

There is another way, a better way, a safer way,
a fairer way to produce the tea, coffee,
bananas, sugar, cocoa, cotton and even gold
that we need.



®

Almost everyone
recognises the
Fairtrade logo.
But what does it mean?



means... A fair and stable price, with more money for the farmers and producers.

“...we can buy pens and notebooks so children can go to school. We have bought seeds and fertiliser to grow vegetables and improve our family’s diet.”

Sira Souko
Cotton farmer,
Batimakana, Mali



A



Premium means:

- extra money for the whole community to spend
- they decide together how to spend it:
 - clean water
 - education
 - better housing
 - Improvements for their business
 - adjusting to climate change





The
Premium
paid for
new water
wells for
cocoa
producers
in Ghana,
in West
Africa



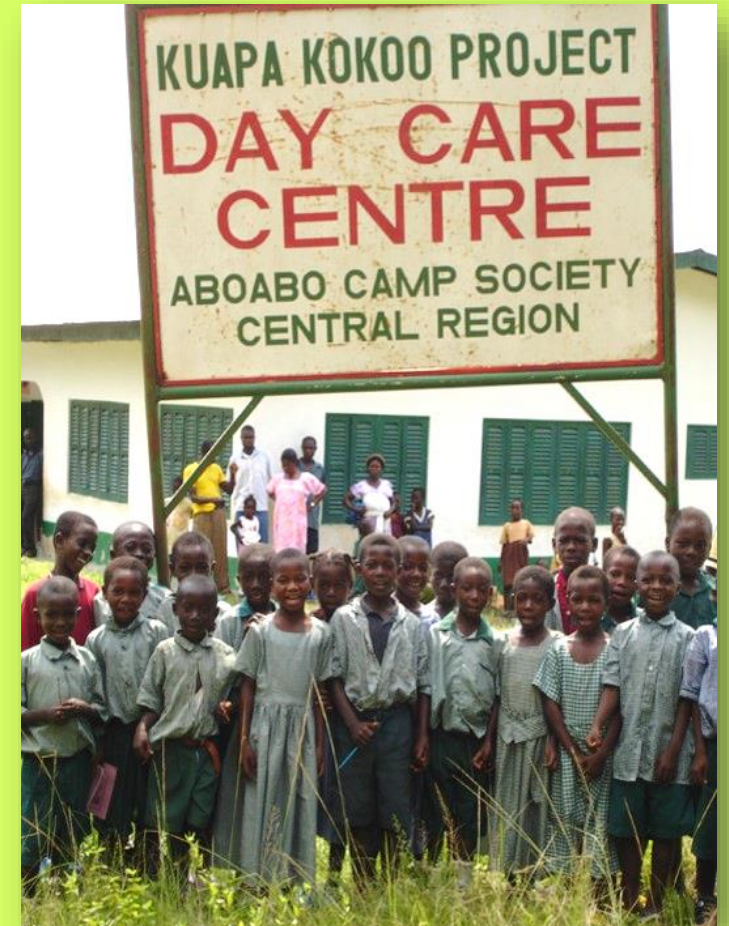
These



**cocoa farmers can afford NOT to
send their children to work**



**they spent the
Premium on
schools and day
care centres -
all because
people in this
country are
buying
Fairtrade
chocolate**



And did you know



also means

- no child labour**
- safe working conditions**
- protection for the environment ?**



means no child labour

Meet Justinio, a Fairtrade cocoa farmer from Peru.

All his children can now go to school

The eldest is married and no longer lives with them but the next eldest, Delphina, goes to college and is doing Business Studies.





means safer working conditions

Julio, a Fairtrade banana farmer from Colombia, visited Gosport in 2016. He told us about the strict rules concerning health and safety that Fairtrade insists upon:

- protective clothing
- dangerous pesticides banned
- reduction in use of chemicals





means... Producers are working to protect their environment by:

moving towards more organic cultivation methods which increase soil fertility, conserve water and protect soil and slopes from erosion.

Coffee farmers in one co-operative in Costa Rica are protecting the rainforest with new coffee driers that run on recycled coffee bean husks and organic material, rather than using firewood.



**So, if you want to put a smile
on his face ... and hers ...**



**If you want an environment
that looks like this... not this ...**



***Remember -
YOU
can give them a break***

**Over 1.65 million farmers,
plus their families and
communities,
already benefit from Fairtrade**



Remember, the choices we make when we're shopping can help to break chains of exploitation that hold down some of the world's poorest people



**If you really do want to give them a break,
always try to buy Fairtrade.**