

Certification Mark:

Frequently Asked Questions



1) Why is Fair Trade USA offering a new certification mark?

- The new certification mark allows customers to work with Fair Trade USA anywhere in the world. While Fair Trade USA only has rights to the current “bucket boy” mark in the U.S., the new mark is being registered globally, allowing our business partners to expand and grow their business beyond the U.S. border.
- Additionally, the mark is designed to pop better on the shelf through a far simpler design and the use of color. The one basket with outstretched hands indicates sharing and a “give and take” between producers and purchasers. The green signals the environmental strength of Fair Trade.
- And “Fair Trade Certified” – the key message or phrase that resonates with consumers – is much stronger and easier to read.

2) When will the certification mark be available? How do I get the artwork?

- It is available now.
- Please download the artwork and Label Use Guidelines [here](#).

3) When do I have to start using the new certification mark?

In the U.S., transition to new certification mark as packaging changes allow.

If you are planning to work with Fair Trade USA outside of the U.S., because it’s better for your business or because you plan to participate in our coffee innovations, transition to the new certification mark as soon as possible. This is especially important for sales in Canada, as they phasing out the use of “bucket boy” and moving to FLO-GO.

If you are planning to work with FLO outside of the U.S., transition to FLO-GO as soon as possible. This is especially important for sales in Canada, as they are phasing out the use of “bucket boy” and moving to FLO-GO.

4) How will Fair Trade USA build consumer awareness of the mark?

- For consumers to support Fair Trade, they must be aware of it, understand that their everyday purchases matter, and be able to buy Fair Trade Certified products where they shop. Here’s what Fair Trade USA is doing to enable this ...
 - a) **Getting more businesses to sell more Fair Trade Certified products** through a business model that is more accessible to all types of businesses and provides more impact to producers.
 - b) **Making it easier to find Fair Trade products in stores:** Our Fair Trade Finder App lists thousands of stores where Fair Trade products can be found.

- c) **Raising visibility at retail:** We've tested our new shelf-talkers at a mainstream grocer (that lifted sales almost 40%); and we're executing a broad in-store program in about 100 Whole Foods Markets for Fair Trade Month.
 - d) **Consumer campaign:** "Every Purchase Matters" is available to Fair Trade USA, Fair Trade Towns and Universities, and companies of every size category. Tools include:
 - A new materials library, including customizable point-of-sale materials
 - Integrated collaborative marketing programs, cutting across digital, PR, and in-store promotion, for World Fair Trade Day and Fair Trade Month
 - e) **Grassroots support:** Fair Trade USA continues to raise funds for and support the Fair Trade Towns / Universities campaign. The campaign recently hosted its first conference, uniting university students and citizen activists.
- In addition, the new Fair Trade Certified mark will be in the U.S. market as early as January 2012, at which time we will offer point of sales materials to support both labels to ensure a smooth transition. We will transition completely to the new certification mark in time for Fair Trade Month in October 2012.

5) Will consumers be confused?

- We don't believe so, because first and foremost, consumers are looking for the words "Fair Trade Certified". While both marks may share the same space for a while, we actually believe consumers will appreciate the simplicity of the new mark and be drawn to it – it pops more on shelf and the words "Fair Trade Certified" are front and center.

6) Can I use FLO-go in the US market?

- Yes, if that's what makes the most sense for your business. But we do not know what – if any – consumer awareness activities will help support FLO-GO in the U.S. market.

7) If I'm a current partner, do I need a new contract to use the mark?

- No. You do not need a new contract.
- We will be working directly with all partners over the next several months to ensure their agreements are up to date with our new standards and new territory, where applicable. This can be handled through a simple amendment to the existing agreement.