

Fairtrade - what is it all about?



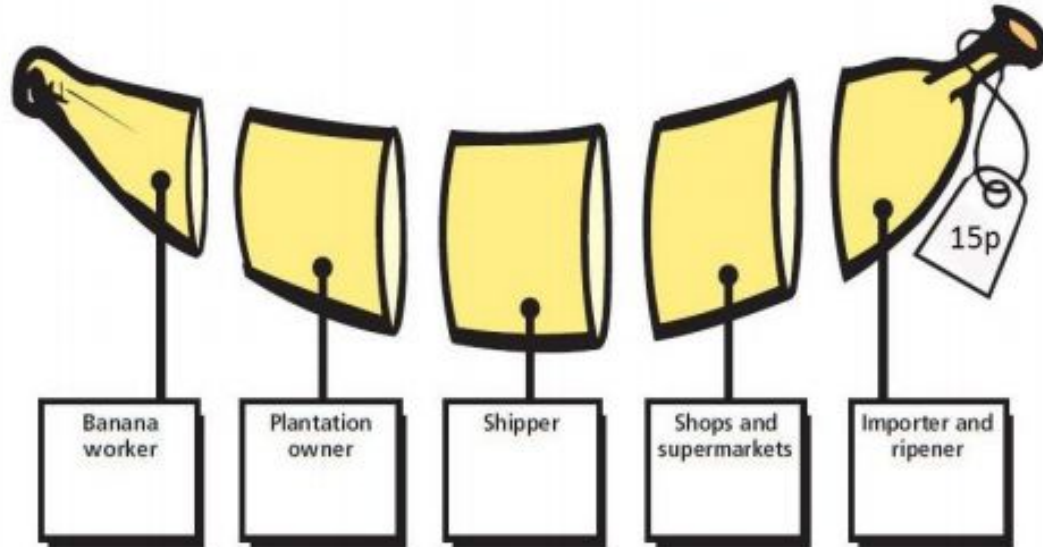
Fairtrade is a global organisation that aims to achieve better prices and working conditions for farmers and farm workers.

Since 1992, over 1.65 million farmers and workers in 1,226 organisations have been involved across the Fairtrade system.

The Fairtrade logo is recognisable the world over, giving people simple shopping choices to change the world.

Fairtrade - an example with bananas

A non-fairtrade banana costs about 15p. How do you think that cost is divided up?
Have a think before you look at the next page!



Here's how the costs are shared:

The banana split

Banana worker	0.5p
Plantation owner	2.5p
Shipper	2p
Importer and ripener	3.5p
Supermarket buyer	6.5p
TOTAL	15p*

(The supermarket buyer isn't the customer, it's a job. It's the person who works for the supermarket and arranges to buy millions of bananas every year to be sold in the shop.

*Costs are an average.

Does that sound fair to you?

What is the split for fairtrade bananas?

This is more complicated. It depends on the individual agreement between all the different people involved in the supply chain. But the plantation owner gets about \$1 more per box of bananas (a box of bananas weighs 18kg, with about 80 bananas per box).

In the shops, it only costs you about 1p more to buy a fairtrade banana.

The next slide shows you some of the benefits of fairtrade for the people who work on banana farms.

Fairtrade: The benefits.

Fairtrade helps banana farmers and workers build a more stable future by offering three important advantages:

1. A minimum price The amount producers get for their bananas often goes up and down, but for Fairtrade producers it will never go below a certain price. This means the producers can plan ahead, whatever the cost in the supermarkets.
2. A top-up (Fairtrade Premium) Producers receive a top-up per box of bananas, which they must use to invest in their business or give to their workers for community projects. An extra dollar per box builds up to buy a school block for workers' children, a clinic or a clean water facility
3. Good working conditions (Fairtrade Standards) For workers on larger plantations, Fairtrade Standards help improve working conditions and protect workers' rights. This means people stay safe at work, can join a union, and get a living wage.

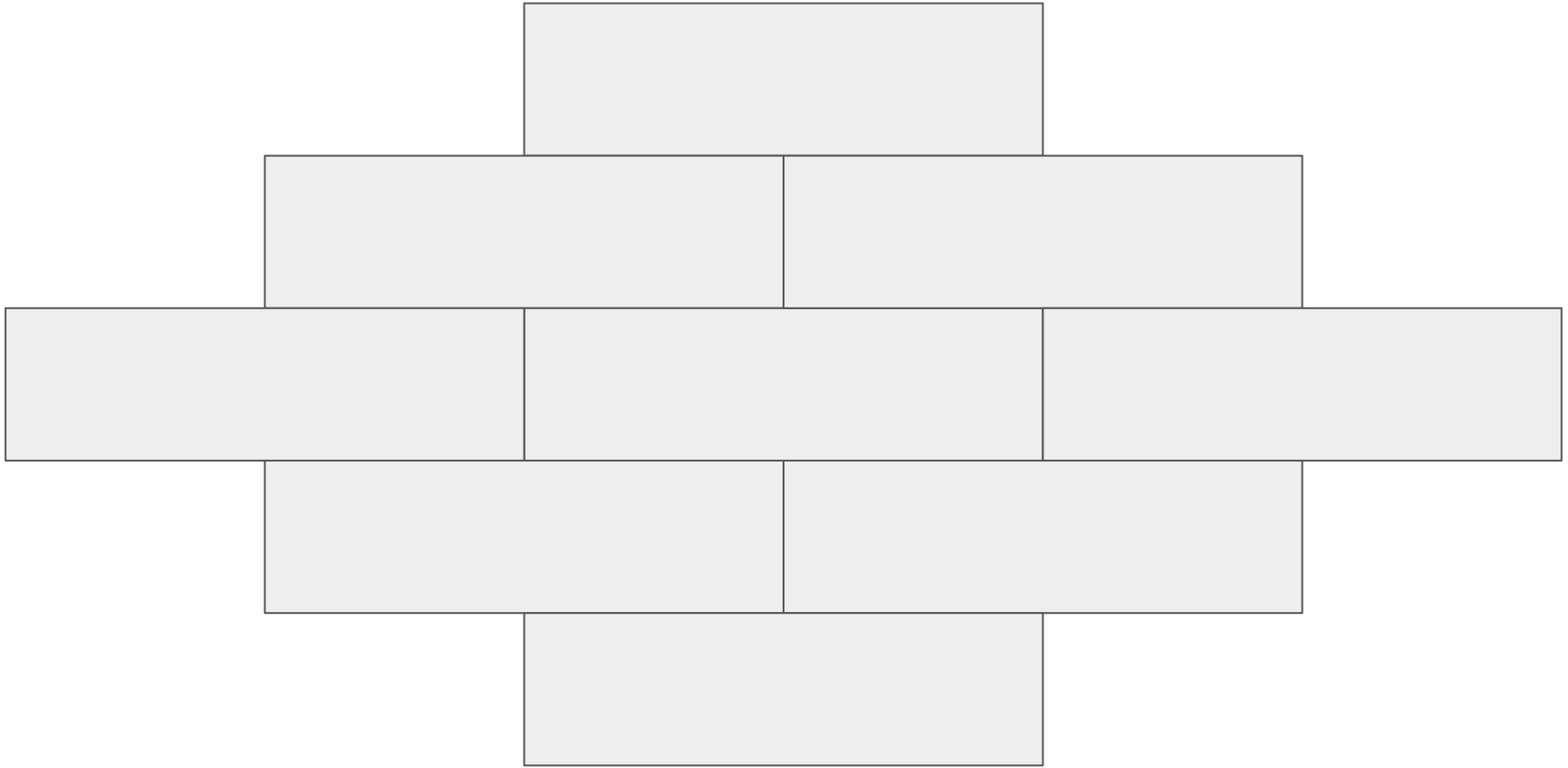
The debate:

The last pages of this document have some opinions about fairtrade.

Read all the opinion cards and see what you think about them. If you are in school, you can decide which opinions you agree with most and which ones you don't agree with.

If you are at home, you are going to put these opinions into order, from the ones you agree with most, to the ones you agree with least, on a diamond grid.

You don't need to print them out, but it might be useful to write the numbers on scrap pieces of paper so that you can move them around.



Explaining the diamond grid:

- The opinion you agree with most goes at the top. You can only have one card here.
- The next row has space for two opinions. These are ones that you agree with but not as strongly.
- The middle row has three spaces for you to put the opinions you neither disagree or agree with.
- The next row has spaces. Put the opinions that you disagree with here.
- The bottom row is for the opinion that you disagree most with.

There's no right or wrong answer - it's what you think that counts.



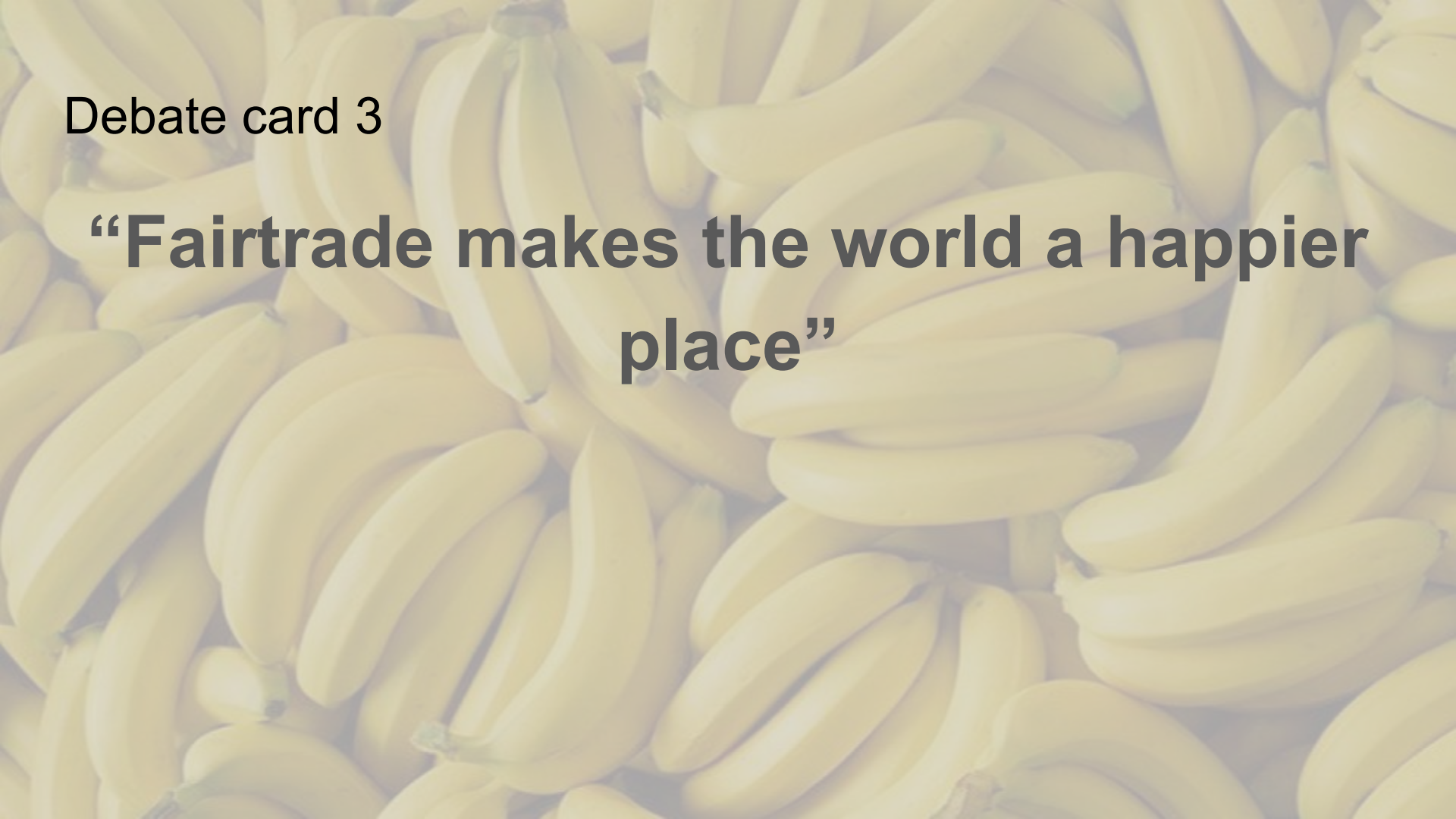
Debate card 1

**“It’s worth buying Fairtrade products,
even when they cost a little bit more.”**



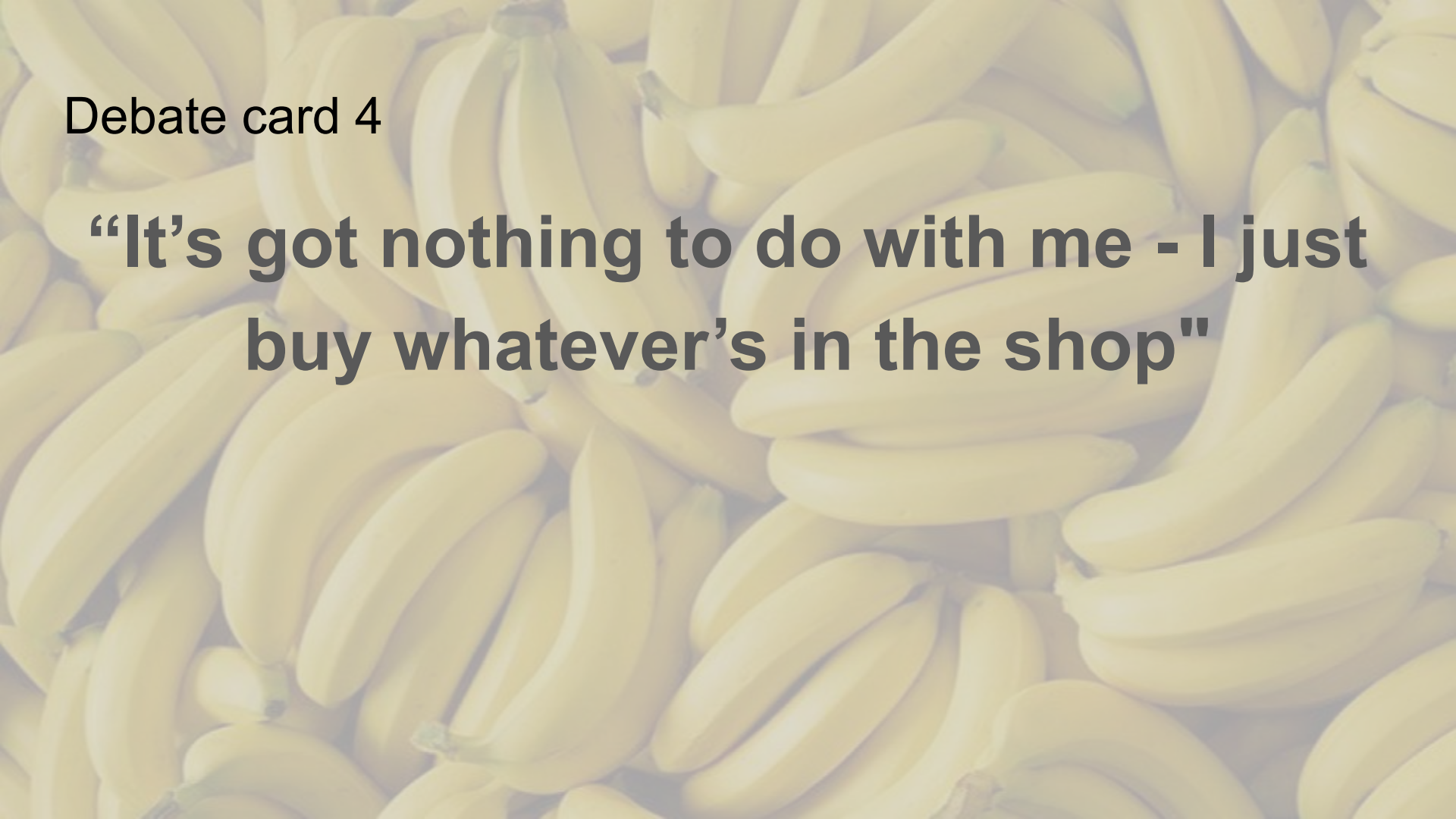
Debate card 2

**“Everyone in the world should have
the same opportunities”**



Debate card 3

“Fairtrade makes the world a happier place”



Debate card 4

“It’s got nothing to do with me - I just buy whatever’s in the shop”



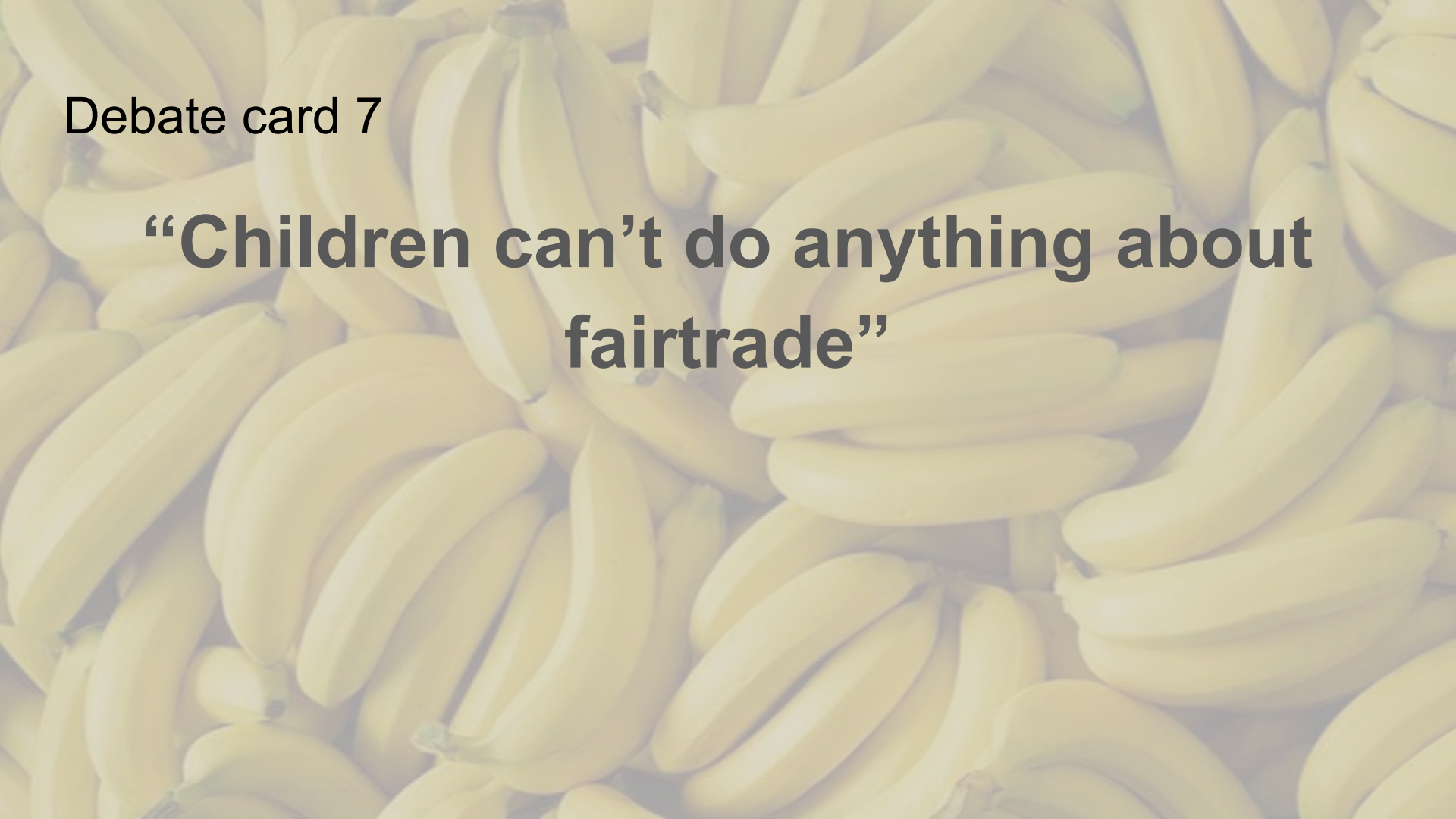
Debate card 5

“It’s too far away for me to do anything about”



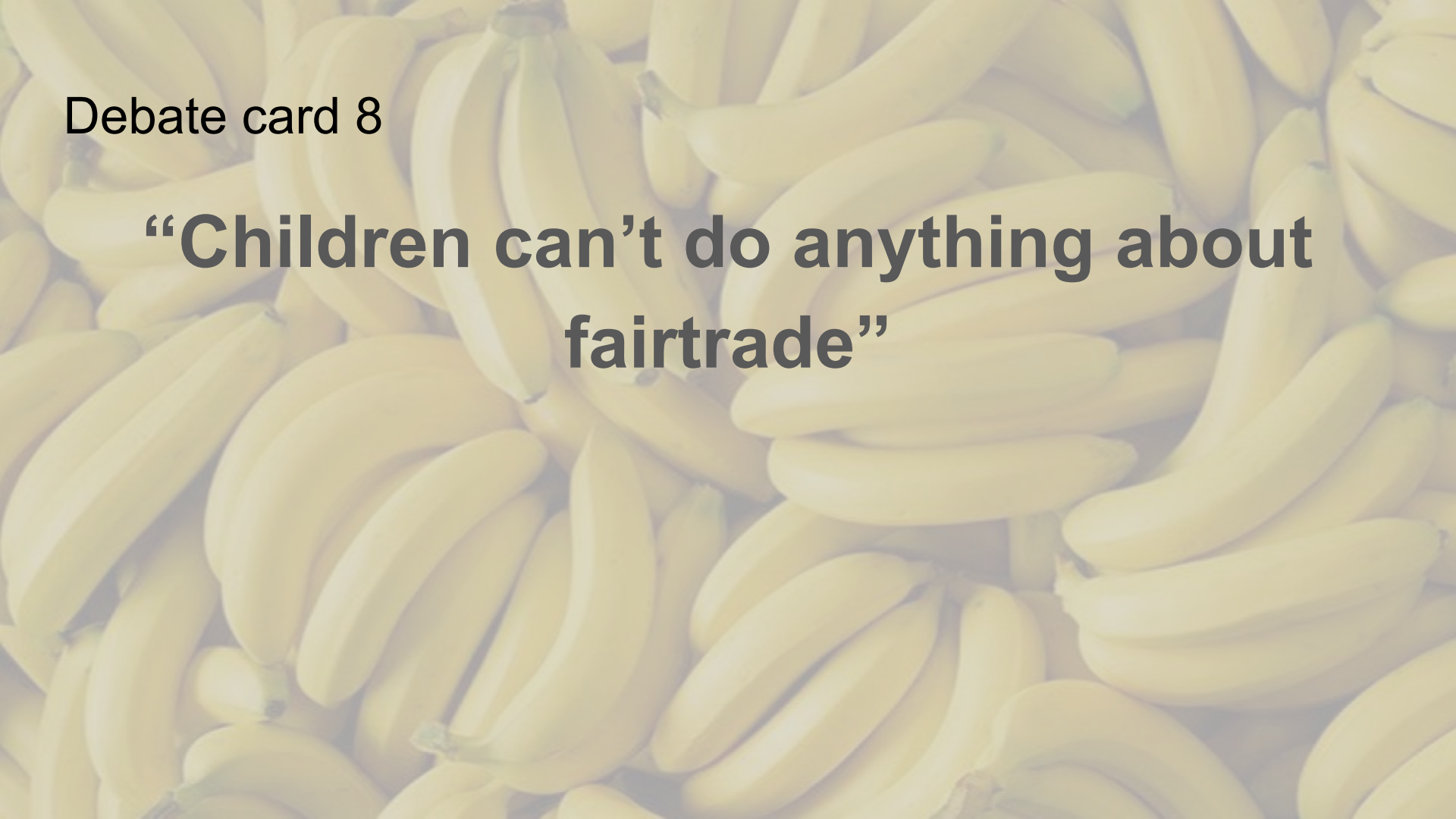
Debate card 6

**“It’s important for children to learn
about fairtrade”**



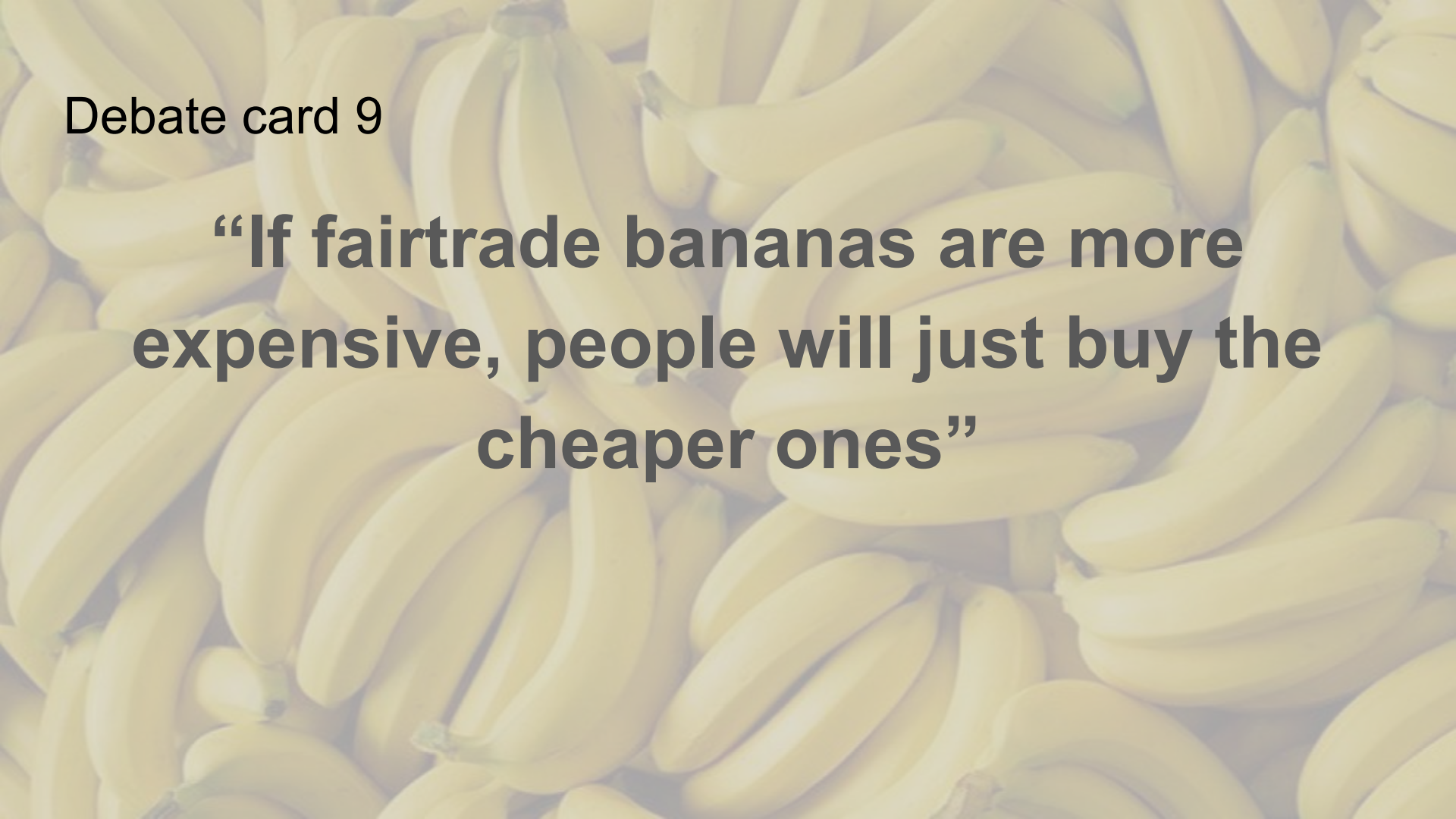
Debate card 7

**“Children can’t do anything about
fairtrade”**



Debate card 8

**“Children can’t do anything about
fairtrade”**



Debate card 9

“If fairtrade bananas are more expensive, people will just buy the cheaper ones”