

Extract of student evidence

....I value my financial security and getting a good deal ¹ so I only buy fair trade products when they cost about the same as other produce of the same amount of quality. ³

Consumers of Fair Trade products value fairness and respect ² so they buy fair trade products even when they cost a bit more, or even a lot more. ⁴

I like good quality bananas but by going out to buy cheaper ones my money will mostly go to the sellers and the companies that keep the wages down and do not provide safety equipment and safe sprays for their workers. The workers have to work like slaves and they can get sick and get no pay. This is not socially sustainable for the workers or their families. This has made me think more about what I buy because other people should get a good deal too, like I expect. ⁵

.....By paying the extra for the bananas the Fair Trade consumers have supported a company that pays higher wages allowing the workers to feed themselves and their family. This is good for the families' economic sustainability and social sustainability for the community. The company is developing organic fertilisers and reduced the insecticide being sprayed by helicopter. A farmer said he now has more plants able to grow in his vegetable garden and more birds singing in the trees around the plantation. That means there should be more environmental sustainability. ⁶