

THE LITTLE BOOK OF FAIRNESS

SHAREDINTEREST
INVESTING IN A FAIRER WORLD



WELCOME

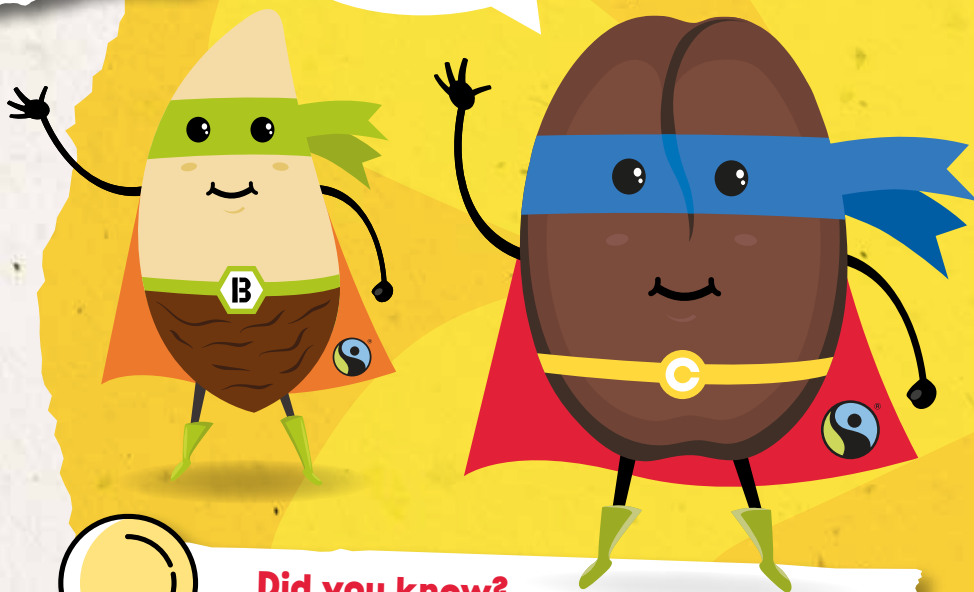
This is the Little Book of Fairness, and I'm Bravo Brazil from the Amazon Rainforest. Before we get started, let me introduce you to Komera Coffee, a coffee bean with a superpower to spot fairness wherever he goes. Komera lives in Rwanda in East Africa.

We work with Shared Interest and believe in a fairer world.

Shared Interest helps farmers and craftspeople in 45 countries. They make sure people are paid well and have enough money to live.

Hello my name is Komera Coffee!

Komera means 'be strong' in Kinyarwanda.
(the national language of Rwanda)



Did you know?

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



COFFEE FUN FACTS



COFFEE
CHERRIES



COFFEE COMES FROM A FRUIT

Coffee beans are not themselves fruit - but they are part of a fruit. The coffee bean is not technically a bean at all - it's just a seed.



Did you know?

Nearly half of the finance provided by Shared Interest goes to support coffee producers.

HOW WAS COFFEE DISCOVERED?

It is believed that a goat herder in East Africa discovered coffee after he noticed his goats were unable to sleep at night after eating cherries from a certain tree.



COFFEE CAN TASTE DIFFERENT

Each region of the world produces coffee that has a slightly different taste. Factors like the weather and soil type change the flavours. In general, South and Central American coffees tend to be rich and nutty in flavour. African coffees are known to taste fruity.

A DAY IN THE LIFE OF A COFFEE FARMER

Maize is also
known as corn.

Etienne Nkurunziza is a coffee farmer and member of KOAKAKA coffee co-operative in Rwanda. You can read more about KOAKAKA on page 12.

Etienne's parents and grandparents are coffee farmers and they passed on their farm and their wisdom to him.

Etienne has been growing coffee since he was 15 years old and now also grows beans and maize for his family to eat. His wife now grows coffee with him.

In this photograph, Etienne is standing with his bicycle loaded with a sack of coffee, ready to deliver to the co-operative.



Did you know?

A co-operative is a farm, business, or other organisation which is owned and run jointly by its members who share the profits or benefits.

PRODUCING COFFEE

Elizabeth Arista Salazar is a coffee farmer from COOPARM co-operative in Peru. This is her method of processing her coffee beans. You can read more about COOPARM co-operative on Page 12.



1. PULPING

The production starts at home. Ripe coffee cherries go into a pulping machine, which is like a bath and you leave them to soak overnight. The cherries that aren't ripe float to the top, and are taken out with a sieve.



2. DRYING

The rest is de-pulped - the outside of the cherry is taken off to leave the coffee bean. The beans are washed and left out on big trays in the open air to dry in the sun.



3. PACKING

Once dried, they go into sacks that are stored off the ground on wooden shelves, where they're protected from dirt, damp and insects. A COOPARM truck will come to collect them.

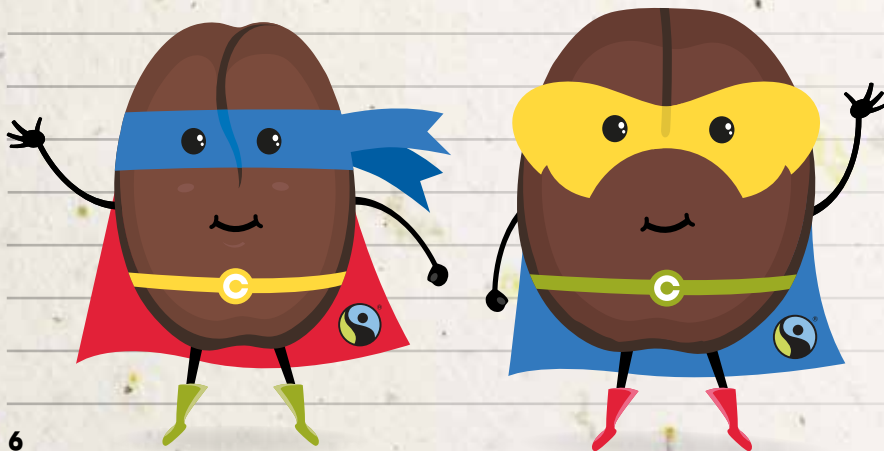


Elizabeth outside her home, which is near COOPARM co-operative.

TYPES OF BEAN

There are over 120 varieties of coffee plant around the world and each produces a different type of coffee bean. However, the two main types of coffee are called Robusta and Arabica. These two varieties differ in taste, growing conditions, and price.

Can you tell which type of bean Komera and his friend are?



ARABICA

Arabica beans are the most popular type of coffee bean, making up about 60% of the world's coffee. They have a smooth, sweet flavour. The downside of Arabica beans is that they're much harder to grow.

ROBUSTA

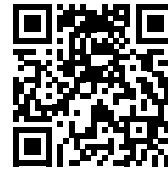
The second most popular type of coffee bean is Robusta. Robusta beans are larger and more rounded than the other bean varieties. They have a strong smell and an almost burnt taste. Robusta beans also contain much more caffeine than Arabica beans.



Did you know?

Each different variety of coffee tree produces beans with their own unique flavour. That's over 120 different kinds!

COFFEE AND CLIMATE CHANGE



Ask a grown up to scan this on a smart device to view our animation on climate change

Climate change describes a change in the typical weather of a region over a long period of time.

It can cause extreme weather conditions. Etienne has faced some challenges on his farm in Rwanda because of this. Hailstones destroyed some of his coffee trees and a drought affected his harvest.

Etienne said: “There was a time when we experienced hail. There are also times when we experienced a lot of sun that dries the flowers of the coffee plant and that highly decreases the production.

“Depending on the location of everyone’s field, there are people whose fields get damaged by land-sliding, heavy rains damage the coffee plantation and erodes the applied manure and mulch away.”



Did you know?

Research shows that by 2050, climate change will make 50% of coffee-growing land too hot for the crop to survive.

BARISTA BUILDER

A barista is a person who makes espresso-based coffee drinks.

Barista is the Italian word for 'bartender.' To be a barista, you have to learn how to make many different types of coffee drinks. Some people say it is an art form! When baristas make a coffee drink called a latte, they often make a pattern or design on top of the milky foam.

Komera Coffee has made up six different drinks here to show you how they are made. Fill in any blanks with the stickers in the back of the book.



Did you know?

Coffee is the most popular drink worldwide apart from water, with around two billion cups consumed every day!

Look out for cafés that serve Fairtrade coffee and hot chocolate. You will know that they do when you see this symbol.



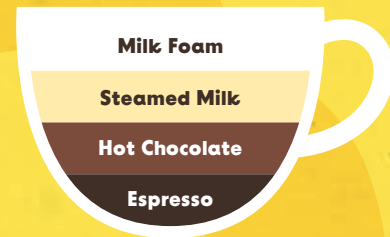
ESPRESSO



AMERICANO



CAPPUCCINO



MOCHA



LATTE



AFFOGATO

BABYCCINO RECIPE

(CHILD-FRIENDLY COFFEE)

You may have tried one of these in a café with your grown-up.

- 60ml milk foam
- Cocoa powder
- Marshmallows

Make sure you ask an adult to help you

1. To make your foam, pour the milk into a sealable jar and shake for one minute (don't forget to put a lid on).
2. Remove the lid and microwave for 30 seconds.
3. Pour your warmed milk foam into an espresso cup, then add your cocoa powder on top.
4. Add your marshmallows and enjoy.



COFFEE FLAVOUR

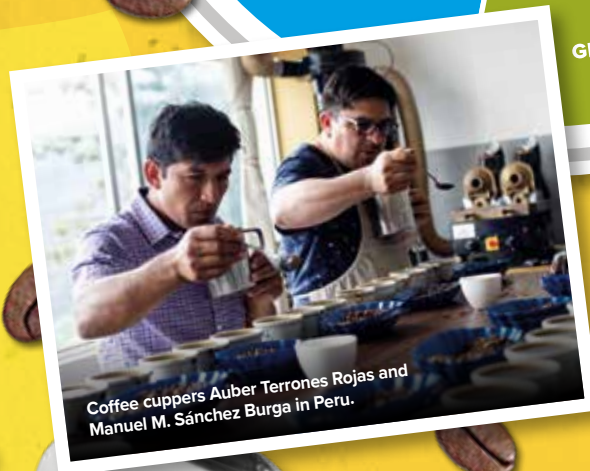
For some people, tasting coffee is their job! This is called 'coffee cupping'!

Tasters will sip a coffee and identify the flavours and aromas present using the flavour wheel. They swirl it around their mouth, making sure the drink has passed over every part of the tongue and the upper part of the mouth too. Aroma is important, so they'll also smell the coffee, separately from drinking it.



Did you know?

Since it was introduced in 1995, the coffee tasters' flavour wheel has become one of the most iconic tools in the coffee industry.



Coffee cuppers Auber Terrones Rojas and Manuel M. Sánchez Burga in Peru.

COFFEE TASTERS'
FLAVOUR WHEEL

ROASTED

FRUITY

SOUR / FERMENTED

GREEN

OTHER

- MAKE YOUR OWN - PLANT FOOD

Handful
of chopped
banana
peel

Handful
of crushed
eggshell

One
tablespoon
of used coffee
grounds
(15ml)

One and a
half litres
of cold tap
water



Coffee grounds are rich in nitrogen, which is fantastic for plant growth. We can use the grounds to help grow a range of plants in our gardens or on window sills if you do not have a garden.



Coffee plants collected from a greenhouse in Peru.

Here is a really simple recipe to make your own plant food using some easy-to-find ingredients.

Mix all of the ingredients in an empty two-litre bottle, shake well and leave for a day. Water your plants as normal, adding a good splash of the plant food every week.

Use the stickers at the back of the booklet to complete the map.

NORTH AMERICA

EUROPE

SHARED
INTEREST
COSTA RICA
TEAM

SHARED
INTEREST
UK TEAM

SHARED
INTEREST
GHANA
TEAM

AFRICA

SOUTH AMERICA

SHARED
INTEREST
KENYA
TEAM

SHARED
INTEREST
PERU
TEAM

2.



KOAKAKA and COOPARM buy coffee from their farmers and ship it to different countries around the world. The coffee is Fairtrade, which means that the farmers are paid fairly by the co-operatives.

1.



WHERE DOES OUR COFFEE 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. Here are more fun facts about the coffee co-operatives featured in this booklet. Shared Interest helps them pay their farmers on time:

Shared Interest helped KOAKAKA to buy a truck. They also helped COOPARM to buy machinery for their factory.

1. RWANDA

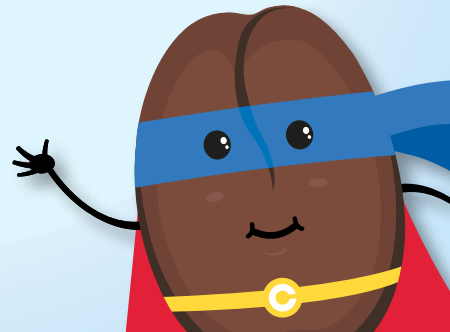
The Nyungwe rainforest in Rwanda is one of the oldest in Africa. It is home to over 1,000 species of wildlife such as the silver monkey and olive baboon.

KOAKAKA coffee co-operative is on the edge of the rainforest. The co-operative has 1,316 members working together to grow and sell their coffee.

2. PERU

COOPARM is a coffee co-operative in the Amazonas region of Peru. It has 542 farmers who work together to grow and sell their coffee.

Shared Interest helps COOPARM to pay the farmers when they harvest their coffee. They don't have to wait until their coffee is sold.



FOCUS ON RWANDA

Rwanda is one of the smallest countries in Africa. It's a landlocked country in the Great Rift Valley of East Africa.

Rwanda has a population of over 13.4 million people and covers 26,338 square kilometres of land. Its capital city is Kigali. Located a few degrees south of the equator, Rwanda is bordered by Uganda, Tanzania, Burundi, and the Democratic Republic of the Congo.

It is home to numerous national parks. At Nyungwe National Park, you can take a canopy walk across a hanging platform about 45 metres above the ground! It is the perfect height to view the wildlife.



Did you know?

In Rwanda, Shared Interest works with farmers producing Arabica coffee.

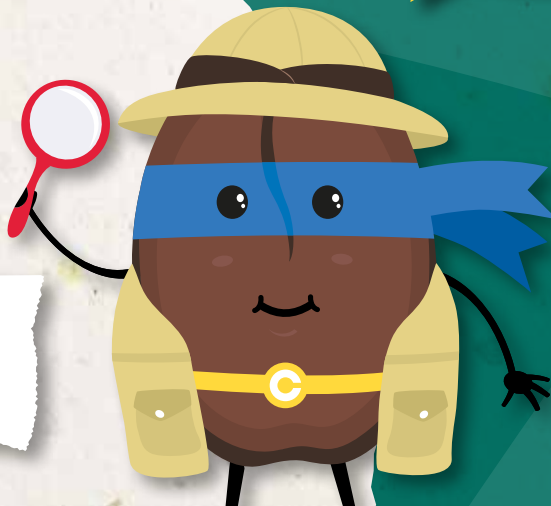
Mwaramutse

(Mwar-a-moot-say)

That means 'good morning' in Kinyarwanda.

RWANDAN COFFEE

Rwandan coffee tends to have quite a delicate taste with a pleasant, sweet, caramelly aroma and hints of citrus.





COOL FACTS

Rwanda has
four official
languages:

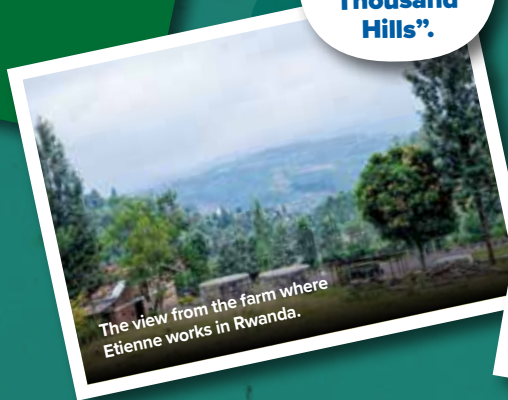
Kinyarwanda,
English, French
and Kiswahili.

Rwanda is
known as the
“Land of a
Thousand
Hills”.

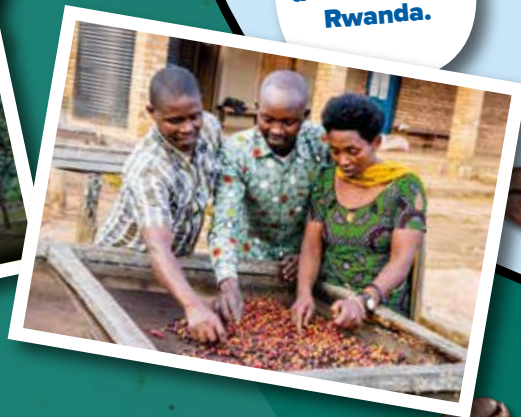
The Rwandan
franc is the
currency of
Rwanda.

Plastic bags
are banned in
Rwanda.

AFRICA



The view from the farm where
Etienne works in Rwanda.



WHERE IS
RWANDA?



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

FOCUS ON PERU

Peru is the third-largest country in South America, and is located on the western side of the continent.

Peru has a population of over 31.4 million people and covers a massive territory of over 1.2 million square kilometres. Geographically, it's made up of three different regions: coast, highlands and jungle. Its capital city is Lima.

Peru is home to Machu Picchu, an ancient Inca city high in the Andean mountains. One of the most amazing Andean peaks, Rainbow Mountain, got its name about ten years ago when changes in temperature caused the land to change colour.



Did you know?

Almost a third of the farmers and craftspeople Shared Interest supports live and work in Peru.

16



Buenos días

(Bweh-nohs dee-ahs)

That means good morning
in Peruvian Spanish.



PERUVIAN COFFEE

Peruvian coffee is smooth, mellow and flavourful, with mild acidity and a delightful aroma. Most Peruvian coffee beans are of the higher-quality Arabica variety.



Peruvian farmer carries freshly collected coffee cherries.

COOL FACTS

Peru is one of the Top 10 coffee-producing countries!

The Amazon River begins in Peru.

Peru has three official languages:

Spanish, Quechua and Aymara.

The sol is Peru's official currency.



WHERE IS PERU?



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

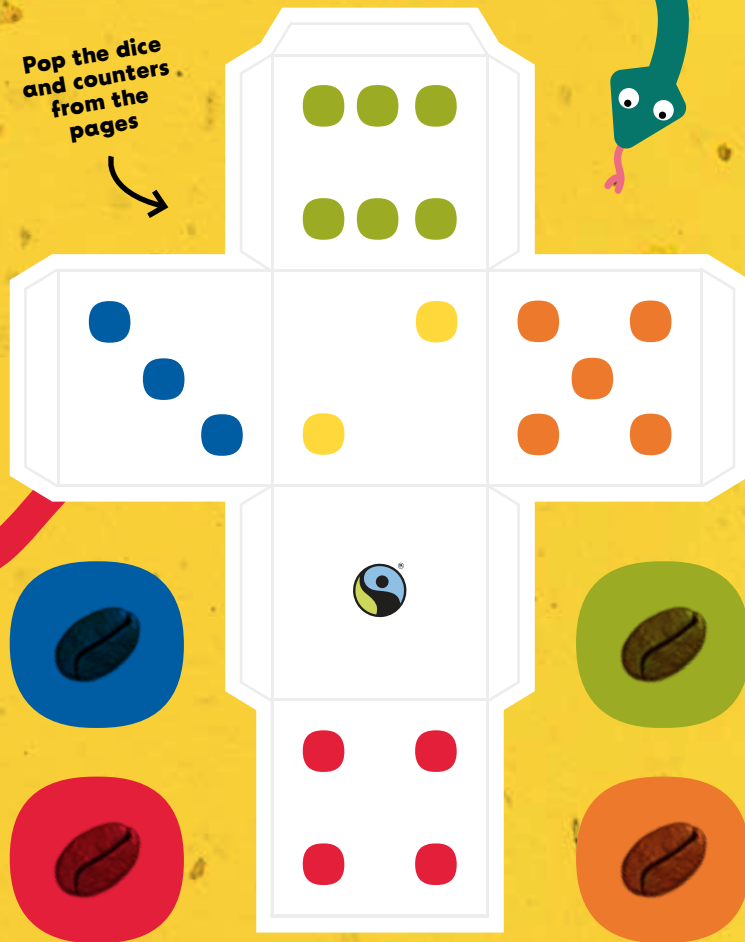
SNAKES & LATTES

Help our farmers get their coffee beans to the finish and avoid the slippery snakes.

HOW TO PLAY

- Each player puts their counter on the start space
- Take it in turns to roll the dice. Move your counter forward the number of spaces shown on the dice
- If your counter lands at the bottom of a latte, follow the steam up to the top of the latte
- If your counter lands on the head of a snake, you must slide down to the bottom of the snake
- The first player to get to 'finish' is the winner

Pop the dice and counters from the pages





If you loved playing
Snakes & Lattes, share the
fun with your friends.



FINISH

44

43

41

23

24

25

27

28

21

Climate change means that heavy rain has damaged coffee plants and too much sun has caused them to wither.

MOVE BACK 3 SPACES

ROLL AGAIN



17

Coffee farmers develop their own organic fertiliser to protect their plants from coffee diseases.

MOVE FORWARD 3 SPACES



1

2

3

START



Extreme weather has affected coffee farms in Rwanda. Entire crops have been destroyed by hailstones.

**MOVE BACK
4 SPACES**

39



36

Coffee farmers have received trees from the co-operative to plant on their farms. These will provide shade from the sun for coffee plants.

**MOVE FORWARD
2 SPACES**



31

32

33

34



16

15

14

13

A landslide has caused road closures, which means that farmers cannot deliver their coffee to the co-operative.

**MOVE BACK
4 SPACES**

11



ROLL AGAIN



Shared Interest provides finance to the co-operative, which means that farmers can be paid at harvest time.

**MOVE FORWARD
2 SPACES**

6



8

9



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. Watch this video to learn more: **www.shared-interest.com/what-we-do**

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

Write to us at: Shared Interest Society,
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.



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