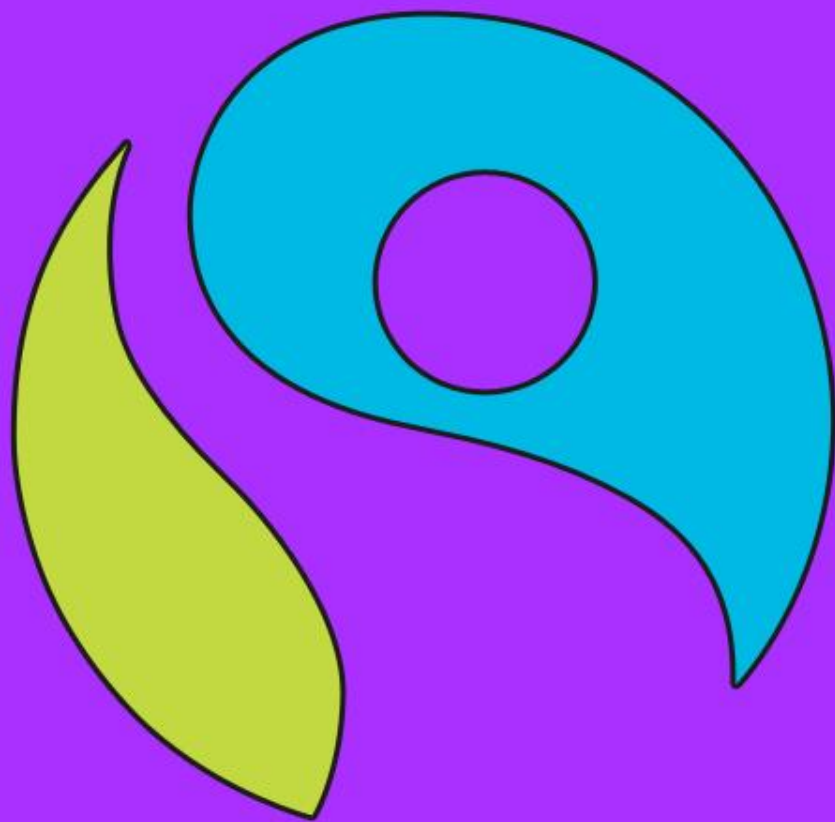


Fairtrade Fortnight



What is fair?
Is it right that some people have more than others?



Good things and bad things happen to everyone.
It is part of life. Lots of things in life are unfair.

But if we can do something to make life fairer for
someone, that's a good thing.



Some people in the world earn their living by growing food or making things to sell.



Their food and their products are shipped to other parts of the world and sold in shops.



But unless they are paid a fair price for what they have produced, they will not have enough money for even the most basic essentials such as food and clothing.



Fairtrade is about making the world more fair.
It is about paying a fair price for things that we buy.



What is Fairtrade about?

- Better prices for crops.
- Better working conditions, so workers are treated well and children are able to attend school.
- Keeping farming sustainable so that crops can be grown year after year.
- Fair terms of trade (selling goods) for farmers and workers in poorer countries.
- Extra money going into projects that help the local community such as bicycles to get to work or wells to provide water.

If something is traded fairly this symbol will be on it.



Can you spot any fair trade logos?



What are some of the goods that are traded fairly?

- Coffee
- Bananas
- Chocolate
- Sugar
- Tea
- Honey
- Fruit
- Nuts
- Wine
- Flowers
- Gold
- Handicrafts



Where are some of the places they come from?

- Africa
- Asia
- Latin America

Have you eaten or bought any of these items recently?

Do you know where they came from?

Fairtrade Fortnight

- Fairtrade Fortnight is a unique campaign that aims to transform the banana industry to ensure the people in the supply chain and the millions of struggling banana farmers and workers, get a fair deal.
- 1 in 3 British bananas are fair trade but there is still a serious problem at the heart of the banana business.
- Many banana farmers and workers have had their earnings cut as banana prices go down in the UK.
- Supermarkets want to pay as little as possible for bananas to offer us the lowest prices but this puts pressure on workers and farmers.
- Fairtrade wants to make pricing work for both consumers and farmers. It is time for the government to help end these unfair prices.



What can you do to help?

Buy bananas and other products that have the Fairtrade symbol on them.

If you do this, you know that a fair price has been paid to the workers.

Over 4,500 different Fairtrade products are now available to UK shoppers.



You can help the world
become a fairer place!



