

## STATISTICS AND EMERGING TRENDS

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**FiBL**

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# THE STATE OF SUSTAINABLE MARKETS 2021

STATISTICS AND EMERGING TRENDS

## ABOUT THE REPORT

This sixth global report provides new insights into the evolution of certified agriculture and forestry. The International Trade Centre has teamed up once again with the Research Institute of Organic Agriculture and the International Institute for Sustainable Development to provide data about 14 major sustainability standards for bananas, cocoa, coffee, cotton, oil palm, soybeans, sugarcane, tea and forestry products.

The 2021 report adds data from 2019, showing that sustainability standards continue to expand their land coverage. This report helps shape decisions of policymakers, producers and businesses, working to address systemic labour and environmental challenges through certified sustainable production.

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For more information on sustainability standards, see [www.standardsmap.org](http://www.standardsmap.org).

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## FOREWORD

The COVID-19 pandemic caught the world off guard, causing social, economic and political shocks globally. It brought major changes in our personal and professional lives and caused us to re-assess our values and priorities. Now we need to act.

Sustainability standards are a powerful tool for a recovery that leaves no one behind. Consumers start to recognize the premium around ethically sourced, sustainable goods and services. Businesses across the world are being scrutinized for decisions that have an impact on the environment, employees, customers and society.

Our sixth edition of *the State of Sustainable Markets* shows that sustainability standards continue overall to expand their land coverage for agriculture and forestry. In cotton, for example, at least 17% of production area is certified.

These annual reports offer greater transparency and build awareness of the shifting yet enduring landscape for sustainability standards. They are among the few tools to have stood the test of time with relevant criteria and implementation frameworks to address social and environmental trade in doing business.

We can all encourage sustainable consumption. Consumer choices about products such as bananas, coffee and tea can transform lives – when they support small growers and values-based, sustainable trade. It's equally important to develop policies and regulations that support sustainable cultivation – such as those that encourage deforestation-free cocoa, fewer agrochemicals or better prices for farmers.

Our hope is that our *State of Sustainable Markets* report contributes to those choices.



Pamela Coke-Hamilton  
Executive Director  
International Trade Centre

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1. Although UTZ merged with Rainforest Alliance in 2018, the 2018 data used for this report were provided for each standard individually.

## PROJECT PARTNERS

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

Trade for Sustainable Development is the partnership-based programme of ITC that helps businesses chart their paths to more sustainable trade. The programme offers access to wide-ranging information for trade-related sustainability initiatives and standards.

It builds on well-established online tools such as Standards Map, which offers comprehensive, verified and transparent information on more than 260 standards for environmental protection, worker and labour rights, economic development, quality and food safety, as well as business ethics.

Contribution to this report: Conceptual elaboration; data validation and visualization (dashboard); editorial development and promotion.

The **Research Institute of Organic Agriculture (FiBL)**, founded in 1973, links interdisciplinary research to the rapid transfer of knowledge from research to agricultural practice, drawing on advisory work, training and conferences. FiBL has offices in Austria, France, Germany and Switzerland, as well as a representative office in Brussels. It also undertakes numerous projects and initiatives in Africa, Asia, Europe and Latin America.

FiBL has long lasting experience in collecting and publishing data on organic agriculture. Since 2000, it has developed a network of some 200 experts from more than 180 countries, all of whom contribute to data collection. Every year, FiBL and IFOAM – Organics International jointly publish *The World of Organic Agriculture*, which documents recent developments in the field worldwide. Since 2014, FiBL has also been active in the collection of data on sustainability standards.

For more information, see <https://statistics.fibl.org>.

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The **International Institute for Sustainable Development (IISD)** is an independent think tank with the mission to accelerate solutions for a stable climate, sustainable resources and fair economies. Through research, analysis and knowledge sharing, IISD identifies and champions sustainable solutions that support sound policymaking. Established in 1990, the institute has offices in Canada, Switzerland and the United States. Its work affects economies, communities, ecosystems and lives in nearly 100 countries. Numerous governments, United Nations agencies, foundations, the private sector and individuals fund its projects.

IISD been assessing the characteristics, performance and market trends of voluntary sustainability standards via the State of Sustainability Initiatives project since 2008. This international research project aims to advance sustainable and inclusive value chains by providing credible and solutions-oriented analysis and dialogue on voluntary sustainability standards and their potential to contribute to sustainable development outcomes. Besides conducting strategic policy research and analysis on standards, IISD makes important contributions to sustainable consumption, production and trade through the initiatives implemented within the Economic Law Programme.

For more information, see <https://www.iisd.org/ssi/>

Contribution to this report: Authors of chapter 3.

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