


POLICY STATEMENT

Fair Trade Vancouver is committed to increasing awareness, availability, and sales of Fair Trade products in Metro Vancouver to alleviate poverty in developing countries. To guarantee the integrity of Fair Trade products and organizations, Fair Trade Vancouver relies on third-party verification systems. The *Fair Trade Endorsement Policy* clearly defines the third-party verification systems that Fair Trade Vancouver endorses in order to ensure the credibility of Fair Trade products and organizations.



FAIR TRADE PRODUCTS ENDORSED BY FAIR TRADE VANCOUVER

Products that are certified by the following organizations (i.e. packaging is marked with their logo) are endorsed by Fair Trade Vancouver:

Product Verification System	Company Logo	Product Logo
Fairtrade Canada (formerly TransFair Canada) http://fairtrade.ca/		
Fairtrade International (FLO International) www.fairtrade.net		
Fair For Life - Institute for Marketecology (IMO) www.fairforlife.net		

FAIR TRADE ORGANIZATIONS ENDORSED BY FAIR TRADE VANCOUVER

Organizations that are members of the following entities (i.e. conduct business according to their Fair Trade standards) are endorsed by Fair Trade Vancouver:

Organization Verification System	Logo
World Fair Trade Organization (WFTO) www.wfto.com	
Fair Trade Federation (FTF) www.fairtradefederation.org	

OTHER VERIFICATION SYSTEMS THAT FAIR TRADE VANCOUVER MAY CONSIDER

Fair Trade Vancouver may consider other third-party standards for products and organizations. For example, products certified by third-party organizations that adhere to the International Organization for Standardization's (ISO) 14024 Type I Eco-label criteria may be considered. Organizations that meet the ISO 26000 guidelines for social responsibility may also be considered.

It is understandable that some businesses may not have the capacity to access the above-mentioned Fair Trade verification systems. Fair Trade claims by such entities may be examined on a case-by-case basis in light of direct relationships with the producers, co-operative business models, and other Fair Trade criteria.

FALSE CLAIMS AND ADDRESSING MISLEADING STATEMENTS

Fair Trade Vancouver will not endorse false or misleading claims. To ensure the integrity of Fair Trade products and organizations and maintain consumer trust in the Fair Trade market, Fair Trade Vancouver will denounce false and misleading claims of third-party Fair Trade verification systems.