



Fighting the Banana Wars and Other Fairtrade Battles

Harriet Lamb

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It started very small and full of hope. But its daring campaigns have placed Fairtrade goods at the heart of the supermarket shelves. From bananas and coffee beans to cotton and chocolate, Fairtrade has grown to become an important global movement that has revolutionised the way we shop.

As Harriet Lamb, Chief Executive of Fairtrade International, explains in this extensively revised and updated edition of her inspirational book, Fairtrade is about a better deal for workers and farmers in the developing world. It's about making sure the food on our plates, and shirts on our backs, don't rob people in other countries of the means to feed or clothe themselves. She explores the journey, through an often unjust system, that Fairtrade items make from farm to consumer. And she uncovers the shocking cost of our demand for cheaper food.

There is much still to be done. But by hard work and high ideals, Fairtrade is starting to transform the lives of over 7 million farmers, workers and their families, and is a powerful symbol of how extraordinary change can be achieved against all the odds - by us all.

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