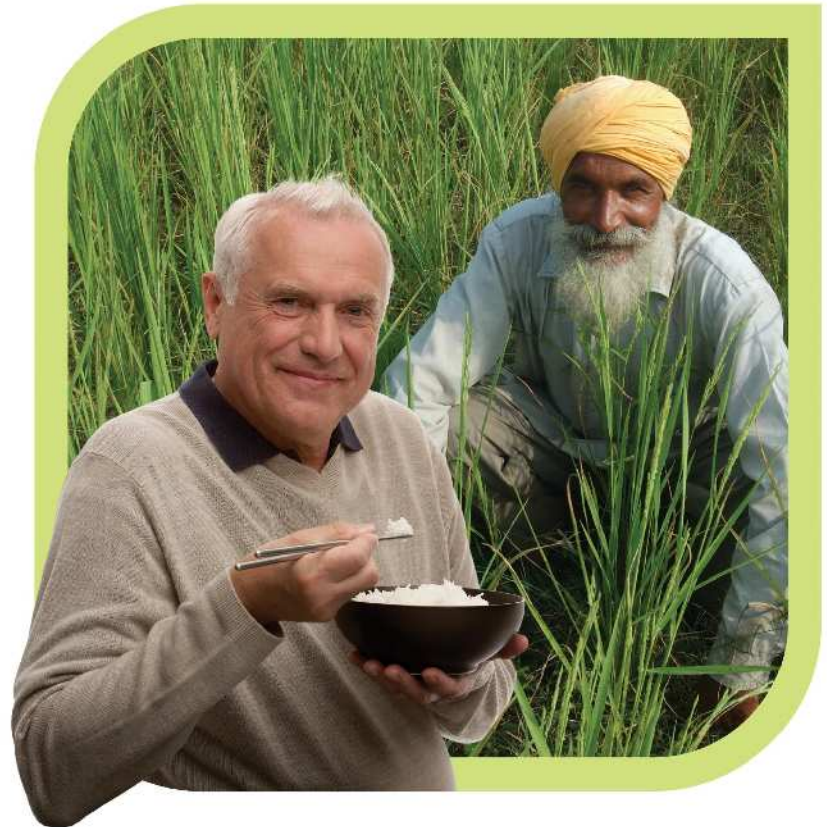


Fairtrade

www.fairtrade.org.uk



What does Fairtrade do?

Farmers depend on selling their crops to survive. If farmers earn less money than it costs to run their farm, they may struggle to buy food and keep their children in school. Or they may lose their land altogether. Fairtrade makes sure that farmers get a fair and stable price for their products to help them support their families and invest in a better future.



Why do we need Fairtrade?

Companies which buy crops from farmers in poorer countries would sometimes pay very little to the farmers who grew the crops. Fairtrade companies promise to buy the crops at a minimum price, a price high enough to enable the farmers to improve their farms and houses, send their children to school and pay for medicine.



Why should we buy Fairtrade products?

The Fairtrade price also includes money which is set aside for farmers and workers to spend on social and environmental projects such as providing clean water.



Why should we buy Fairtrade products?

Fairtrade offers a better deal for farmers in the developing world. Seven million people - farmers, workers and their families - are better off because of Fairtrade. You can help increase this number.



Why should we buy Fairtrade products?

It's only fair that the people who produce what we eat, wear and use should get paid enough to live on and a chance to improve their lives.



Why should we buy Fairtrade products?

Learning about Fairtrade helps us to understand how our actions can affect people in the wider World.



When you see the FAIRTRADE Mark on a product, it means:

Farmers receive an agreed and stable price for their products that covers the cost of sustainable production and enables them to support their families and provide for a better future.



When you see the FAIRTRADE Mark on a product, it means:

Farmers receive an investment premium. They decide how this should be spent - improvements to health care, clean water supplies, schooling to give their children a better future or business improvements such as processing facilities or building warehouses - the choice is theirs.



When you see the FAIRTRADE Mark on a product, it means:

Producers are working to implement more sustainable farming methods by reducing chemical usage, recycling waste or investing the premium in their own environmental projects.



Fairtrade for Workers

While Fairtrade helps farmers with their own land by providing fairer prices, Fairtrade also helps the workers on larger farms. Estate or plantation owners have to pay decent wages, promote the right to join trade unions and provide good housing for their workers. Minimum health and safety as well as environmental standards must be met and forced or child labour are not allowed.



Where can I buy Fairtrade products?

Fairtrade products can be found in many different places. Supermarkets, small shops, cafes, restaurants and online. The fairtrade foundation (www.fairtrade.org.uk) has a complete list of places where you can buy fairtrade products.



What products are available through Fairtrade?



Bananas

Cocoa

Coffee

Dried Fruit

Fresh Fruit

Fresh Vegetables

Honey

Juices

Nuts/Oil Seeds

Quinoa

Rice

Spices

Sugar

Tea

Wine

Cotton

Cut Flowers

Ornamental Plants

Sports Balls