

END SLAVERY **NOW**

# Slave Free

**BUYING GUIDE**

LEARNING TO SHOP RESPONSIBLY

The End Slavery Now Slave Free Buying Guide is meant to introduce consumers to companies, brands and social enterprises that address slavery, forced labor and human trafficking in their supply chains. End Slavery Now researched antislavery policies; supply chains; third-party certifications; prevalence studies in specific industries; and companies' engagement surrounding slavery, forced labor and human trafficking in order to develop a list of products that you can begin purchasing in lieu of other options.

At End Slavery Now we recognize that the best companies are those that put ethical concerns and social responsibility at the top of their agendas. Fortunately, more and more companies care about broader social issues, including the environment and poverty. For this guide, we've narrowed our focus to companies, brands and products that specifically address forced labor, slavery and/or human trafficking. In addition to recommending innovative brands that clearly lead the way when it comes to prioritizing slavery-free goods, we've also included traditional companies that are beginning to produce specific goods or product lines without the use of child labor, forced labor or other forms of slave labor. Importantly, much of this recent antislavery effort by traditional companies is a direct response to consumer demands for such products. By highlighting some of the

best brands and the positive changes towards slavery-free products, this guide is a tool for those wanting to choose better products.

The End Slavery Now Slave Free Buying Guide is divided into sections based on product type. Most sections include:

- A brief explanation of slavery in that particular industry or product chain
- Individual product recommendations, so you know which products you can purchase
- Company rankings in Good, Better and Best categories based on their antislavery policies, supply chain transparency, third-party certifications and engagement

One of the most impactful ways normal, everyday people can get involved in the fight against modern-day slavery and human trafficking is to begin purchasing slavery-free goods. When scaled, these purchases create demand for goods produced with audited, slavery-free labor; simultaneously, this shift also shrinks the market for goods produced with forced or slave labor and/or by trafficked humans.

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# RANKING SYSTEM

We ranked companies and brands based on their antislavery policies; supply chain transparency; third-party certifications; and engagement around slavery, forced labor and human trafficking. We awarded points for our Good, Better, Best lists for the following:

## Policy

+1

The company or brand has a Code of Conduct against human trafficking, slave labor, forced labor, child labor or bonded labor.

## Transparency

+1

The company or brand publicly discloses a list of its suppliers or factories.

## Engagement

+1

The company or brand reinvests in its source or production communities through development programs, projects or donations.

## Third-Party Certifications

+2

The company or brand is third-party certified.  
\*For third-party certifications we looked at, view the certifications page.

+1

The company or brand owns a third-party certified line.

+.5

The company or brand produces one third-party certified product.

# Chocolate

Cocoa is the main ingredient found in chocolate. A large percentage of the world's cocoa comes from the Ivory Coast in west Africa. Many times, forced labor and child labor are used to harvest cocoa beans.

## PRODUCTS

We recommend the following products as slavery-free options.

### *Chocolate Bites and Bars*



#### **British & Irish KitKat®**

KitKat® in Britain and Ireland has had the FAIRTRADE® Certification Mark since 2010, meaning that farmers were paid a fair price and that no child labor was used.



#### **Maltesers®**

Maltesers® by Mars, Inc. has the FAIRTRADE® Certification Mark, meaning the main ingredients in that product are free from slave labor.



#### **British & Irish MARS®**

MARS® in Britain and Ireland will only contain cocoa 100% certified by Fairtrade International by the end of fall 2015. This cocoa comes from farmers who receive guarantees such as a minimum price for their product as well as reinvestment in their communities in the form of farming and business skills training programs.



#### **German TWIX®**

The German version of TWIX® will soon only have cocoa 100% certified by Fairtrade International. Fairtrade International's standards strictly prohibit slave labor.



**Cadbury Dairy Milk®**

Mondelēz International®, Inc.'s Cadbury Dairy Milk® has at least 70% fair trade ingredients. The FAIRTRADE® Certification Mark on it is an indication that certified ingredients were produced without forced or child labor.



**The Hershey Company  
HERSHEY'S BLISS® Line**

The HERSHEY'S BLISS® line only uses sustainably sourced cocoa from Rainforest Alliance Certified™ farms. This certification promises that farmers are paid a legal minimum wage and that minors had no part in producing the ingredients.

*Chocolate Bars, Drink Mixes and Baking*



**The Hershey Company  
Dagoba® Organic Chocolate Line**

The Dagoba® Organic Chocolate line is owned by The Hershey Company and is Rainforest Alliance Certified™. The cacao used in its chocolate bars, drinking chocolate mixes and baking chocolate come from farms in Tanzania, the Dominican Republic and Peru that fairly pay adult workers.



**Divine Chocolate™ Limited - All Products**  
Divine Chocolate™ Limited is co-owned by a cooperative that gives power to farmers and ensures fair wages and working conditions. Its products include baking cocoa powder, chocolate drink mixes and chocolate bars.



**Equal Exchange® - All Products**

Equal Exchange® practiced fair trade principles before the fair trade movement hit mainstream media. Its baking chips and bars, cocoa mixes and chocolate bars are free from any form of slave labor.



**Theo® Chocolate - All Products**

Theo® Chocolate was the first organic and Fair for Life™ certified chocolate factory in the United States. The main ingredients in its products can be traced back to their original sources.



# BRANDS & COMPANIES

## BEST

### Divine Chocolate™ Limited

Divine Chocolate™ Limited is co-owned by Kuapa Kokoo, a cooperative in Ghana made up of 85,000 farmers. As shareholders, farmers have a voice in the company and the global marketplace. As a fair trade certified company, Divine Chocolate™ Limited ensures that its supply chains are free of slave labor. Not only that, the company actively re-invests back into the community by funding training programs.

### Equal Exchange®

Equal Exchange®, formed in 1986, brought the fair trade model to U.S. grocery stores. The company itself is a worker-owned, democratically organized cooperative that ensures that 100% of its products and the ingredients in its composite products are fairly traded. Along with its partners, Equal Exchange® supports various projects ranging from education to health care.

### Theo® Chocolate

Theo® Chocolate is fair trade certified by Fair for Life<sup>SM</sup>. All of its products can be traced to their primary producers, and workers throughout the supply chains are paid and treated fairly.

## BETTER

### Lindt & Sprüngli® AG

Lindt & Sprüngli® AG does not rely on third-party labels such as the FAIRTRADE® Certification Mark for its cocoa. Instead, the company pays a premium of \$60 on each ton of cocoa sourced from Source Trust<sup>SM</sup>, a foundation run by cocoa trader Armajaro<sup>SM</sup>. The Lindt® Cocoa Foundation initiative tracks cocoa beans back to the community in which they are grown which is the first step to supply chain transparency and the elimination of slave labor.

### Mondelēz International®, Inc.

Mondelēz International®, Inc. produces two fair trade certified products under Cadbury®: Cadbury Dairy Milk® and Cadbury Creme Egg®. Its Cocoa Life Sustainability Program has helped farmers adopt more efficient farming practices and earn better incomes. Capacity building within these farmer communities have led to improved gender equality and increased access to education - factors that help prevent labor exploitation and abuses.

## GOOD

### Nestlé® S.A.

Nestlé® S.A. built 40 schools in the Ivory Coast between 2012 and 2015 as part of its Cocoa Plan to help promote education and reduce child labor in the country. In partnership with the Fair Labor Association<sup>SM</sup>, Fairtrade Foundation and UTZ Certified™, Nestlé® S.A. continues to monitor its supply chains and improve farmers' livelihoods.

### Ferrero®

Ferrero® is part of the Fairtrade Sourcing Program (FSP) promising to only source 100% sustainably certified cocoa by 2020. The FSP is a great way for farmers - who work in slavery-free farms - to sell more of their product.

### The Hershey Company

In January 2012, The Hershey Company committed to buying Rainforest Alliance Certified™ cocoa for its HERSHEY'S BLISS® and Dagoba® Organic Chocolate products. Its 21st Century Cocoa Sustainability Strategy functions to modernize cocoa farming, increase farmer incomes and improve cocoa growing communities.

### Mars, Inc.

Mars, Inc.'s Maltesers® chocolates are fully fair trade certified, meaning that the core ingredients in the product were produced without slave labor. Mars, Inc. addresses sustainability through its Sustainable Cocoa Initiative, Vision for Change Project.

# Home Goods

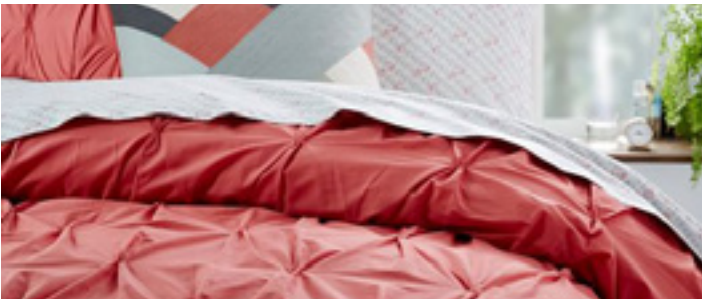
The U.S. Department of Labor defines a sweatshop as a factory that violates two or more labor laws, such as those pertaining to wages, benefits, child labor or working hours.

Unfortunately, in many cases around the world, our household products are made in factories known as sweatshops that violate the rights of their employees and often employ forced and child laborers.

## PRODUCTS

We recommend the following products as slavery-free options.

### *Bed and Bath*



#### **west elm™ Organic Cotton Pintuck Duvet Cover**

This duvet cover and bedding set is fair trade and comes from west elm™, a company that works closely with Fair Trade USA<sup>SM</sup>. Search their site for other certified lines.



#### **Boll & Branch™ Towels**

Towels and sheet sets from Boll & Branch™ are from Fair Trade Certified™ factories and farms, meaning that these goods are free of child and forced labor.

### *Kitchen and Dining*



#### **SERRV International<sup>SM</sup> Heirloom Acacia Wood Cutting Board**

The Heirloom Acacia Wood Cutting Board is a sturdy and durable piece. SERRV International<sup>SM</sup> is committed to selling products that give back to the communities they work with.



#### **Worldstock Fair Trade Dining Table**

Worldstock Fair Trade is a store within Overstock.com<sup>SM</sup> that features fair trade, handmade items from artisans around the globe.

## Living and Home Accents



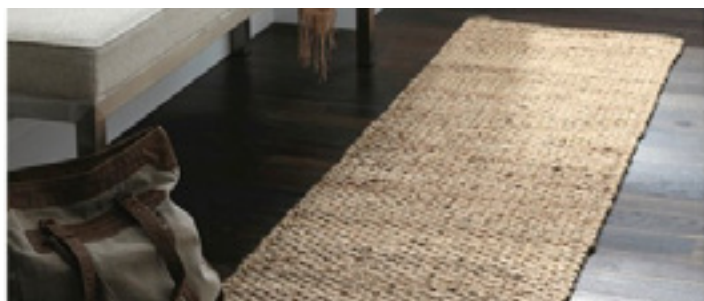
### Prosperity Candle<sup>SM</sup> Brilliance Candle

The Brilliance Candle is made by adult, female artisans who are paid fairly and respected at their workplace. Prosperity Candle<sup>SM</sup> is certified by the B Lab and a part of the World Fair Trade Organization.



### Macy's<sup>SM</sup> Gifts that Give Hope - Pillows

Part of Macy's<sup>SM</sup> Gifts that Give Hope program features pillows from Heart of Haiti and baskets from Rwanda. These pillows and baskets are artisan made.



### Target<sup>SM</sup> Threshold<sup>TM</sup>

Target<sup>SM</sup> recently announced a partnership with GoodWeave<sup>®</sup> to prevent child labor in the production of its private label rugs.

## Outdoor



### The Fair Trade Furniture Company Semarang Chair

By purchasing the Semarang Chair from The Fair Trade Furniture Company, you are supporting the ability of slavery-free suppliers to continue supporting the craft of adult artisans.



### Ten Thousand Villages<sup>SM</sup> Green Hills Planter

The Green Hills Planter is a handcrafted ceramic pot from Vietnam. Like all the other fair trade items from Ten Thousand Villages<sup>SM</sup>, this product was made without forced or child labor.



### Yellow Leaf Hammocks

The weavers for Yellow Leaf Hammocks were previously trapped in debt slavery and poverty. Now they earn a stable income through dignified work.

## Rugs

Making rugs is a labor intensive process. Did you know that it would take four to five people working six hours a day nearly one year and two months to finish a 9 ft. x 12 ft. rug?

GoodWeave<sup>®</sup> works with production sites to ensure children are not working at the looms and that adults are paid fairly for their work.

## Where to Buy Slavery-Free Rugs

You can find GoodWeave<sup>®</sup> rugs at Macy's<sup>SM</sup>, The Rug Company<sup>TM</sup>, Target<sup>SM</sup> and Sears<sup>SM</sup>. Additional retailers, specialty stores and showrooms are listed on the company's website. For Fair Trade Certified<sup>TM</sup> rugs, browse through west elm's<sup>TM</sup> collections. Ten Thousand Villages<sup>SM</sup> also carries fair trade rugs under the Bunyaad<sup>TM</sup> brand.



# BRANDS & COMPANIES

## BEST

### Ten Thousand Villages<sup>SM</sup>

Ten Thousand Villages<sup>SM</sup> started in 1946 and is a founding member of the [World Fair Trade Organization](#). By directly working with small-scale producers and artisans, Ten Thousand Villages<sup>SM</sup> is able to keep its supply chains free of forced and child labor while also expanding its reach in the global market.

### SERRV International<sup>SM</sup>

SERRV International<sup>SM</sup> eradicates poverty by providing opportunity and support to artisans and farmers worldwide. The company is a recognized leader and pioneer in the fair trade movement, with its origins starting in 1949 as one of the first fair trade organizations in the United States. As a founding member of both the [World Fair Trade Organization](#) and the [Fair Trade Federation<sup>SM</sup>](#), SERRV International<sup>SM</sup> has touched countless lives with opportunities to break the cycle of poverty.

## BETTER

### west elm<sup>TM</sup>

Workers producing Fair Trade Certified<sup>TM</sup> goods for west elm<sup>TM</sup> can choose to use their premium to fund additional healthcare coverage. [In Haiti](#), west elm<sup>TM</sup> supports a program that teaches local artisans to read, write and gain financial literacy.

### The Fair Trade Furniture Company

The Fair Trade Furniture Company invests in [health and education](#) programs for their producers and carries out key fair trade principles, such as no forced or child labor, as a member of the [World Fair Trade Organization](#).

### Boll & Branch<sup>TM</sup>

Boll & Branch<sup>TM</sup> is Fair Trade Certified<sup>TM</sup> and is proud to [donate](#) a fraction of every sale made to Not For Sale, an organization that provides shelter, healthcare, legal services, education and job skills training to survivors of human trafficking.

## GOOD

### IKEA<sup>TM</sup>

IKEA<sup>TM</sup> no longer sources cotton from [Uzbekistan](#), a country with state-imposed forced labor. In addition, the company has a supplier code of conduct prohibiting child, forced and bonded labor. Since 2000, IKEA<sup>TM</sup> has [donated over 80 million euros](#) to UNICEF and Save the Children<sup>SM</sup> to help eradicate child labor in India and Pakistan.

# Travel

The physical movement of a person is not a necessary element in human trafficking. However, in many cases, trafficked people are transferred within and across borders. The travel and tourism industries took note and have partnered with other actors to address this reality.

Companies have taken a step towards preventing child sex trafficking by implementing The Tourism Child-Protection Code of Conduct (The Code). So, the next time you plan a getaway or simply need a hotel, book with one of these vendors!

## What is the Code of Conduct?

The [Tourism Child-Protection Code of Conduct](#) (The Code) is a set of business principles that travel and tour companies can voluntarily adopt and implement to prevent child sex tourism and child trafficking. The Code is a partnership between End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes (ECPAT) and the tourism industry. Those who join agree to do the following:

- Establish a policy and procedures against child sexual exploitation
- Train employees in children's rights, the prevention of sexual exploitation and reporting mechanisms for suspected cases
- Include a clause in contracts throughout the value chain stating common repudiation and a zero tolerance policy of child sexual exploitation
- Provide information to travelers on children's rights, the prevention of child sex exploitation and how to report suspected cases
- Support, collaborate with and engage stakeholders in preventing child sexual exploitation
- Annually report the implementation of The Code and other activities

All of the companies to the right are recommended companies that are members of The Code. View the extensive [list of U.S.-based companies implementing The Code](#) or head to the main website for [all international partners](#).

## Booking Sites

[Orbitz<sup>SM</sup>](#)

## Travel Agencies

[AltruVistas](#)

[Sawadee Reizen](#)

[Solresor](#)

## Airlines

[Delta® Air Lines, Inc.](#)

## Car Services

[EmpireCLS Worldwide Chauffeured Services<sup>SM</sup>](#)

## Hotels

[Carlson Companies<sup>SM</sup>](#)

[Choice Hotels International®, Inc.](#)

[Wyndham Worldwide<sup>SM</sup> Corporation](#)

[Hilton Worldwide™ Holdings, Inc.](#)

[Palladium Hotel Group<sup>SM</sup>](#)

[RIU Hotels & Resorts<sup>SM</sup>](#)

## Cruises

[Hapag-Lloyd Cruises<sup>SM</sup>](#)

## *Other Companies We Recommend*

### **Transportation**

#### **United Airlines<sup>SM</sup>, Inc.**

Though United Airlines<sup>SM</sup>, Inc. is not a member of The Code, it's important to note that their business and first class amenity kits are from Cowshed<sup>TM</sup>. Cowshed<sup>TM</sup> products are organic and made from fair trade plant extracts and essential oils.

#### **Uber Technologies, Inc.**

Uber Technologies, Inc. is partnering with the National Center for Missing & Exploited Children® to send AMBER<sup>TM</sup> Alert notifications to its drivers. Making child identification a priority is a key step in recovering missing and exploited children.

### **Accommodations**

#### **Hyatt® Corporation**

Hyatt® Corporation is not a member of The Code but decided to remove on-demand adult entertainment channels from its hotel rooms as of October 2015.

## *What to do if you encounter a possible trafficking victim*

Know the red flag indicators, and watch out for these signs as you travel.

If you see something call the National Human Trafficking Resource Center at **1-888-373-7888**. You can also text HELP to BeFree (233733).

## *What's the connection between porn and sex trafficking?*

Organizations such as the National Center to End Sexual Exploitation and Fight the New Drug link pornography to sex trafficking and sexual exploitation. Violent pornographic images and acts normalize exploitation and perpetuate harmful gender narratives that negatively affect society's responses to sexual abuse.

# CERTIFICATIONS

## Fair Trade

There are quite a few fair trade certifications and labels in the marketplace. Organizations that grant these certifications vary in their economic, social, governance and environmental standards as well as their inspecting, certifying and auditing policies. However, as a whole, fair trade certifications indicate that producers are paid a fair price for their goods; workers receive fair wages and work in good conditions; and there are no instances of forced, bonded or child labor throughout their supply chains. Third-party auditors conduct inspections to ensure that members of these fair trade organizations are in compliance.

Though a food product may be fair trade certified, there are still ingredients such as milk, vegetable fat, emulsifiers and flavorings in it that can't be sourced through fair trade. Some of our product suggestions only have one certified ingredient. Products from companies and brands in our Best category have a higher total percentage of fair trade sourced ingredients.

## FAIRTRADE® Certification Mark and FAIRTRADE® Program Mark

The FAIRTRADE® Certification Mark from Fairtrade International is the oldest and appears on about 80% of the world's fair trade products. Products with the label have 20% or more fair trade content; in addition, all ingredients that can be sourced on fair trade terms must be. Single ingredient products with the label must have 100% fair trade content. Along with food and drink items, Fairtrade International certifies fair trade cotton, flowers, gold and sports balls.

Fairtrade International has a FAIRTRADE® Program Mark for cocoa, sugar and cotton. The cocoa, sugar and cotton programs enable companies who don't have certified composite products to still commit to buying slavery-free cocoa, sugar or cotton. These display the FAIRTRADE Cocoa Program™, FAIRTRADE Sugar Program™ or FAIRTRADE Cotton Program™ labels.



## Fair Trade Certified™

Fair Trade Certified™ products from Fair Trade USA<sup>SM</sup> have at least 20% fair trade ingredients; however, unlike Fairtrade International, there's no requirement to source all available fair trade ingredients. In addition to packaged food and fresh produce, Fair Trade USA<sup>SM</sup> certifies drinks, cotton, apparel, body care, home goods and plant products as well as sewing, factories and fisheries.



## Fair for Life<sup>SM</sup>

Composite products with the Fair for Life<sup>SM</sup> label must have at least 80% fair trade content. Single ingredient products must be 100% fair trade. Fair for Life<sup>SM</sup> certifies food, plant, cosmetic, textiles, small scale mining and artisanal products as well as tourist services.



## Sustainable Development

Other than fair trade labels, there are sustainable development labels that address slave labor and environmental concerns. In general, these labels indicate that raw ingredients can be traced back to their sources. Traceability enables inspectors to audit supply chains and find suppliers that may be using slave labor. For the most part, sustainable development labels focus on the environmental impact and the long-term availability of resources. Environmental concern, in turn, leads to the development of sustainable farming programs and trainings for workers.



## Rainforest Alliance Certified™

Products that are Rainforest Alliance Certified™ must have at least 30% of a main ingredient sourced under Rainforest Alliance Certified™ terms.



## UTZ Certified™

UTZ Certified™ products must have more than 90% UTZ Certified™ cocoa content. Roundtable on Sustainable Palm Oil (RSPO™), which provides a certification for sustainably sourced palm oil, contracts UTZ Certified™ for its traceability services.



## Brought to you by the community of Certified B Corporations™

B Lab certifies for-profit companies that implement and enforce strict social, environmental, accountability and transparency standards. These companies receive the Brought to you by the community of Certified B Corporations™ label.



## Fair Labor Association™

Suppliers and companies that commit to the Fair Labor Association™ Code of Conduct have agreed to implement and enforce standards that prohibit forced and child labor, while also ensuring fair labor practices and humane working conditions. Affiliation with the Fair Labor Association™ is voluntary and participants are 100% responsible for their supply chains and are subject to random assessments by the Fair Labor Association™.



## Fair Trade Federation™

Fair Trade Federation™ is a non-profit trade association that supports fair trade businesses in North America. Members adhere to a Code of Practice, and the Fair Trade Federation™ logo indicates that at least 85% of their products are sourced according to the Fair Trade Federation™ Principles, which includes no use of slave labor. The other 15% of inventory may be eco-friendly products, made by local artisans or educational materials related to fair trade. In addition, this latter 15% must be produced in conditions that do not harm people, the environment or other cultures.



## World Fair Trade Organization

Over 300 fair trade organizations are members of the World Fair Trade Organization. Members comply with the 10 Principles of Fair Trade which are based on the International Labor Organization's conventions, including no child or forced labor and ensuring good working conditions. The World Fair Trade Organization Guarantee System is not a product certification system. Rather, it is an assurance that members have implemented the 10 Principles of Fair Trade in their supply chains and practices.



## GoodWeave®

Companies and brands with the GoodWeave® label disclose a fully traceable supply chain for all production processes and are subject to unannounced inspections by GoodWeave® approved personnel. These verification visits ensure that child labor isn't used and that adult workers aren't abused.

