



"better prices, decent working conditions, local sustainability, and fair terms of trade for farmers and workers in the developing world"

It doesn't cost any more, sometimes it is cheaper.

Big Brand names: KitKat, Cadbury's Dairy Milk, Tate & Lyle, Ben & Jerry, Green & Black's.

Available at most supermarkets.

Growing choice: over 200 items at the Co-Op and 130 items at Sainsbury's

Sainsbury's bananas are all Fairtrade.



We were very surprised, when we presented our work on the Fairtrade Foundation to our parents, to find that virtually all bought coffee, chocolate and bananas but only one actually bought Fairtrade products. The work we had done showed that Fairtrade products guaranteed a fair price to the producers in developing countries. We thought this was a great scheme and could not understand why more people did not make an effort to look for and buy Fairtrade products.

When we considered why this should be we thought it could be due to the following reasons. People may fear Fairtrade is more expensive, that there is not much choice, it may not be well displayed and it could be though there aren't any major brands that are Fairtrade. We decided to test whether any of these worries were correct by visiting a number of local supermarkets.

We found the situation varied by supermarket. The Co-op was very good offering over 200 Fairtrade lines. Sainsbury's also had a good range but the selection at Tesco and Asda was not as good.

Fairtrade products appeared to be competitively priced. Chocolate, coffee, sugar, tea and drinking chocolate were the cheapest in some supermarkets, wine compared very favourably and only bananas were generally more expensive.

Some big brand names are now Fairtrade. Probably the biggest two names we found were KitKat and Cadbury's Dairy Milk. We also found Tate and Lyle sugar was Fairtrade as was Green & Black's chocolate and some varieties of Ben & Jerry's ice cream.

Fairtrade options were easy to find in the Co-op and were well displayed with their own section or shelf. At other Supermarkets they were much harder to find. In Tesco it was like looking for a needle in a haystack trying to find their 4 bottles of Fairtrade wine amongst 500 other choices.

The area we found Fairtrade suffered was the amount of choice, again it varied from supermarket to supermarket. There was often a Fairtrade option but often not more than one or two. The best we found was 6 out of 9 coffees in the Co-op were Fairtrade.

We think buying Fairtrade products is a good thing to do as it helps the producers in developing countries and does not exploit them. It will not cost any more. The choice is OK but getting better. Look for the logo. Some of the brands may be names you know, some may be new, but why not try them you may be pleasantly surprised and be helping others at the same time.

Our survey was conducted on the evening of Tuesday 19 January. We visited Co-Op, Maple Road, Sale, Tesco Baguley, Sainsbury's Sale, Asda Trafford Park and Co-Op/Sommerfield Hale. Thank you to the parents who gave up their time to take us to the shops.