Flying the Flag for Fairtrade
Beyond Fairtrade certification...

- Direct relationships with smallholders
- Re-investing profit into developing producers
- Innovative ownership models and products
- Strong advocacy and campaigning
Fairtrade Companies
Doing Business Differently
What do we offer?

- Traceability
- Transparency
- Authenticity
- Innovation
- Campaign-ability!

Aniamma Roy from Kerala, India
Bassemah Barahmeh from Anza, Palestine
Jenny Botwe from Anidasonyame, Ghana
1. In partnership with Tesco we are launching two first to market *Finest* Fairtrade Organic Christmas nut products

2. New *liberation* nut products planned for 2018

3. Plans afoot for the first small-holder owned peanut butter factory in Nicaragua

Don’t forget National Nut Day on 22nd October, get baking for a chance to win a hamper of your favourite Fairtrade goodies
The olive harvest is upon us and this year eco chef and Fairtrade ambassador Tom Hunt will visit the groves and help cook a harvest feast.

**Fairtrade Caramelised Almonds** are back for Christmas and are presented in a stylish gift box.

Visa applications for Fairtrade producers Lamis and Bassema to join us for Fairtrade Fortnight 2018 will be submitted soon. We want a YES result after they were denied for Fortnight 2017.
Renewable energy technologies
Burkina Faso, Uganda and Ivory Coast

Larger scale fruit-dryers
Uganda

Organic compost
Last year we supported over 360,000 individuals in 59 countries by providing finance to producers.
New Flavours!

Packaging Refresh

Farmer News
1. Re-launch of the brand

2. Shortlisted for SE UK Awards

3. Acquisition of London Tea Company
How can we help you?

Resources

Trading Visions

Videos

YouTube

Samples

FAIRTRADE FORTNIGHT

Talks

BOOK A SPEAKER
School is very fine. When my grandfather sends his cocoa to Kuapa, we get a fair price and bonuses which we use to buy pens, erasers and books. The other cocoa companies don’t pay bonuses so the farmers’ kids don’t have money to buy food or pay school fees.

Isaac Owusu
Bayerebon 3, Ghana

Social Enterprise Powerpoint presentations

A series of Powerpoint presentations aimed at teachers focusing on business studies, enterprise or social enterprise.

The presentations showcase these pioneering Fairtrade companies:
Divine Chocolate
Liberation Nuts
Cafédirect
Zaytoun

Download the social enterprise presentations

www.tradingvisions.org
Doing Business Differently
Receive emails about Fairtrade Fortnight samples

BOOK A SPEAKER

We have a dedicated network of volunteers who can give you an inspiring presentation about Shared Interest and our work in fair trade and ethical investment.

Invite Shared Interest to your next meeting, event or conference.

Just complete the form below.

- [ ] I would like you to come and give a talk about Shared Interest
- [ ] I would like Shared Interest to have a stall
- [ ] I would like some Shared Interest resources for my event

How can you help us?

Social Media

• Personal stories
• Share our posts
• Campaign posts
How can you help us?

Help us get listings!

- Local store: we can provide a list of wholesalers
- Campaigning to retailers

Join in our campaigns

- Sign up to our emails
- See our calendar of events
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**DOING BUSINESS DIFFERENTLY**

*These Fairtrade Businesses are doing business differently not just this year but every year with this range of annual campaigns that you can get involved with.*

**FIND OUT MORE AT** [www.fairtrade.org.uk/doingbusinessdifferently](http://www.fairtrade.org.uk/doingbusinessdifferently)
Together we can achieve amazing things!

MAKE TRADE FAIRER