

FACTFILE: GCSE HOME ECONOMICS: Food and Nutrition



Food Labelling Schemes

Learning Outcome

Students should be able to:

- Identify and explain the purpose of ethical and environmental food labelling schemes of the following:
 - The Fairtrade Foundation; and
 - The Soil Association.

THE FAIRTRADE FOUNDATION

What is The Fairtrade Foundation?

The Fairtrade Foundation represents the world's largest and most recognised fair trade system. It is a global organisation working to secure a better deal for farmers and workers. The Fairtrade Foundation is a registered charity (no. 1043886).



The organisational strategy for 2016-2020, 'Fairtrade Can, I Can', sets out an ambition to deliver greater impact for producers, and engage even more of the UK public in shopping and campaigning for a better deal for farmers and workers in developing countries.

What the Fairtrade Foundation does

The Fairtrade Foundation is an independent non-profit organisation that licenses use of the FAIRTRADE Mark on products in the UK in accordance with internationally agreed Fairtrade standards.

The four key areas of activity include:

- Providing independent certification and licensing use of the FAIRTRADE Mark;
- Help in growing demand for Fairtrade products and empowering producers to sell to traders and retailers;
- Working with partners to support producer organisations and their networks;
- Raising awareness of the need for Fairtrade in the public and the significant role of the FAIRTRADE Mark in making trade fair.

Basically Fairtrade is about:-

- better prices;
- decent working conditions;
- fair terms of trade for farmers and workers;
- supporting the development of thriving farming and worker communities to have more control over their futures; and
- protecting the environment in which they live and work.

Overall Fairtrade offers rural families the stability of income which enables them to plan for the future. It works to benefit small-scale farmers and workers, who are amongst the most marginalised groups globally, through trade rather than aid to enable them to maintain their livelihoods and reach their potential. It's also an opportunity to connect with the people who grow the produce that we all depend on.

What does the FAIRTRADE Mark mean?

The FAIRTRADE Mark is a registered certification label for products sourced from producers in developing countries. It is sometimes referred to as the 'Fairtrade logo'.

When consumers buy products with the FAIRTRADE Mark, they support farmers and workers as they work to improve their lives and their communities.



Products with the FAIRTRADE Mark must meet international Fairtrade standards. These are set by the international certification body Fairtrade International. These standards are agreed through research and consultation with members of the Fairtrade scheme.

The Mark means that the Fairtrade ingredients in the product have been produced by small-scale farmer organisations or plantations that meet Fairtrade social, economic and environmental standards. The standards include:-

- Protection of workers' rights and the environment;
- Payment of the Fairtrade Minimum Price. The Fairtrade minimum price is set to cover the cost of sustainable production for that product in that region. This acts as a vital safety net for farmers and workers. This protection ensures they can have an assured and stable income and plan for their future;
- Fairtrade Premium to invest in business or community projects. The farmers and workers themselves decide how the Fairtrade Premium should be invested. The premium is the additional sum of money paid on top of the Fairtrade minimum price that farmers and workers receive which can be invested in:
 - schools;
 - transport;
 - health care;
 - sanitation;
 - an improved environment; and
 - better business equipment and practices.
- Certification of plantations who produce products such as bananas, tea and flowers. These are companies that employ large numbers of workers on estates. Standards include basic rights such as keeping them safe and healthy, allowing them freedom from bargaining, preventing discrimination and ensuring no illegal child labour.

Fairtrade is 50% owned by farmers and workers

Fairtrade works with a range of stakeholders but the global system is 50% owned by producers representing farmer and worker organisations.

With an equal voice, producers have a say in decision-making within the General Assembly and on Fairtrade's International Board of Directors. Through the Board and its committees, they are involved in decisions on:-

1. Overall strategy;
2. Use of resources; and
3. Setting prices, premiums and standards.

Fairtrade and sustainability

Why does Fairtrade mean sustainable trade?

There is a lot of talk about sustainability, but what impact can Fairtrade have in building a sustainable future for us all? View this clip for more information – www.fairtrade.org.uk/en/what-is-fairtrade/fairtrade-and-sustainability

What are some of the foundations of sustainability?

- Standard of living: income and food security, reduced risk and vulnerability
- Stronger organisations
- Decent work
- Environmental protection and climate change adaptation

There is more information in '*How Green is Fairtrade?*' – a film created by Fairtrade campaigners in Bristol to mark their hosting of the International Fair Trade Towns conference and Bristol's European Green Capital status in 2015. This can be viewed on You Tube – www.youtube.com/watch?v=gG3fd1Jg7Jk

- Market access and fairer trade
 - Towards gender equality
 - Productivity and quality
 - Access to basic services
- (www.fairtrade.org.uk)

Summary

- The international Fairtrade system (which the Fairtrade Foundation is part of) represents the world's largest and most recognised fair trade system. It is a global organisation working to secure a better deal for farmers and workers.
- The Fairtrade Foundation's organisational strategy for 2016 – 2020, 'Fairtrade Can, I Can', sets out an ambition to deliver greater impact for producers, and engage even more of the UK public in shopping and campaigning for a better deal for farmers and workers in developing countries.
- The Fairtrade Foundation is a registered charity.
- There are four key areas of activity which include:-
 1. Providing independent certification and licensing use of the Fairtrade Mark.
 2. Help in growing demand for Fairtrade products.
 3. Working to support producer organisations.
 4. Raising awareness of the need for Fairtrade in the public.
- When consumers buy products with the Fairtrade Mark, they support farmers and workers as they work to improve their lives and their communities.
- Basically Fairtrade is about better prices, decent working conditions, fair terms of trade for farmers and workers, supporting the development of thriving farming and protecting the environment in which they live and work.
- The Fairtrade Mark is a registered certification label for products sourced from producers in developing countries. It is sometimes referred to as the 'Fairtrade Logo'.
- The Fairtrade Minimum Price is set to cover the cost of sustainable production for that product in that region. This ensures that farmers and workers have an assured and stable income and can plan for their future.
- The Fairtrade Premium is an additional sum of money paid on top of the Fairtrade minimum price that farmers and workers receive and can be invested in schools, transport, health care, sanitation, an improved environment and better business equipment and practices.
- For some products Fairtrade also certifies plantations.
- Producers have an equal voice (50%) so have a say in decision-making.
- The Fairtrade certification system is run by an independent company called FLO-CERT which ensures that relevant social and environmental standards are met.
- Fairtrade can impact on building a sustainable future by improving the standard of living for farmers and workers, by creating stronger organisations, ensuring a decent work environment, providing environmental protection, providing fairer trade, working towards gender equality, supporting farmers in improving productivity and ensuring access to basic services.

THE SOIL ASSOCIATION

The Soil Association is the UK's leading membership charity campaigning for healthy, humane and sustainable food, farming and land use. It is the only UK charity which works across the spectrum of human health, the environment and animal welfare. That's because these issues cannot be tackled in isolation. Examine this clip – www.soilassociation.org/about-us/soilfilm/ for more information.



The Soil Association was founded by a group of people who were concerned about the health implications of increasingly intensive farming systems following the Second World War. Today they are still dedicated to making positive change happen.

Their work is broadly-focused – this is because there isn't one solution to the problems facing our food culture.

They champion organic principles and practice, to secure the health and vitality of people, farm animals and nature.

They work to make good food the easy choice for everyone across the UK, whoever and wherever they are, through the **Food for Life** work.

What does The Soil Association do?

- The Soil Association works to transform the **food culture** in schools, hospitals, care homes, workplaces and on the high street.
- The Soil Association runs schemes to secure the **future of farming** and **lobbies government** to make changes to harmful policies.
- With the help of members, the Soil Association **campaigns for positive changes** to food and farming.
- The Soil Association **engages with farmers, processors, caterers and crofters** to bring organic and ecological principles to life.

They have three main strategic themes:-

• Facing the future

The world's resources are being put under increasing pressure by intensive food and farming systems. Working with farmers, growers and researchers, The Soil Association is championing practical solutions to farming's modern day challenges.

• Good food for all

Good food should be the easy choice for everyone, whoever and wherever they are. The Soil Association is making good food available in nurseries, schools, universities, hospitals, care homes, workplaces and on the high street.

• Enabling change

Through their trading subsidiary, Soil Association Certification, The Soil Association works with over 6,000 businesses. The way these businesses operate achieves real change in the world - they farm without chemicals, they make and serve healthier food and they educate their customers.

The Soil Association's campaign for change on issues at the heart of healthy food and farming.

It all begins with the soil, as does most of life on earth! But work reaches much farther than that. They campaign for healthy soils, farmland, and countryside; farming practices that are ecologically friendly and socially responsible and healthy food, especially for those that need it most.

They believe that organic farming is better for people, better for animals, and better for the environment.

And that everyone should have access to good, healthy food.

“The health of soil, plant, animal and man is one and indivisible.”

Lady Eve Balfour, Soil Association founder

Soil is at the heart and soul of the planet. Yet despite the fact that healthy soil remains crucial for food production, flood defences and our ability to tackle climate change, it is not looked after. Less than one sixth of the land on Earth is suitable for growing crops. But it has been taken for granted, and now one third of the world’s arable soils are degraded – and 75% of that is severely degraded.

The Soil Association is committed to increasing the organic matter in our soils (an important measure of soil health) by 20% over the next 20 years. In addition, more than 80% of the animals raised in the EU each year are factory farmed, but these inhumane practices are hidden behind closed doors, out of the public view.

Our Certification Business

Soil Association Certification offers a huge range of organic and sustainable certification schemes across food, farming, catering, health and beauty, textiles and forestry which are recognised and trusted by consumers and businesses around the world. They are the UK’s leading organic certifier which sends a clear message to an ever growing number of consumers that these products are environmentally and socially responsible. In addition The Soil Association symbol on a product indicates it has been certified to the highest level of animal welfare potential when it comes to meat, dairy and fish products.

Food labels are an important way of ensuring consumers can make informed choices about what they eat. Together with Compassion in World Farming, RSPCA and World Society for the Protection of Animals (WSPA) The Soil Association are working across the EU to demand change. They are calling for labelling on all animal produce and ingredients in the EU; and that the labels are simple and clear to give consumers the information they most want to know: ‘How was this animal kept?’

Food for Life Work

This programme is about making good food the easy choice for everyone – making healthy, tasty and sustainable meals the norm for all to enjoy, reconnecting people with where their food comes from, teaching them how it’s grown and cooked, and championing the importance of well-sourced ingredients. The programme run by The Soil Association works with schools, nurseries, hospitals and care homes, helping them build knowledge and skills through a ‘whole setting approach’. This engages children and parents, staff, patients and visitors, caterers, carers and the wider community to create a powerful voice for long-term change.

www.soilassociation.org

Summary

- The Soil Association is the UK's leading membership charity campaigning for healthy, humane and sustainable food, farming and land use.
- Created in 1946 they wish to create a world where we farm responsibly, eat healthily and live in balance with the environment.
- They work to change food culture in schools, hospitals, care homes, workplaces and on the high street through their Food for Life work.
- They run schemes to lobby governments against harmful policies.
- They campaign for positive changes in food and farming.
- They work with farmers, processors, caterers and crofters to bring organic and ecological principles to life.
- The Soil Association overall campaign for healthy soil, farmland and countryside includes farm practices that are ecologically friendly and socially responsible.
- Soil Association Certification offers a huge range of organic and sustainable certification schemes across food, farming, catering, health and beauty, textiles and forestry which are recognised and trusted by consumers and businesses around the world.
- The Soil Association symbol on a product indicates it has been certified to the highest level of animal welfare potential when it comes to meat, dairy and fish products.

