

Fair for all



Fairtrade is made up of the two English words: fair + trade

fair (adjective) to treat people equally

trade (noun) the activities of buying and selling

1 WARMER

- Read the labels in the clothes you are wearing now. Where were they made?
- What did you have for breakfast this morning? Do you know where the things you ate and drank were produced or grown?

2 WHAT DOES IT MEAN?

Write a word or phrase from the article next to the definitions below. The paragraph number will also help you find the correct words.

- needed or depended on something or somebody _____ (paragraph 1, 2 words)
- workers who have special skills or training, especially those who make something _____ (paragraph 2, plural)
- poor lands without many industries _____ (paragraph 2, 2 words, plural)
- to improve people's knowledge or understanding of something _____ (paragraph 6, 2 words)
- someone whose job is to make cloth, often by hand _____ (paragraph 7)
- an income that is enough for you to buy the basic things you need such as clothes and food _____ (paragraph 8, 2 words)
- a way to describe something that is designed not to harm the natural world around us _____ (paragraph 8, 2 words)
- people who are not worth as much as other people – they get less respect _____ (paragraph 8, 2 words)
- a symbol that represents an organization or company, used, for example, in its advertisements or on its products _____ (paragraph 9)
- honest and reliable suppliers _____ (paragraph 9, 2 words)

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FAIR FOR ALL

by Ann Foulds

1

In the 1960s, American civil-rights leader Martin Luther King said, "Before you've finished your breakfast this morning, you'll have relied on half the world." It was true at that time – and it's probably true for even more people today. The things you buy come from lots of different places. But many products are made by people who work extremely hard for very little money. Not everyone gets paid fairly for what they make or grow. Big companies make huge profits.

2

But there's an alternative. The Fairtrade system helps farmers and artisans to get paid fairly. In 2006, Fairtrade helped around 6.4 million workers and farmers in 57 developing countries. We talk to young people about why Fairtrade is important to them and why it should be important to you too.

3

Imagine visiting an exotic country and coming back with more than just nice photos and memories. In 2006, Caitlin Blacklaws, from White Rock in the Canadian province of British Columbia, went to Guatemala with her parents and 12 of her classmates to build a school. While she was there, Caitlin, 17, talked to local coffee farmers. "I didn't know what Fairtrade was, but learning about the lives of the coffee farmers opened my eyes," Caitlin said.

4

There are about 25 million coffee farmers around the world. Many are paid very low prices for their coffee beans. But now more farmers are selling their coffee through Fairtrade – and more people are buying it. Coffee is one of the biggest Fairtrade products.

5

Caitlin explains, "A farmer who grows Fairtrade coffee gets a fair price. He gets enough money to send his children to school and buy food for his family. A farmer who doesn't sell his coffee through Fairtrade can't send his children to school. They have to work with him."

6

After Caitlin's trip, she did a project about coffee for school. Last summer she went back to Guatemala with her mum and visited farms and coffee museums. "I learned a lot," she says. This spring Caitlin and her parents are taking more pupils to Guatemala. "The group are all learning about Fairtrade. We're selling Fairtrade coffee to raise money and talking to other classes to raise awareness. To me, Fairtrade means freedom," Caitlin says. "Farmers need to be free to choose who buys their products – for the right price."

7

Who is doing the work?
Many people think that all Fairtrade products are food.

But artisans make and sell clothing, jewellery, sports balls and many other products at Fairtrade prices. We talked to 19-year-old Muthulakshmi from the town of G. Kallupatti in India. After only a few years of school, she had to stop going to lessons because her parents were too poor. A few years later she started working as a weaver. Muthulakshmi told us how Fairtrade has made her life better.

8

"When I was 16, I got a job with an organization called Reaching The Unreached (RTU). They taught me how to weave and I started working as an artisan. Now I weave two bed sheets a day and I work about 25 days a month – from 8.30 in the morning until 5 o'clock. I think Fairtrade saves poor people. It gives them a living wage and saves people in rural India, and in other countries, from starvation. And we can help to run the business. Fairtrade products are environmentally friendly, of good quality and are sold at fair prices. People should buy Fairtrade so people like me get fair money for their hard work. Working as a weaver has helped me to become respected by others. Many people here see women as lesser individuals. But now I earn good money and have things like jewellery and a bank account. So now I get respect. In the future, I would like to teach. I didn't want to leave school. Now I'm working for the chance to continue my education and to become a teacher."

What you should look for

9

Through Fairtrade, you're using your money – your power – to say that you want the person who made the product to get a fair price. But it can be difficult to know what to buy. Here are some tips:

- Look for the Fairtrade logo. This tells you that you're buying something made from Fairtrade products.
- Think about where you're shopping and who is selling. Some companies sell Fairtrade products because they believe in the system. But others sell them because ethical shopping has become cool – these companies may sell other products that aren't produced ethically.
- Many crafts that are ethically produced don't have a logo. Try to buy from reputable sources.
- Ask about where things come from before you buy them.
- If your supermarket doesn't sell Fairtrade products, ask the manager to sell them.
- Online Fairtrade shopping is easy. Use the Internet to read about Fairtrade and find presents for yourself, your family and friends.

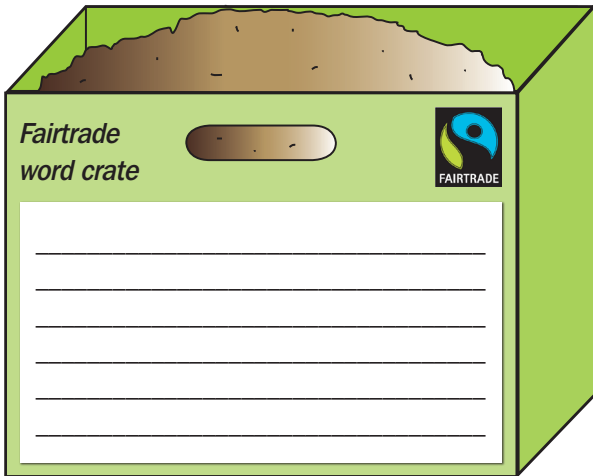
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3 FIND THE INFORMATION

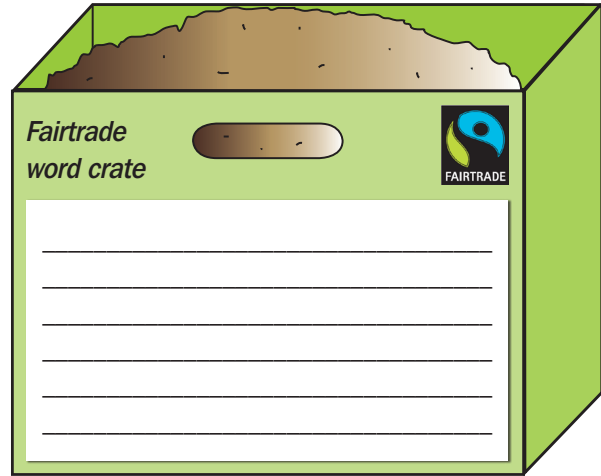
Look back at the article to find the answers to the questions. Write the information into the Fairtrade word crates.

Which Fairtrade products are mentioned in the article?



A green Fairtrade word crate with a handle and the Fairtrade logo. The front panel has the text "Fairtrade word crate" and a blank area with five horizontal lines for writing.

How does Muthulakshmi benefit from Fairtrade?



A green Fairtrade word crate with a handle and the Fairtrade logo. The front panel has the text "Fairtrade word crate" and a blank area with five horizontal lines for writing.

How do coffee farmers benefit from Fairtrade?



A green Fairtrade word crate with a handle and the Fairtrade logo. The front panel has the text "Fairtrade word crate" and a blank area with five horizontal lines for writing.

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4 TEEN TALK

In paragraph 9 you can read that ethical shopping has become cool.

An ethical shopper is ...

- someone who goes shopping in India.
- someone who cares about the conditions of workers who produce the thing we buy.
- someone who only buys handmade products.

Are you an ethical shopper?

5 MAKE A POSTER

In groups, make a poster encouraging people to buy Fairtrade products.

- Download photos from the Internet and if possible glue real wrappers and packaging to your poster.
- Give five reasons why people should buy Fairtrade products. Use information from the text.
- Don't forget to include the Fairtrade logo.
- Give your poster a title.
- Present it to the class.

6 WEBQUEST

Have a look at these websites. Read or watch a video about a Fairtrade project, make notes and explain the project to your class.

- <http://www.fairtrade.org.uk/>
- <http://www.fairtrade.net/>
- <http://www.oxfam.org/en/campaigns/trade>

7 ROLE-PLAYS

Choose one of the following situations and act it out.

- Act out a scene between a shop assistant and a (non-ethical) shopper. The shopper wants to buy something (chocolate, clothes, etc). The shop assistant should try to persuade the shopper to buy a Fairtrade product even though it costs a few cents more than the non-Fairtrade version.
- Act out a scene between a shop keeper and an ethical shopper. The shopper wants to buy a Fairtrade product but the shop keeper doesn't have it in the shop. The ethical shopper should try to persuade the shop keeper to stock and sell Fairtrade products in the future.

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KEY

2

1. relied on
2. artisans
3. developing countries
4. raise awareness
5. weaver
6. living wage
7. environmentally friendly
8. lesser individuals
9. logo
10. reputable sources

3

Fairtrade products: coffee, clothing, jewellery, sports balls, sheets

Muthulakshmi: she gets a living wage (earns good money), she gets respect, she has jewellery and a bank account, she will go back to school and continue her education then train to be a teacher.

Coffee farmers: can send their children to school, the children don't have to work, can buy food for their families.

4

b