



How fair are you?

Everybody wants to be treated fairly. Whether it's the pay rise you get from AXA, how much you have to pay for your groceries down the supermarket, or by the ref when watching your favourite football team. Fairness is, according to many, a sign of being British, yet when it comes to buying those groceries you expect to pay a fair price for, have you considered whether the farmer who produced the product in the first place is getting the same fair deal as you?

The simple choice of what bananas or coffee you can buy can literally mean the difference between life and death for some of the world's poorest people.

Buying **Fairtrade** products guarantees a fair price to third world farmers for their products, covering the cost of production and adding a premium that is invested back into social and economic projects.

There are an estimated 1 million farmers benefiting directly from the **Fairtrade** programme and millions more people benefit indirectly. This isn't about handouts and charity, it's about paying a fair price for your goods and making a difference just by being fair...



FAIRTRADE FORTNIGHT
26 FEB-11 MARCH 2007



Fairtrade facts...

To get you up to speed here are some Fairtrade facts...

- **Fairtrade** products are available in most supermarkets, wholefood stores & by mail order.
- Britons eat 500,000 **Fairtrade** bananas every day.
- **Fairtrade** labelling began in the late '80's in the Netherlands.
- The first UK Fairtrade product was **Green & Black's Maya Gold** organic chocolate.
- UK sales of **Fairtrade** rose from £16.7m in 1998 to £290m in 2006.
- The UK is the largest of the 21 **Fairtrade** markets.
- Global **Fairtrade** sales hit £765m in 2005.
- Garstang in Lancashire became the world's first **Fairtrade** town in 2001.
- **Go As You Please** funeral directors in North Tyneside sell **Fairtrade** coffins.
- A **YouGov** survey stated that despite growing support for **Fairtrade** only 17% of workers said their company serve **Fairtrade** products.
- **Brentford FC** were the first football team to sell **Fairtrade** footballs.

How fair is AXA?

Last year **Amicus** called on **AXA** to provide a **Fairtrade** option in its vending machines and this has met a very 'hit and miss' approach with **Fairtrade** drinks being only available in some sites. However a lot more could have been done, even down to letting staff know there was a **Fairtrade** option.

Amicus is now calling on **AXA** to deliver on its published Corporate Social Responsibility pledges by:

- only using **Fairtrade** drinks in its vending machines, unless no **Fairtrade** option exists.
- only using **Fairtrade** foodstuffs when available for buffets and fruit provided to staff.
- request contractors such as **Sodexo** (who run staff restaurant facilities) to use as much **Fairtrade** produce as possible.