

Fairtrade Quiz – Fairtrade Fortnight 2021



1. In 2019, the Fairtrade Mark celebrated which milestone birthday?

- a. 40th
- b. 35th
- c. 25th
- d. 20th

25th

Although fairly-traded products were available before 1994, it was only then that a widely-recognised certification was launched that guarantees consumers that the goods they buy are Fairtrade.

2. Three products were the first to bear the Fairtrade Mark. Name the three commodities for one point, and score a bonus point if you can name any of the brands.

Coffee (Cafédirect), chocolate (Green & Black Maya Gold), tea (Clipper)

Now over 4,500 products are available bearing the Fairtrade Mark.

3. What was the first non-food product to be certified as Fairtrade?

- a. Cotton
- b. Footballs
- c. Flowers
- d. Woven crafts

Flowers

Fairtrade flowers are available from many UK retailers, and include roses, lilies, eryngium, sunflowers and alstroemerias.

4. Fairtrade gold also bears what other label beginning with “Fair”?

Fairmined

Much gold is mined using toxic chemicals such as mercury, which causes long-term damage to the environment, and to the health of the workers who mine it. So how it is mined is as important as how it is traded.

5. Which region of the world supplies most Fairtrade bananas?

- a. India, Pakistan and Sri Lanka
- b. Africa
- c. East Asia
- d. Latin America and the Caribbean

Latin America and the Caribbean

90% of Fairtrade bananas come from this area, though India is the world’s biggest banana producer.

6. In 2010, which city became the first national capital in the world to be declared a Fairtrade city?

- a. Wellington, New Zealand
- b. Berlin, Germany
- c. Santiago, Chile
- d. Ottawa, Canada

Wellington

Currently there are just over 2000 Fairtrade towns, cities and other communities worldwide, including 425 in the UK. The only country with more is Germany, where there are almost 700.

7. Which is the most-traded agricultural commodity in the world?

- a. Tea
- b. Cocoa
- c. Fruit
- d. Coffee

Coffee

According to the International Coffee Organisation, roughly 25 million families, most of which are small-scale farmers, depend on growing and selling coffee beans.

8. In May 2017, which UK retailer switched all its own-brand cocoa products to use 100% Fairtrade cocoa?
- a. The Co-op
 - b. Marks & Spencer
 - c. Morrisons
 - d. Waitrose

The Co-op

9. Which country drinks the most tea per head of population in the world? (Clue: it's not the UK which is second!)

The Republic of Ireland

10. Which of these colours is not in the Fairtrade Mark?
- a. Green
 - b. Blue
 - c. Yellow
 - d. Black

Yellow

If you'd like to get more involved in Fairtrade locally, please contact us at chair@fftb.org.uk.

If you want to know more about Fairtrade, visit the Fairtrade Foundation website at <https://www.fairtrade.org.uk/>.