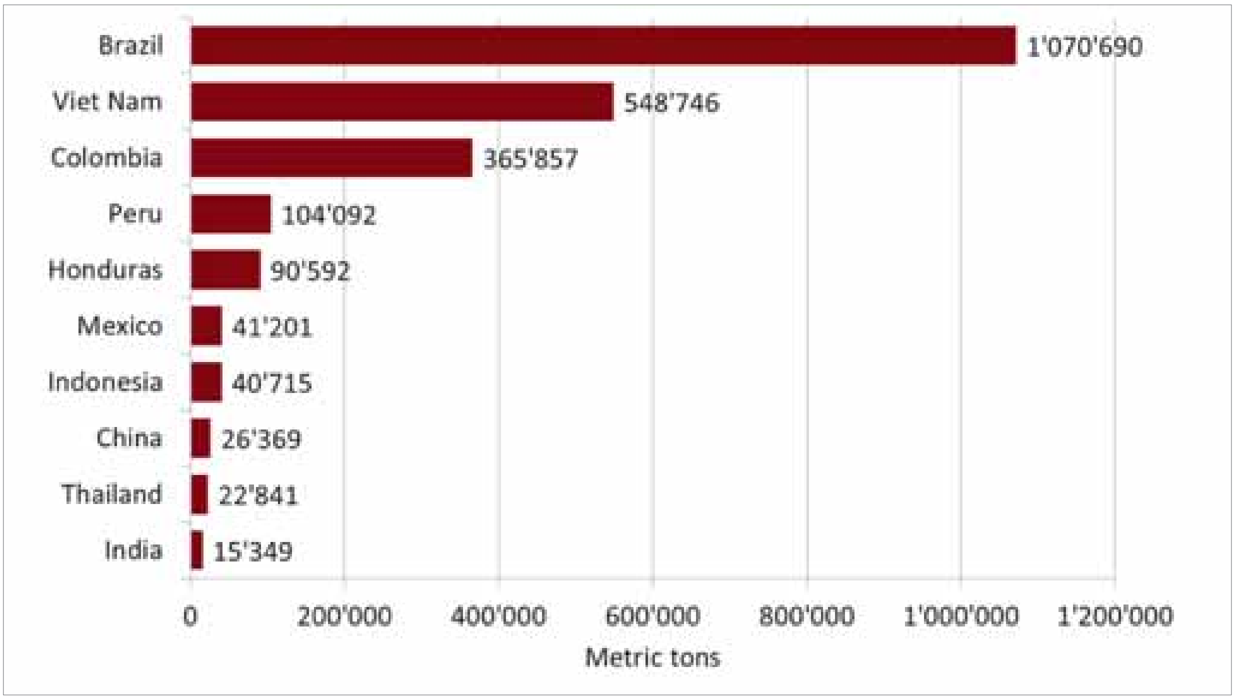
Source: 4C Association, 2015

Figure 7: 4C Association: Share of 4C area of total coffee area by top 10 country, 2013



Source: 4C Association, 2015

Figure 8: 4C Association: Top 10 countries with the largest 4C Association production volume, 2013



Source: 4C Association, 2015

3.2. Better Cotton Initiative (BCI)

Founded in 2005, the Better Cotton Initiative (BCI) is a member-based initiative operating in the cotton sector across 11 countries. BCI's Better Cotton System provides a holistic approach to building and implementing sustainability in cotton production, which is implemented by major manufacturers. In Brazil and Australia, BCI has undertaken benchmarking with other standard systems (the Brazilian Cotton Producers Association ABRAPA and myBMP, respectively). BCI also has benchmarking with Cotton Made in Africa (CmiA), but the BCI data presented in this report exclude CmiA benchmarking, as CmiA is featured separately.

Benchmarking is a process of comparing one organization's policies, practices, standards or systems with those of similar organizations, and identifying gaps between them. BCI works with other standards on benchmarking with the Better Cotton Standard System, ultimately allowing the cotton produced under that standard to be sold as BCI cotton, increasing global supply.

BCI certified 1.6 million hectares worldwide in 2014. This area represented 0.03% of the global agricultural area and 5% of the global cotton area. There were over 470,000 certified producers, and 1.6 million metric tons of cotton lint were produced in 2014. Brazil has the largest BCI area (558,000 hectares) with 59% of its cotton area BCI certified. Brazil is followed by India, with 456,000 hectares (3.9% of the country's cotton area) and Pakistan with 353,000 hectares (12.6% of the country's cotton area).

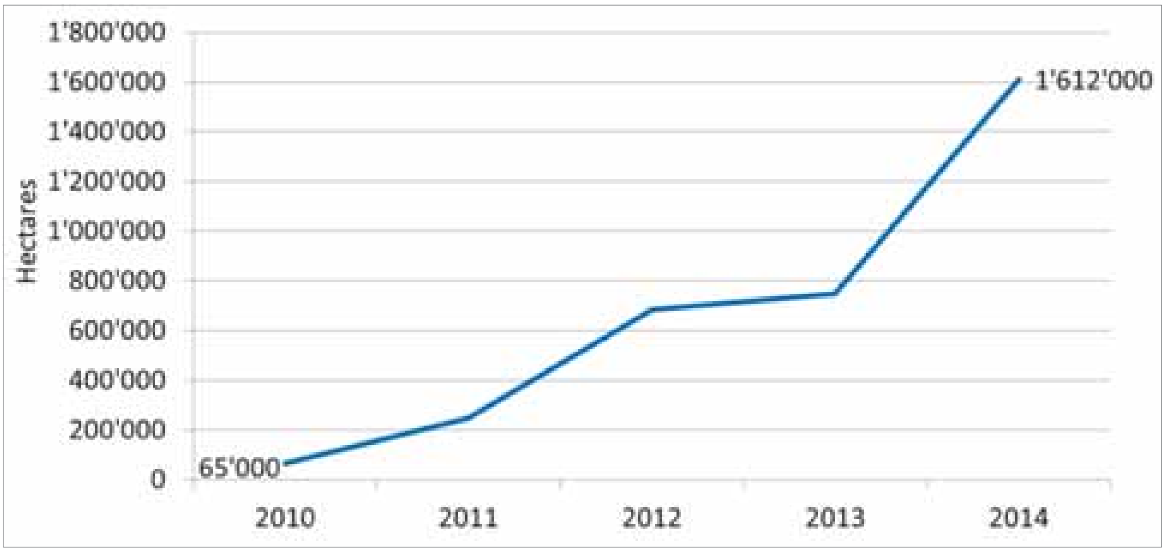
More information available on www.bettercotton.org

Table 2: Better Cotton Initiative (BCI): Key indicators

Better Cotton Initiative (BCI) 2014	
Area [hectares]	1,612,000
Share of BCI area of global agricultural land [%]	0.03
Share of BCI cotton area of global cotton area [%]	5.01
Cotton lint: Production volume [metric tons]	1,623,700
Producers [no.]	478,223

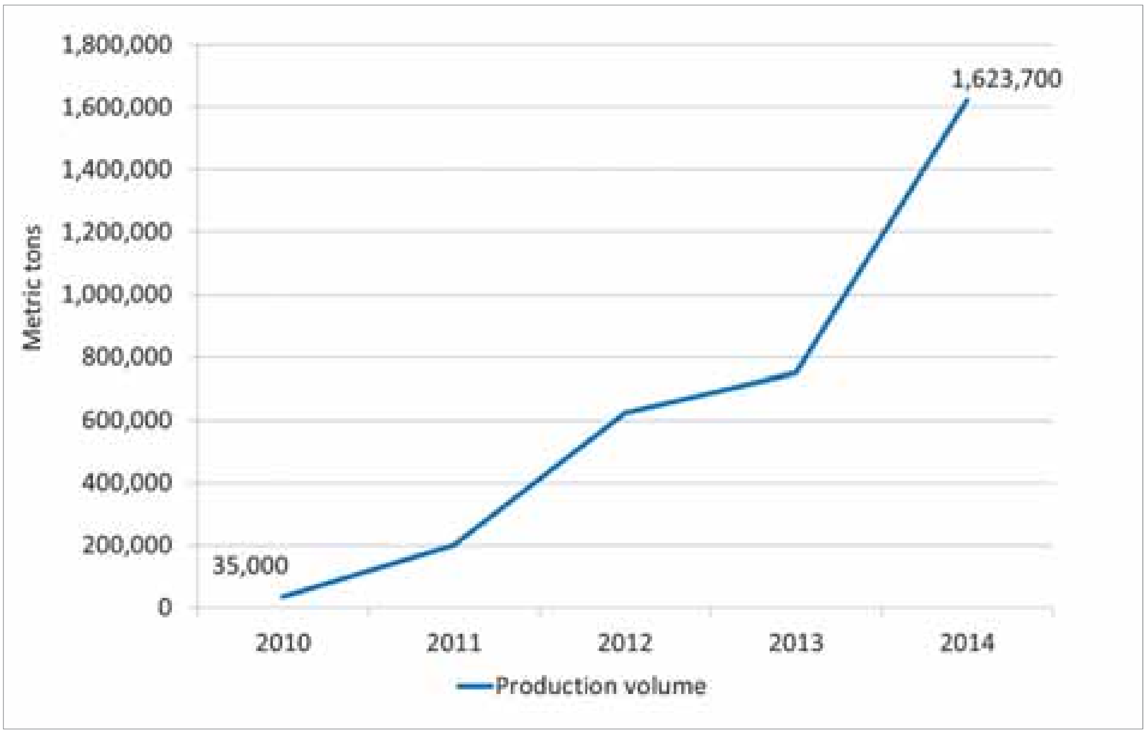
Source: Better Cotton Initiative (BCI), 2015

Figure 9: Better Cotton Initiative: Development of the BCI area, 2010–2014



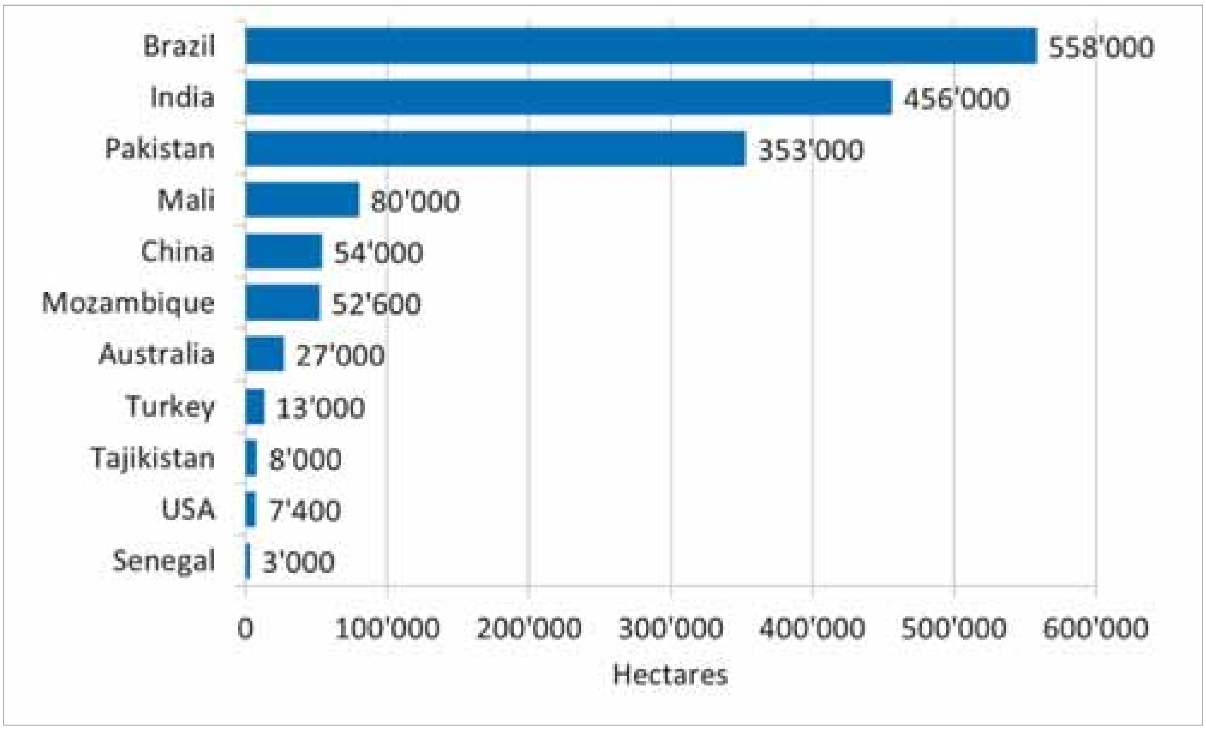
Source: Better Cotton Initiative (BCI), 2015

Figure 10: Better Cotton Initiative: Development of the production volume, 2010–2014



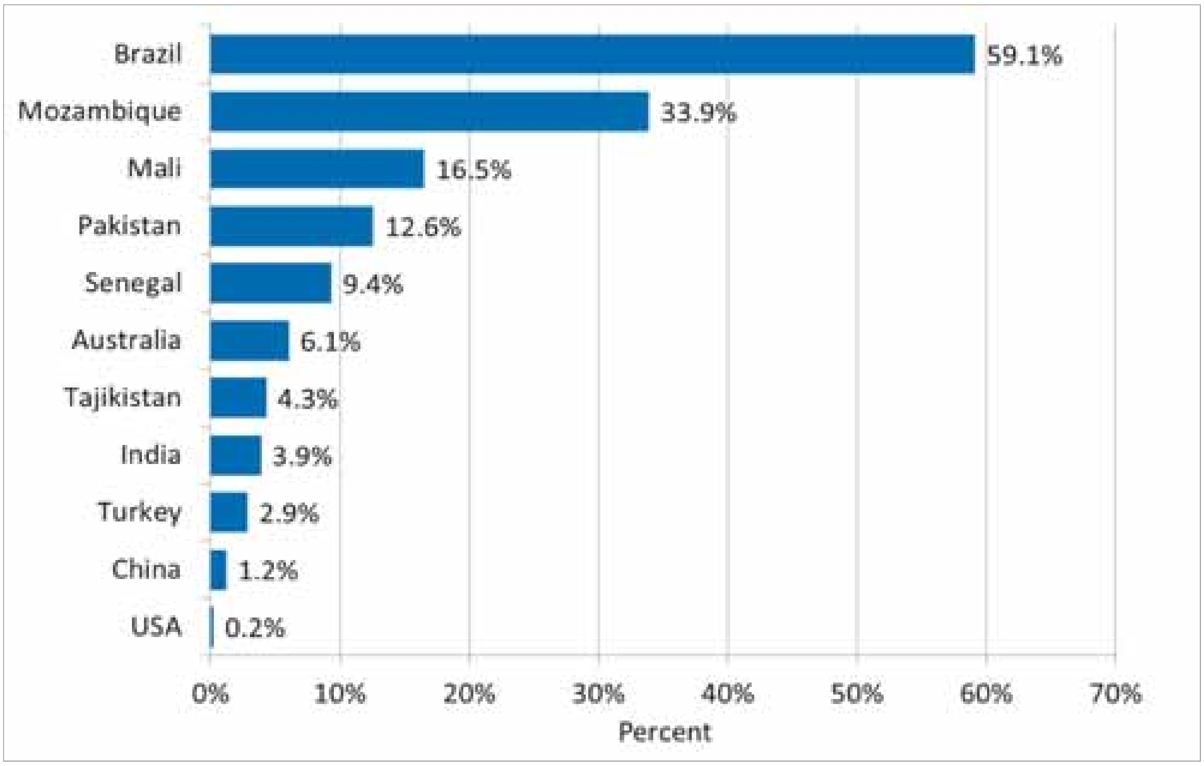
Source: Better Cotton Initiative (BCI), 2014 and 2015

Figure 11: Better Cotton Initiative: Countries with BCI area, 2014



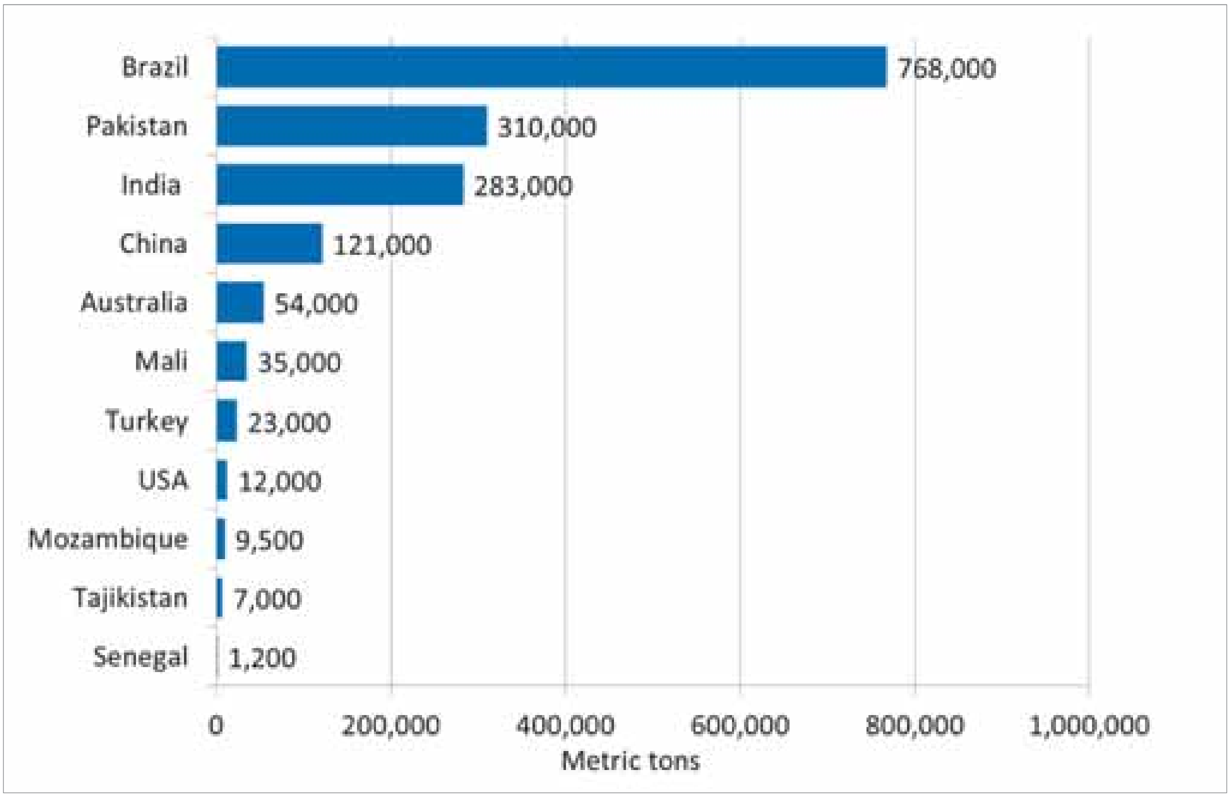
Source: Better Cotton Initiative (BCI), 2015

Figure 12: Better Cotton Initiative: Share of BCI area of total cotton area by country, 2014



Source: Better Cotton Initiative (BCI), 2015

Figure 13: Better Cotton Initiative: Production volume of countries with BCI cotton lint, 2014



Source: Better Cotton Initiative (BCI), 2015

3.3. Bonsucro

BONSUCRO®

Founded in 2007, Bonsucro is a multi-stakeholder sustainability initiative operating in the sugarcane sector with certified production in four countries. Bonsucro maintains a metric-based certification scheme. Bonsucro offers two ways to trade certified products: through physical trades with certification to the Bonsucro Chain of Custody Standard and through a unique credit-trading scheme to provide efficient certification across a homogenous crop. The initiative operates business to consumer, developing standards and a marketing label to ensure sustainable sugarcane production practices among its members.

Bonsucro certified almost 964,000 hectares in 2014, representing 0.02% of the total agricultural area, and 2.8% of the global sugarcane area. In 2014, Bonsucro-certified sugarcane was grown by 37 producers producing 57.5 million metric tons of sugarcane. Brazil had the largest number of producers with 31 producers, followed by Australia with five producers.

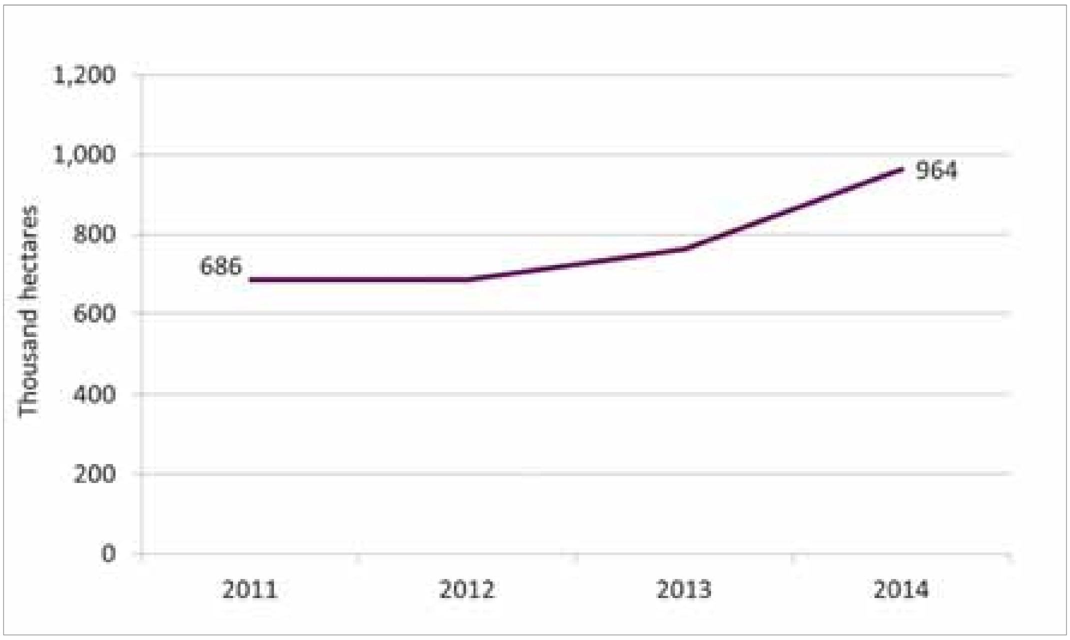
More information available on www.bonsucro.com

Table 3: Bonsucro: Key indicators

Bonsucro 2014	
Area [hectares]	963'990
Share of Bonsucro area of global agricultural land [%]	0.02
Share of Bonsucro sugarcane area of global sugarcane area [%]	2.83
Sugarcane: Production volume [metric tons]	57'543'583
Cane sugar: Production volume [metric tons] (2013 data)	3'354'019
Certificate holders [no.]	56
Producers [no.]	37

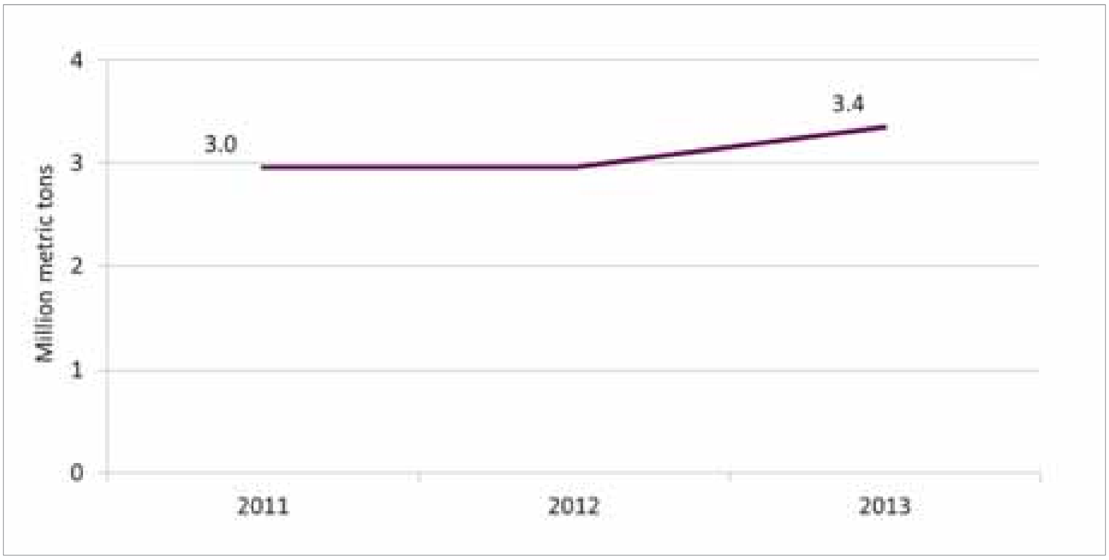
Source: Bonsucro, 2015

Figure 14: Bonsucro: Development of Bonsucro area, 2011-2014



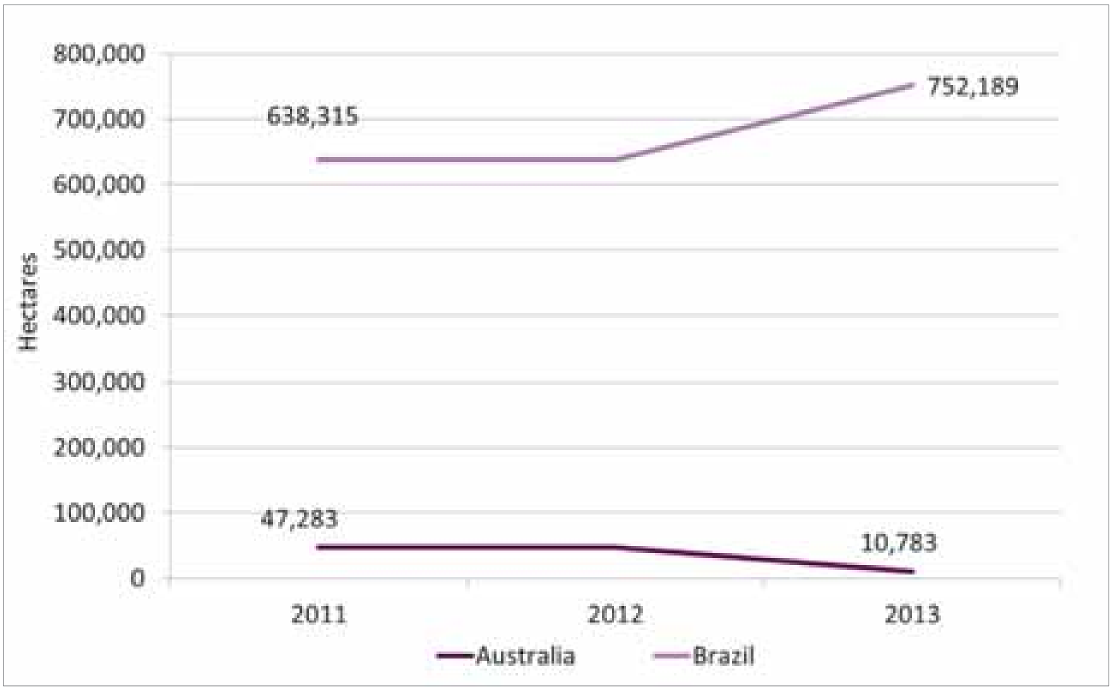
***Source*:** Bonsucro, 2014 and 2015

Figure 15: Bonsucro: Development of Bonsucro cane sugar production volume, 2011–2013



***Source*:** Bonsucro, 2014 and 2015

Figure 16: Bonsucro: Contrasting area development: Australia and Brazil, 2011–2013



Source: Bonsucro, 2014 and 2015

3.4. Cotton Made in Africa (CmiA)

Founded in 2005, Cotton made in Africa (CmiA) has been unique in bringing together African smallholder cotton farmers with the international textile and retail industry. After successful compliance with the CmiA criteria controlled by independent auditors, the cotton as well as the final product can be labelled with the CmiA trademark, putting a positive and recognizable “face” on the anonymous African cotton in international trade. Besides investing in sustainable, ethical and modern cotton cultivation and processing – from farm to spinning level – across 10 Sub-Saharan African countries, CmiA is driving both market and supply-chain uptake through the demand and integration of sustainably produced cotton worldwide.

CmiA certified 1 million hectares, representing 0.02% of the global agricultural area and 0.09% of the African agricultural area. If we take only the cotton area into account, the shares are considerably higher; the CmiA area represents 3.1% of the global cotton area and 22.3% of the total cotton area in Africa. Zambia had the largest fully certified area with more than 229.650 hectares, followed by Côte d’Ivoire (191,371 hectares) and Mozambique (63,383 hectares).

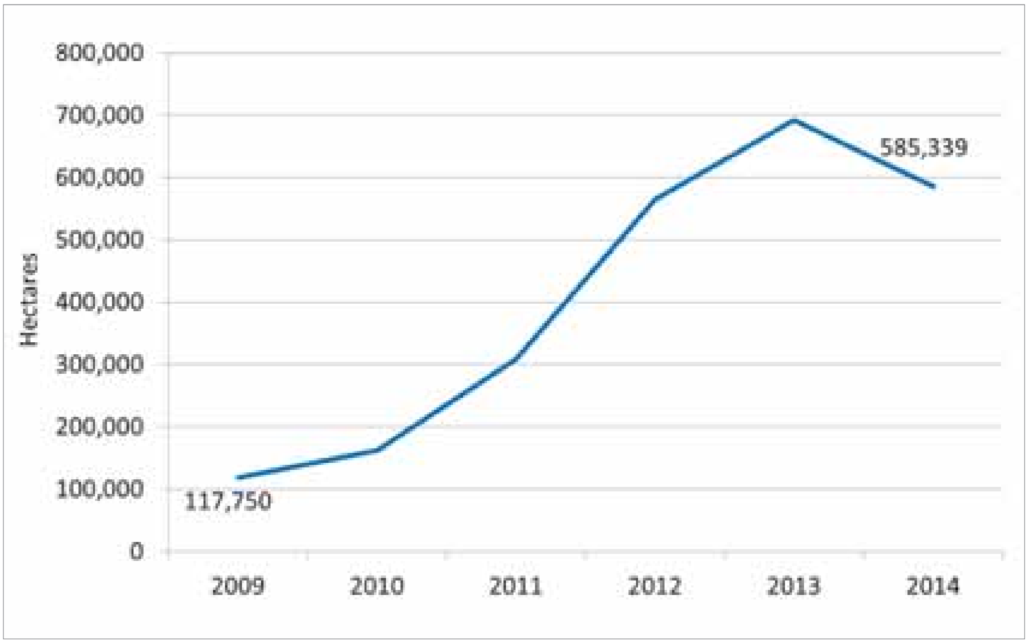
More information available on www.cottonmadeinafrica.org/en/

Table 4: Cotton Made in Africa: Key indicators

Cotton Made in Africa (CmiA) 2014	
Area harvested [hectares]	585,339
Total area certified [hectares]	1,004,471
Share of CmiA area of global agricultural land [%]	0.02
Share of CmiA cotton area of global cotton area [%]	3.12
Share of CmiA cotton area of African cotton area [%]	22.34
Certificate holders [no.]	19
Producers [no.]	727,344
Full- and part-time employees/workers [no.]	1,500
Temporary employees/workers [no.]	7,500

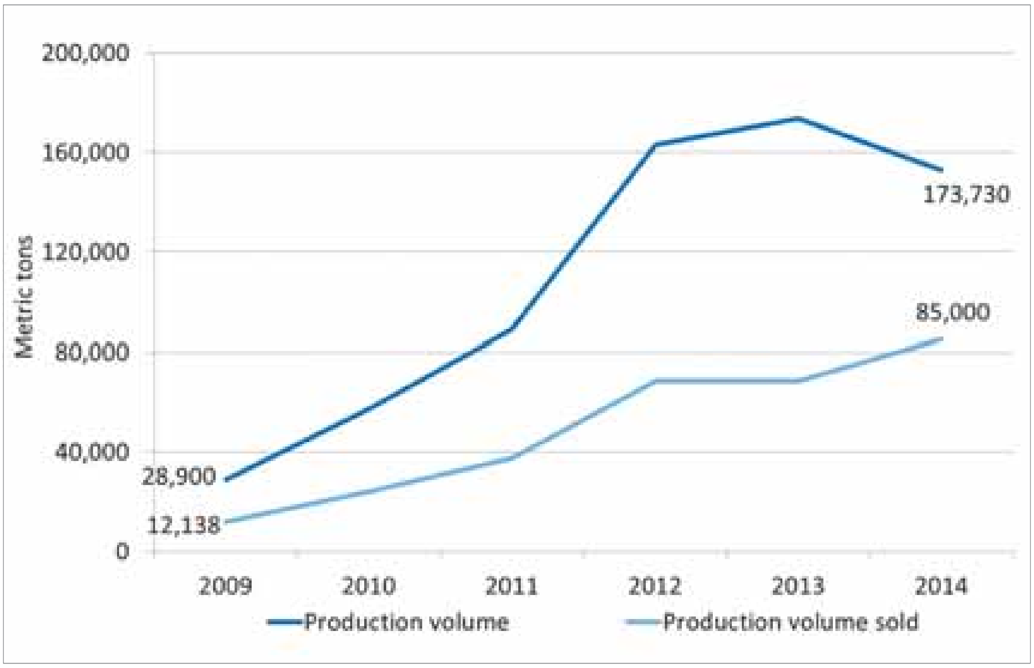
***Source*:** Cotton Made in Africa (CmiA), 2015

Figure 17: Cotton Made in Africa: Development of CmiA area 2009-2014



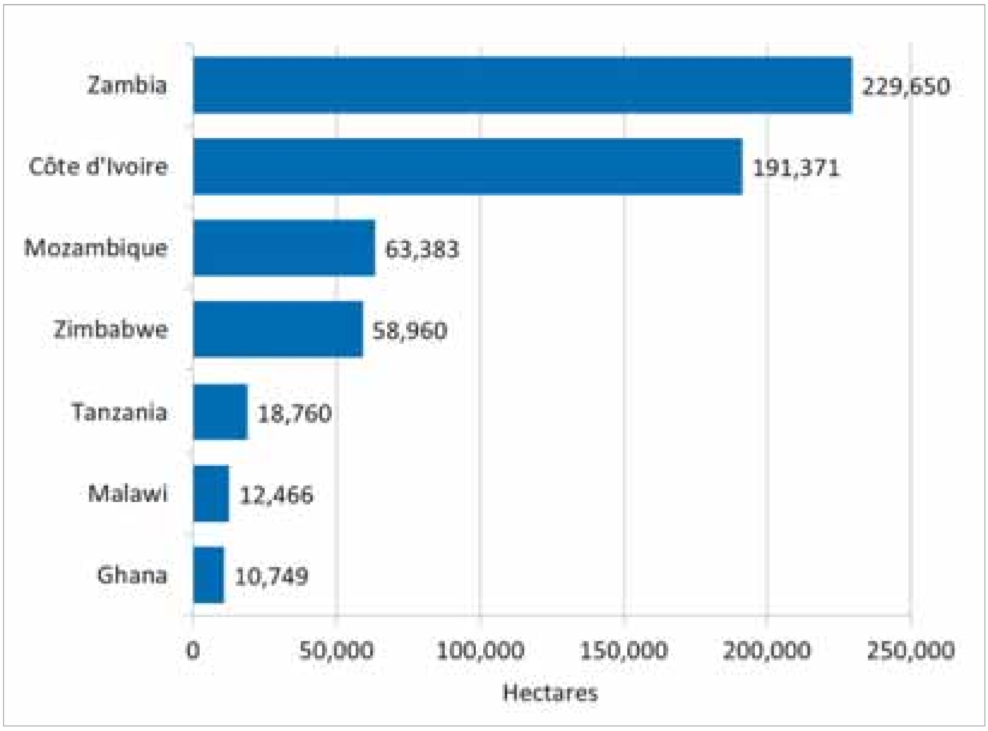
Source: Cotton Made in Africa (CmiA), 2014 and 2015
Note: From 2013–2014, the certified area declined due to the suspension of one partner (changed market framework condition and consequently non-compliance with the CmiA standard).

Figure 18: Cotton Made in Africa: Development of cotton lint production volume and production volume sold under the CmiA label, 2009–2014



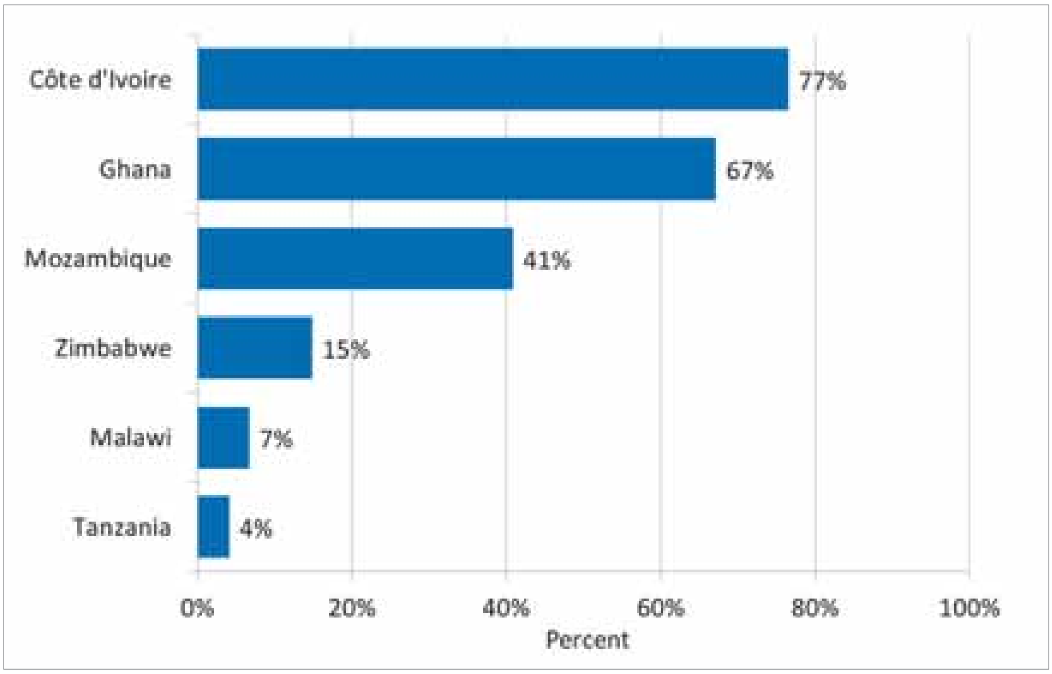
Source: Cotton Made in Africa (CmiA), 2014 and 2015
Note: From 2013–2014, the certified production declined due to the suspension of one partner (changed market framework condition and consequently non-compliance with the CmiA standard).

Figure 19: Cotton Made in Africa: Countries with CmiA area, 2014



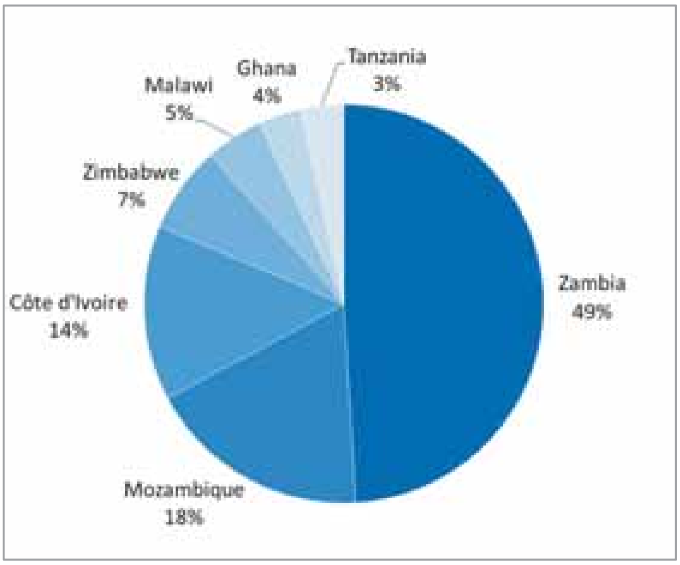
Source: Cotton Made in Africa (CmiA), 2015

Figure 20: Cotton Made in Africa: Share of CmiA area of the total country seed cotton area, 2014



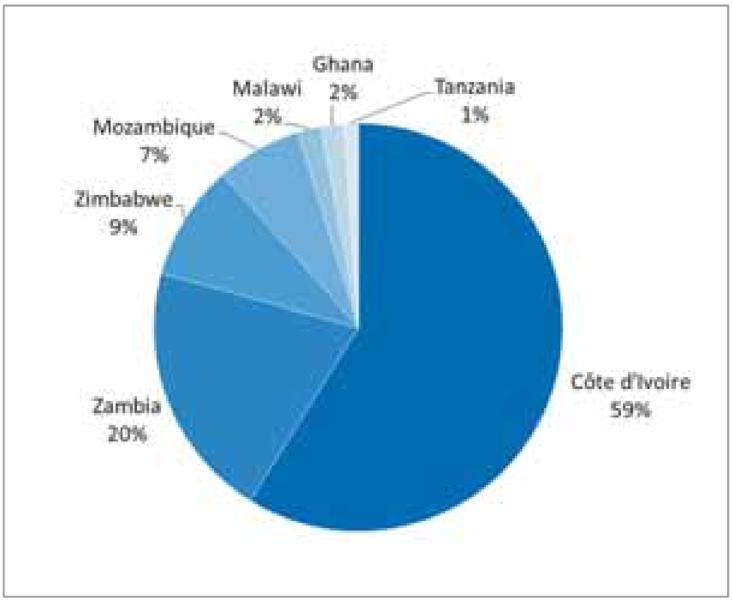
Source: Cotton Made in Africa (CmiA), 2015

Figure 21: Cotton Made in Africa: Distribution of CmiA producers by country, 2014



Source: Cotton Made in Africa (CmiA), 2015

Figure 22: Cotton Made in Africa: Distribution of CmiA cotton production volume by country, 2014



Source: Cotton Made in Africa (CmiA), 2015

3.5. Fairtrade International

FAIRTRADE INTERNATIONAL

Founded in 1997, Fairtrade International is a member-based initiative operating within the food and agriculture sector across 74 producing countries. The initiative coordinates Fairtrade labelling at the international level. Fairtrade sets minimum pricing and premium levels as part of its commitment to poverty reduction for developing country producers.

Fairtrade International certified more than 2.4 million hectares in 2014, representing 0.06% of the global agricultural area. Fairtrade International certifies a wide range of commodities from tropical fruits to cereals, gold and textiles. Coffee represented almost half of the total Fairtrade International area, with 1 million hectares, representing 10% of the global coffee area. After coffee, cocoa was the second-most important commodity with more than 424,000 hectares, representing 4.3% of the global cocoa area. Fairtrade International certified 1,210 producer organizations, mainly in Latin America (52%) followed by Africa and the Middle East (33% combined), and Asia and Oceania (15% combined).

In 2014, Fairtrade International retail sales were US$ 7.8 billion, and the largest markets were in the United Kingdom (almost US$ 2.8 billion), Germany (US$ 1.1 billion) and France (more than US$ 500 million). The retail sales value for Fairtrade America was not available, so it can be assumed that the global Fairtrade market is much greater.

More information available on www.fairtrade.net

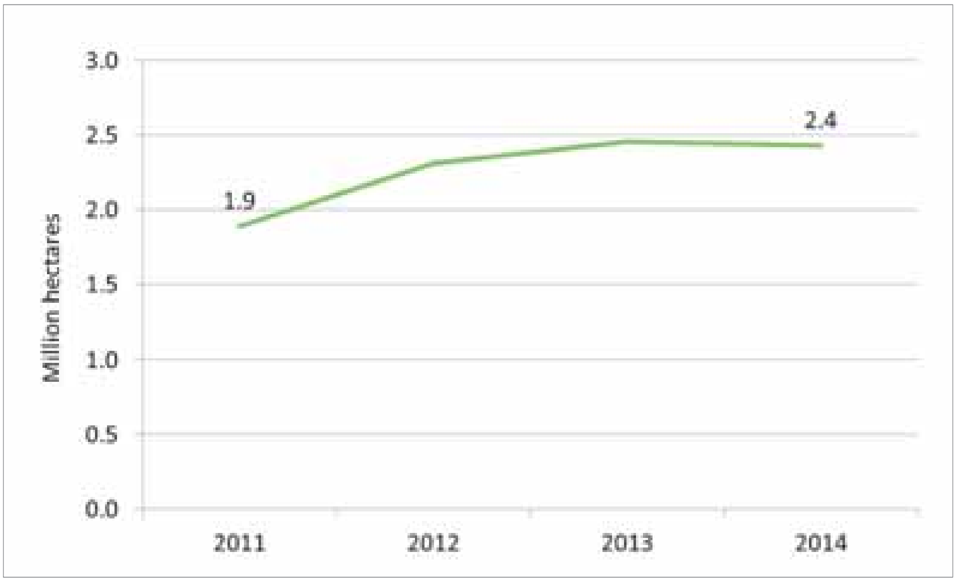
Table 5: Fairtrade International: Key indicators

Fairtrade International 2014	
Area harvested [hectares] [16]	2,426,563
Share of Fairtrade International area of global agricultural land [%]	0.06
Production value [million US$]	1,253
Production volume [metric tons]	2,928,236
Production volume sold under the label [metric tons]	996,050
Full- and part-time employees/workers [no.]	210,932
Temporary employees/workers [no.]	18,595
Producer organizations [no.]	1,210
Global retail sales [million US$]	7,843
Global retail sales: Growth rate 2013–2014 [%]	10

Source: Fairtrade International, 2015

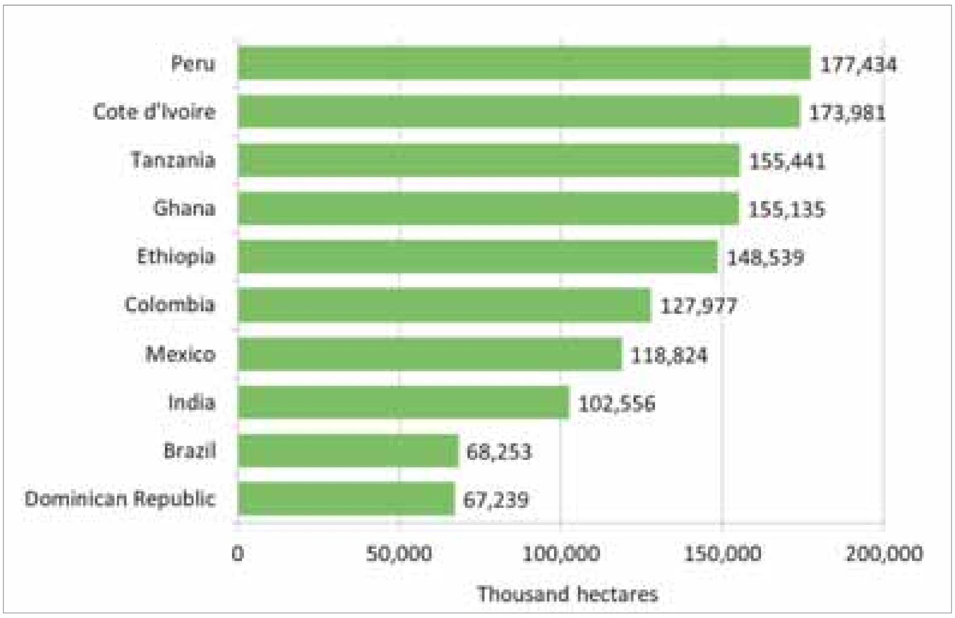
[16] Please note this reference to all Fairtrade areas, and it might differ to the reported on Fairtrade monitoring reports as Fairtrade excludes area data for gold, honey, nuts and sports balls.

Figure 23: Fairtrade International: Development of Fairtrade area, 2011–2014



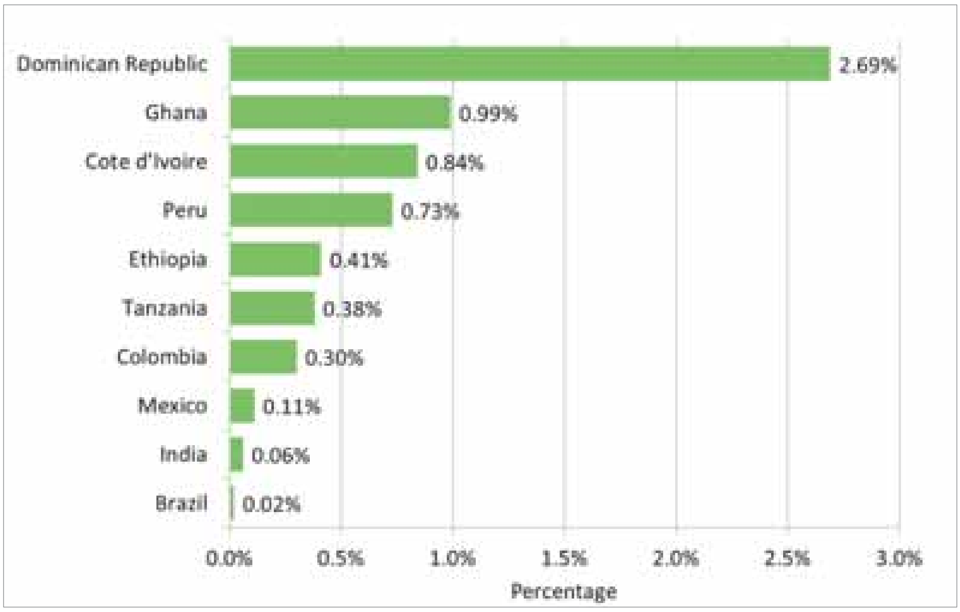
***Source**:* Fairtrade International, 2015

Figure 24: Fairtrade International: Top 10 countries with the largest Fairtrade area, 2013



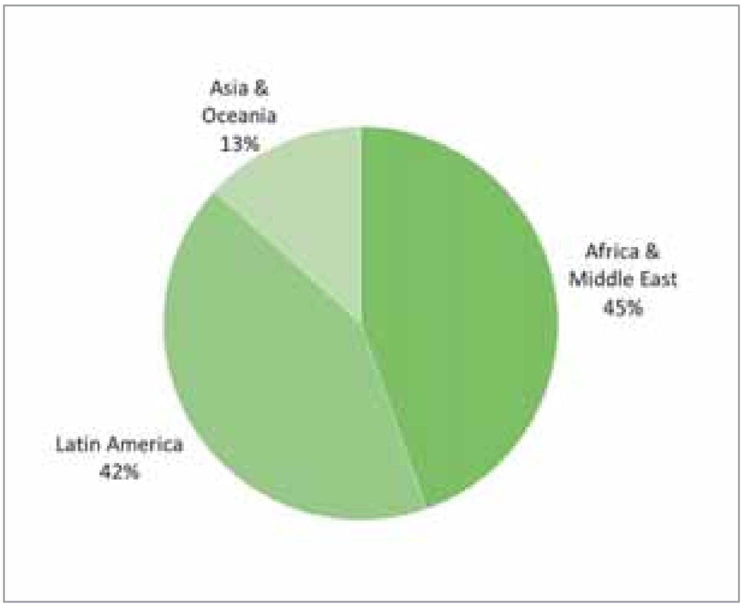
***Source**:* Fairtrade International, 2015

Figure 25: Fairtrade International: Top 10 countries with the highest shares of Fairtrade area of the total agricultural area, 2013



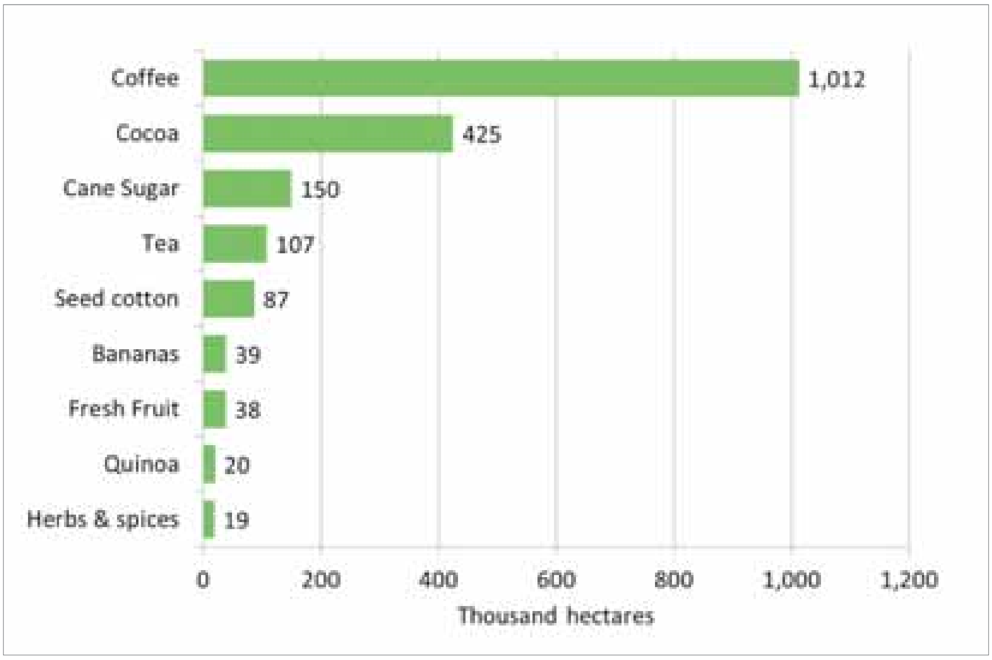
***Source**:* Fairtrade International, 2015

Figure 26: Fairtrade International: Distribution of Fairtrade area by region, 2013



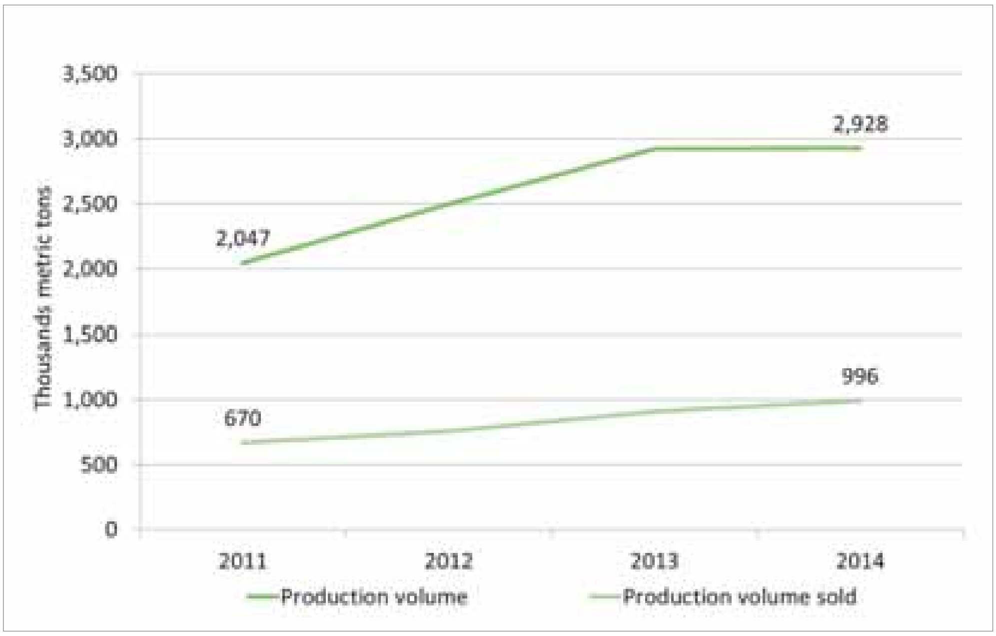
Source: Fairtrade International, 2015

Figure 27: Fairtrade International: Land area for the top nine Fairtrade commodities, 2013



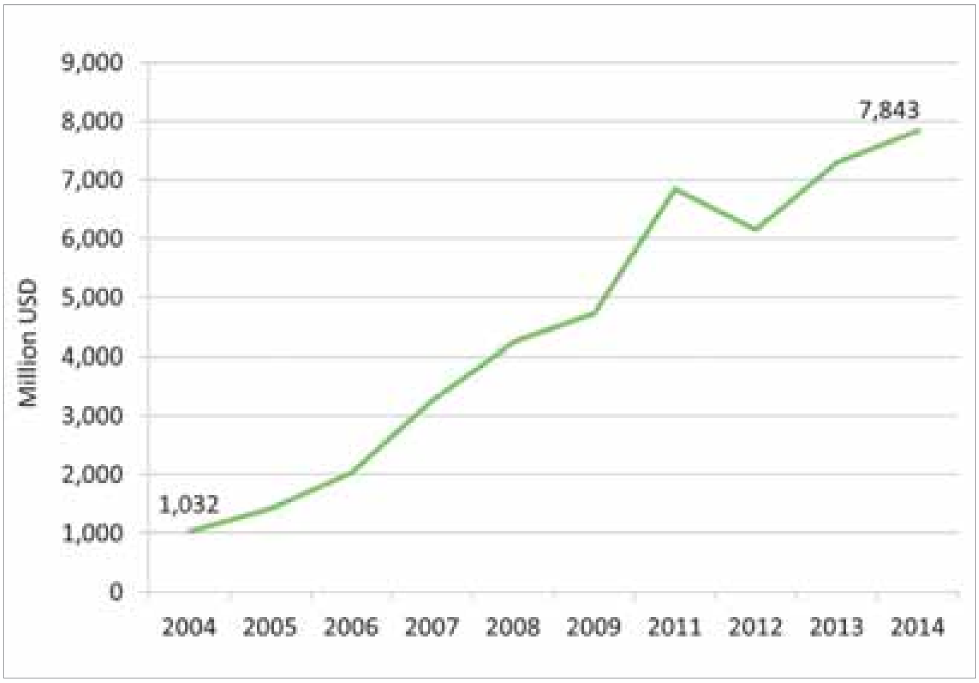
***Source**:* Fairtrade International, 2015

Figure 28: Fairtrade International: Development of the production volume and production volume sold under the Fairtrade label, 2010–2014



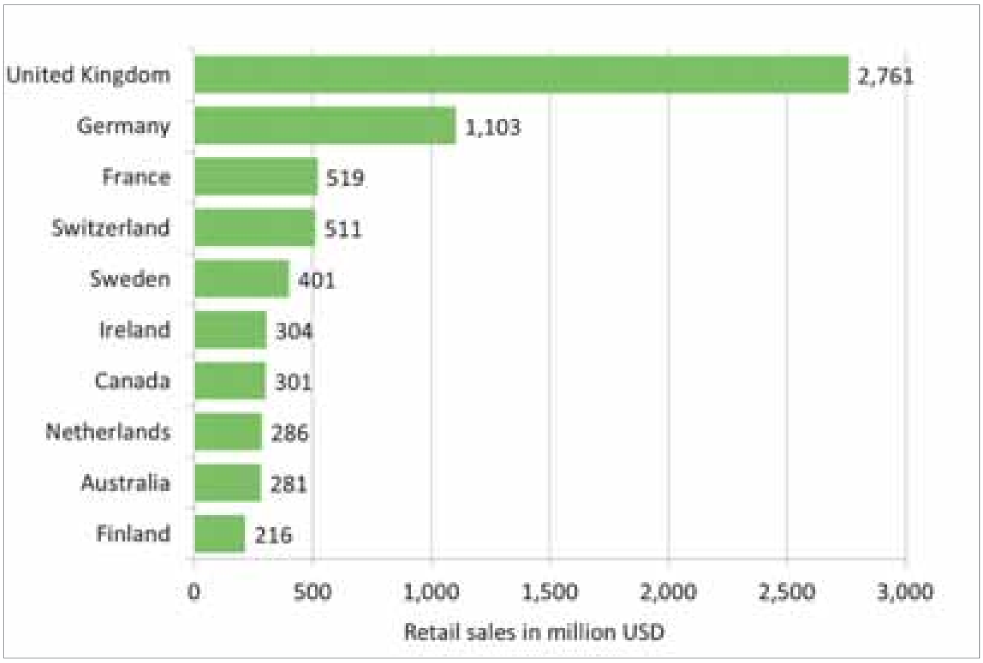
***Source**:* Fairtrade International, 2014 and 2015

Figure 29: Fairtrade International: Development of Fairtrade retail sales, 2004–2014



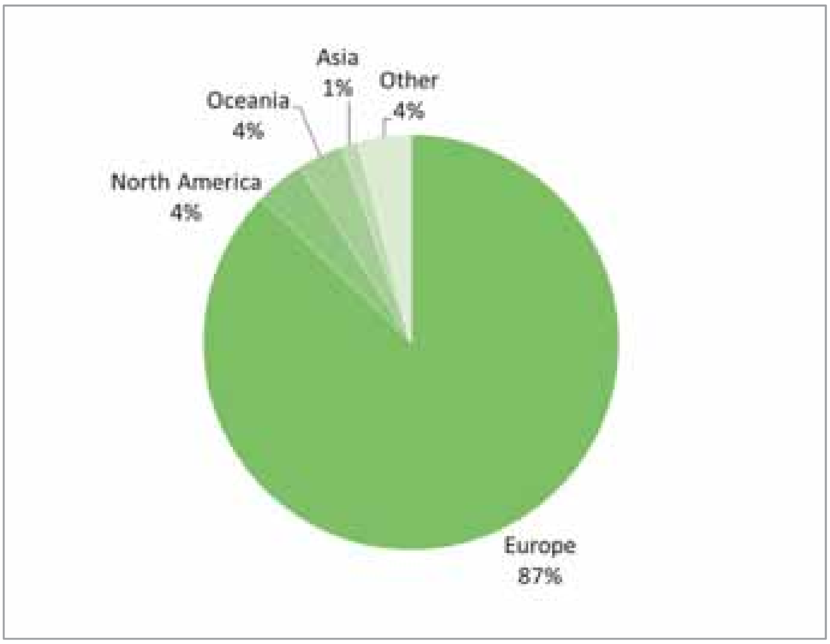
***Source**:* Fairtrade International, 2005–2015 (data missing for 2010). Original data in euros, conversion using 2013 annual average exchange rate from OANDA.com
Note: Since 2012, the retail sales of the United States of America have not been included.

Figure 30: Fairtrade International: Top 10 countries with the largest markets for Fairtrade food 2014



***Source**:* Fairtrade International, 2015 (data missing for 2010). Original data in euros, conversion using 2013 annual average exchange rate from OANDA.com
Note: Since 2012, the retail sales of the United States of America have not been included.

Figure 31: Fairtrade International: Distribution of Fairtrade retail sales by region, 2014



Source*:* Fairtrade International, 2015 (data missing for 2010). Original data in euros, conversion using 2013 annual average exchange rate from OANDA.com
Note: Since 2012, the retail sales of the United States of America have not been included.

3.6. Forest Stewardship Council (FSC)

Founded in 1993, the Forest Stewardship Council (FSC) is a member-based initiative operating within the forestry sector across 113 countries. FSC membership equally represents stakeholders with economic, social and environmental interests. In recognition of the local geographical and political diversity associated with forestry systems, FSC manages a series of National Standards Development Groups that adapt FSC international standards to the local context by adding country-specific indicators, verifiers and guidance. Those national standards are to be endorsed by FSC.

FSC certified more than 187 million hectares of forest worldwide in 2014, representing 4.65% of the global forest area. Canada had the largest FSC-certified forest area with more than 54 million hectares, followed by the Russian Federation (39.4 million hectares) and the United States of America (14.3 million hectares). In 2014, there were 1,240 forest management certificate holders and 27,120 chain-of-custody certificate holders.

More information available on www.ic.fsc.org/en

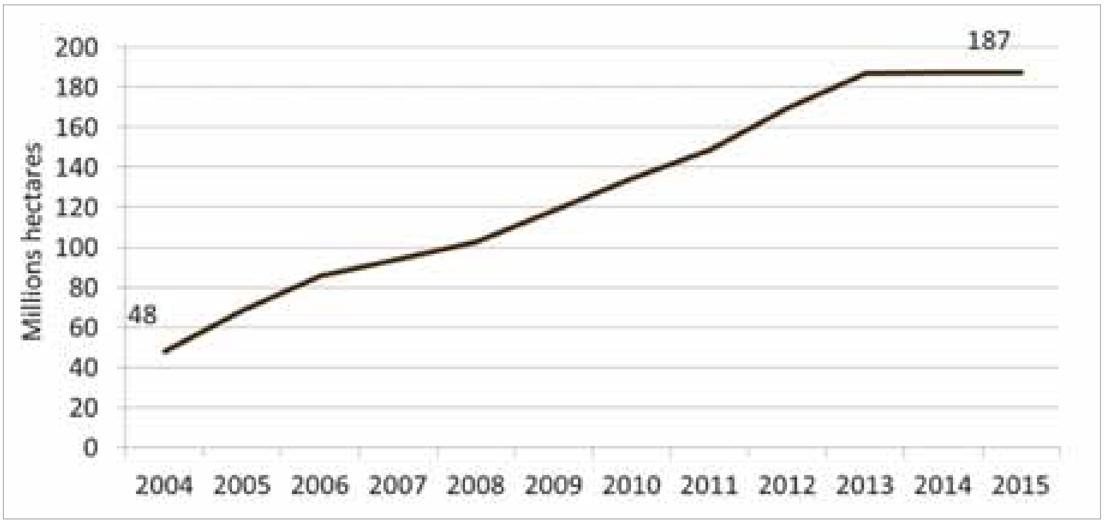
Table 6: Forest Stewardship Council (FSC): Key indicators

Forest Stewardship Council (FSC) 2014[17]	
Area certified as managed in compliance with the FSC standards [hectares]	187,067,793
Share of total forest area [%]	4.65
Natural forest area [hectares]	113,000,000
Semi-natural and mixed plantation and natural forests [hectares]	57,067,794
Plantations forest area [hectares]	17,000,000
Forest management certificate holders [no.]	1,240
Chain-of-custody certificate holders [no.]	27,120

Source: Forest Stewardship Council (FSC), 2015

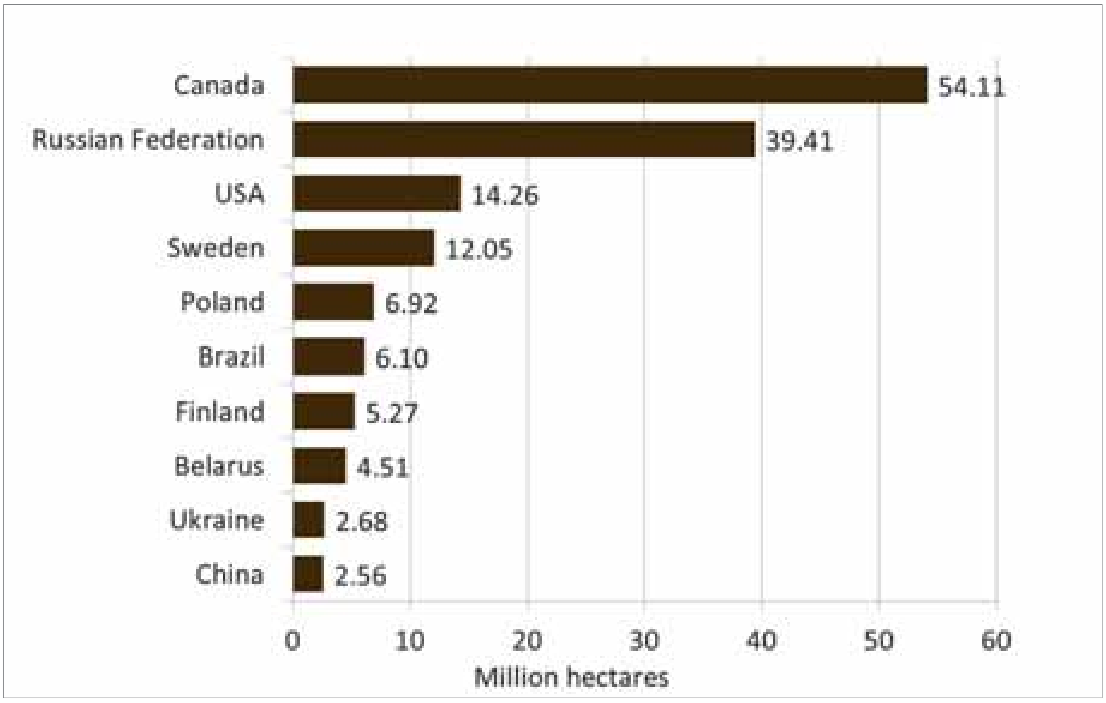
[17] Data reported in December 2014.

Figure 32: FSC: Development of area certified as managed in compliance with the FSC standards, 2004–2015



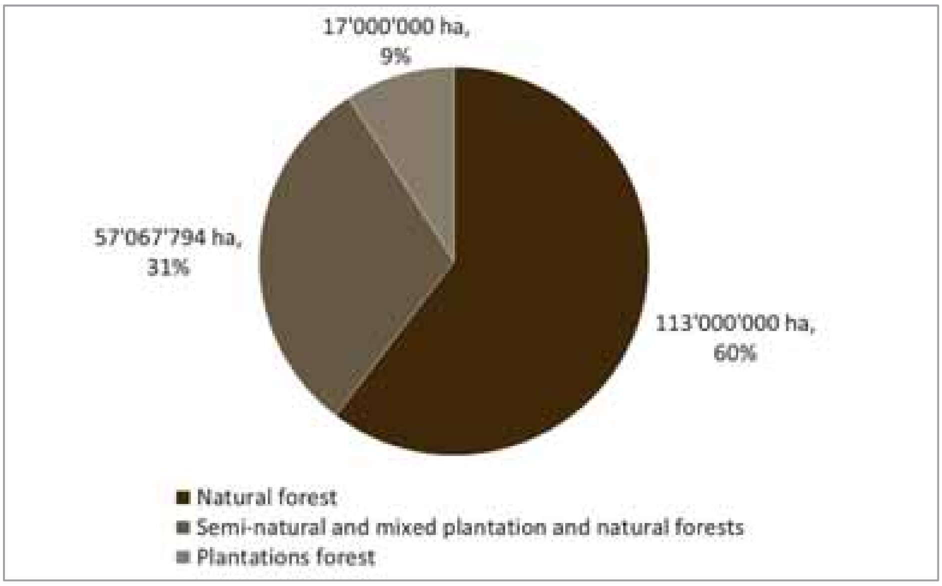
***Source**: Forest Stewardship Council (FSC), 2005–2015*

Figure 33: FSC: Top 10 countries with the largest FSC-certified area, 2014



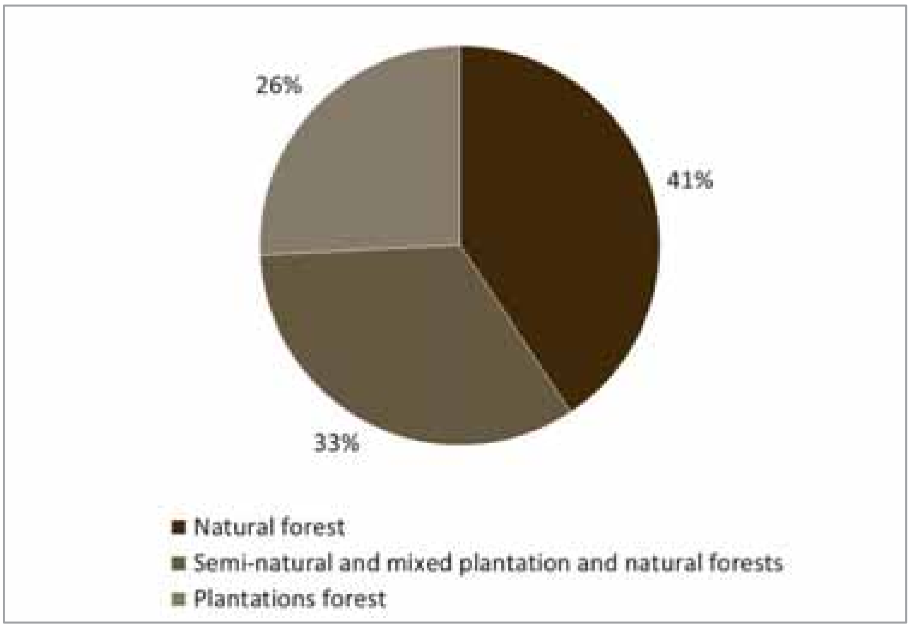
***Source**: Forest Stewardship Council (FSC), 2015*

Figure 34: FSC: Distribution of FSC-certified forest area by forest type, 2014



***Source**:* Forest Stewardship Council (FSC), 2015

Figure 35: FSC: Distribution of forest management certificates by forest type, 2014



***Source**:* Forest Stewardship Council (FSC), 2015

3.7. GLOBALG.A.P.

Founded in 1997, the Global Partnership for Good Agricultural Practice (GLOBALG.A.P.) is a private initiative operating in the food and agriculture sector across 110 countries. GLOBALG.A.P. acts as a benchmark for local producers to become integrated into the GLOBALG.A.P. system through localg.a.p., a stepwise improvement plan that provides a subset of less-stringent GLOBALG.A.P. checkpoints. This enables emerging growers to meet minimum requirements for food safety and hygiene at the "Foundation" level before advancing to stronger food-safety criteria.

In 2014, GLOBALG.A.P. certified more than 3 million hectares[18] of a wide variety of commodities, managed by more than 136,000 producers.[19] The commodity with the largest area was potatoes, with over 322,000 hectares, followed by bananas with almost 258,000 hectares and apples with nearly 231,000 hectares. Most of GLOBALG.A.P.'s area is in Europe (45%), followed by Latin America (25%), Africa (13%) and North America (9%). Spain had the largest certified area (almost 400,000 hectares), followed by the United States (almost 300,000 hectares) and South Africa (more than 180,000 hectares).

GLOBALG.A.P. certifies a wide variety of fruits and vegetables worldwide. From the selected commodities in this report, GLOBALG.A.P. only certifies bananas.

More information available on www.globalgap.org/uk_en/

Table 7: GLOBALG.A.P.: Key indicators

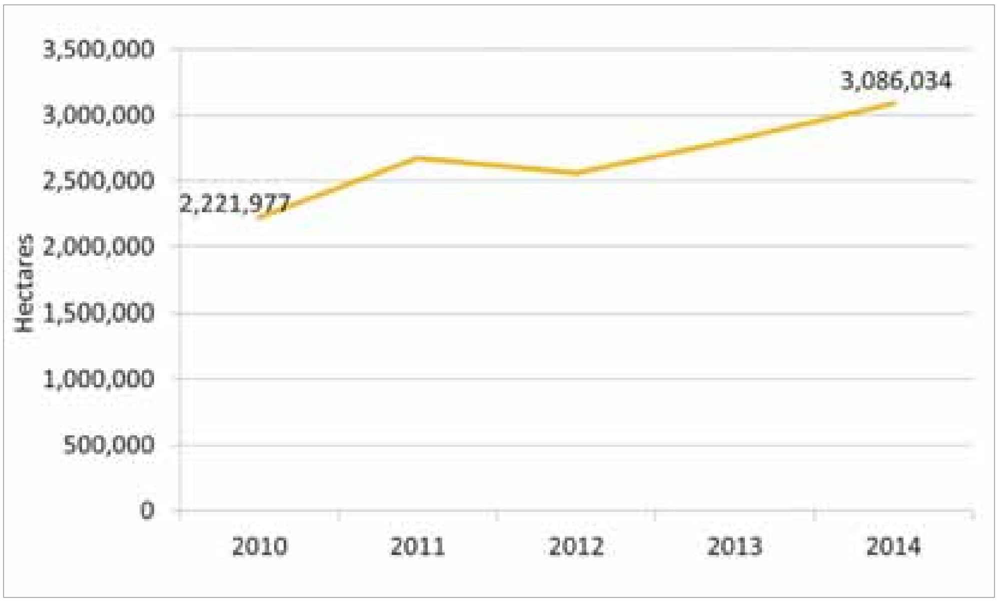
GLOBALG.A.P. 2014	
Total area [hectares]	3,086,034
Area non-covered [hectares]	2,971,500
Area covered [hectares] (greenhouses and plastic tunnels)	114,534
Share of GlobalG.A.P. area of global agricultural area [%]	0.06
Certificate holders [no.]	40,238
Producers [no.]	136,575

Source: GLOBALG.A.P., 2015

[18] This includes many hectares covered by greenhouses and plastic tunnels for intensive production.

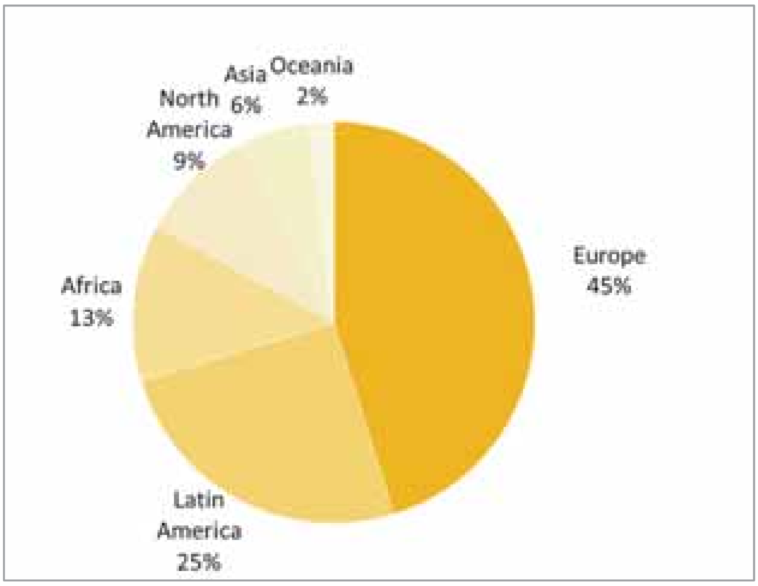
[19] The total number of producers only includes crop producers, and excludes livestock and aquaculture operators.

Figure 36: GLOBALG.A.P.: Development of GLOBALG.A.P. area, 2010–2014



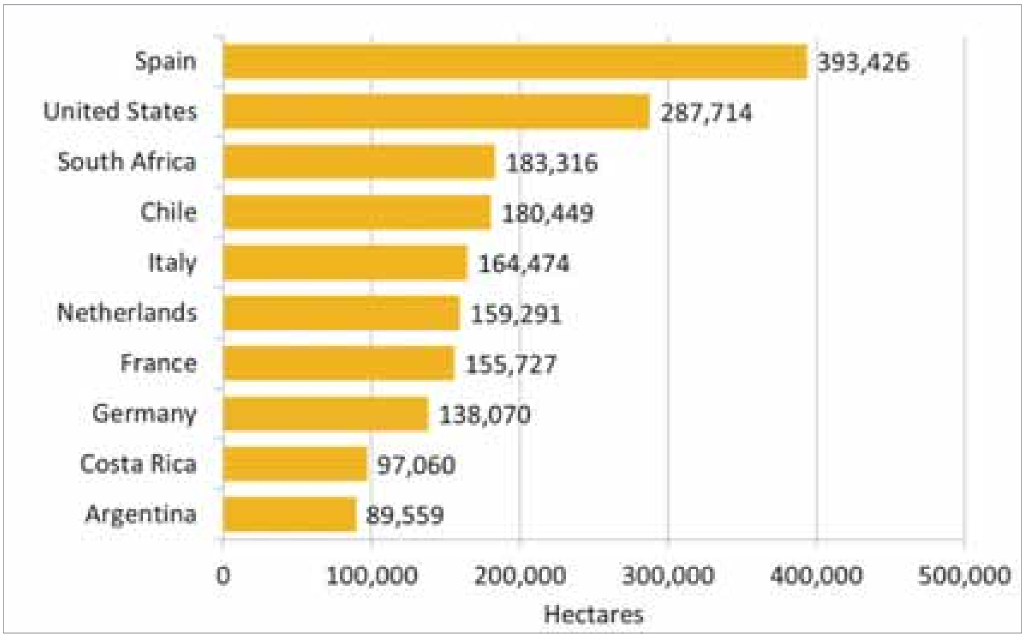
***Source**:* GLOBALG.A.P., 2015

Figure 37: GLOBALG.A.P.: Distribution of GLOBALG.A.P. area by region, 2014



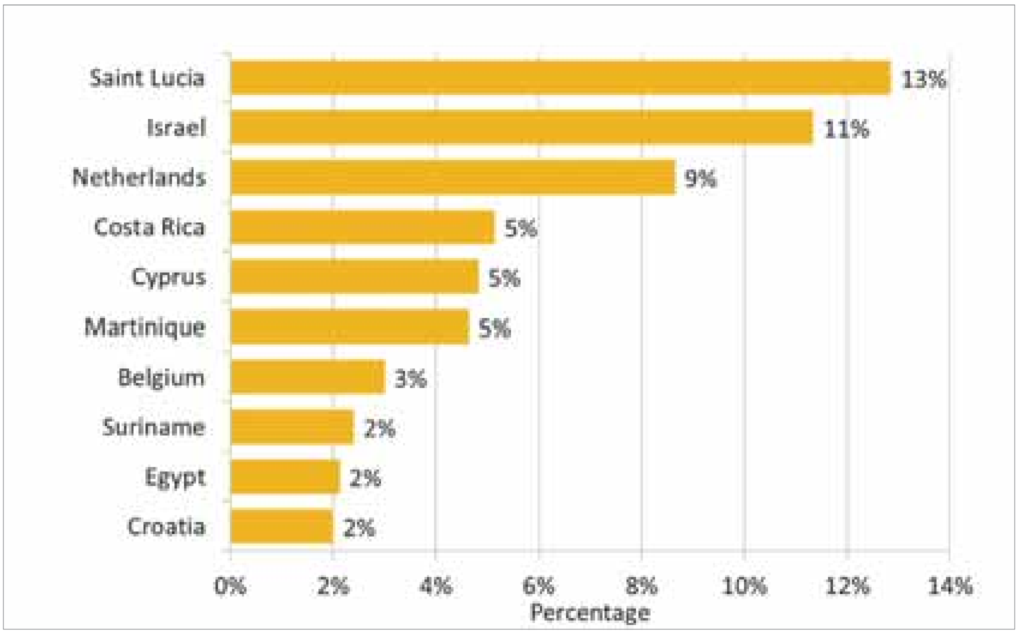
***Source**:* GLOBALG.A.P., 2015

Figure 38: GLOBALG.A.P.: Top 10 countries with the largest GLOBALG.A.P. area, 2014



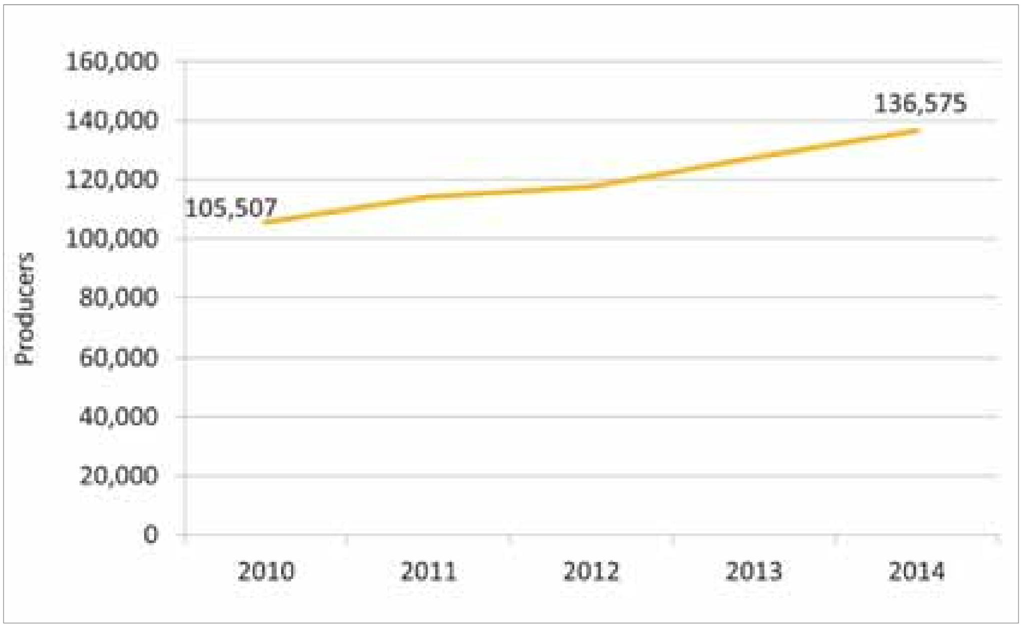
***Source**:* GLOBALG.A.P., 2015

Figure 39: GLOBALG.A.P.: Top 10 countries with the highest share of GLOBALG.A.P. area of the total agricultural area, 2014



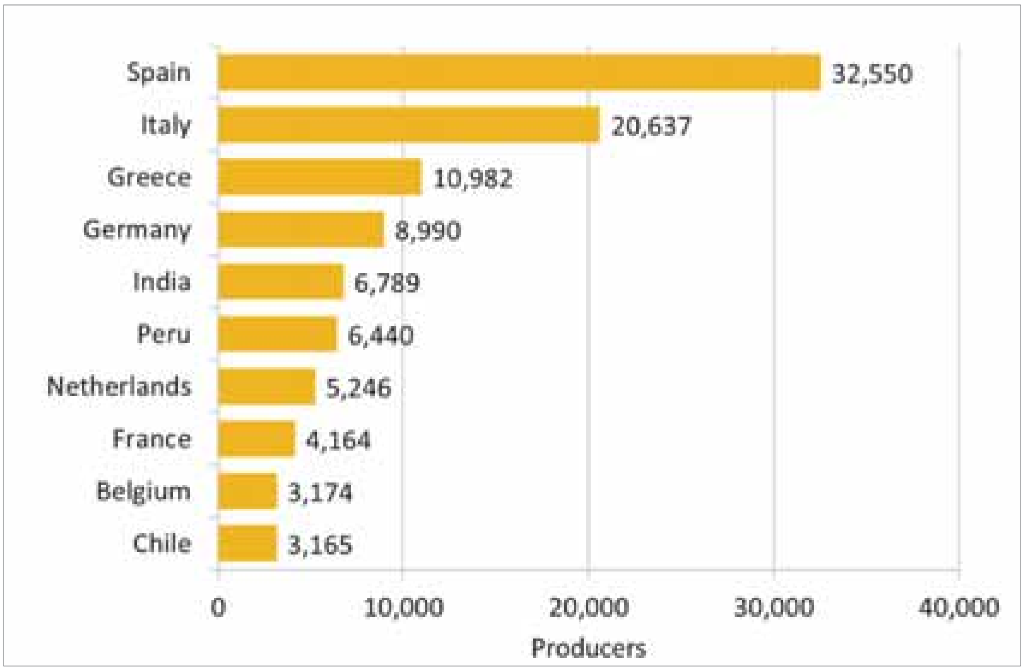
***Source**:* GLOBALG.A.P., 2015

Figure 40: GLOBALG.A.P.: Development of GLOBALG.A.P.-certified producers, 2010–2014



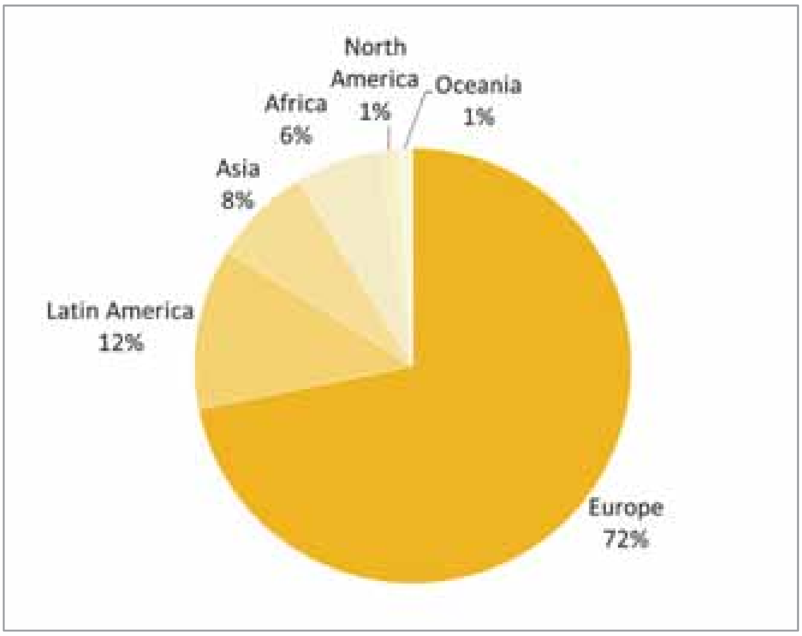
***Source**:* GLOBALG.A.P., 2015

Figure 41: GLOBALG.A.P.: Top 10 countries with the most GLOBALG.A.P.-certified producers, 2014



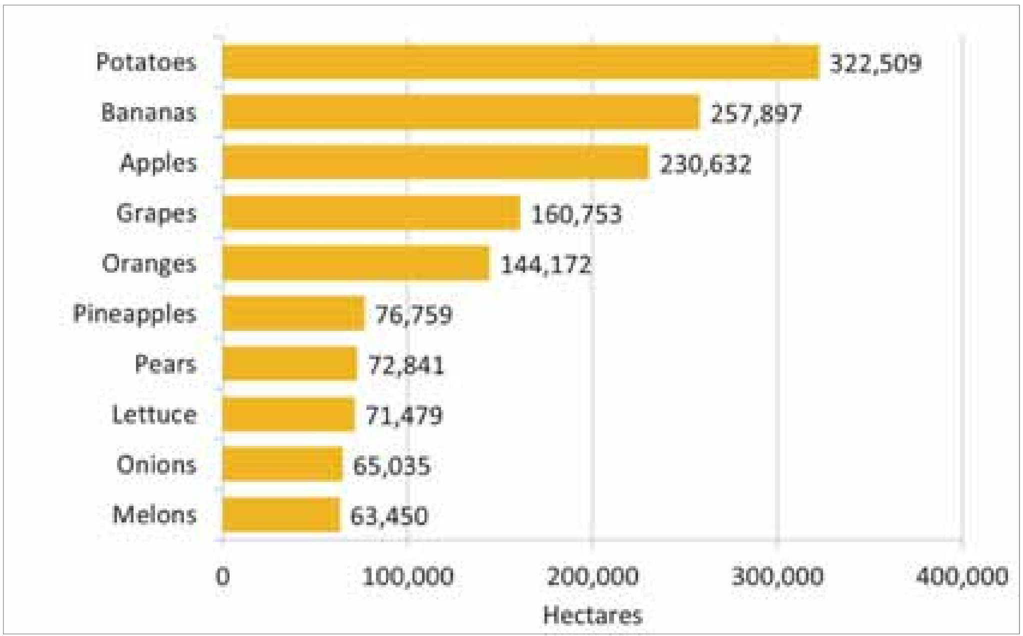
***Source**:* GLOBALG.A.P., 2015

Figure 42: GLOBALG.A.P.: Distribution of GLOBALG.A.P. producers by region, 2014



***Source**:* GLOBALG.A.P., 2015

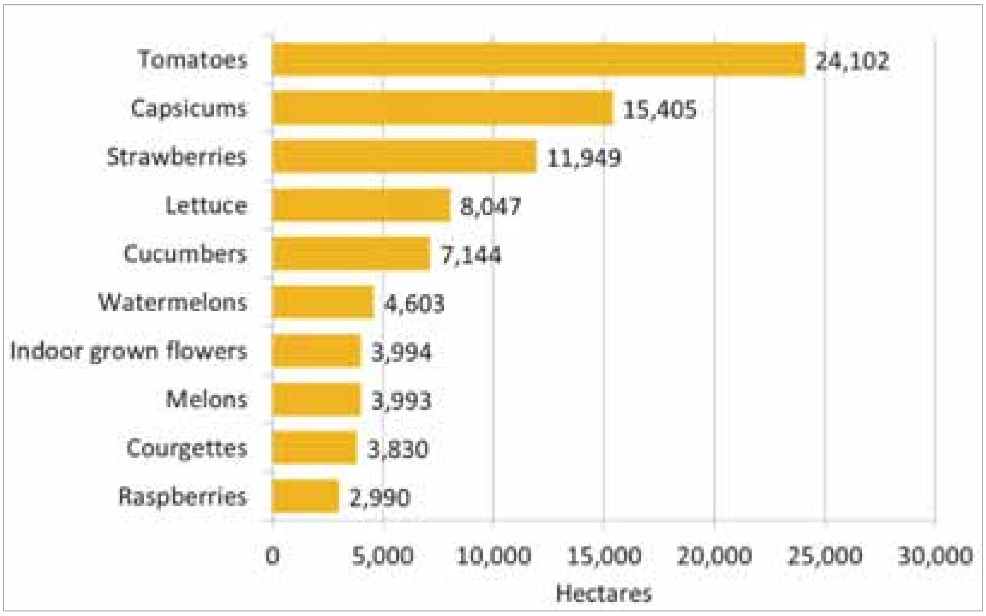
Figure 43: GLOBALG.A.P.: Area of the top 10 GLOBALG.A.P. non-covered crops[20], 2014



***Source**:* GLOBALG.A.P., 2015

[20] Non-covered crops include crops that are not grown under greenhouses and plastic tunnels for intensive production.

Figure 44: GLOBALG.A.P.: Area of the top 10 GLOBALG.A.P. covered crops[21], 2014



***Source**: GLOBALG.A.P., 2015*

[21] Covered crops include crops covered by greenhouses and plastic tunnels for intensive production.

3.8. IFOAM – Organics International

Founded in 1972, IFOAM – Organics International is a membership-based umbrella organization representing the organic movement across the entire value chain. It has affiliates in more than 120 countries,[22] and one of its work areas is to set standards and quality assurance systems for organic standards. Organic certification is typically determined by standards set at the national or regional level. Many different organic standards may operate within a single country and they may or not follow the IFOAM Standard and may or not comply with the standards included in the IFOAM Family of Standards. Moreover, local organic standards are increasingly regulated by governments. IFOAM – Organics International plays a special role in the organic sector by uniting organic stakeholders, advocating long-term social and ecological change, facilitating production and trade, assisting organic development, as well as building the capacity of future organic leaders.

In 2013, 43 million hectares were certified organic worldwide, representing almost 1% of the global agricultural land. There were at least 2 million producers in 170 countries practicing organic farming. Australia has the largest organic area, with 17.2 million hectares, followed by Argentina (3.2 million hectares) and the United States of America (2.2 million hectares, data 2011). A wide range of commodities are certified according to organic standards and regulations; indeed, organic has the largest range of commodities compared with the other standards presented in the report. A part of agricultural commodities, organic certifies wild collection areas and commodities, aquaculture and forestry.

The organic market reached the US$ 72 billion mark in 2013, and the leading countries were the United States of America (43% of the global organic market) followed by Germany (13%) and France (8%). Data collection on organic agriculture is carried out annually by the Research Institute of Organic Agriculture; data are made available in the joint FiBL-IFOAM – Organics International publication “The World of Organic Agriculture”. Data on organic cotton were provided by Textile Exchange.

As production volume data is not available for most countries, the Research Institute of Organic Agriculture (FiBL) estimated the area harvested and the production volume for the commodities selected in this report: bananas, cocoa, coffee, cotton, oil palm, soybeans, sugarcane and tea.

For the harvested area, it was assumed that 90% of the fully converted area was harvested. The production volume was estimated using estimated yields based on country yields as provided by FAOSTAT, assuming that organic has a lower yield.

More information available on www.ifoam.bio

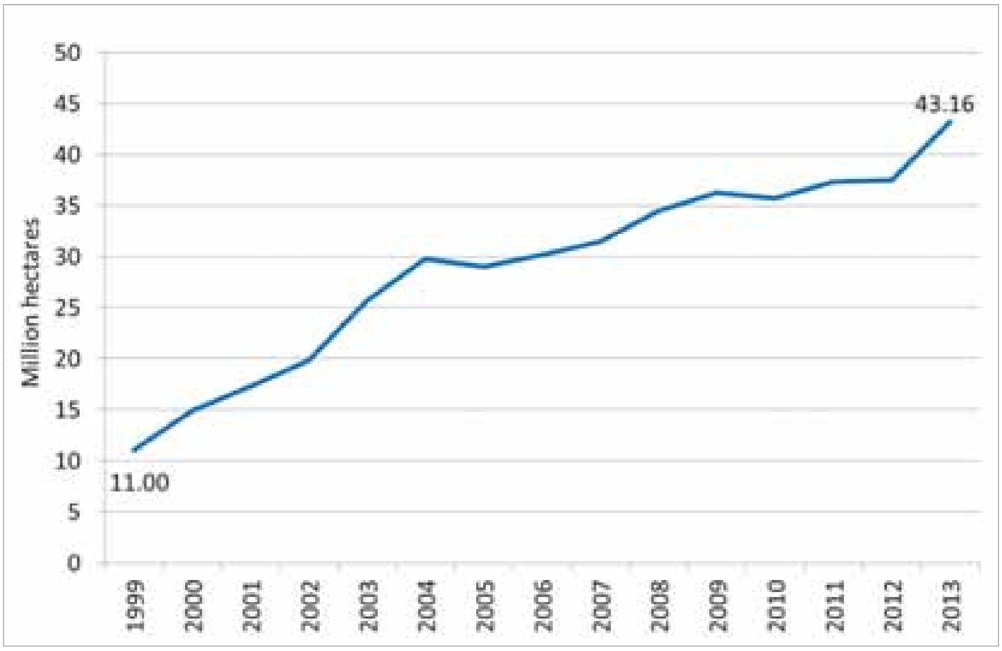
Table 8: Organic: Key indicators

Organic 2013	
Agricultural area [hectares] (including in-conversion areas)	43,163,880
Other organic areas [hectares] (Wild collection, aquaculture, etc.)	69,796,747
Share of organic area of global agricultural land [%]	0.88
Producers [no.]	1,996,892
Global retail sales [million US$]	72,000
Countries with certified organic activities [no.]	170

Source: FiBL-IFOAM survey, 2015

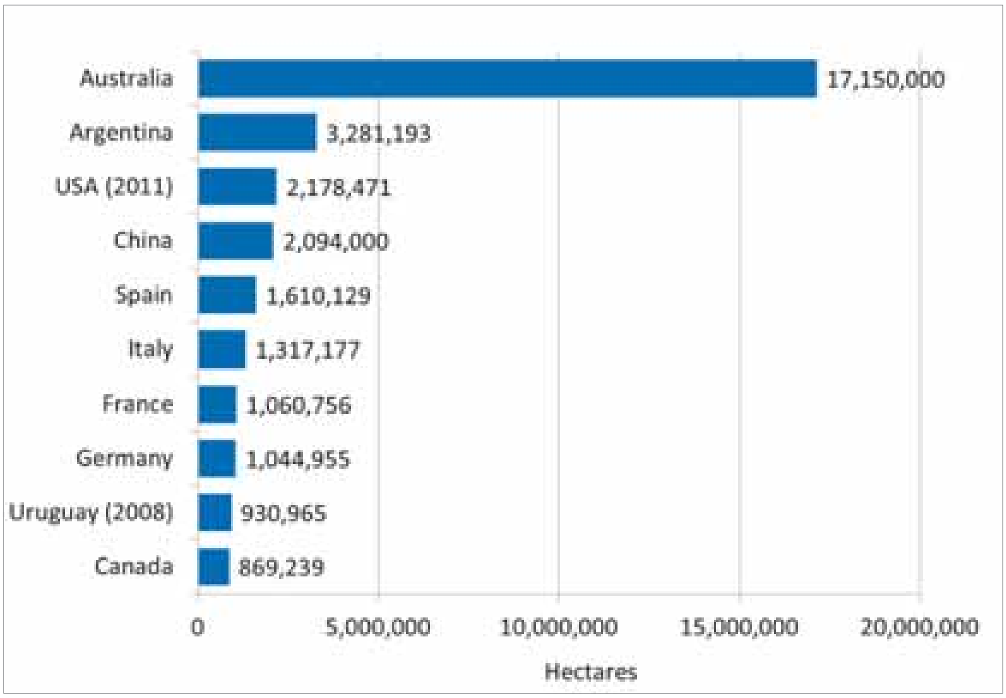
[22] It is important to note that not all production considered organic actually complies with IFOAM standards. IFOAM – Organics International does, nevertheless, represent the leading global reference for defining organic standards. Market data on organic production and trade include all recognized organic production, regardless of whether the production complies with IFOAM – Organics International criteria per se.

Figure 45: Organic: Development of organic area, 1999–2013



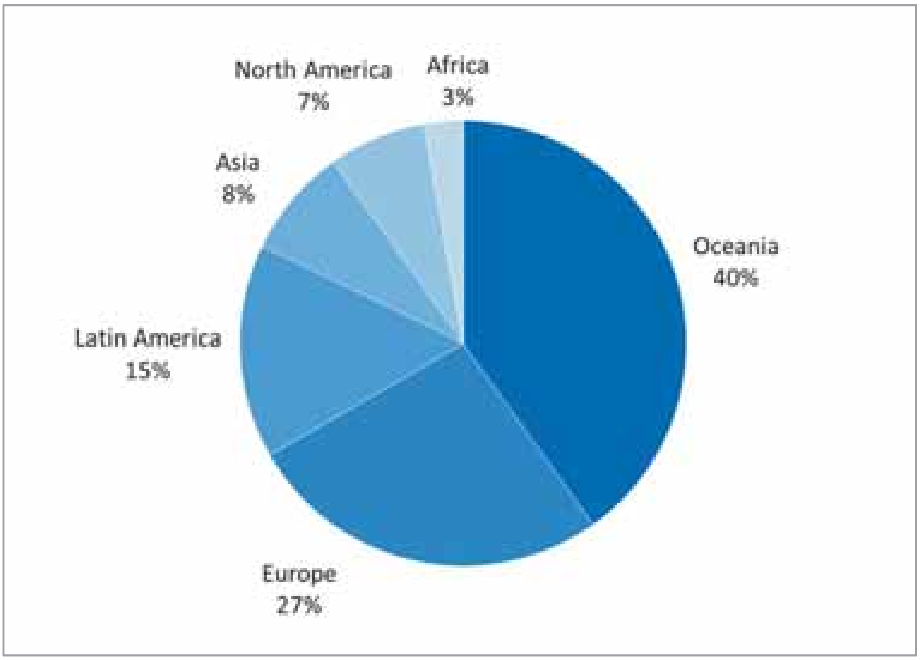
***Source**:* FiBL-IFOAM survey, 2000-2015

Figure 46: Organic: Top 10 countries with the largest organic area, 2013



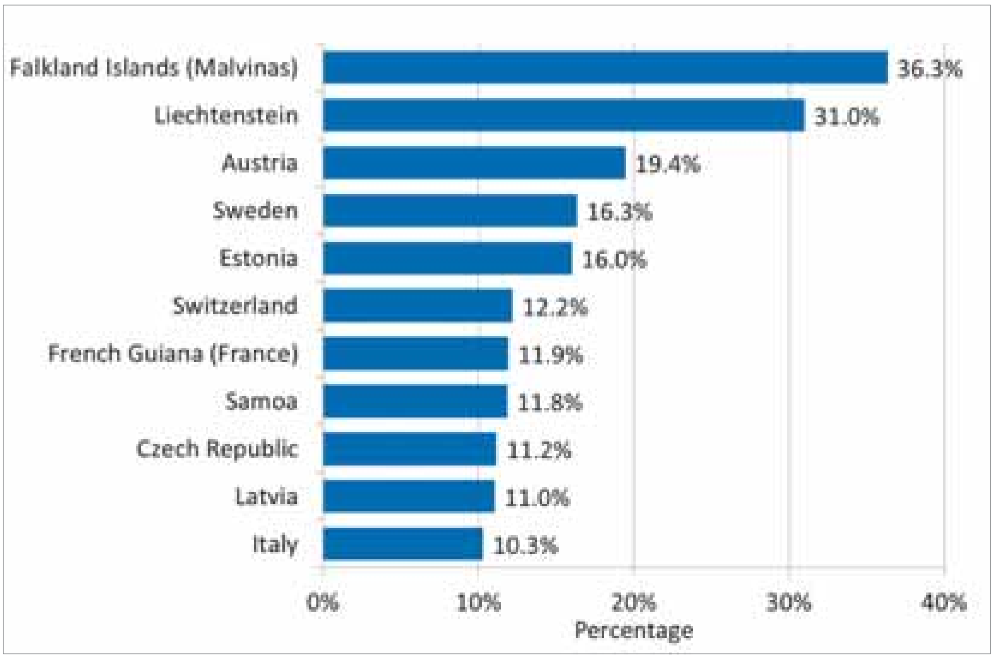
***Source**:* FiBL-IFOAM survey, 2015. Based on national data sources and data from certifiers

Figure 47: Organic: Distribution of organic agricultural land by region, 2013



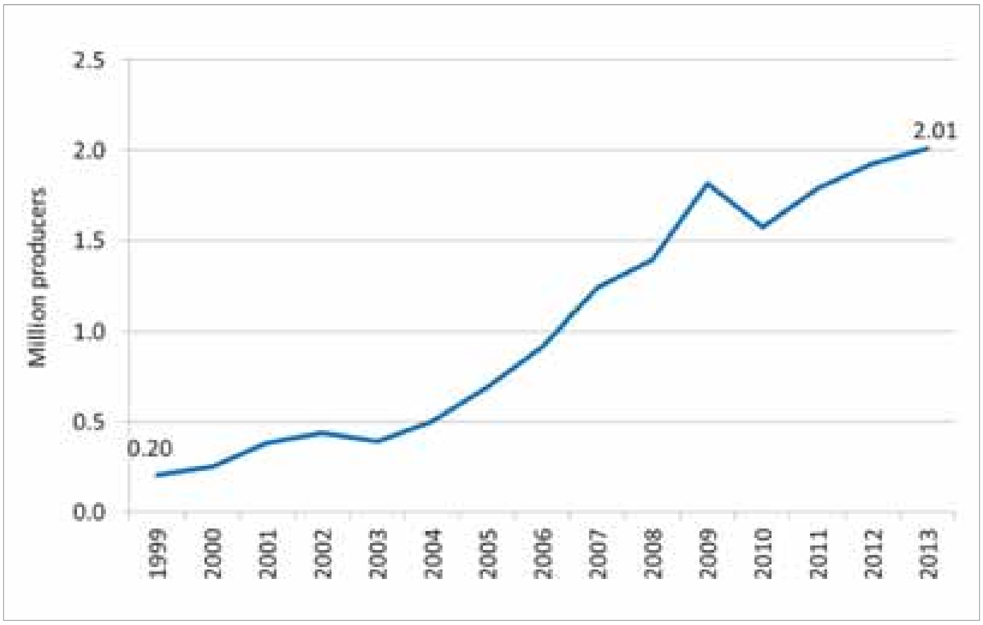
***Source**:* FiBL-IFOAM survey, 2015. Based on national data sources and data from certifiers

Figure 48: Organic: Countries with more than 10% of organic agricultural land, 2013



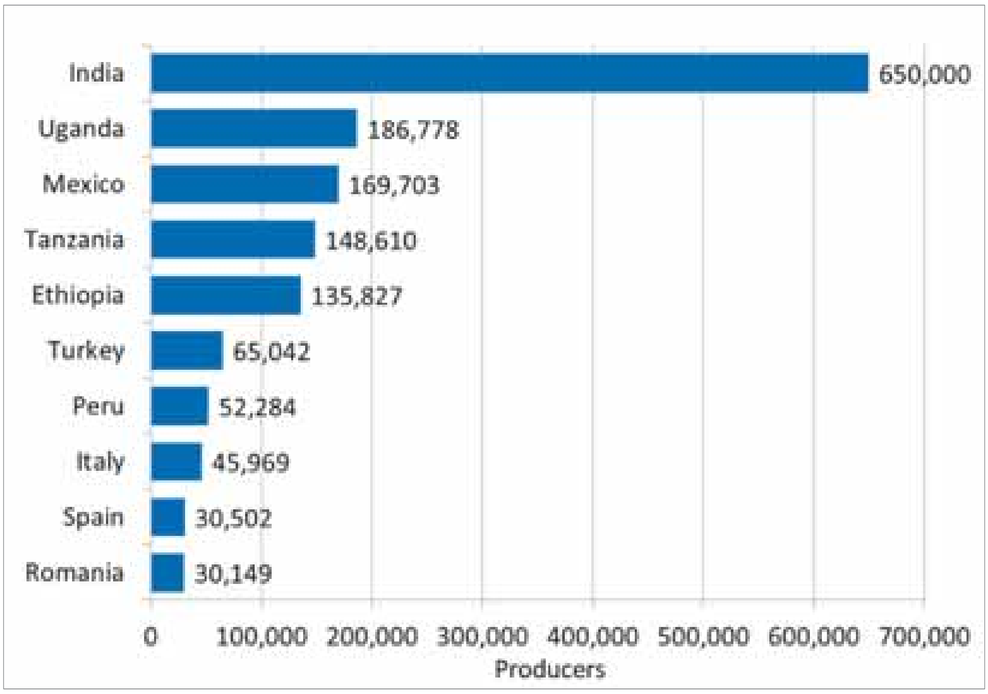
***Source**:* FiBL-IFOAM survey, 2015. Based on national data sources and data from certifiers

Figure 49: Organic: Development of organic producers, 1999–2013



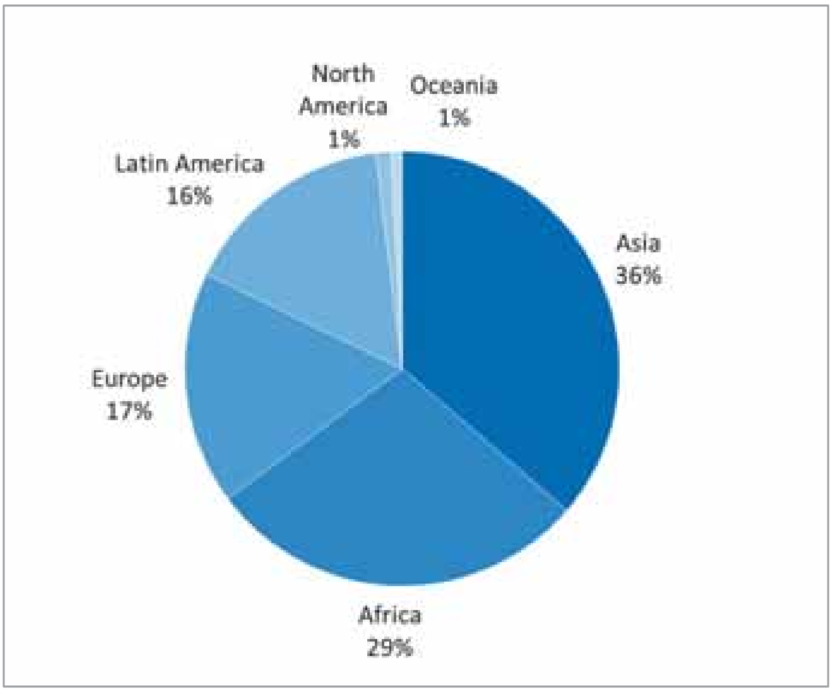
***Source**:* FiBL-IFOAM survey, 2000–2015

Figure 50: Organic: Top 10 countries with the most organic producers, 2013



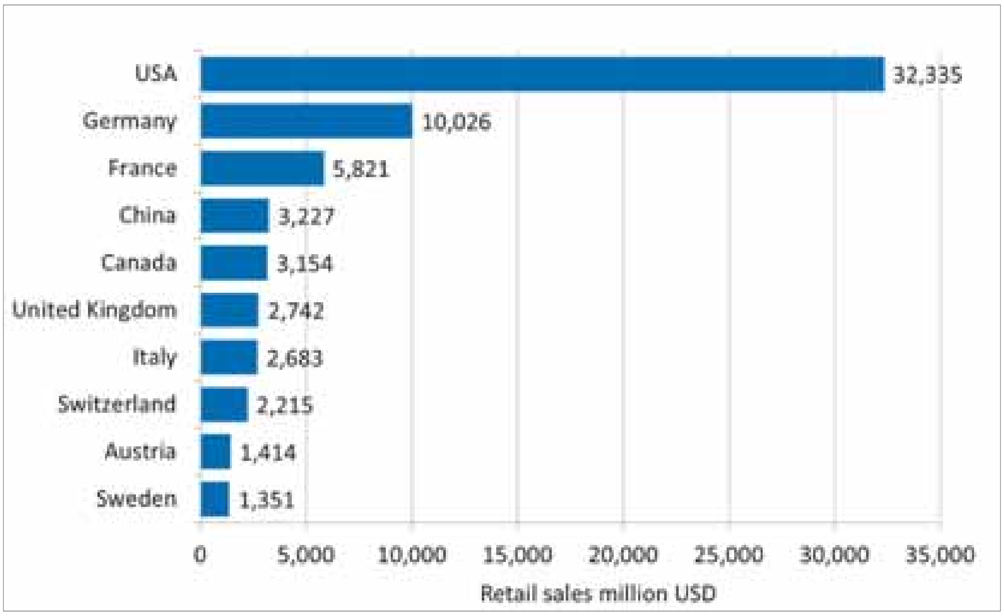
***Source**:* FiBL-IFOAM survey, 2015. Based on national data sources and data from certifiers

Figure 51: Organic: Distribution of organic producers by region, 2013



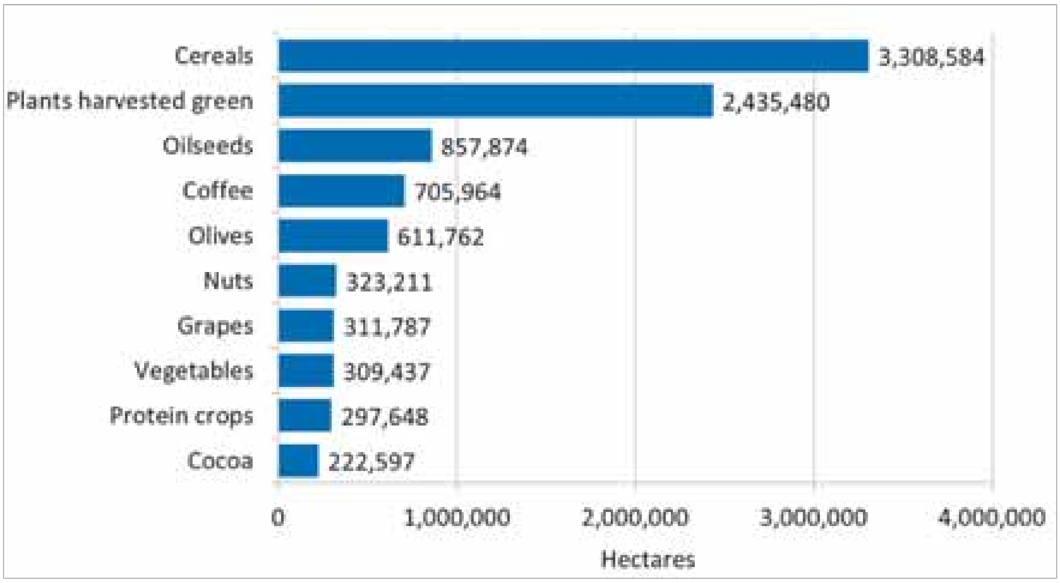
***Source**:* FiBL-IFOAM survey, 2015. Based on national data sources and data from certifiers

Figure 52: Organic: Top 10 countries with the largest markets for organic food, 2013



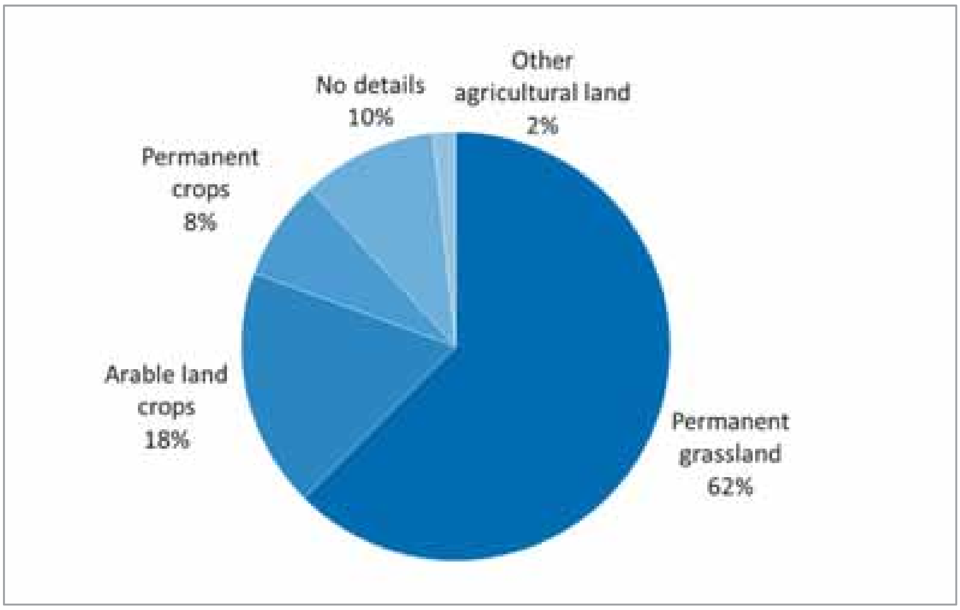
***Source**:* FiBL-IFOAM survey, 2015. Based on national data sources and data from certifiers

Figure 53: Organic: Top 10 organic crops/crop groups, 2013



***Source**:* FiBL-IFOAM survey, 2015. Based on national data sources and data from certifiers

Figure 54: Organic: Distribution of organic land by main land use types, 2013



***Source**:* FiBL-IFOAM survey, 2015. Based on national data sources and data from certifiers

3.9. Programme for the Endorsement of Forest Certification Schemes (PEFC)

Founded in 1999, the Programme for the Endorsement of Forest Certification (PEFC) is a global alliance of national forest certification systems and international stakeholder members. There are 40 countries with sustainable forest management PEFC certified, and the PEFC Chain of Custody is present worldwide. PEFC manages the Sustainability Benchmarks, a set of global requirements for forest certification, and endorses national forest certification systems that have been independently assessed to being in compliance with the Sustainability Benchmarks. PEFC also undertakes a range of on-the-ground projects to build capacity to expand sustainable forest management and forest certification.

PEFC certified more than 263 million hectares of forest worldwide in 2014, representing 6.5% of the global forest area. Canada had the largest PEFC-certified forest area, with more than 121 million hectares followed by the United States of America and Finland. In 2014, there were 750,000 forest owners and 10,591 chain-of-custody certificate holders.

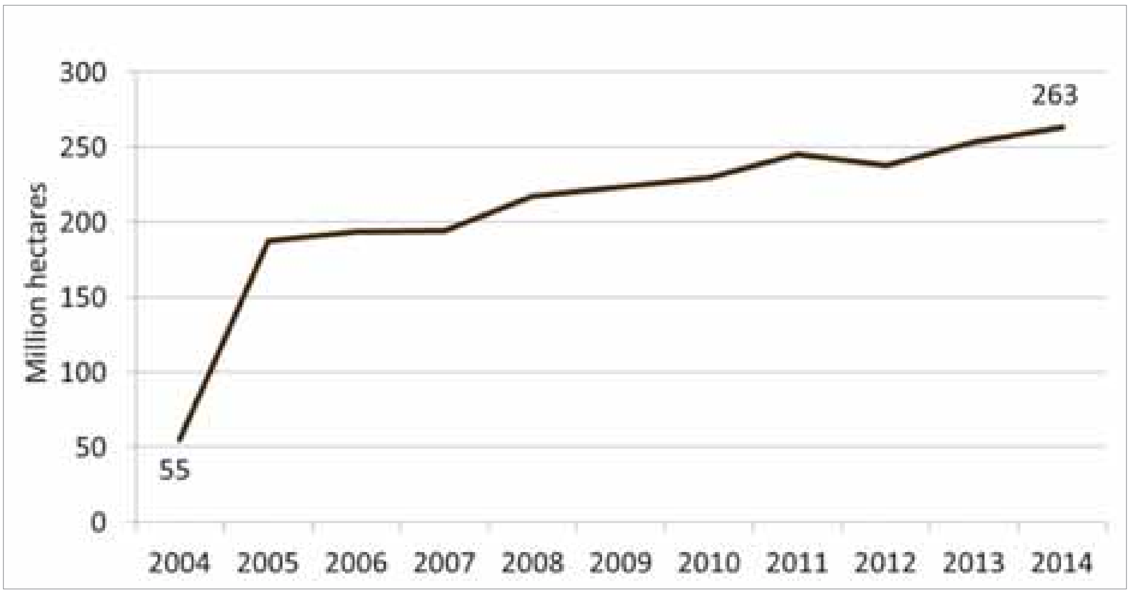
More information available on www.pefc.org

Table 9: Programme for the Endorsement of Forest Certification Schemes (PEFC): Key indicators

Programme for the Endorsement of Forest Certification (PEFC) 2014	
Forest area [hectares]	263,205,231
Forest management certificate holders [no.]	436
Chain-of-custody certificate holders [no.]	10,591
Forest owners [no.]	750,000

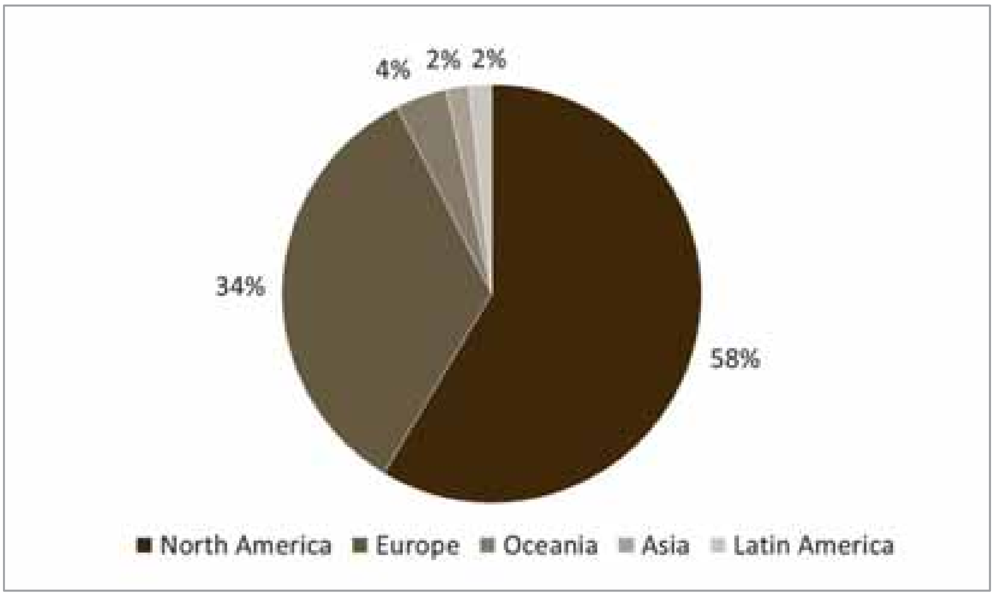
Source: Programme for the Endorsement of Forest Certification (PEFC), 2015

Figure 55: PEFC: Development of PEFC forest area, 2004–2014



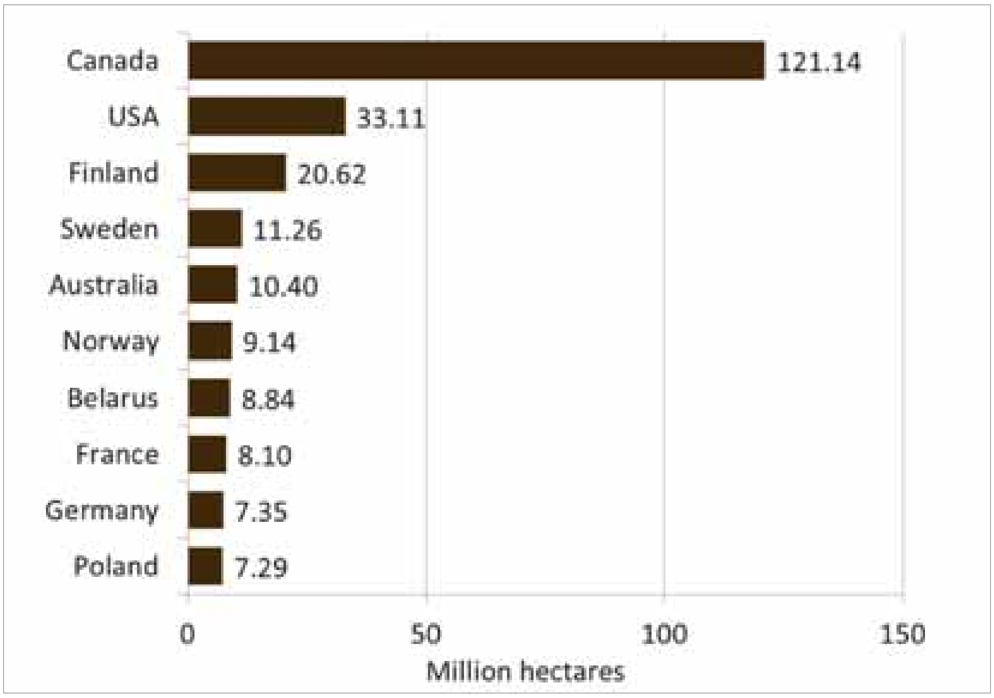
***Source**: Programme for the Endorsement of Forest Certification (PEFC), 2005-2015*

Figure 56: PEFC: Distribution of PEFC forest area by region, 2014



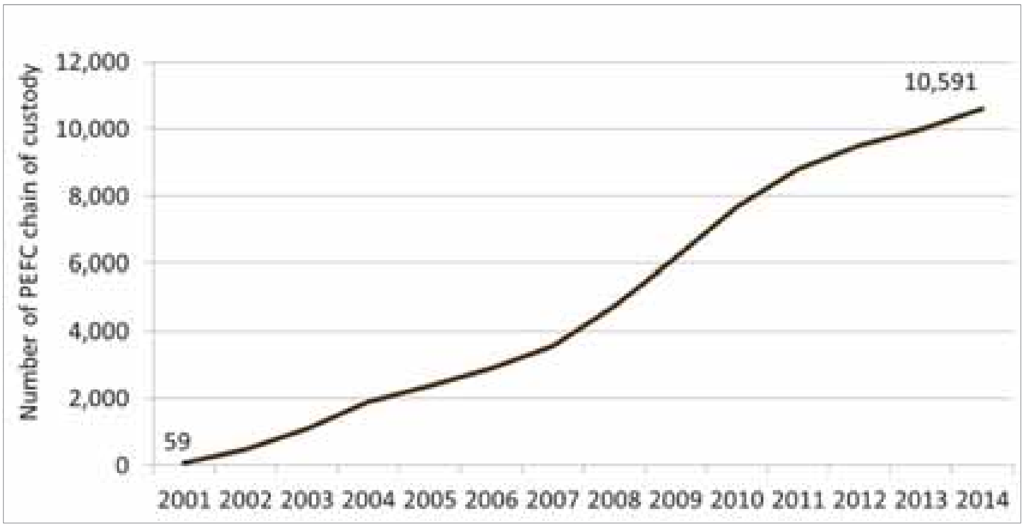
***Source**:* Programme for the Endorsement of Forest Certification (PEFC), 2015

Figure 57: PEFC: Top 10 countries with the largest PEFC area, 2014



Source: Programme for the Endorsement of Forest Certification (PEFC), 2015

Figure 58: Development of PEFC chain-of-custody certificate holders, 2001–2014



***Source**: Programme for the Endorsement of Forest Certification (PEFC), 2002–2015*

3.10. ProTerra Foundation

Founded in 2012, the ProTerra Foundation is a member-based, not-for-profit foundation.[23] The ProTerra Standard is applicable to any food or agricultural product, although it is currently used primarily for soy production and soy-derived consumer products. ProTerra is the first certification program in the food and feed commodities sector to respond to the demand for both non-GMO soy and improved sustainability.

In 2014, 1.2 million hectares were ProTerra-certified, representing 0.02% of the global agricultural area and almost 1.1% of the global soybean area. There were 2.4 million metric tons of ProTerra-certified soybeans and 1.7 metric tons of soy meal. Four countries produced ProTerra-certified soy; the largest area was in Brazil, with 1.2 million hectares, or more than 98% of the global ProTerra Foundation area.

More information available on www.proterrafoundation.org

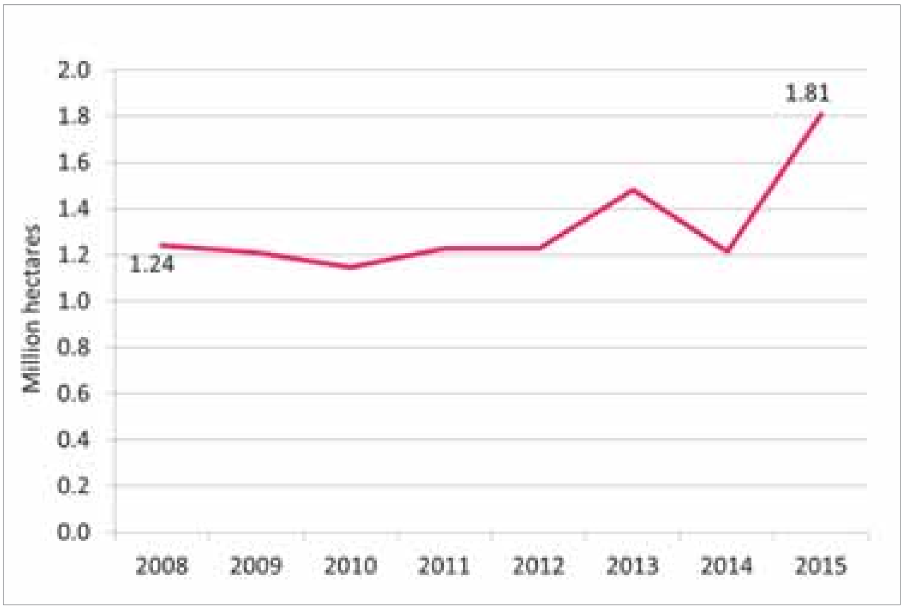
Table 10: ProTerra Foundation: Key indicators

ProTerra Foundation 2014	
Area [hectares]	1,215,349
Share of ProTerra area of global agricultural land [%]	0.02
Share of ProTerra soybean area of global soybean area [%]	1.09
Soybeans: Production volume [metric tons]	2,430,698
Soy meal: Production volume [metric tons]	1,701,489
Soybeans: Production value [million USD]	1,004
Soy meal: Production value [million USD]	732
Soybeans: Total export volume [metric tons]	2,309,163
Soybeans: Export value [million USD]	1,021
Soybeans: Export price per metric ton [USD]	442
Soy meal: Export price per metric ton [USD]	460

Source: ProTerra Foundation, 2015

[23] ProTerra certification was under Cert ID until the ProTerra Foundation was established in January 2012.

Figure 59: ProTerra Foundation: Development of ProTerra area, 2008–2015

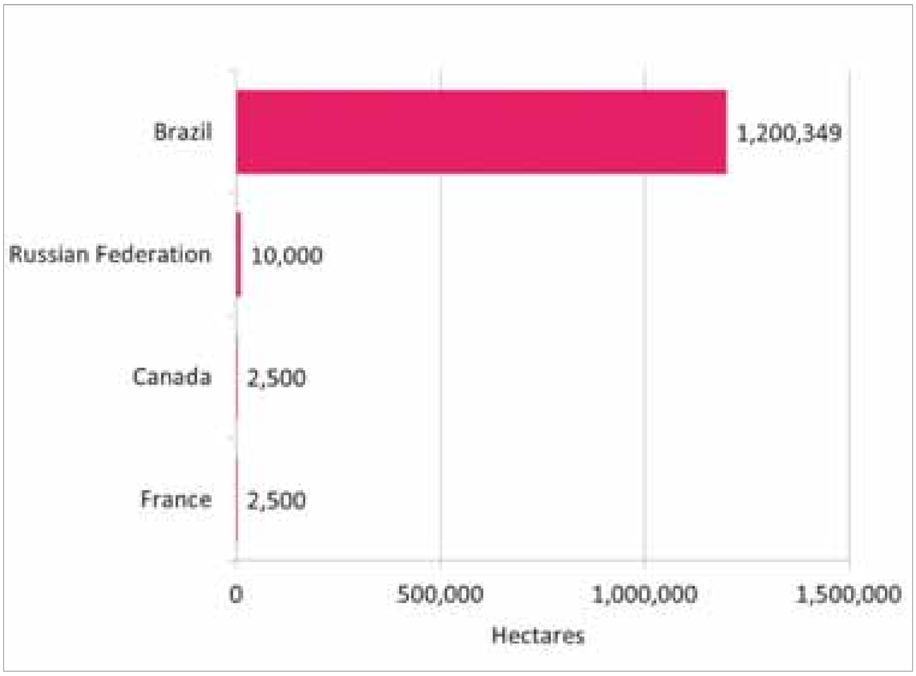


***Source**:* ProTerra Foundation, 2015

Figure 60: ProTerra Foundation: Development of ProTerra production volume, 2013–2015

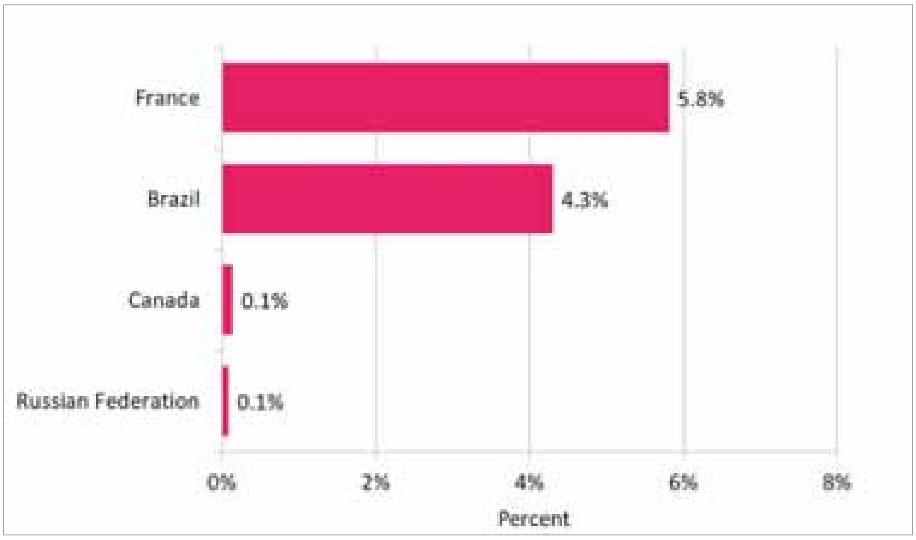
***Source**:* ProTerra Foundation, 2015

Figure 61: ProTerra Foundation: Countries with ProTerra area, 2014



***Source**:* ProTerra Foundation, 2015

Figure 62: ProTerra Foundation: Share of ProTerra area of the total soybean area by country, 2014



***Source**:* ProTerra Foundation, 2015

3.11. Rainforest Alliance/Sustainable Agriculture Network (RA/SAN)

Founded in 1987, the Rainforest Alliance/Sustainable Agriculture Network (RA/SAN) is a member-based initiative operating in the food and agriculture sector across 43 countries. The Rainforest Alliance and SAN jointly owned sustainable agriculture certification system represent approach to standards development, conformity assessment and marketing. SAN is a coalition of independent, mostly Southern non-profit conservation organizations that promote the social and environmental sustainability of agricultural activities by developing standards and supporting technical assistance. SAN is the sole standard-setting body for Rainforest Alliance Certified agricultural products.

The Rainforest Alliance manages labelling and marketing support of SAN-compliant products. The Rainforest Alliance owns the trademark and manages the traceability, labelling and marketing of SAN/Rainforest Alliance Certified products. Farms meeting the requirements of the SAN standard can sell their products as Rainforest Alliance Certified™ and use the Rainforest Alliance trademarks.

In 2014, the Rainforest Alliance/SAN certified almost 3.2 million hectares of a wide variety of commodities, managed by almost 1.2 million producers. The commodity with the largest area was cocoa, with 847,000 hectares, followed by tea with 382,000 hectares and coffee with 365,000 hectares. Most of Rainforest Alliance/SAN-certified area was in Africa (57%) followed by Latin America (28%), Asia (14%) and Europe (1%). Côte d'Ivoire was the country with the largest area (559,000 hectares), followed by Kenya (179,000 hectares) and Ghana (145,000 hectares).

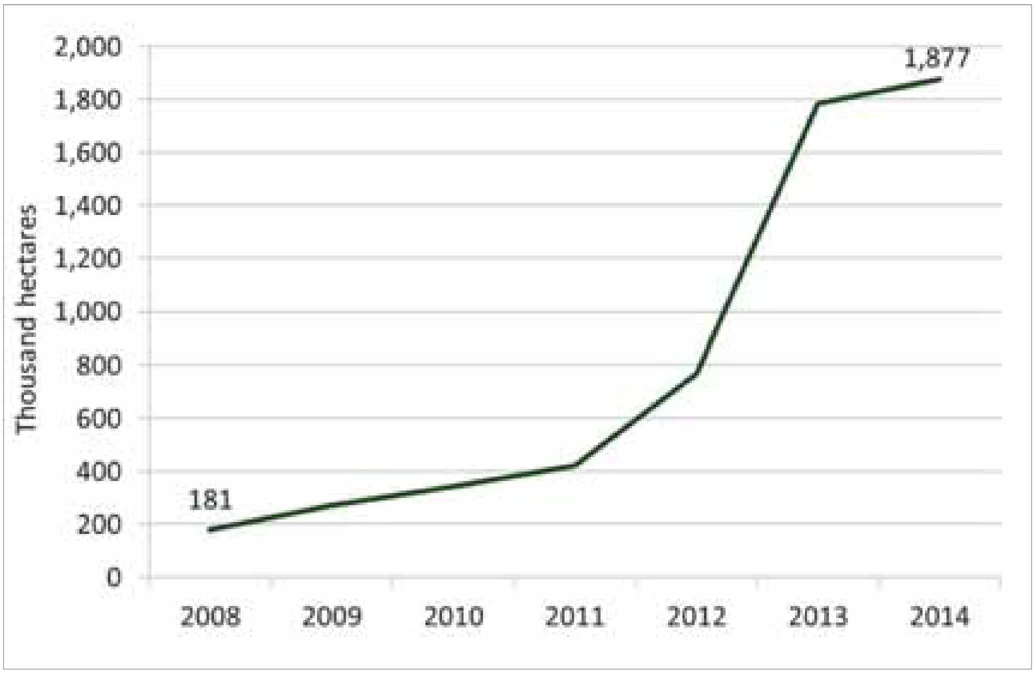
More information available on www.rainforest-alliance.org

Table 11: Rainforest Alliance/Sustainable Agriculture Network (RA/SAN): Key indicators

Rainforest Alliance/SAN 2014	
Certified area [hectares]	3,195,996
Cultivated area [hectares]	1,870,583
Certificate holders [no.]	1,719
Producers [no.]	1,183,729

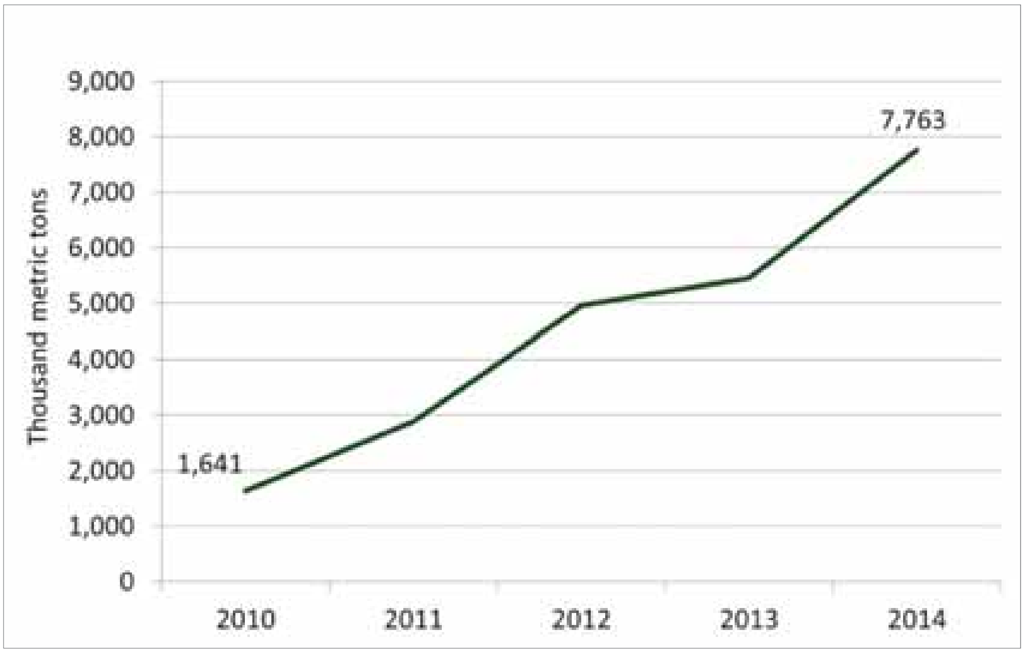
Source: Rainforest Alliance/Sustainable Agriculture Network (RA/SAN), 2015

Figure 63: Rainforest Alliance/Sustainable Agriculture Network (RA/SAN): Development of Rainforest Alliance/SAN cultivated area, 2008–2014



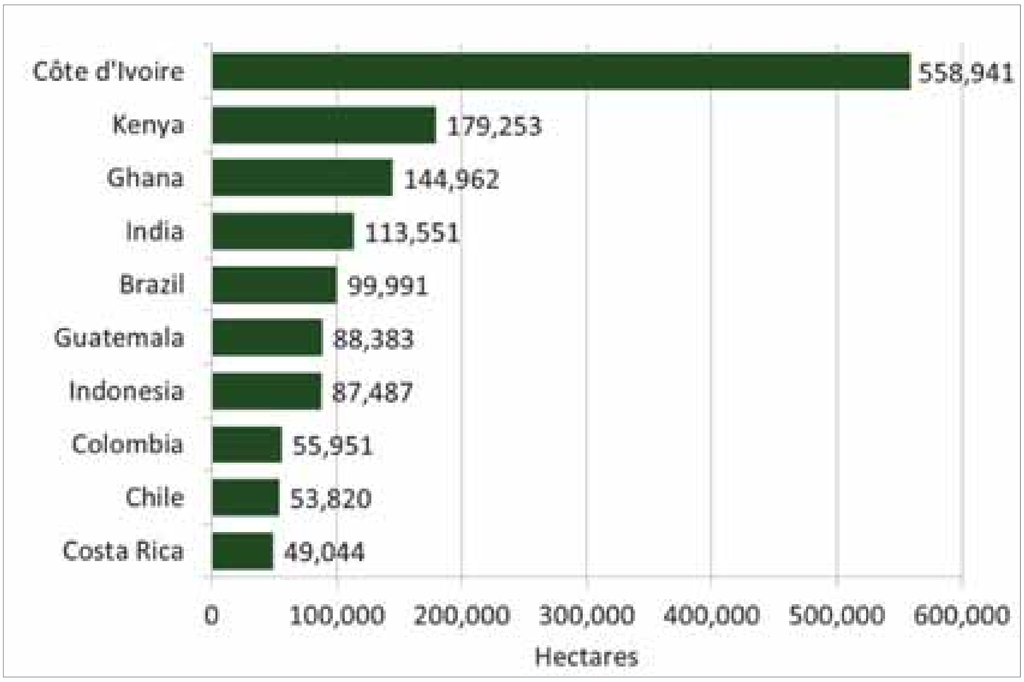
***Source**:* Rainforest Alliance/SAN, 2014 and 2015

Figure 64: Rainforest Alliance/Sustainable Agriculture Network (RA/SAN): Development of Rainforest Alliance/SAN production volume of selected crops, 2010–2014 (bananas, cocoa, coffee and tea)



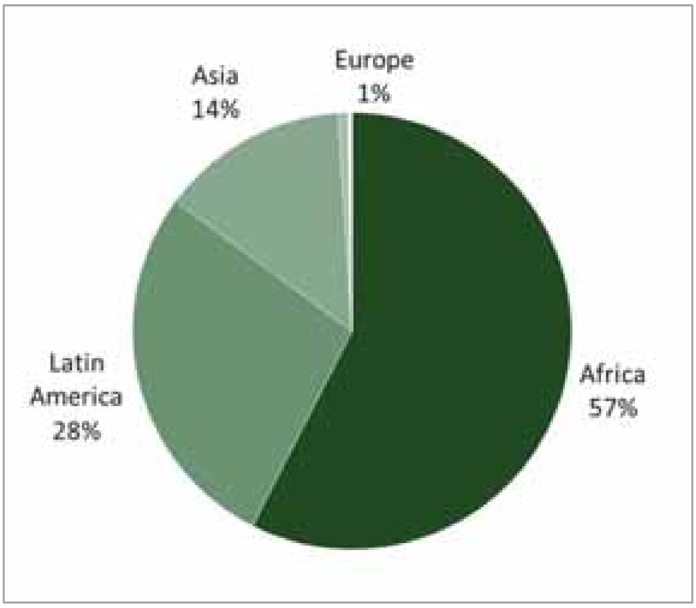
***Source**:* Rainforest Alliance/SAN, 2014 and 2015

Figure 65: Rainforest Alliance/Sustainable Agriculture Network (RA/SAN): Top 10 countries with the largest Rainforest Alliance/SAN cultivated area, 2014



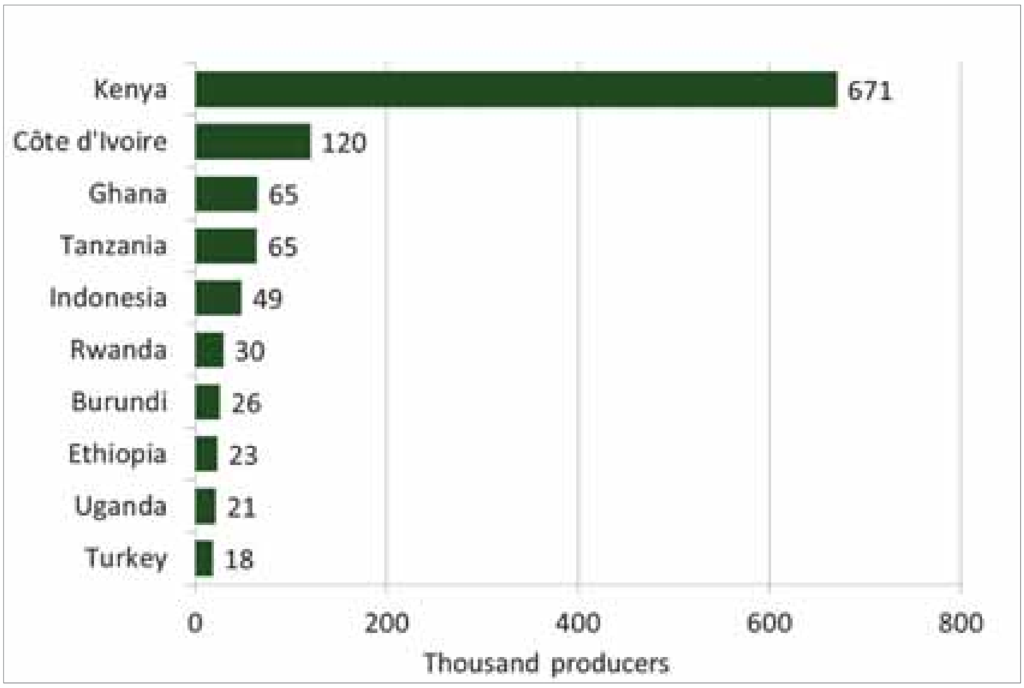
***Source**:* Rainforest Alliance/SAN, 2015

Figure 66: Rainforest Alliance/Sustainable Agriculture Network (RA/SAN): Distribution of Rainforest Alliance-certified area by region, 2014



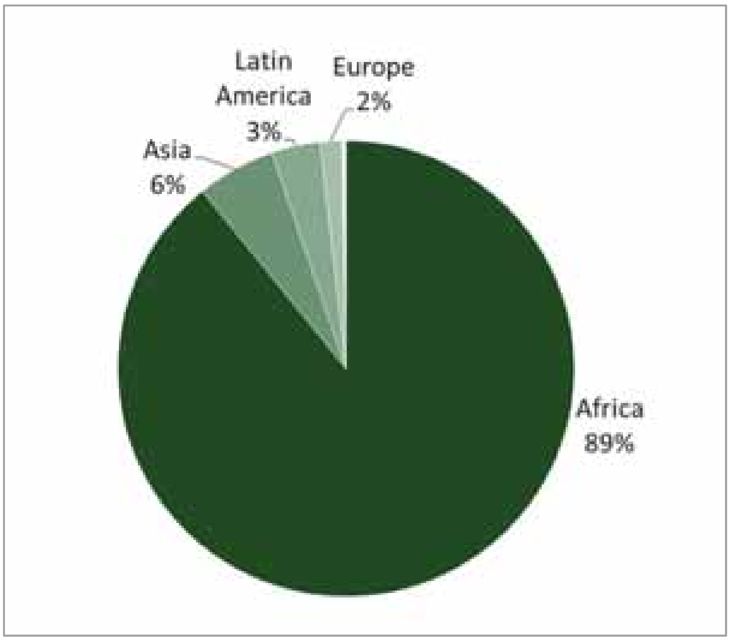
***Source**:* Rainforest Alliance/SAN, 2015

Figure 67: Rainforest Alliance/Sustainable Agriculture Network (RA/SAN): Top 10 countries with the largest number of Rainforest Alliance-certified producers, 2014



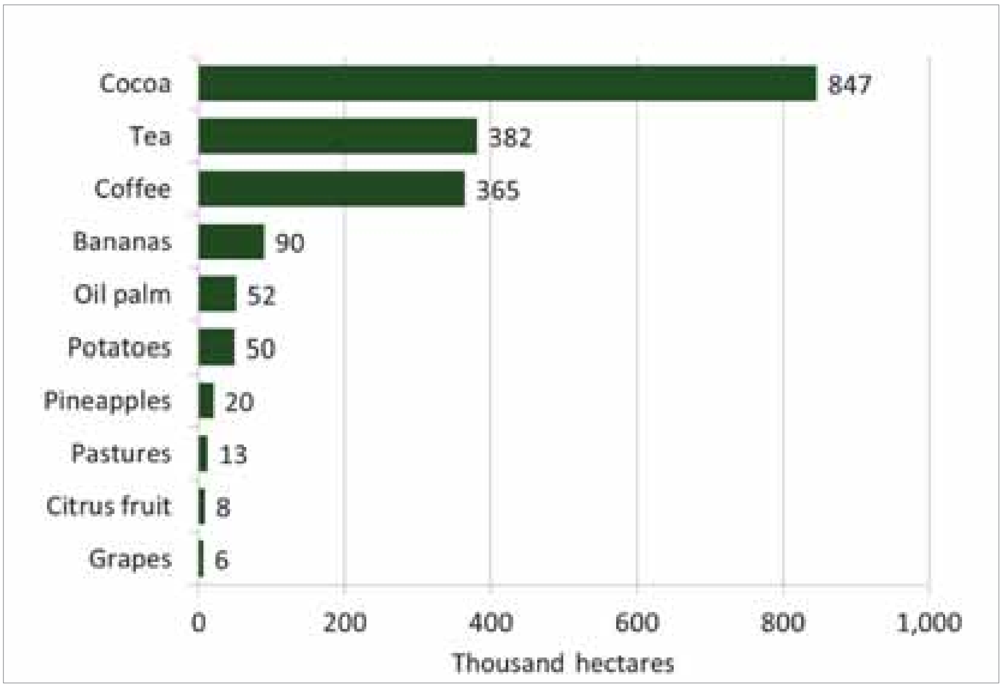
***Source**:* Rainforest Alliance/SAN, 2015

Figure 68: Rainforest Alliance/Sustainable Agriculture Network (RA/SAN): Distribution of Rainforest Alliance/SAN certified producers by region, 2014



***Source**:* Rainforest Alliance/SAN, 2015

Figure 69: Rainforest Alliance/Sustainable Agriculture Network (RA/SAN): Area for the top 10 Rainforest Alliance-certified commodities, 2014



***Source**: Rainforest Alliance/SAN, 2015*

3.12. Roundtable on Sustainable Palm Oil (RSPO)

Founded in 2004, the Roundtable on Sustainable Palm Oil (RSPO) is a member-based initiative operating in the palm oil sector across 71 countries, and with 12 countries producing RSPO oil palm. The initiative aims to achieve mainstream market uptake of sustainable palm oil production and processing. To this end, the Task Force on Smallholders was initiated to promote smallholder participation in the RSPO.

In 2014, RSPO certified more than 3.1 million hectares worldwide, representing 0.06% of the global agricultural land, and 14.5% of the global oil palm area. Almost 12 million metric tons of palm oil were produced under the RSPO standards. The largest areas were in Malaysia (almost 1.2 million hectares), Indonesia (almost 1.2 million hectares) and Papua New Guinea (140,000 hectares). Asia has 90% of the RSPO area, followed by Oceania (5%) and Latin America (4%).

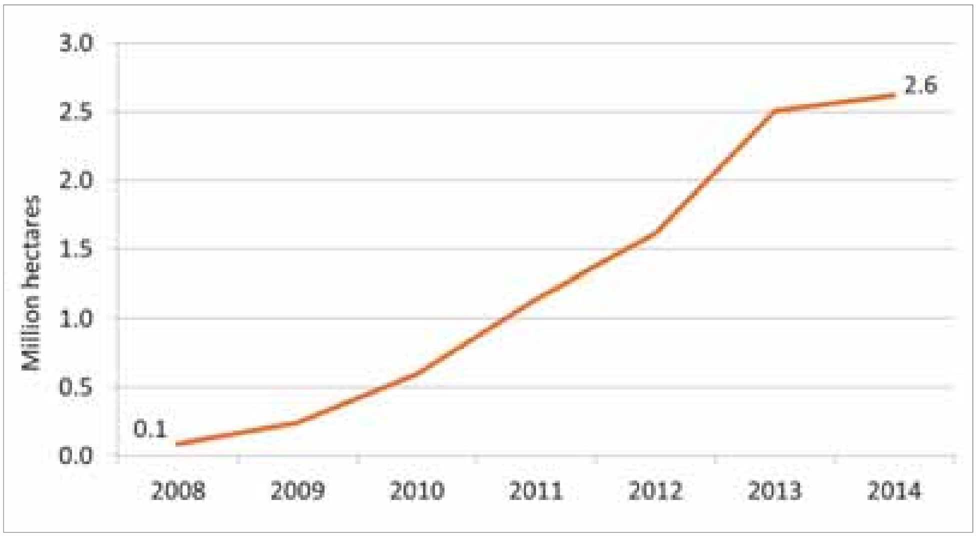
More information available on www.rspo.org

Table 12: Roundtable on Sustainable Palm Oil (RSPO): Key indicators

Roundtable on Sustainable Palm Oil (RSPO) 2014	
Certified area [hectares]	3,145,133
Area harvested [hectares]	2,619,436
Share of RSPO area of global agricultural land [%]	0.06
Share of RSPO oil palm area of global oil palm area [%]	14.51
Palm oil: Production volume [metric tons]	11,909,120
Palm kernel: Production volume [metric tons]	2,701,720
Certificate holders [no.]	289

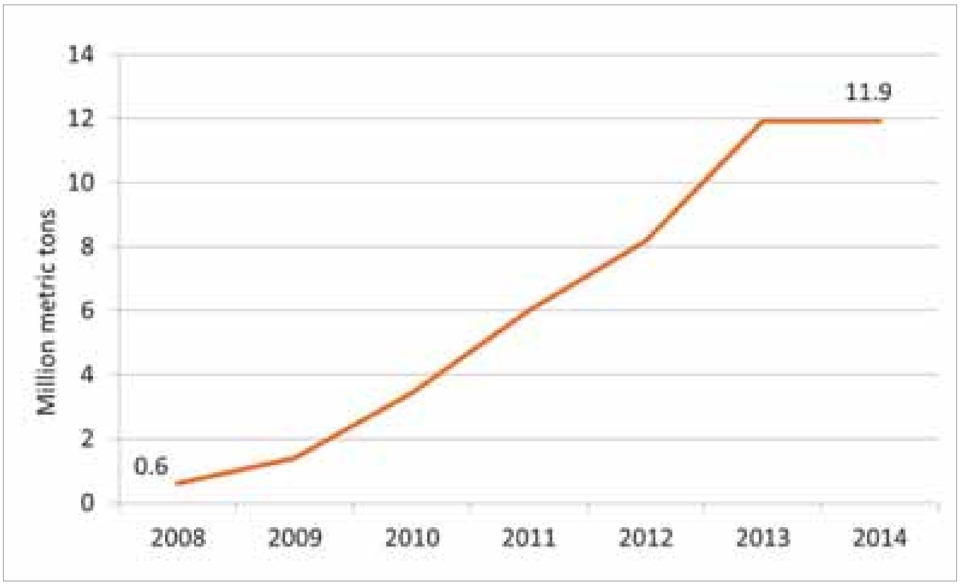
***Source**: Roundtable on Sustainable Palm Oil (RSPO), 2015*

Figure 70: Roundtable on Sustainable Palm Oil (RSPO): Oil palm: Development of RSPO area, 2008–2014



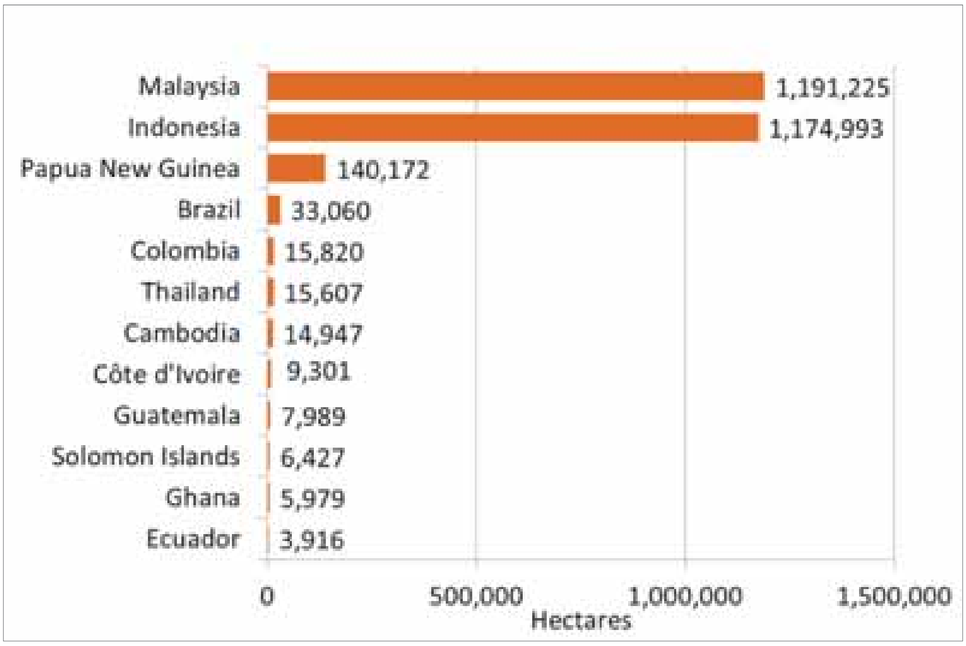
***Source**: Roundtable on Sustainable Palm Oil (RSPO), 2014 and 2015*

Figure 71: Roundtable on Sustainable Palm Oil (RSPO): Palm oil: Development of production volume, 2008–2014



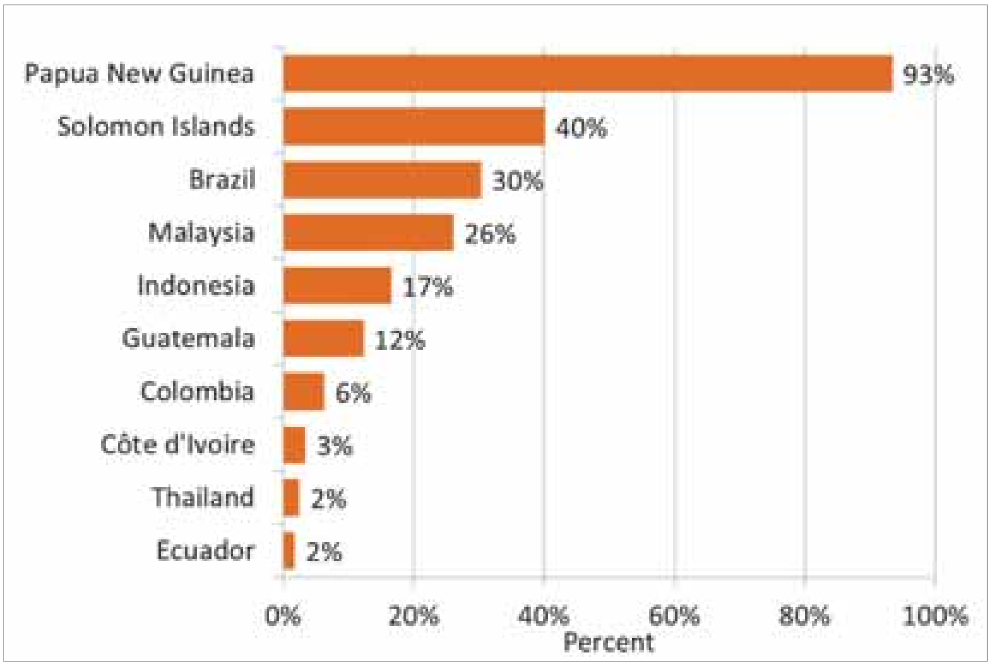
***Source**: Roundtable on Sustainable Palm Oil (RSPO), 2014 and 2015*

Figure 72: Roundtable on Sustainable Palm Oil (RSPO): Countries with RSPO area, 2014



***Source**: Roundtable on Sustainable Palm Oil (RSPO), 2015*

Figure 73: Roundtable on Sustainable Palm Oil (RSPO): Top 10 countries with the highest shares of RSPO area of the total oil palm area, 2014



***Source**: Roundtable on Sustainable Palm Oil (RSPO), 2015*

3.13. Round Table on Responsible Soy (RTRS)

Founded in 2006, the Round Table on Responsible Soy (RTRS) is a member-based initiative functioning as a multi-stakeholder platform that works to achieve responsible soy value chains. The initiative develops and manages standards for responsible soy production and operates across 25 countries. The RTRS offers a generic set of principles and criteria explicitly designed to apply to genetically modified, conventional and organic production systems.

RTRS certified almost 484,000 hectares in 2014, representing 0.01% of the global agricultural area and 0.4% of the global soybean area. More than 7,300 producers harvested more than 1.4 million metric tons of soybeans worldwide. Brazil had the largest RTRS area (250,774 hectares) followed by Argentina (more than 163,000 hectares).

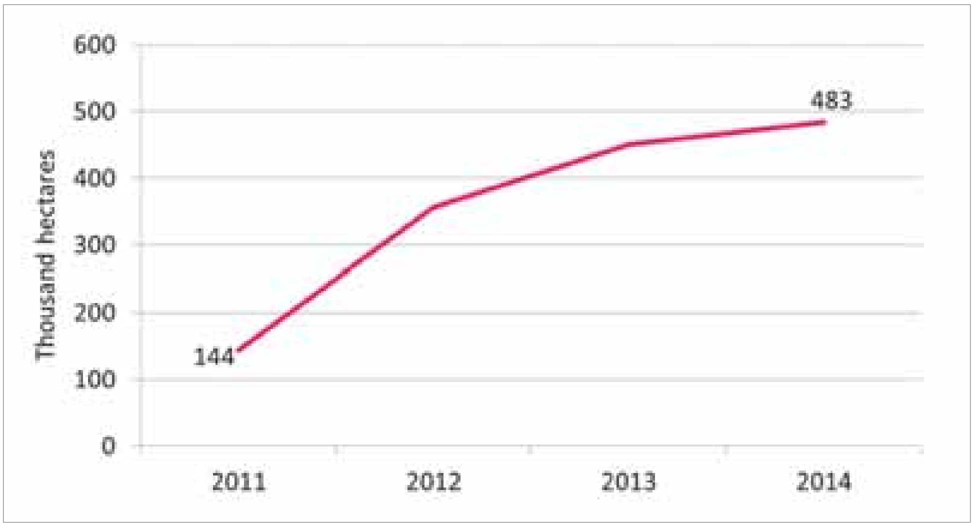
More information available on www.responsiblesoy.org

Table 13: Round Table on Responsible Soy (RTRS): Key indicators

Round Table on Responsible Soy (RTRS) 2014	
Area [hectares]	483,403
Share of RTRS area of global agricultural land [%]	0.01
Share of RTRS soybean area of global soybean area [%]	0.43
Production volume [metric tons]	1,406,726
Production volume sold under the label [metric tons]	1,379,462
Producers [no.]	7,314

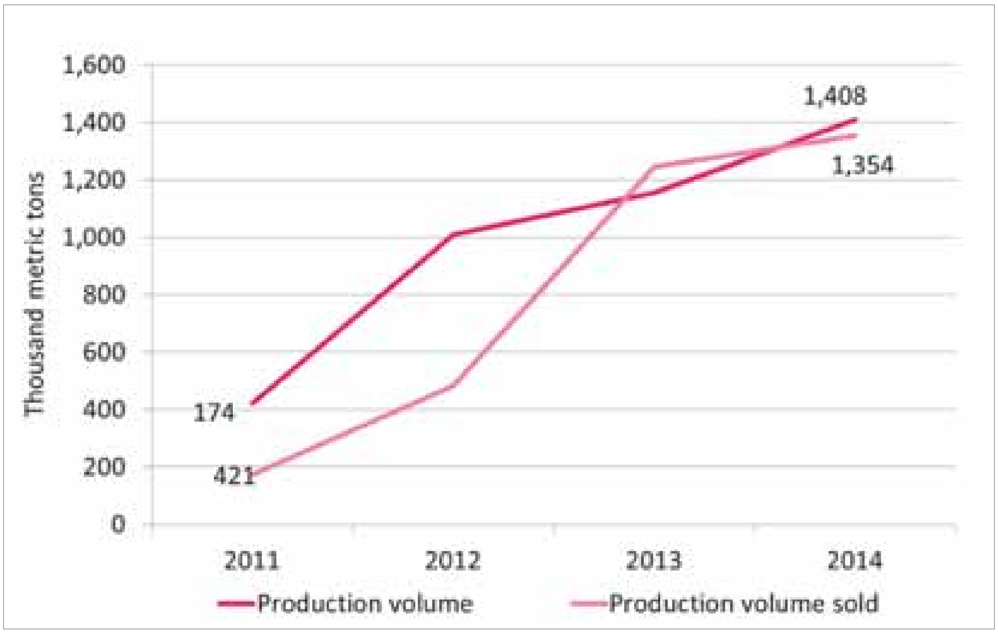
Source: Round Table on Responsible Soy (RTRS), 2015

Figure 74: Round Table on Responsible Soy (RTRS): Development of the RTRS area, 2011–2014



Source*:* Round Table on Responsible Soy (RTRS), 2015

Figure 75: Round Table on Responsible Soy (RTRS): Development of the production volume and production volume sold under the RTRS label, 2011–2014



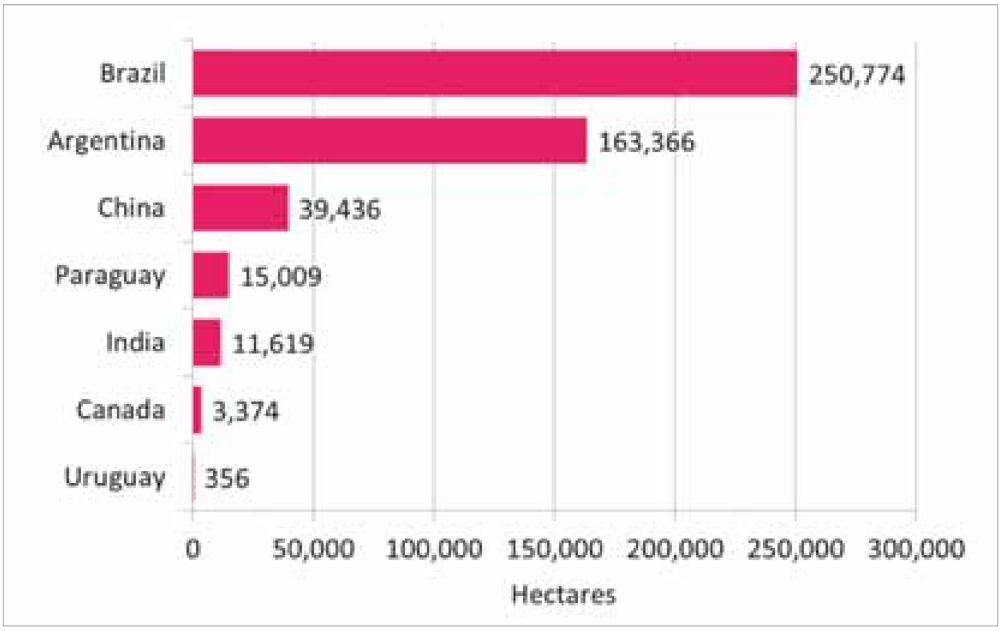
***Source**:* Round Table on Responsible Soy (RTRS), 2015
Note: Stocked production from previous years might be sold in the next year, and the production sold might seem not plausible.

RTRS soybean market

There are two ways to acquire RTRS soy: physical material (actual soybeans) or RTRS Credits.

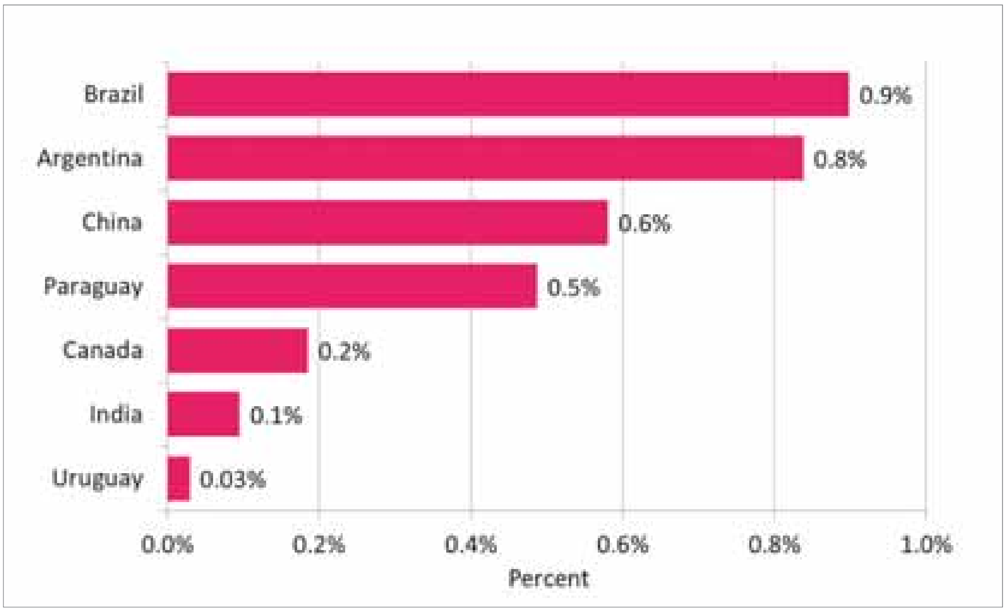
According to the RTRS Standard, one ton of certified soy is equivalent to one credit of responsible soy production, and it may be exchanged through the RTRS Credit Trading Platform. After acquiring credits, businesses or organizations may make public claims of having supported responsible production by its commitment with the purchase of RTRS Credits. Such an entity may increase the visibility of its support and communicate this directly to customers and end consumers by using the RTRS Credit Logo on its packaging (Round Table for Responsible Soy, 2014).

Figure 76: Round Table on Responsible Soy (RTRS): Countries with RTRS area, 2014



Source*:* Round Table on Responsible Soy (RTRS), 2015

Figure 77: Round Table on Responsible Soy (RTRS): Countries shares of RTRS area of the total soybean area by country, 2014



Source*:* Round Table on Responsible Soy (RTRS), 2015

3.14. UTZ Certified

Founded in 2002, UTZ Certified is a multi-stakeholder initiative operating in the food and agriculture sector across 37 countries. Originally an idea of a Guatemalan coffee grower and a Dutch coffee roaster, UTZ Certified has grown into an independent, non-governmental, not-for-profit organization dedicated to creating a world where sustainable farming is the norm.

UTZ Certified certifies cocoa, coffee and tea production. In 2014, these three commodities covered 2 million hectares worldwide, representing 0.04% of the global agricultural area. Cocoa was the largest UTZ Certified commodity, with 1.5 million hectares, representing 15% of the global cocoa area. UTZ Certified coffee was grown on over 475,000 hectares, 4.7% of the global coffee area. Finally, UTZ Certified tea was grown on more than 38,000 hectares, 1.1% of the global tea area. In 2014, there were over 577,000 producers producing under UTZ Certified standards. Côte d'Ivoire has the largest UTZ Certified area (821,287 hectares), followed by Ghana (almost 277,000 hectares) and Brazil (131,024 hectares).

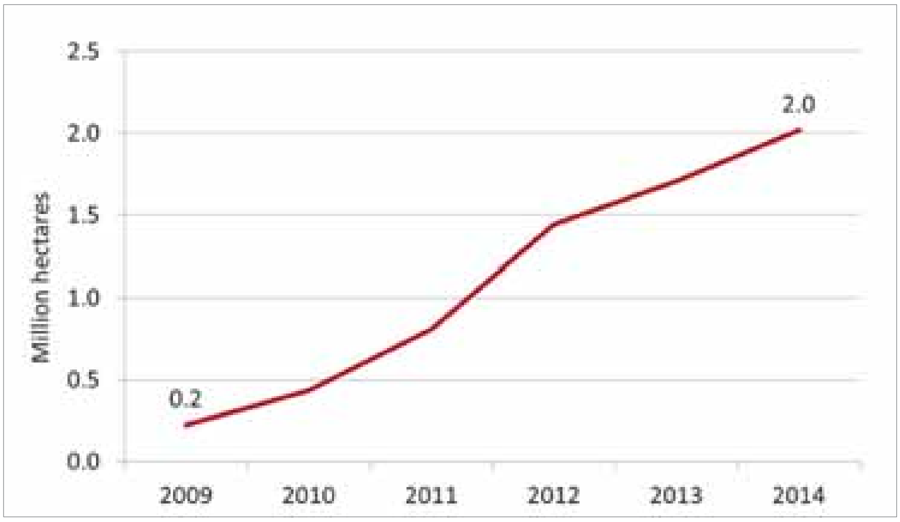
More information available on www.utzcertified.org

Table 14: UTZ Certified: Key indicators

UTZ Certified (Cocoa, coffee and tea)	
Area [hectares]	2,016,607
Share of UTZ Certified area of global agricultural land [%]	0.04
Production volume [metric tons]	1,680,923
Production volume sold under the label [metric tons]	653,810
Certificate holders [no.]	1,071
Producers [no.]	577,979
Permanent workers [no.]	111,661
Temporary employees/workers [no.]	224,530

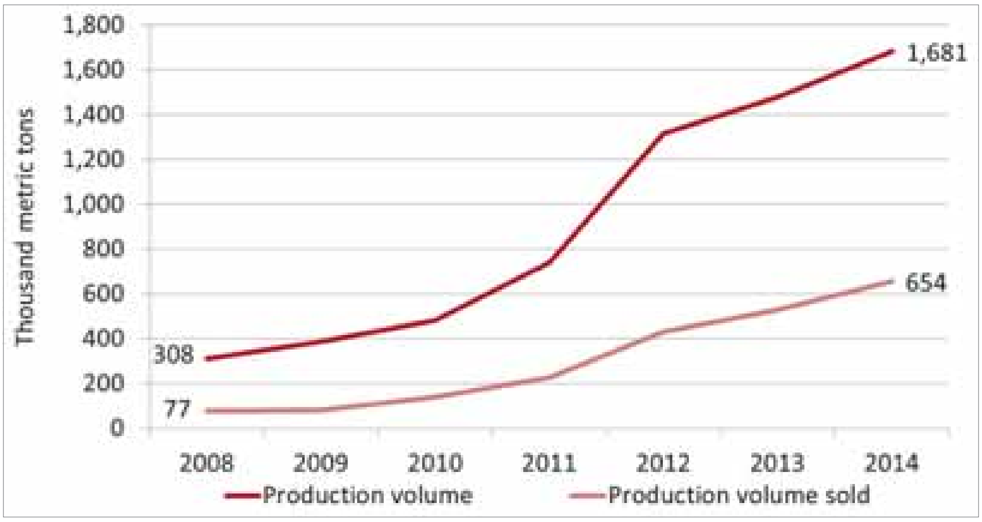
Source: UTZ Certified, 2015

Figure 78: UTZ Certified: Development of UTZ area, 2009–2014 (cocoa, coffee and tea)



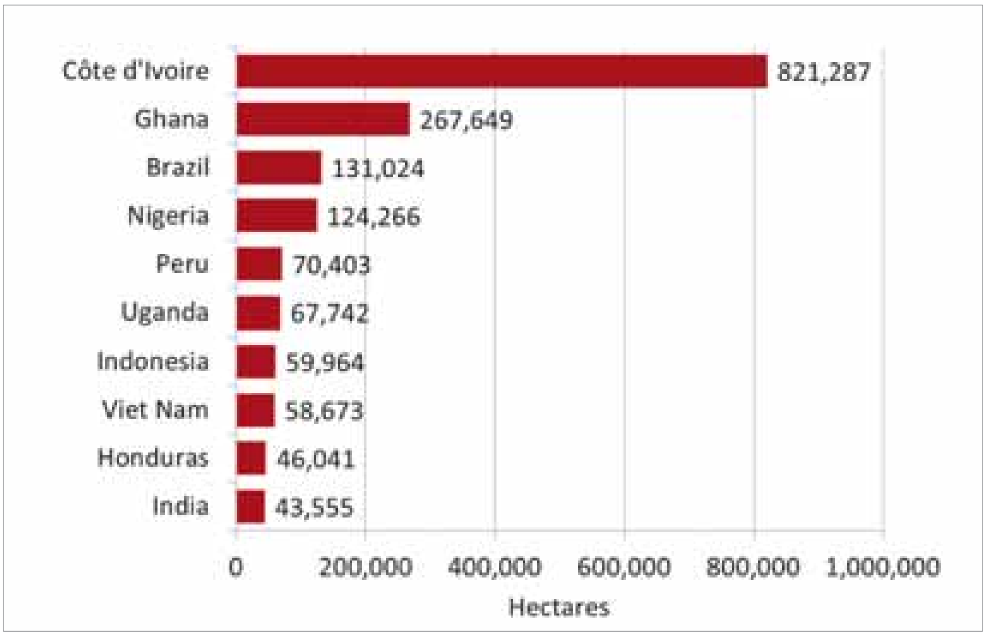
***Source**:* UTZ Certified, 2014 and 2015

Figure 79: UTZ Certified: Development of UTZ production volume and production volume sold under the UTZ label, 2008–2014 (cocoa, coffee and tea)



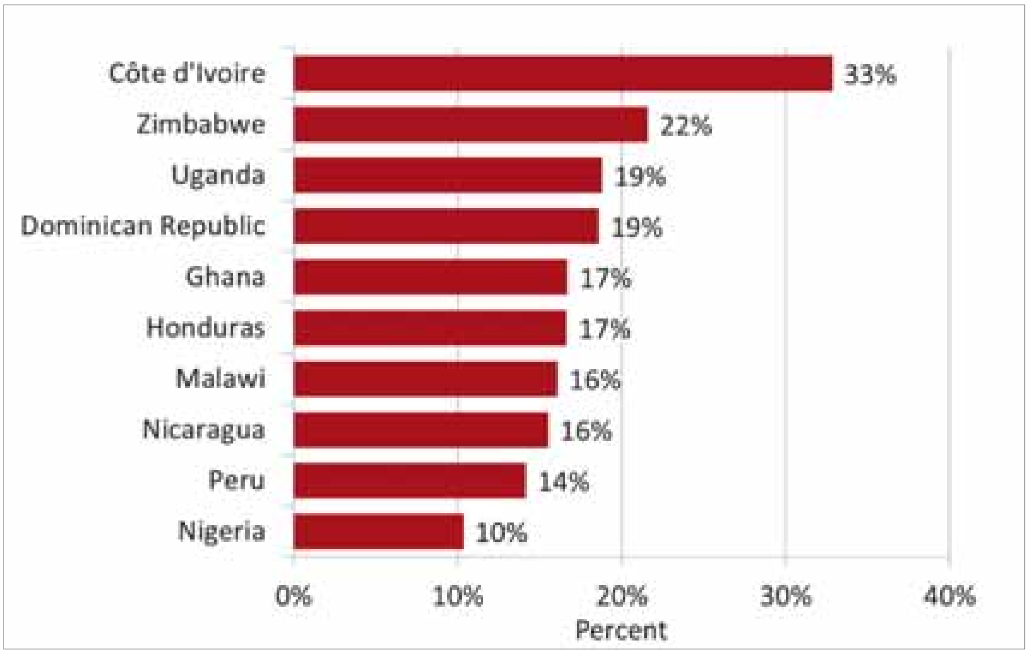
Source: UTZ Certified, 2014 and 2015

Figure 80: UTZ Certified: Top 10 countries with the largest UTZ area, 2014 (cocoa, coffee and tea)



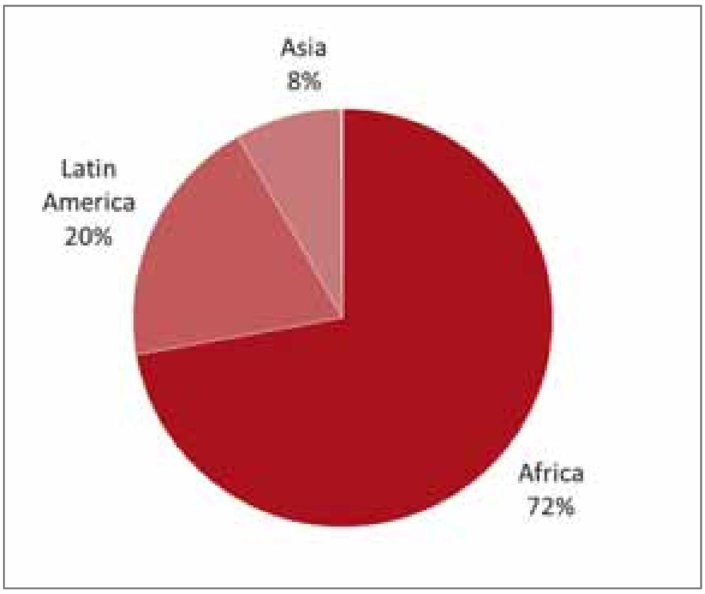
Source: UTZ Certified, 2015

Figure 81: UTZ Certified: Top 10 countries with the highest shares of UTZ area of the total area of selected commodities, 2014 (cocoa, coffee and tea)



***Source**:* UTZ Certified, 2015

Figure 82: UTZ Certified: Distribution of UTZ area by region, 2014 (cocoa, coffee and tea)



***Source**:* UTZ Certified, 2015

4. Selected Commodities: Market data

In the following section, the latest data on the selected commodities – bananas, cocoa, coffee, cotton, oil palm, soybeans, sugarcane and tea – are presented per the standard. Data on area, production volume, producers and shares of area and production of the overall total is shown.

At the end of this section, we present the latest data on certified forestry – data from the Forest Stewardship Council (FSC) and the Programme for the Endorsement of Forest Certification (PEFC) is reported.

4.1. Bananas

Bananas were grown on more than 5 million hectares worldwide (FAOSTAT, 2015). [24] This represented 0.1% of the world's agricultural land. The largest banana areas were in India (796,000 hectares), Brazil (485,075 hectares), Tanzania (469,590 hectares) the Philippines (445,935 hectares), and China (430,000 hectares). This represented 51.7% of the total banana area. In 2013, 106 million metric tons were produced worldwide (FAOSTAT, 2015).

Four of the Voluntary Sustainability Standards (VSS) covered in this survey – **Fairtrade International**, **GLOBALG.A.P.**, **Organic** and **Rainforest Alliance/SAN** – certified banana production in 2013. Combined, they certified a minimum of 223,000 hectares and a maximum of 384,000 hectares (average 303,000 hectares).[25] **GLOBALG.A.P.** had the largest VSS-certified banana area in 2013; the largest area growth (2008–2013) was noted for **Fairtrade International**.

Fairtrade International certified 33,000 hectares of bananas in 2013, constituting 0.7% of the global banana area. More than 620,000 metric tons were produced, representing 0.6% of the global banana production volume. The countries with the largest areas were the Dominican Republic (11,416 hectares), Ecuador (6,401 hectares), Peru (5,286 hectares), Colombia (4,644 hectares) and Ghana (1,367 hectares). Together, these five countries represented 88% of the total **Fairtrade International** banana area. Since 2008, the **Fairtrade International** banana area has increased by almost 60%.

More than 223,000 hectares of bananas were **GLOBALG.A.P.**-certified in 2013, equalling 4.4% of the global banana area. The largest areas were in Ecuador (62,883 hectares), Colombia (32,921 hectares), Costa Rica (30,031 hectares), Guatemala (16,853 hectares) and the Dominican Republic (11,791 hectares), representing almost 64% of the total **GLOBALG.A.P.** banana area. Since 2012, the **GLOBALG.A.P.** banana area has declined by 6%.

Organic bananas represented almost 1% of the global banana area, equalling more than 48,000 hectares (estimated harvested area).[26] An estimated 850,000 metric tons were produced in 2013, more than 0.8% of the world's banana production. The Dominican Republic (22,000 hectares), Ecuador (10,400 hectares), the Philippines (6,000 hectares), Peru (5,500 hectares) and Mozambique (1,700 hectares), had the largest **organic** banana areas, together representing almost 95% of the total **organic** banana area. Since 2008, the **organic** banana area has increased by almost 18%.

Rainforest Alliance/SAN more than 79,000 hectares. Almost 4 million metric tons of **Rainforest Alliance/SAN** bananas were reported in 2013, equalling 3.5% of the global banana production volume. Five countries represented 88% of the total **Rainforest Alliance/SAN** banana area: Costa Rica (23,503 hectares), Guatemala (21,581 hectares), Colombia (13,566 hectares), Honduras (5,969 hectares) and Panama (5,088 hectares). The **Rainforest Alliance/SAN** banana area has increased by 28% since 2008.

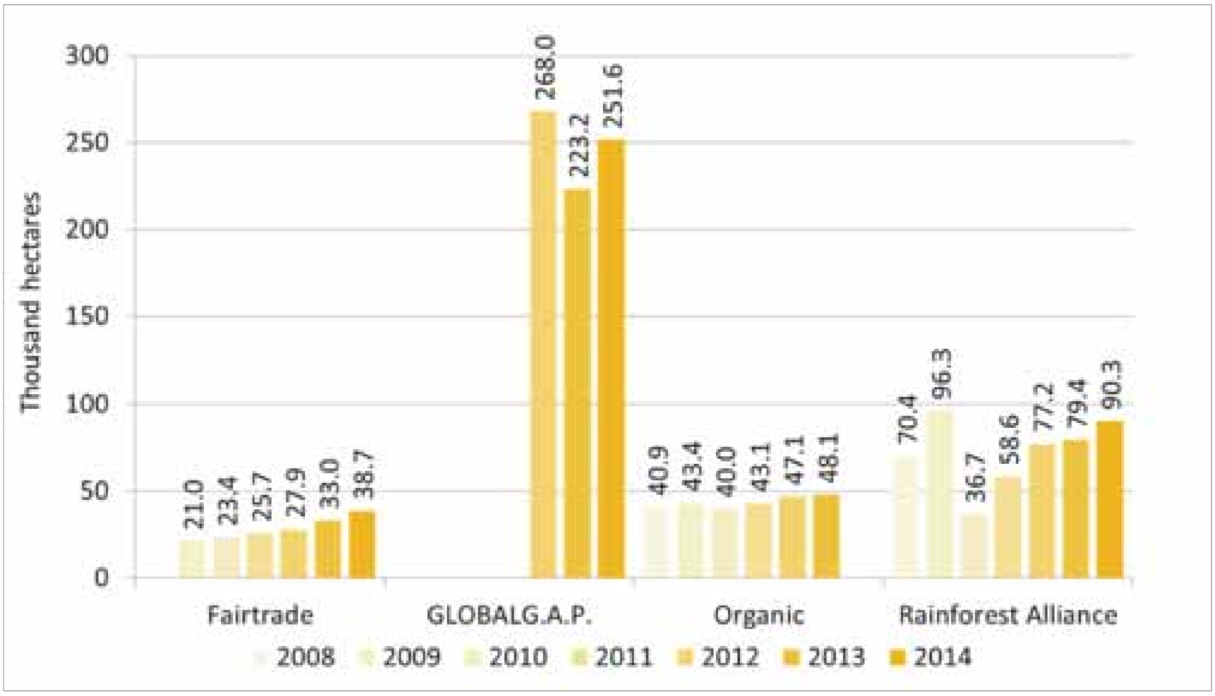
For tables of VSS-compliant banana production, see section 6.1 on page 123.

[24] FAOSTAT, Data Archives, the FAO Homepage, FAO, Rome at faostat.org > Inputs > Land at http://faostat3.fao.org/download/E/*/E

[25] Multiple certification: It should be noted that many of the areas certified by VSS are multiple-certified. In our survey, we asked for the extent of multiple certification by countries and for the VSS in question. An average between the maximum and minimum area gives us an estimate of the possible VSS area for a given commodity. The maximum would be the sum of the total area/production provided by the individual VSS, and the minimum would be the area of the VSS with the largest area.

[26] Please note that in total, 78,828 hectares of organic bananas were grown in 2013; these numbers include in-conversion areas and areas for bananas associated with other crops. This represented 1.6% of the global banana area (Willer/Lernoud, 2015).

Figure 83: Bananas: Development of the area by VSS, 2008–2014

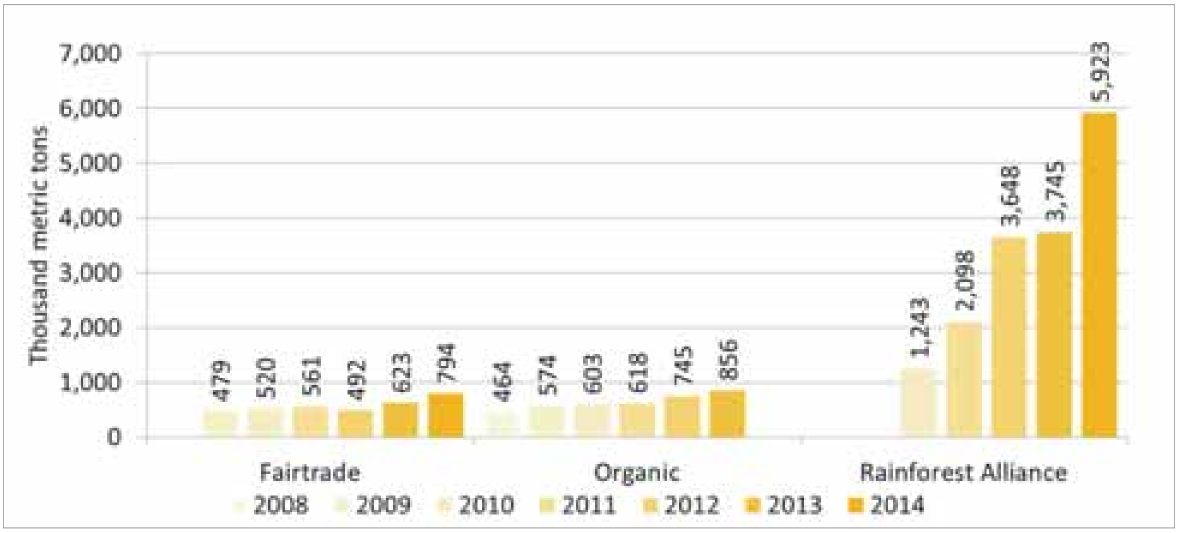


***Source**:* Fairtrade International, 2015; GLOBALG.A.P., 2015; FiBL, 2015; Rainforest Alliance/SAN, 2014 and 2015
Note: The organic area is the area harvested estimated by FiBL, assuming that 90% of the fully converted area is actually harvested. For the Rainforest Alliance/SAN, the area cultivated is shown.

Figure 84: Bananas: Range of banana area (minimum/maximum/average), 2008–2013

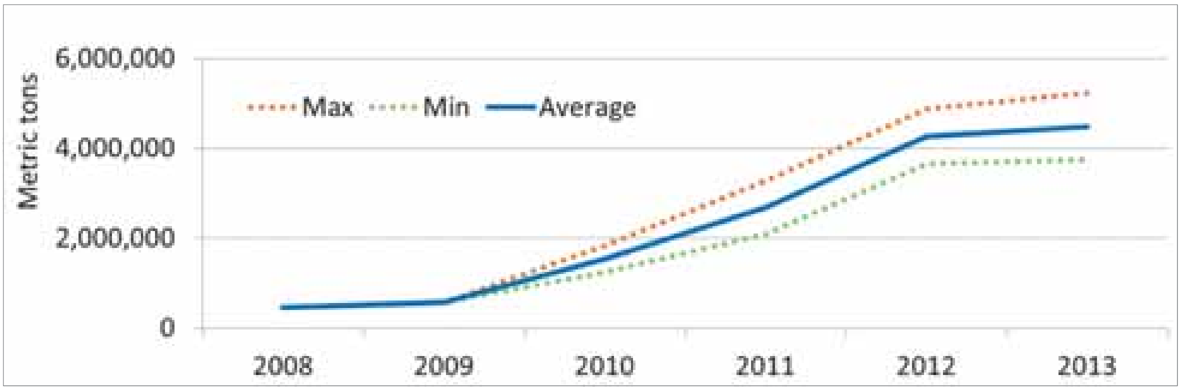
***Source**:* FiBL-IISD-ITC survey, 2015. VSS: Fairtrade International, GLOBALG.A.P., organic and Rainforest Alliance/SAN
Note: Data from GLOBALG.A.P is available since 2012.

Figure 85: Bananas: Developments of the production volume by VSS, 2008–2014



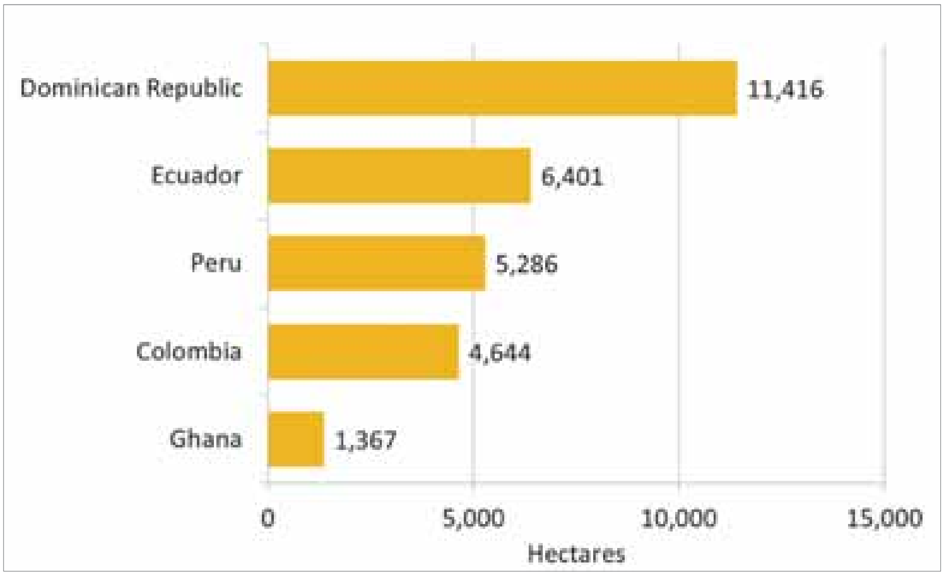
***Sources**:* Fairtrade International, 2015; FiBL, 2015; Rainforest Alliance/SAN, 2014 and 2015
Note: The organic production volume was estimated by FiBL based on estimated yields, as actual data is not available for most of the countries.

Figure 86: Bananas: Range of banana production volume (minimum/maximum/average), 2008–2013



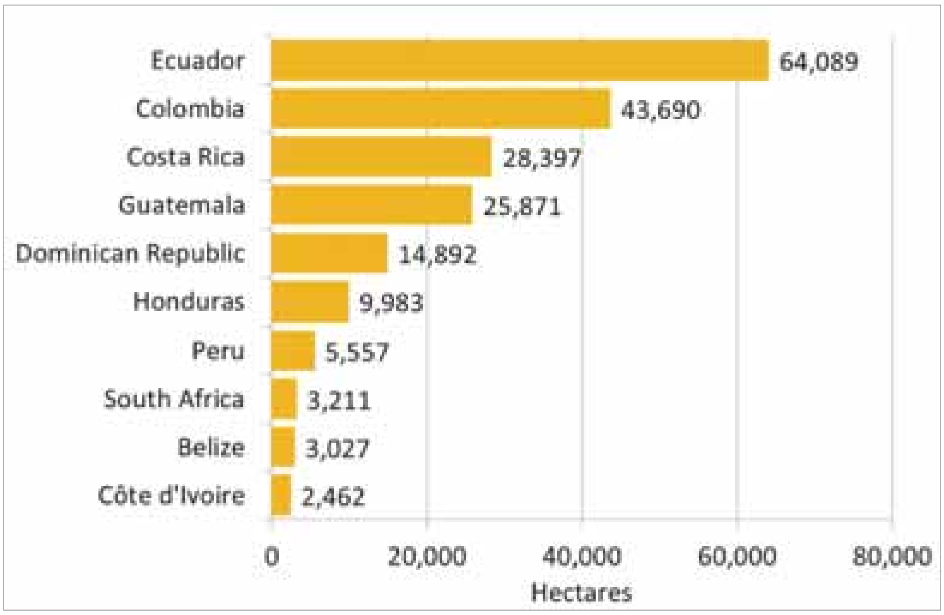
***Source**:* FiBL-IISD-ITC survey, 2015. VSS: Fairtrade International, organic and Rainforest Alliance/SAN

Figure 87: Bananas: Fairtrade: Countries' banana area, 2013



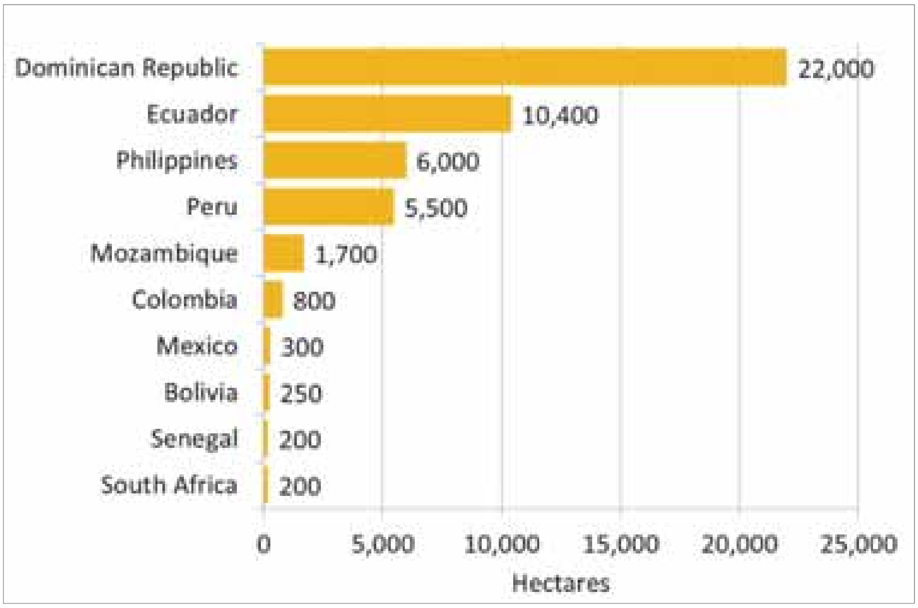
***Source**:* Fairtrade International, 2015

Figure 88: Bananas: GLOBALG.A.P.: Top 10 countries with the largest banana area, 2014



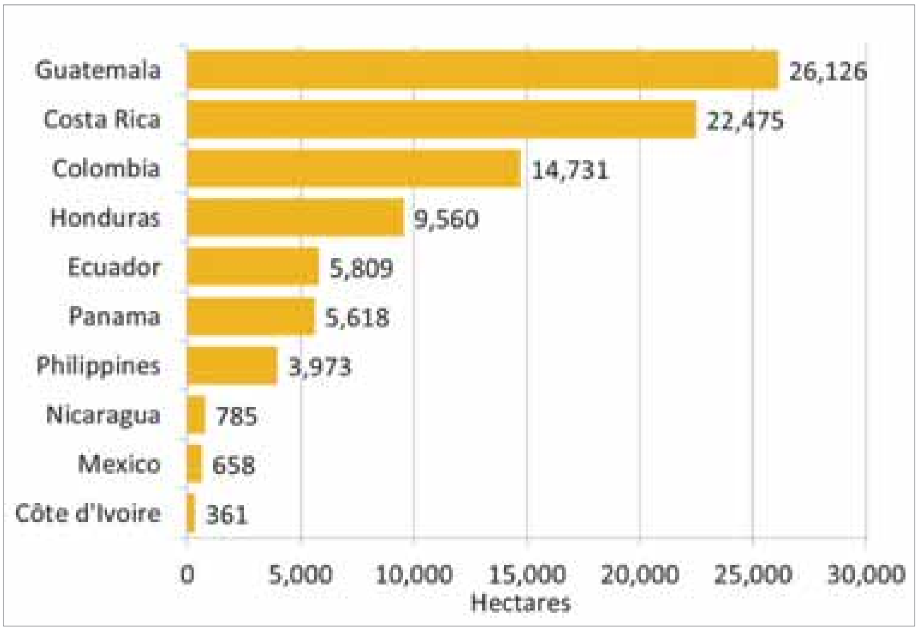
***Source**:* GLOBALG.A.P., 2015

Figure 89: Bananas: Organic: Top 10 countries with the largest banana area, 2013



***Source**:* FiBL, 2015. Based on national data sources and data from certifiers
Note: The organic area harvested was estimated by FiBL based on the assumption that 90% of the fully converted area is actually harvested.

Figure 90: Bananas: Rainforest Alliance/SAN: Top 10 countries with the largest banana area, 2014



***Source**:* Rainforest Alliance/SAN, 2015

Figure 91

Figure 92

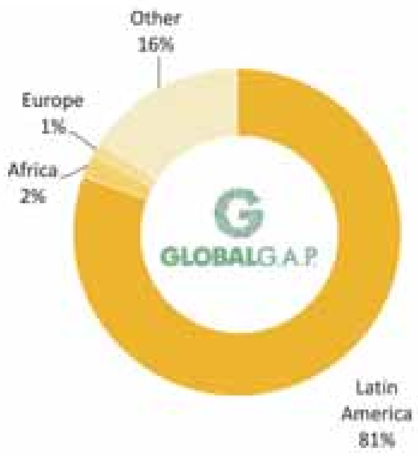


Figure 93

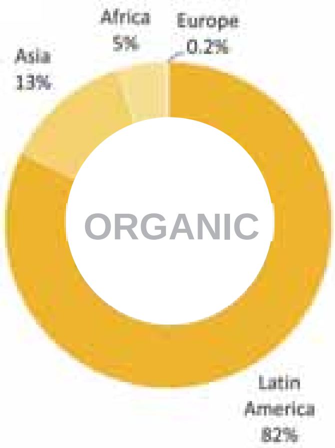


Figure 94

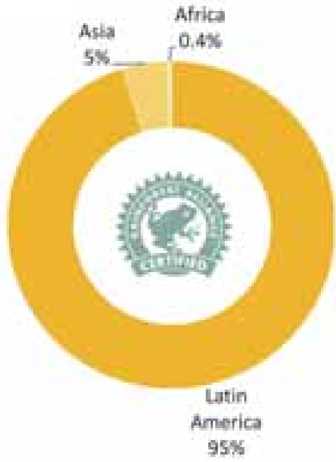


Figure 91: Bananas: Fairtrade: Distribution of banana area by region, 2013

Source: Fairtrade International, 2015

Figure 92: Bananas: GLOBALG.A.P.: Distribution of the banana area by region, 2014

Source: GLOBALG.A.P., 2015

Figure 93: Bananas: Organic: Distribution of banana area by region, 2013

Source: FIBL, 2015

Figure 94: Bananas: Rainforest Alliance/SAN: Distribution of banana area by region, 2014

Source*:* Rainforest Alliance/SAN, 2015

Note: The organic area harvested was estimated by FiBL based on the assumption that 90% of the fully converted area is actually harvested.

Figure 95

Figure 96

Figure 97

Figure 95: Bananas: Fairtrade: Share of the banana area of the total Fairtrade area, 2013

***Source**: Fairtrade International, 2015*

Figure 96: Bananas: Organic: Share of the banana area of the total organic area, 2013

***Source**: FIBL, 2015;*

Figure 97: Bananas: Rainforest Alliance/SAN: Share of banana area of total Rainforest Alliance/SAN area, 2014

***Source**: Rainforest Alliance/SAN, 2015*

4.2. Cocoa

Cocoa was grown on more than 10 million hectares worldwide (FAOSTAT, 2015).[27] This represented 0.2% of the global agricultural land. The largest producing countries were Côte d'Ivoire (2.5 million hectares), Indonesia (1.8 million hectares), Ghana (1.6 million hectares), Nigeria (almost 1.2 million hectares) and Brazil (almost 700,000 hectares). This represented 77.5% of the total cocoa area. In 2013, almost 5 million metric tons were produced worldwide (FAOSTAT, 2015).

Four of the Voluntary Sustainable Standards (VSS) covered in this survey – **Fairtrade International**, **Organic**, **Rainforest Alliance/SAN** and **UTZ Certified** – certify cocoa production. Combined, they certified a minimum of 1.2 million hectares and a maximum of 2.7 million hectares in 2013 (average 2 million hectares).[28] **UTZ Certified** has the largest VSS-certified cocoa area; the largest area growth (2008–2013) was noted for **Rainforest Alliance/SAN**.

Fairtrade International certified almost 449,000 hectares of cocoa in 2013, constituting 4.5% of the global cocoa area. More than 175,000 metric tons were produced, representing 3.8% of the global cocoa production volume. The countries with the largest cocoa area were Côte d'Ivoire (almost 174,000 hectares), Ghana (almost 147,000 hectares), the Dominican Republic (45,823 hectares), Peru (27,666 hectares) and Sierra Leone (6,281 hectares). These five countries combined represented 90% of the total **Fairtrade International** cocoa area. The **Fairtrade International** cocoa area has increased by 15% since 2011.

Organic cocoa represented 2.1% of the global cocoa area, or more than 208,000 hectares (estimated harvested area).[29] An estimated 100,000 metric tons of cocoa were produced in 2013, almost 2.5% of the world's cocoa production. The Dominican Republic (107,700 hectares), Peru (19,200 hectares), Mexico (17,400 hectares), Uganda (14,500 hectares) and Ecuador (10,600 hectares) were the biggest **organic** cocoa producing countries, together representing 81.3% of the total **organic** cocoa area. Since 2008, the **organic** cocoa area has increased by 37%.

Rainforest Alliance/SAN certified 8 more than 837,000 hectares. More than 500,000 metric tons of **Rainforest Alliance/SAN** cocoa were reported in 2013, or 12.5% of the global cocoa production volume, the highest share of the available VSS production volume data. The five countries with the largest cocoa area – Côte d'Ivoire (519,000 hectares), Ghana (almost 135,000 hectares), Indonesia (54,300 hectares), the Dominican Republic (almost 47,000 hectares) and Nigeria (over 23,000 hectares) – represented 93% of the total **Rainforest Alliance/SAN** cocoa area. The **Rainforest Alliance/SAN** cocoa area has increased 12-fold since 2009.

Almost 1.2 million hectares of cocoa were **UTZ Certified** certified in 2013, 12% of the total cocoa area. The countries with the largest cocoa area were Côte d'Ivoire (650,300 hectares), Ghana (239,600 hectares), Nigeria (53,400 hectares), the Dominican Republic (almost 49,000 hectares) and Indonesia (40,922 hectares), together representing almost 90% of the total **UTZ Certified** cocoa area. **UTZ Certified** reported a production volume of almost 0.7 million metric tons in 2013, almost 15.1% of the global cocoa production volume. Since 2010, the **UTZ Certified** cocoa area has increased sevenfold.

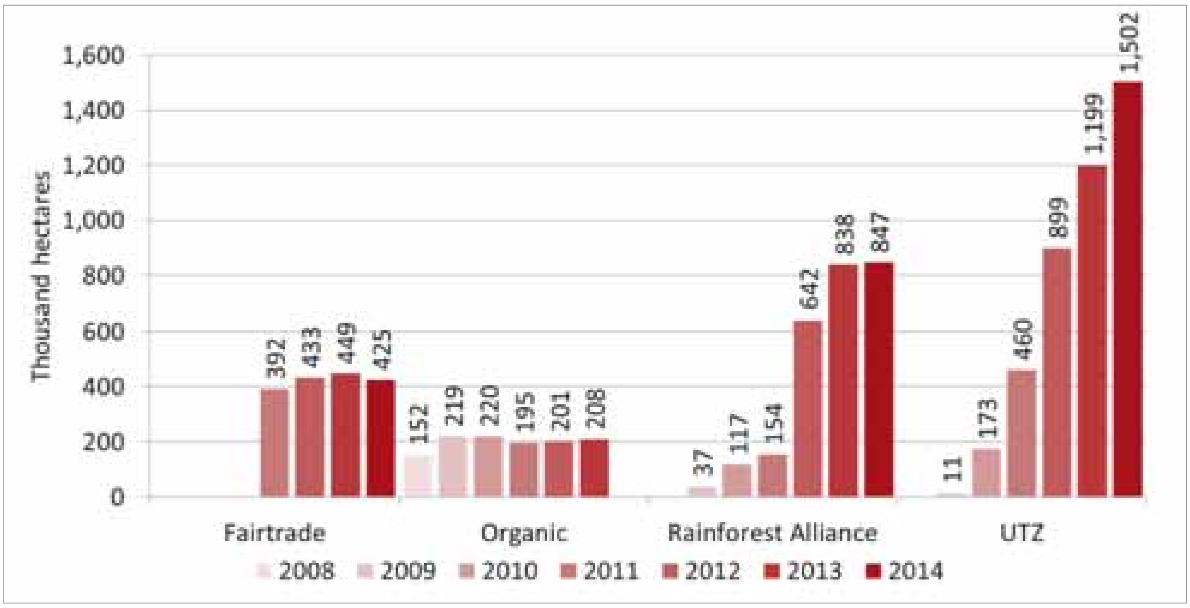
For tables of VSS-compliant cocoa production, see section 6.2 on page 125.

[27] FAOSTAT, Data Archives, the FAO Homepage, FAO, Rome at faostat.org > Inputs > Land at http://faostat3.fao.org/download/E/*/E

[28] Multiple certification: It should be noted that many of the areas certified by VSS are multiple-certified. In our survey, we asked for the extent of multiple certification by countries and for the VSS in question. An average between the maximum and minimum area gives us an estimate of the possible VSS area for a given commodity. The maximum would be the sum of the total area/production provided by the individual VSS, and the minimum would be the area of the VSS with the largest area.

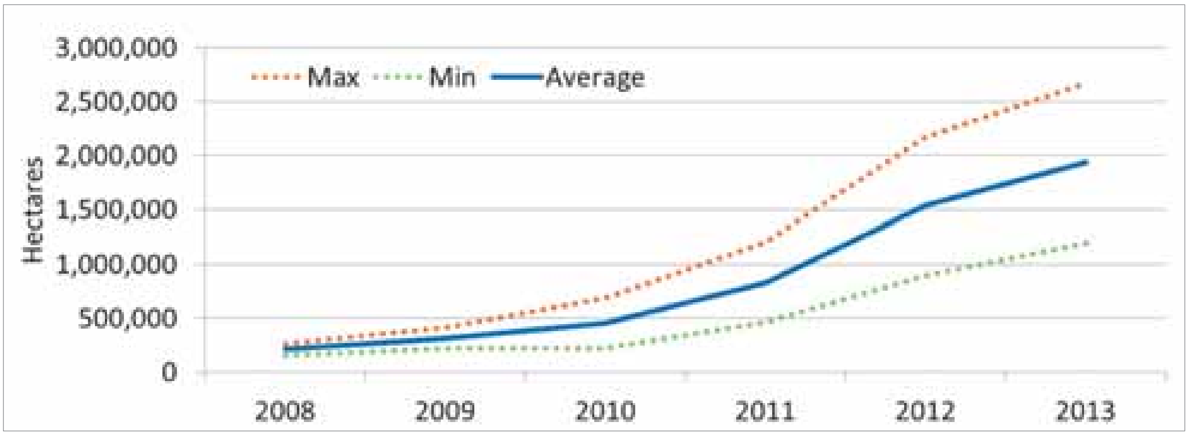
[29] The total organic cocoa area (including in-conversion areas) was 227,695 hectares in 2013. This represented 2.3% of the global cocoa area (Willer/Lernoud, 2015).

Figure 98: Cocoa: Growth of area by VSS, 2008–2014



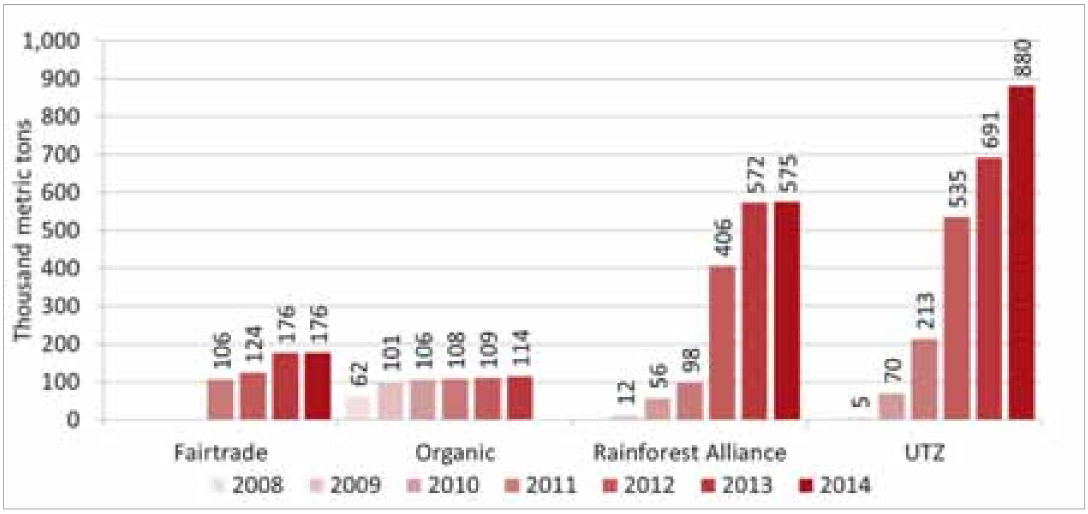
***Sources**:* Fairtrade International, 2015; FIBL, 2015; Rainforest Alliance/SAN, 2014 and 2015; UTZ Certified, 2014 and 2015
Note: The organic area is the area harvested estimated by FiBL, assuming that 90% of the fully converted area is actually harvested. For the Rainforest Alliance/SAN, the area cultivated is shown.

Figure 99: Cocoa: Range of cocoa area (minimum/maximum/average), 2008–2013



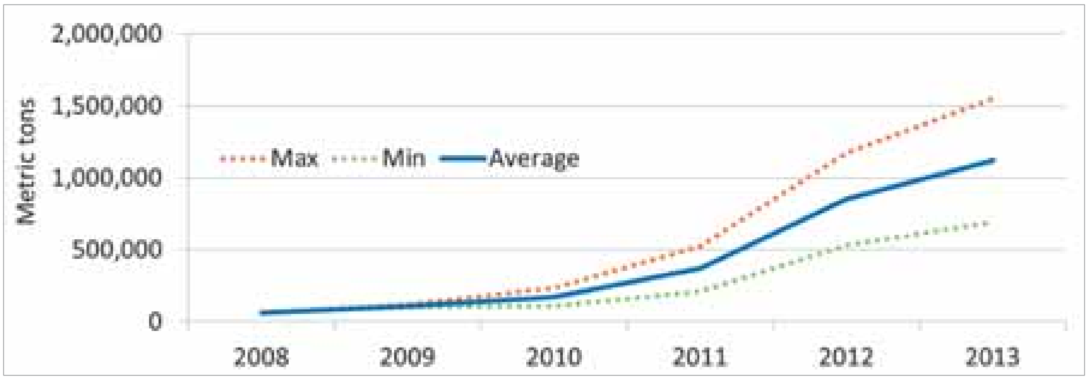
***Source**:* FiBL-IISD-ITC survey, 2015. VSS: Fairtrade International, organic, Rainforest Alliance/SAN and UTZ Certified

Figure 100: Cocoa: Development of the production volume by VSS, 2008–2014



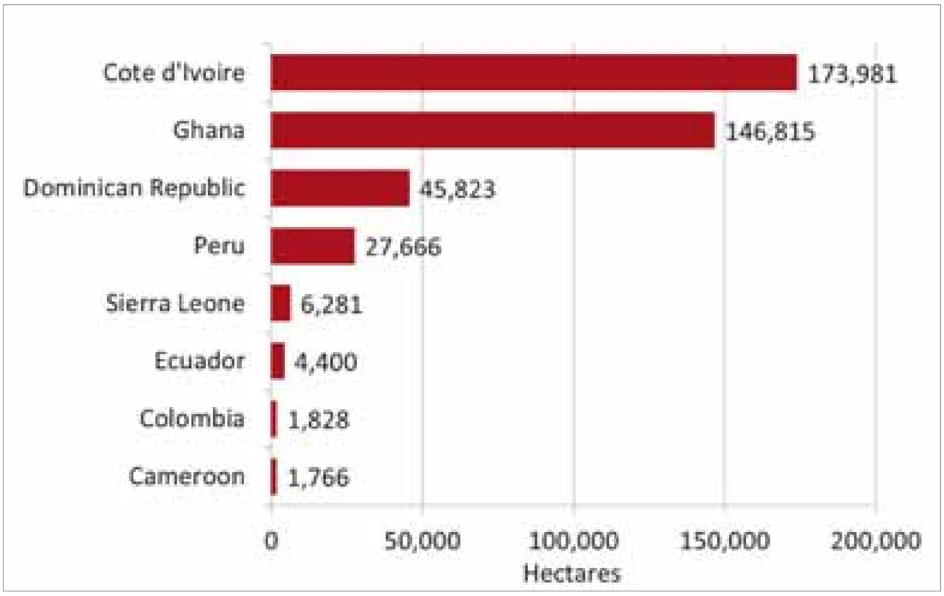
***Sources**:* Fairtrade International, 2015; FIBL, 2015; Rainforest Alliance/SAN, 2014 and 2015; UTZ Certified, 2014 and 2015
Note: The organic production volume was estimated by FiBL based on estimated yields, as actual data is not available for most of the countries.

Figure 101: Cocoa: Range of cocoa production volume (minimum/maximum/average), 2008–2013



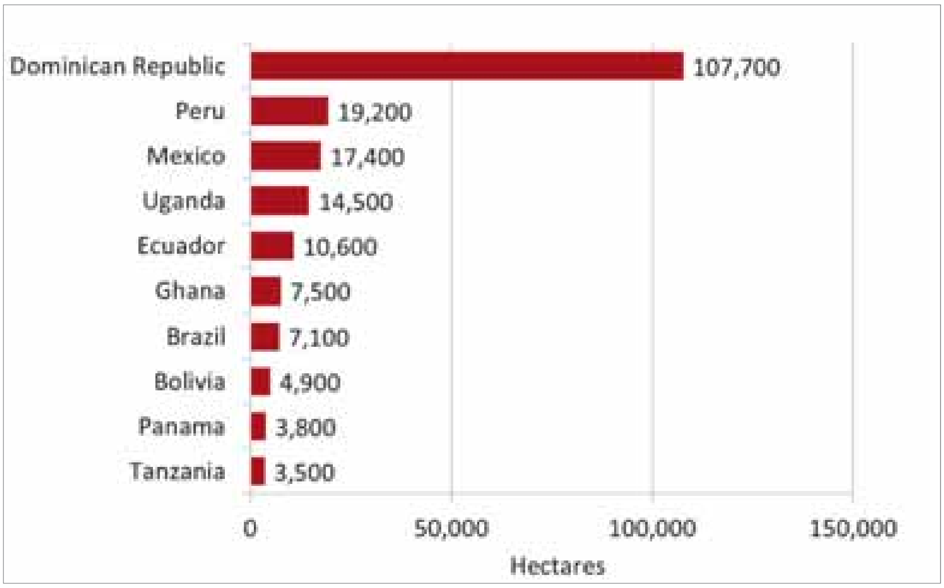
Source: FiBL-IISD-ITC survey, 2015. VSS: Fairtrade International, organic, Rainforest Alliance/SAN and UTZ Certified

Figure 102: Cocoa: Fairtrade: Countries with the largest cocoa area, 2014



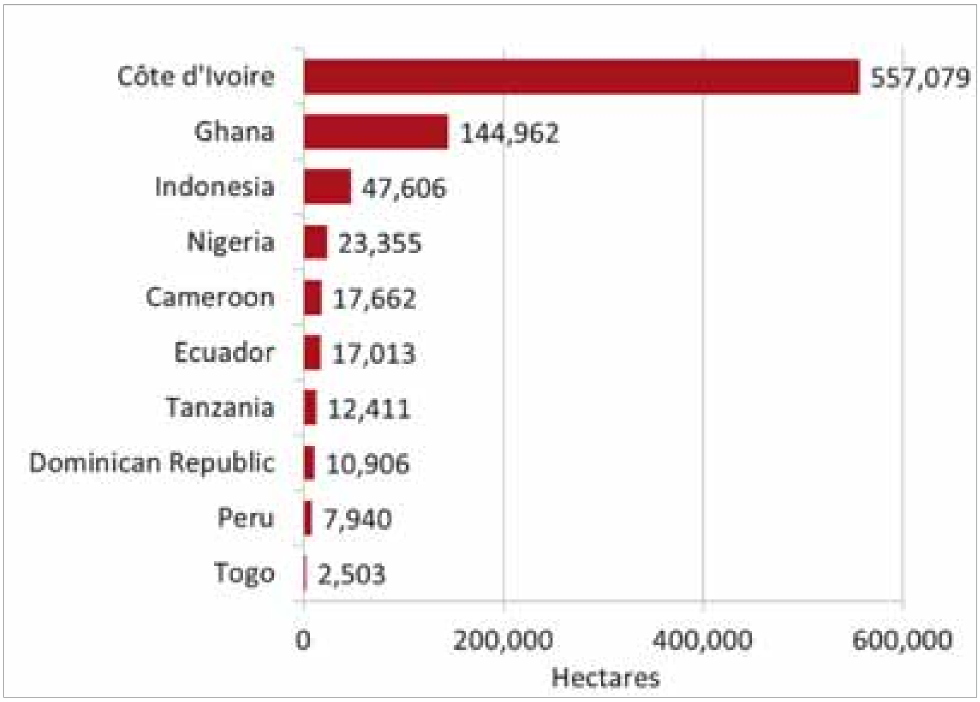
***Source**:* Fairtrade International, 2015

Figure 103: Cocoa: Organic: Top 10 countries with the largest cocoa area, 2013



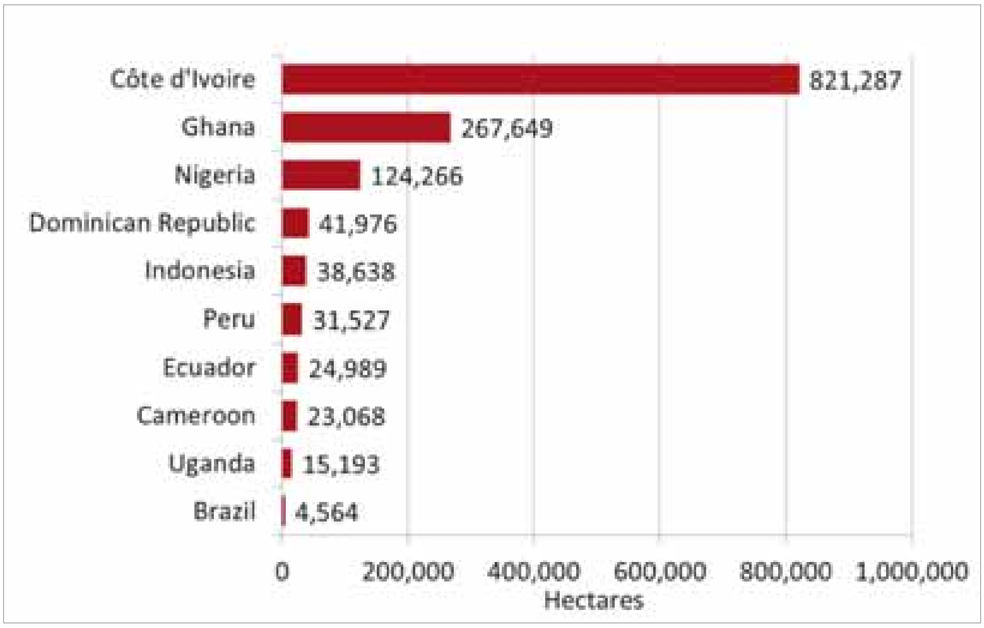
***Source**:* FIBL, 2015. Based on national data sources and data from certifiers
Note: The organic area harvested was estimated by FiBL based on the assumption that 90% of the fully converted area is actually harvested.

Figure 104: Cocoa: Rainforest Alliance/SAN: Top 10 countries with the largest cocoa area, 2014



***Source**:* Rainforest Alliance/SAN, 2015

Figure 105: Cocoa: UTZ Certified: Top 10 countries with the largest cocoa area, 2014



***Source**:* UTZ Certified, 2015

Figure 106

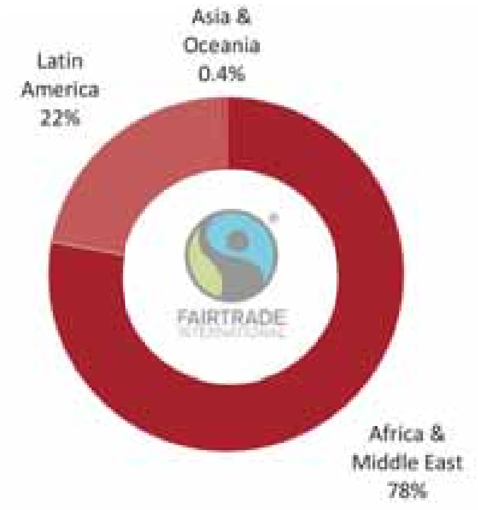


Figure 107

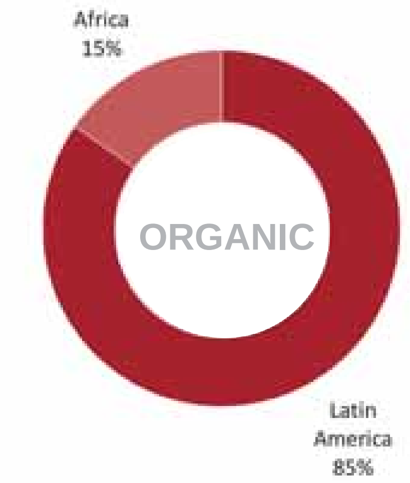


Figure 108

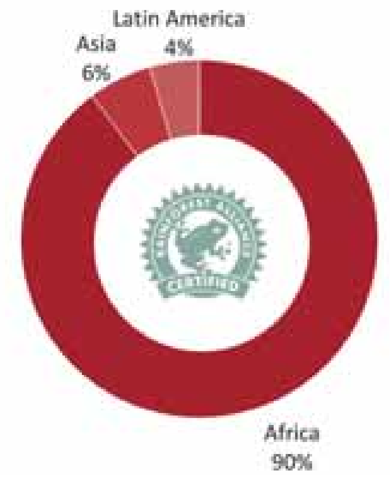


Figure 109

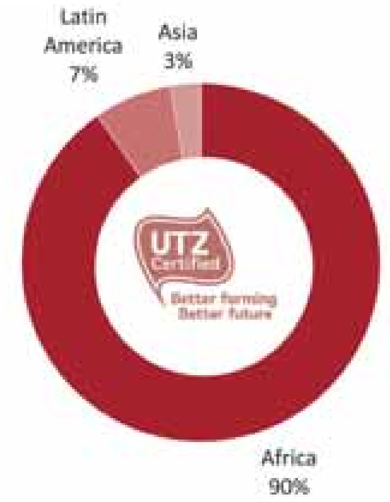


Figure 106: Cocoa: Fairtrade: Distribution of the cocoa area by region, 2014
Source: Fairtrade International, 2015; FIBL, 2015; Rainforest Alliance/SAN, 2015; UTZ Certified, 2015

Figure 107: Cocoa: Organic: Distribution of the cocoa area by region, 2013
Source: Fairtrade International, 2015; FIBL, 2015; Rainforest Alliance/SAN, 2015; UTZ Certified, 2015

Figure 108: Cocoa: Rainforest Alliance/SAN: Distribution of the cocoa area by region, 2014
Source: Fairtrade International, 2015; FIBL, 2015; Rainforest Alliance/SAN, 2015; UTZ Certified, 2015

Figure 109: Cocoa: UTZ Certified: Distribution of the cocoa area by region, 2014
Source: Fairtrade International, 2015; FIBL, 2015; Rainforest Alliance/SAN, 2015; UTZ Certified, 2015

Note: The organic area harvested was estimated by FiBL based on the assumption that 90% of the fully converted area is actually harvested.

Figure 110

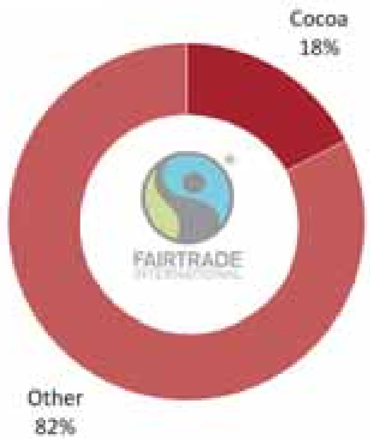


Figure 111

Figure 112

Figure 113

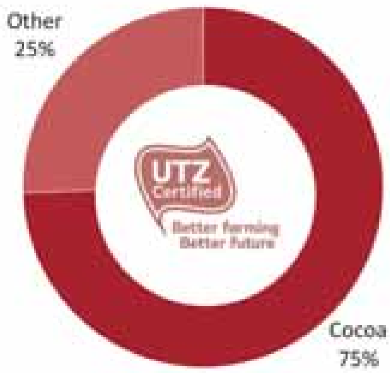


Figure 110: Cocoa: Fairtrade: Share of the cocoa area of the total Fairtrade area, 2014

***Source**:* Fairtrade International, 2015

Figure 111: Cocoa: Organic: Share of the cocoa area of the total organic area, 2013

***Source**:* FIBL, 2015

Figure 112: Cocoa: Rainforest Alliance/SAN: Share of the cocoa area of the total Rainforest Alliance/SAN area, 2014

***Source**:* Rainforest Alliance/SAN, 2015

Figure 113: Cocoa: UTZ Certified: Share of the cocoa area of the total UTZ area, 2014

***Source**:* UTZ Certified, 2015

4.3. Coffee

Coffee was grown on more than 10 million hectares worldwide (FAOSTAT, 2015). [30] This represented 0.19% of the global agricultural land. The largest producing countries were Brazil (almost 2.1 million hectares), Indonesia (1.2 million hectares), Colombia (almost 0.8 million hectares), Mexico (0.7 million hectares) and Viet Nam (almost 0.6 million hectares). This represented 53% of the total coffee area. In 2013, almost 9 million metric tons were produced worldwide (FAOSTAT, 2015).

Five of the Voluntary Sustainability Standards (VSS) covered in this survey – **4C Association**, **Fairtrade International**, **Organic**, **Rainforest Alliance/SAN** and **UTZ Certified** – certified coffee production. Combined, they certified a minimum of 1.5 million hectares and a maximum of 3.9 million hectares in 2013 (average 2.7 million hectares).[31] **4C Association** had the largest VSS-certified coffee area and registered the largest area growth (2008–2013).

More than 1.4 million hectares of coffee worldwide were **4C Association**-certified in 2013, representing 14.4% of the global coffee area. Almost 2.4 million metric tons of **4C Association** coffee were reported. **4C Association** was present in some of the most important coffee-producing countries. In 2013, the largest 4C coffee areas were in Brazil (almost 0.7 million hectares), Colombia (0.3 million hectares), Viet Nam (almost 157,000 hectares), Peru (97,000 hectares) and Honduras (48,000 hectares). These five countries represented more than 89% of the total **4C Association** coffee area. Since 2008, the **4C Association** coffee area has increased by almost 600%.

Fairtrade International certified more than 880,000 hectares of coffee in 2013, constituting almost 9% of the global coffee area. Almost 400,000 metric tons were produced. The largest **Fairtrade International** coffee areas were in the United Republic of Tanzania (149,300 hectares), Ethiopia (148,000 hectares), Peru (142,000 hectares), Colombia (121,000 hectares) and Mexico (almost 114,000 hectares). Together, these five countries represented 77% of the total **Fairtrade International** coffee area.[32] Since 2011, the **Fairtrade International** coffee area increased by 20%.

For **Organic,** the estimated harvested area represented 6.3% of the global coffee area,[33] more than 638,000 hectares. FiBL estimates that more than 260,000 metric tons were produced in 2013. The countries with the largest **organic** coffee areas were Mexico (220,000 hectares), Ethiopia (133,000 hectares), Peru (99,500 hectares), Indonesia (33,000 hectares) and Timor-Leste (22,000 hectares), which together represented 79% of the total **organic** coffee area. The **organic** coffee area has increased by 50% since 2008.

Rainforest Alliance/SAN certified more than 433,000 hectares of coffee worldwide. Almost 455,000 metric tons of **Rainforest Alliance/SAN** coffee were reported in 2013, 5% of the global coffee production volume. The five largest **Rainforest Alliance/SAN** coffee areas represented almost 60% of the total **Rainforest Alliance/SAN** coffee area: Nicaragua (72,000 hectares), Brazil (almost 68,000 hectares), Peru (more than 43,000 hectares), El Salvador (41,100 hectares) and Colombia (more than 34,000 hectares). Since 2008, the **Rainforest Alliance/SAN** coffee area has almost tripled.

Almost 474,000 hectares of coffee were **UTZ Certified** certified in 2013, which is almost 5% of the total coffee area. Brazil has the largest **UTZ Certified** coffee area, with more than 108,000 hectares, followed by Viet Nam (almost 54,000 hectares), Uganda (48,500 hectares), Peru (almost 48,000 hectares), Honduras (46,000 hectares) and Colombia (almost 44,000 hectares). These six countries together represented 64% of the total **UTZ Certified** coffee area. Since 2008, the **UTZ Certified** coffee area has doubled.

For tables of VSS-compliant coffee production, see section 6.3 on page 127.

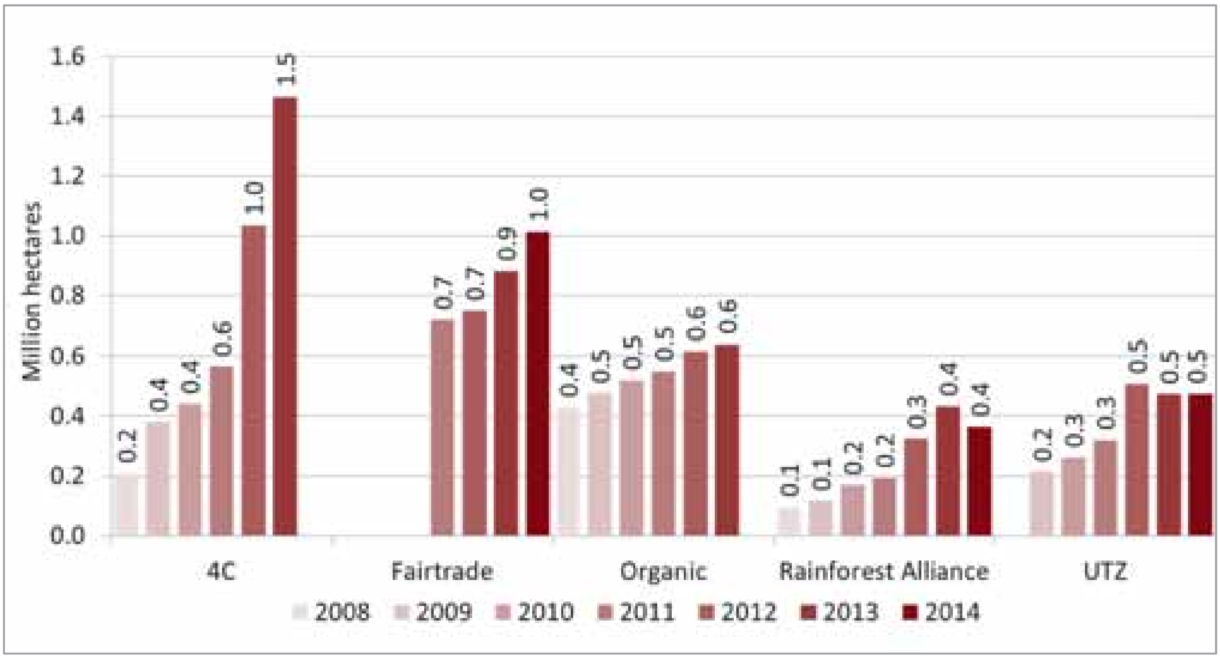
[30] FAOSTAT, Data Archives, the FAO Homepage, FAO, Rome at faostat.org > Inputs > Land at http://faostat3.fao.org/download/E/*/E

[31] Multiple certification: It should be noted that many of the areas certified by VSS are multiple-certified. In our survey, we asked for the extent of multiple certification by countries and for the VSS in question. An average between the maximum and minimum area gives us an estimate of the possible VSS area for a given commodity. The maximum would be the sum of the total area/production provided by the individual VSS, and the minimum would be the area of the VSS with the largest area.

[32] The country data are from 2014 as the breakdown by country was not available for 2013.

[33] In total, 725,627 hectares of coffee were grown (including in-conversion areas). This represented 7.2% of the global coffee area (Willer/Lernoud, 2015).

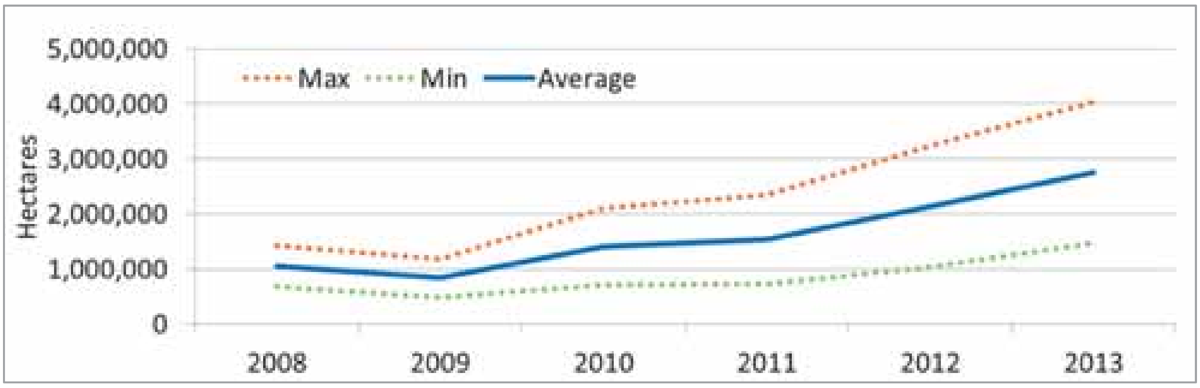
Figure 114: Coffee: Development of the area by VSS, 2008–2014



Sources: 4C Association, 2014 and 2015; Fairtrade International, 2015; FIBL, 2015; Rainforest Alliance/SAN, 2014 and 2015; UTZ Certified, 2014 and 2015

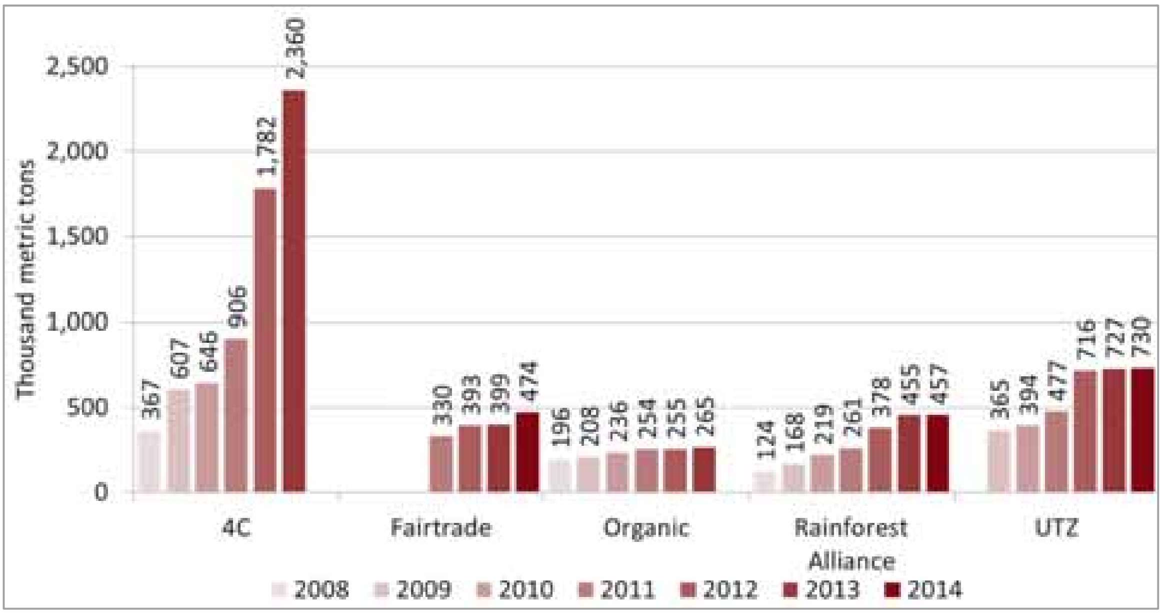
Please note that the organic area is the area harvested estimated by FiBL, assuming that 90% of the fully converted area is actually harvested. For the Rainforest Alliance/SAN, the area cultivated is shown.

Figure 115: Coffee: Range of coffee area (minimum/maximum/average), 2008–2013



Source: FiBL-IISD-ITC survey, 2015. VSS: 4C Association, Fairtrade International, organic, Rainforest Alliance/SAN and UTZ Certified

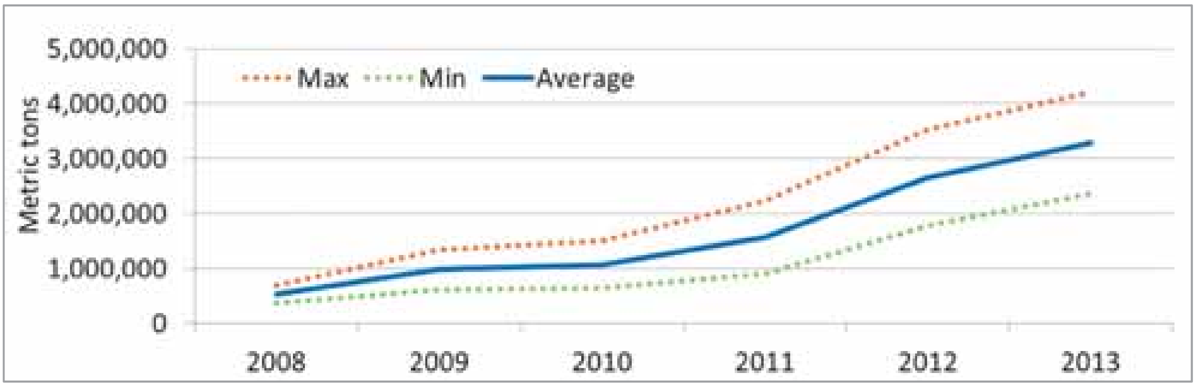
Figure 116: Coffee: Development of the production volume by VSS, 2008–2014



Sources: 4C Association, 2014 and 2015; Fairtrade International, 2014 and 2015; FIBL, 2015; Rainforest Alliance/SAN, 2014 and 2015; UTZ Certified, 2014 and 2015

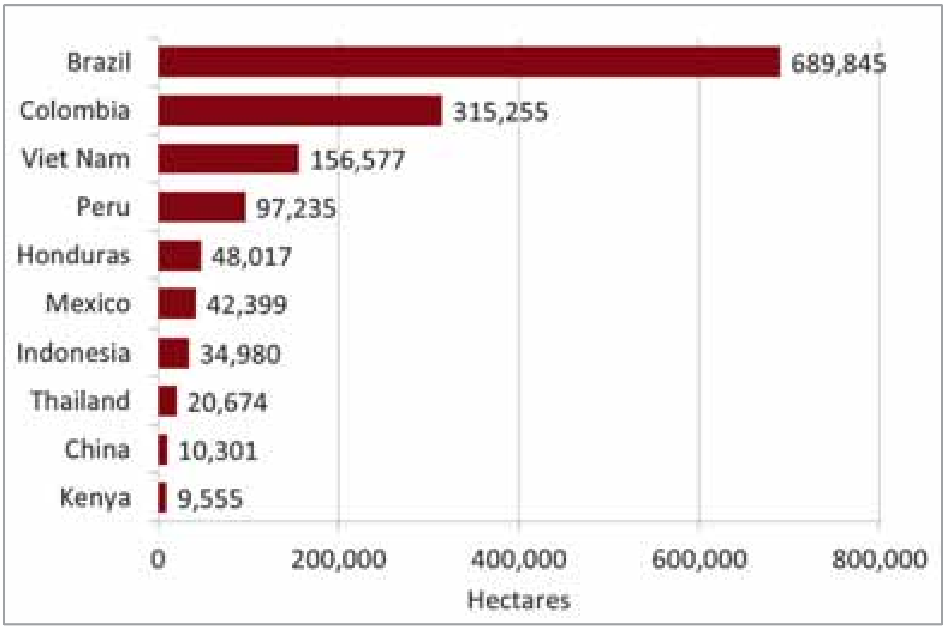
Please note that the organic production volume was estimated by FiBL based on estimated yields, as actual data is not available for most of the countries.

Figure 117: Coffee: Range of coffee production volume (minimum/maximum/average), 2008–2013



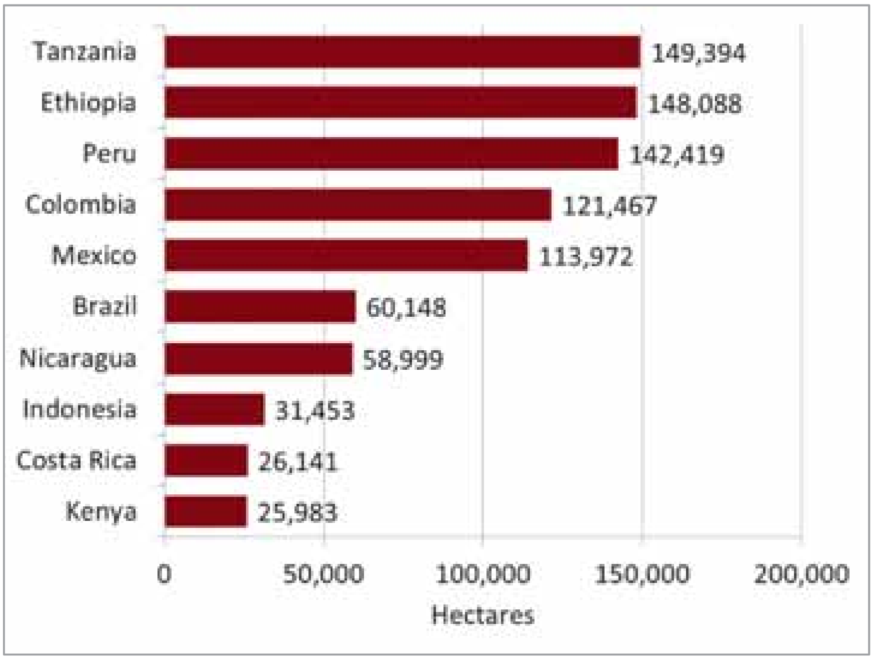
Source: FiBL-IISD-ITC survey, 2015. VSS: 4C Association, Fairtrade International, organic, Rainforest Alliance/SAN and UTZ Certified

Figure 118: Coffee: 4C Association: Top 10 countries with the largest coffee area, 2013



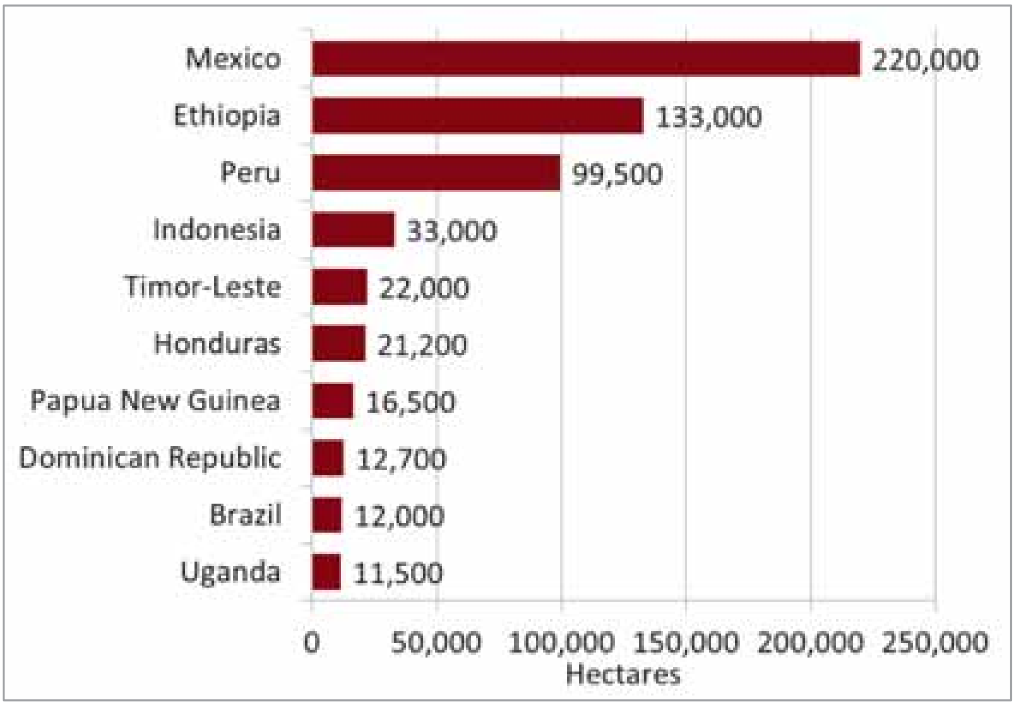
Source: 4C Association, 2015

Figure 119: Coffee: Fairtrade: Top 10 countries with the largest coffee area, 2014



Source: Fairtrade International, 2015

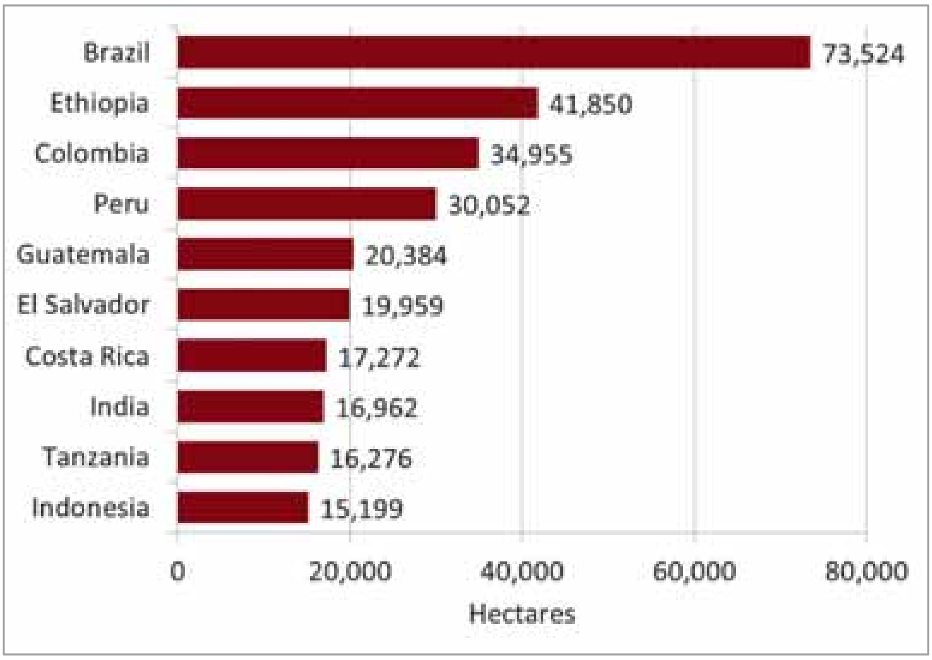
Figure 120: Coffee: Organic: Top 10 countries with the largest coffee area, 2013



Source: FIBL, 2015. Based on national data sources and data from certifiers

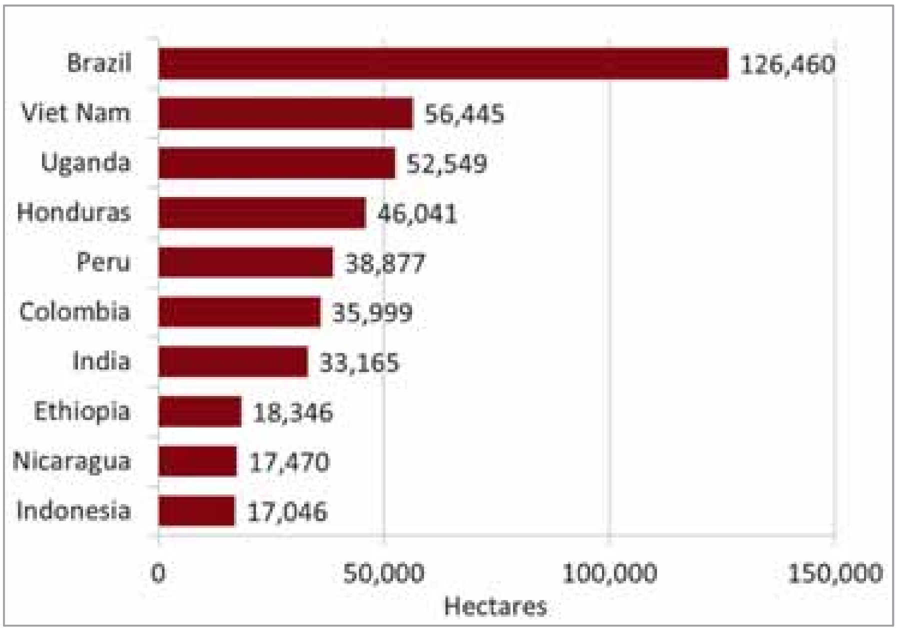
Please note that the organic area harvested was estimated by FiBL based on the assumption that 90% of the fully converted area is actually harvested.

Figure 121: Coffee: Rainforest Alliance/SAN: Top 10 countries with the largest coffee area, 2014



Source: Rainforest Alliance/SAN, 2015

Figure 122: Coffee: UTZ Certified: Top 10 countries with the largest coffee area, 2014



Source: UTZ Certified, 2015

Figure 123

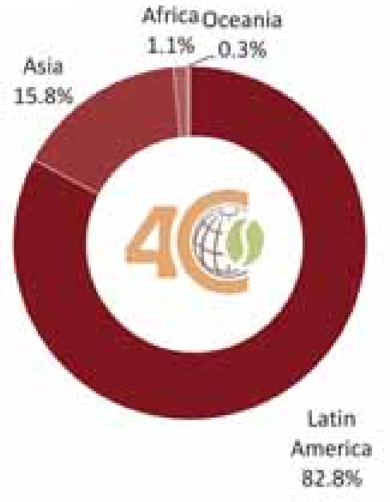


Figure 124

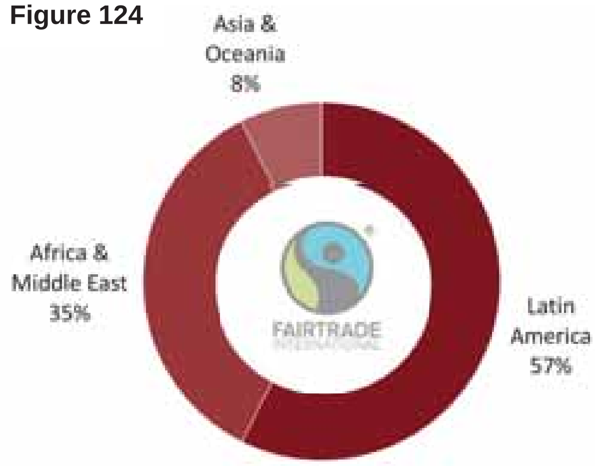


Figure 125

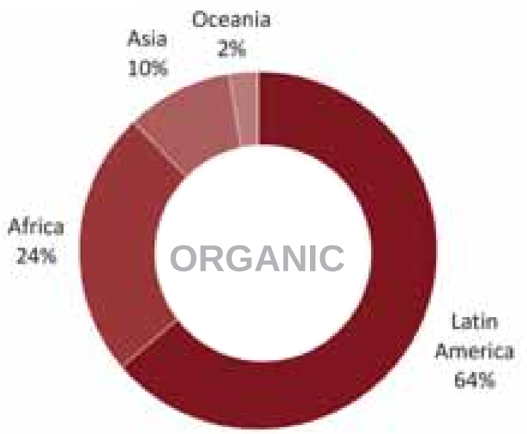


Figure 126

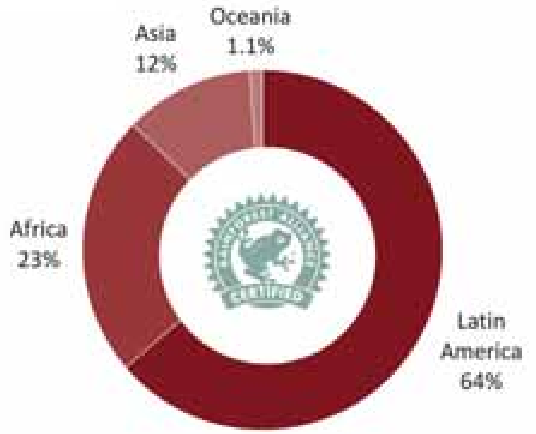


Figure 127

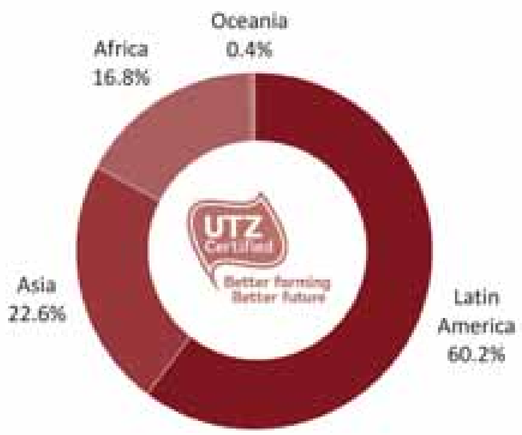


Figure 123: Coffee: 4C Association: Distribution of the coffee area by region, 2013

Source: 4C Association, 2015

Figure 124: Coffee: Fairtrade: Distribution of the coffee area by region, 2014

Source: Fairtrade International, 2015

Figure 125: Coffee: Organic: Distribution of the coffee area by region, 2013

Source: FIBL, 2015
Please note that the organic area harvested was estimated by FiBL based on the assumption that 90% of the fully converted area is actually harvested.

Figure 126: Coffee: Rainforest Alliance/SAN: Distribution of the coffee area by region, 2014

Source: Rainforest Alliance/SAN 2015

Figure 127: Coffee: UTZ Certified: Distribution of the coffee area by region, 2014

Source: UTZ Certified, 2015

Figure 128

Figure 129

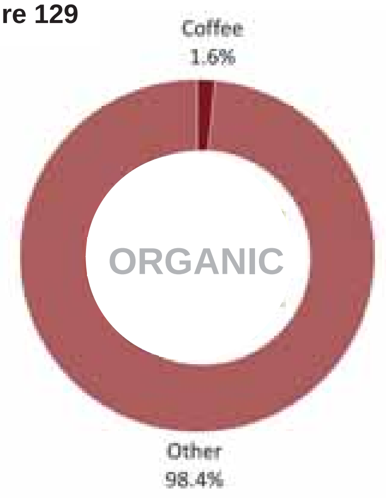


Figure 130

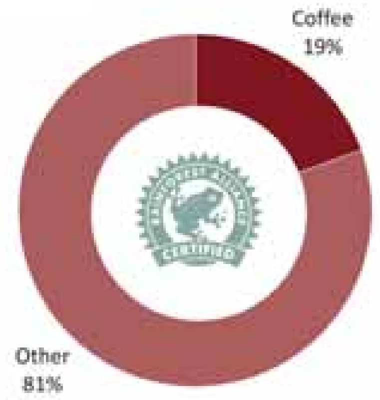


Figure 131

Figure 128: Coffee: Fairtrade: Share of coffee area of the total Fairtrade area, 2014

Source: Fairtrade International, 2015

Figure 129: Coffee: Organic: Share of coffee area of the total organic area, 2013

Source: FIBL, 2015

Figure 130: Coffee: Rainforest Alliance/SAN: Share of coffee area of the total Rainforest Alliance/SAN area, 2014

Source: Rainforest Alliance/SAN, 2015

Figure 131: Coffee: UTZ Certified: Share of coffee area of the total UTZ area, 2014

Source: UTZ Certified, 2015

4.4. Cotton

Cotton was grown on almost 32 million hectares worldwide (FAOSTAT, 2015). [34] This represented 0.7% of the global agricultural land. The largest producing countries were India (almost 12 million hectares), China (4.3 million hectares), the United States (3 million hectares), Pakistan (2.8 million hectares) and Uzbekistan (1.3 million hectares). This represented 72% of the total cotton area. In 2013, 73 million metric tons of seed cotton and 24.5 million metric tons of cotton lint (FAOSTAT, 2015) were produced worldwide.

Four of the Voluntary Sustainability Standards (VSS) covered in this survey – **Better Cotton Initiative (BCI)**, **Cotton Made in Africa (CmiA)**, **Fairtrade International** and **Organic** – certified cotton production. Combined, they certified a minimum of 750,000 million hectares and a maximum of 1.7 million hectares in 2013 (average 1.2 million hectares).[35] **BCI** has the largest VSS-certified cotton area, and showed the largest growth (2008–2013).

Better Cotton Initiative (BCI) cotton was grown on more than 750,000 hectares worldwide in 2013. This represented 2.3% of the global cotton area and almost 3% of the global seed cotton production volume, 2.1 million metric tons, and 3% of the global cotton lint production volume, or 750,000 metric tons. In 2013, the countries with the largest **BCI** cotton areas were India (236,000 hectares), Pakistan (193,000 hectares) and Brazil (188,000 hectares). These three countries represent almost 82% of the total **BCI** cotton area worldwide. Since 2010, the **BCI** cotton area has increased tenfold.

Cotton Made in Africa (CmiA) certified more than 692,000 hectares of cotton in 2013, representing 2% of the global cotton area and 15.4% of the cotton area in Africa. Almost 174,000 metric tons of cotton lint were produced in 2013, about 0.7% of the global cotton lint production, and 11.8% of the cotton lint produced in Africa was **CmiA** certified. **CmiA** was active in seven countries, and the largest areas were in Zambia (almost 232,000 hectares), Côte d'Ivoire (almost 173,000 hectares) and Benin (over 122,000 hectares), these three countries represented 76% of the total **CmiA** area. Since 2009, the **CmiA** cotton area has increased almost fourfold.

Fairtrade International certified more than 92,000 hectares of cotton in 2013, constituting 0.3% of the global cotton area. More than 50,000 metric tons of cotton lint were produced, representing 0.02% of the global cotton lint production volume. The largest **Fairtrade International** cotton areas were in India (52,700 hectares) and Senegal (more than 16,000 hectares). Since 2011, the **Fairtrade International** cotton area has increased by 50%.

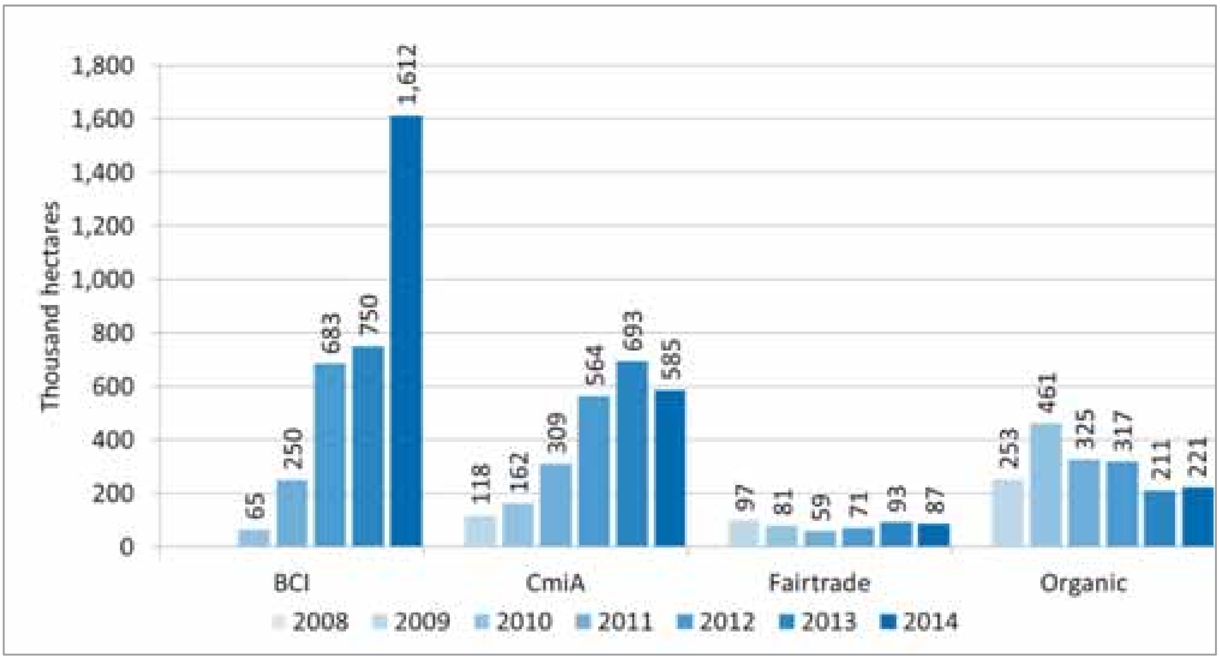
Organic cotton represented 0.7% of the global cotton area, more than 210,000 hectares. According to Textile Exchange, more than 306,000 metric tons of seed cotton were registered in 2013 – 0.4% of the world's seed cotton production. India (almost 175,000 hectares), the United Republic of Tanzania (10,800 hectares) and the United States (more than 6,000 hectares) had the largest **organic** cotton areas. The sum of these countries represented 89% of the total **organic** cotton area. Since 2009, the **organic** cotton area has decreased by 12%.

For tables on VSS-compliant cotton production, see section 6.4 on page 131.

[34] FAOSTAT, Data Archives, the FAO Homepage, FAO, Rome at faostat.org > Inputs > Land at http://faostat3.fao.org/download/E/*/E

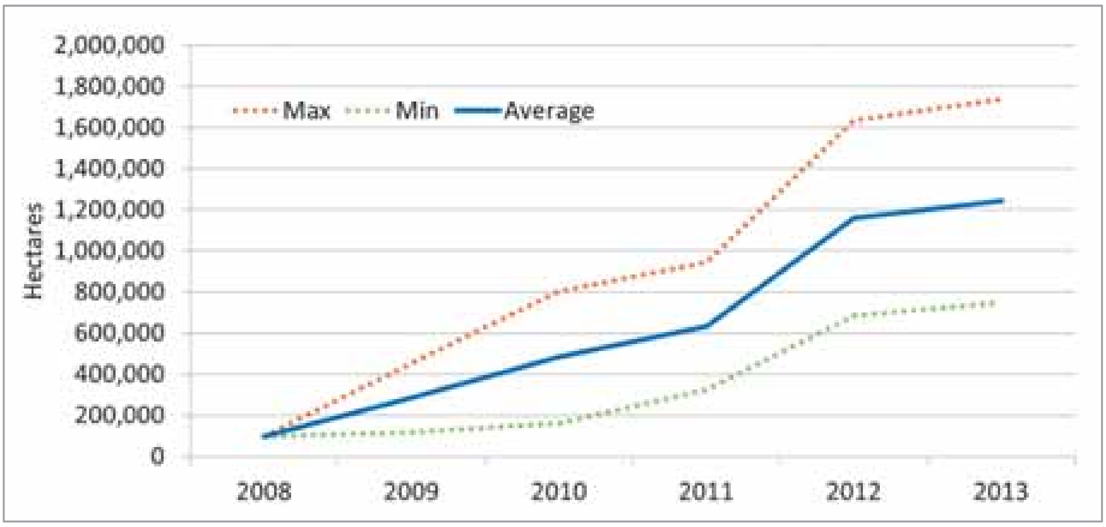
[35] Multiple certification: It should be noted that many of the areas certified by VSS are multiple-certified. In our survey, we asked for the extent of multiple certification by countries and for the VSS in question. An average between the maximum and minimum area gives us an estimate of the possible VSS area for a given commodity. The maximum would be the sum of the total area/production provided by the individual VSS, and the minimum would be the area of the VSS with the largest area.

Figure 132: Cotton: Development of the area by VSS, 2008–2014



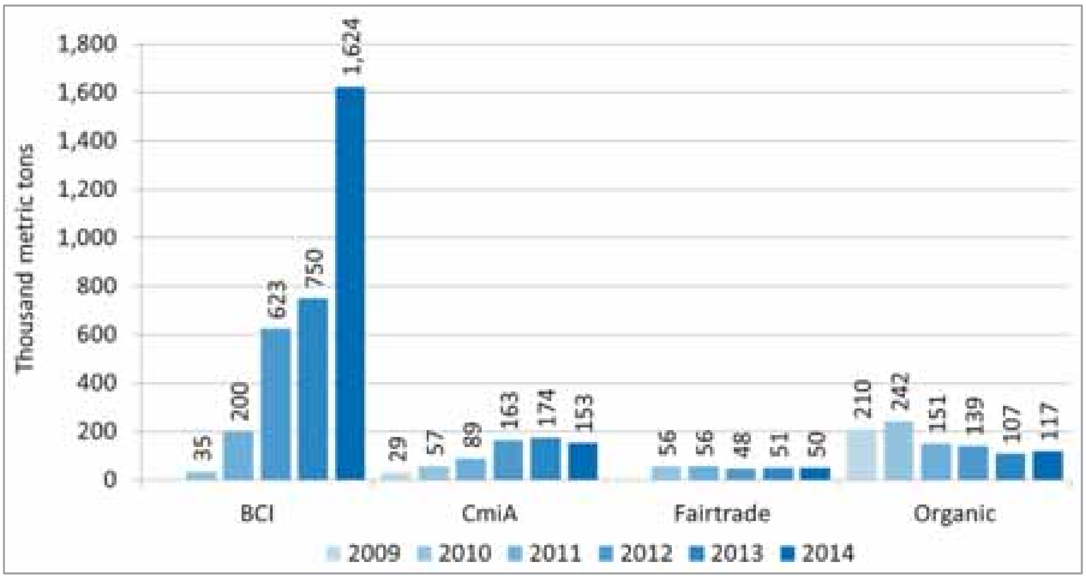
***Sources**:* Better Cotton Initiative, 2014 and 2015; Cotton Made in Africa, 2014 and 2015; Fairtrade International, 2014 and 2015 (2012 data is missing); Textile Exchange, 2014 and 2015

Figure 133: Cotton: Range of the cotton area (minimum/maximum/average), 2008–2013



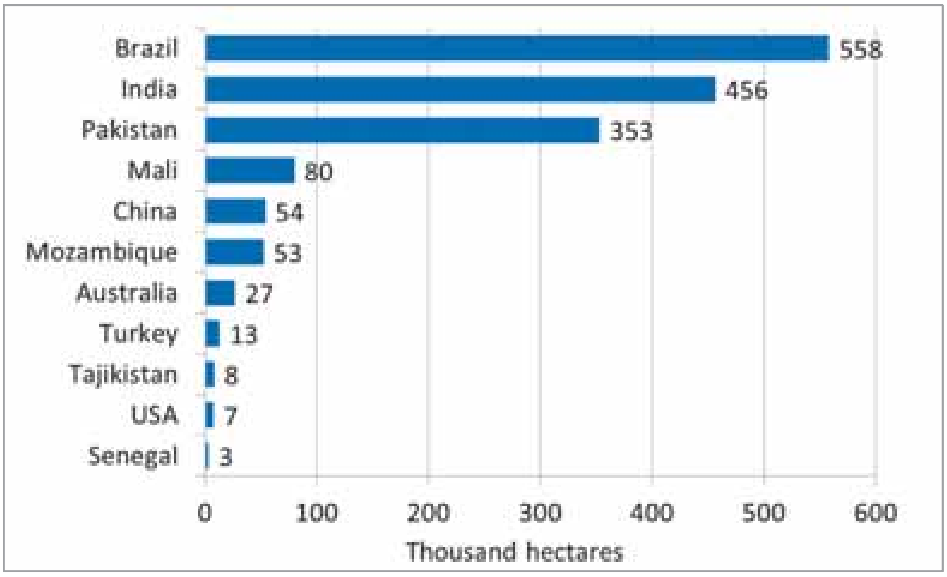
***Source**:* FiBL-IISD-ITC survey, 2015. VSS: Better Cotton Initiative, Cotton Made in Africa, Fairtrade International and organic

Figure 134: Cotton lint: Development of the production volume by VSS, 2009–2014



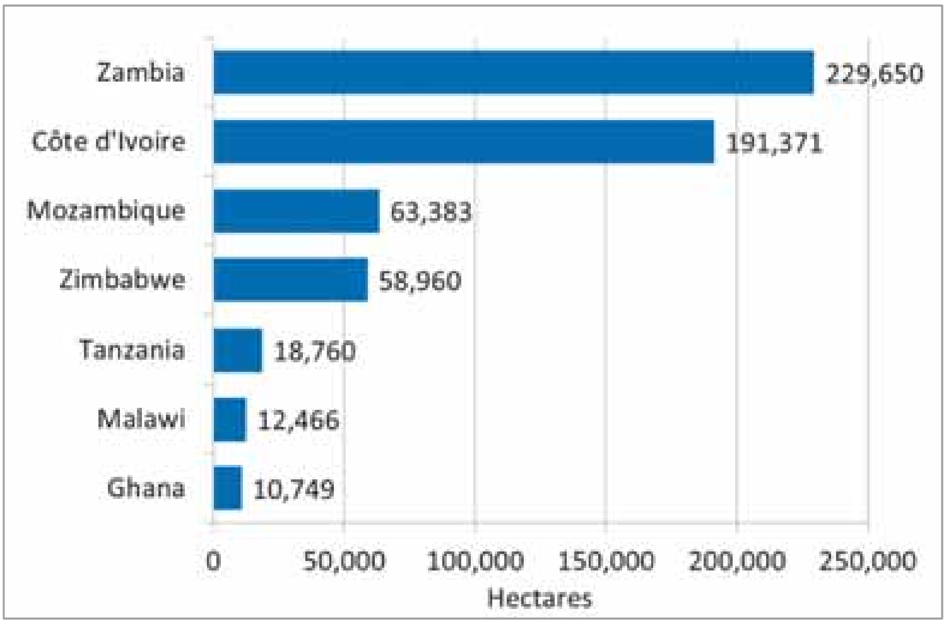
***Sources**:* Better Cotton Initiative, 2014 and 2015; Cotton Made in Africa, 2014 and 2015; Fairtrade, 2014 and 2015 (2009 data is missing); Textile Exchange, 2014 and 2015

Figure 135: Cotton: BCI: Countries with cotton area, 2014



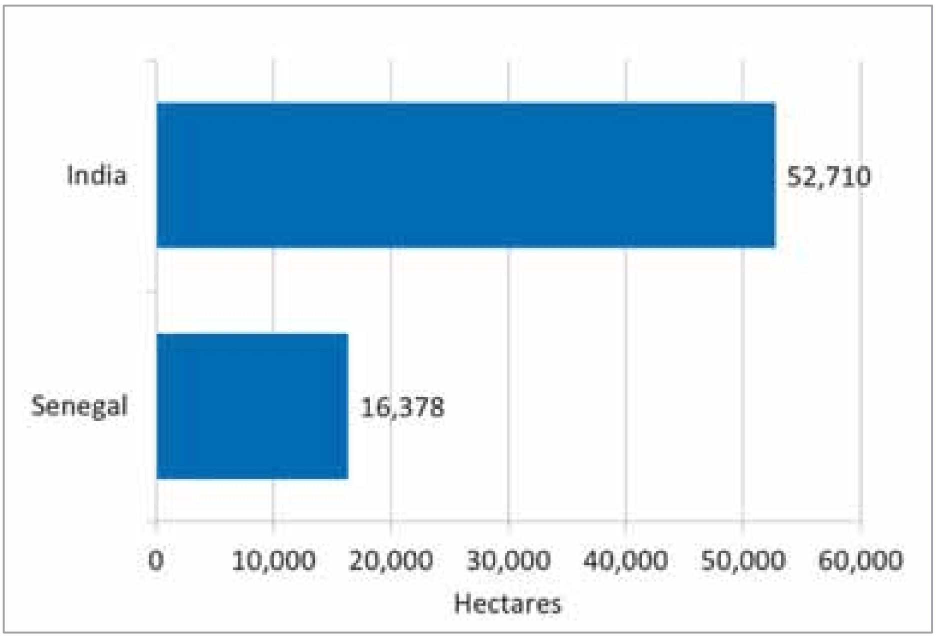
***Source**:* Better Cotton Initiative (BCI), 2015

Figure 136: Cotton: CmiA: Countries with cotton area, 2014



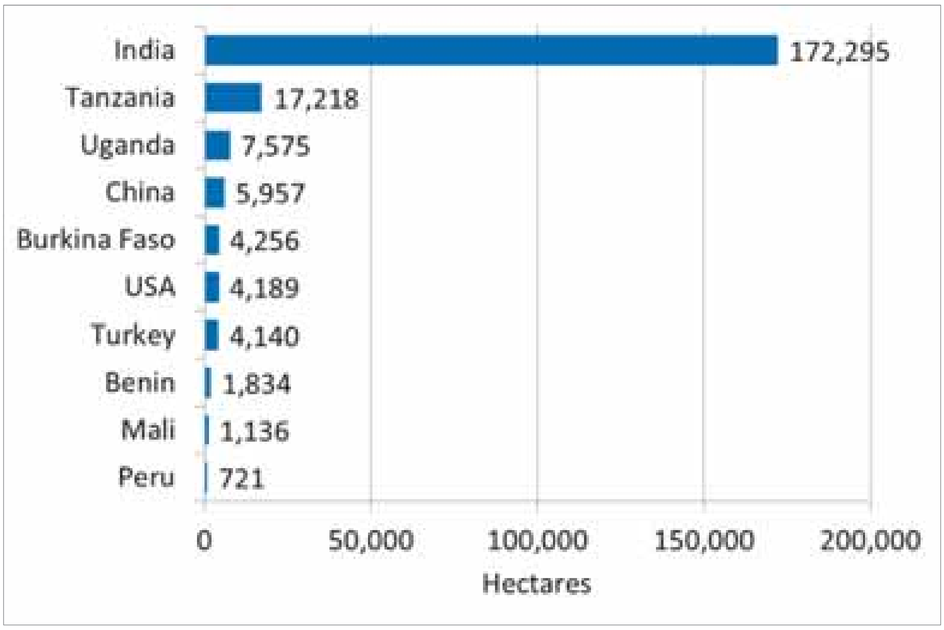
Source*:* Cotton Made in Africa (CmiA), 2015

Figure 137: Cotton: Fairtrade: Countries with the largest cotton area, 2014



Source*:* Fairtrade International, 2015

Figure 138: Cotton: Organic: Top 10 countries with the largest cotton area, 2014



***Source**:* Textile Exchange, 2015

Figure 139

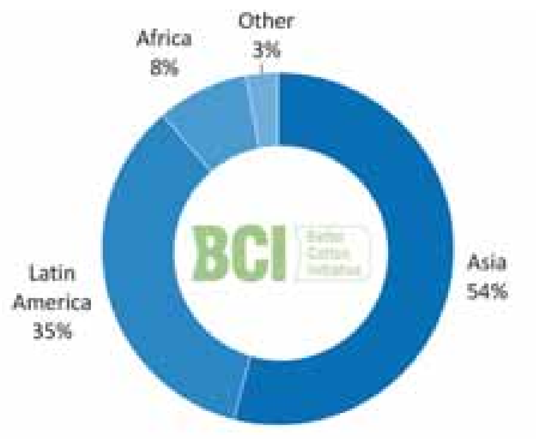


Figure 140

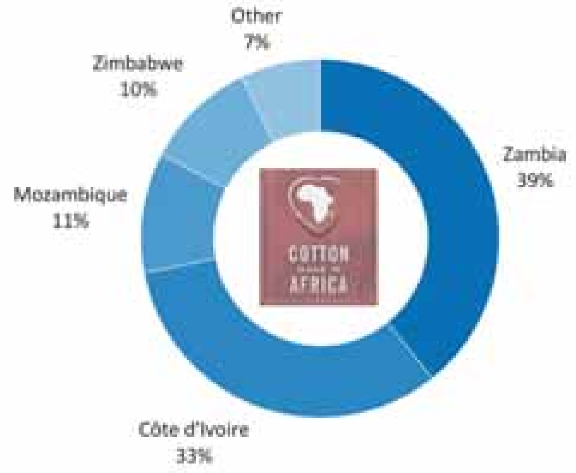


Figure 141

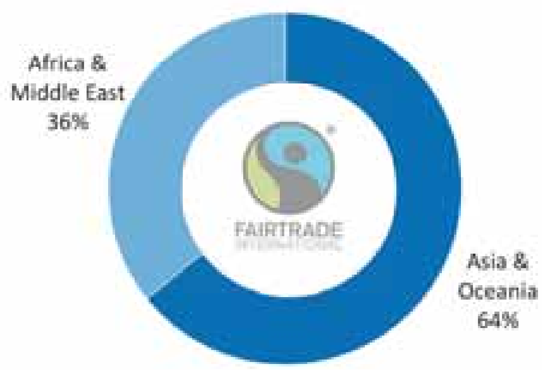


Figure 142

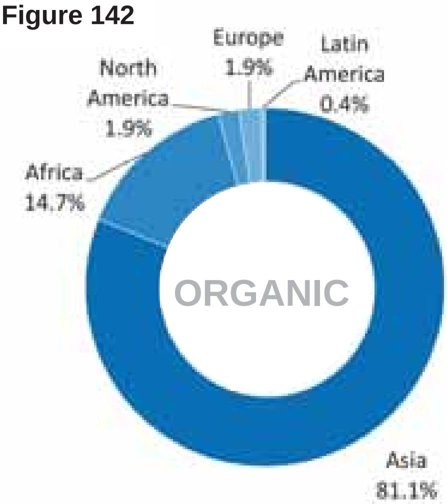


Figure 139: Cotton: BCI: Distribution of the cotton area by region, 2014

***Source**: Better Cotton Initiative (BCI), 2015*

Figure 140: Cotton: CmiA: Distribution of the cotton area by country, 2014

Source: Cotton Made in Africa (CmiA), 2015

Figure 141: Cotton: Fairtrade: Distribution of the cotton area by region, 2014

***Source**: Fairtrade International, 2015*

Figure 142: Cotton: Organic: Distribution of the cotton area by region, 2014

***Source**: Textile Exchange, 2015*

4.5. Palm oil

Oil palm was grown on 18 million hectares worldwide (FAOSTAT, 2015). [36] This represented 0.4% of the global agricultural land. The countries with the largest area were Indonesia (7 million hectares), Malaysia (4.6 million hectares), Nigeria (3 million hectares), Thailand (0.6 million hectares) and Ghana (0.36 million hectares). This represented 87% of the total oil palm area. In 2013, 266 million metric tons of oil palm were produced worldwide, and 54 million metric tons of palm oil (FAOSTAT, 2015).

Three of the Voluntary Sustainability Standards (VSS) covered in this survey – **organic**, **Rainforest Alliance/SAN** and **Roundtable on Sustainable Palm Oil (RSPO)** – certified oil palm production. Combined, they certified a minimum of 2,504,000 hectares and a maximum of 2,545,000 hectares in 2013 (average 2,524,000 hectares).[37] **RSPO** has the largest VSS-certified oil palm area and showed the largest area growth (2012–2013).

Organic oil palm represented 0.02% of the global oil palm area, or an estimated harvested area of 3,600 hectares.[38] FiBL estimates, that almost 44,000 metric tons of oil palm were registered in 2013, which is about 0.02% of the world's oil palm production. **Organic** oil palm was produced in five countries, with the biggest areas in Colombia (1,200 hectares) and Ecuador (900 hectares). The **organic** oil palm area has decreased by almost 80% since 2008.

Almost 37,000 hectares of oil palm worldwide were **Rainforest Alliance/SAN**-certified in 2013. More than 930,000 metric tons of **Rainforest Alliance/SAN** oil palm were reported. In 2013, three countries were producing **Rainforest Alliance/SAN** oil palm: Guatemala (almost 25,000 hectares), Honduras (more than 8,000 hectares) and Colombia (almost 4,000 hectares). The **Rainforest Alliance/SAN** oil palm area increased by 40% between 2013 and 2014.

Roundtable on Sustainable Palm Oil (RSPO) certified more than 2.5 million hectares of oil palm in 2013, representing 13.7% of the global oil palm area. Almost 11.9 million metric tons of palm oil were produced that year. **RSPO** was active in nine countries, and the largest areas were in Indonesia (1.2 million hectares), Malaysia (more than 1 million hectares) and Papua New Guinea (more than 125,000 hectares). These three countries represented almost 97% of the total **RSPO** area. Between 2012 and 2014, the **RSPO** oil palm area increased by 60%.

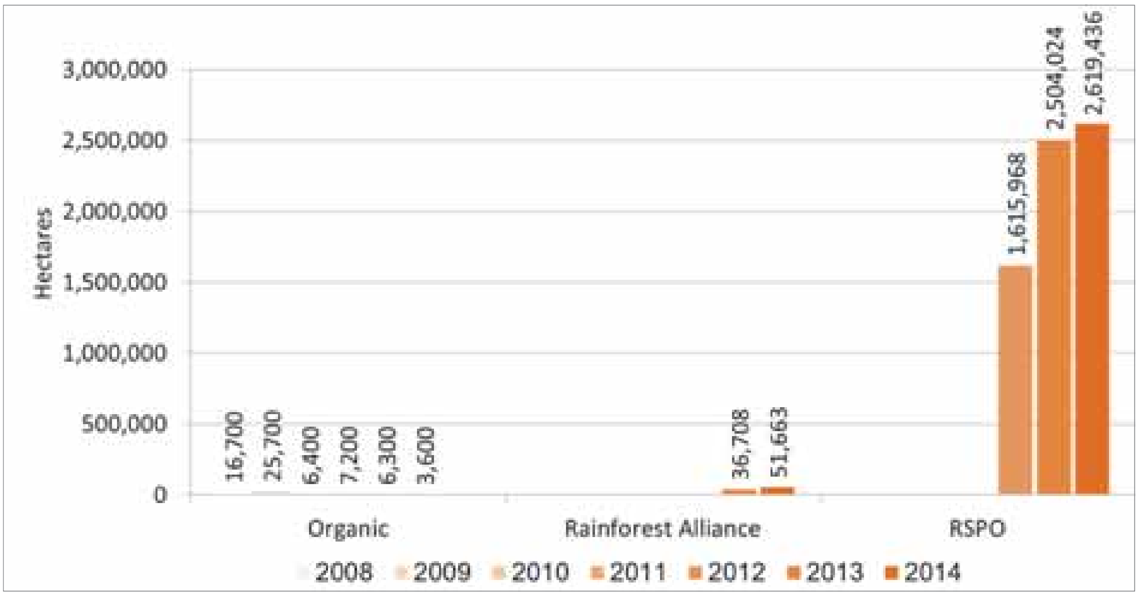
For tables of VSS-compliant oil palm production, see section 6.5 on page 133.

[36] FAOSTAT, Data Archives, the FAO Homepage, FAO, Rome at faostat.org > Inputs > Land at http://faostat3.fao.org/download/E/*/E

[37] Multiple certification: It should be noted that many of the areas certified by VSS are multiple-certified. In our survey, we asked for the extent of multiple certification by countries and for the VSS in question. An average between the maximum and minimum area gives us an estimate of the possible VSS area for a given commodity. The maximum would be the sum of the total area/production provided by the individual VSS, and the minimum would be the area of the VSS with the largest area.

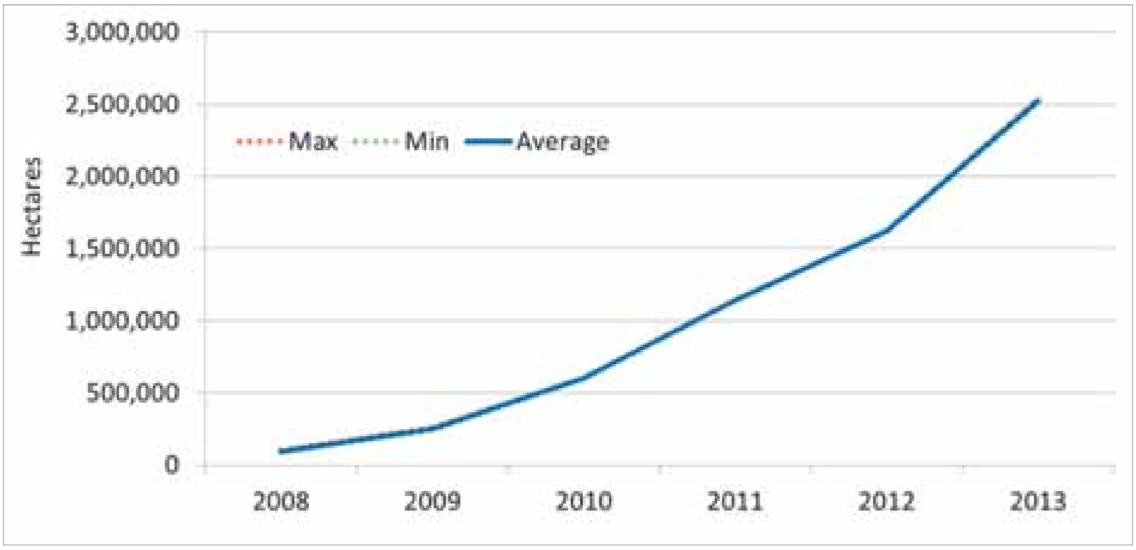
[38] In total, 4,812 hectares of organic oil palm were grown (including in-conversion areas). This represented 0.03% of the global oil palm area (Willer/Lernoud, 2015).

Figure 143: Oil Palm: Development of the area by VSS, 2008–2014



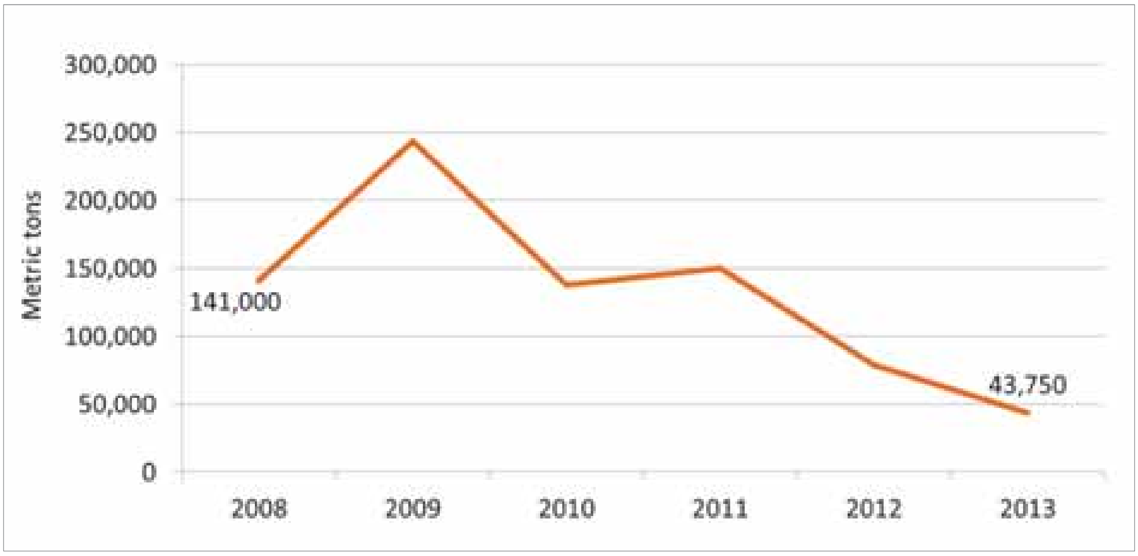
***Sources**:* FIBL, 2015; Rainforest Alliance/SAN, 2015; Roundtable on Sustainable Palm Oil (RSPO), 2014 and 2015.
Note: The organic area is the area harvested estimated by FiBL, assuming that 90% of the fully converted area is actually harvested. For the Rainforest Alliance/SAN, the area cultivated is shown.

Figure 144: Oil palm: Oil palm: Range of oil palm area (minimum/maximum/average), 2008–2013



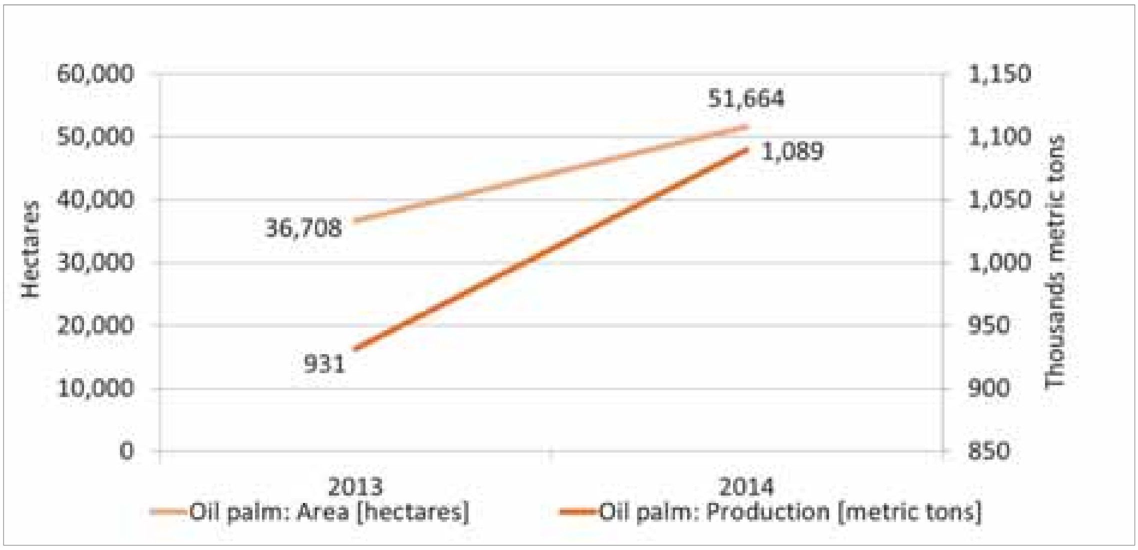
***Source**:* FiBL-IISD-ITC survey, 2015. VSS: organic, Rainforest Alliance/SAN and Roundtable on Sustainable Palm Oil (RSPO).
Note: For Rainforest Alliance/SAN, data has been available only since 2013. Please note that due to the dominance of RSPO, multiple certification doesn't play a major role.

Figure 145: Oil palm: Organic: Development of the oil palm production volume, 2008–2013



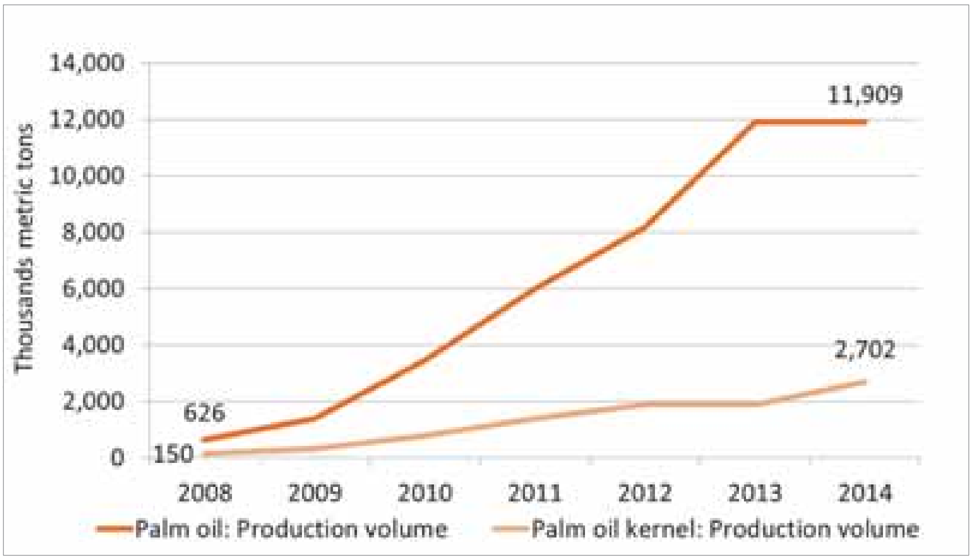
***Source**:* FIBL, 2015
Note: The organic production volume was estimated by FiBL based on estimated yields, as actual data is not available for most of the countries.

Figure 146: Oil palm: Rainforest Alliance/SAN: Development of the oil palm area and production volume, 2013–2014



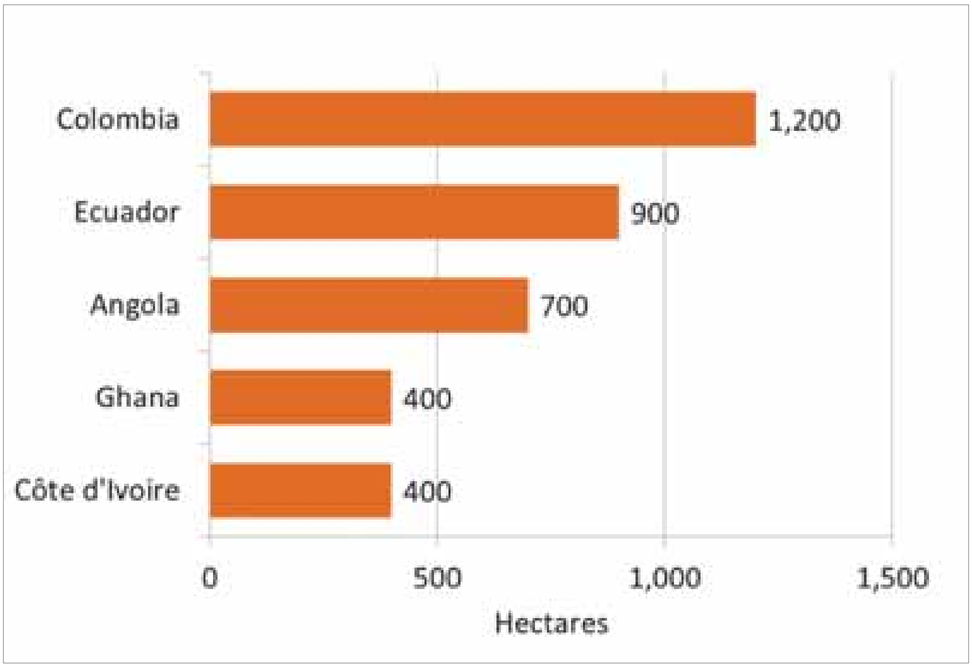
***Source**:* Rainforest Alliance/SAN, 2015

Figure 147: Oil palm: RSPO: Development of the palm oil and palm oil kernel production volume, 2008–2014



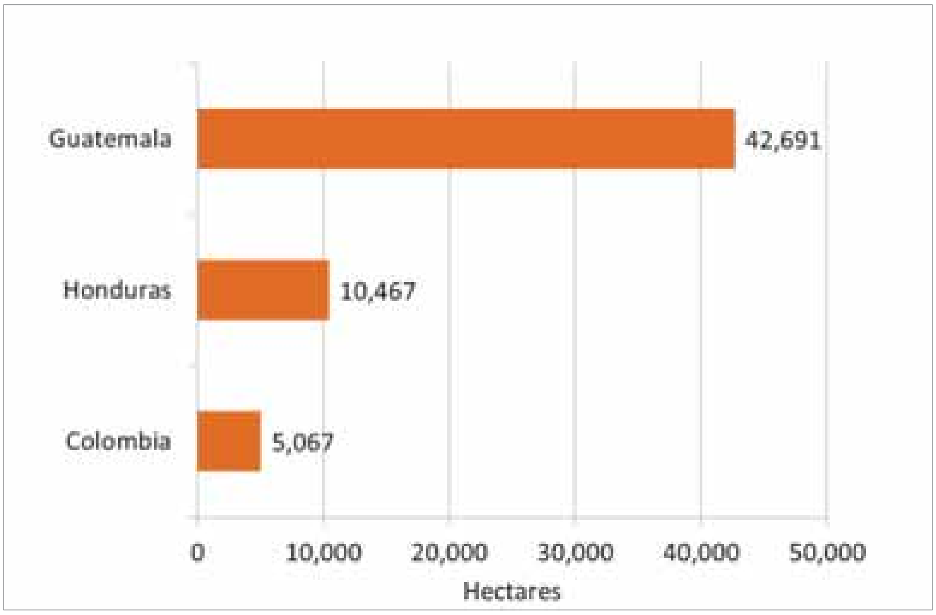
***Source**: Roundtable on Sustainable Palm Oil (RSPO), 2014 and 2015 (Palm kernel volume for 2013 is missing)*

Figure 148: Oil palm: Organic: Countries with oil palm area, 2013



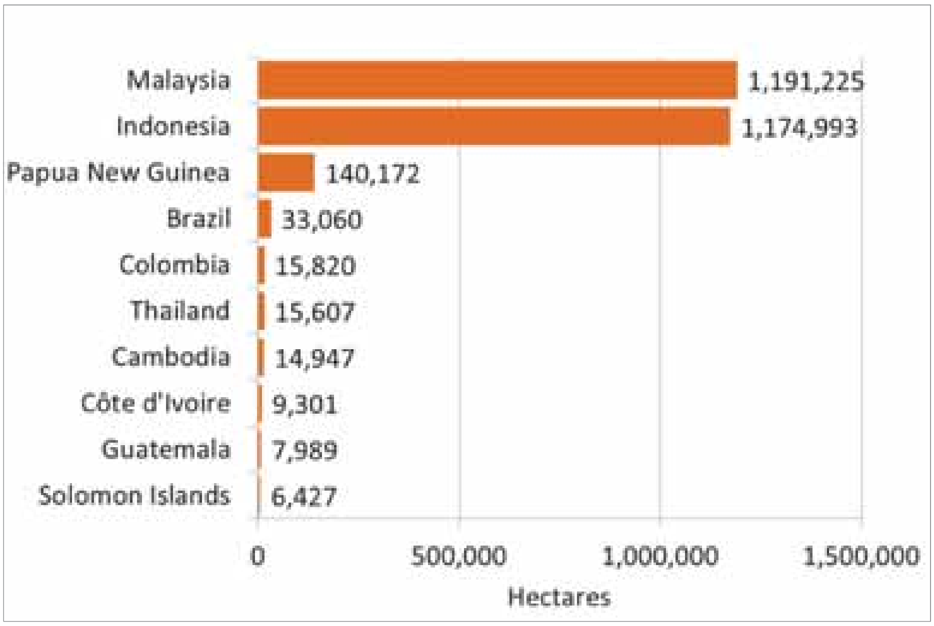
***Source**: FIBL, 2015. Based on national data sources and data from certifiers*
***Note:** The organic area harvested was estimated by FiBL based on the assumption that 90% of the fully converted area is actually harvested.*

Figure 149: Oil palm: Rainforest Alliance/SAN: Countries with oil palm area, 2014



***Source**:* Rainforest Alliance/SAN, 2015

Figure 150: Oil palm: RSPO: Top 10 countries with the largest oil palm area, 2014



***Source**:* Roundtable on Sustainable Palm Oil (RSPO), 2015

Figure 151

Figure 152

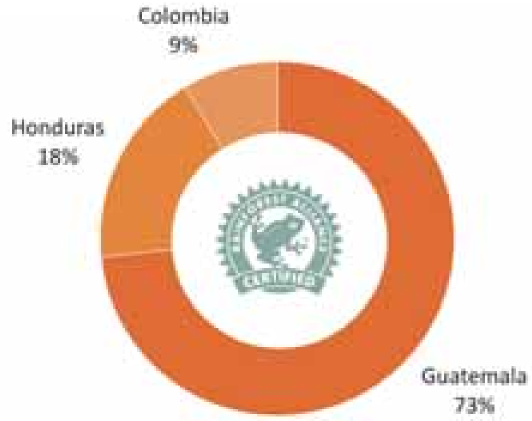


Figure 153

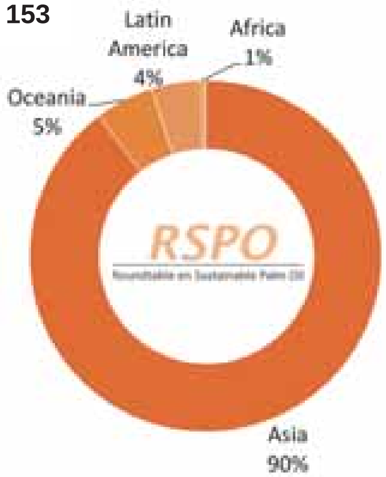


Figure 151: Oil palm: Organic: Distribution of the oil palm area by region, 2013

***Source**: FIBL, 2015*

Please note that the organic area harvested was estimated by FiBL based on the assumption that 90% of the fully converted area is actually harvested.

Figure 152: Oil palm: Rainforest Alliance/SAN: Distribution of the oil palm area by country, 2014

***Source**: Rainforest Alliance/SAN, 2015*

Figure 153: Oil palm: RSPO: Distribution of the oil palm area by region, 2014

***Source**: Roundtable on Sustainable Palm Oil (RSPO), 2015*

4.6. Soy

Soybeans were grown on almost 112 million hectares worldwide (FAOSTAT, 2015). [39] This represented 2.1% of the global agricultural land. The largest soybean areas were in the United States (30.7 million hectares), Brazil (almost 28 million hectares), Argentina (19.4 million hectares), India (12.2 million hectares) and China (7 million hectares). This represented nearly 87% of the total soybean area. In 2013, more than 276 million metric tons of soybeans were produced worldwide (FAOSTAT 2015).

Three of the VSSVoluntary Sustainability Standards (VSS) covered in this survey – **Organic**, **ProTerra Foundation** and **Round Table Responsible Soy (RTRS)** – certified soybean production. Combined, they certified a minimum of 1.5 million hectares and a maximum of 2.2 million hectares in 2013 (average 1.85 million hectares).[40] **ProTerra Foundation** has the largest VSS-certified soybean area; the largest growth (2011 to 2013) was noted for **RTRS**.

Organic soybeans represented 0.3% of the global soybean area; the harvested area was more than 300,000 hectares.[41] FiBL estimates that more than 0.6 million metric tons of soybeans were produced in 2013. The largest **organic** soybean area in 2013 was in China (more than 170,000 hectares) followed by the United States (48,000 hectares) and India and Canada (both with 16,000 hectares). The sum of these countries' areas represented 84% of the total **organic** soybean area. Since 2008, the **organic** soybean area has increased 400%.

Almost 1.5 million hectares of soybean were **ProTerra Foundation**-certified worldwide in 2013, representing 1.3% of the global soybean area and almost 1.1% the global soybean production volume, or nearly 3 million metric tons. Three countries produced **ProTerra** soybeans in 2013: Brazil (almost 1.5 million hectares), Canada (12,500 hectares) and France (2,500 hectares). Since 2008, the **ProTerra** soybean area has increased 20%.

Round Table on Responsible Soy (RTRS) certified more than 0.45 million hectares of soybeans in 2013, representing 0.4% of the global soybean area. In 2013, almost 1.16 million metric tons of soybeans were produced, or 0.4% of global soybean production volume. **RTRS** was active in five countries, and the largest areas were in Brazil (260,000 hectares) and Argentina (more than 112,000 hectares). These two countries represented almost 83% of the total **RTRS** area. Since 2011, the **RTRS** soybean area has increased fourfold.

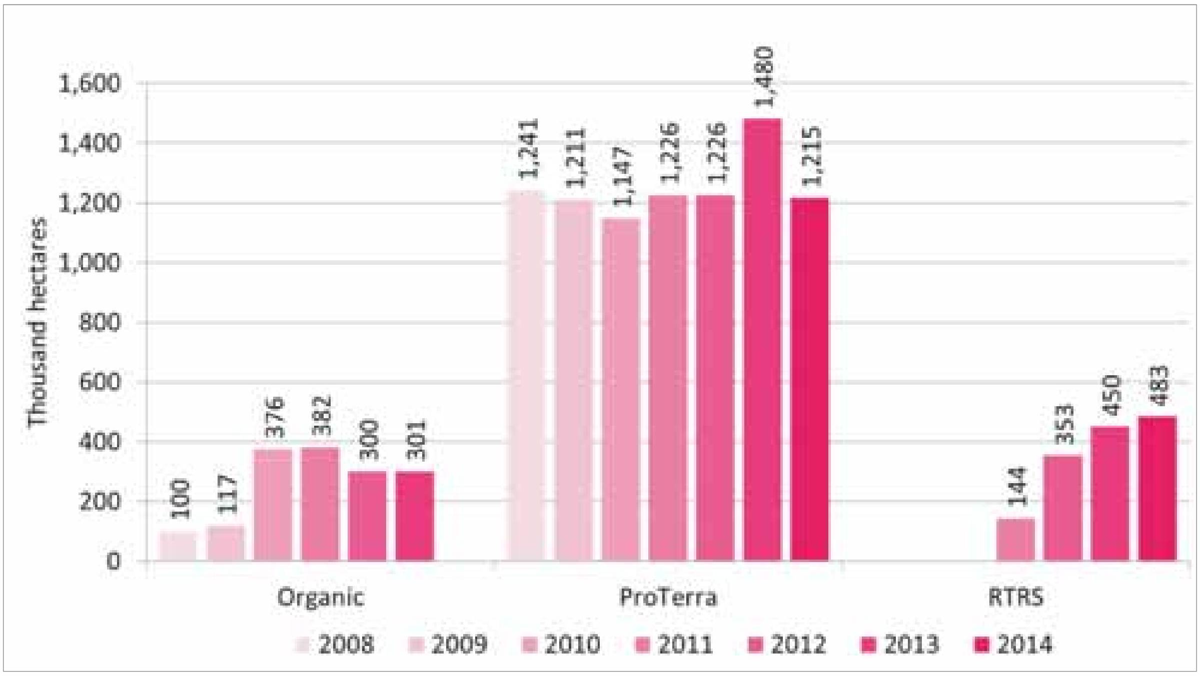
For tables of VSS-compliant soybean production, see section 6.6 on page 134.

[39] FAOSTAT, Data Archives, the FAO Homepage, FAO, Rome at faostat.org > Inputs > Land at http://faostat3.fao.org/download/E/*/E

[40] Multiple certification: It should be noted that many of the areas certified by VSS are multiple-certified. In our survey, we asked for the extent of multiple certification by countries and for the VSS in question. An average between the maximum and minimum area gives us an estimate of the possible VSS area for a given commodity. The maximum would be the sum of the total area/production provided by the individual VSS, and the minimum would be the area of the VSS with the largest area.

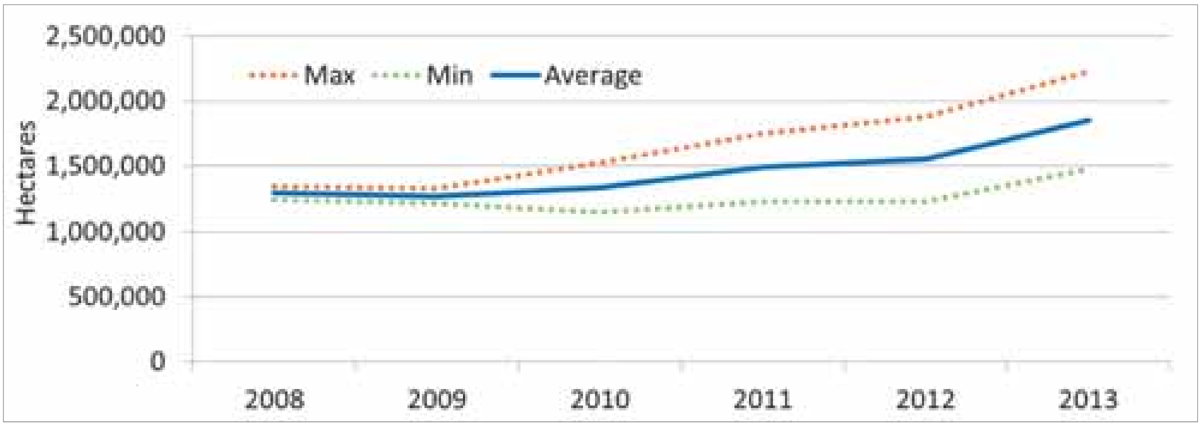
[41] In total, 314,623 hectares of organic soybeans were grown (including in-conversion areas). This represented 0.3% of the global soybean area (Willer/Lernoud, 2015).

Figure 154: Soybeans: Development of the area by VSS, 2008–2014



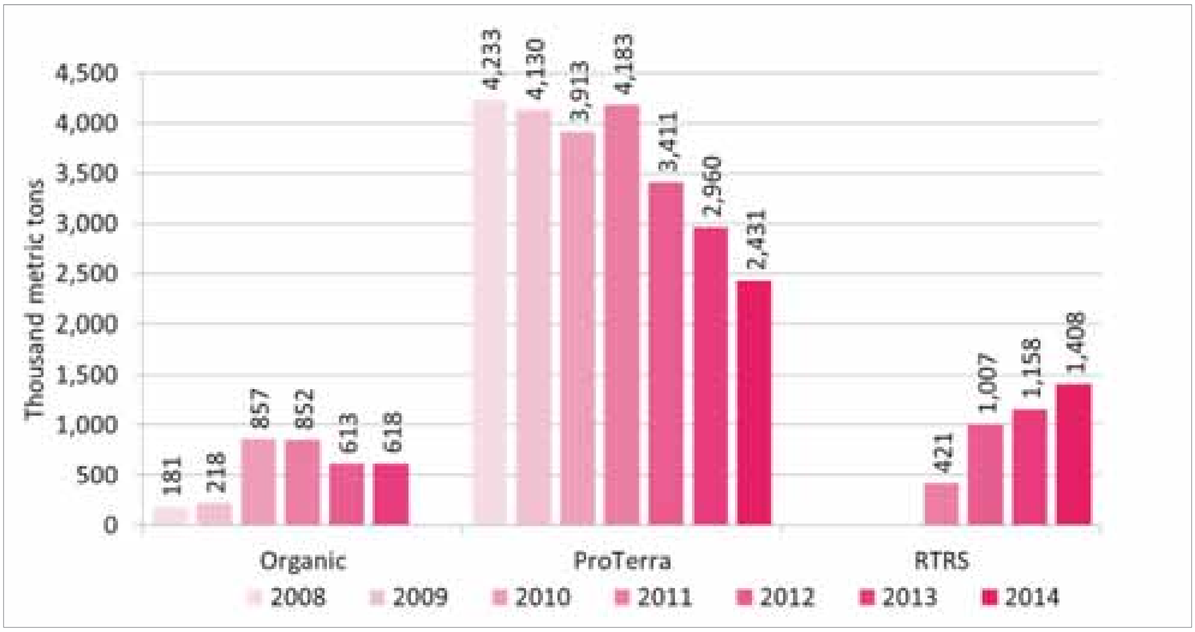
Sources: FIBL, 2015; ProTerra Foundation, 2015; Round Table on Responsible Soy (RTRS), 2014 and 2015
Note: The organic area is the area harvested as estimated by FiBL, assuming that 90% of the fully converted area is actually harvested.

Figure 155: Soybeans: Range of soybean area (minimum/maximum/average) 2008–2013



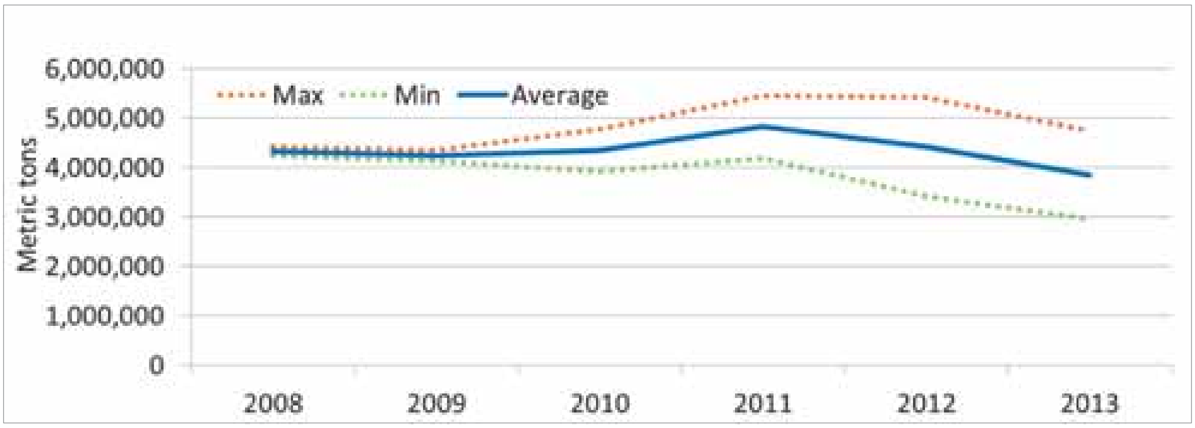
Source: FiBL-IISD-ITC survey, 2015. VSS: organic, ProTerra Foundation and Round Table on Responsible Soy (RTRS)

Figure 156: Soybeans: Development of the production volume by VSS, 2008–2014



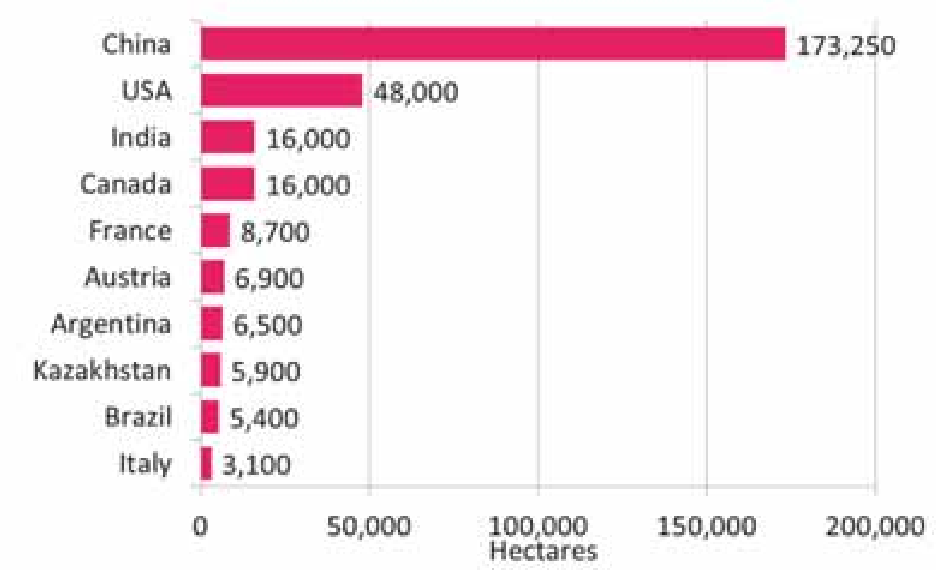
Sources: FIBL, 2015; ProTerra Foundation, 2015; Round Table on Responsible Soy (RTRS), 2014 and 2015
Note: The organic production volume was estimated by FiBL based on estimated yields, as actual data is not available for most of the countries.

Figure 157: Soybeans: Range of soybean production volume (minimum/maximum/average), 2008–2013



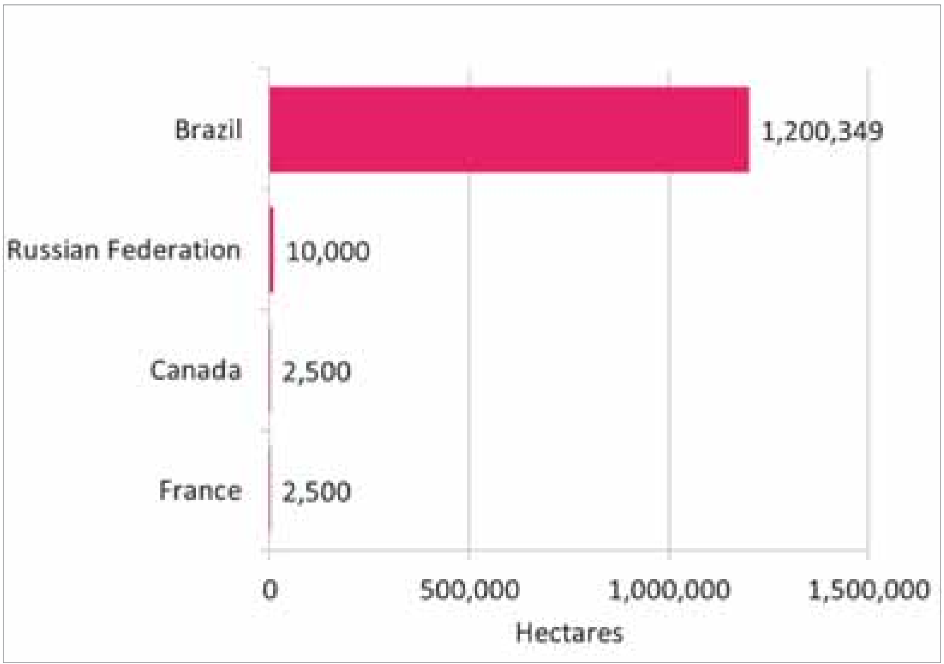
Source: FiBL-IISD-ITC survey, 2015. VSS: organic, ProTerra Foundation and Round Table on Responsible Soy (RTRS)
Note: Production volume data for ProTerra Foundation has been available only since 2013.

Figure 158: Soybeans: Organic: Top 10 countries with the largest soybean area, 2013



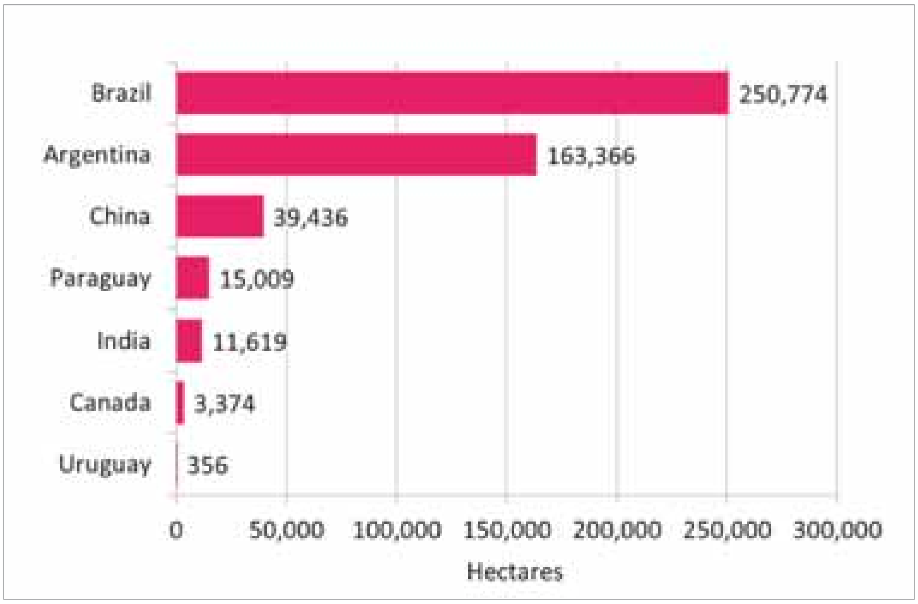
Source: FIBL, 2015. Based on national data sources and data from certifiers
Note: The organic area harvested was estimated by FiBL based on the assumption that 90% of the fully converted area is actually harvested.

Figure 159: Soybeans: ProTerra: Countries with soybean area, 2014



Source: ProTerra Foundation, 2015

Figure 160: Soybeans: RTRS: Countries with soybean area, 2014



Source: Round Table on Responsible Soy (RTRS), 2015

Figure 161

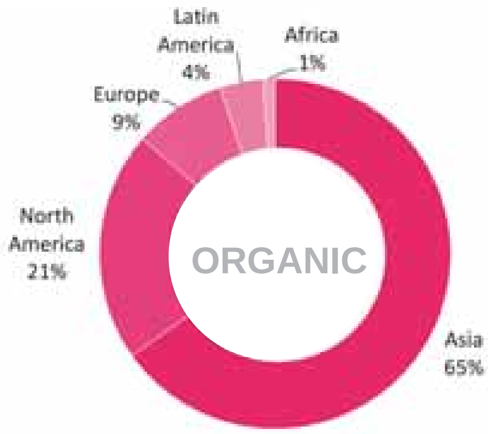


Figure 162

Figure 163

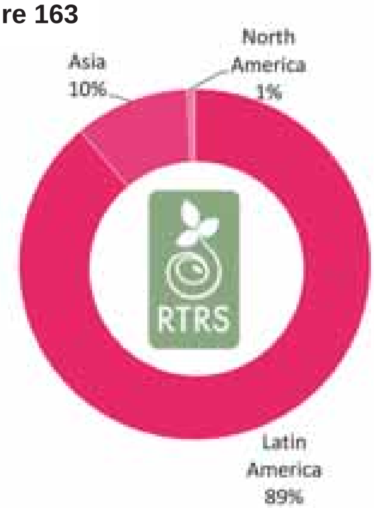


Figure 161: Soybeans: Organic: Distribution of soybean area by region, 2013

Source*:* FIBL, 2015

Please note that the organic area harvested was estimated by FiBL based on the assumption that 90% of the fully converted area is actually harvested.

Figure 162: Soybeans: ProTerra: Distribution of soybean area by region, 2014

Source*:* ProTerra Foundation, 2015

Figure 163: Soybeans: RTRS: Distribution of soybean area by region, 2014

Source*:* Round Table on Responsible Soy (RTRS), 2015

4.7. Sugarcane

Sugarcane was grown on almost 27 million hectares worldwide (FAOSTAT, 2015). [42] This represented 0.5% of global agricultural land. The countries with the largest areas were Brazil (10.2 million hectares), India (5 million hectares), China (1.8 million hectares), Thailand (1.3 million hectares) and Pakistan (more than 1 million hectares). This represented almost 73% of the total sugarcane area. In 2013, more than 1,900 million metric tons of sugarcane were produced worldwide (FAOSTAT, 2015).

Three of the Voluntary Sustainability Standards (VSS) covered in this survey – **Bonsucro**, **Fairtrade International** and **Organic** – certified sugarcane production. Combined, they certified a minimum of 763,000 hectares and a maximum of 964,000 hectares in 2013 (average 863,000 hectares).[43] **Bonsucro** has the largest VSS-certified sugarcane area; the largest growth (2010 to 2013) was noted for **Fairtrade International**.

Bonsucro certified in excess of 760,000 hectares of sugarcane in 2013, representing almost 3% of the global sugarcane area. In 2013, 3.3 million metric tons of **Bonsucro** cane sugar were registered. **Bonsucro** was active in Australia, with almost 11,000 hectares, and Brazil with more than 750,000 hectares. Since 2011, the **Bonsucro** sugarcane area has increased by 10%.

Fairtrade International sugarcane represented 0.6% of the global sugarcane area, or more than 157,000 hectares. More than 0.6 million metric tons of **Fairtrade International** cane sugar were registered in 2013. The largest **Fairtrade International** sugarcane areas in 2013 were in Fiji (more than 60,000 hectares) and Paraguay (33,700 hectares). Together, these two countries represented 61% of the total **Fairtrade International** sugarcane area. The **Fairtrade International** sugarcane area has doubled since 2010.

More than 48,000 hectares of sugarcane were **organic-**certified worldwide in 2013 (estimated harvested area).[44] This represents 0.2% of the global sugarcane area and an estimated 0.1% of the global sugarcane production volume, or 2.4 million metric tons. The largest **organic** sugarcane areas were in Argentina (11,500 hectares), Brazil (11,400 hectares) and Paraguay (10,000 hectares). The sum of the areas of these three countries represented almost 24% of the total **organic** sugarcane area. Since 2008, the **organic** sugarcane area has decreased by 10%.

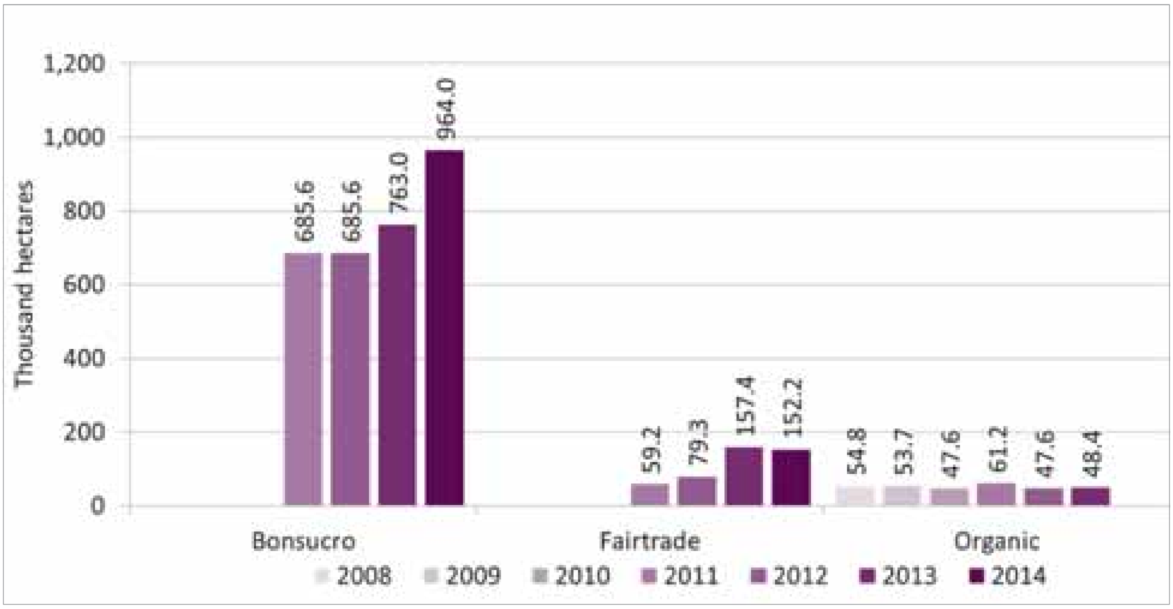
For tables of VSS-compliant sugarcane production, see section 6.7 on page 135.

[42] FAOSTAT, Data Archives, the FAO Homepage, FAO, Rome at faostat.org > Inputs > Land at http://faostat3.fao.org/download/E/*/E

[43] Multiple certification: It should be noted that many of the areas certified by VSS are multiple-certified. In our survey, we asked for the extent of multiple certification by countries and for the VSS in question. An average between the maximum and minimum area gives us an estimate of the possible VSS area for a given commodity. The maximum would be the sum of the total area/production provided by the individual VSS, and the minimum would be the area of the VSS with the largest area.

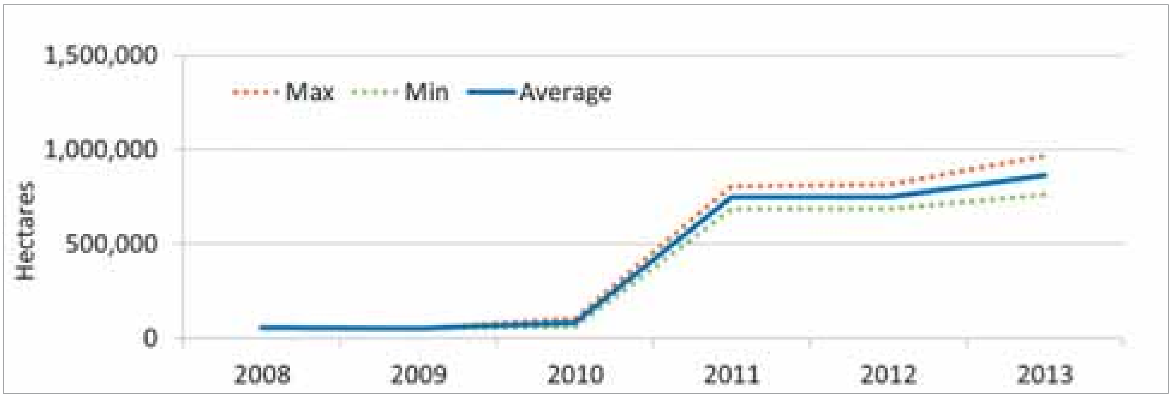
[44] In total, 69,289 hectares of organic sugarcane were grown (including in-conversion areas). This represented 0.3% of the global sugarcane area (Willer/Lernoud, 2015).

Figure 164: Sugarcane: Development of the area by VSS, 2008–2014



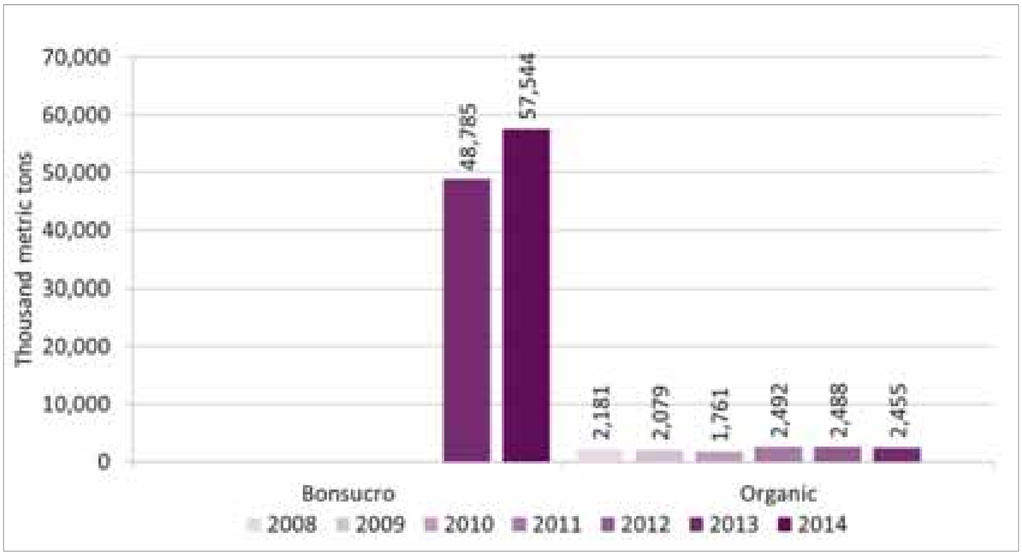
***Sources**:* Bonsucro, 2014 and 2015; Fairtrade International, 2014 and 2015; FIBL, 2015
Note: The organic area is the area harvested as estimated by FiBL, assuming that 90% of the fully converted area is actually harvested.

Figure 165: Sugarcane: Range of sugarcane area (minimum/maximum/average), 2008–2013



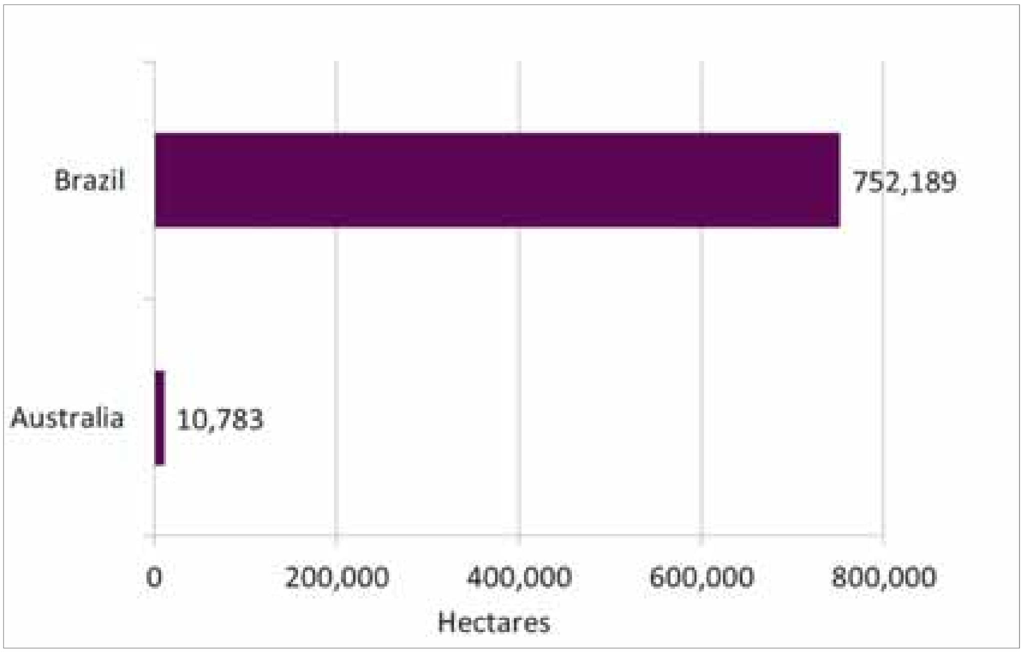
***Source**:* FiBL-IISD-ITC survey, 2015. VSS: Bonsucro, Fairtrade International and organic
Note: For Bonsucro data has been available since 2011.

Figure 166: Sugarcane: Development of the production volume by VSS, 2008–2014



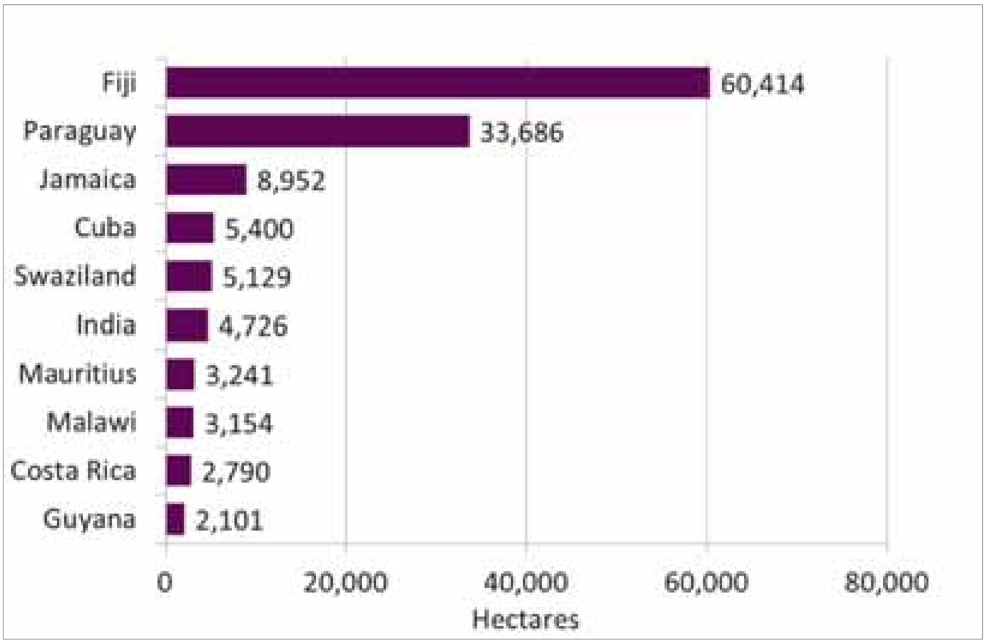
***Sources**:* Bonsucro, 2015; Fairtrade International, 2014 and 2015; FIBL, 2015
Note: The organic production volume was estimated by FiBL based on estimated yields, as actual data is not available for most of the countries.

Figure 167: Sugarcane: Bonsucro: Countries with sugarcane area, 2013



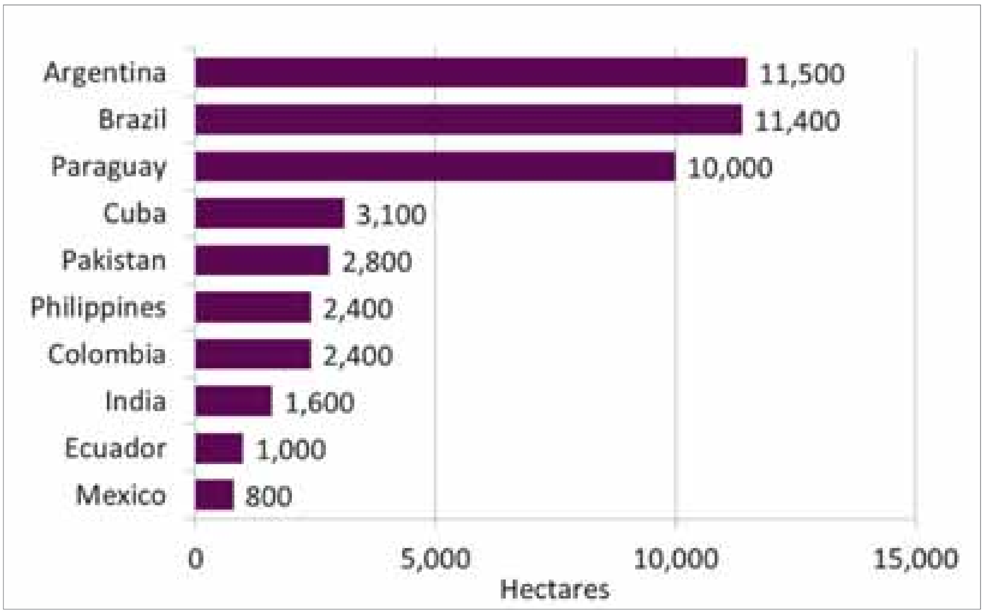
***Source**:* Bonsucro, 2015

Figure 168: Sugarcane: Fairtrade: Countries with sugarcane area, 2014



***Source**: Fairtrade International, 2015*

Figure 169: Sugarcane: Organic: Countries with sugarcane area, 2013



***Source**: FIBL, 2015. Based on national data sources and data from certifiers*
***Note:** The organic area harvested was estimated by FiBL based on the assumption that 90% of the fully converted area is actually harvested.*

Figure 170

Figure 171

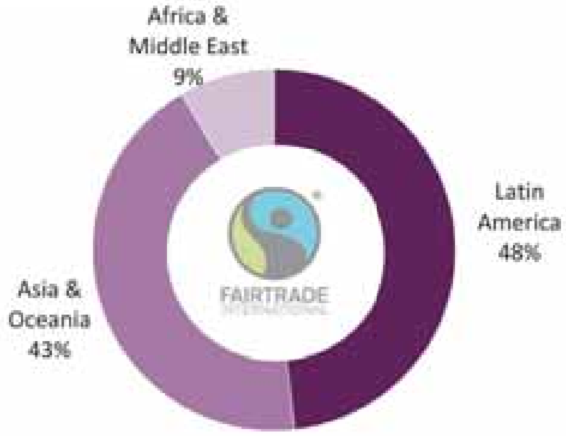


Figure 172

Figure 170: Sugarcane: Bonsucro: Distribution of sugarcane area by region, 2013

***Source**: Bonsucro, 2015*

Figure 171: Sugarcane: Fairtrade: Distribution of sugarcane area by region, 2014

***Source**: Fairtrade International, 2015*

Figure 172: Sugarcane: Organic: Distribution of sugarcane area by region, 2013

***Source**: FIBL, 2015*

Please note that the organic area harvested was estimated by FiBL based on the assumption that 90% of the fully converted area is actually harvested.

4.8. Tea

Tea was grown on almost 3.5 million hectares worldwide (FAOSTAT, 2015). [45] This represented 0.07% of the global agricultural land. The countries with the largest tea area were China (1.75 million hectares) followed by India (almost 0.6 million hectares), Sri Lanka (almost 222,000 hectares), Kenya (198,600 hectares) and Indonesia (122,400 hectares). This represented almost 81% of the total tea area. In 2013, more than 5 million metric tons of tea were produced worldwide (FAOSTAT, 2015).

Four of the Voluntary Sustainability Standards (VSS) covered in this survey – **Fairtrade International**, **Organic**, **Rainforest Alliance/SAN** and **UTZ Certified** – certified tea production. Combined, they certified a minimum of 306,000 hectares and a maximum of 517,000 hectares in 2013 (average 411,000 hectares).[46] **Rainforest Alliance/SAN** has the largest VSS-certified tea area and showed the largest area growth (2011 to 2014).

Fairtrade International certified more than 100,000 hectares of tea in 2013, representing almost 3% of the global tea area. In 2013, almost 190,000 metric tons of **Fairtrade International** tea were reported, or 3.5% of global tea production volume. **Fairtrade International** tea was grown in eight countries, with the largest areas in Kenya (37,000 hectares), India (21,000 hectares) and Uganda (almost 16,000 hectares). These three countries represented almost 70% of the total **Fairtrade International** tea area. The **Fairtrade International** tea area has almost doubled since 2008.

Organic tea represented 2% of the global tea area, more than 71,000 hectares.[47] FiBL estimates that more than 76,000 metric tons of **organic** tea were registered in 2013, or 1.4% of the world's tea production volume. In 2013, the largest **organic** areas were in China (50,000 hectares) and India (more than 14,000 hectares). The sum of the area of these two countries represented almost 90% of the total **organic** tea area. Since 2008, the **organic** tea area has increased by 3%.

More than 305,000 hectares of tea were **Rainforest Alliance/SAN**-certified worldwide in 2013, representing 8.7% of the global tea area. More than 670,000 metric tons of **Rainforest Alliance/SAN** tea were reported. The country with the biggest **Rainforest Alliance/SAN** tea area was Kenya (almost 138,000 hectares), followed by India (more than 57,000 hectares) and Indonesia (almost 26,000 hectares). The sum of these three countries' tea areas represented 72% of the total **Rainforest Alliance/SAN** tea area. Since 2008, the **Rainforest Alliance/SAN** tea area has increased 20-fold.

UTZ Certified certified almost 33,000 hectares of tea in 2013, constituting almost 1% of the global tea area. Almost 60,000 metric tons of tea were produced, representing 1.1% of the global tea production volume. The largest **UTZ Certified** tea areas were in Kenya (more than 10,200 hectares), India (7,000 hectares) and Indonesia (almost 5,000 hectares), representing almost 68% of the total **UTZ Certified** tea area.

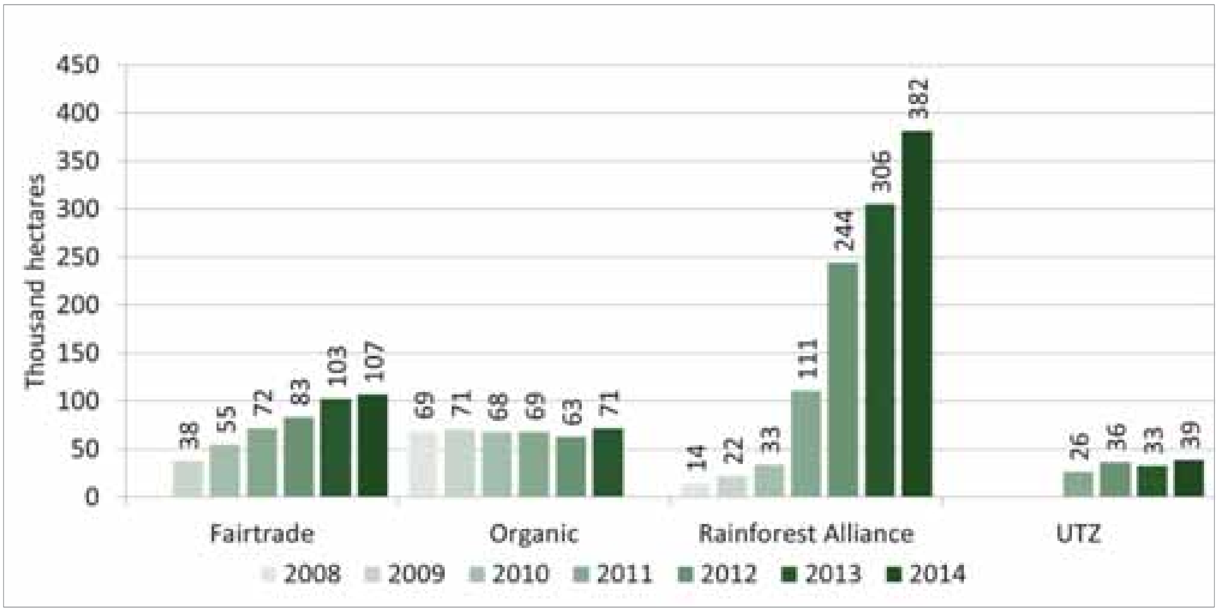
For tables of VSS-compliant tea production, see section 6.8 on page 136.

[45] FAOSTAT, Data Archives, the FAO Homepage, FAO, Rome at faostat.org > Inputs > Land at http://faostat3.fao.org/download/E/*/E

[46] Multiple certification: It should be noted that many of the areas certified by VSS are multiple-certified. In our survey, we asked for the extent of multiple certification by countries and for the VSS in question. An average between the maximum and minimum area gives us an estimate of the possible VSS area for a given commodity. The maximum would be the sum of the total area/production provided by the individual VSS, and the minimum would be the area of the VSS with the largest area.

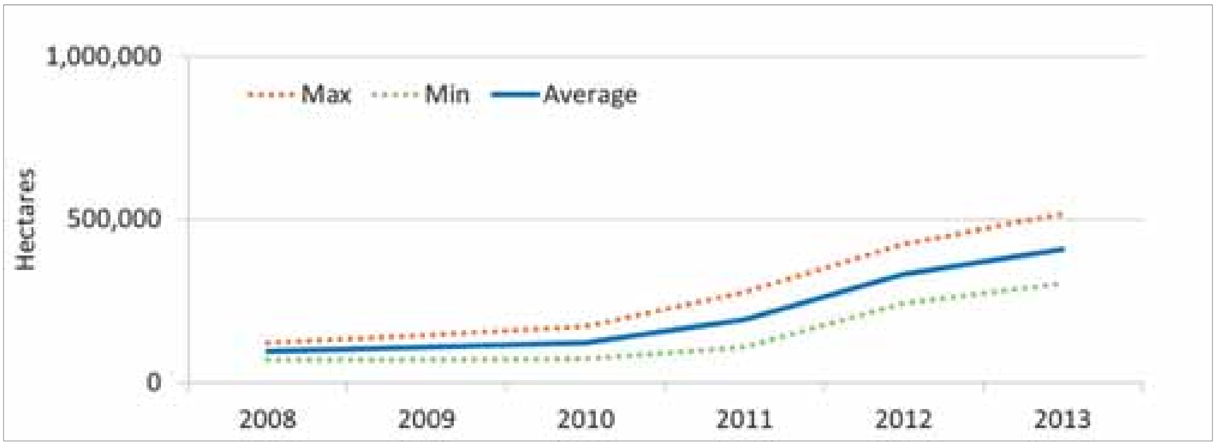
[47] In total, 75,402 hectares of organic tea were grown (including in-conversion areas). This represented 2.3% of the global tea area (Willer/Lernoud, 2015).

Figure 173: Tea: Development of the area by VSS, 2008–2014



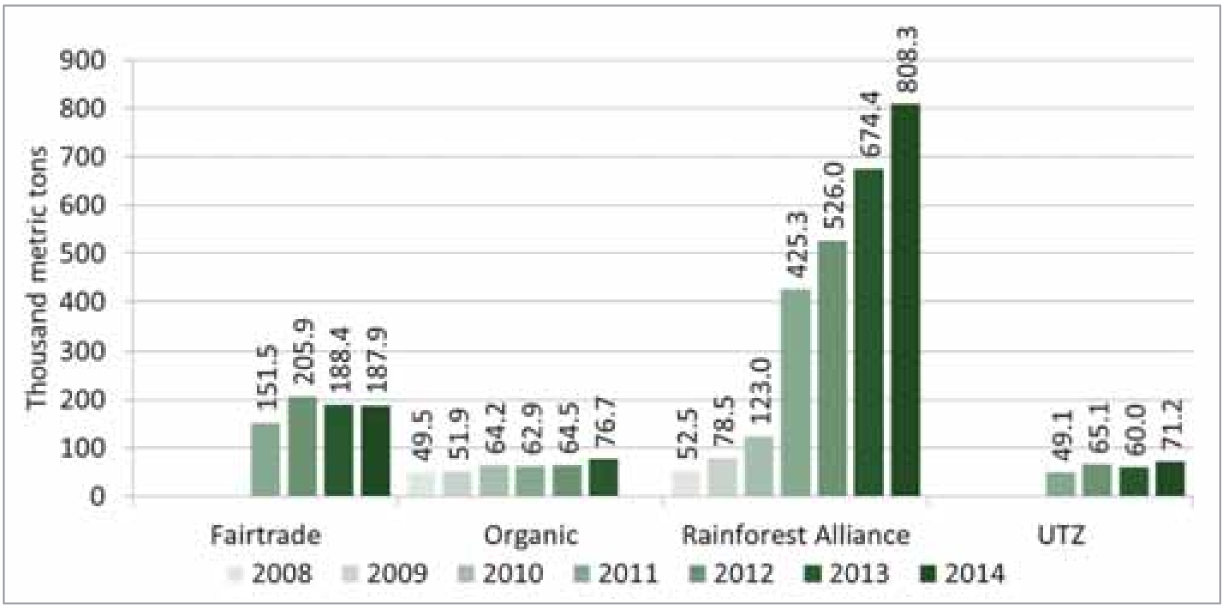
***Sources**:* Fairtrade International, 2014 and 2015; FIBL, 2015; Rainforest Alliance/SAN, 2014 and 2015; UTZ Certified, 2014 and 2015
Note: The organic area is the area harvested estimated by FiBL, assuming that 90% of the fully converted area is actually harvested. For the Rainforest Alliance/SAN, the area cultivated is shown.

Figure 174: Tea: Range of tea area (minimum/maximum/average), 2008–2013



***Source**:* FiBL-IISD-ITC survey, 2015. VSS: Fairtrade International, organic, Rainforest Alliance/SAN and UTZ Certified

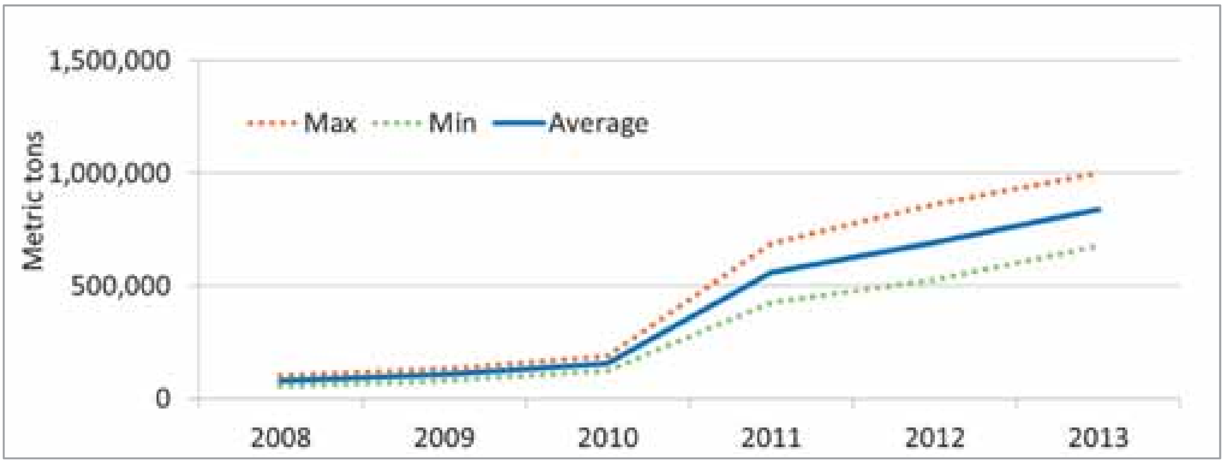
Figure 175: Tea: Development of the production volume by VSS, 2008–2014



***Sources**:* Fairtrade International, 2014 and 2015; FiBL, 2015; Rainforest Alliance/SAN, 2014 and 2015; UTZ Certified, 2014 and 2015

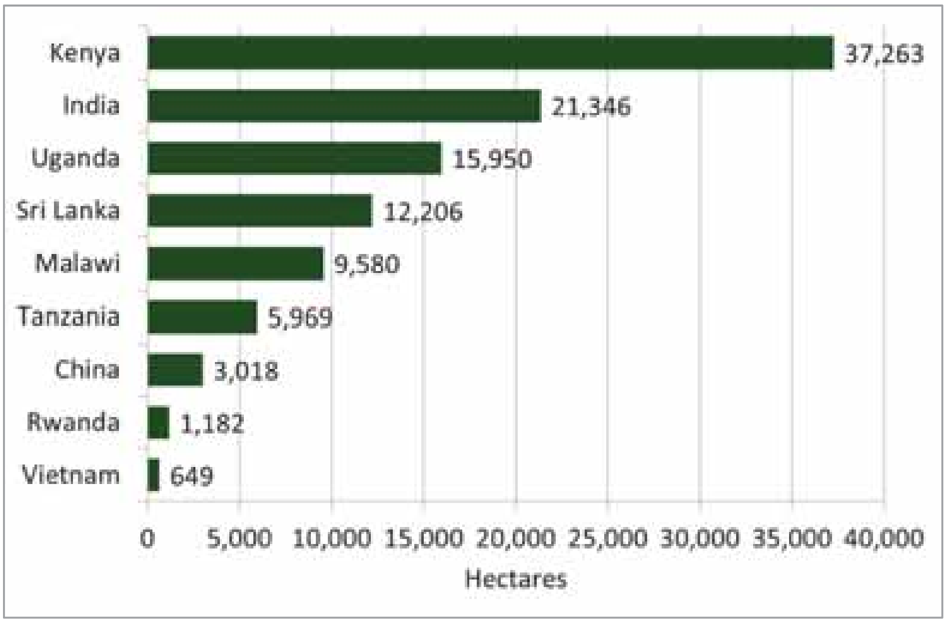
Please note that the organic production volume was estimated by FiBL based on estimated yields, as actual data is not available for most of the countries.

Figure 176: Tea: Range of tea production volume (minimum/maximum/average), 2008–2013



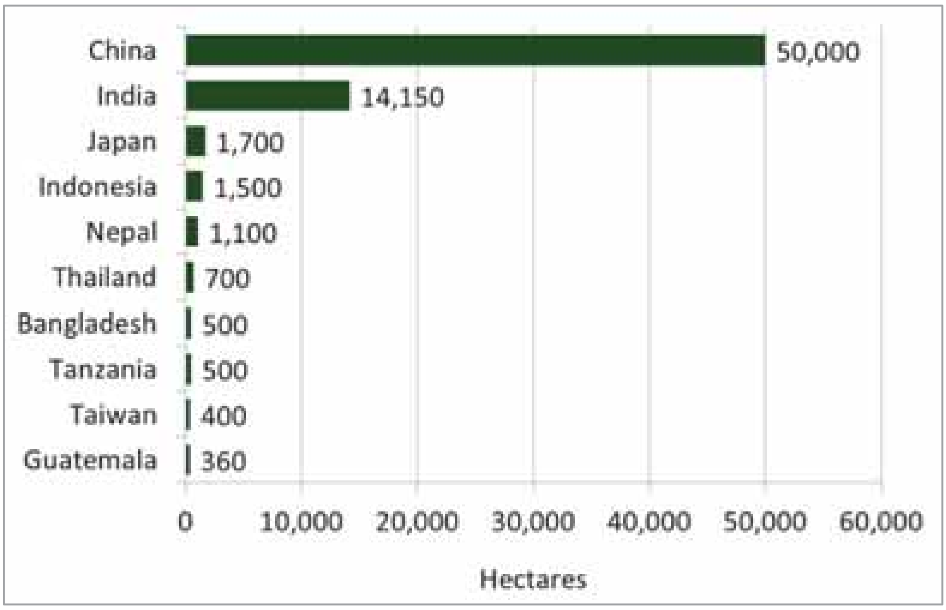
***Source**:* FiBL-IISD-ITC survey, 2015. VSS: Fairtrade International, organic, Rainforest Alliance/SAN and UTZ Certified

Figure 177: Tea: Fairtrade: Countries with tea area, 2014



***Source**:* Fairtrade International, 2015

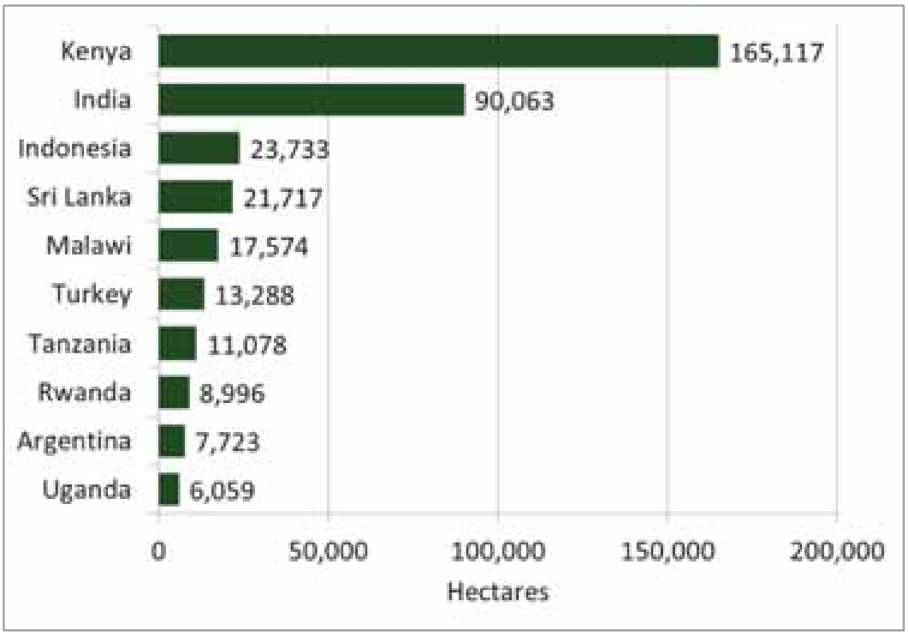
Figure 178: Tea: Organic: Top 10 countries with the largest tea area, 2013



***Source**:* FIBL, 2015. Based on national data sources and data from certifiers

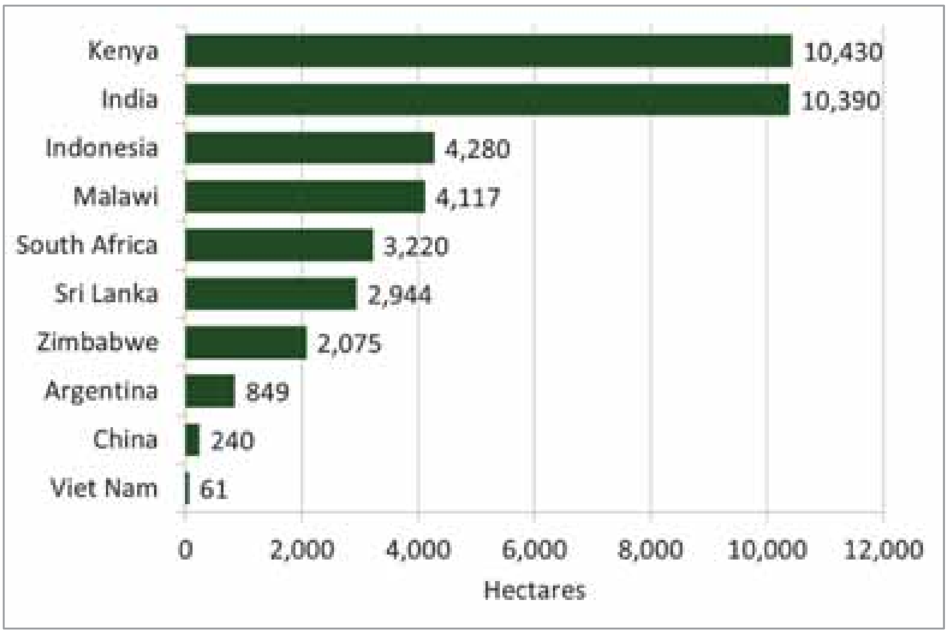
Please note that the organic area harvested was estimated by FiBL based on the assumption that 90% of the fully converted area is actually harvested.

Figure 179: Tea: Rainforest Alliance/SAN: Top 10 countries with the largest tea area, 2014



***Source**: Rainforest Alliance/SAN, 2015*

Figure 180: Tea: UTZ Certified: Countries with tea area, 2014



***Source**: UTZ Certified, 2015*

Figure 181

Figure 182

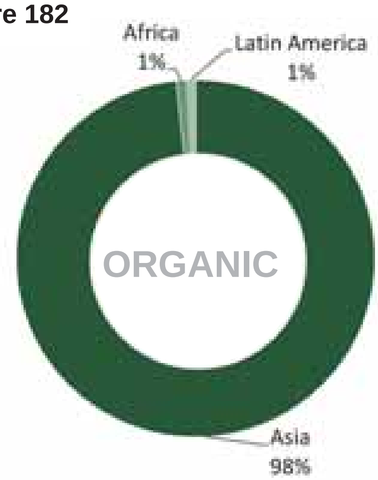


Figure 183

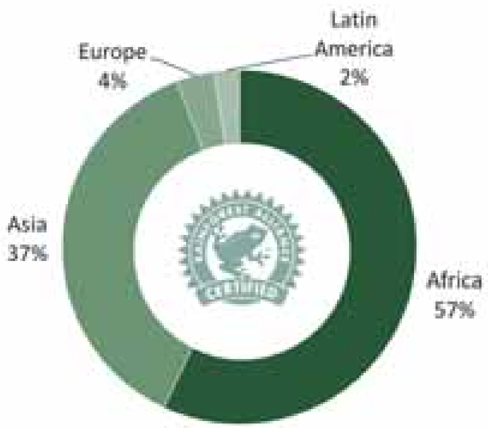


Figure 184

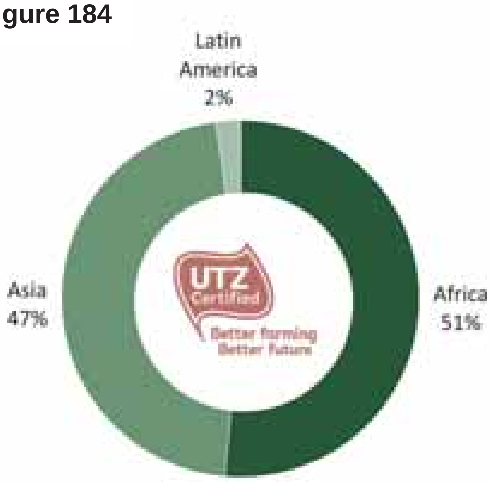


Figure 181: Tea: Fairtrade: Distribution of the tea area by region, 2014

***Source**:* Fairtrade International, 2015

Figure 182: Tea: Organic: Distribution of the tea area by region, 2013

***Source**:* FIBL, 2015

Please note that the organic area harvested was estimated by FiBL based on the assumption that 90% of the fully converted area is actually harvested.

Figure 183: Tea: Rainforest Alliance/SAN: Distribution of the tea area by region, 2014

***Source**:* Rainforest Alliance/SAN, 2015

Figure 184: Tea: UTZ Certified: Distribution of the tea area by region, 2014

***Source**:* UTZ Certified, 2015

Figure 185

Figure 186

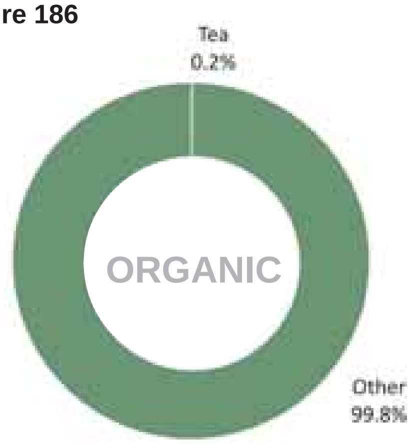


Figure 187

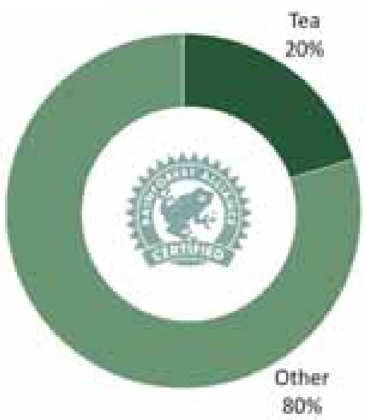


Figure 188

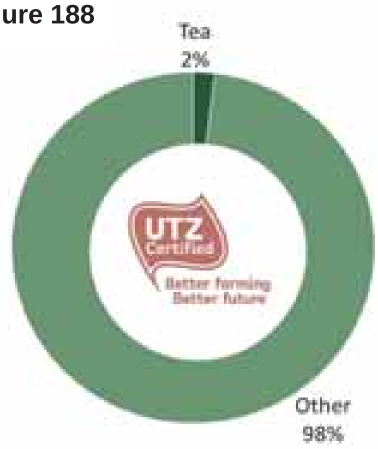


Figure 185: Tea: Fairtrade: Share of the tea area of the total area, 2014

***Source**: Fairtrade International, 2015*

Figure 186: Tea: Organic: Share of the tea area of the total area, 2013

***Source**: FIBL, 2015*

Figure 187: Tea: Rainforest Alliance/SAN: Share of the tea area of the total area, 2014

***Source**: Rainforest Alliance/SAN, 2015*

Figure 188: Tea: UTZ Certified: Share of the tea area of the total area, 2014

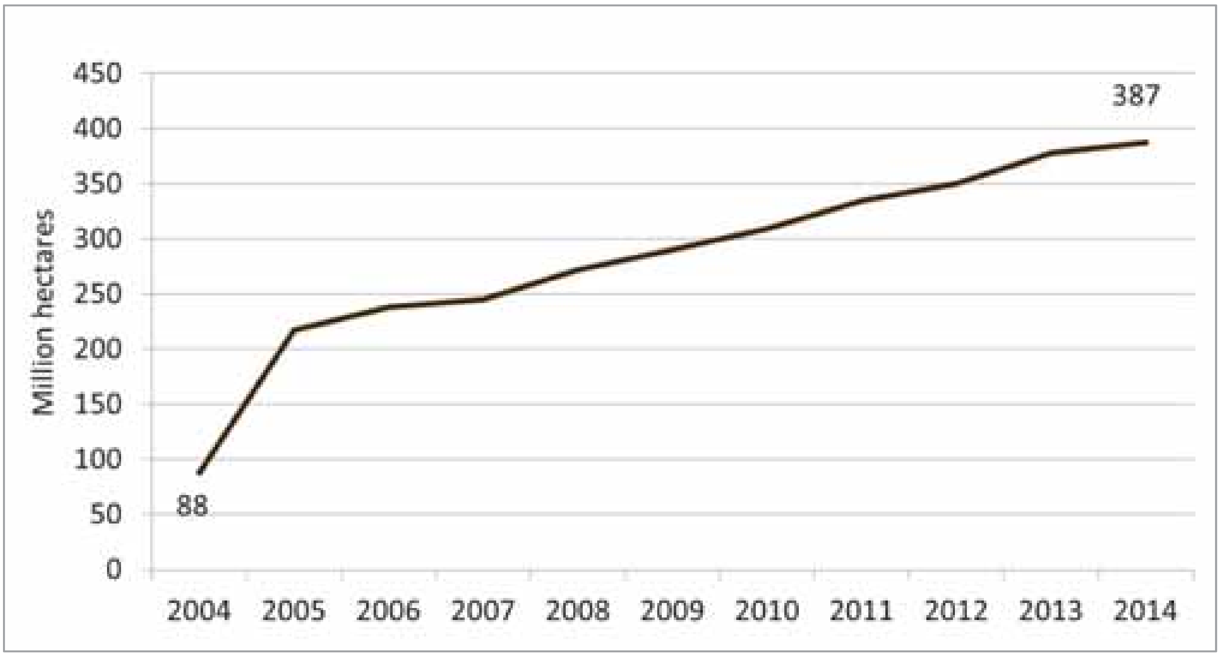
***Source**: UTZ Certified, 2015*

4.9. Forestry

There are more than 4 billion hectares of forest worldwide. The two most important sustainable forestry labels are the Forest Stewardship Council (FSC) (187 million hectares) and the Programme for the Endorsement of Forest Certification (PEFC) (263 million hectares), together represented 387 million hectares, which is almost 10% of the global total forest area.[48] It is, however, estimated that certified forest covers about 30% of the productive forests, which is confirmed by FAO/UNECE, estimating that currently almost 30% of all industrial roundwood originates from certified forests. (FAO/UNECE, 2015). Most of the certified managed forest area was in North America (49%) followed by Europe (40%). Canada was the country with the largest area of managed forest (almost 149 million hectares) followed by the United States of America (more than 40 million hectares) and the Russian Federation (almost 36 million hectares).

For tables of VSS-compliant forestry, see section 6.9 on page 138.

Figure 189: Forestry: Development of the certified forest area, 2004–2014

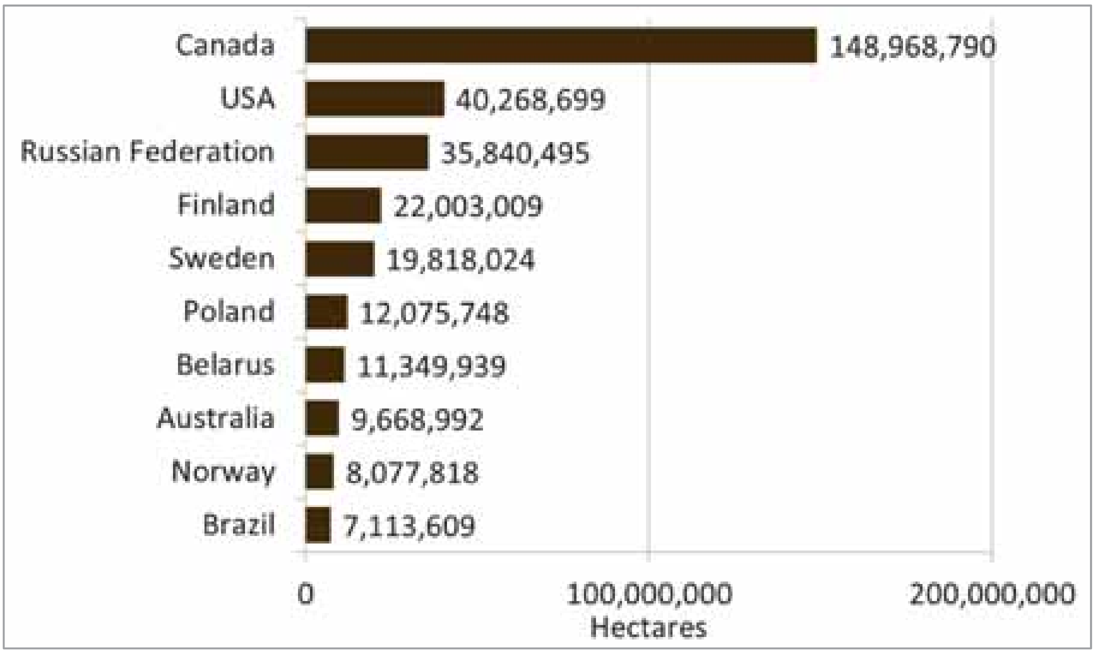


***Sources**: Forest Stewardship Council (FSC), 2004–2015; Programme for the Endorsement of Forest Certification (PEFC), 2004-2015*

Please note that the totals were adjusted to multiple certification, assuming that 15% is double-certified, based on FSC and PEFC assumptions.

[48] Adapted to multiple certification, assuming that 15% of the certified area is duble certified.

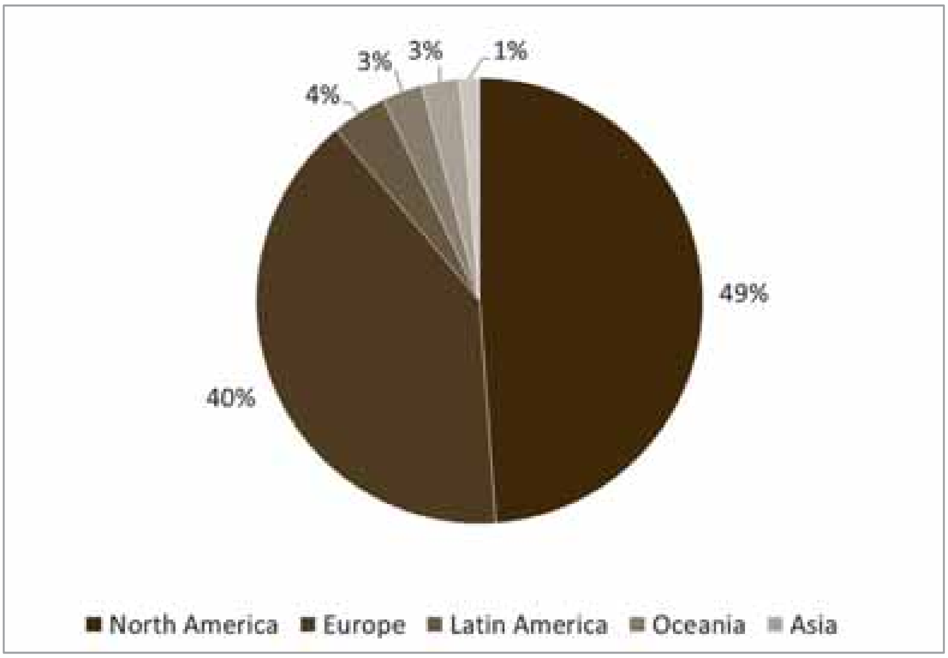
Figure 190: Forestry: Top 10 countries with the largest certified forest area, 2014



***Sources**:* Forest Stewardship Council (FSC), 2004-2015; Programme for the Endorsement of Forest Certification (PEFC), 2015

Please note that the totals were adjusted to multiple certification, assuming that 15% is double-certified, based on FSC and PEFC assumptions.

Figure 191: Forestry: Distribution of the certified forest area by region, 2014



Sources: Forest Stewardship Council (FSC), 2004-2015; Programme for the Endorsement of Forest Certification (PEFC), 2015

Please note that the totals were adjusted to multiple certification, assuming that 15% is double-certified, based on FSC and PEFC assumptions.

5. Conclusion

Voluntary Sustainability Standards (VSS) are bringing a new level of accountability and transparency to mainstream supply chains. With the annual growth of standard compliant production consistently outperforming global production growth levels, we can expect VSS-compliant production to continue to grow across diverse commodity sectors. As the market share of VSS grows, so too will their importance in determining the overall sustainability outcomes associated with commodity production. But the degree to which they are improving farm performance remains largely unknown. The absence of consistent data on field level impacts for many standards is one obvious bottleneck to making such determinations. The absence of more robust market data is another.

Although the global community has long recognized the imperative of an integrated approach to sustainable development, including social, economic and environmental parameters, it is also widely recognized that a minimum level of economic development is a precondition for any sort of sustainable development. In this sense, the first and second United Nations Sustainable Development Goals remain both symbolically and substantively very important. If sustainability standards are to deliver meaningful sustainable-development outcomes, they will need – first and foremost – to operate as pathways towards sustainable livelihoods. Put another way, for those most in need, the economic benefits associated with voluntary standards remain the most compelling argument for their overall adoption.

Enabling the economic promise of voluntary standards, however, implies an understanding of what that promise is. Access to robust, comprehensive, timely and relevant market data is a starting point for unpacking the economic performance and opportunities associated with such standards. Notwithstanding the growing importance of such standards, however, data related to their market performance remain surprisingly anecdotal and piecemeal in nature.

Although practices have improved over the past several years, with most standards initiatives collecting and reporting on production data by crop and country on a regular basis (permitting, among other things, the production of this report), there is clearly room for significant improvements in access to data. The market survey undertaken to compile this edition of the "The State of Sustainable Markets: Statistics and Emerging Trends 2015" revealed that all 14 standards surveyed provided data on VSS-compliant area and producers.[49] Eleven of these initiatives also provided data on production volume, six provided information on production volume sold under the label, and three shared data on retail sales.

In a context where access to sustainable markets tends to be concentrated in more developed economies, policymakers, producers and businesses need better-quality information to facilitate strategic planning among lesser developed would-be entrants into sustainable markets. Areas where better data collection is both deeply needed and also feasible include the following:

Multiple Certification: Only a percentage of sustainable production is actually "sold as" sustainable on the market. In order to sell additional product on sustainable markets, producers will often seek certification with two or more schemes. Some standards have built multiple certification directly into their business models.[50] At present there is no accurate data on the levels of multiple certification across major standards. In the absence of complete information on multiple certification, the global community runs the risk of overestimating the market share of such products, potentially leading to supply-side mismanagement.

Prices and markets: One of the underlying expectations associated with certification is that it will somehow be linked to better market positioning and pricing that, at a minimum, covers compliance costs. However, pricing, particularly at the producer level, is extremely variable and poorly documented. Better pricing information could help producers make the right investments at the right time or determine appropriate timing to bring goods to market.

[49] Producers that comply with voluntary sustainability standards can be defined in a number of ways and can vary from one VSS to another. For instance, a VSS-compliant producer can mean individual farmers, but also farmer cooperatives and even farming operations.

[50] For example, 4C Association, GLOBALG.A.P. and Fair Trade.

Trade Data: Trade statistics are a critical reference point into the development of international trade policy and trade-dependent industrial policy. The absence of trade data on certified products renders such standards (and the practices they embody) effectively invisible within the context of such policy planning. With it, the global community misses critical opportunities to proactively promote improved practice through more strategic planning and policies related to certified products.

Consumption Data: Consumers are the ultimate drivers of global supply chains. A better understanding of the distribution of consumption as well as consumer demographics could facilitate public planning for expanding the market presence of products employing preferred practices. However retail-level data is typically closely held by companies, thereby limiting the potential of complementary public or development policy to match consumer preferences appropriately.

Better data on these and other parameters, is unlikely to become available without a dedicated political and financial commitment. Data collection itself can be a resource-intensive activity and can present an untenable burden for voluntary standards to assume unilaterally. A shared, multi-pronged and policy-supported approach that builds on existing data-collection infrastructure will be necessary to bring the requisite level of market transparency to the field of sustainable markets. A short list of some of the more promising avenues for action would include:

Expansion of reporting and transparency requirements for certified producers. As part of the conformity-assessment process, producers are required to provide significant amounts of information about their production methods, management and overall governance. Scheme owners have the authority to request information about multiple certification, pricing information etc. but, to date, simply do not. Adoption of a coordinated approach to the specification and collection of data related to key data parameters among scheme owners would be a major step towards being able to compute accurate regional and global production levels.

Expansion of HS coding system to include HS codes for certified goods. The International Convention on the Harmonized System (HS), which establishes a harmonized nomenclature for products so trade statistics can be gathered and compiled at the global level, currently offers no means for differentiating between certified and uncertified products. As a result, national trade statistics remain unavailable for certified products. The elaboration of certification specific HS codes could rely on internationally agreed norms of good practice as a basis for determining where such codes are warranted, and where they are not. The elaboration of HS codes for certified products would substantially enhance market and trade data related to such products.[51]

Expanded corporate reporting. Retail data is typically held by individual companies, and therefore often inaccessible to the public or policymakers. Standards initiatives, governments and/or companies themselves could establish rules (tied to licensing, sales or voluntary precompetitive agreements) requiring companies to make certain data available on an anonymous basis for use in statistical analyses.

National statistics on sustainable consumption: Countries could use their national statistics bureaus to conduct surveys enabling a deeper understanding of consumer preferences related to sustainable consumption. Harmonizing survey methods and mapping national consumer preferences onto actual sales could provide an important reference point for market actors seeking to leverage consumer preference for their respective Green Growth Strategies.

There is little doubt that markets for sustainable products will continue to grow. What does remain in question, however, is whether the growth of such markets will necessarily signal corresponding growth in positive sustainable-development outcomes. Understanding the distribution of supply and demand among sustainable products and their relative sustainability development outcomes represents a fundamental starting point for ensuring that sustainable markets produce the desired results. If this report can facilitate such an understanding in any way, it will have accomplished its objective. Even so, we regard it as only the first step on a longer path towards continual improvement.

[51] Please note that HS codes have been established for organic products in some countries (for instance the United States of America), potentially pointing the way for other certified products.

6. Tables

6.1. Bananas

Table 15: Bananas: Fairtrade International 2013

Country	Area [ha]	Share of total banana area [%]	Production volume [MT]	Producers [no.]
Colombia	4,644	5.7%	140,092	36
Dominican Republic	11,416	48.3%	215,149	32
Ecuador	6,401	3.4%	109,124	12
Ghana	1,367	17.5%	50,772	3
Peru	5,286	-	119,436	24
Other	3,924	-	158,785	6
Total	**33,038**	**0.7%**	**793,820**	**113**

***Source**:* Fairtrade International, 2015

Table 16: Bananas: GLOBALG.A.P. 2014

Country	Area [ha]	Share of total banana area [%]	Producers [no.]
Belize	3,027	-	20
Brazil	1,487	0.3%	13
Cameroon	n/a	-	5
Colombia	43,690	54.0%	532
Costa Rica	28,397	66.3%	97
Côte d’Ivoire	2,462	29.0%	10
Dominican Republic	14,892	62.9%	1,017
Ecuador	64,089	34.0%	832
France	1,364	-	46
Ghana	n/a	-	4
Greece	n/a	-	1
Guadeloupe (France)	n/a	-	6
Guatemala	25,871	37.2%	23
Honduras	9,983	43.6%	18
India	n/a	-	1
Italy	n/a	-	1
Lebanon	n/a	-	6
Martinique (France)	1,591	22.0%	40
Mexico	2,388	3.3%	14
Pakistan	n/a	-	1
Panama	n/a	-	3
Peru	5,557	-%	5,584
Philippines	n/a	-	6
Puerto Rico	n/a	-	1
Saint Lucia	1,362	61.5%	475
Saint Vincent/Grenadines	245	3.9%	167

Country	Area [ha]	Share of total banana area [%]	Producers [no.]
South Africa	3,211	45.6%	19
Spain	2,151	23.6%	1,037
Suriname	n/a	-	1
Swaziland	n/a	-	2
Thailand	n/a	-	3
Turkey	n/a	-	1
Zimbabwe	n/a	-	2
Other	39,801	-	n/a
Total	**251,565**	**5.0%**	**19,976**

Source: GLOBALG.A.P., 2015. Note: n/a means data not available

Table 17: Bananas: Organic 2013

Country	Estimated area harvested [ha]	Share of total banana area [%]	Estimated production volume [MT]
Argentina	110	1.3%	2,200
Australia	3	0.02%	50
Bolivia	250	1.4%	2,900
Burundi	50	0.03%	350
Cameroon	30	0.04%	500
Colombia	800	1.0%	20,000
Costa Rica	60	0.1%	2,900
Dominican Republic	22,000	-	359,900
Ecuador	10,400	5.5%	121,700
El Salvador	150	-	2,100
French Guiana (France)	15	2.4%	150
Ghana	120	1.5%	1,250
Greece	10	7.5%	200
Grenada	5	0.5%	10
Guatemala	30	0.04%	1,150
Indonesia	20	0.02%	1,100
Iran (Islamic Republic of)	50	1.1%	1,400
Israel	20	0.7%	950
Madagascar	5	0.01%	50
Mauritius	2	0.4%	50
Mexico	300	0.4%	8,650
Mozambique	1,700	2.8%	12,900
Peru	5,500	-	175,150
Philippines	6,000	1.3%	121,900
Réunion (France)	5	0.3%	200
Senegal	200	13.8%	4,600
South Africa	200	2.8%	9,650
Spain	70	0.8%	2,650
Turkey	20	0.4%	1,120
Total	**48’125**	**0.9%**	**855,730**

***Source*:** FIBL, 2015. Based on national data sources and data from certifiers

Table 18: Bananas: Rainforest Alliance/SAN 2014

Country	Area [ha]	Production volume [MT]	Producers [no.]
Argentina	170	6,800	1
Colombia	14,731	606,614	124
Costa Rica	22,475	1,199,314	82
Côte d'Ivoire	361	12,000	1
Ecuador	5,809	241,457	38
Guatemala	26,126	2,659,760	87
Honduras	9,560	698,510	25
Mexico	658	8,924	2
Nicaragua	785	41,835	6
Panama	5,618	257,163	29
Peru	28	1,233	1,255
Philippines	3,973	189,574	15
Total	**90,293**	**5,923,183**	**3,330**

Source*:* Rainforest Alliance/SAN, 2015.

6.2. Cocoa

Table 19: Cocoa: Fairtrade International 2014

Country	Area [ha]	Share of total cocoa area [%]	Production volume [MT]	Producers [no.]
Cameroon	1,766	0.3%	1,112	2
Colombia	1,828	1.7%	341	5
Cote d'Ivoire	173,981	7.0%	81,340	52
Dominican Republic	45,823	30.4%	17,977	4
Ecuador	4,400	1.1%	1,612	4
Ghana	146,815	9.2%	45,333	10
India	1,206	1.8%	988	5
Nicaragua	1,546	23.8%	359	5
Papua New Guinea	349	0.3%	185	2
Peru	27,666	28.3%	24,506	28
Sierra Leone	6,281	15.0%	600	4
Other	13,202	-	2,095	9
Total	**424,863**	4.2%	**176,448**	**130**

Source*:* Fairtrade International, 2015

Table 20: Cocoa: Organic 2013

Country	Estimated area harvested [ha]	Share of total cocoa area [%]	Estimated production volume [MT]
Belize	700	-	150
Bolivia	4,900	55.3%	2,050
Brazil	7,100	1.0%	1,850
Colombia	350	0.3%	100
Costa Rica	100	2.1%	100
Côte d'Ivoire	70	0.003%	50
Dominican Republic	107,700	71.4%	72,000

Country	Estimated area harvested [ha]	Share of total cocoa area [%]	Estimated production volume [MT]
Ecuador	10,600	2.6%	4,000
Ghana	7,500	0.5%	2,900
Grenada	60	4.7%	50
Haiti	2,500	11.4%	800
Honduras	700	41.2%	350
Madagascar	1,900	18.1%	1,050
Mexico	17,400	14.9%	8,550
Nicaragua	1,400	21.5%	400
Panama	3,800	-	800
Papua New Guinea	30	0.02%	10
Peru	19,200	19.7%	12,300
Sao Tome and Principe	3,400	13.9%	500
Tanzania	3,500	31.8%	2,000
Togo	1,000	1.3%	200
Uganda	14,500	30.2%	3,550
Total	**208,430**	**2.1%**	**113,765**

Source: FIBL, 2015. Based on national data sources and data from certifiers

Table 21: Cocoa: Rainforest Alliance/SAN 2014

Country	Area [ha]	Production volume [MT]	Producers [no.]
Brazil	750	278	2
Cameroon	17,662	8,617	8,256
Colombia	13	13	1
Costa Rica	113	120	1
Côte d’Ivoire	557,079	365,620	120,406
Dominican Republic	10,906	13,121	2,441
Ecuador	17,013	12,673	3,194
Ghana	144,962	85,849	65,336
India	998	16	1,202
Indonesia	47,606	47,200	35,765
Nigeria	23,355	14,301	11,594
Papua New Guinea	1,188	863	1,684
Peru	7,940	8,119	3,772
Philippines	468	438	221
Tanzania	12,411	13,055	23,311
Togo	2,503	1,880	1,917
Uganda	1,554	2,667	1,181
Total	**846,522**	**574,830**	**560,568**

Source: Rainforest Alliance/SAN, 2015

Table 22: Cocoa: UTZ Certified 2014

Country	Area harvested [ha]	Share of total cocoa area [%]	Producers [no.]
Brazil	4,564	0.7%	32
Cameroon	23,068	3.4%	6,981
Côte d'Ivoire	821,287	32.9%	170,435
Dominican Republic	41,976	27.8%	6,557
Ecuador	24,989	6.2%	3,404
Ghana	267,649	16.7%	75,189
Indonesia	38,638	2.2%	28,913
Mexico	2,217	1.9%	896
Nicaragua	321	4.9%	176
Nigeria	124,266	10.4%	43,892
Panama	157	3.5%	1
Peru	31,527	32.3%	9,573
Togo	830	1.0%	648
Uganda	15,193	31.7%	15,480
Viet Nam	2,167	-	2,973
Other World	103,576	-	41,629
Total	**1,502,424**	**15.0%**	**406,779**

Source: UTZ Certified, 2015

6.3. Coffee

Table 23: Coffee: 4C Association 2013

Country	Area [ha]	Share of total coffee area [%]	Production volume [MT]	Producers [no.]
Brazil	689,845	33.1%	1,070,690	21,179
China	10,301	20.8%	26,369	1,372
Colombia	315,255	40.9%	365,857	112,165
Costa Rica	4,515	4.8%	3,315	833
Côte d'Ivoire	251	0.1%	323	210
El Salvador	6,549	4.7%	6,139	601
Guatemala	7,400	2.9%	6,865	565
Honduras	48,017	17.4%	90,592	7,617
India	6,765	1.8%	15,349	639
Indonesia	34,980	2.8%	40,715	22,567
Kenya	9,555	8.7%	6,806	35,957
Malawi	921	35.4%	441	2,179
Mexico	42,399	6.1%	41,201	11,412
Nicaragua	1,505	1.4%	2,039	38
Papua New Guinea	4,319	6.2%	4,073	3,539
Peru	97,235	24.3%	104,092	25,322
Philippines	1,589	1.4%	443	932

Country	Area [ha]	Share of total coffee area [%]	Production volume [MT]	Producers [no.]
Rwanda	242	0.5%	129	1,346
Thailand	20,674	40.5%	22,841	6,508
Uganda	5,830	1.9%	2,843	10,641
Viet Nam	156,577	26.8%	548,746	95,020
Total	**1,464,724**	**14.4%**	**2,359,868**	**721,284**

Source: 4C Association, 2015

Table 24: Coffee: Fairtrade International 2014

Country	Area [ha]	Share of total coffee area [%]	Production volume [MT]	Producers [no.]
Bolivia	6,358	21.2%	2,429	21
Brazil	60,148	2.9%	83,739	25
Burundi	151	0.3%	219	3
Cameroon	n/a	-	n/a	2
Colombia	121,467	15.7%	109,470	62
Costa Rica	26,141	27.9%	27,925	8
Cote d'Ivoire	n/a	-	n/a	7
El Salvador	2,435	1.7%	904	3
Ethiopia	148,088	28.5%	11,547	4
Guatemala	15,868	6.3%	6,615	14
Haiti	0	-	110	2
Honduras	21,781	7.9%	22,871	25
India	13,585	3.6%	2,345	12
Indonesia	31,453	2.5%	32,332	16
Kenya	25,983	23.6%	10,910	34
Mexico	113,972	16.3%	26,688	45
Nicaragua	58,999	54.6%	23,752	29
Papua New Guinea	2,921	4.2%	2,937	3
Peru	142,419	35.6%	80,679	84
Rwanda	5,078	11.3%	2,106	9
Uganda	21,653	6.9%	4,696	10
Tanzania	149,394	64.1%	15,182	9
Vietnam	579	0.1%	2,211	5
Other	43,550	-	3,937	7
Total	**1,012,023**	**10.0%**	**473,604**	**439**

Source: Fairtrade International, 2015. Note: n/a means data not available

Table 25: Coffee: Organic 2013

Country	Estimated area harvested [ha]	Share of total coffee area [%]	Estimated production volume [MT]
Angola	1,600	3.9%	2,050
Bolivia	10,600	35.3%	9,900

Country	Estimated area harvested [ha]	Share of total coffee area [%]	Estimated production volume [MT]
Brazil	12,000	0.6%	13,750
Cameroon	90	0.04%	50
Colombia	7,200	0.9%	3,450
Costa Rica	600	0.6%	650
Dominican Republic	12,700	16.8%	2,550
Ecuador	3,000	4.9%	300
El Salvador	3,200	2.3%	1,650
Ethiopia	133,000	25.6%	40,400
Guatemala	7,600	3.0%	6,050
Honduras	21,200	7.7%	19,150
India	2,000	0.5%	1,400
Indonesia	33,000	2.7%	17,600
Jamaica	10	0.1%	10
Kenya	200	0.2%	50
Lao PDR	3,900	6.8%	4,800
Madagascar	1,000	0.8%	500
Mexico	220,000	31.4%	77,850
Nepal	350	20.0%	100
Nicaragua	9,400	8.7%	6,550
Panama	200	0.9%	200
Papua New Guinea	16,500	23.6%	15,550
Peru	99,500	24.9%	29,850
Rwanda	70	0.2%	50
Sao Tome and Principe	200	20.0%	50
Tanzania	5,700	2.4%	1,400
Thailand	400	0.8%	250
Timor-Leste	22,000	39.3%	3,600
Uganda	11,500	3.7%	5,500
Total	**638,720**	6.3%	**265,260**

Source: FIBL, 2015. Based on national data sources and data from certifiers

Table 26: Coffee: Rainforest Alliance/SAN 2014

Country	Area cultivated [ha]	Production volume [MT]	Producers [no.]
Brazil	73,524	158,073	283
Colombia	34,955	53,813	8,734
Costa Rica	17,272	20,168	3,086
Côte d’Ivoire	185	44	1
El Salvador	19,959	12,731	756
Ethiopia	41850	17,255	23,229
Guatemala	20,384	22,154	1,921
Honduras	10,690	23,724	1,586

Country	Area cultivated [ha]	Production volume [MT]	Producers [no.]
India	16,962	16,965	1,423
Indonesia	15,199	15,913	12,144
Jamaica	70	103	3
Kenya	13,957	11,735	62,440
Malawi	807	855	3
Mexico	14,774	9,841	3,091
Nicaragua	10,528	12,000	149
Panama	221	303	2
Papua New Guinea	4,178	2,604	1,754
Peru	30,052	24,486	8,107
Rwanda	2,066	2,371	11,180
Tanzania	16,276	2,359	27,142
Togo	1,473	1,096	1,917
Uganda	8,971	8,398	19,843
Vietnam	10,261	39,234	5,561
Zambia	170	492	1
Total	**364,785**	**456,719**	**388,712**

Source: Rainforest Alliance/SAN, 2015

Table 27: Coffee: UTZ Certified 2014

Country	Area harvested [ha]	Share of total coffee area [%]	Production volume [MT]	Producers [no.]
Bolivia (Plurinational State of)	122	0.4%	166	1
Brazil	126,460	6.1%	244,896	828
Burundi	415	0.9%	175	3,048
China	591	1.2%	969	363
Colombia	35,999	4.7%	69,198	3,887
Costa Rica	1,021	1.1%	2,495	38
Democratic Republic of the Congo	1,304	1.5%	1,864	3,707
Dominican Republic	179	0.2%	159	4
El Salvador	283	0.2%	96	13
Ethiopia	18,346	3.5%	8,592	6,071
Guatemala	7,059	2.8%	8,841	1,755
Honduras	46,041	16.7%	69,253	6,793
India	33,165	8.8%	34,688	601
Indonesia	17,046	1.34%	12,997	8,777
Kenya	5,213	4.7%	6,084	14,554
Mexico	12,885	1.8%	7,700	4,381
Nicaragua	17,470	16.2%	14,250	908
Panama	66	0.3%	76	1
Papua New Guinea	2,071	3.0%	1,266	2,280
Peru	38,877	9.7%	32,230	9,780

Country	Area harvested [ha]	Share of total coffee area [%]	Production volume [MT]	Producers [no.]
Rwanda	849	1.9%	500	5,220
Tanzania, United Republic of	1,124	0.5%	1,696	2
Uganda	52,549	16.8%	20,443	50,331
Viet Nam	56,445	9.7%	191,284	39,172
Total	**475,578**	4.7%	**729,918**	**162,515**

Source: UTZ Certified, 2015

6.4. Cotton

Table 28: Cotton: Better Cotton Initiative (BCI) 2014

Country	Seed cotton Area [ha]	Seed cotton Share of total seed cotton area [%]	Cotton lint Production volume [MT]	Seed cotton Production volume [MT]	Seed cotton Producers [no.]
Australia	27,000	6.1%	12,000	54,000	22
Brazil	558,000	59.1%	1,918,000	768,000	190
China	54,000	1.2%	285,000	121,000	6,500
India	456,000	3.9%	856,000	283,000	270,000
Mali	80,000	16.5%	82,000	35,000	29,000
Mozambique	52,600	33.9%	24,000	9,500	75,000
Pakistan	353,000	12.6%	939,000	310,000	102,000
Senegal	3,000	9.4%	2,800	1,200	3,600
Tajikistan	8,000	4.3%	21,000	7,000	360
Turkey	13,000	2.9%	61,000	23,000	530
United States of America	7,400	0.2%	30,000	12,000	21
Total	**1,612,000**	**5.0%**	**1,623,700**	**487,223**	**4,338,800**

Source: Better Cotton Initiative (BCI), 2015

Table 29: Cotton: Cotton Made in Africa (CmiA) 2014

Country	Seed cotton Area [ha]	Seed cotton Share of total seed cotton area [%]	Seed cotton Producers [no.]	Cotton Lint Production volume [MT]
Côte d'Ivoire	191,371	76.5%	62,604	90,036
Ghana	10,749	67.2%	15,406	2,693
Malawi	12,466	6.8%	20,843	2,821
Mozambique	63,383	40.9%	80,294	10,368
Tanzania	18,760	4.2%	15,385	1,802
Zambia	229,650	-%	217,387	31,124
Zimbabwe	58,960	14.9%	31,226	14,098
Total	**585,339**	**1.8%**	**1,170,489**	**152,942**

Source: Cotton Made in Africa (CmiA), 2015

Table 30: Cotton: Fairtrade International 2014

Country	Area [ha]	Share of total seed cotton area [%]	Production volume [MT]	Produces [no.]
India	52,710	0.5%	34,644	12
Senegal	16,378	51.2%	11,110	7
Other	17,746	-	4,195	7
Total	**86,834**	**0.3%**	**49,949**	**26**

Source: Fairtrade International, 2015

Table 31: Cotton: Organic 2013

Country	Cotton seed Area [ha]	Cotton seed Share of total seed cotton area [%]	Cotton seed Production volume [MT]	Cotton seed Producers [no.]	Cotton lint Production volume [MT]
Benin	1,834	0.5%	1,032	2,254	424
Brazil	66	0.01%	43	60	16
Burkina Faso	4,256	0.87%	2,104	6,860	864
China	5,957	0.1%	26,650	3,402	12,232
Egypt	324	0.2%	1,178	562	459
India	172,295	1.5%	255,450	114,863	86,853
Israel	20	0.2%	90	1	30
Kyrgyzstan	644	2.7%	808	599	275
Madagascar	35	0.3%	12	15	5
Mali	1,136	0.2%	363	1,978	132
Nicaragua	105	4.8%	172	8	64
Paraguay	50	0.1%	53	40	20
Peru	721	2.3%	1,526	147	575
Senegal		-	50		21
Tajikistan	201	0.1%	511	207	179
Tanzania	17,218	3.8%	9,589	4,179	3,752
Turkey	4,140	0.9%	20,127	258	7,958
Uganda	7,575	14.6%	1,750	12,500	700
United States of America	4,189	0.1%	6,900	38	2,415
Total	**210,972**	**0.7%**	**306,075**	**148,474**	**106,557**

Source: Textile Exchange, 2015

6.5. Palm oil

Table 32: Palm oil: Organic 2013

Country	Estimated area harvested [ha]	Share of total oil palm area [%]	Estimated production volume [MT]
Angola	700	3.0%	4,200
Colombia	1,200	0.5%	26,000
Côte d'Ivoire	400	0.1%	2,750
Ecuador	900	0.4%	8,400
Ghana	400	0.1%	2,400
Total	**3,600**	**0.02%**	**43,750**

Source: FIBL, 2015. Based on national data sources and data from certifiers

Table 33: Palm oil: Rainforest Alliance/SAN 2014

Country	Area cultivated [ha]	Production volume [MT]	Producers [no.]
Colombia	3,861	84,735	4
Guatemala	39,662	817,496	75
Honduras	8,141	187,234	31
Total	**51,663**	**1,089,465**	110

Source: Rainforest Alliance/SAN, 2015

Table 34: Palm oil: Roundtable on Sustainable Palm Oil (RSPO) 2014

Country	Oil palm Area [ha]	Oil palm Share of total oil palm area [%]	Oil palm Production volume [MT]	Palm oil Production volume [MT]	Palm kernel Production volume [MT]
Brazil	33,060	30.4%	710,650	146,780	26,899
Cambodia	14,947	-	138,000	26,220	4,899
Colombia	15,820	6.3%	338,345	68,205	15,412
Côte d'Ivoire	9,301	3.4%	15,000	5,000	1,500
Ecuador	3,916	1.8%	1,820	7,000	3,500
Ghana	5,979	1.7%	64,932	12,772	3,207
Guatemala	7,989	12.3%	246,969	52,870	4,100
Indonesia	1,174,993	16.6%	25,231,333	5,855,337	1,297,537
Malaysia	1,191,225	26.2%	24,397,938	5,028,282	1,223,262
Papua New Guinea	140,172	93.4%	2,873,212	623,870	101,262
Solomon Islands	6,427	40.2%	168,791	38,020	8,871
Thailand	15,607	2.5%	242,911	44,764	11,271
Total	**2,619,436**	**14.5%**	**54,429,901**	**11,909,120**	**2,701,720**

Source: Roundtable on Sustainable Palm Oil (RSPO), 2015

6.6. Soy

Table 35: Soybeans: Organic 2013

Country	Estimated area harvested [ha]	Share of total soybean area [%]	Estimated production volume [MT]
Argentina	6,500	0.03%	9,850
Australia	50	0.1%	100
Austria	6,900	16.4%	8,100
Benin	90	0.5%	50
Brazil	5,400	0.02%	14,200
Burkina Faso	200	1.2%	150
Canada	16,000	0.1%	33,950
China	173,250	2.6%	385,000
Croatia	500	1.1%	900
Czech Republic	20	0.3%	50
France	8,700	20.2%	16,950
Germany	1,800	-	3,600
Hungary	800	1.9%	1,100
India	16,000	0.1%	21,650
Italy	3,100	1.7%	9,700
Japan	800	0.6%	1,450
Kazakhstan	5,900	5.7%	15,000
Lithuania	900	-	950
Paraguay	100	0.003%	100
Poland	20	-	50
Russian Federation	40	0.003%	100
Serbia	400	0.3%	500
Slovakia	360	1.2%	500
Slovenia	10	3.6%	15
South Africa	30	0.01%	50
Spain	10	2.0%	30
Switzerland	100	7.1%	200
Macedonia FYROM	5	5.2%	10
Togo	2,900	-	850
Turkey	150	0.3%	650
Ukraine	1,800	0.1%	2,150
United States of America	48,000	0.2%	89,500
Zambia	60	0.05%	200
Total	**300,895**	**0.3%**	**617,655**

Source: FIBL, 2015. Based on national data sources and data from certifiers

Table 36: Soybeans: ProTerra Foundation 2014

Country	Area [ha]	Share of total soybean area [%]	Production volume [MT]
Brazil	1,200,349	4.3%	2,400,698
Canada	2,500	0.1%	5,000
France	2,500	5.8%	5,000

Country	Area [ha]	Share of total soybean area [%]	Production volume [MT]
Russian Federation	10,000	0.1%	20,000
Total	**1,215,349**	**1.1%**	**2,430,698**

Source: ProTerra Foundation, 2015

Table 37: Soybeans: Round Table on Responsible Soy (RTRS) 2014

Country	Area [ha]	Share of total soybean area [%]	Production volume [MT]	Producers [no.]
Argentina	162,835	0.8%	443,862	36
Brazil	250,774	0.9%	805,462	57
Canada	3,374	0.2%	9,439	16
China	39,436	0.6%	99,237	8
India	11,619	0.1%	13,136	7,220
Paraguay	15,009	0.5%	34,700	2
United States of America	0	-	n/a	n/a
Uruguay	356	0.03%	890	1
Total	**483,403**	**0.4%**	**1,406,726**	**7,314**

Source: Round Table on Responsible Soy (RTRS), 2015. Note: n/a means data not available

6.7. Sugarcane

Table 38: Sugarcane: Bonsucro 2013

Country	Area [ha]	Share of total sugarcane area [%]	Cane sugar: Production volume [MT]	Producers [no.]
Australia	10,783	3.3%	49,886	2
Brazil	752,189	7.4%	3,304,133	34
Total	**762,972**	**2.8%**	**3,354,019**	**72**

Source: Bonsucro, 2015

Table 39: Sugarcane: Fairtrade International 2014

Country	Area [ha]	Share of total sugarcane area [%]	Cane sugar: Production volume [MT]	Producers [no.]
Costa Rica	5,330	8.4%	61,015	4
Cuba	5,400	1.3%	5,109	4
Fiji	60,414	-	162,168	3
Guyana	2,101	4.6%	8,492	8
India	4,726	0.1%	43,036	7
Jamaica	8,952	30.7%	53,999	6
Malawi	3,154	11.7%	32,519	2
Mauritius	3,241	6.0%	26,022	29
Paraguay	33,686	29.0%	83,244	16
Peru	n/a	-	1,470	4
Philippines	353	0.1%	77	3

Country	Area [ha]	Share of total sugarcane area [%]	Cane sugar: Production volume [MT]	Producers [no.]
Swaziland	5,129	9.2%	49,574	7
Other	19,667	-	85,128	7
Total	**152,153**	**0.6%**	**611,853**	**100**

Source: Fairtrade International, 2015. Note: n/a means data not available

Table 40: Sugarcane: Organic 2013

Country	Estimated area harvested [ha]	Share of total sugarcane area [%]	Estimated production volume [MT]
Argentina	11,500	3.1%	587,800
Brazil	11,400	0.1%	677,600
China	500	0.03%	27,500
Colombia	2,400	0.6%	153,650
Costa Rica	500	0.8%	27,800
Cuba	3,100	0.8%	125,800
Ecuador	1,000	1.0%	62,000
Guatemala	150	0.1%	11,100
India	1,600	0.03%	90,800
Madagascar	20	0.02%	650
Mexico	800	0.1%	44,350
Mozambique	200	0.4%	14,800
Pakistan	2,800	0.2%	125,050
Paraguay	10,000	8.6%	364,000
Philippines	2,400	0.6%	141,800
Total	**48,370**	**0.2%**	**2,454,700**

Source: FIBL, 2015. Based on national data sources and data from certifiers

6.8. Tea

Table 41: Tea: Fairtrade International 2014

Country	Area [ha]	Share of total tea area [%]	Production volume [MT]	Producers [no.]
China	3,018	0.2%	1,786	8
India	21,346	3.8%	34,521	33
Kenya	37,263	18.8%	69,489	17
Malawi	9,580	37.4%	12,998	7
Rwanda	1,182	7.7%	3,013	2
Sri Lanka	12,206	5.5%	27,549	12
Uganda	15,950	57.0%	25,316	5
Tanzania	5,969	27.9%	12,689	6
Viet Nam	649	0.5%	66	2
Other	197	-	38	3
Total	**107,360**	**3.0%**	**187,913**	**95**

Source: Fairtrade International, 2015

Table 42: Tea: Organic 2013

Country	Estimated area harvested [ha]	Share of total tea area [%]	Estimated production volume [MT]
Argentina	20	0.1%	50
Azerbaijan	3	0.6%	50
Bangladesh	500	0.9%	550
Bolivia	200	-	600
China	50,000	2.9%	56,650
Georgia	10	0.3%	10
Guatemala	360	-	350
India	14,150	2.5%	11,000
Indonesia	1,500	1.2%	1,850
Japan	1,700	3.7%	1,900
Kenya	150	0.1%	150
Myanmar	20	0.03%	20
Nepal	1,100	5.8%	1,150
Russian Federation	30	6.6%	5
Sri Lanka	100	0.05%	100
Taiwan	400	3.0%	300
Tanzania	500	2.3%	500
Thailand	700	3.3%	1,450
Total	**71,443**	**2.0%**	**76,685**

Source: FIBL, 2015. Based on national data sources and data from certifiers

Table 43: Tea: Rainforest Alliance/SAN 2014

Country	Area cultivated [ha]	Production volume [MT]	Producers [no.]
Argentina	7,723	25,364	308
Bangladesh	365	340	1
Brazil	425	1,584	35
Burundi	4,380	4,571	25,982
China	4,316	5,274	3,898
Ecuador	433	680	1
Ethiopia	2,109	5,413	2
India	90,063	168,055	916
Indonesia	23,733	48,965	31
Kenya	165,117	385,457	608,038
Malawi	17,574	46,032	11,976
Rwanda	8,996	17,725	18,402
Sri Lanka	21,717	33,593	87
Tanzania	11,078	23,572	14,189
Turkey	13,288	10,486	18,336
Uganda	6,059	20,651	261
Viet Nam	2,085	5,766	676
Zimbabwe	2,075	4,803	515
Total	**381,536**	**808,332**	**703,654**

Source: Rainforest Alliance/SAN, 2015

Table 44: Tea: UTZ Certified 2014

Country	Area harvested [ha]	Share of total tea area [%]	Production volume [MT]	Producers [no.]
Argentina	849	2.2%	3,526	11
China	240	0.01%	1,332	1
India	10,390	1.8%	14,679	41
Indonesia	4,280	3.5%	8,000	6
Kenya	10,430	5.3%	21,472	7,334
Malawi	4,117	16.1%	10,721	317
South Africa	3,220	-	1,540	8
Sri Lanka	2,944	1.3%	5,447	332
Viet Nam	61	0.1%	175	120
Zimbabwe	2,075	21.6%	4,342	515
Total	**38,605**	**1.1%**	**71,234**	**8,685**

Source: UTZ Certified, 2015

6.9. Forestry

Table 45: Forestry: Forest Stewardship Council (FSC) 2014

Country	Area [ha]	Share of total country forest area [%]	Forest management certificate holders [no.]
Argentina	259,434	0.90	12
Australia	976,927	0.66	13
Austria	575	0.01	2
Belarus	4,510,369	51.80	20
Belgium	23,259	3.42	2
Belize	150,830	10.98	2
Bolivia (Plurinational State of)	830,500	1.47	7
Bosnia and Herzegovina	1,519,235	69.53	4
Brazil	6,103,333	1.18	106
Bulgaria	685,969	16.99	17
Cambodia	12,746	0.13	1
Cameroon	1,013,374	5.20	5
Canada	54,114,124	17.45	75
Chile	2,346,291	14.39	23
China	2,555,090	1.20	70
Colombia	132,249	0.22	9
Congo	571,100	0.37	1
Costa Rica	53,948	2.04	16
Croatia	2,038,296	-	3
Czech Republic	49,637	1.87	4
Denmark	199,557	36.42	5
Ecuador	54,422	0.57	5
Estonia	1,176,988	53.60	3

Country	Area [ha]	Share of total country forest area [%]	Forest management certificate holders [no.]
Fiji	85,680	8.39	1
Finland	5,266,177	23.77	6
France	24,191	0.15	8
Gabon	2,053,505	9.33	3
Germany	960,425	8.67	59
Ghana	1,675	0.04	1
Guatemala	476,909	13.45	8
Honduras	87,755	1.77	2
Hungary	320,957	15.68	6
India	452,878	0.66	9
Indonesia	2,002,710	2.15	29
Ireland	448,120	59.23	2
Italy	51,121	0.55	14
Japan	419,636	1.68	34
Lao People's Democratic Republic	132,702	0.85	3
Latvia	1,749,958	51.82	15
Lithuania	1,068,353	49.11	45
Luxembourg	20,535	23.67	3
Malaysia	519,765	2.56	8
Mexico	769,062	1.19	46
Mozambique	59,905	0.16	3
Namibia	206,564	2.89	4
Nepal	17,205	0.47	1
Netherlands	169,179	46.35	4
New Zealand	1,272,567	15.42	19
Nicaragua	22,253	0.75	6
Norway	360,614	3.53	6
Panama	41,701	1.29	9
Papua New Guinea	182,392	0.64	3
Paraguay	22,524	0.13	3
Peru	700,115	1.03	12
Poland	6,919,593	73.68	19
Portugal	349,535	10.09	20
Republic of Korea	377,972	6.98	9
Romania	2,552,563	38.41	15
Russian Federation	39,407,346	4.87	123
Serbia	1,001,587	35.67	3
Slovakia	146,941	7.60	7
Slovenia	249,649	19.86	2
Solomon Islands	65,028	2.95	3
South Africa	1,484,232	16.06	20
Spain	193,469	1.04	27
Sri Lanka	37,516	2.05	4
Suriname	113,769	0.77	2

Country	Area [ha]	Share of total country forest area [%]	Forest management certificate holders [no.]
Swaziland	111,901	19.57	3
Sweden	12,051,888	42.73	24
Switzerland	603,476	48.31	9
Tanzania, United Republic of	131,975	0.40	2
Thailand	23,612	0.12	6
Turkey	2,346,799	20.28	8
Uganda	38,872	1.38	3
Ukraine	2,681,227	27.48	20
United Kingdom	1,575,067	54.40	44
United States of America	14,264,158	4.68	124
Uruguay	721,171	39.33	24
Venezuela (Bolivarian Republic of)	139,236	0.30	1
Viet Nam	133,823	0.95	11
Total	**187,067,794**	**4.65**	**1,240**

Source: Forestry Forest Stewardship Council (FSC), 2015

Table 46: Forestry: Programme for the Endorsement of Forest Certification (PEFC) 2014

Country	Area [ha]	Share of total country forest area [%]	Certificate holders [no.]
Argentina	-	-	7
Australia	10,398,358	7.05	229
Austria	2,807,792	72.05	465
Bahrain	-	-	1
Belarus	8,842,500	101.55	60
Belgium	289,500	42.58	262
Bosnia and Herzegovina	-	-	2
Brazil	2,265,618	0.44	65
Bulgaria	-	-	2
Canada	121,143,276	39.06	175
Chile	1,931,349	11.84	69
China	-	-	210
Colombia	-	-	1
Czech Republic	1,816,129	68.25	208
Denmark	255,631	46.65	76
Estonia	999,125	45.50	37
Finland	20,619,716	93.06	206
France	8,100,208	50.47	2,157
Germany	7,353,177	66.39	1,617
Hungary	-	-	17
India	-	-	11
Indonesia	-	-	17
Ireland	376,108	49.71	37

Country	Area [ha]	Share of total country forest area [%]	Certificate holders [no.]
Israel	-	-	5
Italy	818,970	8.80	766
Japan	-	-	194
Latvia	1,682,641	49.83	29
Lebanon	-	-	2
Lithuania	-	-	7
Luxembourg	31,659	36.49	17
Malaysia	4,661,816	22.98	309
Mexico	-	-	2
Monaco	-	-	2
Morocco	-	-	1
Netherlands	-	-	480
New Zealand	-	-	16
Norway	9,142,702	89.48	50
Oman	-	-	1
Peru	-	-	7
Philippines	-	-	2
Poland	7,287,169	77.59	120
Portugal	250,131	7.22	83
Republic of Korea	-	-	6
Romania	-	-	19
Russian Federation	2,757,942	0.34	14
Saudi Arabia	-	-	1
Singapore	-	-	23
Slovakia	1,250,369	64.67	57
Slovenia	18,550	1.48	18
Spain	1,811,258	9.78	718
Sri Lanka	-	-	3
Sweden	11,263,434	39.94	182
Switzerland	205,974	16.49	64
Taiwan	-	-	8
Thailand	-	-	5
Turkey	-	-	16
Ukraine	-	-	1
United Arab Emirates	-	-	15
United Kingdom	1,351,505	46.68	1,160
United States of America	33,110,782	10.86	251
Uruguay	360,842	19.68	1
Viet Nam	-	-	5
Total	**263,204,231**	**6.54**	**10,591**

Source: Programme for the Endorsement of Forest Certification (PEFC), 2015

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9. Annex: Indicators

Indicator	Definition	Unit of measure
Area		
Area	*Area certified (fully converted plus under conversion).*	*Hectares*
Area cultivated	*Area that was cultivated.*	*Hectares*
Area fully converted	*Total hectarage of land on which VSS-compliant product is produced.*	*Hectares*
Area under conversion	*Total hectarage of land that is in the process of being converted for VSS-compliant production.*	*Hectares*
Harvested area	*Area actually harvested.*	*Hectares*
Production		
Production value	*Value of production volume that is VSS-compliant, even if not sold as compliant at the first point of sale.*	*Million USD*
Production volume	*Production volume that is VSS-compliant, even if not sold as compliant at the first point of sale.*	*Metric tons*
Production volume sold under a VSS label	*Volume of VSS-compliant product that is sold as compliant at the first point of sale (e.g. from cooperative to trader).*	*Metric tons*
Operators		
Certificate holders	*Total number of current valid certificates and in process.*	*No.*
Chain of custody operation for forestry	*The path taken by raw materials, processed materials, finished products and co-/ by-products from the forest to the consumer or (in the case of reclaimed/ recycled materials or products containing them) from the reclamation site to the consumer, including each stage of processing, transformation, manufacturing, storage and transport where progress to the next stage of the supply chain involves a change of ownership (independent custodianship) of the materials or the products.*	*No.*
Exporter	*The natural or legal person who exports products with a view to the subsequent marketing.*	*No.*
Full- and part-time employees	*Number of full-time / part-time employees of the certificate holder. Report maximum number during year. Exclude family labour. Full-time employees work year round and typically work 35–50 hours per week. If local definitions of full-time equivalency differ, use appropriate standard. Part-time employees work year round, but do not meet full-time equivalency standards (typically less than 35 hours a week).*	*No.*
Hired temporary workers	*Number of temporary hired workers working for certificate holder. Temporary workers are defined as seasonal, contract and/or migrant workers. Seasonal and migrant workers are primarily used in agriculture or fisheries. Contracted workers are generally hired for the completion of a specific task.*	*No.*
Importer	*The natural or legal person who imports products with a view to the subsequent marketing.*	*No.*
Processor	*Operator who preserves and/or processes agricultural or forestry products (incl. slaughtering and butchering) and aquaculture products. Packaging and labelling as VSS-compliant is also considered as processing.*	*No.*
Producer	*Production unit operated under a single management for the purpose of producing agricultural products (incl. processing, packaging and initial labelling of own crop and livestock products on the farm). This includes the producers organized under a group, resource manager, community or cooperative certificate, and/or those producing, collecting or gathering for a supply chain covered by a standard.*	*No.*
Retailers	*The natural or legal person who purchases VSS-compliant product from*	*No.*

Indicator	Definition	Unit of measure
	processors, traders or wholesalers in order to sell them to final consumers.	
Traders	*The natural or legal person who buys VSS-certified product with the aim of subsequent sales to wholesalers or retailers.*	*No.*
Wholesalers	*The natural or legal person who purchases VSS-compliant product in bulk from producers, traders or processors for selling to retailers or other sellers.*	*No.*
Domestic market		
Domestic market sales value	*Domestic sales in million US$.*	*Million US$*
Domestic market sales volume	*Domestic sales in metric tons.*	*Metric tons*
Share of total domestic market sales value	*Share of VSS-compliant domestic market value of all sales of the product*	*%*
Share of total domestic market sales volume	*Share of VSS-compliant domestic market volume of total sales of the product*	*%*
International Trade		
Export price-annual average per ton	*The per-ton export price of VSS compliant product for a given commodity and country.*	*US$/metric ton*
Export value	*Value of VSS-compliant product that is exported.*	*Million US$*
Export volume	*Volume of VSS-compliant product that is exported.*	*Metric tons*
Import value	*Value of VSS-compliant product that is imported.*	*Million US$*
Import volume	*Volume of VSS-compliant product that is imported.*	*Metric tons*
Multiple Certifications		
Multiple Certification – Area Harvested	*Percentage of VSS-compliant area harvested that is compliant under more than one VSS certification.*	*%*
Multiple Certification – Producers	*Percentage of VSS-compliant producers that have more than one VSS certification.*	*%*
Multiple Certification – Exports	*Percentage of VSS-compliant export that has more than one VSS certification.*	*%*
Multiple Certification – Imports	*Percentage of VSS-compliant import that has more than one VSS certification.*	*%*
Multiple Certification – Production	*Percentage of VSS-compliant production that is compliant under more than one VSS certification.*	*%*
Multiple Certification – Production volume sold	*Percentage of VSS-compliant production volume sold that has more than one VSS certification.*	*%*
Other		
Auditing fee	*Auditing costs are the examination costs, “control costs” or “conformity assessment costs” incurred by using auditors for securing the certification (the additional costs of specific auditing procedures that are required to obtain or maintain certification on an ongoing basis).*	*US$/producer; US$/tonne; US$/hectare*
Certification fee	*Costs incurred by the body certifying a producer group - i.e. the direct (fixed) fee that must be paid by the production unit for becoming a certified*	*US$/producer; US$/tonne;*

Indicator	Definition	Unit of measure
	producer.	*US$/hectare*
Externally managed funds	*The amount of total technical assistance sourced from externally managed funds (funds that are managed and implemented by another organization).*	*US$*
Farm gate/Business gate price	*The farm gate/business gate price per product unit.*	*US$*
Internally managed funds	*The amount of total technical assistance sourced from internally managed funds (funds managed directly by the organization).*	*US$*
Licensing fee	*Paid by retailers and/or other supply chain actors in order to make claims on package or product of supply-chain compliance with the initiative.*	*US$/tonne;* *US$/unit*
Membership fee	*Costs incurred to members for participatory rights, services and discounts associated with membership within the initiative.*	*US$/producer;* *US$/tonne;* *US$/hectare*
Price premium percentage	*Estimated additional dollar value per volume paid for VSS-compliant product at farm gate and strictly on account of certification (i.e. not for physical quality differences). E.g. the 20% additional a farmer gets for organic products.*	*%*
Price premium	*Estimated additional dollar value per volume paid for VSS-compliant product at farm gate and strictly on account of certification (i.e. not for physical quality differences). E.g. the 20% additional money a farmer gets for organic products.*	*US$*
Producer fee	*Registration fee that is typically paid according to certificate cycle.*	*US$/producer;* *US$/tonne;* *US$/hectare*
Technical Assistance	*Total documented technical assistance exclusively dedicated to supply chains.*	

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