

## Retailer Sourcing from Various Wholesalers - 2024

Questions requiring answers are marked with an asterisk\*

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### FTF Member Information

\*Your First & Last Name:

\*Public business name:

Registered business name (only if drastically different):

\*How many people does your organization employ in the USA/Canada (please use whole numbers)?

\*How many volunteers work for your organization in the USA/Canada (please use whole numbers)?

\*Does your business report sales to a taxing authority in Canada or the USA?  Yes  No  
If no, please explain:

\*If your organization is structurally tied to a producer group, please describe the relationship, including information about governance and decision-making roles. (If not tied to a producer group, write n/a.)

\*Update the FTF staff: Has your organization undergone any major changes in the last year (relocated, rebranded, added a producer group or product category, changed the products you sell, etc.)?

\*Do you purchase any products that are NOT sourced in accordance with the FTF's [Code of Practice](#)?

Yes  No

\*If yes, please explain why you source and sell these products.

\*What percentage of products do you source from the USA, Canada, and/or Europe? Please measure by the value of annual purchases.

\*Does your business operate one or more physical retail sales locations open to the public with regular posted hours of operation?

Yes  No  By Appointment Only

\*(if yes) Please specify how many locations. If no, write n/a:

\*(if yes) What percentage of your total annual sales are from wholesale?

\*In your brick and mortar location, are at least 75% of your products (as measured by your annual wholesale purchases) sourced in accordance with the FTF's [Code of Practice](#)? This includes both FTF/WFTO members and supplier/producer partners you've vetted independently for fair trade practices.

Yes       No       N/A

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### **FTF Logo Usage Requirements**

*We encourage all FTF members to proudly display the Fair Trade Federation Verified logo as a symbol of the high bar of fair trade practices that you and the entire FTF community have committed to. While FTF Members are encouraged to incorporate the new verified logo immediately, you'll have all of 2024 to phase it in on printed materials (product tags, packaging, banners, etc.) and to phase out the use of the old Member logo.*

*Please review the following summary of our Logo Usage Requirements linked below and answer all of the questions. The full requirements are also located on the Member Hub under the Member Resources tab, and include further details for using the member logo including multiple color options, as well as usage requirements and penalties.*

\*I/we have read the requirements and agree to abide by the FTF Logo Usage Requirements in my/our use of the FTF verified logo.

Yes       No

\*Enter your full name, which serves as an electronic signature for the above requirements:

\*I/we give the FTF permission to use images and other content from our web and social media sites for educational and promotional purposes. FTF will always credit images and will tag and/or link as appropriate. Please note: this is not a requirement of membership; feel free to decline for any reason. \*

Yes       No

Additional Comments:

**Respect Cultural, Racial, and Ethnic Identity**

*PRINCIPLE: Fair trade celebrates the cultural, racial, and ethnic diversity of communities. Members work collaboratively with suppliers/artisans/producer groups to integrate traditional techniques and elements to support community-led cultural preservation initiatives. Members actively engage in open, collaborative, and honest conversations to create positive and equitable relationships within the trading system, and proactively address any concerns about the objectification or appropriation of cultural identities, traditions, techniques, and/or elements.*

\*Describe the efforts of your suppliers to facilitate and support efforts to preserve traditional techniques and/or elements of cultural heritage.

\*How does your business learn about and share information on the traditional techniques and cultural heritage of the people making the products?

\*What conversations does your business have with suppliers regarding cultural appropriation?

Additional comments:

**Cultivate Environmental Stewardship**

*PRINCIPLE: Fair trade seeks to offer current generations the ability to meet their needs without compromising the ability of future generations to meet their own needs. Members actively consider the implications of their decisions on the environment and promote the responsible stewardship of resources. Members reduce, reuse, reclaim, recycle, and regenerate materials wherever possible. They encourage environmentally sustainable practices throughout the entire trading chain.*

\*Describe one example of a way your suppliers work to cultivate environmental stewardship in producer communities.

\*How does your business incorporate sustainability into its supplier choices, facilities and day to day operations?

\*Does your business incorporate recycling, reuse, and post-consumer recycled supplies into its operations?  Yes  No

If yes, describe. If no, explain.

Additional comments:

**Promote Fair Trade**

*PRINCIPLE: Fair Trade encourages an understanding by all participants of their role in world trade. Members actively raise awareness about Fair Trade and the possibility of greater justice in the global economic system. They encourage customers and producers to ask questions about conventional and alternative supply chains and to make informed choices. Members demonstrate that trade can be a positive force for improving living standards, health, education, the distribution of power, and the environment in the communities with which they work.*

\*Provide examples of ways in which your business partners and/or engages with other groups, companies, or individuals in the local community.

\*What method(s) does your business use to share information about fair trade principles with customers?

\*What information does your business share with customers about the processes and techniques used by suppliers/artisans/producers to create products?

\*Does your business use the phrase *fair trade* in marketing?  Yes  No

\*If no, please describe why. What other term is used?

Additional comments:

\*Please confirm renewal contact email address: