

Tahlia Martignago
 University of Technology, Sydney
 @tahliamartignago
 Day 21 – Greener

It was quite eye opening to hear about the events that led to the need for Fair Trade and the line that small farmers go down in a world without Fair Trade where they quite literally cannot win. When trying to make their own living they are unable to support themselves because they are up against big corporations and must settle to sell their goods for prices that don't reflect the resources or labour required to produce them. Then when they can no longer support themselves they are forced to work for these large corporations where they are still subject to poor conditions. I was completely unaware of this cycle until I watched the Fair World Project video! Something else that stuck with me was reading about the way that Fair Trade was described in relation to globalisation and myths about how it is anti-globalisation. I found it really interesting to hear about how Fair Trade maximises the benefits of globalisation while minimising the negative components that exploit people and the environment for profit.

3 items I purchase regularly:

Product	Conventional	Fair trade
Coffee	Moccona Price - \$5 per 100g Produced by Dutch company Douwe Egberts Coffee is grown in China, Malaysia and Vietnam	Café Direct Price - \$2.50 per 100g Produced by Café Direct Coffee is grown in Latin America, Asia and Africa → Invest 50% of profits into Producers Direct, a charity that works with farmers to improve sustainability and livelihoods for coffee growers → certified B corp and UK's largest Fairtrade hot drinks brand
Flowers	Price - \$25+ Flowers are grown in Kenya, Ecuador, China and Israel and shipped to Australia	Interflora Price - \$50+ Grown in Australia → committees represented by workers decide how to invest the Fairtrade Premium (e.g. education, community projects etc)
Clothing	Jay Jays Price – Shirts for \$30	Etiko Price – Shirts for \$45

	<p>Clothes made in Bangladesh → no wage commitment, limited sustainability and labour condition transparency</p>	<p>Clothes made in India, Sri Lanka, Pakistan → certified B corp and Fairtrade business</p>
--	---	--



pgc_tahlia Fair trade products are all around us! There are now 827 Fairtrade certified producer organisations all around the world! So next time you shop for your favourite clothes, food items or gifts, make sure you look for the Fairtrade logo so you ensure that you support the livelihoods of farmers and our environment!
 @turninggreenorg @ftcampaigs @fairworldprj @etiko_fairtrade @cafedirect @interflora_au #pgc2022 #fairtrade



pgc_tahlia Fair trade products are all around us! There are now 827 Fairtrade certified producer organisations all around the world! So next time you shop for your favourite clothes, food items or gifts, make sure you look for the Fairtrade logo so you ensure that you support the livelihoods of farmers and our environment!
 @turninggreenorg @ftcampaigs @fairworldprj @etiko_fairtrade @cafedirect @interflora_au #pgc2022 #fairtrade



pgc_tahlia Fair trade products are all around us! There are now 827 Fairtrade certified producer organisations all around the world! So next time you shop for your favourite clothes, food items or gifts, make sure you look for the Fairtrade logo so you ensure that you support the livelihoods of farmers and our environment!
 @turninggreenorg @ftcampaigs @fairworldprj @etiko_fairtrade @cafedirect @interflora_au #pgc2022 #fairtrade



pgc_tahlia Fair trade products are all around us! There are now 827 Fairtrade certified producer organisations all around the world! So next time you shop for your favourite clothes, food items or gifts, make sure you look for the Fairtrade logo so you ensure that you support the livelihoods of farmers and our environment!
 @turninggreenorg @ftcampaigs @fairworldprj @etiko_fairtrade @cafedirect @interflora_au #pgc2022 #fairtrade