

FOOD LOGO CHALLENGE ANSWERS

1. **FAIRTRADE** – the Fairtrade Mark was introduced in 1994. Fairtrade is a way of buying and selling that allows the farmers and workers around the world to be paid a fair price for the goods they grow or make. These products include growing bananas, tea, coffee, sugar, cotton or spices or making clothing, toys, cushions and other items for our homes – remember, Zara has a Fairtrade football! The areas of the world where Fairtrade products are produced are mainly in Africa, South America and Asia. These continents all have countries where farmers and workers are paid less and struggle to look after their families and business. Fairtrade helps people to deal with big companies to get a fair price as well as a little bit extra to help fund community projects such as schools and healthcare facilities.
2. **MARINE STEWARDSHIP COUNCIL** – this logo is all about fish! The MSC logo ensures that we do not catch too many fish from the sea otherwise there will be very few fish left in years to come and the MSC guidelines make fishing 'sustainable'. Sustainability means meeting the needs of today without impacting on the ability of future generations to meet their needs. It makes sure that our oceans and the habitats within it are looked after and not damaged when catching fish, that fish caught under the MSC logo rules can be traced from the moment they are caught right up to the moment they are sold to make sure the fish is labelled correctly (not being sold as another type of fish) and to keep a log of the quantity of all fish caught. Fisheries have to be well managed, to follow any relevant laws and be able to adapt when any environmental changes happen.
3. **RAINFOREST ALLIANCE** – the Rainforest Alliance is an international organisation working with business, forests and agriculture to help protect forests and its biodiversity, improve the lives of farmers and forest communities who work within them, promote their human rights and help them to work with, and adapt to the climate crisis. They are committed to creating an environment where people and nature can grow together by introducing tested and new solutions to change social and environmental issues. Some of the issues they are currently working on include deforestation (cutting down large areas of forest to change into fields for farming), protecting forests and biodiversity, working to protect streams and rivers, promoting climate-smart projects and human rights.
4. **SOIL ASSOCIATION** – the Soil Association was started in 1946 when farmers, scientists and nutritionists saw a direct connection between farming methods and the environmental health in plants, animals and humans. The Soil Association realised that organic agriculture takes account of the planet and its needs because it stops farmers and business using chemical pesticides and fertilisers and other un-natural farming methods. Their logo guarantees that the product is organic which means free from artificial chemical fertilisers and pesticides whether added to the soil or sprayed directly onto plants as well as being free from artificial colours and preservatives, animals are free range and no inclusion of GM (genetically modified by scientists) ingredients. This means soil, plants and animals are looked after through more natural methods only which means high levels of animal welfare, environmental protection for wildlife and biodiversity and quality food as well as healthy soil for the future.
5. **RSPCA ASSURED** – the Royal Society for the Protection of Cruelty to Animals (RSPCA) Assured logo is dedicated to animal welfare on farms. It's vision is for all farm animals to have a good life and be looked after and treated properly with respect and compassion. The RSPCA's welfare standards cover the whole of the animal's life from their health and diet to their environment and care whether the animals are at indoor or outdoor farms to free range and organic farms. Some of the other areas that the RSPCA's guidelines include are providing shade or shelter, comfy bedding, space and natural light. Farm animals inspected include pigs,

sheep and cows but the RSPCA also inspect other animals such as chickens, ducks, turkeys, salmon and trout.

6. **VEGAN SOCIETY** – this logo was introduced by the Vegan Society for shoppers to buy products that are free from animal ingredients and free from animal testing and is recognised around the world. The logo ensures that no animal products of any sort are included in the finished item (no meat, dairy, eggs, animal fat for instance), no part of any ingredient during development and production has been tested on animals and any GM (genetically modified by scientists) ingredients included in the product do not include animal derived substances or genes even at the very beginning of the product being developed whether or not this is included in the finished product.
7. **UTZ** – UTZ is a certification programme for the sustainable farming of coffee, tea, cocoa and hazelnuts. The programme is now part of the Rainforest Alliance (see above). Being a part of UTZ provides a framework to show how to make positive impacts on the 3Ps -people, planet and profit – from better quality crops and greater yields to better working conditions and the protection of the environment. It can provide farmers and workers with better incomes and living conditions as well as a safe and healthy work environment for everyone including children. It helps look after the environment by starting initiatives including banning deforestation, recycling water and reducing water pollution, training farmers to look at ways to adapt to the effects of climate change and other positive environmental initiatives.

I hope you have all learnt something – I know I have! I have tried to give a little overview of each logo and the programme behind it but please do go online and read more details about all the programmes and their aims behind the logo as there is a lot of information.

All the logos can only be used on products by companies who follow the strict guidelines set by the programme and these guidelines are reviewed and updated as the world and its issues change. Companies using the logos are inspected to ensure they are following the guidelines and as just as new products can be awarded the logo, other products and businesses can have the logo taken away if they do not follow the guidelines. By following the guidelines for each programme, farmers and businesses around the world are helping communities to work and live sustainability with the natural world for to generations to come.

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