



WHAT PRODUCTS ARE 'FAIRLY TRADED'?

The most commonly identifiable fair trade products are actually foodstuffs such as tea, coffee, coca, sugar, banana and other fruits. Fairly traded arts and handicrafts are also becoming more popular as people recognize the need to empower all sectors of disadvantaged communities. It is typically the men who work on the farms to produce crops and foodstuffs. Women were thus in the past limited from involvement in fair trade foodstuffs. Fair trade handicrafts (typically a women's domain) ensure that women are also empowered and also benefit from the principles of fair trade.

COFFEE... Today's historic laws in world coffee prices have created a crisis for millions of farmers around the world. Most small-scale farmers live in remote locations, and are dependent on local middlemen to purchase their coffee, often at a fraction of its worth. Fair Trade guarantees farmers a set minimum price for their coffee and links farmer-run cooperatives directly with importers, cutting out middlemen and creating the conditions for long-term sustainability.



Through Fair Trade, farmers and their families are earning a better income for their hard work—allowing them to hold on to their land, keep their children in school, and invest in the quality of their harvest—so they can continue to grow excellent quality coffee.



TEA... Fair Trade Tea has become more popular based on the success of Fairly Traded coffee. If Tea has the Fair Trade mark it means that the garden where the tea is grown meets specific standards for the wages, living situation, and working conditions of its pickers. For every tea purchase, a Fair Trade premium goes directly back to the tea workers themselves to decide how these funds will be used to meet the community's most serious needs.

FRESH FRUIT... Fair Trade fruit is grown in nutrient-rich soil by small farmers or plantation workers, who pick their crop with care. Fair Trade farms are producing some of the best organic and conventional produce in the world. Fair Trade fruit includes bananas, mangos, pineapples, sugar and grapes.

HANDICRAFTS... Fundamental to different cultures are the arts and crafts that the community produces. These crafts are unique and are thus attractive in the market. Rather than exploiting traditional skills and materials, handicrafts can be made 'fairly' which means that the artisans (usually female producers) are paid fairly and receive capacity building to enable their self-determination. Crafts are not consumable fair trade products such as tea, coffee and fruits, but as consumers on the whole are becoming more socially conscious, fair trade handicrafts means they can furnish their homes, buy gifts etc with quality products that contribute to a more socially just and equitable world.

