FAIRFOOD INTERNATIONAL

FAIRFOOD Brandbook
version 1.0
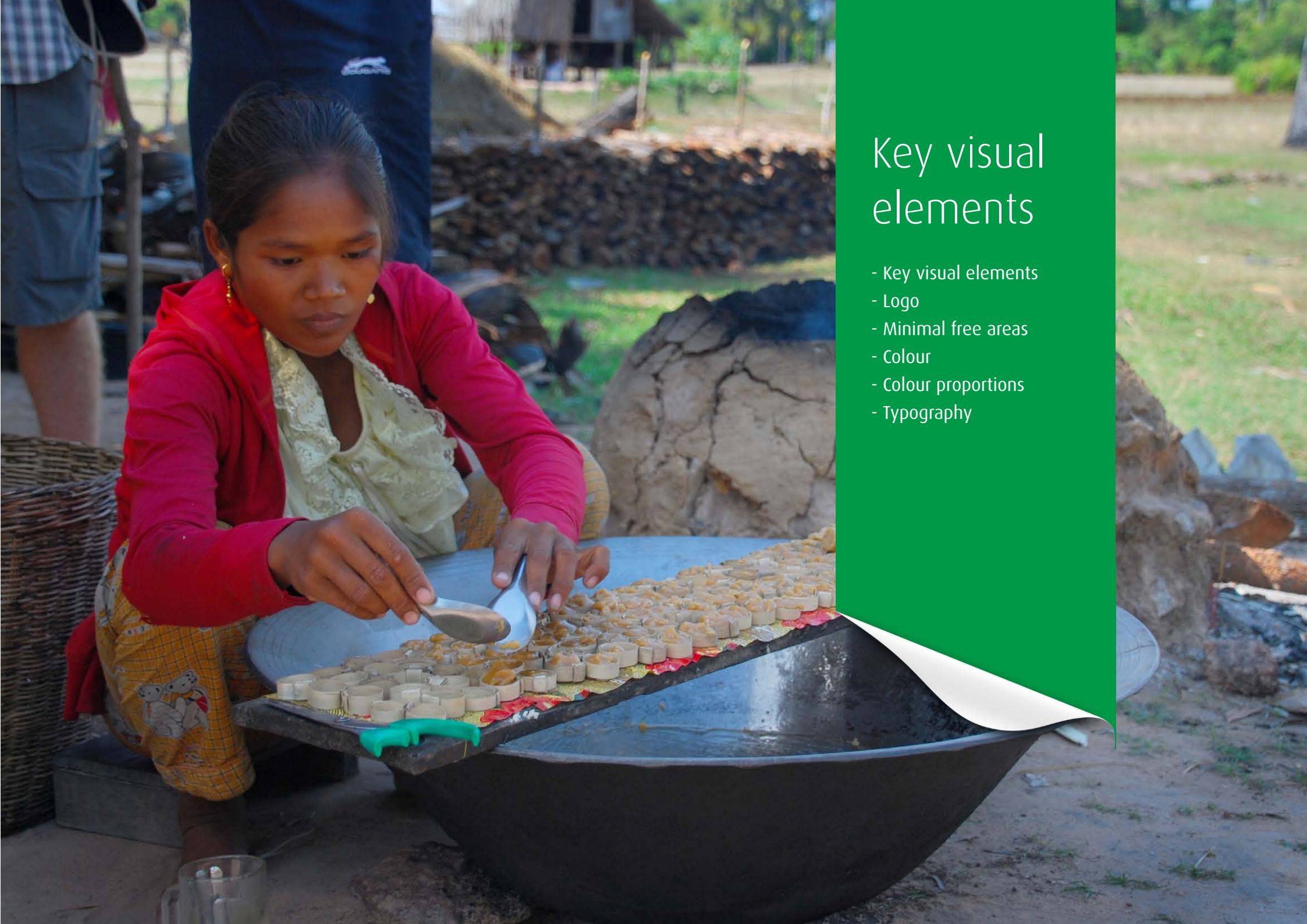
Introduction

Fairfood is the realistic global leading voice and brand to promote sustainability in the global food system, by uniquely advocating food and beverage companies directly and becoming their partner in adopting sustainable practices. With our optimistic, knowledgeable, reasonable and innovative character we actively facilitate change in the food and beverage industry and making it sustainable.

The visual identity of Fairfood visualizes our actual function. We want to see more of what is behind the shells of companies in the food and beverage industry. With this in mind, our logo in combination with our visual identity tells our story in an innovative, modern and 'unexpected' way.

Table of Contents

Key visual elements

- Key visual elements
- Logo
- Minimal free areas
- Colour
- Colour proportions
- Typography

Key visual elements

Our visual identity system has been created to express Fairfood's character.
Working together, these elements create powerfull and recognizable communications.

Our visual identity contains the following elements:
- Logo
- Colour
- Typography
- Photography
- Illustration

FAIRFOOD
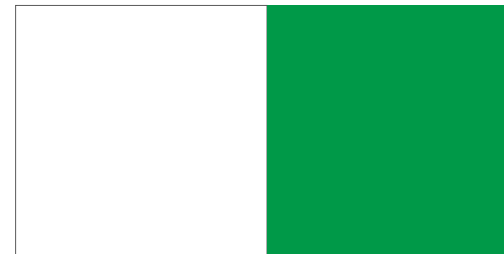INTERNATIONAL

FAIRFOOD
Ensuring food has a future

Logo

Our logo is the most valuable asset of our visual identity. On it's own it is a direct visualisation of what Fairfood does.

Colour

Our colour palette leverages green on white to provide quick recognition of the Fairfood brand. Supporting colours are available to create richness in communication.

Typography

The Dax typeface is modern and friendly and helps to create recognition for the Fairfood brand.

Print

Dax Light
Dax Regular
Dax Medium
Dax Bold
Dax Black

Online

Asap Light
Asap Regular
Asap Bold

Office

Calibri Regular
Calibri Bold

Photography

Our photography supports the image Fairfood has as an optimistic, knowledgeable, reasonable and innovative character. We use real images that reflect the world we operate in with a focus on people.
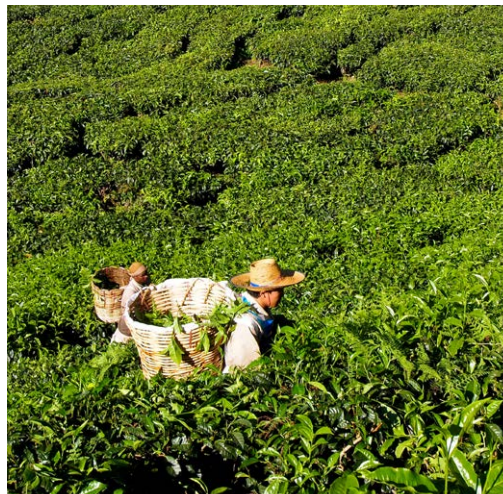
Illustration

Illustrations need to be iconic and simple in design.

Shown here are a few examples of the style. Use rounded corners as much as possible. Colours are based on the colour palette.

Logo

The Fairfood logo is the most valuable asset of our visual identity.
The images shown on the right are the only correct versions of the logo.

When working in colour it is preferred to use the logo in Fairfood green.
For usage in black and white there is a monochrome version available.
For usage on a coloured background or a image there is a diapositive
version available.

Fairfood International
When do I use the International version?
Messages that are meant to inform the audience about the organisation's structure
(e.g., address information) should be accompanied by the Fairfood International logo.

Fairfood Ensuring food has a future
When do I use the Pay-off version?
Messages that are intended to activate or inspire the audience should be accompanied
by the logo with the payoff Ensuring food has a future.

Sizing
The logo has a minimum width of 25 mm,
to ensure the readability of the subline under the logo.

FAIRFOOD
INTERNATIONAL

FAIRFOOD
Ensuring food has a future

FAIRFOOD
INTERNATIONAL
25 mm

FAIRFOOD
Ensuring food has a future
25 mm

Logo on a white background

FAIRFOOD
Ensuring food has a future

Logo on a green background

FAIRFOOD
Ensuring food has a future

Monochrome logo

FAIRFOOD
Ensuring food has a future

Logo on an image

FAIRFOOD
Ensuring food has a future

Minimal free areas

Exclusion zone
The logo uses an exclusion zone around all sides as shown in the example below.

Paper edge versus logo
When applied close to the paper edge, ensure a minimal distance to the edges.

2 units

2 units

FAIRFOOD
INTERNATIONAL

2 units

2 units

1,5 units

1,5 units

FAIRFOOD
INTERNATIONAL

1,5 units

1,5 units

1,5 units
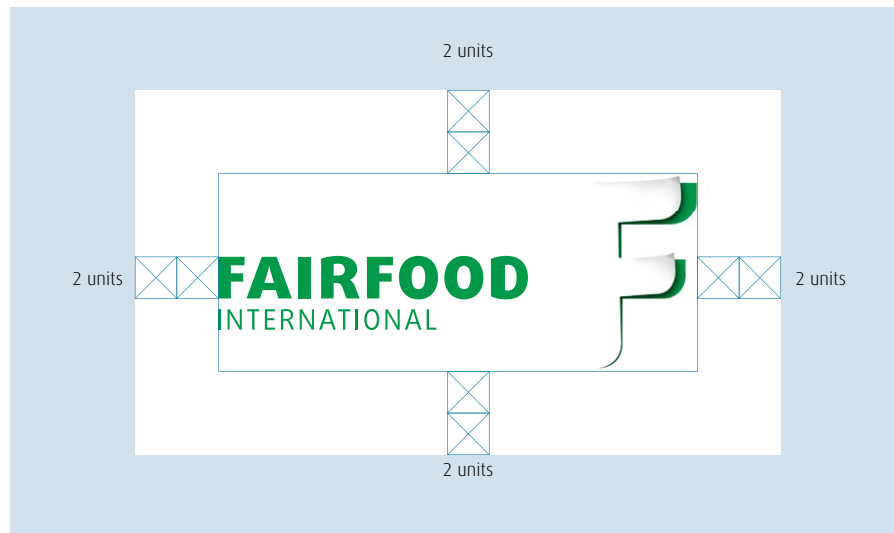
Indicates the **minimal** free area surrounding the logo.
This is the logo exclusion zone. Do not place any objects in this area.

Indicates the **minimal** distance of the logo to the paper edge.

Colour

Colour is a key way to be distinctive and create recognizable communications.
By applying the colours from our palette in accordance with the proportional guidance in this section, we will be able to create powerful communications.

Primairy colour pallet
The primairy colour pallet consists of Fiarfood green, White and Grey.
Colours can be tinted at 80%, 60%, 40% and 20%.

Secondary colour pallet
These are supplementary colors which support the primary color palette. These colors have been chosen to stand out from the primary palette there is no priority among them. When used in print, apply in small amounts for rules or lines of text, illustrations or graphs. When used online the secondary pallet can be applied with more emphasize.

The secondary colour pallet should never be used in a way that detracts from or dominates the primary palette. In typography the secondary colour pallet must never be used for body copy, titles or headlines.
Colours can be tinted at 80%, 60%, 40% and 20%.

Primary colour pallet

Fairfood Green
Pantone:	347C
CMYK:	97/0/94/0
RGB:	0/153/73
HTML:	009949
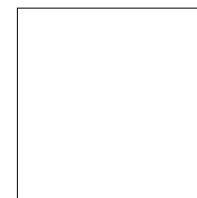
White
CMYK:	0/0/0/0
RGB:	0/0/0
HTML:	ffffff

Dark Grey
Pantone:	Cool Gray 10C
CMYK:	0/0/0/80
RGB:	90/90/90
HTML:	5a5a5a

Light Grey
Pantone:	Cool Gray 8C
CMYK:	0/0/0/60
RGB:	135/135/135
HTML:	878787

Secondary colour pallet

Fairfood Light Green
CMYK:	50/0/50/0
RGB:	142/200/154
HTML:	009949

Fairfood Light Blue
CMYK:	65/0/0/0
RGB:	65/192/240
HTML:	41c0f0

Fairfood Light Yellow
CMYK:	15/10/50/0
RGB:	226/217/151
HTML:	e2d997

Fairfood Light Red
CMYK:	12/100/57/3
RGB:	207/18/72
HTML:	cf1248

Fairfood Green
CMYK:	97/0/94/0
RGB:	0/153/73
HTML:	009949

Fairfood Blue
CMYK:	100/33/24/7
RGB:	0/127/161
HTML:	007fa1

Fairfood Yellow
CMYK:	8/5/100/0
RGB:	245/224/0
HTML:	f5e000

Fairfood Red
CMYK:	27/100/66/31
RGB:	144/15/48
HTML:	900f30

Colour proportions

White is the basis of the Fairfood look and feel. It creates tranquility and space within a layout. The desired ratio of white and green is devided evenly.

White is the preferred background canvas for the Fairfood colour pallet.

The Fairfood grey's can be used for text and neutral elements in a layout.

The Fairfood secondary colours are to be used in small amounts, for rules or lines of text, illustrations or graphs. They must never dominate the primary pallet.

Primary pallet   **Secondary pallet**

White: 40%   Green: 40%   10%   10%
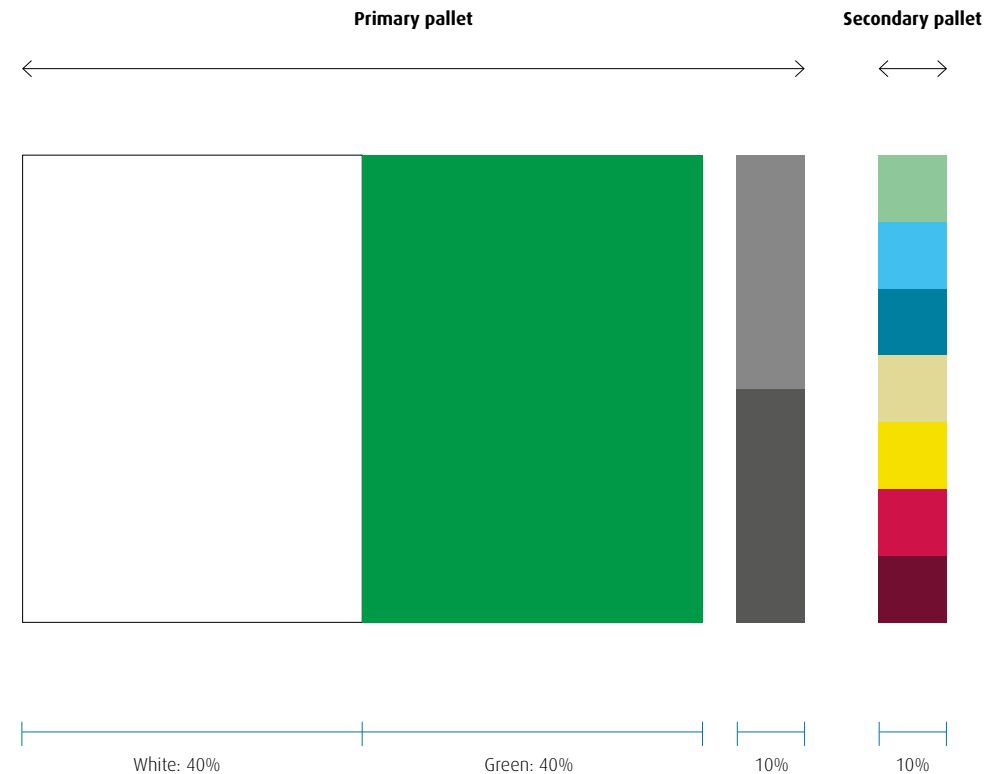
Typography

The Dax is Fairfood's typeface. It is modern and friendly with a wide range of apearances to choose from. It's strong and open character helps to create recognition for the Fairfood brand.

The Dax - typeface for print
We have selected five different weights of the Dax typeface to give flexibility within the same style. These are; light, regular, medium, bold and black.

Kerning and leading
If adjustments to the kerning and leading of typography are made they should be kept to a minimum and be consistently applied.

Text alignment
All text should be aligned left. The only exceptions are:
- In charts and diagrams.
- In combination with icons.
- In situations where legibility may require other way's of alignment.

Dax Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Dax Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Dax Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Dax Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Dax Extra Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Dax Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Typography

Asap - typeface for online use
Asap is a free downloadable font distributed by Google.
For online use we have also selected three different weights of the Asap typeface to give flexibility within the same style. These are; light, regular, and bold.

Calibri - typeface for office use
For typing letters and other office related communications Calibri has been selected as typeface, because it is installed standard on every Windows and Apple computer.

Asap Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Asap Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Asap Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typographic examples in print. Used font: Dax

OUR MISSION

We have made it our mission to be a catalyst for change towards a fair and sustainable food system. We approach this mission by advocating for the sustainability of food and beverage supply chains worldwide. We encourage companies in the food system to take significant and measurable steps towards making their supply chains sustainable.

Understanding the Fairfood way

" We have made it our mission to be a catalyst for change towards a fair and sustainable food system. "

Understanding the Fairfood way

We have made it our mission to be a catalyst for change towards a fair and sustainable food system. We approach this mission by advocating for the sustainability of food and beverage supply chains worldwide. We encourage companies in the food system to take significant and measurable steps towards making their supply chains sustainable.

- Dolupid molupta
- Musam essit temquis
- Quaepel igender
- Consequunt quidus
- Alibus ut omnihil

Typographic examples online use (website). Used font: Asap.

Related articles

Production stage

World map

Lorem ipsum dolor sit amet consectetur adipiscing elit. Maecenas luctus blandit sap ien vel tempus.

About Fairfood

Qui tendiosam ium fugitaquis sus. Agni con ratum quunt lateni illute pa necte anist ut ellam, consequias et optat pore quat dia temo luptatqui omnis aut volorias aut destion seriaspel in reprem. Ut a accatquid es eatus int ex et reiuri volupta eptiis evelescia sol uptam hicte verem quassit iorepre puditam dolor rero mos evenet omnis et, conseni tatius atur?

Agni con ratum quunt lateni illute pa necte anist ut ellam conseq uias et optat pore quat diatemo luptatqui omnis aut volorias aut destion seriaspel in reprem. Ut a accatquid es eatus int ex et reiuri volupta eptiis evelescia soluptam hicte verem quassit iorepre pu ditam dolor rero mos evenet omnis et, conseni tatius atur.

Visit us on
twitter.com/fairfood

Fairfood How you can celebrate a #green #Halloween! bit.ly/T3hkaw
3 days ago - reply - retweet - favorite

Fairfood Passion for #food and #sustainability? #Fairfood International is currently hiring: Manager Land of Promise (Advocay) bit.ly/T3hkaw
3 days ago - reply - retweet - favorite

Recent updates

EXPANDING SUSTAINABILITY GOALS AT KRAFT

A FISHERMAN'S TREACHEROUS JOURNEY

A COW'S JOURNEY TO THE SLAUGHTERHOUSE

Typographic example office use (letterhead). Used font: Calibri.

NoSuchCompany
t.a.v. S. Marcus
Schiehavenkade 234
3024 EZ Rotterdam
The Netherlands

Datum: 15 september, 2012
Onderwerp: Corporate identity

Geachte mevrouw Marcus,

Ipsusci tet, vullam dit aliqui tem dolummodo essi. Riure erat ad magniat landit luptat. Ut aliquate test lut vent inim quam in ullandiam augue dipsumsan eum velis nosto consequis atiscilla faccum quatio erat nos augiamc onsequa mcore dolorper alis nulputem ipit nulput iusto cor si tat lor sequat aut wisl.

Dolore min eu facipis eu feuguer ipit ad tis dolore volore ea facil eugait ad ea feum mod olobore volut wisis esequate endre feu feuguero conullandre con sequ ismodit ulla amcor. Dolore min eu facipis eu feuguer ipit ad tis dolore volore ea facil eugait ad ea feum mod olobore volut wisis esequate endre feu feuguero conullandre con sequ ismodit ulla amcor.

Alismolesse venibh estrud te etummy nis digna faccums andreet veros alissim incidunt nonse te feugue min euisi dolore min eu facipis eu feuguer ipit ad tis dolore volore ea facil eugait ad ea feum mod olobore volut wisis esequate endre feu feuguero conullandre con sequ ismodit ulla amcor.

Met vriendelijke groet,

Anselm Iwundu
executive director

Graphic language

- Peel-off
- Photography
- Graphs and Charts

Peel-off

The peel-off is a visual element substracted from the logo. It is an element that visualizes the work Fairfood does; revealing the top layer and making vissible what's underneath.

In designs the peel-off can reveal an image or text or another graphic element like a graph or a chart. It can be applied freely with the layout. Size and shape can be altered. There are several combinations possible as shown in the examples.

Two versions

Version 1
The corner peel-off, revealing an image or text. The peel-off can be applied to any corner, as long as it's limited to one corner.

Version 2
The stroke peel-off, revealing a part of an image or text. This version can only be applied vertical or horizontal. When using the stroke version, be sure that it always bleeds on one side (see the examples).

Example version 1: the corner peel-off
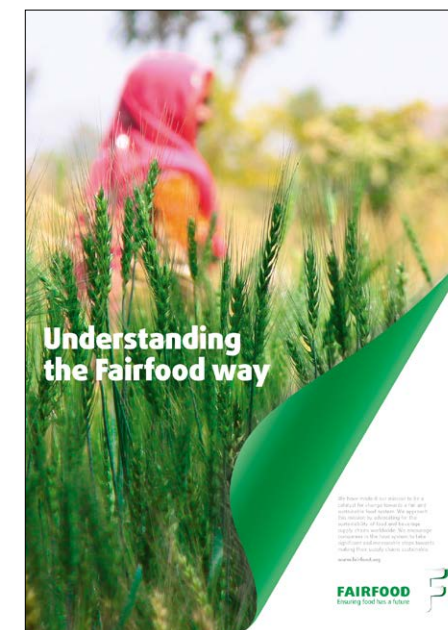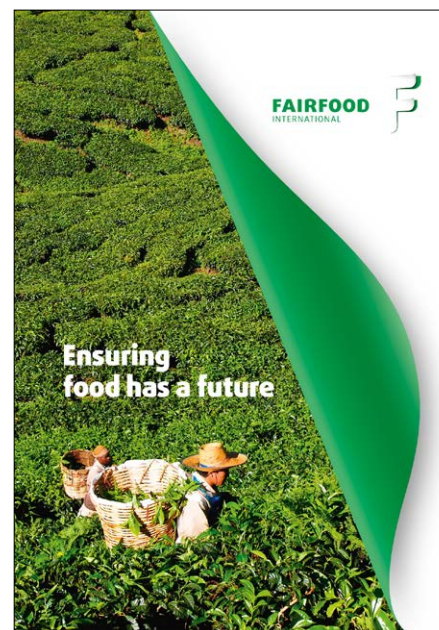
A green peel-off revealing a photo (left example) or information on a white background (right example). Alternatively a white peel-off can be used in combination with a green background.

Example version 2: the stroke peel-off
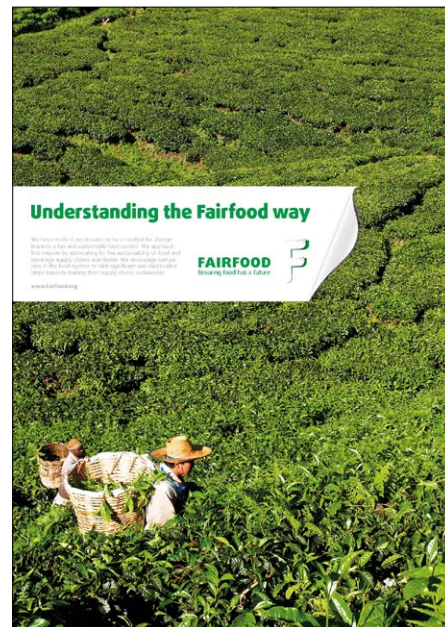
A white peel-off revealing a photo (left example) or information on a white background (right example).
Alternatively a green peel-off can be used.

A white peel-off revealing information on a green background.
The rounded corner is only to be used for stationery.

Photography

Our photography supports the image that Fairfood has as an optimistic, knowledgeable, reasonable and innovative character. We use real images that reflect the world we operate in with a focus on people and sustainability.

There are two basic rules to keep in mind:
1. Local people must be present in the picture
2. Avoid showing green colours only

These pictures will give you the right impression how to use colour.

Graphs and charts

Graphs and charts are very useful for clearly conveying information. The care and accuracy with which we present complex information reflects our professionalism and attention to detail. The intelligent use of graphics helps simplify the communication of data and provides an opportunity for us to reinforce the equities of our visual identity system. They should be simple and concise.

Here are some rules that should be considered
when producing graphs and charts:
- Keep layouts clean; use simple, geometric shapes. Too many elements create confusion.
- Where possible use rounded corners in elements.
- Use both the primairy and secondairy colour pallet.
- Always include a title that describes what the graph or chart is about. Where required, include a key.
- In layouts, leave clear space and ensure all related information is close by. Where space is minimal, a keyline or background box can be used to set it apart.

Colour
Avoid using green colours only. The secondary colour palette is perfect to create a clear distinction between different matters and subjects.

Example chart 1
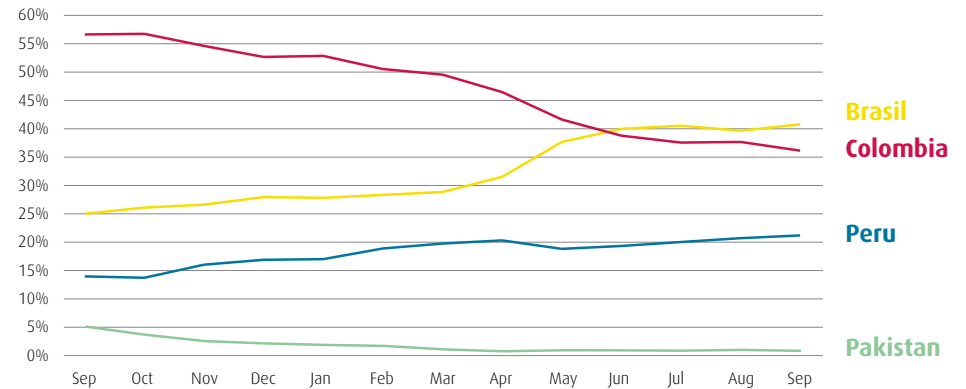
Example table 1

	May 2012	Jun 2012	Jul 2012	Aug 2012	Sep 2012
Coffee	2,90%	3,33%	3,70%	3,87%	4,14%
Cacao	3,20%	3,23%	3,42%	3,67%	3,66%
Tea	1,45%	1,61%	1,83%	2,02%	2,16%
Rice	0,09%	0,10%	0,10%	0,12%	0,11%
Total	**7,64%**	**8,27%**	**9,05%**	**9,67%**	**10,07%**

Example table 2

	May 2012	Jun 2012	Jul 2012	Aug 2012	Sep 2012
Coffee	2,90%	3,33%	3,70%	3,87%	4,14%
Cacao	3,20%	3,23%	3,42%	3,67%	3,66%
Tea	1,45%	1,61%	1,83%	2,02%	2,16%
Rice	0,09%	0,10%	0,10%	0,12%	0,11%
Total	**7,64%**	**8,27%**	**9,05%**	**9,67%**	**10,07%**

Example graph 1
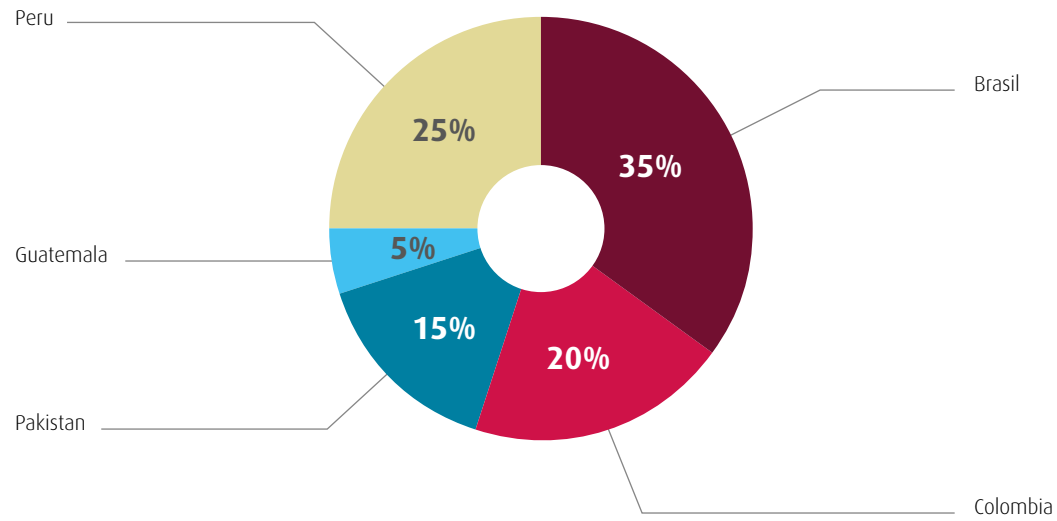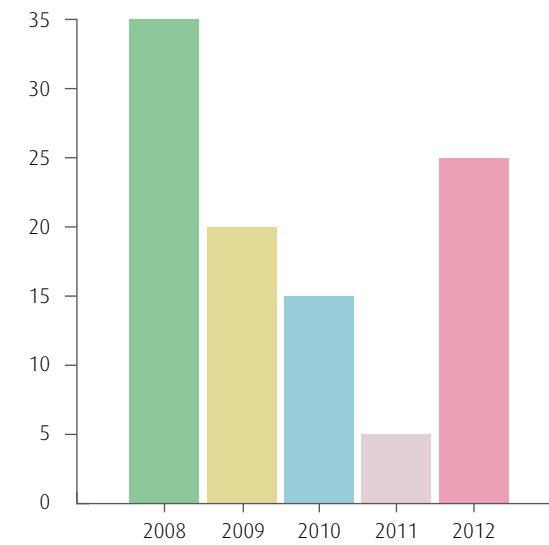
Peru

Brasil

Guatemala

Pakistan

Colombia

25%

35%

5%

15%

20%

Example graph 2

35

30

25

20

15

10

5

0

2008   2009   2010   2011   2012

■ Dolupid molupta

■ Musam essit temquis

■ Quaepel igender

■ Consequunt quidus

■ Alibus ut omnihil

Stationery

- A4 Letterhead
- EA5 Envelope
  (no window)
- Businesscard

A4 Letterhead

Dimensions and positions are fixed. Specifications for the A4 letterhead must be applied to the US Letter size to ensure the same look and feel.

The letter has a rounded corner on the bottom right side.

Ⓐ Letter

Font: Calibri
Size: 9 pt
Left aligned
Linespacing: 12 pt

Ⓑ Address

Font: Dax Regular
Size: 7 pt
Left aligned
Linespacing: 11,6 pt
Letterspacing: +30

26 mm   66 mm   18 mm

18 mm

FAIRFOOD
INTERNATIONAL

61 mm

44 mm

NoSuchCompany
t.a.v. S. Marcus
Schiehavenkade 234
3024 EZ Rotterdam
The Netherlands

Ⓐ

Datum: 15 september, 2012
Onderwerp: Corporate identity

Geachte mevrouw Marcus,

Ipsusci tet, vullam dit aliqui tem dolummodo essi. Riure erat ad magniat landit luptat. Ut aliquate test lut vent inim quam in ullandiam augue dipsumsan eum velis nosto consequis atiscilla faccum quatio erat nos augiamc onsequa mcore dolorper alis nulputem ipit nulput iusto cor si tat lor sequat aut wisl.

Dolore min eu facipis eu feuguer ipit ad tis dolore volore ea facil eugait ad ea feum mod olobore volut wisis esequate endre feu feuguero conullandre con sequ ismodit ulla amcor. Dolore min eu facipis eu feuguer ipit ad tis dolore volore ea facil eugait ad ea feum mod olobore volut wisis esequate endre feu feuguero conullandre con sequ ismodit ulla amcor.

Alismolesse venibh estrud te etummy nis digna faccums andreet veros alissim incidunt nonse te feugue min euisi dolore min eu facipis eu feuguer ipit ad tis dolore volore ea facil eugait ad ea feum mod olobore volut wisis esequate endre feu feuguero conullandre con sequ ismodit ulla amcor.

Met vriendelijke groet,

Anselm Iwundu
executive director

Ⓑ   Baarsjesweg 224   +31 (0)627241132
1058 AA Amsterdam   info@fairfood.org
The Netherlands   www.fairfood.org

14 mm

Corner radius= 7 mm

A4 Letterhead 210 x 297 mm

84 mm

EA5 Envelope

The envelope we use is a version without a window.

A Address

Font: Dax Regular
Size: 7 pt
Left aligned
Linespacing: 11,6 pt
Letterspacing: +30

26 mm   66 mm   15 mm

12 mm

FAIRFOOD
INTERNATIONAL

Baarsjesweg 224
1058 AA Amsterdam
The Netherlands
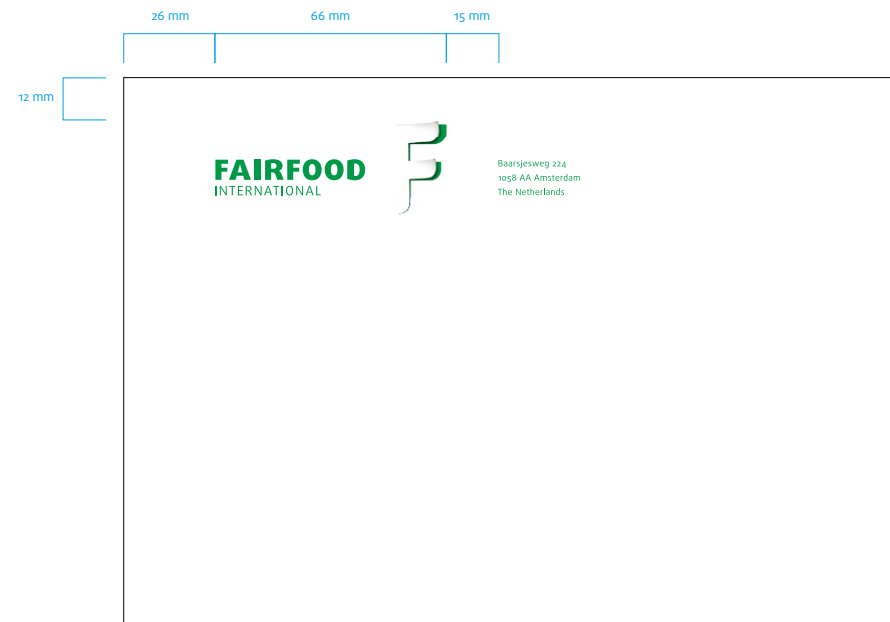
EA5 Envelope 220 x 156 mm

Businesscard

The businesscard has a front and a back print.
Seen from the front, it has a rounded corner on the bottom right side.
The back shows a photo with a bleed on all edges.

Ⓐ Front

Name
Font: Dax Black
Size: 6,8 pt
Left aligned
Linespacing: 9 pt

Function / phone / e-mail / address / website
Font: Dax Regular
Size: 6,8 pt
Left aligned
Linespacing: 9 pt
Colour: 60% Black

Ⓑ Back

Font: Dax Medium
Size: 7 pt
Left aligned
Letterspacing: +35

5 mm   37,5 mm   37,5 mm   5 mm

5 mm

25 mm

FAIRFOOD
INTERNATIONAL

Ⓐ

Bipasha van der Zijde
manager corporate identity

+31 6 272 442 17
bipasha.vanderZijde@fairfood.org

Baarsjesweg 224,
1058 AA Amsterdam
The Netherlands   www.fairfood.org

5 mm

Corner radius= 7 mm

17 mm   52 mm

14 mm

FAIRFOOD
Ensuring food has a future

Ⓑ Support Fairfood? www.fairfood.org/donate

6 mm

Corner radius= 7 mm
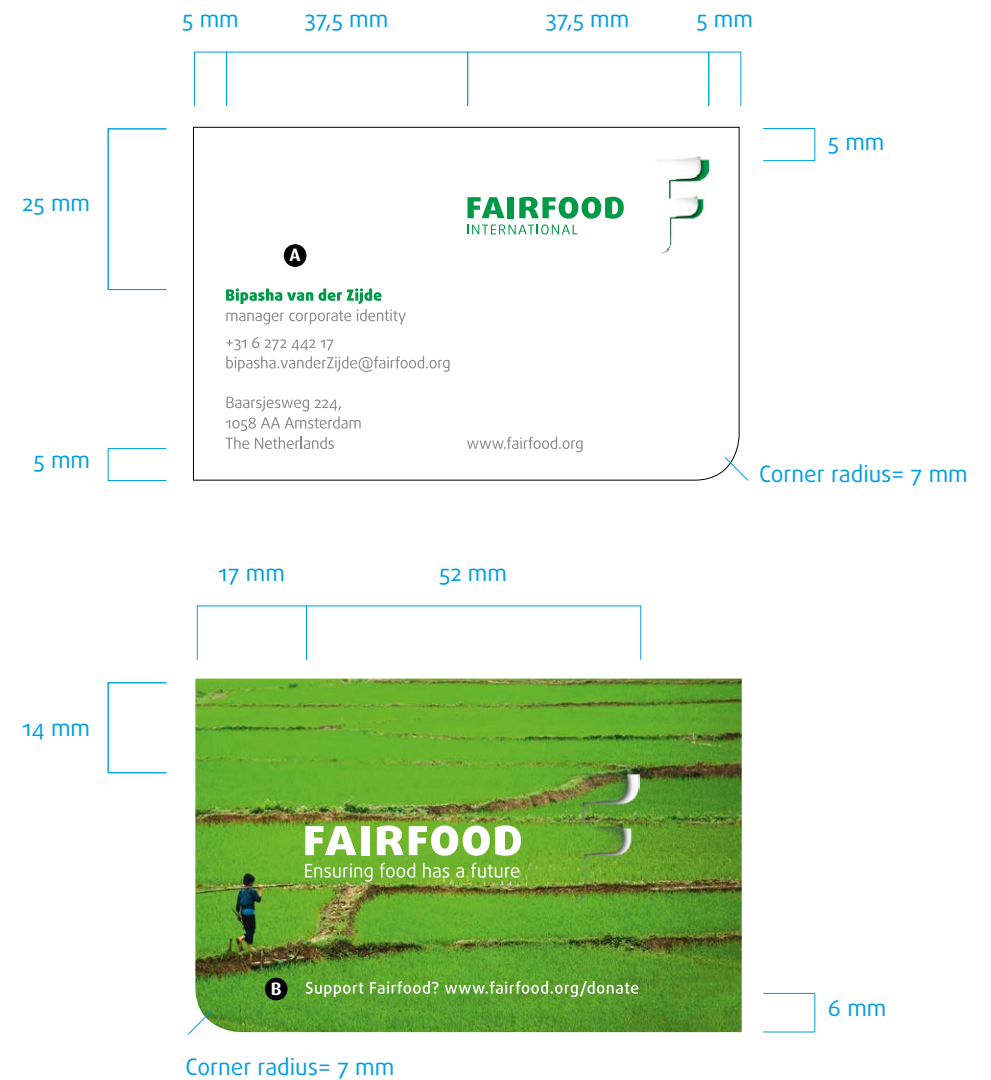
Businesscard 85 x 55 mm

Brochure

- A4 Brochure

A4 Brochure

Nog tekst voor te schrijven.

Cover

Ⓐ Title
Font: Dax Black
Size: free to determine
Left aligned

Do not use caps only!

Ⓑ Image
Use photography as described on page 20 and 21.

Colour
All colours from the primairy and secondary palette are alowed,
mind the colour proportions as described on page 12.

18 mm   9 mm   6 mm   6 mm   18 mm

18 mm

04   FAIRFOOD International

E Photo: A woman from the Gujarat region in India surrounded by wheat fields

F Ensuring food has a future   **05**   **G**

18 mm

A " We have made it our mission to be a catalyst for change towards a fair and sustainable food system. "

Understanding the Fairfood way   **B**

OUR VISION   **C**

Fairfood International envisions a future with a fair and sustainable food system, which is able to feed the world, in a way that preserves the environment for future generations, respects human rights and secures a thriving economy for all. Companies will acknowledge, meet and go beyond the expectations and requirements laid out in international conventions and agreements.

We believe that when all food and beverage companies acknowledge their responsibility and take steps to make the impact of the supply chains of their products a positive one, there will be concrete and measurable improvements in the livelihoods of people and in the quality of the environment. By addressing social, environmental and economic issues throughout their supply chains, companies will have a significant impact on poverty reduction, environmental protection, natural resource management and economic development.

By the year 2020, Fairfood International will be the leading voice of the global movement to promote sustainability in the global food system. Through proactive dialogues, Fairfood will have incentivised food and beverage companies to

engage in fair and sustainable business practices. We will have contributed to clear and measurable changes from the companies in their policies and practices to ensure that they take full responsibility for the sustainability of their supply chains.

OUR MISSION

We have made it our mission to be a catalyst for change towards a fair and sustainable food system. We approach this mission by advocating for the sustainability of food and beverage supply chains worldwide.
We encourage companies in the food system to take significant and measurable steps towards making their supply chains sustainable.

WHY WE ADVOCATE
FOR SUSTAINABILITY TO COMPANIES

We believe that companies have the responsibility to lead their own journey to sustainability. At Fairfood International, we are not involved with companies' implementation of sustainability initiatives. Rather we persuade companies to take full ownership of the process themselves, including its funding and implementation. We engage in positive discourse with companies, approaching them with optimism but without naivety.

We believe in taking a critical approach when necessary, but starting from a positive position to encourage companies to open up. To realise our vision and fulfil our mission we have chosen to approach companies directly. So far, many transnational corporations in the food industry have shown the capacity to cause **D** harm to the human rights and lives of individuals. However, we believe that, as stated in the United Nations Norms on the Responsibilities of Transnational Corporations, these corporations and other business enterprises also have the capacity to foster economic well-being, development, technological improvement and wealth.

SUSTAINABILITY IS A PROCESS
We view sustainability as an ongoing process and not an end result. We celebrate the steps toward increasing transparency amongst companies, even when they still need to do more implementation. However, we also expect that companies recognise their responsibility, are ambitious and take concrete actions which, address their sustainability impacts.

18 mm

3 columns text

Spread 1

A **Quote**
Font: Dax Light
Size: 22 pt
Left aligned
Linespacing: 24 pt
Letterspacing: +30
Colour: 40% Black

Quotation marks
Font: Dax Regular
Size: 60 pt
Colour: all colours from the secondary palette

B **Heading**
Font: Dax Black
Size: 42 pt
Left aligned
Linespacing: 44 pt

C **Subheading**
Font: Dax Medium
Size: 8 pt
Left aligned
Caps only
Linespacing: 12 pt
Letterspacing: +100
Colour: Fairfood Green
or White when appropriate

D **Bodytext**
Font: Dax Light
Size: 8 pt
Left aligned
Linespacing: 12 pt
Colour: 100% Black

E **Caption**
Font: Dax Regular
Size: 7 pt
Left aligned
Linespacing: 12 pt
Colour:100% Black
or White when appropriate

F **Main title**
Font: Dax Light
Size: 8 pt
Left / right aligned
Linespacing: 12 pt
Colour: 40% Black

G **Pagenumber**
Font: Dax Bold
Size: 8 pt
Left / right aligned
Linespacing: 12 pt
Colour: Fairfood Green

Images
Use photography as described on page 20 and 21.

Spread 2

(A) Quote
Font: Dax Light
Size: 22 pt
Left aligned
Linespacing: 24 pt
Letterspacing: +30
Colour: 40% Black

Quotation marks
Font: Dax Regular
Size: 60 pt
Colour: all colours from the
　　　　secundary palette

(B) Heading
Font: Dax Black
Size: 42 pt
Left aligned
Linespacing: 44 pt

(C) Subheading
Font: Dax Medium
Size: 8 pt
Left aligned
Caps only
Linespacing: 12 pt
Letterspacing: +100
Colour: Fairfood Green
　　　　or White when
　　　　appropriate

(D) Bodytext
Font: Dax Light
Size: 8 pt
Left aligned
Linespacing: 12 pt
Colour: 100% Black

(E) Caption
Font: Dax Regular
Size: 7 pt
Left aligned
Linespacing: 12 pt
Colour:100% Black
　　　　or White when
　　　　appropriate

(F) Main title
Font: Dax Light
Size: 8 pt
Left / right aligned
Linespacing: 12 pt
Colour: 40% Black

(G) Pagenumber
Font: Dax Bold
Size: 8 pt
Left / right aligned
Linespacing: 12 pt
Colour: Fairfood Green

Images
Use photography as described on page 20 and 21.

Graps and Charts
Refer to page 22 and 23.

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18 mm

06　FAIRFOOD International　　　　Ensuring food has a future　07

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(C)

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3 columns text

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