

1 FAIR TRADE

What is fair trade?

To understand the meaning of fair trade, we can look at each word: 'fair' means 'equal and without discrimination' and 'trade' is the action of buying and selling goods. By putting them together, we can begin to understand that fair trade is about ensuring everyone in the world is treated in the same way when it comes to buying and selling goods. Unfortunately, this isn't always the case.

Why do we need to address fair trade?

Fair trade focuses on producers in 'developing' countries: countries with economies that are weaker than average and have a high need to sell their products. Historically, farmers in developing countries haven't been paid the same as those in developed countries.

As a consequence, farmers don't always make enough money to live – even though they have worked day and night to produce a high-quality product. Large companies exploit farmers' and workers' need to sell, making a huge profit and passing none of it to their suppliers.

What does fair trade achieve?

The fair trade movement aims to ensure that producers are paid a price that is never below the world value of their product. This should allow producers to keep their businesses running.

In this way, fair trade aims to enable even the poorest farmers to feed their families, drink clean water, clothe their children and buy medicines when needed. This may allow them to develop their businesses and their communities, too.

As of 2019, more than 1.66 million farmers and workers are fair trade certified, and there are 1,411 certified producers in 73 countries across the world. In 2016, \$158.3 million was paid to these fair trade producers.

The fair trade of coffee

One of the fair trade movement's priorities is the trade of coffee. Coffee is one of the world's most popular drinks, and its sale is extremely profitable. The cost of producing it is low, and the price of coffee to customers is high.

Coffee is made from small beans that are roasted and ground down into a powder or granules. The beans are actually berries – they come from trees called 'coffea'. It's only after they're dried that they're called beans.

The origins of coffee can be traced back centuries to ancient coffea forests in Ethiopia. Legend says the goat herder Kaldi first discovered their potential after noticing that his goats became energetic after eating coffea berries. Monasteries started making them into a drink that kept them alert during evening prayer. From there, word moved east and coffee became popular across the globe.

Nearly all of the world's coffee is now grown in a region called the 'coffee belt', which is close to the equator. It includes India and Indonesia, and much of Africa and South America. Soil there is rich in nutrients, and the climate is warm and wet – perfect for growing coffea plants. Many countries in the coffee belt are classed as 'developing' countries.

Nowadays, small farms produce 80 per cent of the world's coffee, and it's estimated that 125 million people rely on the coffee trade for their livelihoods. Without the simple coffee bean, millions of people would be without work.

How can we support fair trade?

The most important thing you and your family can do is to buy fair trade products. Keep an eye out for the Fairtrade Foundation's circular green, black and blue logo on packaging. It can be seen on lots of products, including coffee. This logo informs the consumer that the producer of the product is guaranteed to receive a fair price.





Label the statements with the correct information.

coffee bean tree	
berries become	
region coffee is grown	
legendary goat herder	
one of the world's most popular drinks	
trade means	

Label the statements with the correct information.

farmers and workers were being	
fair trade ensures	
fair trade allows producers	
close to the equator	
roasted and ground down	
equal and without discrimination	

Label the statements with the correct information.

number of certified fair trade workers	
many coffee belt countries are classed as	
paid to producers in 2016	
extremely profitable	
number of countries with certified producers	
guarantees producers an agreed fair price	

TRUE OR FALSE



Read the sentences. Put a tick in the correct box to show which sentences are *true* and which are *false*.

Fair means to be treated equally.

True ☐ False ☐

Trade means the action of buying and selling.

True ☐ False ☐

It is always the case that people are treated in the same way.

True ☐ False ☐

Poor and rich countries' farmers will be paid the same.

True ☐ False ☐

Fair trade focuses on producers in 'developed' countries.

True ☐ False ☐

Fair trade protects farmers from being exploited.

True ☐ False ☐

Fair trade aims to help even the poorest farmers.

True ☐ False ☐

Large companies pass their profits on to their supplier.

True ☐ False ☐

Fair trade allows farmers to feed and clothe their families.

True ☐ False ☐

Fair trade allows farmers to sell their businesses.

True ☐ False ☐

Coffee is one of the world's most popular drinks.

True ☐ False ☐

Coffee is produced from a leaf.

True ☐ False ☐

Coffee comes from a tree called coffea.

True ☐ False ☐

Nearly all of the world's coffee is grown in factories.

True ☐ False ☐

The coffee belt is close to the equator.

True ☐ False ☐

Coffee became popular across the globe when word moved west.

True ☐ False ☐

Small farms produce 100 per cent of the world's coffee.

True ☐ False ☐

Monasteries made a drink with the berries of the coffea tree.

True ☐ False ☐

Kodi the cow herder discovered the coffee bean.

True ☐ False ☐

The Fairtrade Foundation logo is on all products.

True ☐ False ☐