

Traidcraft Fair trade Sales in 2008 and 2009

Year	Traidcraft Fair Trade Sales
2009	19,810
2008	20,408

Sales of Geobars between April 2007 - March 2009

	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	TOTAL
2007-2008	1650552	2099232	1745305	1556592	1540920	2312112	2404368	1864032	1404012	1632288	3183612	2105472	
2008-2009	1601296	2369436	1941708	1741356	1505280	2646960	2748456	1708272	1622664	1363944	3005160	2344128	

Purchases Traidcraft made from the Developing World 2005 -2009

2005	2006	2007	2008	2009
£3,519	£4,133	£3,548	£3,920	£4,052

Traidcraft spends 34% of the cost of fair trade sales in the developing world.

On average 22% of the price you pay for a Geobar or other fair trade product goes back to the producer country.

In 2009 Traidcraft imported just over 967 tonnes of products from the developing world. This was a **decrease** of 28% from 2008.

In 2008 UK sales of fair trade goods **grew 40%** to £700 million.

Questions

Using the statistics on fair trade and Traidcraft's activities (on previous page) answer the questions.

1. Look at the Geobar costs and complete the grid on the right. How much money out of the cost of the bar will go to producers in the developing world? An example has been done for you:

*22 % of the cost of a Traidcraft product goes to the developing world.
One bag of Quinoa penne pasta costs £2.09.
22% of £2.00 is $209/100 \times 22 = 46p$
46p out of the cost of the pasta is given to developing countries.*

Cost of Geobar	Amount sent to producers
75p	
69p	
59p	

2. Use the data illustrating how many Geobars were sold between April 2007 - March 2009.
- What was the **total amount** of Geobars sold each year?
 - Was there an **increase** or **decrease** in the second year?
 - Calculate this increase/decrease as a **percentage**.
3. If a Geobar costs (a) 75p (b) 69p (c) 59p and on average 22% of the cost of each bar is given back to producers, how much money was sent to developing countries from the geo bars sold in these two years?
4. Calculate the increase in purchases from the developing world between 2005 - 2009.
5. Traidcraft spends 34% of fair trade sales back in developing countries. What amount was spent in 2008 and 2009?
6. Think of 2 reasons for the decrease in (a) fair trade sales and (b) the products imported by Traidcraft in 2009.
7. Think of 2 reasons for the 40% increase in fair trade sales in the UK in 2008.
8. Using the data of Geobar sales and your answers for questions 6 and 7 **make a prediction** of the number of Geobars sold in 2010 and explain your answer.
9. Using this data explain whether you believe fair trade to be a good or a bad thing for the UK and the developing world.