



# Fair Trade Certified™

## Flower Merchandising Guidelines For Florists and Retailers



One World Flowers

Thank you for your interest in Fair Trade Certified™ flowers! This document will provide you with a summary on how to comply with the rules established to maintain consistency in Fair Trade language, the Fair Trade Logo, and the values of Fair Trade in the minds of consumers.

### One World Flowers Responsibilities:

One World Flowers is a TransFair USA licensed importer of Fair Trade Certified™ Flowers that offers you fresh, sustainable flowers that are good for people and the environment. On all Fair Trade Flowers the importer (One World Flowers) is responsible to ensure that:

- A 10% Fair Trade Premium is paid to a Social Premium fund account for workers
- The Flowers are delivered with the Fair Trade label on the stem(s)
- All reporting requirements are met for TransFair USA

One World Flowers is responsible for labeling each flower or bouquet at Fair Trade Certified™ before it leaves the farm. This label must remain on the flower/bouquet until delivered to the final customer to ensure transparency and Fair Trade product recognition throughout the entire supply chain. To support our customers, we provide pre-approved Fair Trade marketing materials for your use on our website, [www.OneWorldFlowers.org/wholesale](http://www.OneWorldFlowers.org/wholesale).

### Merchandising Fair Trade for Your Consumers:

Highlighting Fair Trade product is a wonderful marketing opportunity for your business. However, in order to maintain the traceability and integrity of the Fair Trade Certified label, it is extremely important for you to clearly distinguish the difference between your Fair Trade and non-Fair Trade flowers to your consumers in the following ways:

- When displaying Fair Trade Certified™ flowers, always use a separate bucket that is clearly labeled as Fair Trade. If possible, put space between FTC flowers and non-FTC flowers in displays.
- It is best to use the Fair Trade logo on price signs for Fair Trade Certified™ flowers. Printable price signs are provided on our website.
- If you would like to market an arrangement as "made with Fair Trade Certified™ roses (or other flower)," leave at least one tag on each type of FTC flower so it's clear which components are Fair Trade Certified™.
- At least 50% of the stems in each arrangement must be Fair Trade Certified™ in order to market the arrangement/bouquet as FTC.
- If you prefer to take the stem tag off, you may use the FTC flowers as you wish but may not market the arrangement as Fair Trade.
- Always print the trademark symbol (™) when speaking of Fair Trade Certified™ products.

In addition these are the requirements to qualify flowers as Fair Trade Certified™. All flowers must come:

- From a Fair Trade Certified farm
- Via a Fair Trade Certified licensed importer/wholesaler, like One World Flowers



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### About the Fair Trade Logo and Branding:

The term "Fair Trade Certified™" and the Fair Trade Certified™ logo on flowers, bouquets, point of purchase marketing materials, websites, and language for press releases are trademarked and are the exclusive property of TransFair USA, Inc. The Fair Trade Certified™ logo is a certification mark that is for use by certain importers, distributors, and other participants in the market for products that were produced in accordance with certain Fair Trade criteria.

Please read the complete [Fair Trade Certified Logo Usage Guidelines](http://transfairusa.org/pdfs/LUG/LabelUseGuide.pdf) for more information.  
URL: <http://transfairusa.org/pdfs/LUG/LabelUseGuide.pdf>

### Tools You May Use Once You Start Selling Fair Trade Certified™ Flowers

- **Where to Buy Website:**  
Use the link below to list yourself on the TransFair USA "Where to Buy" website. This website is used by thousands of consumers each month to find Fair Trade products in their local areas.  
[I am selling Fair Trade Certified flowers. Please list me on the Where to Buy Website.](http://www.transfairusa.org/content/WhereToBuy/suggest.php)  
URL: <http://www.transfairusa.org/content/WhereToBuy/suggest.php>
- **Get the Fair Trade Logos:**  
After reading and accepting the Logo Use Guidelines (link provided above), you may download the Fair Trade logos for use in your advertising materials.  
[Download logos.](http://www.transfairusa.org/content/resources/LogoAccess.php)  
URL: <http://www.transfairusa.org/content/resources/LogoAccess.php>
- **Free Point-of-Purchase Marketing Materials:**  
Submit a [Materials Order Form](#) found on our website, for free brochures, rack cards, bouquet inserts, bouquet stickers, posters, and more that are available to you to promote Fair Trade Certified™ flowers.
- **Free Online Marketing Materials:**  
Visit [OneWorldFlowers.org/wholesale](http://OneWorldFlowers.org/wholesale) for website banners, email campaigns, articles, printable ads, and other online marketing materials to promote Fair Trade Certified™ flowers at your location.

Thank you for your interest in offering Fair Trade Certified™ flowers to your customers. A better world is blooming for flower workers on Fair Trade Farms in Colombia, Ecuador, Kenya, and beyond with every stem that you sell. Please feel free to reach out to us should you have questions. Questions can be sent to [service@oneworldflowers.org](mailto:service@oneworldflowers.org).

I have read and agree to the terms of the [Fair Trade Certified Logo Usage Guidelines](#)

Name: \_\_\_\_\_ Store Name: \_\_\_\_\_ Date: \_\_\_\_\_