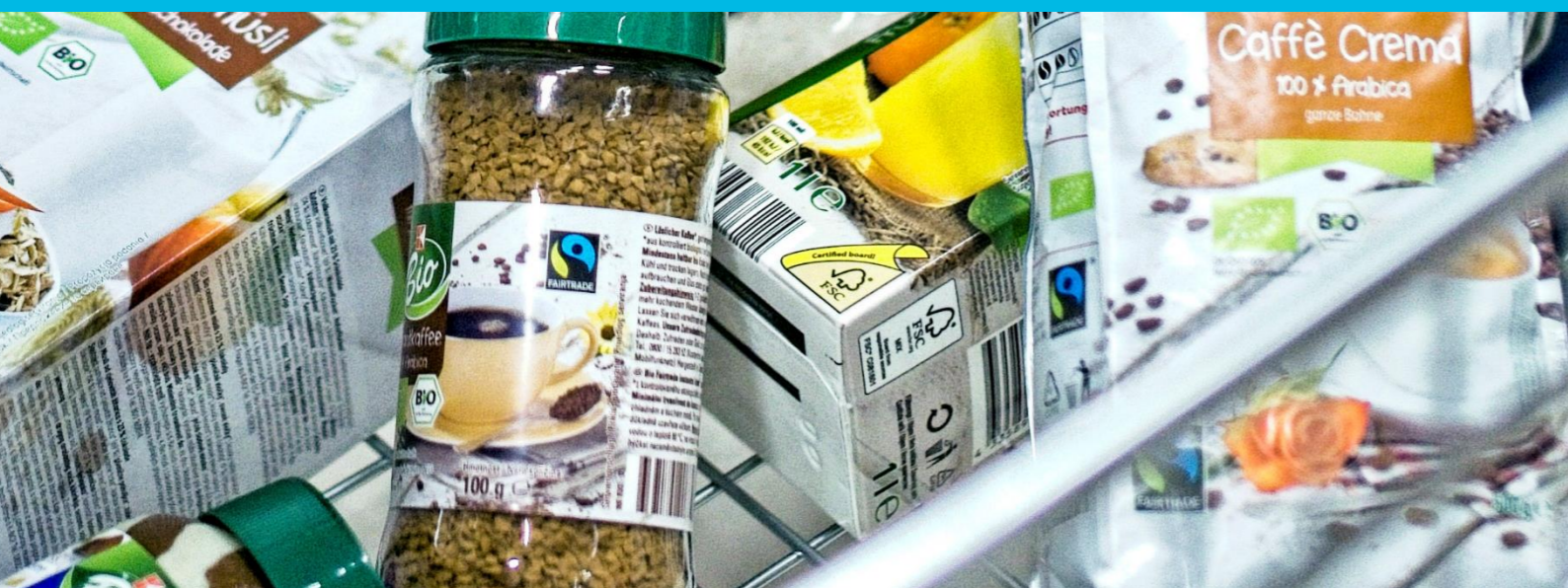


## SELLING YOUR FINISHED PRODUCTS WITH THE FAIRTRADE MARK



# SELLING YOUR FINISHED PRODUCTS WITH THE FAIRTRADE MARK



### BECOME PART OF THE FAIRTRADE COMMUNITY

The Fairtrade Community is a network of more than 2400 companies that are committed to ensuring that farmers and workers get a fair deal for the goods they produce. By partnering with Fairtrade International you will get the right to use the FAIRTRADE Mark, one of the most recognized ethical labels in the world, and you will be part of this engaged group.

#### What is the difference between Certification and Licensing?

Certification and licensing are two distinct processes:

- **Certification** – right to trade Fairtrade certified products in bulk. It is granted by FLOCERT (certification body)
- **Licensing** – right to use the FAIRTRADE Mark on finished products. It is granted by Fairtrade International (or a local representative, a National Fairtrade Organisation)

#### Eligibility criteria

In order to sell finished products with the Fairtrade Mark two pre-requisites have to be met:

- Your products include ingredients that are covered by the Fairtrade Standards (<https://www.fairtrade.net/standard>)
- The ingredients are sourced from a Fairtrade supply chain, where all actors – from the Producers up to the last Trader – are Fairtrade certified

#### Who needs a licence?

It is usually the brand owner of the finished (consumer-ready packaged) product that needs to be licensed.

After signing the license contract with Fairtrade International, the company will be considered a Licensee.

### WHY A LICENSE?

Through the license contract Fairtrade International:

- Grants a company the right to use the FAIRTRADE Mark on the products made with Fairtrade ingredients
- Monitors the use of the FAIRTRADE Mark and prevents any misuse
- Contributes to financing the Fairtrade system, allowing us to: promote Fairtrade to consumers and private sector, create and update standards, investigate about Fairtrade impact, advocate governments and institutions and provide support to Fairtrade certified organizations through the Producer Networks

#### Which fees are involved?

We at Fairtrade International do not charge any application fee. The only existing fee is the license fee for the use of the FAIRTRADE Mark. It applies to the wholesale value of the sales and can be up to 2%, depending on the country of sale.

The license fees are calculated and invoiced quarterly, on the basis of the reported sales.

#### Benefits of being a licensee for your company

- Strengthen your brand with a strong and recognized message around fair prices, social justice and preserving the environment, backing up your wider Corporate Social Responsibility approach
- Be part of a worldwide network of thousands of companies committed to Fairtrade
- Sell Fairtrade products all over the world, through any kind of distribution channel
- Progressively add different product categories (coffee, tea, cocoa, sugar, fruits, etc.) to the same license contract

## THE LICENSEE JOURNEY IN 4 STEPS



### Application and verification

- Fill in the product questionnaire and submit it for review:
- Company information
  - Products
  - Recipes
  - Supply chains

### Signing the license contract

Both parties sign the license contract

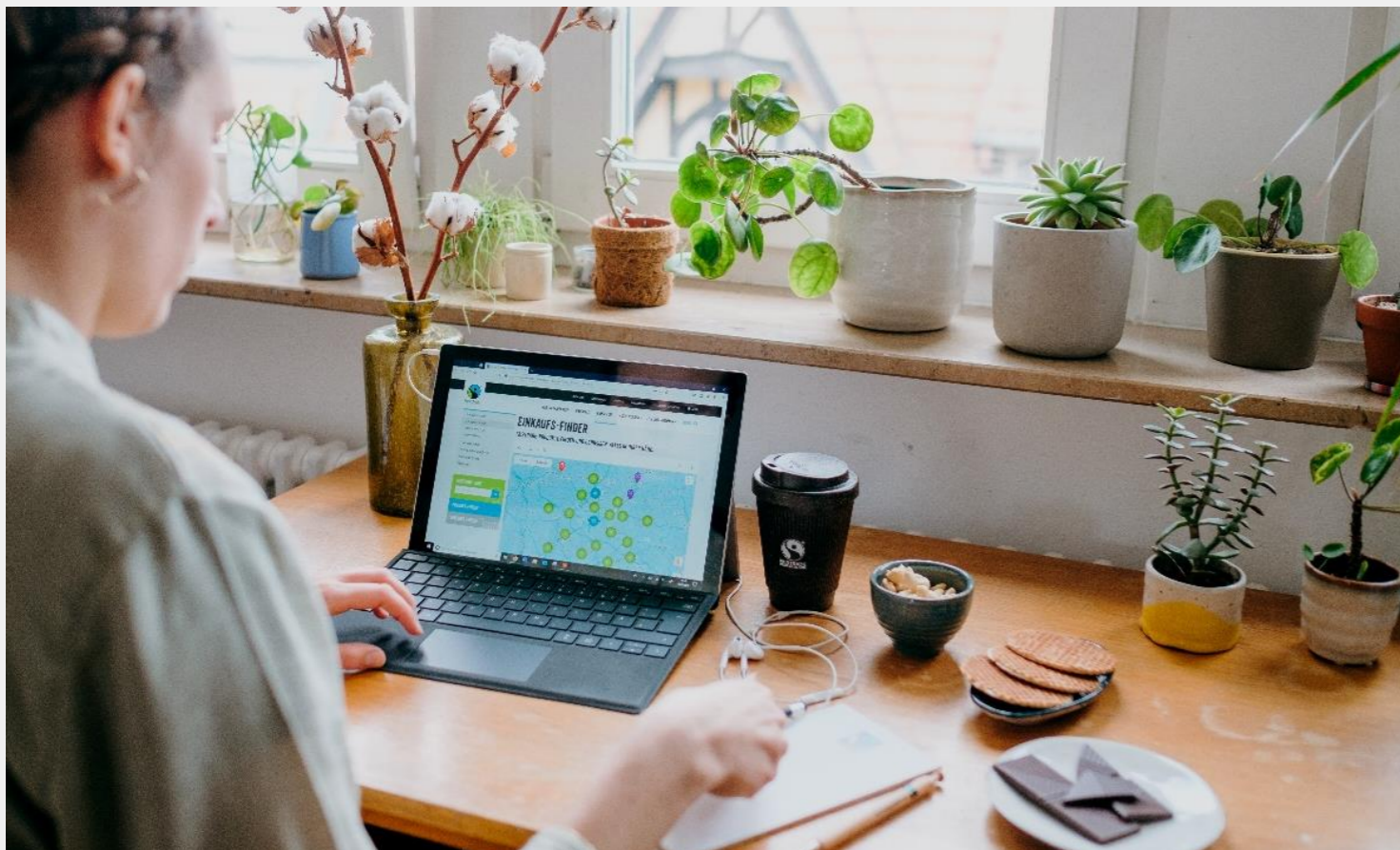
### Product registration and artwork submission

Register each new product and submit the packaging artworks using the interactive web platform FAIRTRADE CONNECT

### Sales reporting and fee payment

Report the sales every quarter and pay the respective license fees

If you want to apply, please visit our website <https://www.fairtrade.net/act/apply-to-become-a-licensee> where you will find more information about the application process and our contacts.



## RESPONSIBILITIES OF THE LICENSEE

The Licensee is required to:

- Buy Fairtrade certified products and ingredients from Fairtrade certified operators (Producers and/or Traders)
- If transforming the consumer-ready product in any way, the Licensee is required to be certified and have a signed contract with FLOCERT, certification body of the Fairtrade system
- Develop the artworks of packaging and promotional material by following the guidelines for the use of the FAIRTRADE Mark (instruction on the artwork will be provided during the licensing process)
- Declare the wholesale values of sales on a quarterly basis
- Pay the applicable license fees on a quarterly basis

## STRUCTURE OF THE FAIRTRADE SUPPLY CHAIN

In a Fairtrade supply chain different players have different roles.

The relevant players are:

- Producers
- Exporters / Importers
- Processors / Manufacturers / Traders
- Licensees
- Distributors / Retailers (Wholesale, Out-of-home, etc.)

### Producers, Exporters / Importers, Processors / Manufacturers / Traders

In order to guarantee fairly produced and traded goods to the Fairtrade consumers, every operator in the supply chain which

produces and/or manufactures and/or exports/imports the products needs to be certified. Certification is granted by FLOCERT upon signing a certification contract and paying the certification fees.

Application for Fairtrade certification can be made online: <https://www.flocert.net/start-trading-fair-today/> or through FLOCERT's regional offices:

Region	Contact
Latin America and the Caribbean	FLOCERT Costa Rica <a href="mailto:LA@flocert.net">LA@flocert.net</a>
Africa and Middle East	FLOCERT South Africa <a href="mailto:africa@flocert.net">africa@flocert.net</a>
Asia and the Pacific	FLOCERT India <a href="mailto:asia@flocert.net">asia@flocert.net</a>
Europe	FLOCERT GmbH <a href="mailto:info@flocert.net">info@flocert.net</a>
United States	FLOCERT LLC. United States <a href="mailto:america@flocert.net">america@flocert.net</a>

### Licensees

- **Licensees** – certified operators, that are granted the right to use the FAIRTRADE Mark on their finished products by Fairtrade International or a local representative
- **Pure licensees** – non-certified brand owners who are not manufacturing the finished (consumer-ready packaged) product directly, but only apply the label to the product and instruct another certified company or Trader to manufacture it

Fairtrade International may require FLOCERT to conduct a physical inspection of a Pure licensee. This inspection is referred to as Licensee audit.

### Distributors / Retailers (Wholesale, Out-of-home, etc.)

Distributors and Retailers of consumer-ready packaged products do not need to be certified. However, Retailers who wish to use the FAIRTRADE Mark on their own private label brands must be licensed.