



TransFair USA

Label and Language Use Guide

October 2007

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These guidelines provide direction on how to use the Fair Trade Certified™ logo and the term “Fair Trade Certified™” on your product labels, packaging, POS materials, and language for press releases and other written materials.

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TransFair USA

TransFair USA, a 501(C)3 nonprofit organization, is one of 21 members of Fairtrade Labeling Organizations International (FLO), and the only independent third-party certifier of Fair Trade products in the United States.

Mission

TransFair USA enables sustainable development and community empowerment by cultivating a more equitable global trade model that benefits farmers, workers, consumers, industry and the earth. We achieve our mission by certifying and promoting Fair Trade products.

Use of FTC Logo

TFUSA retains exclusive rights to license use of the Fair Trade Certified (FTC) logo and the term “Fair Trade Certified™”. Use of the FTC logo and/or the term “Fair Trade Certified™” is subject to strict compliance with these requirements. Any use of the FTC logo and/or the term “Fair Trade Certified™” in violation of these requirements constitutes an unauthorized use.

The FTC logo may be used in compliance with the standards in this Label and Language Use Guide by TFUSA licensees, importers and distributors, retailers of FTC products, and advocacy groups such as student or faith-based organizations.

Use of the FTC Logo Outside the U.S.

TFUSA’s logo and language differ from those of other Labeling Initiatives (LIs) that certify Fair Trade products. For U.S. companies that intend to sell their products internationally, it is necessary to contact your account manager who will put you in touch with the appropriate LI to obtain the logo use guidelines for that country. For more information and a list of LIs, visit www.fairtrade.net.

If the country does not have an LI, please check with your account manager to see if a Fair Trade mark has been registered with that country.

Confusing or Misleading Use Prohibited

The FTC logo and/or the term “Fair Trade Certified™” shall not be used in a manner that encourages consumers:

- a. to confuse the FTC logo and/or the term “ Fair Trade Certified™ ” with any other brand or logo,
- b. to associate the FTC logo and/or the term “ Fair Trade Certified™ ” with products that are not Fair Trade Certified by TFUSA,
- c. to believe that non-FTC products are Fair Trade Certified by TFUSA, or
- d. to associate the FTC logo and/or the term “ Fair Trade Certified™ ” with a company or brand.

Approval Process

As part of the contractual agreement with TFUSA, all licensees must submit all package labels, point of purchase and promotional materials bearing the FTC logo or the term “Fair Trade Certified™” for approval **prior** to production. Please contact your account manager with any questions on labeling or language requirements. All artwork and materials must be submitted to your account manager for approval prior to production.

Legal Action

TFUSA reserves the right to take legal action against any party that does not comply with the terms of this Label and Language Use Guide.

Procedures for Notification of Label Abuse

TFUSA actively monitors the use of its logo in the marketplace. Reports of label abuse may be submitted online at: www.transfairusa.org/do/partner/reportLabelAbuse or in writing to:

TransFair USA

1611 Telegraph Avenue, Suite 900
Oakland, CA 94612

GENERAL REQUIREMENTS FOR USE OF THE FTC LOGO AND THE TERM “FAIR TRADE CERTIFIED™”

Color & Borders

The FTC logo shall be reproduced in black and white only as shown here from master copies provided by TFUSA on its website: www.transfairusa.org/content/resources/LogoAccess.php



When printing the FTC logo on a single-color paper wrapper with black ink, it is acceptable for the paper color to replace the white background of the logo.



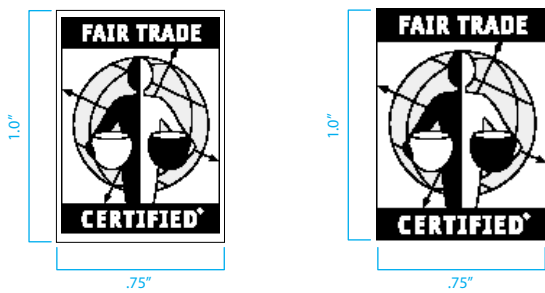
If the FTC logo does not have ample contrast with its background, it must be depicted with a contrasting white border.



Examples:

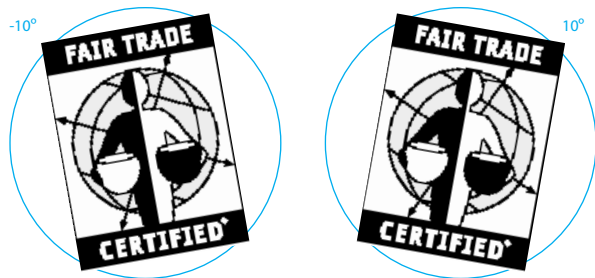


Logo Placement: Location, Size and Tilt



The FTC logo shall be reproduced in the same proportions as the original.

The FTC logo shall have dimensions of not less than .75 inches by 1.0 inch or 5% of the front panel. The minimum allowable dimensions are .375 inches x .5 inches



The FTC logo may be tilted no more than 10 degrees.

Fair Trade Certified™

The term “Fair Trade Certified™” shall be accompanied by the trademark indicator, “™”.



The FTC logo must have an “exclusion zone” or a surrounding blank area of at least 1/8” of the height of the logo.



The FTC logo must never be altered or incorporated into another logo or design.

Where to obtain the FTC logo

The FTC logo must be obtained from the TransFair USA website:
www.transfairusa.org/content/resources/LogoAccess.php

The logo is available in the following formats:

JPEG Microsoft Windows compatible
EPS Mac Illustrator compatible

If technical help is needed, please contact: graphics@transfairusa.org or call 510.663.5260

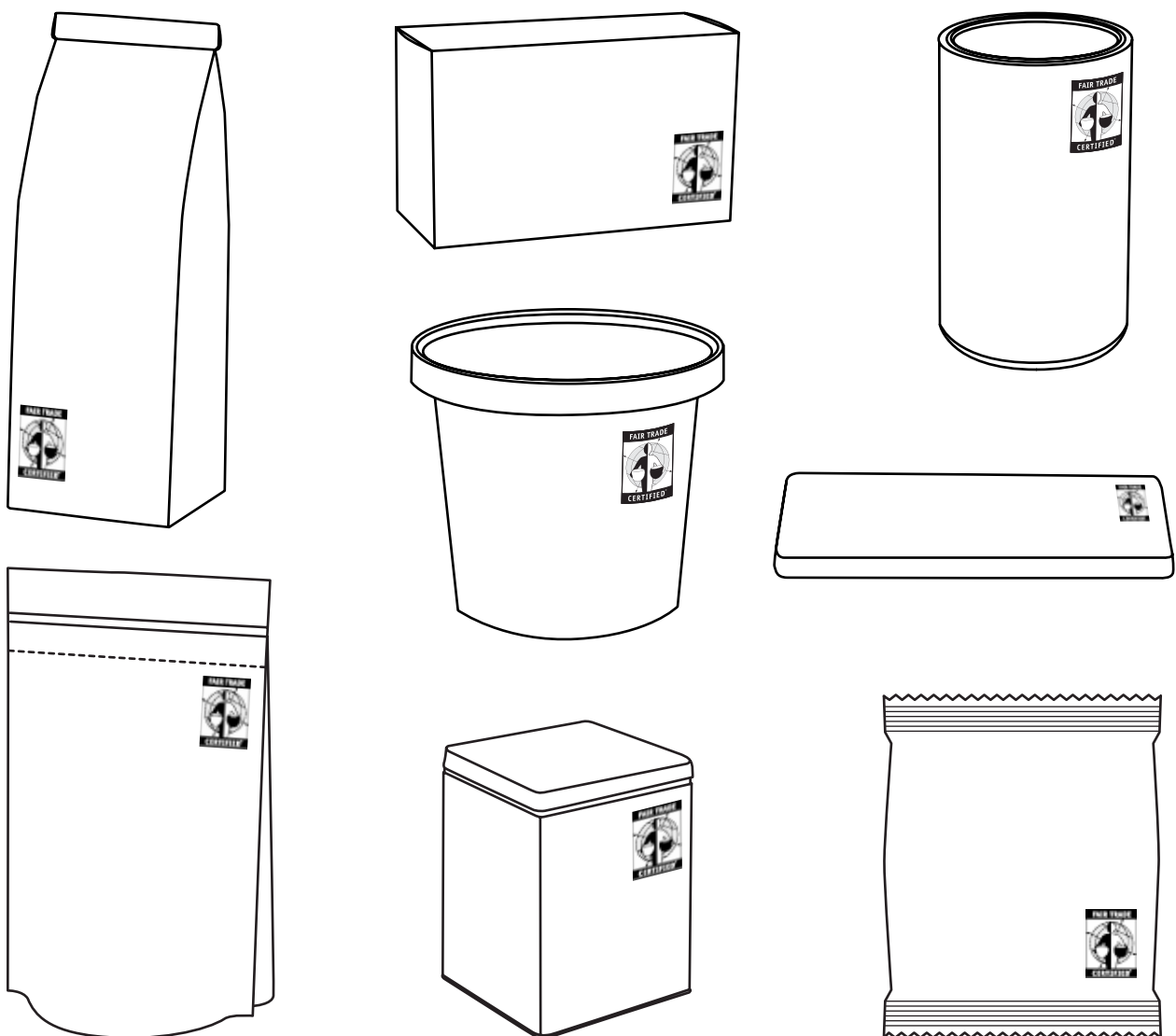


LOGO PLACEMENT AND EXPLANATORY TEXT

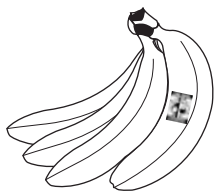
The following provisions apply to use of the FTC logo on product labels, packaging, bin cards, or prepared product labels (such as labels on air pots of brewed coffee, tea, or hot chocolate).

Logo Required on Front of Package

The FTC logo **must** be depicted on the front of the package, bin card, or prepared product label. *The following examples of logo placement are for the purpose of illustration only.*

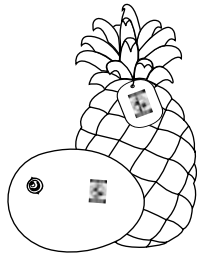


Logo Placement on Fresh Fruit



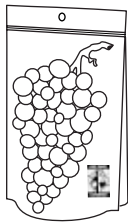
Bananas

Every cluster should be labeled with at least one logo.



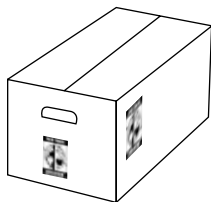
Mangoes and Pineapple

Each individual product shall be labeled.



Grapes

Every bag of grapes shall be labeled.



Shipping Cartons

The FTC logo must be displayed on the shipping carton.

FLOWERS

All roses and carnations in any bunch or bouquet must be Fair Trade Certified™ to be eligible to carry the FTC label.

The list of products that must be certified in order for a bouquet to carry any FTC label will be updated as new products become available. The list currently includes roses and carnations.



FTC Logo

Use only for bunches or bouquets that contain 100% FTC stems. Fillers and greens must also be FTC. The logo may be affixed to the stem on single stems and bulk sales of FTC stems. The FTC logo may be used on sleeves when FTC flowers are sold as bunches or bouquets.

Use of FTC Logo in POP and Collateral Materials

The FTC logo may be used on sleeves, POP, and collateral materials only when 100% of the stems, fillers, and/or greens are FTC.



FTC Roses, Carnations, or Roses & Carnations Logo

Use for bouquets with less than 100% but more than 50% FTC stems. A significant component must be certified for this logo to be used. *(For example, roses and carnations are significant component; gypsophila are not.)*

When less than 50% of the stems in a mixed bouquet (fillers and greens are counted as stems) are FTC, the FTC logo may appear only on the FTC stems (in the form of a butterfly or similar sticker). No FTC label may appear on the sleeve, in marketing collateral, or in POP material accompanying the bouquet.

Explanatory Text Required on Packaging

One of the following TFUSA approved explanatory statements must be printed on the front, back or side panel of the packaging:

Option 1: When sourcing from small farmer organizations

“By choosing this Fair Trade Certified™ product, you are directly supporting a better life for farming families through fair prices, direct trade, community development, and environmental stewardship.”

Option 2: When sourcing from estates or plantations

“Fair Trade guarantees livable wages for workers [or farmers] and their families, improving their opportunities for better healthcare, housing and education. By choosing this Fair Trade Certified™ (insert product name, such as “tea” or “rice”), you are directly contributing to the livelihood of (insert product name) growing communities.”

TFUSA’s Website URL

www.fairtradecertified.org must be printed immediately above or below any explanatory text.

Packaging Exemptions. Any desired exception to these labeling requirements must be submitted to your account manager for pre-approval.

CRITERIA FOR LOGO SELECTION



The Fair Trade Certified ® logo is required for these product categories:

- Cocoa/Chocolate
- Coffee
- Tea
- Fresh Bananas
- Sugar
- Rice
- Pineapples
- Mangoes
- Grapes



The Fair Trade Certified ™ logo is required for these product categories:

- Vanilla
- Herbs

If your product includes ingredients from both of the above sections, use the ™ logo.

These guidelines apply to all currently certified TransFair USA products and their derivatives, including: coffee, tea, cocoa, vanilla, sugar, rice, herbs, (mint, hibiscus, and chamomile), and fresh fruit (bananas, mangoes, pineapples, and grapes). In the future, TransFair USA is likely to extend this list. Products that potentially may be certified can be found at www.fairtrade.net/standards.html.

Definitions

Fair Trade Certified™ when used to describe an ingredient means that such ingredient was produced, traded, processed, manufactured and marketed in accordance with applicable Fair Trade criteria, as established by TFUSA.

Single origin products contain only one ingredient certifiable by TFUSA.
(Example: 100% FTC Colombian coffee beans.)

Blended products are defined as a mixed product containing ingredients which are all certifiable by TFUSA. Examples include:

- Tea Blend made with camellia sinensis and rooibos tea;
- “Breakfast Blend” coffee with Guatemalan and Sumatran coffees;
- Baking cocoa with Dominican and Bolivian cocoa.

Composite products are defined as manufactured (processed or semi-processed) products that are composed of more than one ingredient of which at least one is not certifiable by TFUSA. Examples include: chocolate bars, soluble cappuccino mix, vanilla soymilk and chai tea concentrate.

Significant ingredient is an ingredient which meets at least one of the following requirements. It is:

- part of the product’s name,
- normally associated with the product,
- crucial to the formulation of the product, and/or
- included in the description of the product on the primary front-facing panel.

Exemption is a formal granting of permission by TFUSA for a licensee to use a non-certified ingredient in place of a certified ingredient in a product formulation. Conditions under which exemptions will be considered include: supply constraints, domestic production, or other extenuating circumstances. Exemptions must be applied for in writing and submitted to your account manager for approval.

Labeling exemptions will be given only in very extreme cases that do not harm the integrity of the FTC logo, and require the written approval of TFUSA. All artwork must be approved by your account manager prior to production.



FTC Logo

Use only for products with 50% (by dry weight) or more FTC ingredients, and when no exemptions are given.



FTC Ingredients Logo [for multiple FTC ingredients]

Use for products with less than an aggregate of 50% (by dry weight) FTC ingredients and for all products that receive exemptions. The significant ingredient must be certified for this logo to be used.



FTC Ingredient-Specific Logo [for a single FTC ingredient]

This FTC logo is to be used for products with less than 50% (by dry weight) FTC ingredients when there is one FTC ingredient in the formula. The significant ingredient must be certified for this logo to be used.



or



Optional Use of Either FTC Ingredients Logo or Ingredient-Specific Logo

When more than one FTC ingredient is included in a product, the licensee may choose to use either the Ingredients logo or the Ingredient-Specific logo.

Ingredients:

cacao beans*, sugar*,
soya lecithin and real
vanilla*.

***Fair Trade Certified™**

Ingredient Statement Listing

All FTC ingredients must be clearly indicated in the ingredients panel on the product.

Please contact your account manager if you have questions on which FTC logo to use. See page 5 for instructions on downloading logos.

USE OF LOGO ON PROMOTIONAL MATERIALS

Tag Lines Required

When the FTC logo is used on any promotional materials, one of the following approved tag lines must be printed immediately above or immediately below the FTC logo:



a. **“Look for this Label!”**

Note: This version of the FTC logo is available for use as an alternative to printing this statement. It may be obtained from: <http://www.transfairusa.org/content/resources/LogoAccess.php>



b. **“We offer a selection of Fair Trade Certified™ [insert product type, e.g., teas or coffees]. Look for this Label!”**

Alternate Tag Lines for Licensees Offering 100% FTC Products*

Companies who exclusively sell FTC products are permitted to use one of the following tagline options:

- a. **Look for this label on all our [insert product type, e.g., coffee, tea].**
- b. **We offer only Fair Trade Certified™ [insert product type, e.g., teas]. Look for this Label.**

**A company's claim of carrying 100% Fair Trade Certified products must be verified by TFUSA's Certification Department prior to production of materials.*

An approved tag line is required whenever the FTC logo is used on offering boards, retail price lists, sell sheets, caddies, shippers, press releases, advertisements, catalogs, newsletters, letters, tabletop or countertop literature, promotional gear such as hats, mugs, and t-shirts, temporary packaging and “to go” materials such as paper cups, coffee cup holders, napkins, paper or plastic bags, or any other promotional material.

Designating Specific Products as Fair Trade Certified™

The FTC logo or “Fair Trade Certified™” may be used in POP, promotional, and sales materials to promote or describe only the specific FTC products offered (when 100% of the products are not FTC).

Options:

- The FTC logo or “Fair Trade Certified™” may be placed next to the name of each FTC product.
- The statement, “We offer Fair Trade Certified™ products” is used with or without the FTC logo.

Use of Logo on Cups, Cup Sleeves, Napkins and Other Food Service Items

To avoid confusion between FTC products and conventional ones, the FTC logo can only be used on serving items, including paper cups, cup sleeves, napkins or other food service/café items if the service items are used exclusively with Fair Trade Certified™ products.

Required Text for Advertising or Promotional Copy

In written descriptions of Fair Trade Certified™ product offerings, one of the following sentences must be included:

- We offer a selection of Fair Trade Certified™ products
- We offer the following Fair Trade Certified™ products
- Look for the Fair Trade Certified™ label

Any additional written material must comply with these requirements. If the FTC logo is used in conjunction with advertising or promotional copy, it must be accompanied by one of the approved tag lines.

Coupons

The FTC logo and/or the term “Fair Trade Certified™” may be used on coupons only if all of the following conditions are met:

- a. the coupon offers a discount *only* on FTC products, and
- b. the FTC logo and/or the term “Fair Trade Certified™” appears on the front of the coupon, accompanied by one of TFUSA’s approved tag lines, and
- c. the front of the coupon includes the following text:
“For more information on Fair Trade, please visit www.fairtradecertified.org.”

Use on Business Cards and Stationery

Use of the FTC logo or the term “Fair Trade Certified™” is not permitted on company business cards or stationary unless the company’s products are 100% FTC*. Otherwise, the following statement may be used, pending approval by TFUSA: “We carry Fair Trade Certified™ products.”

*100% FTC status must be verified by TFUSA prior to production of materials.

Event Advertisements

If Fair Trade Certified™ products are to be served at a promotional event, the FTC logo and/or the term “Fair Trade Certified™” may be used in promotional materials for the event only if all of the following conditions are met:

- a. If the FTC logo is used, it must be accompanied by one of the approved tag lines. However, the tag line may be modified to read:
A selection of Fair Trade Certified™ [insert product type, such as tea] will be offered. Look for this label.
- b. If the term “Fair Trade Certified™” is used without the FTC logo, it must be used as part of the following text:
A selection of Fair Trade Certified™ [insert product type] will be offered. Look for the Fair Trade Certified™ label.
- c. For signage accompanying a product that is served on-site at an event, the FTC logo must be used with a tag line that describes the product being served with the following text:
A selection of Fair Trade Certified™ [insert product type] will be offered.

USE OF THE LOGO ON WEBSITE

The FTC logo may be used on a licensee's website provided that it is not used in a way that is misleading or confusing to consumers, and follows the guidelines for "Use of Logo on General Promotional Materials."

The FTC logo can be used on the home page only if:

- 100% of the licensee's products are Fair Trade Certified™*, or
- the statement, "We offer Fair Trade Certified™ products" is used in conjunction with the FTC logo, or
- the logo is shown specifically in relationship to the products that are Fair Trade Certified.

*100% status must be confirmed by TFUSA prior to production of materials.

TransFair USA encourages licensees to include information about Fair Trade Certified™ on their website and to link directly to www.fairtradecertified.org. All copy must be approved in writing by TransFair USA.



PRESS RELEASES

Press releases involving TransFair USA and/or Fair Trade Certified™ products must be pre-approved by your account manager prior to release.

Specific questions regarding content or language may be sent to your account manager or to prapproval@transfairusa.org.

Legal Description of TransFair USA

In formal press releases, the following description of TransFair USA must be included:

About TransFair USA

TransFair USA, a 501(c) (3) nonprofit organization, is one of 21 members of Fairtrade Labelling Organizations International (FLO), and the only independent, third-party certifier of Fair Trade products in the United States. TransFair USA audits transactions between U.S. companies offering Fair Trade Certified™ products and the international suppliers from whom they source, in order to guarantee that the farmers and workers behind Fair Trade Certified goods were paid above-market prices and fair wages. FLO annually inspects producer organizations to ensure transparency, compliance with socio-economic criteria and sustainable farm management practices, and democratic decision making for investment of Fair Trade premiums. For more information, visit www.fairtradecertified.org.

Suggested Fair Trade Messaging:

Below are suggested descriptions of Fair Trade and Fair Trade certification for the body of your press release. When possible, licensees are encouraged to contact TransFair USA's Public Relations department for additional information and assistance, including quotes from our CEO and President Paul Rice, current market growth and other data to further personalize their Fair Trade messaging.

Language for FTC and TFUSA

Option 1: General description.

"Fair Trade Certified™ products directly support a better life for farmers and farm workers in the developing world through fair prices, community development and environmental stewardship. Through Fair Trade, small farmer organizations market their own harvests through direct, long-term contracts with international buyers, learn how to manage their businesses and compete in the global marketplace. For some products, Fair Trade welcomes estates and plantations that are committed to social responsibility, community development, and environmental stewardship to participate for the benefit of their workers. Small farmers and farm workers benefit from premiums that allow them to invest in building their communities and bettering their lives."

FTC and TFUSA

Option 2: Description for products sourced from small farmer organizations.

“Fair Trade Certified™ (insert product category) directly supports a better life for farming families in the developing world through fair prices, community development and environmental stewardship. Fair Trade farmers market their own harvests through direct, long-term contracts with international buyers, learning how to manage their businesses and compete in the global marketplace. Receiving a fair price for their harvest allows these farmers to invest in their families’ health care and education, reinvest in quality and protect the environment. This empowerment model lifts farming families from poverty through trade, not aid, creating a more equitable and sustainable model of international trade that benefits producers, consumers, industry and the Earth. The Fair Trade Certified label is backed by TransFair USA, the only third-party certifier of Fair Trade products for the U.S. market.”

Option 3: Description for products sourced from estates or plantations.

“Fair Trade Certified™ (insert product category) directly supports a better life for workers on estates and plantations committed to social responsibility, community development and environmental stewardship. Workers benefit through fair wages, freedom of association, and a safe and healthy working environment. These workers are also direct beneficiaries of Fair Trade premiums, which they use to invest in building their communities and improving their lives. The Fair Trade Certified label is backed by TransFair USA, the only third-party certifier of Fair Trade products for the U.S. market.”

“The Fair Trade Certified™ label is a simple way for consumers to know that their products were produced under socially, economically and environmentally sustainable conditions.”

Use of Claims in External Communications

The only comparative information that a licensee has access to is the total pounds certified in any given year. TFUSA can only:

- Validate the date a License Agreement was signed
- Acknowledge the first licensee in a product category

TFUSA can only verify licensee information that it collects for the purpose of certifying transactions. TFUSA may validate a licensee's information to the public or other authorized parties only with prior written permission from the licensee.

For specific questions regarding press releases, please contact your account manager or prapproval@transfairusa.org.

TransFair USA
1611 Telegraph Avenue, Suite 900
Oakland, CA 94612
Tel 510.663.5260 Fax 510.663.5264
info@transfairusa.org
www.fairtradecertified.org