

You, yes YOU, have the power to drive real change in our world just by the choices you make when you spend your hard earned cash, whether in big supermarkets, your local shops, cafes and even your staff restaurant. Your choice in which products you buy can potentially make for a more sustainable and ethically sound future.

Why is Fairtrade needed? International trade may seem a remote issue, but when commodity prices fall dramatically it has a catastrophic impact on the lives of millions of small scale producers, forcing many into crippling debt and countless others to lose their land and their homes.

What does the FAIRTRADE Mark mean?

The FAIRTRADE Mark is an independent consumer label which appears on products as a guarantee that disadvantaged producers are getting a better deal. Producers of products which carry the FAIRTRADE Mark are registered with the Fairtrade Labelling Organisation and receive a minimum price that covers the cost of production and an extra premium that is invested in the local community.

The FAIRTRADE Mark also guarantees:

- Farmers organisations are democratic and transparent.
- Plantation and factory workers are provided with decent pay and conditions including the right to participate in collective bargaining.

Fairtrade Facts

- The FAIRTRADE Mark started in 1994 with 3 products: [Cafedirect Coffee](#), Green & Black's Maya Gold chocolate and [Clipper Fairtrade Tea](#).
- Now, there are over 800 products offering the FAIRTRADE Mark including tea, coffee, sugar, chocolate, bananas, citrus fruits, avocados, apples, grapes, mangoes, pineapples, coconuts, honey, fruit juices, cakes, biscuits, nuts, jams, sauces, wines, beers, roses and even footballs, widely available from specialist food shops, and supermarket networks.