

# What is Fairtrade?



## What is the Fairtrade guarantee?

Fairtrade guarantees producer organisations a fair and stable price for their products that covers their costs and enables them to support their families and invest in a better future.

## What is the FAIRTRADE Mark?

The FAIRTRADE Mark is an independent consumer label which appears on a range of retail and catering products as a guarantee that disadvantaged farmers and workers in the developing world are getting a better deal.

## Who is behind the FAIRTRADE Mark?

The Fairtrade Foundation is the independent body in the UK that awards the FAIRTRADE Mark to products which meet international standards set by the certification body Fairtrade Labelling Organisations International (FLO). Find out more about us at [www.fairtrade.org.uk](http://www.fairtrade.org.uk)

“ For us Fairtrade means conserving and improving our land and looking after the environment, it means improving the air that we breathe. It also means education for our children and access to healthcare for our families... it means better opportunities above all for women, opportunities to organise and take decisions. Fairtrade means that producers and consumers work together for a better life. Fairtrade is much more than just a question of money.

Blanca Rosa Molina, Cecocafen Coffee Co-operative, Nicaragua ”

# Find a Fairtrade supplier

## It's easy for you to buy Fairtrade

Visit [www.fairtradeatwork.org.uk](http://www.fairtradeatwork.org.uk) to find out how your business or organisation can improve the lives of farmers and workers in the developing world. You will find a directory of Fairtrade registered suppliers. It lists distributors and caterers throughout the UK that can supply you with a range of Fairtrade products and vending options. You can also read case studies of how businesses and organisations have made the switch.

“ DFID's association with Fairtrade reminds me how our everyday choices can have a direct impact on communities in the poorest regions. I buy Fairtrade because the products taste great and choosing them helps mitigate the impact of fluctuating prices of products like cocoa, coffee, sugar and so on for workers in developing countries.

James McNulty, Communications Advisor, Department for International Development ”

**Choose Fairtrade**  
[www.fairtradeatwork.org.uk](http://www.fairtradeatwork.org.uk)

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# Make it your business to buy fair

**Choose Fairtrade**  
[www.fairtradeatwork.org.uk](http://www.fairtradeatwork.org.uk)



# Who offers Fairtrade at work?

**Co-operative Financial Services, Nationwide, KPMG, Oxfam, Edinburgh Zoo, Department for International Development, Training & Development Agency for Schools, The Salvation Army, Virgin Trains, Sustrans, Business in the Community, BT**

These are just a few of the many organisations that already offer Fairtrade products in their head offices.

Picking Tea, Herkulu Tea Estate, Tanzania © Fairtrade Media

# Why offer Fairtrade at work?

An Ipsos MORI survey in 2005 revealed that 86% of employees want their company to be socially and environmentally responsible.

From hairdressers to building sites and local councils to investment banks, businesses and organisations up and down the UK are choosing to offer Fairtrade products to their staff, clients and visitors.

Fairtrade guarantees producer organisations a fair and stable price which means your business can make trade work in favour of millions of people worldwide.

There is now a huge selection of Fairtrade certified products including tea, coffee and juice to quench your thirst, biscuits and cakes for meetings and wine for client dining. You can also source Fairtrade certified cotton for your company T-shirts and uniforms and brighten up reception with Fairtrade flowers!

# What can you buy?

**Roast and ground coffee, espresso beans, instant coffee, iced coffee, tea bags, loose tea, speciality teas, hot chocolate, sugar sticks, biscuits, cakes, chocolate, cereal bars, juice, apples, oranges, bananas, wine, flowers, cotton clothing and more...**

Picking Cotton, Agrocel, India © Simon Rawles

“ Fairtrade is good business. It improves staff morale, helps create a more resource efficient workforce and reduces staff turnover. ”  
Peter Howson, Environment Officer,  
Training and Development Agency for Schools



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“ Fairtrade is the way forward – it’s such a great scheme and generates so much goodwill. You can feel quite proud when visitors come to the office – they think it’s great as well!! ”  
Jill Dyal, Retail Business Manager,  
Virgin Trains