

PRESS INFORMATION

Annual Complaints Report reveals positive trends in customer trust and satisfaction

Bonn, 15.04.2025. FLOCERT has published its [Annual Complaints Statistics 2024](#), a pillar of FLOCERT's public transparency. The 2024 findings showcase why Fairtrade is widely recognised as the most trusted ethical label globally. The report gives an overview of appeals and reviews - official customer requests to change a FLOCERT certification decision or to review non-conformities, corrective measures, or objective evidence - and customer complaints. It also documents and summarises findings on allegations, which are third-party claims that a Fairtrade-certified organisation may be non-compliant with the Fairtrade Standard.

"The people we aim to support, the workers and farmers of Fairtrade certified organisations, filed nearly 40% of the overall 176 allegations we received last year," explains Jutta Goss, Credibility Assurance Manager at FLOCERT. "This shows that our process is understood and accessible at the farm level and that workers and farmers have trust in our procedures and feel empowered to stand up for fairness and their rights. Nearly two-thirds of the claims we received against a Fairtrade-certified organisation were partially or totally substantiated, demonstrating that allegations were made in good faith," Goss continued.

She not only welcomes allegations as an important complement to FLOCERT's regular assurance methods but also stresses the benefit of appeals and review requests: "We understand that a voluntary standard cannot cover every situation that emerges in today's constantly changing global economy. We are seeing an increasing number of customer appeals and review requests. These instances allow FLOCERT to identify, globally harmonise, and swiftly address procedural gaps."

The report also notes a continued decrease in complaints. "In 2024, we only received 27 complaints regarding the manner in which FLOCERT staff members or auditors provide services," commented Goss further. "Complaints decreased in the last two years, while the numbers of audits performed were stable. Over the years, we've noticed that negative audit results sometimes correlate with customer complaints about auditors. In each case, we carefully assess whether a genuine correlation exists and determine the most appropriate way to address the customer's concerns. Accurately identifying the core issue is essential as feedback on our auditors' behaviour and skills is highly valuable and provides the best temperature check of our competence."

FLOCERT is a leading global assurance provider. Besides providing sole certification to Fairtrade, FLOCERT offers certification and verification as well as customised sustainability to support companies in their ethical business transformation. With six international offices conducting business in around 120 countries, FLOCERT specialises in combining global reach with local expertise for its over 6,000 customers. FLOCERT remains mission-driven and dedicated to working with all types of organisations, from small-scale producers to internationally recognised brands, to promote fairness in global trade.

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