

Fair Trade Advocacy Office proposed amendments

to the AGRI Committee report on the Regulation amending Regulations (EU) No 1308/2013, (EU) 2021/2115 and (EU) 2021/2116 as regards the strengthening of the position of farmers in the food supply chain.

1. Clarify the concept of ‘remunerative’

Text as adopted by AGRI Committee	FTAO’s proposed amendment	Justification
a price considered equitable and remunerative by participating farmers for their products and work also on the basis of the indications provided by the European Agri-Food Supply Chain Observatory (AFCO)	An equitable and remunerative price for participating farmers, determined through transparent and verifiable methodologies , taking into account the indications provided by the European Agri-Food Supply Chain Observatory (AFCO)”	The current wording relies on farmers’ subjective assessment of whether a price is ‘remunerative’ or not. This creates a risk that farmers are effectively pressured to declare a price remunerative in order to fit the criteria, so that clients can use ‘fair’ claims, even when the price does not objectively cover sustainable cost of production. The amendment addresses this risk by referring to a remunerative price determined through transparent and verifiable methodologies. Different schemes may use different methodologies to ensure that prices are remunerative; however, all methods must meet objective, transparent and verifiable standards.

2. Put control systems in place to ensure that the regulation is effectively implemented and deceiving claims forbidden’

FTAO’s proposed amendment	Justification
Economic actors using the term ‘fair’ on the packaging of products must commit to and bear the costs of certification with fair trade labels or guarantee schemes. These labels or guarantee schemes must be recognised and verified by the Commission and the Member States. Economic actors shall take part in awareness-raising and education on sustainable patterns of production and consumption. These requirements shall apply in an equivalent manner to Union products and those from third countries.	This amendment prevents ‘fair-washing’ by replacing subjective or self-declared claims with an objective, auditable basis. Under the Empowering Consumers for the Green Transition Directive (EU) 2024/825, the EU already prohibits sustainability labels that are not based on a certification scheme or not established by a public authority; it also restricts unsubstantiated environmental/sustainability claims. Aligning “fair” claims with this approach avoids duplication, ensures legal certainty, and supports consistent enforcement across Member States. Mandating awareness-raising and education complements claim-integrity rules by helping consumers understand what ‘fair’ means in practice.

3. Allow for the flexibility on the use of premiums, as some schemes can offer more favourable conditions through higher prices.

Text as adopted by AGRI Committee	FTAO's proposed amendment	Justification
payment of an additional amount to the producer, in particular to fund joint projects	payment of an additional amount to the producers, in particular to fund joint projects; except in cases in which the scheme can justify that it is on the farmers' advantage to receive the full remuneration through higher prices instead of premiums	While premiums are part of the toolbox that many fair trade schemes use, they are not always the most effective way to improve farmers' remuneration. In some contexts, directing value into the farm-gate price delivers greater benefits: stronger cash flow, lower administrative costs, fewer governance disputes, and clearer coverage of sustainable cost of production. The amendment keeps premiums for joint projects but adds a farmer-centred exception, allowing schemes to deliver the full remuneration via higher prices rather than a separate premium when this is in the farmers' best interest. This preserves flexibility, prevents reliance on low base prices topped up by nominal premiums, and provides legal certainty without prescribing a single methodology.

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