



*** Fact Sheet * Fact Sheet * Fact Sheet * Fact Sheet * Fact Sheet ***

Why some Traidcraft products carry the Fairtrade Mark

We are often asked why some of our products carry the Fairtrade Mark and others don't. There are various reasons, which are explained below, but first we should explain what the Mark is and how it is awarded.

This is the Fairtrade Mark.



Traidcraft co-operates with other fair trade organisations in the UK and Europe on food sourcing/product development, which benefits both the producers and us.

For some of the major commodities there are internationally agreed registers of approved fair trade suppliers, who are mainly co-ops of small-scale farmers. The suppliers are independently monitored by FLO – Fairtrade Labelling Organisations International. It has inspectors who visit to check that the **suppliers meet internationally agreed fair trade standards**. These standards include:

- for small farmers' co-operatives a democratic, participative structure
- for plantations/factories the workers should have:
 - decent wages (at least the legal minimum)
 - good housing, where appropriate
 - minimum health and safety standards
 - the right to join trade unions
 - no child or forced labour
 - minimum environmental requirements

FLO is also responsible for ensuring that the **buyers deal fairly with the producers**. This includes:

- a price that covers the cost of production
- social premium for development purposes
- partial payment in advance to avoid small producer organisations falling into debt
- contracts that allow long term production planning
- long term trade relations that allow proper planning and sustainable production practices

At April 2004 there are fair trade registers for the following products:

- Coffee
- Cocoa
- Tea
- Sugar
- Honey
- Rice
- Wine
- Fresh fruit and vegetables - mangoes, pineapples, apples, clementines, grapes, lemons, pears, plums, satsumas, peppers, green beans, new potatoes and bananas
- Dried fruit - raisins, sultanas, mangoes, pineapples, apples, bananas and apricots
- Fruit juice - orange, pineapple, mango, passion fruit and grapefruit
- Cut flowers
- Spices and herbs – vanilla
- Nuts and seeds – peanuts, brazils, cashews, macadamia and sesame
- Sports balls

The Mark can only be applied to products containing these specific commodities for which there are internationally agreed suppliers and terms of fair trade. The UK member of FLO is the Fairtrade Foundation, which awards the Fairtrade Mark in the UK.

How Traidcraft relates to the Fairtrade Foundation

Traidcraft has been involved in fair trade since 1979, buying from craft producers and increasingly from farmers, as our food range increases. For all producers our purchasing policy aims for:

- a fair price/wage for producers
- a relationship of partnership and co-operation
- clear benefits to the producer
- safe and non-exploitative working conditions

Fair trade is therefore our whole work. Much of this work is of course selling products, but we are also involved in wider initiatives. One of these was to help set up the Fairtrade Foundation in 1992. We are still on its board – part of its credibility if you like. It was set up to monitor fair trade products sold by high street retailers and it awards the Mark so that consumers have an easily recognizable guarantee of fair trade.

So why do some Traidcraft products not carry the Fairtrade Mark?

- Because the product is not covered on the above list e.g. handicrafts
- Because the producers we work with are not yet certified e.g. nuts, rice, Mauritius sugar
- Traidcraft product lines **designed for sale through supermarkets** carry the Mark where they can. This is **to help customers unfamiliar with Traidcraft to identify the product as fairly traded** amongst a range of ordinary products.

Only some products are suitable for selling in supermarkets or other major retailers. Large chains require a volume of product and terms of supply that only a small number of fair trade producers/products can match. So, whilst we plan to increase supermarket sales in future, we will still rely on other sales channels (e.g. Fair Traders and mail order) to provide fair trade support to many of our producers.

Traidcraft 2004
PR & Communications Section,
Traidcraft Exchange, Kingsway, Gateshead NE11 0NE
Tel 0191 491 0591 Fax 0191 497 6562
e-mail comms@traidcraft.co.uk
Web site: <http://www.traidcraft.co.uk>

Feel free to quote from this fact sheet or to copy it.