

Fairtrade Fortnight 2025



This weekend marks the end of Fairtrade Fortnight, a time when we celebrate the difference we can all make when we choose Fairtrade and campaign as part of a UK-wide movement calling for a fairer system behind the things we consume every day. With the world in a tailspin, fairness isn't a given. But the power to get there is in our hands. Together, our actions can have a positive impact on real people's lives. Fairer pay. Fairer treatment. Fairer futures.

That's Fairtrade.

It's not just a label – it's a movement. So, whatever you do, and however you do it: Do it Fair.

Fairtrade Fortnight celebrates the farmers and workers behind the products we love. Through Fairtrade, they earn fairer prices, better working conditions, and the power to shape their future. Here is the story of Saritha Kumari, a Tea Leaf Plucker at United Nilgiri Tea Estates in South India for seven years.

Education and Safety for Saritha's Children

Life at the tea growing estate has brought real change for Saritha's family. Both her daughter and son now attend school, with tuition, uniforms, and meals all provided for free. The Fairtrade Premium funds a daily school bus, which means her children can travel safely to school – especially important in a rural area where wild animals like bears and tigers are a real risk. 'These days, if there were no bus, we'd be scared—so many wild animals like bears and tigers are coming out of the forests. They're even attacking people. So if there were no bus, how would the children get to school?' she says.

Saritha is deeply proud of her children's ambitions, lighting up when she talks about their dreams: 'They say they'll become doctors and police officers... we couldn't do it, but if they do, wouldn't that be good?'

Building a Better Home

Saritha has worked hard to create a stronger and more resilient home for her family. With support from Fairtrade Premium funds, her household now has clean water, reliable electricity, and secure rooms – essentials that make daily life healthier and more comfortable. The Premium has also provided practical items like a water filter, cookers, cupboards, and a mixer – helping Saritha to make her daily routines safer and more manageable.

What does this mean for me?

In a world deeply divided between the "Haves" and "Have nots" - and most of us in this country are among the "Haves", even if we don't always feel like it – our buying choices have a huge impact on the lives of people in other countries. The next time we are in a supermarket and there is a Fairtrade choice, remember Saritha and the thousands like her who are benefitting from the Fairtrade scheme. Fairtrade goods may be slightly dearer but are always top quality and those few extra pence make so much difference.

More info: <https://www.fairtrade.net/uk-en/get-involved/campaign-with-us/current-campaigns/fairtrade-fortnight.html> or Google 'Fairtrade Fortnight 2025'.