



SHAREDINTEREST
INVESTING IN A FAIRER WORLD

THE EPIC BOOK OF FAIRNESS

THIS IS THE EPIC BOOK OF FAIRNESS

Hello,

If you haven't heard of us before, we are Shared Interest, an ethical investment organisation based in the north east of England.



We help people living in the UK do amazing things with their spare money. By keeping £100 or more in a Share Account, they help us pool all of these funds into one big pot. Then we lend it to farmers and handcraft makers across the world.

This year, we have supported over 397 organisations, helping almost 375,000 individuals in 60 countries. These organisations are helping people earn a living through fair trade.

We hope you enjoy taking part in the activities and learning more about how we can make the world a fairer place to live.

If you have any questions, please email us at membership@shared-interest.com

Thank you,

Patricia Alexander
Managing Director



"DO YOU BUY FAIRTRADE PRODUCTS FROM THE SUPERMARKET?"

Read more inside about which items in your shopping basket create a better life for people in the developing world."

GIVING HONEY FARMERS A BUZZZZZZZZZZ

Farmers from Apicoop co-operative in Southern Chile constantly live in fear of losing everything, because their area suffers from earthquakes and volcanic eruptions.

Sometimes, although they work really hard, their produce is damaged in the quakes and they can't earn enough money for their families. They need to work even harder to get things back in order and it is a constant struggle.

Recently, an eruption buried 5,000 beehives in hot ash. Luckily, when the farmers dug them out, they had survived. Chino, the General Manager of the farm, realised another product was needed in case something happened to the bees in the future.

He is part of a co-operative, which means everyone works together to find a solution. Shared Interest were able to give Apicoop a loan to buy blueberry seedlings. Now, they don't just rely on the bees. All of the farmers can share in their success.



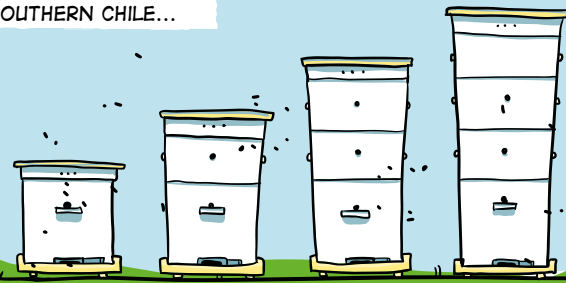
DID YOU KNOW?

One bee will only make $\frac{1}{12}$ of a teaspoon of honey during its entire life.

COMIC CORNER



ONE DAY, ON THE APICOOP FARM IN SOUTHERN CHILE...



THE VOLCANO HAS ERUPTED! TAKE SHELTER!

RUN FOR YOUR LIVES!



A FEW HOURS LATER...

IT'S NOT LOOKING GOOD, CHINO. 5,000 OF OUR HIVES ARE BURIED IN HOT VOLCANIC ASH.

KEEP DIGGING. DON'T GIVE UP.



GREAT NEWS - BUT I THINK WE NEED A BACKUP PLAN.

IT'S A MIRACLE, CHINO. THE BEES HAVE SURVIVED.

SHARED INTEREST HAS GIVEN US A LOAN TO BUY SOME BLUEBERRY SEEDLINGS.

NOW IF ANYTHING HAPPENS TO THE BEES, WE'LL ALL BE OK.



DESIGN A LABEL

The honeybee farmers of Apicoop, Chile need new packaging for their Fairtrade honey. Can you design a label for their jar?



DID YOU KNOW?

'Miel' (which is Spanish for 'honey') is the only food that is created by an insect.



FAIRTRADE



NYAME AKWAN

(pronounced NIGH-YARMEE AK-WAN)

Where: Kumasi, southern Ghana

Who: A group of Fairtrade orange farmers.

How Shared Interest helped:

They provided a loan to buy fertilisers for farmers to stop their fruit from ripening early. They also help them deal with changing rainfall patterns from climate change.



LEMBERONA

(pronounced LEM-BER-OWNER)

Where: Austria

Who: They help farmers sell their fair trade nuts (macademia and brazil), seeds (chia and sesame), dried fruit (apricots and mangos) and vegetables internationally, offering more money than selling them locally.

How Shared Interest helped:

They provided finance to help improve their solar drying system and now it can run 24 hours a day.



COPROEXNIC

(pronounced CUP-ROX-NIC)

Where: Managua, western Nicaragua

Who: A small co-operative exporting some of the best organic sesame seeds from Nicaragua.

How Shared Interest helped:

They provided a loan to support the farmers, so they could sell sesame seeds.



ASANTE

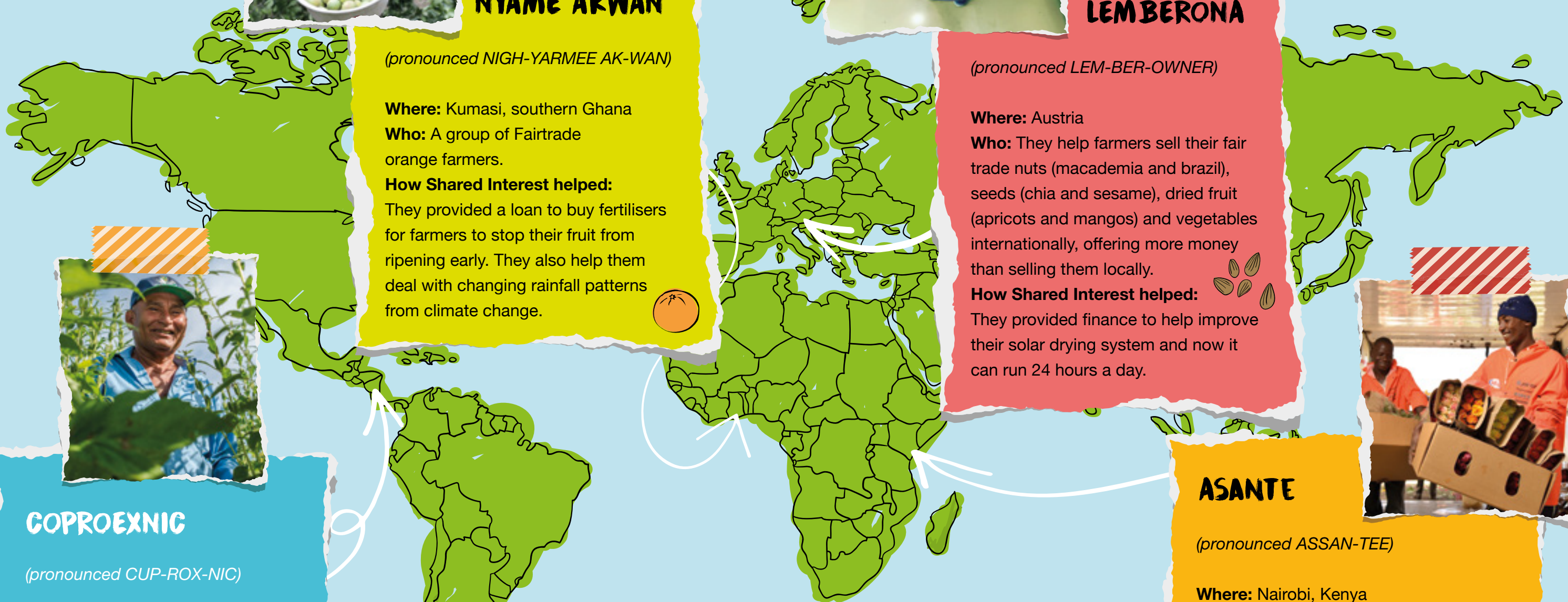
(pronounced ASSAN-TEE)

Where: Nairobi, Kenya

Who: A small organisation with big ambitions to be the best flower producer in Africa.

How Shared Interest helped:

They provided finance to help them expand and make profit from their business. This has improved the livelihoods and living standards of staff and the local community.



A COCOA CO-OPERATIVE CARRIED BY THE JOY OF LIVING

“Hi, my name is Rita, I am a farmer and member of ACOPAGRO co-operative. ACOPAGRO is a cocoa producer from the San Martín region of Peru, founded in 1997 by 27 farmers. There are now 2,000 members just like me across four areas of Peru.

Sadly, our community faces problems like accessing clean water, opportunities for education and sufficient healthcare. Because of this, ACOPAGRO needed to help its members and organisation – so they turned to Shared Interest for support.

ACOPAGRO can now pay us on time and provide medical support for our families. Last year, they installed 300 stoves for better fuel use and a healthier environment. They even worked with the Ministry of Education, to reward the best students and teachers in local schools. Our children have also benefited from a fund to enable them to go to university.

ACOPAGRO is considered one of the best models for Alternative Development programmes in Peru. We have been awarded high honours in specialty markets for our quality cocoa and organic certification.”



DID YOU KNOW?

Half of all the chocolate produced in the world is consumed in Europe with the average European eating 5.2kg every year.

HOW IS CHOCOLATE MADE?

1. The cacao tree grows 20-30 pods per year, and each pod contains 50-60 cocoa beans or seeds.
2. Cocoa farmers crack open the pods, scoop out the seeds, ferment and dry them.
3. The beans are then roasted and ground to create a chocolate liquid, which is mixed with sugar and other ingredients to produce chocolate.





WE'RE BANANAS ABOUT BANANAS

Bananas are quite a big deal, being the most eaten fruit, and the fourth most important crop in the world.

Banana production is huge – weighing in at around 81 million tonnes every year. Because of the conditions needed for bananas to grow, production is mainly in tropical countries within Asia and Latin America.

DID YOU KNOW?

The banana tree is actually the world's largest herb. Can you name some other herbs?

The banana producers that Shared Interest lends to are mostly based in Peru and Ecuador. Peru's climate is perfect for growing bananas, as the dry weather means there is less chance of fungus. This means that farmers can grow their bananas without using chemicals, which is much better for our health.

A LITTLE CHALLENGE

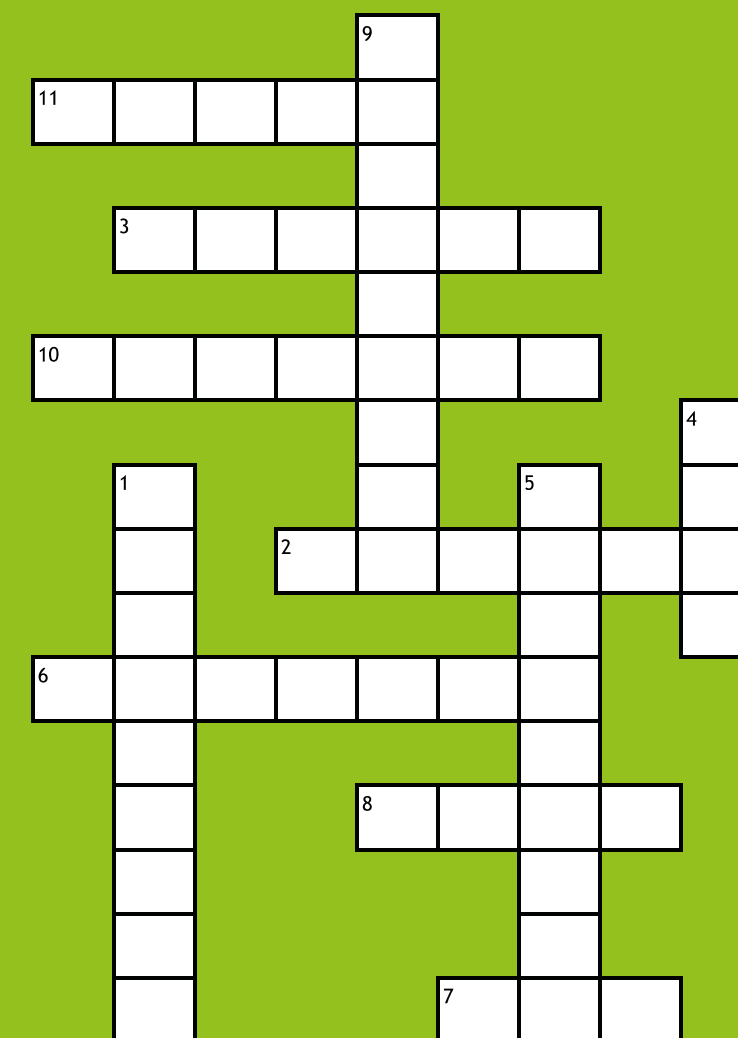
Feel like you have learnt some interesting facts? Put yourself to the test and try the crossword below.

Across

- 2. I'm a yellow fruit
- 3. Another word for when something is not balanced
- 6. A country in Latin America which grows bananas
- 7. I live in a hive
- 8. A country in Latin America which grows coffee
- 10. The people that invest in Shared Interest
- 11. You make chocolate with this

Down

- 1. I'm a sweet treat and nice to drink
- 4. Shared Interest gives this finance to farmers
- 5. A way for the farmers to get paid fairly
- 9. I'm a type of nut



Answers
 Across: 2. Banana 3. Unfair 6. Peru 8. Bee 10. Members 11. Cocoa
 Down: 1. Chocolate 4. Loan 5. Fairtrade 9. Macadamia

We hope you enjoyed reading our booklet.

For more information about how to get involved in making the world a fairer place, visit www.shared-interest.com/schools

If you want to help people earn a fairer wage, look out for the Fairtrade logo when you go shopping. Some of the products you might find include: bananas, coffee, chocolate, oranges, and some beauty products like shampoo which contain ingredients such as shea nuts.

For Teachers:

We can come and visit your school to help pupils learn more about Fairtrade. If you are interested, please contact our membership team on **0191 233 9102** or at membership@shared-interest.com



You can write to us at:
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Pearl Assurance House,
7 New Bridge Street West,
Newcastle upon Tyne
NE1 8AQ

DID YOU KNOW?

Our head office is in Newcastle upon Tyne but we also have offices in Costa Rica, Ghana, Kenya, and Peru.