



FAIR FOOD PROGRAM

CONSUMER GOODS LABELING STANDARDS

What is the Fair Food Program?

The Fair Food Program is an internationally-recognized, award-winning social responsibility program that was built by the Coalition of Immokalee Workers, a farmworker-led human rights organization. The Fair Food Program (FFP) certifies producers of agricultural products as “Participating Growers” if they comply with the Coalition’s standards for employment and workplace practices as set forth in the Fair Food Code of Conduct, including compliance with the Coalition’s standards for the producers’ use of Fair Food Premiums charged on agricultural products sold by the producers.

The FFP is present on farms in eight states and multiple crops. A complete and current list of Participating Growers is available [here](#)

Through the Fair Food Program, the Coalition also licenses its USPTO-registered certification mark for labeling on retail goods that (1) are or contain (see details below) agricultural products from Participating Growers (“FFP Products”), and (2) are sold by companies (“Participating Buyers”) who have signed contracts with the Coalition committing to (i) source FFP Products, (ii) pay the FFP Premium on FFP Products purchased, and (iii) enforce FFP market consequences (i.e., suspend purchases from any grower who leaves the FFP, through suspension or otherwise, unless and until that grower regains its status as a Participating Grower).

Single Ingredient Product vs. Multiple Ingredient Products

If you are a Participating Grower who is interested in using the FFP certification mark to label your single ingredient product(s), please contact the Fair Food Program (info@fairfoodprogram.org) for a copy of the standard licensing agreement.

The FFP certification mark can be used for both single ingredient and multiple ingredient products. Use of the FFP certification mark for single ingredient products, such as whole tomatoes, is fairly simple: if the FFP Product is sold to consumers by a Participating Buyer who participates in the FFP as to that category of product, then it is eligible to display the FFP certification mark at that Participating Buyer.

In addition to labeling FFP Products sold to Participating Buyers, Participating Growers may also use the certification mark when not selling their product through a separate retailer, such as when marketing the Participating Grower’s products on the grower’s own website.

Where there are multiple ingredients in a product sold to consumers, such as a soup, the Coalition has established its Multiple Ingredient Product (MIP) Standards, detailed below, for evaluating whether a product is eligible to display the FFP certification mark. The MIP Standards outline the percentage of FFP Product content required to use the certification mark, as well as the other requirements for meeting the MIP Standards. The purpose of the MIP Standards is to help brand holders, manufacturers, or anyone manufacturing, packing, or labeling finished products to determine if the multi-ingredient product is eligible to display the FFP certification mark. These standards apply to any product to determine eligibility for the certification mark.

FFP Certification Mark Standards for Multiple Ingredient Products (Consumer Packaged Goods)

A multiple ingredient product, known as a “consumer packaged good” (CPG), must satisfy all of the standards below to be eligible to display the FFP certification mark. CPGs that display the FFP certification mark must also specify the FFP Product(s) with which the CPG is made (e.g., “Made with Fair Food Tomatoes”).

1. Majority of CPG Must be Made with FFP Products

FFP Products, which have been purchased by a Participating Buyer who participates in the FFP as to that product, 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).

Example #1: If a soup contains FFP tomatoes as one of several ingredients in the soup, and the product is made up 51% of FFP tomatoes and 49% of non-FFP products, then the CPG meets this standard.

Example #2: If a soup contains FFP tomatoes and FFP sweet potatoes as two of several ingredients in the product, but FFP tomatoes are 20% of the soup and FFP sweet potatoes are 25% of the soup, then the CPG does not meet this standard.

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 FFP Product that was purchased by a Participating Buyer who participates in the FFP as to that product.

Example #1: If a soup uses FFP tomatoes as the only FFP Product in a soup, and tomatoes are 60% of that soup, then at least 95% of the tomatoes in that soup must be FFP tomatoes for the soup to be labeled “Made with Fair Food Tomatoes.”

Example #2: If a soup uses FFP tomatoes and FFP sweet potatoes in a soup, and sweet potatoes are 40% of the soup while tomatoes are 35% of the soup, but only 90% of the tomatoes in the soup are FFP tomatoes while 98% of the sweet potatoes are FFP sweet potatoes, then the soup can be labeled “Made with Fair Food Sweet Potatoes” but not “Made with Fair Food Tomatoes.”

3. CPG brand Must Be an FFP Participating Buyer

To display the FFP label, the CPG must be produced by a brand that is an FFP Participating Buyer. Specifically, the CPG brand must have an agreement in place with the CIW in which the CPG brand has committed to source FFP Product, pay FFP Premium, and enforce FFP market consequences, as to all categories of produce used to meet the requisite amount of FFP Product for labeling as set forth in “1” and “2” above. With respect to market consequences, please note that if a grower is suspended from the Program, removal of the certification mark from the CPG label does not satisfy this commitment by the CPG brand—the CPG brand must cut off purchases from the suspended grower.

Package Design

Please read through the Fair Food Program Logo Usage Guidelines, available on the Fair Food Program website, to review label options and understand the requirements for packaging and label design.

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