The Price of Fairness

Can your maths help make supermarket shopping fairer?

Be a price detective

1. Compare three everyday products: for each, find a Fairtrade-certified choice and a similar product without the label.
2. Match the same weight or quantity so your comparison is fair.
3. Calculate each price difference and the total cost of both shopping baskets.
4. Show what you discover in a table or bar chart. What surprises you?

Starter price list

Use these examples or find your own prices.

PRODUCT	FAIRTRADE	NO LABEL
Bananas (1 kg)	£1.30	£1.10
Chocolate (100 g)	£1.20	£1.00
Sugar (500 g)	£1.40	£1.50

Prices are fictional examples; no shopping or purchases needed.

THINK CAREFULLY A missing Fairtrade label does not automatically mean a product is unfair.

Use your investigation to suggest a change a supermarket could make.

Write a persuasive letter

1. YOUR EVIDENCE

   What did your price comparison reveal? Use numbers to support your point.

2. YOUR REASONING

   Consider both the people producing goods and families managing a budget.

3. YOUR PROPOSAL

   Ask for a practical change: more Fairtrade options, clearer labels or better affordability.

A letter to a manager or a short spoken pitch both work.

Your project, your choice

WORK YOUR WAY

Do any part—or the whole project—individually, in pairs or in a group.

SHOW IT OR TELL US

Share on paper or in your book for display at school—or simply tell us what you did, found out and would like to change.

NEED A SMALLER START?

Compare just one pair of products; use: "I found… I suggest…".

DEEP-THINKING QUESTION Who should make trade fairer: shoppers, supermarkets or governments?