

## **World Day Against Child Labour - Social Media copy**

It's time to talk about (chocolate/coffee/cotton) and child labour.

There are almost 160 million children doing the worst forms of child labour worldwide and that's not fair.

With Fairtrade, we are trying to fix it. It's a tricky issue, but it starts with paying farmers a FAIR price.

That's addressing a key root cause of child labour: poverty.

Everyone has a role in ending child labour, from farmers to brands like us, to you, our customers!

By choosing Fairtrade we are doing what is needed to address it. Every day. And you are too, if you're looking for the Fairtrade mark (not just on our XXX, but on your tea, coffee, cotton and bananas).

### **Want to add more detail?**

- Fairtrade requires that farmers receive at least a Minimum Price and non-negotiable Premium, which is paid on top of the price. We also require longer-term contracts between producer organisations and buyers. This gives farmers more security to plan for their own futures, as well as those of their children and communities.
- Fairtrade also acts to protect children reported to be involved in child labour within audited supply chains and works directly with farming communities to develop processes to monitor and remediate child labour cases in a way that doesn't shift the practice to other supply chains.
- Fairtrade defines child labour as work that is harmful to a child's health and wellbeing, and/or interferes with their education, leisure and development.
- Fairtrade has joined the ILO and the international community in pledging to end child labour.