

## Fairtrade Factsheet

### What is Fairtrade?

Fairtrade is a growing, international movement which ensures that producers in poor countries get a fair deal. This means a fair price for their goods (one that covers the cost of production and guarantees a living income), long-term contracts which provide real security; and for many, support to gain the knowledge and skills that they need to develop their businesses and increase sales.

### Fairtrade and the Make Trade Fair Campaign

The Fairtrade movement has been one of the most powerful responses to the problems facing commodity producers. It gives consumers an opportunity to use their purchasing power to tilt the balance, however slightly, in favour of the poor. But Fairtrade alone can't address the crisis faced by the millions of small-scale farmers and producers whose livelihoods are threatened by low commodity prices and unfair competition from rich countries. This can only be achieved by changing the unfair rules of world trade so that they work for small-scale producers as well as rich multinationals.



### What does fair trade mean for third world producers?

International trade may seem a remote issue but when commodity prices fall dramatically it has a catastrophic impact on the lives of millions of small scale producers, forcing many into crippling debt and countless others to lose their land and their homes. Too many farmers in the developing world have to contend with fluctuating prices that may not even cover what it costs to produce their crop.

For one million workers and farmers in the developing world, Fairtrade means better terms of trade and decent production conditions. The Fairtrade Foundation, with its partners, maintains these standards by regularly inspecting third world suppliers, and checking contracts and trade terms.

The purpose of Fairtrade is not merely to avoid exploitation of suppliers but to help make a real improvement in people's lives. Fairtrade is based on a clear set of internationally-agreed criteria, which are independently assessed and monitored, and the whole system is open and transparent.

All involved in Fairtrade accept that it has to include: paying fair prices to producers which reflect the true cost of production, supporting producer organisations in their social and environmental projects, promoting gender equality in pay and working conditions, advising on product development to

increase access to markets, committing to long term relationships to provide stability and security and campaigning to highlight the unequal system of world trade which places profit above human rights and threatens our environment.

### **Fairtrade Labelling**

Development agencies recognised the important role that consumers could play to improve the situation for producers. By buying direct from farmers at better prices, helping to strengthen their organisations and marketing their produce directly through their own shops and catalogues, the charities offered consumers the opportunity to buy products which were bought on the basis of a fair trade. This is where fair-trade labelling came in.



Today Fairtrade labelling is coordinated in 20 countries including the UK by the Fairtrade Labelling Organisations International (FLO).

The FAIRTRADE mark is an independent consumer label which appears on products as an independent guarantee that disadvantaged producers in the developing world are getting a better deal.

Producer organisations that supply Fairtrade products are inspected and certified by FLO. They receive a minimum price that covers the cost of sustainable production and an extra premium that is invested in social or economic development projects.

### **Fairtrade Fortnight 2010: 22 February- 7 March**

Fairtrade has improved the lives of millions of people - farmers, workers and their families - in developing countries. But the fairtrade movement needs to be promoted to ensure people know that buying Fairtrade products can make a positive difference. This year's Fairtrade Fortnight is asking the nation to join in **The Big Swap**. For two weeks you can swap your usual stuff for Fairtrade stuff. Your usual bananas for Fairtrade bananas, your usual cotton socks for Fairtrade cotton socks, and your usual cuppa for a Fairtrade cuppa. This means that every time you go shopping, you can use your wallet to make a stand. Find out more here:

**Website:** [www.fairtrade.org.uk/fortnight](http://www.fairtrade.org.uk/fortnight)

### **Fairtrade Films on Community Channel**

Community Channel has several programmes showing why farmers in developing countries need a fair deal. You can view all the following documentaries in our online video gallery during and after Fairtrade Fortnight by visiting [www.communitychannel.org/fairfilms](http://www.communitychannel.org/fairfilms).

### **Changing Lives - The Fairtrade Story**

Reporter Carole Green from ITV Wales visits Ghana where small farmers belonging to the Kuapa Kokoo cooperative are guaranteed a fair price for their cocoa under the fair trade system. With sales of fair trade goods increasing by a staggering 40 per cent each year, Wales is set to become the world's first fair trade country after a campaign backed by the Welsh authorities.

### **Bonita Ugly Bananas**

This short document tells the story of workers on an Ecuadorian banana plantation through the eyes of Scottish artist, Jan Nimmo. She was able to witness the living conditions on the plantation and how the workers are exposed to harsh chemicals used for pesticides. Although the workers often get sick, they are still expected to work hard.

### **More than Food on the Table**

More Than Food on the Table shows how a fair-trade scheme that empowers women in poor rural communities of Honduras unlocks their potential to become independent and enables them to help their families survive the country's economic crises. An Oxfam film in which Angelina, Dolores, Josefina and others tell their stories.



### *Organisations:*

#### **Fairtrade Foundation**

Fairtrade Foundation was established in 1992 by CAFOD, Christian Aid, New Consumer, Oxfam, Traidcraft and the World Development Movement. It is the UK member of Fairtrade Labelling Organisations International (FLO), which unites 21 national initiatives across Europe, Japan, North America, Mexico and Australia/New Zealand. With these international partners, it develops fair- and coordinates the annual Fairtrade Fortnight campaign in Britain.

**Address:** 3<sup>rd</sup> Floor, Ibex House, 42-47 Minories, London, EC3N 1DY

**Tel:** 020 7405 5942 (general); 020 7440 7676 (resources order line)

**Fax:** 020 7977 0101

**Email:** [mail@fairtrade.org.uk](mailto:mail@fairtrade.org.uk)

**Website:** [www.fairtrade.org.uk](http://www.fairtrade.org.uk)

#### **Fairtrade at Work**

By switching your workplace to Fairtrade certified tea, coffee and other products, you can help make a difference to the lives of farmers and workers in some of the world's poorest countries. 'Fairtrade at Work' helps employers and employees get involved by offering fantastic resources, hints, guides, case studies, games and video. It makes adopting a fair-trade lifestyle easy and fun!

**Website:** [www.fairtradeatwork.org.uk](http://www.fairtradeatwork.org.uk)

#### **Make Trade Fair Campaign**

Oxfam's Make Trade Fair campaign presses decision-makers and governments for new trade rules – fair rules to make a real and positive difference in the fight against poverty. Building up pressure means showing enough people care. So we have a

global petition for justice in trade – Big Noise – which helps Oxfam to lobby for change.

Oxfam's Make Trade Fair Campaign is part of the Global Movement for Change ([www.whiteband.org](http://www.whiteband.org))- working with others to demand trade justice so that trade can be part of the solution to poverty - not part of the problem. To join the campaign visit [www.maketradefair.com](http://www.maketradefair.com)

### World Development Movement

WDM tackles the underlying causes of poverty and lobbies decision makers to change the policies that keep people poor. It researches and promotes positive alternatives and work alongside people in the developing world who are standing up to injustice.

Trade campaign: <http://www.wdm.org.uk/trade-campaign>

**Address:** 66 Offley Road, London, SW9 0LS

**Tel.** 0207 820 4900

**Fax:** 0207 820 4949

**Email:** [wdm@wdm.org.uk](mailto:wdm@wdm.org.uk)

**Website:** [www.wdm.org.uk](http://www.wdm.org.uk)

### ActionAid

ActionAid works with poor and marginalised people around the world to eradicate poverty by overcoming the injustice and inequity that cause it. Its Unjust Trade campaign works around the world to tackle the unfair rules that govern international trade and to ensure that international institutions such as the World Trade Organisation (WTO) work for poor and marginalised communities.

**Address:** Hamlyn House, Macdonald Road, Archway N19 5PG

**Tel:** 020 7561 7561

**Email:** [mail@actionaid.org.uk](mailto:mail@actionaid.org.uk)

**Website:** [www.actionaid.org](http://www.actionaid.org)

### Christian Aid

Christian Aid works through local organisations to deliver direct, practical benefits, and campaigns to challenge the causes of poverty. Their campaign for trade justice aims to put pressure on key decision-makers to make trade work for the poor..

**Address:** 35 Lower Marsh, London SE1 7RL

**Tel:** 020 7620 4444

**Email:** [info@christianaid.org.uk](mailto:info@christianaid.org.uk)

**Website:** [www.christianaid.org.uk](http://www.christianaid.org.uk)

### Trade Justice Movement

The Trade Justice Movement is a fast growing group of 80 member organisations (some 9 million people) including trade unions, aid agencies, environment and human rights campaigns, fairtrade organisations, faith and consumer groups -

campaigning for trade justice - not free trade - with the rules weighted to benefit poor people and the environment.

**Email:** [mail@tjm.org.uk](mailto:mail@tjm.org.uk)

**Website:** [www.tjm.org.uk](http://www.tjm.org.uk)

## **Community Channel**

Community Channel is a not-for-profit, free to air television channel in the UK launched in September 2000. Owned by the Media Trust, a registered charity, its remit is to give a voice to community groups, charities of all sizes and not-for-profit organizations through using news, current affairs, documentaries and lifestyle programming.

**Web:** <http://www.communitychannel.org/>

**Video Online:** <http://www.communitychannel.org/video>

**Tel:** 08708 505500

Community Channel is not responsible for the content of other sites listed.

**Community Channel, 2ndFloor, Riverwalk House,157-161 Millbank, London, SW1P 4RR**  
**[www.communitychannel.org](http://www.communitychannel.org)      [info@communitychannel.org](mailto:info@communitychannel.org)**

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