As demand for economic and environmental responsibility grows, more and more labels and logos are appearing on products to help consumers like you make informed decisions. This guide is designed to help you understand the labeling often associated with CRS Fair Trade program. Let’s start with our own logo:

**Name:** CRS Fair Trade Program  
**Issuing Organization:** Catholic Relief Services  
This logo is used on all CRS Fair Trade program materials—brochures, web pages, our e-newsletter—as well as many products offered by members of the CRS Fair Trade network of fully committed Fair Trade organizations. You may also see this logo on sweatshop-free shirts or other gear worn by a select group of Ambassadors, who are spreading the message of Fair Trade in their communities. This logo does not represent a third party inspection and verification system but is a marketing tool to help build awareness and identify relationships. Learn more at [http://www.crsfairtrade.org](http://www.crsfairtrade.org)

**Name:** Fair Trade Federation  
**Issuing Organization:** Fair Trade Federation  
The Fair Trade Federation logo is used by members of the Fair Trade Federation (FTF), an association of organizations fully committed to Fair Trade principles. It does not represent a third party inspection and verification system; therefore it is not a certification. Instead it indicates that a company has met the membership criteria of FTF. When you buy from companies authorized to use the FTF label, you can be assured that the company is fully committed to Fair Trade. FTF upholds nine Fair Trade principles which you can learn about at [http://www.fairtradeprinciples.org](http://www.fairtradeprinciples.org)

**Name:** Fair Trade Certified  
**Issuing Organization:** Fair Trade USA  
The Fair Trade Certified label is regulated by Fair Trade USA (formerly TransFair USA). In January 2012, FTUSA left the global Fair Trade system and began using a new label. The label is in transition in the marketplace so you may see a version of either of the above. Products that contain Fair Trade certified ingredients, such as sugar or nuts in energy bars, can bear a label denoting Fair Trade certified ingredients. Many of the standards by which FTUSA regulates use of the labels and “seals” are currently under revision. You can learn more at: [http://fairtradeusa.org/certification/label-usage](http://fairtradeusa.org/certification/label-usage). FTUSA certifies transactions, not companies.

**Name:** FAIRTRADE Mark  
**Issuing Organization:** Fairtrade International/FLO-CERT  
Fairtrade International (also known as FLO) maintains an international register of Fair Trade Certified cooperatives and plantations that have met its standards. FLO includes as part of its governance structure farmer representatives. In late 2012, FLO began operations in the United States to license U.S. companies to sell the coffee, chocolate, tea, sugar etc. FLO certifies transactions, not companies. More about the standards and structure of FLO can be found at [http://www.fairtrade.net/standards.html](http://www.fairtrade.net/standards.html)

**Name:** Fair for Life  
**Issuing Organization:** Institute for Marketecology  
The Swiss based Institute for Marketecology (IMO) manages “Fair for Life”, a neutral, third party certification program for Social Accountability and Fair Trade to complement existing Fair Trade certification systems and cover many agricultural, manufacturing and trading operations that may be excluded from independent verification and Fair Trade certification. It also certifies all critical steps in the value chain. Learn more at [http://fairforlife.net](http://fairforlife.net)
Name: Small Producers Symbol  
Issuing Organization: FUNDEPPO  
The Small Producers’ Symbol was launched in 2006 by the Latin American and Caribbean Network of Small Fair Trade Producers (known as CLAC). It is a label seal that focuses exclusively on distinguishing products of small producers’ organizations. Another unique feature of this seal is that it has been created and is promoted by the small producers themselves, who work to maintain the objectivity of the certification system. This represents a house that has been built solidly and is open to everyone, as well as balance and unity between producers and consumers, between men and women, and between nature and dignified living. [http://www.tusimbolo.org](http://www.tusimbolo.org)

Name: Rainforest Alliance Certified  
Issuing Organization: Sustainable Agriculture Network  
Rainforest Alliance Certification promotes the conservation of native ecosystems and forest protection by assuring compliance with a range of environmental, social and organizational standards. The primary focus of the Rainforest Alliance Certification is environmental, and is increasing popular with companies interested in "sustainability." You can learn more at: [http://www.rainforest-alliance.org/agriculture/standards](http://www.rainforest-alliance.org/agriculture/standards)

Name: Certified Organic  
Issuing Organization: United States Department of Agriculture  
The United States Department of Agriculture (USDA) has established a comprehensive set of standards that must be met by anyone who uses the "organic" label in the United States. USDA standards on food focus on the products used in growing our food and the processes by which our food is handled. USDA organic standards prohibit the use of antibiotics, genetic engineering and most synthetic pesticides and fertilizers. USDA accredits more than 50 certifying organizations that actually inspect producers to verify compliance with its standards. Learn more at: [http://www.ams.usda.gov/AMSv1.0/nop](http://www.ams.usda.gov/AMSv1.0/nop)

Name: Whole Foods Market  
Certifying Agencies: Fair Trade USA, IMO, Rainforest Alliance, Quality Assurance International-organics  
The national chain of Whole Foods Markets works with certifiers to identify products that meet criteria in four specific areas. Similar to Starbucks' “CAFÉ Practices,” this is a company driven effort to address concerns related to value chain practices. The Whole Trade guarantee is concerned with: Establishing high quality standards, providing more money to producers, ensuring better wages and working conditions for workers, and caring for the environment. Read more at [http://www.wholefoodsmarket.com/products/whole-trade.php](http://www.wholefoodsmarket.com/products/whole-trade.php)

The use of certification labels and organizational logos is evolving in today’s marketplace. To keep up with the latest developments visit [http://crsfairtrade.org](http://crsfairtrade.org) and [http://ftrn.org](http://ftrn.org).