

Fair Trade Labelling

There are multiple labels that are used to certify Fair Trade products – the most notable being the Fairtrade label (see below). With more products moving away from this well-known label, it is important to know which other labels certify Fair Trade and how they differ. Fair Trade (2 words) = The trading of products which promote sustainable trading practices whether that be socially, economically or environmentally. Fairtrade (1 word) = The most well-known certification body for products adhering to the principles of Fair Trade.



Fairtrade

This is the most well known certification body and label with the highest consumer recognition rate. This certification body is third-party audited and includes both social and environmental sustainability standards. In exchange for this labelling it is required that farmers in developing countries get a fair price for their produce which enable communities to invest into and have more control over their own lives and communities.

Fair for Life

This certification looks at human rights, working conditions, protection of ecosystems and biodiversity and the promotion of sustainable agricultural practices. In addition, this body looks at conditions across the whole supply chain instead of just primary producers recognising the socio-economic disadvantages across the world. Products using this label include Pukka Tea.



For life



This is the complementary standard to Fair for Life with a particular focus on corporate social responsibility (CSR). Companies and organisations are awarded this certificate if they can demonstrate a sustained commitment to CSR and the selection of supply chain organisations who share a commitment to CSR.

Fair Wild

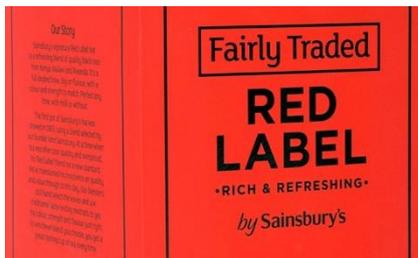
This certification body was set up to promote 'a fair and sustainable future for wild plant resources and people'. Criteria for this label includes both ecological, social and economic standards and is applied to the supply chain of wild-collected products.





Rainforest Alliance

This certification logo can be applied to farm, forest or tourism enterprises which have met certain environmental, economic and social sustainability standards. The Rainforest Alliance (RA) has promoted extensive developments across certified enterprises however there are concerns with this certification as a price premium is not set which means a fair wage for producers cannot be guaranteed. In addition, products have been known to be certified even if less than 100% of the product has been produced according to the RA's criteria. The RA are currently developing a new certification programme due to their 2018 merger with UTZ (a certification program for coffee, tea, cocoa and hazelnuts).



Sainsbury's Fairly Traded

In 2017 Sainsburys decided to move away from the Fairtrade label and developed their own Fair Trade scheme for their tea. In this scheme Sainsburys works directly with their tea suppliers in Rwanda, Kenya and Malawi. Sainsbury's ensure that the minimum price paid for the tea is at least equal to the price set by the Fairtrade foundation to protect farmers against price fluctuations. However, a social premium is withheld by Sainsburys from producer organisations and reinvested into local businesses and communities instead of allowing the tea producer communities to control their own money.

Cocoa Life

Cocoa Life is a label created by Mondeléz International for their cocoa supply chains. This certification aims to increase the sustainability of cocoa farming in Ghana, Côte d'Ivoire, Indonesia, India, the Dominican Republic and Brazil. There are some uncertainties with a large international company being in charge of their own certification scheme.



World Fair Trade Organisation

The WFTO is a global community which verifies enterprises that practice Fair Trade. The organisation is democratically run by its members and promotes, upcycling, social enterprise, refugee livelihoods and women's leadership. The 'guaranteed fair trade product label' is owned by members of the organisation and created by experts from the Fair Trade movement. It can be used on all products combining Fair Trade and social enterprise verification into one label. A separate label called the 'first-buyer product label' can be used by non-WFTO members who buy from WFTO members.