



FAIRTRADE

All About Fairtrade

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Text Book

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www.fairtrade.org.uk

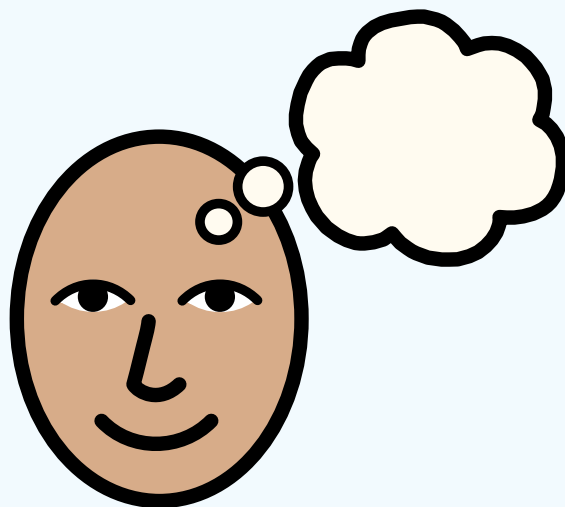
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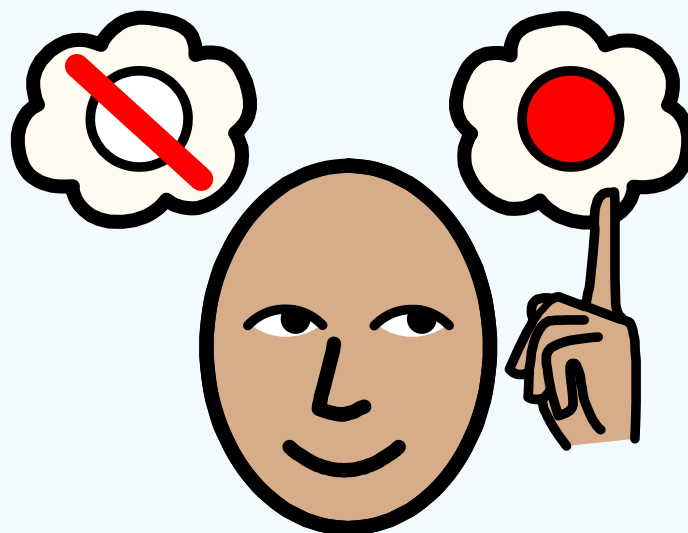
In the UK we have many shops and supermarkets.

It is very easy to buy a wide variety of foods.

Have you ever wondered where your food comes from?

Food has often travelled many miles to reach us.



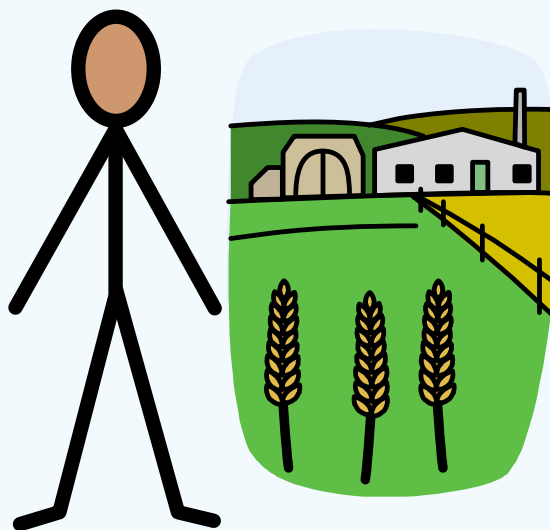


We make choices about the food we buy.

These choices depend on taste, quality and price.

These choices affect the people who grow our food.

Fairtrade encourages us to think about these choices.

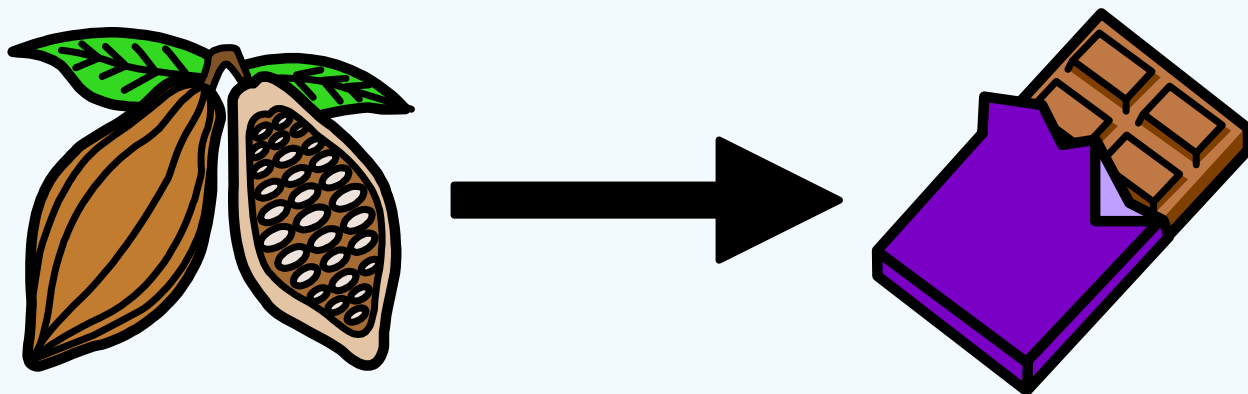


Farmers around the world work hard to grow crops.

The crops they grow provide the food we eat.

The crops they grow include cocoa and sugar cane.

Farmers that grow crops are called producers.

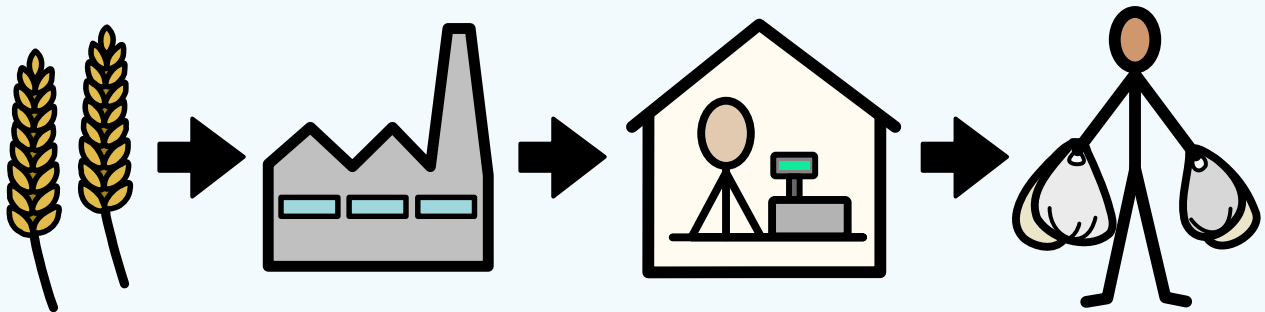


Large companies buy crops from farmers.

The crops can be used to make products.

The crop cocoa is used to make chocolate.

People that buy products are called consumers.

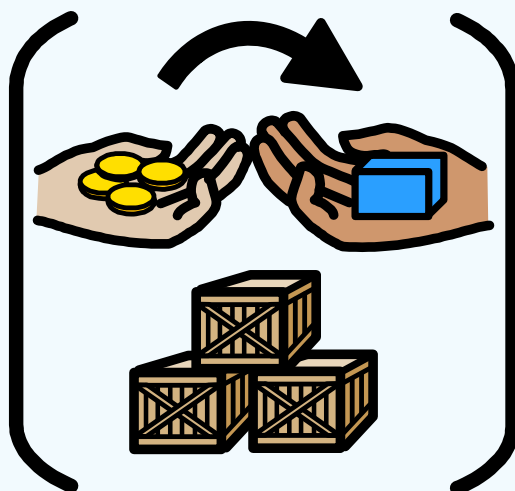


A supply chain represents the journey of a product.

The supply chain begins with the farmers.

The supply chain ends with the consumer.

A supply chain can be long or short.

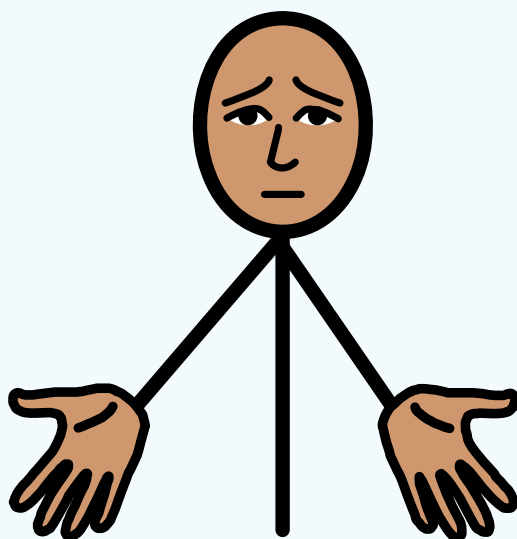


Buying and selling goods is called trade.

Companies buy crops from the farmers.

Crops can be made into products.

Companies often pay the farmers very little money.

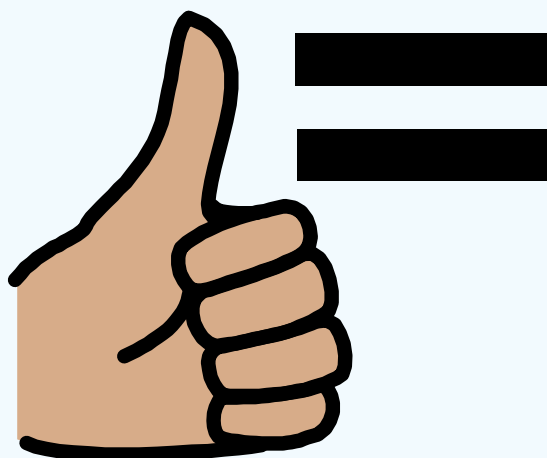


If farmers receive low wages, life can be hard.

They do not have enough money to pay for basic needs.

Basic needs include a safe home and clean water.

Basic needs also include access to education.



Fairtrade aims to ensure a fairer trade for farmers.

Fairtrade ensures farmers are paid fairly for their crops.

Farmers receive a fair wage.

Farmers can afford better living and working conditions.



The Fairtrade Foundation looks after Fairtrade in the UK.

The Fairtrade Foundation was established in 1992.

The Fairtrade Foundation certifies that a product has met Fairtrade standards.

This means that a farmer has received a fair wage for their crops.



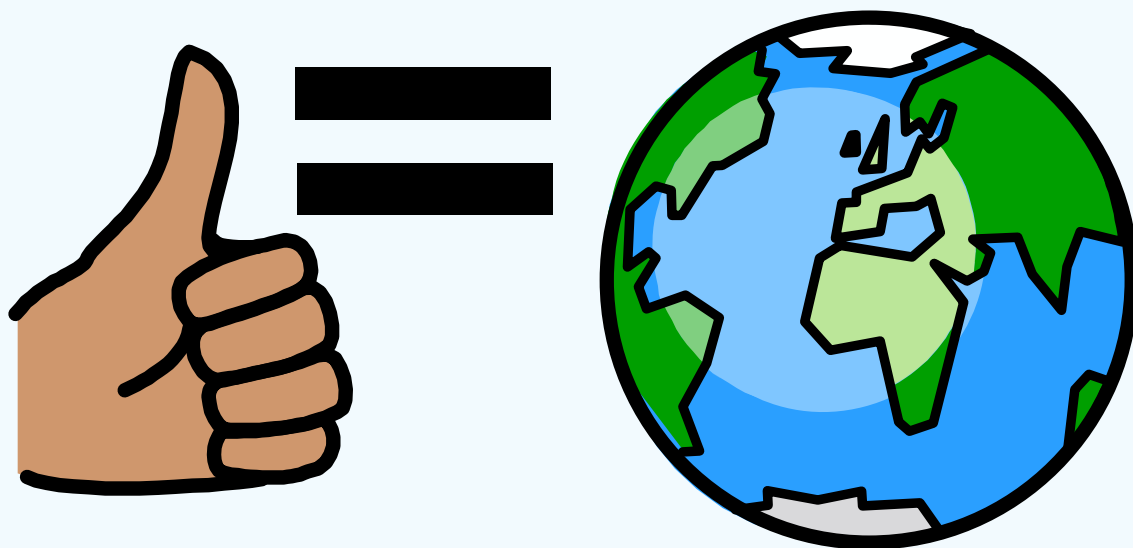


The Fairtrade Mark is a label used to identify Fairtrade products.

The Fairtrade Mark shows that a farmer has been paid fairly.

There are many Fairtrade products available to buy.

Fairtrade products include bananas, flowers and clothes.



Buying Fairtrade products is good for farmers.

It means that more companies support Fairtrade.

Companies like to keep their customers happy.

Buying Fairtrade products helps contribute to a fairer world.



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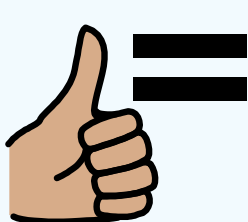
Fairtrade Foundation



Fairtrade Mark



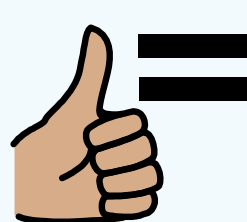
Fairtrade products



fair



world



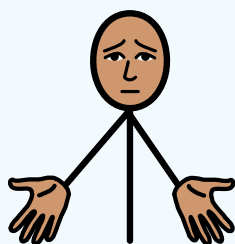
fair



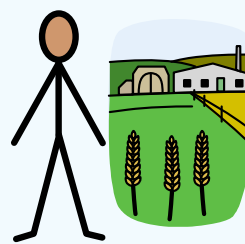
wages



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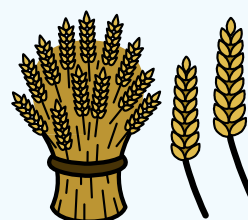
basic needs



farmer



producer



crops

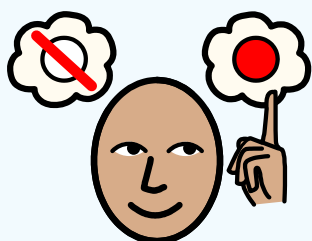


products

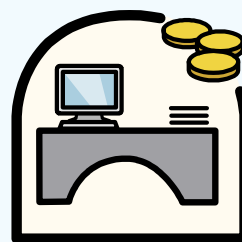


consumer

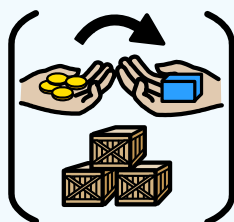




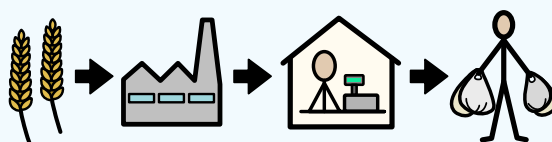
choices



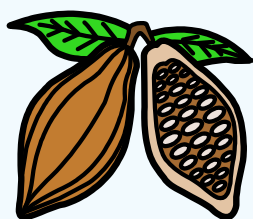
company



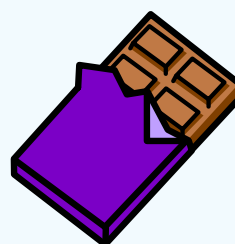
trade



supply chain



cocoa



chocolate

