

Fairtrade

Trade Not Aid

Established in 1992, the Fairtrade Foundation aims to give small-scale farmers a better deal, offering families in rural communities a stable income enabling them to plan for their future. A Fairtrade deal is 50% owned by farmers and workers which gives them an equal voice in decision making. Larger plantation companies must protect workers' rights, keeping them safe and healthy.

The benefits of being a Fairtrade farmer include a **Fairtrade Premium**. This is an additional sum of money, which goes towards developing the farming community, protecting the environment farmers live and work in. A **Fairtrade Price** is a guaranteed minimum price, which covers the cost of sustainable production. This means decent working conditions and a living wage.

The Fairtrade Mark

Buying items with the Fairtrade mark (shown below) means you are helping to support farmers and workers around the world, giving them a fair price for their products.



Did You Know?

The Fairtrade system...

- supports 1.65 million farmers and farm workers.
- includes 1226 producer organisations.

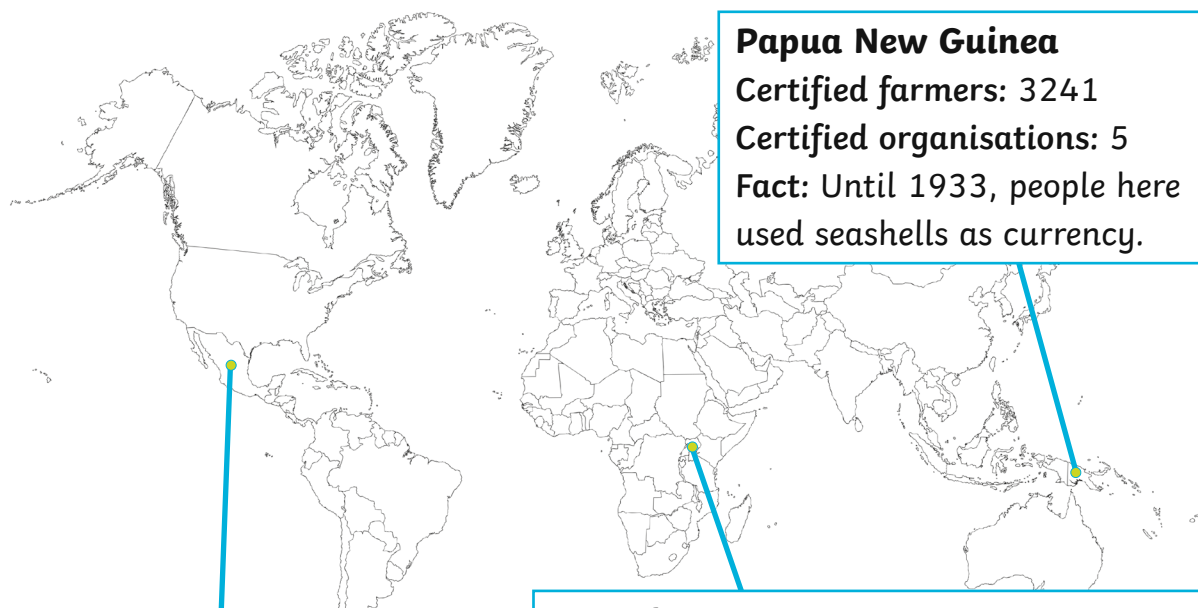
Fairtrade Products

One in three bananas bought in the United Kingdom is Fairtrade. This makes a huge difference to farmers, workers and their families. You can identify Fairtrade products around your home by looking for the Fairtrade logo. Examples of Fairtrade products include coffee, tea, bananas, flowers, chocolate, gold and cotton.



Where Can You Find Fairtrade Organisations?

Fairtrade works in 74 countries across 4 continents.



Mexico

Certified farmers: 35 339
Certified organisations: 59
Fact: Mexico introduced chocolate, corn and chillies to the world.

Uganda

Certified farmers: 48 048
Certified organisations: 14
Fact: Many people depend on farming as a main source of income. 90% of women in rural communities are farm workers.

Papua New Guinea

Certified farmers: 3241
Certified organisations: 5
Fact: Until 1933, people here used seashells as currency.

Fairtrade Facts

- An average coffee farmer lives on just £1.37.
- You can become a Fairtrade School. There are currently around 1100 Fairtrade Schools in the UK.
- Most cocoa farmers have never tasted chocolate!
- Cocoa farmers in Ghana live on less than \$1 a day.
- Every day in the UK we drink more than 8 million Fairtrade drinks.
- More than 3000 products have been licensed as Fairtrade.

Glossary

rural - an area in the countryside rather than the town

income - money received, on a regular basis, for work

plantation - an estate or area where crops are grown

workers' rights - the legal entitlement to pay, benefits and safe working conditions

sustainable - able to be maintained at a certain rate or level

living wage - a wage high enough to maintain a normal standard of living

Questions

1. When was the Fairtrade Foundation established in the United Kingdom?
2. What are the main aims of Fairtrade? Give two.
3. Explain what a Fairtrade deal is.
4. Fairtrade Premium is an additional sum of money that is given to farmers. What is its purpose?
5. Why do you think it is important to protect the environment that the farmers and workers live in?

6. Do you think it is good to buy Fairtrade products? Explain.
7. Look at the numbers of certified Fairtrade farmers around the world. Are farmers keen to join the Fairtrade system? Why?
8. Which of these would **not** be a reason for becoming a Fairtrade School?
- You can make a difference in the world.
 - You can earn extra pocket money.
 - You can learn about where your food comes from.
 - You can learn about making choices.
9. Every day in the UK, we drink more than 8 million Fairtrade drinks. What does this tell you about people's opinion of Fairtrade products?
10. How much does the average cocoa farmer in Ghana earn? Why has this fact been shared?