

# South West Fair Trade Business Awards Entry Criteria

## Product

**Who is this category for?** Best Product category is for any South West organisation or individual that manufactures a Fair Trade certified product or that makes a product in which at least 50% of the ingredients or components are Fair Trade certified. Where a product is not certified, all ingredients or components that are available with Fair Trade certification must be sourced Fair Trade. You may only enter one product per application, but may enter as many applications as you wish. As an organisation, you may wish to enter Best South West Fair Trade Manufacturer.



AWARDED ON BEHALF OF THE SOUTH WEST FAIR TRADE NETWORK

**What counts as Fair Trade?** There are a number of Fair Trade certification schemes that our judging panel will consider in their appraisal of your application. These include Fairtrade, Fair for Life, Fair Wild and WFTO, and other third party audited schemes that honour a Fair Trade minimum price and premium. If you're unsure whether the products you're using qualify, please get in touch by emailing [awards@bristolfairtrade.org.uk](mailto:awards@bristolfairtrade.org.uk).

**How our judges will consider your application:** This category is predominantly judged on a qualitative basis; some aspects will be judged based on quantity, though this will be considered on an individual basis depending on the nature of your organisation, its size and intended reach. Points will be awarded in each section and used to assign an overall level of Bronze, Silver or Gold.

**Returning applicants:** Make sure you tell our judges about anything new about this product since your last application; this will help them see how support of Fair Trade is developing in your organisation.

**Keep it relevant!** When filling out your application, read the questions carefully and ensure that your answers are relevant, focussing on Fair Trade, unless otherwise requested.

The following table outlines what you'll need to demonstrate when you [complete your application](#) for Best South West Fair Trade Product.

Criteria	Details
<b>Ingredients and components</b>	<p>The finished product must be certified by a Fair Trade certification body, or be made using at least 50% Fair Trade certified ingredients or components. Where a product is not certified, all ingredients or components that are available with Fair Trade certification must be sourced Fair Trade. Please provide details.</p> <p>Judges will also consider the total annual volume of Fair Trade ingredients/components used in the manufacture of the product, where this information is available.</p>
<b>Innovation</b>	<p>Please tell us anything innovative about your product, such as to the innovative use of Fair Trade ingredients, reaching new audiences, creating a product that is not widely available as Fair Trade, or about your innovative approach to marketing the product and its Fair Trade credentials.</p>
<b>Motivation</b>	<p>Please tell us how the product came to be developed, and the role that Fair Trade played in its development.</p>
<b>Availability</b>	<p>Please give us as much detail as possible to help us understand how much of your product reaches market on an annual basis, how your product reaches market and any plans for near-future development.</p>
<b>Story</b>	<p>Please provide any details of the story behind this product, such as connections to the Fair Trade producers of an ingredient or component.</p>