



ISLAM AND FAIRTRADE



fairtrade.org.uk



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ACKNOWLEDGEMENTS

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'THE BEST OF PEOPLE ARE THOSE THAT BRING MOST BENEFIT TO THE REST OF MANKIND.'

Prophet Muhammad (peace be upon him)

In striving to be the best Muslim, we aim to perfect our ritual acts of worship, but also to live our lives by the principles and spirit of Islam. Every day we struggle to uphold principles of justice, fairness and honesty in our dealings with family, friends and colleagues. But our responsibilities are not restricted to only those directly around us. All creations of Allah – nature, animals, humans – have rights and we are duty-bound to ensure we are meeting our responsibilities to them. One responsibility we have is to less well off people in the developing world.

Fairtrade is a way of ensuring that we are fulfilling our obligations to farmers and producers in poorer countries who struggle to make ends meet. Many smallholder farmers in Africa, Asia and Latin America, face insurmountable barriers to earning a decent living from

their work. Inadequate agricultural equipment, poor access to markets, a lack of market information, global trade rules which push down crop prices and favour rich countries and unscrupulous traders are just some of the struggles that farmers face. In the face of all this, it is not surprising that they are unable to make enough money to meet even their basic needs – like food, healthcare and school fees for their children. Fairtrade is a way of ensuring that farmers get a good price for their crop and have extra money to invest in their community or business. But the Fairtrade system only works if we get behind it – and choose Fairtrade products when we see them.

In this guide you will find out exactly what Fairtrade is and how it works, as well as exploring some faith teachings on trade. Most importantly, you can learn how to get involved.



In just 15 years since the birth of the FAIRTRADE Mark, its popularity has rocketed, its simplicity and effectiveness have become widespread.

But Fairtrade is more than a certification mark – it is an inspiration for change.

That is why Fairtrade works – as farmers start to export on their own terms, as people talk about Fairtrade in their places of worship or buy Fairtrade, as companies engage more with producers – everyone learns and understands, creating a basis for lasting change. In the summer, visiting

producers in Africa, I was struck again and again by their strength and ambition which, coupled with the dedication and determination of campaigners here, can take Fairtrade further. So that boys like Alan, son of single mother Sarah who works on a flower farm in Kenya, can attend university, because his education has been paid for right through secondary school by the Fairtrade premium. So that Fairtrade smallholder enterprises can unleash the potential bubbling up. As one artisanal soap-maker in South Africa's second largest township said to me: 'Maybe one day we will get to wear suits and ties and go to present our business overseas'.

Working alone on a small plot, a farmer can change very little. Working with her neighbours, she has power. And so for us too – by working together we are beginning to achieve transformative change for smallholders and workers across the developing world.

Harriet Lamb, Executive Director, Fairtrade Foundation



WHAT IS FAIRTRADE?

Fairtrade is more than just a different way of doing business. It's a unique international movement with a bold and breathtaking mission: to change the way world trade works. It's about a better deal for the people in developing countries we rely on for our everyday needs. It harnesses the power of shoppers, producers, businesses and campaigners and it's growing all the time.

WHY DO WE NEED FAIRTRADE?

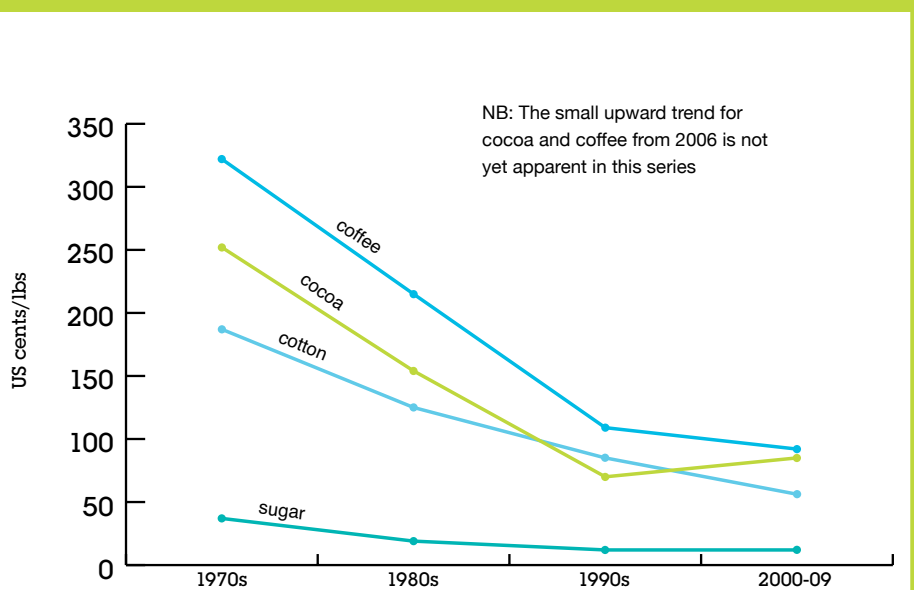
The graph below illustrates the long-term downward trend in commodity prices in real terms, when inflation is taken into account. As a result of the catastrophic fall, many producers fail to get a fair share of the huge financial benefits that result from international trade in

the commodities they produce. World commodity prices can be extremely volatile, making it hard for producers to plan for the future. If farmers earn less than it costs to run their farms, they face real hardship – struggling to put food on the table or keep their children in school.

WHAT IS A BETTER DEAL?

- ❁ Producers have been paid a fair, stable price
- ❁ Producers have longer-term trading relationships, with more stability
- ❁ Producers have access to training and skills to develop their businesses
- ❁ Producers get a little extra, the Fairtrade premium, to decide for themselves how to spend to strengthen their businesses and their communities

COMMODITY PRICES



Source: FAO Trade and Markets Division (EST)

VISIT

www.fairtrade.net for more about Fairtrade around the world



WHO BENEFITS FROM FAIRTRADE?

Fairtrade works with disadvantaged farmers and workers in the developing world.

- Small-scale farmers suffer from poor market access and a weak position in the supply chain. Fairtrade ensures the price they get for their crop covers the cost of sustainable production and allows them to plan for the future.
- Farm workers frequently do not share the benefits of global trade. Fairtrade aims to protect workers' rights to decent pay, a safe working environment as well as the right to join a trade union.



VISIT

www.fairtrade.org.uk
for more information



WHAT DOES THE FAIRTRADE MARK MEAN?



- Producer organisations receive an agreed and stable price for their products that covers the cost of sustainable production and enables them to support their families and provide for a better future.
- Producer groups also receive an additional amount of money on top of that, called the Fairtrade premium. The group decides democratically how this should be spent – improvements to health care, clean water supplies, schooling, or business improvements such as processing facilities or building warehouses – the choice is theirs.
- Producers are working to implement more sustainable farming methods by reducing chemical usage, recycling waste or investing the premium in their own environmental



projects. The Fairtrade system does not insist on organic production, but the premium can be used to support producers wishing to convert to organic farming.

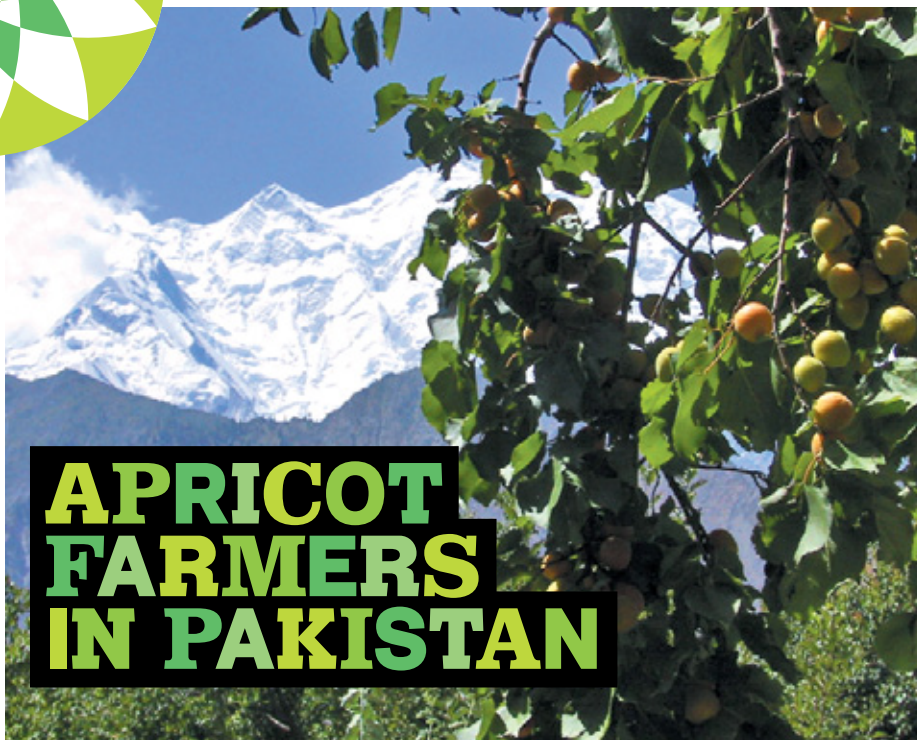
WHAT IS THE FAIRTRADE FOUNDATION?

The Fairtrade Foundation is the UK's leading authority on Fairtrade, committed to tackling poverty and injustice through trade. An independent, non-profit body, the Fairtrade Foundation licenses the use of the FAIRTRADE Mark on products in the UK that meet international Fairtrade standards. By bringing producers and consumers closer together, we are helping to build a citizens' movement for fairer trade.

FAIRTRADE IN FIGURES

- 7.5 million** people (farmers, workers, their families and communities) benefiting from Fairtrade
- 70 countries** now selling Fairtrade products
- 827** producer organisations certified
- €3.4bn** estimated global sales in 2009





APRICOT FARMERS IN PAKISTAN

The Karakoram Mountains in Northern Pakistan merge with the Himalayas and border both China and India. Farmers in the highlands grow delicious fruit like cherries and peaches and lots of varieties of nuts. They work in a harsh environment where summer temperatures can soar to 47°C and winter temperatures plunge to minus 12°C. Growers cannot take full advantage of trading their abundant crop, despite the close proximity of the Karakoram Highway which links the area to markets in Pakistan and China. Unreliable road conditions, the perishable nature of the fruit and lack of processing facilities means that most of their fruit either rots before it can be consumed or is dried as a low quality fruit for sale at poor local markets.

Sher Ghazi was born in the town of Hunza. As an orchard owner and fruit grower himself he wanted to find a way to improve the livelihoods of poor farming communities in the mountains and began working for Aga Khan Rural Support Programme (AKRSP), a charity which does just that. Sher saw the abundant fruit as a good opportunity for farmers and set about training them to produce high quality fruit for processing. This led to the establishment of the Mountain Fruits company, of which Sher is the CEO. Mountain Fruits now produces Fairtrade certified dried apricots, apricot kernels, walnuts and almonds. Their fruit and nuts are bought

and marketed by Tropical Wholefoods and other importers in the UK.

Mountain Fruits now works with over 2,000 families producing a variety of dried fruits and nuts. The farmers are pleased as their crop yields have increased – a result of the training and advice they have received, such as organic farming techniques. Their production factory also provides a unique opportunity for women in the region as it employs only female staff – so they can work safely and comfortably to earn money.

Selling Fairtrade apricots to the UK market means the farmers receive a guaranteed fair and stable price and an additional premium to invest in projects to further their business or the social well-being of their communities. Elected village representatives come together to discuss and decide how to use the Fairtrade premium. Their first premium was used for a number of small projects like paying the school fees of the poorest children in the village and the purchase of more than 300 apricot plants for distribution among farmers. Projects that empower women have also been a key focus of premium use. Some areas have set up educational institutions or computer training programmes for women and others have bought sewing machines for vocational centres so that women can produce garments to sell to the local market.

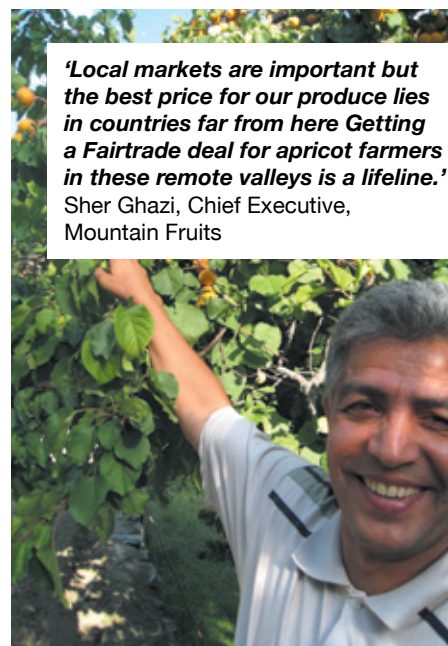
WHERE CAN I BUY MOUNTAIN FRUITS DRIED APRICOTS?

You can buy Mountain Fruits dried apricot products from Tropical Wholefoods www.tropicalwholefoods.org.uk

You can also buy from Traidcraft, some Tesco branches and independent stores.



In 2010 catastrophic rainfall led to landslides and floods that left many farmers and their communities struggling to cope. Floods damaged many villages, and virtually all the farmers in the village of Hunza had their apple and apricot orchards destroyed or damaged by the rains – their apricot harvest was entirely lost. Limited food supplies, intermittent power supplies and damaged bridges and roads were a big challenge to the communities. In a bid to help farmers recover their business, 1.5 million rupees (about £10,800) has been donated by the Fairtrade Foundation, partner organisations and individual members to Mountain Fruits for farmers to replant orchards on new land. Money from the Fairtrade premium has also provided a safety net as farmers have been able to start rebuilding irrigation channels and infrastructure. In the future, Mountain Fruits farmers are looking for more opportunities to sell on Fairtrade terms and are pleased to be now supplying Fairtrade almonds to Ben & Jerry's ice cream.



'Local markets are important but the best price for our produce lies in countries far from here Getting a Fairtrade deal for apricot farmers in these remote valleys is a lifeline.'
Sher Ghazi, Chief Executive, Mountain Fruits

YOUR FAIRTRADE QUESTIONS ANSWERED

Q AREN'T FAIRTRADE PRODUCTS MORE EXPENSIVE?

A. Not necessarily. With lots of big companies switching to Fairtrade– from Nestle's KitKat and Tate & Lyle sugar, to Ben & Jerry's ice cream – shoppers are still able to enjoy their favourite products, often without any increase in price.

Saying that, Fairtrade products are unlikely to be the cheapest in-store product for the following reasons:



- ❁ Fairtrade products guarantee a minimum price for producers so that they can still meet basic needs, however low world market prices fall.

- ❁ Independent certification, auditing and traceability programmes and product licensing and labelling cost money to implement, and these costs are built into the prices of the product through the supply chain.

- ❁ Many companies working with the Fairtrade system invest extra money in the producer groups they source from, such as funding business or agricultural developments.



- ❁ When a Fairtrade product is new to the market, volumes may be relatively small and so costs like marketing, transportation, manufacture and packaging can be more expensive. As sales and volumes increase Fairtrade product costs can go down.

The most important thing about the price of a product with the FAIRTRADE Mark is that you know producers are receiving a fairer price as well as a premium to invest in the future of their communities.

VISIT

www.fairtrade.org.uk
for more information



Q HOW DO I KNOW FARMERS BENEFIT WHEN I BUY A FAIRTRADE PRODUCT?

A. A product can only carry the FAIRTRADE Mark if the ingredients meet the rules and standards set by Fairtrade International (FLO) and /or the Fairtrade Foundation.

The international Fairtrade system monitors and audits the product supply chains to make sure the producers are genuinely getting the Fairtrade minimum price, and that the farmers, workers and their local communities are benefiting from the investment of the premiums.

Fairtrade International (FLO) ensures Fairtrade products can be accounted for at every stage of the supply chain, from farmers to buyers to traders to the end seller.

FLO-Cert is an independent certification and auditing company. It checks producer organisations and traders to ensure that relevant social and environmental standards are met and that producers receive the Fairtrade minimum price and premium.

Shoppers can be confident in the robust Fairtrade system which ensures that the FAIRTRADE Mark is only used on products that come from Fairtrade certified producers and that traders meet their obligations under the Fairtrade standards.

Q IS THE QUALITY OF FAIRTRADE PRODUCTS AS GOOD AS MY FAVOURITE BRANDS?

A. When you buy a Fairtrade product, the difference won't be in the taste, but in the price the farmers have received. You will find the FAIRTRADE Mark on a range of products from own brand, no-frills products, to high-end, luxury products. There is something to suit everyone's tastes.

Q ARE SUPERMARKETS PROFITING FROM FAIRTRADE?

A. The Fairtrade movement has sought to prove that it is possible to make trade work for disadvantaged producers in developing countries and still run a successful business. It isn't about charity or handouts, but a better trading relationship. In this model, we must acknowledge that supermarkets do not operate as charities. That means they should treat Fairtrade products like other products – they should certainly not increase their profit margins over conventional products, but nor should they be expected to reduce or give up their profits altogether. Because if Fairtrade products are not profitable at all, then any new business pressure on these companies could result in their removal from the shop shelves altogether and replacement with more profitable alternatives. That would certainly be a disaster for the producers involved in Fairtrade.



WHAT DOES ISLAM SAY ABOUT FAIRTRADE?

Trade has a rich heritage in Islamic history. The Prophet Muhammad (peace be upon him) was himself a successful trader and known for his integrity, bearing the honorific title ‘the Trustworthy’. Trading was central to the lives of early Muslims, and so there are numerous Islamic teachings and instructions in the area of trade and business ethics. Here we examine a number of Islamic teachings coinciding with principles upon which the fair trade movement is based: sustainability, fairness, equity, and workers rights.



VISIT

www.islamic-relief.com/indepth for more information on this topic



PROMOTING FAIRNESS AND EQUITY

Fairtrade aims to promote a more balanced relationship and exchange between rich and poor. The concepts of fairness, equity, mutual respect and consideration for others are inherent in the moral teachings of Islam and so must be part of business dealings too. A person or organisation should not undertake an action or instigate a business transaction that will cause greater harm than benefit to the community or environment.

The basic principles of trade from an Islamic perspective are justice and fairness. The Quran on several occasions states unequivocally:

‘Deal not unjustly, and you shall not be dealt with unjustly.’ (2:279)

‘God loves those who are fair and just.’ (49:9)

There are several ahadith too that emphasise the honour accorded to honest and ethical traders:

‘A truthful and trustworthy merchant will be in the company of the Prophets, the upright and the martyrs.’ (reported by Tirmidhi)

Similarly, **‘Allah shows mercy to a man who is kind when he sells, when he buys and when he makes a claim.’** (reported by Bukhari).

Indeed, generosity is considered a virtue in Islam and the Prophet Muhammad (pbuh) declared, **‘The generous man is near Allah, near paradise, near men, and far from hell, but the miserly man is far from Allah, far from paradise, far from men, and near to hell. Indeed, an ignorant man who is generous is dearer to Allah than is a worshipper who is miserly.’** (reported by Tirmidhi)

The Quran and ahadith are particularly insistent on the need for careful and correct weights and measures. Allah warns those who take full measure but give less to others:

‘Give a full measure when you measure out and weigh with a fair balance’ (17:35)

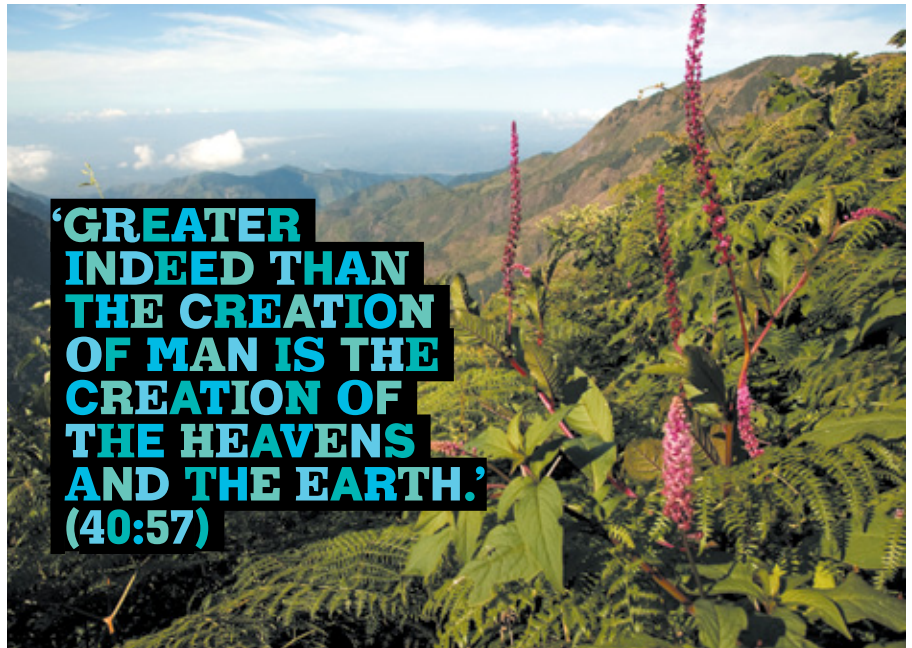
‘Give full measure and full weight in justice, and wrong not people in respect of their goods.’ (11:85)

‘Woe to those that deal in fraud. Those who, when they have to receive by measure from men, exact full measure. But when they have to give by measure or weight to men, give less than due. Do they not think that they will be called to account?’ (83:1-4)

PROMOTING SUSTAINABLE DEVELOPMENT

In respect to promoting sustainable development, Fairtrade finds considerable support in Islam. Muslims believe that Allah has given mankind stewardship over the earth. Stewardship implies taking care to manage, preserve and protect the natural environment for future generations. In fact, Muslims are asked to revere the environment because the Quran states that:

'Greater indeed than the creation of man is the creation of the heavens and the earth.' (40:57)



'GREATER INDEED THAN THE CREATION OF MAN IS THE CREATION OF THE HEAVENS AND THE EARTH.'
(40:57)

'GIVE A FULL MEASURE WHEN YOU MEASURE OUT AND WEIGH WITH A FAIR BALANCE'
(17:35)



PAYMENT OF DECENT WAGES AND FAIR TREATMENT OF WORKERS

Fairtrade advocates decent wages and working conditions for workers, as well as long-term trading contracts to provide greater security and a safe and healthy working environment for producers and workers. Producers can request pre-harvest finance or credit and receive the additional Fairtrade premium to fund social development projects such as primary schools and healthcare.

There is considerable support in Islamic teachings for fair trade principles on the fair treatment of workers. The dignity of workers must be respected. Workers should be treated with dignity and honour and have a humane and safe environment for work. The Prophet Muhammad

(pbuh) said: *'Your brothers are your responsibility. Allah has made them under your hands. So whosoever has a brother under his hand, let him give him food as he eats and dress as he dresses. Do not give them work that will overburden them and if you do give them such task then provide them with assistance.'* (reported by Bukhari)

Finally, workers should be given adequate, timely and fair wages. The Quran says:

'Give just measure and weight, nor withhold from the people the things that are their due.' (7:85)



The information on these pages was adapted from Islamic Relief's paper, Islamic Perspectives on Fairtrade (2009) and can be read in full here: www.islamicrelief.com/indepth



'GOD LOVES THOSE WHO ARE FAIR AND JUST'

Quran (49:9)

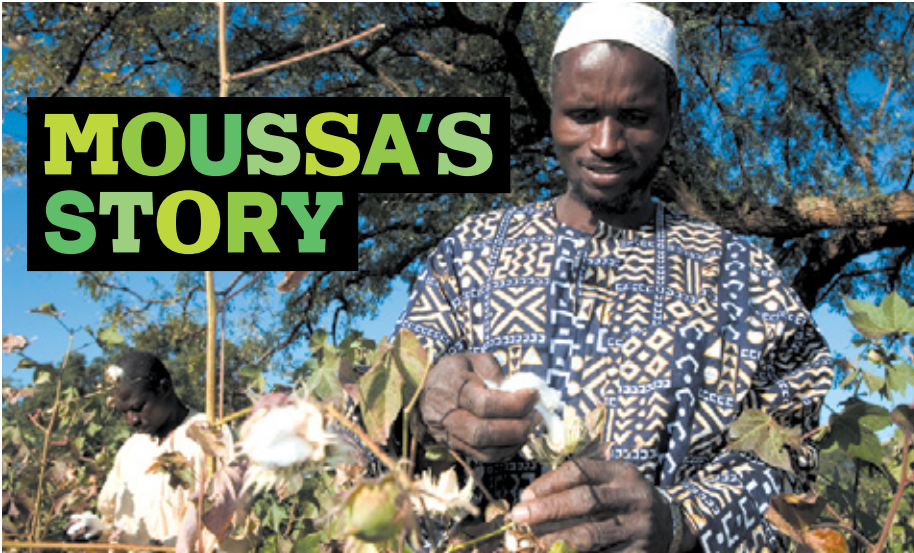
Every time you choose Fairtrade, you give disadvantaged farmers and workers in developing countries the chance to rise out of poverty. They get a fair price, plus a little extra to invest in a stronger future for their communities.

From biscuits and bananas to raisins and rice, it's never been easier to make your choices fair and just every day.



fairtrade.org.uk

MOUSSA'S STORY



TRADE JUSTICE FOR COTTON FARMERS

Conventional trade just isn't working for the world's poor. Despite international trade being worth \$10m a minute, poor countries account for only 0.4% of this trade. Cotton is a stark example of the effect of unequal rules in global trade on people's lives. For many poor people in West and Central Africa, cotton is the only viable way to earn an income so even small price declines can mean families struggle to meet basic needs like food, medicines, schoolbooks and tools.

In 2010 cotton prices hit a 15 year high, which was linked to the global economic crisis and severe flooding in Pakistan which affected production. However this is an anomaly and despite ups and downs, over the last 40 years, the real price of cotton has fallen significantly. Recent falls can be directly attributed to huge subsidies granted by rich governments to their own cotton farmers. The US in particular has a big impact on global prices as the world's second largest cotton producer and is by far the largest exporter.

US producers have received an average of \$2.5 billion a year in subsidies in the last 10 years. Subsidies mean farmers in developing countries – despite having lower production costs than their American counterparts – are not able to compete with the artificially lowered prices.

Experts estimate global cotton prices would be 15% higher if all subsidies were eliminated. In the meantime Fairtrade offers shoppers a chance to choose an alternative vision of how trade can work and what it can achieve.

Join us in calling for cuts to unfair, trade-distorting cotton subsidies. Watch out for campaign updates and actions and read our cotton trade report, The Great Cotton Stitch-Up, at www.fairtrade.org.uk/cotton

Growing cotton in Mali is not easy. It's a very thirsty crop, and soaks a huge amount of nutrients from the soil. But because it's the only cash crop grown in the area which sells for a decent price, the farmers need to keep investing in it. With farmers reporting lower rainfall each year, they have serious concern for their livelihoods.

Moussa Keita, who has eight children and two wives, has like other farmers in the region, struggled to fend for his family on a low income and with poor access healthcare and education. On top of this, lack of agricultural equipment and poor infrastructure like roads, made it difficult to earn a living. But six years ago he started farming Fairtrade cotton and has seen the positive changes over time.

Moussa is part of the Dougourakoroni village co-op but he is also the Secretary of UC-CPC de Djidian, which is the umbrella co-operative for the 37 smaller, village-level co-ops. Moussa said it was difficult to get by before and he was only able to send three of his children to school. 'Today, all my children can go to school because I can afford to pay the school fees; we eat every day, we are able to eat when we are hungry. I can also meet the costs of medicines should we need them.'

As well as earning enough money to meet his basic needs through the Fairtrade minimum price, Moussa's co-operative receives a Fairtrade premium – extra money to invest in the business or community. Children used to have to walk 2.5km to get to school each day so the part of the premium money was used to build two classroom and a staffroom, which has benefitted 119 children so far.

Moussa says 'Thanks to the profits from Fairtrade many parents are able to meet school fees and the number of children going to school has increased'.

The co-operative has a long list of other projects they would like to invest in and people in Moussa's village are generally feeling more secure in their future and their livelihoods with Fairtrade.



'I am happy that my children will get a better education and my hope is that they will go to university. This wouldn't have been possible before Fairtrade.'
Moussa Keita,
Fairtrade cotton Farmer



REFLECTIONS

We asked Muslim scholars, activists and thinkers for their thoughts on Fairtrade:



DOES IT MATTER WHO GROWS THE FOOD WE BUY? WHAT CAN WE LEARN FROM THE QURAN ABOUT CHOOSING HOW AND WHAT WE CONSUME?

Surat al-Nahl (The Bee) 16:114:

'So eat of the lawful and good (halalan tayyiban) things God has provided for you and be thankful for His blessings if it is Him that you worship.'

Muslims should be careful not to eat food grown on usurped lands or using unjust practices. If they know the food comes from such a background, then it is neither lawful nor good.



Muhammad A. S. Abdel Haleem, OBE

WHAT CAN WE DO TO SHOW OTHER MUSLIMS THAT UNFAIR TRADE IS SOMETHING THEY SHOULD BE CONCERNED WITH?



At MADE in Europe we believe that making a stand in the fight against poverty means more than just giving charity – it is about promoting justice, equality and human rights which are values rooted in the tradition of Islam and inherent in the concept of fair trade. The Prophet (pbuh) gave a clear directive to believers to establish justice in all their dealings with other people, including trade. Therefore we must lead by example by choosing to buy Fairtrade products and actively campaign for change to the unjust trade rules that keep millions of people in poverty around the world.



Saif Ahmad, CEO, MADE in Europe

HOW IMPORTANT IS IT FOR MUSLIMS TO ENGAGE IN CAMPAIGNING FOR GLOBAL JUSTICE ISSUES?

'And we have not sent you except as a mercy to mankind.' (Quran 21:107)

For me to really be 'a mercy to mankind', I must promote and get involved with initiatives that aim to improve underprivileged communities' quality of life and restore global justice. Fairtrade is an extremely useful campaign promoting ethics of trade, whereby no parties or individuals involved with the process are under-rewarded. Furthermore, my religious mandates to preserve the environment as well as animal and plant rights are complemented by the work that Fairtrade carries out. For the above reasons, I have personally promoted Fairtrade and think that it's important for Muslims to engage in it.



Abdulrahman Alhadithi, Head of Campaigns, FOSIS

DO YOU BUY FAIRTRADE PRODUCTS?



I buy Fairtrade because there is a clear correlation between Islamic principles and Fairtrade. In Islam all our actions are judged by our intentions – I personally feel that buying fairly traded products with the right intention becomes an act of sadaqah (charity). We buy these products everyday anyway; why not buy Fairtrade with the intention to empower communities and gain the blessings of sadaqah.



Nadeem Javaid,
Fairtrade MADE
volunteer



WHY IS IT IMPORTANT FOR MUSLIMS TO SUPPORT FAIRTRADE AND TAKE ACTION WHERE THEY CAN?



Fairtrade makes a real difference to the lives of people and like many initiatives for a better world, it is a campaign

for change that is inspired by religious values, but one that transcends religious and theological differences and connects with our humanity.

Islam is not just about worship or preaching, it's really about living, with justice and fairness, to make the world better tomorrow than it is today. That's why Muslims need to support Fairtrade. Our concern must be for all human beings. The Quran talks to all of humanity, not only to Muslims, and it emphasises justice in the strongest terms, linking it to religious devotion: *'Be just, for that is closest to God – consciousness.'* (5:8).



Dilwar Hussain
Head of Policy
Research Centre,
Islamic Foundation

ARE THE PRINCIPLES OF FAIRTRADE IN LINE WITH THOSE OF ISLAM?

Islam teaches eloquently about justice in all aspects of life, and a very important area in which justice needs to be achieved is in trade. Farmers around the world toil day after day, putting blood and sweat into growing their crops only to be forced to sell them at an unfair and unjust price. Fairtrade, a system through which farmers receive a fair price for their hours of labour, is absolutely in keeping with Islamic principles. Please do read this guide carefully and think about how you could maybe get involved in the campaign to bring justice for people around the world.



Samia Ahmed,
Head of Development
Education, Islamic
Relief UK

HOW IMPORTANT IS FAIRNESS TO MUSLIMS?

Fairness is an integral part of Islamic teachings. As a charity, based on the Islamic principles of humanity and compassion, we in Muslim Aid greatly value fairness in all aspects of human interaction starting from family to neighbourhood, nations, regions and ultimately the world.

Human development is not merely an exercise of measuring the rise and fall of the national income of countries. It is about creating an environment where people can develop their full potential and lead productive and creative lives in accordance with their choices, needs and interests. Unfair competition in the market is a major obstacle to productivity and creativity.

The spirit of fair play and justice underpin Muslim Aid's philosophy and work. Our values of accountability, empowerment, compassion and justice are aimed at building a sustainable, fair and just society. We believe the Fairtrade movement and Muslim Aid can work together to achieve a fair and just society globally.



Hamid Azad,
Assistant Chief
Executive Officer,
Muslim Aid

WHAT YOU CAN DO

INDIVIDUALS



- Look out for the FAIRTRADE Mark when you are next out shopping, and remind your friends and family to also do so.
- Visit www.fairtrade.org.uk to watch short films about Fairtrade, get recipes using Fairtrade ingredients and find out more about who grows the Fairtrade products you enjoy.
- Take your support to the next level and join your local Fairtrade group who are already hard at work campaigning for Fairtrade in your area.



COMMUNITY GROUPS



- Hold a special Fairtrade iftar in Ramadan this year – open your fast with Fairtrade dates, and prepare a meal with Fairtrade basmati rice and flavoured with Fairtrade spices.
- In an article for your newsletter or magazine, explore the difference Fairtrade really is making on the ground. Contact media@fairtrade.org.uk for information.
- Organise an event in Fairtrade Fortnight – a stall, a quiz, a fashion show or a Fairtrade tea party – get more ideas from our Action Guide www.fairtrade.org.uk/eshop

I-SOCS



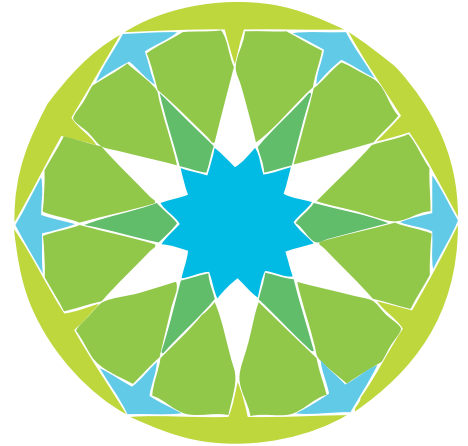
- Commit to using Fairtrade tea and coffee at all your i-soc events.
- Look into purchasing Fairtrade cotton merchandise like hoodies and T-shirts for committee members.
- Organise a talk about trade justice and Islam – you could invite a scholar from the UK who is learned in Islamic finance or social justice issues. Don't forget to serve Fairtrade snacks after!
- Team up with the Fairtrade group on campus and put your heads together to think about what you can do together to raise awareness about trade injustice – quizzes, debates, fashion shows – the list is endless...



BUSINESSES



- Contact your supplier to see if they have Fairtrade products on their books – and if not, encourage them to do so.
- Put up posters showing that you are proud to support Fairtrade – order from www.fairtrade.org.uk/business_services/default.aspx



WHAT IS FAIRTRADE FORTNIGHT?



Fairtrade Fortnight is the most important date in the Fairtrade calendar – it's an opportunity for all our supporters to come together to celebrate what Fairtrade has achieved and raise more awareness about Fairtrade in the UK. It's two weeks of Fairtrade fun.



BECOME A FAIRTRADE MOSQUE

Mosques are places we visit to renew our faith and remember Allah. It is a place to strengthen our iman, our virtues and our community. They are also places where we learn and educate others. One way which your mosque can have a positive impact, not only for visitors but for others around the world, is by choosing to use and promote Fairtrade products in your mosque, and becoming a Fairtrade Mosque.

Becoming a Fairtrade Mosque is a great way to let your community know that your mosque is taking a stand for poor farmers and their families in the developing world. Every mosque which signs up receives a certificate to display which tells people that you have made a commitment to Fairtrade.



THE THREE GOALS A MOSQUE MUST FULFILL ARE:

1 Serve Fairtrade tea and coffee for all meetings and events (for which you have responsibility)

2 Move forward on using other Fairtrade products such as sugar, biscuits and fruit

3 Promote Fairtrade during Fairtrade Fortnight and during the year through events, worship and other activities whenever possible.



You can download an application form from www.fairtrade.org.uk/faiths and call us if you have any questions on 020 7405 5942.



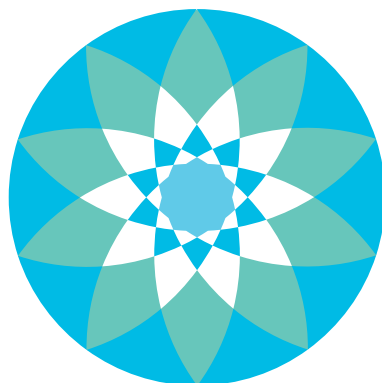


TOP TIPS FOR FAIRTRADE MOSQUES

- ❁ Invite a group of enthusiastic young people to form a Fairtrade committee who can lead or organise a Fairtrade campaign in the mosque.
- ❁ Tell everyone who attends the mosque, in an announcement or through posters, why the mosque has taken the decision to swap to Fairtrade, and what impact it will for producers abroad.

- ❁ Visit www.fairtrade.org/resources for information and inspiration about Fairtrade – you can find short films, reports, quizzes and more.
- ❁ Be proud about your Fairtrade status, display your certificate where everyone can see it, and let local journalists know about your achievements.
- ❁ Take action during Fairtrade Fortnight which is normally at the end of February/beginning of March each year. This is when all Fairtrade supporters come together to really make some noise about Fairtrade. There is a different theme every year – visit www.fairtrade.org.uk/fortnight to find out more.

- ❁ Sign up to be a Fairtrade Mosque – there are just three simple goals to meet around using and promoting Fairtrade in your masjid. Find and application form at www.fairtrade.org.uk/faiths
- ❁ Consider a khutba around the theme of trade in Islam during a Friday in Fairtrade Fortnight.
- ❁ Set up a regular stall in your Islamic centre selling Fairtrade goodies – from Palestinian olive oil, to Tunisian dates, to Ghanaian chocolate. Any profit you make could go to charity or to help maintain the mosque.



WHERE CAN I BUY FAIRTRADE PRODUCTS?



Most supermarkets now stock Fairtrade products like tea, coffee, sugar and fruit. So do many caterers and wholesalers – just ask. You can also find a list of Fairtrade products on our website, as well as a list of wholesalers and suppliers stocking Fairtrade products. Visit www.fairtrade.org.uk/products.



- ❁ Think about your existing plans, like Eid parties, madrassa classes that you run, weekly study circles, or interfaith open days. Can Fairtrade fit into any of these?

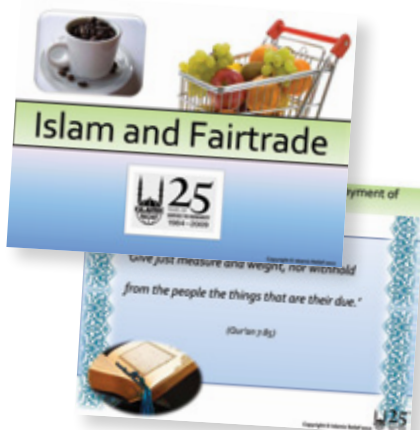


FAIRTRADE SCHOOLS

Learning about Fairtrade gives schools an opportunity to enhance many areas of the curriculum and explore citizenship from a global perspective.

SCHOOLS

- Hold an assembly or classroom lessons introducing Fairtrade to pupils. You can find a ready-to-use assembly outline on page 19.
- Invite older pupils to run a weekly tuckshop selling Fairtrade items or just on special occasions like Eid.
- Set a good example for pupils and start using Fairtrade tea and coffee in your staffroom.
- Use Islamic Relief's PowerPoint presentation to introduce Fairtrade to pupils. Download it from www.islamic-relief.org.uk/powerpoint_presentations.aspx



BECOME A FAIRTRADE SCHOOL

A Fairtrade school is one that is committed to Fairtrade. This means it helps young people understand about how trade works and how to make global trade fairer. It sells and uses Fairtrade products as far as possible, and takes action for Fairtrade in the school and local community.

WHY BECOME A FAIRTRADE SCHOOL?

You can help increase the number of people benefitting from Fairtrade. And young people are really enthusiastic about Fairtrade – it's a chance to make a difference – and pupils will love it. But there are other benefits too. The school will also get local and national recognition, help to develop lots of new skills for pupils and have a positive influence on the school community.



HOW DO WE BECOME A FAIRTRADE SCHOOL?

There are five goals to reach to become a Fairtrade School:

- 1 Our school has set up a Fairtrade School Steering Group.**
- 2 Our school has written and adopted a whole-school Fairtrade Policy.**
- 3 Our school is committed to selling, promoting and using Fairtrade products.**
- 4 Our whole school learns about Fairtrade issues.**
- 5 Our school promotes and takes action for Fairtrade both in school and the wider community.**

WHAT NEXT?

If you'd like to find out more or register visit www.fairtrade.org.uk/schools and download or order the Schools Action Guide.



ASSEMBLY PLAN FOR KS2

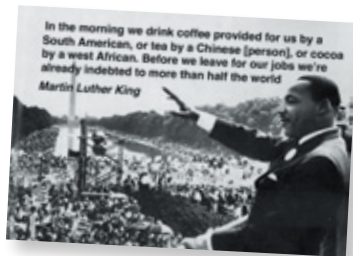
SUPPORTING MATERIALS:

Download a PowerPoint presentation from www.fairtrade.org.uk/assembly

Each paragraph correlates to a slide in the PowerPoint Assembly presentation.

1. Lots of the food and drink we enjoy everyday is grown in other countries.

Our favourite foods may have been on long journeys on ships or planes before reaching us. Martin Luther King said, 'In the morning we drink coffee provided for us by a South American, or tea by a Chinese [person], or cocoa by a West African. Before we leave for our jobs we're already indebted to more than half the world.'



2. What are some of the difficulties faced by farmers and workers in Asia, or Africa and Latin America?

It can be very difficult to farm in some areas abroad. It may be very hot and sunny in the summer so the hard work required in farming such as lifting and carrying loads can become a real struggle, especially if you cannot afford any machines to help you. It may also be dangerous: cocoa farmers in Ghana fear snakes in the jungles where they farm their cocoa pods, and they have to use dangerous tools like machetes which are very sharp.

3. Despite working very hard, farmers can still be extremely poor.



Often the amount of money they make is not enough to cover what it costs farmers to grow the crop in the first place. Some farmers may also be cheated when they come to sell their product and get less money than

they should. In most poor countries you have to pay for things that we are lucky to have for free, like going to school or visiting the doctor. Some farming communities may also not have enough money for electricity or a clean water supply or proper toilets. Does this situation sound fair? How do you think the farmers feel?

5. One way we can spread justice and fairness for farmers is by buying Fairtrade products.

Fairtrade helps farmers overseas to get a better price for

their crops so that they can have a brighter future and can afford housing, food, medicine and education for their families. You can find the FAIRTRADE Mark on all sorts of products like fruit and cereal and jam and ice cream and juice and even flowers and clothes made of cotton.

6. When you buy a Fairtrade product the farmers receive a fair price as well as some extra money called the premium to spend on things that will benefit the whole community.

Farmers choose to spend the premium on lots of different projects like building a well in the local village so that children don't have to walk miles to get water every day, or on a school bus so that pupils can go to secondary school which would be too far away to walk to every day. Some farmers might buy machines or equipment to make it easier to farm and get good quality crops so they can earn even more money.

7. Fairtrade Fortnight runs from 28 February to 13 March this year and is a time to shout about the amazing impact Fairtrade is having.

Let's try our best to support Fairtrade in these two weeks, however we can.



TAKE ACTION IN THE CLASSROOM



- Ask pupils what their favourite food is that they would like to see as Fairtrade. Write a letter to the company together as a group, but let children fill in the gap 'I would like ____ product to become Fairtrade because ____'. Then collect the letters and send them to the company or companies you have decided. Pupils will look forward to the reply!
- Use Fairtrade ingredients to make some cakes in school. Give to parents and explain about Fairtrade.





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