



Look out for the  
**FAIRTRADE** logos  
 at your shop or  
 supermarket



## Ethical Shopping

We need the rest of the world!  
 Our own land is unable to produce  
 all the food we are used to buying.  
 We need the warmer climates of  
 overseas.

Wartime families rejoiced when  
 oranges and bananas became  
 available again after the shipping  
 shortages. So too would we miss our  
 basic commodities like tea, coffee  
 and chocolate. But just because we  
 enjoy the simple things in life it  
 doesn't follow that we have to  
 have them at someone else's expense.

But, if we buy our commodities at a  
 fair price, then we really can have  
 our cake and eat it. We can enjoy  
 all our favourite foods safe in the  
 knowledge that we are not treating  
 other people badly.

New fair trade products available:

Forest honey from Zambia  
 Coffee from Peru  
 Tea from Uganda  
 Bananas from the Windward Islands

These products may be slightly dearer  
 than usual brands because they offer  
 better wages to the producers. The  
 local children don't have to work as  
 child labourers to keep the family fed.  
 The workers have access to basic  
 healthcare.

Our normal brands are often  
 associated with a sense of security and  
 it takes time for us to adjust to  
 something new – ask any dieter!

**But every jar of fairly traded coffee  
 bought is one less unfairly traded jar  
 sold!** Every time we buy a fairly traded  
 product we do our little bit to help.