

## take action

- Use your consumer power to show you care - buy fair trade marked products/Rugmark carpets. You can find a range of fairly traded products in Oxfam and Traidcraft shops. In supermarkets look out for the Fairtrade Mark. Products currently carrying the Fairtrade Mark include bananas, biscuits, chocolate, cocoa, coffee, honey, orange juice, sugar and tea.
- If your local retailer does not stock fair trade products/Rugmark carpets write, asking them to!

Garstang in Lancashire has become the UK's first fair trade town. Over 90 of the town's 100 retail outlets have pledged their support for fair trade and to date, 13 shops sell fair trade products.

To find out more about Garstang visit:  
[www.garstangoxfamgroup.fsnet.co.uk](http://www.garstangoxfamgroup.fsnet.co.uk)

- Ask questions: Write to the four big UK chocolate companies, Nestlé, Mars Confectionery, Terry's Suchard and Cadbury's:
- expressing your concern at reports of slavery in the cocoa industry
- ask if they have a corporate code of conduct that meets the International Labour Organisation (ILO) core conventions AND applies to their suppliers. If so, what are they doing to ensure this is implemented and monitored.
- suggest they join the Ethical Trading Initiative or similar bodies made up of companies, trade unions, and non-governmental organisations that are seeking to assist companies to improve conditions of employment in the supply chain.

Corporate Affairs Manager  
Nestlé UK Ltd.  
St. George's House  
Croydon  
Surrey  
CR9 1NR

External Relations Department  
Mars Confectionery  
Dundee Road  
Slough  
SL1 4TS

Terry's Suchard/ Kraft Foods  
Consumer Care  
St. George's house  
Bayshill Road  
Cheltenham  
GL50 3AE

Consumer Relations Department  
Cadbury Ltd.  
PO Box 12  
Bournville  
Birmingham  
B30 2LU

- **Please forward copies of any replies you receive from these companies to Anti-Slavery International. Thank you.**

### for further information contact

**Anti-Slavery: [www.antislavery.org](http://www.antislavery.org)**  
Kate Willingham, Campaigns Officer  
tel: 020 7501 8933  
email: [k.willingham@antislavery.org](mailto:k.willingham@antislavery.org)

**Fairtrade Foundation: [www.fairtrade.org.uk](http://www.fairtrade.org.uk)**  
tel: 020 7405 5942, email: [mail@fairtrade.org.uk](mailto:mail@fairtrade.org.uk)

**Rugmark UK: [www.rugmark.net](http://www.rugmark.net)**  
tel: 020 7737 2675  
email: [info@rugmark.org.uk](mailto:info@rugmark.org.uk)

**Ethical Trading Initiative: [www.ethicaltrade.org](http://www.ethicaltrade.org)**  
tel: 020 7404 1463  
email: [eti@eti.org.uk](mailto:eti@eti.org.uk)

# slave trade or fair trade?

the problem  
the solution  
and how you can

## take action

### Trade and slave labour

From the late 1400s to the 1800s, millions of Africans were transported to the Americas as part of the Transatlantic Slave Trade. They were forced to work on plantations producing goods such as sugar, tobacco, cotton and cocoa, which were shipped back to European markets.

Much of the wealth of Europe was built on the slave trade and it helped set in place many of the inequalities in the world trading system that can still be seen today.

Where goods are produced using slavery they are predominantly sold domestically not internationally. However, there are a number of goods exported to the West which are tainted by slave labour. These include products such as cocoa and carpets.

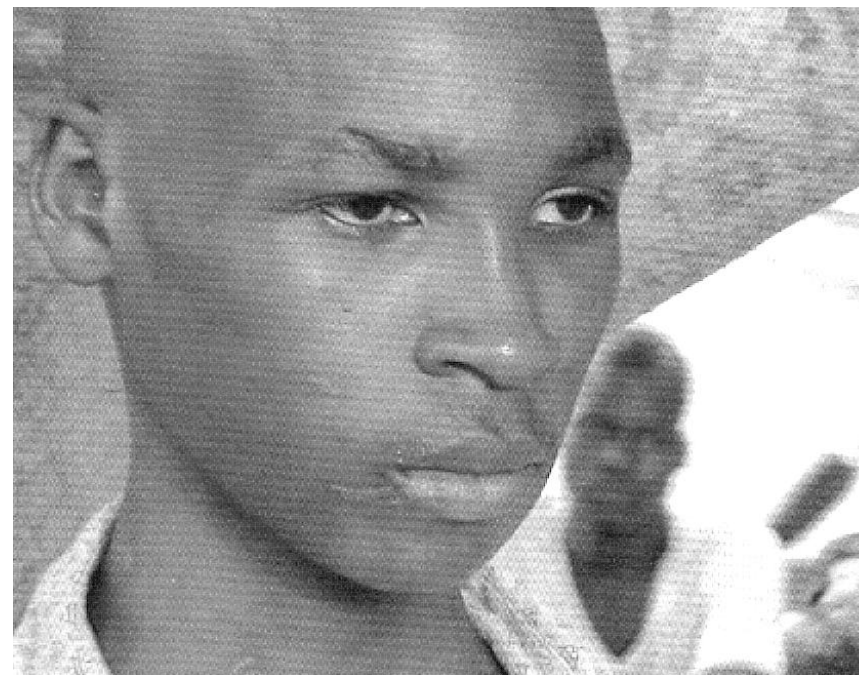
## the problem

### Slavery on cocoa plantations

Young men and boys are trafficked between countries in West Africa and used as forced labour on plantations producing goods for export such as cotton and cocoa. Take Drissa, he left his home in Mali and travelled over 300 miles to neighbouring Côte d'Ivoire in search of work harvesting cocoa on plantations.

On arrival he was sold to a plantation owner, taken to a remote plantation and forced to work from dawn until dusk with no pay. The work was exhausting but if Drissa showed signs of tiredness he was beaten. At night, along with 17 other young men, he was locked in a small room with only a tin can as a toilet. When Drissa was caught trying to escape, he was tied up and beaten until he couldn't walk. It is not clear how widespread slavery on cocoa plantations in the Côte d'Ivoire is. However, the country is the world's biggest exporter of cocoa so it is possible that slave labour has been used to make the chocolate bar you eat.

still of Drissa, from the documentary *Slavery* courtesy of True Vision



**Drissa**

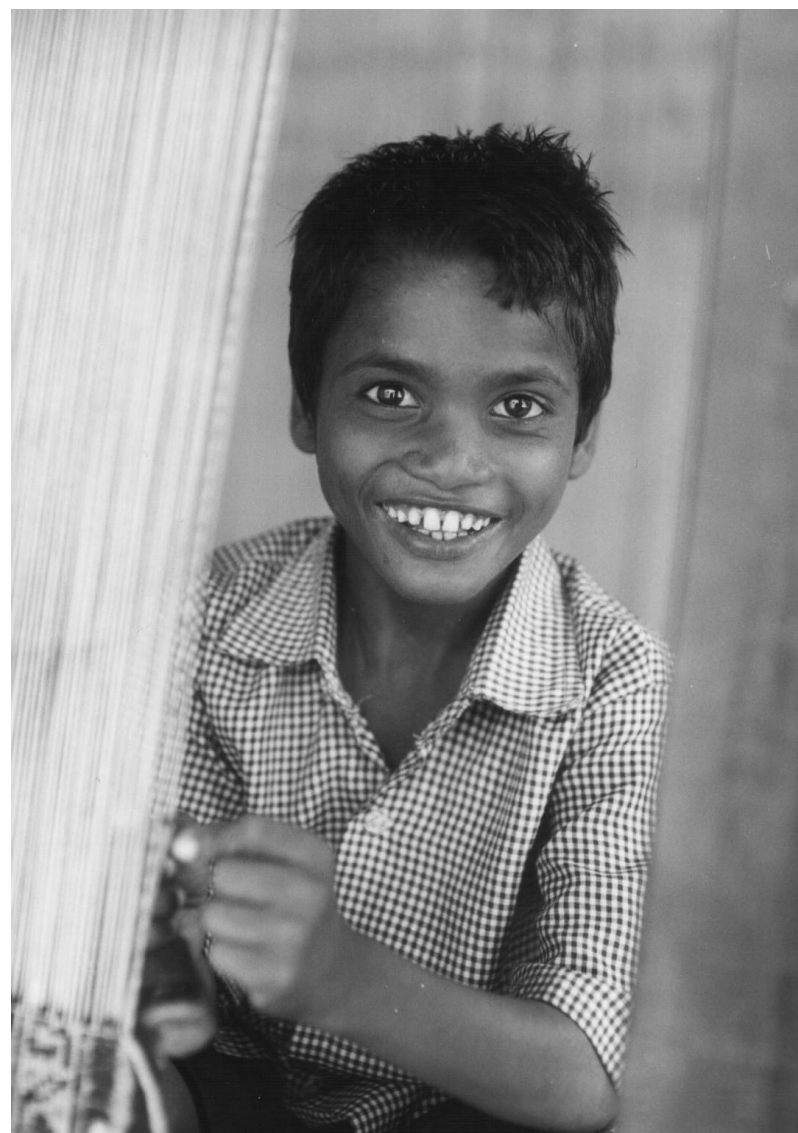
### Child labour in the carpet industry

According to the United States Department of Labor, in 1997 over 2.2 million children world-wide were illegally employed making carpets and rugs. In India, Pakistan and Nepal, families are often tricked into sending their children to a carpet workshop in order to work off a loan that the family has taken. These children may end up working ten to 14 hours a day in cramped and hazardous conditions, weaving, knotting and cutting the carpet threads.

This is what happened to Raju from India. At the age of seven, he was sold into bondage by his parents in exchange for a loan. For nearly one year, Raju worked seven days a week weaving carpets.

In 1999, the UK imported nearly 3.5 million square metres of handmade rugs from India, Pakistan and Nepal. Many of these carpets will have been made using illegal child labour.

photo courtesy of R<sup>2</sup> Rugmark USA



**Raju**

## the solution



**FAIR TRADE** is the only guarantee that products, such as chocolate, are "slave free" and have not been made using forced labour. All fair trade products have to meet strict conditions, including ensuring that no forced or illegal child labour has been used. Fair trade goods also give producers a fair price for their produce, thus helping to challenge the unfair trading systems that keep people in poverty and often force them into slavery.



Similarly the **RUGMARK** label is a certification that no illegal child labour has been used to make your carpet or rug. Rugmark works to eradicate child labour in the South Asian carpet industry through factory monitoring, consumer labelling and educating and training former child labourers.

The Rugmark Foundation recruits carpet producers and importers to make and sell carpets that are free from illegal child labour. These producers then receive the right to put the Rugmark label on their carpets. In 2000, Raju was released from the carpet factory and enrolled in Rugmark India's Balashray Centre. He is now doing well at school and learning Hindi, English, Maths, Music and Science.

In some situations, boycotting goods such as chocolate can actually make the situation worse and undermine economies, such as in the Côte d'Ivoire, that are dependent on one export crop. An alternative is to encourage companies to improve conditions of employment. This is being attempted through schemes such as the



### **ETHICAL TRADING INITIATIVE (ETI).**

The ETI is an alliance of companies, non-governmental organisations and trade unions working to improve the conditions of employment in the supply chain delivering goods to consumers in the UK. It has a code of employment standards that include no forced labour or child labour and no harsh or inhumane treatment. This code meets the core standards of the International Labour Organisation (the United Nations body responsible for developing and enforcing labour standards). Members of the ETI then work with their suppliers to ensure these standards are met.

Ethical trade however, while improving conditions of employment, is not a guarantee that the producer will get a fair price for their produce, unlike fair trade.