



WHAT IS FAIRTRADE?

Fairtrade is a global movement that aims to empower farmers and workers in our food and fashion supply chains. Fairtrade is about better prices, decent working conditions, local sustainability and fair terms of trade for farmers and workers. Fairtrade offers consumers a powerful way to reduce poverty and instigate change through their everyday shopping.

Fairtrade India is a not for profit that works to promote responsible consumption and production in India (United Nations Sustainable Development Goals 12). In India, we work with over 139,000 Fairtrade producers growing everything from coffee, tea, spices, peanuts, sugar, cocoa and cotton, this apart from the 25 year old global network that we are a part of.

Fairtrade is the most reputable and widely recognised social and development label in the world. The FAIRTRADE Mark appears on thousands of products that sell in over 140 countries.

HOW FAIRTRADE OPERATES?

The Fairtrade system consists of a global network of not-for-profit organisations committed to empowering producers and ensuring better socio-economic and environmentally sustainable practices in agricultural value-chains. The system includes Fairtrade International as the nodal organisation with 19 National Fairtrade Organisations and three Producer Networks as its members. The system also includes Fairtrade Marketing Organisations which promote Fairtrade in new markets and FLOCERT- the independent certifier of the global system.

The Fairtrade system builds capacity of producer organisations, connects them with markets that offer better terms of trade, audits the entire value-chain, creates awareness about issues in food, fashion and agricultural sector and provides sustainable Fairtrade Labelled alternatives for institutions and consumers to choose from.



**GLOBAL FAIRTRADE
SALES REACHED
€8.49 BILLION
IN 2017**



**1.6 MILLION
FARMERS AND WORKERS
ACROSS
75 COUNTRIES**



**FARMERS AND
WORKERS
RECEIVED AN
ESTIMATED
€178 MILLION
IN FAIRTRADE PREMIUM
IN 2017
FOR THE TOP 7
PRODUCTS**



FAIRTRADE PRODUCTS
ARE AVAILABLE
IN MORE THAN
**140
COUNTRIES**



1,599 
**PRODUCER
ORGANIZATIONS**

MORE THAN
35,000 
FAIRTRADE 
PRODUCTS ON SALE
WORLDWIDE

 **THE MOST
WIDELY RECOGNIZED
ETHICAL LABEL -
GLOBALLY.**

WHY IS FAIRTRADE SOURCING AND LABELLING IMPORTANT FOR YOUR BUSINESS?

Fairtrade Certification helps build transparency in supply chains.

Businesses can differentiate and become sustainability champions. At its core Fairtrade enables committed businesses to empower rural communities, farmers and protect the environment.

Fairtrade offers a high level of consumer awareness and trust as the FAIRTRADE Mark is the most widely recognised ethical label in the world, visible on over 35,000 products in more than 140 countries.

Leading businesses across the world- and increasingly also Indian businesses- are partnering with Fairtrade to fulfil their sustainable sourcing commitments for numerous commodities including Cocoa, Sugar, Peanuts and Cotton.

The Fairtrade model also strengthens supply chains and through the Fairtrade Premium enables investments in quality, productivity and particularly addresses the socio-economic needs of the producers, thereby helps in building stronger relationships between stakeholders.

The Fairtrade Standards and Certification are seen as a strong independent mechanism for risk management in supply chains covering economic, environmental, human rights and other social factors.

HOW CAN BUSINESSES GET INVOLVED?








All businesses interested in buying or selling Fairtrade products should contact Fairtrade India on info@fairtradeindia.org. We can assess your specific situation and guide you accordingly in becoming certified, obtaining a license, making Fairtrade market linkages and/or creating communications material. Here is a rough overview of the steps you'll need to take:

- **If you are a Manufacturer or Trader** looking to supply Fairtrade Certified products, you must apply for certification (<http://www.flo-cert.net/>). Before applying you should make sure that you deal in products for which Fairtrade International has a product standard; and that you are willing to respect the relevant Standard (www.fairtrade.net/standards.html).
- **If you are a Brand Owner**, you must purchase from Fairtrade Certified producer groups or traders. Products must be certified along the entire supply chain from farmer organisation to final consumer packaging of the labelled product. So, if you are the manufacturer of the labelled product you will also need certification (<http://www.flo-cert.net/>). All brand owners must also become a licensee to use the FAIRTRADE Mark on their products. To do this, prospective licensees submit an application to the Fairtrade Organisation in their country or Fairtrade International, sign a license contract, regularly report sales of Fairtrade products and pay license fees on these sales.
- **If you are a Retailer or Distributor** of Fairtrade labelled and licensed products from other companies, you can sell these products without registering with Fairtrade International or a National Fairtrade Organisation. If you want to sell your own branded products with the FAIRTRADE Mark, you must follow the requirements for a Brand Owner as stated above.

FAIRTRADE WORKS ACROSS ONE OF THE WIDEST RANGE OF AGRICULTURAL PRODUCTS

Fairtrade Standards, Certification and Labelling apply across one of the widest range of agricultural products. Fairtrade Certification can be undertaken for specific product categories. To check whether your products are covered by the Fairtrade system you can contact us or check on (<https://www.fairtrade.net/standard>). Fairtrade Standards cover products such as Fresh, Prepared and Preserved Fruits and Vegetables, Cereals, Cocoa, Coffee, Herbs, Spices, Nuts, Oilseed, Oleaginous Fruits and many more products. Mentioned below are the top seven products sold by Fairtrade producer organisations across the world:

ESTIMATED VOLUME OF PRODUCTS SOLD BY FAIRTRADE PRODUCERS IN 2017

PRODUCT ¹	VOLUME	UNIT	GROWTH	CONVENTIONAL	ORGANIC
 Bananas	641,727	MT	↑ 11%	38%	62%
 Cocoa (Cocoa bean)	214,662	MT	↑ 57%	85%	15%
 Coffee (Green bean)	214,106	MT	↑ 15%	43%	57%
 Cotton (Cotton lint) ²	8,311	MT	---	27%	73%
 Flowers and Plants	834,750	1,000 Items	↑ 1%	100%	
 Sugar (Cane sugar) ³	207,222	MT	↓ 30%	77%	23%
 Tea (Camellia sinensis)	10,724	MT	↓ -12%	71%	29%

Please contact us to find out the commercial and sourcing viability from any of the existing Fairtrade Certified organisations or to explore certification of your existing supply chains.

USING THE FAIRTRADE MARKS

Depending on your business strategy, raw materials used in your products, supply chain requirements and capacities; Fairtrade offers different models to businesses to start sustainable sourcing to create impact for farmers, workers and the environment. The different models of sourcing also provide clear and distinct product and organisation communication possibilities, so that the stakeholders understand the scope of the commitment and impact. Mentioned below are the broad sourcing and labelling options currently available in India:



The FAIRTRADE Mark is an internationally registered trademark owned by Fairtrade International. The FAIRTRADE Mark is the world's most widely recognised ethical label*.

The use of the FAIRTRADE Mark is subject to certain rules and guidelines for sourcing Fairtrade certified ingredients; having the entire supply chain from farm to retail packing certified and signing the FAIRTRADE Mark licensing agreement. Crucially, to use the FAIRTRADE Mark for a specific product, it is necessary that all the raw material in that product that can be sourced on Fairtrade terms should be sourced as Fairtrade Certified raw material. The FAIRTRADE Mark can only be used with explicit written permission from the Fairtrade organisation in your country or from Fairtrade International. The FAIRTRADE Mark shows that products have met the Fairtrade Standards and makes no statement about companies or organisations selling the products. Recently, some of the products can be seen carrying the FAIRTRADE Mark with a small arrow symbol next to it which indicates a supporting statement regarding sourcing method for some of the ingredients being mentioned on the back of pack. With prior written permission, the FAIRTRADE Mark can also be used by organisations in their other communications and promotion material.

The Fairtrade Sourced Ingredient (FSI) model is an alternative way for businesses of all sizes to partner with Fairtrade, deepen their commitments to producers and farmers and reduce risk in their supply chains. The FSI model allows businesses to source a specific ingredient in their product as per the Fairtrade Standards and terms. The full supply chain of the ingredients sourced under the FSI model need to be certified according to full Fairtrade social, environmental and economic standards, which are independently verified. 100% of the chosen Fairtrade ingredient in composite products, product ranges or categories must be sourced on Fairtrade terms in order to use the FSI Mark. Further, a separate FSI licensing agreement also needs to be signed with the Fairtrade Organisation in your country or Fairtrade International. FSI model allows for exciting new ways for businesses to talk about their engagement with sustainability through Fairtrade.

The FAIRTRADE Cotton Mark indicates that a product is made with cotton that has been produced as per Fairtrade Standards, which is directly traceable through all stages of production and separated from non-Fairtrade cotton during processing.

*Based on Independent market research done by Globescan in 15 countries in 2015

Why do we need to consider sustainable sourcing?

FMCG food and fashion sectors are some of the largest buyers of agricultural products. The socio-economic, environmental and human rights impact of these businesses start from the conditions on the farms where their raw materials are grown. Factors that create challenges in the agricultural sector tend to have ripple effects for the food and fashion sectors also. Furthermore, increasingly research shows that even Indian consumers care about the environmental and social impact of their choices and admire businesses that lead in being ethical and sustainable.

In India, the agricultural sector has been facing increasing risks due to factors like climate change and strain on natural resources like water. This situation has been further exacerbated by mounting economic pressures on the livelihood of the small holder farmers. Sustainable sourcing decisions can directly impact these issues and enable farmers to earn a sustainable livelihood. Businesses in India have the opportunity to become sustainability pioneers while also connecting with the consumers' latent demand for more sustainable products.

How does Fairtrade address these problems?

The Fairtrade system turns supply chains into drivers of poverty alleviation and sustainable development by demanding fair prices in combination with strict environmental and social criteria in food and fashion supply chains.

Will it cost more?

Compared with what? the conventional market? It's not about more it's about the price that a fair and sustainable product should cost. It's better to ask yourself the question: why are other products so cheap?

The cost implications might depend on the products and volumes that you source on Fairtrade terms. Through Fairtrade Certification you would have full visibility of your supply chain. Your business would get better value, as it would not only be procuring a sustainable product but also creating greater social and environmental impact. The Fairtrade India team will figure out the best supply chains and commercial options for these procurement decisions and will be happy to assist you through this process.

What about the quality?

Fairtrade is not a guarantee of quality, but you would have a visibility of your entire supply chain and therefore quality and production parameters would be easier to track, and standards would be easier to meet.

Can I continue to use my own supplier?

Yes, sure no problem. We can try and work out how Fairtrade sourcing can be incorporated by them. Connect us to your suppliers on an email and we will explain the procedure to them and figure out the possibilities based on where they are currently sourcing from.

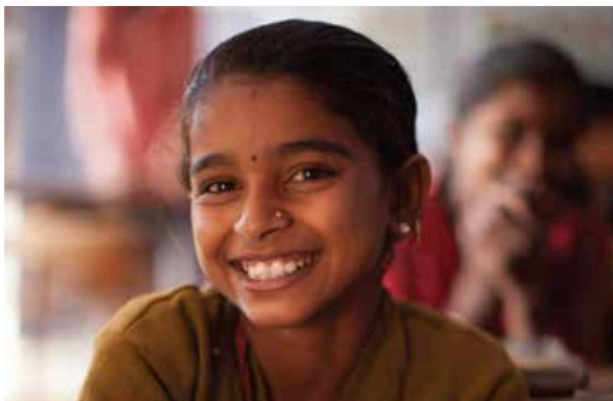
Where can I find Fairtrade certified products?

Contact the representative from Fairtrade India or mail us on info@fairtradeindia.org We work with hundreds of producer organisations and businesses across India and based on your requirements could connect you with suitable partners. We could also work with you to create new Fairtrade certified supply chains. Fairtrade certified food and fashion products are increasingly becoming available in a lot of offline outlets all over the country and are available online too. Reach out to us for more details.

Does Fairtrade sell these products?

No, Fairtrade India is a not for profit. A project that aims to promote responsible consumption and production (UN SDG12) in the country and is working on a program funded by the European Union SWITCH-Asia project. While we work with businesses to facilitate the forward and backward market linkages, the products are always sourced through the vendors or distributors directly.

YOUR CHOICES MATTER. CHOOSE FAIRTRADE!



Education for Farmers' Children

Komal, at a school in the Rapar District, Gujarat, supported by the Fairtrade Premium given by the Rapar and Dhrangadhra Farmers Producer Company.



Protect Biodiversity

Seed Festival celebrated by farmers of the Fair Trade Alliance Kerala in Wayanad District, Kerala.



Enhance Farmer Livelihood

Lingu Bai of the Chetna Organic Agriculture Producer Company with her poultry, a supplementary income business started using the Fairtrade Premium.



Empower Women

Women actively participate in collective decision - making at the Chetna Organic Agriculture Producer Company in Adilabad District, Telengana.

 www.fairtradeindia.org

 info@fairtradeindia.org

 [@fairtradeindia.org](https://www.facebook.com/fairtradeindia.org)

 [@fairtrade.india](https://www.instagram.com/fairtrade.india)

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