

## What's the difference between fair trade and Fairtrade?

"Fairtrade" is an accreditation, labelling system which certifies that products bearing the Fairtrade Mark meet a range of specific criteria. "Fair trade" expresses a rather wider vision of development, covering a much wider range of products than can be certified, and embracing campaigning and awareness raising activity, as well as trading in food products.

The Fairtrade labelling system is an excellent way of promoting consumer awareness of fair trade, and enables consumers to have confidence that what they are buying really is fair trade. International standards have been developed on a product-by-product basis, and now cover a wide range of food items and cotton.

[Find out more about the Fairtrade Mark.](#)

- [Up to Frequently asked questions](#)
- [Next: What is the Fairtrade Mark?](#)