



Guide to Fair Trade

by **ETHICAL**
ROOTS 



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Welcome! Thank you for downloading our e-book.

Here at Ethical Roots, we are passionate about improving the quality of life for individuals and communities within developing countries, to ultimately create a fairer world. Therefore, all of our products are Fairtrade, and suppliers work within Fairtrade regulations.

We have put together a Guide to Fairtrade for you, to explain why we think ethical retail is so important, and how Fairtrade works to help people.



What is Fairtrade?

“Trade between companies in developed countries and producers in developing countries in which fair prices are paid to the producer”¹

Fairtrade provides better and fairer opportunities for the people that produce the products we consume. This happens through better prices, decent working conditions and fair deals for the artisans or workers involved.

Fairtrade creates social, economic and environmental standards that are set for and agreed upon mutually by the producers and the companies involved.

Fairtrade also certifies products and businesses. They independently check that their standards are being met by companies that sell Fairtrade produce.

There are a number of organisations that do this, including Fairtrade International, WFTO and BAFTS. All of the products we sell at Ethical Roots come from producers that are members of one or both of these organisations, meaning they are monitored regularly.



Why we need Fairtrade

Under conventional trade, workers wages are squeezed—and their safety sometimes compromised—in order to make bigger profits for the owners and stockholders.² Forced labour and child labour are also used in order to save money. A shocking more than **200 million children today are child labourers.** ³

Fairtrade works to benefit all parties involved in trade, instead of the few, and provide an opportunity for those who are disadvantaged and vulnerable to work in a safe environment, and progress to become economically self sufficient.



² adapted from ohiofairtrade.com/what-is-fair-trade/why-we-need-fair-trade/
³ theworldcounts.com/stories/Child-Labor-Facts-and-Statistics
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10 Principles of Fairtrade

The 10 principles of Fairtrade must be followed by Fairtrade organisations, and they are monitored to make sure they are being upheld. They are listed below, and we have explained a few of them for you.

1) Opportunities for disadvantaged producers

2) Transparency & accountability

3) Fair Trade practices

4) Fair payment

5) No child or forced labour

The organisation supports small businesses and aims to move them from poverty/ insecurity to economic self sufficiency.

A fair price is one that has been mutually agreed by both the producers and the buyers. Fair and equal pay between women and men is also ensured.

It is ensured that no forced labour is used in production and the producer complies with the UN Convention on the Rights of the Child.



10 Principles of Fairtrade

6) No discrimination, gender equity, and freedom of association

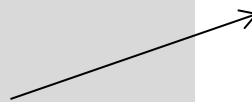


There is no discrimination in hiring, payment, access to training, promotion, termination or retirement based on race, caste, national origin, religion, disability, gender, sexual orientation, union membership, political affiliation, HIV/AIDS status or age.

7) Good working conditions

8) Capacity building

9) Promote Fairtrade



The organisation raises awareness of the aim of Fair Trade and of the need for greater justice in world trade.

10) Respect for the environment ⁴



Use of raw materials from sustainable sources, buying locally when possible. Production technologies that seek to reduce energy consumption and where possible use renewable energy technologies that minimise greenhouse gas emissions.



History of Fairtrade

Fairtrade first started in the United States, when non-profit organisations 'Ten Thousand Villages' and 'SERRV' began to trade with poor communities in Puerto Rico and South America in the late 1940's. The first formal "Fair Trade" shop which sold these and other items opened in 1958 in the USA. In Europe, the first Fairtrade work began in the late 1950's, when Oxfam UK sold crafts made by Chinese refugees in their shops.



The growth of Fairtrade since has been mainly a response to poverty in developing countries, and aims to raise awareness of trade injustices and imbalances of power in conventional trade structures.

After the 60 years that Fairtrade has existed, it has now become a widespread movement. Thanks to the work of Fairtrade Organisations worldwide, Fairtrade has become a recognised part of politics and mainstream business, and will hopefully develop and improve even more to help as many traders as possible!⁵



Real life examples

We know all this info is a lot to take in, so here are some real life examples of how Fairtrade impacts lives, and some info about the suppliers of our products.



Our bamboo windchimes are handcrafted by a number of family workshops/ cooperatives around the village of Tegalalang, in the shadow of the Kintimani volcano, on the island of Bali. The windchimes are made using locally sourced bamboo, coconut shell, and various straws and grasses.

With our wooden incense holders, all packaging materials are made from recycled sources. The supplier provides good benefits to a workforce of 27 people which include good rates of remuneration, holiday and sick pay and an environmentally neutral production environment. The business provides educational assistance for the children of all of the workers and pays the salaries of 2 teachers at a local NGO school.





We hope this guide has helped you understand more about Fairtrade. If you have any queries, don't hesitate to contact us by visiting www.ethicalroots.co.uk

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