

GET THE FAIRTRADE HABIT!



© Simon Rawles

Fairtrade your day!

- Wake up to Fairtrade coffee, tea, fruit juice or muesli
- Put on a T-shirt made from Fairtrade certified cotton
- Snack on a Fairtrade biscuit or fresh fruit
- Give Fairtrade flowers, chocolates or wine to someone you love
- Wind down at the end of the day with a cup of Fairtrade cocoa or a glass of Fairtrade wine

Stock the shops!

- Ask for Fairtrade products in your workplace, favourite café, restaurant and bar. Look for the FAIRTRADE Mark on cotton clothes
- If your local store doesn't stock the Fairtrade product you're looking for, ask the manager

Find out more!

- Check out www.fairtrade.org.uk for campaign news, supporter events and information on the farmers and workers behind Fairtrade
- Keep up to date with the latest information by signing up to receive our newsletter or campaign email

WHY I SUPPORT FAIRTRADE



© Riccardo Gangiale

“Buying Fairtrade products is a really simple way to ensure that trade is working for farmers and workers in developing countries. Meeting with coffee growers in Rwanda who sell their coffee under Fairtrade terms, I've seen for myself how a fair price can transform the lives of some of the poorest people in the world.”

Oz Clarke, wine writer and broadcaster

Visit www.fairtrade.org.uk for more information.

The Fairtrade Foundation, Room 204, 16 Baldwin's Gardens, London, EC1N 7RJ
www.fairtrade.org.uk Tel: 020 7405 5942 Fax: 020 7405 5943
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MAKE FAIRTRADE YOUR HABIT



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coffee, tea, chocolate, cocoa, sugar, bananas, other fresh and dried fruit, juices, honey, cakes & snacks, preserves, nuts, oils, herbs, spices, rice, beer, rum, wine, roses, cotton products and sports balls



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ALL ABOUT FAIRTRADE



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What is the FAIRTRADE Mark?

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

Who is behind the FAIRTRADE Mark?

The Fairtrade Foundation is the independent body in the UK that awards the FAIRTRADE Mark to products which meet Fairtrade standards. The Foundation is part of an international network of 20 organisations that are members of the standard-setting and certification body Fairtrade Labelling Organisations International (FLO).

How many products are there?

Over 1,000 products carry the FAIRTRADE Mark – coffee, tea, chocolate, cocoa, sugar, bananas, other fresh and dried fruit, juices, honey, cakes and snacks, preserves, nuts, oils, herbs, spices, rice, beer, rum, wine, roses, cotton products and sports balls.

Where can I buy them?

You can find products carrying the FAIRTRADE Mark in supermarkets, local stores, in cafés, bars and restaurants, health food and fair trade shops, from catering suppliers, by mail order and online.



FAIRTRADE: MAKING A REAL DIFFERENCE



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“I did not get any education but I want my children to. Because of the Fairtrade price, I can send them to school.”

Lalajibhai Narranbhai, cotton farmer, India.

Millions of farmers depend on selling their crops to survive. But it's a risky business – when prices drop it can spell disaster. If they earn less than it costs to run the farm, they face real hardship – struggling to buy food or keep their children in school. Ultimately they may lose their land and their livelihood.

Fairtrade guarantees producer organisations a fair and stable price for their products that covers their costs and enables them to support their families and invest in a better future.



SIGN UP TO FAIRTRADE



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Want to find out more about Fairtrade?

Return the form below.

BLOCK CAPITALS PLEASE

Name _____

Address _____

Postcode _____

Email _____

Yes I wish to receive Fair Comment, the Fairtrade Foundation's free newsletter

Yes I would like to sign-up to the Fairtrade Foundation's campaign email and receive information on new products and actions

Please post to:

The Fairtrade Foundation
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London EC1N 7RJ