

Fair Trade



Fair Trade...

- is an international system of doing business based on dialogue, transparency and respect.
- Contributes to sustainable development by offering better trading conditions for producers and workers in developing countries
- An international system of monitoring, auditing and certification
- Established 50 years ago in Africa and Europe, to help with low market prices and end the cycle of poverty
- In the late 1980s an international system of Fair Trade certification and labelling was introduced
- Today, there are close to a million farmers in 45 developing countries working within and benefiting from the sale of Fair Trade Certified products

The international Fair Trade system produces...

- Fair compensation for their products and labour
- Sustainable environmental practices
- Improved social services (health & dental centres)
- Investment in local economic infrastructure
- Improved access to low or no-interest loans
- Technical assistance for building infrastructure to increase production
- Technical training and skill diversification for cooperative members and their families

- Efforts to practice environmentally sustainable farming, encourages organic farming and crop diversity

How Does Fair Trade Work?

- Producers and their organizations are monitored and certified by Fair Trade Labelling Organizations International (FLO)
- In Canada, processors are licensed and audited by TransFair Canada

Fair Trade Certified Products

- Coffee, tea, rice, bananas, mangoes, cocoa, sugar, honey, fruit juices and sports balls
- Can be found in stores, small and large, across Europe, Japan and North America
- Additional fresh fruit, wines, nuts, oils and non-food products will soon be added to the list of Fair Trade Certified products

What is your role?

- Churches, communities, school, unions, businesses and consumer groups are pushing to move Fair Trade products into mainstream grocery stores
- The demand must increase, so more workers will benefit
- Demand products will superior quality
- Become a player in the solution to global trade inequalities



Have you seen this logo?

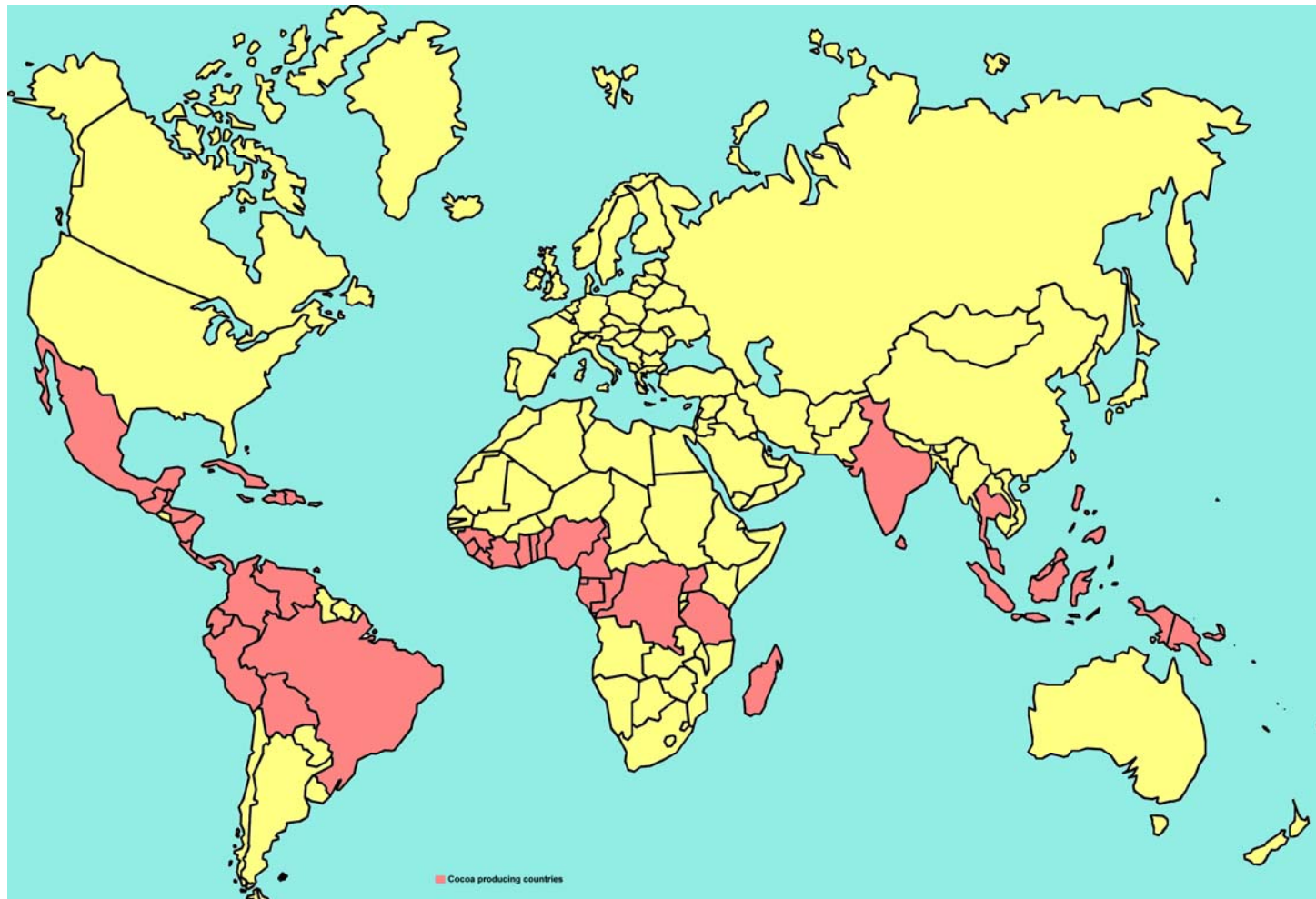


- In order to ensure the authenticity of Fair Trade products it became necessary to label or certify products.
- In the 1980s an international system of Fair Trade Certification was established.
- The above logo is used across Canada and the United States

‘FAIRLY TRADED’ is NOT the same as FAIR TRADE!

www.transfair.ca

Cocoa Growing Countries



Fair Trade



1. Have you ever sold chocolate to raise money for a school or community organization?

2. Describe the type of chocolate you sold? (Brand Name, ingredients etc.)

3. a) Where in the world do you think these chocolate products were produced?

b) What raw materials are needed to manufacture these chocolate products?

4. What do you think the working conditions were like for those harvesting the raw materials to produce your chocolate bars?

5. How often do you purchase a chocolate bar of any kind?

6. State the name of your favourite chocolate bars and the brand names they are associated with.

7. **READ** the information provided on the back of this sheet and **WRITE a one page personal response** to the initiative presented. Discuss your power as a consumer of the present and the future. How can you make small decisions that have big impacts? **Bring in sample chocolate bar wrappers in good condition with your response for class analysis.**

Fair Trade



Demand Fair Trade for cocoa farmers from the world's biggest chocolate company

M&M/Mars is the largest chocolate and candy company in the world, with annual sales of more than \$20 billion. M&M/Mars is the third largest private company in the USA and its three owners are each worth \$10.4 billion. M&M's are the world's top-selling candy. Given these facts, M&M/Mars has the highest responsibility and the most resources to offer Fair Trade Certified chocolate. In June, more than 200 faith-based, labor, environmental, child labor, and student groups signed a letter supporting Global Exchange's campaign demands - asking M&M/Mars to offer Fair Trade Certified chocolate. Through Global Exchange's subsequent national consumer advocacy campaign, M&M/Mars has received an outpouring of requests for Fair Trade--including more than 1,000 letters from schoolchildren, and over than 5,000 faxes and countless e-mails and phone calls from adults. In February of 2004, two coalitions of highly respected national organizations requested meetings with M&M/Mars to discuss Fair Trade purchasing, meetings which M&M/Mars unfortunately refused to hold.

Despite such overwhelming appeals for Fair Trade, M&M/Mars continues to refuse to offer Fair Trade Certified chocolate, and reiterates total faith in the industry Protocol and other development projects. Despite the good intentions behind these efforts, none ensures the minimum price producers need, and the independent certification that consumers want. Fair Trade incorporates all these components, offering the best solution for M&M/Mars, producers, and chocolate lovers. Given M&M/Mars' continued lack of interest in selling Fair Trade chocolate and ensuring a decent life for farmers and their families, it is clear that we need to keep pushing for Fair Trade chocolate in growing numbers! Join us to request Fair Trade Certified chocolate from M&M/Mars today!

