

Fair Trade Labeling Research

Findings from a nationwide survey of 1003
Americans aged 18 and over

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LakeResearch.com

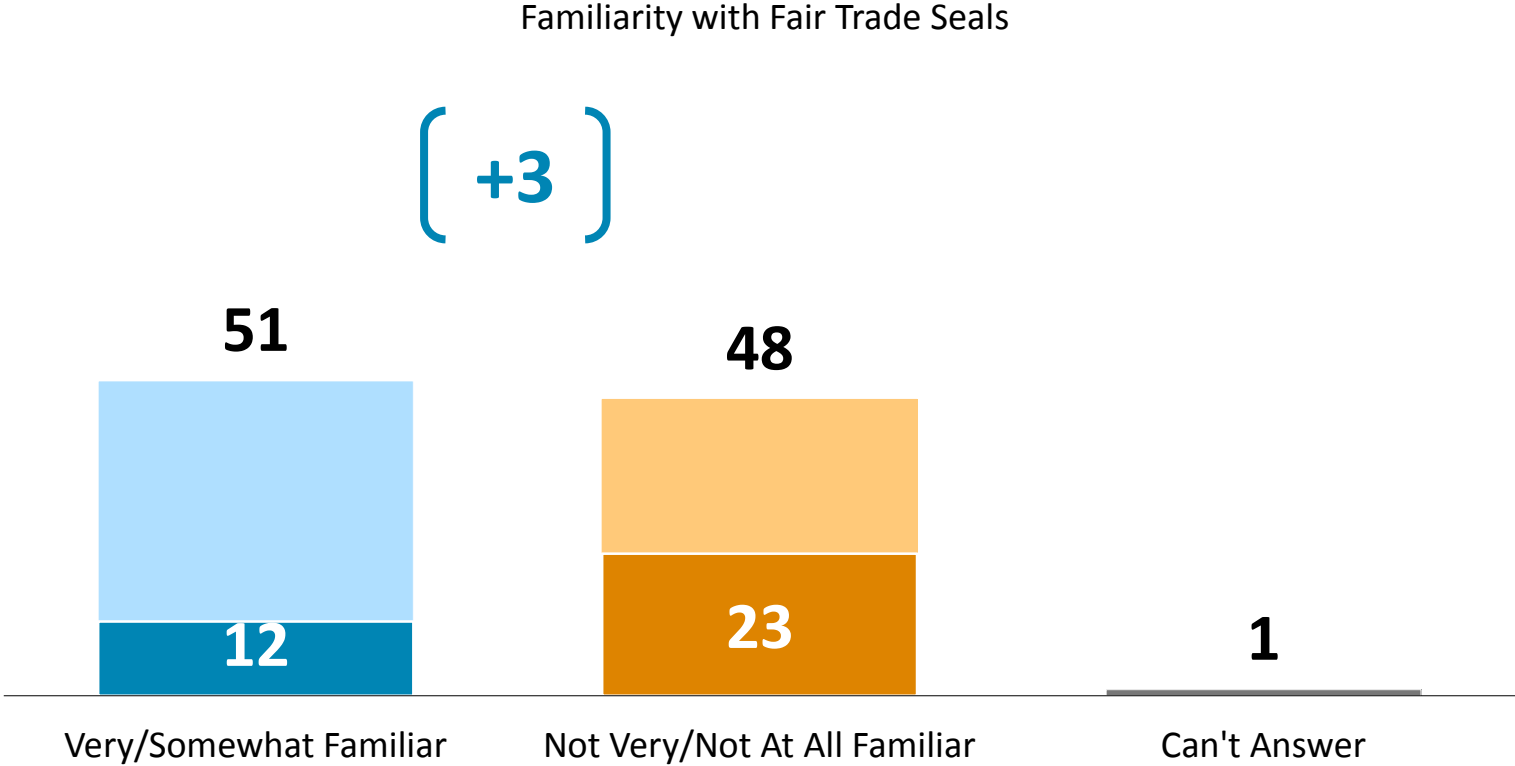
202.776.9066



Methodology

- Lake Research Partners designed and administered this survey that was conducted using online interviews. The national survey was conducted April 17-20, 2013 with 1003 Americans aged 18 and over.
- The sample was generated using a national online panel. The data was weighted slightly by gender, age, region, and race to comport with census demographics.
- The margin of error for the base sample is +/-2.58% and larger for sub-groups. In interpreting survey results, all sample surveys are subject to possible sampling error; that is, the results of a survey may differ from those which would be obtained if the entire population were interviewed.

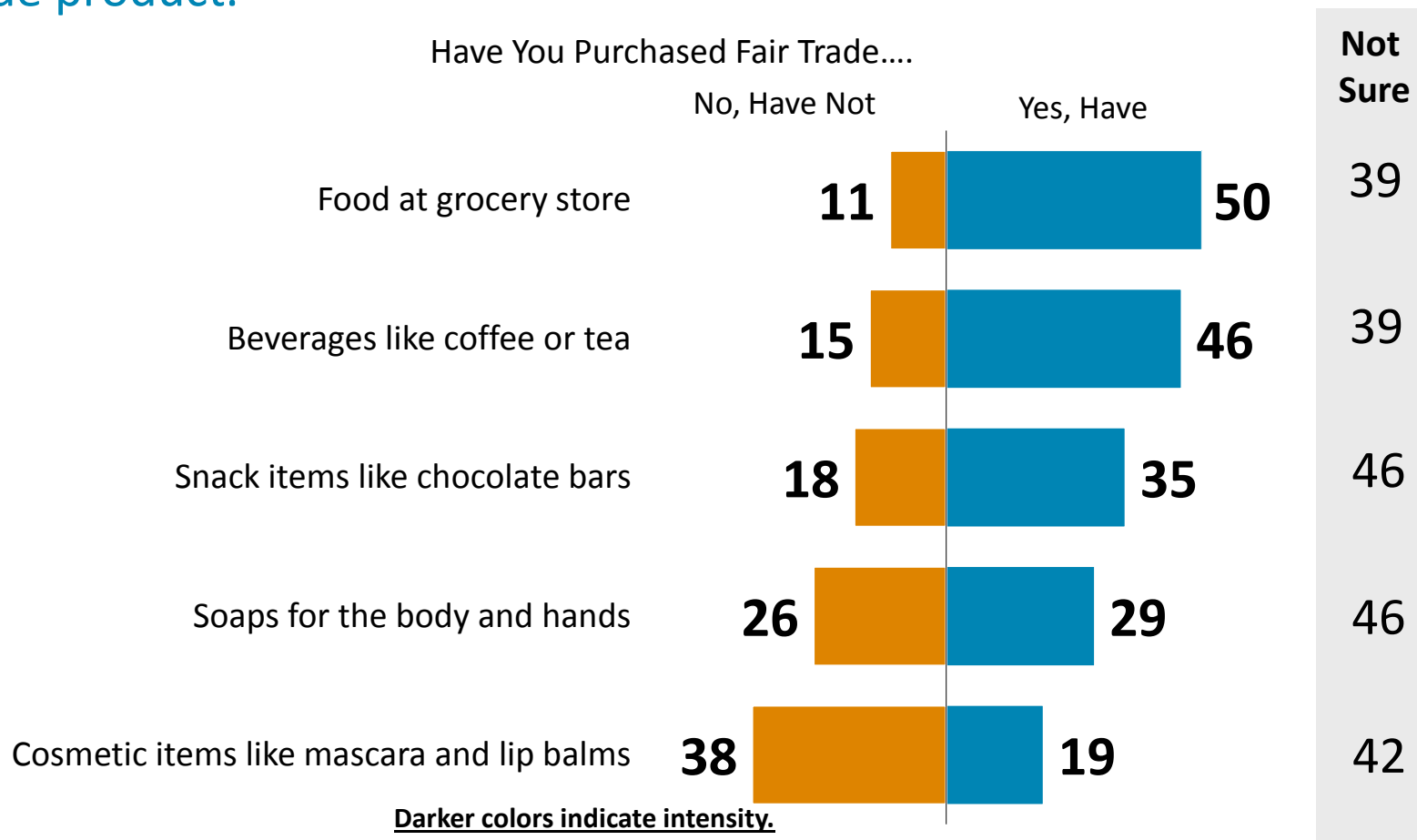
Americans are split in their familiarity with Fair Trade seals and almost a quarter report not being at all familiar with them.



Darker colors indicate intensity.

Question: How familiar are you with Fair Trade seals that appear on some products you may purchase? Would you say you are very familiar, somewhat familiar, not very familiar, or not at all familiar with Fair Trade seals?

Among those who have purchased Fair Trade products, they are most likely to have purchased a food product, and to have done so at a grocery store. Non-food items are less likely to have been purchased and almost half of Americans are unsure if they have purchased a Fair Trade product.



Question: As you may know, a Fair Trade product or good means it has been produced by farmers and workers who have been fairly compensated for their work and have reasonable working conditions. Here are some items that can be purchased with Fair Trade ingredients. For each one, please tell whether you have purchased a Fair Trade item like that or if you have not.

The Fair Trade seal is important and is by far the most common reason for recognizing the product as Fair Trade. Among those who purchased a product, more than three quarters knew the product was Fair Trade because it had a Fair Trade seal.

How did You Know that Product was Fair Trade?



Question: Consider the product that you buy most often that is Fair Trade. How did you FIRST know that product was Fair Trade?

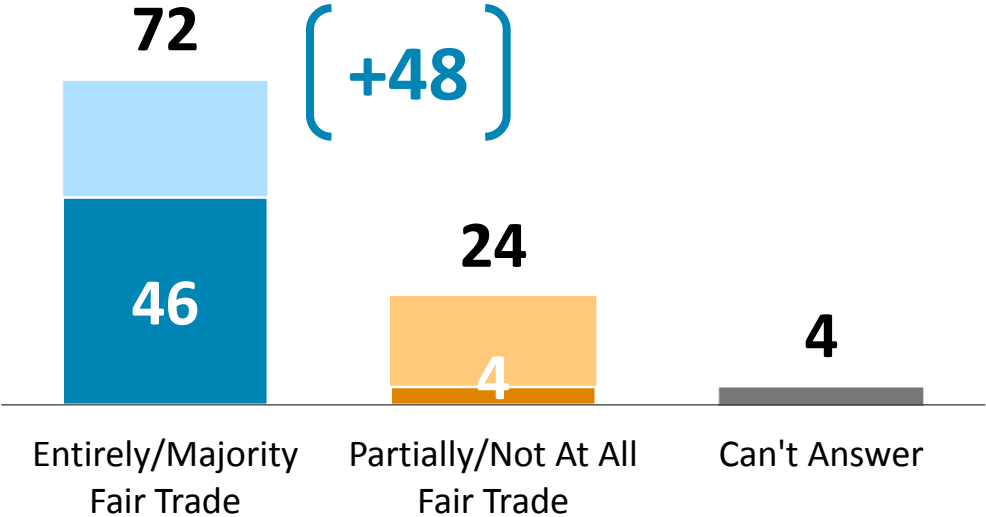
Seal for Single Ingredient Called Out





For the chocolate bar, identifying the cocoa as Fair Trade meant that almost half of respondents erroneously thought the item was entirely Fair Trade. Many Americans clearly link the cocoa being Fair Trade to the chocolate product being Fair Trade. Insofar as the product is in fact only one-third Fair Trade they are misled.

How Fair Trade is this Product?



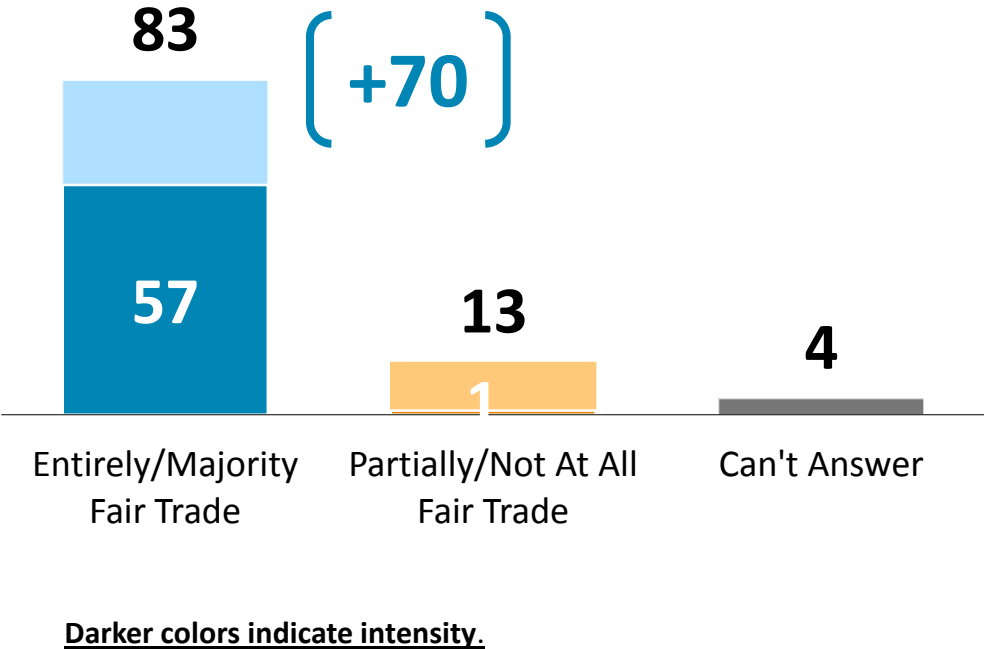
Darker colors indicate intensity.

Question : Do you think the product shown here is entirely Fair Trade, majority Fair Trade, partially Fair Trade, or not at all Fair Trade?

Similar to the chocolate bar, many Americans erroneously link the Fair Trade tea, with the single “Tea” ingredient call out, to the entire product being Fair Trade. Insofar as this product is only 20% Fair Trade they are misled.

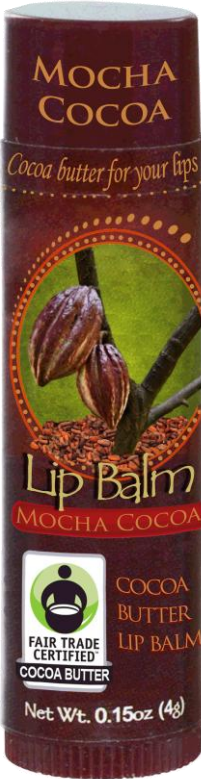


How Fair Trade is this Product?

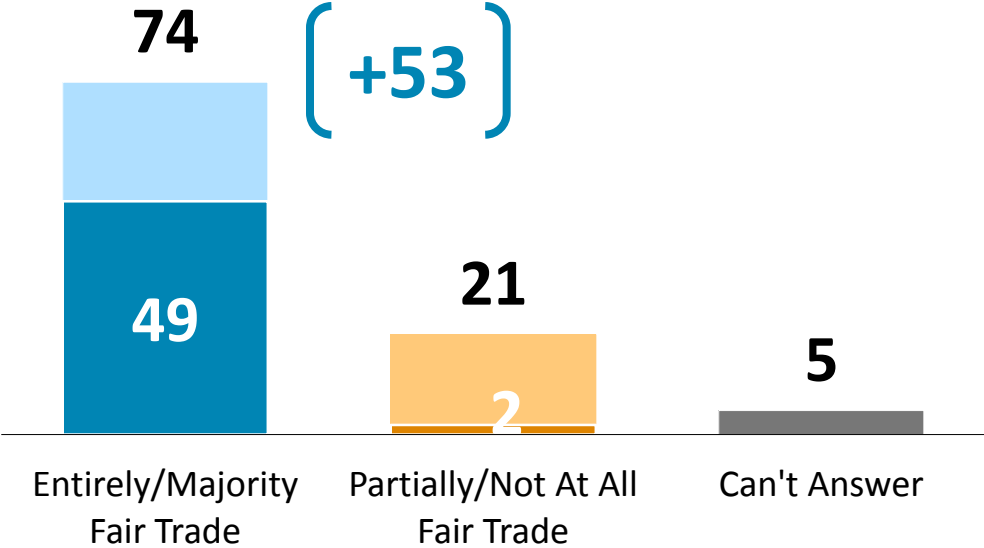


Question: Do you think the product shown here is entirely Fair Trade, majority Fair Trade, partially Fair Trade, or not at all Fair Trade?

Identifying the Fair Trade ingredient implies again that the product is at least majority Fair Trade.



How Fair Trade is this Product?



Darker colors indicate intensity.

Question : Do you think the product shown here is entirely Fair Trade, majority Fair Trade, partially Fair Trade, or not at all Fair Trade?

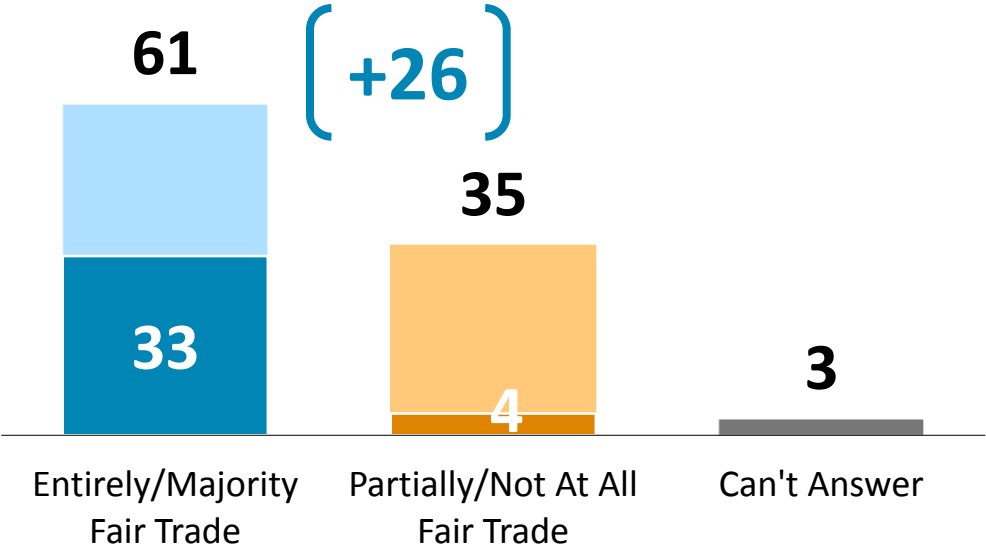
Seal for “Ingredients” Plural Called Out





Americans tend to read “Ingredients” as meaning that a product is majority or entirely Fair Trade by content.

How Fair Trade is this Product?



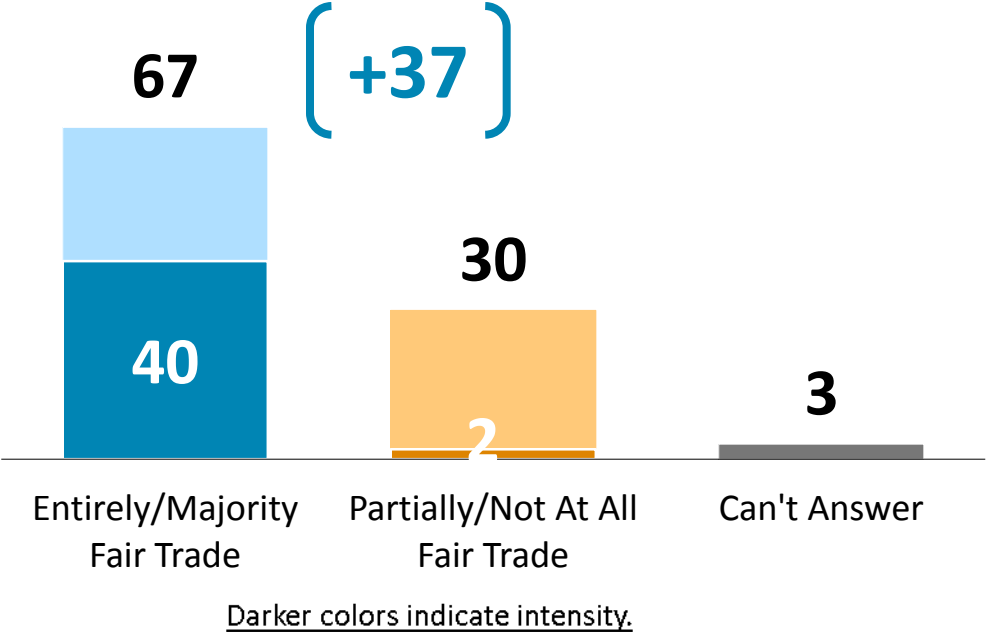
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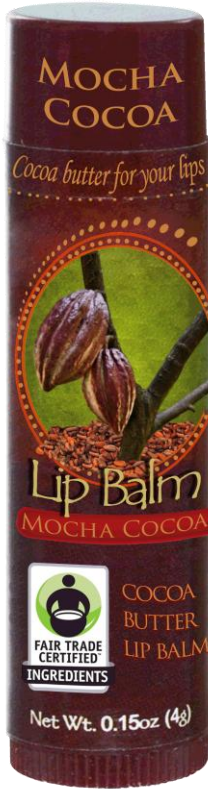


How Fair Trade is this Product?

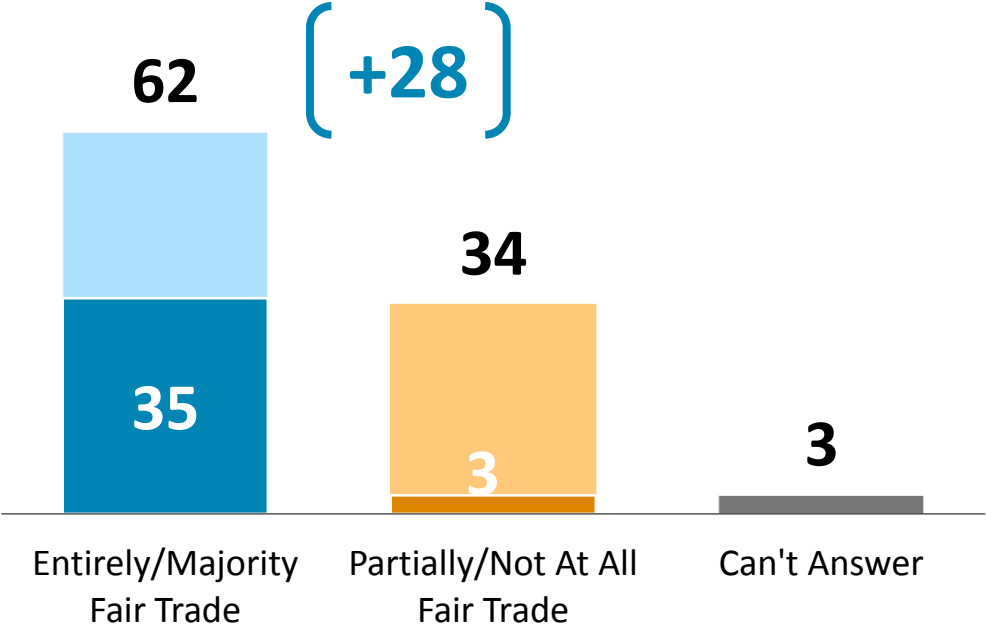


Question: Do you think the product shown here is entirely Fair Trade, majority Fair Trade, partially Fair Trade, or not at all Fair Trade?

Americans tend to read “Ingredients” as meaning that a product is majority or entirely Fair Trade by content.



How Fair Trade is this Product?



Darker colors indicate intensity.

Question: Do you think the product shown here is entirely Fair Trade, majority Fair Trade, partially Fair Trade, or not at all Fair Trade?

Seal and Ingredients with Percentage Called Out

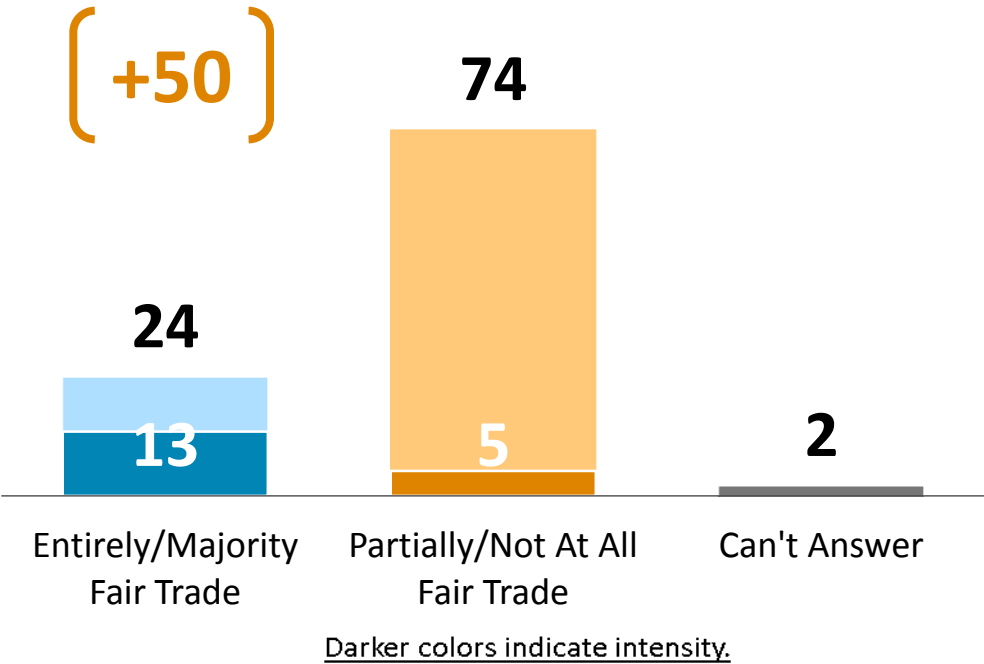




When Americans see a percentage disclosure that less than a third of the chocolate bar is Fair Trade, they are easily able to identify the product as only partially Fair Trade.



How Fair Trade is this Product?



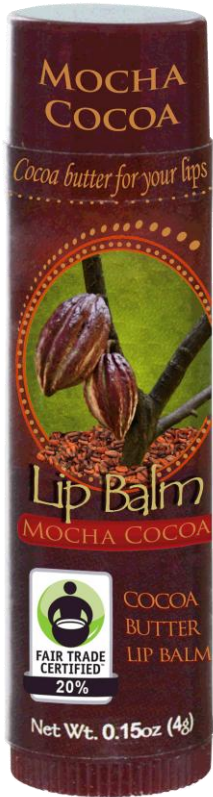
Question: Do you think the product shown here is entirely Fair Trade, majority Fair Trade, partially Fair Trade, or not at all Fair Trade?

For the iced tea, providing the exact percentage means that respondents can more easily identify that the product is only partially Fair Trade.

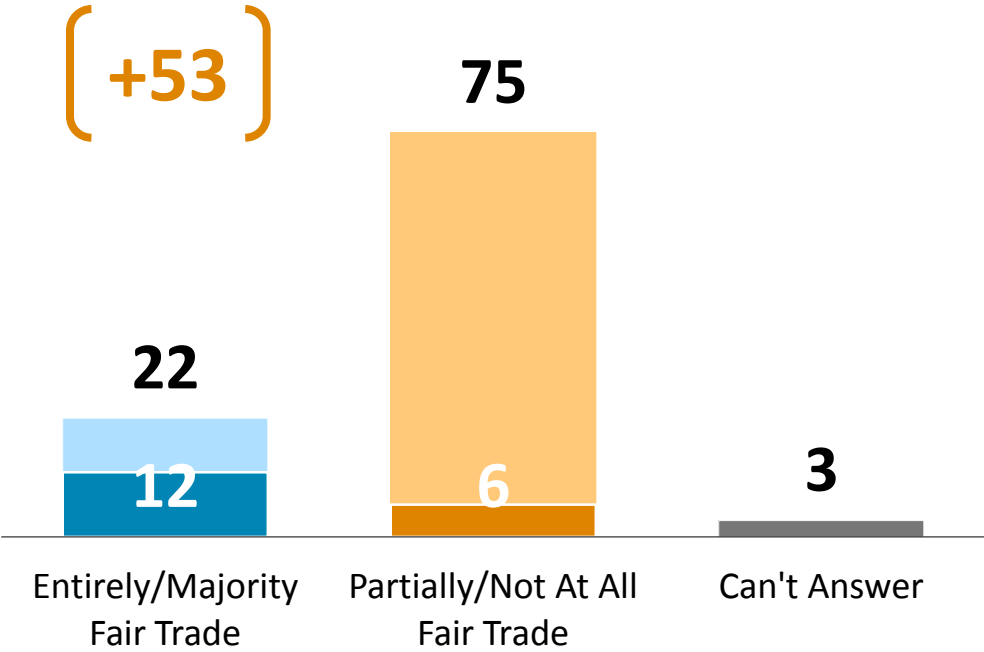


Question: Do you think the product shown here is entirely Fair Trade, majority Fair Trade, partially Fair Trade, or not at all Fair Trade?

This pattern with percentages carries through to the lip balm as well. Three quarters identify it as only partially Fair Trade.



How Fair Trade is this Product?



Darker colors indicate intensity.

Question: Do you think the product shown here is entirely Fair Trade, majority Fair Trade, partially Fair Trade, or not at all Fair Trade?

Whole Product Seal Without Ingredients

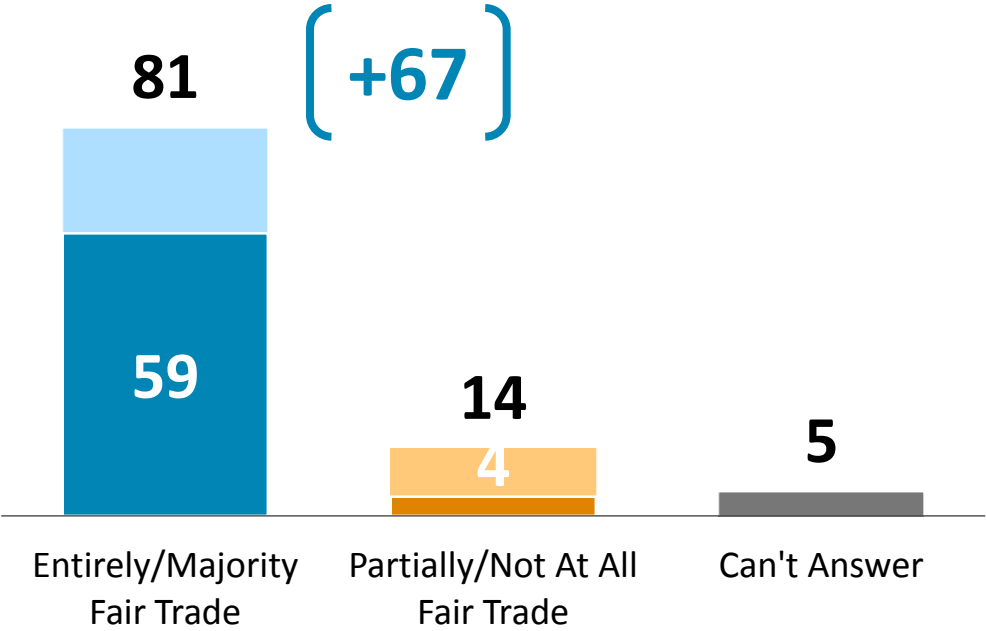




Unsurprisingly, the Fair Trade seal without percentage disclosure conveys the product is majority or entirely Fair Trade.



How Fair Trade is this Product?



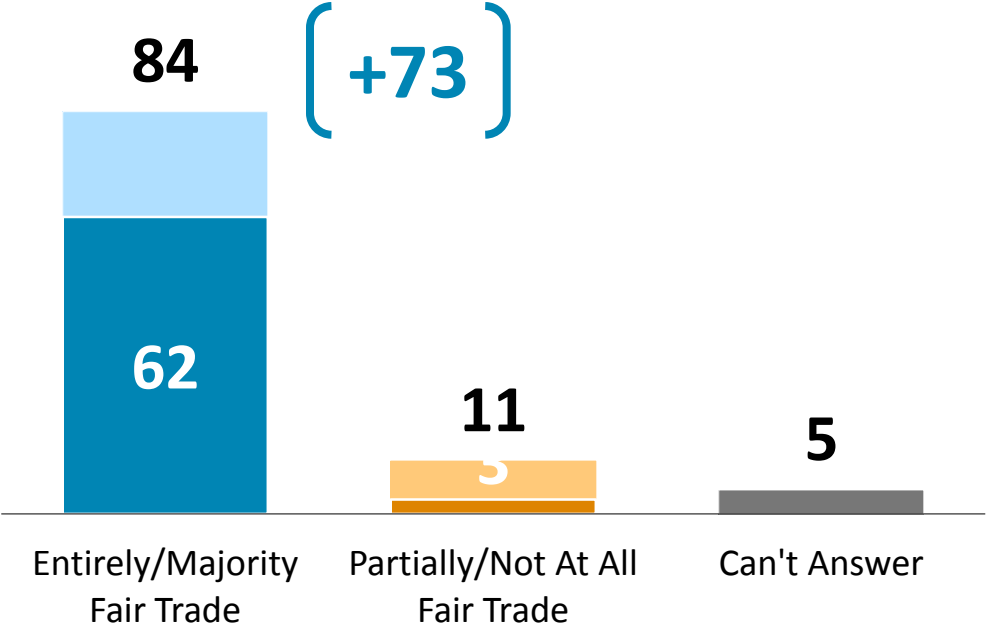
Darker colors indicate intensity.

Question: Do you think the product shown here is entirely Fair Trade, majority Fair Trade, partially Fair Trade, or not at all Fair Trade?

Similarly with the iced tea, the Fair Trade seal without percentage disclosure conveys the product is mostly or entirely Fair Trade.



How Fair Trade is this Product?

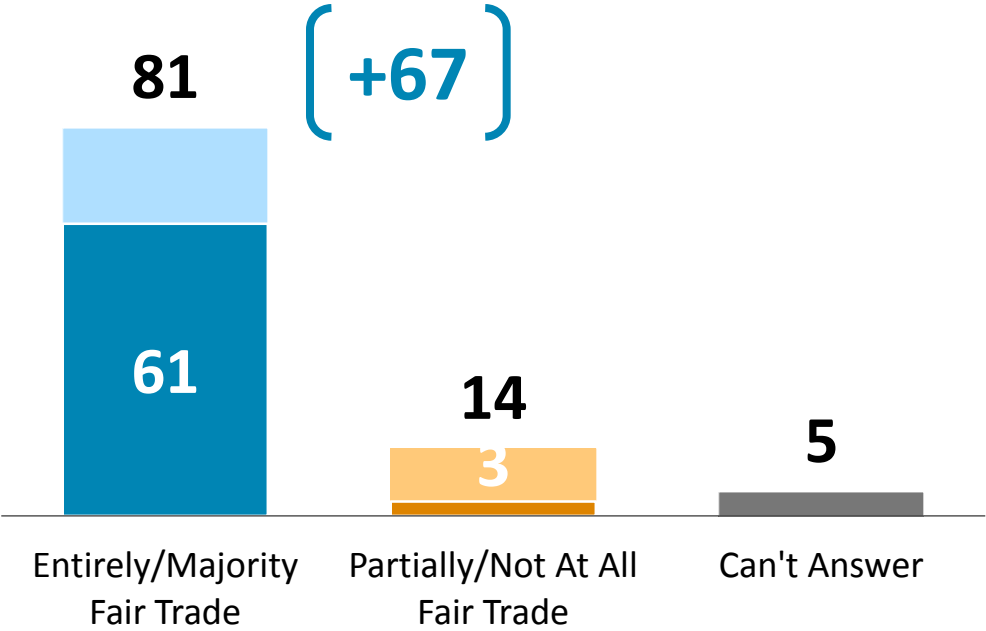
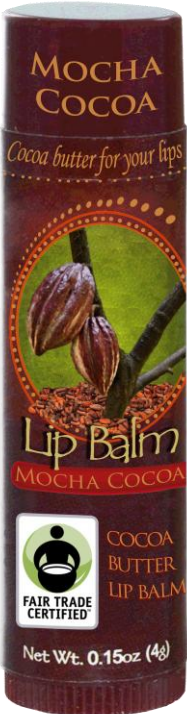


Darker colors indicate intensity.

Question: Do you think the product shown here is entirely Fair Trade, majority Fair Trade, partially Fair Trade, or not at all Fair Trade?

And for the lip balm also, a Fair Trade seal without percentage disclosure conveys the product is mostly or entirely Fair Trade.

How Fair Trade is this Product?



Darker colors indicate intensity.

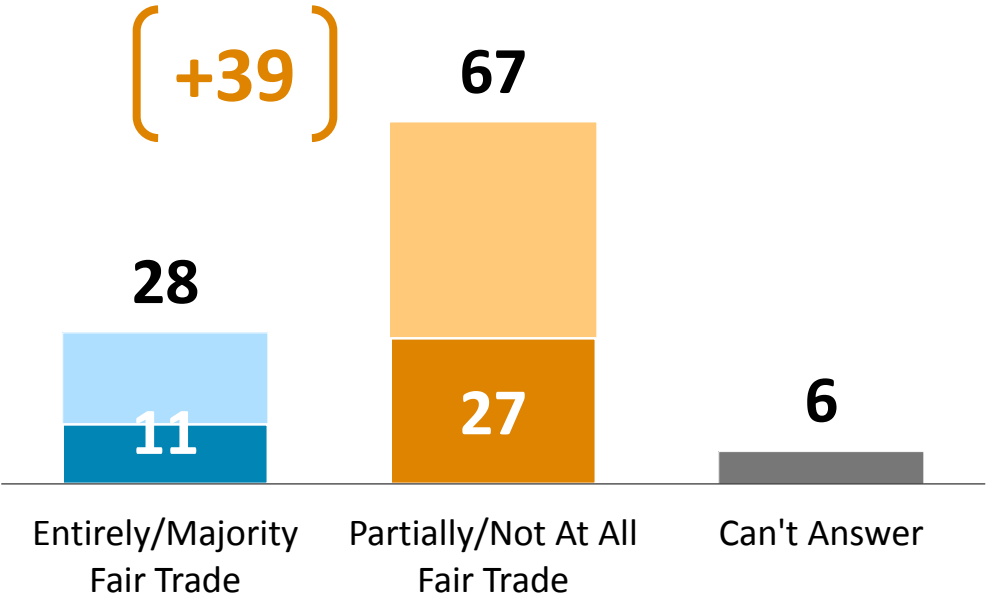
Question: Do you think the product shown here is entirely Fair Trade, majority Fair Trade, partially Fair Trade, or not at all Fair Trade?

Only Statement
“Made with Fair Trade Cocoa/Tea/Cocoa Butter”



Not having a Fair Trade seal correctly lowers consumers' perception of the Fair Trade content, if that content is a minority of the product.

How Fair Trade is this Product?



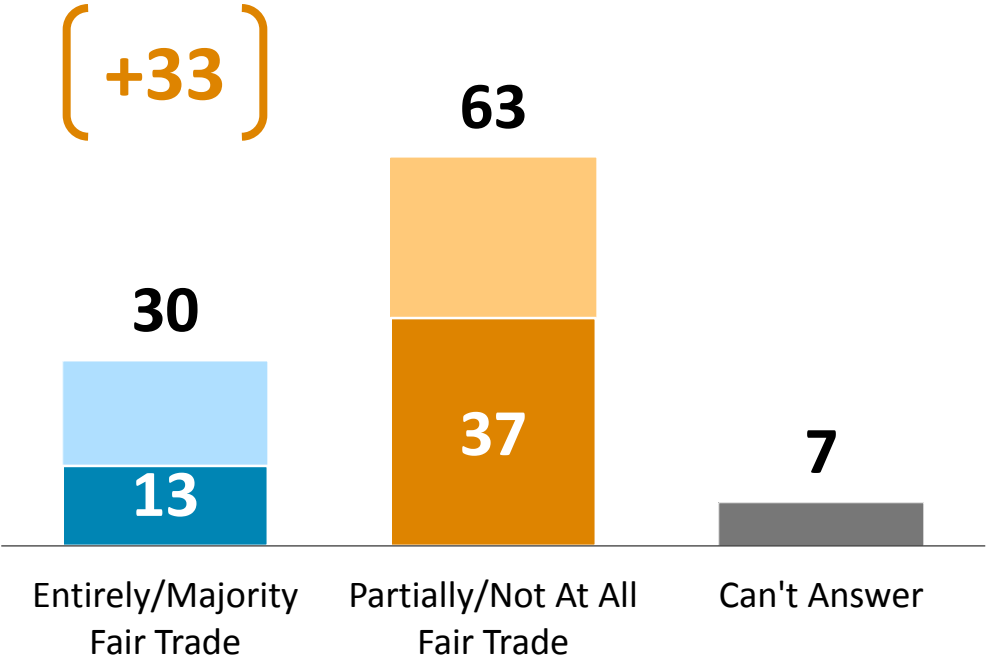
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Question: Do you think the product shown here is entirely Fair Trade, majority Fair Trade, partially Fair Trade, or not at all Fair Trade?

This is also true for the iced tea. Not having a Fair Trade seal correctly lowers consumers' perception of the Fair Trade content, if that content is a minority of the product.



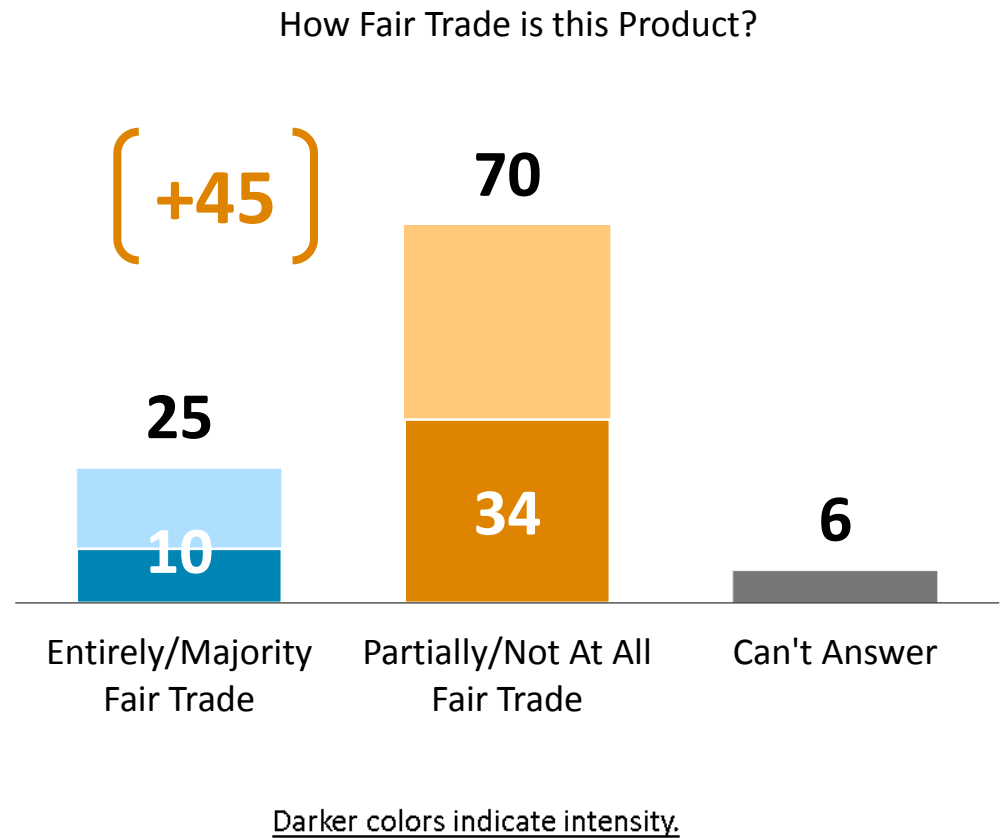
How Fair Trade is this Product?



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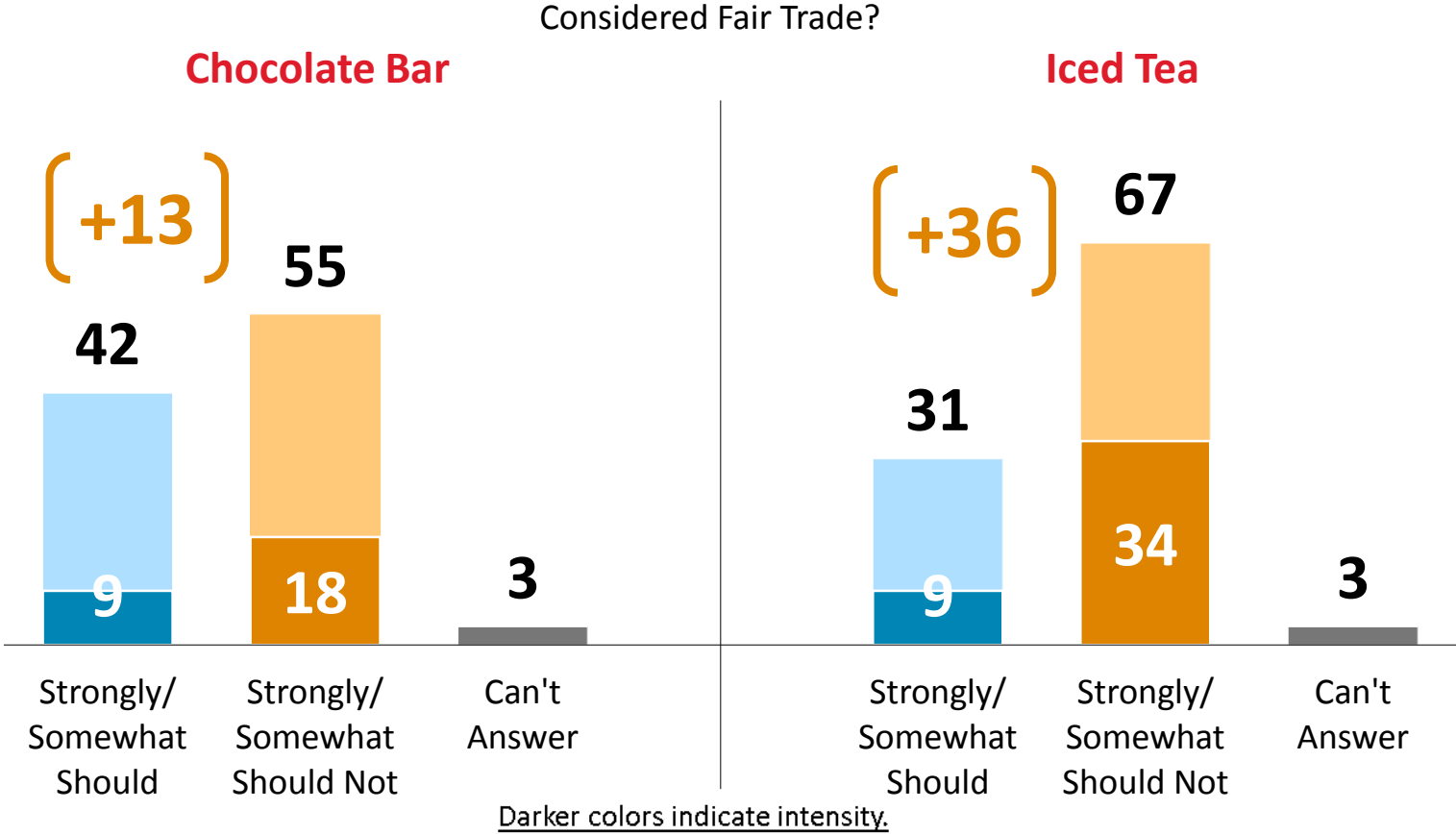
Question: Do you think the product shown here is entirely Fair Trade, majority Fair Trade, partially Fair Trade, or not at all Fair Trade?

Not having a Fair Trade seal correctly lowers consumers' perception of the Fair Trade content, if that content is a minority of the product.



Question: Do you think the product shown here is entirely Fair Trade, majority Fair Trade, partially Fair Trade, or not at all Fair Trade?

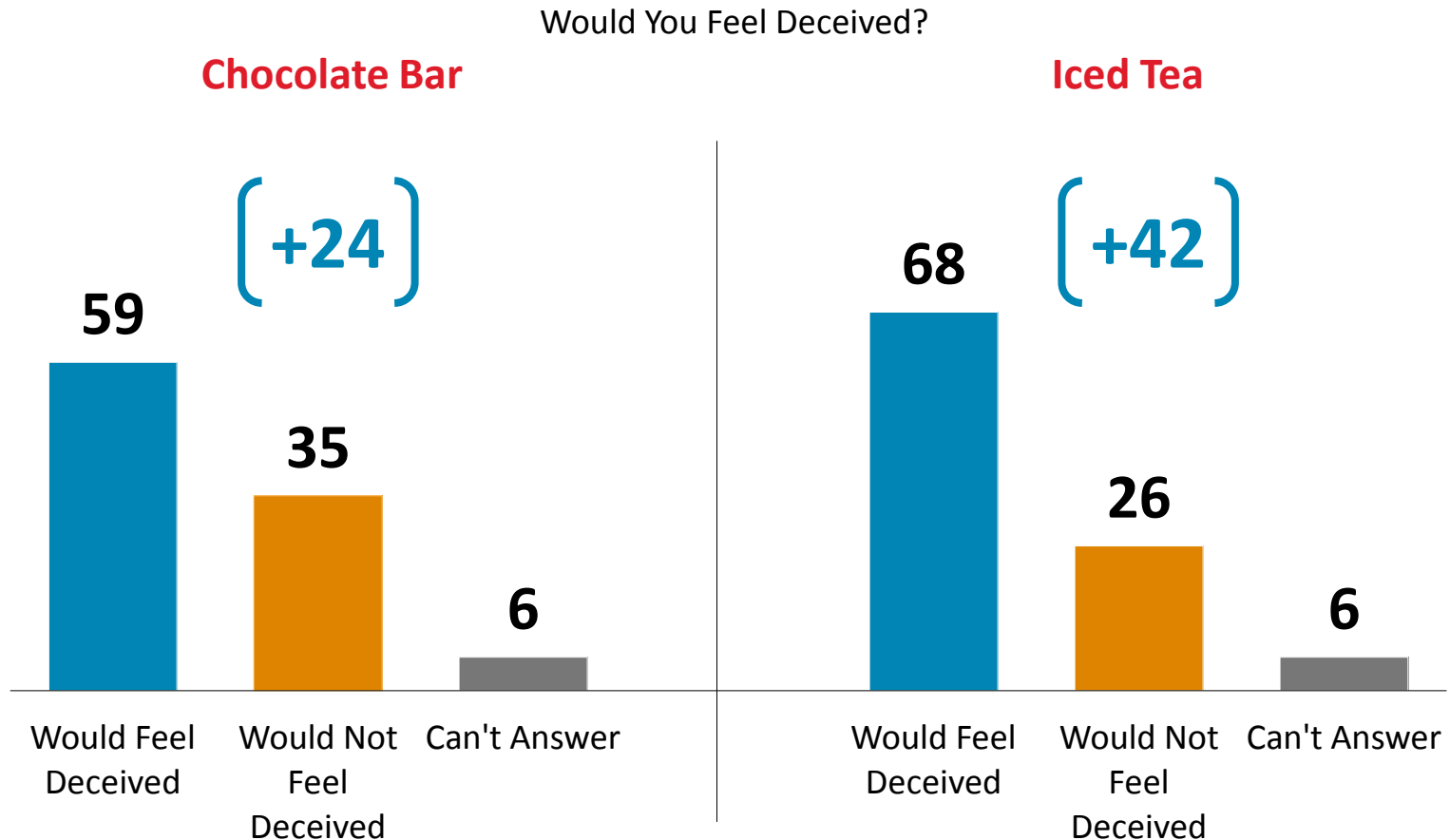
For both the chocolate bar and iced tea, with sugar representing at least half of the ingredients, most Americans do not believe the product should have a Fair Trade seal.



Question: Let's say a chocolate bar contains Fair Trade cocoa. That cocoa represents **32%** of the ingredients. The chocolate bar also includes sugar that was NOT Fair Trade, but could be. Sugar represents **50%** of the ingredients. Under this scenario, do you personally believe the chocolate bar should be considered a Fair Trade product and have a Fair Trade seal?

Let's say a bottled ice tea contains Fair Trade tea. That tea represents **20%** of the total ingredients. The ice tea also includes sugar that was NOT Fair Trade, but could be. Sugar represents **80%** of the ingredients. Under this scenario, do you personally believe the bottled ice tea should be considered a Fair Trade product and have a Fair Trade seal?

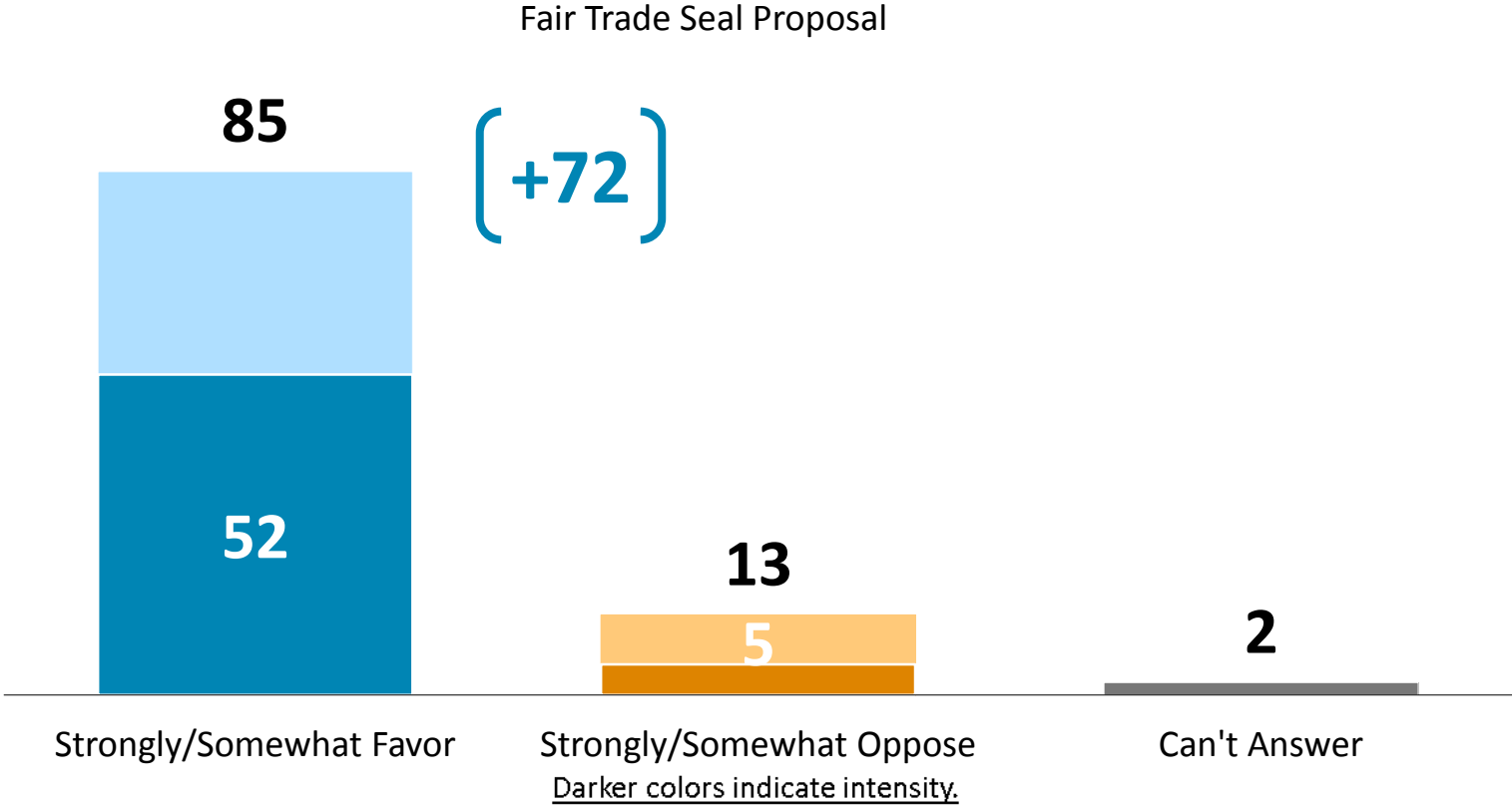
In both cases, more than half of Americans would feel deceived since the Fair Trade products represent less than half of the ingredients.



Questions: And would you feel deceived if the chocolate bar had a Fair Trade seal or would you not feel deceived?

And would you feel deceived if the bottled ice tea had a Fair Trade seal or would you not feel deceived?

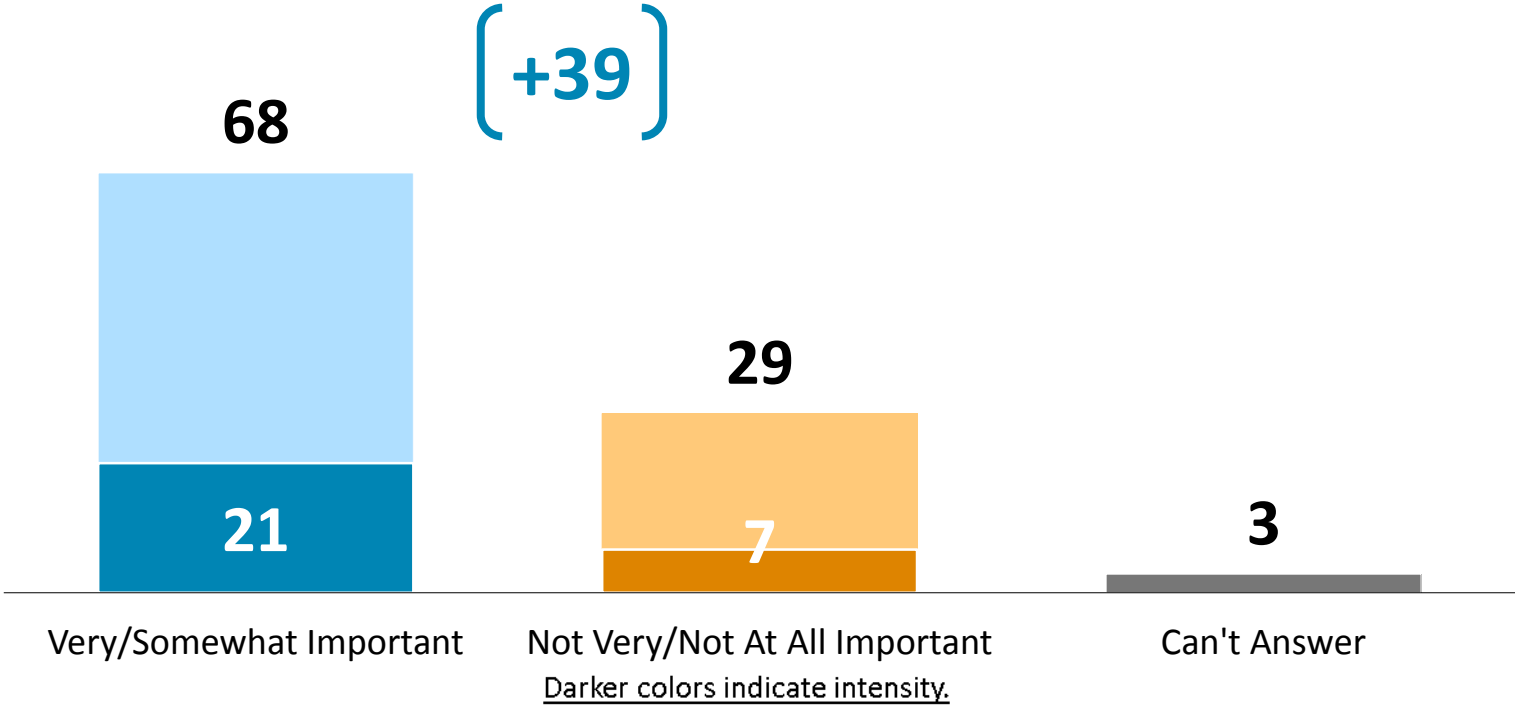
Overall support is overwhelming for percentage disclosure accompanying Fair Trade seals on products with only partial Fair Trade content, so consumers can make more informed purchasing choices.



Question: There is a proposal concerning Fair Trade seals. The proposal is that any product that contains less than a majority of Fair Trade ingredients can include a Fair Trade seal but the seal must disclose the percentage of Fair Trade ingredients. Would you strongly favor, somewhat favor, somewhat oppose, or strongly oppose that proposal?

More than half of those interviewed say that purchasing Fair Trade products is important to them and 1 in 5 say it is very important.

Importance of Purchasing Fair Trade Products



Question: How important is it to you personally to purchase products with a Fair Trade seal – is it personally very important, somewhat important, not very important, or not important at all?

National Sample Demographics

- Male – 48%
- Female – 52%
- 18-29 – 20%
- 30-39 – 14%
- 40-49 – 20%
- 50-64 – 32%
- 65+ – 14%
- White – 74%
- African American – 12%
- Latino – 12%
- Asian – 1%
- Other – 1%
- Non-college educated – 62%
- College educated – 38%
- New England – 5%
- Middle Atlantic – 14%
- East North Central – 16%
- West North Central 7%
- South Atlantic – 20%
- East South Central – 6%
- West South Central – 11%
- Mountain – 7%
- Pacific – 14%
- Registered to vote – 81%
- Not registered to vote – 17%
- Democrat – 42%
- Independent – 13%
- Republican 34%



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