

# SNAKES

**You're a small farmer  
and you can't compete  
with large-scale  
international companies  
so your business fails**



[www.fairtrade.org.uk](http://www.fairtrade.org.uk)



# SNAKES

Your local shop decides  
not to stock any  
Fairtrade products



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# SNAKES

Your country suffers  
a drought and you lose  
your entire crop



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# SNAKES

You are injured at work because of unsafe working conditions and are dismissed for not being able to do your job properly



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# SNAKES

You are in a rush and  
you forget to look for  
the FAIRTRADE Mark  
when out shopping



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# SNAKES

A hurricane hits your country and your entire crop is wiped out



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# SNAKES

You didn't look for the  
**FAIRTRADE** Mark and  
bought non-Fairtrade tea



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# SNAKES

You bought a coffee in  
your favourite café and  
forgot to ask for Fairtrade



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# SNAKES

Your local council  
does not agree to use  
Fairtrade products



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# SNAKES

You are a banana farmer and the price you get for non-Fairtrade bananas drops



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

®

# SNAKES

Young people start to leave your community because it is impossible to make a living from the crops that are grown there



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for Third World  
Producers

# SNAKES

Due to falling prices for  
your crop you can't afford  
shoes for your children and  
they can't attend school



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# SNAKES

Your local school  
forgets to celebrate  
Fairtrade Fortnight



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# SNAKES

The local coffee trader  
only pays you half  
the price he originally  
promised for your  
coffee beans



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# SNAKES

A local business doesn't  
agree to support Fairtrade



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# SNAKES

You are unable to sell your rice because people are buying cheaper, subsidised rice imported from the United States of America



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# SNAKES

You cannot sell your sugar to the European Union because they put high import charges on the sugar they buy from abroad



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# SNAKES

Your local university  
refuses to offer Fairtrade  
products in its cafes



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# SNAKES

You buy a non-Fairtrade certified chocolate bar



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# SNAKES

Your village can't afford to dig a well and suffers illness caused by water from a polluted stream



[www.fairtrade.org.uk](http://www.fairtrade.org.uk)



# SNAKES

You bake a cake  
without thinking to use  
Fairtrade ingredients



[www.fairtrade.org.uk](http://www.fairtrade.org.uk)

