

A SECURE FUTURE

Oliva is one of 3,000 coffee farmers who are members of Gumutindo Co-operative. Almost all of their coffee is sold as Fairtrade. This means that the co-operative receives at least the guaranteed minimum Fairtrade price (125 US cents per pound of coffee in 2008) so that they can have a stable income and can plan for the future.

The farmers also receive an additional Fairtrade premium (10 US cents per pound) to invest in local community projects. Gumutindo has invested in:

- Building a secondary school
- Extending a health clinic
- Protecting natural water sources
- Repairing roads
- Building and renovating coffee warehouses
- Lending to members who find it hard to get loans.



'Fairtrade is a good idea and makes a big difference to us. It is marketing our coffee and giving us a fair price. And we know we are not being cheated. The fair price helps pay school fees for five of my children who attend boarding school.'

Oliva Kishero, coffee farmer from Gumutindo Co-operative in Uganda.



CHANGE LIVES

Fairtrade is needed now more than ever and we all have the power to create positive change for people and planet. Change the lives of millions of farmers, workers and their families in developing countries by eating, drinking or wearing products with the FAIRTRADE Mark.



Coffee, tea, herbal teas, chocolate, cocoa, sugar, bananas, grapes, pineapples, mangoes, avocados, apples, citrus & other fresh fruits, dried fruit, juices, smoothies, biscuits, cakes & snacks, honey, jam & preserves, chutneys & sauces, rice, quinoa, herbs & spices, seeds, nuts, wines, spirits, ale, confectionery, muesli, cereal bars, oils, yoghurt, ice cream, flowers, sports balls, sugar body scrub, cosmetics, cotton products including homeware, cloth toys and cotton wool

fairtrade.org.uk

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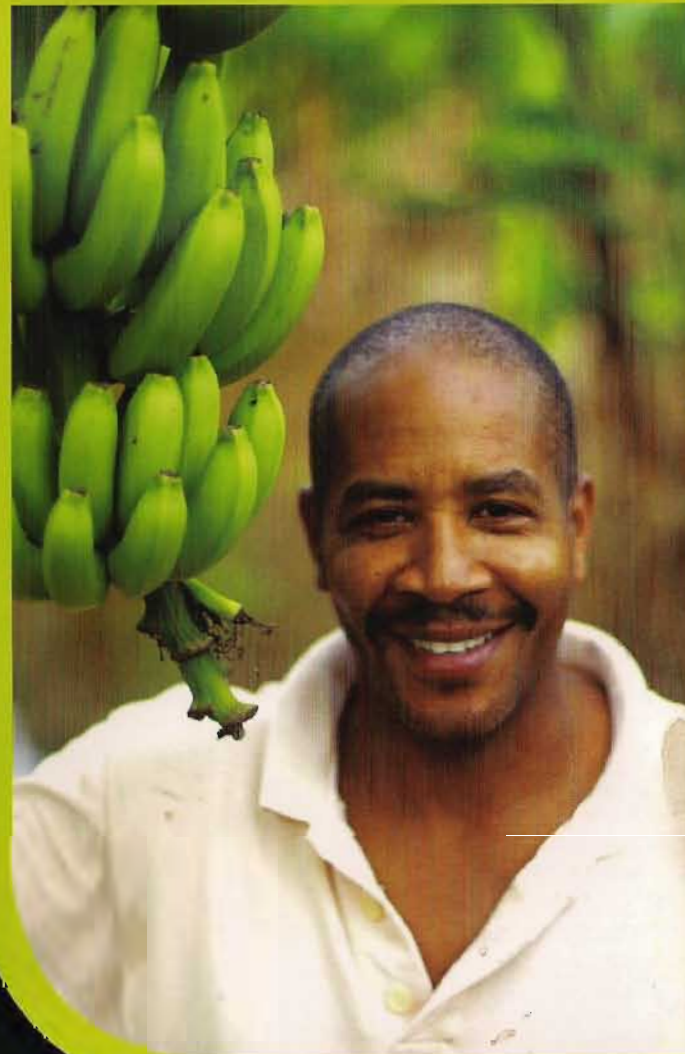
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WHAT IS FAIRTRADE?



**MAKE IT HAPPEN
CHOOSE FAIRTRADE**



ABOUT FAIRTRADE

Many farmers and workers in developing countries struggle to provide for their families. Poor market access and unfair trade rules often mean that the price they get for their crop does not cover the cost of production. They face the global challenges of food price rises and climate change too.



You will find this label, the FAIRTRADE Mark, on thousands of products from coffee to fresh fruit, as a guarantee of a better deal for people and planet.

Under Fairtrade, farmers receive:

- Agreed stable and sustainable prices
- An extra payment (a 'premium') to invest in their community.

As part of the agreement, farmer groups must be democratically organised and meet environmental standards. These include careful use of chemicals, looking after soil and water sources and respecting nature.

Who is behind Fairtrade?

The Fairtrade Foundation is the independent non-profit organisation in the UK that licenses use of the FAIRTRADE Mark on products in the UK in accordance with internationally agreed Fairtrade standards. We also raise awareness of Fairtrade and trade justice issues in schools, businesses, faith groups and local communities. The Foundation is part of an international network of organisations that are members of the standards setting, certification and producer support body Fairtrade Labelling Organisations International (FLO). You can find out more about FLO's work at www.fairtrade.net



CHOOSE FAIRTRADE

Try it!

With thousands of products now available from single origin coffees to cotton T-shirts, fresh fruit and delicious chocolate, you can go Fairtrade all day, every day.

Ask for it!

Ask for Fairtrade products in your workplace and favourite café, restaurant, and bar. Look for the FAIRTRADE Mark on cotton products including clothes, bed linen and cotton wool. If your local store doesn't have the Fairtrade product you're looking for, use our **Stock it!** card. Visit www.fairtrade.org.uk/resources for more details.

Promote it!

Introduce your friends to a Fairtrade product. Say thank you with a bunch of Fairtrade flowers, bring a bottle of Fairtrade wine to a dinner party or make a refreshing cup of Fairtrade tea.

Make it Happen!

Visit www.fairtrade.org.uk for more. If you're interested in getting Fairtrade products into your workplace, visit www.fairtradeatwork.org.uk Keep up to date with the latest information by signing up to receive our newsletter or emails.

FIND OUT MORE

Complete your details below to receive our newsletters about Fairtrade, or visit www.fairtrade.org.uk/newsletters

E-newsletters PLEASE TICK THE RELEVANT BOX

- Fair Comment:** Quarterly newsletter featuring Fairtrade products, interviews with farmers, recipes and event news.
- Campaigns:** Monthly campaign actions and events.
- Schools:** Monthly newsletter for schools working towards Fairtrade School status.
- Towns:** Monthly newsletter with the latest news about Fairtrade campaigns for those involved in Fairtrade Towns.
- Churches:** Monthly newsletter containing news, events and resources for churches involved in a Fairtrade campaign.

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