

Fairtrade and Rainforest Alliance: Main Differences

FAIRTRADE	RAINFOREST ALLIANCE (RA)
Ensures a guaranteed Fairtrade minimum price which is agreed with producers.	Does not offer producers minimum or guaranteed price, therefore leaving them vulnerable to market price variations.
Provides an additional Fairtrade premium which can be invested in projects that enhance social, economic and environmental development.	Sets no baseline premium.
Enables pre-financing for producers who require it.	Standards do not require importers to offer crop pre-financing.
Focuses on small peasant coffee farmer cooperatives.	Targets large and medium coffee plantations.
Products are completely certified.	A purchaser's product need only contain 30% certified content to be awarded the Rainforest Alliance label.
<p data-bbox="235 1003 799 1066">Standard Setting Body: Fairtrade Labelling Organizations International (FLO).</p> <p data-bbox="235 1108 799 1308">To ensure the transparency and the independence of the Fairtrade certification and labelling system, Fairtrade Labelling Organizations International was divided in January 2004 into two independent organizations:</p> <ul data-bbox="284 1350 799 1717" style="list-style-type: none"> <li data-bbox="284 1350 799 1717">• FLO International develops and reviews Fairtrade standards and assists producers in gaining and maintaining certification and in capitalizing on market opportunities on the Fairtrade market. To ensure the transparency of the system, the standards are developed and reviewed by the FLO Standards and Policy Committee, in which FLO members, producer organizations, traders and external experts participate; <p data-bbox="284 1759 799 1879">FLO-CERT ensures that producers and traders comply with the FLO Fairtrade Standards and that producers invest the benefits received through Fairtrade in their</p>	<p data-bbox="824 1003 1385 1066">Standard Setting Body: Sustainable Agriculture Network (SAN).</p> <ul data-bbox="881 1108 1385 1738" style="list-style-type: none"> <li data-bbox="881 1108 1385 1171">• RA is the secretariat for the organization; <li data-bbox="881 1203 1385 1266">• RA is the largest, best-funded and most influential member of the group; <li data-bbox="881 1308 1385 1570">• SAN devolve certification to local environmental organizations: RA certification costs are often lower than other systems of certification and SAN members have social or economic relationships with the owners and workers on the farms seeking certification; <li data-bbox="881 1612 1385 1738">• SAN members have the ability to adapt the certification criteria to suit local environmental, political, legal and traditional contexts.

<p>development. Operating independently from any other interests, it follows the international ISO standards for certification bodies (ISO 65).</p>	
<p>Fairtrade has a 2% fee for the use of their labels. The fee goes directly back to producer community development projects, ensuring that conditions and opportunities for farm workers improve with every shipment and adding more value.</p>	<p>RA does not charge corporate purchasers for the use of their labels.</p>