

Fairtrade: a World of Difference

Push Me, Pull Me Sorting Cards

Not enough
jobs

Education
opportunities

Lack of services

Better living
conditions

Lack of safety

Family links

Few
opportunities

Large industries

Loss of wealth

More enjoyable
lifestyle

Poor housing

More wealth

Address

Date

Dear....

Thank you for your last letter letting me know you had reached the city. I understand why you felt you had to leave home. It was hard for you because...

I also know that there were a lot of factors pulling you to the city, like...

But I have some great news! Since you've been gone I have joined Apicoop and am now selling Fairtrade honey. Have you ever heard of fair trade? It's...

But now we have fair trade, you don't need to leave home. It's changed everything because...

I look forward to hearing from you, and seeing you home soon,
From,