



APPLICATION POLICY

1. PURPOSE

This document outlines requirements for initial applications.

2. DEFINITIONS

A “**Producer**” is an organization that has been certified by FLO-CERT as the original producer of Fairtrade Certified products.

A “**Licensee**” is a company that has signed a contract with Fairtrade Canada allowing them to put the Fairtrade International Mark on one or more products. Licensees pay license fees based on volume. Unless you have signed a contract that specifically gives you permission to put the Fairtrade International Mark on a finished product then you are not a licensee.

A “**Sub-licensee**” is a company that has signed a contract with Fairtrade Canada allowing them to put the Fairtrade International Mark on one or more products and that has signed a contract with a Fairtrade Canada Master Licensee who pays the license fee on their behalf. Sub-licensee status is at the sole discretion of Fairtrade Canada.

A “**Trader**” is any other company that is not a Producer, Licensee or Sub-licensee. Traders do not pay license fees and are not allowed to put the Fairtrade International Mark on products. They may have a limited permission to use the Fairtrade International Mark on business cards and other such materials. Traders pay trader certification fees.

A “**Sub-contractor**” is a company or person that provides a service to the Fairtrade Certified products. Sub-contractors do not at any time buy or sell Fairtrade Certified product, and therefore at no time takes legal ownership of Fairtrade Certified goods. Subcontractors also do not handle the payment of the Fairtrade Minimum price and/ or Fairtrade premium.

An “**Agent**” is a juristic or natural person who provides services to registered Fairtrade operators to facilitate trade. An agent does not under any circumstances buy or sell Fairtrade Certified products, and therefore at no time takes legal ownership of Fairtrade Certified goods, An agent also does not handle the payment of the Fairtrade Minimum price and/ or Fairtrade premium.

A “**Retail Florist**” is a juristic or natural person who makes up custom bouquets at the request of a consumer and sells the bouquet to that consumer.



APPLICATION POLICY

3. WHO NEEDS TO APPLY

3.1 Certification Services (FLOCERT)

FLOCERT policies cover who must be certified. In general this means that every operator buying or selling Fairtrade Certified products up to the point where the product is in its final packaging and ready to sell to consumers must be certified. Certified means audited against Fairtrade Standards by FLOCERT, Fairtrade ANZ or Fairtrade Japan.

Companies trading in fresh fruit, bananas, fresh vegetables or flowers up to an including the importer in the 'Global North' must be certified. Any company after the importer that is packaging or labelling the fruit must be certified.

3.2 Licensees (Fairtrade Canada)

The licensee is normally the company that does the consumer packaging and labelling of the product, or the first company that receives the packaged and labelled product in Canada. Nevertheless, Fairtrade Canada reserves the right to determine which company will be the licensee. This is normally done at time of application.

All potential licensees located in Canada must be licensed by Fairtrade Canada.

All companies located outside Canada who wish to sell labelled finished Fairtrade Certified Products in Canada must be covered by a licence contract with another National Fairtrade Organisation (NFO) or Fairtrade International and a cross border agreement signed between Fairtrade Canada and the Host NFO. In some cases Fairtrade Canada may require a direct license contract.

All Fairtrade Canada Licensees who wish to sell labelled finished Fairtrade Certified Products outside Canada must ask Fairtrade Canada to get permission for them from the Destination National Fairtrade Organisation

3.2.1 Sub-licensees

Sub-licensees are simply licensees that have asked another licensee (the Master) to report sales and pay licensee fees on their behalf.

Applicants may ask to be registered as Sub-licensees, however this status is at the sole discretion of Fairtrade Canada. In case of any doubt the applicant will be licensed as a regular licensee.

In any case Fairtrade will only consider Sub-licensee status where:

APPLICATION POLICY

- A master licensee has agreed to report and pay the licensee fee on behalf of the licensee and has signed a contract to this effect,
- The master licensee is already a licensee,
- The master licensee is before the sub-licensee in the supply chain,

Sub-licensees may have more than one master.

3.3 Retail Florists

Retail Florists must comply with the requirements of the Fairtrade Flower Policy.

4. EVALUATION

Applications may be denied if in the opinion of Fairtrade Canada the applicant does not have the capacity to comply with Fairtrade International Standards.

5. SUBCONTRACTORS AND AGENTS

5.1 Sub-contractors

Sub-contractors, as defined above, do not need to apply to Fairtrade Canada for licensing or certification. However companies using them must disclose them to FLOCERT.

5.2 Agents

Agents, as defined above, do not need to apply to Fairtrade Canada for licensing or certification. However companies using them must disclose them to Fairtrade Canada.

6. DISCONTINUATION OF APPLICATIONS

If the application process does not proceed due to the fact that the applicant does not submit missing information or fails to respond to Fairtrade Canada for more than 6 months after the application process has started the application will be discontinued.

If the applicant wishes to continue, a new application must be started from the beginning. All documents need to be resubmitted, a new invoice for the application fee will be issued and fees already paid cannot be taken into consideration.

7. REAPPLICATION AFTER DE-CERTIFICATION

In general, operators that have lost the certification for their Fairtrade Certified products for failing to meet Fairtrade Standards may not reapply to Fairtrade Canada within one



APPLICATION POLICY

year of de-certification. This time period can be shorter if appropriate to the reason for de-certification, but is never less than 3 months.

Although companies may reapply after the respective time period, there is no guarantee that the application will be accepted. Fairtrade Canada will evaluate each application to verify if the operator complies with Fairtrade Standards. Where there has been a serious non-compliance this will generally require an on-site inspection before re-certification. The cost of the inspection must be covered by the applicant.