



Business Overview Questionnaire

In order for us to understand your business and interest in Fairtrade, please complete this form as fully as possible and return to license@fairtrade.ca. This will allow us to deal with your enquiry effectively.

Please refer to our document “Background to Fairtrade Certification” for more information on the Fairtrade system.

This form will be read by the Commercial Relations Department and treated as confidential.

Date:	
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BUSINESS DETAILS

Business Name:	
Address including postal code:	
Contact name:	
Role / Title:	
Contact Telephone Number:	
Website:	
Email address	

Product(s) proposed for becoming Fairtrade certified:	
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BUSINESS OVERVIEW

Please check as appropriate	Brand Owner <input type="checkbox"/>	Manufacturer <input type="checkbox"/>	Importer <input type="checkbox"/>	Other <input type="checkbox"/>
If other, please provide details:				
Please provide an overview of your business including				
<ul style="list-style-type: none"> Any additional roles your company performs in the supply chain Details of parent company (if any). 				
Please give an estimate of your turnover:				
Where did your interest in Fairtrade originate from?				
Please estimate how much of your business will be Fairtrade in the next year:				
Please state which market(s) you are selling to:				
Canada <input type="checkbox"/>	USA <input type="checkbox"/>	UK <input type="checkbox"/>	Other <input type="checkbox"/>	
If other, please provide details:				

Please list the name of <u>brands</u> and/or <u>private labels</u> that you currently sell/produce:
Please tell us which retailers and/or wholesalers you are selling to (<i>optional</i>):
What is your route to market – centralized distribution or wholesaling or other? (<i>optional</i>)

PRODUCT INFORMATION

Please check if you are a member of the GS1 (UPC) system: <input type="checkbox"/>
What percentage of your product range is certified as organic? <input type="text"/>
Where do you source your product from? Please specify the countries/companies.

OPPORTUNITIES

What (other) opportunities can you see within your business as Fairtrade in the future?
New Products
New Distribution

CHALLENGES

Can you foresee any challenges in manufacturing/sourcing Fairtrade ingredients? If yes, please provide details.

CONTACT DETAILS

Will you be the main contact for Fairtrade products? If YES, please leave this section empty. If NOT, please state who will be:	Name:	
	Job Title:	
	Tel.:	
	Email:	
Who will be responsible for selling Fairtrade products to your customers?	Name:	
	Job title:	
	Tel.:	
	Email:	

FURTHER INFORMATION

Please outline any further information (if any) or guidance you may require from us:

THANK YOU FOR YOUR INTEREST IN FAIRTRADE.
Please return your completed Business Overview Questionnaire to license@fairtrade.ca.



FORM A – COMPANY APPLICATION

This form is part of the procedure for registering for permission to use the FAIRTRADE Mark. On receipt of this form with ALL sections completed and your application fee, we will aim to assess your application within 2 - 4 weeks before sending you a contract for signature. Incomplete forms may delay your application. Fairtrade Canada guarantees full confidentiality for all confidential business information. If you have any questions, please contact Fairtrade Canada: license@fairtrade.ca

Please note that you are not considered registered until you have received your copy of the Fairtrade Canada Contract signed by both parties. Once registered, all packaging and promotional materials on which you wish to use the FAIRTRADE Mark must be submitted for our approval prior to printing, subject to the product being licensed. There is no application fee for additional products. Fairtrade Canada will audit you according to our audit schedule.

Please mail the completed form to Fairtrade Canada, 250 City Centre Ave, Suite 800, Ottawa, ON, K1R 6K7.

- **This application form**
- **A one-time non-refundable application fee of \$600 plus applicable HST/GST.** If you are applying to be a sublicensee the fee is \$300 plus applicable HST/GST. Please make cheques payable to Fairtrade Canada.

HST / GST fees by Province	Licensee	Sub-Licensee
British Columbia	\$72.00	\$36.00
Newfoundland and Labrador	\$78.00	\$39.00
New Brunswick	\$78.00	\$39.00
Nova Scotia	\$90.00	\$45.00
Ontario	\$78.00	\$39.00
Other Provinces and Territories (GST 5%)	\$30.00	\$15.00

Please print clearly. All sections are mandatory.

COMPANY INFORMATION			
Registered Name			
Trading name <i>(if different from above)</i>			
FLO ID <i>(if already registered with FLO)</i>			
Status	Limited Company <input type="checkbox"/>	Partnership <input type="checkbox"/>	Sole Trader <input type="checkbox"/>
Company Registration No			
Contact Name			
Job Title			
Email Address			
Address for Correspondence including postal code			
Company's Registered Address including postal code			
Company's Tax number			
General Telephone Number			
General Fax Number			
Website			
Will at least 95% of your total sales volume be Fairtrade Certified? <input type="checkbox"/>			
<i>(Organizations who meet this criteria qualify for a 10% discount on their license fees)</i>			

CONTACT INFORMATION

Please provide contact details for the person(s) responsible for the roles defined below. Please help us keep our records up-to-date by letting us know if any contact details change in the future.

The authorised signatory to the Agreement <i>(This must be either a Director, Partner or Company Secretary.)</i>	Name	
	Job title	
	Telephone	
	Email	
Fairtrade Officer <i>(Fairtrade Canada requires a person to be identified as the primary contact for all Fairtrade business matters.)</i>	Name	
	Job title	
	Telephone	
	Email	
Quarterly Fairtrade sales reports	Name	
	Job title	
	Telephone	
	Email	
Annual audit	Name	
	Job title	
	Telephone	
	Email	
Payment of quarterly license fee invoice	Name	
	Job title	
	Telephone	
	Email	
Packaging and other artwork. <i>All artwork (packaging and promotional material) must comply with the Fairtrade Canada Mark Use Manual.</i>	Name	
	Job title	
	Telephone	
	Email	
Sales	Name	
	Job title	
	Telephone	
	Email	
Marketing	Name	
	Job title	
	Telephone	
	Email	
Sourcing / purchasing	Name	
	Job title	
	Telephone	
	Email	

For which Fairtrade products do you wish to apply?

Please also indicate in the table below which function your company will have in the Fairtrade supply chain. Check as many as apply. Packaging is included in 'Manufacturer'. If you move into additional product categories in the future, please contact us so that we can update our records.

PRODUCT	FUNCTION						
	Importer	Manufacturer	Distributor	Other			
Cocoa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Coffee	<input type="checkbox"/>	<input type="checkbox"/> (Roaster)	<input type="checkbox"/>				
Dried Fruit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Flowers	<input type="checkbox"/>	-	<input type="checkbox"/>				
Fonio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Fresh Fruit	<input type="checkbox"/>	<input type="checkbox"/> (Ripener)	<input type="checkbox"/>				
Fresh Vegetables	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Fruit Juices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Grains (Rice, Quinoa)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Herbs & Spices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Honey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Nuts & Oil Seeds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Precious Metals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Soybeans & Pulses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Sports Balls	<input type="checkbox"/>	-	<input type="checkbox"/>				
Sugar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Tea	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Wine	<input type="checkbox"/>	-	<input type="checkbox"/>				
Cotton	Dyer <input type="checkbox"/>	CMT* <input type="checkbox"/>	Embellisher <input type="checkbox"/>	Knitter <input type="checkbox"/>	Spinner <input type="checkbox"/>	Distributor <input type="checkbox"/>	Other

* Cut Make Trim

DECLARATION AND SIGNATURE

I, the undersigned, have completed this application to become registered with Fairtrade Canada. I have been diligent in seeking out the required information and to the best of my knowledge the information herein is accurate and complete. I agree that Fairtrade Canada, as a certification body may contact suppliers, customers and other organizations if the need should arise to verify any of the above given application information. However Fairtrade Canada guarantees full confidentiality for all confidential business information.

NAME:

POSITION HELD IN APPLICANT ORGANIZATION:

SIGNATURE: _____ DATE: _____



FORM B – PRODUCT APPLICATION

This form is part of the procedure for registering a product to use the FAIRTRADE Mark. Fairtrade Canada guarantees full confidentiality for all business information. Please email complete forms to: license@fairtrade.ca and keep a copy for your records. Please use the same email address for questions related to the product application process.

Use of the FAIRTRADE Mark on any packaging or promotional items is not approved unless you have received written confirmation from Fairtrade Canada, subject to the product being licensed. If you are adding new products to your Fairtrade offerings, you are not registered for these products until you receive written confirmation from Fairtrade Canada.

Please print clearly.

YOUR DETAILS

Date Form Completed			
Your Name		Company Name	
Your Email Address		FLO ID	

PRODUCT DETAILS

Application type	<input type="checkbox"/> New product <input type="checkbox"/> An update to a recipe or supply chain for an existing product		
Product Type (e.g. chocolate bar, whole bean coffee, tea bags)			
Packaging size(s) including units (e.g. 340g, 12oz, single article)			
Barcode number for each SKU (if known)			
Brand name			
Product name (exactly as it will appear on the final packaging)			
Are you the brand owner?	<input type="checkbox"/> Yes <input type="checkbox"/> No		
If no, then who is the brand owner?			
In which markets will the product be available?	<input type="checkbox"/> Retail <input type="checkbox"/> Foodservice/Catering <input type="checkbox"/> Wholesale		
Is the product Certified Organic?	<input type="checkbox"/> Yes <input type="checkbox"/> No		
Estimated retail price of the product?			
Proposed product launch date?			
When can we start to list the product in our general promotional work?			
If the product is seasonal please state the period of availability.			
Do you intend to sell the product outside Canada* now, or in the future?	<input type="checkbox"/> Yes <input type="checkbox"/> No		
If yes, to which countries?			

*Note on Cross Border Sales: Your Commercial Relations Coordinator may contact you to discuss plans for sales outside Canada in more detail. Packaging approvals, sales reporting and other issues may be affected by Cross Border Sales

PRODUCT COMPOSITION

Does your product contain two or more ingredients? <i>(making it a 'composite product')</i>	<input type="checkbox"/> Yes	Please complete the recipe table below.
	<input type="checkbox"/> No	Continue to the supply chain section on page 9.

If your application is for a **composite product**, it must comply with section 2.2 of the Generic Fairtrade Trade Standards (http://www.fairtrade.net/generic_trade_standards.html). Please detail the **full** recipe below so that this can be verified.

Is this product an Ingredient used in other products?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If this is a product containing cocoa, fruit juice, cane sugar or tea, are you claiming physical traceability?	<input type="checkbox"/> Yes <input type="checkbox"/> No

Please either submit your own recipe sheet indicating FLO Fairtrade ingredients and supply chain or if that is not possible, complete the section below describing one batch or the percentage composition.

Fairtrade Certified ingredient(s)	Amount or %	
		Please provide the supply chain for each Fairtrade Certified ingredient – see pages 4 and 5.
Non-Fairtrade Certified ingredient(s) where a Fairtrade Standard exists[†] (exception required)	Amount or %	Exception – Enter reason (see page 3). Attach support documents if applicable.
Non-Fairtrade Certified ingredient(s) where no Fairtrade Standards exist[†]	Amount or %	No additional information required
Added Water, Milk or other Dairy Products	Amount or %	No additional information required
Added Water		
Milk		
Other Dairy Products		

[†]Fairtrade Certified Food Products are listed at <http://www.fairtrade.net/our-standards.html>

Notes to assist recipe completion:

- List ALL ingredients in the product (not just Fairtrade Certified ingredients).
- If an ingredient is composed of several other ingredients (e.g. chocolate composed of sugar, cocoa and milk), please break this ingredient down into its component parts and percentages.
- If you are unsure of how to set out your recipe or would like Fairtrade Canada to check it before submitting a full application please contact certification@fairtrade.ca.

COMPOSITE PRODUCT INGREDIENT EXCEPTION REASONS AND SUPPORT DOCUMENTS (if applicable)

NOTE: Please refer to section 2.2.4 of the Generic Trade Standards for more details.

<http://www.fairtrade.net/trade-standard.html>

REASON	SUPPORT DOCUMENTS
Supply shortage	A letter or email from your Fairtrade registered supplier stating that they are affected by a shortage beyond their control (e.g. drought, natural disaster, strike, war, etc.)
Inadequate quality	<p>Three letters or emails from Fairtrade registered suppliers indicating that they are not able to supply the desired quality (e.g. size of grains, fat content, humidity, etc.)</p> <p>AND</p> <p>A description of how the Fairtrade Certified version of the ingredient would cause insurmountable technical problems.</p>
New standard	<p>None.</p> <p><i>A 2 year exception (starting on the date that the standard is published) is automatically granted to all registered operators with approved composite products that use the non-Fairtrade version of the newly certifiable product.</i></p>
Unavailable Ingredient	<p>The ingredient is on the Fairtrade International Exception Committee's published unavailable products list.</p> <p>OR</p> <p>Letters or emails from three Fairtrade registered suppliers stating that they are not able to supply the ingredient.</p>
Transitioning Ingredient *	<p>Letters or emails from three Fairtrade registered suppliers stating the quantity of the ingredient that they can supply.</p> <p>AND</p> <p>A projection of the annual quantity required for your needs.</p> <p>AND</p> <p>A written transition plan which commits to 20% Fairtrade Certified at launch and includes an increase to 50% Fairtrade Certified within one year and 100% Fairtrade Certified within two years.</p>
Provenance *	Provenance certificate or other such document (e.g. Appellation d'origine contrôlée, Denominación de origen, etc.)

* Evaluated by Fairtrade International Exceptions Committee.

SUPPLY CHAIN					
	Ingredient 1	Ingredient 2	Ingredient 3	Ingredient 4	Ingredient 5
Fairtrade Ingredient Type	Ingredient...	Ingredient...	Ingredient...	Ingredient...	Ingredient...
Ingredient sub-type (e.g.. beans / oranges / vanilla / cocoa butter, etc)					
SUPPLY CHAIN OF FLO-REGISTERED OPERATORS IN COUNTRY OF ORIGIN					
Producer Group(s)					
FLO ID					
Source Country					
Processor(s)					
FLO ID					
Exporter(s)					
FLO ID					
SUPPLY CHAIN OF FLO / FAIRTRADE CANADA REGISTERED OPERATORS IN COUNTRY OF MANUFACTURE / RETAIL					
Importer					
FLO ID					
Manufacturer					
FLO ID					
Any additional companies that take ownership (please include their role)					
FLO ID					

Notes to assist completion:

- This information can be provided by your supplier if it is confidential.
- For each Fairtrade commodity in a product, select a primary ingredient type (e.g. fresh fruit), a sub-type (e.g. fresh limes) and list all the producer groups, processors and exporters supplying this ingredient. If you have multiple Fairtrade ingredients, repeat this process in a separate column. Use an extra sheet if more than five ingredients. Or you may provide this information in a spreadsheet or whatever other form you have it.
- A 'Processor' is an organization that is altering the format of the raw ingredient prior to export – e.g. a sugar mill, or processor of instant coffee in the country of origin.
- The 'Importer' might not necessarily be in North America – usually they will be the first organization outside the country of origin to take ownership.
- Additional companies that take ownership may include a manufacturer, co-packer, etc. of unfinished product. Companies that do NOT take ownership should be detailed on the next page.

Your product supply chain information is crucial to your application and your product approval may be delayed if this is not complete. We require this data so that we can ensure that all organizations taking ownership of the product are appropriately registered or certified.

ORGANISATIONS THAT DO NOT TAKE OWNERSHIP

If a company is performing a role in your supply chain, but does not take legal ownership (e.g. a co-packer), please complete their details below as applicable, including a brief description of the role performed.

Company 1

Company Name	
Contact Name	
Email Address	
Telephone	
Address including postal code	
Brief Details of Role Performed	
Distance (km and hours by car) from your primary audit location?	

Company 2

Company Name	
Contact Name	
Email Address	
Telephone	
Address including postal code	
Brief Details of Role Performed	
Distance (km and hours by car) from your primary audit location?	

ADDITIONAL NOTES

Include any additional information relevant to your product application here: