



USE COMPULSORY
These guidelines are global and valid for all markets where Fairtrade products are licensed

FAIRTRADE SOURCED INGREDIENT MARKS GUIDELINES

HOW TO APPLY AND COMMUNICATE THE MARKS CORRECTLY
SPRING 2018



INTRODUCTION

FAIRTRADE – A CREDIBLE PARTNER ON THE JOURNEY TO SUSTAINABILITY

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The State of Sustainable Markets 2017 report* notes that sustainable trade and production are no longer a novelty: they reflect consumer demand in mainstream markets. With consumers expecting ever greater transparency, companies and brands' sustainable business practices are more important than ever before. According to one industry commentator, "A brand that does not invest in corporate social responsibility is a brand that probably will not survive*."

Fairtrade steps up as a credible partner on the journey to sustainability with two models: Improving the understanding of ingredients behind the FAIRTRADE Mark and introducing the Fairtrade Sourced Ingredient model (FSI) with a new Mark. With these models, companies and brands can better offer their customers ethical and transparent options that satisfy their demands for sustainable products. The models also enable producers and workers to sell more of their products on Fairtrade terms, thus improving their living and working conditions, their productivity in order to gain more income and reduce the negative impact on the environment.

In line with the Fairtrade "Changing Trade, Changing Lives" 2016–2020 strategy, the FSI model expands upon the successful Fairtrade Cocoa Program (which contributed to the increase in Premiums to cocoa producers of 34% between 2015 and 2016) to include any commodity that has a Fairtrade Standard, **except coffee and bananas.**

The FSI model is an alternative way for businesses of all sizes to engage with Fairtrade, deepen their commitments to farmers and workers, increase sales and reduce risk in their supply chains. This means that companies and brands can source single Fairtrade ingredients for their composite products, product ranges, lines or categories, or across their business. Under FSI, 100% of the Fairtrade ingredient in a composite product must be sourced on Fairtrade terms. The rest of the ingredients in the composite product don't need to be sourced as Fairtrade (although there may be more than one ingredient sourced, see page 11). When companies source for product ranges, lines or categories, 100% of the relevant chosen ingredient must be sourced under Fairtrade terms, e.g. 'all of the cocoa in the

cereals range'.

Cotton is an exception: In the Fairtrade Trader Standard, cotton products are exempt from the 100% product composition rule.

Fairtrade independent certification continues to be the core element of the FSI model. While the ingredients sourced on its terms are certified according to full Fairtrade social, environmental and economic standards, auditing is simplified by reducing the number of commodities per product. The chain of custody type is determined by the Fairtrade Standards, where mass balance is only allowed for cocoa, sugar, fruit juices, and tea. Fairtrade Sourced Cotton as successor to FSP Cotton is an exception that also allows mass balance for cotton traded under the FSI model after the ginning stage. All other Fairtrade products must have physical traceability.

Companies or brands choosing to source select single ingredients on Fairtrade terms use a new FSI Mark. As before, companies or brands that choose to source every ingredient for a composite product available as Fairtrade on Fairtrade terms (i.e. all that can be Fairtrade certified IS Fairtrade certified) label their products with the most trusted ethical label globally – the FAIRTRADE Mark. The new FSI Mark and the FAIRTRADE Mark are seen together on the shelf or when showcasing a company or brand's own product portfolio.

These Fairtrade models help create future-proofed supply chains by strengthening partnerships with producers, enabling farmers and workers to take greater control over trading and working relationships and building fair and sustainable businesses. They enable businesses as they aim to meet the demands of consumers while fulfilling their sustainability agendas through an increase in sales of sustainable products.

And last but not least, they increase the consumers' trust that the products they buy carrying a FAIRTRADE Mark are a good purchasing choice and bring Fairtrade producers more opportunities for fairer trade.

INTRODUCTION

About these guidelines

These guidelines are here to provide direction on how to use the FSI Mark. They have been created to protect the integrity and values of Fairtrade and designed as a detailed reference resource to complement our guidelines for use of these FAIRTRADE Marks.

They contain sections that show packaging and promotional examples, but they cannot cover everything. If you need clarification or further advice, please use the contact details on the last page. The instructions given in these guidelines and further advice received from your NFO or Fairtrade International must be adhered to.

The following terms are used throughout the document:

Must – compulsory

Should – recommended, best practice

May/Can – optional

How does FSI work – vanilla example



FSI at work and the FSI mark

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.

This commitment is set down in an FSI license contract between the company or brand and a National Fairtrade Organization (NFO) or Fairtrade International (FI).

In the Fairtrade Trader Standard, cotton products are exempt from the 100% product composition rule.

FSI provides two exciting new ways for businesses to talk about their engagement with sustainability through Fairtrade:

- By on-pack labelling of composite products. Products can be labelled with the FSI Mark when an FSI license contract has been signed and the NFO or FI have approved the products.
- By using the FSI Mark off-pack on promotional materials in corporate, B2B and B2C communications. Promotional communication can only start when there are FSI labelled products available in the market. B2B off-pack communication can only start when the sourcing has been verified.

Engaging with Fairtrade in this new way will reassure consumers that any sustainability claims have been independently verified and approved. At the same time, the FSI model is an alternative way for businesses of all sizes to engage with Fairtrade, deepen their commitments to producers, increase sales and reduce risk in their supply chains.

THE FAIRTRADE MARKS OVERVIEW

The FAIRTRADE Marks represent an independent, trusted and widely recognised certification that reinforces the message that farmers and workers get fairer trade terms and benefit from the purchase of retail products made with their ingredients.

The FAIRTRADE Marks inspire high trust in consumers globally that a considered purchase improves the lives of people and communities in developing countries.

These Marks constitute the new Fairtrade brand architecture for compliance with Fairtrade Standards (assurance) and will appear together on the shelves, offering consumers a wider and more transparent choice when purchasing socially, economically and environmentally sustainable products.

Every use of these Marks on packaging and promotional materials require written approval from the licensing body (National Fairtrade Organization, NFO or Fairtrade International) prior to printing or publishing digitally.

Note for all FSI Mark versions

In markets where the FAIRTRADE Sourced Ingredient Mark is not registered, the ® must be removed from the log design before it's applied. Please contact your licensing body for information about trademark/certification mark registration, details are on the last page.

Introducing the FAIRTRADE Sourced ingredient Marks

The FSI Mark has been conceived to align with the design of the FAIRTRADE Mark below, thus making it more recognisable to consumers, but also to differentiate from it as the expression of an innovative Fairtrade model. The design also acts as a follow-through from the FAIRTRADE Program Marks and reflects the growth of Fairtrade ingredient models on the ground that started with these three programs. The separated ingredient tab provides the flexibility necessary for the FSI model to include all Fairtrade commodities, **except coffee and bananas.**

The core FAIRTRADE Mark

We have updated the well-known FAIRTRADE Mark by bringing the ® inside (used in markets where the FAIRTRADE Mark is registered). The Mark below left signifies that the product is 100% Fairtrade and physically traceable, like coffee. The Mark below right means that the product that is 100% Fairtrade such as tea, has been traded under mass balance conditions.

In a product with multiple ingredients like as a chocolate bar, all the ingredients in the product that can be Fairtrade, are purchased on Fairtrade terms, "all that can be Fairtrade, is Fairtrade". In this case, the Mark below right prompts consumers to look at the back of pack for more information about the Mark and the Fairtrade ingredients.



The FAIRTRADE Program Marks

Use of the FAIRTRADE Program Mark for cocoa, sugar and cotton signifies that the commodity has been purchased as Fairtrade. 'Program' means delivery of greater impact for cocoa and sugar farmers by providing more sales opportunities. Increased sales provide increased investment for strengthening their organizations and gaining access to investment in technical projects.

These Marks will be substituted by the FSI Marks introduced in these guidelines.



The FSI Marks will co-exist on the shelves for a transitional period of time with the FAIRTRADE Program Marks and also with the FAIRTRADE Mark. Companies currently using the Cocoa, Sugar or Cotton Program Marks have a maximum of two years to make the transition to the new FSI Mark. If new packaging is developed and launched before the two-year period, it must already have the FSI Mark.

FAIRTRADE SOURCED INGREDIENT MARK OVERVIEW

INTERNATIONAL VERSIONS

Products can be labelled with the FSI Mark when the company has signed an FSI license contract and the products have been approved by an NFO or FI. If companies choose to communicate off-pack, then the volumes must be verified before using the FSI Mark in B2B applications.

The arrow on the tab indicates to consumers to look for more information on the back or side of pack, in this case referring to the ingredient being traded under mass balance conditions.

International versions

The FSI Marks are available in colour and black & grey versions, see page 7. The full colour version of the FSI Mark is strongly recommended. The black & grey FSI Mark should only be used as an exception where printing or technical restrictions apply.

The FSI Mark files provided by Fairtrade are the only versions that can be used. Use of any other colours or adaptations is not allowed. Vector files of the FSI Mark will be provided by the NFO when an FSI license contract is signed.

The ingredient name in the tab can be edited and translated into the local language provided the products are sold only in that market, otherwise, English is to be used. For translated Marks and advice in the case of cross border sales, please contact the relevant NFO.

Colour versions

(With arrow for ingredients traded under mass balance terms)



FSI_Cocoa_Arrow_CMYK.eps



FSI_Sugar_Arrow_CMYK.eps



FSI_Tea_Arrow_CMYK.eps



FSI_Mangojuice_Arrow_CMYK.eps



FSI_Cotton_Arrow_CMYK.eps



FSI_Cashew_nuts_CMYK.eps



FSI_Quinoa_CMYK.eps



FSI_Vanilla_CMYK.eps



FSI_Pepper_CMYK.eps



FSI_Roses_CMYK.eps



FSI_Rice_CMYK.eps



FSI_Dried_apricots_CMYK.eps

FAIRTRADE SOURCED INGREDIENT MARK OVERVIEW

MAX HAVELAAR VERSIONS

Max Havelaar versions

The FAIRTRADE Sourced Ingredient Marks with a strapline indicating members of the 'Max Havelaar' movement is available in colour and black & grey versions.

These versions of the FSI Marks must only be used for products manufactured in The Netherlands, France, and Switzerland and sold primarily there. For all other markets, the international versions on the previous page are to be used.

The information on the previous page also applies to these Marks.

Note for all versions

In markets where the FAIRTRADE Sourced Ingredient Mark is not registered, the ® must be removed from the design before it's applied. Please contact your licensing body for information about trademark/certification mark registration, details are on the last page.

Colour versions

(With arrow for ingredients traded under mass balance terms)



FSI_MH_Cocoa_Arrow_CMYK.eps



FSI_MH_Sugar_Arrow_CMYK.eps



FSI_MH_Tea_Arrow_CMYK.eps



FSI_MH_Mangojuice_Arrow_CMYK.eps



FSI_MH_Cotton_Arrow_CMYK.eps



FSI_MH_Cashew_nuts_CMYK.eps



FSI_MH_Quinoa_CMYK.eps



FSI_MH_Vanilla_CMYK.eps



FSI_MH_Pepper_CMYK.eps



FSI_MH_Dried_apricots_CMYK.eps



FSI_MH_Rice_CMYK.eps



FSI_MH_Roses_CMYK.eps

FAIRTRADE SOURCED INGREDIENT MARK OVERVIEW

BASIC ELEMENTS

Clear space

To preserve the visual independence of the FSI Mark when placed next to text or graphics, a clear space must be maintained around it, equal to half the width of the FSI Mark without the tab, defined as X.

When space is limited, e.g. on small packs, tags or labels, the minimum clear space may be reduced to a width of 1/4 X.

This clear space must be maintained when the FSI Mark is used next to other certification logos, also in off-pack applications.

Clear space



Applies to all FAIRTRADE Sourced Ingredient Mark versions

Minimum size

The FSI Marks must be used at a size that is in proportion with the packaging or promotional item size. The size guide has been designed to support selection of the recommended size of the FSI Mark. The smallest size recommended is 9mm wide (seen as 'X'); the wordmark and arrow must always be legible.

Two tabs

When a finished product has two Fairtrade ingredients purchased under the FSI model, the FSI Mark can be used with two ingredient tabs on products and/or off-pack communications. Two is the maximum number of tabs. For promotional use, the two corresponding, individual FSI Marks are allowed.

Please contact your NFO for advice on the possibility of using the Core Mark if a finished product has more than two Fairtrade sourced ingredients.

White only version

Exceptional use: Only the white elements are printed when white is the only colour used, e.g. crystal bottles.



Use of two ingredient tabs

A maximum of two ingredient tabs are allowed. It's recommended to place the ingredient with the highest content on the left.



Black and grey versions

Exceptional use: The black elements stay black, the colour elements are printed at 75% black.



Size guide

Size	Maximum size (width)	Minimum size (width)
A1 (594 x 841 mm)	66 mm	60 mm
A2 (420 x 594 mm)	46 mm	42 mm
A3 (297 x 420 mm)	33 mm	31 mm
A4 (210 x 297 mm)	21 mm	19 mm
A5 (148 x 210 mm)	17 mm	15 mm
A6 (105 x 148 mm)	15 mm	13 mm
A7 (74 x 105 mm)	13 mm	11 mm
A8 (52 x 74 mm)	11 mm	9 mm
Sugar sticks etc.	9 mm	7 mm

FAIRTRADE SOURCED INGREDIENT MARK OVERVIEW

INCORRECT USES

It is important that the appearance of the FAIRTRADE Sourced Ingredient Mark is protected. It must never be altered, recreated or distorted in any way.

This includes adding, removing or changing any element of the FSI Mark. The ingredient tab is not to be translated if selling across borders.

Exception

When sales are exclusively for one market, the local NFO can provide files where the text in the ingredient tab appears in the local language.

The FSI Mark files provided by Fairtrade are the only versions that can be used.



The ingredient tab in the FSI Mark must not be altered or repositioned, it must be used as in the file provided by Fairtrade.



The arrow that indicates mass balance must not be removed from the FSI Mark provided by Fairtrade, except when the commodity has voluntary physical traceability for all relevant composite products.



The FSI Mark colours must not be altered in any way.



The borders of the FSI Mark must not be removed to resemble Fairtrade's corporate identity.



The FSI Mark must not be stretched or skewed out of proportion.



The FSI Mark must not be incorporated into a design.



The FSI Mark must not be tilted on an angle.

The only exception is when the whole material is also tilted at the same angle.

PART 2: PRODUCT PACKAGING POSITIONING OF THE FSI MARK

Brand hierarchy

When positioning the FSI Mark, brand hierarchy rules must be followed: it must be less prominent and positioned away from the brand, and should be placed in the bottom left corner whenever possible (hero position). If this hierarchy is reversed and the brand is towards the bottom, the FSI Mark can be placed at the top.

When the FSI Mark is used on packaging, the Fairtrade Sourced Ingredient Claim must always be included on the back or side of the pack. Please refer to page 13.

- 1 A brand name and a product name must be clearly visible on front of pack.
- 2 The FSI Mark is generally positioned at the bottom of the pack.
- 3 The FSI Claim is usually positioned on the back or side of pack, but it can be on the front. Placing the FSI Mark arrow next to the claim is compulsory.
- 4 When space is available, the ingredient tab (with or without arrow) next to the FSI Claim is recommended.



Hero position of the FSI Mark

The FSI Mark should be placed in the bottom left corner whenever possible.



The claim and FSI Mark arrow

It is compulsory to place the FSI Mark arrow next to the claim.



Reversed hierarchy

With the brand name at the bottom and the FSI Mark at the top.



Alternative position of the FSI Mark

The FSI Mark may also be positioned on other corners.



The claim and ingredient tab

When space is available, the ingredient tab (with or without arrow) next to the FSI Claim is recommended.

PRODUCT PACKAGING

POSITIONING OF THE FSI MARK AND CLAIM

Front, side or back of pack, or off-pack

The positioning of the FSI Mark on products licensed under FSI is flexible: It can be used front of pack, back or side of pack or not on pack at all (off-pack). This flexibility means it is imperative to follow the guidance that applies to each of the options. The pages that follow show flexible positioning of the FSI Mark on various packaging shapes. For promotional (off-pack) use see page 14.

Whenever the Mark is used anywhere on pack, the use of the FSI Claim on back, side or front of pack is compulsory. See page 13.

Front of pack

The FSI Mark is shown front of pack in the top row examples.

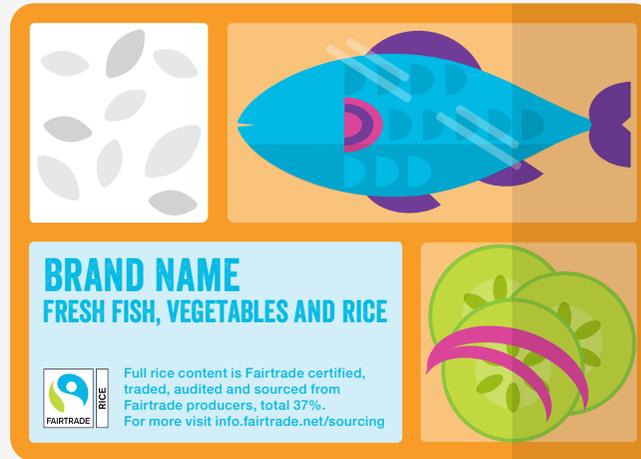
Back or side of pack

When the FSI Mark is placed on the back or side of pack, it must be placed in close proximity to the FSI Claim.

The FSI Marks and the compulsory FSI Claim must be clear and legible where they are placed and must not be mixed with commercial or legal information. When the FSI Mark is on side or back of pack and point of sale materials are used, they must include the FSI Mark with a call to action i.e. "Look for the FAIRTRADE Sourced Ingredient Mark on the back/side of pack of ..."

Note

Please consult your NFO or FI about labelling composite products with very low Fairtrade ingredient content.

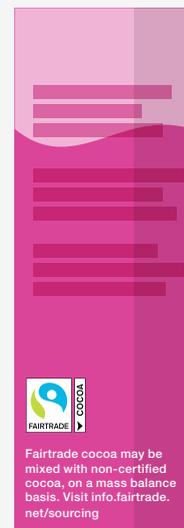
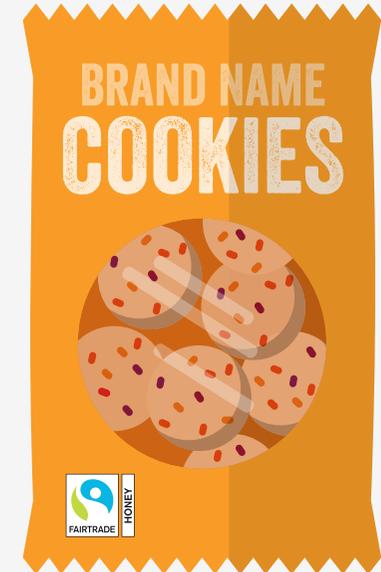


Front of pack

On a packaged meal that contains Fairtrade Sourced rice

Front of pack

Cookies sweetened with Fairtrade honey



Side of pack

E.g. when the layout is a factor



Back of pack

Recommended when the ingredient is a minor one, e.g. vanilla or pepper

PRODUCT PACKAGING

POSITIONING OF THE FSI MARK AND CLAIM

Two ingredient tabs

When a product has two Fairtrade Sourced Ingredients, two ingredient tabs can be used. It is recommended that the lead ingredient, the one with the highest content, is placed on the left; the relevant NFO will advise which should be the 'lead'.

Even if the product contains more than two ingredients sourced under FSI terms, only two tabs are allowed on-pack. The FSI Claim must list all of the Fairtrade sourced ingredients, even those not included in the tabs.

Please consult your NFO if you have more than two ingredients for individual products planned.

In promotional communications, the corresponding, individual FSI Marks can be used, see page 16.

Off-pack use

A company has the flexibility to decide not to label packaging with the FSI Mark. When this is the case, **no text claims about the product being sourced as Fairtrade are allowed on-pack.**

Sales in the UK

Applies to pages 09–12: For the UK, when the licensee is not the brand owner, the FFL code must appear on the front, side or back of packaging and be legible. Please note this is not the FLO ID.



Two ingredients, two tabs

With two tabs, on front, an ice tea that contains mango juice and tea

Example of two ingredients, with FSI Marks separated

One FSI Mark on the front, one on the back, e.g. sugar

PRODUCT PACKAGING

POSITIONING OF THE FSI MARK AND CLAIM

Positioning on tags, labels, stickers, etc.

The same on-pack principles apply: The FSI Mark can be used on the front, side or back. The hierarchy principles on page 9 also apply.

Labels for flower bouquets

For bouquets that contain Fairtrade Sourced Roses, the FSI Mark and claim can be printed for example on cellophane wrappers, hang-tags or adhesive labels.

Please refer to page 13 for information about the FSI Claim for roses.

On-pack compulsory elements

- A brand name
- The FSI Mark
- The FSI Claim for roses. It can be placed next to the FSI Mark on front or on side or back, depending on the type of packaging.

A product name or title are recommended.

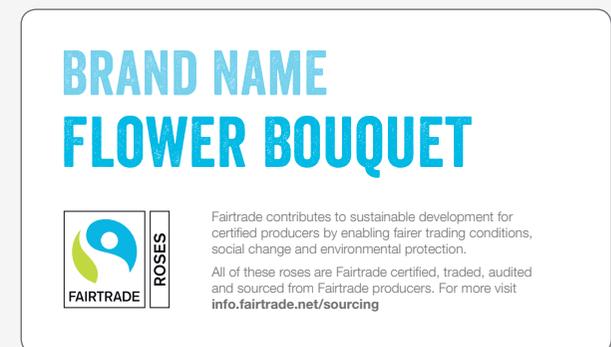
Off-pack use (no use on tags, labels, etc.)

See “Off-pack use” on the previous page.



Mixed bouquet

With the roses FSI Mark applied on a sticker label



Sticker label

With the roses FSI Mark and claim

ESSENTIAL INFORMATION

FSI ON-PACK CLAIMS

Essential Information

The use of the FSI Mark and therefore any associated claim is only permitted on-pack when 100% of the named ingredient is sourced as Fairtrade in the labelled composite product or across the product range or product category. As with other Fairtrade models, controlled blending and percentage blending of Fairtrade certified ingredients with non-certified ingredients in a labelled product are not allowed.

The FSI Claim shows consumers and stakeholders that the product complies with the criteria above. It explains the meaning of the FSI Mark to consumers. There are two claims based on the chain custody types of physical traceability or mass balance, each with two choices of length depending on the available space. The wording of each claim complies with EU transparency on-pack requirements.

The FSI Claim must be printed in at least one language on the pack. Although English is allowed in many countries for products that are sold internationally across borders, national regulations apply and it's the Licensee's responsibility to be informed of and comply with them. All the Fairtrade ingredients in a product must be included in the claim even if they do not appear in the two tabs available in the FSI Mark.

Translations of the FSI Claim

Translations will be provided separately. Only translations provided by Fairtrade must be used.

Compulsory information

The FSI Claim is compulsory on the back, side or front of every packaging material that uses an FSI Mark.

Fairtrade website

The Fairtrade website is part of the FSI Claim to allow consumers to find out more about Fairtrade in general and the Fairtrade Sourced Ingredient model in particular. For international sales the international website, www.info.fairtrade.net/sourcing must be used. When a product is sold exclusively in a country where a National Fairtrade Organization (NFO) is present, the use of the national landing page is allowed.

Other information

The FSI Claim must never be used on products without an FSI Mark.

THE ON-PACK CLAIMS

- * Text inside { } is optional.
- * Text inside [] is to be substituted by the name or information.
- * Text in () brackets is compulsory, e.g. (mass balance)

Physical Traceability – Preferred version

Fairtrade contributes to sustainable development for certified producers by enabling fairer trading conditions, social change and environmental protection. Full [Fairtrade traceable ingredient] content is Fairtrade certified, traded, audited and sourced from Fairtrade producers, total xx%. For more {information} visit info.fairtrade.net/sourcing

Physical Traceability – Short version

Full [Fairtrade traceable ingredient] content is Fairtrade certified, traded, audited and sourced from Fairtrade producers, total xx%.
For more visit info.fairtrade.net/sourcing

Fairtrade Sourced Roses – Short version

All of these roses are Fairtrade certified, traded, audited and sourced from Fairtrade producers.
For more visit info.fairtrade.net/sourcing

Example

Fairtrade contributes to sustainable development for certified producers by enabling fairer trading conditions, social change and environmental protection. Full rice content is Fairtrade certified, traded, audited and sourced from Fairtrade producers, total 42%. For more {information} visit info.fairtrade.net/sourcing

Mass Balance – Preferred version

The quantity of [mass balance ingredient] required for this product is sourced, traded and audited as Fairtrade, ensuring [mass balance ingredient name] producers receive Fairtrade terms. It may be mixed {during processing} with non-certified [mass balance ingredient], so that the total matches the amount sourced as Fairtrade (mass balance). For more {information} visit info.fairtrade.net/sourcing

Mass balance – Short version (when space on pack is limited)

{The} Fairtrade [mass balance ingredient] may be mixed with non-certified [mass balance ingredient], on a mass balance basis.
Visit info.fairtrade.net/sourcing

Example

Fairtrade cocoa may be mixed {during processing} with non-certified cocoa on a mass balance basis.
Visit info.fairtrade.net/sourcing

Mass Balance – Extra short version (when space on pack is limited e.g. when several languages are required on-pack)

Fairtrade cocoa: mass balance is used to match Fairtrade sourcing.
Visit info.fairtrade.net/sourcing

Optional claims – when space allows

A. Selling more of their [Fairtrade ingredient] on Fairtrade terms enables Fairtrade producers to get fairer trading conditions, stimulate social change and engage in environmental protection.

B. By purchasing this product, you contribute to Fairtrade's efforts to empower [Fairtrade traceable or mass balance ingredient] producers to gain access to significant new market opportunities with the potential to deliver major social and environmental impact in their farms and communities.

PART 3: PROMOTIONAL MATERIALS

POINT OF SALE, B2C

The products can be promoted once a company's labelled products are on the market.

POS can be printed or digital materials, including but not limited to wobblers, shelf displays, SRPs, posters, menus, tent cards, racks, shelves and displays, shelf barkers, price tags, counter top units, hanging signs, roll-up banners, A boards, shop magazines and more. They can also be used in digital point of sale such as websites and their content, i.e. video.

Claim, call to action or statement

POS materials must include either an FSI claim, a call to action or a qualifying statement like "Look for products with the FAIRTRADE Sourced Ingredient Mark" or "Cereals with Fairtrade Sourced Cocoa".

Use of the Fairtrade URL

The Fairtrade URL info.fairtrade.net/sourcing or the country specific URL is compulsory on digital promotional materials and at POS. It's optional on other printed promotional materials. Window clings linked to a store promotion or event are only allowed if they lead consumers to the relevant areas. Permanent window clings are only allowed when the FSI labelled products are part of the permanent offer. Please refer to page 17 for guidance on promotional claims.

Note

When there's an off-pack commitment, the FSI Mark or text claims about the ingredient/s being sourced as Fairtrade are not allowed at point of sale. FSI Mark and text claims can only be used when there are products in the market labelled with the FSI Mark.



Retail store

Area where Fairtrade items labelled differently are on offer

Exception

To protect consumers from potential confusion, a retailer may communicate their off-pack commitment to consumers in store only with permission from the relevant NFO or FI, and adhering to specific sourcing criteria.



Point of sale hanging sign

Located near escalators to direct customers' attention to FSI labelled products

PROMOTIONAL MATERIALS

POINT OF SALE, B2C

POS in company store

POS materials must be placed close to the FSI labelled products. Display in high visibility places, e.g. entrances, along escalators or behind the till must follow these guidelines and must not imply that other products on offer contain Fairtrade ingredients.

POS in concession

The company holding the FSI license contract is responsible for ensuring that the POS materials are placed in the correct concession area of the store and close to the FSI labelled product range. The materials must not imply that other products on offer contain Fairtrade ingredients.

Wobblers, shelves, SRPs, etc.

The FSI Marks can be used in a retail environment on materials placed in close proximity to the FSI products. The brand and product title must also be on the same side as the FSI Mark. Wobblers, shelf barkers, price tags and similar materials must be placed in the immediate proximity of the FSI labelled products. Price tags can be placed on a hanging rail as long as they are positioned directly above the FSI labelled items.

Digital POS

The FSI Mark may be used on an ethical page or a product page on a consumer facing website with the relevant FSI Claim. The FSI Mark is not to be used on static pages/frames unless there's a clear link to pages with FSI products. Avoid the impression that all or some of the other products contain Fairtrade ingredients. A link to a page that explains FSI and/or to a Fairtrade URL is allowed.



Shelf signage

FSI Mark used with a statement about the products on offer



Digital point of sale

On the relevant product pages



Shelf-ready packaging (SRP)

Labelled on the outside, strongly recommended when the FSI Mark is blocked from view by the SRP



Shelf wobbler

Placed right in front of products labelled with the FSI Mark

PROMOTIONAL MATERIALS

OFF-PACK CORPORATE COMMUNICATIONS

Businesses can highlight their sustainability efforts by including communications about products under the FSI model in their corporate materials and at point of sale (see previous page). The FSI Mark can only be used for promotion once there are FSI labelled products available or an off-pack commitment has been verified. The FSI volume claim on page 17 must be used. A corporate URL highlighting FSI as part of sustainability activities is allowed, but separated from the FSI Mark and claim.

The FSI Mark can also be used without the claim in corporate communications as long as there is an explanation of the impact this Fairtrade model makes for producers. The FSI Mark must not be used in a way that implies co-branding, i.e. not as originator of the communications material.

Any communication, also as outlined in the next pages, must be in relation to the company that has signed an FSI license contract (i.e. at a brand or a corporate/retailer level) and about the sourcing of Fairtrade ingredients as part of their sustainability activities. Corporate materials can be internal for employees, on a B2B level, on printed or digital materials such as press event materials (e.g. press packs), corporate presentations, trade fair materials, corporate websites and corporate social media.

For these guidelines, corporate materials do not include any that are related to the corporate identity such as letterheads, business cards, e-mail signatures, etc.



Digital

The FSI Marks can be used in reference to the Fairtrade ingredients used in FSI labelled products.



Two ingredients

A company may have sourced two ingredients under the FSI model and the corresponding packaging bears the FSI Mark with two tabs. On promotional materials, two separate FSI Marks, each with its own ingredient tab, can be used.



Corporate CSR magazine

Highlighting sustainability efforts, goals and achievements



B2B product range flyer

For example, about Fairtrade producers

PROMOTIONAL MATERIALS

FSI OFF-PACK B2B PROMOTIONAL CLAIMS

Essential Information

The FSI Mark together with promotional or off-pack claims can only be used once there are products labelled with the FSI Mark available on the market or once the company's agreed off-pack commitments have been verified. They can be used e.g. on a corporate website, dedicated web page or in a sustainability report.

The FSI promotional claims can be used as they are but companies may also develop their own, following the guidance provided here. These additional texts must be approved by an NFO or by Fairtrade International.

It's recommended to use the Fairtrade URL www.info.fairtrade.net/sourcing on promotional materials. However, the URL is compulsory, together with the FSI on-pack claim or promotional claim, on digital point of sale.

The URL is also compulsory on printed POS (see page 14). Please consult your NFO to obtain exceptions.

The FSI Marks and associated claims must not be used in a way that implies co-branding, i.e. not as originator of the material.

Translations for the promotional claims listed here will be provided separately.

Note:

The FSI Mark on-pack Claim explains the meaning of the FSI Mark to consumers and other stakeholders. It can also be used in off-pack applications, by itself or together with the volume claim or promotional claims.

Principles and guidance

The promotional claims must all refer to the company or brand's decision to engage with Fairtrade through the Fairtrade Sourced Ingredient model as part of their overall sustainability efforts and goals. Communications cannot be about objectives, intentions or plans, they must be about achieved, verified commitments. The only exception is when making the first announcement or press release and when progress or added commitments are communicated (see below and next page). Communications must focus on specific sustainability efforts, not generically on "sustainability", for example about making the supply chain sustainable for producers and consumers or how FSI integrates with the business' sustainability agenda. When communicating about sourcing commitments, be explicit about the volume of the Fairtrade individual ingredient or ingredients purchased under the FSI model. Do not overclaim.

Press release, announcements

Announcing objectives, intentions or plans must be done in body copy only, the use of the FSI Mark is not allowed and it's not compulsory to use the Fairtrade URL.

Exception

Once a contract is signed and with the NFO's or FI's approval, companies can communicate their agreed targets in a press release or public announcement, in copy only or using the FSI Mark and volume statement.

CSR report

In an annual report, a company may refer to their participation in the FSI model in body copy only, e.g. in their CSR or sustainability section, with or without use of the FSI Mark. The volume claim is used when achievements have been verified.

Compulsory information

The relevant FSI Mark and the volume claim. The latter can be placed next to the FSI Mark or Marks, or next to other information (text) being provided about the FSI model.

Corporate and B2B Communications

Compulsory

Volume claim ('tonnes' preferred)

With the Fairtrade Sourced Ingredient model, xx tonnes/xx% of our [commodity name] was purchased on Fairtrade terms [in year x] / [between x and x years] (declared retrospectively).

Optional: make reference to total commitment, i.e. "out of xx tonnes, we have sourced xx tonnes in xxxx year".

Optional

About achievements and Fairtrade producers

A. XX% of [company's] [Fairtrade commodity] is sourced, traded and audited as Fairtrade under the Fairtrade Sourced Ingredient model, empowering Fairtrade [Fairtrade commodity name] producers to make the most of the Fairtrade terms received and enabling them to stimulate social change and engage in environmental protection.

B. Company A purchased xx tonnes of [Fairtrade commodity name] for the [country/brand/sub-brand name] from [country/region name] in year 20XX/between years 20XX and 20XX through the Fairtrade Sourced Ingredient Model (FSI). This allows more producers in [country/region name] to become part of Fairtrade by trading more of their [commodity name] on Fairtrade terms. Visit info.fairtrade.net/sourcing or a company's web page (with more information about this claim or a link to this information).

About Fairtrade

Selling more of their [Fairtrade ingredient] on Fairtrade terms enables Fairtrade producers to get fairer trading conditions, stimulate social change and engage in environmental protection.

Verifiable claims

All volumes that are declared must be achieved and verified. Any other claim must also be verifiable.

PROMOTIONAL MATERIALS

INTERIM AND B2C OFF-PACK FSI CLAIMS

Essential Information

The Fairtrade Sourcing Ingredients model requires that 100% of a commodity for a composite product range or across a whole business is sourced under Fairtrade terms and promotional claims can only be made once there are FSI labelled products available on the shelves, and/or when an off-pack sourcing commitment has been verified.

But FSI also makes it possible to communicate to your stakeholders that a percentage of a commodity is being sourced sustainably on Fairtrade terms across the whole of your business. This means that the company's commitments to source a commodity on Fairtrade terms across product ranges represents a percentage of the total, overall sourcing of that commodity.

This claim can be used on promotional materials following discussion with your local NFO to ensure the requirements are being met.

A national URL can be used instead of info. fairtrade.net/sourcing on promotional materials when sales are limited to the country where the company and the NFO are based.

Interim Claim

A company can make a claim about partially achieved volumes anytime the sourcing can be verified, in agreement with the NFO or FI. A company can also refer to their overall sourcing commitment in relation to the interim achievement.

The FSI Mark is allowed and the Fairtrade URL is compulsory, together with the following claim:

[Company] is working towards tonnes/XX% of our [commodity name] used across all our products to be traded on Fairtrade terms with the Fairtrade Sourced Ingredient model by year xxx. We have sourced xx tonnes in year xxxx [optional: make reference to total commitment, i.e. "out of xx tonnes, we have sourced xx tonnes in xxxx year"]. This means we are on track to meet our [year] goal of sustainably sourced [commodity name].

Point of sale and B2C Communications

About Fairtrade

Selling more of their [Fairtrade ingredient] on Fairtrade terms enables Fairtrade producers to get fairer trading conditions, stimulate social change and engage in environmental protection.

Engaging consumers

By purchasing our products with Fairtrade Sourced Ingredients [or name the commodity/commodities], you contribute to Fairtrade's efforts to empower [Fairtrade commodity] producers to gain access to significant new market opportunities with the potential to deliver major impact in their farms and communities.

Bespoke claims

If you want to build on these example claims to make them more bespoke, please contact your NFO with your draft copy. As always, all claims must be verifiable.

PART 4: ESSENTIAL INFORMATION

Glossary

Assurance: Demonstrable evidence that specified requirements relating to a product, process, system, person or body are fulfilled.

B2B: Business to Business (B2B) or broad stakeholder communications.

B2C: Business to consumer.

Chain of custody: The sequence that occurs as ownership or control of the ingredient is transferred from one custodian to another in the supply chain.

Composite product: a multi-ingredient product which complies with the product composition requirements in the Trader Standard. The FSI Mark can only be applied to composite products.

Controlled blending, percentage blending: Physical mix of certified and non-certified ingredients in a composite product. Not to be confused with mass balance.

Cross border sales: selling products into an international market.

Fairtrade International: the international Organization comprising National Fairtrade Organizations and Producer Networks in consumer and producer countries. Fairtrade International is responsible for determining strategic direction and developing Fairtrade Standards. Fairtrade International owns and licenses all the Fairtrade Marks.

Fairtrade Marketing Organization FMO: Fairtrade Organizations without licensing operations, responsible for promoting Fairtrade in their countries.

National Fairtrade Organization, NFO: National Fairtrade organizations license the FAIRTRADE Certification Mark on products and promote Fairtrade in their territory. As founding members, many of these organizations helped to establish Fairtrade International in 1997.

FAIRTRADE Sourced Ingredient (FSI): (formerly

known as Fairtrade Sourcing Program, FSP) is a commodity-sourcing approach applicable to all products except coffee and bananas. The model focuses on the sourcing of Fairtrade commodities and is indicated by the use of the FSI Mark. FSI Licensees are offered a range of communication options including the FSI Mark on-pack of composite products as well as off-pack claims and/ or communications.

Fairtrade Sourced (name of ingredient): The preferred way to refer to the ingredient, e.g. Fairtrade Sourced Roses.

Fairtrade terms: Fairtrade Price and Fairtrade Premium set to be paid out to Fairtrade producers for the sale of their commodities.

Fairtrade URL: The address www.info.fairtrade.net/sourcing or a national web address hosted by an NFO.

FFL code: Fairtrade Foundation UK Licensee code, required on-pack when the brand owner is not the licensee.

FSI Claim: Used with the FSI Marks, back, side or front of pack, it's a message that makes reference to the Fairtrade sourced ingredient in a composite product and relates the information to the FSI Mark. It includes a Fairtrade URL.

Mass balance: Chain of custody type that foresees documentary traceability of a commodity, but does not include physical segregation of certified commodities from non-certified ones in the supply chain.

National licensee code: An identifier set by NFOs to identify products by their licensees. This code is compulsory in some markets.

Off-pack commitment: Commitment made by company for communication off-pack.

Pack: Any form of packaging, including all forms of outer packaging, tags, stickers, etc.

Physical traceability: Chain of custody type that

requires that certified commodities are physically segregated at all times from non-certified ones. Product range, line, category: Products grouped together according to company criteria, e.g. the cereals, the cupcakes, the yoga pants.

Verified: When the NFO or FI have checked supply chain, product composition, volume sourcing information, etc. in order to approve FSI composite products or claims made by the company.

PART 4: ESSENTIAL INFORMATION

Disclaimer

Fairtrade International licenses the use of the FAIRTRADE Sourced Ingredient Mark to companies that purchase Fairtrade certified ingredients in accordance with international Fairtrade Standards and FSI requirements. The right to apply the FSI Mark is subject to the company signing and complying with the requirements of the Fairtrade Sourced Ingredient license contract. The approved use of the FSI Mark is not valid for any product or material other than specified in the FSI license contract and does not make any statement about the companies or organizations selling them. The Licensee and/or seller, whose name appears on or is attached to the product, is solely responsible for the product labelling, packaging and other information thereon. It is the Licensee's and/or seller's responsibility to ensure that packaging and labelling comply with all relevant labelling legislation and standards, and that all claims and statements relating to Fairtrade are accurate and up-to-date at the time of printing, and can be substantiated if required. The Licensee is responsible for ensuring the correct use of the FSI Mark and word Fairtrade on packaging and promotional materials at all times. Neither Fairtrade International nor the relevant NFO, is the seller and does not take responsibility for any claims made on packaging or related to the product otherwise, and makes no warranties whether expressed or implied (including without limitation, implied warrant of merchantability) as to the product sold by the Licensee or seller.

In markets where the FAIRTRADE Sourced Ingredient Mark is not be registered, the ® symbol, signifying that the Mark is registered as a certification mark or as an individual mark, must be removed from the logo design.

This is the case even if artwork in these guidelines or in other Fairtrade materials depicts the FSI Mark with an ® symbol.

Please contact your licensing body about certification mark or individual mark registration in your country, details are on the right.

No other symbols, for example ™, are to be appended instead of the ®.

Artwork approval

For countries with a National Fairtrade

Organization (NFO): Find the NFO's contact details at: www.info.fairtrade.net

For countries without a National Fairtrade

Organization (NFO):

Contact Fairtrade International by email: license@fairtrade.net

Contact details

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Certification Mark / Trademark

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Credit

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