

Fair trade

Fair trade is a way of buying and selling products that **allows the farmers to be paid a fair price for their produce**, and have better working conditions.

Trade is 'unfair' when farmers receive very low income and have poor conditions while the companies that sell their products make lots of money from them.

The Fairtrade Mark was introduced in 1994; it is a symbol awarded to products that are sold under certain fair-trading conditions.



Did you know?

- 'Fair trade' as a term means 'moving towards fairer trading conditions', while **'Fairtrade'** is the label used to identify products with the Fairtrade Mark. Fairtrade is a registered trademark.
- The Fairtrade Mark symbol is made up of a blue sky that symbolises optimism, and an arm, raised in the air – this symbolises empowerment. The Fairtrade Mark also incorporates the colour green to symbolise growth.
- **Fairtrade products come from over 70 different countries** from around the world. The people who produce these items receive a minimum price and premium for their products.
- Fairtrade has encouraged many farmers to farm in a more sustainable and environmentally-friendly way, using fewer chemicals and effective irrigation.

Guarantees
a **better deal**
for Third World
Producers



FAIRTRADE

Top 10 facts

1. There are over 4,500 Fairtrade Mark products sold in the UK.
2. Products with the Fairtrade Mark are sold in over 120 countries.
3. The Fairtrade Foundation was formed in 1992, with the Fairtrade Mark first being used in 1994, over 20 years ago now.
4. The first product to get the Fairtrade Mark was **Green and Black's Maya Gold** chocolate bar.
5. Divine Chocolate is the only chocolate company in the world to be fully owned by farmers.
6. **The first ever UK Fairtrade Mark banana was sold in the year 2000.**
7. A third of all bananas sold in the UK have the Fairtrade Mark.
8. There are over **1.4 million farmers and workers worldwide who work to produce Fairtrade products.**
9. Fairtrade products include both food and non-food items – there are standards for each type of item that need to be achieved before it is classified as Fairtrade.
10. Fair trade towns are dedicated to supporting fair trade – there are over 550 in the UK alone.

MAYA GOLD



GREEN
& BLACK'S
ORGANIC

Dark Chocolate

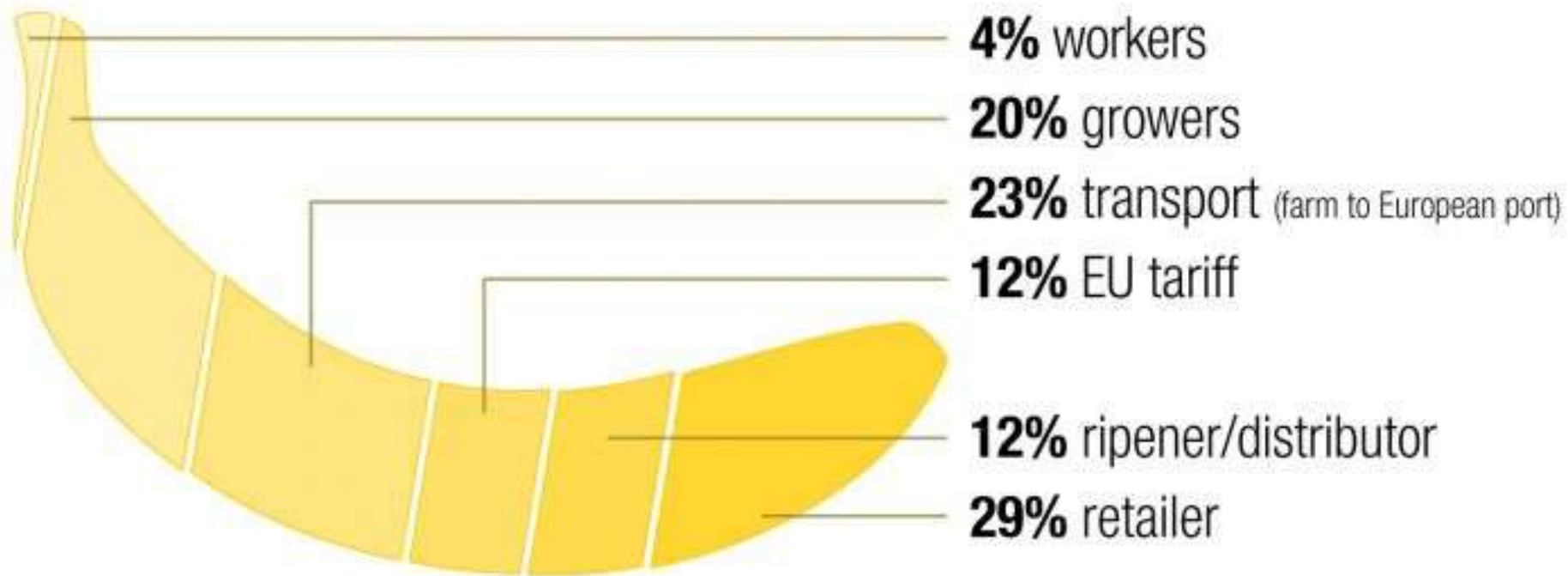
infused with a twist of
orange and delicate spices

55% Cocoa



100g e





PRODUCTS

SELECT A PRODUCT



BANANAS

One in three bananas bought in the UK is Fairtrade and it makes a huge difference to thousands of



CHOCOLATE

Find out where you can buy Fairtrade chocolate and make a difference to the lives of cocoa



GOLD

Fairtrade Certified Gold is the world's first independent ethical certification system for gold.



BEAUTY PRODUCTS

Make Fairtrade part of your beauty routine by choosing products with the FAIRTRADE Mark, there are



COFFEE

When you choose Fairtrade coffee, not only can farmers build a better quality of life for their



COTTON

Lots of us care about how we look – and buying clothes made with Fairtrade cotton means we



FLOWERS

Whatever the occasion, you can say it with Fairtrade flowers. With 69 shades available across UK



SUGAR

British consumers and companies choosing Fairtrade sugar sent more than £5million in Fairtrade





<http://www.theschoolrun.com/homework-help/fair-trade>