

# Fairtrade Tea Farmers and Workers message to the UK

## Participant Information

### What is FairVoice?

FairVoice is a survey. Fairtrade is sending this survey to tea farmers and worker in Kenya to advise the Fairtrade Foundation UK on upcoming communications about tea and tea farming in the UK. Through this survey we want to ensure that we have got the opinions of farmers and workers advising us what is important to them. We will reflect these insights in our marketing in a way that moves the UK to act. In 2025 and possibly for multiple years, we will be asking people in Britain to buy more, act more and legislate more for Fairtrade tea. The current activities this survey will influence are:

- our UK tea report written to recommend to UK government, businesses and consumers what they should do to support tea farmers
- our UK tea marketing campaign and where it focuses
- an open (public) letter we are writing to the tea industry including businesses
- conversations with UK tea market partners and brands, informing our discussions with the market around the importance of sourcing Fairtrade tea

### About the Survey

- Survey can be taken via SMS or WhatsApp
- There are 15 questions or less
- You are welcome to complete the survey in English or Swahili
- You have 1 week to complete the survey if you wish to take part
- There is no obligation to complete the survey, and you can skip any question you prefer not to answer
- You will receive a credit top-up to cover any credit or data costs
- Your insights will form a valuable part of Fairtrade marketing to UK consumers on tea in 2025.

## Your Data

By agreeing to take part you will consent to the use of your data in the ways described above. The results of the survey may be shared in written research reports, on blog posts, or other communication materials.

Whilst we hope you will be happy to share your insights to the questions, there is no obligation to answer every question. If at any time you would like to skip a question, text SKIP. If you would like to stop the survey, text STOP. You can also ask us to delete your data anytime by texting DELETE.

Your answers will be anonymous, and we will not use your data to reveal any identifying information about you or your responses. The only time your data will not be kept anonymous is if there is concern you are at risk of harm or danger. In this case we will confidentially process your concerns through our internal processes.

If the Fairtrade Foundation wishes to use your comments in any other way, we would contact you directly after the survey and jointly agree any other uses.

Your data is collected in line with Kenyan data protection laws.

## More Information

If you would like more information about this study or need assistance to participate, please text **HELP** to the survey number. You will receive contact information for a representative of your cooperative who will be happy to assist you.