

Fairtrade Fortnight 2008: Campaign Stalls

An information stall and product sampling can be a great way to reach shoppers and encourage them to choose Fairtrade when they shop. Click on the stores below to find details on how to organise a stall over Fairtrade Fortnight

Tesco

For supporters wishing to hold information/tasting stands in their local Tesco stores, here is an easy step-by-step guide to arranging it:

1. Please call Natalie Coleman at Arc on 0207 0712530 (or via e-mail on natalie.coleman@limexperience.co.uk) with full details of the store where you wish to hold a stand as well as an indication of your target date(s). Please contact as soon as you can but by Friday 15th February at the latest.
2. Request materials from Arc to be sent to the store where you will be holding a stand. Materials available are Tesco Fairtrade leaflets.
3. Arc will make contact with your requested store and send the materials to them.
4. Order further materials for your stand from the Fairtrade Foundation by calling 0207 440 7676.
5. Contact your store manager two weeks before the requested date to confirm details additional details- confirm availability of materials/table etc.

Please note that details of your events will be shared with the Fairtrade Foundation and published on the Fairtrade Foundation website.

Sainsbury's

Please liaise with your local store to organise a Fairtrade stand. Then call Michael Evans at Sainsbury's Store Support Centre (020 7695 0259) to log your stand on the store diary to avoid double booking with other store events.

Asda

- Fairtrade Groups are welcome to contact Asda and should contact their own local store directly
- Store involvement and help is at the store's discretion.

Marks and Spencer's

Please contact your local store manger to discuss possibilities.

Waitrose

Waitrose are happy for Fairtrade campaigners to contact their local branch manager to discuss what possibilities exist in particular branches. The branch manager will confirm whether in-store events are possible subject to the size and location of the branch, facilities available etc.

Co-operative

As always The Co-operative will be combining in store and product activity along with active campaigning during Fairtrade Fortnight and a range of events are planned including tea parties, wine tastings and visits by 2 of Fairtrade cocoa producers. To get involved please ring national membership helpline on 0845 0901456 to be redirected to the appropriate regional

office. From here you can discuss what financial support may be available for your event and request copies of the new 'Flavour of Fairtrade' event pack and 2 new DVDs that celebrate the Co-operatives commitment to Fairtrade by looking at the benefits being delivered to growers. Also visit our website www.co-opfairtrade.co.uk to download our Fairtrade Campaigners Pack, Fairtrade Towns Guide, Make Your School Fairtrade Friendly pack and other useful resources.