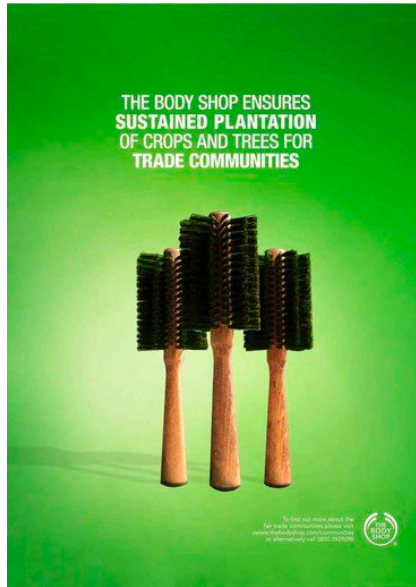


FAIR TRADE : How can we improve the way we consume ?

Document 1



Document 3

“ Fair trade evokes a relationship between consumers and producers based on transparency, dialogue, and respect. ”

BRYANT TERRY

Document 2

WHY FAIRTRADE IS IMPORTANT

Why Is Fairtrade Important?

2,100,000,000	2.1 BILLION LIVE ON LESS THAN \$2 A DAY
880,000,000	880 MILLION LIVE ON LESS THAN \$1 A DAY

POOR PEOPLE IN DEVELOPING COUNTRIES LIVE IN RURAL AREAS

MOST DEPEND ON AGRICULTURE FOR THEIR LIVELIHOODS

www.BeFair.org

Document 4

WHAT'S NOT ON THE LABEL?

SWEATSHOPS
PESTICIDES
GM COTTON
CHILD LABOUR
HOMEWORKERS
SUPPLY-CHAIN TRANSPARENCY

CLOTHING EDITION

Shop ethical!

“Though my land is small, I've had training from Fairtrade field officers on how to maintain a farm and have managed to increase my yield as a result. ”

I used to struggle to produce three bags, now I manage six.”

Lucy Manu
Fairtrade cocoa farmer
Kuapa Kokoo, Ghana

FAIRTRADE

Document 6

what fair trade means...

- for farmers:** Farmers benefit by receiving a price premium.
- for you:** You get to enjoy the best confections and make a difference with every purchase.
- for us:** We can source superior ingredients from trusted partners.

empowering communities

making farms sustainable

encouraging environmental responsibility

building long-term partnerships

improving & building schools

Lake Champlain CHOCOLATES

ensuring fair labor practices

Document 7

Fairtrade food fights poverty

Buy from Oxfam

Every time you buy from our delicious Fairtrade range, including chocolates, teas, coffees, biscuits, nuts, dried fruit, and spices, you're helping to end poverty! That's because all Oxfam's profits are used to overcome poverty and suffering around the world. Try some today!

Look for this Mark on Fairtrade products.

Document 8

WE PIONEERED FAIR TRADE IN BEAUTY BECAUSE BEAUTY COMES FROM THE

THE BODY SHOP

What is Fair Trade?

Fair-trade, as the word 'fair' indicates, consists in buying agricultural products directly from small farmers or from growers living in developing countries, and paying a fair price for them, a price corresponding to the time and labour they have spent in the fields.

Fairtrade is an international social movement which ensures that producers in poor countries get:

- a fair price for their goods (a price that covers the cost of production and guarantees a sustainable livelihood*);
- long-term contracts which provide real security;
- support to gain the knowledge and skills that they need to develop their businesses and increase sales.

Products coming from Fair Trade are essentially handicrafts*, coffee, cocoa, sugar, tea, bananas, honey, cotton, wine, fresh fruit, chocolate and flowers.

* livelihood = subsistance, gagne-pain

* handicrafts = artisanat

Why buy Fair Trade ?

Bryant Terry: (eco-chef, food justice activist, and author born in 1976 in the USA)



"Fair trade is a way to structure equity in international trade, especially around food. It evokes a relationship between consumers and producers based on transparency, dialogue, and respect. There are a lot of producers living in developing countries, mostly in the Global South, who are growing and harvesting food products we enjoy such as chocolate, coffee and tea. Fair trade is a way to support economic development in these countries".

How can people support Fair Trade?



Bryant Terry: *"There are fair trade labeling bodies that help shoppers identify fair trade products. Fair trade products are appearing in more and more stores. It happens when people make their preference clear. We need to raise our voices and say, "This is what we want."*

BUY FAIR. BE FAIR*

Just as we teach our children to be fair and treat our family and friends likewise, we can practice fairness through our purchases. At a young age we learn not to cut in line, to turn off the light when leaving a room, to share. So why not extend that same fairness* to the farmers and workers who produce the quality goods we love so much by buying Fair Trade Certified products?



From the 2013 Be Fair survey results, we discovered that Americans overwhelmingly* demonstrate fairness in their everyday lives. The majority of Americans aspire to include fairness in their shopping habits, but only 18% of Americans regularly buy Fair Trade products –so much more can be done! When you purchase a FairTrade certified product, you are investing in the growth of local economies, protecting the environment and ensuring the workers responsible received fair compensation for their hard work.

* fair = juste, équitable

* fairness = équité

* overwhelmingly = en grande majorité