

## Fair Trade / Fairtrade Mark



“Fairtrade is about better prices, decent working conditions, local sustainability, and fair terms of trade for farmers and workers in the developing world. By requiring companies to pay sustainable prices (which must never fall lower than the market price), Fairtrade addresses the injustices of conventional trade, which traditionally discriminates against the poorest, weakest producers. It enables them to improve their position and have more control over their lives.”

“The FAIRTRADE Mark is an independent consumer label which appears on UK products as a guarantee that they have been certified against internationally agreed Fairtrade standards. It shares internationally recognised Fairtrade standards with initiatives in 20 other countries, working together globally with producer networks as Fairtrade Labelling Organisations International (FLO). The Mark indicates that the product has been certified to give a better deal to the producers involved – it does not act as an endorsement of an entire company’s business practices.”

“Fairtrade standards comprise both minimum social, economic and environmental requirements, which producers must meet to be certified, plus progress requirements that encourage continuous improvement to develop farmers’ organisations or the situation of estate workers... The process for agreeing international Fairtrade standards follows the ISEAL Code of Good Practice for Social and Environmental Labelling, where stakeholders (including producers, traders, NGOs) participate in the research and consultation process and final decision making.”

“Internationally-agreed Fairtrade generic criteria exist for the following commodity products:  
Food products: Bananas, Cocoa, Coffee, Dried Fruit, Fresh Fruit & Fresh Vegetables, Honey, Juices, Nuts/Oil Seeds, Quinoa, Rice, Spices, Sugar, Tea, Wine  
Non-food products: Cotton, Cut Flowers, Ornamental Plants, Sports Balls”

“There are, however, some other companies making their own ‘fair trade’ claims without having the independent scrutiny of the Fairtrade Certification Mark, or being part of a recognised network such as IFAT. You need to ask what these claims are based upon. If you want to be sure that farmers and workers are receiving the better deal offered by Fairtrade, always look for the FAIRTRADE Mark.”

(From: [www.fairtrade.org.uk](http://www.fairtrade.org.uk), where you can find lots more information)