



Product Registration Policy

Fair Trade USA

Version 3.0.0

Each time you prepare to launch a new Fair Trade Certified™ product, you must provide Fair Trade USA with the information listed below. We use this information to approve the packaging and for annual premium and volume reports. Below, we explain who needs to provide specialized information and why each piece of information is necessary. This policy applies to all products except fresh produce and coffee products that don't have a UPC code. Please contact us if you have additional questions.

- **Product Name**
- **UPC Code (if applicable):** This is necessary for transparency in transaction reporting and the internal tracking of Fair Trade Certified products.
- **Subsidiary Brand:** For parent companies with multiple brands, this is the opportunity to define which subsidiary brand this product is sold under. The information is needed to verify packaging.
- **Consumer Facing Product:** This is used to distinguish between consumer-facing and business-facing products for internal process and marketing purposes.
- **Private Label Product:** For manufacturers registering products for a private label brand, this is the field to track the name of the private brand and the retailer. This is important to create a list of the products sold at select retailers to create their annual reports. This allows us to track whether a product is a private label product and for whom.
- **Exclusive Product:** This allows you, as manufacturers, to control the visibility of your products to other buyers. It is possible to only enable specific buyers to see your products.
- **Packaging:** This allows us to distinguish between similar products with the same size and is also the unit you will report against in your purchase/sales reports. You will choose Unit Size, Unit of Measure, and Unit Type from a dropdown menu.
- **Launch Date:** This date will be used to consider products for marketing campaigns and also informs the timing of listing your product on our website.
- **Organic:** This information allows us to track the correct premium level, which can differ between organic and conventional. Origins might also differ for organic versus conventional ingredients. Additionally, we use this information to track the number of Fair Trade Certified products that also carry the organic certification.
- **Total Product Weight:** This is the total number used to calculate the percentage of Fair Trade Certified ingredients in units such as grams, kilograms, or pounds.

Product Composition: These are the Fair Trade Certified and non-Fair Trade components in your product. For Fair Trade Certified components we need:

- **Supplier Name:** This enables the trade certification team to verify that the supplier is certified as fair trade to verify purchases and sales of your Fair Trade Certified ingredients.
- **Product Line:** This allows us to categorize products under general types (Chocolate Products or Snack Foods).
- **Component Name:** It is important to add the specific product you are sourcing from



your supplier. For example, for chocolate that might be cocoa liquor, cocoa butter or cocoa powder. (If you do not see your component, please reach out to your contact at Fair Trade USA with the product specification information for the product you are using).

- **Weight/Individual Unit:** This is the weight and unit (grams, kilograms, or pounds) of the Fair Trade Certified ingredient in your product.
- **Non-Fair Trade Components:** This allow us to record all other ingredients in the product listed in the ingredient panel.

