



Fair Trade USA APS 2.0: Integrating Outcome Indicators into Assurance Schemes



Agenda

01 The Fair Trade USA Impact Model

02 The Business Case for Fair Trade Certified Seafood

Products: Strengthen your brand & build consumer loyalty

03 Integrating Outcome Indicators into Assurance

Schemes



01



Fair Trade Impact Model

Fair trade is a global movement focused on putting people and planet first



What is fair trade?

- A global movement made up of a diverse network of producers, companies, shoppers, advocates, and organizations
- Works to build a more equitable model of trade
 - Not specific to any one organization or certifying body



What is Fair Trade Certified?

- Our trusted seal on a product means it was made according to rigorous fair trade standards
- Promotes sustainable livelihoods and safe working conditions, protection of the environment, and strong, transparent supply chains

Who is Fair Trade USA?

- A nonprofit organization and the leading certifier of fair trade products in North America
- Our certification standards and program help companies meet their Corporate Social Responsibility, Ethical Sourcing and Sustainable Development Goals

Fair Trade USA delivers a robust framework for change

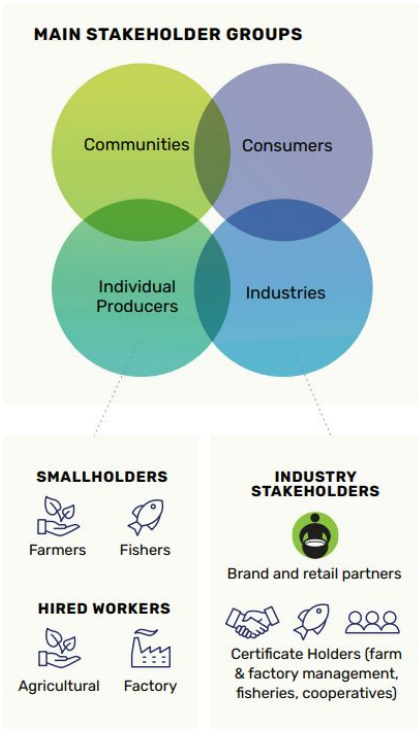
Our [Theory of Change](#) frames a model where people prosper in resilient and sustainable communities through building a market for responsible business & mutually beneficial trade that cultivates conscious consumption.

Through our fair trade standards and strategic partnerships, we contribute to meaningful and system-wide change over time.

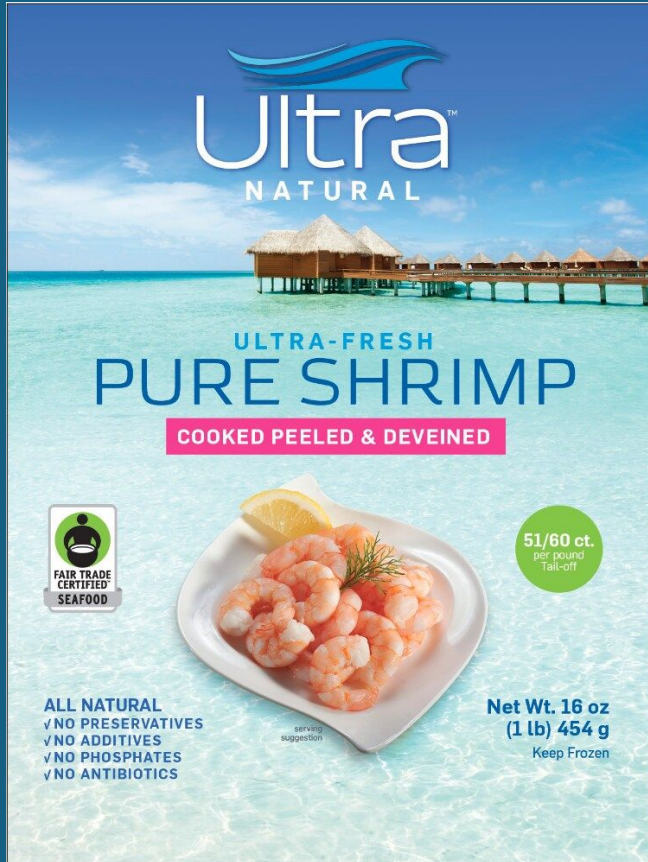


How we Create Change

Fair Trade USA's **Theory of Change** frames a model where people prosper in resilient and sustainable communities through building a market for responsible business & mutually beneficial trade that cultivates conscious consumption.



02



The Business Case for Fair Trade



Summary of the Trade Standard

Key Requirements for Traders

This summary is designed to provide an overview of the key requirements in the [Fair Trade USA® Trade Standard version 2.0.0](#) for traders purchasing Fair Trade Certified™ products. The Trade Standard applies to all supply chain partners ('traders') globally who buy and sell Fair Trade Certified products from certified producers through to the point at which product is a finished, labelled good ready for sale to the end consumer. (To determine if the Trade Standard applies to your organization, see the [Requirements for Certificate Scope under the Trade Standard](#) and the related [Guidance for Determining Scope Under the Trade Standard](#), or [contact us directly](#).)

The Trade Standard's three modules work together to regulate the participation of traders in fair trade supply chains. They ensure the economic development rights of fair trade producers, and assure consumers that the Fair Trade Certified products they buy were manufactured and traded in ways that improve livelihoods and protect the environment.

For a full understanding of the requirements, please refer to the Trade Standard.

Natural Blue Seared Ahi Tuna

simply
thaw and
serve!



SLICED WITH
GARLIC PEPPERCORN RUB



Ready to Enjoy!

ideal for two

chef inspired

sushi quality

NET WT 6 OZ (170 g) KEEP FROZEN



FAIR TRADE USA

Provides support across the entire supply chain and the process of certification, and tracks payment of the Fair Trade Premium, and Minimum Price where relevant, back to the farmers and workers.



Overview

of the Six APS Modules

FARM & FACILITY SIZE
determines APS timeline requirements.

Small
0-5 permanent
workers AND less than
25 total workers.

Mid-sized
6-25 permanent
workers OR
25-100 total workers.

Large
More than 25 permanent
workers OR more than
100 total workers.



03

CASS HALIFAX 2026 • SEAFOOD TRACK

Your Fair Trade Standard Is About to Change

A 5-minute preview of what APS 2.0 means for aquaculture buyers, traders, and brand partners — before we dig in together at the roundtable.

Fair Trade USA™ | Standards and Implementation Resources





The Depth & Breadth of Fair Trade USA™ Experience

Fair Trade USA™ combines deep specialized expertise with the capacity to support diverse categories across a global footprint.

- APS Standard- Our Agriculture Production standard, which Aquaculture sits in, has been a proven leader in Ag for 28 years.
- We have been the Gold Standard in Social Assurance for Seafood for 14 years
- Or Capture Fisheries Standard has been helping fishers and their communities for 14 years
- Our Factory Program (from clothing to cosmetics) has been helping factory workers by assuring safe & fair working conditions, amplifying worker voice & empowerment, & the use of Community Development Funds to build community resiliency.
- Fair Trade USA™ certified products originate from more than 50 countries, with over 12,500 distinct products.
- Indonesia- Tuna, Factory, Coffee
- India- Shrimp, Ag, Factory, tea
- Philippines- Coconut, seafood, factory
- Deep support in exploited countries like Colombia, Mexico, Ecuador, Peru, Central America, Chile



Three Questions Worth 30 Minutes of Your Time

This is where it gets specific to buyers and traders — and where we want your input.

1

What role do you envision verified outcome indicators playing in the certification and assurance landscape?

How would outcome indicators support your own assurance needs? Do you see outcome indicators as a value-add? a distraction? a potential replacement for traditional pass/fail auditing?

2

How well do you feel the proposed social outcome indicators fit the seafood industry?

During the development of the pilot set of APS 2.0 outcome indicators, Fair Trade USA is leveraging its experience with diverse supplier capacities and buyer needs to create a feasible, interoperable, and meaningful set of social indicators. How applicable do you think are to your specific supply chain?

3

What environmental indicators are most useful to buyers and most feasible for suppliers to collect?

Environmental indicators have been developed for land-based agricultural producers and are under development for aquaculture producers. Which environmental metrics provide the most valuable insights for suppliers and buyers while minimizing new measurement and reporting burden?



Let's Work Through This Together

Join the roundtable to dig into trade agreements, sourcing risk, and data expectations — and help shape the draft while it's still open for comment.

Your operational and commercial perspective on Module 8 (Transparency & Traceability) is exactly what this consultation is asking for.

Contact: standards@fairtradeusa.org

We're proud of our partnerships and breadth of products



Del Pacifico
WILD CAUGHT SEAFOODS



J.Crew

Driscoll's
Only the Finest Berries™

Guittard
CHOCOLATE COMPANY

Barrie House™
SINCE 1934
COFFEE & MORE

e.l.f.
eyes lips face

COSTCO
WHOLESALE

**Keurig
DrPepper**

**WILLIAMS
SONOMA**
CALIFORNIA

patagonia

prAna

**NATURE SWEET
TOMATOES**

CVS
pharmacy



Kroger
FRESH FOR EVERYONE™



PEPSICO

Madewell

Wholesome

sam's club <>



Thank you.