



Fairfood's 2025~2028 strategy

The next chapter in reaching connected
and equitable food supply chains

FAIRFOOD

A welcome from our director

2025 is a special year for Fairfood—we celebrate 25 years of championing a fairer and more sustainable food system. Over the years, we've worked hand in hand with smallholder farmers, value chain partners, and like-minded organisations to drive meaningful change.

Reflecting on our journey, we remain deeply committed to the values that have guided us: fairness, transparency, and innovation. Smallholder farmers are the backbone of global agricultural supply chains, yet they face persistent challenges such as poverty, a changing climate, and limited access to resources. These hardships are compounded by the increasing demands for sustainable and traceable practices driven by regulatory frameworks like the Corporate Sustainability Due Diligence Directive (CSDDD) and EU Deforestation Regulation (EUDR).

Farmers often lack the digital tools and systems needed to document and demonstrate compliance with these regulations, placing their livelihoods (even more) at risk in a rapidly evolving market. Additionally, poverty remains a key driver of environmental degradation, creating a cycle where financial instability prevents the adoption of sustainable practices, further exacerbating deforestation and other climate challenges.

Fairfood's 2028 Strategic Plan addresses these issues by placing smallholder farmers at the centre of responsible supply chains. By leveraging technology for traceability, fair pricing, and digital inclusion, we aim to ensure that farmers are rewarded for their contributions to sustainability. Moreover, this technology allows them to meet growing demands of companies for verifiable data on living incomes, carbon footprints, and regenerative practices. This strategy, thus, represents a crucial step towards building future-proof food systems.

We invite you to explore our new strategy and join us in shaping a food system that works for everyone, starting with the farmers who sustain it. Thank you for being a part of this journey.

Warm regards,

Sander de Jong
Managing Director Fairfood





The strategy

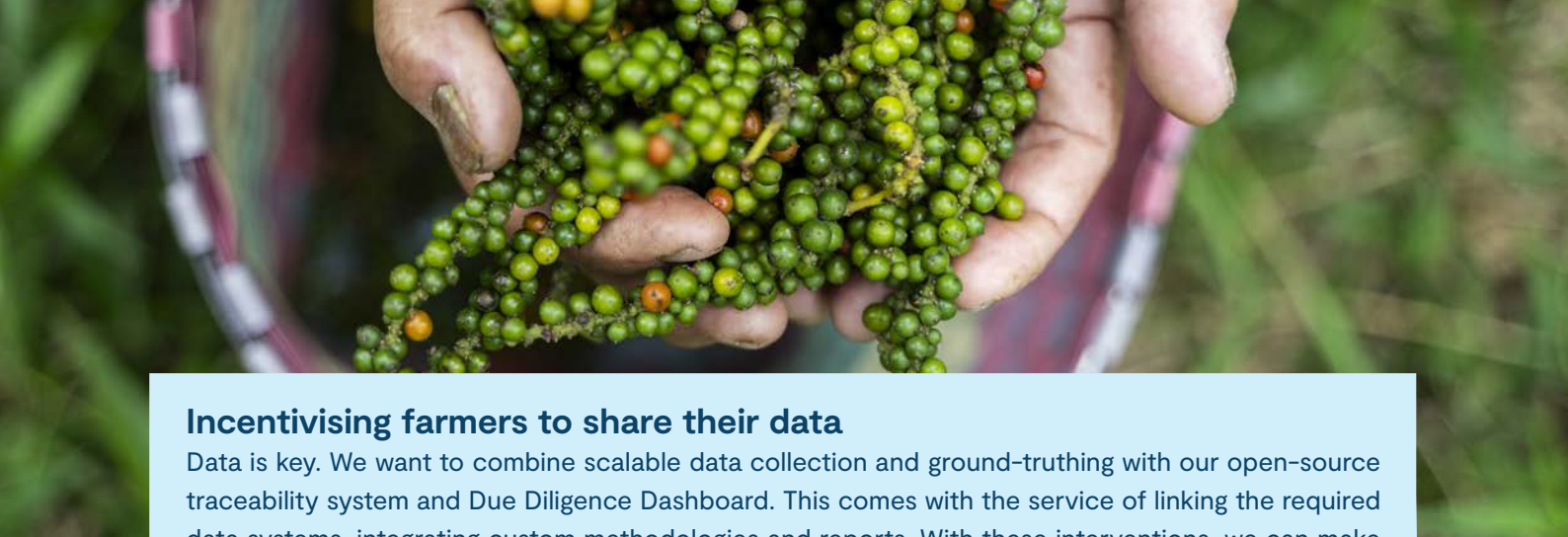
Fairfood, alongside our partners, aims to launch a series of groundbreaking programmes to transform the lives of 1 million coffee, cocoa, and spice farmers and their family members. We aim to integrate them into digital, traceable, and market-driven supply chains, ensuring them a sustainable and prosperous future.

We will achieve this through a combination of advanced training programmes, climate-smart agriculture practices, and first-mile digitisation. Our programmes are the cornerstone of our strategy. Implementing sustainable business models, we aim for a Social Return on Investment that benefits both companies and farmers. Moreover, these programmes result in measurable and verifiable data on deforestation, living incomes, human rights, regenerative agriculture and emissions.

Our programmes prioritise increased efficiencies in smallholder production and business operations, and fair pricing through our Commodity Living Income Strategy. This strategy maps inefficiencies and calculates fair prices based on production costs and existing living income benchmarks, ensuring farmers can cover their basic costs and adopt more sustainable practices. The combination of our interventions and their effects on closing so-called living income gaps is the core of our approach.

Our USP's:

- **Mission-driven:** We want to ensure that farmers and value chains are well-prepared for future due diligence legislation (EUDR and CSDDD), and are rewarded for compliance and excellence.
- **Independent:** As an NGO, Fairfood can play a unique role by creating a pre-competitive environment at the beginning of these value chains, benefiting both farmers and businesses.
- **Non-proprietary:** Fairfood's solutions are open-source, so they are easy to integrate with. Our open-source solutions do not come at the cost of data security or privacy.
- **Collaborative partnerships:** We are well positioned to lead public-private collaborations that increase supply chain transparency, assisting companies in achieving their sustainability goals.
- **Data-driven sustainability:** By providing robust data on product origins, Fairfood enables companies to substantiate their sustainability commitments effectively.
- **Farmer-centric:** We offer digital innovations that connect farmers directly to international supply chains while prioritising their market access, data ownership, and financial inclusion.
- **Innovative:** Fairfood harnesses the latest technologies and open-data sources, to drive transparency and efficiency across the food supply chain.



Incentivising farmers to share their data

Data is key. We want to combine scalable data collection and ground-truthing with our open-source traceability system and Due Diligence Dashboard. This comes with the service of linking the required data systems, integrating custom methodologies and reports. With these interventions, we can make the necessary verifiable sustainability claims. Farmers will be trained in digitisation and data sharing. In return, they receive direct data premium payments.

The world we envision in 2028 and beyond

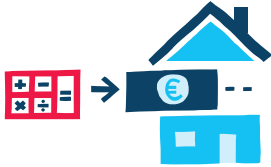
Vision

We envision a world where farmers thrive, earning a living income that enables them to think about tomorrow instead of worrying about today. Our goal is a food system that values sustainability, transparency, and equitable practices, enhancing economic prosperity for farmers and workers.

Mission

Fairfood empowers agri-food value chain partners to achieve sustainability goals by providing data-driven tools and methodologies. Our approach integrates expertise, services, and tools to facilitate both a bottom-up and top-down data-driven approach to supply chain digitisation and collaboration. By focusing on farmers' well-being, we create shared value across supply chains while meeting regulatory and sustainability demands.

Where we are in 2028



- Living Income**
- 2028 target: **Boost smallholder farmer incomes by 30%** on average across all projects, closing the living income gap by 20%.
- Approach: **Fair pricing** through methodologies like the Commodity Living Income Price and digital tools that connect farmers to markets.



- Environmental Sustainability**
- 2028 target: To launch groundbreaking programmes transforming the lives of **1 million coffee, cocoa, and spice farmers** and family members, achieving **70% adoption of climate-smart practices** among participating farmers.
- Focus: Agroforestry, soil regeneration, and water conservation.



- Digital Inclusion and Traceability**
- 2028 target: Digitally **connect 250,000 farmers** to supply chains, enhancing traceability and data sharing.
- Tools: Blockchain-based traceability platforms and farmer-focused applications.



What does success look like?

Success means a world where smallholder farmers play an integral role in sustainable and transparent supply chains. In this world, farmers are active partners who receive fair pay for the value they create. They benefit from connected supply chains built on fair pricing and shared responsibility. Moreover, farmers have access to tools and knowledge that help them adapt to a changing climate. By adopting practices like agroforestry and soil regeneration, they strengthen the resilience of their farms while contributing to global sustainability efforts. Their incomes are steady and sufficient to support their families, allowing them to plan for the future with confidence.

At the same time, agri-food companies meet their sustainability goals with the support of reliable data on traceability, living incomes, and climate-smart practices. Consumers trust that their choices contribute to ethical and sustainable food systems.

Ultimately, this is a world where collaboration drives meaningful change. Farmers, businesses, governments, and NGOs work together to tackle challenges like poverty, deforestation, and climate change. The result is not just a sustainable food system, but one that ensures dignity, opportunity, and a better future for the millions of farmers who sustain our planet.



Our services and solutions

Our team combines expertise in key areas critical to creating sustainable supply chains:

- **Living income and sustainability:** Specialists in fair pricing, climate-smart agriculture, and traceability.
- **Digital solutions:** Developers and data analysts driving innovative tools like Trace and the Due Diligence Dashboard.
- **Advocacy and communication:** Specialists who amplify our mission through storytelling and policy change.
- **Project and programme management:** Experienced managers ensuring impactful, data-driven programmes.

This allows us to offer the following core services:

Project/Programme management

- Delivering end-to-end project management and grant management, from design to implementation, ensuring impactful interventions with measurable results for farmers and companies.

Advisory services and research

- Empowering value chain organisers with tailored strategies to align with regulatory requirements, sustainability goals, and fair value distribution, ensuring inclusive and responsible sourcing practices. Providing data collection, analysis & impact monitoring.

Solution development

- Innovating farmer-centric digital tools and methodologies to enhance traceability, data transparency and sustainable agricultural practices in supply chains.

Fundraising and proposal writing

- Securing financial resources through compelling proposals and strategic fundraising, driving the success of transformative programmes for fair and sustainable supply chains.

To achieve all of the above, we offer the following innovative digital solutions:

Trace Platform

A blockchain-enabled platform that allows supply chain actors to collect and share data on product origins. Trace helps organisations meet compliance requirements, track sustainability metrics, and offer transparency to consumers. The platform also supports farmer profiles, consolidating data about incomes, assets, and participation in projects.

Connect App and Farmer Cards

A user-friendly tool designed to enhance first-mile traceability and transparency on farmer payments. Paired with the Farmer Cards, the app makes data collection seamless for farmers and cooperatives, even in areas with limited internet access. Farmers can securely access their data, also without a smartphone, ensuring they are informed participants in supply chains.

Commodity Living Income Strategy and open-source toolbox

Developed in collaboration with Heifer International, this data-driven strategy offers two methodologies: the Living Income Price (LIP) and Cost-Yield Efficiency (CYE) analysis. The open-source toolkit provides practical resources to implement these methodologies, supporting fair value distribution and sustainable practices in commodity supply chains.

Due Diligence Dashboard

A comprehensive tool for ESG compliance and sustainability reporting. Covering areas like deforestation, living incomes, and carbon emissions, the dashboard integrates data to guide decision-making. It helps supply chains meet regulations such as the EU Deforestation Regulation (EUDR) and supports actionable insights for improving environmental and social impacts.



Join us in building a fairer future

Only by working with industry leaders, local cooperatives, and NGOs, we can reach our goals. Examples include:



Pepper in Indonesia:
Transforming supply chains with digital tools and agroforestry practices.



Coffee in Uganda:
Supporting farmer digitisation to align with EU legislation.



As we celebrate **25 years** in 2025, we look ahead with optimism and determination. Together with our partners, we are creating food systems that work for everyone—starting with the farmers who sustain us all.



Get in touch if you want to learn more.
You can reach Sander at sander@fairfood.org.