

Changing the world: together

Millions of people just like you all across the world are part of the Fairtrade movement, because they believe that small actions add up to big changes that make the world fairer for everyone.

Here are just a few of them!



Draw

Draw a picture of yourself and join the Fairtrade movement!

MEET RUCUSSANA

Rucussana walks to school with her friends and her boyfriend



Rucussana's 17 and the second eldest in her family. Since her parents died, she's lived with her elder brother and his family near Satemwa tea estate in Malawi.

She passed the secondary school exams, but she couldn't go. Her brother only just makes enough money to buy food so there was none left over to pay the fees.

Luckily, the school put her in touch with the farmers at Satemwa. They agreed to use the Fairtrade premium to pay for Rucussana's school fees. 'Fairtrade has really helped me because otherwise I would just be staying at home. It has kept me in school,' she said. Rucussana hopes to become a nurse when she leaves school.

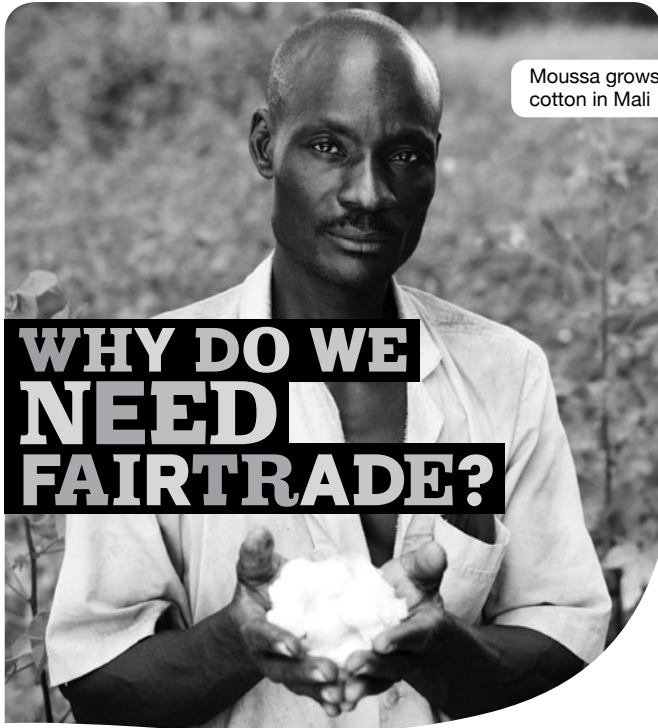
Some of Satemwa's Fairtrade tea ends up in shops here in the UK – look out for Fairtrade tea when you go to the supermarket!



Change the world with Fairtrade

Fairtrade is a simple way everyone can support the millions of farmers in poor countries who grow the things we eat and use every day.





WHY DO WE NEED FAIRTRADE?

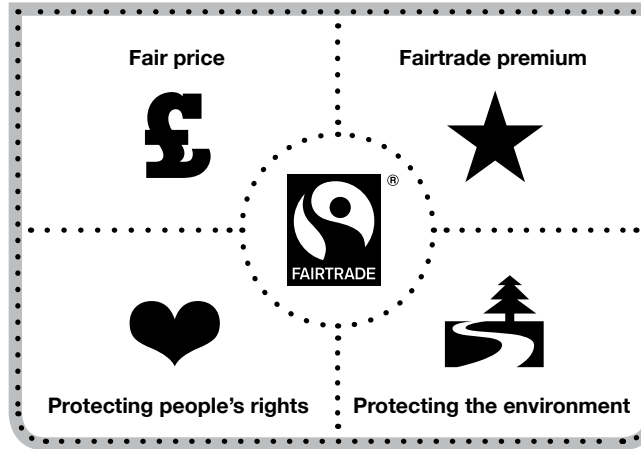
What have you already eaten today?

Chances are your breakfast travelled a long way to reach you, and your cereal, fruit or hot chocolate were all grown by farmers living thousands of miles away.



Ask your family about your weekly shop, and they'll probably say it's got a lot more expensive. That's true – but the farmers who grow the things we eat and use every day are still struggling!

Moussa, a cotton farmer from Mali, lies awake at night worrying about how he'll afford medicine for his children, who have malaria. Even though the world market price for cotton has gone up, Moussa's earning less than he used to. *'The price is not enough for farmers to cover our needs including school fees and health'*, he says.



Lots of farmers say they can get cheated when they sell their crop, and sometimes they aren't paid at all! For Kazali, from Ethiopia, it got so hard he stopped growing coffee a few years ago. *'The coffee prices were getting lower. This is the world market. Before I got up to 20 Birr per kilo [about 70p] but then it went down to 10 Birr.'*

What does this world market mean for farmers?

It means the prices of their crops are always changing, so it's impossible to plan for the future. Even though they work hard all year, they don't earn enough to pay for basics like food, school uniforms and medicine. The result? In some farming communities in Africa, as few as one in 20 people can read and write, children miss out on school and one in four doesn't eat enough to grow properly.

FAIRTRADE MAKES A DIFFERENCE

The great news is that everyone can make a difference to farmers' lives.

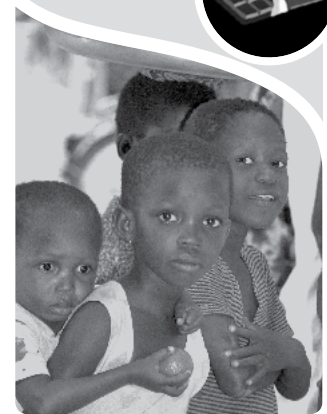
The FAIRTRADE Mark means farmers get a fair price for what they sell, plus a bit extra. This is the Fairtrade premium, and farmers can spend it on things like clean water, school for their children, medicines or whatever they decide. Over seven million people in poor countries around the world are getting a better deal. That's Fairtrade!



Thanks to the Fairtrade premium, children in Ethiopia can drink clean water and stay healthy



Akosua uses a knife to harvest cocoa pods on her farm in Ghana. *'Fairtrade has done a lot for me,'* she says. *'It has given me hope.'* Farmers in Ghana often live a long way from a proper road, and there are few schools and hospitals. But Akosua's farmers' group has paid for schools and clinics thanks to the Fairtrade premium. You might eat her cocoa in a bar of Fairtrade chocolate, like Cadbury's Dairy Milk or Divine.



FAIRTRADE ACTIVITIES



1 Fairtrade Bingo

How to play

Find someone who can answer 'yes' to each statement.

..... has eaten a piece of Fairtrade fruit today.

..... had something Fairtrade for breakfast this morning.

..... has eaten Fairtrade chocolate - in the last hour!

..... has played football with a Fairtrade ball.

..... has seen the FAIRTRADE Mark in a shop.

..... learnt about Fairtrade at school.

Shop
Ask for a Fairtrade product in your local shop - or have a competition with friends to see who can get Fairtrade stocked

Chef
Make Fairtrade snacks for your classmates

Who knew?
Compete with your friends to find the most unusual Fairtrade product you can!

J M F A R M E R X C S C H O O L P I Y S
G F J W N O E Q S O E Z B J N B Y Y L P
H M N V X S D E A D G F A A L K R E S R
A R T U O Y E F H F A L N R D A I E W I
N P L M O F O J A N U H A B Y G V T F C
A C C T F D X S A I Z W N Q A E H N M E
G D A O P I Y R W Q R J A F L R E T A W
N B C V M A S A Q J S T S I O N H G A Q
E T R H W M Z A R W D C R V F R T H Y U
V T A Q R E U Z P R U A K A X P H S N R
J N E T F S Q N O C J Q T N D R Y P S V
S E H A L L A X I O D W E H A E G O B M
K M L G B B H A I T B E F C I M T R E A
D N E K I I P S U T Y I D E I I F C A L
U O V A X N I D Y O K T S D H U R Z E A
R R M P M P E F G N T K L C N M J A F W
P I N E A P P L E G C O I B O T I X N I
B V A L P F A G E K I L A M E R J S V I
K N O D Y C J H V B L P P U T L E D P H
M E D I C I N E M T O E E H S C O C O A

3 Wordsearch

How to play

See how many words to do with Fairtrade you can find!

4 Take a Fairtrade challenge!

There are loads of things you can do for Fairtrade

Detective
Find out where your favourite product comes from - whether it's a chocolate bar, a shirt or a drink - and find out what the things it's made of look like when they're growing - you might be surprised!

24
Challenge your family to Fairtrade their day. What could you do? Talk to people about Fairtrade, learn something new or choose a Fairtrade product? It's up to you!

Ask an adult
Find an adult who's drinking tea or coffee, and see if they can tell you where it's from - and whether it's Fairtrade!

Eagle eye
Have a Fairtrade treasure hunt with your friends or family and see how many Fairtrade things you can find in your local high street

Designer
Make a Fairtrade cotton t-shirt and take a photo of it

2 Where do Fairtrade products come from?

Draw lines from the food to a country where it's grown. Check out www.fairtrade.org.uk/products to find out if you're right!

5 The FAIRTRADE Mark



What do **YOU** think it looks like?

.....

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