

What is Fairtrade?

It's a movement whose quest
is to make trade fair
as I'm sure you've guessed

But what does that mean?

For every product you buy
that is fairtrade certified
fairtrade regulations ensure the farmer gets paid
what is a decent living wage
Because the price for these goods always greatly fluctuates
The farmers end up receiving horrifyingly low rates
But the Fairtrade Minimum price ensures
Farmers get an income that is secure
And this security is the only reason Therese's eight kids
Are getting an education, something she never did

The Fairtrade Foundation
is certainly not the only organisation
but they are the biggest of all
and that's why we support them with our Fairtrade stall
So come along every thursday lunchtime to the servery
Where we always have a plethora of treats
Where everything is under 2 pounds and some as little as 15p

Now I know how hard it can be
To ensure everything you buy is sourced ethically
Some of these products can be priced quite highly
But you can find Fairtrade products at Lidl and Aldi!

This year Fairtrade's focus is empowering women
Like Lucia from Sierra Leone
She is a cocoa farmer living in tough conditions
As the hot, wet climate means her cocoa pods get disease ridden and don't always grow

But with the Fairtrade price that she receives
She can produce cocoa and give her livelihood security
And Fairtrade Standards teach her how to protect the forest
A win for both climate change and her harvest

By supporting Fairtrade we raise up women like her
Give them a better life which is what they deserve
But Fairtrade is just the tip of the iceberg
And we need your help to spread the word

Just 6% of the world's cocoa is fairtrade
Meaning 94% is unethically made
But we each eat around 8.4 kg of chocolate a year
So surely we can make the industry more fair

Buying Fairtrade doesn't just go towards the farmers' income
It also donates to the Fairtrade Premium

(where farmers receive 50 extra cents per kilogram)
Which invests money in housing, sustainability and education
To benefit the workers, families and communities around plantations

With the Fairtrade Premium we can empower single mums like Edith
Who gained leadership skills to start her own community farm
Where she teamed up with other women
So they could all support their families by earning a greater income

Becoming Fairtrade benefited Teresa's co-operative and wider community
By increasing their gender equality
The women are part of organisations which raised their self-value
Leading to mutual respect and the eradication of family abuse

They can now also protect the environment
As they provide a habitat in their land for many animals to live in
This is the result of Fairtrade's training schemes
And Fairtrade are investing in innovations to make farming even more green
All of this because you bought a Fairtrade coffee bean

So come join us to make trade more fair
Prevent the 1% getting richer whilst the farmers are in despair
All you have to do is check for these logos
It will take just two seconds out of your day
and now you know
What an incredible difference it really will make

To bring Fairtrade Fortnight back to Kendrick once again
We have a week packed with fun events
To help fairtrade empower even more women
And make trade more fair; help us realise this vision