

Fairtrade- what's that?

Fairtrade is about better prices, decent working conditions and fair terms of trade for farmers and workers, supporting the development of thriving farming and worker communities that have more control over their futures and protecting the environment in which they live and work. However, unfortunately, most people don't know this...

On interviewing people, aged between 25 and 40, it turned out that only 15% really knew what Fairtrade meant, although 22% of all the interviewees had a mistaken opinion about what Fairtrade is. On the other hand, 78% of those interviewed took it for granted that the workers involved in the production and processing of the food we consume are truly treated justly, without any corruption or irregularities taking place. Meanwhile, 19% were not certain whilst 3% believed that some things might not be as fair as should be.



It is clear that there is a great lack of awareness about the existence of Fairtrade certification, its significance and availability of Fairtrade products on the market. As suggested by one of the persons interviewed, to promote Fairtrade products we should first promote Fairtrade by creating more awareness about it. Ideally customers learn to check and stay on the lookout for such labelling on the products being bought and make choices. 91% of interviewees stated that they never look to see if the product they're buying contains any specific label like the Fairtrade one. Yet, it is encouraging to note that, after the interview, a good number of people promised that they will start to look out for the Fairtrade label while shopping for their groceries or find out more about it through the internet.

With increased awareness, the collective effort of more people and greater request for Fairtrade products, these products should become more widely available, and at the same time providing for the decent living of thousands of workers and their families in various parts of the world. Yet, one might comment that Fairtrade products at present are frequently more costly but with the increased request of more informed customers the prices of such products tend to go down as they become more popular.