

# FAIRTRADE SOURCED INGREDIENT PROGRAM

## GREATER OPPORTUNITY TO SOURCE FAIRTRADE, GREATER BENEFITS FOR FARMERS

Sustainable trade and production now reflects growing consumer demand in mainstream markets, and an expectation of ever-greater transparency from companies. Fairtrade is stepping up as a credible partner on your journey to sustainability by introducing a new way of working – **Fairtrade Sourced Ingredient (FSI)**



Photo: © Sean Hawkey, CACAONICA, Nicaragua

## FSI – DELIVERING SIGNIFICANT IMPACT FOR FAIRTRADE FARMERS & THEIR COMMUNITIES

This new model enables Fairtrade producers and workers to sell more of their products on Fairtrade terms, thus improving their living and working conditions, their productivity in order to gain more income, and reducing negative impacts on the environment.



In the current model a product that carries the core Fairtrade Mark means that all the ingredients in the product that can be sourced as Fairtrade, are Fairtrade.

The core Mark with the arrow is mainly seen on composite products like chocolate bars or products that involve mass balance like cane sugar, cocoa or tea.



Rather than focusing on all the ingredients in a finished composite product, in the **new FSI model** companies make commitments to source one or more specific commodities for use as ingredients in finished composite products across ranges, or even their whole business.

The **new FSI Mark** introduces the program as an innovative Fairtrade model, allowing separate ingredient tabs and provides the flexibility necessary to include multiple Fairtrade commodities. The FSI Mark aligns with the highly trusted core Mark, making it easily recognisable to consumers.

Products featuring the **FSI Mark** also show if the ingredient is traceable or was mixed during processing. These Marks communicate to consumers which ingredient is certified.





Photo: © FLOCERT GmbH

# SAME RIGOROUS INDEPENDENT STANDARDS

The **FSI Mark** applies to any commodity that has a Fairtrade standard. Commodities such as cocoa, sugar, tea, flowers, fruit juices and many more are applicable. Coffee and bananas are not part of the FSI labelling model.

Fairtrade independent certification continues to be the core element of the FSI model. While the ingredients sourced on FSI terms are certified by FLOCERT according to full Fairtrade social, environmental and economic standards, auditing of companies is simplified by reducing the number of commodities per product.

## COMMUNICATING ABOUT YOUR FSI COMMITMENT

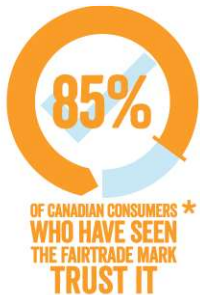
### ON PACK LABELLING

In order to use the **FSI Mark** on pack, 100% of the chosen Fairtrade ingredient in composite products, product ranges or categories must be sourced on Fairtrade terms. Products can be labelled with the **FSI Mark** when an FSI licence contract has been signed and Fairtrade Canada has approved the products. The **FSI Mark** together with promotional or off-pack claims can be used once there are products labelled with the **FSI Mark** available on the market, and the claims have been verified.



### OFF-PACK CORPORATE COMMUNICATIONS

FSI also makes it possible for a company to commit to source a commodity on Fairtrade terms across the whole of their business, where the Fairtrade amount represents a percentage of the total, overall sourcing of that commodity. While the **FSI Mark** is not permitted for use on pack in this case, the FSI program allows you to communicate to your stakeholders that your organization is committed to sourcing sustainably on Fairtrade terms. These corporate commitments can be included on promotional materials following discussion with Fairtrade Canada to ensure the requirements are met.



## BENEFITS FOR YOUR BUSINESS

Engaging with Fairtrade in this new way will reassure consumers that your sustainability claims have been independently verified and approved. Here in Canada, consumers are increasingly seeking ethically sourced products. The use of the independent FSI label on pack increases the consumer's trust that the products they buy are a good purchasing choice that bring Fairtrade producers more opportunities for fairer trade.

\* Globescan April 2017 study

## WHAT ARE THE NEXT STEPS?

Fairtrade Canada's experienced team will help your business certify your existing supply chain, or find a new, certified supply chain in order to source Fairtrade ingredients. There are license fees payable to Fairtrade Canada for products using the **FSI Mark**. These fees are based on volume and vary by product category.

### For more information contact

Fairtrade Canada's Director of Business Development  
[Helen.Reimer@fairtrade.ca](mailto:Helen.Reimer@fairtrade.ca) | Tel: 613-563-3351 | [fairtrade.ca](http://fairtrade.ca)

