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Fair Trade for a Better World

September 3, 2014

Via Email

Florentine Meinshausen
Kerry Hughes
Philipp Wagner
IMO Fair for Life
Weststrasse 51
CH-8570 Weinfelden
Switzerland

Dear Fair For Life:

I am writing to request more information on your certification of Castle Rock Bottled Water Company. The company reported in a recent press release that they have achieved Fair for Life certification <http://www.sys-con.com/node/3164669>.

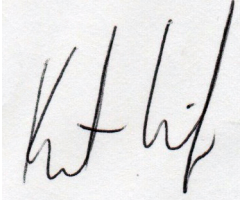
This is concerning because water is not an agricultural product nor is its production associated with a traditionally marginalized or disadvantaged group needing enhanced market access. In fact, marginalized and disadvantaged groups lack access to clean water alarmingly frequently. Fair World Project strongly opposes any attempt to label bottled water as fair trade. It is not only outside the scope of fair trade certification, but beyond that it is in direct opposition to the values of fair trade to commodify water rather than support its access as an essential human right.

We are aware that Fair for Life also offers a For Life certification to ethically responsible companies. Castle Rock is identified as achieving only this certification on Fair for Life's website. Though this may be less concerning, it is not clear that consumers adequately distinguish between these programs and may make the assumption that the water is Fair for Life certified, as it is presented also in the company's own press release referenced above. If indeed only For Life status was granted, we would like to know how you will prevent consumer confusions in the future such as that caused by the initial press release.

Although we feel strongly that bottled water should not have a place within fair trade certification and are prepared to take this discussion public, we wanted to give you a chance to respond directly with any additional information or justifications that we may be missing. We note that we are still waiting for a response to the inquiry we made on July 1st

regarding the labeling of Lake Champlain and Chocolve chocolate bars and hope that given the more serious nature of this inquiry that you are more prompt in responding now.

Sincerely,

A handwritten signature in black ink, appearing to read "Kerstin Lindgren". The signature is written in a cursive style with a large initial "K" and "L".

Kerstin Lindgren
Campaign Director