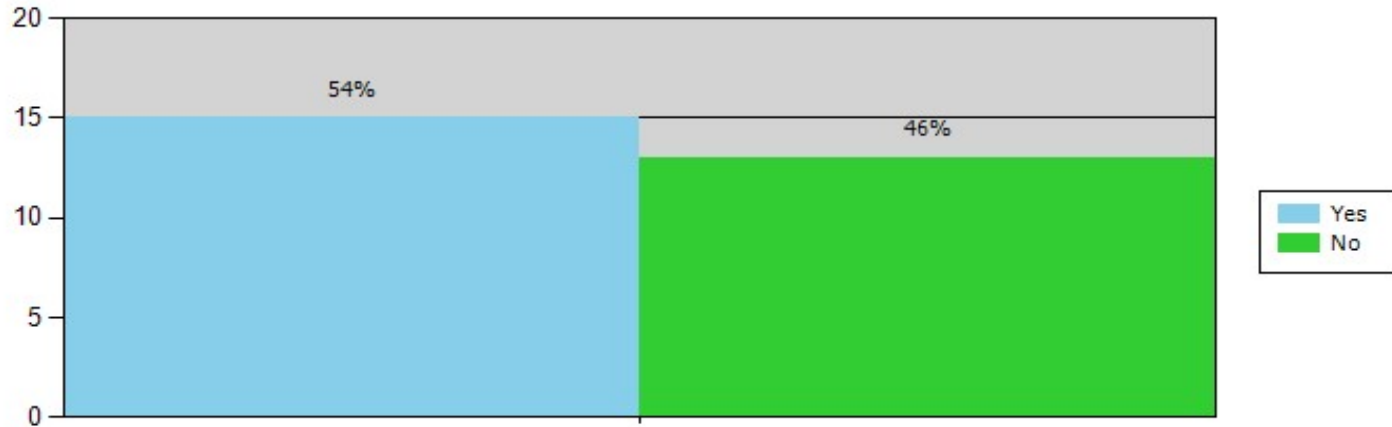


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Fairtrade

12: Are you aware of what Fairtrade means?



Response	Count	%
Yes	15	53.57%
No	13	46.43%
	28	

12.1: If you said yes, please write down what it means in the text box below.

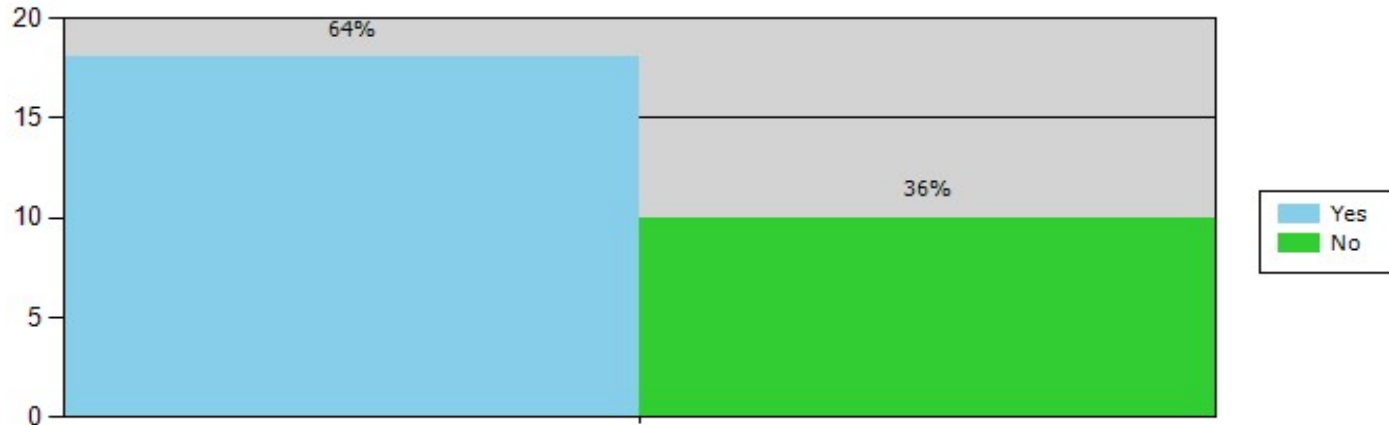
Responses
Products that are bought from farmers where they get a fair amount of money for the product rather than a small bit
Fairtrade is an organisation that focuses on reducing waste, the carbon footprint and the impact on the environment of food production and ensuring those
It means that items or products or bought for a fair
N/A
When a rich and developed country trade items such as a coffee and chocolate with poorer, less developed countries
things that are made in a way that doesnt harm anyone
Buying things from countries that export them at a good price
When products have been sourced ethically

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Fairtrade enables producers to receive a portion of the price of the product. For example, a certain price of bananas sold in most UK supermarkets will go to (No response)

13: When shopping do you ever purchase anything that is Fairtrade?



Response	Count	%
Yes	18	64.29%
No	10	35.71%
	28	

13.1: Please give a reason for your answer

Responses
It depends on what i buy, if i buy coffee and bananas then i make sure they are, but not with all products
(No response)
I don't check it
Fairtrade dark chocolate is so rich and the best vegan chocolate, in my opinion.
i dont understand it too well and its expensive!
I probably do without realising
expensive
Food items mostly

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Chocolate
It's always more expensive and sometimes in more packaging than non-Fairtrade supermarket products.
I believe that you have a moral obligation to help the people producing you food, no matter where they come from so by buying products that are a little bit
Bananas
I like to know that the money I am giving is going to the people that made the product rather than the large supermarket
I believe it's better for the environment and it's usually better food.
It's usually more expensive.
I dont know what it is
I'd like to support countries directly and not just corporations
I don't know exactly what it means, but it's to do with how workers are treated I think. I do look for fair trade food but don't always.
I don't know or realise what fair trade really really is

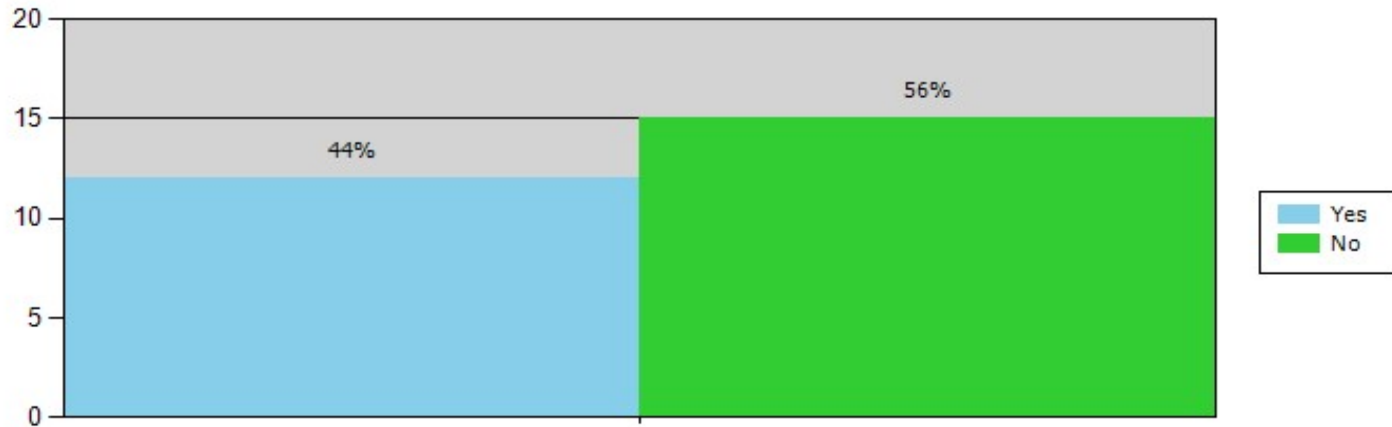
14: What products do you think are Fairtrade?

Responses
Cadbury's hot chocolate, bananas, tea bags
Fruits, snacks, tea, coffee. Anything with the Fairtrade symbol on?
Some items of clothes sold by specific shops
Chocolate, snack bars, fruit etc
Fruits, chocolate, coffee
Food items are more common
Bananas, cereal bars, chocolate
Bananas
There's a range of things, mostly fruit, veg and nuts.
many items can be fairtrade
bananas
Coffee, bananas, chocolate, tea
no idea
(No response)
Bananas, Chocolate, Coffee, Clothing
some fruits/veg, nuts etc
Chocolate, fruit, veg. Anything really with the label on.

15: Were you aware that the Students' Union merchandise is 100% Fairtrade and some of the food we sell in

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Response	Count	%
No	15	55.56%
Yes	12	44.44%
	27	

16: What do you think we as a union could do to make people more aware about Fairtrade?

Responses
Advertise it more.
Advertise
Posters, campaigns.
put signs up
Keep doing the Fairtrade week and the Smile Campaign. Maybe increase information in Beats and Rustys.
more social media about it?
(No response)
Maybe a cyber campaign?
advertise this more online
Post about it on the social medias and get people to interact
Have signs out saying their stuff is fair trade
The same as last year! Leaflets in beats, food items with facts on

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Give more detail about what it actually is - we all see the logo and are aware of it but may not know the actual meaning
Yes definitely. It's not advertised widely that the clothing is fairtrade or the food
Advertise what fairtrade is on the merchandise
More volunteering opportunities around Fairtrade to allow those who participate to understand further what it is
Promote it more, make the students, and other people more aware of the positive impacts of fair trade

17: Were you aware that High Wycombe is a Fairtrade town?

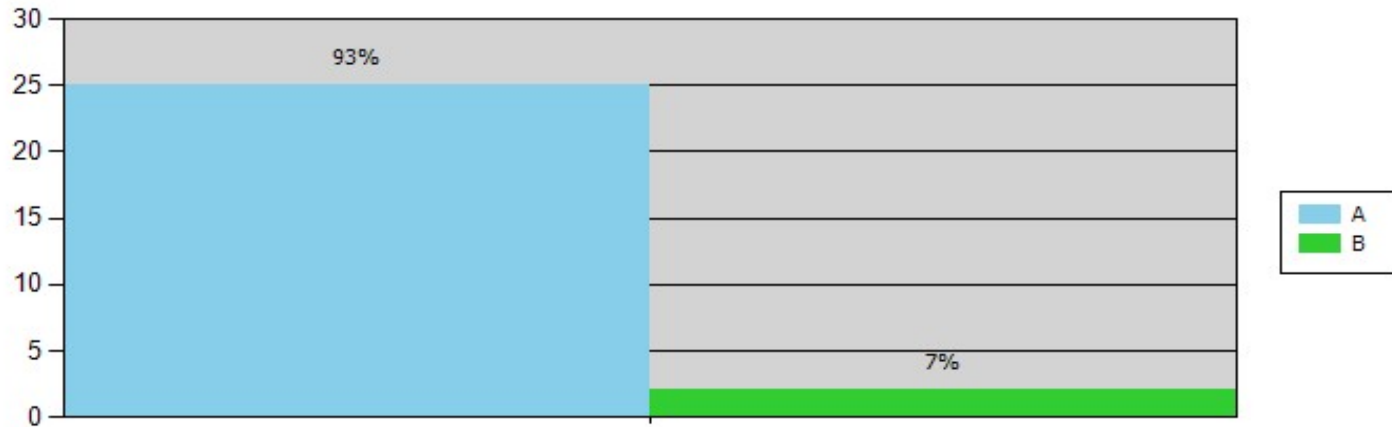


Response	Count	%
No	23	85.19%
Yes	4	14.81%
	27	

18: Which symbol indicates that an item is Fairtrade?

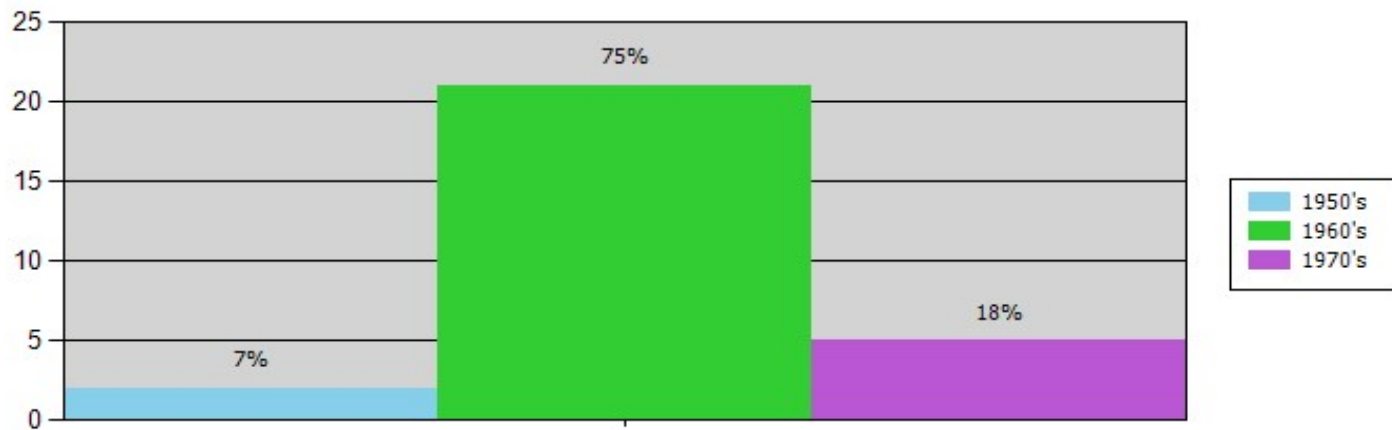
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Response	Count	%
A	25	92.59%
B	2	7.41%
	27	

19: When did the modern Fairtrade movement begin?

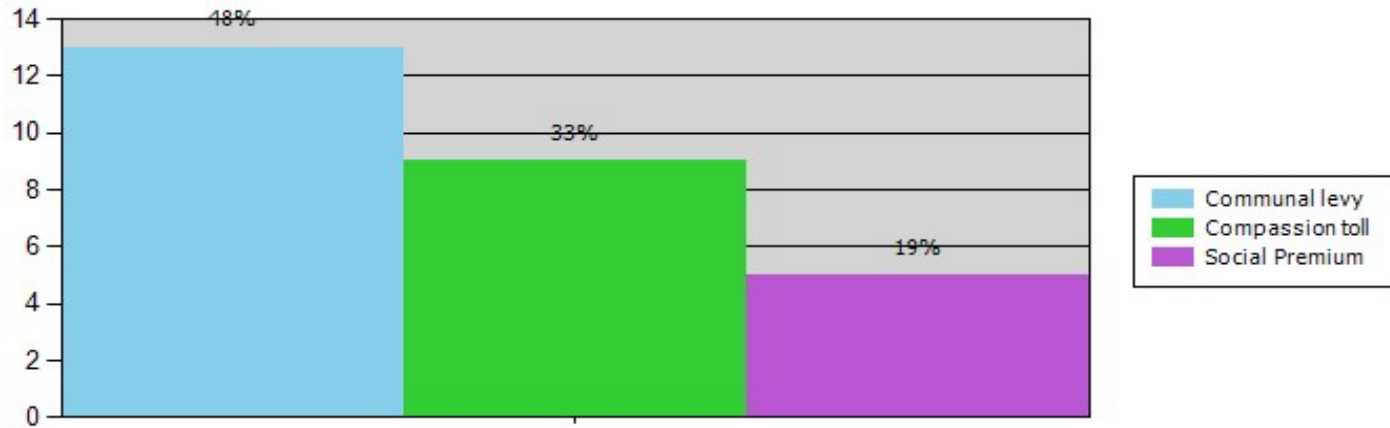


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Response	Count	%
1960's	21	75.00%
1970's	5	17.86%
1950's	2	7.14%
	28	

20: What is the extra money sometimes charged on fair trade products and that is used specifically for

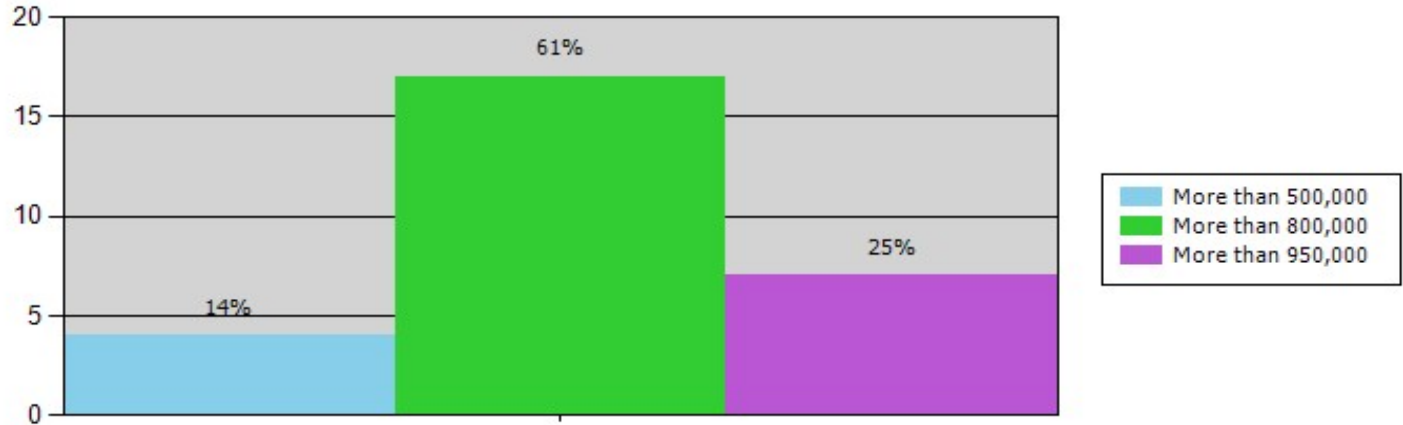


Response	Count	%
Communal levy	13	48.15%
Compassion toll	9	33.33%
Social Premium	5	18.52%
	27	

21: What is the approximate number of farmers worldwide that Fairtrade benefits?

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Response	Count	%
More than 800,000	17	60.71%
More than 950,000	7	25.00%
More than 500,000	4	14.29%
	28	