



# THE LITTLE BOOK OF **FAIRNESS**

**SHAREDINTEREST**  
INVESTING IN A FAIRER WORLD

# WELCOME

This is the Little Book of Fairness, and I'm Super Avo, the superfruit avocado. Before we begin I would like to introduce you to my new friend Captain Cocoa, the superfruit cocoa pod. Captain Cocoa is from Peru in South America and works hard to bring you tasty chocolate.

We work with Shared Interest and we believe in a world that's fair.

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

**This is called fair trade.**



## DID YOU KNOW?

Food products carry the Fairtrade logo and handcrafted products carry the WFTO logo. Meaning people have been paid fairly.



# HOW DO YOU MAKE CHOCOLATE?

1. Chocolate comes from the cacao tree, which can grow up to 2,000 cocoa pods each year.



2. The farmer who looks after the cacao tree opens the pods. Inside, there are cocoa beans, which are taken out.



## DID YOU KNOW?

The average cocoa farmer is over 50 years old.

3. The cocoa beans are covered and left to ferment. About 400 cocoa beans make 1 bar of chocolate.



4. The fermented beans are dried, baked and crushed and go into a chocolate mixture with sugar, milk and other ingredients.





I CAN  
GROW IN ANY  
WARM CLIMATE  
AROUND THE  
EQUATOR.



SHARED  
INTEREST'S  
COSTA RICA  
OFFICE

SHARED  
INTEREST'S  
PERU  
OFFICE



NORTH  
AMERICA

3.

SOUTH  
AMERICA

1.

2.



SHARED  
INTEREST'S  
UK OFFICE

4.



EUROPE

AFRICA

SHARED  
INTEREST'S  
GHANA  
OFFICE

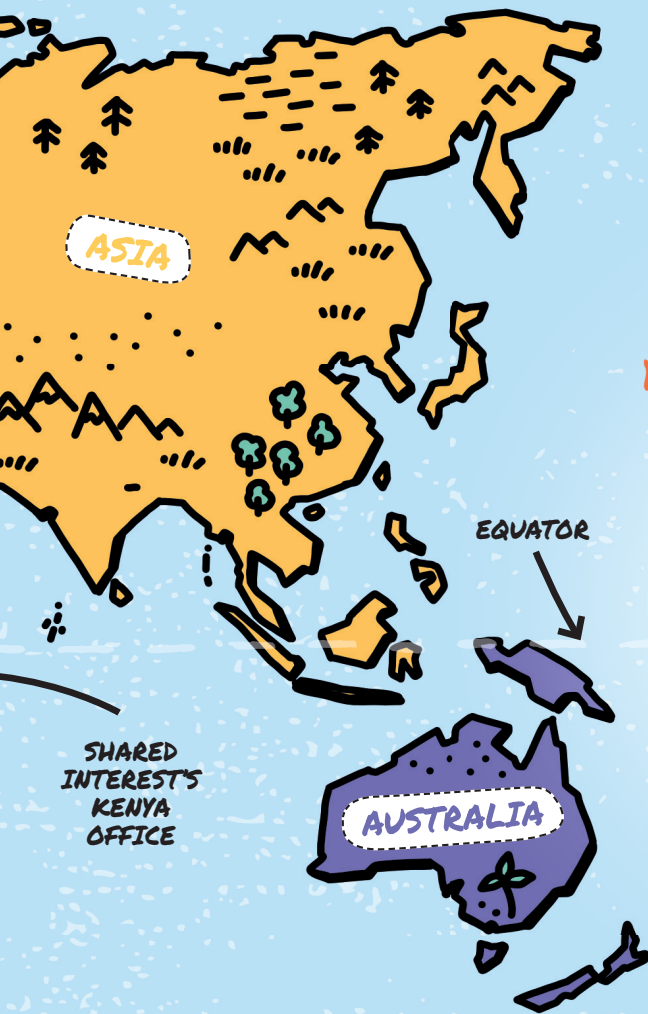


**DID YOU KNOW?**

Fairtrade labelled products  
are sold in over 120 countries  
around the world.



# WHERE DOES OUR FOOD COME FROM?



## 1. CANDELA

Candela is a company that harvests brazil nuts in Peru. Shared Interest are working with Candela to help the farmers earn a fair wage for their work.

## 2. TROPICAL WHOLEFOODS

Tropical Wholefoods work with farmers who produce dried fruit, vegetable and nuts. They make sure farmers are paid fairly and make good quality products to sell.

## 3. CAPIM

Capim have over 11,000 beehives, and work with more than 100 farmers in Mexico. Shared Interest has helped them to buy more supplies so they can harvest more honey to sell.

## 4. CAYAT

Cayat make cocoa products in Ivory Coast. Shared Interest have helped them buy machines that can make chocolate faster and even tastier.

# COCOA FARMERS CHOCOLATE GAME

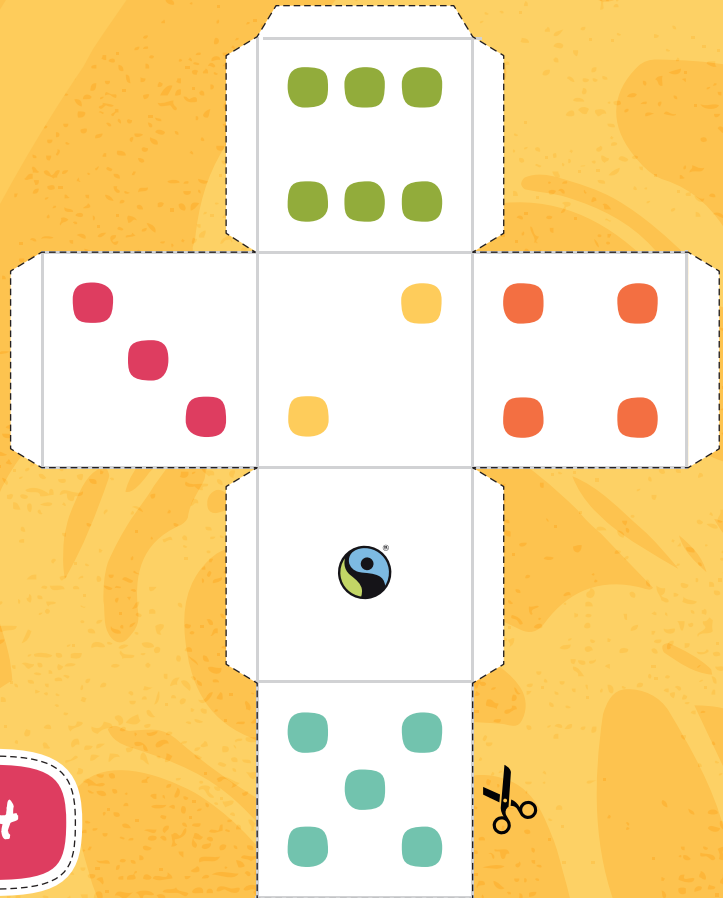
Pop out your dice and counters,  
gather your friends and play  
our cocoa game.



# GAME SHEET

**Can you help the cocoa farmers harvest their cocoa and make it into a Fairtrade chocolate bar?**

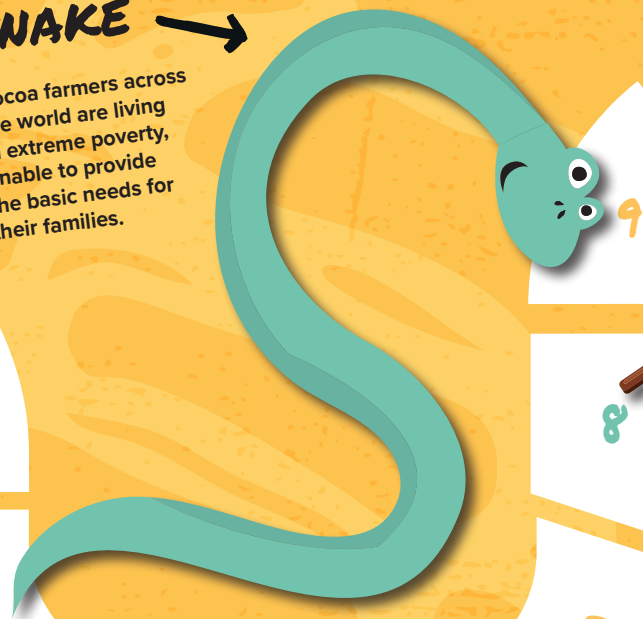
Cut out your dice and counters, gather your friends and play our cocoa game in the centre of this booklet. As for an adult for help when cutting out the pieces.



# START

## SNAKE

Cocoa farmers across the world are living in extreme poverty, unable to provide the basic needs for their families.



9

10

11

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13

ROLL AGAIN

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15

16

MOVE BACK 3 SPACES

17

HELP THE COCOA FARMER TURN HIS COCOA INTO A FAIRTRADE CHOCOLATE BAR



ROLL AGAIN



## LADDER

Fairtrade guarantees farmers a fair price, as well as a separate amount of money called a Premium, which can be spent on projects in the local community.



### DID YOU KNOW?

Most cocoa farmers in Ghana and Côte d'Ivoire earn less than 74p a day.



## Snake

Parts of West Africa face flooding due to climate change destroying their entire cocoa crop.

18  
19 ROLL AGAIN  
20



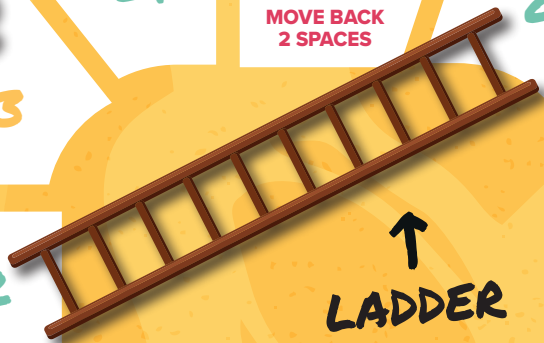
21

22

23

24

25  
MOVE BACK 2 SPACES



## Ladder

Once a year, communities across the UK come together in promoting the benefits of buying Fairtrade products. This is called Fairtrade Fortnight. Your school could get involved by making posters to show the difference made by choosing items with the Fairtrade logo when you are shopping.

26



27

28



29

30  
MOVE BACK 3 SPACES

31

32

33



**DID YOU KNOW?**  
70% of the world's cocoa beans come from West Africa

## Snake

Cocoa farmers in West Africa work long hard hours to build back up their crops.



# FINISH





# SPOT THE DIFFERENCE

There are three main varieties of cocoa bean:

## 1. CRIOLLO

The Criollo is used in luxury chocolate but rarely alone since it is very rare and expensive. Represents less than 3% of the world's cocoa production.

## 2. TRINITARIO

Found particularly in the Caribbean but also in Venezuela and Colombia. Represents about 12% of the world's cocoa production.

## 3. FORASTERO

Most large-scale chocolate is made from these beans, and come from Brazil and West Africa.



# COCOA BENEFITS

Did you know,  
aside from making  
chocolate, cocoa has  
lots of other uses  
and benefits you  
might not have been  
aware of?



## ANTIOXIDANTS

Raw cocoa is one of the best sources of antioxidants on the planet. Dark chocolate contains a higher amount of cocoa and has less sugar than milk chocolate, making it the healthier option.



## BRAIN POWER

Cocoa or dark chocolate can improve our brain function by increasing blood flow.



## VITAMINS

Cocoa powder is a good source of fibre and iron. Dark chocolate contains calcium, magnesium, phosphorus, potassium, Vitamin A and Vitamin K.



**TAKE ME SHOPPING!**

To make your chocolate cupcakes you will need the following ingredients:

- 85g soft unsalted butter
- 250g Fairtrade light brown sugar
- 165g Fairtrade dark baking chocolate
- 4 eggs
- 250g self-raising flour
- 100ml whole milk



# HOW TO MAKE: CHOCOLATE CUPCAKES



## WHAT YOU'LL NEED



**165g Fairtrade  
melted dark  
baking chocolate**



**85g soft  
unsalted butter**



**250g Fairtrade  
light brown sugar**



**4 eggs**



**250g self-  
raising flour**



**100ml  
whole milk**



Preheat your oven to 160°C.



Cream the butter and sugar until pale and fluffy.



Add the melted chocolate to the sugar and butter mixture and combine.



Add the eggs one at a time, mixing slowly.



Add the flour and the milk and beat until the mixture is smooth.



Use a spatula to fold the batter a few times to reduce the amount of air in the mixture.



Spoon the batter into the cupcake cases until they are half-full.



Bake for 18-20 minutes or until a skewer inserted into the middle of a cupcake comes out clean.



Leave the cupcakes to cool in the tin for a couple of minutes then put on a cooling rack.

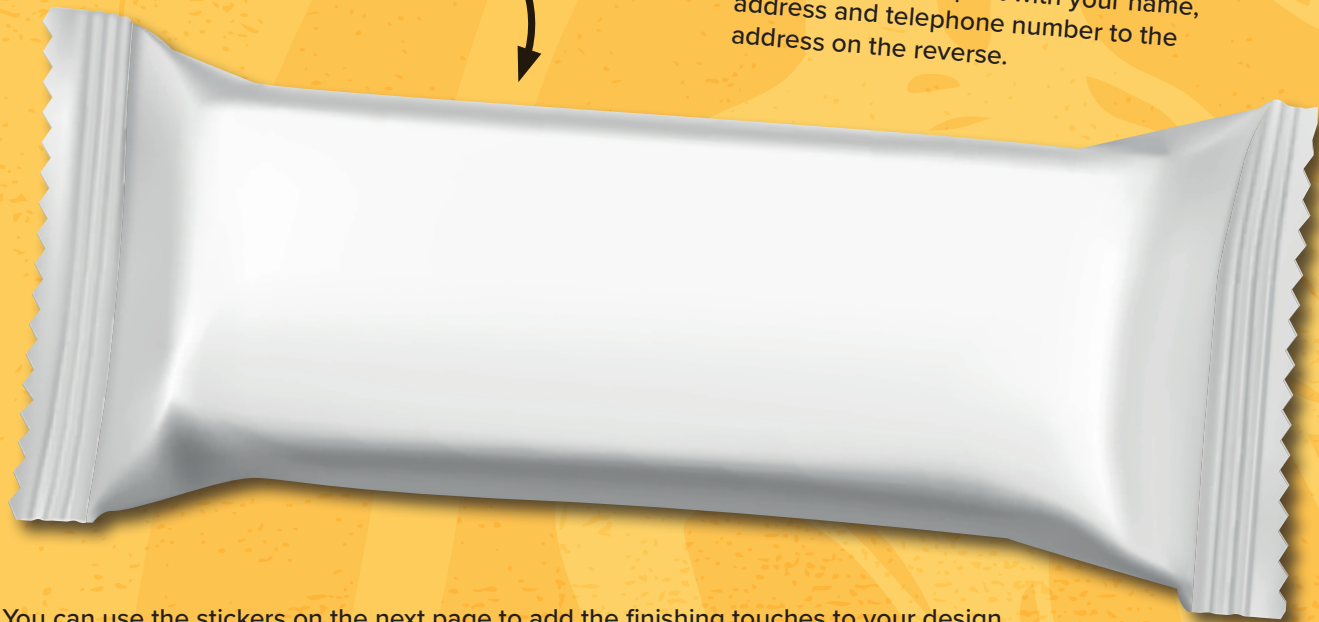




# DESIGN YOUR OWN CHOCOLATE BAR!

**With everything you now know about cocoa and chocolate, we would love you to design your very own chocolate bar wrapper!**

When you have designed your wrapper just pop it into the post with your name, address and telephone number to the address on the reverse.



You can use the stickers on the next page to add the finishing touches to your design.



**POST ME!**

**SHAREDINTEREST**  
INVESTING IN A FAIRER WORLD

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





**DID YOU KNOW?**

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

## THANKS FOR READING THE LITTLE BOOK OF FAIRNESS

**For parents/guardians:** Help us make the world a fairer place  
and visit [shared-interest.com/schools](https://shared-interest.com/schools)

**For teachers:** We can visit your school to help pupils learn more about Fairtrade.  
If you're interested, contact our membership team on **0191 233 9102** or at  
[membership@shared-interest.com](mailto: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

[www.shared-interest.com](https://www.shared-interest.com)



**PLEASE PASS ME ON TO A  
FRIEND OR RECYCLE ME**

