



# FAIR FOOD PROGRAM CERTIFIED CONSUMER PACKAGED GOODS

The Coalition of Immokalee Workers' Fair Food Program is a unique partnership among farmers (Participating Growers), farmworkers, and retail food companies (Participating Buyers) that works to eliminate modern-day slavery, sexual assault, verbal and physical abuse, systemic wage theft, and other dangerous working conditions.

In 2022, the Program expanded its scope to include Consumer Packaged Goods (CPG)-- the category of food that includes things like soups or other pre-packaged foods that incorporate produce (like tomatoes). For products that use a sufficient percentage of produce from FFP Participating Growers, Brands can earn the ability to market them with the Fair Food Program label by meeting the following conditions and signing an agreement with the CIW to become an FFP Participating Buyer—meaning the brand has committed to pay the FFP premium for that FFP produce (which is passed on to farmworkers as a wage bonus) and to buy it first from Participating Growers (and to suspend purchases from growers who are suspended from the Program).

## **1** The majority of the CPG must be made with FFP Products

FFP Products must always comprise more than 50% of the entire CPG. This is measured by the weight of the FFP Product ingredient(s) as a percentage of the overall ingredient weight of the CPG (excluding added water or salt).

## **2** Each FFP ingredient named must be all (>95%) FFP Product

In order to display the certification mark and state that the CPG is "made with" a particular FFP Product, all (>95%) of that product must be certified FFP Product..

## **3** Both the CPG brand and retailer selling the CPG must be Participating Buyers

To display the FFP label, the CPG must be sold to consumers by an FFP Participating Buyer, or directly to the consumer by the CPG brand itself.

[Click here for an up-to-date list of FFP Partners](#)

# WHY SHOULD A CPG BRAND JOIN THE FAIR FOOD PROGRAM?

**By earning and displaying the FFP certification on a product, a brand is demonstrating its commitment to ethical food and helping to expand this proven, worker-driven model of social responsibility in agriculture.**

**Participating CPG brands become official partners of the Fair Food Program** and are featured in our communications, including on the Fair Food Program website. When a CPG joins the Program as a Participating Buyer, the Fair Food Program will collaborate to create a press release and website announcement, social media, and digital files for materials (e.g., postcards, flyers, web banners, etc.) that are co-branded and used to educate the brand's customers about the partnership.

**This partnership can augment the CPG brand's existing commitments to ethical sourcing and provides value to customers who are increasingly want dignified fair working conditions for the essential farmworkers who harvest their food.** Brands can confidently communicate with their customers that, as Participating Buyers, they are supportive of the mission and vision of the Fair Food Program to protect the human rights of farmworkers.

**Participating CPG brands can be proud to display FFP certification on their product because the Program works:** The FFP has been internationally recognized as the most rigorous, effective certification program available in U.S. agriculture, and a model for other industries, because it is worker-driven and enforced by binding legal agreements. The Program is monitored and audited by the independent Fair Food Standards Council, which has earned a reputation as fair, thorough, and prompt—and, importantly and unlike other social auditors, does not accept any fees from the farms it audits, avoiding the scourge of pay-to-play and conflict-of-interest. Consumers can be assured that the CPG brand has committed to partnering with a Program that makes real change every day.



## WHAT'S THE FIRST STEP?

Contact the Fair Food Program  
([info@fairfoodprogram.org](mailto:info@fairfoodprogram.org)) to set up  
a conversation!



@fairfoodprogram

[fairfoodprogram.org](https://fairfoodprogram.org)