


FAIRTRADE [®]

Guarantees
a **better deal**
for Third World
Producers

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T: 020 7405 5942 E: MAIL@FAIRTRADE.ORG.UK

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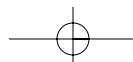


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A BETTER DEAL: THE FAIRTRADE MARK EXPLAINED

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FAIRTRADE: HIGH STANDARDS GREAT PRODUCTS REAL CHANGE



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YOUR **ONE MINUTE** GUIDE TO THE FAIRTRADE MARK:

The **FAIRTRADE Mark** is an independent consumer label which appears on products as **a guarantee that disadvantaged producers** are getting a better deal. Today, more than 5 million farmers, workers and their families across 49 developing countries benefit from the **international Fairtrade system**.

The Fairtrade Foundation is an **independent body** that awards the FAIRTRADE Mark to products which meet international Fairtrade standards.

You can find **hundreds of great quality** Fairtrade products in stores now – and the range is growing every day.

Q: WHAT DOES THE FAIRTRADE MARK DO?

A: The FAIRTRADE Mark is unique: it guarantees farmers in developing countries a fair price for their products which covers their costs. Because this price is stable it allows them to plan for their future.

Q: WHY DO WE NEED IT?

A: The rules and practices of international trade are biased in favour of rich countries and powerful companies, often to the cost of poor producers. Buying Fairtrade certified products changes the lives of millions of people worldwide and shows how trade can be made to work in favour of poor people and the environment.

Q: HOW DOES IT WORK?

A: When you buy a product carrying the FAIRTRADE Mark, you know it has been independently certified to meet standards set by the Fairtrade Foundation. We check to make sure producers really are getting a better deal.

Q: IS IT A BRAND?

A: No. You can find the FAIRTRADE Mark on products from more than a hundred different companies. The FAIRTRADE Mark is an independent stamp of approval.

“ OUR FRUIT TASTES GREAT, BUT IN THE FAIRTRADE SYSTEM IT'S NOT ENOUGH JUST TO PRODUCE QUALITY. THIS FRUIT IS ALSO ABOUT THE WAY IT'S PRODUCED. IT'S ABOUT THE ENVIRONMENT. IT'S ABOUT A FAIR SYSTEM. **BERNARDO JAÉN, PINEAPPLE FARMER, COSTA RICA** ”



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FAIR PLAY



THE **FAIRTRADE MARK** GUARANTEES FARMERS A FAIR AND STABLE PRICE FOR THEIR PRODUCTS



The need for Fairtrade

Millions of farmers depend on selling their crops to survive. But it's a risky business – when prices drop it can spell disaster for farmers. If they earn less than it costs to run the farm, they face real hardship – struggling to buy food or keep their children in school. Ultimately they may lose their land and their livelihood.

By buying Fairtrade certified products, you're giving farmers a chance to sell their products at a stable price that covers their costs and enables them to support their families and invest in a better future.

The coffee crisis

For the last six years coffee prices have remained below the cost of production, causing immense hardship for millions of farmers. In 2001, prices plummeted to just 45 US cents per lb.

By selling just a small amount of their coffee at the guaranteed and stable Fairtrade price of US\$1.26 per lb, members of Kilimanjaro Native Cooperative Union (KNCU) in Tanzania have been able to stay afloat during the crisis.

Members of Coo cafe, a co-operative in Costa Rica, sell 40% of their coffee to the Fairtrade market. With the extra income they have bought a processing plant and now market their own roast and ground coffee.

“ WITHOUT OUR CO-OPERATIVE AND SELLING TO THE FAIRTRADE MARKET, OUR LIFE WOULD HAVE BEEN TERRIBLE. FAIRTRADE GIVES US HOPE AND COURAGE, WE ARE ABLE TO EARN A HIGHER WAGE AND BETTER PROVIDE FOR OUR FAMILIES. **MATTHEW MATOLI, COFFEE FARMER, KNCU, TANZANIA** ”



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RECIPE FOR SUCCESS



THE **FAIRTRADE MARK** GUARANTEES FARMERS AND PLANTATION WORKERS THE OPPORTUNITY TO IMPROVE THEIR LIVES

HEALTHY OUTLOOK



THE **FAIRTRADE MARK** GUARANTEES GREATER RESPECT FOR THE ENVIRONMENT

The Fairtrade price includes a **premium** which is set aside for farmers and workers to spend on **social and environmental** projects or to strengthen their organisations. This ensures communities have the power and resources to invest in long-term improvement. Decisions on how the premium is spent are taken **democratically by Joint Bodies**, committees of elected farmers and workers.

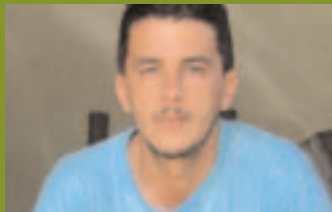
- Sugar cane growers in Malawi have used the premium to drill bore holes for **clean water**. Women and children no longer have to collect water from the crocodile-infested Shire river.
- A coffee co-operative in Guatemala has used the premium to **establish healthcare** centres and pharmacies to meet the needs of local farmers and their families.

Fairtrade standards aim to protect and improve the environment. Extra income from Fairtrade means farmers can invest in sound agricultural practices. This pays dividends – better protection for farmers and their communities and better products for us.

- By cutting weeds instead of using herbicides, 1,900 organic coffee farmers in Sumatra, Indonesia are helping to **protect local endangered species**, including the Sumatran tiger
- In the Dominican Republic, 9,000 cocoa farmers have used the Fairtrade premium to **convert to organic farming**
- A group of 133 **banana farmers in Colombia** have set up an environmental protection programme that includes reforestation, a community rubbish collection service and a plastic waste recycling programme

“ I AM A MEMBER OF THE JOINT BODY WHICH DECIDES HOW TO USE THE FAIRTRADE PREMIUM. WE HAVE USED IT TO HELP GET ELECTRICITY FOR ALL WORKERS' HOUSES – MY CHILDREN CAN NOW STUDY AT NIGHT. LOANS ALLOW WORKERS TO START SMALL BUSINESSES SUCH AS REARING CATTLE FOR THEIR MILK AND GROWING VEGETABLES TO SELL TO LOCAL TRADERS.

MUTHUSAMY SIVAPACKIAM, TEA PLUCKER, STOCKHOLM ESTATE, SRI LANKA ”



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TRADING UP



THE **FAIRTRADE MARK** GUARANTEES SMALL FARMERS A STRONGER POSITION IN WORLD MARKETS

A BETTER DEAL



THE **FAIRTRADE MARK** GUARANTEES A CLOSER LINK BETWEEN SHOPPERS AND PRODUCERS

In the Windward Islands, in the Caribbean, thousands of families make their living growing bananas on small, hilly farms. During the 1990s, many of them were forced out of business by large-scale Latin American banana plantations where labour is cheaper and costs are lower.

“When prices dropped, the economy went down to zero because bananas are the heartbeat of the country,” explains Amos Wiltshire, National Fairtrade Co-ordinator for Dominica, one of the Windward Islands.

Amos joined forces with other farmers who saw Fairtrade as the only way to survive in a cut-throat market. Through Fairtrade, producers learn how best to sell their products and what the international market and consumers want. Today, 730 of Dominica’s remaining 1,000 banana farmers are members of Fairtrade groups.

More and more of us want to know where our shopping comes from and that the people who produce it have received a fair deal. Fairtrade encourages more direct trading relationships so that producers get a bigger share of the export price.

Sweet rewards

In Ghana, liberalisation of the internal cocoa market created big challenges for small farmers; they responded by forming Kuapa Kokoo, a farmer-owned business. Their decision proved wise: 10 years on, Kuapa Kokoo owns a one third share in a UK-based company selling Fairtrade chocolate. As well as supplying the cocoa, they have a direct share in the company’s success.

“I WANT TO BE SURE THAT FARMERS GET A FAIR PRICE AND BENEFIT DIRECTLY FROM MY PURCHASE. AS THE DAUGHTER OF A GHANAIAN FATHER, I KNOW HOW IMPORTANT FAIRTRADE IS TO SMALL PRODUCERS. WITH MORE SHOPS STOCKING MORE GREAT QUALITY PRODUCTS CARRYING THE FAIRTRADE MARK, IT’S A WIN-WIN SITUATION. WE CAN EAT AND DRINK IN GOOD HEALTH AND GOOD CONSCIENCE.”

ADJOA ANDOH, ACTRESS (PICTURED BOTTOM LEFT)

“ FAIRTRADE HAS BEEN THE SAVIOUR OF THE FARMERS IN DOMINICA – OF AGRICULTURE AND THE WHOLE ECONOMY. WITH FAIRTRADE, SMALL FARMERS HAVE BEEN TRANSFORMED FROM MARGINALISED FARMERS INTO BUSINESSMEN.

AMOS WILTSHIRE, BANANA FARMER, DOMINICA ”



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