

Fairtrade-Code 2.0



The Fairtrade Code concept

We have been labelling Fairtrade products with a FLO ID or Fairtrade code since 2008, with the aim of bringing the transparency of the supply chain to the consumer and giving the products a face and a story. This gives the label - and the certified products - credibility and creates trust.

Why is there a need for action?

Practical experience has shown us that a large amount of product information behind the current Fairtrade codes is not (or no longer) correct or up to date. There are various reasons for the poor data quality. On one hand, we are dealing with very dynamic supply chains that are not permanently updated in Connect, and on the other hand with rather theoretical data (e.g. for raw materials with mass balance). In the future, we only want to provide

consumers with up to date and reliable information with substance, reliability and added value.

What does the Fairtrade Code mean?

The focus of the new concept is on reliable, long-term supply chains or those that are linked to an additional commitment. These can be projects within the framework of Living Income/Living Wage or larger programmes (e.g. in the area of diversification or protection against child labour). We also want to include supply chains with an obvious link to specific producer organisations - examples of this are voluntary traceability or single-origin products. We want to make this added value visible with the Fairtrade Code and thus offer corresponding efforts more relevance in communication. The labelling of fresh fruit or flowers with the FLO ID directly at origin is not affected by these changes. The labelling of fresh fruit or flowers with the FLO-ID directly at origin is not affected by these changes.

What are the new criteria for awarding a Fairtrade Code?

The Fairtrade Code will continue to be assigned to these articles:

- ✓ Articles with «voluntary physical traceable» raw materials (voluntarily traceable raw materials that are traded as Standard at mass balance – VPT products)
Examples: Organic Cocoa, Fruit Juice
- ✓ Single origin products (labelled on-pack)
Examples: Project Chocolate from Honduras
- ✓ Articles with a specific reference to a project, such as Living Income/Living Wage, Programmes, etc.
Examples: Project Coffee Living Income from Peru

These supply chains must be reviewed annually / confirmed in Connect

The Fairtrade Code is NO longer assigned to these products:

- ✗ Fruit labelled by a European fruit platform
Examples: Mangos, Grapes, Pomegranate, Avocado
- ✗ Mass balance products (cocoa, sugar, juices, tea)
Examples: Ice Tea, Orange Juice
- ✗ Mono or composite products that do not meet the above criteria
Examples: Dates, Cinnamon Sticks, Yoghurt, Ice, Cream, Cookies, FSI flowers
- ✗ Blends with complex, frequently changing supply chains
Examples: Coffee (beans, grounded, capsules)

When does the new concept apply?: The new concept will apply from July 1st 2025. The principle that no packaging will be destroyed applies, i.e. existing packaging will not be adapted until the next regular packaging reprint if the Fairtrade code is removed. The new criteria will become binding for new products from July 1st 2025.

Important remark: Consequently, the supply chains of products without a Fairtrade code (and without FLOID) will no longer be recorded down to producer organisation level in future. The recording of the supply chain will then be limited to the entry of the direct supplier.



Contact: For information and queries, please contact business-services@maxhavelaar.ch
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