

Sustainable Ideford



F is for Fairtrade

Fairtrade is a system of certification that aims to ensure a set of standards are met in the production and supply of a product or ingredient. For farmers and workers, Fairtrade means workers' rights, safer working conditions and fairer pay. For shoppers it means high quality, ethically produced products.

Choosing Fairtrade means standing with farmers for fairness and equality, against some of the biggest challenges the world faces. It means farmers creating change, from investing in climate friendly farming techniques to developing women in leadership.

With Fairtrade you change the world a little bit every day. Through simple shopping choices you are showing businesses and governments that you believe in fair and just trade.

How fair trade helps:- an example

Climate change is making some of our favourite foods – like coffee, bananas and chocolate – harder and harder to grow. Combined with deeply unfair trade, communities growing these crops are being pushed to the brink. But through Fairtrade, farmers are finding ways to stand together.

Liliane and Mauro da Silva are a coffee-growing, daughter-raising, future-focused team. As husband and wife they farm land in Brazil's Sul de Minas region. It was what Liliane's father did, and she wants her own teenage girls to be able to carry on the proud family tradition of producing top-quality coffee.

However, farming costs are going up, coffee prices are increasingly volatile and the effects of the climate crisis are deepening. Fellow coffee farmers in other parts of Brazil have recently suffered from unusually heavy frosts, and Liliane and Mauro have noticed that the weather is getting increasingly unpredictable.

She and her colleagues in the Fairtrade co-operative are trying out different methods for protecting their harvests. As well as financial support from Fairtrade, they also receive expertise and information about what's been successful for coffee farmers elsewhere. They also have a long-term trading relationship with a UK coffee buyer, which they value greatly. As Liliane puts it: 'We are not in charge of the climate, but we can collaborate a lot with it.'

Find out more at www.fairtrade.org

Fairtrade products to look for in your supermarket:

COCOA CHOCOLATE WINE SUGAR TEA COFFEE BANANAS NUTS
FLOWERS as well as clothing and accessories and apparently, GOLD!