



Fair trade Chocolate – what is it?

Ok, let's talk about Fairtrade. Fairtrade is a bit complicated, but we are going to tell you a story to break it down: Say, you go into a newsagent.

There are two people standing there. One is a big, accomplished businessperson with a shiny suit or dress. They are holding a popular chocolate such as Mars, Hersheys or Kit Kats. You look across and then there is another person. They are not as noticeable and are not wearing a huge shiny suit or dress. They are holding a chocolate brand you have never heard of. But it has a noticeable green blue and black sticker on, sporting the words Fair Trade. You look back and glance at the businessperson. They do NOT have the eye-catching sticker. This means that their product is not fairtrade. And the other person's product is. If you have never bought fairtrade before, it can be a bit scary. Some fairtrade brands are ones in foreign countries in different languages. That is because fairtrade works with more disadvantaged cocoa bean farmers in lesser known and poorer areas, such as South America and Africa. But it is also a great opportunity. They get to spread their chocolate products in different countries, and they make some more money. Their chocolate may taste unfamiliar and different than to what you are used to, but you might even prefer and love their chocolate. Unlike non fairtrade brands, such as Hersheys, Mars, Kit Kats, Cadburys and more, they aren't made in humongous factories, but by the hands of a loving farmer. But even if you are a very well accomplished brand, you can still PAIR with fairtrade and make your chocolate brand fairtrade as well. Brands such as Feroe Roches, Tony Chocology and some supermarket brands are fairtrade. But unfortunately, not a lot of bigger brands are fairtrade. BUT WE CAN CHANGE THIS!!!! And with money: don't sweat it. Fairtrade chocolates are the same price as regular chocs in most shops. And it might be an extra 20c, but would you rather that 20c goes to big companies with loads of money or under developed and developing farmers in lesser known countries? I think probably the second choice! And by buying fairtrade, you could make someone's day by them knowing that 'someone thinks my chocolate is good and I am getting profit from people eating MY creation!' 😊 It's crazy how you can make someone feel good by just appreciating the things they make do and serve for the community. OK, if you are still really confused, think it like this: Farmers in poorer areas are approached by businesspeople and CEOs of big companies. They would ask the farmers for their whole crop for a very piteous amount. The farmers may not know better and accept the money because it's their only chance. That is non fairtrade. But if they're fairtrade, they have fair pay and fair working conditions, and they get to work together in a community! Here are three ways that you can help with the Fairtrade initiative:

1: Look out for the fairtrade chocolate sticker in your supermarket. Even just making one swap will lead to a better lifestyle for developing farmers and you can buy organic. You also could discover your new favourite chocolate; and its fairtrade!

2: Sign up for the free fairtrade newsletter to your email. So, you can hear about local events and new people introducing their chocolate through the fairtrade scheme plus so much more!

3: Host a Fairtrade event! In your school, work, estate or clubhouse you can help by raising awareness and money for the scheme to help developing farmers!

TIP: PSSST! Guess which other products are fairtrade?

1. Tea
2. Bananas
3. Coffee
4. Spices
5. Vegetables
6. Rice
7. And so much more!

BUY FAIR TRADE CHOCCHIES THIS EASTER!!!!!!

Here is an interesting survey of pupils who know of the Fairtrade brand in our school's different classes: 3rd class and up:

Out of 61 people here is how many knew about Fairtrade or fairtrade Chocolate:

Yes	No
16	45
27%	73%

It really is shocking! To help and support, visit <https://www.fairtrade.ie/>

By Eli Coogan (5th Class)