

THE LITTLE BOOK OF SWAP

A pocket friendly guide to swapping to Fairtrade





WELCOME TO THE WORLD OF FAIRTRADE

And what a big world it's become over these past few decades. Fairtrade has brought together people from all around the world, working together towards a fairer trade system. Which can make it a bit complicated understanding what we're about. Let this book be your first step in getting to know us.

And this book is also an essential guide to the mighty power of swap. It'll tell you how each and every one of us can make a difference, simply by swapping our usual stuff for Fairtrade stuff. Your usual lemons or biccies for Fairtrade lemons or biccies. Because campaigning for a fairer world isn't just about placard waving and petition signing. It's also about using our wallets and purses to make a stand.

Exciting isn't it? Knowing that each and every one of us has the power to change the world. Starting with just one swap.



WE ARE THE FAIRTRADE FOUNDATION

We believe in a different way of doing business. It's a way that puts the poorest of the world first. We tackle poverty and injustice through fairer trade. It puts developing world producers in control of their own lives. It gives them a better deal for the work that they do.

We do this by helping get Fairtrade products on the shelves. We forge strong links between businesses and developing world producers. And we license the use of the FAIRTRADE Mark. So when you buy a chocolate bar, football or banana with the Mark on, it lets you know that internationally agreed standards have been upheld. It tells you that developing world farmers have been able to make a decent sustainable living.

And we also tackle these big issues by campaigning for change. Ordinary people passionate about Fairtrade add their voice to our campaigns. This is how the demand for Fairtrade builds. Fairtrade is a grassroots movement stretching right around the world, uniting producers, businesses, communities and individuals. Together we work towards a fairer trade system.



SO WHAT IS FAIRTRADE?

We like that people want to know more about where their favourite juicy oranges come from or where their favourite-cut jeans were made. Which is why there are now lots of different labels and logos out there, helping to reassure us about our shopping choices.

Because today there are many great organisations who operate with developing world producers in mind. But it can be confusing can't it? Working out which label stands for what. The FAIRTRADE Mark that you see on mangoes, wine or cotton pants is there to tell you a very big story. That being Fairtrade certified gives producers above and beyond just a fairer price.

WHEN YOU SEE THE FAIRTRADE MARK IT MEANS THAT:

- A minimum price has been paid to Fairtrade producers
- The Fairtrade Premium, an extra investment in developing communities and businesses has also been paid
- Producers always have a democratic say in decision-making – and that's all producers, women included
- Farm workers also get rights under Fairtrade like decent wages and being allowed to join unions
- The 'Dirty Dozen' of chemicals are forbidden on certified Fairtrade farms protecting humans and the environment





THE FAIRTRADE PREMIUM

On top of the agreed Fairtrade price producers also receive the Fairtrade Premium. How it's spent is voted on democratically by farmers or workers. This is development as decided by the people who will benefit from it. After all, they're ones best placed to make it work the hardest. Roads have been laid, school buses have bought and helpful new tools have been put to work all thanks to it.

SWAP YOUR SHOP

Swapping your usual stuff for Fairtrade stuff is a brilliantly small step to making the world a fairer place. It means that through the stuff you buy you get to show your support for developing world producers.

If you're a swapping novice then let's start with the stuff that we all pop in our baskets every week. The basics like tea, coffee, bananas, chocolate, rice and sugar. And then go a few steps further. Look for spices, fruit juices, shower-gel, nuts, cotton wool, ice cream or herbal teas.

Swapping doesn't begin and end in the supermarket either. You can even swap what you wear to Fairtrade with some box-fresh cotton t-shirts, socks and pants. Then there's what you sleep in – you can swap your sheets and duvet covers too.

Try and get your local store managers swapping too by asking them to make more Fairtrade products available. They'll only know what you want if you tell them. Very nicely of course. Use your purchase power by letting them know that there's a real consumer demand for Fairtrade. We promise that they'll listen.

We know that it's not always easy finding certain Fairtrade products. This means that you sometimes miss out on a chance to swap. However, you can explore the whole Fairtrade range by going to our website and finding out more. [fairtrade.org.uk/products](https://www.fairtrade.org.uk/products)



TODAY YOUR CUPBOARD, TOMORROW THE WORLD

You don't have to stop at shops either – take heart, be bold. Once you've swapped your own shop you can help other people to swap too. There's a whole world of swapping out there. Get your local cafés to swap their tea, coffee and sugar to Fairtrade. They'll want to keep their customers happy. And you could even get involved in a spot of late-night-swapping too and ask for swaps down the pub. Fairtrade nuts anyone?

You can order our free Swap Your Shop card from [fairtrade.org.uk/eshop](https://www.fairtrade.org.uk/eshop). Carry some when you go shopping, and pass them on to family, friends and colleagues. There's one at the back of this book to get you started.

SWAP YOUR TOWN

Everyone can help change the world, starting in their own back yard. From his hometown in Garstang Lancashire, Bruce Crowther has proved it. An ethically minded vet on a mission, his eureka moment was in campaigning for Garstang to become the first Fairtrade Town. He wanted to put the clout of whole communities behind Fairtrade, getting them to swap their usual stuff for Fairtrade stuff. 'Every time you buy a Fairtrade product you're not only helping 7 million farmers and their families you're also sending a signal that you don't agree with the current system.'

Not that Bruce was quite prepared for what followed. 700 Fairtrade towns later, from Clonakilty in Ireland to Taos in New Mexico, ordinary people have made Fairtrade part of their schools, universities, places of worship and workplaces. Gordon Brown has singled Bruce out for his radical pioneering approach. As has the Queen. She awarded him an MBE this year that he accepted on behalf of all the other thousands of people who just like him, are passionately dedicated to the Fairtrade cause. We think it's well deserved too Your Majesty.

Make yours a Fairtrade Town too by visiting fairtrade.org.uk/getinvolved




Photographer: Tom Bamber

WHY YOU SHOULD SWAP YOUR CUPPA

Imagine our tea-sipping nation without its beloved cuppa. No elevenses, no afternoonses, no excuse for a good gossip. Over 15 million people in developing countries rely on our epic tea sipping. Like the people of Chamraj Tea Estate in the Nilgiri Hills of Southern India. Those growing Fairtrade tea have not only been able to provide for their families, they've been able to support their wider community too. In this tough rural area, the Fairtrade Premium has funded important educational projects. And in a radical move, they've put a pension scheme in place for those who have spent back-breaking years in the fields. See, they're not just relying on us loving our tea, some people are staking their lives on it.





WHY YOU SHOULD SWAP YOUR ORANGES AND LEMONS

'Many raindrops make mighty rivers flow'. It's an ancient Mexican saying that we use a lot at Fairtrade. In the bad old days of Apartheid thousands of people boycotted South African oranges. And rightly so. Luthando Farms is now relying on you to do the opposite.

They grow bowlfuls of Fairtrade sunshine; oranges, lemons, clementines. You buying it means that 21 workers co-own Luthando and earn a decent wage. That very same boycotted fruit now needs to be bought and savoured. The more the merrier. Because we don't just want a river flowing, we're hoping for a torrent.

A woman in a vibrant, multi-colored sari with floral patterns is harvesting cotton in a field. She is wearing a blue blouse and a gold bangle. In the foreground, a pair of hands is shown holding a piece of white cotton. The background features palm trees under a clear blue sky.

WHY YOU SHOULD SWAP YOUR COTTON

We respect the stuff that refuses to go out of fashion. Think crisp white t-shirt, think your favourite pair of jeans. The farmers at ETC Chetna Organics, a Fairtrade cotton farmers' group in the Andhara Pradesh region of India have a very particular take on the timeless classic. Their own weighing scales. Sick of being ripped off when bringing their crop to be weighed, they invested their Fairtrade premium wisely. This shiny, stainless steel box now puts them firmly in control. It's perfectly accessorized too, with a fetchingly accurate digital display. More importantly, it ensures they get paid a fair price for every kilo of cotton they produce.

FAIRTRADE A SHORT HISTORY

The Fairtrade Foundation might have started off small but it grew with a force that nobody had dared hope for. We're now part of a worldwide organisation, an intricate web of campaigners, partners, farmers and friends that criss-crosses its way around the globe; from the East End of London to the coffee farms of Nicaragua.

Here's a whistle-stop tour of where we've been. Who knows where the future will take us next. But we'd love you to be part of it. Because together, there's no telling what people power will achieve.

1999
CGU (now AVIVA) becomes largest company to offer staff Fairtrade hot drinks.

1998
First local authorities convert to Fairtrade coffee and tea. Bristol, Nottingham, Bath and Norwich City Councils.

2000
Co-op launches first bananas to carry the FAIRTRADE Mark.

Garstang declares itself first Fairtrade Town.

2005
First clothes made from Fairtrade certified cotton hits the shelves. Good news for small farmers in India and West Africa.

1988
Launch of the first Fairtrade label, Max Havelaar by Dutch development agency Solidaridad.
First product is Mexican coffee.

1997
MPs Glenda Jackson, Simon Hughes and Peter Bottomley get Palace of Westminster serving Fairtrade coffee.
Fairtrade Labelling Organizations International (FLO) established in Bonn, Germany. Unites all labeling initiatives.

2006
Consumers worldwide spend £1.1 billion on Fairtrade products, directly benefitting 7 million farming families.

1992
The Fairtrade Foundation established. Set up by CAFOD, Christian Aid, Oxfam, Traidcraft and the World Development Movement. Followed by Women's Institute.

1995
Justino Peck, Belize cocoa farmer, tours the UK for first Fairtrade Fortnight.

2009
Tea, coffee and cocoa farmers boosted by big Fairtrade switches by Sainsbury's, Cadbury and Starbucks.

1994
First Fairtrade certified product Green & Black's Maya Gold Chocolate. Cafédirect coffee and Clipper tea follow.

A YEAR OF SWAP

From doing your duty on Mother's Day to keeping refreshed for Wimbledon, Fairtrade products can make every year-round occasion go with a swing.

January – Detox time: Fairtrade cotton yoga pants, Fairtrade oranges and Fairtrade green tea.

February – Pancake day: Fairtrade syrup, Fairtrade lemons and Fairtrade sugar.

March – Mother's Day: Fairtrade mango body butter, Fairtrade chocolate and hand tied Fairtrade roses.

April – Easter Sunday: Fairtrade chocolate eggs, Fairtrade fruit cakes and Fairtrade flowers.

May – FA Cup Final: Fairtrade beers and ales, Fairtrade salted peanuts and Fairtrade footballs.

June – Father's Day: Fairtrade cotton sweatshirts, Fairtrade cotton socks and Fairtrade liquorice.

July – Tennis season: Fairtrade cotton whites, Fairtrade orange squashes and Fairtrade sparkling wine.

August – Summer Bank holiday: Fairtrade cotton beach towels, Fairtrade cotton sun-hat and Fairtrade icecream.

September – First day of school: Fairtrade cotton uniforms, Fairtrade lunchbox juices and Fairtrade cereal bars.

October – Diwali: Fairtrade almonds, Fairtrade spices and Fairtrade basmati rice.

November – Bonfire Night: Caramelised Fairtrade bananas, Fairtrade toffee apples and Fairtrade hot chocolate.

December – Christmas Eve: Fairtrade brazil nuts, Fairtrade chocolate yule log and Fairtrade spiced rum.



Dear friendly shop manager,

Because I want producers in the developing world to get a fair deal, I want to swap some of my usual stuff for Fairtrade stuff. And because I like your shop, I'd really like to swap to Fairtrade here. But I've noticed that you don't sell these Fairtrade products:

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 So here's a link to the huge Fairtrade range: fairtrade.org.uk/products Everything from brazil nuts to wine to cotton T-Shirts. Hopefully I'll see more Fairtrade stuff on your shelves soon.

Thanks very much,

From:.....

fairtrade.org.uk



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I'D LIKE TO SWAP IN YOUR SHOP



We've squeezed a lot into this pocket-sized book but we really hope that you'll want to learn more. We are proud that Fairtrade has got this far, but we have to go further. We must.

Two billion people – a third of humanity – still survives on less than \$2 a day. While unfair trade rules keep them in poverty, they face the global challenges of food shortages and climate change too. Conventional trade doesn't have them in mind. It can't guarantee them a decent price. And it won't provide them with a good honest living either. All of us can change this. Together. We can all make a difference. Every time we go shopping.

**JUST ONE LITTLE
SWAP AT A TIME**



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Registered charity number 1043886
Product code: LBS