

FAIR TRADE FACTS

Fair trade products are sold in over 120 countries across the world. Garstang was the first town in the world to achieve Fairtrade status. Over 600 communities across the UK have since followed suit.



The Fairtrade Foundation's Fairtrade Mark is recognised by over 80% of the UK population. We are proud to be one of the founders of the Fairtrade Foundation, set up in 1992.

The Fairtrade Foundation licenses the Fairtrade Mark to over 6,000 types of products in the UK; including coffee, tea, fruit, flowers, juice, rubber, wine, sugar, herbs, spices and so many more.



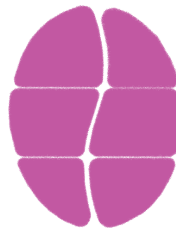
FairPalm is currently the world's only fair trade, organic palm oil, that protects the environment while supporting smallholder growers.

The first fair trade label was created by a Dutch organisation called Max Havelaar, who were selling fair trade coffee. Named after a character from a 19th century novel, Max Havelaar was a bit like our Robin Hood.



If you see the Fairtrade Mark with an arrow next to it, it means to look on the back of the packaging to learn more about the ingredients and sourcing method. All the ingredients that are available under Fairtrade standards have to be Fairtrade (e.g., all the cocoa, sugar and spice). The minimum total Fairtrade content is 20%, but many companies, like us, go above and beyond that.

Fairtrade (one word) is an international standards and certification system in which producers and buyers agree to uphold certain minimum standards and payments and in return their product can be labelled with the Fairtrade Foundation's Fairtrade Mark. Fair trade (two words) means that something has been fairly traded, often above and beyond the minimum standards which Fairtrade sets.



Our Transparent Coffee was a world first, publishing our costs and profit on the front of the packaging! Since then, our entire range of own brand goods has gone 100% transparent.

Some items, such as fish, cannot be certified by the Fairtrade Foundation as there are no set standards, and therefore cannot carry the Fairtrade Mark.



The first ever Fairtrade banana was sold in 2000. Now, one in three supermarket bananas carry the Mark.

FAIR TRADE QUIZ

1. When was the first Fairtrade banana sold?
2. Which town was first in the world to achieve Fairtrade status?
3. The first fair trade label was called Max Havelaar, after a character from a novel written in the 19th century. From English folklore, who was the character of Max Havelaar similar to?
4. Fairtrade (one word) and fair trade (two words) mean two different things. True or false?
5. How many countries across the world are fair trade products sold in?
A. 57 B. 98 C. 120
6. In what year did Traidcraft co-found the Fairtrade Foundation?
7. What is the name of the world's only fair trade, organic palm oil?
A. FairPalm B. FairPlay C. Fair&Square
8. What is the minimum total Fairtrade ingredients content required to receive the Fairtrade Foundation's Fairtrade Mark?
9. Which of these products can not be Fairtrade-certified?
A. Rubber B. Coffee C. Fish
10. Which Traidcraft product was the first to go 100% transparent?

SO, HOW DID YOU DO?

10 points - Wow, impressive. You're a fully-fledged fair trade genius.

7 - 9 points - Get you! You certainly know your stuff when it comes to all things fair trade.

4 - 6 points - Good effort, with a little bit of work you could be top of the class!

1 - 3 points - It's the taking part that counts, right?

0 points - That's a fair trade fail from us!

Answers

1. 2000, 2. Garstang, 3. Robin Hood, 4. True, 5. c, 6. 1992, 7. a, 8. 20%, 9. Fish, 10. Coffee.