

What's the Deal with the Labels? How to Tell if something is Fair Trade



This is the United States and Canada's **Fair Trade Certified™** label. It is the only independent, third-party consumer guarantee that companies have complied with strict economic, social and environmental criteria for particular products, thereby creating a more equitable and sustainable trade system for producers. When consumers see a product with the Fair Trade Certified label, they are guaranteed that producers received a fair price and all of the other benefits of the Fair Trade system. www.transfairusa.org.



This fair trade logo is the **Fair Trade Certification Label** used in most European countries, Australia, New Zealand, and some countries in Latin America, Asia, and Africa. It also requires strict adherence to the Fair Trade principles. <http://www.fairtrade.net>.



The **CRS Fair Trade Fund** makes high-impact grants to expand the Fair Trade model. Overseas, the Fund makes Development Grants to help disadvantaged artisans and farmers overseas gain access to the U.S. Fair Trade market. Market-Building Grants support initiatives that have unique potential to help grow the market for Fair Trade products here in the U.S. Every time we purchase Fair Trade goods through the CRS Fair Trade Program, a percentage of the purchase goes to the CRS Fair Trade Fund to help expand the Fair Trade model. www.crsfairtrade.org.



Unlike the other logos profiled here, the **Fair Trade Federation** logo is NOT a certification. This means that it does not represent a third party inspection and certification system. Instead, it signifies membership in the Fair Trade Federation, an organization of wholesalers and retailers committed to uphold the Fair Trade principles in all their trading relationships. www.fairtradefederation.org



The Smithsonian's **Bird-Friendly Certification** process certifies that coffee bearing this logo is grown under a dense forest canopy comprised of diverse species of trees. The certification is concerned with the protection of rare and endangered migratory birds that live in coffee growing regions. Coffee that meets these standards is also referred to as **Certified Shade-Grown coffee**. This certification does NOT mean that the coffee is Fair Trade certified, but Bird Friendly IS always Organic. www.nationalzoo.si.edu/ConservationAndScience/MigratoryBirds/Coffee/



The U.S. Department of Agriculture (USDA) has established a set of standards that must be met by anyone who uses the "organic" label in the U.S. USDA standards on food (and coffee) focus on the products used in growing food and the processes by which food is handled. USDA organic standards generally prohibit the use of "most synthetic (and petroleum derived) pesticides and fertilizers, and all antibiotics, genetic engineering, irradiation and sewage sludge." Organic does NOT mean that a product is Fair Trade. www.usda.gov