



Welcome to the Think Big, Shop Little Labels Promotional Toolkit!

Help your customers shop sustainably! By highlighting third-party labels making a big impact in our food system, you can help consumers shop their values throughout your store. To display your commitment to the good food movement, we've created this evergreen, easy-to-use marketing toolkit for your newsletters, social media, in-store signage, website and more. This January and beyond, celebrate the certifications that are driving a better, more sustainable food system for people and the planet!

Here you will find:

- [Short descriptions of our three partner organizations](#)
- [Complimentary tote bag registration link](#)
- [Posters one & two](#)
- [Infographic](#)
- [Printable shelf talkers](#)
- [Social media posts](#)
- [Tik Tok/Reel video](#)
- [Social handles & hashtags](#)
- [Website banners](#)
- [Blog post](#)
- [Newsletter highlight](#)
- [Newsletter blurb](#)



Pro Tip: To navigate quickly in this toolkit, use the links or click on the outline icon in the upper left corner of this doc.

About Fairtrade America

Fairtrade America works to create more equitable and sustainable trade in collaboration with nearly 2 million farmers and workers by inspiring businesses to implement ethical production practices and assisting shoppers in making informed purchasing decisions. Fairtrade America is the U.S. chapter of Fairtrade International, the original and global leader in fair trade certification with over three decades of experience working to make trade fair in more than 100 countries across the globe. A nonprofit 501(c)3 organization, Fairtrade America is the world's largest and most recognized fair trade system, part of a global movement for change. Learn more at www.fairtradeamerica.org.

About the Marine Stewardship Council

The Marine Stewardship Council (MSC) is a global, science-based nonprofit organization helping to protect the ocean and safeguard seafood supplies for the future. For over 25 years, the MSC has been working with scientists, fisheries, seafood companies, industry experts, retailers, conservation groups, and other nonprofits to improve the way our ocean is fished through the [MSC Fisheries Standard](#) and [Chain of Custody Standard](#). The MSC program incentivizes and rewards sustainable fishing practices globally. Through the use of the [MSC blue fish label](#), the MSC makes it easy for everyone to identify and choose sustainable, wild-caught seafood from a certified source. Learn more at www.msc.org.

About the Non-GMO Project

The Non-GMO Project is a mission-driven nonprofit organization dedicated to building and protecting a non-GMO food supply. The Non-GMO Project Verified seal remains North America's most trusted third-party verification for GMO avoidance. Backed by our rigorous Standard, the Butterfly label is a meaningful way for brands and retailers to show their commitment to non-GMO choices and the food transparency that shoppers seek. Learn more at www.nongmoproject.org.

Complimentary Tote Bags

"Shop for the little labels to make a big difference!"

UPDATE: This offer is now closed!

We'll ship you complementary Think Big, Shop Little Labels tote bags for your staff, favorite customers, or to use as your own giveaway items.

[Request your free organic cotton totes here!](#) (Note: We will send a max of 50 totes per storefront, with a max of five storefronts. While supplies last.

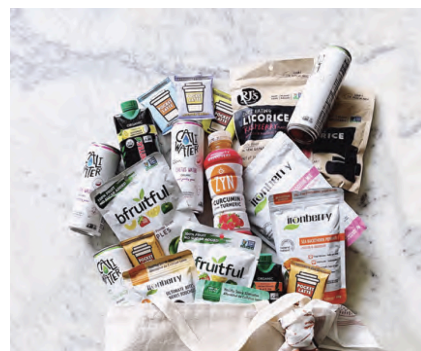


Shipping for U.S. locations only.)

We also offer the Little Labels [design file](#) for print-your-own. Inspired? Try this Fairtrade organic cotton company [here](#) to print your own.

How to host a Little Labels giveaway:

- Step 1 — Order complimentary organic totes
- Step 2 — Fill the tote with a selection of Non-GMO Project Verified, Marine Stewardship Council Certified and Fairtrade goodies from your store
- Step 3 — Snap a photo or short video and post to your social media channels



Little Labels Posters

We have two options for printable 18x24" posters, which can be used in-store, on your website, or in printed retail magazines. Check out options [one](#) & [two](#).



Infographic

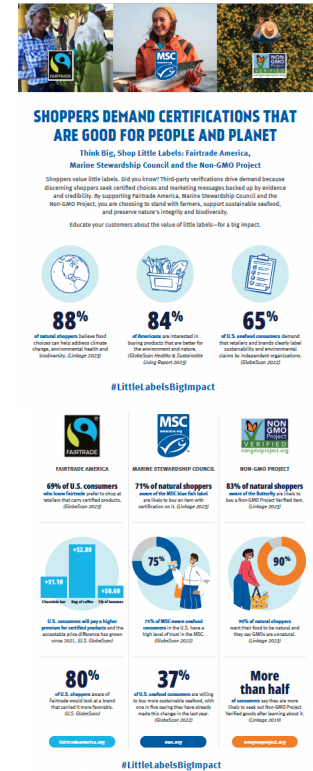
Shoppers value little labels. Did you know? Third-party verifications drive demand because discerning shoppers seek certified choices and marketing messages backed up by evidence and credibility. By supporting Fairtrade America, Marine Stewardship Council and the Non-GMO Project, you are choosing to stand with farmers, support sustainable seafood, and preserve nature's integrity and biodiversity.

Educate your customers about the value of little labels — for a big impact.

Check out our [infographic](#) here.

Printable Shelf Talkers

Find our [Printable Shelf Talkers](#) for placement around your store to help you celebrate.



The Fairtrade Mark means this product is produced in line with rigorous economic, social and environmental standards to create a world where farmers get a fair price for their goods, women and communities thrive, and the environment is prioritized.

Learn more at fairtradeamerica.org
#LittleLabelsBigImpact

Fairtrade

The Fairtrade Mark means this product is produced in line with rigorous economic, social and environmental standards to create a world where farmers get a fair price for their goods, women and communities thrive, and the environment is prioritized. Learn more at fairtradeamerica.org



The MSC blue fish label makes it easy for you to identify seafood that meets the world's leading standard for sustainable fishing. With this label, you have the power to help end overfishing and protect our ocean so it can feed generations to come.

Learn more at msc.org
#LittleLabelsBigImpact

Marine Stewardship Council

The MSC blue fish label makes it easy for you to identify seafood that meets the world's leading standard for sustainable fishing. With this label, you have the power to help end overfishing and protect our ocean so it can feed generations to come. Learn more at msc.org.



By choosing Non-GMO Project Verified, you're choosing the most rigorous standard for GMO avoidance, and supporting a better, more sustainable food system for people and the planet.

Learn more at nongmoproject.org
#LittleLabelsBigImpact

Non-GMO Project

By choosing Non-GMO Project Verified, you're choosing the most rigorous standard for GMO avoidance, and supporting a better, more sustainable food system for people and the planet. Learn more at nongmoproject.org

Social Media Posts

Be a part of the good food movement by sharing content on your social media channels to celebrate Little Labels, Big Impact! Throughout January, help eaters shop for certifications that are good for people and the planet by tagging us [@FairtradeMarkUS](https://twitter.com/FairtradeMarkUS), [@MSCbbluefish](https://twitter.com/MSCbbluefish), [@nongmoproject](https://twitter.com/nongmoproject), and using the hashtag #LittleLabelsBigImpact.

Find all the [social media graphics](#) here!

Launch of Little Labels Month: Post beginning of January

Every time you shop for groceries, you can help to create a more sustainable future in support of land, oceans AND people. How?

#ThinkBigShopLittleLabels! This month we're coming together with @nongmoproject, @mscbluefish and @FairtradeMarkUS to promote their Little Labels campaign because we believe that, collectively, our small choices add up to profound impact. By choosing to purchase goods certified by these little labels, you are choosing to:



stand with farmers



support sustainable seafood



preserve nature's integrity and biodiversity.



Ready to get involved? Simply look for one of these little labels on your next trip to [retailer name]. Regardless of what aisle you're in, spending a little time looking for one of these little labels can have a big impact. For people. For the planet. For the future.

#LittleLabelsBigImpact #Fairtrade #NonGMOProject #MSCBluefish

(ALT TEXT: Top row includes a photo of a woman harvesting a cocoa pod, a farmer amid a field, and a school of fish swimming in the ocean. Text reads: "Think BIG. Shop little labels. Beneath text are logos for Fairtrade, Non-GMO Project and Marine Stewardship Council.)

Facebook, Instagram & LinkedIn

Make a resolution to shop sustainable labels! We offer products that are certified by @FairtradeMarkUS, @MSCbluefish and @nongmoproject to support practices that are better for people and the planet. Look for these little third-party labels that are driving big change in our food system -- and shop sustainably! #LittleLabelsBigImpact

Twitter

Make a resolution to shop sustainable labels! Look for the little @MSCbluefish and @nongmoproject labels that are driving big change! #LittleLabelsBigImpact



Mid-Month Posts

Facebook, Instagram & LinkedIn

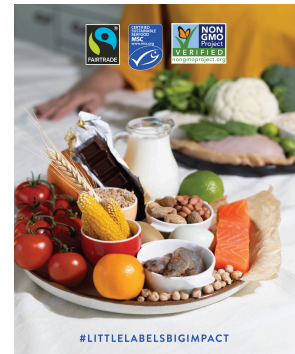
We stand by our labels! Resolve to eat sustainably. Did you know that the @FairtradeMarkUS, @MSCbluefish and @nongmoproject labels represent set standards for products to receive their certifications? By holding companies accountable to sustainable production practices, these labels are driving

important environmental and social change in our food system! That's why we're proud to offer them in our store. As you start your year, look for these little labels that are making a big difference!

#LittleLabelsBigImpact

Twitter

We stand by our labels! Resolve to eat sustainably. Did you know the @FairtradeMarkUS, @MSCbluefish and @nongmoproject labels represent set third-party standards, and support sustainable practices? That's why we're proud to sell them. Look for these little labels as you start your new year! #LittleLabelsBigImpact



Close of Little Labels Month: Post end of January

Facebook, Instagram & LinkedIn

We are committed to sustainably produced foods, certified by third-parties! @FairtradeMarkUS, @MSCbluefish and @nongmoproject are all nonprofit organizations driven by their collective missions to change how our food is harvested or made. Support brands working toward a more sustainable future by looking for these little labels that are making a big difference! #LittleLabelsBigImpact

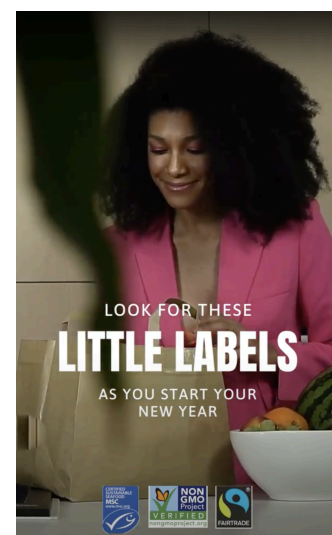
Twitter

We are committed to foods that are sustainably produced and certified by rigorous third-parties! Look for the @FairtradeMarkUS, @MSCbluefish and @nongmoproject labels in our store and shop your values! #LittleLabelsBigImpact



Tik Tok / Reel Video

"Look for these little labels, as you start your new year." Use this short [video](#) to share on social media.



Social Handles & Hashtags

Tag us!



[@FairtradeMarkUS](#)

[@MSCbluefish](#)

[@nongmoproject](#)



[@fairtradeamerica](#)

[@mscnorthamerica](#)

[@nongmoproject](#)



[@MSCbluefish](#)

[@nongmoproject](#)

Hashtags:

#LittleLabelsBigImpact

#FeelGoodSeafood

#BigBlueFuture

#MSCbluefish

#nongmoproject

#BetterWiththeButterfly

#lookforthebutterfly

#Fairtrade

#ChooseFairtrade

#ItsOnlyFair

Website Banners

For creating a Little Labels product collection, blog, newsletter or other website media, find our three banner options here:

- [Header 01](#)
- [Header 02](#)
- [Header 03](#)

Blog Post



Header 01

Good for a blog post, newsletter, print out and stick on the notice board, or anywhere else your shoppers want to get all the details — about 950 words.

Celebrate Little Labels with Fairtrade America, Marine Stewardship Council and the Non-GMO Project

If you're like many shoppers, you want to know how the food you buy affects people and the planet, including how it was grown, harvested and produced. You seek out greater transparency from stores like ours, as well as from your favorite brands and the companies who produce your food.

We, too, believe you have a right to know if what you're buying aligns with your values! That's where third-party certifications play a big role. When you see the little labels by independent third-party certifiers on your food, you know that product underwent a rigorous evaluation to ensure it met a set of strict standards.

To highlight the positive impacts these labels make, this January we're celebrating Think Big, Shop Little Labels all month – honoring Fairtrade America, Marine Stewardship Council and the Non-GMO Project! By looking for the Non-GMO Project, Fairtrade America and Marine Stewardship Council labels, you can shop sustainably throughout our store! Read on to learn how they are driving big, meaningful change in our food system!

What is Non-GMO Project Verified?



GMOs (or genetically modified organisms) are living organisms whose genetic material has been manipulated in a laboratory through genetic engineering, creating combinations of plant, animal, bacteria, and/or virus genes that do not occur in nature or through traditional crossbreeding methods.

Non-GMO Project verification means that a product is compliant with the Non-GMO Project Standard, the most rigorous third-party standard for GMO avoidance, which includes stringent provisions for ingredient testing and traceability and the most up-to-date definitions around new GMO techniques.

What is Fairtrade America?



Every day, we enjoy products planted, grown, harvested and transported by farmers and workers around the world. These farmers and workers often do not earn enough to have a decent living — that is, to eat nutritious food, send their kids to school, have adequate shelter and weather a crisis. Many live on less than \$2 per day.

The Fairtrade Mark works towards rebalancing trade. By choosing Fairtrade, you are choosing to prioritize the farmers and workers behind our everyday purchases. You are choosing products that are certified to meet the rigorous standards developed in partnership with

producers.

What is MSC Certified?



The MSC blue fish label is an ecolabel that can be found on seafood products from fresh, canned, and frozen seafood to omega-3 supplements and even pet food. It can also be found alongside seafood items on menus. The blue fish helps shoppers and diners identify seafood that is wild-caught and that has been independently verified for environmental sustainability, because a healthy ocean is vital for people and the planet. By purchasing products with the MSC blue fish label, you are directly supporting well-managed fisheries that have been assessed by a third-party on its impacts on wild fish populations and the ecosystems they're part of.

When you see the MSC blue fish label on packaging, you can feel good knowing you are supporting continuous changes on the water to help protect the ocean for the future. [95% of MSC certified fisheries](#) make improvements so they continue to meet the high bar of the MSC Fisheries Standard.

Why do we need such labels on food anyway?

“Natural” food and “fair” food are big business these days and greenwashing has become a serious problem. By making unverified or uncertified claims about how their food is grown, caught, or processed (“self-made” marketing claims), some unscrupulous companies capitalize on shoppers' desire for high-quality food because it supports people and the planet. In response, there is a sea of different labels popping up with claims that sound really good, but have little backing them up.

How does an informed shopper know what label is supported and which are empty marketing words? Choosing well-recognized, independent, third-party certification labels on products is the best place to start. Labels like the [Fairtrade Mark](#), [Marine Stewardship Council \(MSC\) Certified](#), and [Non-GMO Project Verified](#) represent rigorous standards with requirements that must be followed in order to receive the label. This may actually require laboratory testing and supply chain accountability that allows for “identity preservation.”

Fairtrade America, Marine Stewardship Council, and the Non-GMO Project are all nonprofit organizations driven by their collective mission to change how food is harvested or made in order to better serve people and the planet. Fairtrade has been operating internationally since 1989, MSC's sustainable fishing standard has been in effect since 1998, and Non-GMO Project has been verifying products since 2010. The nonprofits publish their standards on their websites to give shoppers full transparency. Brands both large and small showcase this compliance by including the Fairtrade, MSC, or Non-GMO Project labels on their packaging. This further gives shoppers assurance that it's not a fad but a sustainability tool used by brands to have a true, positive impact.

What you can do

Think big and shop the labels! Our store will be highlighting products that are Fairtrade, MSC Certified and Non-GMO Project Verified throughout January. Support brands working towards a more sustainable future, and try something new.

Want to learn more?

Follow the Butterfly with the Non-GMO Project. [Sign up](#) for their newsletters and like them on social media @NonGMOProject.

Get the scoop on Fairtrade. [Sign up](#) to receive Fairtrade America's newsletter and follow them on social media @FairtradeMarkUS.

Learn how your choices at the grocery store can make a big difference for the health of our ocean at [MSC.org](#). Get to know the people behind the label that make sustainable seafood possible at @MSCbluefish.

Newsletter Highlight Messaging

Suitable for including as a brief newsletter segment — about 200 words.



[Header 02](#)

Celebrate Little Labels and Shop Sustainably Throughout the Store!

This year we're celebrating little labels making a big impact! Look for Non-GMO Project Verified, Fairtrade America and Marine Stewardship Council labels on your groceries to support practices that are better for people and the planet. Through their rigorous standards, these third-party certifications are driving critical environmental and social change in our food system.

Join us in celebrating the good food movement and shop for these little labels that are making a big difference toward a more sustainable future for all!



Fairtrade America:

Fairtrade America works to create more equitable and sustainable trade in collaboration with nearly 2 million farmers and workers by inspiring

businesses to implement ethical production practices and assisting shoppers in making informed purchasing decisions.



MSC Certified:

The Marine Stewardship Council (MSC) is a global, science-based nonprofit organization helping to protect the ocean and safeguard seafood supplies for the future. The blue fish label helps consumers identify seafood that is sustainably fished, wild-caught and verified from an accountable supply chain.



Non-GMO Project Verified:

The Non-GMO Project is a mission-driven nonprofit organization dedicated to building and preserving a non-GMO food supply. The Non-GMO Project Verified seal remains North America's most trusted and rigorous third-party verification for non-GMO food and products.

Newsletter Blurb Messaging

Suitable for including as a newsletter shout-out — about 75 words.



Header 03

Celebrate Little Labels and Shop Sustainably Throughout the Store!

This year we're celebrating little labels making a big impact! Look for Non-GMO Project Verified, Fairtrade America and Marine Stewardship Council labels on your groceries to support practices that are better for people and the planet. Through their rigorous standards, these

third-party certifications are driving critical environmental and social change in our food system. Shop these little labels making a big difference!

Thank you in advance for your support and participation in our Little Labels campaign! If you have any questions or ideas, we'd love to hear from you! Please contact us at marketing@nongmoproject.org.