

# Myths about Fair Trade



Goal: To clarify misconceptions about Fair Trade. To raise awareness about issues of Fair Trade.

Time: 5-10 minutes

Activity:

1. The facilitator reads the following myths about Fair Trade, one at a time. After each myth is read, participants that think it is true should stand. Those that think it is false should sit.
2. Once a myth is read and participants sit or stand, the facilitator reads the answer.
3. After all myths are read, encourage the group to discuss the results:
  - a. Did you learn anything new?
  - b. What surprised you the most?
  - c. Why do you think Fair Trade is not prevalent in every store?
  - d. How can we spread the word about Fair Trade?

## MYTHS:

Buying Fair Trade is more expensive than buying items that are not Fair Trade Certified

Answer: Not necessarily. Fair Trade Certified coffees and chocolates are generally competitive with other gourmet, specialty coffees and chocolates. They are, however, more expensive than mass-produced, low quality coffees and chocolates. Fair Trade Certified bananas, can cost quite a bit more because small cooperatives lack the shipping and logistical capabilities of multinational fruit companies. As Fair Trade grows, these smaller groups become more competitive and prices go down.

Fair Trade Prices are the same for all retailers

Answer: Not so. They can have different prices in different retailers across the country.

TransfairUSA is the only independent, third party certifier of Fair Trade products in the US. Does Transfair evaluate countries or products?

Answer: Transfair USA evaluates products.

While the US certainly faces labor issues, Child exploitation is not a problem for the US

Not so. In the USA, the [United Farm Workers Union](#) estimates that 800,000 children work in the agricultural sector.