

# The Little Book of **FAIRNESS**

**SHAREDINTEREST**  
INVESTING IN A FAIRER WORLD



# Welcome

This is the Little Book of Fairness, and I'm Cyiza (pronounced 'CHEE-za'). I live in Rwanda, East Africa. I am a chilli pepper with the spicy superpower of spotting fairness wherever I go.

I'm joined here by Zumbido, the honeybee you might remember from our last edition. Together, we work with Shared Interest and we both believe in a fairer world. Shared Interest helped nearly 417,000 farmers and craftspeople in 47 countries last year. They make sure people are paid well and have enough money to live.



Murakaza  
neza

This means  
Welcome in  
Kinyarwanda  
- the language  
spoken in  
Rwanda.



Hello,  
my name is  
Cyiza

Cyiza is a  
Kinyarwanda  
name that  
means 'makes  
happy' or  
'brings joy.'



## Did you know?

If you see products in shops with either of these logos, you know that the producers have been paid fairly.



# Chilli fun facts

## Birds are immune to chilli heat!

Birds are immune to the chemical in chillies called capsaicin (cap-SAY-sin), which makes chillies spicy.



Cinnamon-chested Bee-eater  
which is found in Rwanda.

## Chilli and chocolate

Chilli and chocolate might sound like a funny combination, but they are a perfect team. The spiciness of the chilli enhances the sweetness of the chocolate.

## Chillies in space!

Jalapeños were the very first peppers in space in 1982, onboard the Space Shuttle Columbia.



# Fairtrade

**Fairtrade makes sure that the people who grow or make the things we buy - like chillies, chocolate, coffee and clothes - are treated fairly.**

This means they get paid a fair wage for their work, are treated with respect and work in safe conditions. Non Fairtrade farmers or workers might not get paid enough, and it can be hard for them to take care of their families or send their children to school.

There are two million Fairtrade farmers and workers across 68 countries. Look out for the Fairtrade label in the shops. You will see it on coffee, tea, chocolate, sugar, honey and fruits. In fact, there are over 6,000 Fairtrade certified products.



Watch this really cool video about how you can change the world through making good choices.

## SHARED INTEREST

INVESTING IN A FAIRER WORLD



Tony's is a Fairtrade chocolate brand you may have seen in your local supermarket. Keep an eye out for it and see if you can spot the Fairtrade logo (above).



### Did you know?

Since 1994, shoppers buying Fairtrade products have generated over €1bn in Fairtrade Premium for farmers and workers. These funds have been used to build roads, schools and hospitals.



# Farming for a brighter future with Garden Fresh

**Garden Fresh is a farming co-operative in Rwanda, where small-scale growers work together to produce organic fruit and vegetables. Many farmers grow chillies, using natural methods to protect the environment and ensure a high-quality crop.**

With support from Garden Fresh, farmers have learned new skills in sustainable farming, helping them improve their harvests and earn a better living. This means they can support their families, send their children to school and invest in their farms. Many also share their knowledge with others in the community, helping more people benefit from organic farming.

As well as growing chillies and other crops, some farmers run small businesses, creating jobs and opportunities for their neighbours. Their work is not just about food - it's about building a stronger, healthier future for everyone.



Chilli farmer checking their crops.



# Chilli and climate change

**Climate change describes when the Earth's weather patterns change over a long time. This can make things like temperature, rain, and storms different from what we're used to.**

It happens because of things like driving cars, creating electricity and cutting down forests.

Climate change is making life tougher for both people and nature. In Rwanda, where farmers rely on rain to grow food, the weather has become unpredictable. Sometimes there isn't enough rain, which makes it hard to grow crops like bananas, beans, and chillies.

It is times like these that Shared Interest lends money to help secure and grow farmers' businesses, enabling the farmers themselves to protect their farms and make money to support their families.

Once the businesses are able to, they repay the money back to Shared Interest.

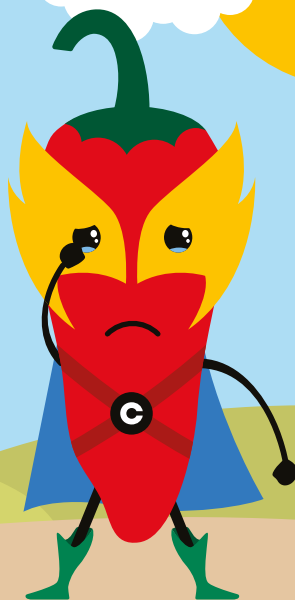
This is our way of building a fairer world.





## Did you know?

Elephants have sensitive noses and are repelled by the smell of chilli.



Ask a grown-up to scan this QR code on a smart device to view our video on climate change.

# Where does your shopping come from?

When we go to the supermarket, it can be fun to think about where the products on the shelves are grown or made. Shared Interest supports growers and makers all over the world.

## Peru

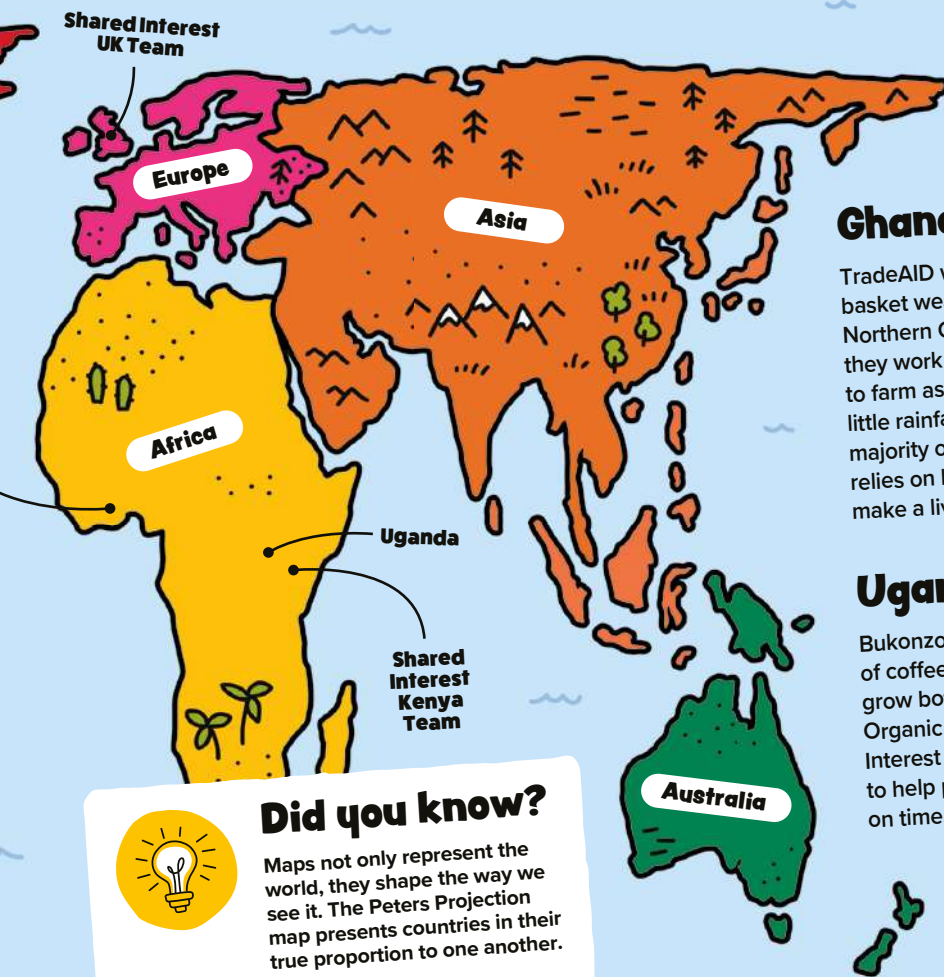
Cuencas del Huallaga is a cocoa co-operative in the San Martín region of the Peruvian Amazon. They grow Fairtrade and Organic cocoa, which is used to make chocolate that is sold in countries like the UK. Shared Interest has been helping the co-operative since 2019 with loans to support more farmers.

## Mexico

EDUCE is a co-operative of beekeepers. They sell their honey all over the world. Climate change is making it harder for the producers as changing weather patterns are affecting the plants that the bees get their nectar from.







## Ghana

TradeAID works with basket weavers in Northern Ghana. The land they work on is difficult to farm as it gets very little rainfall and so the majority of the population relies on handcrafts to make a living.

## Uganda

Bukonzo is a co-operative of coffee farmers who grow both Fairtrade and Organic coffee. Shared Interest gives them a loan to help pay the farmers on time.



## Did you know?

Maps not only represent the world, they shape the way we see it. The Peters Projection map presents countries in their true proportion to one another.

# Chilli types

Chillies come in all sorts of shapes, sizes and colours. Some chillies are tiny, like the Bird's Eye Chilli, which is super spicy, while others are big and mild, like the Bell Pepper. Chillies can be red, green, yellow, orange or even purple! The spiciness of a chilli is measured in something called Scoville Heat Units (SHU).

Chillies are used in foods all around the world to add flavour and heat. Just remember, if you try a spicy one, have some milk or yogurt ready to cool your mouth down! Oat milk is a very good dairy free alternative too.

There are five main domesticated chilli species:

- **Capsicum Annuum**
- **Capsicum Frutescens**
- **Capsicum Chinense**
- **Capsicum Baccatum**
- **Capsicum Pubescens**



## Did you know?

The spiciness comes from a chemical called capsaicin (cap-SAY-sin), which tricks your brain into thinking your mouth is hot.

# Garden Fresh Chillies



Garden Fresh, Cayenne Chillies.

**Garden Fresh grow Cayenne Chillies as they reproduce quickly and are easy for farmers to look after. These plants thrive in greenhouses, which means they don't need a lot of work to grow.**

Cayenne Chillies are not just spicy - they're also packed with vitamin C! In fact, they have more vitamin C per gram than an orange, helping to keep your immune system strong and your body healthy.



**Take me shopping!**

To make your spicy bean burgers  
you will need the following ingredients:

- Onion
- Fresh chilli
- Garlic
- Eggs
- Kidney beans
- Bread

Optional extras:

- Smoked paprika
- Soy sauce
- Peanut butter
- Maple syrup



# How to make: Chilli bean burgers



**½ chopped  
onion**



**1 tsp fresh  
chopped chilli  
(adjust to taste)**



**1 or 2 cloves of  
crushed garlic**



**1 egg, beaten**



**1 tin red kidney  
beans (or any  
other tinned  
beans)**



**1 slice of bread  
blitzed into  
crumbs in a food  
processor**



Ask a grown-up to  
scan with a smart  
device to watch our  
complete step-by-step  
cooking video.





# Cooking instructions



**1.** Fry onion and chilli, then add garlic until golden. Stir in smoked paprika or any optional flavour additions, then set aside.



**4.** Form into two burger patties with wet hands, then chill in the fridge for 30 minutes.

**Remember to ask a grown-up to help!**



**2.** Drain tinned beans, then mash them in a bowl with breadcrumbs until combined.



**5.** Fry or grill the burgers until golden and crisp. Serve in buns with salad, sauce and toppings.



**3.** Add the onion mixture to the beans, then mix in the egg gradually until the mixture binds together.



# The Scoville Scale

The Scoville Scale is like a thermometer for peppers and foods with a spicy kick. It tells us how much heat they have - the higher the number, the hotter they taste!

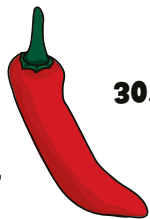
A scientist named Wilbur Scoville created this scale a long time ago. He used a special test where people would taste peppers mixed with sugar water. The spicier the pepper, the more sugar water was needed to make the spiciness go away. The number of sugar water doses became the pepper's Scoville Heat Unit (SHU).

**So the higher Scoville Heat Unit,  
the spicier the chilli is!**

Cayenne chillies are grown by Garden Fresh in Rwanda.



Chillies ready to pick and eat.



**Cayenne •**  
**30,000 to 50,000 SHU**

Used a lot in hot sauces.





## **Jalapeño •**

**2,500–8,000 SHU**

A little kick, perfect for salsa.



## **Bell Pepper •**

**0 SHU**

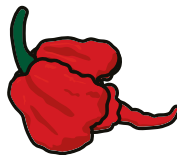
Not spicy at all!



## **• Habanero**

**100,000–350,000 SHU**

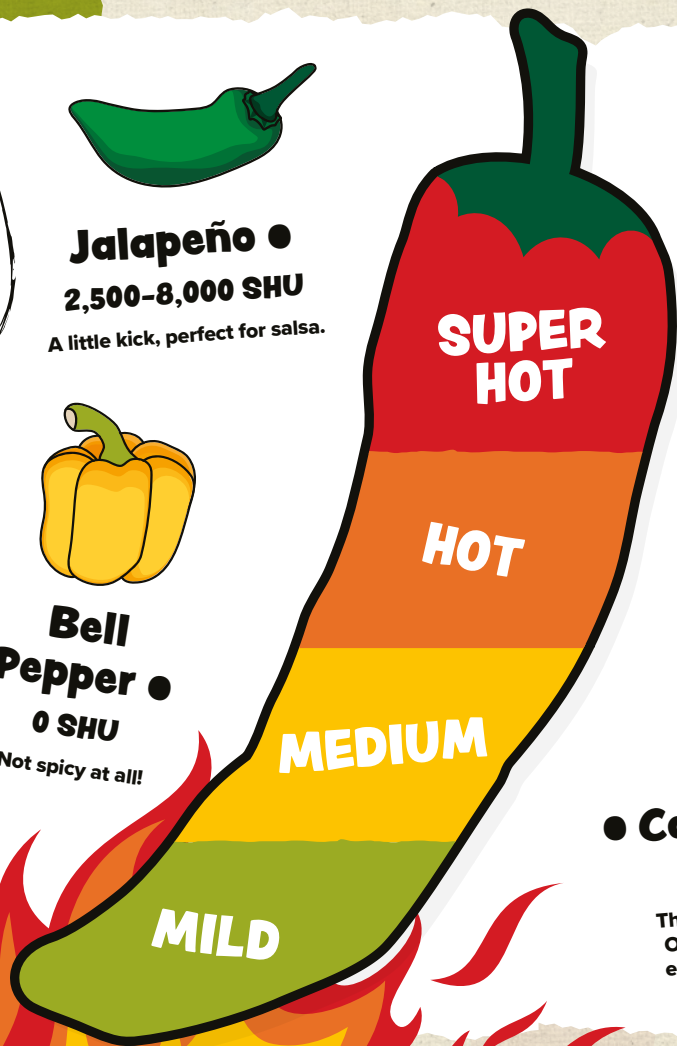
These chillies can make your mouth feel like it's on fire. They are often used in Mexican and Caribbean dishes.



## **• Carolina Reaper**

**2,000,000 SHU**

The superheroes of spiciness! Only the bravest chilli heads eat these. Super hot, used in extreme hot sauces.



Use a pen or pencil to join up the chillies with where you think they sit on our spice thermometer.

# All about Rwanda

Rwanda is a small country in East Africa. It's known as the 'Land of a Thousand Hills' because of its rolling green hills, mountains and beautiful landscapes. It's surrounded by other countries like Uganda, Tanzania, Burundi and the Democratic Republic of the Congo.

Rwanda has a population of over 13.4 million people and covers 26,338 square kilometres, which is slightly larger than Wales. Its capital city is Kigali.

Rwanda has a rich culture, delicious food like Ugali (a dough-like food made from cornmeal) and amazing National Parks where you can see animals like elephants and golden monkeys.



## Did you know?

In Rwanda, Shared Interest works with multiple farmers producing chillies and coffee.

**“Muraho!”**

means hello in  
Kinyarwanda, the official  
language of Rwanda







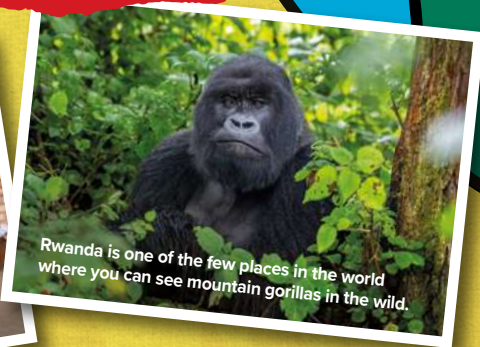
Plastic bags  
are banned  
to protect the  
environment.

The African  
Leopard is the  
national animal  
of Rwanda.

Rwanda has  
the world's  
largest number  
of women in  
parliament.

Where is  
Rwanda?

## Some cool facts



Ask a grown-up to scan  
with a smart device to listen  
to some Rwandan music.

# Chilli anatomy

Knowing the parts of a chilli helps us understand how it grows, where it is spicy and where the flavour is. Plus, it's just cool to know what's inside your food!

## Flesh

The flesh is the juicy, crunchy part inside the chilli. It's where most of the flavour is, it can be sweet or spicy.

## Skin

The skin is the shiny, colourful part you see on the outside.

## Veins

The veins are the lines inside the chilli that connect to the placenta. They also contain capsaicin, so they can be spicy too!

## Stem

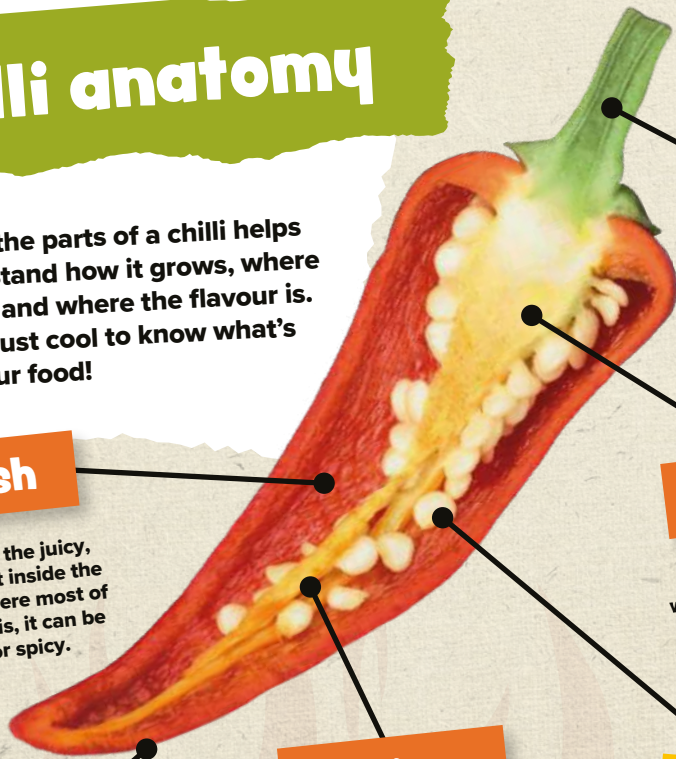
The stem is like the chilli's "hat." It connects the pepper to the plant and helps it grow.

## Placenta

The placenta is the white, spongy part inside the chilli that holds the seeds. This is the spiciest part of the chilli.

## Seeds

The seeds are tiny and found inside the chilli. They're like the chilli's "babies" because they can grow into new chilli plants!



# Chilly chilli

Help your chilli navigate the effects of climate change. Things like weather conditions will determine how long it takes you to get your chilli to the finish.





# Chilly chilli

Start

Start

Start

Start

1

Move  
forward  
3 spaces

2

Temperature is too hot  
for the chilli plants to grow  
Move back 2 spaces

5

6

7

ROLL  
AGAIN

9

10

15

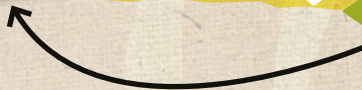
14

ROLL  
AGAIN

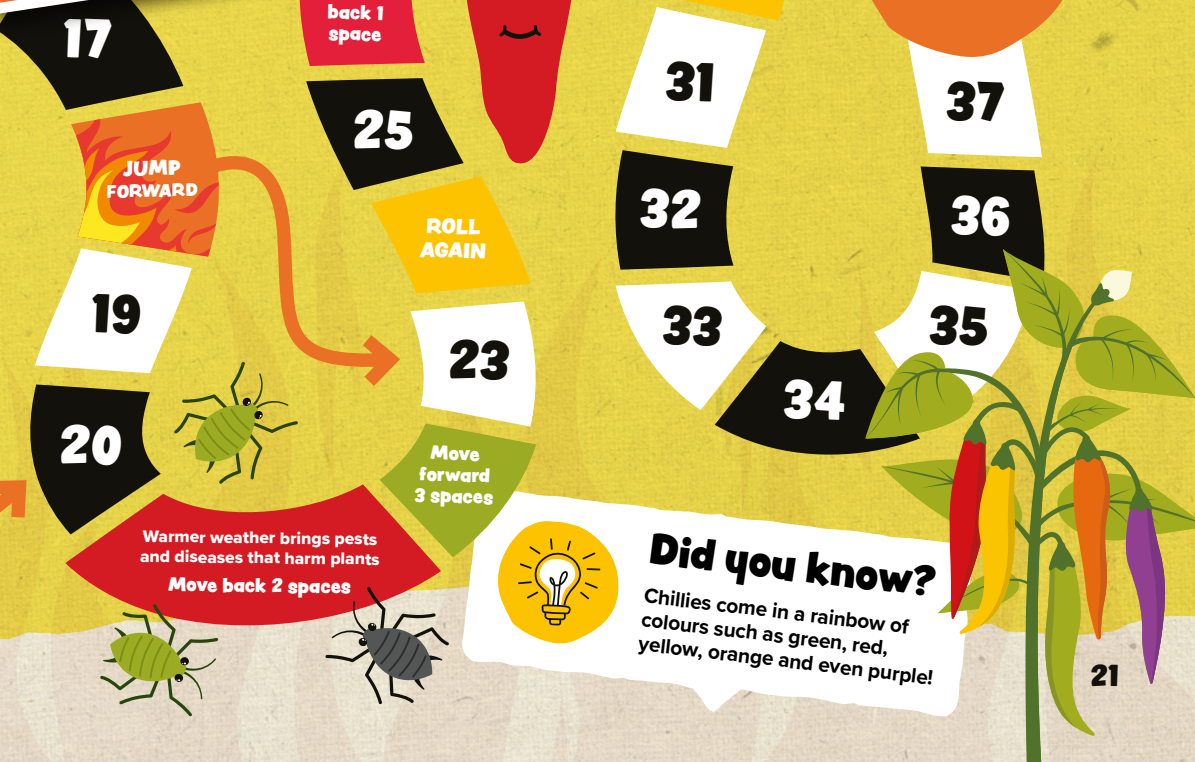
Drought  
means chilli  
crops are  
being  
destroyed  
due to a lack  
of water  
Move back  
3 spaces

JUMP  
FORWARD

Farmers plant trees to  
provide shade for chilli plants  
Move 3 spaces







# How to play

- Each player puts their counter on their start space
- Take it in turns to roll the dice. Move your counter forward the number of spaces shown on the dice
- Watch out for the various obstacles that make your journey more difficult
- The first player to finish is the winner

Pop out the dice and counters from the pages





## Did you know?

You can dry out chilli seeds on a warm window sill for 2 weeks and then pot them and then watch them grow.



**Grow your own!**





# THANK YOU FOR READING

**If you enjoyed the Little Book of Fairness  
we would love to hear from you.**

**For parents/guardians/teachers:** If you have enjoyed the activities in this booklet, please visit our website to discover more free resources.

You might also decide to help farmers by investing. Scan the QR code below with your smart device to learn more:

**For teachers:** We can provide you with a presentation that you can use independently. If you are interested, contact our membership team on 0191 233 9101 or at [membership@shared-interest.com](mailto:membership@shared-interest.com)



## **Did you know?**

The FSC serial number will tell you where this booklet was printed.



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