



# *Fair* **comment**

The Fairtrade Foundation Newsletter | Summer 2006 | [www.fairtrade.org.uk](http://www.fairtrade.org.uk)

**“As an individual I’m able to help tackle the problem of international poverty – all it takes is a conscious decision to buy products with the FAIRTRADE Mark.”**

Gail Porter



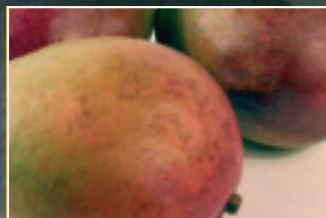
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## Top story

## Three Views of Fairtrade Fortnight

Just under 10,000 local events took place during this year's Fairtrade Fortnight, everything from Fairtrade fashion shows and fairs, to wine tastings and school assemblies. Here, producer representatives **Shailesh Patel**, a cotton project manager from India, and **Silver Kasoro-Atwoki**, a tea grower from Uganda, share their thoughts on visiting the UK, while television presenter **Gail Porter** reflects on why there's more than meets the eye in this year's photo exhibition.



Gail Porter

"Thinking about Fairtrade Fortnight, the highlight for me had to be the quirky photography exhibition that ran at the Oxo Tower in London. It involved posing for photographer Trevor Leighton with a large nest of Fairtrade cotton on my head. I was laughing so much during the shoot that it kept falling off! Before doing the shoot I knew a bit about Fairtrade and always tried to buy Fairtrade bananas and coffee when out shopping. However, taking part in Fairtrade Fortnight this year has really boosted my support. I'm starting to realise what a huge impact buying Fairtrade certified products can have.

While celebrities are pleased to do their bit to raise the profile of Fairtrade, it is the farmer or worker who remains at the heart of Fairtrade. The cotton in the shoot came from a Fairtrade certified organisation in India where farmers are guaranteed a minimum price that covers the cost of sustainable production. This can make a crucial difference to their ability to provide the basic needs for their families.

At the launch of the exhibition I met Maria Malan from South Africa who was totally inspiring. Now a manager at a Fairtrade wine co-operative, she explained that the workers now share in the profit of the farm and with the extra money they've been able to improve sanitation and bring in electricity. Supporting Fairtrade is such a simple task – all you have to do is buy products with the FAIRTRADE Mark."



Shailesh Patel

"I'm very proud that my organisation Agrocel has been amongst the first in the UK to supply Fairtrade certified cotton. We're already planning to introduce a health insurance scheme for farmers and workers and a health awareness programme for schoolchildren with the extra money that we get through Fairtrade. Future projects include planting fruit trees to diversify peoples' incomes and rainwater conservation schemes. After meeting so many people at lots of events I feel confident that Fairtrade

has a good future. It gave me the opportunity to explain directly to people the huge impact Fairtrade has had on farmers and to educate people on the importance of sustainability for farming communities."



Silver Kasoro-Atwoki

"The message I will take back home to Uganda is that people here are more than prepared to 'go Fairtrade'. I feel very happy and encouraged by all the various organisations, schools, towns and individuals who are putting in so much effort to promote Fairtrade. I felt most honoured when I officiated at the Fairtrade Town declarations. Being present at events made me realise that there are a lot of informed people in the UK who are really concerned at the plight of small farmers and workers and want to fight the trade injustices of the world."

For more information on **Trevor Leighton's photography exhibition** visit: [www.fairtrade.org.uk/get\\_involved\\_revealed.htm](http://www.fairtrade.org.uk/get_involved_revealed.htm)

To host the exhibition in your local town, please email Veronica Pasteur, Campaigns Officer, at: [veronica.pasteur@fairtrade.org.uk](mailto:veronica.pasteur@fairtrade.org.uk)



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## Race to the bottom

The livelihoods of thousands of Caribbean banana growers who traditionally supply the UK market are in the balance following short-sighted and inconclusive EU trade reforms. Despite pressure from stakeholders and campaigners, the quotas controlling import volumes of mainly Latin American bananas coming into the EU have been eliminated. A single tariff has now been introduced at a level that will price Caribbean growers out of the market, leaving Fairtrade as their only realistic hope for survival.

Meanwhile, the current supermarket price war has seen the retail price of conventional bananas slashed to an all-time low. While consumers save money, the low price has huge repercussions for workers and the environment in banana exporting

communities. As Didier Leiton, a former banana worker in Costa Rica, explains: "It could mean that banana workers will be forced to stop sending their children to school. This price cut at your end of the chain will fall on the shoulders of the plantation workers, as it always does."

Use your consumer power to send a message to supermarkets that you want to ensure **a safe environment and fair return for banana growers**. Now more than ever, it is important to buy **Fairtrade certified bananas**, now available in all major supermarkets and many independent grocers.

Find out more about the appalling conditions suffered by **Ecuadorian banana workers** by watching Glasgow-based artist **Jan Nimmo's film Bonita: Ugly Bananas**. DVDs are £10 and can be ordered at [www.greengold.org.uk](http://www.greengold.org.uk).

## Firsts for Fairtrade



Virgin Trains has become the first national train company in the UK to convert all its hot drinks to Fairtrade. You can now enjoy Fairtrade tea, coffee and hot chocolate on board - even the chocolate sprinkles on your cappuccino are Fairtrade certified! Philippa Cresswell, Virgin Trains Product Development Director, said: "At Virgin we have always been conscious of our responsibilities to people throughout the world and the need to play our part in protecting the environment. We see our decision to move to Fairtrade products as a logical and significant contribution to economic and social improvements."

In another first, Marks & Spencer became the first high street retailer to offer a range of Own Label products made with Fairtrade certified cotton. The range includes men's and women's T-shirts and socks and is set to increase. After switching their range of coffees to Fairtrade in March, Marks & Spencer have also committed to switching their entire range of tea to Fairtrade certified. They are extending their support further by offering Fairtrade honey, chocolate, avocados, pineapples, mangoes and bananas.



[www.fairtrade.org.uk](http://www.fairtrade.org.uk)

## Producer story

# Raising the game



**This summer the world goes footballing mad again. While billions of pounds are spent on advertising and marketing, little thought is given to the hand stitchers and factory workers in developing countries who produce the footballs for the world's favourite sport.**

**P**akistan is the largest producer of footballs, with the Sialkot region supplying a staggering 70% of the world's footballs. An estimated 44,000 stitchers there are involved in the production of 35 million footballs every year. Characterised by low pay and poor working conditions, football

stitching has traditionally employed women and children, the latter forced into work because adult wages are often too low to support their families.

International Fairtrade standards guarantee decent pay and conditions for factory workers and stitchers, enabling families to send their children to school

rather than out to work. With child labour in the industry prohibited by Fairtrade standards, consumers can be sure that when they purchase a sportsball carrying the FAIRTRADE Mark they are making a real difference.

Every Fairtrade certified producer must set up a Joint Body composed of management and elected representatives of the factory workers and stitchers to decide on projects that benefit the workforce and the wider community. The projects are funded by the Fairtrade premium, an additional payment of 10% of the export price.

Eighteen-year-old Sameena Nyaz works at a village stitching

centre an hour from Sialkot. There they stitch footballs for Talon Sports, a Fairtrade certified producer that supplies a range of sports balls to UK company Fair Deal Trading. The synthetic panels and other materials are prepared at Talon's main factory and then distributed to stitching centres, segregated for cultural and religious reasons, where workers like Sameena stitch the balls together. In a typical day they stitch three balls. The finished balls are then taken to the factory for inspection, packaging and distribution. Sameena's wages make a vital contribution to the family's income, helping provide the basic necessities for her 11 siblings. Her recent thyroid operation would normally be a source of worry as medical care is very expensive. But her treatment was paid for by the medical care scheme set up by the Joint Body and funded by the Fairtrade premium.

The Joint Body has also set up a small loans fund so that people can borrow money to set up small businesses. Brothers Zulafkar Ali and Saftaz Ahmad, both stitchers with families to support, needed an additional source of income, so they applied for a loan from the Joint Body to start a tea shop in the annexe of one of the stitching centres. After several years their shop's monthly turnover is now as high as the original loan, giving them a good additional income. Indeed the milk used liberally in the tea is supplied by a neighbour who owns a buffalo, also purchased with the help of a loan from the Joint Body.

According to Ahsan Naeem,

Manager of Vision Technologies Corporation, another Fairtrade certified football factory which supplies the European Fairtrade market, "acquiring Fairtrade certification is the beginning of an ongoing quest for a socially responsible business culture". So as well as improving the day-to-day situation of stitchers and factory workers, Fairtrade is raising the game for industry standards and offering consumers a product that has real social impact.

Score a great deal with Fairtrade sportsballs. Visit:

[www.fairtrade.org.uk/productssportsballs.htm](http://www.fairtrade.org.uk/productssportsballs.htm)

The range includes **Fairtrade footballs, rugby balls, indoor and beach volleyballs and basketballs**. Purchase from Oxfam shops, Blackwell's bookshops and online at: [www.fairdealtrading.com](http://www.fairdealtrading.com).

The **Design Museum in London will be showcasing Football Fever** (9 June to 10 July 2006) in the Tank, a public exhibition space outside the museum. They have challenged 30 designers to redesign and customise Fairtrade certified footballs. Visit: [www.designmuseum.org](http://www.designmuseum.org) for more information.

**Scott Welland and friends** are cycling over 600 miles across England via every premier ship stadium in the UK and giving out Fairtrade footballs to raise awareness of Fairtrade. Visit: [www.mrsite.co.uk/usersitesv2/cycleforfairtrade.com/wwwroot/index.htm](http://www.mrsite.co.uk/usersitesv2/cycleforfairtrade.com/wwwroot/index.htm) for more information.

## Beyond coffee...

The range of Fairtrade products has grown immensely beyond coffee, chocolate and bananas. Below are some highlights.

Feast on **Fairtrade fruit** including **bananas** from the Windward Islands, Colombia and the Dominican Republic, **mangoes** from South Africa, Brazil and Ecuador, **pineapples** from Ghana and Costa Rica, **avocados** from Mexico and South Africa, **grapes** from South Africa and Egypt, **oranges** from Brazil and Morocco, **lychees** from Mozambique, and seasonal **pears, plums, apples, lemons** and **limes** from South Africa.

Wear **Fairtrade certified cotton** from India and Mali with pride. The range includes women's and men's T-shirts, shirts, trousers, dresses, children's and baby wear. Or kick around a Fairtrade certified **sportsball** from Pakistan.

Spice up your food with **Fairtrade pepper, ginger, turmeric and cinnamon** from Sri Lanka. Or try **nutmeg** and **vanilla** from Uganda.

Enjoy spreads and jams made with **Fairtrade certified sugar** from Malawi and Paraguay, including **marmalade**, and **strawberry, apple and cranberry jam**. Or indulge in **chocolate spreads** and **honey** from Chile, Mexico and Zambia.

Snack on **brazil nuts** and **peanuts** from Bolivia and Mali.

Details of the companies supplying these products and their availability can be found on the Fairtrade Foundation website at [www.fairtrade.org.uk/products.htm](http://www.fairtrade.org.uk/products.htm).

## Tickle your taste buds

# Mango & Avocado Salad with Sticky Balsamic Vinegar

Writer, Joanne Harris

This is my daughter's favourite salad, and works wonderfully well either as a quick meal in itself with nachos or chilli-garlic bread, or as an elegant and colourful starter to a celebratory dinner.

This recipe is reproduced with kind permission of Joanne Harris and also features in celebrity cook book *A Fair Feast* by Vicky Bhogal.

### Ingredients

Generous handful of pine nuts

Olive oil for toasting

2 small Fairtrade avocados (not too ripe)

3 small or medium ripe Fairtrade mangoes

1 ripe Fairtrade lime

Good quality balsamic vinegar

Serves 4

### Method

**1.** Mix the pine nuts with a little olive oil and place in the oven on a baking tray to toast for five minutes, or until nicely golden.

**3.** Meanwhile, peel the avocados and mangoes and slice them lengthways into generous pieces. Mix and arrange them on a plate – but avoid damaging the delicate fruit.

**3.** Add a generous squeeze of lime juice, a drizzle of the stickiest balsamic vinegar you can get your hands on, and scatter the toasted pine nuts on the top.



A full list of retail and catering products, including sugar sticks, hot chocolate, juices, coffee, tea, biscuits, spreads and snack bars can be found at [www.fairtrade.org.uk/suppliers.htm](http://www.fairtrade.org.uk/suppliers.htm)

Always look for the FAIRTRADE Mark – your only guarantee of independent Fairtrade certification.



## What's new on the shelf



### Coffee

**T**aylor's of Harrogate have launched a colourful selection of Fairtrade coffees – Brazilian Rio Valleys, Colombian High Andes and Limited Edition Sumatra Gayo Mountain.

### Healthy snacks

**K**eep your snack times healthy with a range of Fairtrade products. Try **Tropical Wholefoods** Chopped Organic Dried Mango Snack packs and bags from Burkina Faso. Or enjoy **Suma** Fairtrade Organic Dates from Tunisia, both available from independent and healthfood stores.

The **Co-op** also now sells Own Label Roasted and Salted Fairtrade Peanuts while you can find **Tesco** Own Label Fairtrade Brazil nuts in Tesco stores. Or sprinkle some **Crazy Jack** Organic Sesame Seeds on your salad. All available from healthfood and independent shops.

### New Chilean and South African wines

**T**he **Green Ridge Wine Company** has launched a range of **Las Lomas** Fairtrade certified wines from Chile including Cabernet Sauvignon, Chardonnay, Carmenere, Organic Riesling, Sauvignon Blanc, and Viognier, available from independent stores. Or if you prefer South African wine, check out **Stellar Organics'** Chenin Blanc, Sauvignon Blanc, Shiraz and Shiraz Rosé. The **Co-op** is extending its Own Label Fairtrade wine range by joining forces with a South African wine co-operative. Co-op Fairtrade Cape Chenin Colombard, Cinsault Shiraz, Sauvignon Blanc, Chardonnay, and Cabernet Sauvignon are now available in Co-op stores.

### Start them young!

**P**lum Baby's Mango and Banana puree is the first baby food to carry the FAIRTRADE Mark, selling in larger Sainsbury's stores and online at [www.graigfarm.co.uk](http://www.graigfarm.co.uk).



### Wear Fairtrade with pride

**F**ollowing the launch of Fairtrade certified cotton in November 2005, the number of products available has grown dramatically. Look out for **Stonecircle** men's short and long sleeved T-shirts and polo shirts in independent stores. And support **Sport Relief** by donning an official promotional T-shirt made with Fairtrade certified cotton. Available to buy in Sainsbury's stores, they come in a range of adult and children's sizes. Look out for the cute baby ranges by **Gossypium**, **Hug** and **People Tree** in Topshop's London flagship store and on their website. You can also declare Pants to Poverty! with a pair of Fairtrade certified pants! Available for men and women, they can be purchased online at [www.pantstopoverty.com](http://www.pantstopoverty.com). And when you're next in your local **Numark Pharmacy**, why not add some Fairtrade cotton cosmetic pads to your shopping basket?

## Action response

### Fairtrade in Faith expands

The root of the Hebrew word for charity, tzedekah, is from tzedek, meaning justice. So Fairtrade clearly fits within the Jewish sense of moral responsibility and it is therefore no surprise that there has been strong demand for the Fairtrade Synagogues campaign which was officially launched at Birmingham Central Synagogue on the 9th of March by Ian Bretman, Deputy Director of the Fairtrade Foundation.

Synagogues, as with the existing Fairtrade Churches scheme, can now apply to the Fairtrade Foundation for a certificate in recognition of their promotion of Fairtrade. For more information visit [www.fairtrade.org.uk/get\\_involved\\_faiths.htm](http://www.fairtrade.org.uk/get_involved_faiths.htm)

### Students make designs on Fairtrade

Students Kieran Peck, Rosie Whinney and Laura Prime from Northgate High School in Ipswich beat over 23,000 students to win the coveted category of 'Best Overall Winner' of PrintIT! 2006 and a trip to the Windward Islands to meet Fairtrade bananas farmers. The industry-backed competition aimed to get students interested in a career in the print industry and entries had to promote Fairtrade across a range of print mediums. The Northgate students' design of a 'Fairtrade fruit family' had instant visual appeal with a

### Fairtrade gets creative

This year's Fairtrade Fortnight Creative Banner Pack really captured people's imagination. The level of creativity was fantastic with groups painting, cutting and gluing to create eye-catching art works. A selection of entries for the competition can be viewed at [www.fairtrade.org.uk/getcreative.htm](http://www.fairtrade.org.uk/getcreative.htm). Below is feedback from some of the people who took part.

"Contributions were made by members of all our church organisations, ranging in age from 6 to 86. Other groups who use our buildings were also invited to add a message, including a neighbouring primary school. We have since passed the canvas to Harrogate Borough Council for display." **Erica Miller, St. Paul's Church, Harrogate, North Yorkshire**

"On Saturday 11th March we set up a stall on a main shopping street and asked local shoppers to get creative with us. People (mainly children!) had to choose a Fairtrade shape (teapots, coffee beans, pineapples, T-shirts to name but a few!), then colour it in and sign it to 'declare' they would make this product their Fairtrade habit. We then stuck all the shapes to the banner. The most popular item was a banana, but teapots and socks proved very popular too! Even the mayor coloured and signed a T-shirt for us, and was keen to look out for Fairtrade T-shirts!" **Oxford Oxfam Group**

sense of fun that caught the judges' imagination. The winning students in each of the 13 different award categories were also presented with individual prizes, while their schools each received print related prizes worth up to £5,000.

### Diary dates

#### 5 June 2006

World Environment Day  
[www.unep.org/wed/2006/english](http://www.unep.org/wed/2006/english)

#### Autumn

Fairtrade Foundation Campaign Day. Check [www.fairtrade.org.uk](http://www.fairtrade.org.uk) for details

#### 16 Sept–17 Oct 2006

Worldwide Month of Action Against Poverty [www.whiteband.org](http://www.whiteband.org)

Visit the **events button** on the home page of our website to post and read about local events

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