

# World Fair Trade Day 2018

## What Is World Fair Trade Day?

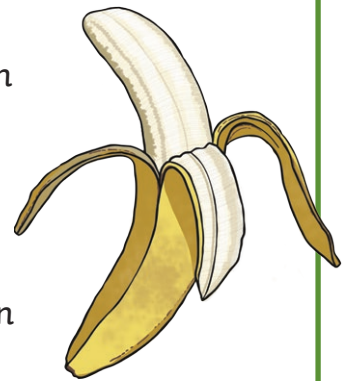
Held annually on the second Saturday of May, World Fair Trade Day is a worldwide event. In 2018, the event will fall on 12<sup>th</sup> May and its theme will be **Live Fair, One Product at a Time**. This theme aims to explore how we can all make a difference.

The World Fair Trade Organisation (WFTO), who organise World Fair Trade Day, aims to:

- enable **producers** to improve their livelihoods and communities through Fair Trade;
- make sure that producer voices are heard;
- promote **sustainable development**.

### Did You Know...?

- There are more than 1.65 million farmers and workers in Fair Trade organisations.
- There are 1,226 Fair Trade organisations across 74 countries.
- There are around 1,460 Fair Trade chocolate products on the market in the UK.



## What Is Fair Trade?

Fair Trade is about more than just **trading**. It is a partnership between producers and traders based on honesty and respect. It supports sustainable development by providing workers with better conditions. It also raises awareness with **consumers** about the need for change.

These are some of the main principles of Fair Trade:

1. Creating opportunities for poor communities.
2. Being aware of different **cultures**.
3. Making sure that traders are paid fairly.
4. Ensuring good working conditions.
5. Respecting the environment.



World Fair Trade Day 2018 will try to encourage us all to become Fair Trade heroes.

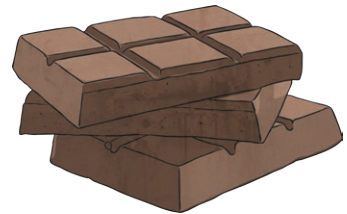
### What Can You Do to Make a Difference?

Throughout the day, you could encourage your family to make small changes and include a range of Fair Trade products, travelling around the world as you do.



At school, you could encourage your headteacher or school council to hold a Fair Trade Awareness Day. This could include:

- having a Fair Trade assembly;
- selling Fair Trade snacks at break time;
- encouraging other pupils to design Fair Trade posters;
- hosting a Fair Trade fashion show.



### Glossary

**consumers:** People who buy things.

**cultures:** The ideas, customs, and social behaviour of a particular people or society.

**producers:** People who make or grow things to sell.

**trading:** Buying and selling things.

**sustainable development:** Not using up natural resources whilst creating products.

# World Fair Trade Day 2018

## What Is World Fair Trade Day?

Held annually on the second Saturday of May, World Fair Trade Day is a worldwide event. In 2018, it falls on 12<sup>th</sup> May.

In 2018, the theme for World Fair Trade Day is **Live Fair, One Product at a Time**, which explores how we can all make a difference to the lives of many people around the world.

The World Fair Trade Organisation (WFTO), who organise World Fair Trade Day, aims to:

- enable **producers** to improve their livelihoods and communities through Fair Trade;
- make sure that producer voices are heard;
- promote **sustainable development**.

## What Is Fair Trade?

Fair Trade is about more than just trading. It is a partnership between producers and traders based on honesty and respect. It supports sustainable development by providing workers with better conditions, while raising awareness with consumers about the need for change.

### Did You Know...?

- Currently, around 179,800 smallholder cocoa farmers are members of Fairtrade certified producer organisations.
- The first Fair Trade product sold in Britain in 1994 was a chocolate bar.
- There are around 1,460 Fair Trade chocolate products on the market in the UK.
- Fair Trade chocolate accounts for 12% of all sales in the UK.



Some of the main principles of Fair Trade include creating opportunities for poor communities, being aware of different cultures, making sure that traders are fairly paid, ensuring good working conditions and respecting the environment.

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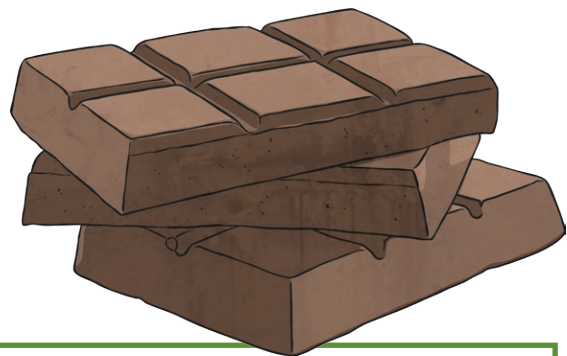
## What Can You Do to Make a Difference?

Throughout the day, you could encourage your family to make small changes and include Fair Trade products, travelling around the world as you do. You could even record all of the places you have 'visited' on a map.

For breakfast, why not drink Fair Trade tea from Sri Lanka while eating Fair Trade muesli made from various fruits and nuts from around the world? You could wear a beautiful, floral skirt made by empowered women from India, with an intricate, handmade beaded bracelet from Guatemala. For lunch, eat a Fair Trade banana from Ghana, which will make a huge difference to thousands of farmers, workers and their families. You could even decorate your home with unusual, handmade trinkets from Indonesia. At dinner time, try to buy Fair Trade rice grown in Thailand and finish with a scrumptious treat of smooth chocolate from Peru.

At school, you could encourage your headteacher or school council to hold a Fair Trade Awareness Day, which could include:

- a Fair Trade assembly;
- Fair Trade snacks for sale at break time;
- a competition to design the best Fair Trade poster;
- a Fair Trade fashion show.



### Glossary

**consumers:** People who buy things.

**cultures:** The ideas, customs, and social behaviour of a particular people or society.

**empowered:** To make someone stronger and more powerful.

**producers:** People who make or grow things to sell.

**sustainable development:** Not using up natural resources whilst making a product.

**trading:** Buying and selling things.

# World Fair Trade Day 2018

## What Is World Fair Trade Day?

Held annually on the second Saturday of May, World Fair Trade Day is a worldwide event held in over 70 countries. In 2018, it falls on 12th May 2018. This year, the theme for World Fair Trade Day is **Live Fair, One Product at a Time**, which explores how we can all make a difference to the lives of many people around the world by altering our shopping habits.

The World Fair Trade Organisation (WFTO) was created in 1989 and is the global organisation who organise World Fair Trade Day. It aims to enable **producers** to improve their livelihoods and communities through Fair Trade, to make sure that producer voices are heard and promote **sustainable development**.

### Did You Know...?

- Over one hundred million tonnes of bananas are produced each year.
- 94% of global Fair Trade bananas are produced in Latin America and the Caribbean.
- Banana farmers invest around 21% of Fair Trade premium on educational projects.



## What Is Fair Trade?

Fair Trade is about more than just trading. It is a partnership between producers and traders based on honesty and respect, which supports sustainable development by providing workers with better conditions, whilst raising consumer awareness about the need for change. Some of the main principles of Fair Trade are the creation of opportunities for poor communities, the awareness of different cultures, ensuring that traders are fairly paid, the creation of good working conditions and promoting fair trading. They also ensure that no **child labour** or **forced labour** is used and that the environment is respected.

World Fair Trade Day 2018 will try to encourage us all to become Fair Trade heroes!

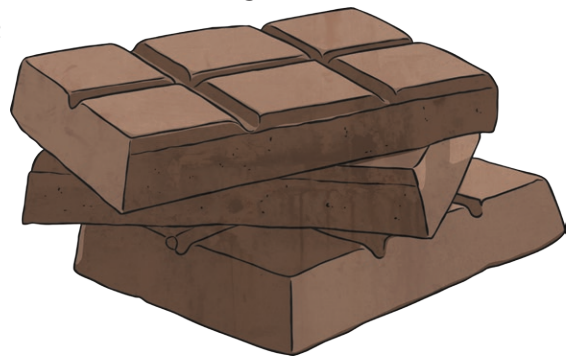


## What Can You Do to Make a Difference?

By taking part in World Fair Trade Day, you can make changes that will have a positive impact on the lives of a large number of people around the world. Throughout the day, you could encourage your family to make small changes by including Fair Trade products from all around the world.

For breakfast, why not drink Fair Trade tea from Sri Lanka while eating Fair Trade muesli made from various fruits and nuts from around the world? You could wear a beautiful, floral skirt made by **empowered** women from India with an intricate, handmade beaded bracelet in vibrant colours from Guatemala. For lunch, eat a Fair Trade banana from Ghana, which will make a huge difference to thousands of farmers, workers and their families. You could even decorate your home with unusual, handmade trinkets from Indonesia or your garden with a recycled tyre pot from Vietnam. At dinner time, encourage your parents to buy Fair Trade rice grown in Thailand and finish with a scrumptious treat of smooth chocolate from Peru.

At school, you could encourage your headteacher or school council to hold a Fair Trade Awareness Day. This could include a variety of different events such as a Fair Trade assembly, Fair Trade snacks for sale at break time, a competition to design a Fair Trade poster or even a Fair Trade fashion show. You could also hold debates within your class or perform a play about the different stages of the Fair Trade process.



### Glossary

**child labour:** The illegal employment of young children.

**empowered:** To make someone stronger and more powerful.

**forced labour:** Being made to work with no or little pay.

**producers:** People who make or grow things to sell.

**sustainable development:** Not using up natural resources during production.