

# SHOP to spread a SMILE

Find out how the choices we make here in the British Isles can change the lives of people across the globe...

It's time to think about where the things we buy every day come from, and how they're made. Fairtrade helps more than seven million people across Africa, Asia and Latin America, by making sure that they get a fair price for the goods that they produce, like food, clothes and toys. By swapping our usual products for fair trade ones, we can make a huge difference to the lives of lots of people, like the Kuapa Kokoo cocoa farmers in the Ashanti Region of Ghana in Africa...

## Bright idea

In 1878 a young Ghanaian called Tetteh Quarshie returned from working on a cocoa farm in Equatorial Guinea with a handful of cocoa seeds in his pocket. He'd learnt that cocoa sold for a high price in Europe, where it's used to make chocolate, and believed that it would grow well in Ghana's hot climate - and he was right!

Today, Ghana is the world's second-largest cocoa producer and these beans provide millions of people with the means to live. However, the cocoa in Ghana is grown on small family farms and because of this, farmers can find it difficult to get a fair price from the big chocolate companies.

## Beans means business

Cocoa farmer, Nana Frimpong Abrebre, was so worried that Ghana's local farmers were going to lose out to big companies, that he formed a group, called a co-operative, with other farmers in the area. They decided to collect and sell their own cocoa and use the profits to improve the lives of the people in their communities. Then the farmers decided that they also wanted to make their own chocolate bar. So, with the help of charities like Comic Relief, they launched the Divine Fairtrade milk chocolate bar.

The Kuapa Kokoo use only the best in their Divine chocolate bars - papa pa beans



## Sweet deal

The Kuapa Kokoo farmers used their 'papa pa' beans (meaning best of the best in the Twi language) to make the Divine chocolate bars and they were soon on sale in supermarkets across the British Isles. The Kuapa Kokoo farmers own half of the Divine Chocolate Company, which means that as well as getting a good price for their 'papa pa' cocoa beans, they also get a share of the profits from the sale of the chocolate bars. This money has been invested into the communities of the Kuapa Kokoo members to build wells for clean drinking water, new toilet facilities and schools.

The sweet bars bring big smiles to local people...

## A helping hand

Fourteen-year-old Jennifer Oforiwa Kusi's father is a cocoa farmer and a member of Kuapa Kokoo. When she was younger, Jennifer had to leave her family and go to school in Kumasi, two hours away from her village. Now, the money from the sale of Fairtrade cocoa beans and Divine chocolate has helped to fund a school just a short walk away in her village. "I love my school and my favourite subject is English" says Jennifer. "When I grow up I want to be a nurse, so that I can help the people in my community when they get ill".

...and clean water to the communities



The Kuapa Kokoo farmers work together as a family



Jennifer's in favour of Fairtrade!

## Did you know...?

It takes one cocoa tree's whole crop for an entire year to make just three big bars of Divine chocolate.

## Swap it!



This year's Fairtrade Fortnight runs from the 22 February to 7 March and we want you to swap your usual products for those with the stamp of approval from the Fairtrade Foundation! By thinking more carefully about the products you buy and where they come from, you can help to make a difference to the lives poor people around the world. So, when you hit the shops with Mum or Dad, keep your eyes peeled for the Fairtrade mark!

## MAKE YOUR MARK

The Fairtrade mark doesn't just apply to food and clothes, you can make your school Fairtrade, too. Follow these top tips to find out how...



Form a group!

## Get started

Ask your teacher to help you set up a group which meets to discuss

why Fairtrade is important and how you can get the rest of your school involved.

## Perfect plan

Write a Fairtrade Policy for your school and get it signed by your Head Teacher - this will help everyone in the school understand what you're doing and why it's important.



Write it up!

## Fair food

Persuade your school to start buying Fairtrade products like chocolate for your tuck shop and sugar, rice and vegetables for your school dinners.



Stock up on Fairtrade!

## Take action!

Ask your teacher to log onto [fairtrade.org.uk](http://fairtrade.org.uk) to fill out the application form to become a Fairtrade school - you'll have the stamp of approval in no time!



Seal the deal!

## BAKE OFF!

You've probably seen Divine Chocolate in the shops. But did you know that the company is owned by cocoa farmers in Ghana, Africa? So, this Fairtrade Fortnight, why not cook up a Divine choccy treat for your friends? You could even make these yummy brownies. Mmmm!



These brownies are seriously tasty!

Does your school use any of the Fairtrade Foundation's 3,000 licensed products? If not, talk to your teachers about how important it is to support the people who grow our food - and get them to help. You never know, your school could even get a Fairtrade Award. Cool!