

What does Fairtrade mean?

Fairtrade means just what it says: it's 'trade' that is 'fair'. Trade is the exchange of goods between countries and companies around the world. They exchange the goods that they produce, including crops they grow. They pay each other for these goods. But sometimes, this doesn't work out very fairly.

Farmers have to compete with other farmers growing the same thing world-wide. So they can't just charge the price they want. They have to match everyone else, or the 'world market price'. That price can fall, especially if the weather means it's a good harvest. And sometimes, big companies that buy a lot of these crops from farmers don't treat them very well.



Look out for the Fairtrade Mark!

How does Fairtrade work?

Fairtrade buyers agree to pay farmers in poorer countries a certain price for their crops and products. Farmers know in advance what they'll get for what they grow. This helps them make plans and spend money on improving their farms and their families' lives.

The Fairtrade buyers agree to pay the world market price for the crops. On top of that, Fairtrade buyers pay the farmers a little bit extra – called a 'social premium'.



Fairtrade tea plantation, Malawi



Fairtrade bananas, wrapped for protection

Did you know?

Fairtrade is trade, not aid. It's a partnership: the buyers get the goods they want, while the fair price paid helps the growers improve their lives.

Do these farmers really need our help?

Farmers in many poorer countries round the world work really hard, in very difficult conditions, to produce their crops. At harvest-time, when they try to sell what they have grown, they might find that they can't get a good price.

If you're already poor, then getting paid a low price for your goods really matters. You will become even poorer, and have even less money to make your next harvest a good one.

If you get a fair price, however, you can start to improve your life. You might be able to pay your workers a bit more – or you might choose to spend money on machinery that makes your farm or factory a safer place to work.



Fairtrade goods: what can you find in your house?

How can we be sure that things are Fairtrade?

If a product has the Fairtrade Mark on it, then you know that it's really Fairtrade. The Mark means that the product meets all the Fairtrade rules about prices, safe working conditions for people and helping the environment.

What kinds of things are Fairtrade?

There are over 4,500 Fairtrade products! Take a look around your own home – can you find anything in the kitchen with the Fairtrade Mark? Coffee, for example, or some really scrummy chocolate? You can also buy Fairtrade rice, honey, tea and lots of fruit.

And it's not all food. Fairtrade cotton can be used to make clothes or bags. There are lots of beautiful Fairtrade flowers – you can even get Fairtrade gold!



School in Mali, funded through the Fairtrade premium

Good for them, good for us

Fairtrade farmers are encouraged to take special care of the environment they work in. The environment matters to all of us, wherever we are in the world. What's good for the Fairtrade farmers is good for us!

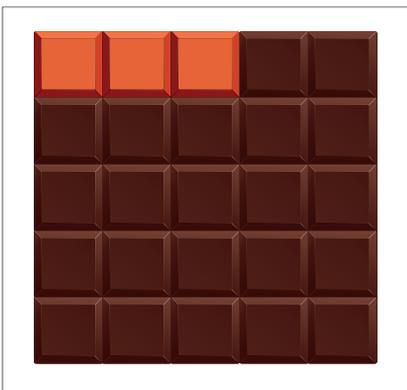


Fairtrade coffee farmer, Costa Rica

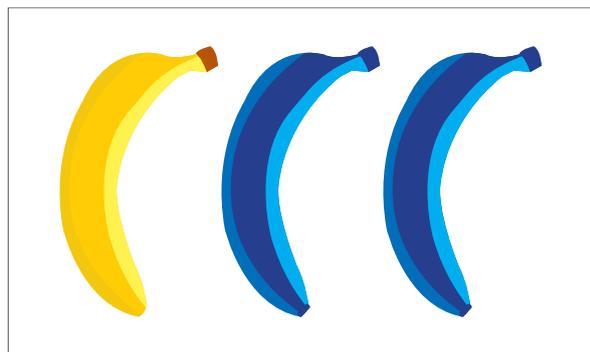
Fairtrade farmers aren't allowed to employ children on their farms. Children can go to school, where they can get a good education, helping them to have a better life when they grow up.

Are Fairtrade goods more expensive?

Fairtrade goods aren't always more expensive, because supermarkets and other shops can choose to offer their customers good deals. But shops have found that many customers are happy to pay a little bit more for goods that have helped poorer people. Of course, it helps that many of these goods also taste better than some of the other, cheaper options!



12% of all chocolate eaten in the UK was Fairtrade in 2013.



In 2013, one in three bananas eaten in the UK was Fairtrade.

Key Words:

**Fairtrade
partnership**

social premium

environment

world market price



1. Draw yourself in the circle to become a detective!
2. Answer the questions below to complete your mission.

A. Tick 'true' or 'false' for the statements below.

Statements	True	False
1. Trade is when goods are exchanged between countries and companies around the world.		
2. Fairtrade hurts farmers.		
3. All bananas eaten in the UK are Fairtrade.		

B. Circle the correct answer.

4. What is Fairtrade?

- a. Exchanging goods in nice weather.
- b. Trade when it's fair.
- c. Giving away goods for free.

5. What happens when growers are paid a fair price?

- a. They get angry.
- b. The environment they work in gets worse.
- c. They can improve their lives.

6. How do you know a product is Fairtrade?

- a. It is in red packaging.
- b. It shows the Fairtrade mark.
- c. It is very expensive.

C. Draw three Fairtrade things you can buy.

D. Can you find one sentence in the text that tells you why Fairtrade is a good thing?



Observer Odd needs your help!

His mission is to write a report on the facts presented in the Fairtrade text.

Answer the questions below in full sentences so that he can use the information in his report.

1. Try to explain what 'Fairtrade' is in two sentences.

2. Farmers benefit from Fairtrade in different ways. How? Make a list.

3. How do you know when a product is Fairtrade?

4. Why is it important for farmers in poorer countries to get a fixed price for their products?

5. Trade is the exchange of goods - but what is a 'good'? Can you use it in a sentence?

GO ONLINE:

Watch the video from Riverford Farm to find out how they grow bananas. See how Fairtrade helps farmers in the Dominican Republic by visiting oddizzi.com - Food and Farming - Fairtrade.



Inspector Izzi has a new job and needs a hand!

Her task is to write a detailed analysis of the Fairtrade text. She needs you to help her read 'between the lines' and answer the questions below in full sentences.

6. Text features are all the parts of a story or fact-file that are not the main body of text. Izzi spotted a title and captions. What other text features can you spot?

7. Is this text based on facts or opinions? Explain your answer.

8. Do you think more people will buy Fairtrade products in the future? Why or why not?

9. What Fairtrade products could your family buy at the supermarket?

EXTRA MISSIONS:

1. Write a letter to your teacher to persuade them to make your school a Fairtrade school.
2. Create a poster that could be put up in your school or in the supermarket to encourage people to buy Fairtrade products.
3. Pair up with a partner. Together, create a short two-minute interview between a Fairtrade farmer and an interviewer. In the interview, share the big ideas about Fairtrade that you have learnt.