

REFERENCE GUIDE TO FAIR TRADE CERTIFICATION & MEMBERSHIP ORGANIZATIONS

Fair trade certifiers and membership organizations all agree on these basic fair trade principles:

- ✓ Long-term direct trading relationships
- ✓ Prompt payment of fair prices and wages
- ✓ No child, forced or otherwise exploited labor
- ✓ Workplace non-discrimination, gender equity and freedom of association
- ✓ Safe working conditions and reasonable work hours
- ✓ Investment in community development projects
- ✓ Environmental sustainability
- ✓ Traceability and transparency

Fair trade validation systems can be grouped into two major categories. The table shows their main attributes and several prominent examples.

<p>3rd Party Inspection & Certification</p>	<p>3rd party certifiers field-inspect growing and processing, possibly trading operations and compare performance against a set of fair trade standards.</p>	<p>Fairtrade America; IMO's Fair for Life; FUNDEPPO's Small Producer Symbol; Agricultural Justice Project</p>  <p>*FWP does not recognize FTUSA as a credible fair trade certifier</p>
<p>Membership Organizations</p>	<p>Organization evaluates fair trade commitment and practice of companies against its membership criteria. No systematic verification of conditions along the value chain.</p>	<p>Fair Trade Federation (FTF); World Fair Trade Organization (WFTO); Domestic Fair Trade Association; Cooperative Coffees</p> 

This chart summarizes the logos of several certification programs and membership organizations. A product sold by a company that is a member of a fair trade membership organization may not have gone through third-party certification; conversely, a product certified as "fair trade" under a certification program does not mean that the company that produces the certified product is a dedicated fair trade company.

We acknowledge that other socially responsible systems are available. While they certify for many of the same standards, they do not embody all fair trade principles.

*Fair World Project (FWP) no longer recognizes Fair Trade USA (FTUSA) as a credible fair trade label. For small producer organizations (i.e. traditional fair trade producers), FTUSA recognizes the Fairtrade International (FLO) standards and has not developed their own. In this case, we believe that brands should work with FLO directly. For other standards, such as farmworkers on large farms and unorganized producers, FTUSA has developed their own standards, but has ignored repeated requests to dialogue with the larger movement to address serious concerns, for example concerns from small coffee producers that opening up fair trade to large coffee farms will have a detrimental effect on their own operations.

For more information on Fair Trade Certifiers and Membership Organizations visit www.fairworldproject.org

CONTRIBUTORS in this issue



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is a ne'er-do-well scion of the notorious Dr. Bronner's Magic Soaps insane asylum. When not frothing incoherently at the mouth, he babbles about business as a catalyst for positive social and environmental change. It's best to run away quickly if you notice him anywhere around.



Ronnie Cummins

is the founder and Director of the Organic Consumers Association (OCA). A writer and activist since the 1960s, Cummins has published numerous articles and authored a series of children's books called Children of the World. He is also co-author of the book Genetically Engineered Food: A Self-Defense Guide for Consumers.



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