

Domestic Fair Trade Association
Criteria for Evaluating Domestic Fair Trade Standards and Certification Programs
Updated September 25, 2012

Introduction

The Domestic Fair Trade Association (DFTA) is a coalition of organizations representing farmers, farmworkers and other food workers, retailers, processors, manufacturers, and NGOs. The mission of DFTA is to promote and protect the integrity of Domestic Fair Trade Principles through education, marketing, advocacy, and endorsements. (For more background on DFTA, visit our website www.thedfta.org.)

Within this broad mission, the DFTA membership has identified several more specific objectives including:

- Developing and promoting sound criteria for Domestic Fair Trade standards, with a goal of continual improvement, for the purpose of endorsing legitimate social justice market claims made by and for family-scale farmers, farmworkers, processors, marketers, manufacturers, retailers, restaurants, and their organizations;
- Developing and championing a common ethical code of conduct among marketers of Domestic Fair Trade products with cooperative strategies to prevent and defend against greenwashing, fairwashing, and any false or misleading claims;
- Cooperating with endorsed labelers to create synergies in inspection agencies, materials review, joint market strategies, policy, training, accreditation, certification, research, and education.

To achieve the goal of being a resource for both the public and the broader movement for assessing public market-place claims of social justice or fairness, DFTA has developed criteria for evaluating Domestic Fair Trade standards, programs, and products. This version of the evaluation criteria is intended for use with standards and certification programs.

The criteria are intended to be a middle ground between the broad overarching Principles and the detailed language found in standards or policy protocols. For the criteria to be effective, they need to be specific enough to hold programs to a high standard and effectively identify which programs deserve DFTA endorsement and which do not, but at the same time be broad and flexible enough to recognize different legitimate approaches and methods. The criteria are intended to evaluate not only standards language, but equally the development process, verification and audit methodology, and governance and decision-making structures of programs making domestic fair trade claims. A wide array of language was studied as a basis for these criteria with an emphasis on the work of the Soil Association, Agricultural Justice Project, Food Alliance, Association of Family Farms, IMO/Fair for Life, FLO, and ISEAL. The criteria are based fundamentally on the DFTA Principles of Domestic Fair Trade.

The document “Instructions for Completing an Evaluation Based on DFTA Criteria” outlines the basic methodology for completing an evaluation. In addition, DFTA reserves the right to conduct stakeholder interviews and review other third party evaluations, media reports and all other available resources when evaluating specific fair trade claims. The scope of these evaluations will include domestic, import, and export fairness claims and labels.

Definition of Terms

Terms that have a specific meaning in the context of these criteria are bold in the sections below and refer to these definitions.

Accessible We use accessible in the context of policies and procedures to mean that it is clear to those affected by any policies and procedures what they are and where to go with questions; this includes hard copies provided at no cost or cost of printing and translation as necessary.

Address We use address to signify that an issue should be a meaningful component of the program, while allowing for flexibility in how it is done.

Child labor Child labor is labor by a person 16 years or under that interferes with formal schooling or culturally appropriate educational needs.

Family-scale Business When we refer to family-scale businesses, we mean non-farm businesses that are owned by some or all of the people who work there, are smaller than average for that type of business in their region or specialty, and are focused on local or regional.

Family-scale Farm The primary concern of DFTA, as reflected in our Principles of Domestic Fair Trade, is on reinforcing the position of producers that have been most marginalized in the mainstream marketplace and these are primarily producers that are both relatively small and family-owned. Recognizing the complexity of capturing all target farms in a single definition, we have structured the criteria to identify characteristics that describe most historically marginalized farms: farms that are physically smaller than average for their geographic region or specialty, farms that have lower than average gross incomes or margins for their region or specialty, farms that fit the USDA definition of family farms (applied to both US and Canada), producers who are attempting to contribute to family income through their farming activities, and farmers that are tied to their communities. Recognizing that there is variation in structure and characteristics among farms DFTA would like to recognize and support, the criteria are intentionally flexible and do not exclude farms based on a single criterion.

Living Wage A living wage is a wage that allows workers to meet their and their families' basic needs, including housing, food, childcare, transportation, healthcare, clothing, and recreation costs for the area in which they live.

Market claim A market claim is any claim or statement made on a label, promotional material, or official publications including websites about a specific product or company/organization practices. DFTA is most interested in market claims that have a fair trade or social justice component and that relate to one or more of the Principles of Domestic Fair Trade.

Measure – Definition Coming

Organize This refers to the right to act collectively as a group of workers and to form a union if a union is desired.

Program We use program throughout this document to refer to the broad and diverse contexts to which these criteria could be applied including market claims, product labels, standards or certification programs, toolkit development, or other fair trade initiatives.

Review – Definition Coming

Stakeholder Stakeholders are those who are invested in a program or process and in the context of fair trade and social justice would typically include family-scale farmers, farm and non-farm food system workers, indigenous peoples, family-scale businesses, family-scale or co-operative retailers, NGO/civil society/advocacy organizations, and consumers.

Understandable/Understand We use understandable or understand in the context of procedures and policies. To be understandable, policies and procedures should:

- Use clear and simple language
- Include explanations of terms that are new or where more than one interpretation is possible
- Be translated into any language necessary for non-English speakers
- Be understandable to an outsider such as an auditor, evaluator, or other reviewer as well as to anyone to whom the policies and procedures apply

Definitions of Criteria Categories

Essential are those criteria that are so important there can be no non-compliance. The answer to all essential criteria should be √ Meets DFTA Criteria. Programs with a market claim should meet the essential criteria in any sections related to that market claim at a minimum. Further, DFTA will only endorse programs that have met the essential criteria in all sections.

Ideal are those criteria that are deemed of high importance, but recognizing that not all programs are the same, we have allowed flexibility by setting a threshold for each section of how many ideal criteria need to be met. For each section, a number of criteria at least equal to the threshold should be √ Meets or Not Applicable to this Program; any category of Not Applicable to this Program should be justified. Thresholds in all sections related to a market claim should be met to have that claim validated and thresholds in all sections should be met for endorsement.

Evaluation Categories for each Criterion

√	Meets DFTA Criteria
X	Does not meet DFTA Criteria
÷	Partially meets criteria
NA-X	Not addressed at all by program
NA-√	Not applicable to this type of program
FLAG	Incomplete information; unable to fully evaluate; requires additional follow up

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Family Scale Farms

Principle: *Fair Trade focuses on reinforcing the position of small and family-scale producers that have been or are being marginalized by the mainstream marketplace, as a means of preserving the culture of farming and rural communities, promoting economic democracy, environmental and humane stewardship and biodiversity, and ensuring a healthier and more sustainable planet.*

DFTA promotes **programs** that attempt to provide value to **family-scale farms** as opposed to those that provide value to large-scale or corporate-owned farms. To ensure the **program** is reaching the target farms, DFTA looks for indications that the certified farms are owned or managed by families who are invested in the community in which they farm and that those families attempt to contribute to the family income through farming. The **programs** should also provide some level of benefits to participant target farmers. For this section, **programs** that claim to help **family-scale farms** or that DFTA endorse must serve farms that meet the following criteria and ensure benefits in line with the criteria.

Essential The program must ensure the following standards or other comparable procedures and practices that achieve these results.	Evaluation	Reference	Comments/Notes
1. If a buyer contracts with a farm, the contract is negotiated between the farmer and the buyer or a third party that is acceptable to both.			
2. Contractual arrangements are fair and appropriate for the farmers and allow the farmer sufficient freedom; examples may include no unfair exclusivity agreements, and farmers are free to share contract information within agreed upon boundaries.			
3. If a buyer contracts with a farm, the program requires "fair exit" and "fair obligations" be included in contracts or agreements, such as guarantees that the buyer will pay for the infrastructure the buyer was required to invest in even if the contract is canceled and language about the grievance process should a dispute arise.			
4. The program seeks to ensure that prices received by farmers from the sale of products cover the cost of production, including living wages and benefits for the farmer, working family members, and non-family farmworkers, standard production expenses, profit to invest in the future of the farm, training for farmers and workers, retirement funds, and health coverage.			
5. All farmers participating in this program are free to associate with other farmers free of retaliation from any buyer.			
6. Programs favor smaller scale and/or family farms over large-scale, corporate, or industrial operations in terms of both eligibility (application process) and outcomes and benefits of certification.			

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Ideal The program must ensure at least 3 of the following standards or other comparable procedures and practices that achieve these results.	Evaluation	Reference	Comments/Notes
1. Programs put in place working definitions of family or small-scale farms that incorporate, for example, the USDA definitions for family farm, acreage/size in context of crops grown and region, gross income and/or profit margin, and farmer equity or ownership of the operation.			
2. Farms on which owners participate in daily management, operations decisions, and labor on the farm are favored or promoted over other farms, with program considering, for example, primary source of income/livelihood of farmer and farmer’s residence in relation to farm.			
3. Farms on which owners demonstrate investment in their communities economically, socially, and culturally are favored over other farms.			
4. The program addresses farmer access to medical care.			
5. Even if not under contract, transactions and pricing are transparent; farmers are free to share information as they see fit.			
6. Retirement funds for farmers are addressed by the program.			

Additional Observations/Comments

Summary	Total Criteria	Threshold	Clearly Meets	NA-√	Threshold Met?
Essential	6	6			
Ideal	6	3			

Capacity Building for Producers and Workers

Principle: *Fair Trade is a means of developing producers’ and workers’ independence, strengthening their ability to engage directly with the marketplace, and to gain more control over their futures. The resources from trading relationships are directed toward this purpose in a participatory manner by those who will benefit from them.* □

DFTA believes that domestic fair trade **programs** should help further social change and should benefit farmers, farmworkers, and others working in the food and agriculture system in various ways, including providing opportunities to develop leadership and increase job skills, and by supporting family-scale farm businesses and other family-scale businesses. The **program** implementation process should enable constituents to be strong voices in the community. The **program** should contribute to the ability of the farm or business to improve sales and trading relationships. Standards should be written and verification processes put in place for all criteria in these sections before certification is granted.

Essential The program must ensure the following standards or other comparable procedures and practices that achieve these results.	Evaluation	Reference	Comments/Notes
1. Adequate technical jobs skills and health and safety training are provided without exclusions or exemptions in the farm/business, ideally with a formal requirement for seasonal workers, permanent workers, managers, executives, and any other category of employment.			
2. Farmers and workers are aware they have the right to organize.			

Ideal The program must ensure 5 of the following through standards, monitoring, or other procedures and practices	Evaluation	Reference	Comments/Notes
1. Farmers have the opportunity to negotiate and reach mutually beneficial agreements or contracts with buyers.			
2. Workers have the opportunity to negotiate and reach mutually beneficial terms of employment with farmers/employers.			
3. Workers have development opportunities, including for example leadership development..			
4. Farmers have development opportunities, including for example leadership development.			
5. Farmers and workers are able to identify their own training needs and opportunities to achieve appropriate training.			

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6. The employer pays for employees' time when attending technical or job skills training.			
7. The program adds value for farmers or businesses, for example by providing resources, boosting sales, or enhancing intangible benefits as identified by the farmers and businesses.			
8. Workers have the opportunity to be promoted to take on positions that require increased skill levels, responsibilities, and pay.			

Additional Observations/Comments

Summary	Total Criteria	Threshold	Clearly Meets	NA-√	Threshold Met?
Essential	2	2			
Ideal	8	5			

Democratic & Participatory Ownership & Control

Principle: *Fair Trade emphasizes co-operative organization as a means of empowering producers, workers, and consumers to gain more control over their economic and social lives. In situations where such organization is absent, mechanisms will be created to ensure the democratic participation of producers and workers, and the equitable distribution of the fruits of trade.* □

DFTA favors **programs** that are developed and implemented democratically, with participation from all potentially affected groups. DFTA also believes that gains from program participation should be shared equitably. These programs should have the support of the communities they claim to help. DFTA favors programs that encourage and develop collaborative and cooperative relationships between farmers/employers and workers and that help farmers, farmworkers, and others working in the food and agriculture system to share goals and work toward them together. The program should help farmers and processors gain leverage in their business relationships with buyers agreeing to fair terms and transparency and supporting farmers during hard times. The **program** should also help workers gain leverage in their employment with employers agreeing to fair employment terms and transparency. Certification **programs** should ensure democratic processes among participants. Programs should also be developed and maintained through their own democratic processes. DFTA will evaluate both standards and auditing processes applied to participants and program development and governance.

Essential The program must ensure the following standards or other comparable procedures and practices that achieve these results.	Evaluation	Reference	Comments/Notes
1. There is a transparent, clear, understandable , and formal written appeals and complaints process for this program and it is applicable and accessible to participants or potential participants at farms or businesses, employees at certifying agencies, the general public, and any other stakeholders.			
2. The program has a clear, written decision-making policy in place, covering decisions regarding topics such as standards, verification protocol, oversight, and other policies; the decision-making policy promotes consensus and ensures balance among stakeholders; the decision-making policy also includes a process for decision-making in the absence of consensus that does not favor any stakeholder group over another.			

Ideal The program must ensure at least 3 of the following standards or other comparable procedures and practices that achieve these results.	Evaluation	Reference	Comments/Notes
1. All stakeholders, including workers, farmers, employers, consumers, processors, distributors, retailers, and NGOs, are actively engaged by the program.			

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2. The communities or stakeholders that the program claims to help show support of the program , as demonstrated by active participation or engagement or favorable public reviews or comments during evaluations.			
3. Farms/businesses have a pay equity policy to limit the gap between the highest and lowest paid employee, inclusive of all workers including managers/owners.			
4. Program requirements promote and facilitate open channels of communication between farmers/owners/managers and workers and a way for workers to voice questions or concerns.			
5. Cooperatively organized farm/producer groups or businesses or other mechanisms of democratic control are encouraged or favored.			

Additional Observations/Comments

Summary	Total Criteria	Threshold	Clearly Meets	NA-√	Threshold Met?
Essential	2	2			
Ideal	5	3			

Rights of Labor

Principle *Fair Trade* means a safe and healthy working environment for producers and workers and conforms to all International Labour Organization conventions and the Universal Declaration of Human Rights. The participation of children (if any) does not adversely affect their well-being, security, educational requirements and need for play, and conforms to the United Nations Convention on the Rights of the Child as well as pertinent local/regional laws. Fair Trade ensures that there are mechanisms in place through which hired labor has an independent voice and is included in the benefits of trade through mechanisms such as living wages, profit sharing, and cooperative workplace structures. Apprenticeships are promoted to develop the skills of the next generation of farmers, artisans, and workers.

DFTA believes workers should be guaranteed a safe and healthy work environment, which includes freedom from unsafe exposure to toxic chemicals and other workplace hazards. The **program** should conform to all ILO conventions, the Universal Declaration of Human Rights, the UN Convention of the Rights of the Child, and all applicable state/national/federal labor laws. Mechanisms should exist for workers to have an independent, representative, and democratic voice on the job and to negotiate working conditions and compensation with employers. This includes the right to **organize** or unionize if workers choose. Workers should also share in the benefits of fair trade. Labor contractors are discouraged, but if they are used, all rights should still be upheld. Certification **programs** should have standards and procedures in place to ensure that certified farms and businesses meet the following criteria. Worker rights should also extend to the employees of the certification organization.

Essential The program must ensure the following standards or other comparable procedures and practices that achieve these results.	Evaluation	Reference	Comments/Notes
1. The certification program ensures that workers have freedom of association and the recognized right to hold meetings of any kind outside of working hours.			
2. Farms/businesses have written policies/collective bargaining agreements that demonstrate compliance with the criteria listed here and public labor laws and international conventions, including, for example, prohibition of child labor , prohibition of forced labor, grievance policy, and rules for overtime pay, leaves of absence, and paid time off.			
3. Farms/businesses have policies in place aimed at ensuring a safe and healthy workplace including addressing toxic exposure and minimizing risk of physical harm.			
4. Farms/businesses provide interactive training and protective clothing and equipment for all workers who will be handling potentially toxic materials or working on the farm where they are used.			
5. Employers provide any necessary protective equipment or gear to the workers at no cost, require that the equipment provided is appropriate to the			

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task(s) that the workers carry out, and require that workers use the protective equipment.			
6. Overtime work is voluntary.			
7. Workers have access to potable water, within a reasonable distance, at all times while working.			
8. Workers have access to functioning sanitary facilities with toilet, soap, and water, within a reasonable distance at all times while working.			
9. Child labor is prohibited.			

Ideal The program must ensure at least 22 of the following standards or other comparable procedures and practices that achieve these results.	Evaluation	Reference	Comments/Notes
1. Farms/businesses have written policies and procedures ensuring children’s participation does not adversely affect their health, security, education, and recreation.			
2. Farm/business policies cover worker eligibility for holidays, ideally including all of these: holidays that are culturally significant, sick days, vacation days, and maternity/paternity leave.			
3. Farm /business policies are both accessible and understandable to workers.			
4. Written employment contracts are required and farms/businesses allow employees to negotiate the contract through independent trade unions, workers’ associations, or collectively on their own, if they choose any of these options.			
5. The farm/business owners or managers create a comfortable work environment and show respect for employee’s perspective.			
6 If labor contractors are used, all rights of labor are still upheld and the employer is still held ultimately responsible for upholding all labor rights.			
7. Workers have what they need to do their jobs; ideally farms/businesses are explicitly required to provide all work tools required for the workers to do their jobs.			
8. Policies and procedures are in place to ensure emergency medical treatment and necessary follow-up care are provided in the case of an emergency or accident.			
9. Farms/businesses have a written plan for minimizing exposure to toxic			

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materials, chemicals, hazardous areas, and hazardous machinery. This plan requires at a minimum everything that is legally required, and also includes a plan for continuous improvement over time if there are improvements that could be made.			
10. Employers have workers' compensation insurance or equivalent, do not dispute valid worker claims, and employees are aware of how to make a claim.			
11. Living wages are paid, relative to local prevailing wages and cost of living (above local minimum wage); total wages equal a living wage without affecting ergonomic health if piece rates are paid.			
12. The program provides living wage calculations tools, definitions, and other resources.			
13. Farms/businesses have pro-active policies in place to ensure workers are not discriminated on the basis of age or gender.			
14. Workers understand and are included in the benefits of program participation; there is a written description of benefits to workers.			
15. If bonuses and profit sharing are provided, they are based on clear, written policies.			
16. Workers receive health insurance and retirement benefits at least equal to what the farmer/owner/employer receives with proportional pro-rating for part-time employees.			
17. Where housing is provided, it is in good conditions, with access to potable water, sanitation, electricity, heat, adequate protection from extreme weather, and privacy.			
18. Where transportation is needed for work, it is safe, free, and available when needed.			
19. Workers have access to adequate shelter, including shade, from extreme weather while working.			
20 Workers have adequate breaks while working; the program should define adequate in a way that meets legal requirements and accounts for health concerns.			
21. Workers have access to medical services; ideally this is extended to family members of workers also.			
22. Children have access to education.			
23. Interns or apprentices have educational opportunities and goals and are not substitutes for employees.			

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24. The program’s internal employee policies are in line with standards required of certified employers.			
25. The employer allows time, either paid or unpaid, for workers’ association activities.			
26. The use of labor contractors is discouraged or prohibited.			
27. Piece rate pay is discouraged or prohibited.			
28. Employers allow workers to communicate in any language they choose.			

Additional Observations/Comments

Summary	Total Criteria	Threshold	Clearly Meets	NA-√	Threshold Met?
Essential	9	9			
Ideal	28	22			

Equality and Opportunity

Principle: *Fair Trade emphasizes the empowerment of women, minorities, indigenous peoples and other marginalized members of society to represent their own interests, to participate directly in trade, and to share in its economic benefits.*

DFTA favors **programs** that give voice to marginalized groups and that provide opportunities for potentially affected groups to participate in **program** development. The constituent groups working on developing the **program** should represent the diversity of those potentially affected by the **program/standards**.

Essential The program must ensure the following standards or other comparable procedures and practices that achieve these results.	Evaluation	Reference	Comments/Notes
1. Farm/business have a written policy and practices of non-discrimination that are inclusive, covering for example ethnicity, race, age, gender, sexual orientation, marital status, religion, disability, political orientation/activity, nationality, and past or current union or organizing activity.			
2. The program has clear policies regarding program eligibility that are tied to a mission or goal of empowerment of those traditionally marginalized.			
3. The program has a balance of stakeholders on governing boards, standard-setting boards, advisory committees, and accreditation boards; this includes authentic representation of and accountability to the stakeholders the program claims to support.			

Ideal The program must ensure at least 3 of the following standards or other comparable procedures and practices that achieve these results.	Evaluation	Reference	Comments/Notes
1. The program's identified stakeholders include women, minorities, or other marginalized groups or sectors.			
2. Program participation is open to all who meet eligibility policies.			
3. Farms/businesses do not discriminate in hiring, promotion, job assignments, and compensation.			
4. The farm/business has a written policy regarding seniority.			
5. The farm/business policies cover all workers, permanent and seasonal, documented and undocumented, as well as any hired by labor contractors.			
6. The program does not discriminate in hiring or leadership on the basis of			

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ethnicity, race, age, gender, sexual orientation, marital status, religion, disability, political orientation/activity, nationality, and past or current union or organizing activity.			
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Additional Observations/Comments

Summary	Total Criteria	Threshold	Clearly Meets	NA-√	Threshold Met?
Essential	3	3			
Ideal	6	3			

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Direct Trade

Principle: *Where possible, Fair Trade attempts to reduce the intermediaries between the primary producer and the consumer. This delivers more of the benefits of such trade to the producer and connects consumers more directly with the source of their food and other products, and with the people who produced them.* □

DFTA promotes shortened supply chains as a way to connect producers and consumers and to preserve the benefits of fair trade for the primary producer.

Essential The program must ensure the following standards or other comparable procedures and practices that achieve these results.	Evaluation	Reference	Comments/Notes
1. Consumers are connected more directly to farmers/producers through a physically shortened supply chain and/or education and outreach.			

Ideal The program must ensure at least 4 of the following standards or other comparable procedures and practices that achieve these results.	Evaluation	Reference	Comments/Notes
1. The program addresses the supply chain and encourages and promotes shortening of the supply chain as much as practical.			
2. The program evaluates whether participating farmers receive a higher-than-average percentage of the food dollar.			
3. The program evaluates whether workers from participating farms and businesses receive a higher-than-average percentage of the food dollar.			
4. When applicable, the program reviews fair working conditions of intermediary stages of processing and handling of product(s).			
5. Final marketing claims are accurate, including reasonable traceability requirement to allow labeling of the final product as certified.			
6. The program reviews accountability and quality of trade relationships and ensures a benefit to a marginalized group.			

Additional Observations/Comments

Summary	Total Criteria	Threshold	Clearly Meets	NA-√	Threshold Met?
Essential	1	1			

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Ideal	6	4			
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Fair and Stable Pricing

Principle: *A fair price is one which has been agreed upon through dialogue and participation. It covers not only the costs of production but enables production which is socially just and environmentally sound. It provides fair pay to the producers, fair wages to workers, and takes into account the principle of equal pay for equal work by women and men. Fair Traders ensure prompt payment and stable pricing which enables producers to plan for the future.* □

DFTA promotes **programs** in which all affected parties participate in setting a price and the agreed upon price allows for **living wages** to producers and workers as well as socially and environmentally just production methods. The farmer/processor’s role is central in setting prices. Pricing allows for long-term economic sustainability of the farm/farmer/processor. The market price is reasonable in all transactions from farmer to end-user.

Essential The program must ensure the following standards or other comparable procedures and practices that achieve these results.	Evaluation	Reference	Comments/Notes
1. The program addresses pricing with goals such as stability and fairness.			
2. The farmer/processor and buyer reach a mutually agreed upon price, for example by participating directly in a price negotiation.			

Ideal The program must ensure at least 6 of the following standards or other comparable procedures and practices that achieve these results.	Evaluation	Reference	Comments/Notes
1. All parties involved in price negotiation are transparent to all other parties.			
2. Costs, living wage , health benefits, transaction costs, and market factors are considered in pricing.			
3. The program provides mechanisms intended to maximize price stability.			
4. Price changes or fluctuations are communicated before they go into effect.			
5. Any new price is negotiated and mutually agreed upon.			
6. Farmers/processors and others in trading relationships share production cost and pricing structure information upon request when negotiating prices.			
7. The program ensures community impact, for example by requiring a premium is paid over the market price.			
8. The farmer/processor net income is considered as an indicator of adequate pricing.			
9. The program has a mechanism to ensure final price, trade margins, or other indicators are competitive with other similar products.			

Additional Observations/Comments

Summary	Total Criteria	Threshold	Clearly Meets	NA-√	Threshold Met?
Essential	1	1			
Ideal	9	6			

Shared Risk and Affordable Credit

Principle: *Farmers often bear the greatest risks of agriculture and an unstable marketplace. Fair Traders work to share these risks among producers, processors, marketers and consumers through more equitable trade partnerships, fair and prompt payment, transparent relationships and affordable credit. In situations where access to credit is difficult, or the terms of credit are not beneficial to producers, Fair Traders provide or facilitate access to such credit, or assist producers in creating their own mechanisms for providing credit.* □

DFTA favors **programs** that provide mechanisms for risks of agriculture and of the marketplace to be shared among producers, marketers, and consumers. DFTA also favors **programs** that ensure access to adequate and affordable credit for farmers and family-scale businesses. Participation in the **program** should increase farmers’ and family-scale businesses’ access to adequate and affordable credit, in the form of loans, up-front payment, or other support, at appropriate times in the production cycle.

Essential The program must ensure the following standards or other comparable procedures and practices that achieve these results.	Evaluation	Reference	Comments/Notes
1. Buyers make fair and prompt payments.			

Ideal The program must ensure at least 3 of the following standards or other comparable procedures and practices that achieve these results.	Evaluation	Reference	Comments/Notes
1. The needs of family-scale businesses are considered in offering credit.			
2. Buyers or others in the supply chain provide or support credit to farmers.			
3. Programs require buyers to ensure family-scale farmers and producers have access to affordable credit at appropriate points in the production and marketing cycle.			
4. Programs require buyers to share both positive and negative consequences of risk so that the farmer or family-scale business does not bear a disproportionate share of loss or risk.			
5. Credit is offered at a fair rate of interest and under fair terms.			

Additional Observations/Comments

Summary	Total Criteria	Threshold	Clearly Meets	NA-√	Threshold Met?
Essential	1	1			

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Ideal	5	3			
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Long-Term Trade Relationships

Principles: *Fair Trade fosters long-term trade partnerships at all levels within the production, processing and marketing chain that provide producers with stability and opportunities to develop marketing, production and quality skills, as well as access to new markets for their products*

DFTA encourages long-term trading relationships that provide cumulative benefits at all levels of the production, processing, and marketing chain. **Programs** should aim to provide a stable market for farmers and processors and stable long-term employment for workers while acknowledging the cyclical nature of agriculture. The length of the relationship is **addressed** and intended to balance the need for security, loyalty, and reliability with the need for flexibility and responsiveness for both farmer/employer and buyer. Long-term agreements assure stability and security and extend beyond one season, preferably to a minimum of three seasons. Certifiers should examine all contracts.

Essential The program must ensure the following standards or other comparable procedures and practices that achieve these results.	Evaluation	Reference	Comments/Notes
1. The program favors or encourages long-term trading relationships throughout the supply chain.			

Ideal The program must ensure at least 5 of the following standards or other comparable procedures and practices that achieve these results.	Evaluation	Reference	Comments/Notes
1. Trade relationships are not severed without justification.			
2. Written agreements or contracts outline ongoing trading relationships.			
3. Contracts or agreements specify the length of agreement and identify quality specifications that producers commit to.			
4. Trade contracts or agreements cover at least three growing seasons.			
5. Trade contracts or agreements are established before the harvest.			
6. All parties uphold all aspects of the agreements, including quality specifications, once they are established.			
7. Fairly negotiated and mutually agreed upon amendments to contracts or agreements are permitted.			
8. There is a mechanism to address emergency situations.			
9. The program measures effects of long-term relationships, for example on profitability and worker income.			

Additional Observations/Comments

Summary	Total Criteria	Threshold	Clearly Meets	NA-√	Threshold Met?
Essential	1	1			
Ideal	9	5			

Sustainable Agriculture

Principle. *Fair Trade emphasizes a holistic approach to agriculture, as defined by Via Campesina to include fishing, hunting and gathering and other means of sourcing food. Fair Trade supports sustainable agriculture practices such as organic, biodynamic, non-toxic bio-intensive integrated pest management, farm diversification, and small-scale farming which protect the environment, sustain farming communities, and provide consumers with quality, healthful food. Fair Trade emphasizes the biodiversity of traditional agriculture, supports the rights of farmers to their own seed, and preserves cultural diversity. Fair Trade also emphasizes sustainable business practices through the entire supply chain, which can include green office operations, use of alternative energies, or other sustainable practices.*

DFTA values **programs** that promote agricultural methods that are non-toxic to people and the environment and that emphasize cultural and biological diversity. Care should be demonstrated for the constant improvement of soil, air, and water, including on-going improvement of soil, erosion control, and limiting fertilizer use, based on the principles of bio-intensive fertilizer and pesticide use, and with the ultimate goal of minimizing environmental impact and strengthening healthy, robust, and bio-diverse agricultural eco-systems. Production systems should be organized to ensure that farmers and workers are not exposed to toxic chemicals, workplace hazards, or other health and safety risks. DFTA recognizes the Pesticide Action Network list of prohibited chemicals and progress requirements that can be followed at a minimum based on DFTA interpretation of bio-intensive protocols. Sustainability includes environmental, economic, and quality of life or social justice for all participants. Standards and certification **programs** should include standards for sustainable agriculture and monitor for practices in compliance with these criteria.

Essential The program must ensure the following standards or other comparable procedures and practices that achieve these results.	Evaluation	Reference	Comments/Notes
1. Workers have full information about any toxic or potentially toxic materials and ideally have the explicit right to opt out of using toxic materials with no penalty.			
2. Farms/businesses follow a sustainable agriculture protocol or have organic certification or other certification that promotes environmental stewardship.			

Ideal The program must ensure at least 2 of the following standards or other comparable procedures and practices that achieve these results.	Evaluation	Reference	Comments/Notes
1. The operations plan of the farm/business demonstrates policies, standards, and compliance to protecting the environment and good business.			
2. Farms/businesses develop policies and practices for water usage, energy management, ecosystem management, waste management, land clearing, composting, carbon emissions, soil building, and enhancement of			

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biodiversity.			
3. Farms and businesses are encouraged to continually improve sustainability practices.			
4. Improving quality of life factors such as fair and living wages, health care, and other culturally appropriate benefits for farmers and workers and their respective families are addressed or measured.			

Additional Observations/Comments

Summary	Total Criteria	Threshold	Clearly Meets	NA-√	Threshold Met?
Essential	2	2			
Ideal	4	2			

Appropriate Technology

Principle: *Fair Trade supports the use of traditional technologies, which are openly and freely shared in the public domain, and excludes plants, animals, and biological processes which have been genetically engineered or modified. Further, fair trade discourages the use of machinery that threaten the health, safety, and employment opportunities for farmworkers and farm families.*

DFTA favors **programs** that support technologies freely shared in the public domain and that do not threaten health, safety, or livelihood of farmers or workers. Standards should be developed to **address** appropriate technology and certifiers should evaluate technologies used by farms and businesses participating in their **program**.

Essential The program must ensure the following standards or other comparable procedures and practices that achieve these results.	Evaluation	Reference	Comments/Notes
1. Plants, animals, and biological processes that have been genetically engineered or genetically modified are prohibited from direct program approval.			

Ideal The program must ensure at least 4 of the following standards or other comparable procedures and practices that achieve these results.	Evaluation	Reference	Comments/Notes
1. Production techniques and technologies, seeds, animals, and plant breeds and varieties are available in the public domain not held by utility patents.			
2. Production systems use technologies compatible with sustainable agriculture policies and practices, for example limiting fossil fuel use and enhancing biodiversity.			
3. Utilized technologies, included machines, equipment, and pesticides do not harm the user, and take into account for example ergonomics risk factors and toxicity.			
4. Utilized technologies make a positive economic impact on both the farm/business and community, for example by not limiting employment opportunities.			
5. Technology choices honor a stakeholder process, for example by taking into account user’s perspectives and economic impact.			
6. Utilized technologies are culturally appropriate.			
7. Plants, animals, and biological processes that have been genetically engineered or genetically modified are prohibited from inclusion on farms			

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that are certified and in products carrying any seal or label.			
8. Nano-technology is prohibited.			

Additional Observations/Comments

Summary	Total Criteria	Threshold	Clearly Meets	NA-√	Threshold Met?
Essential	1	1			
Ideal	8	4			

Indigenous Peoples’ Rights

Principle: *Fair Trade supports indigenous peoples’ rights to access land for cultivation, fishing, hunting and gathering in customary and traditional ways, to freely exchange seeds and to retain rights to their germplasm. We fully support the right of indigenous and all peoples to food sovereignty.*

DFTA favors **programs** that protect indigenous people’s rights to land for cultivation, fishing, hunting, and gathering in customary and traditional ways.

Essential The program must ensure the following standards or other comparable procedures and practices that achieve these results.	Evaluation	Reference	Comments/Notes
1. The standard-setter formally identifies indigenous farmers or their representatives as stakeholders and includes this stakeholder group in any formal standards-setting processes.			

Ideal The program must ensure at least 2 of the following standards or other comparable procedures and practices that achieve these results.	Evaluation	Reference	Comments/Notes
1. The right to save, protect, and exchange seeds is protected through formal policies or practices.			
2. Traditional farming practices and geographically indicated crops, varieties, and breeds are protected through formal policies or practices.			
3. Indigenous peoples rights to tribal lands, fishing, and gathering are protected.			

Additional Observations/Comments

Summary	Total Criteria	Threshold	Meets	NA-√	Threshold Met?
Essential	1	1			
Ideal	3	0			

Transparency and Accountability

Principle: *The Fair Trade system depends on transparency of costs, pricing and structures at all levels of the trading system. Fair Traders are accountable to each other and the wider community by openly sharing such information*

DFTA values transparency at the **program** development and implementation level and in market transactions. The standard-setting process should conform to international norms and meet DFTA principles for stakeholder involvement. Standards should be based on some form of mutually negotiated and agreed to written document or contract that is monitored at the farm/business level. The process for creating, verifying, and enforcing the **program** standards should be an open and transparent one. Trading negotiations should be open and transparent, with shared accountability for all partners. DFTA believes representatives of all stakeholder groups should be involved in **program** auditing/monitoring, with workers integrated in a meaningful way that results in supportive connections and problem-solving opportunities.

Essential The program must ensure the following standards or other comparable procedures and practices that achieve these results.	Evaluation	Reference	Comments/Notes
1. All market claims and labels made or approved by the program are truthful, clear to consumers, and able to be backed up.			
2. The program development and/or revision process includes soliciting input from all stakeholders including workers or their representative, farmers, indigenous communities, processors, and retailers from the region and demographic where the program will be applied.			
3. Standards are publicly available electronically for free or in hard copy for free or cost of printing.			
4. There is a clear and meaningful labeling policy for multi-ingredient products.			

Ideal The program must ensure at least 15 of the following standards or other comparable procedures and practices that achieve these results.	Evaluation	Reference	Comments/Notes
1. The objectives of the program are clear.			
2. The governing structure of the program is publicly available.			
3. At the time of initial standard-setting and during on-going standards revision, all interested parties have a concrete way to provide input into the scope and purpose of the new standard.			
4. The steps and timeline for standards development or revision are clear and transparent to all stakeholders.			

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5. The language of the standards is clear and understandable .			
6. When standards are developed or revised, there are at least two public comment periods of at least sixty days each.			
7. The program is reviewed at least every five years.			
8. Workers at participating farms/businesses are aware of standards and program involvement.			
9. Farms and businesses conduct business with transparency and allow an independent review or audit of financial bookkeeping documents.			
10. The application process and costs are clear to potential applicants.			
11. Rejected applicants are given a reason for rejection and an opportunity to respond or correct if possible.			
12. The program has a clear and impartial conflict resolution mechanism that is accessible to all stakeholders.			
13. The program's mechanisms for conflict resolution and communication of concerns are developed with the help of farmers, workers, and employees.			
14. Workers and farmers on certified farms/businesses can file grievances without retaliation.			
15. Consumers and other interested parties can learn more about the program's process, constituents, creators, and content and can raise concerns about outcomes.			
16. All ingredients in a value-added product are traceable to their source; the sources of the product and its ingredients are clear on the label.			
17 Brand owners have a publicly available purchasing policy that covers how price negotiations, trading relationships, and appeals are conducted.			
18. Workers or their representatives/organizations are included in the team conducting on-farm inspections/audits. Their responses and evaluation, whether about the process or about specific results, are given consideration.			
19. In multi-ingredient products, the program cooperates with other programs on thresholds and other policies to accurately identify and label ingredients.			
20. In multi-ingredient products, there are clear expectations to increase content of certified ingredients as they become available and meet quality expectations.			
21. Farms/businesses are transparent about who or what they are ultimately accountable in terms of co-owners, shareholders, and mission statement.			

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22. Changes to standards and program policies are announced publicly.			
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Additional Observations/Comments

Summary	Total Criteria	Threshold	Clearly Meets	NA-√	Threshold Met?
Essential	5	5			
Ideal	22	15			

Education and Advocacy

Principle: *Fair Trade emphasizes education at all levels of the agricultural chain, engaging farmers, workers, traders and consumers in advocating for a more equitable, democratic and sustainable economy. Fair Traders in particular educate consumers about the inequities of the trading system and the need for alternatives, while sharing information with producers about the marketplace. Education strengthens the Fair Trade movement and empowers its stakeholders in creating a better world for everyone.*

DFTA favors **programs** with a public education component that raises awareness about social, economic, and environmental injustices that can result from the trading system.

Essential The program must ensure the following standards or other comparable procedures and practices that achieve these results.	Evaluation	Reference	Comments/Notes
1. The program educates the public on issues in the agriculture system, including both social and environmental concerns related to food and agriculture, through the label or other mechanisms.			

Ideal The program must ensure at least 2 of the following standards or other comparable procedures and practices that achieve these results.	Evaluation	Reference	Comments/Notes
1. Program promotional materials and claims match utilized standards.			
2. There is clear contact information for the public to learn more or get involved.			
3. The program cooperates with similar initiatives and works cooperatively on issues of equivalency, multi-ingredient products to make a more useful tool for participants.			
4. The program participates in projects to study and improve program impacts to provide accurate information on types of programs that work.			

Additional Observations/Comments

Summary	Total Criteria	Threshold	Clearly Meets	NA-√	Threshold Met?
Essential	1	1			

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Ideal	4	2			
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Program Implementation and Monitoring

DFTA supports **programs** that are well implemented and monitored to ensure principles are put into practice rather than remaining theoretical or visionary ideas. **Program** development and monitoring should be rigorous and inclusive. While the above criteria relate to one or more DFTA principles, the criteria in this section relate to the overall implementation of the **program**.

Essential The program must ensure the following standards or other comparable procedures and practices that achieve these results.	Evaluation	Reference	Comments/Notes
1. Implementation and monitoring enforce the standards and program values and goals.			

Ideal The program must ensure at least 14 of the following standards or other comparable procedures and practices that achieve these results.	Evaluation	Reference	Comments/Notes
1. Auditors and others involved in decision-making for the program have technical training including training on maintaining objectivity.			
2. The certification program includes auditing documents and policies for both desk and site audits that match standards or written program descriptions.			
3. In the standard development process, the program addresses ISO and ISEAL quality requirements.			
4. Auditors/monitors do not receive a commission for passing inspections.			
5. Auditors/monitors are qualified for their jobs in terms of legal knowledge, cultural knowledge, social skills, and language skills.			
6. Auditors/monitors have documented skills in the primary language of interviewees or are accompanied by a free translator.			
7. If translators are used, they are provided training on the auditing process and maintaining neutrality.			
8. Workers understand the auditing process including their right to translation.			
9. Auditors/monitors demonstrate sensitivity to gender issues.			
10. Auditor/monitors, decision-makers, and translators sign and follow written conflict of interest guidelines.			

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11. Workers and farmers understand that their interviews will be kept confidential.			
12. Interviews independently verify written policies.			
13. Certification is denied if all areas of the facility are not accessible.			
14. The auditor/monitor interviews a broad cross-section of workers who are selected by the auditor not the management.			
15. The program meets or exceeds other international criteria such as ILO Conventions and UN Conventions or other applicable standards as identified by the appropriate demographic.			
16. The program encourages and monitors for continual improvement.			
17. The program improves outcomes for farmers and workers.			
18. There is a metric in place to determine whether the program is working.			
19. The program allows for multi-ingredient products to include products certified by similar programs .			
20. Workers demonstrate understanding of policies and their rights.			

Additional Observations/Comments

Summary	Total Criteria	Threshold	Clearly Meets	NA-√	Threshold Met?
Essential	1	1			
Ideal	20	14			

Overall Summary

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Two additional criteria were added to the Principles of Domestic Fair Trade in 2011. Criteria have not yet been developed for them.

Responsible Certification and Marketing: Domestic Fair Trade (DFT) should represent substantive and qualitative differences from the conventional food and agriculture system. DFT programs should be inclusive of and accountable to all stakeholders, focusing on benefiting those most marginalized in our current food and agriculture system (such as workers and small-scale producers). Certification programs should follow good practices of third-party systems and/or participatory guarantee including complaints processes, transparency about the decision-making process, and adequate accreditation and oversight.

All market claims and labels of international or domestic fair trade, social justice, or related claims, whether part of a certification process or not, should be accurate, clear, and verifiable.

Animal Welfare: Fair Trade ensures every animal raised for or used in production of meat, dairy, egg, honey, and other products has access to clean water, fresh air, appropriate feed, an appropriate physical environment, and adequate health care. Animals on Fair Trade farms are provided with the environment, housing, and diet they need to engage in natural behaviors, thereby promoting physiological and psychological health and well-being.