

Test your knowledge on Fairtrade

Q.1 How long have the Co-op been supporting Fairtrade?

- a) over 10 years
- b) over 15 years
- c) over 20 years



Q.2 How old is the FAIRTRADE Mark in the UK this year?

- a) 22 years
- b) 24 years
- c) 25 years



Q.3 There are 1,226 Fairtrade Certified Producer Organisations across how many countries worldwide?

- a) 54 countries
- b) 64 countries
- c) 74 countries



Q.4 All cocoa in our own brand products is sourced on Fairtrade terms - a UK supermarket first! How much does this commitment bring into producing communities in Cote d'Ivoire?

- a) £250,000
- b) £450,000
- c) £750,000



Q.5 Fairtrade tea is most popular in the UK, with Brits buying what percentage of the total supply?

- a) 80%
- b) 85%
- c) 90%



Q.6 In 2001, the Co-op became the first supermarket to launch own-brand fairly traded wine. Our support of La Rioja Co-operative, Argentina, has seen the construction of a new water facility and a new...

- a) doctor's surgery
- b) secondary school
- c) community centre



Q.7 The Co-op were the first retailer to stock Fairtrade bananas. In what year was the first UK banana sold that carried the FAIRTRADE Mark?

- a) 2000
- b) 2002
- c) 2004



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Q.8 This year the Co-op are celebrating how many years of all their own-brand coffee becoming Fairtrade?

- a) 10 years
- b) 15 years
- c) 20 years



Q.9 How many towns have achieved Fairtrade status?

- a) 432
- b) 532
- c) 632



Q.10 The Co-op sold its first Fairtrade roses in 2007. On the Flamingo Horticultural Farm in Kenya, how many blooms are produced each year?

- a) over 50,000 million
- b) over 100,000 million
- c) over 150,000 million



ANSWERS

- Q.1** c) 20 years. The Co-op were the first supermarket to sell ethically traded Cafédirect coffee back in 1992 and have been championing Fairtrade ever since.
- Q.2** b) 24 years. From its modest beginnings in 1994 with one chocolate, one coffee and one tea on shop shelves, Fairtrade has grown to 450 companies now licensed to trade 4,500 Fairtrade products in the UK.
- Q.3** c) 74 countries with over 1.65 million farmers and workers.
- Q.4** b) £450,000.
- Q.5** a) 80%. This year the Co-op are celebrating 10 years of all Co-op own-brand tea becoming Fairtrade.
- Q.6** b) Secondary school. A medical centre is currently under construction, another fantastic example of how Fairtrade is benefitting the La Riojana Co-operative community.
- Q.7** a) 2000. Did you know that a third of all bananas sold in the UK are Fairtrade?
- Q.8** b) 15 years. Coffee was the first fairly traded product the Co-op sold and the first sold by any major retailer in the UK - two years before the FAIRTRADE Mark was introduced.
- Q.9** c) 632. The success of the first UK Fairtrade town went global with Media, Pennsylvania, becoming the first Fairtrade town in the US in 2006.
- Q.10** b) Over 100,000 million. From January 2018, all Co-op African roses are sourced on Fairtrade terms.

