

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.





These questions are about *Fair trade*.

Look at paragraph one. Find and copy a word that suggests that people should be treated the same.

Look at the 'Why do we need to address fair trade?' section. Find and copy a word that suggests that some countries are not as rich as others.

Look at the 'What does fair trade achieve?' section. Find and copy a word that suggests that fair trade helps to develop the locations where people live, as well as the business.

Look at the 'The fair trade of coffee' section. Find and copy a word that suggests that coffee can make companies huge amounts of money.

Look at the paragraph beginning 'Coffee is made from...'. Find and copy a word that suggests that coffee beans are crushed.

Look at the paragraph beginning 'The origins of coffee...'. Find and copy a word suggests that coffee beans had something to offer that no one has realised.

Look at the paragraph beginning 'Nearly all of the world's coffee...'. Find and copy a word that suggests that coffee is best grown around the central line of the Earth.



UNDERLINE OR HIGHLIGHT

Read the paragraphs below and then follow the instructions.

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 the 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.

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Underline or highlight a word that means to find out how something starts or begins.

Underline or highlight a word that means belonging to the distant past.

Underline or highlight a word that means being aware of something.

Underline or highlight a word that means enjoyed or liked by a lot of people.

Underline or highlight a word that means that a substance contains a lot of something.

Underline or highlight a word that means able to pay full attention.