

LADDERS

You signed a petition
asking the government
to change *unfair*
trade rules



www.fairtrade.org.uk



Guarantees
a **better deal**
for Third World
Producers

LADDERS

A big shop switched all
its bananas to Fairtrade



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Producers

®

LADDERS

Your local university starts
to use Fairtrade products



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Your town is in the local newspaper because it is supporting Fairtrade



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LADDERS

Your local school
is teaching children
about Fairtrade



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You meet a pineapple grower from Ghana who inspires you to tell more people about Fairtrade



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LADDERS

You asked your local shop
to stock your favourite
Fairtrade product



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LADDERS

You bought a Fairtrade
chocolate bar with your
pocket money



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LADDERS

Your council agrees
to support Fairtrade



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LADDERS

You bought a Fairtrade product as a gift for your family



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LADDERS

Your farmers' co-operative
uses the Fairtrade social
premium on new books
for local school children.



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LADDERS

You support Trade Justice



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LADDERS

You started to use
Fairtrade tea and coffee in
your workplace or school



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LADDERS

You used Fairtrade ingredients to bake a cake



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LADDERS

You started a campaign
to get more people to
Choose Fairtrade!



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LADDERS

You remembered to ask
for Fairtrade coffee in
your local coffee shop



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LADDERS

You are a member of a Fairtrade co-operative and you buy an ambulance with the Fairtrade social premium that you've received



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LADDERS

The price farmers receive for coffee drops but as a Fairtrade producer you still receive a fair and stable price for your coffee beans



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LADDERS

As a Fairtrade producer,
your family's health
improves because
you've cut down on
the use of chemical
pesticides and fertilisers



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LADDERS

As a Fairtrade banana grower, you've now started to grow other types of crops on your farm and sell Fairtrade coconuts too



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LADDERS

Your local supermarket
stocks a new range of
Fairtrade products



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