

BREW IT FAIR: COMMUNITY PRESENTATION SCRIPT



**DO IT
FAIR**



FAIRTRADE





FAIRTRADE COMMUNITY PRESENTATION SCRIPT

This document accompanies the PowerPoint ‘Brew It Fair - Community Presentation 2025’. For a presentation lasting about 30 minutes, follow the script below, and for a longer one, there is additional information in **purple** that you can also include.

Objective of this presentation

Together with Fairtrade farmers and workers we have a vision: a world in which trade is based on fairness so that producers earn secure and sustainable livelihoods. Use this presentation and script to spread the message of Fairtrade within your local community.

This presentation is aimed at adults above the age of 18. If you would like to give a Community Talk in an educational setting, please use the “Educational Community Talks” presentation.

Thank you for sharing the message of Fairtrade with your local community.

SLIDE 1

Welcome!

- *[Introduce yourself and others in the room]*

SLIDE 2

Agenda

- What is Fairtrade? (Some basic facts about what Fairtrade is and does)
- What do you know about Fairtrade tea? (The Fairtrade Foundation will be looking at tea production more closely in our campaigning in 2025, so let's learn together about how Fairtrade tea is made)
- The issues facing farmers and workers
- Stories from tea farmers and workers in their communities (Linner Ruto's story).
- Benefits of Fairtrade (what comes from being in a Fairtrade co-operative that other tea farmers may not have access to)
- Fairtrade premium (Do you know what the Fairtrade premium is and how it supports farmers and workers? This will tell you all you need to know.)
- Take action (What can you do to get involved?)

SLIDE 3

About Fairtrade

- Who recognises this mark? Can anyone tell me what it means?
- As an international movement and in partnership with 2 million farmers and workers, Fairtrade has a vision of a world in which all producers enjoy secure and sustainable livelihoods, fulfil their potential, and decide on their future.
- Fairtrade works with farmers and workers in more than 1,900 producer organisations. We work across 68 countries, so workers can improve their living standards, invest in their communities and businesses, and protect our shared environment.
- Fair prices provide an immediate lifeline for farmers and workers struggling with low incomes and disadvantaged by global trade.
- We achieve this by rallying a global community of millions – farmers and workers, supply chain partners, brands, retailers, shoppers, schools, government – to pay fair prices and uphold fair production standards and practices.

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- The FAIRTRADE Mark is a registered certification label for products sourced from producers in lower income countries. The Mark is used only on products certified in accordance with Fairtrade Standards and on promotional materials to encourage people to buy Fairtrade products.
 - The core FAIRTRADE Mark is recognised around the world. An amazing 93% of UK shoppers recognise and 83% trust it when deciding whether a product is ethical.

SLIDE 4

What do you know about tea?

- What can you tell me in the room about what you know about tea?
- Some interesting facts that I can tell you are;
- All tea comes from the same plant – whether it's black, green or white, it all comes from the same plant – which is named the Camellia Sinensis.
- A tea bush can take up to four years to mature, and then it can produce leaves for over 50 years.
- Some tea plants can grow as tall as a house! While most tea plants are kept small for easy picking, wild tea trees can grow over 9 meters tall!
- Tea pickers are super skilled. Many Fairtrade tea farmers pick leaves by hand because they are better than machines, it takes years of practice!
- Elephants can help make tea! in some places like Thailand, tea leaves are fed to elephants, and the tea is made from their poo, it's called elephant dung tea and its one of the rarest teas in the world.

SLIDE 5

The tea supply chain

- The tea supply chain is complex, with multiple actors from pickers and growers to processors, auctions, wholesalers, packers, distributors, and retailers.
1. Tea begins its life as the Camellia Sinensis plant, a small shrub which can be identified by its green leaves, white petals and a yellow centre. The ideal climate for tea plants to grow is in warm, humid conditions with well-distributed rainfall.
- The young, light-green leaves are preferably harvested for tea production when they have short, white hairs on the underside. Older leaves are deeper green. Different leaf ages produce differing tea qualities, since their chemical compositions are different. Usually, the tip (bud) and the first two to three leaves are harvested for processing. This hand-picking is repeated every one to two weeks.



- 2. Freshly plucked green leaves must be processed within a few hours of being picked or they will lose their quality and value. Large tea estates often have their own processing plant or are situated near a tea factory where tea processing is carried out. But for farmers who do not have direct relationships with factories, they may rely on middlemen who may pay them a lower price.
- The next step is tea drying, which involves physically blowing hot air through fermented leaves as they are conveyed in chains. The temperature of hot air in the inlet is 100 – 120°C conveyed while that at the outlet is 56°C. The drying process takes about 15 to 30 minutes. Then, the tea is sorted and graded into various shapes and sizes either by a machine with oscillating sieves, or by hand using manual sieves. This practice differs and is dependent on the factory.
- 3. The tea is then shipped globally. Nearly 50% of tea is produced in China, followed by India, Kenya, Sri Lanka and Türkiye. Tea is also a significant industry in countries such as Uganda, Malawi, Indonesia and Bangladesh.
- The producing factories do not sell their teas directly, they entrust them to selling brokers, who take the tea to auction centres. 77% of the world's traded teas were sold through public tea auctions in 2017.
- 4. The tea then is sent to the country which has bought it. If this for example was the UK, it would make its way to the factory of the distributor to be blended and packaged before making its way to the supermarket shelf, and into your next cup of tea.
- It is only as tea moves through this complex supply chain, that the profit starts to be seen. According to Oxfam, out of every kilogram of packaged Assam tea that is sold, tea brands and supermarkets take a sizable cut (up to 95% in some cases), while a marginal proportion – less than 5% – remains on tea estates to pay workers.

SLIDE 6

Fairtrade tea

- Globally, tea production employs around 13 million people, with 9 million smallholder producers responsible for roughly 60% of total output.
- Its precious leaves are grown in two ways. The first is on large traditional estates or plantations. These estates employ hundreds of workers and cover the whole process from growing tea, harvesting and processing in factories. The second is by farmers on their own land, often operating as a family business, sometimes employing a few workers.



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- Fairtrade supports both hired labour organisations and smallholder tea producers in 12 countries, primarily India, Sri Lanka, Kenya and Malawi.
 - Despite increasing mechanisation, tea production remains labour-intensive and offers limited earning opportunities. The global tea trade is largely dominated by a small group of companies. That means smallholder tea farmers often find themselves in vulnerable positions with little negotiation power.

SLIDE 7

Issues facing tea workers

1) Living wages

- Most workers picking tea on estates earn significantly below what is considered a 'living wage', and in many cases they receive income below the poverty line.
- Wages for tea workers remain largely insufficient for maintaining a decent standard of living, contributing to malnutrition, child labour and forced labour in tea picking regions. However, the tea sector is an important source of income and livelihoods in many countries and contributes to economic growth and food security.

2) Working conditions

- The production of tea often fails to take place within a safe and healthy working environment, with tea workers and farmers facing several unique health and safety challenges.
- Tea cultivation is labour-intensive. Workers must walk long distances between the collection point and where they pluck tea, frequently carrying up to 30 kilograms or more of tea over uneven, slippery and sometimes steep terrain. Snakes, parasites and other hazards are common in many tea-growing regions. The lack of protective clothing and control measures can expose pickers and factory workers to risks from agrochemical use, dangerous moving machinery, high levels of noise and heat.

3) Climate mitigation

- Tea is a climate-sensitive crop and growing it is extremely labour-intensive. It only grows well when it is warm and wet, limiting the tea harvesting season in many countries.
- Their dependence on irrigation is increasing, and pest activity, leaf quality and the impact of the changing climate on their health are all contributing to tea farming becoming more expensive against a backdrop of falling prices and falling demand for the crops they have grown.

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Fairtrade stories

- I would now like to share with you a story directly from a tea farmer, explaining what life is like and how Fairtrade has helped in their community.



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Linner Ruto's story

- This is Linner Ruto. Linner is a farmer at the FINTEA co-operative in Kenya. Linner is a mother of two, she has a son and a daughter. Her daughter is at University and her son is an adult. She is a single mother and a widow. Her son graduated from Harvard University and she had the opportunity to travel to the US to attend his graduation in 2015.
- Linner tells us that before joining the Fairtrade cooperative, her life was very difficult. She was very poor and she says she had no knowledge about farming or any education in leadership. But she received a lot of training from Fairtrade. She was taught financial management, good leadership and so many other things. After learning about financial management, she managed to make some savings.
- She explains that before, women were not heard. But when Fairtrade came in to train them, women were given portions of tea plantations to manage or given land ownership which wasn't there before. She says "Now we can speak as women, we can be heard and we need to educate more women in our community". She said with further funding, we can make a lot of changes.

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- Linner is involved in the 'Gender Action Learning in Tea' project, which is about supporting women tea producers that have been funded through Fairtrade.
- Linner explains that Fairtrade also taught her about climate change and its impact and how it's helped her to address some of the effects. For example she no longer uses firewood for cooking, she uses biogas right from the cowshed. And she has managed collect water more efficiently. She is also using solar energy in her house. When she has an opportunity to meet people, she also teaches them about the effects of climate change.

SLIDE 11

- She was taught about diversification, and that is when she started dairy farming. She bought one calf at that time, and now she has grown her offering. She now has two cows she milks, she also has twelve beehives and she sells honey locally. She also has a few chickens and a dairy goat.
- Linner says that she managed to do this because of what she learnt during Fairtrade trainings. Apart from tea farming, she also has fruit trees on the farm, like avocados and guavas.
- Linner tells us that tea farming nowadays is not like before, when she used to sell a lot of tea to Fairtrade. The tea pricing changes all the time. She is now seeing that dairy farming is much better than tea farming, having the cows really help financially. For example, it helped her to pay school fees, and now she owns a car.

SLIDE 12

Benefits of Fairtrade

1. The Fairtrade minimum price

- The Fairtrade minimum price defines the lowest possible price that a buyer of Fairtrade products must pay the producer. The minimum price is set based on a consultative process with Fairtrade farmers, workers and traders and guarantees that producer groups receive a price which covers what it costs them to grow their crop. When the market price is higher than the Fairtrade minimum price, the trader must pay the market price.

2. Shared cooperative training and knowledge

- A Fairtrade co-operative is a group of farmers and workers that come together to collectively grow, produce and sell their products. When Fairtrade co-operatives receive training in anything from agro-ecology techniques, to leadership or financial management, the knowledge doesn't stop with one person. It is passed on through peer-to-peer learning and workshops, enabling everyone in the co-operative to learn. That means they can adapt to challenges such as climate resilience or improving crop quality and yield.

3. The Fairtrade Premium

- The Fairtrade Premium is what makes Fairtrade unique. It's an additional sum of money paid on top of the Fairtrade minimum price that farmers and workers invest in social, environmental and economic developmental projects to improve their businesses and their communities. They decide democratically by committee how to invest the premium.

SLIDE 13

- Linner also has a few things to add about Fairtrade Premium and how purchasing Fairtrade products in the UK helps her personally.
- “Without Fairtrade, farming would will be difficult because we would not benefit from any training, from premium money which has really helped the community. There are also some kids who are orphaned, some of the Fairtrade Premium has been used to support these children”.
- She told us “I am asking everyone in the UK to buy more of our tea so that farmers can benefit. We are happy to see most of our tea on your shelves and supermarkets because we know that once you take a lot of tea to your shelves, much will come to our community [in form of premiums].”

SLIDE 14

Brew it Campaign film

- This is our Brew it Fair film that captures the heart of our campaign. Let's take a moment to watch.



SLIDE 15

Take action -How can you Brew it Fair?

1) Buy Fairtrade tea

- Together, we can send a clear message to companies: that we demand change for the people behind the tea we drink.
- Fairtrade tea exists on UK shelves because shoppers like you have demanded fairer, more ethical choices. But the work isn't done.
- Keep the pressure on. Choose Fairtrade tea — creating a fairer future for the people behind the tea we drink.

2) Add your voice to the petition to the UK Government to:

- Introduce a Human Rights and Environmental Due Diligence (HREDD) law that protects farmers and workers, tackles unfair purchasing practices, and supports living incomes and wages in the tea sector.
- Support multistakeholder collaboration by convening a roundtable with government, businesses, and representatives of tea workers and farmers to address longstanding challenges.
- Restore the aid budget to 0.5% of GNI and honour climate finance commitments, ensuring tea farmers and workers can adapt to climate change and build resilience.

SLIDE 16

Brew yourself a delicious cup of Fairtrade tea

- Currently, there are more than 400 tasty Fairtrade-certified tea products in the UK, from everyday and premium, to white, green and infusions, to decaf and organic. The range – in flavour, quality, and price – is astounding.

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- Because of your choice to buy Fairtrade tea, more than £3 million in Fairtrade premium was generated in 2022 – directly improving the lives of farmers, workers and their communities. The premium has been used to provide things like healthcare, education, and clean water creating real change where it matters most.
- Every cup of tea is more than just a drink, it's a vote for fairness, sustainability and a better future for the people that grow it.
- Please keep choosing Fairtrade. Together we can continue to make a difference, one sip at a time!

SLIDE 18

Thank you for listening.
[Time for Q&A if you wish]

THANKS FOR READING

CONTACT INFORMATION

For any questions related to this document,
please get in touch with the campaigns team

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