



Make Your Own

Fairtrade Food Label

Food and drink labels let us (the consumer) know the nutrition, ingredients, treatments and allergy information of a product. By reading a label, we can make an informed decision on whether the product is healthy and safe for us to consume.

Traffic Light Labels

The traffic light label helps us understand the calories, fat, saturates, sugar and salt content in an item. Red means a product is high in a nutrient and you should try to cut down or eat less of the item. Green shows the food is a healthier choice.

Red = High **Amber = Medium** **Green = Low**



Fairtrade Logo

Some foods, like chocolate, bananas and coffee also have a Fairtrade logo. This logo tells us the ingredients in the food product have been grown using fair and sustainable methods by farmers from developing worlds. These farmers will receive a fair price for their work and product as well as support for the wider communities where they work.

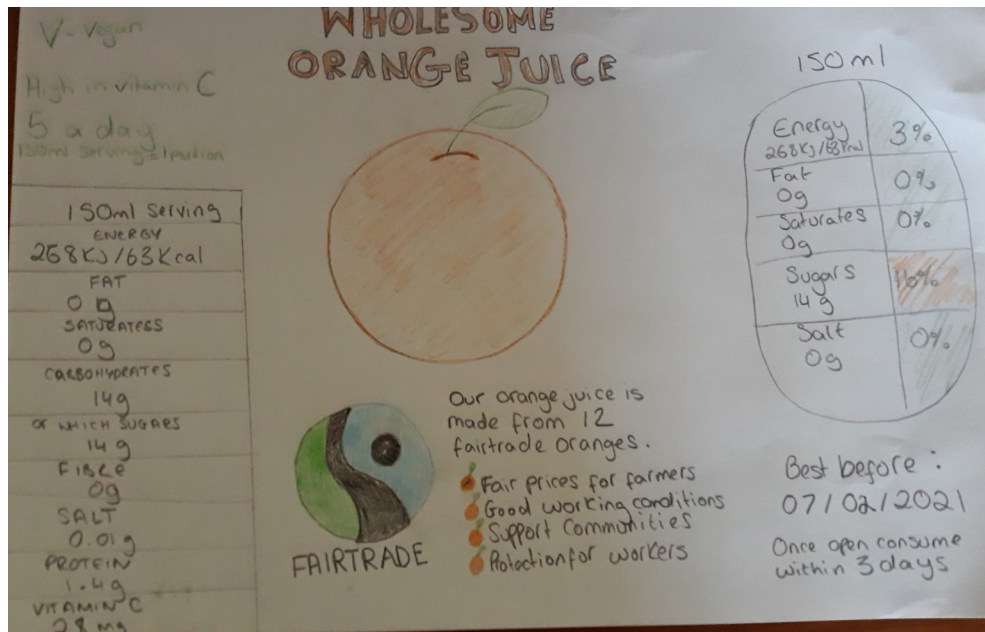




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After reading our Fairtrade information sheets, have a go at designing your own Fairtrade food label. Common Fairtrade items include fruits, vegetables, chocolate, juices, tea, coffee, sweets, sugar, herbs, spices and oils.



Look at the different labels on items inside your fridge and pantry or find inspiration by looking at food and drink labels online.

- Think about the shape of your label, it could be rectangular, round, square or oval.
- Come up with a product name and brand message.
- Include a list of the ingredients inside your product. Don't forget to include a traffic light system to help consumers decide if your product is healthy.
- Customise your label with different colours, images and design layouts.
- Don't forget to include the Fairtrade label and explain how your product is Fairtrade!