

# Fairtrade

## What Is Fairtrade?

The Fairtrade Foundation began in the United Kingdom in 1992. Fair trade means farmers receive a fair price for the goods they produce. Trade is unfair when bigger companies sell the goods without giving the farmers a fair price.

## What Does Fairtrade Mean to the Farmers?

Fairtrade means that farmers get a regular wage for their goods. They can also get extra money to develop their community and protect their environment.



better homes



bicycles to help workers get to work



education

## The Fairtrade Mark

You can identify Fairtrade products by looking for this Fairtrade logo.



## Did You Know?

The Fairtrade system...

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

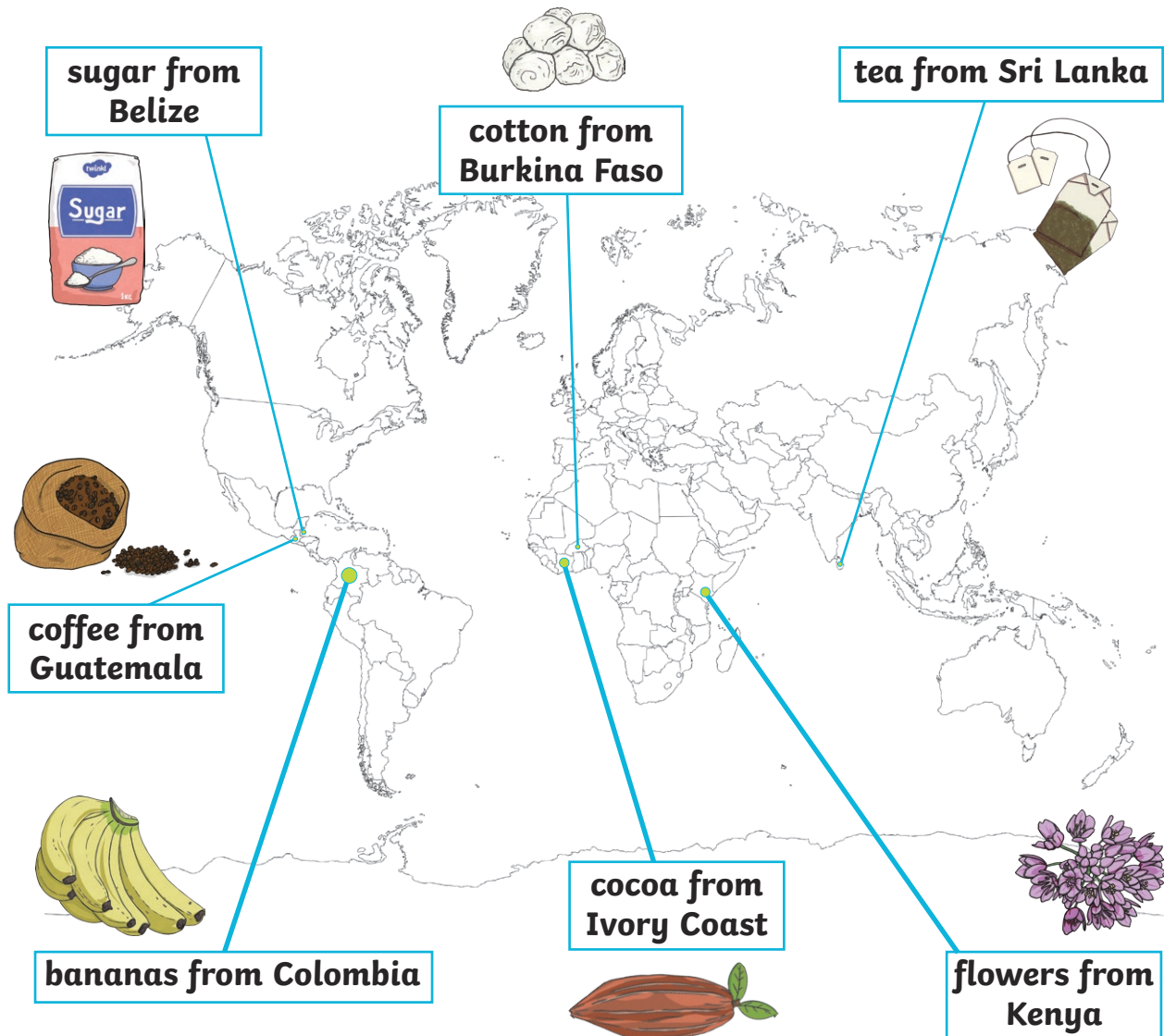
## Fairtrade Products

Every day in the UK, we drink more than 8 million Fairtrade drinks. One in three bananas bought in the United Kingdom is Fairtrade! You can choose to buy Fairtrade products and help people around the world have a better life. You can buy goods such as:



## Where Can You Find Fairtrade Organisations?

Fairtrade works in 74 countries across 4 continents.



### Glossary

**community** - group of people living in the same place, having things in common

**trade** - buying and selling goods

**wage** - a regular fixed amount earned for work or services

**environment** - the surroundings a person lives in

# Questions

1. When did the Fairtrade Foundation begin in the United Kingdom?

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2. What does Fairtrade mean?

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3. What does 'wage' mean?

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4. Why do you think it is important that workers and farmers build better homes?

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5. Can you say which of these items would **not** have the Fairtrade logo? Why?

bananas       television       cocoa   
coffee       flowers       car

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6. Name three countries around the world that have Fairtrade organisations.

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7. One in three bananas eaten is Fairtrade. Name a country they are grown in.

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8. Do you think Fairtrade is important? Explain

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# Answers

1. When did the Fairtrade Foundation begin in the United Kingdom?  
**The Fairtrade Foundation began in 1992.**
2. What does Fairtrade mean?  
**Fairtrade means a fair price for the goods that farmers produce.**
3. What does 'wage' mean?  
**A wage is a regular, fixed amount for good and services.**
4. Why do you think it is important that farmers and workers build better homes?  
**Answers could include reasons such as safety, shelter, people can be cleaner, healthier and happier.**
5. Can you say which of these items would **not** have the Fairtrade logo? Why?  
**Television and cars would not have the Fairtrade logo. That is because Fairtrade is for farmers and workers who grow crops to sell.**
6. Name three countries around the world that have Fairtrade organisations.  
**Various answers - choose any three from the map.**
7. One banana in three eaten is Fairtrade. Name a country Fairtrade bananas come from.  
**Fairtrade bananas come from Colombia.**
8. Do you think Fairtrade is important? Explain.  
**Answers will vary but might include themes such as supporting people less well off and giving a fair price.**

# Fairtrade

## What Is Fairtrade?

The Fairtrade Foundation was established in 1992. It aims to give farmers in poor communities around the world a better deal. By becoming a Fairtrade farmer or worker, you can:

- Plan for the future because you have a regular income.
- Own 50% of the business, giving you an equal voice in decision making.
- Larger plantation companies must protect workers' rights, keeping them safe and healthy.

**Fairtrade Premium** is an additional sum of money, which goes towards developing the farming community, protecting the environment farmers live and work in.

**Fairtrade Price** is a guaranteed minimum price for goods, which covers the cost of sustainable production and provides a good standard of living.



## The Fairtrade Mark



This is the Fairtrade logo.

## Did You Know?

The Fairtrade system...

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

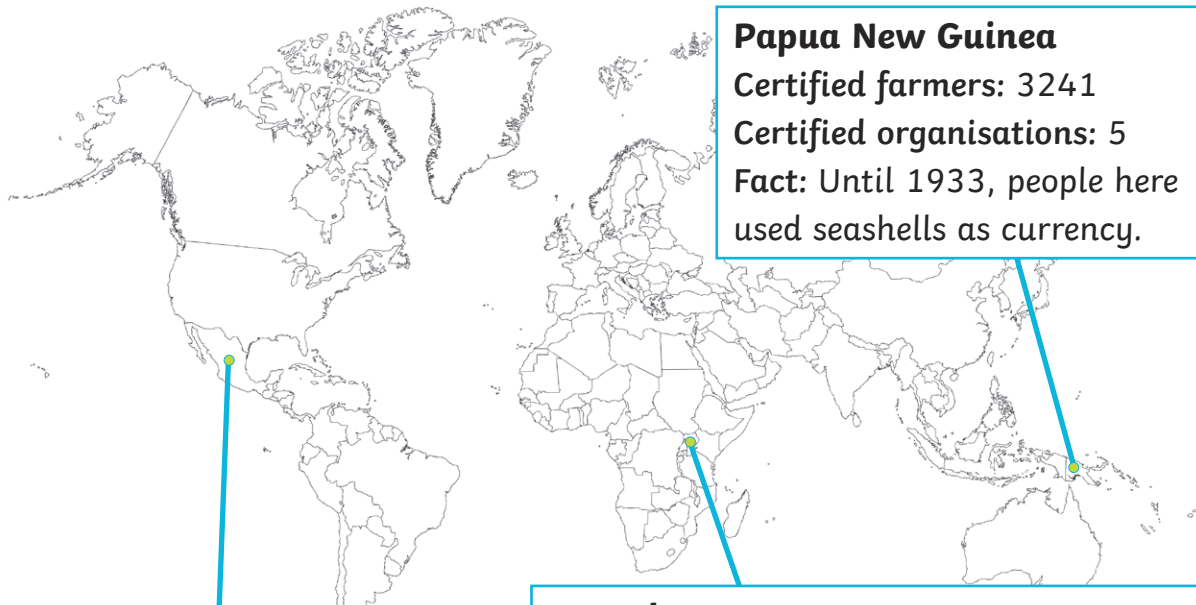
## Fairtrade Products

One in three bananas bought in the United Kingdom is Fairtrade! 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

**community** - group of people living in the same place, having things in common

**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

# Questions

1. When was the Fairtrade Foundation established in the United Kingdom?

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2. What is an income?

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3. Why is having a regular income important?

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4. Which is the closest definition for Fairtrade Premium?

Fairtrade Premium is money given to protect the environment  
farmers live and work in.

Fairtrade Premium is money given to farmers to buy food.

Fairtrade Premium is money given to pay for transporting food.

5. How many farmers does the Fairtrade system support?

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6. How do you know if an item is Fairtrade?

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7. Give examples of three Fairtrade products.

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8. There are fact files for three Fairtrade countries. Which country has the highest number of farmers involved in Fairtrade?

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9. Why is it important for Fairtrade to support these farmers?

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10. Do you think Fairtrade is a good idea? Why?

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# Answers

1. When was the Fairtrade Foundation established in the United Kingdom?  
**The Fairtrade Foundation was established in 1992.**
2. What is an income?  
**An income is the money received on a regular basis for work.**
3. Why is having a regular income important?  
**It is important so that farmers and workers can plan for the future.**
4. Which is the closest definition for Fairtrade Premium?  
**Money to protect the environment farmers and workers live in.**
5. How many farmers does the Fairtrade system support?  
**Fairtrade supports 1.65 million farmers.**
6. How do you know if an item is Fairtrade?  
**To know if an item is Fairtrade, look for the Fairtrade Mark.**
7. Give examples of three Fairtrade products.  
**Answers may include any 3 products listed.**
8. There are three fact files for countries involved in Fairtrade. Which country has the highest number of farmers involved?  
**Uganda, 48048 farmers involved in Fairtrade.**
9. Why is it important that Fairtrade supports these farmers?  
**Fairtrade is important because many of these farmers depend on farming as their main source of income.**
10. Do you think Fairtrade is a good idea? Why?  
**Various answers possible. May include themes such as supporting people less well off, giving a fair price.**



# 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.



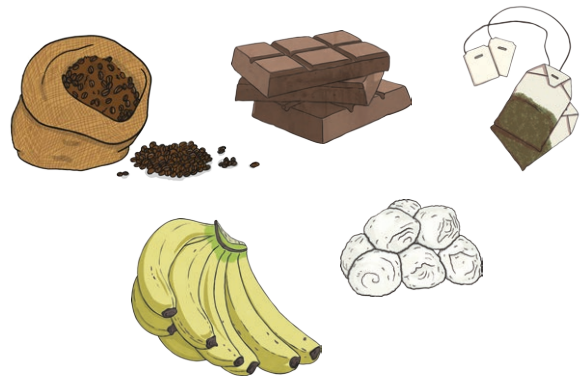
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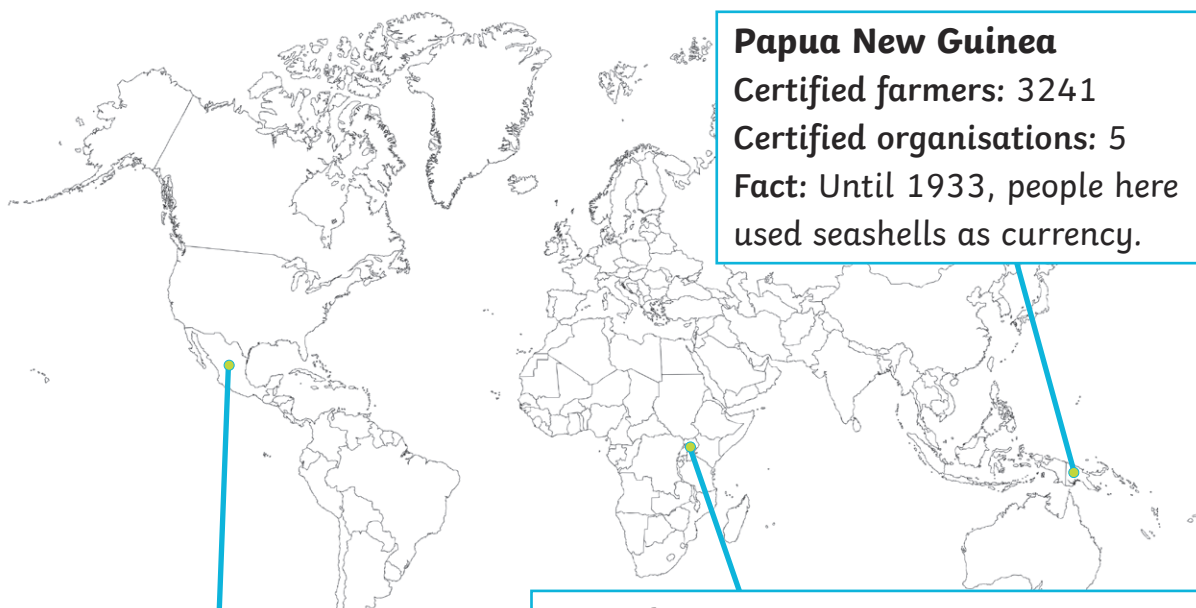
## Fairtrade Products

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.



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## Fairtrade Facts

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- 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?

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2. What are the main aims of Fairtrade? Give two.

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3. Explain what a Fairtrade deal is.

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4. Fairtrade Premium is an additional sum of money that is given to farmers. What is its purpose?

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5. Why do you think it is important to protect the environment that the farmers and workers live in?

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6. Do you think it is good to buy Fairtrade products? Explain.

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7. Look at the numbers of certified Fairtrade farmers around the world. Are farmers keen to join the Fairtrade system? Why?

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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?

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10. How much does the average cocoa farmer in Ghana earn? Why has this fact been shared?

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# Answers

1. When was the Fairtrade Foundation established in the United Kingdom?  
**The Fairtrade Foundation was established in 1992.**
2. What are the main aims of Fairtrade? Give two.  
**The main aims of Fairtrade are to give small scale farmers a better deal and to offer rural families a stable income.**
3. Explain what a Fairtrade deal is.  
**A Fairtrade deal is one where 50% of the organisation is owned by farmers and workers, giving an equal voice in decision making.**
4. Fairtrade Premium is an additional sum of money given to a farmer. What is its purpose?  
**The Fairtrade Premium is meant to develop the farming community, protecting the environment where people live and work.**
5. Why do you think it is important to protect the environment that the farmers and workers live in?  
**It's important to protect the environment because this would protect the farmers' income, their crop and their way of life.**
6. Do you think it is important to buy Fairtrade products? Explain.  
**Various answers possible. May include themes such as supporting people who are less well off or giving a fair price.**
7. Look at the numbers of certified Fairtrade farmers around the world. Are farmers keen to join the Fairtrade system? Why?  
**Answers may include ideas that explain the large numbers involved. If there are lots of certified farmers, Fairtrade must make a big difference to them.**
8. Which of these is **not** a reason to become a Fairtrade School?  
**Extra pocket money is not a reason to become a Fairtrade School.**
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?  
**The fact tells you that lots of people want to support Fairtrade.**
10. How much money does the average cocoa farmer in Ghana earn? Why has this fact been included?  
**The average cocoa farmer in Ghana earns \$1 a day. Explanations may refer to the idea that this is not a lot of money so Fairtrade would support the farmers and help them achieve a living wage.**