






FAIR TRADE ORGANIZATION OVERVIEW

The Fair Trade movement has several North American and International independent, third-party organizations whose goal is to build consumer awareness by offering some form of guarantee that a company is following, or a product was made, with fair trade standards.

ORGANIZATION: COMPANY MEMBERSHIPS		ORGANIZATION: PRODUCT CERTIFICATION		
				
Fair Trade Federation (FTF)	World Fair Trade Organization (WFTO)	TransFair USA	Fairtrade Labelling Organizations Inter. (FLO)	Institute for Marketecology (IMO): Fair For Life
<p>The Fair Trade Federation (FTF) is the trade association which strengthens and promotes North American organizations who are fully committed to Fair Trade. Members strive to only source items according to Fair Trade Principles and undergo a rigorous screening process to evaluate their practices. Member organizations offer a broad product range, including accessories, coffee, decor, gifts, soap, tea, and much more.</p> <p>FTF also provides resources to buyers, entrepreneurs, consumers, students, and others to inspire or deepen work in Fair Trade.</p>	<p>Membership of the WFTO is limited to organizations that demonstrate a 100% Fair Trade commitment and apply its 10 Principles of Fair Trade. WFTO members who are monitored against these Principles are listed in the FT100 index of world-leading Fair Trade brands, businesses and organisations. Not just the pioneers of the movement but the innovators of the market.</p>	<p>TransFair USA, a non-profit organization, is the only independent, third-party certifier of Fair Trade products in the United States. As one of 24 members of Fairtrade Labelling Organizations International (FLO), TransFair USA ensures integrity and compliance with international Fair Trade standards through a rigorous audit system, which tracks products from farm to finished product and verifies industry compliance with Fair Trade criteria.</p> <p>These standards ensure increased social and economic stability, leading to stronger communities, better stewardship of the land, and improved livelihoods for farmers and their families.</p>	<p>We are 24 organizations working to secure a better deal for producers. From our headquarters in Bonn, Germany, we set international Fairtrade standards and support Fairtrade producers.</p>	<p>“Fair for life” is a brand neutral third party certification programme for social accountability and fair trade in agricultural and non-agricultural production, manufacturing and trading operations. The IMO Social & FairTrade Certification Programme offers operators of socially responsible projects a solution for objective inspection and certification by a highly qualified external verifier. It combines strict social and fair trade standards with adaptability to local conditions.</p> <p>The system is designed for both food and non food commodities (cosmetics, textiles etc.) worldwide and is applicable to international and domestic trade.</p>

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SOCIALLY RESPONSIBLE ORGANIZATION OVERVIEW

In addition to independent, third-party organizations dedicated to fair trade, these additional organizations seek to complement fair trade consumer awareness through socially and environmental responsible labeling or membership.

ORGANIZATION: COMPANY MEMBERSHIPS	ORGANIZATION: PRODUCT CERTIFICATION	
		
<p>Green America (formally Co-op America)</p>	<p>Rainforest Alliance</p>	<p>Whole Foods Market "Whole Trade™" Guarantee</p>
<p>Green America is a not-for-profit membership organization founded in 1982. (formally "Co-op America")</p> <p>Our mission is to harness economic power—the strength of consumers, investors, businesses, and the marketplace—to create a socially just and environmentally sustainable society.</p>	<p>The Rainforest Alliance works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behavior.</p> <p>Companies, cooperatives and landowners that participate in our programs meet rigorous standards that conserve biodiversity and provide sustainable livelihoods.</p>	<p>"Whole Trade core guarantee components:</p> <ul style="list-style-type: none"> • Meets our High Quality Standards • Provides more money to producers • Ensures better wages and working conditions for workers • Promotes a sustainable environment • 1% of sales donated to the Whole Planet Foundation™ to help end poverty."

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