

## Fairtrade Ireland Application Process

### **Fairtrade Licensing**

All products that bear a Fairtrade Mark must be covered by a license contract. Fairtrade Ireland reserves the right to decide which company will be licensed in the supply chain. Normally this will be the brand owner, however in the case of private labels it may be the manufacturer.

### **Fairtrade Certification**

The following companies must be certified and are therefore subject to physical audits:

- Companies that buy and sell a Fairtrade product until the product is in its final packaging; and
- Companies that buy directly from producers and/or are responsible for paying or conveying the Fairtrade Price or Premium.

Companies trading in fresh fruit, bananas, fresh vegetables, or flowers up to and including the importer in the 'Global North' must be certified. Any company after the importer that is packaging or labelling the fruit must be certified.

### **Timelines**

We recommend you allow 4-6 weeks for the entire application process

#### ***Step 1: Confirm that your products meet the Fairtrade Standards***

Depending on your role in the supply chain, you will want to familiarize yourself with the standards and policies that will apply to your company. All standards and policies can be found here:

<https://www.fairtrade.net/standard>

<https://www.fairtrade.net/standard/trader>

Fairtrade Ireland's commercial relations manager provides end-to-end support through the process of Fairtrade licensing. We can answer any questions you may have, and we can work with you to source Fairtrade certified commodities and ingredients using an existing certified supplier.

#### ***Step 2: Ask for Fairtrade Ireland application package***

Send an email to [licensing@fairtrade.ie](mailto:licensing@fairtrade.ie)

### **The Fairtrade Ireland Licensing Application/Commercial package includes:**

#### **Information and Application Form**

- Information on the Licensing application process (*this file*)
- Fairtrade Ireland Operator Application Form
- Fairtrade Ireland Commercial Pack

### ***Step 3: Apply to FLOCERT to become Certified***

See [www.flocert.net](http://www.flocert.net) for application process. There is a useful [Fairtrade fee calculator](#) on this that can estimate Certifications costs. The process timeline can vary depending on your supply chain - is likely to take at least 1 month if forms are submitted as needed.

### ***Step 4: Apply to Fairtrade Ireland to become Licensed***

**Please send the following to Fairtrade Ireland:**

- The completed Fairtrade Ireland Operator Licensing Application Form

### ***Step 5: Processing by Fairtrade Ireland***

Once the Operator Application Form has been returned and confirmed Fairtrade Ireland will make a decision on the application.

Fairtrade Ireland will review your application and your proposed products. The application may be denied if you do not have the capacity to comply with Fairtrade Standards or Fairtrade Ireland Policies.

If the application is successful Fairtrade Ireland will get a FLOID number from FLOCERT.

Fairtrade Ireland may also deny an application if an applicant's behaviour or activity is not in line with the Fairtrade International Organisation Code. The decision is based on objective criteria, they apply equally to all applicants and are supported by evidence.

If the application does not proceed because the applicant does not submit missing information or fails to respond to Fairtrade Ireland and more than 6 months has elapsed since the application process started, Fairtrade Ireland may discontinue the application.

There are no appeals of licensing application decisions, however application decisions can be reconsidered. Requests for reconsideration must be made in writing within 14 days of the decision and addressed to the person who rendered the decision, to [licensing@fairtrade.ie](mailto:licensing@fairtrade.ie) or directly to the Executive Director.

### ***Step 6: Licensing by Fairtrade Ireland***

If your application is approved, Fairtrade Ireland will send you a Fairtrade Ireland License Contract. Once signed by both parties and sent back to you, you will become a Fairtrade Ireland licensee.

**Fairtrade Ireland licensee fees** for use of the Fairtrade Mark on products apply from the date you are licensed.

You will also be contacted by the Commercial Manager to support your business development.

### ***Step 7: Submit further details your Fairtrade Products for approval***

Once you have been registered as a licensee, for products to be registered with the online Portal



CONNECT.org, an email will be sent by the Licensing Manager with log in details and training session information.

You can then will log into “CONNECT” to complete the details of your Fairtrade products and upload artwork prior to product launch. Any consumer-ready product bearing the FAIRTRADE Mark must be individually licensed to ensure the integrity of the Mark.

Fairtrade finished product sales are reported to Fairtrade Ireland in CONNECT within 30 days after the end of each calendar quarter. Unfinished products are reported to FLOCERT in their Fairtrade system.

Quarter	Period (inclusive)	Due date
Q1	January 1st – March 31st	April 30 <sup>th</sup>
Q2	April 1st – June 30th	July 30 <sup>th</sup>
Q3	July 1st – September 31st	October 30 <sup>th</sup>
Q4	October 1st – December 31st	January 30 <sup>th</sup>

If you have any questions please do not hesitate to contact our Licensing Manager [Dunstan@fairtrade.ie](mailto:Dunstan@fairtrade.ie)

#### **Step 8: Delegation of Responsibilities**

With the consent of Fairtrade Ireland, licensees may delegate one or more of the following responsibilities to an upstream supplier:

- submission of quarterly sales report,
- license fee payment.
- submission of finished product artwork,
- submission of recipes,
- submissions of supply chain information,

If approved the two parties must sign a Delegation Agreement and provide a copy to Fairtrade Ireland. The downstream licensee is ultimately responsible if the delegated party fails to perform the task on their behalf.