



A guide to

Communicating About Fairtrade

Fairtrade: one word or two?!

Fairtrade doesn't own the concept of fair trade (two words), but we are the only organization that uses "Fairtrade" one word.

We know this can get real tricky, so here's a quick guide on how to use the two terms.



Fairtrade

That's us (and you too)! Fairtrade refers to all or any part of Fairtrade International, Fairtrade Producer Networks, National Fairtrade Organization (like Fairtrade Canada), such as Fairtrade Standards, Minimum Price, programs, etc.

You can use Fairtrade when referring to your company's commitment to securing a better deal for farmers and workers. When referring to your company's Fairtrade certified commodity, such as cotton, cocoa, coffee, bananas, etc., use Fairtrade one word.



Fair Trade

A movement towards equitable trade, often referring to a trading partnership based on dialogue and transparency. The use of "fair trade" on packages or otherwise is not regulated and does not reflect any third-party certification.

It may be used in reference to a Fair Trade Association, such as Fair Trade Federation, World Fair Trade Organization, or Domestic Fair Trade Association. These associations are generally membership based and do not certify products.

Explaining Fairtrade

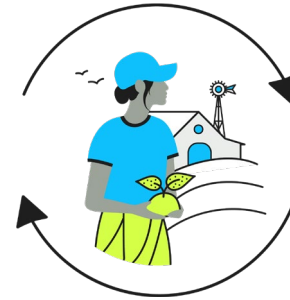
Here are some examples of how you can communicate about what Fairtrade stands for.



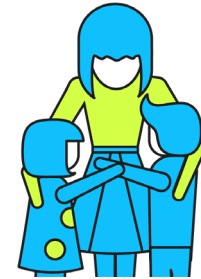
Fairtrade is about fairer purchasing practices and more decent working conditions. It's about working towards the living income that farmers deserve for their hard work.



The FAIRTRADE Mark on products means that international Fairtrade Standards have been met.



With Fairtrade, farmers and workers improve their lives and have greater control over their future.



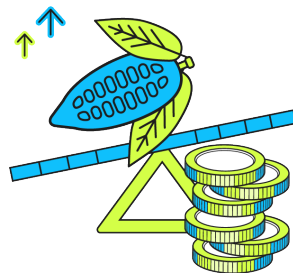
Fairtrade works with farmers to get a better deal so they can build their businesses and invest in their communities.

Explaining Fairtrade and You

Here are some ways you can communicate about what sourcing Fairtrade means for your business.



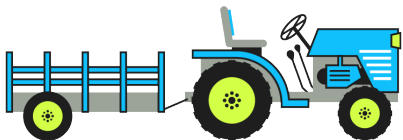
When you buy our Fairtrade [PRODUCT], you support farmers and workers who work to build a better future for themselves, their families, and their communities.



Our business has been sourcing Fairtrade [PRODUCT] since XXXX. For us, choosing Fairtrade means standing with farmers for fairness, equality, and sustainability.



We take continuous action to address human rights and environmental challenges in our supply chains. That is why we choose to source Fairtrade.



Every purchase of our Fairtrade [PRODUCT] means farmers received a minimum price, which aims to cover the average costs of sustainable production, plus the Fairtrade Premium, an additional sum of money that farmer cooperatives choose to invest in their businesses or communities.

Talking about Fairtrade and Sustainability

Remember these 5 guiding principles when communicating about your sustainability efforts:

1

Sustainability is a journey, not a complete 'fix' or solution.

2

Avoid overselling. Remember, no certification system can guarantee sustainability.

3

Be respectful and inclusive. We can only become sustainable if we build an equal partnership with the people who grow and make the food we know and love.

4

Communicate about challenges. Be as precise and transparent as you can. Explain the challenges, and what your company is doing to address them.

5

Measure and communicate your progress. Be transparent about how you are addressing challenges in your supply chain and list the steps your company follows.

How to Talk About the Impact of Fairtrade

Try to refer to the Fairtrade movement as a journey, not a complete ‘fix’ or solution. Together, we are working towards fair pay, decent working conditions, the end of child labour, and other goals.

Avoid	Use Instead
Fairtrade guarantees... ...a better future for farmers and workers ...no child labour ...a fair price/wage/income	The Fairtrade Mark on products means that international Fairtrade Standards have been met.
Fairtrade means fair prices.	Farmers’ organizations receive fairer prices and other benefits, such as the Fairtrade Premium and training, when they sell their products as Fairtrade.
Fairtrade Premium has had a positive impact on farmers and workers by building schools and hospitals.	Fairtrade Premium investments benefit farmers and workers, as well as their wider communities.
The Fairtrade Minimum Price will cover all the farmers’ costs for producing their crop.	Fairtrade Minimum Prices aim to cover the average cost of sustainable production and act as a safety net for producers when market prices drop.

How to Talk About Farmers and Workers

It's important to communicate about the farmers and workers we work with as partners, entrepreneurs, and the ultimate decision makers who know what is best for their families and their communities.

Avoid	Use Instead
Fairtrade means a better deal for farmers and workers in the Third World (or in developing countries).	Fairtrade means a better deal for farmers and workers around the world.
Conventional trade traditionally discriminates against the poorest, weakest farmers and workers.	Fairtrade is working towards a better deal for farmers and workers in countries disadvantaged by unfair global trade structures.
Fairtrade supports farmers and workers by getting a better deal.	Fairtrade works with farmers and workers to get a better deal.
Fairtrade supports farmers and workers in capacity building.	Fairtrade supports farmers and workers' skill development through training opportunities.

Glossary of Terms

Here are some definitions to Fairtrade terms you may come across or may want to use in your communications



Term	Definition
Fairtrade International	Fairtrade International is a non-profit, multi-stakeholder association of 22 member organizations – three producer networks and 19 national Fairtrade organizations. It coordinates activities for its member organizations and owns the FAIRTRADE Mark, a registered trademark of Fairtrade that appears on more than 30,000 products.
Fairtrade Canada	Fairtrade Canada is a National Fairtrade Organization (NFO) and full member of Fairtrade International. Fairtrade Canada is responsible for licensing, marketing, business development, and raising awareness in Canada.
Producer Networks (PN)	A regional network of producers and/or regional associations who work together for their common interest. The focus of those efforts may vary depending on the context. Networks include Fairtrade Africa for the African region, CLAC for the Latin American and Caribbean region, and NAP for the Asian region.
FLOCERT	FLOCERT is one of the world's leading social auditing and certification bodies, and the global certification body for Fairtrade.
Licensee	A company licensed by a National Fairtrade Organization (NFO) or Fairtrade International to use the FAIRTRADE Certification Mark.

Glossary of Terms Continued



Term	Definition
FAIRTRADE Certification Mark	The FAIRTRADE Certification Mark is a registered trademark owned by Fairtrade International and sub-licensed to National Fairtrade Organizations (NFOs). The FAIRTRADE Mark is only for use on consumer retail products that have met the Fairtrade Standards.
Fairtrade Standards	Fairtrade Standards are requirements that producers and traders must meet in order to obtain Fairtrade product certification.
Fairtrade Premium	An extra sum of money, paid on top of the selling price, that farmers or workers invest in projects of their choice. They decide together how to spend the Fairtrade Premium to reach their goals, such as improving their farming, businesses, or health and education in their community.
Fairtrade Minimum Price	<p>The Fairtrade Minimum Price (where it exists) is the minimum price that must be paid by buyers to producers for a product to become certified against the Fairtrade Standards. The FMP is a floor price which covers producers' average costs of production and allows them access to their product markets.</p> <p>The FMP represents a formal safety net that protects producers from being forced to sell their products at too low a price when the market price is below the FMP.</p>

Glossary of Terms Continued



Term	Definition
Small-scale producer (SP)	A producer who is not structurally dependent on permanent Hired Labour and who manages their production activity mainly with a family workforce. Most working time is spent on agricultural/artisanal activities on their own farms or in their own homes. This revenue represents the major part of their total income.
Small-scale Producer Organization (SPO)	Legally registered groups and, in WFTO, other less formally organized structures, whose members are primarily small producers/small-scale producers able to engage in commercial activities.
Hired Labour (HL)	The term Hired Labour is used to describe workers.
Living Income	A living income is defined as sufficient income to afford a decent standard of living for all household members – including a nutritious diet, clean water, decent housing, education, health care and other essential needs, plus a little extra for emergencies and savings – once farm costs are covered.
Living Wage	A living wage is a wage that covers the basic needs of workers and their families, including food, clothing, shelter, healthcare, education, transport to work and a little extra for unforeseen circumstances.



Have more questions?

Check out our Q&As