

# Fairtrade

## What Does Fairtrade Mean?

What is fair? Is it fair that some people have more than others? Where you are born can affect how wealthy or poor you are. In lots of poor countries, people grow crops to make money. However, too often, people will not give them a fair price for their products. They cannot make any money unless they are given a fair price. Fairtrade is about making the world fairer. It is about giving a fair price for things that we buy. Without a fair price, people do not have money for essentials such as clothes and food.

## Did You Know...?

Only one in three bananas sold in the UK is Fairtrade.



## How Does Fairtrade Help?

Fairtrade helps to ensure that better prices are paid for crops. Better working conditions

are provided so workers are treated well and families can afford to pay for their children to go to school.



Fairtrade also keeps farming sustainable so that crops can be grown year after year.

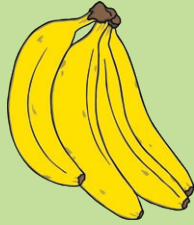


## Fairtrade Products Around the World

### Bananas

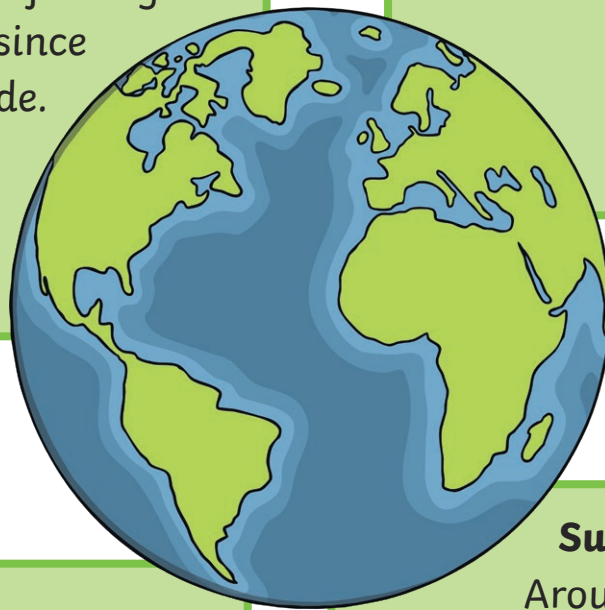
Many bananas come from the Ecuador.

78% of banana sellers in Ecuador said their standard of living had improved since joining Fairtrade.



### Chocolate

Fairtrade helps farmers in Africa by guaranteeing minimum prices for cocoa beans. Certain supermarkets and shops are dedicated to providing Fairtrade chocolate.



### Coffee

When Fairtrade coffee is bought, farmers can provide a better quality of life for their families. They are also able to grow better quality beans.



### Sugar

Around 80% of sugar comes from sugar cane. It is grown by millions of farmers in developing countries. The price that many farmers receive for their sugar cane often fails to cover their costs.



# Questions

1. **Find** and **copy** one word that means **rich**.

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2. Farmers cannot make money unless... Tick **one**.

- they are given things for free.
- they are given a fair price.
- they are given lots of money.

3. In the sentence: Fairtrade also keeps farming **sustainable** so that crops can be grown year after year.

What does sustainable mean?

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4. What does Fairtrade guarantee for cocoa bean farmers in Africa?

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5. How many bananas sold in the UK are Fairtrade? Tick **one**.

- two in three
- all of them
- one in three

6. Why is it important to buy Fairtrade products? Explain in your own words.

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# Answers

1. **Find and copy** one word that means **rich**.  
**wealthy**
2. Farmers cannot make money unless... Tick **one**.
  - they are given things for free.
  - they are given a fair price.**
  - they are given lots of money.
3. In the sentence: Fairtrade also keeps farming **sustainable** so that crops can be grown year after year.  
What does sustainable mean?  
**Sustainable means it can continue for a long time.**
4. What does Fairtrade guarantee for cocoa bean farmers in Africa?  
**Fairtrade guarantees a minimum price for African cocoa farmers.**
5. How many bananas sold in the UK are Fairtrade? Tick **one**.
  - two in three
  - all of them
  - one in three**
6. Why is it important to buy Fairtrade products? Explain in your own words.  
**Pupil's own response but accept any answers that refer to making lives of sellers and producers better.**