Many labels appear on products you eat, wear, and use. But not all labels are created equal. The letter grades below are based on the analysis in the International Guide to Fair Trade Labels, created by a global coalition of fair trade advocacy organizations and academics.

### Focus
Who is this label and its standards designed to benefit?

### Standards
Does this label emphasize these key elements of fair trade and labor justice?

<table>
<thead>
<tr>
<th>Small-scale Farmers, Artisans</th>
<th>Farm-workers</th>
<th>Factory Workers</th>
<th>Price Based on Cost of Production</th>
<th>Fair Wages</th>
<th>Premiums Paid</th>
<th>Emphasizes Freedom to Organize</th>
<th>Formal Participation of Intended Beneficiary</th>
<th>Commitment to Grow Fair Trade Purchases</th>
<th>Forbids Corporate Fairwashing</th>
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The Fair Trade Federation is a North American membership organization that verifies company practices and commitments to fair trade principles through self-reported evaluations. While they do not audit supply chains, many of their members’ products are certified by a fair trade certification. Their label can be seen on product packaging.

### How to Choose Authentic Fair Trade Products

- **Evaluate.** Look for full company commitment, membership organizations and strong fair trade certifications to distinguish products made by dedicated fair trade brands.
- **Avoid Bad Actors.** Do not buy from corporate bad actors who happen to have a few fair trade products.
- **Look Beyond Certifications.** Learn which brands positively impact the communities where they operate and source from.
- **Read Labels.** Determine which ingredients (and what percentage of those ingredients) in the product are certified fair trade.
- **Be an Activist.** Ask your local grocer to carry more authentic fair trade products and get involved to change policy.

Learn more about the standards behind these labels and find companies committed to fair trade values at FairWorldProject.org
While there are many certifications with different levels of credibility, the fair trade movement generally agrees on a few key principles. Applied together all along supply chains, these principles can guide us towards building a more just solidarity economy.

WHY CHOOSE FAIR TRADE?

**FAIR PAYMENT**
A fair price covers the cost of production, pays workers fairly, and still leaves enough profit to reinvest.

**TRACEABILITY AND TRANSPARENCY**
Open communication and fair contracts are the building blocks of fair trade.

**CAPACITY BUILDING**
Support for local, community-led development. Fair trade premium funds are one way that buyers can support those efforts.

**EDUCATION**
Learning is key to empowerment. Fair trade organizations raise awareness about the structural inequities of the global trade system.

**NO FORCED OR CHILD LABOR**
Labor exploitation is forbidden. Standards go beyond prohibition to address the root causes of forced and child labor.

**RESPECT FOR THE ENVIRONMENT**
Additional premiums are paid for organic farming, recognizing the additional work required and valuing environmental stewardship.

**ENSURING GOOD WORKING CONDITIONS**
Organizations are committed to following worker protection laws, reasonable work hours, and healthy conditions for all.

**CREATING OPPORTUNITIES FOR DISADVANTAGED PRODUCERS**
Small-scale producers are often the most marginalized by colonialism and the current systems of trade.

**LONG-TERM DIRECT TRADING RELATIONSHIPS**
The fewer steps between small-scale farmers and artisans and the end user, the more money can return to the producer.

**BUILDING POWER AND PROTECTING THE MOST VULNERABLE**
Organizations are committed to non-discrimination. They actively support gender equity, equal pay, and access to resources. Workers have the right to organize and bargain collectively.

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