






## Overview certified and verified coffee labels

Click on the logo to be directed to the label's website.

Certification / verification label	Organic	Fairtrade	The Rainforest Alliance	UTZ	4C
					
<b>General</b>	1972 (IFOAM); Label indicates that products are from organic origin; 100% on pack	Label 1988 (idea 1955); Mainly economic and social focus ("trade, not aid"); Used on a wide range of products (food, drinks, clothing); 100% on pack	1987; Mainly focus on protecting biodiversity.; Wide range of products (agriculture, wood products, tourism); Min 30% on pack → should go to 100%; Independent control.	2002; Mainly focus on production process; Coffee, tea, cocoa and palm oil; 90% on pack	2006; <b>Verification label</b> that can be used by companies that buy partly 4C coffee Label is not mentioned on the product; Set baseline sustainability standards; exclusion of ten Unacceptable Practices; Fairtrade (FLO), UTZ and Rainforest Alliance are members; April 2016: 4C and the Sustainable Coffee Program co-create the Global Coffee Platform.
<b>Ecological criteria</b>	<b>No agrochemicals; GMO's are forbidden;</b> Animal care, environmental practices and packaging	More environment friendly land use; The use of the most dangerous agrochemicals and fertilizers and GMO's are forbidden.	Criteria for the use of agrochemicals and fertilizers, water and energy consumption ; <b>Extra criteria for protecting fauna and flora</b> ; GMO's are forbidden	Criteria for the use of agrochemicals and fertilizers, no cutting of forests, water and energy consumption, waste plan, ... <b>(no criteria for GMO's)</b>	No deforestation in protected areas; No use of very dangerous agrochemicals; Systems to prevent spoiling water and energy
<b>Social criteria</b>	The production may not harm human rights.	Main <b>ILO norms</b> should be respected; Co-operatives should be supported in their democratic functioning; Safety and health	Main <b>ILO norms</b> should be respected Land rights of the original owners	Main <b>ILO norms</b> should be respected; Right on union freedom, safe work places, medical assistance, training, ...	There should be good working conditions (no forced labour, no child labour, minimum wage, unions, ...)

<b>Economical criteria</b>	None.	<b>Minimum price; Fairtrade premium;</b> Pre finance systems in place	None.	Premium negotiated between buyer and seller without intervention of UTZ	Transparency in pricing; Prices must reflect sustainability and quality; Market entrance should be facilitated
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Links:

[www.labelinfo.be](http://www.labelinfo.be)

[www.befair.be/nl/all-labels-table](http://www.befair.be/nl/all-labels-table)

[www.keurmerkenwijzer.nl](http://www.keurmerkenwijzer.nl)

[www.standardsmap.org](http://www.standardsmap.org)