

## Why can't more product-types qualify for the Fairtrade Mark?

Developing fair trade criteria for new product-types takes time and money, especially if we are to ensure that Marked products really will benefit producers.

The initial focus for the Fairtrade Mark was agricultural commodities, such as coffee and tea, which have the most widespread impact on the livelihoods of small producers in the developing world.

More products are following year by year, but it is likely that many non-food products, such as crafts, may not be certifiable for many years, because it is difficult to develop standards for diverse or one-off items.

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