**SOUTH WEST FAIRTRADE BUSINESS AWARDS – BEST FAIRTRADE PRODUCT CRITERIA**

The award for this category will be an overall category winner award. Unlike most other categories there will not be Bronze, Silver or Gold awards. The award will be decided on by the panel of judges, who will take a number of factors into consideration when making their decision. The winning product may be considered to best deliver overall on a number of these factors, or may be exceptionally strong in just one or two areas.

***It is open to organisations making or producing Fairtrade products in the South West of England; in essence uniting ‘local’ and ‘Fairtrade’.***

The panel will be judging the product on:

* **Fairtrade products or ingredients** **used in making your product**: please tell us what Fairtrade ingredients/products are used, what proportion of your final product is made from Fairtrade certified ingredients/products and, if possible, the volume of Fairtrade ingredients/products needed annually to make your product.
* **Innovation**: please tell us anything innovative about your product, particularly in relation to the use of Fairtrade ingredients, and about your innovative approach to marketing the product and its Fairtrade credentials.
* **Motivation behind producing it**: please tell us how the product came to be developed, and the role that Fairtrade played in its development.
* **Availability** (or if a new product, potential availability): 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.
* **Anything else** you want to tell us about the product.

When entering, the key will be persuading the panel why your product is so special, so be sure to share plenty of detail about the **story behind the product**.