



# WHAT IT MEANS TO BE FAIRTRADE CERTIFIED

## WHAT IS FAIRTRADE?

Fairtrade is an ethical certification system which aims to promote more equality and sustainability in the farming sector; it is based on a partnership between producers and consumers. When farmers can sell on Fairtrade terms, it provides them with a better deal and improved terms of trade. This allows them the opportunity to improve their lives and plan for their future. Fairtrade offers consumers a powerful way to fight against poverty through their everyday shopping.

## THE FAIRTRADE STANDARDS

The Fairtrade Standards are designed to tackle poverty and empower producers in the poorest countries in the world. The standards apply to both producers and traders. These standards focus on (1) improving labour and living conditions for farming communities, and (2) promoting farming practices that don't harm either people or the environment.

All farmers are annually audited against the standards by FLOCERT to ensure they comply with the international Fairtrade Standards. FLOCERT is the independent third-party certification body for Fairtrade and is ISO65 accredited.

The key objectives of the standards are:

- ensure that producers receive prices that cover their average costs of sustainable production;
- provide an additional Fairtrade Premium which can be invested in projects that enhance social, economic and environmental development;
- enable pre-financing for producers who require it;
- facilitate long-term trading partnerships and enable greater producer control over the trading process;
- set clear core and development criteria to ensure that the conditions of production and trade of all Fairtrade certified products are socially, economically fair and environmentally responsible.



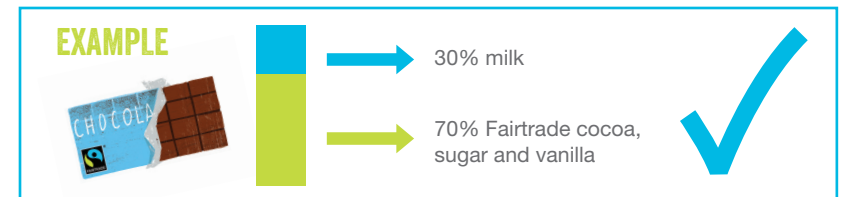
**THE MOST  
WIDELY RECOGNIZED  
ETHICAL LABEL -  
GLOBALLY.**

## TYPES OF PRODUCTS THAT CAN BE CERTIFIED



We certify a variety of products such as coffee, cocoa, sugar, tea, flowers, bananas, sport balls, and fresh produce among others. We also certify composite products such as chocolate, ice cream, clothing and cosmetics among others.

For composite products, all ingredients that can be Fairtrade, must be Fairtrade, and those ingredients must make up at least 20% of the final product. Fairtrade does not take responsibility for sourcing and tracing non-Fairtrade ingredients in composite products.



## HOW IT WORKS IN CANADA

We license Canadian companies to use the FAIRTRADE Mark on their products, and ensure that they abide by strict standards. It is of vital importance that this Mark is not used in a way that is misleading to the public.

Fairtrade Canada is responsible for certifying that Canadian products bearing the FAIRTRADE Mark meet international Fairtrade Standards. Together with our partner FLOCERT, we ensure that the entire supply chain is monitored and audited from the producer until the final point of packaging.

# HOW TO GET A PRODUCT FAIRTRADE CERTIFIED

FAIRTRADE CANADA'S EXPERIENCED TEAM WILL HELP YOUR BUSINESS CERTIFY YOUR EXISTING SUPPLY CHAIN OR FIND A NEW, CERTIFIED SUPPLY CHAIN IN ORDER TO SOURCE FAIRTRADE COMMODITIES.

## STEPS

1



### BUSINESS ASSESSMENT

Fairtrade Canada team will assess your business needs. Our product experts will do a deep dive into your supply chain to determine certification viability.

2



### APPLY

If your organization is appropriate for certification, submit an application for review.

3



### CONTRACT APPROVAL

Once your application is reviewed and approved, you will receive a license contract with Fairtrade Canada. You will also receive a Welcome Kit with important information for our commercial partners.

4



### RECIPE & ARTWORK

We will work with you to ensure that each product as well as its packaging meets the guidelines outlined in your contract. If approved, you can use the FAIRTRADE Mark on the packaging.

5



### MARKETING & COMMERCIAL RELATIONS

Our marketing and commercial relations team will work with you to spread the word about your new Fairtrade certified products.

## INVESTMENT & IMPACT

THE INVESTMENT FOR MARKETING A FAIRTRADE CERTIFIED PRODUCT WILL ARISE FROM ANY OF THE FOLLOWING DEPENDING ON YOUR ROLE IN THE SUPPLY CHAIN:



The additional cost of the primary ingredients as a result of the Fairtrade Standards. The standards include protection of workers' rights and the environment and

payment of the Fairtrade Minimum Price which covers the cost of sustainable farming. An additional Fairtrade Premium is paid, and producers decide democratically how

best to invest this money. Examples include social, environmental and economic developmental projects to improve their businesses and their communities.



The License Fees payable to Fairtrade Canada for use of the FAIRTRADE Mark. License Fees are based on volume and vary by product category.

The fee also includes the cost of annual audit, marketing and commercial support. In addition to that, your investment allows Fairtrade International

to address challenges such as child labour, climate change, gender or income diversification through its various programs.

## CONTACT US

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