



THINGS

# ACTION GUIDE

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**SAY HELLO TO  
FAIRTRADE FOOD  
THIS TERM**

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**AN OXFAM AUSTRALIA INITIATIVE**



**OXFAM**  
Australia

Photo: Pavithra Jovan De Mello/OxfamAUS



THINGS

Photo: Cam Cope/OxfamAUS

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YOU CAN ALSO FIND MORE INFO [WWW.OXFAM.ORG.AU/EXPLORE/TRADE/](http://WWW.OXFAM.ORG.AU/EXPLORE/TRADE/)

## INTRODUCTION

Our action guides are all about giving you the basics on the world’s biggest issues. Each also contain just three steps (small, medium and big) you can take to help tackle the issue. You choose which action you’re up for — they all count.

This action guide is all about Fairtrade. You ready to get stuck into it?

## WHAT'S FAIRTRADE ABOUT?



Remember that ham and cheese sandwich your mum packed for your primary school lunches that you’d make a playground swap for with your friend? Chances are your swap was more than likely fair. Your friend got your Mum’s lunch creation and you got theirs, everyone was happy.

Unfortunately, not all trading in this world is as fair as our primary school swaps. Many people everyday, especially those who live in developing nations, end up trading their products and resources for prices that aren’t fair.

So, here it is — Fairtrade is about making sure food, clothes, phones, basically anything that is traded, is bought for a price considered fair and that workers are not exploited. Fairtrade lifts the living standards of those in developing countries. If a higher, more equitable price is paid then those on the receiving end should have more income for food, education, health care and other day to day necessities. Only makes sense right? It’s not charity - by making fair choices we’re empowering people by giving them what is rightfully theirs.

## CAN YOU REALLY MAKE A DIFFERENCE?

Totally. You are a powerful consumer!

What you choose to buy shapes the world we live in and can literally change someone’s life for the better. The more we demand fairly traded products, the more we build the strength of the Fairtrade industry.

**SMALL ACTION**  
BIG RESULTS  
PAGE 3

Chill with friends and watch a bunch of pretty cool Fairtrade Youtube videos. (Yes, you can watch funny cat videos in between if you have to.)

**MEDIUM ACTION**  
VERY BIG RESULTS  
PAGE 4

Go shopping! What Fairtrade products are out there? You’ll be surprised ... Go to online stores or cruise through shops with your friends.

**BIG ACTION**  
HUGE RESULTS  
PAGE 5

Get your Masterchef on by doing a Great Fairtrade Bake Off to encourage your school to go Fairtrade.



## THINGS

Photo: Pavithra Jovan De Mello/OxfamAUS

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## SMALL ACTION — BIG RESULTS

Watching YouTube videos. You start watching one then ... what the? it's 3am. This Small Action is all about **getting up to speed on what this whole Fairtrade stuff is actually about**. Yes, you could read reports, articles and blogs, in fact, we encourage it ... but how good are videos?!

If you ever needed a excuse to spend a whole arvo on YouTube: This. Is. It! Chuck "Fairtrade" into a search on YouTube and you can easily get a Top 5 collection to choose from. No worries if some videos are a few years old - they're still super-relevant, because we have a long way to go!

## WHY THIS ACTION?

Do you ever feel like you can't take action or make a difference because you don't think you know enough about the issue — like Fairtrade? Well, here's letting you know that you are defo not alone.

The good thing is, **you don't need to know all the answers**. Having a couple of tasty bits of info up your sleeve is a good start, and if someone asks you a question you don't have an answer to, just tell them you'll get back to them on it or bring up a YouTube vid on your smart phone for instant cred.



Photo: Cam Cope/OxfamAUS

## WHAT YOU CAN DO

1

Jump on your laptop, school computer or phone and search "Fairtrade" in YouTube (**the Oxfam Australia and Fairtrade Foundation channels are excellent.**) Then sit glued to the screen for a bit — you can mix it up with cats being dopey or a bit of Beyonce afterwards.

2

Now that you are more informed, visit the staff at any Oxfam shop near you to get them to help you top up your brain. If you feel like it, drop it casually into conversation next time someones eating a banana, or chocolate. **Try not to preach though, it can turn people off!**

3

Don't forget rope your mates into this too - **turn your room into a makeshift cinema** (complete with Fairtrade choccy as a movie snacks), and post your favourite videos on Facebook and Tumblr.



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FOR IDEAS, TIPS AND JUST TO SAY HELLO EMAIL US AT 3THINGS — 3THINGS@OXFAM.ORG.AU  
JOIN THE 3THINGS COMMUNITY AT FACEBOOK/3THINGS AND SEE WHAT GOOD STUFF IS HAPPENING

# 3 THINGS

Photo: Michael Miller/OxfamAUS

## SAY HELLO TO FAIRTRADE FOOD THIS TERM

### MEDIUM ACTION — VERY BIG RESULTS

Make a swap and go shopping!!! You can go window shopping or the money spending kind and discover the kinds of Fairtrade products that are out there and where you can get them from.

So whether its cruising through the mall with your friends and making some conscious choices about the chocolate you buy or scabbing a lift on the trolley with your mum or dad next time they're grocery shopping (come on, it'll be less hectic than you might think), *make a swap from something that you'd usually buy to a Fairtrade product.*

### WHY THIS ACTION?

Because this is where conscience and taste buds kiss and make up. Under the Fairtrade system, farmers are paid a decent price for their goods. But this only happens when you choose to buy fair!

Buying fair means you can have your chocolate (or coffee or bananas or tea) and help improve the lives and conditions of farmers and their communities too. Go you!



### WHAT YOU CAN DO

1

Jump online or go with friends or your oldies to the Oxfam shop or other major supermarket chains that are stocking Fairtrade goods. The Oxfam shop can be found at [www.oxfamshop.org.au](http://www.oxfamshop.org.au)

2

Think about what you would usually buy and make a choice to make a swap. Start small with one item or swap them all! Don't be too pushy with your parents, they might leave you in Aisle 9 with the household cleaning products ... just tell them about it and help them make the fair choice.

3

Keep up your swapping and make fair choices as often as you can. Getting into the habit of buying Fairtrade — whether it's for yourself, a friend's birthday present or whatever, is a pretty awesome habit to get into.

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## SAY HELLO TO FAIRTRADE FOOD THIS TERM

### BIG ACTION — HUGE RESULTS

#### Set up a Great Fairtrade Bake Off!

What to do... Organise a Fairtrade Bake Off in your class, between homerooms, or year levels at your school. The only rule is that every item baked must use some sort of Fairtrade product – chocolate, sugar, coffee, get researching for all the yummy Fairtrade goodies you can include!

Get your mates on board with prizes for the best tasting, best looking and of course the most creative tasty treat using Fairtrade products. You could even have a Teachers v Students battle! Make sure everyone knows the rules, and get the Principal to judge the winners.

### WHAT YOU CAN DO

1

Organise with your teacher how you will advertise and run the competition (date, venue, rules etc). Then take over assembly! Not really, but playing your fave Fairtrade videos from the Small Action section to your class or school will help get people inspired. **Help entrants by letting them know where they can buy Fairtrade products and how easy it is to find them** (see Medium Action).

2

On the day, get all the participants to place their entry on the table with a little signs that lists their name, what the baked amazingness is called, all the ingredients and what Fairtrade products they have used to create their masterpiece. **Take loads of photos**, and make sure the winners are promoted on the school intranet page and newsletter – even better, send details pics and a story to us!

3

Once all the judging is over, you'll be all ready for a **mega Fairtrade morning tea**. Hopefully the creations are so good that you'll be able to easily convince your school to go Fairtrade.



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