

The Fairtrade Quiz

Test your knowledge of all things Fairtrade (and beyond) with a few rounds of testing trivia.

Round one: Fairtrade and the Climate

1: Fairtrade supports 1,305 dedicated Biodiversity Guardians all around the world. Altogether, they are protecting the biodiversity of farmland the same size as one of the below countries – which one do you think it is?

A: Cyprus

B: Wales

C: New Zealand

D: Northern Ireland

2: How many times bigger is the carbon footprint of the average person in the UK compared with the average person in Côte d'Ivoire?

A: 2 times bigger

B: 5 times bigger

C: 12 times bigger

D: 17 times bigger

3: Between 2012 and 2017, the plant disease known in English as 'coffee rust' caused more than \$3 billion in damage and lost profits, and forced almost 2 million farmers off their land.

Climate change is making this disease more common. But what is the common name of the disease in the Spanish-speaking countries of South and Central America feeling some of its worst effects?

A: La Roya

B: Café podrido

C: Manchas de sol

D: El rey

4: What percentage of land currently used to grow coffee could be unsuitable for this much-loved crop by 2050, according to expert predictions?

A: 10%

B: 25%

C: 50%

D: 75%

5: According to 2019 expert calculations, what is the average daily income for a cocoa farmer in Côte d'Ivoire?

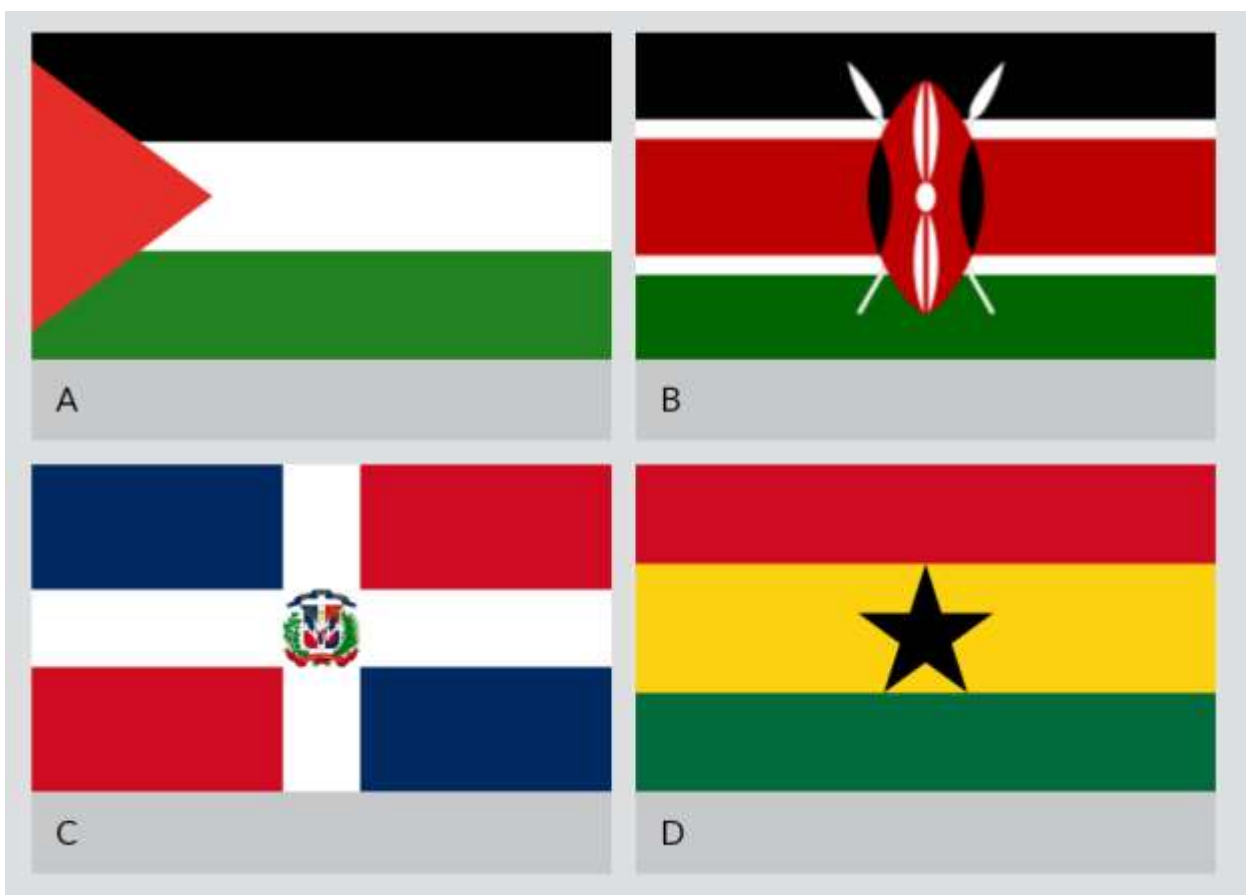
A: £17.40

B: £7.40

C: £4.70

D: £0.74

6: In Kenya, Fairtrade tea co-operative Sireet OEP planted 150,000 trees over two years, partly funded by Fairtrade Premium. But which of the below is the flag of Kenya?



7: The three Fairtrade Producer Networks in Africa, Asia and Latin America play a vital role helping to share knowledge between the hundreds of thousands of Fairtrade farmers and workers across continents. Each Fairtrade Producer Network also offers valuable training on climate-friendly farming techniques.

CLAC, the Producer Network for Latin America, has recently run a great project supporting Fairtrade farmers in Guatemala, one of the world's most climate-vulnerable countries, to earn much-needed extra income and protect local bio-diversity and the environment. What was it?

A: Support in running bee-keeping businesses

B: Training in reducing water waste on sugar cane plantations

C: Distribution of stoves with lower carbon emissions than wood burning alternatives

D: Education on protecting near-by national parks while farming tea

8: In 2021's COP26 UN Climate Summit, Rachel Banda, a sugar cane farmer with Phata Outgrowers Co-operative in Malawi, travelled to Glasgow to present world leaders with an open letter on behalf of all Fairtrade farmers and workers.

How many miles is it from Rachel's home in Malawi to Glasgow?

A: 1288 miles

B: 3321 miles

C: 5459 miles

D: 24,901 miles

Round two: Your Fairtrade Favourites

1: What is the name of the ethical clothing company which produced a facemask using Fairtrade cotton?

A: Neutral

B: Negative

C: Positive

D: Upside Down

2: These Fairtrade chocolate pioneers were co-founded with, and are co-owned by, the cocoa growing co-operative Kuapa Kokoo. This year they revealed a brand new look and some brand new flavours. What is the name of this chocolate company?

A: Angelic Chocolate

B: Divine Chocolate

C: Heavenley Chocolate

D: Omnipotent Chocolate

3: Sticking with chocolate, which company famously and deliberately splits their Fairtrade chocolate bars in to uneven chunks?

Whitakers

Tony's Chocolonely

Seed & Bean

Pico

3: Which company, which produces a range of Fairtrade hot drinks including tea, coffee and hot chocolate, shares its name with a type of ship?

Hint: they also produce extra eco-friendly biodegradable and plastic-free tea bags.

A: Catamaran

B: Clipper

C: Submarine

D: Narrowboat

4: What is the name of our Oxford-based Fairtrade friends who produce underwear that is made using 100 per cent Fairtrade and organic cotton? For every pair of pants you buy, they also donate two pairs to someone in need.

A: W.E Underwear

B: U.S Underwear

C: T.H.E.Y Underwear

D: Y.O.U Underwear

5: **We couldn't have a quiz on Fairtrade products without the classic Fairtrade treat: the banana!**

Fairtrade bananas are available in most major supermarkets, lots of independent greengrocers and countless corner shops.

But in 2016, what world record did UK Marathon Runner Andrew Lawrence set while dressed as a banana?

A: Highest parachute jump while dressed as a banana

B: Fastest Channel swim from UK to France while dressed as a banana

C: Most bananas eaten in one minute while dressed as a banana

D: Fastest London marathon time while dressed as a banana

6: **Belgian brewers Mongozo produce a wide range of pilsners and fruit beers. But what does 'Mongozo' mean in the language of the Chokwe people of Angola, Zambia and Congo-Kinshasa?**

A: Tasty

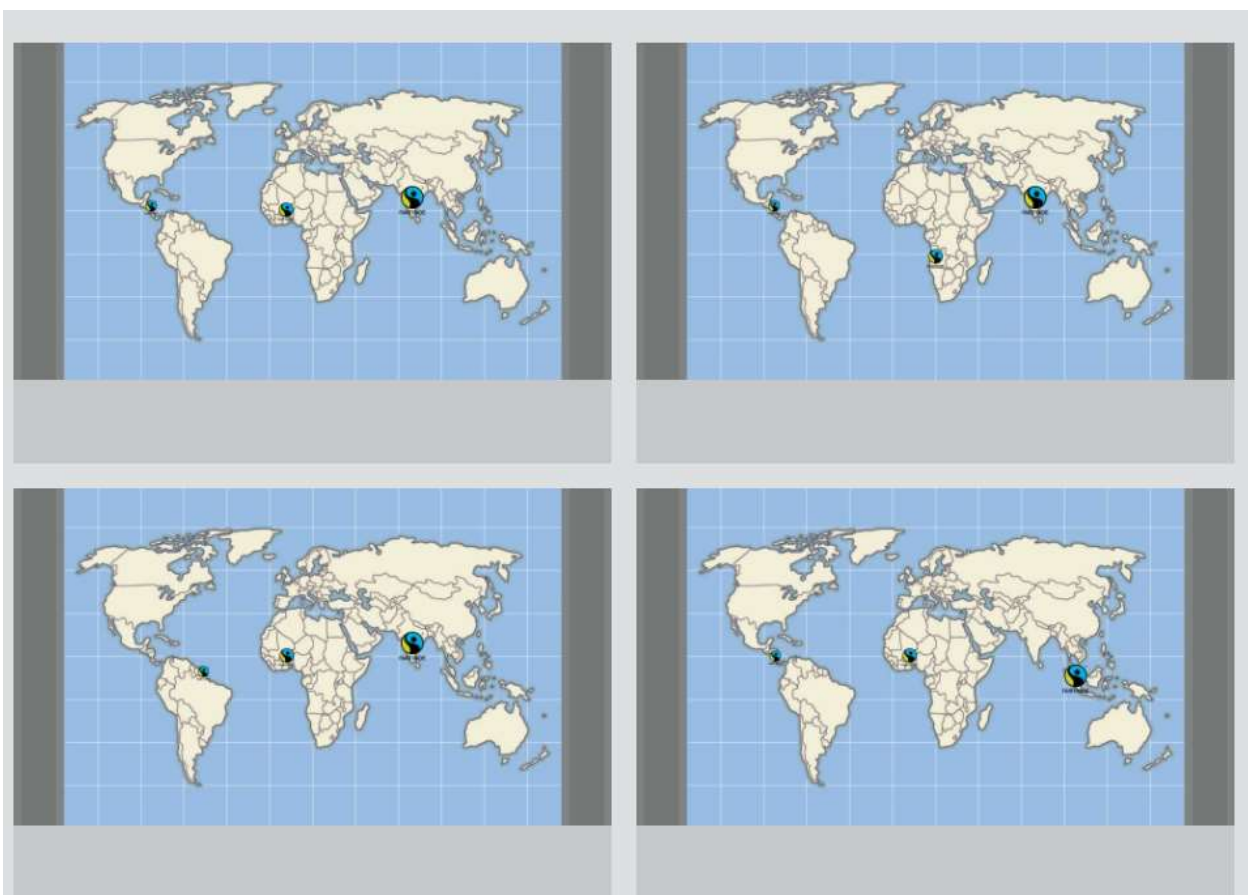
B: Beer

C: Cheers

D: Life

7: Liberation Nuts are majority owned by the smallholder farmers who pick and grow their Fairtrade nuts.

The nuts in Liberation's tasty Chilli and Lime Cashews with Salted Peanut and Popcorn come from Nicaragua, India and Burkina Faso. Which of the below maps shows those three countries highlighted?



8: Greggs is one of the easiest places to grab a Fairtrade refreshment on the go, selling Fairtrade tea, coffee, hot chocolate and orange juice. Many of their snacks and cookies are also now made using Fairtrade cocoa.

But what are the main three colours in the sign above most of their shops?

- A: Red, blue and grey
- B: Blue, black and white
- C: Blue, orange and white
- D: Green, orange and white

Round three: Fairtrade crops

1: In the UK, how many bananas on average do we eat per year?

- A: 150 million
- B: 880 million
- C: 3 billion
- D: 5 billion

2: The word 'banana' derives from the Arabic word for...

- A: Oar
- B: Caterpillar
- C: Crab
- D: Finger

3: According to a new 2022 study, the additional benefits generated through Fairtrade Premium are equal to how many dollars (USD) per person per month for workers on the Ghanaian banana plantations in the study?

- A: \$65
- B: \$70

C: \$75

D: \$80

4: Which country produces the most coffee beans?

A: Brazil

B: Indonesia

C: Ethiopia

D: Colombia

5: Which of these photos shows some coffee beans, shortly after being harvested from the coffee bushes?



6: According to legend, the energising effects of coffee were first noted when an Ethiopian farmer saw which of his animals getting very lively after nibbling on some wild coffee beans?

A: Chickens

B: Horses

C: Goats

D: Bison

7: Cocoa butter also comes from cocoa beans

A: True

B: False

8: 65 percent of Fairtrade cotton farmers also hold organic certification. The water pollution impact of organic cotton has been shown to be:

A: 98 per cent less than non-organic cotton production

B: 90 per cent less than non-organic cotton production

C: 75 per cent less than non-organic cotton production

D: 60 per cent less than non-organic cotton production

Answers

Answers: Round one: Fairtrade and the Climate

1: Fairtrade supports 1,305 dedicated Biodiversity Guardians all around the world.

Altogether, they are protecting the biodiversity of farmland the same size as one of the below countries – which one do you think it is?

Answer: B, Wales.

The 2.38 million hectares of Fairtrade farmland protected by the Biodiversity Guardians in each Fairtrade co-operative is the same size as Wales.

2: How many times bigger is the carbon footprint of the average person in the UK compared with the average person in Côte d'Ivoire?

Answer: D, 17 times bigger

The UK's per-person carbon emissions were a staggering 17 times higher than the equivalent in Côte d'Ivoire (sometimes known as Ivory Coast) which produces most of the world's cocoa.

In fact, the UK has contributed 240 times more to the total share of global emissions than Côte d'Ivoire.

With those two **shocking statistics in mind, we think you'll agree it would be utterly unfair to leave cocoa farmers** – often earning far less than a living income thanks to our deeply unfair trade system – to deal with the effects of the climate crisis they did so little to cause.

3: **Between 2012 and 2017, the plant disease known in English as 'coffee rust' caused more than \$3 billion in damage and lost profits, and forced almost 2 million farmers off their land.**

Climate change is making this disease more common. But what is the common name of the disease in the Spanish-speaking countries of South and Central America feeling some of its worst effects?

Answer: A, La Roya

La Roya simply means 'the rust' in English. Experts attribute the increasing frequency and potency of this plant disease to the effects of climate change.

4: What percentage of land currently used to grow coffee could be unsuitable for this much-loved crop by 2050, according to expert predictions?

A: 10%

B: 25%

C: 50%

D: 75%

Answer: C, 50%

That's right, 50 per cent!

According to scientists, damage caused by erosion and pollution negatively impacts the amount of arable land available around the world, which will drastically threaten the livelihoods of Fairtrade farmers.

Too many farmers barely earn enough to make ends meet as it is, even without factoring in declining yields and adaptation costs. This is why we're fighting for farmers to receive a living income, so they have the power to effectively combat the crises affecting their communities and continue with their livelihoods sustainably.

5: According to 2019 expert calculations, what is the average daily income for a cocoa farmer in Côte d'Ivoire?

A: £17.40

B: £7.40

C: £4.70

D: £0.74

Answer: D, £0.74

It's just 74 pence. That's less than half what we calculate a cocoa farmer needs to earn to achieve a living income.

A living income means having enough for what we would consider the essentials of everyday life. Enough to send your children to school, to pay for medical treatment and provide a nutritious diet and clean water for yourself and your family.

When farmers aren't earning enough for the absolute basics, it's impossible for them to adapt to the huge challenges climate change is already bringing them every day.

That's why choosing Fairtrade is so important. Fairtrade guarantees cocoa farmers receive at least the Fairtrade Minimum Price, and an extra payment of the Fairtrade Premium which farmers democratically choose how to invest.

6: In Kenya, Fairtrade tea co-operative Sireet OEP planted 150,000 trees over two years, partly funded by Fairtrade Premium. But which of the below is the flag of Kenya?

Answer: B

And the answer is...B! But in every one of these countries there are Fairtrade farmers who have planted thousands of trees. Often, these are funded by the Fairtrade Premium funds you generate when you choose Fairtrade.

Planting trees can help provide shade for smaller crops, like cocoa trees and coffee bushes. And of course trees can play a valuable role in soaking up CO₂, providing important habitats for local wildlife and even giving protection against extreme climate events like flooding.

With more funding, either from government programmes or due to fairer trade paying farmers higher prices, more groups of farmers could take inspiring action like Sireet OEP have done.

Oh and in case you're wondering about the other countries, A is Palestine, C is Dominican Republic and D is Ghana. A big round of applause to all the farmers and workers in those nations planting trees to protect our shared planet!

7: The three Fairtrade Producer Networks in Africa, Asia and Latin America play a vital role helping to share knowledge between the hundreds of thousands of Fairtrade farmers and workers across continents. Each Fairtrade Producer Network also offers valuable training on climate-friendly farming techniques.

CLAC, the Producer Network for Latin America, has recently run a great project supporting Fairtrade farmers in Guatemala, one of the world's most climate-vulnerable countries, to earn much-needed extra income and protect local bio-diversity and the environment. What was it?

Answer: A, support in running bee-keeping businesses

Yes it's bees! The "Honey for the Future" programme has supported over 1,000 Fairtrade farmers across Guatemala earn extra income, protect local bio-diversity and mitigate the effects of deforestation.

But all of the answers are real examples of Fairtrade Producer Networks taking action on the climate crisis. Fairtrade Africa has distributed clean-burning stoves as part of the Growing Women in Coffee programme in Kenya, meaning farmers no longer have to use polluting firewood to cook or heat their homes. Meanwhile Bwindi National Park in Uganda has been protected by expert training given to workers at the Kayonza Tea Factory.

And the NAPP (Network of Asia and Pacific Producers) has conducted many training and guidance sessions on limiting water waste in sugar cane production in India and elsewhere. This helps protect a valuable resource, is better for the local environment and helps farmers save money.

8: In 2021's COP26 UN Climate Summit, Rachel Banda, a sugar cane farmer with Phata Outgrowers Co-operative in Malawi, travelled to Glasgow to present world leaders with an open letter on behalf of all Fairtrade farmers and workers.

How many miles is it from Rachel's home in Malawi to Glasgow?

Answer: 5459 miles

5459 miles, several bodies of water and a lot of travel is what separated the policy makers at the COP26 Summit and the farmers of Phata cooperative, who have first-hand experience of taking on the climate crisis.

But Rachel made that long journey, as part of the Fairtrade delegation to challenge politicians to follow farmers lead and take action to build a sustainable future.

Fairtrade farmers and workers are now back at work – continuing to take on the climate crisis. We need to continue to pressure our politicians to deliver on the promises they did make at COP26, and urge them to go further and faster where they fell short.

Answers: Round two: Your Fairtrade Favourites

1: What is the name of the ethical clothing company which produced a facemask using Fairtrade cotton?

Answer: A, Neutral produced these excellent green-coloured cotton masks.

2: These Fairtrade chocolate pioneers were co-founded with, and are co-owned by, the cocoa growing co-operative Kuapa Kokoo. This year they revealed a brand new look and some brand new flavours. What is the name of this chocolate company?

Answer: Divine chocolate released new flavours and a new look this year. But whatever new flavour you buy, you continue to support more power and more income in the hands of cocoa farmers.

3: Which company, which produces a range of Fairtrade hot drinks including tea, coffee and hot chocolate, shares its name with a type of ship?

Answer: C, Clipper tea commit to a fairer future for people and planet, with their Fairtrade and plastic-free tea bags.

4: What is the name of our Oxford-based Fairtrade friends who produce underwear that is made using 100 per cent Fairtrade and organic cotton? For every pair of pants you buy, they also donate two pairs to someone in need.

Answer: D, Y.O.U underwear are the people behind these ethical undies. As well as a commitment to using only Fairtrade organic cotton, and their charitable commitment to give away underwear to those in need around the world, Y.O.U are big backers of body positivity. All their advertising uses a variety of models of all ages, shapes and sizes.

5: **We couldn't have a quiz on Fairtrade products without the classic Fairtrade treat: the banana!**

Fairtrade bananas are available in most major supermarkets, lots of independent greengrocers and countless corner shops.

But in 2016, what world record did UK Marathon Runner Andrew Lawrence set while dressed as a banana?

Answer: D, fastest London marathon time while dressed as a banana

Running a marathon in a speedy 2 hours and 47 minutes, Andrew goes down as the fastest banana around.

6: Belgian brewers Mongozo produce a wide range of pilsners and fruit beers. But what does 'Mongozo' mean in the language of the Chokwe people of Angola, Zambia and Congo-Kinshasa?

Answer: C, it means 'Cheers.'

Founded by Henrique Kabia who came from Angola to the Netherlands as a refugee in the early 1990s, Mongozo has gone from strength to strength since.

7: Liberation Nuts are majority owned by the smallholder farmers who pick and grow their Fairtrade nuts.

The nuts in Liberation's tasty Chilli and Lime Cashews with Salted Peanut and Popcorn come from Nicaragua, India and Burkina Faso. Which of the below maps shows those three countries highlighted?

Answer: A. Map A (below) shows these countries



8: Greggs is one of the easiest places to grab a Fairtrade refreshment on the go, selling Fairtrade tea, coffee, hot chocolate and orange juice. Many of their snacks and cookies are also now made using Fairtrade cocoa.

But what are the main three colours in the sign above most of their shops?

Answer: C, Blue, orange and white

Look out for that familiar sign to source some Fairtrade treats on the high street!

Answers: Round three: Fairtrade crops

1: In the UK, how many bananas on average do we eat per year?

A: 150 million

B: 880 million

C: 3 billion

D: 5 billion

Answer: D, the UK is bananas for bananas!

2: The word 'banana' derives from the Arabic word for...

A: Oar

B: Caterpillar

C: Crab

D: Finger

Answer: D, Finger

The name banana originates from the Arabic word 'banan' which, means finger.

3: According to a new 2022 study, the additional benefits generated through Fairtrade Premium are equal to how many dollars (USD) per person per month for workers on the Ghanaian banana plantations in the study?

A: \$65

B: \$70

C: \$75

D: \$80

Answer: C, \$75

That extra money is generated by people like you choosing Fairtrade bananas every time you shop.

And it makes a big difference. Results from this study show the critical role that Fairtrade Premium plays in supporting benefits including subsidised food, school supplies, health care, and transportation among others.

4: Which country produces the most coffee beans?

- A: Brazil
- B: Indonesia
- C: Ethiopia
- D: Colombia

Answer: A, Brazil

With a hefty 2,652,000 metric tonnes of coffee exported each year, Brazil is by some way the biggest producer of coffee in the world. But all of these countries are in the top 5 nations producing coffee, and you can get Fairtrade coffees from each and every one of them.

5: Which of these photos shows some coffee beans, shortly after being harvested from the coffee bushes?

Answer: C



hey look pretty different from what we see in the cup don't they? Growing green on the bushes, they then ripen and turn red.

If you're curious about the other ones: top left is cocoa beans (used in chocolate), top right is - as you may have guessed - jelly beans. And bottom right are cashew nuts.

Fun aside: Fairtrade Jelly Beans are a thing and so are Fairtrade Cashew nuts! Check out the Jelly Bean Co. and Liberation Nuts for more info.

6: According to legend, the energising effects of coffee were first noted when an Ethiopian farmer saw which of his animals getting very lively after nibbling on some wild coffee beans?

Answer: C

Legend has it was Kaldi and his goats who first noticed that coffee packs a punch, way back in 850 AD. Wikipedia states the story is "highly likely to be apocryphal," but we'll leave you to make up your own mind.

7: Cocoa butter also comes from cocoa beans

Answer: A, true

This is actually true. Cocoa butter is the oil taken from cocoa beans before they are roasted. It is used along with the cocoa beans to make solid chocolate, and is also used in many other food items and skincare products.

8: 65 percent of Fairtrade cotton farmers also hold organic certification. The water pollution impact of organic cotton has been shown to be:

Answer: A, true. 98 per cent less.

The extra income cotton farmers can earn through Fairtrade can be critical in giving farmers the resource to switch to organic production.