

## Ethical Credentials

	<b>EQUITRADE</b>	<b>FLO FAIRTRADE LABEL</b>	<b>RAINFOREST ALLIANCE</b>	<b>STARBUCKS C.A.F.E.</b>	<b>4C ASSOCIATION</b>	<b>UTZ KAPEH</b>
Freedom to join independent trade union	Yes	Yes	Yes	Yes	Yes	Yes
Fixed price for crops	No (see Note A)	Yes - plus a fixed premium <sup>4</sup>	No	Yes	No	No
Commitments to the environment	Yes - products are certified organic by ECOCERT, a French certification body similar to the UK's Soil Association	Yes - encourages producers to adopt organic practices <sup>5</sup>	Yes - "Certified farms protect natural ecosystems and conduct activities to restore degraded ecosystems". <sup>13</sup>	Yes - includes "Environmental Leadership" with detailed guidelines to "protect and conserve water resources, soil resources, biological diversity and overall ecosystem functions". <sup>19</sup>	Yes - a key approach is protecting "primary forest and conserving natural resources such as water, soil biodiversity and energy". <sup>8</sup>	Yes - certificate holders are required to abide by environmental guidelines which, for example address soil management and fertiliser use. <sup>21</sup>
Co-operatives only	No (see Note B)	Yes - plus smallholders. <sup>4</sup>	No	No	No	No
Independent certification	No - Equitrade certification is administered by Equitrade, but processes are still being developed. <sup>14</sup>	Yes - products and trade are independently certified by FLO-CERT GmbH, an independent international certification company. <sup>5</sup>	Yes & No (see Note C)	No - but Starbucks' certification is in collaboration with the US-based Scientific Certification Systems (SCS). <sup>20</sup>	No - the focus is upon "process verification" rather than product certification. <sup>8</sup>	Yes - by independent certifiers from Africa, Asia, South America, Central America and Europe. <sup>21</sup>
Not-for-profit	Yes	Yes	Yes	No	No (see Note D)	Yes
Products certified	Chocolate, coffee, spices tea,	Chocolate, cocoa, coffee, confectionery, cotton products, flowers, footballs, fresh fruit, herbs & spices, honey, nuts, preserves, quinoa, rice, snacks, spreads, sugar, tea, wines & beers, yoghurt	Cocoa, chocolate coffee, ferns, flowers, fruit, macadamia nuts, orange juice	Coffee	N/A	Coffee

Note A: a proportion of the income generated along the production chain is transferred back to the country of origin, i.e. not just the income from the raw materials

Note B: an Equitrade licence holder must prove that end products are exported from a developing country.<sup>12</sup>

Note C: wood, paper and forest products are accredited by the Forest Stewardship Council, but agricultural certification systems are managed by the Sustainable Agriculture Network which includes the Rainforest Alliance and a network of Latin American partner organisations.<sup>13</sup>

Note D: the international coffee trade and industry helped to establish 4C, hence it is "a private initiative" that is market-driven.<sup>8</sup>

**Fairtrade** = refers to FLO's UK certification scheme;

**Fair Trade** - refers to the US certification scheme;

**fair trade** - refers to the idea rather than to any certification programme.