Fairtrade Quiz 2025. Answers and information.

1. How many different products sold in the UK are Fairtrade certified?
d) 6,000. There are over 6,000 Fairtrade certified products for sale through retail and catering outlets in the UK

2. Which of these is a Fairtrade product? (Tick all that apply)
All except c) toothbrushes – and many more products besides.

3. What aspects of the changing climate affects cocoa growing?
a) Increasing temperatures – above 32°C can reduce the quality and quantity of harvests
c) Prolonged drought – reduces quantity of harvests (yield)
d) Heavy rainfall - wet conditions cause plants to rot with black pod disease

4. In which country was the cacao tree (which produces cocoa beans) discovered?
c) Mexico. Cocoa trees grew wild in the tropical rainforests of the Amazon basin and other areas in Central and South America for thousands of years.
The earliest cultivation of cacao trees and the making of chocolate drinks has been found in Mesoamerica and what is now Mexico. It was a very important drink in many ancient South American indigenous cultures, with the Aztecs and Mayans being the best known.

5. When was chocolate invented as a bar or solid block of chocolate? (Before this it was a drink)
d) 1847. By Joseph Fry, a Quaker who started a chocolate business in UK

6. Which country is the largest exporter of cocoa beans?
a) Cote d'Ivoire exported around 42% of the total supply in 2023
The second largest producer was Ecuador 15%, third Ghana 14.2%
Cote d'Ivoire produced 39% of the total supply; Ghana 11%, Ecuador 9%

7. Which country consumes most chocolate per person each year?
b) Switzerland consumes most 8.9kg per person, per year in 2021
2nd Germany 7.8kg
3rd Ireland. 7.4kg
4th United Kingdom 7.4kg
5th Norway 6.6kg
USA eats about half as much as UK
Ghana consumes almost no chocolate at all!

8. What proportion of cocoa beans sold globally is sold on Fairtrade terms?
a) Less that 5%.
About 6 million people globally depend on cocoa farming to live but the vast majority of the cocoa (and chocolate) is NOT sold and traded under Fairtrade standards

9. What are the benefits of Fairtrade to farmers? (tick any you think are correct).
ALL of them. That's what makes Fairtrade so special!

10. What makes Divine Chocolate Ltd. different from most other chocolate companies?
They're all true. But the most significant point is that the majority shareholder (44%) of Divine Chocolate Ltd is Kuapa Kokoo Farmers' Union, a co-operative of 100,000 cocoa farmers in Ghana who grow the finest quality cocoa for Divine.

Celebrating Fairtrade in Devon, Fairtrade Fortnight 2025, c/o Devon Development Education, 17 St David's Hill, Exeter, EX4 3RG, 01392 438811, www.globalcentredevon.org.uk, dde@globalcentredevon.org.uk