

# The Grocer

## Focus On: Ethical Trading

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This September, the Rainforest Alliance [unveiled](#) its new regenerative agriculture standard. The new seal, which is meant to ensure better working conditions and ecosystem restoration, hits grocery stores early next year – starting in the coffee aisle.

- What exactly does RFA's new scheme offer?
- And how might it change the ethical trade landscape?

### Setting the bar

- How does the new seal measure up to other schemes in grocery, including the Fairtrade label and RFA's existing certification?
- The organisation says it plans to roll out its scheme to other crops including cocoa, citrus and tea throughout 2026. What kind of uptake does it expect?
- Have any brands or retailers already expressed interest, either for coffee or in other areas?
- And what motivates them to choose one scheme versus another?

### The return to Fairtrade

- Even as RFA's new scheme gets rolling, the classic Fairtrade certification is regaining ground, with [Sainsbury's returning the Fairtrade logo](#) to its own label tea for the first time in eight years this spring. But how is Fairtrade performing more broadly?
- And what fresh challenges does it face, given higher inflation and trade tariffs?

### Innovations

- We will profile four new products or ranges, ideally ones that have not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.