

FAIR TRADE - WHAT IS IT?

World trade has brought huge benefits to rich countries and big companies, but the poor have not fared so well. One fifth of the world's population still lives on less than 60p a day. Imbalances of power and resources mean that the poor cannot compete, and are trapped in unjust cycles of exploitation and poverty.

Several trading companies have been set up in 'consumer' countries, with the aim, not of making maximum profit for themselves, but rather to enable the producer to become self supporting, in a variety of ways:-

- The producer is paid a fair price for the goods he or she has grown or made. This enables producers from poor and marginalised communities to earn a living wage.
- Long term relationships are developed with suppliers, helping them to use their skills to build sustainable businesses, and improve the conditions in which they live and work.
- Producers are able to invest for the future, knowing that they have secure jobs with a secure income. Investment may be into their businesses - or perhaps in a different way in educating their children and thus investing for themselves and their children.

Growers gain!

Participating in Fairtrade are 4.5 million growers and their families across 36 countries, whose goods are being sold across 17 countries in Europe, Japan and North America. Selling to the Fairtrade market has brought producers at least an estimated \$41 million worth of benefits.

Guaranteed Price

Under Fairtrade, producers are guaranteed a minimum price no matter how low the world market falls. They also receive a 'premium' to invest in social, economic and environmental development. The Fairtrade price provides some protection against the catastrophic falls in commodity prices.

Empowerment

By recognising genuinely democratic farmers' organisations and progressive plantations prepared to engage with their workforce, Fairtrade promotes the empowerment of growers and workers and increases their knowledge of the commodities market.

Environment

Many Fairtrade producers invest part of the premium in environmental schemes - to clean up plastic bags, reduce water use, reduce the use of agrochemicals, and, those that can, often work towards becoming organic.

Britain is now the second biggest consumer of Fairtrade products, drinking about 1.7 million cups of tea, coffee and chocolate each day, and eating 1.5 million bananas each week.

WHAT CAN YOU DO?

Spread the word!

A Mori poll (March 2003) showed that over a third of people in the UK recognize the FAIR TRADE Mark, and a quarter know exactly what it means. More importantly, 14% of them had heard by word of mouth.

Increase Sales!

Ask at your local shops for fairly traded goods. Already some of these are stocked at Mustard Seed and Budgens. Ask for a greater range to be included. When eating or drinking out, ask for fairly traded tea and coffee. Already Portwell House, The

Coffee Shop, Sadlers and a growing number of others can provide these goods.

Increase your own use!

Use fairly traded tea and coffee (and other products) at home. We think you'll like the taste!

Coffee Mornings and Afternoon Teas.

Introduce the use of fairly traded tea and coffee at your club or society, or your place of work.

We drink so much tea and coffee that we really can make a difference!

Fair Trade Rules.

The Fairtrade Foundation is a member of the Trade Justice Movement which is campaigning for reform of international rules so that all trade benefits the poor. We believe Fairtrade is a working model that challenges the conventional model of trade and offers a progressive alternative for a sustainable future - we are campaigning with the TJM to lobby decision makers so that all international trade is fair.

FARINGDON - FIRST FAIRTRADE TOWN

in the south east

**Faringdon has recently
achieved status as a
Fairtrade Town.**

What does this mean?

It is hoped that every Faringdon resident will be aware of what Fair Trade means, and a large proportion of us will use fairly traded products wherever possible. This might be at home, in the workplace, at clubs, societies and meetings that we go to, at Coffee Mornings, and in cafés and restaurants and all places where hot drinks are served.

Geobars are an excellent snack for packed lunches, rambles

Hampers and handicrafts make good presents

Tea, coffee, wines, chocolate, sugar, bananas, biscuits, fruit juices, honey, jam, marmalade, tissues, dried fruit, nuts, cereals for all occasions

Taste rules - OK?

Focus on Quality

In the past, fairly traded products were thought to be of dubious quality, but today the evidence suggests quite the opposite. Because consumers may be paying a little more for fairly traded products, they have to be even better than the market standard.

We don't ask people to buy our Fairtrade products merely for ethical reasons - we rely on the fact that TASTE RULES! If these products didn't taste fantastic, people just wouldn't buy them!

**But don't take our word for
it - try them for yourself!**

People have to know that Fairtrade tea and coffee is not only going to taste delicious, but that it has been sourced in a socially responsible and sustainable way, for producers and the environment.

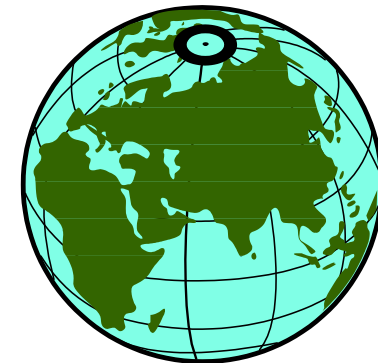
**Some of the trading companies you
will see are Traidcraft, Clipper, Union
Roasters, Green & Black's, Co-op
Fairtrade - and others.**

For further local information phone Sjoerd Vogt,
241707, or e-mail sjoerd_vogt@lineone.net
www.faringdonfairtrade.org.uk
www.fairtrade.org.uk/about_fairtrade.htm

FARINGDON

**The first Fairtrade
town in South East
England**

**Fighting
poverty
through
trade**



**Can we really
make a difference?**