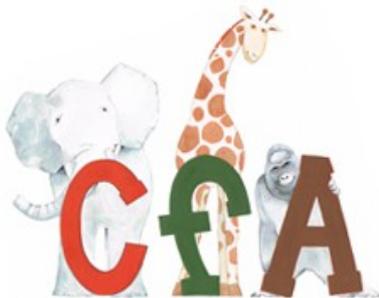


# EVERY TIME A PERSON IN WALES BUYS A FAIR TRADE PRODUCT FROM AFRICA

**Does fair trade work? Can I really make a difference? Should I buy fair trade?  
The answer to these questions is yes! Yes! And YES!**

With funding from the Welsh Government, through Hub Cymru Africa, Fair Do's/Siopa Teg has worked closely with some producers of the goods it sells to measure the impact it's having on communities in Africa. By comparing data on earnings and living costs, we have discovered that fair trade is supporting individuals, families and communities to not only meet their basic needs, but is transforming lives and allowing people to thrive and plan for the future.

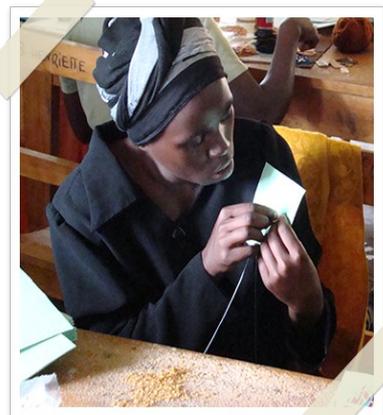


Cards from Africa has been producing hand-made greeting cards in Rwanda since 2003. Made from recycled paper, you can choose from a wide range of designs for all occasions, with some available in Welsh made especially for Fair Do's/Siopa Teg! Cards from Africa aims to work with young orphaned adults, providing them with meaningful and dignified employment. Card makers earn more than teachers, nurses and soldiers, and to date, 200 families have benefited from working with Cards from Africa.

Since 2009, the sale of these cards at Fair Do's would have enabled a card-maker to earn enough money to pay for:

- 5 years of education for one child (including all fees, uniforms, books and stationery)
- 5 mosquito nets
- 15kg of seeds to grow food
- 3 farming tools
- 241kw of electricity

Buying just one card makes a difference as that could pay for 1kw of electricity. Two cards could pay for 1kg of seeds.



*Florence*

**"My life was hard, and I was not able to finish school. But my son will not have a life like that. He will get a good education and have an exceptional life." Florence.**



Since 1993, Denur Crafts has enabled mothers in Kenya to earn enough money to ensure their children can attend school. Today, 38 women earn, on average, £350 a month from producing jewellery, soap-stone products and decorative wooden carvings. The cost to send one child to school for one year is £350, which means the women can earn enough money throughout the year to meet all their basic needs and more. Since 2009, Fair Do's/Siopa Teg has helped pay for 12.33 years of education.

**“You may not think of the impact you're having. Your shopping has made a lot of changes for the children of Kenya and it's greatly appreciated.” Leah Mitula, founder of Denur Crafts.**



Gumutindo Coffee Cooperative has been producing Fairtrade organic coffee in eastern Uganda since 2004. With 12,000 members, many people are reaping the rewards of fair trade. As Patrick told us, **“It is because of fair trade that most of my family have received an education. Because of fair trade, we have constructed good houses, primary schools, health centres; we have more clean water and better roads.”** Having received almost \$1 million in Fairtrade Premium between 2012 and 2015, which is paid in addition to the Fairtrade minimum price, it's easy to see how fair trade is having such an impact.

**55 people drinking one cup of coffee a day could sustain an average fair trade coffee farmer in Uganda**

**Gumutindo produce coffee grown by women, which is helping to address issues of gender inequality.** “Because of 'Coffee Grown by Women', I am able to send my children to school and my husband and I discuss what the family needs and decide what to spend money on together.” Justine Watalunga.

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