

# QUIZ ROUND 1 THE FAIRTRADE JOURNEY

# FAIRTRADE 20

- 1** 80% of the UK public now recognise the FAIRTRADE Mark. When Garstang became the world's first Fairtrade Town in 2001, what percentage of the UK recognised it?  
**A** 19% **B** 24% **C** 36%
- 2** Have Fairtrade beauty products ever been tested on animals?  
**A** Yes **B** No
- 3** What were the first three Fairtrade certified products?  
**A** Green & Blacks Maya Gold chocolate, Clipper tea, Cafédirect coffee  
**B** Clipper tea, Zaytoun olive oil, Green & Blacks Maya Gold chocolate  
**C** Cafédirect coffee, Clipper tea, Traidcraft pasta
- 4** These statements are all true for which Fairtrade product?  
• Developing countries produce two thirds of this product  
• 100 million rural households in developing countries are involved in its production  
• West Africa produces about 4% of its total global production  
**A** Rice **B** Coffee **C** Cotton
- 5** As well as receiving a minimum price for their produce, Fairtrade farmers also receive a premium. What percentage of Fairtrade coffee farmers' premium must be used to enhance productivity and quality of the coffee?  
**A** 10% **B** 33% **C** 25%
- 6** Which of these countries gained their first Fairtrade certified producer organisation in 2012?  
**A** Jamaica  
**B** Nigeria  
**C** Afghanistan  
**D** None of the above  
**E** All of the above
- 7** The price of loose bananas fell to just 68p per kilo in the UK's biggest retailers for most of 2013. If the price of bananas had kept pace with other products in a typical shopping basket (e.g. bread, milk, eggs and sugar), how much would they cost today?  
**A** £1.15 **B** £1.93 **C** £2.34
- 8** Tea is drunk by millions of people everyday in the UK and sales of Fairtrade tea have increased nearly six-fold since 2004. What percentage of UK tea sales in the UK are now Fairtrade?  
**A** 30% **B** 3% **C** 8%
- 9** Retail sales of Fairtrade products in 2011 reached an estimated £1.32 billion. What was the value of retail sales in 2010?  
**A** £1.17 billion  
**B** £1.05 billion  
**C** £1.25 billion
- 10** When was Fairtrade gold first made available to consumers?  
**A** 14 February 2011  
**B** 1 December 2009  
**C** 26 May 2013

**YOUR CHOICE MAKES  
A DIFFERENCE.**



**THE POWER  
OF YOU**

# QUIZ ROUND 2 FAIRTRADE NOW

# FAIRTRADE AT 20

11 How many farmers and workers worldwide are now benefitting from Fairtrade?

- A 1.1 million B 1.2 million C 1.4 million

12 How many people signed our petition to Make Bananas Fair in 2014?

- A Over 50,000  
B Over 70,000  
C Over 90,000

13 Close to 50 million people depend on cocoa for their livelihoods. What percentage of cocoa is sold on Fairtrade terms globally?

- A 1% B 5% C 11%



14 How many countries are Fairtrade products currently sold in?

- A 95 B 110 C 125

15 Women produce 60-80% of the food in most developing countries, but how much land in Africa is owned by women?

- A 1% B 9% C 21%

16 How many Fairtrade Towns are there worldwide?

- A 600 B Over 1,500 C Over 2,000

17 What percentage of the global Fairtrade system is owned by producers?

- A 50% B 33% C 70%

18 How many Fairtrade certified products are there currently?

- A Over 3,500 B Over 4,500 C Over 5,500



19 Smallholder farmers often receive low returns from their produce. According to a Fairtrade Foundation report in 2013, what percentage of the retail value of a chocolate bar are cocoa smallholders likely to receive?

- A 10-15% B 3.5-6% C 1-3%

20 How many Fairtrade schools are there in the UK?

- A Over 2,000 B Over 500 C Over 1,000

## BONUS POINT

What was the first Fairtrade university?

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## ROUND 1 THE FAIRTRADE JOURNEY

- 1 A 19%
- 2 B No
- 3 A Green & Blacks Maya Gold chocolate, Clipper tea, Cafédirect coffee
- 4 C Cotton
- 5 C 25%
- 6 E All of the above
- 7 B £1.93
- 8 C 8%
- 9 A £1.17 billion
- 10 A 14 February 2011



## ROUND 2 FAIRTRADE NOW

- 11 C 1.4 million
- 12 B Over 70,000
- 13 A 1%
- 14 C 125
- 15 A 1%
- 16 B Over 1,500
- 17 A 50%
- 18 B Over 4,500
- 19 B 3.5-6%
- 20 C Over 1,000



### BONUS POINT

Oxford Brookes



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A DIFFERENCE.