



## Design a fair-trade supermarket

### Your Task:

You have been approached by your local supermarket. They have been tasked by Head Office with improving their store. More and more of their customers are wanting to know if the products they buy are Fair-trade. In recent surveys, customers have mentioned that they would be tempted to buy more ethically sourced produce if it was more obviously available to the consumer.

They have asked you to submit a proposal to turn the store into a more 'Fairtrade friendly' store. How can you increase sales of fairtrade products and educate consumers at the same time as to why they should shop Fairtrade?

If you manage to make this successful, the supermarket chain will consider rolling this out nationwide. Get those thinking caps on!

### Things to consider:

Some consumers do not buy Fairtrade because they don't feel they know enough about it and how it works. How will you address this?

What is the impact that Fairtrade is having?

Many consumers want to support local producers as well as Fairtrade producers around the world. How could you enable a consumer to do both?

How could you actively promote Fairtrade products both in store and outside of the store?

Many consumers are not aware of the vast range of Fairtrade products that are available. How will show people it isn't all bananas and chocolate?

The supermarket is really trying to engage more with younger customers. How could they use Fairtrade to do this?



## Consider the products that are Fairtrade. Here are just some of the 4500 products...

Chocolate

Bananas

Flowers

Cotton

Gold

Coffee

Tea

Sugar

Footballs

Cosmetics

Nuts

Dried Fruit

Pineapples

Oranges

Limes

Lemons

Herbs

Spices

Honey

Rice

Fruit Juices

Washing up liquid



## Why is Fairtrade important?

Fairtrade is really important. It's about ensuring that the producers of our products get a decent wage and working conditions. It is about achieving fair terms of trade for the farmers and workers who make many of the items we use and consume on a regular basis.

When fairtrade products are purchased it means that the workers who work to produce the goods are supported to improve their lives and communities. They receive a FAIR wage for the work that they do.

Fairtrade ensures that employers maintain

decent working conditions and strong workers' rights. As well as this there is the Fairtrade Premium. This is the additional sum of money on top of minimum wage workers receive, This premium can be invested into social, environmental, economic developmental projects that can improve their businesses and communities. The workers themselves decide how to invest this money.

In reality, this means investment in schools, transport, healthcare etc.

## What impact has it had so far? (here is just a few examples)

- Fairtrade helps certified producers become more income secure and less vulnerable to poverty
- Fairtrade certification enables farmers to negotiate for a higher price than the conventional market price
- Fairtrade farmers and workers feel they have more control over their future. They have power and a voice
- Fairtrade can help workers to realize their rights and negotiate their terms and conditions

- Fairtrade can provide producer support and expertise in deepening gender equality
- Fairtrade can provide access to finance, producer support & expertise in tackling climate change, this supports long term environmental sustainability
- Investment of the Fairtrade Premium is improving the lives of rural communities
- It provides access to agricultural services like organic training, resulting in farmers having an incentive to farm better and sell more.

## My Ideas



Use the space below to plan your ideas for the supermarket. Remember to take into account all the points you were asked to consider by the store

## My Design

A large, empty rectangular box with a black border, intended for drawing or writing. The box is centered on the page and occupies most of the vertical space below the title.

Use the space above to outline what your store might look like and include