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|  | **Fairtrade** | **Rainforest Alliance/SAN** | **UTZ** |
| Long-term vision | A world in which all producers can enjoy secure and sustainable livelihoods, fulfill their potential and decide on their future. Important aspects of poverty reduction and sustainable development through trade are informed consumer choices and the support of people, businesses and civil society institutions in the developed world. | Provide people with the means to extract a sustainable livelihood from the land, give businesses the opportunity to source responsibly produced goods, make sustainable goods and services available and affordable to consumers, and you have connected the supply and demandsides of a market-driven engine for a sustainable economy. | A world where sustainable farming is the norm is a world where: farmers implement good agricultural practices and manage their farms profitably with respect for people and planet, industry invests in and rewards sustainable production, and consumers can enjoy and trust the products they buy. |
| Target groups | Smallholders, professional farms for certain commodities and workers(only organized farmers). | Smallholders, professional farms and workers(only organized farmers). | Smallholders, professional farms and workers. |
| Governance:Representation of producers at General AssemblyRepresentation of producers at Standards Committee | Members of Fairtrade International meet once a year at the General Assembly. This assembly, which consists of 50% producer represen- tatives and 50% labelling initiative representatives, decides on membership issues, approves annual accounts, and ratifies new Board directors. The Board appoints the Standards committee, which approves the Fairtrade standards.Representation of producers at the Standard Committee is determined by means of a quota. | The Sustainable Agriculture Network (SAN) sets the standards for SAN/RA. The General Assembly of SAN is composed of one representative from each of the member organizations (NGOs), not including producers. The International Standards Committee (ISC) is appointed by the Board of Directors. The ISC consists of 4 SAN representatives and 8 representatives from technical side, production -business sector and NGO/Community. | UTZ does not have a General Assembly. The Standards Committee is responsible for approving new product codes (standards) and changes to existing product codes. Its 6-12 members are appointed by the Board, minimum 2 producer/supply chain representatives. |
| Verification and/or certification | Third Party Audit every three years (every six years for smallholders), with 1-2 surveillance audits in between.Third Party Audit may take place more frequently for certain groups. | Annual Third Party Audit of each certificate holder. | Annual Third Party Audit of each certificate holder. |
| Sanctions | For each non conformity being identified, the audited organization needs to define corrective measures.The certification body follows up on these corrective measures. In case of non-conformity with major compliance criteria/non-fulfillment of corrective measures the following sanctions can be imposed: Withdrawal of Permission to Trade and Denial of Certification; Suspension; De- certification. | In case of non- conformity a corrective action plan has to be defined, the implementation of which is followed-up by an audit. Certification of an organization will be cancelled in the specific cases of non- compliance. | In case of non- compliances both prior and during certification a corrective action plan has to be set up in due time (recommended: 6- 12 weeks). If applicable, a re-audit takes place. If the corrective actions have not been undertaken and checked by the CB within this timeline, the CB has to immediately suspendthe certificate holder for a period of 3 months. |
| Traceability | Mass balance (only cocoa), Segregation for most other crops. | Mass balance, Segregation and Identity Preserved. | Mass balance, Segregation and Identity Preserved. |
| Logo on downstream product? | Yes | Yes | Yes |
| Fee structure | License fee paid by logo users.Membership fee. Certification fee. | Volume fee. | Membership fee (cocoa).Volume fee (paid by processor). |
| Donor funding | Yes | Yes | Yes |
| Payments | Audit costs paid by producers.Premium paid to certificate holder. Minimum price paid to certificate holder. | Audit costs paid by producers.Premium to certificate holder occurs, is not guaranteed. | Premium paid to certificate holder. |
| Organizational strengthening | Rules for governance of cooperatives.Rules for producer rights (including representation rights). | Rules for governance of cooperatives.Rules for producer rights (including representation rights). | Rules for governance of cooperatives.Rules for producer rights (including representation rights). |
| GMO  | No | No | Yes, under certain conditions |
| Gender equality | Equal rights. Affirmative action on producer group level (mandatory). | Equal rights. | Equal rights. Affirmative action on producer group level (mandatory). |
| Youth rights | Exclusion of child labor. Raising awareness for education of children. Funding educational activities. | Exclusion of child labor. Guarantee of access to education, decent housing and healthcare for farmers’ children. | Exclusion of child labor. Raising awareness for education of children. |