



2021



Fairtrade Fortnight Pack

22nd February- 7th March



It's what we do

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It's what we do

Hello!

My name is Angela and my role is Member Pioneer for the Uppingham Co-op Food-store and Corby Funeral Care.

Here at the Co-op we have been working for over 25 years to support communities around the world through Fairtrade. We're committed to Fairtrade and to changing lives through products we sell.

In 1998 we were the first UK supermarket to sell Fairtrade products in all our stores and ever since we have increased our range and the work that we do with farmers.

This pack includes some information about what Fairtrade is and how we support it, some links to educational resources, examples of our Fairtrade produce and also some ways you guys can get involved.

This year we want to celebrate Fairtrade Fortnight with 2 wonderful competitions to get the whole family involved. I can't wait to see all of your colouring and cooking ideas!



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The Fairtrade Banana Story



In the UK we eat more than 13 million bananas every day!

That's a lot of bananas!

So if we eat so many bananas, the banana farmers must be earning lots of money - right?

Sadly, that's not the case. Many of the people that grow the food we eat do not get a fair price for the food that they grow. Sometimes they do not have enough food to feed their own families, or enough money to send their children to school or pay for medicines.

Bananas are on most people's shopping lists. So supermarkets try and make them really cheap so that people will go to them for their bananas and the rest of their shopping.



There are quite a few people involved in getting the bananas from the farm all the way to the Co-op stores shelves. Starting with the **banana farmer**.

Then there's a banana seller who's responsible for selling the bananas in the country that they're grown.

After that we have a **captain of a ship**; he is going to bring the bananas all the way to the UK, then a **huge Fyffes banana lorry** that delivers to the **Co-op Distribution Centres** around the country ready to finally deliver to the **store** where they are filling the shelves with bananas so that we can all buy them.

Everyone involved needs to earn something for their work. If bananas are sold really cheaply, there's not going to be much money to go round. Usually, the person who suffers the most is the banana farmer. Because they work on their own, they don't have any power to argue with the supermarkets. They often live in poverty and struggle to provide for their families.



A



B



What's the difference between these two bunches of bananas?

Which ones make the farmer the most money?

Is it A or B?

That's right, B

will make the farmer the most money because they' are Fairtrade.

Look for this sign next time you go shopping:



Fairtrade means that the farmers and workers growing the food get a fairer price which aims to cover their cost of production. You can get lots of Fairtrade products like tea, chocolate, sugar and coffee that all work in a similar way, making sure that the farmers who grow them get a fairer price for their hard work. All of these products are often grown on small farms. Rather than deal with big companies who want to buy their products individually, many farmers with small farms join together in what is called a co-operative so that they have more power.

The co-operative also gets a bit of extra money called the Fairtrade Premium which can be used to help the whole community. Fairtrade means that the farmers and workers growing the food get a fairer price which aims to cover their cost of production.



Farmers in the developing world can decide how to spend the Fairtrade premium. They might invest in a school, in their business or for more immediate needs – like putting food on the table

With farmers now being paid a fair wage and a Fairtrade premium they are able to build proper, safer homes for their families. Co-operatives also spend their extra money on their wider community, e.g. getting children into school and providing uniforms and school equipment. So as well as positively benefiting their families, it is great for the banana farmer's community too. So by ensuring that bananas are Fairtrade we can help somebody in another country go to school, or get medicine, just by eating a banana. That's something to think about when you open your lunch box at break-time and go shopping isn't it



Links:

- <https://schools.fairtrade.org.uk/teaching-resources/pablo-the-super-banana/>
- <https://schools.fairtrade.org.uk/teaching-resources/come-coobana-film/>
- <https://www.coop.co.uk/our-suppliers/fairtrade>
- <https://youtu.be/OCJDM9Bbi-0>





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Fairtrade Fortnight Colouring Competition

If you would prefer to draw/ create a piece of art based on Fairtrade instead feel free!

Entries:

**Can be posted into the Fairtrade postbox in
the Uppingham Co-op Store**

or

Sent to angela.wilson@coop.co.uk (photo)

Prizes will be given for the best work

**Please include a name and contact details so
we can contact you if you win**

Last entry- 8pm 6th March

**If you would not like your colouring/art to be posted on our social media please add a note on the back of the colouring or via email.
We will only use first names when crediting the artist.**



It's what we do

PRIZES TO BE WON!

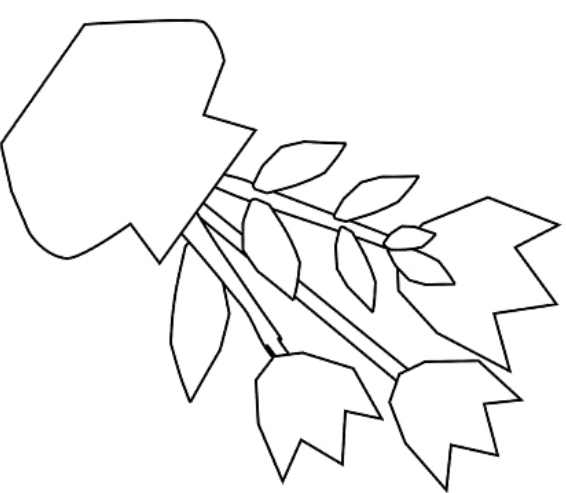
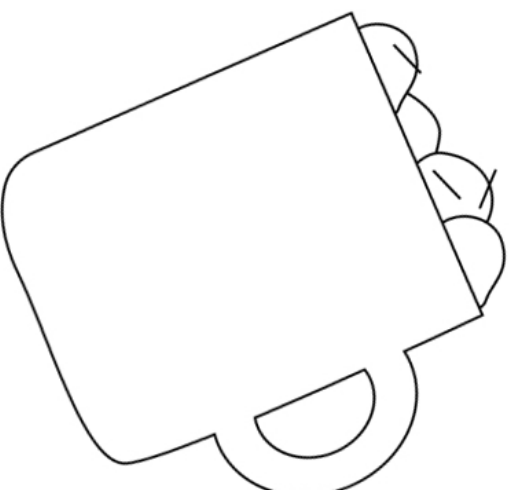
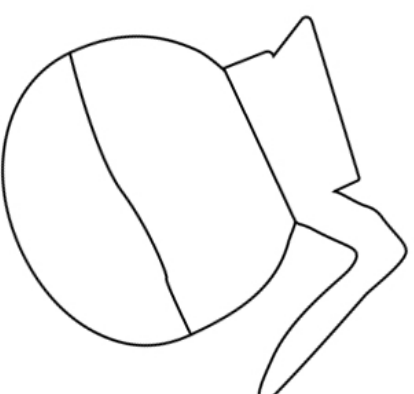
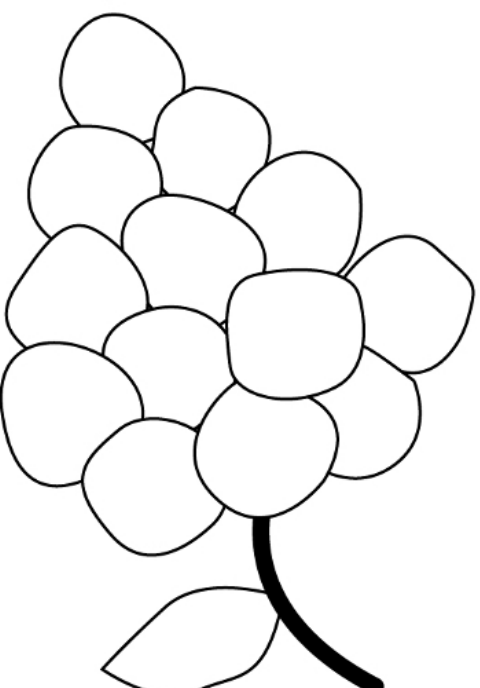
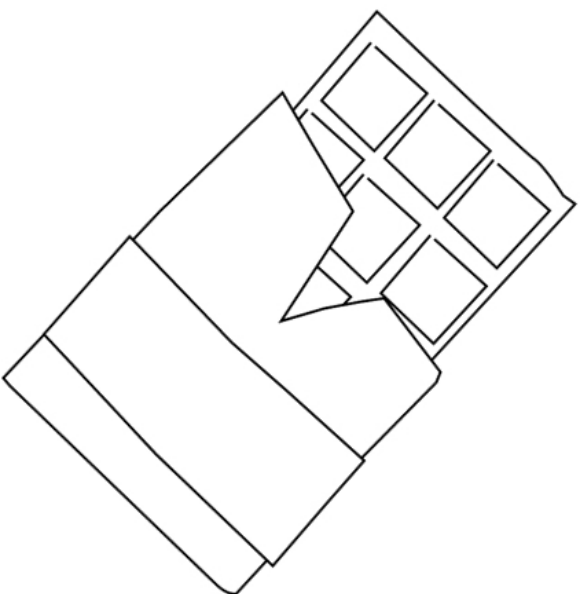
Fairtrade Fortnight Colouring Competition



Name:

Age:

Contact:



Submission to angela.wilson@coop.co.uk or deliver into the Fairtrade post box in the Uppingham Co-op store



It's what we do

The **co-operative** membership
Central England Co-operative

WORKING IN COLLABORATION



Fairtrade Fortnight 22nd February- 7th March

COOKING COMPETITION!

Win one of 2 great prizes:

- Fairtrade Hamper- Full of Fairtrade treats donated by the Uppingham Co-op Store
- £50 of vouchers for use in Central England Co-op Stores

Send us a photo of your ingredients (must include one or more Co-op Fairtrade products) and a photo of the final product (and maybe a cheeky selfie of you eating it too!)

- The name from each entry will be put into a random draw for the prizes
- Last entry- 11pm 6th March. Winners selected from random 7th March
- Please include name, phone number and email address for us to contact you if you win
- Must include a photo of one or more Co-op Fairtrade ingredients used for the recipe and the final product
- 1 submission per entry
- Unlimited entries per household however each entry must be a different recipe
- Visit <https://www.coop.co.uk/recipes/fairtrade> for inspiration

Submissions to: angela.wilson@coop.co.uk
Tag us on Instagram- [@coopmpuppinghamcorby](https://www.instagram.com/coopmpuppinghamcorby)