

Fair Trade shopping



1. Handknit motif vest 5,900yen

M size only

A cotton vest with a motif. In spring you can wear it with a long sleeve shirt and in summer with a T shirt to protect yourself against air-conditioning. Large buttons made of buffalo bone on the side give it a look of craft work. 100% cotton and handknit in Nepal.



2. Handwoven lace-up kaftan 5,500yen

M size / L size

Even if you don't get as far as Marrakesh this summer, you'll be in the mood with this top with a deep V-neck, and tie detail under the bust with shaped three-quarter flared sleeves. 100% cotton, handwoven in Bangladesh.



3. Natural-dye embroidered trousers 6,500 yen

M size / L size

Seams embroidered on bottoms of wide straight trousers add an elegant accent. Handwoven cotton feels soft and cool. Natural beige characteristic of plant dyeing fits well with spring tops. Made in Bangladesh.



4. Cube tote bag 3,500 yen

Funky cube-shaped bag. Small but wide gusset even makes it a perfect lunch box bag. Made of jute and cotton. A pocket outside as well as inside the bag. Made in Bangladesh.



5. Leather belt/necklace with discs 4,200yen

Sling this belt round a loose top or through trousers and glam up any outfit. It can also be worn as a necklace. Handmade with dark brown leather adorned with bone and silver-plated beaten discs at each end. Handmade in Kenya.



6. Brass chain jewellery

Neckless 2,200yen / Earrings 1,200yen

Chunky brass links are individually handmade in Kenya.

These products are from "People Tree" 2004-2005 catalogues. They are designed and produced in accordance with their Fair Trade and Eco Policies. For more about People Tree and Fair Trade, visit www.peopletree.co.jp and www.peopletree.co.uk.

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7. Organic cotton message print tee 3,900yen

S size / M size / L size

Say NO to the chemical cocktail used in cotton production. These tees are made in 100% organic cotton in India.



8. Organic cotton hoodies 4,900yen

M size / L size

Hooded sweatshirt in medium-weight 100% organic cotton with front pocket and hood. Made in India.



9. Handknit alpaca pull-on hats 3,500yen

Organic alpaca winter hat in knitted stripes of natural colour. Soft, snug and pulls right down over the ears. 100% alpaca. Undyed, handspun and handknitted in Peru.



10. Handknit alpaca gloves and mittens 3,500yen

Rib-cuff alpaca gloves and mittens with stripes in earthy hues. Warm enough for the mountains of Peru. These are guaranteed to keep your fingers toasty and snug. 100% alpaca. Undyed, handspun and handknitted in Peru.



11. Newspaper recycle bag 2,200yen

Natural jute box-style holder with screenprinted text and polyethylene lining. Thread twine through the four eyelets, pile newspapers on top and pull the twine tightly around them to recycle. Comes with 100m of natural twine. Made in Bangladesh.



12. Fair trade chocolates

Produced in a small Swiss chocolate factory using organic cacao from Bolivia and organically grown brown sugar from the Philippines.

250yen 50g

Milk: Mild flavor is popular among children.

Orange: Refreshing orange flavor and mild milk flavor makes an exquisite combination.

White crispy: Almond flavor is added to white chocolate.

Organic bitter: Contains 59% or more of cacao. Authentic bitter chocolate.

Hazelnuts: Chipped nuts makes this chocolate nutty crunchy.

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it's fair trade



Helping marginalised people

People Tree is working closely with a technical school based in Kathmandu, Nepal. This school is an educational and vocational training institute catering to the needs of low income families. The school was initially established to assist the Pode community (considered Nepal's untouchables) and other socially and economically deprived children from the immediate neighborhood. Today, this school's programmes include a primary and nursery school, an orphanage, a vocational training programme, and a childcare centre. Fair Trade enables 150 women, most of whom are graduates from the school, to have a stable income through knitting. People Tree funds 50% of their primary school expenses and enable 250 children receive free schooling.

Empowerment of women-1

This self-help project in Saidpur, in Northern Bangladesh makes jute bags and storage cases to create long-term job opportunities for poor women, to develop business skills and to produce high quality goods using ecologically-sound materials. It trains women in sewing and management skills and provides classes such as nutrition and healthcare. Most of the people in Saidpur suffered badly after the liberation war of Bangladesh in 1971. Set up by an American charity organisation in 1976, this project has employed more than one thousand five hundred producers, many of whom have gone on to set up their own small businesses.



Empowerment of women-2

The skirt and trousers are handwoven by a women's group in a village in northern Bangladesh. It was set up originally to provide support to hundreds of women who had lost their husbands in Bangladesh's war for independence from Pakistan in 1971. People Tree works with the group to develop safe and natural dyes in clothing. They train women in handweaving and tailoring, which helps provide a livelihood and send their children to school. People Tree finances half the running costs of their school for 260 children as well as the Village Development Programme, bringing safe water, micro-credit and other support to over 10,000 people.



Promoting organic cotton

People Tree's organic cotton is grown by a small-scale farmers' cooperative in India. Organic cotton farmers use environmentally friendly methods including animal and vegetable manures, natural pesticide preparations such as neem, garlic and chilli, and soil management techniques such as mixed cropping. Not using pesticides makes a big difference to the health of farmers, cotton workers and the people that live nearby. By buying organic cotton products you help provide farmers with the opportunity to re-establish a farming system that is not hazardous to their communities and to future generations.

Empowerment of small-scale farmers

Organic cacao used in fairtrade chocolate is grown by small-scale farmers in northern Bolivia. In the 1960's unorganised farmers didn't have access to markets and had no other alternatives but to sell their cacao to middlemen even though their prices scarcely covered the production cost. They set up an cooperative in 1977 to organize themselves to sell their products collectively. Started with 12 groups, they now consist of 37 groups with 650 families. They even set up their own cacao processing plant in 1983, making an epoch as a cooperative in a developing country. Operated democratically, administration staff is chosen from among the members.



Supporting indigenous people

Alpaca products are handmade by indigenous Quechuan women in Peru. They usually get up at five in the morning and leave home with knitting needles and sheep before eight. They never stop spinning and knitting while looking after their animals. Knitting alpaca products provides a very limited source of income in the highland region of the Andes at an altitude of 3,820 meters, where the land is very infertile and the climate is harsh.

Save Coloured Alpacas!

90% of the world's alpaca population live in the Peruvian Andes. Although the alpaca fibre comes in a variety of natural colours, from the whitest white to the most intense black, in the last decade, coloured alpacas have gone from being 90% of the total population to just 10%. This is because large scale ranches in the lowlands favor white wool, which is more convenient for factory chemical dyes and more profitable for them to sell. The organic ecological garments made with 100% alpaca fine wool provide incomes to more than 3,000 producers and help protect coloured alpacas from extinction.



Empowerment of disabled people

This workshop was started in 1969 to create job opportunities for people with physical disabilities. At that time Kenya had been independent for 6 years and there was a large number of physically disabled persons as a result of polio. Most of the artisans who are severely handicapped and do not have a formal education would have no other alternative but to beg in the streets if they were not employed at this workshop. Now more than hundred artisans are working in four divisions including an accessory division making positive proposals for new designs as well.

Fair Trade Shopping Activity

1. You have 10,000 yen to spend on presents for two or three family members or friends from the selection of products on the following pages. Select the presents you would like to give them and prepare responses (in note form) to the questions below following the examples in the right-hand column.

- | | |
|--|---------------------------------------|
| 1. Who is the present for? | <i>My grandmother</i> |
| 2. What present did you buy? | <i>Carpet</i> |
| 3. Why did you buy this present? | <i>Her birthday, for her kitchen</i> |
| 4. How much did it cost? | <i>3,900 yen</i> |
| 5. (Choose the appropriate question(s)) | |
| What size is it? | <i>Medium</i> |
| What colour is it? | <i>Mixed: blue, yellow, orange</i> |
| What design is it? | <i>Ethnic</i> |
| What's it made from? | <i>Cotton</i> |
| 6. Where did you buy it? | <i>From the People Tree Catalogue</i> |
| 7. Where is it from? | <i>India</i> |
| 8. Who made it? | <i>A centre for disabled women</i> |
| 9. Any other information about the present? | <i>Hand-woven, Fair Trade</i> |

2. a) Ask your partner about the presents s/he selected using the above questions. Respond to their questions using your notes but answering with a complete sentence. E.g.,

Student A: *Who is your first present for?*

Student B: *It's for my grandmother.*

Student A: *What present did you buy her?*

Student B: *I bought her a carpet.*

b) Take notes of your partner's responses and be prepared to tell another student about their selections. E.g.,

(Partner's Name) bought **(two/three)** presents, for **(relative or friend's name)**. She bought a **(present)** for **(person)** because **(reason)** and it cost **(amount)**.

Continue to give all the information you can about all of the presents your partner purchased.

Discuss with your partner

1. What do you think are some good points about Fair Trade?
2. Do you think there are any bad points about Fair Trade?
3. What do you think are some main differences between Fair Trade and conventional trade products?
4. If you saw a Fair Trade product would you:
 - a) be more likely to buy the product
 - b) be less likely to buy the product
 - c) It would not affect my choice
 - d) I am more concerned about . . . (e.g. the quality).

(Give reasons for your choice)

5. What kinds of Fair Trade products would you like to buy and why?