



# Invest in a fairer world with Shared Interest

**500 million smallholder farmers  
produce one-third of the world's food,  
yet often struggle to feed their own families.**

Established in 1990, Shared Interest unites  
11,700 ethical investors in the UK.

By opening a Share Account, Shared Interest  
members can make investments which support  
businesses, farmers and craftspeople, enabling  
them to trade their way out of poverty.

**In 2025**

**£57.9m**

**was disbursed in  
financial support**

**to**

**162**

**fair trade  
businesses**

**in**

**42**

**countries  
worldwide**

**From £100**, you can open a Share  
Account and start transforming lives  
today. Join our community and  
invest in a fairer world for farmers,  
craftspeople and their families.



**Scan me** to connect  
and find out more  
about Shared Interest.

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



**SHARED  
INTEREST**  
INVESTING IN A FAIRER WORLD

# How it works



## STEP 1

A Share Account is opened.  
Funds are invested with Shared Interest.



## STEP 2

All funds invested are pooled together.



## STEP 3

A loan is made to a fair trade business  
by Shared Interest.



## STEP 4

The loan can be used to pay farmers,  
strengthen supply chains and grow.



## STEP 5

The business repays Shared Interest  
and funds are lent out again and again.



**“The Shared Interest loan  
has allowed us to double  
our coffee sales and pay  
farmers on time.”**

– Coffee co-operative in Uganda

**“Farmers are paid on  
time ... they get extra  
income and are able to  
improve their livelihood,  
get medical insurance and  
send their kids to school.”**

– Fruit-and-vegetable co-operative in Rwanda