



Multiple Ingredient Product Policy

Fair Trade USA

Version 1.2.0

Introduction

Fair Trade USA® works with a wide array of products, both single ingredient products such as tomatoes and spices, and packaged goods that contain multiple ingredients such as chocolate bars and personal care products. For that reason, a product can qualify for one of several variations of the Fair Trade Certified™ seal depending on the percent of Fair Trade Certified ingredients it contains.

Purpose

The Multiple Ingredients Product Policy helps brand holders, manufacturers, or anyone manufacturing or packing finished products determine which seal a product is eligible to use. It is particularly useful to compliance managers working in such organizations. This policy outlines the percentage Fair Trade Certified content required in a food or personal care composite product to use the various Fair Trade Certified seals. We take misuse seriously, so it's important to read and understand this policy.

Additional requirements for using the Fair Trade Certified seal and claims are outlined in the Trade Standard and Fair Trade Certified Seal and Language Use Guide.

Scope

This policy applies to any food or personal care product in order to use the Fair Trade Certified seal on its packaging.

For apparel and home goods products, please refer to the Fair Trade Certified Seal and Language Use Guide for Apparel and Home Goods.

Related Documents

- Fair Trade USA Trade Standard
- Fair Trade Certified Seal and Language Use Guide

1. Fair Trade Certified Seal Options

There are several Fair Trade Certified seal options available for use in association with a product. Different seals are permitted for use on product packaging depending on the product and percentage of ingredients that are Fair Trade Certified.





100% Fair Trade Certified Ingredients

Seal	Requirements	Explanation
 <p>Fair Trade Certified™ Seal</p>	The product is 100% Fair Trade Certified	This seal will appear most frequently on single ingredient products (coffee, tea, bananas) and a few 100% Fair Trade Certified multi-ingredient products, like an herbal tea blend
	The product may contain up to 5% non-Fair Trade Certified ingredients as approved by Fair Trade USA*	This seal will appear most frequently on single ingredient products (coffee, tea, bananas) and a few 100% Fair Trade Certified multi-ingredient products, like an herbal tea blend

*Non-Fair Trade certified ingredients may include flavorings and additives, or any other non-Fair Trade ingredient that have been approved by Fair Trade USA.

20% or More Fair Trade Certified Ingredients by Weight

Measured by weight (excluding added water or salt)*

Seal	Requirements	Explanation
 <p>Fair Trade Certified™ Ingredient(s) Seal</p> <p>OR</p>  <p>Fair Trade Certified™ 'Ingredient-Specific' Seal</p>	For any individual Fair Trade Certified ingredient used in the product, 100% of that particular ingredient is Fair Trade Certified	For example, if a product contains cocoa powder and chocolate icing, the cocoa in the powder and the icing must both be Fair Trade Certified
	Cocoa, coffee, tea (<i>Camellia sinensis</i>), and quinoa included in the product must always be Fair Trade Certified	For example, in a mocha mix, the coffee must be Fair Trade Certified as well as the cocoa.
	An ingredient-specific seal may be used if the specified ingredient is either the highest percentage Fair Trade Certified ingredient or consumers commonly associate it with the product	For example, if a brownie contains 11% Fair Trade Certified cocoa powder and 20% Fair Trade Certified sugar, the following seals can be used: <ul style="list-style-type: none"> • “Fair Trade Certified™ Ingredients” label • the “Fair Trade Certified™ Sugar” label (highest % Fair Trade Certified ingredient), or • the “Fair Trade Certified Cocoa” label (commonly associated with product)
	All Fair Trade Certified ingredients must be identified on the packaging	N/A
	The percentage of Fair Trade Certified content (by dry-weight) is indicated on the packaging**	Indicate the specific percentage (e.g., 37% Fair Trade Certified™ Ingredients) or the minimum percentage (e.g., Over 35% Fair Trade Certified™ Ingredients)



	Ingredient percentages can not be rounded up in order to meet percentage thresholds.	For example, if a product has 19.8% Fair Trade Certified ingredients by weight, it does not meet the requirements to use the Fair Trade Certified™ Seal.
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**For extract or concentrate based products (e.g., bottled coffee), the percentage can be based on the ingredients used in the production of the product.

Less than 20% Fair Trade Certified Ingredients

Seal	Requirements	Explanation
No Fair Trade Certified seal use permitted	For any individual Fair Trade Certified ingredient used in the product, 100% of that particular ingredient is Fair Trade Certified	For example, if a product contains cocoa powder and chocolate icing, the cocoa in the powder and the icing must both be Fair Trade Certified
	The Fair Trade Certified ingredient(s) may be specified on the front of the packaging	For example, a Protein mix could state “Fair Trade Certified™ cocoa” on the front of the packaging
	All Fair Trade Certified ingredients are identified, including identifying Fair Trade USA as the certifier	For example, “Fair Trade Certified™ cocoa”

2. Package Design

Please read through our Fair Trade Certified Seal and Language Use Guide, available on our [website](#), to review label options, understand the requirements for packaging and label use, and select optional impact statements about Fair Trade USA certification.

