

Fairtrade Geography KNOWLEDGE ORGANISER

ESSENTIAL FAIRTRADE VOCABULARY	
Fair	Something that is reasonable and what is expected or deserved.
Developed countries	A country that has a high quality of life, developed economy and advanced technology.
Developing countries	A country with a less developed industrial base and a low quality of living.
Producer	Someone who creates and supplies goods and services.
Consumer	A person who purchases goods and services for personal use.
Plantation	An estate on which crops, such as coffee, sugar and tobacco are grown.
Co-operative	A farm, business or other organisation which is owned and run jointly by its members, who share the profits and benefits.
Wealth	A large amount of money, property or valuable possessions that a person or a country owns.
Agriculture	The science or practice of farming
Links to prior learning	
Trade	The action of buying and selling goods and services.
Poverty	The state of being extremely poor.

What is Fairtrade?
Trade between companies in developed countries and producers in developing countries in which fair prices are paid to the producers.

Where does Fairtrade work?
Fairtrade works with over 1.7 million farmers and workers in 1,707 producer organisations.


Fairtrade Products


Fairtrade minimum price
The Fairtrade Minimum Price (where it exists) is the minimum price that must be paid by buyers to producers for a product to become certified against the Fairtrade Standards.

Fairtrade logos	
	The original FAIRTRADE Mark has always stood for fairly produced and fairly traded products.
	If you see the FAIRTRADE Mark with an arrow, it means to look on the back of the packaging to learn more about the ingredients and sourcing method.
	The FAIRTRADE Gold Mark stands for the fair extraction and trading of all of the gold used in a piece of jewellery, as well as the gold's physical traceability throughout the supply chain.
	There is also a Fairtrade Textile Standard which mandates ethical production of a textile or piece of clothing – you may see a garment with tags that show it is both made from Fairtrade cotton <i>and</i> certified under the Fairtrade Textile Standard.
	These white Marks indicate that the ingredient named on the tab has been sourced as Fairtrade, such as Fairtrade cocoa in a breakfast cereal.

Fairtrade Premium
On top of the price farmers and workers receive for their produce or labour, they receive an extra sum of money to invest in improving the quality of their lives. This extra sum of money is called the Fairtrade Premium.



Timeline	
1992	Fairtrade Foundation established by Christian Aid, Oxfam, Traidcraft, the World Development Movement and the National Federation of Women's institutes.
1994	The first Fairtrade certified product Green & Black's Maya Gold chocolate made with cocoa from Belize is launched.
1995	The first 'Fairtrade Fortnight'
1998	First Fairtrade honey. Divine chocolate launched.
2003	First Fairtrade oranges and grapes from South Africa launched.
2004	10 th birthday of the Fairtrade Mark celebrated in the UK. Launch of Fairtrade flowers. AMT coffee and M&S Café Revve switch 100% to Fairtrade. First Fairtrade wines launched.
2006	Celebrities back Fairtrade Fortnight campaign. Marks and Spencer commit to Fairtrade tea and coffee. Greggs commit to Fairtrade coffee. First Fairtrade ice-cream.
2008	Tate & Lyle sugar goes Fairtrade. Comic Relief supports the development of Fairtrade across Africa.
2011	Fairtrade and Fairmined gold launched.
2012	Four-finger KitKat goes Fairtrade in the UK. London 2012 Olympic and Paralympic Games support Fairtrade. Maltesers go Fairtrade in the UK.
2016	Queen's Award given to recognise Fairtrade's work empowering small-scale farmers and workers in developing countries. Fairtrade introduces the Textile Standard.

