

Confused about the labels on your food?



In recent years there has been a proliferation of social justice and fair trade market claims leading to consumer confusion. Consumers are bombarded with claims, many of which are not applied consistently, lack relevant meaning, or do not tell the whole story of a product or program. At the same time, many organizations and companies are making tremendous progress in setting standards for fair trade and social justice or implementing fair business practices. There is a danger that these legitimate programs and practices will become indistinguishable from false or misleading claims without a more objective consumer education and outreach campaign.

To address the need, the Domestic Fair Trade Association created an evaluation program using its own principles as criteria for distinguishing between claims. Thus far the DFTA has evaluated six prominent fair trade and social justice certification programs to better understand the current landscape facing consumers. Our hope is that these evaluations will help consumers identify programs that reflect the DFTA's vision of just, healthy, and sustainable food system.

To view the evaluations please visit fairfacts.thedfta.org