

Organic Products Retailer

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# Organic

PRODUCTS RETAILER®

News & Information For Retailers of Organic & Earth-Friendly Food & Products

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## Giving the Gift of ORGANIC

**Also Inside:**

Snack Foods  
Sustainability & Fair Trade  
Meat, Poultry & Seafood  
Spices, Rubs & Marinades

that can provide a sustainable label guaranteeing that a premium price is being paid to ingredient suppliers. The company has been in the US since 1998 and in the first three years was solely regulating coffee, which is still 85 percent of the business in the US. Additional products that are currently eligible for fair trade certification are tea, cocoa and chocolate, with rice, vanilla, herbs, flowers, fresh fruits, sugar, honey and wine recently added.

Stellar Organic Winery (Western Cape, South Africa) echoed Marek's sentiments, stating that the more developed fair trade markets are in the United Kingdom, Ireland, Western Europe and Scandinavia, with the US and Canada close behind. "We have experienced a significant upsurge in demand for fair trade wine in the UK and Europe since we first offered the product to market," according to the company. The company's cellar has been Fair Trade Certified since 2004 and the farming operation since 2003, making it the first organic winery in the world to hold that distinction and the second winery overall. Fair trade offered a sustainable method for the Stellar

to work toward making a difference.

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cery cart as the most viable vehicle for social change."

#### Promoting Fair Trade

Another just-released IRI survey of over 22,000 US consumers found that roughly half consider at least one sustainability factor when selecting brands to buy or stores to shop. These factors

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— Anthony Marek, director of public relations and external communications for TransFair USA

workers, through the Stellar Fair Trade Employees' Trust, to accrue extra funding for community enhancement projects without having to run the risk of donor fatigue. The fair trade system is well managed and accountability is built in right through the supplier chain with regular inspections, monitoring and auditing, according to the company.

Even though the US is behind the rest of the world when it comes to fair trade, Marek said he feels it's the first and greatest opportunity for US consumers

include organic development, eco-friendly ingredients, eco-friendly packaging and fair treatment of suppliers and employees. Each of these factors individually is important to one-fifth or more of consumers.

Among these factors, organic benefits have the broadest appeal currently. By contrast, increased focus on green and fair trade products and practices has been relatively recent. In addition, these products are not as widely available in mass-market outlets, according

## SUSTAINABLE SOURCING MEASURES

As a major manufacturer in the North American natural grocery channel—selling herbs, spices, seasonings, seasoning mixes, baking flavors, teas and aromatherapy products (including essential oils and body care products based on them) to distributors, retail stores and end consumers—**Frontier Natural Products Co-op (Norway, IA)** has been a leader in sustainable sourcing programs such as fair trade and its own Well Earth program. Well Earth assesses a wide-range of social environmental and quality criteria in the certification process.

"We have developed our own program of sustainable and ethical sourcing called Well Earth," the company said. "Well Earth serves two very important purposes for us. First, it is a mechanism to find and develop sources that can become Fair Trade Certified. Second, it allows us to develop ethical and sustainable sources of high quality products outside the parameters of fair trade—such as domestic and non-third world suppliers. We began developing the concept of Well Earth in 2006 and launched it in 2007. We have three Well Earth suppliers and will add more each year."

Frontier's purchasers, through conversations and on-site visits, identify potential Well Earth partners who meet the program standards and who are committed to working towards sustainability. Potential Well Earth partners complete an extensive application, and there is at least one on-site inspection before certification. Each Well Earth supplier candidate is evaluated in these five areas: worker safety and fair treatment, sustainable growing and production practices, environment impact, social and community impact, and food safety and quality.

