



IMOsuisse AG  
Weststrasse 51  
CH-8570 Weinfelden  
Fon +41 (0) 71 626 0 626  
Fax +41 (0) 71 626 0 623  
info@imo.ch  
www.imo.ch



IMOsuisse AG Weststrasse 51 CH-8570 Weinfelden

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Contact: Kerry Hughes  
[Kerry.hughes@imo-control.org](mailto:Kerry.hughes@imo-control.org)

### **Fair for Life Fair Trade Certified Product Sales Increased 44% Q1 of 2014!**

Weinfelden, Switzerland- SPINS reports Fair for Life Fair Trade certified product sales grew an astounding 44% in the first quarter of 2014! IMOsuisse AG exclusively certifies the Fair for Life Fair Trade certification world-wide. SPINS is the leading provider of retail consumer insights and analytics reporting for the Natural, Organic and Specialty Products Industry. IMOsuisse AG and SPINS have partnered in the past couple years to begin tracking the presence and sales of Fair for Life Fair Trade certified products on the US market.

Fair for Life Fair Trade Certification is a rigorous third party certification system that ensures social responsibility, fair trade, and traceability throughout the supply chain. Like organic certification, Fair for Life certification requires yearly physical audits throughout the chain of custody, and ensures that the ingredients that are produced from the origin are produced and handled by those with genuine fair trade and socially responsible practices all the way to the final finished product. Another key feature of the certification is serious labeling requirements for those products labeled as Fair for Life Fair Trade certified, thereby ensuring highest impact and quality of the final products.

The new data shows that Fair for Life Fair Trade certified product sales are growing at an astounding rate. SPINS reports overall fair trade certified product sales to be up 16% in Q1 versus comparable year ago, and FFL is helping to drive that growth with a 44% increase in sales specifically of Fair for Life Fair Trade products alone. Product sales growth for the year (52 weeks ending Q1 2014) is also high, with 33% growth reported. One of the reasons identified for the high growth in Fair for Life certified product sales is that Fair for Life certification attracts strong brands.

Not only are the Fair for Life Fair Trade certified products mostly consisting of strong brands in the natural market channel, they also tend to come from companies that are "mission-driven". This is because in order for a product to obtain certification, a brandholder needs to 'walk their talk' and submit themselves to physical audits of their own company. "We think it is important that for Fair Trade brandholders to market products labeled as fair trade, they themselves need to embody socially responsible principles instead of just putting the burden on the producers." said Julia Edmaier, Head of Department Social & Fair Trade for IMOsuisse AG. This is in contrast to other fair trade certifications on the market, as the requirement for brandholders to participate is limited to only paying a license fee to label the product.



For more information on Fair for Life Fair Trade certification or IMOsuisse AG, please contact Kerry Hughes, M.Sc., Fair for Life Representative in North America at [Kerry.hughes@imo-control.org](mailto:Kerry.hughes@imo-control.org) or 1-888-337-8246. Discover certified operators at the website: [www.fairforlife.org](http://www.fairforlife.org).

For more information on SPINS, please contact Jennifer Fuller at [jfuller@spins.com](mailto:jfuller@spins.com).