

## The CLAC presents

### The Symbol of Small Fair Trade Producers



### Basic Information

#### 1 Who is launching this symbol?

- The Latin American and Caribbean Network of Small Fair Trade Producers, CLAC
- The symbol is a registered trade mark, owned by the CLAC.

#### 2 What is the symbol for?

- The symbol is a distinction that identifies organizations of small producers in Latin America and the Caribbean.

#### 3 Why this symbol is launched?

- A symbol that exclusively identifies the cooperatives and organizations of small Fair Trade producers did not exist.

#### 4 Is it a label?

- It is not a certification label
- It is not to be put on products

#### 5 Why the CLAC has a Standard and Certification Committee?

- The Standard and Certification Committee is in charge of developing proposals on standards and certification criteria from the perspective of organized small producers, towards the different existing regional and international systems.
- For this end, the CLAC is working on the development of its own standards, including criteria for certification, as a reference for the evaluation of regional and international certification system.

- The standards and criteria for certification of the CLAC also serve to accredit its members and to authorize the use of the symbol in the future.

#### 6 ¿Who will use the symbol?

- It will be used by small producers which comply with the criteria set by the CLAC for this end.
- At the moment there are no authorizations made to use the symbol as a promotional instrument of particular organizations. For the time being it will only be used in promotional materials of the CLAC itself.
- Organizations that are interested in its use can apply once the standards and accreditation procedures are made public.

#### 7 The symbol could become a label?

- Once the standards and criteria for certification are set, it could be used as an identification label of small producers.
- At the moment the conversion into a label is not being considered in the short or medium run.

#### 8 The symbol implies a separation of small producers from FLO or IFAT

- The small producers of the CLAC are not considering leaving FLO or IFAT, as they are fundamental parts of these systems.
- On the contrary, the CLAC wants to strengthen the systems of Fair Trade in a union between small producers and the consumers and the other actors of the market in favor of an authentic Fair Trade.
- The symbol is not pretending to compete with FLO or IFAT labels for Fair Trade products or organizations on the market; the symbol exclusively refers to the necessity for identification of organizations of small Fair Trade producers.

#### 9 This symbol pretends to substitute existing Fair Trade labels?

- No, the small producers' symbol does not pretend to be put on products. The different markets use their own labels.
- The symbol is a distinction for organizations of small producers; on the market there is a need to use existing labels, depending on the specific case.



## **10 This symbol will not create a division in the Fair Trade movement?**

- The organizations of small producers nowadays use different labels, in the context of FLO, IFAT, organic, sustainable and ecological certifiers. To have an own symbol will help to identify and strengthen the international movement of fair trade of products and services of small producers in the region.
- The symbol pretends the creation of a joint and broad identity of small producers in the region.

## **11 This symbol of small producers is only for small producers of the region or could incorporate African and Asian small producers?**

- The symbol is an initiative of the Latin American and Caribbean Network of Small Fair Trade producers, the CLAC and it was developed only for small producer organizations of the region.
- In case small producer organizations of other regions express their interest in the use of this symbol, the CLAC is willing to consider this possibility, en common agreement with these organizations and the grassroots of the CLAC.

## **12 How the CLAC relates to the different international Fair Trade networks?**

- The majority of the organizations that are CLAC member are internationally certified by the FLO Fairtrade system.
- The delegates of the CLAC promote the vision of small Latin American and Caribbean producers within the FLO and FLO-Cert structures.
- The CLAC is a member of IFAT and participates in its Board.
- The CLAC has is member of the Association of the Fair Trade label of Spain, FLO-member.
- The CLAC has close, informal relationships with the Latin American Fair Trade Coordination Table and the International Network for Promotion of Social and Solidarity Economy, RIPESS.

## **13 What is the Latin American and Caribbean Fair Trade Initiative which mentions the Tuxtla Declaration?**

- The main objective of this Initiative, launched by the CLAC the 26th of March 2006, at Tuxtla, Chiapas, Mexico, is the promotion of Fair Trade relationships between the consumers, small producers of the region, at the local, national and international levels.
- The Initiative strives for a strong Fair Trade movement, united and plural in Latin America

and the Caribbean; unifying small producers as well as consumer organizations and networks; existing and new networks for Fair Trade promotion y supporting entities in the construction of an authentic Fair Trade in and from our region.

- The Latin American Fair Trade Coordination Table, or "The Table" has pronounced publicly its support to the Initiative. The Table is a network of organizations to promote and support Fair Trade in the region.
- The organizations and networks of Fair Trade an Ethic Consumption part of The table are, amongst many others: Fair Trade Chile, Fair Trade Uruguay, Fair trade Argentina, the Peruvian Solidarity Economy Group Network (GRESPE), Faces do Brasil.

## **14 This Latin American and Caribbean Fair Trade Initiative will use the symbol?**

- Not at the moment; the symbol is only of and for the CLAC's small producers' organizations.
- The consolidation-process of the Latin American and Caribbean Fair Trade Initiative will tell if there will be a collective label or not, and eventually which.

## **15 ¿Cuál es el significado de la gráfica del símbolo?**

- The design parts from our millenary cultures, of our Aztec, Mayan, Caribbean and Inca roots.
- Horizontal organization of small producers, collectiveness, the community, the union.
- Unity between the small producers and consumers.
- Equity between men and women, against discrimination
- A balance between the different extremes of production and the market
- A home for all, cosy and always open

## **16 What is the significance of the colors of the symbol?**

- Brown as the colour of mother earth
- Intense green of nature and of the crops that give us life
- Light green, the colour of new life, of sprouts, of our children, of the future
- Red of blood, of life, of the heart of the small producers, men and women ■

