



Home of Fair Trade
Enterprises

FIRST BUYER LABEL GUIDE *for first buyers*

Updated 02 / 2021

WHAT IS THE FIRST BUYER LABEL?

A First Buyer is a business that buys products from a Guaranteed Fair Trade Enterprise and who wants to re-brand these without being verified under the Guarantee System. Upon a positive assessment by WFTO and the Guaranteed Fair Trade Enterprise, WFTO will provide a First Buyer Label.

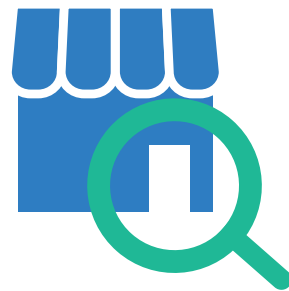


HOW WILL THE FIRST BUYER LABEL HELP YOUR BUSINESS?



You are Who You Work With

The First Buyer Label clearly identifies your business to customers as a supporter of Fair Trade Principles.



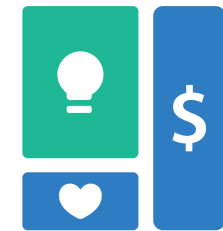
Transparency and Accountability

The standards for using this label give the label meaning. You are communicating to customers a dedication to better business practices and accountability.



Visibility with Conscientious Customers

The conscientious customer wants to buy Fair Trade products with confidence. The First Buyers Label communicates your affiliation with WFTO, a trusted Fair Trade organization, setting your products apart from competitors at a glance.

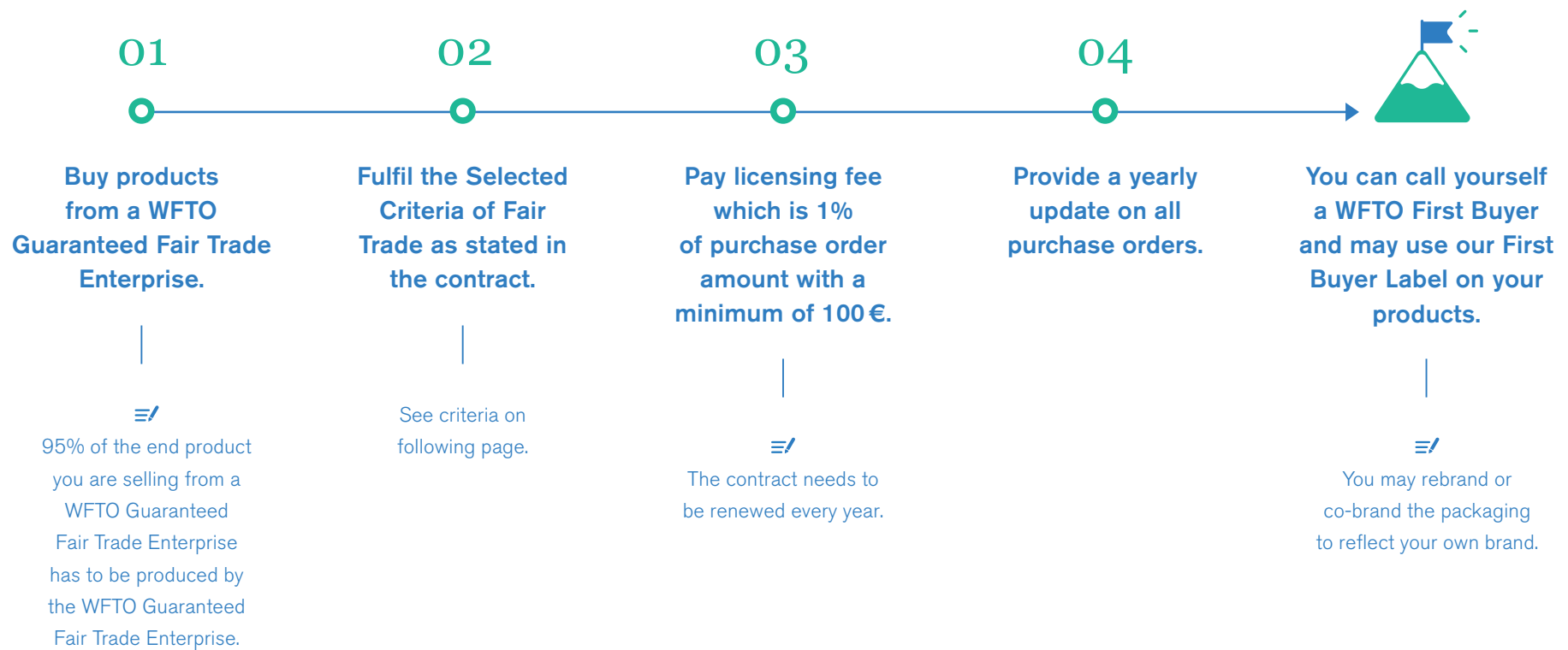


Increase Revenue

The First Buyer Label adds value and increases the engagement of conscientious customers with your brand.

**Add value to your products.
Become a First Buyer.**

HOW TO BECOME A FIRST BUYER?



**Simple steps to become a
WFTO First Buyer.**

SELECTED FAIR TRADE CRITERIA



To become a WFTO First Buyer the criteria below need to be met. These are also part of the First Buyer contract.

2 Transparency & Accountability



From WFTO Fair Trade Principle 2: Transparency and Accountability

- You are transparent in your management and commercial relations and respect the sensitivity and confidentiality of commercial information supplied in all of your trading.

3 Fair Trade Practices



From WFTO Fair Trade Principle 3: Fair Trading Practices

- When buying FT products, you pay on receipt of the products/ documents or within an agreed short period to allow for quality checks.
- When purchasing handcraft products, when requested, you make an interest free pre payment of (up to) 50%.
- When purchasing food and beverage commodities (e.g. coffee, tea, cocoa, sugar), if requested, a pre-payment of up to 50% is made. If charging interest, this must be a reasonable rate and you must provide a list of the interest charges.
- You consult and agree with suppliers before canceling or rejecting orders on the grounds of failure to meet purchase order and quality agreements and timely delivery.
- Where orders are canceled through no fault of producers or suppliers, adequate compensation is guaranteed for work already done.
- You build and maintain long term relationships with your suppliers whenever possible.
- You are respectful of intellectual property and associated rights regarding protected names/brands, organisational designs, including logos, labels, and culturally based designs or names.



SELECTED FAIR TRADE CRITERIA

4 Fair Payment



From WFTO Fair Trade Principle 4: Payment of a Fair Price

- You commit to paying a fair price for products, which has been reached through mutual agreement with the Guaranteed Fair Trade Enterprise. If there is a Fair Trade minimum price for the product concerned, this is the minimum price you pay. You will provide transparent information on costs along the value chain on request from the WFTO Guaranteed Fair Trade Enterprise.

6 No Discrimination, Gender Equity, Freedom of Association



From WFTO Fair Trade Principle 6: Non discrimination

- Within your own organisation, you do not practice any discrimination based on race, caste, national origin, religion, disability, gender, sexual orientation, political affiliation or HIV/Aids status.

7 Good Working Conditions



From WFTO Fair Trade Principle 7: Safe working conditions

- You comply with national and local laws and ILO conventions on health and safety, working hours and conditions for employees.
- You will work with your supplier to optimise processes and lead times to avoid excessive workload during peak times of production.
- You comply with relevant key local and national rules and regulations on environmental issues that concern our activities.
- You cooperate with the Guaranteed Fair Trade Enterprise to minimise negative environmental impacts of production with regard to water conservation, protection of water bodies and natural ecosystems, bio-diversity, energy usage and waste.



GUIDELINES FOR APPLICATION



Spacing

The clear space – marked by the dashed line – must be kept free of all other graphic elements. The minimum required clear space is defined by the width of two **W** from the mark.

The files provided by WFTO already include the required white space.



Colour

The First Buyers Label can be used in the original logo colours, in black or in grey scale. When placed on a coloured background it can also be white.

Size

The minimum size of the shorter side of the label is 20 mm.



Final packaging and placement of the Label must be pre-approved by WFTO.



On Coloured Background

When placed on a coloured background or photo, the First Buyer Label has a white background.

Label Orientation

There are three versions of the First Buyer Label. You are free to choose the version that fits best on your packaging design.