

You can choose the world you want



FAIRTRADE FORTNIGHT
22 FEBRUARY – 8 MARCH 2021

**CHOOSE THE WORLD
YOU WANT**



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This Fairtrade
Fortnight we
are thinking
about what we
want the world
to be and the
ways in which
we can make
choices to
shape the
world.



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What is 'a choice'?
Having a choice means
the right or possibility of
choosing between
different things. In your
choices, you get to
weigh up the good
things and bad things
about the options.





What choices have you made today? Maybe you chose what to have for breakfast. Toast, fruit or cereal, or maybe pancakes? Did you get a choice between your bike and your scooter to travel to school, if you are in school? Maybe you chose an extra ten minutes in bed rather than having a shower! To make good choices we need information about what our choices will mean for us, and what effect they will have on others.

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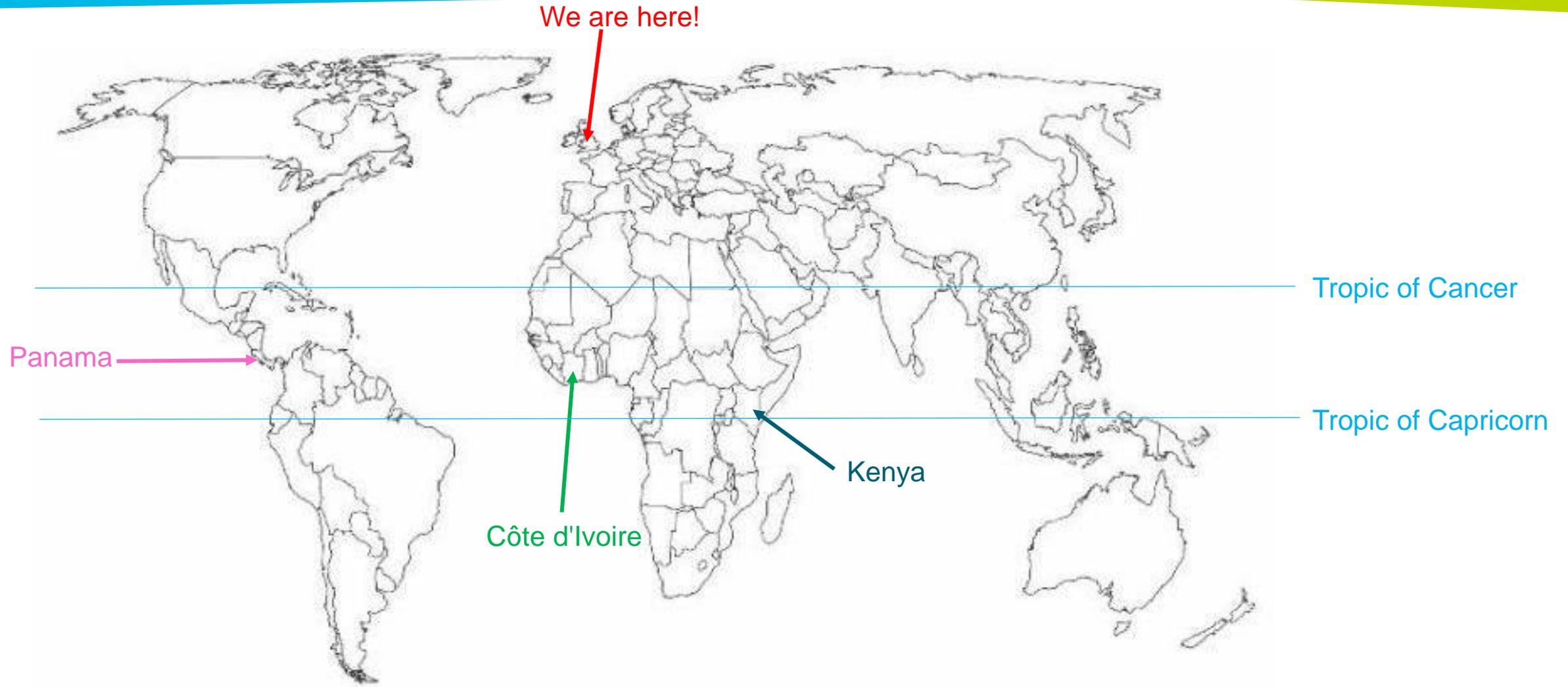


Many of our choices will
have an effect on other
people.
Sometimes they will have a
big effect.



Where does it come from?

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Bananas grow in tropical countries. Many bananas we buy come from Central America and the Caribbean.

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For example, from countries like Panama, where Marcial is a banana farmer. He grows his bananas, with the help of his family on a small plot of land, and relies on the money he makes selling his bananas to support his family. Sometimes this is very difficult.

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Coffee needs good warm temperatures to grow, and good rainfall to flower and grow the coffee cherries. If the rain comes at the wrong time, the coffee plants can become too dry and die. Farmers depend on making a good income from their coffee and rely on the weather being right. In Kenya, Bernard is a coffee farmer. He helps train other farms to find ways to protect their crops.

Where does it come from?

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Cocoa only grows in tropical forests, where it is very warm and humid, and there is some protection from other types of trees. These cocoa farms are often remote, a long way from towns and cities, and farmers struggle to earn enough money to meet their needs. Farmers like Thérèse. Her village does not even have a road. You can only get to it by foot, motorbike or 4- wheel drive vehicle through the fields.

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Everything we eat, wear, play with has been grown or made by someone somewhere, and the products we buy will make a difference to the sort of life those people have. The more we learn about the people we rely upon, the more likely we are to want to make good choices.



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To make a choose that is good for us, we need to know a bit about what our options are. But the choices we make don't just affect us. Many of our choices will have an effect on other people. Sometimes they will have a big effect. Today, you have already made choices that impact the lives of many other people around the world. The things we buy and enjoy have a big effect on the lives of other people.



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- [Sharing our vision of the world we want for farmers and workers](#)
- [Joining the Choose the World you want festival](#)
- Watching [Change the world through your choices](#)

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**THANK
YOU**

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