



What is Fairtrade?

Life is difficult for many of the world's smallholder farmers in some developing countries (small farmers who own/control the land they farm). Although they generate the majority of the world's food, they are often paid unfairly for the crops they grow and are deprived of the resources they need to survive, such as water, land, technology and investment. Any fall in demand or rise in the prices of their crops can mean the difference between eating every day or going hungry.



Fairtrade is a global movement that supports smallholder farmers and workers at the bottom of global supply chains. It ensures that they get a fairer price for what they grow, improves working conditions for farmers and workers on larger farms, and helps to protect the environment.



Food items with the FAIRTRADE Mark, such as bananas, will have been produced by small-scale farmer organisations or plantations that meet Fairtrade social, economic and environmental standards



The Fairtrade Mark



The Fairtrade Mark was introduced in 1994; it is a symbol awarded to products that are sold under certain fair-trading conditions.

The Fairtrade Mark symbol is made up of a blue sky that symbolises optimism and an arm raised in the air to symbolise empowerment. The Fairtrade Mark also incorporates the colour green to symbolise growth.

Smallholders in Ghana



A group of smallholders who own/control the land they farm.



Smallholder village savings.



Kumasi Central Market. Kumasi is one of West Africa's largest single open air market in West Africa. It has over 10,000 stores and stalls where smallholder go to trade.



Smallholders get the opportunity of becoming part of the Fairtrade group by joining together with other farms in a Fairtrade cooperative. The farmers have more power to negotiate fairer prices with the big companies that buy their products. This avoids going to the big markets like 'Kumasi', where they might be trading with other local farmers to try and get a fair price for their goods.

The Fairtrade cooperative empowers the farmers and also gets a bit of extra money called the Fairtrade premium which can be used to help the whole community.

The farmers and workers themselves decide how this premium should be spent in their community, for example on education (above) healthcare, sanitation or improving their farms so that they can make more money.



Two nurses at local hospital