

# You know trade isn't working for the world's poorest, that's why you buy Fairtrade products. Why not go one step further?

Millions of people working in agriculture, manufacturing and services are not reached by Fairtrade. We need to change the unfair trade rules that keep them in poverty. The European Union (EU) is now pushing for unfair trade deals with over 100 countries. These deals will put European companies first, not the 1.5 billion people in these countries living on less than US\$2 a day.

## The impacts of these new deals are far reaching:

- Millions of low income farmers and producers will not be able to compete with subsidised agricultural produce from Europe flooding their markets and destroying their livelihoods
- Poor countries will find it much harder to 'add value' to their basic commodities through manufacturing or processing, which is where the real profits are made
- Multinationals will retain their grip on world trade and make bigger profits at the expense of the world's poor.

## So what's the answer?

The EU must call a halt to unfair trade deals and develop an approach to trade which protects people and the environment, not big business.

## What can you do?

- Sign and send the action card to European Trade Commissioner Baroness Ashton calling for a new approach to trade policy
- Join the World Development Movement's (WDM) trade campaign – sign up on the website for updates and actions at [www.wdm.org.uk/trade](http://www.wdm.org.uk/trade)
- Contact your MEP – WDM has a lobby pack with all the information you need to communicate with your MEP. Contact WDM on 020 7820 4900 or [wdm@wdm.org.uk](mailto:wdm@wdm.org.uk)
- Continue to choose Fairtrade when you shop.

We're all feeling the pinch these days. But it is the world's poor who are least able to cope in difficult economic times. It's never been more urgent to campaign to end unfair trade rules.

**The World Development Movement** campaigns against the root causes of poverty by lobbying decision makers to change the policies that keep people poor. WDM is a founder member of the Fairtrade Foundation. [www.wdm.org.uk/join](http://www.wdm.org.uk/join)

**The Fairtrade Foundation** is the independent non-profit organisation that licenses use of the FAIRTRADE Mark on products in the UK that meet internationally agreed Fairtrade standards – tackling poverty and injustice through trade. [www.fairtrade.org.uk](http://www.fairtrade.org.uk)

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1 in 4 bananas sold in the UK is Fairtrade



Developing countries lose \$1.3 billion every day due to unfair trade rules



**World  
Development  
Movement**

**MAKE IT HAPPEN  
CHOOSE FAIRTRADE**

