



FAIR TRADE CERTIFIED™



How Fair Trade Labeling Works...



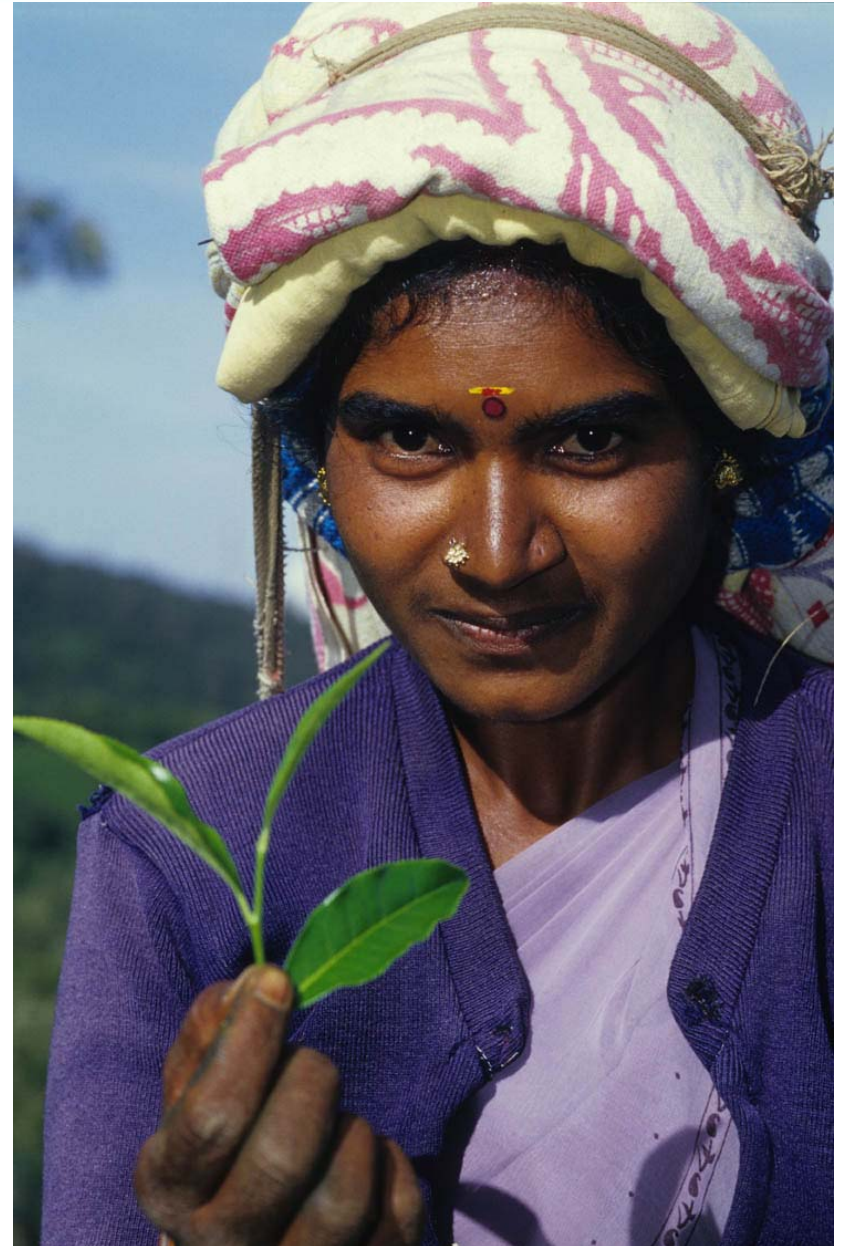
FAIR TRADE CERTIFIED™



What is Fair Trade?

Fair Trade is an innovative, market-based approach to global trade that empowers farmers and farm workers in developing countries to improve their lives.

The Fair Trade Certified™ label is the guarantee that a product was traded in a socially responsible manner.





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Fair Trade Certification benefits farmers and their families

Fair Trade principles include:

- Stable fair prices
- Direct trading
- Access to pre-harvest credit
- Fair working conditions
- Freedom of association
- Democratic decision making

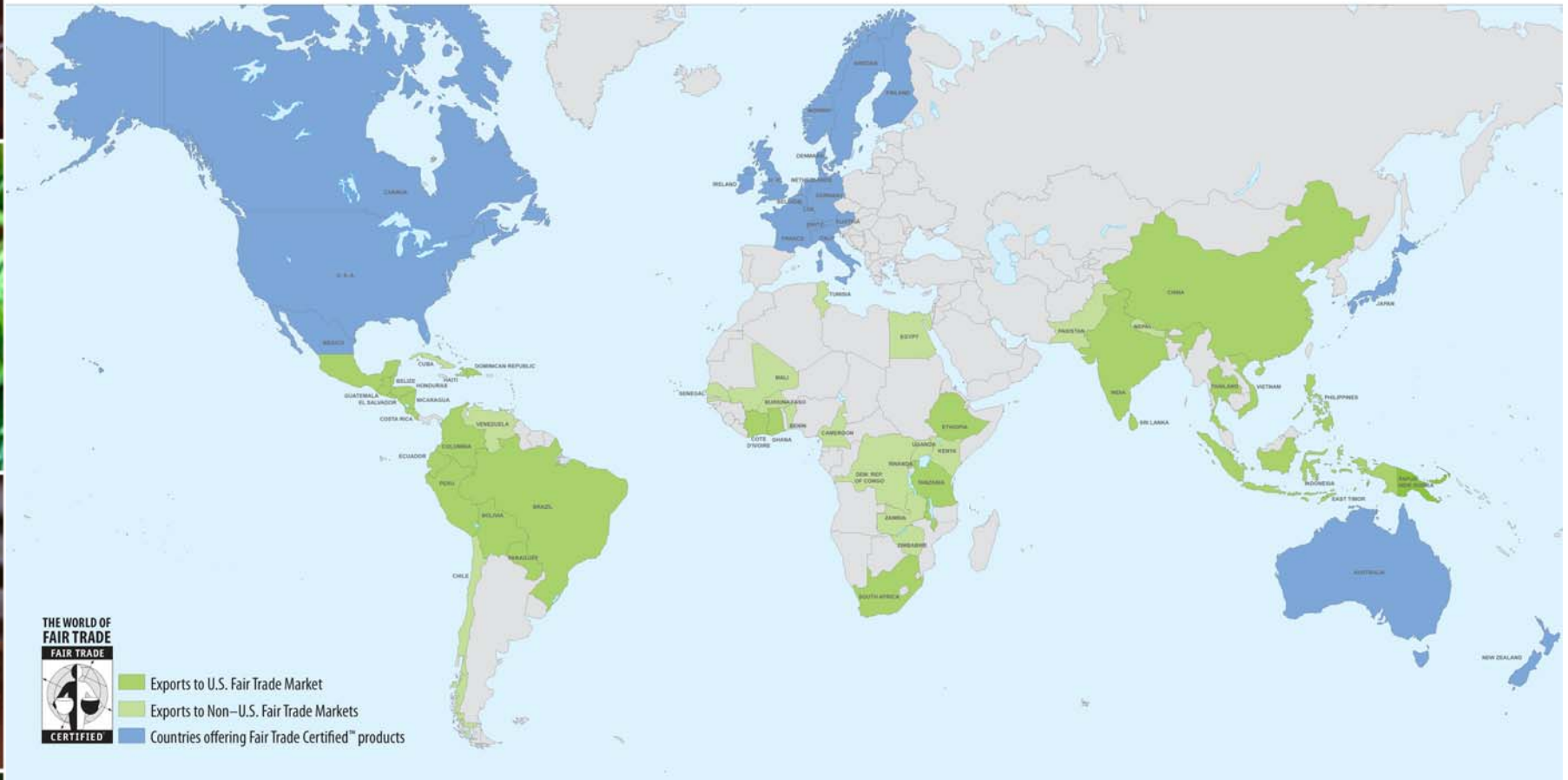




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Fair Trade benefits farmers and businesses world-wide



57 Producing Countries
23 Certifying & Consuming Countries



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Fair Trade Producer Organizations

- 632 producer organizations
- 57 countries
- 1.5 million farmers & workers
- + families = 7.5 million people directly benefit












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GROWTH & INFLUENCE

47% Worldwide Growth of Fair Trade Certified Products

	<u>2006</u> (Millions)	<u>2007</u> (Millions)	<u>Increase</u>
 USA	\$775	\$1,132	46%
 UK	635	1,093	72%
 France	225	325	27%
 Switzerland	220	245	11%
 Germany	170	220	29%
 Canada	84	124	48%
All Other	375	552	47%
 Worldwide Total	\$2,514	\$3,691	47%

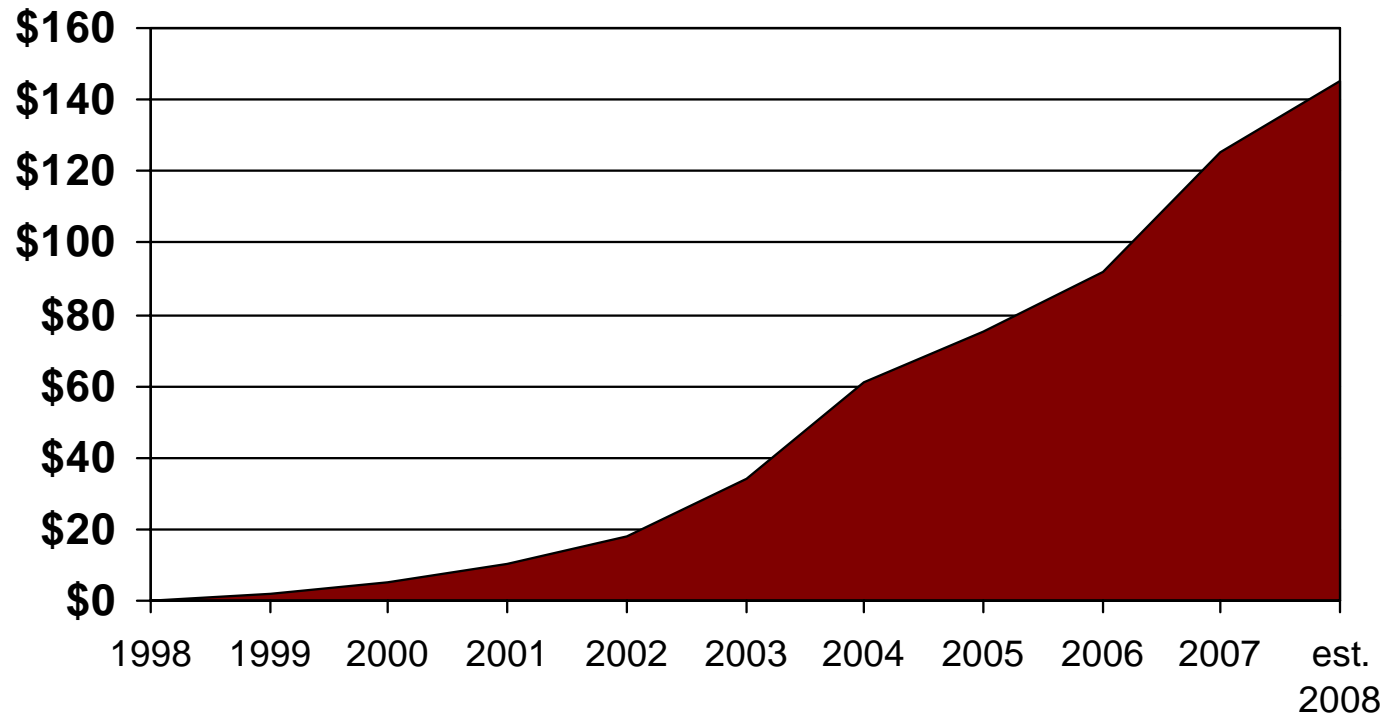


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TransFair USA Impact

+\$130 Million Additional Farmer Income



Additional farmer income = Fair Trade floor price + social premium across all products over the past ten years



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Fair Trade Products

- Cocoa and Chocolate
- Coffee
- Composite Products
- Cotton
- Flowers
- Fresh Fruit
 - avocados, bananas, grapes, mangoes, oranges, pineapples
- Processed Fruit
 - Dried fruits, juices, purees
- Honey
- Nuts and Oil Seeds
 - Brazil nuts, cashews, macadamia nuts, olives, olive oil, peanuts, sesame seeds, shea butter
- Pulses & Soya
- Rice
- Sugar
- Spices and Herbs
 - celery, chamomile, ginger, hibiscus, lemongrass, lemon verbena, mint, oregano, pepper, turmeric, vanilla
- Tea & Rooibos
- Sport Balls
- Wine



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- Standards
- Certification & Auditing
- Labeling



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Fair Trade Labeling Organization - FLO

FLO (Non-Profit)

- Standards development
- Pricing development
- Producer support
- Product Management

FLO-Cert (Limited Company)

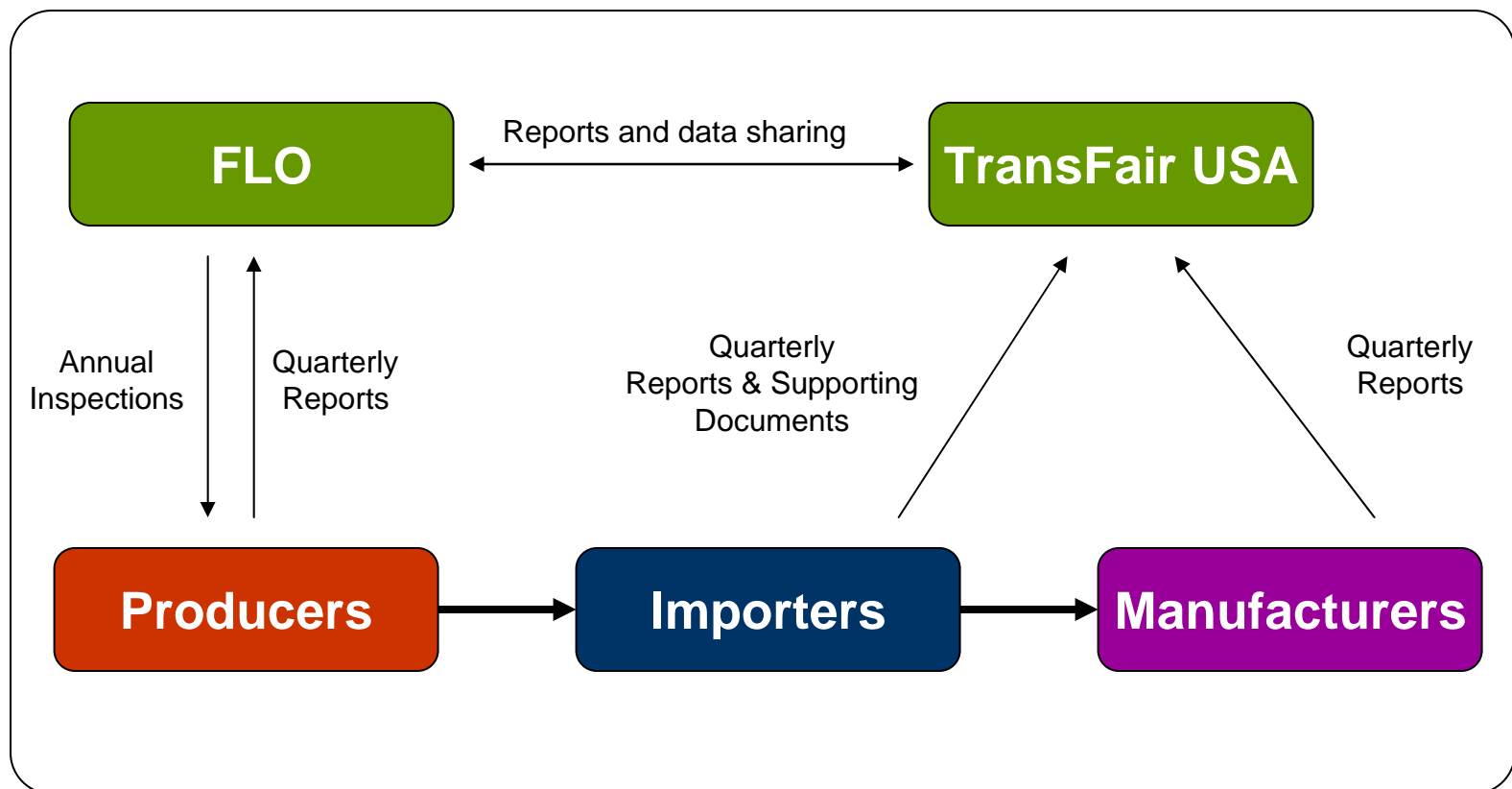
- Became a separate branch in 2003 in order to increase inspection capacity
- Conducts producer inspections and trade audits



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How FLO and TransFair USA work together





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Reporting Process

Producer Sales to the US

- Information collected by FLO-CERT and checked during annual audit

US Purchases from Origin and Sales in US

- Quarterly reports from all licensees
 - Purchases
 - Sales
 - Lot/Container Identifier
- Quality checks
- Real-Time audit of coffee transactions
- Annual audit of other products

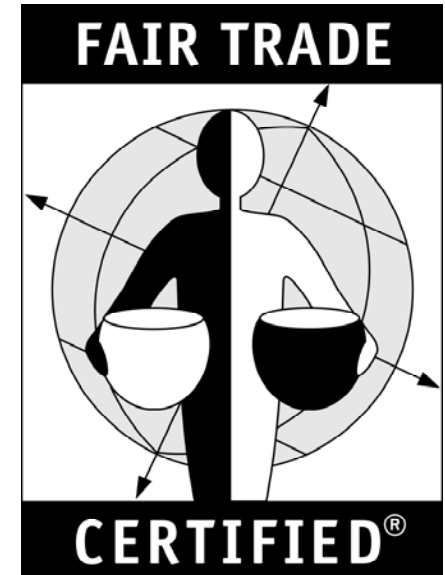


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Labeling

- 100% Products
 - Register with TransFair
 - Fill in a product profile application
 - Packaging/labeling approval
 - Report quarterly





FAIR TRADE CE

100% Products

- Coffee
- Tea
- Fresh Fruit
- Sugar
- Honey
- Grains
- Nuts



Central Market
H-E-B
Organics



Ancient Tea Trees

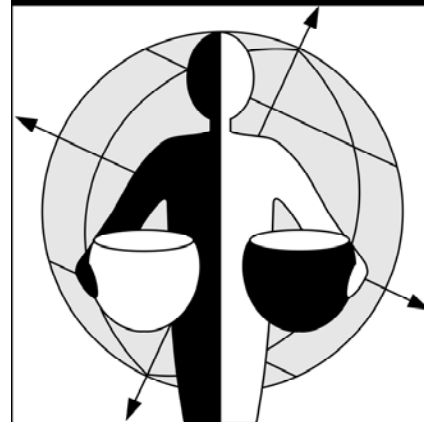
EXOTIC BLACK TEA STRAIGHT FROM THE ANCIENT
TEA TREE FORESTS OF SOUTHEAST ASIA

ORGANIC WHOLE LEAF BLACK TEA



15 PYRAMID TEA BAGS • NET WT. 1 OZ (30g)

FAIR TRADE



CERTIFIED®



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Composite Products





FAIR TRADE CERTIFIED™



DRIED TRIPLE CHERRY BLEND

Open Here

Resealable for Freshness



SWEETENED DRIED

Good Source of Antioxidants*

TRIPLE CHERRY BLEND™

A unique mix of pitted Montmorency Tart Cherries, Sweet Cherries and Balaton® Cherries sweetened with Fair Trade Certified™ sugar.

PETERSON FARMS

*Vitamin A as Beta-Carotene

Net Wt. 14 oz. (397 g)





FAIR TRADE CERTIFIED™



MILK
ER

NK

11.00 x 8.50 in <

Iron 2%

Not a significant source of trans fat, fiber and vitamin C.

*Percent Daily Values are based on a 2,000 calorie diet.

INGREDIENTS: FAIR TRADE ORGANIC COLOMBIAN COFFEE (WATER AND COFFEE), REDUCED FAT 2% MILK, FAIR TRADE ORGANIC EVAPORATED CANE JUICE, NATURAL FLAVORS, PECTIN, FAIR TRADE ORGANIC VANILLA.

PACKED FOR ADINA FOR LIFE INC.,
SAN FRANCISCO, CA 94110

WWW.ADINAWORLD.COM

PLEASE RECYCLE
SERVE CHILLED OR OVER ICE
REFRIGERATE AFTER OPENING

* "By choosing this Fair Trade Certified product, you are directly supporting a better life for farming families through fair prices, direct trade, community development and environmental stewardship."