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CHALLENGEDAY: Day14

CHALLENGELEVEL: Greenest

A CAMPAIGN ON THE NEED TO PURCHASE FAIR TRADE CHOCOLATE

What is Fair Trade?

Fair Trade is a system of certification that aims to ensure a set of standards are met in the production and supply of a product or ingredient. For farmers and workers, Fairtrade means workers' rights, safer working conditions and fairer pay. For shoppers like us, it means high quality, ethically produced products.

Fairtrade is a global movement with a strong and active presence in the UK, represented by the Fairtrade Foundation.

How Does Buying Fair Trade Products Help?

Fairtrade can improve food security which is closely linked to economic growth, stable incomes and reduced risk and vulnerability. If a farmer has a better income, it means he or she has more money to buy food and more money to invest in growing more crops.

Fair Trade Chocolate:

Chocolate being a major Fair Trade Product, consumed in billions of pounds yearly in the UK and the US, is meant to be bought under Fair Trade rather than conventional. Conventional chocolate has only caused enormous problems in our society like: poverty, gender inequality, exploited labour, and deforestation.

Our choices as consumers can hold corporations accountable for their practices, while also uplifting the Fair Trade movement.

SIX REASONS WHY CHOOSING FAIRTRADE CHOCOLATE MAKES A DIFFERENCE:

- Fair Trade certified farmers are empowered to organize democratically and become more sustainable.
- Fair Trade guarantees farmers a financial safety net, even when global cocoa prices decrease.

- Fair Trade cooperatives earn a premium and control it 100 percent.
- Women cocoa farmers are growing as business owners and leaders.
- Farmers can make progress toward living incomes.
- There's a lot of deliciousness to choose from!

