



HOW CAN I SUPPORT FAIR TRADE?

Fair Trade is a system which supports farmers in the poorer parts of the world by paying proper prices for the products which in turn assures good wages and appropriate working conditions. **If you want to change the world into a fairer place then there are a lot of actions that YOU personally can do that will MAKE A DIFFERENCE.**

Firstly and most obviously, you can buy Fair Trade goods. More importantly, you can suggest to your family and friends that they also buy fair trade goods. Keep in mind that fair trade products not only support the cause, but fair trade products are quality products. For example, the quality and standard of fair trade foods, beverages and crafts is sometimes higher than other mass produced items. The workers/farmers/artisans are content and respected, therefore they may be motivated to work harder to produce better items.

AT HOME... You can buy Fair Trade products for your home. Today homeowners are increasingly looking to buy fair trade as it



manages to combine flair/decoration with function. The amount of design work that now goes into these products means that fair trade goods are

investments that reflect a high standard of workmanship and are aesthetically pleasing. Fair trade stockists are in tune with consumer trends and are inspiring them.

AT THE OFFICE... At the most simple level you can encourage your workmates to stock

fair trade tea and coffee so that your mid-morning coffee not only helps you function but also contributes to improving producer's livelihoods.

If you are really keen you could speak to your catering manager about offering Fair Trade foods to staff. Search online for a directory of fair trade catering services. Alternatively you could arrange a display of Fair Trade posters and make samples available in the work kitchen and/or canteen. Or you could write an article about Fair trade for your staff newsletter.

IN GENERAL.. Always look out for the fair trade mark. Whether for food or household goods, the weekly shop or special occasions, there is now a huge range of produce and products bearing the FAIR TRADE mark. Products range from beverages



such as tea, coffee & cocoa to sugar, chocolate, fruit like avocados, bananas, guavas, oranges, lemons and pineapples, honey, fruit juices, wines and cakes. There are also many useful gift and daily items - just look at the labels and take positive action towards EMPOWERING COMMUNITIES!!

