

# World Fair Trade Day 2018

## What Is World Fair Trade Day?

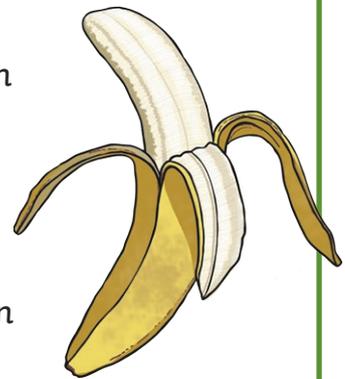
Held annually on the second Saturday of May, World Fair Trade Day is a worldwide event. In 2018, the event will fall on 12<sup>th</sup> May and its theme will be **Live Fair, One Product at a Time**. This theme aims to explore how we can all make a difference.

The World Fair Trade Organisation (WFTO), who organise World Fair Trade Day, aims to:

- enable **producers** to improve their livelihoods and communities through Fair Trade;
- make sure that producer voices are heard;
- promote **sustainable development**.

### Did You Know...?

- There are more than 1.65 million farmers and workers in Fair Trade organisations.
- There are 1,226 Fair Trade organisations across 74 countries.
- There are around 1,460 Fair Trade chocolate products on the market in the UK.



## What Is Fair Trade?

Fair Trade is about more than just **trading**. It is a partnership between producers and traders based on honesty and respect. It supports sustainable development by providing workers with better conditions. It also raises awareness with **consumers** about the need for change.

These are some of the main principles of Fair Trade:

1. Creating opportunities for poor communities.
2. Being aware of different **cultures**.
3. Making sure that traders are paid fairly.
4. Ensuring good working conditions.
5. Respecting the environment.



World Fair Trade Day 2018 will try to encourage us all to become Fair Trade heroes.

## What Can You Do to Make a Difference?

Throughout the day, you could encourage your family to make small changes and include a range of Fair Trade products, travelling around the world as you do.

For breakfast, drink tea from Sri Lanka while eating muesli from around the world!



Wear a floral skirt from India with a handmade bracelet from Guatemala.



For lunch, eat a banana from Ghana.



## Fair Trade

For a yummy treat, eat chocolate from Peru.



For dinner, eat rice from Thailand.

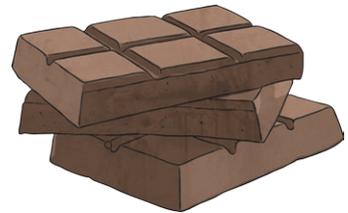


Decorate your home with handmade trinkets from Indonesia.



At school, you could encourage your headteacher or school council to hold a Fair Trade Awareness Day. This could include:

- having a Fair Trade assembly;
- selling Fair Trade snacks at break time;
- encouraging other pupils to design Fair Trade posters;
- hosting a Fair Trade fashion show.



### Glossary

**consumers:** People who buy things.

**cultures:** The ideas, customs, and social behaviour of a particular people or society.

**producers:** People who make or grow things to sell.

**trading:** Buying and selling things.

**sustainable development:** Not using up natural resources whilst creating products.

# Questions

1. What is the theme for World Fair Trade Day this year? Tick one.

- Promote Sustainable Development
- Make Sure That Producer Voices Are Heard
- Enable Producers to Improve Their Livelihoods and Communities through Fair Trade
- Live Fair, One Product at a Time

2. Draw lines to match the Fair Trade product to the country it sometimes comes from.

Tea

Peru

Chocolate

Sri Lanka

Bananas

Ghana

3. **Fair Trade is about more than just trading.**

What does the word **trading** mean?

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4. Fill in the missing words from this sentence:

Fair Trade is a partnership between \_\_\_\_\_ and \_\_\_\_\_  
based on honesty and respect.

5. **Find** and **copy** a word or phrase which tells you that **Fair Trade helps the producers.**

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6. Why is sustainable development important?

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7. How could your family change their choice of food? Explain your answer.

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8. Do you think it is possible to make a difference to producers' lives? Explain your answer.

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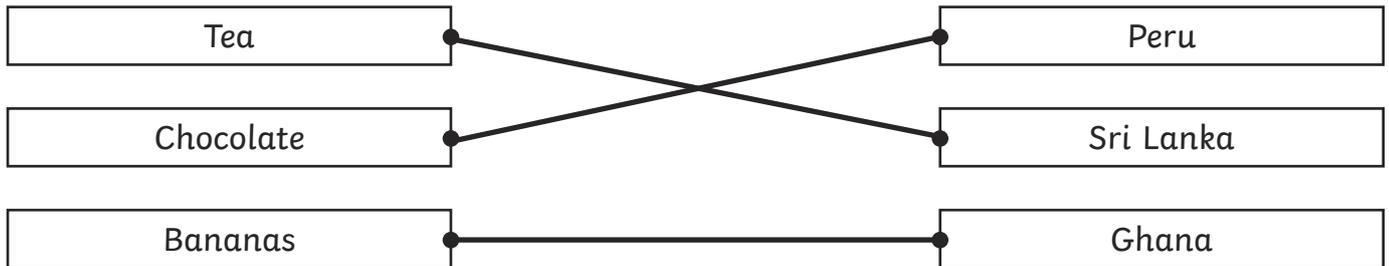
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# Answers

- What is the theme for World Fair Trade Day this year? Tick one.
  - Promote Sustainable Development
  - Make Sure That Producer Voices Are Heard
  - Enable Producers to Improve Their Livelihoods and Communities through Fair Trade
  - Live Fair, One Product at a Time**

- Draw lines to match the Fair Trade product to the country it sometimes comes from.



- Fair Trade is about more than just trading.**

What does the word **trading** mean?

**The word trading means buying and selling things.**

- Fill in the missing words from this sentence:

Fair Trade is a partnership between **producers** and **traders** based on honesty and respect.

- Find and copy** a word or phrase which tells you that **Fair Trade helps the producers**.  
**Accept: enable producers to improve their livelihoods and communities; make sure that producer voices are heard; or any reasonable extract thereof.**

- Why is sustainable development important?

**Pupils' own responses, such as: Sustainable development is important because we should not use too many natural resources because they might run out one day.**

- How could your family change their choice of food? Explain your answer.

**Pupils' own responses, such as: My family could alter our choice of food by buying Fair Trade rice because we eat a lot of rice-based meals.**

- Do you think it is possible to make a difference to producers' lives? Explain your answer.

**Pupils' own responses, such as: I think it is possible to make a difference to producers' lives because if they work in a Fair Trade company they will have better working conditions and will be paid fairly so they will have more opportunities for a good life.**

# World Fair Trade Day 2018

## What Is World Fair Trade Day?

Held annually on the second Saturday of May, World Fair Trade Day is a worldwide event. In 2018, it falls on 12<sup>th</sup> May.

In 2018, the theme for World Fair Trade Day is **Live Fair, One Product at a Time**, which explores how we can all make a difference to the lives of many people around the world.

The World Fair Trade Organisation (WFTO), who organise World Fair Trade Day, aims to:

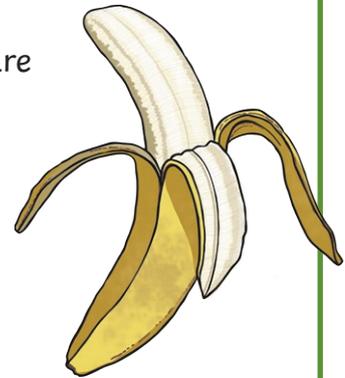
- enable **producers** to improve their livelihoods and communities through Fair Trade;
- make sure that producer voices are heard;
- promote **sustainable development**.

## What Is Fair Trade?

Fair Trade is about more than just trading. It is a partnership between producers and traders based on honesty and respect. It supports sustainable development by providing workers with better conditions, while raising awareness with consumers about the need for change.

### Did You Know...?

- Currently, around 179,800 smallholder cocoa farmers are members of Fairtrade certified producer organisations.
- The first Fair Trade product sold in Britain in 1994 was a chocolate bar.
- There are around 1,460 Fair Trade chocolate products on the market in the UK.
- Fair Trade chocolate accounts for 12% of all sales in the UK.



Some of the main principles of Fair Trade include creating opportunities for poor communities, being aware of different cultures, making sure that traders are fairly paid, ensuring good working conditions and respecting the environment.

World Fair Trade Day 2018 will try to encourage us all to become Fair Trade heroes!

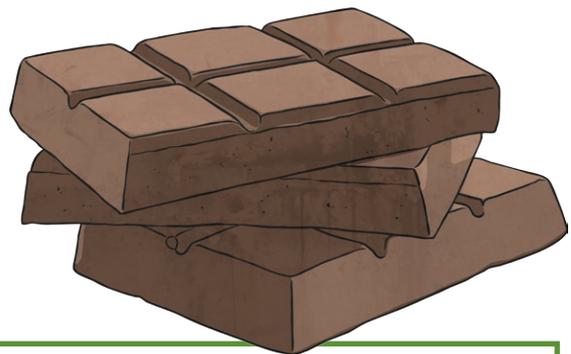
## What Can You Do to Make a Difference?

Throughout the day, you could encourage your family to make small changes and include Fair Trade products, travelling around the world as you do. You could even record all of the places you have 'visited' on a map.

For breakfast, why not drink Fair Trade tea from Sri Lanka while eating Fair Trade muesli made from various fruits and nuts from around the world? You could wear a beautiful, floral skirt made by empowered women from India, with an intricate, handmade beaded bracelet from Guatemala. For lunch, eat a Fair Trade banana from Ghana, which will make a huge difference to thousands of farmers, workers and their families. You could even decorate your home with unusual, handmade trinkets from Indonesia. At dinner time, try to buy Fair Trade rice grown in Thailand and finish with a scrumptious treat of smooth chocolate from Peru.

At school, you could encourage your headteacher or school council to hold a Fair Trade Awareness Day, which could include:

- a Fair Trade assembly;
- Fair Trade snacks for sale at break time;
- a competition to design the best Fair Trade poster;
- a Fair Trade fashion show.



### Glossary

**consumers:** People who buy things.

**cultures:** The ideas, customs, and social behaviour of a particular people or society.

**empowered:** To make someone stronger and more powerful.

**producers:** People who make or grow things to sell.

**sustainable development:** Not using up natural resources whilst making a product.

**trading:** Buying and selling things.

# Questions

1. What could your school do on World Fair Trade Day? Tick one.

- sell Fair Trade snacks
- design Fair Trade posters
- hold a Fair Trade fashion show
- all of the above

2. How many Fair Trade chocolate products are on the market in the UK? Tick one.

- 179,800
- 1,994
- 1,460
- 12

3. When is World Fair Trade Day each year?

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4. Fill in the missing words from this sentence:

In 2018, the theme for World Fair Trade Day, \_\_\_\_\_, One Product at a Time, which explores how we can all make a \_\_\_\_\_.

5. Find and copy a word or phrase from the text which shows that **the WTO wants everyone to help**.

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6. Why do consumers need to be aware of Fair Trade?

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7. What would you like to do for World Fair Trade Day? Explain your answer.

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8. Which of the aims of the WTFO do you think is the most important? Explain your answer.

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9. Do you think that World Fair Trade Day can help farmers? Explain your answer.

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# Answers

1. What could your school do on World Fair Trade Day? Tick one.
  - sell Fair Trade snacks
  - design Fair Trade posters
  - hold a Fair Trade fashion show
  - all of the above**
  
2. How many Fair Trade chocolate products are on the market in the UK? Tick one.
  - 179,800
  - 1,994
  - 1,460**
  - 12
  
3. When is World Fair Trade Day each year?  
**World Fair Trade Day is on the second Saturday in May every year.**
  
4. Fill in the missing words from this sentence:  
 In 2018, the theme for World Fair Trade Day, **Live Fair, One Product at a Time**, explores how we can all make a **difference**.
  
5. Find and copy a word or phrase from the text which shows that **the WTFO wants everyone to help**.  
**Accept any of the following phrases: we can all make a difference; raising awareness within consumers; to encourage us all.**
  
6. Why do consumers need to be aware of Fair Trade?  
**Pupils' own responses, such as: Consumers need to be aware of Fair Trade to enable them to make the right choices when shopping for products.**
  
7. What would you like to do for World Fair Trade Day? Explain your answer.  
**Pupils' own responses, such as: I would like to wear an Indian skirt and take part in a fashion show of Fair Trade clothes because I really enjoy finding out about fashion from around the world.**
  
8. Which of the aims of the WTFO is the most important? Explain your answer.  
**Pupils' own responses, such as: The aim of WTFO that is the most important is to make sure that producer voices are heard because without the farmers we would not have any produce so their voice is important.**
  
9. Do you think that World Fair Trade Day can help farmers? Explain your answer.  
**Pupils' own responses, such as: I think that World Fair Trade Day can help farmers by ensuring they receive fair pay for their products, which, in turn, will help them to provide for their communities.**

# World Fair Trade Day 2018

## What Is World Fair Trade Day?

Held annually on the second Saturday of May, World Fair Trade Day is a worldwide event held in over 70 countries. In 2018, it falls on 12th May 2018. This year, the theme for World Fair Trade Day is **Live Fair, One Product at a Time**, which explores how we can all make a difference to the lives of many people around the world by altering our shopping habits.

The World Fair Trade Organisation (WFTO) was created in 1989 and is the global organisation who organise World Fair Trade Day. It aims to enable **producers** to improve their livelihoods and communities through Fair Trade, to make sure that producer voices are heard and promote **sustainable development**.

### Did You Know...?

- Over one hundred million tonnes of bananas are produced each year.
- 94% of global Fair Trade bananas are produced in Latin America and the Caribbean.
- Banana farmers invest around 21% of Fair Trade premium on educational projects.



## What Is Fair Trade?

Fair Trade is about more than just trading. It is a partnership between producers and traders based on honesty and respect, which supports sustainable development by providing workers with better conditions, whilst raising consumer awareness about the need for change. Some of the main principles of Fair Trade are the creation of opportunities for poor communities, the awareness of different cultures, ensuring that traders are fairly paid, the creation of good working conditions and promoting fair trading. They also ensure that no **child labour** or **forced labour** is used and that the environment is respected.

World Fair Trade Day 2018 will try to encourage us all to become Fair Trade heroes!

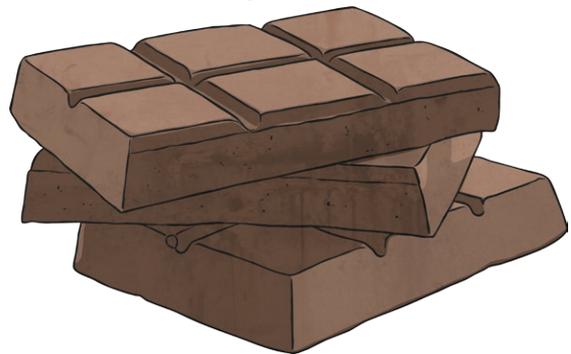


## What Can You Do to Make a Difference?

By taking part in World Fair Trade Day, you can make changes that will have a positive impact on the lives of a large number of people around the world. Throughout the day, you could encourage your family to make small changes by including Fair Trade products from all around the world.

For breakfast, why not drink Fair Trade tea from Sri Lanka while eating Fair Trade muesli made from various fruits and nuts from around the world? You could wear a beautiful, floral skirt made by **empowered** women from India with an intricate, handmade beaded bracelet in vibrant colours from Guatemala. For lunch, eat a Fair Trade banana from Ghana, which will make a huge difference to thousands of farmers, workers and their families. You could even decorate your home with unusual, handmade trinkets from Indonesia or your garden with a recycled tyre pot from Vietnam. At dinner time, encourage your parents to buy Fair Trade rice grown in Thailand and finish with a scrumptious treat of smooth chocolate from Peru.

At school, you could encourage your headteacher or school council to hold a Fair Trade Awareness Day. This could include a variety of different events such as a Fair Trade assembly, Fair Trade snacks for sale at break time, a competition to design a Fair Trade poster or even a Fair Trade fashion show. You could also hold debates within your class or perform a play about the different stages of the Fair Trade process.



### Glossary

**child labour:** The illegal employment of young children.

**empowered:** To make someone stronger and more powerful.

**forced labour:** Being made to work with no or little pay.

**producers:** People who make or grow things to sell.

**sustainable development:** Not using up natural resources during production.

# Questions

1. **You could wear a beautiful, floral skirt made by empowered women from India.**

What does empowered mean? Tick one.

- made weaker and less powerful
- made stronger and bigger
- made weaker and smaller
- made stronger and more powerful

2. How many of global Fair Trade bananas are produced by Latin America and the Caribbean? Tick one.

- one hundred million tonnes
- 1,989
- 94%
- 21%

3. When was the World Fair Trade Organisation created?

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4. Name two of the main aims of the WFTO.

- \_\_\_\_\_
- \_\_\_\_\_

5. Find and copy a word or phrase from the text which shows that **Fair Trade helps a large number of people.**

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6. Why is it important to talk to your family, school council and headteacher about World Fair Trade Day?

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7. Summarise the information in the third paragraph in 30 words or less.

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8. Why is the theme for World Fair Trade Day 2018 **Live Fair, One Product at a Time**?

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9. Explain what you can do to raise awareness of Fair Trade.

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10. Which of the principles of Fair Trade do you see as the most important? Explain your answer.

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# Answers

1. **You could wear a beautiful, floral skirt made by empowered women from India.**

What does empowered mean? Tick one.

- made weaker and less powerful
- made stronger and bigger
- made weaker and smaller
- made stronger and more powerful**

2. How many of global Fair Trade bananas are produced by Latin America and the Caribbean? Tick one.

- one hundred million tonnes
- 1,989
- 94%**
- 21%

3. When was the World Fair Trade Organisation created?

**The World Fair Trade organisation was created in 1989.**

4. Name two of the main aims of the WFTO.

**Accept any two of the following: enabling producers to improve their livelihoods and communities through Fair Trade; making sure that producer voices are heard; promoting sustainable development.**

5. Find and copy a word or phrase from the text which shows that Fair Trade helps a large number of people.

**Accept any of the following phrases or any reasonable part thereof: make a difference to the lives of many people around the world; a positive impact on the lives of large groups of people around the world.**

6. Why is it important to talk to your family, school council and headteacher about World Fair Trade Day?

**Pupils' own responses, such as: It is important to encourage as many people as possible to make changes to buy Fair Trade products to have a positive impact on as many people's lives around the world as possible.**

7. Summarise the information in the third paragraph in 30 words or less.

**Pupils' own responses, such as: Fair Trade is a partnership based on honesty and respect, which provides people in poorer communities with fair pay and good working conditions.**

8. Why is the theme for World Fair Trade Day 2018 Live Fair, One Product at a Time?

**Pupils' own responses, such as: It is better to encourage consumers to make small changes rather than expecting everyone to make big changes which could put a lot of people off. If all consumers change one product there will be a big impact on the lives of the producers.**

9. Explain what you can do to raise awareness of Fair Trade.

**Pupils' own responses, such as: I will talk to the school council to organise a Fair Trade Day, during which we will wear Fair Trade clothes, eat Fair Trade snacks and hold a debate about the importance of Fair Trade.**

10. Which of the principles of Fair Trade do you see as the most important? Explain your answer.

**Pupils' own responses, such as: I think it is important to avoid child labour and forced labour because children should be receiving an education and anyone who works within a business should be paid fairly rather than forced to work for little or no pay.**