

# Fairtrade Products

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### What is Fairtrade?

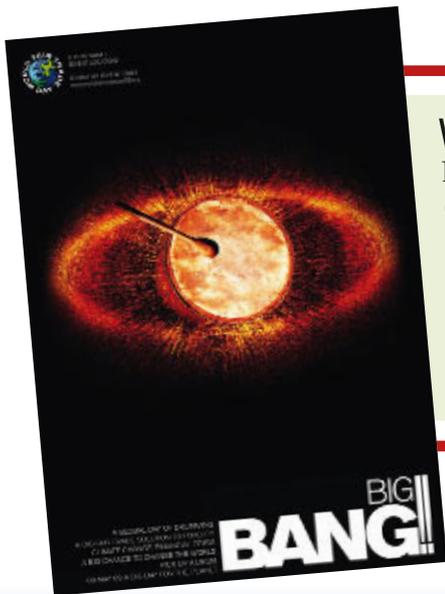
Fairtrade is a **trading partnership** based on dialogue and respect. Buyers must give small producers a guaranteed fair price for their products. It encourages **sustainable** production which means products should ideally be cultivated without using chemicals which can **harm** people and the environment.




### Fair Trade Worldwide

Worldwide sales of Fairtrade products are €2.4 billion (2007 estimate) across 23 countries in North America, Europe, Australia and Japan. Every product carries the special logo on its **packaging**.

Typical products include basic commodities like tea, coffee, sugar, cocoa, chocolate, cotton and honey.

## World Fairtrade Day

Every May, there are events to increase the **awareness** of Fair Trade in every nation. In May 2009, the theme was 'Big Bang – Let's **beat** poverty'. In 70 countries, 8.2 million people were involved in beating drums to symbolise this idea of eliminating poverty.

**Fairtrade** = commercio equosolidale  
**trading partnership** = collaborazione commerciale  
**sustainable** = sostenibile  
**harm** = danneggiare  
**packaging** = confezione  
**awareness** = consapevolezza  
**beat** = battere, vincere

glossary

1 Read about Fairtrade and mark true (T) or false (F).

- 1 Fairtrade producers are guaranteed fair prices.
- 2 Producers can use harmful chemicals to cultivate their products.
- 3 Fairtrade products are only sold in Europe and North America.
- 4 Many Fairtrade products are foods we eat every day.
- 5 World Fairtrade Day is in March every year.
- 6 In 2009, the World Fairtrade Day theme was about defeating poverty.

- |   |   |
|---|---|
| T | F |
| T | F |
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## Chocolate goes 'Fairtrade'...

**Interviewer:** Cadbury launched its first ever Fairtrade chocolate **bar** today. For the first time, a mass-market **brand** of chocolate has received the Fairtrade certification. How do you feel?

**Director:** It's fantastic to think that so many more consumers will see the Fairtrade symbol in **both** independent shops and supermarket chains.

**Interviewer:** What does it mean for the cocoa growers?

**Director:** This is a real **milestone** for Fairtrade and for cocoa growers in Ghana. It could potentially transform the lives and opportunities of thousands of people in cocoa growing communities.

**Interviewer:** This must mean that Cadbury will buy a lot more cocoa from Ghana?

**Director:** Yes! Three times the quantity from 5,000 to 15,000 tonnes!

**Interviewer:** Wonderful! Is Cadbury protecting the **well-being** of the workers in Ghana, because of the problem with **child labour** in cocoa production, there?

**Director:** Absolutely, Cadbury are investing £45 million over the next ten years to secure sustainable cocoa farming in Ghana, Indonesia and the Caribbean without the **exploitation** of children.

**Interviewer:** That's good news for Fairtrade! Thank you.



**bar** = tavoletta  
**brand** = marchio  
**both** = entrambi  
**growers** = coltivatori  
**milestone** = pietra miliare  
**well-being** = benessere  
**child labour** = lavoro minorile  
**exploitation** = sfruttamento

glossary



### Fairtrade map

**Ghana:** cocoa  
**Kenya:** tea  
**South Africa:** grapes  
**Chile:** honey, bananas  
**Mexico:** coffee

**Bolivia:** nuts  
**Indonesia:** vanilla  
**India:** rice  
**Pakistan:** apricots  
**Mauritius:** sugar



### 2 Work in pairs. Discuss these questions about Fairtrade products.



- 1 Have you ever bought a Fairtrade product?
- 2 Where would you expect to buy Fairtrade products in your town?
- 3 Can you name five types of products usually associated with Fairtrade?
- 4 Can you name three countries which produce Fairtrade products?

### 3 Read the interview with a director of the Fairtrade Foundation in Britain about the UK chocolate company Cadbury. Match the answers with the questions.



- |   |   |
|---|---|
| 1 Why will Cadbury's business give opportunities to the growers in Ghana? | a Because it is the first mass market chocolate to receive certification. |
| 2 How much cocoa does Cadbury intend to buy?                              | b Ghana, Indonesia and the Caribbean.                                     |
| 3 Why is it special for Cadbury to have the Fairtrade certification?      | c Because they will be able to grow more crops and earn more money.       |
| 4 Where in the world is Cadbury investing in cocoa production?            | d 15,000 tonnes.  |