



Fairtrade Quiz

November 2009

1. Which supermarkets stock only Fairtrade bananas?
 - a. Co-operative and Sainsbury's
 - b. Marks & Spencer and Waitrose
 - c. Lidl and Tesco
 - d. Sainsbury's and Waitrose
2. What is the name of the company that produced the first Fairtrade coffee?
 - a. Traidcraft
 - b. Cafédirect
 - c. Agrofair
 - d. The Co-operative
3. A Fairtrade Town is a town, city, village, county, zone, island or borough that has met the five goals showing it has made a commitment to supporting Fairtrade and using products with the FAIRTRADE Mark. Which is the world's largest Fairtrade City?
 - a. Beijing
 - b. London
 - c. Birmingham
 - d. Paris
4. A Fairtrade Town persuaded its local football club to wear T-shirts with the FAIRTRADE Mark for a match held during Fairtrade Fortnight 2009. Which club was it?
 - a. Celtic FC
 - b. Leicester City FC
 - c. Tottenham Hotspur FC
 - d. Bolton Wanderers FC
5. Which large coffee company recently announced that 100% of their espresso coffee would be Fairtrade by 2009?
 - a. Costa
 - b. Starbucks
 - c. Café Nero
 - d. Coffee Coffee
6. In which months does Fairtrade Fortnight always fall in?
 - a. December – January
 - b. February – March
 - c. April - May
 - d. June – July
7. Which chocolate bar has recently become Fairtrade?
 - a. Galaxy
 - b. Bournville
 - c. Cadbury Dairy Milk
 - d. Aero
8. How many bananas sold in the UK are Fairtrade bananas?
 - a. 1 in 4
 - b. 1 in 10
 - c. 1 in 20
 - d. 1 in 100
9. What is the name of the iconic sugar company which in 2008 converted 100% of its retail branded sugar to Fairtrade?
 - a. Billington's
 - b. Tate & Lyle
 - c. Silver Spoon
 - d. Napier Brown
10. Which country do Fairtrade certified footballs come from?
 - a. Mexico
 - b. Brazil
 - c. Ghana
 - d. Pakistan
11. Which famous Harry recently worked with Liberation – the UK's only 100% Fairtrade nut company to launch Harry's nuts?
 - a. Prince Harry
 - b. Harry Enfield
 - c. Harry Hill
 - d. Harry Potter
12. Cocoa beans come from pods. On average, how many beans are there in each pod?
 - a. 3
 - b. 15
 - c. 40
 - d. 100
13. What does the term Fairtrade minimum price mean? The Fairtrade minimum price...
 - a. defines the lowest possible price that a buyer of Fairtrade products must pay the producer.
 - b. is the minimum price a Fairtrade company can sell their Fairtrade product for.
 - c. is a fixed price paid to the farmer.
 - d. refers to the social premium paid to producers.
14. Which British Olympian launched a range of Fairtrade cotton clothing in 2008?
 - a. Sir Steve Redgrave OBE
 - b. Menzies Campbell
 - c. Chris Hoy
 - d. Kelly Holmes DBE

Fairtrade Quiz - November 2009

Answers

1. (d) Sainsbury's and Waitrose
2. (b) Cafédirect
3. (b) London
4. (d) Bolton Wanderers FC
5. (b) Starbucks
6. (b) February – March.
7. (c) Cadbury Dairy Milk
8. (a) 1 in 4
9. (b) Tate & Lyle
10. (d) Pakistan
11. (c) Harry Hill
12. (c) 40
13. (a) defines the lowest possible price that a buyer of Fairtrade products must pay the producer. It is not a fixed price. The Fairtrade Foundation cannot force Fairtrade companies to fix the retail price that Fairtrade products are set at. The social premium is an additional amount paid to producers on top of the minimum price.
14. (a) Sir Steve Redgrave OBE