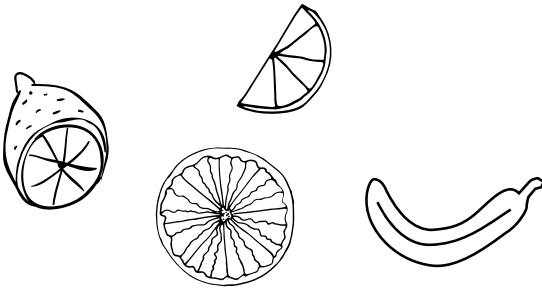
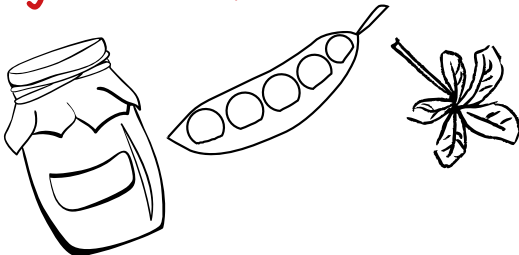


# Shared Interest Yearly Report

**SHAREDINTEREST**  
INVESTING IN A FAIRER WORLD



fair trade



helping



being equal

# Welcome

Welcome to Shared Interest. You are reading this booklet because someone you know has decided to invest in a fairer world.

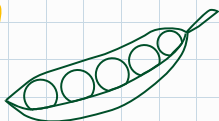
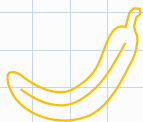
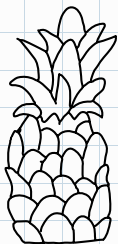
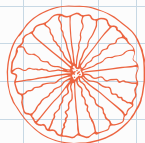
They may be investing their time or their money – it does not matter which. What does matter is that they are changing lives across the globe by supporting Fairtrade.

## What is Fairtrade?



FAIRTRADE  
INTERNATIONAL

Fairtrade is about making sure that farmers and workers earn a fair living. This involves working in safe conditions and being paid a reasonable amount for the goods they produce. If you see the Fairtrade mark on items in your local shop, this is a sign that the people who have helped make those products have been treated fairly.



# Where does Shared Interest fit in?

Shared Interest lends money to fair trade farmers and workers around the world. People living here in the UK put their spare money in a Share Account. This is called 'making an investment'.

They invest between £100 and £100,000 and this money goes into one big pot to help people living in communities poorer than our own.

These schoolchildren are holding new backpacks, full of school supplies as well as toothbrushes, toothpaste and soap. Their parents are Fairtrade quinoa farmers in Bolivia. They are part of an organisation called Andean Naturals, and used the Fairtrade Premium to help their children prepare for school.



## The Fairtrade Premium

is extra money that is given to farmers to spend on making their community a better place to live.

# What is Quinoa?

Quinoa (pronounced keen- wah) has been grown in Bolivia for over 5,000 years. Found in the Andes, it is one of the few crops that can survive in the harsh environment of low rainfall, high altitude, cold air, hot sun and poor soil.

It is a herb that can grow even taller than you - from three to six feet high - with seeds in large clusters at the end of the stalk. Once cooked, the seeds become fluffy, and have a nutty flavour.

Quinoa is sometimes called 'the food of astronauts' because it is high in protein, calcium and iron which makes bones and muscles strong.



# What is a co-operative?

“ The way we work we have learned from the bees. Back to back. Shoulder to shoulder. ”

This is Chino talking about how he thinks organisations should operate – by working together and everyone having an equal role.

Co-operatives work a bit like beehives in that everyone has an individual responsibility and a shared goal. Co-operatives are all about team work, where everyone shares in the benefits of success.

# Chino, from Apicoop

Meet Chino; he is General Manager of a honey and blueberry co- operative in Chile called Apicoop.



Chino says:

"We moved into blueberries so as to not put all of our eggs into one basket. It was a way of protecting ourselves 'just in case'."

Shared Interest helped the co- operative by giving Apicoop a loan to buy their blueberry seedlings and prepare the land for planting.

Chino says: "Thanks to Shared Interest investors, we can work together to create livelihoods and make dreams a reality all over the world."



Recently, a nearby volcano erupted and buried 5,000 beehives in hot ash. Luckily, when the farmers dug out their hives, the bees had survived. In the longer term, farmers realised they needed another product in case something happened to their bees.



# Helping Communities Across the World

## Shared Interest

UK



There are over 9,000 people from the UK who put their spare money in a Share Account. Alone, each Share Account may not be powerful, but together, this pot of money helped over 400 organisations in 58 countries in 2015.



Apicoop  
Chile

Apicoop beekeepers and blueberry farmers live in an area of Southern Chile that suffers from earthquakes and volcanic eruptions. Situations like this mean that sometimes Apicoop farmers work really hard but are not able to earn money because their produce is damaged. Chino says: "What must follow is hard work to get things back in order."





TradeAID

## Ghana

There is a group of basket weavers in West Africa called TradeAID.

They make colourful baskets from straw. The straw is grown wild in the countryside, and a team of weavers shape the straw into baskets using their hands.



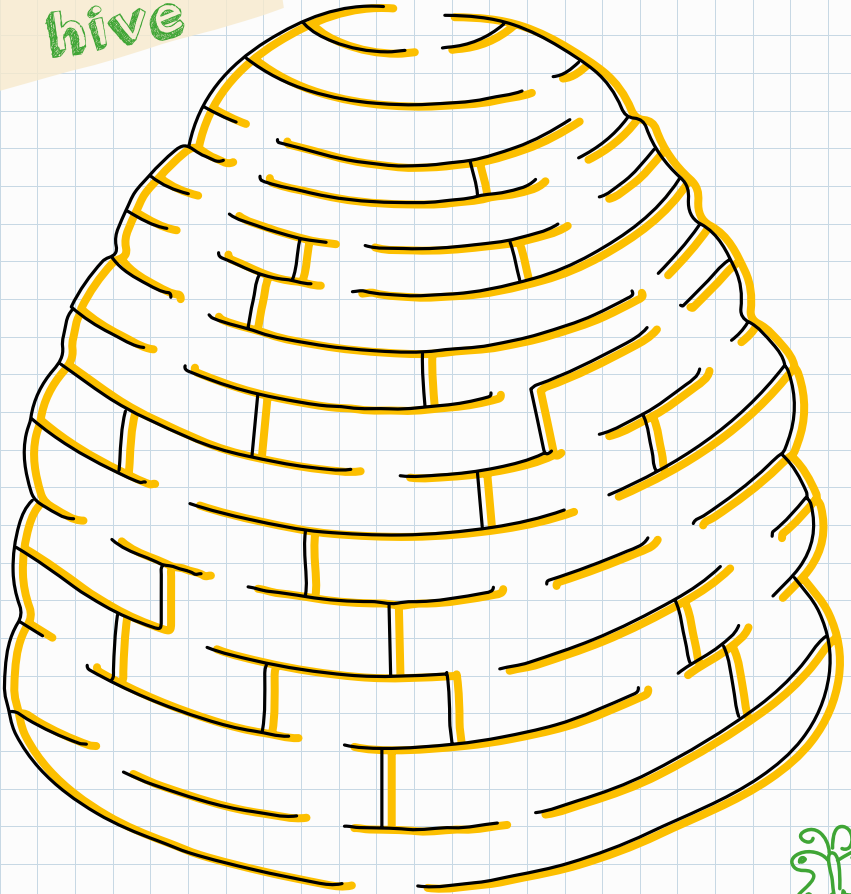
Gourmet Gardens

## Uganda

There is a country called Uganda in East Africa where the rainforest provides the ideal weather to produce organic and Fairtrade vanilla. An organisation called Gourmet Gardens began doing just this over 15 years ago.

There are 1,000 farmers who grow vanilla for Gourmet Gardens within a large piece of land called a plantation that sits on the bend of a river. The farmers say that they like to grow their vanilla in harmony with nature.

Help the bee  
through the  
hive



What does  
organic mean?





# Gourmet Gardens.....

On our map, we told you about a vanilla co-operative called Gourmet Gardens. Shared Interest investors help the co-operative to pay their farmers when the vanilla is harvested.

Clemens is Operations Manager at Gourmet Gardens. He says: "The support of Shared Interest helps us buy the whole vanilla crop from farmers and ensures we can pay them on time."



Trace the vanilla outline



When something is labelled organic, it means it is produced without the use of artificial chemicals or pesticides, and in a natural environment where animals are well cared for.



# TradeAID

You can see where TradeAID is based on our map. Thanks to Shared Interest investors, TradeAID bought a truck, which is now used to take the straw from the countryside to the weavers. When the baskets are ready, the truck comes to collect them so they can be sold.

As more baskets are sold, TradeAID needs more weavers. This means more children are able to go to school, because their parents can pay for their uniform and books.

Before their craft centre was built, the weavers would shelter under trees from the rain.



A basket weaver called Rhoda said

“ We now also have a craft centre where we can weave even when the weather is rainy or harsh. ”



Did you know the straw used to make the baskets is collected from the countryside in bunches and dyed in boiling water? For bright colours the straw is dyed yellow first, then the final shade on top.

# What can you do to support Fairtrade?

There are lots of things you can do to support Fairtrade.

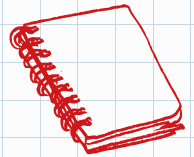
You could hold a bake sale where the products sold contain Fairtrade ingredients. If you have a tuck shop, you could see whether it is possible to sell some Fairtrade items too.

Some schools invest the money raised through their tuck shop in Shared Interest. This means that they can help farmers do things like buy the seeds needed for their next harvest.

When you visit your local supermarket, look out for the Fairtrade logo on products like bananas, coffee, tea, chocolate, and even things like shampoo and bubble bath.

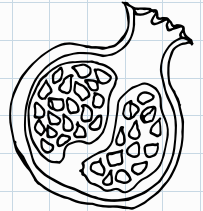
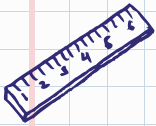
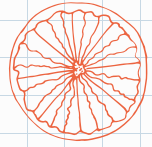
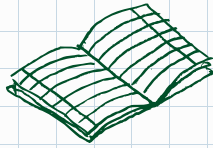


# Notes



being equal





fair trade

