

REFERENCE GUIDE



TO FAIR TRADE AND LABOR JUSTICE PROGRAMS

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 <i>Who is this label and its standards designed to benefit?</i>			STANDARDS <i>Does this label emphasize these key elements of fair trade and labor justice?</i>					BRAND REQUIREMENTS <i>What do these labels require of a brand to sell certified products?</i>	
	Small-scale Farmers, Artisans	Farm-workers	Factory Workers	Price Based on Cost of Production	Fair Wages	Premiums Paid	Emphasizes Freedom to Organize	Formal Participation of Intended Beneficiary*	Commitment to Grow Fair Trade Purchases	Forbids Corporate Fairwashing
	✓	✓		A	A	N/A	A	A	✓	✓
	✓	✓		A	B	A	A	D	✓	✓
	✓	✓	✓	C	D	C	D	D	X	X
	✓	✓	✓	B	B	A	A	A	X	X
	✓			A	B	A	A	A	✓	✓
	✓			A	B	N/A	B	A	✓	✓

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.

* The intended beneficiaries, farmers, artisans and workers, have a formal role in standard-setting.

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