

# Fairtrade

## What Does Fairtrade Mean?

Some people make a living out of growing or making things to sell. The food and products are shipped all over the world. If the people are not paid a fair price, they cannot live well. Fairtrade is about paying a fair price for things that we buy.



## How Does Fairtrade Help?

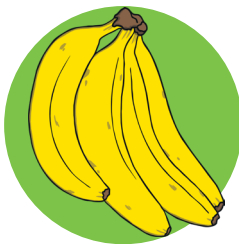
- It gets better prices for crops.
- It provides better working conditions.
- Extra money is given to communities.



## How Can You Help?

Buy products that have the Fairtrade symbol on.

Here are some of the products to look out for:



# Fairtrade

## What Does Fairtrade Mean?

Some people earn their living by growing food or making things to sell. Their food and products are shipped to other parts of the world and sold in shops. However, unless they are paid a fair price for their products, they will not have enough money for food and clothing. Fairtrade is about making the world fair and paying a fair price for things we buy.



## Did You Know?

Fairtrade products are available in over 250 countries.

## How Does Fairtrade Help?

Fairtrade helps to make sure better prices are paid for crops. It makes sure there are better working conditions so workers are treated well and children can go to school. It also allows crops to be grown year after year.

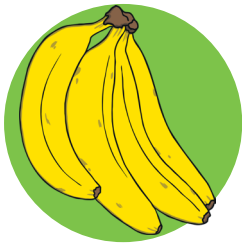


## Fairtrade Products

There are over 4,500 Fairtrade products available to buy. If you buy one of these products, you know a fair price has been paid to the workers.

**Useful Hint**

Look out for products with this symbol on.  
It means it is Fairtrade.



**Bananas:** Some of the bananas in our shops are Fairtrade but not all.



**Chocolate:** Fairtrade makes sure cocoa beans are sold for a fair price.



**Coffee beans:** Coffee prices go up and down. Fairtrade makes sure farmers have enough money to plant more crops.

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## What Does Fairtrade Mean?

What is fair? Is it fair that some people have more than others? Where you are born can affect how wealthy or poor you are. In lots of poor countries, people grow crops to make money. However, too often, people will not give them a fair price for their products. They cannot make any money unless they are given a fair price. Fairtrade is about making the world fairer. It is about giving a fair price for things that we buy. Without a fair price, people do not have money for essentials such as clothes and food.

## Did You Know?

Only one in three bananas sold in the UK is Fairtrade.



## How Does Fairtrade Help?

Fairtrade helps to ensure that better prices are paid for crops. Better working conditions

are provided so workers are treated well and children are allowed to go to school.



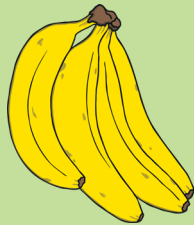
Fairtrade also keeps farming sustainable so that crops can be grown year after year.



## Fairtrade Products Around The World

### Bananas

Many bananas come from the Dominican Republic. 75% of banana sellers in the Dominican Republic said their standard of living had improved since joining Fairtrade.



### Chocolate

Fairtrade helps farmers in Africa by guaranteeing minimum prices for cocoa beans. Certain supermarkets and shops are dedicated to providing Fairtrade chocolate.



### Coffee

When Fairtrade coffee is bought, farmers can provide a better quality of life for their families.

They are also able to grow better quality beans.



### Sugar

Around 80% of sugar comes from sugar cane. It is grown by millions of farmers in developing countries. The price that many farmers receive for their sugar cane often fails to cover their costs.

