

The background of the entire page is a vibrant green with a repeating pattern of avocados. Some are whole with a single leaf, while others are sliced open to show the orange-brown pit and the green flesh. The avocados are rendered in a stylized, flat design.

SHAREDINTEREST
INVESTING IN A FAIRER WORLD

THE LITTLE BOOK OF FAIRNESS

DID YOU KNOW?

Shared Interest helped
470,421 producers in
63 countries last year.

THIS IS THE LITTLE BOOK OF FAIRNESS

HELLO,

I'm Super Avo, the superfruit avocado. I work with Shared Interest. We believe in a world that's fair.

Shared Interest helps farmers around the world. They make sure they're paid well and have enough money to live.

This is called fair trade.



If you want to help our Fairtrade friends too, look out for these labels in the supermarket.



WHY SHOULD WE EAT AVOCADOS?

Avocados are a superfood and full of things that are really good for you. This is why they are healthy:

FIBRE

Fibre helps you go to the toilet and keeps your tummy healthy.

OMEGA-3 FATTY ACIDS

This helps keep your heart and blood healthy.

VITAMINS A, B, B6, C AND E

Vitamins stop you getting poorly and avocados are full of them.

POTASSIUM

This helps your heart pump blood around your body.

PROTEIN

This is very important for your bones, muscles, skin and blood. Avocados are the fruit with the most protein.

DID YOU KNOW?

Avocados look like a vegetable, but they're actually a fruit.

COMIC CORNER

HELLO, I'M SUPER AVO.

I'M A SUPERFOOD AND HELP FRUIT WHO AREN'T TREATED FAIRLY.

ONE DAY, SUPER AVO WAS FLYING OVER A FARM, WHEN SUDDENLY...

OH NO!

HELP US!

SOME OF MY FRUIT FRIENDS NEED MY HELP.

DON'T WORRY, I'LL SAVE YOU.

WE AREN'T BEING TREATED FAIRLY.

WE WISH WE WERE FAIRTRADE.

SUPER AVO CAME UP WITH A PLAN TO HELP SAVE THE AVOCADOS.

THE NEXT DAY, SUPER AVO FLEW TO THE FARM TO SAVE HIS FRIENDS.

DING!
I'VE GOT IT!

USING A SPOON, I'LL SPRING THEM OVER THE FENCE.

THANK YOU, SUPER AVO.

NOW YOU CAN LIVE ON A FAIRTRADE FARM.

AND WE CAN WORK WITH A FARMER WHO'S TREATED FAIRLY.

DID YOU KNOW?

Shared Interest has offices in the UK, Costa Rica, Ghana, Kenya and Peru.



GOURMET GARDENS

Shared Interest helped Gourmet Gardens grow their sales of Fairtrade vanilla, cocoa and chilli in Uganda. It takes three years for vanilla seeds to grow and produce vanilla pods.



PINK FOODS

Pink Foods make cocoa products in Uganda. Shared Interest have helped them buy machines that can make chocolate faster and even tastier.



ALLPA

Allpa is a company in Peru that make beautiful jewellery, pottery, clothes and painted glass.



PRAGOR

Pragor is a company that grow avocados in Mexico. With the help of Shared Interest, they want to grow even more avocados and sell them to more places around the world.

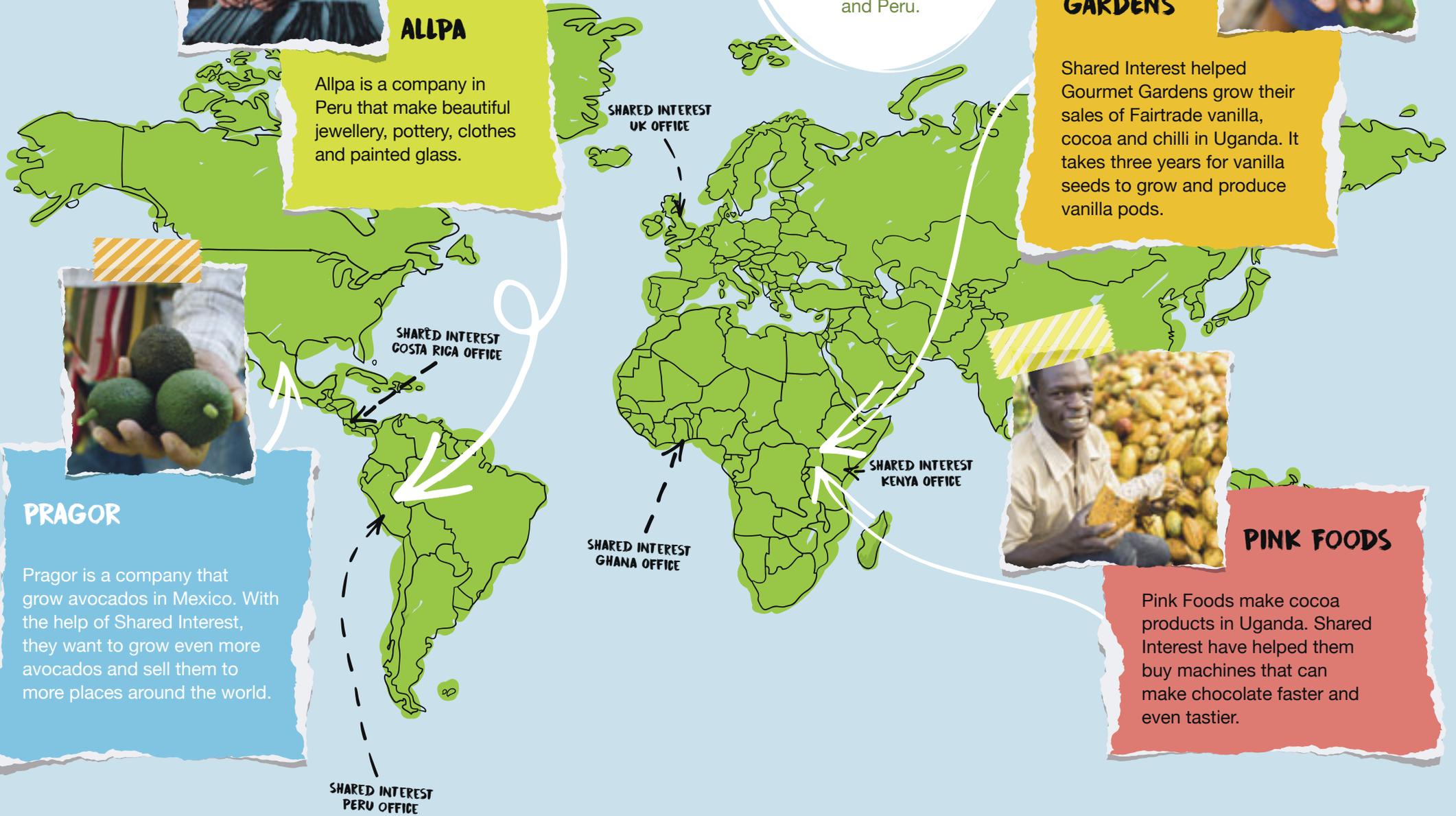
SHARED INTEREST PERU OFFICE

SHARED INTEREST COSTA RICA OFFICE

SHARED INTEREST GHANA OFFICE

SHARED INTEREST KENYA OFFICE

SHARED INTEREST UK OFFICE



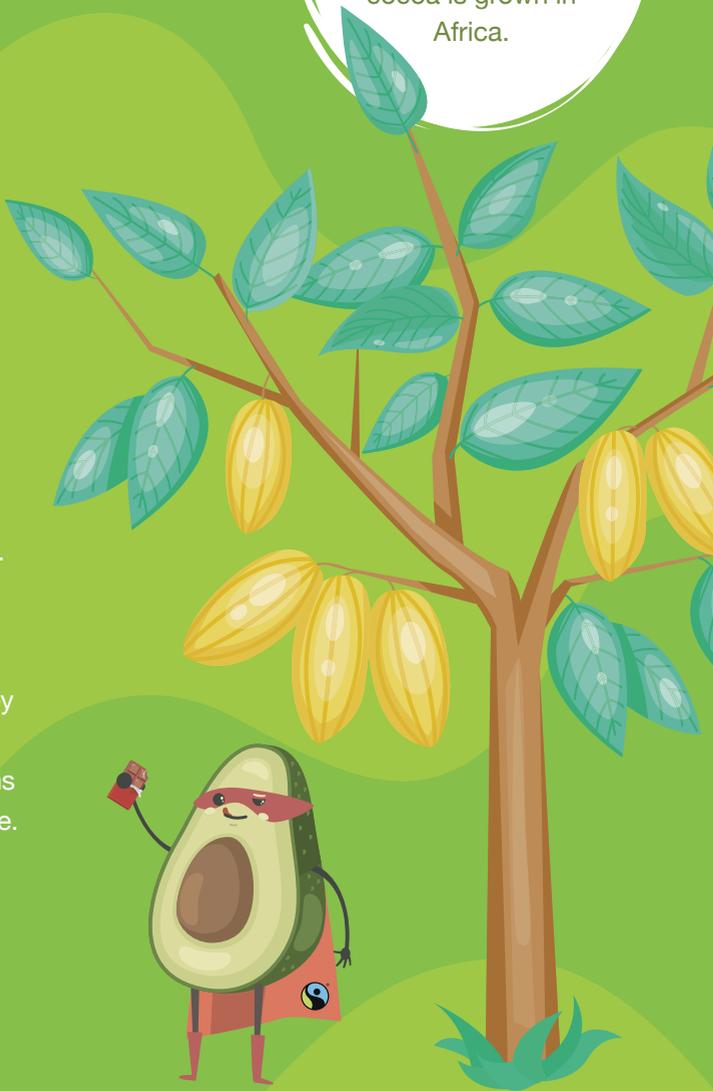
HOW DO YOU MAKE CHOCOLATE?

1. Chocolate comes from the cacao tree which grows pods (these are like shells). A tree can produce up to 2,000 cocoa pods each year.

2. The cocoa farmer who looks after the cacao tree opens up the pods. Inside these pods, there are cocoa beans. The farmer takes the cocoa beans out of the pods.

3. The cocoa beans are then 'fermented' – this means they are dried in the sunshine. It takes about 400 cocoa beans to make one bar of chocolate.

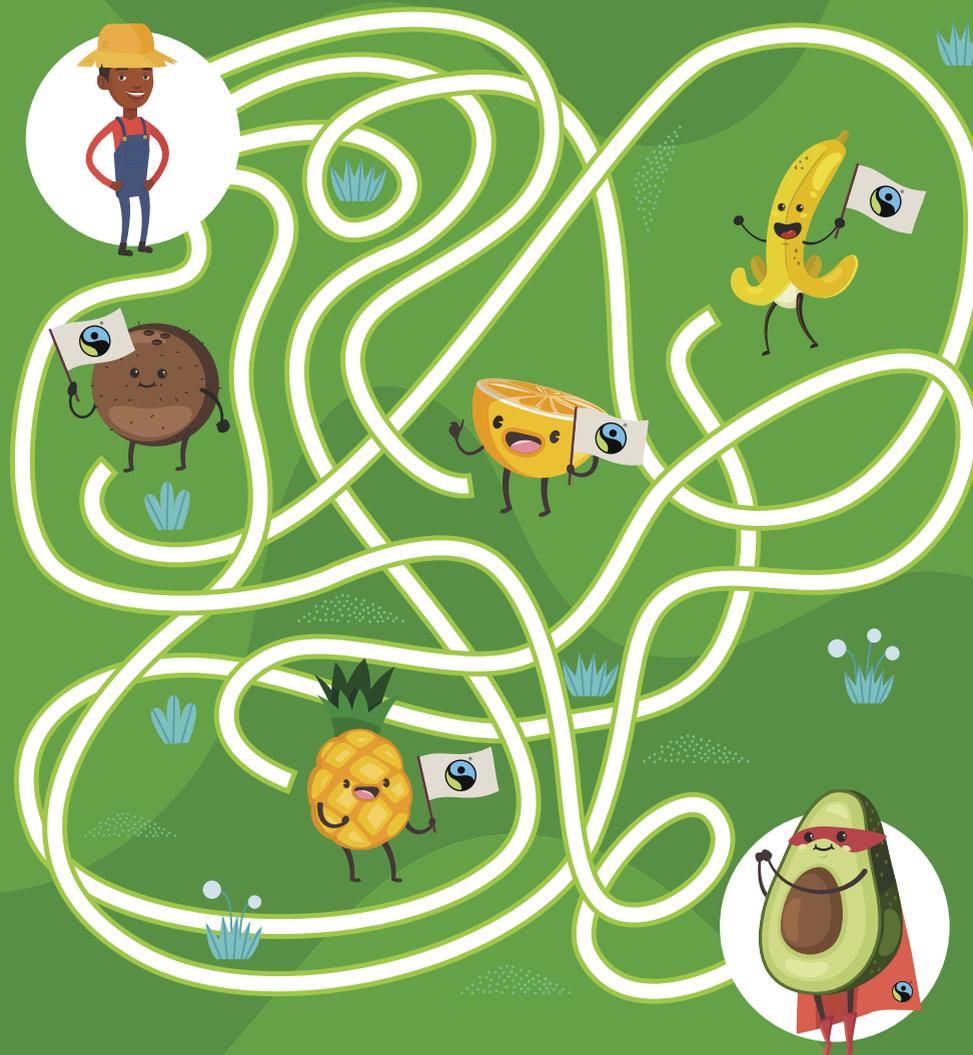
4. The beans are dried out, baked and then crushed up to be put into a chocolate mixture with sugar, milk and other ingredients.



DID YOU KNOW?

70% of the world's cocoa is grown in Africa.

HELP THE FAIRTRADE FARMER FIND SUPER AVO



TA-DA! YOU HAVE TASTY CHOCOLATE.

HOW TO MAKE AVOCADO COOKIES



You'll need:

1 FAIRTRADE RIPE AVOCADO
60ML FAIRTRADE MAPLE SYRUP
100G FAIRTRADE NUT BUTTER

1 FREE-RANGE EGG
50G FAIRTRADE COCOA POWDER
200G MILK CHOCOLATE CHIPS



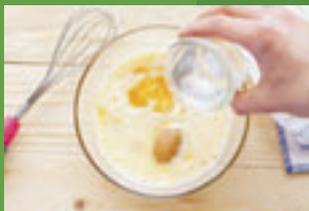
1. Wash your hands and get your parent or guardian to preheat the oven to 180°C.



2. Line a baking tray with greaseproof paper for later.



3. Mash the avocado until it has no lumps.



4. Mix in the maple syrup, then the egg, nut butter, cocoa powder and chocolate chips.



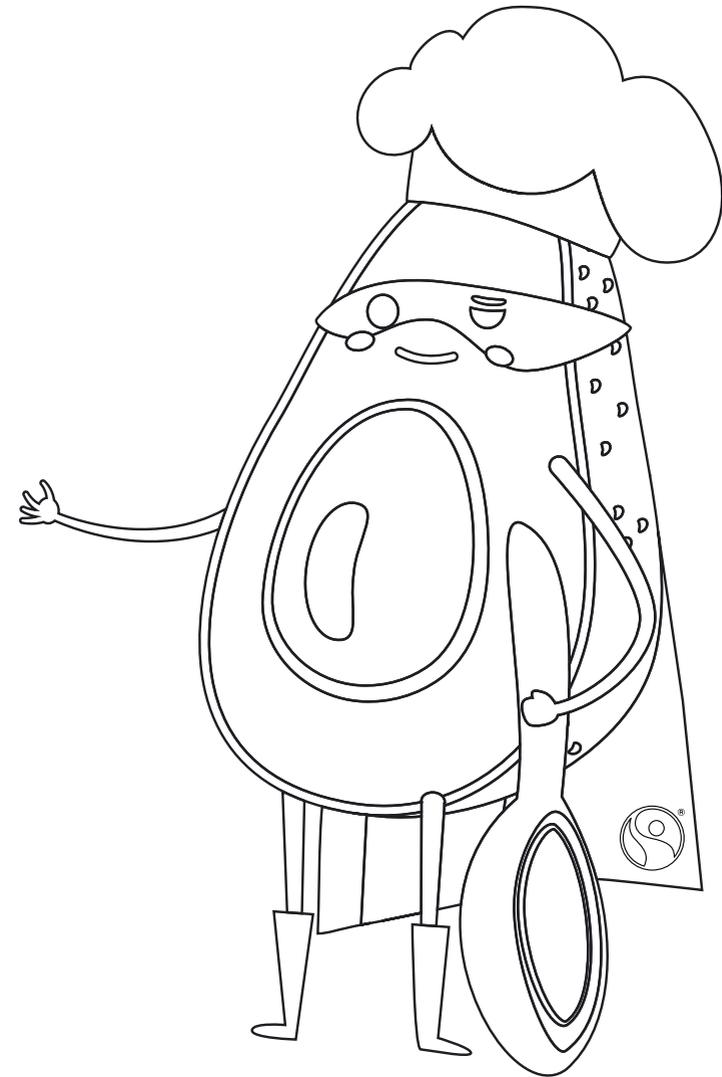
5. Split the mixture into 9 balls and place them on your baking tray.



6. Bake for 20 minutes (make sure you have a parent or guardian with you).

ONCE THEY'RE COOL, ENJOY YOUR YUMMY COOKIES.

COLOUR IN YOUR OWN SUPER AVO





Thanks for reading The Little Book of Fairness

For parents/guardian:

Help us make the world a fairer place and visit shared-interest.com/schools

For teachers:

We can visit your school to help pupils learn more about fair trade. If you're interested, contact our membership team on **0191 233 9102** or at membership@shared-interest.com

You can write to us at:

Shared Interest Society
Pearl Assurance House
7 New Bridge Street West
Newcastle upon Tyne
NE1 8AQ