

REFERENCE GUIDE TO FAIR TRADE CERTIFIERS & 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.

3rd Party Inspection & Certification

3rd party certifiers field-inspect growing and processing, possibly trading operations and compare performance against a set of FT standards.

Fairtrade International (formally FLO); IMO's Fair for Life; FUNDEPPO's Small Producer Symbol; Agricultural Justice Project



*FWP does not recognize FTUSA as a credible fair trade certifier

Membership Organizations

Organization evaluates FT commitment and practice of companies against its membership criteria. No systematic verification of conditions along the value chain.

Fair Trade Federation (FTF); World Fair Trade Organization (WFTO); Domestic Fair Trade Association; Cooperative Coffees



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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David Bronner

David Bronner 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.



Kari Hamerschlag

Kari Hamerschlag is a Senior Food and Agriculture Analyst with the Environmental Working Group's Oakland, CA office. Prior to joining EWG, she worked for nearly two decades with a number of non-profits on fair trade, international development, sustainable food and agriculture policy issues. Kari has a Masters degree from UC Berkeley in Latin American Studies and City and Regional Planning, and she was a founding board member of the Fair Trade Federation.



Jason Freeman

Jason Freeman is General Manager of Farmer Direct Co-operative, a 100% farmer-owned, 100% organic and 100% fairDeal co-op consisting of sixty-three certified family farms spread across the Canadian prairies. Their members grow organic, fairDeal grains, oilseeds and pulses for retailers' bulk bins.