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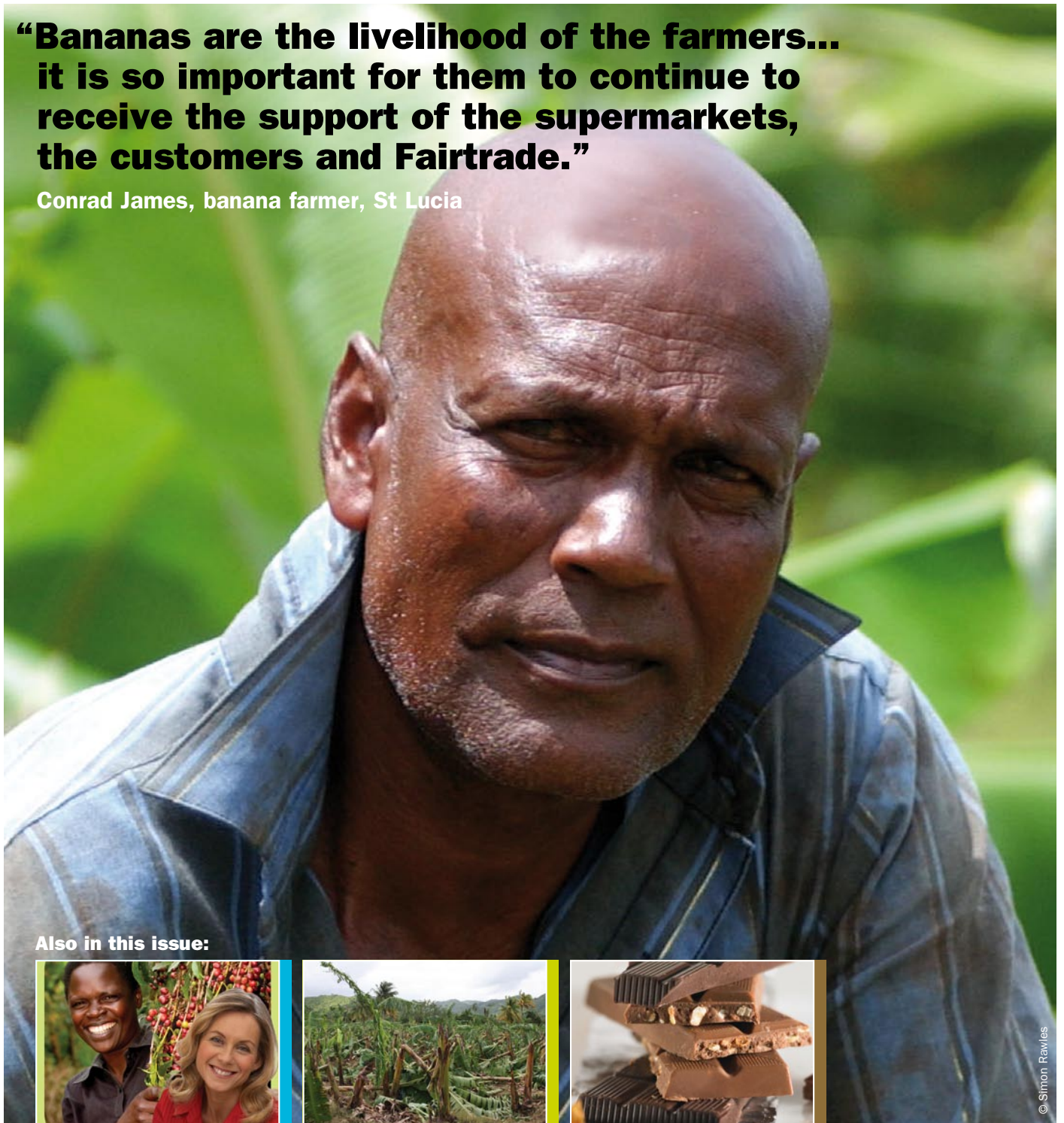


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“Bananas are the livelihood of the farmers... it is so important for them to continue to receive the support of the supermarkets, the customers and Fairtrade.”

Conrad James, banana farmer, St Lucia



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Top story

FAIRTRADE FORTNIGHT 25 FEB - 9 MARCH 2008

The Fairtrade Foundation will be launching Fairtrade Fortnight 2008 in style, with a **Fairtrade Fairground** in central London. Taking place on Sunday 25 February, visitors to the event can try their luck at the Fairtrade coconut shy or Fairtrade banana fishing and sample a wide array of Fairtrade products. The event will also see the launch of the **Choose Fairtrade Bus**, which will tour the UK during Fortnight visiting major cities to spread the campaign message of Change Today, Choose Fairtrade.

The annual two-week campaign (**25 February - 9 March**) sees the Foundation building on last year's theme and going further to link consumers with the farmers and workers who grow and harvest products. Materials will also highlight the growing range of Fairtrade products including less familiar ones like rice, cotton and pineapples.

UK Fairtrade sales passed the £300m mark in March 2007 and have been running at the phenomenal annual growth rate of 40% over the past five years, giving 7 million people – farmers, workers and their families – a chance to build a better future and to compete in the global market place. Awareness levels of the FAIRTRADE Mark around the country reached their highest level at 57% (TNS Omnimas April 2007), whilst research by DEFRA and Make Poverty History suggest that nearly 9 in 10 adults have



now heard of Fairtrade. This success has continued in 2007, with over 3,000 Fairtrade products now available in the UK market.

Harriet Lamb, Fairtrade Foundation Executive Director, explains: "Fairtrade Fortnight is a fantastic people-to-people event that really gets consumers thinking about people at the centre of trade. Our choices will enable farming families to make their own positive choices and bring about change in their local communities. With more local campaigns, products, shops and businesses around the country becoming involved in Fairtrade, the aim is to surpass the huge number of events we achieved last year and push up demand for Fairtrade products. It has never been easier for all of us to understand how our consumer decisions can help tackle poverty in the developing world."

Fairtrade Fortnight is promoted by networks around the country including development agencies,

student organisations, local councils, community groups, universities and colleges and thousands of churches and faith-based organisations.

Separate activities and events took place during Fairtrade Fortnight, reflecting the diverse range of supporters across the country – everything from Fairtrade parades, concerts and debates to tea dances, fiestas and family days.

Why not join in and put on your own event? Resources such as event packs, leaflets, poster sets and merchandise items including bunting, T-shirts, stickers and mugs will be available to order at the end of November from the Fairtrade Foundation website. Our **Fairtrade Fortnight Action Guide** is essential reading, packed full of ideas and information to get you started.

A new campaign action will make it easier to ask local shops and businesses to stock more Fairtrade products. To help you to get Fairtrade stocked in your local shops, the Foundation has produced free **Stock It Postcards**, available in packs of 25, designed to hand in to store managers to request the specific Fairtrade products you want them to stock.

Order your Fortnight materials at www.fairtrade.org.uk/resources, by telephoning **020 7440 7676**, or by returning the enclosed order form.

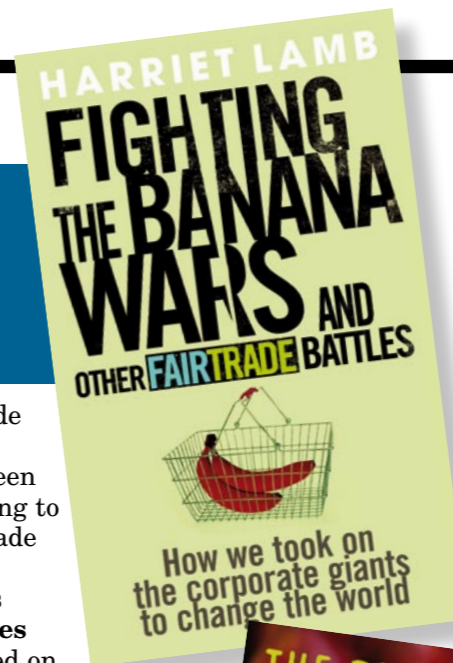
Read up on Fairtrade

Over the past year Fairtrade Foundation, Executive Director Harriet Lamb has been working with Ebury Publishing to write her story of how Fairtrade has got to where it is today. **Fighting the Banana Wars and Other Fairtrade Battles** (RRP £10.99) will be published on 7 February 2008. The book charts the heroic struggles of the early years to get new Fairtrade products like bananas onto supermarket shelves, and celebrates the success of the Fairtrade Towns network in raising awareness of Fairtrade across the UK, all set against a background of farmers in the field and supermarket executives in the boardroom. Available in all good bookstores, details of bulk discounts will be included in the Fairtrade Fortnight 2008 Action Guide.

You may remember that during Fairtrade Fortnight 2007, the Fairtrade Foundation, along with publisher Dorling Kindersley, held a competition to find the best Fairtrade recipes in the country for inclusion in **The Fairtrade Everyday Cookbook** (RRP £16.99). Hundreds of entries were received and after being prepared and taste-tested by a panel of judges including best-selling cookery writer, Sophie Grigson, the best ones were chosen and included in the cookbook along with recipes from Fairtrade producers and celebrities. The beautifully illustrated book is available from 7 February 2008 in all major bookstores, so make sure you get your copy to cook up a storm during Fairtrade Fortnight! Visit www.fairtrade.org.uk for an online discount code in the new year.

Why not approach your local bookstore about holding an event during **Fairtrade Fortnight**?

www.fairtrade.org.uk



Enjoy Fairtrade sky high

Over 5 million cups of tea and 7 million cups of coffee are served aboard **Virgin Atlantic** flights every year. In October 2007, as part of their business sustainability strategy, they took the decision to switch all their coffees and teas (including loose leaf, green and herbal) to Fairtrade certified.

Sir Richard Branson, President of Virgin Atlantic, said: "Virgin Atlantic recognises how important it is for all companies to understand the impact of the products they use, both on the environment and on the people producing them. So, we are proud to support Fairtrade, which guarantees farmers a fair price for their product, and are really pleased that our passengers will benefit from a comprehensive range of Fairtrade teas and coffees on board our flights."

Fairtrade at work

Sussex Fire and Rescue Service, Edinburgh Zoo, and Broomgrove Infant School are just some of the organisations and workplaces that have switched to Fairtrade products. You can read these and other case studies on the Fairtrade at Work website at www.fairtradeatwork.org.uk.

For those wanting to make the switch, the website also offers details of suppliers and free promotional materials. Fill in a questionnaire about your switch and receive a personalized Pledge Poster to display in your workplace.

For a more in-depth look into procurement in the private and public sector, read our report **Buying into Fairtrade**. Part funded by DFID, it offers case studies of organisations that have integrated Fairtrade products into their procurement practice. There are details of how the switch to Fairtrade has been communicated, how procurement guidelines were negotiated, and advice on working with suppliers. The report can be downloaded from www.fairtrade.org.uk. Hard copies can be ordered via the website or by telephoning **020 7440 7676**.



Producer partners

After the hurricane



The hurricane devastated many banana fields in the Caribbean

This August, Hurricane Dean hit the Caribbean, devastating the banana crops of many Fairtrade growers. Meredith Cochrane, Fairtrade Foundation Campaigns Manager, was in the Windward Islands as the storm hit. Here is her eyewitness account.

Hurricane Dean struck the Windward Islands on the 17th of August. Winds of 100 mph caused almost total destruction of banana crops in Dominica, 75% to 80% in St Lucia, and 10% in St Vincent. In field after field banana plants lay snapped in half or completely uprooted.

Standing in farmer Conrad James's banana field in St Lucia, most of his crop lies in a twisted, broken mess. He explains to me that many of his bananas were

close to harvesting and when the winds came through, the weight of the fruit brought the plants down. While he will be able to salvage some of the bananas, it will take nine months for his replanted plants to be ready for harvest.

In the past, this level of damage would have spelt the end of banana farming for most of these farmers. However with the help of Fairtrade, farmers have the finances, the support systems, the buyers, and the confidence required, to not only

rebuild their businesses, but to make them stronger than ever.

For Conrad and his fellow farmers, a combination of government assistance, and funds from the St Lucia National Fairtrade Organization, will pay for the cost of labour for replanting and drainage. The banana farmers do not normally require hired labour, and usually work collaboratively, sharing the work of harvesting with neighbouring farmers. However the sheer scale of the work needed in the aftermath of the hurricane required funds to hire additional labour.

In the meantime, Conrad has no other crop from which to derive an income. As Fremont Lawrence, representative of WIBDECO, the banana export company of the Windwards, explains "Bananas are the livelihood of



Conrad James and Meredith Cochrane survey the damage

the farmers. Without bananas, there would be no decent living for many farmers. That is why it is so important for them to continue to receive the support of the supermarkets, the customers and Fairtrade in their struggle to preserve their livelihood."

Because farmers know that their industry has a market thanks to Fairtrade, they are not only replanting banana trees but are able to invest in trees and other vegetation that will act as windbreaks to protect crops from future storms. In the past, they wouldn't have had the money or the confidence of a secure future to make such an investment worthwhile.

The impact of this investment on local communities is evident throughout the island. Where even a few years ago Fairtrade was relatively unknown, 100%

conversions to Fairtrade bananas by supermarkets such as Sainsbury's and Waitrose have increased the positive impact of Fairtrade across the island. Driving around St Lucia, the tangible benefits of Fairtrade are evident all around. Community centres, medical facilities, computers in schools and nursing homes are only a few of the areas where the Fairtrade premium – an additional amount paid on top of the price for a box of bananas – is being put to good use.

Conrad perhaps best expresses the determination of farmers to recover their livelihood and their need for our continued commitment. "I have a lot of work on my shoulders but I will keep growing bananas. I will build this up again. Just please keep buying Fairtrade bananas."



Windward farmers campaign against EPAs

Economic Partnership Agreements (EPAs) are bilateral trade agreements currently being negotiated between Europe and 76 African, Caribbean and Pacific (ACP) countries. Pressure is mounting on ACP countries to sign up to these agreements by the end of 2007 despite widespread concerns that they will create obstacles to social and economic development in the very communities and countries that are currently benefiting from Fairtrade.

To find out more, or to express your concern to Gordon Brown by signing a petition, visit www.tjm.org.uk

Banana facts...

- Bananas do not grow on trees, they are the fruit of the *Musa sapientum*, the world's largest herb, which has flowers without sex organs and fruit without seeds. The fruit is nutritious, easily digestible and a rich source of carbohydrates, phosphorus, calcium, potassium and vitamin C.

- Latin America accounts for nearly 80% of world banana exports, 15% are from the Far East, 4% from Africa and less than 2% from the Caribbean.

- From 2002 to 2007, the consumer price for loose conventional bananas in the UK was cut by as much as 45% in a series of price wars between the big supermarkets.

- Fairtrade certified bananas first appeared on UK supermarket shelves in 2000, going on sale in the Co-op then in Sainsbury's. Earlier this year, Sainsbury's and Waitrose made the major step of switching all their bananas to Fairtrade certified bananas. UK consumers now eat over 2 million Fairtrade bananas every day.

- The Fairtrade minimum price for bananas varies from country to country, depending on the cost of production. All Fairtrade certified producer organisations receive a stable price that covers the costs of sustainable production, plus an extra Fairtrade premium of \$1 per box of bananas (18kg) for community investment.

- Look for the FAIRTRADE Mark on bananas at: **The Co-op, Sainsbury's, Waitrose**, most branches of **Asda, Booths, Budgens, Marks & Spencer, Morrisons, Nisa, Somerfield, Spar, Tesco**, and other small food stores.

- Fairtrade **organic bananas** are also available in selected **Booths, Budgens, Marks & Spencer, Morrisons, Somerfield**, independent and wholefood stores, and independent box schemes.

Cook up a change

Chicken Mole

A warming, Mexican inspired, autumnal dish using Fairtrade spices, raisins and dark chocolate by Elena Greenwood from Stratford-upon-Avon. Just one of the recipes featured in *The Fairtrade Everyday Cookbook*.

Method

1. Preheat the oven to 180°C/350°F/Gas Mark 4.
2. Heat 1 tbsp of the oil. Add the garlic and half the onions and cook gently for 8–10 minutes until soft.
3. Add all the spices, salt, star anise, and chillies. Cook for 2–3 minutes until fragrant. Then add the almonds, raisins, chocolate, and tomatoes along with 200ml (7fl oz) of water.
4. Bring to the boil and simmer for 15 minutes. Heat the other tbsp of oil in another frying pan. Add the rest of the onions and the chicken. Cook, turning and stirring, until they are browned.
5. Place the chicken and onions in a medium roasting tin.
6. Pour the sauce ingredients into a food processor, or use a hand blender, and purée until smooth. Cover the chicken in sauce and bake in the oven for 30 minutes.
7. Sprinkle with the chopped parsley or coriander to serve.

Serves 4

Preparation time 15 minutes

Cooking time 1 hour

Ingredients

- 2 tablespoons olive oil
- 5 garlic cloves, crushed
- 3 medium onions, roughly chopped
- 1 teaspoon each Fairtrade ground cinnamon, ground coriander, ground cumin, and Fairtrade dried oregano, ground cloves and salt
- 1 star anise
- 6 red chillies, de-seeded and finely chopped
- 75g flaked almonds
- 50g Fairtrade raisins
- 50g Fairtrade dark chocolate
- 400g chopped tomatoes
- 8 bone-in chicken thighs, or 4 chicken portions
- 15g fresh flat leaf parsley or coriander, roughly chopped

A full list of retail and catering products, including chocolate and spices, can be found at www.fairtrade.org.uk



Guarantees
a **better deal**
for Third World
Producers

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

What's new on the shelf?



Celebrate a fair Christmas

Enjoy a Fairtrade festive snack with Sainsbury's Oven Roasted Nut Mix with Fruit and Roasted & Salted Mixed Nuts, Morrisons 'The Best' Dark Chocolate covered Brazil Nuts, Traidcraft Dates, Sun Cottage Dates and Equal Exchange Amazon Flame Brazil Nuts available from independent shops. Twin Tading and Equal Exchange have joined forces with nut producers to launch Liberation Nuts. The first products include mixed cashew nuts and peanuts available in four delicious flavours: natural (no added salt), salted, a hint of smoke and mouth watering lemon and chilli. They are available to buy in major supermarkets.

Enjoy your snacks with one of the dozens of Fairtrade wines such as Co-op Mulled Wine Spice Mix, or Seasoned Pioneers Mulled Wine Spice Mix, or perhaps try Co-op Winter Warmer Coffee.

Give the kids a treat with a Creative Confectionery Fairtrade Chocolate Santa and Fairtrade Chocolate Reindeer Droppings, available from independent shops, or hang a bag of Divine Chocolate coins on the Christmas tree, available in Oxfam shops.

Indulge yourself with the Co-op's Fairtrade Christmas range which includes their Truly Irresistible

Fairtrade Christmas Pudding, Fairtrade Truffle Selection and Yule Log. Also available are the Dubble Milk Chocolate Christmas Pudding, Traidcraft Christmas Pudding and Traidcraft Fully Iced Christmas Cake.

Count down to Christmas with Sweet Divine's Chocolate Advent Calendar or print your own Sweet Temptations Chocolate Calendar (minimum order 100) visit www.sweettemptations.com for more details.

To drink

Asda's relaunch of their Fairtrade Extra Special roast and ground coffee range offers taste sensations from all around the coffee world. It includes: Colombian Los Cauchos, Guatemalan Santa Rosa, Latin American, and Latin American Decaffeinated. Harrods have launched their own range of Fairtrade and Organic teas including Single Origin Darjeeling Tea Bags and Green Tea Loose Leaf. And Fortnum & Mason now offer Own Label single origin coffees including Ethiopian Yirgacheffe and Honduran.



Kit yourself out in Fairtrade certified cotton

Greenknickers' organic cotton knickers are now on sale, visit www.greenknickers.org for details.

Marks & Spencer are aiming to sell almost 20 million garments made from Fairtrade cotton over the next 12 months, including a new collection of T-shirts made with cotton from India and West Africa for the new year. Adding to the growing range of shopping bags made with Fairtrade certified cotton, Accessorize and Monsoon now offer a selection of colourful bags and Oxton Cotton sell a spa bag, available from www.oxtoncotton.co.uk.

Fairtrade firsts

The first cola made with Fairtrade certified sugar is currently available on trial. Visit www.ubuntu-trading.com for details. And from Wensleydale Creamery, try Real Yorkshire Wensleydale cheese with Fairtrade Mango and Honey. Co-op have also launched Organic Ale brewed with Fairtrade certified sugar from Malawi.

Action response

Putting faith in Fairtrade

The number of churches pledging to be Fairtrade is showing no signs of slowing down. We now have over 3,860 Fairtrade registered churches. If your church has yet to register, please use the new form available on our website. Start applying now to help reach the 4,000 mark for Fairtrade Fortnight 2008!

We're now working with a range of Muslim organisations to agree criteria for becoming a Fairtrade Mosque! Showing the way is Woking Mosque which has set up a regular Fairtrade stall. Fairtrade dates in particular have been a top seller during the recent fasting period of Ramadan. If anyone would like to contribute or support this campaign please do get in contact with Faaiza Bashir (Faiths Intern), at faaiza.bashir@fairtrade.org.uk.

And don't forget to join the new email discussion group for Fairtrade Faiths where you can add messages, photos and events. Please visit: http://groups.yahoo.com/group/fairtrade_faiths/

Fairtrade Schools go live!

The Fairtrade Schools scheme is about young people and adults working together to make the world a fairer place. To become a Fairtrade School, schools will need to show that they have reached five goals (from using and selling Fairtrade products to teaching about Fairtrade across the curriculum), and be able to demonstrate this by providing specific pieces of evidence. To help

Fairtrade Towns Regional Support Networks

The joint declaration of the City of London (the Square Mile) and Sunderland on the 22 October sees the 300th Fairtrade Town declared (the term includes cities, boroughs, counties, islands, villages and zones) across the country.

The number continues to grow as more and more areas make a collective pledge to support Fairtrade and meet the five goals needed to achieve Fairtrade status. In response to this growth, the Fairtrade Foundation has set up two Regional Support Networks to help process renewal applications and to offer support to Fairtrade Towns in their area. We are currently recruiting Volunteer Regional Advisors for the North West and South West.

If you are interested in joining one of these Support Networks, and using your experience as a Fairtrade Town campaigner to support other groups and the work of the Fairtrade Foundation, please contact Hannah Reed, Campaign Co-ordinator (Fairtrade Towns Initiative), at hannah.reed@fairtrade.org.uk.

this process, a new microsite has been launched at www.fairtrade.org.uk/schools.

As well as lots of information and ideas for young people and teachers, the new site makes it easy for schools to register and apply on-line. There is also 'hot tips' section where we invite schools to send in their stories, photos, posters, poems, or anything they want to share to inspire other schools. In addition, the Foundation has also produced an accompanying Fairtrade Schools Action Guide, full of ideas for activities as well as a step-by-step guide for achieving the five goals.

Order copies of the guide by telephoning **0207 440 7676**.

Diary dates

8 December 2007
National Climate March
www.campaigncc.org

1-3 February 2008
European Fair Trade Fair in Lyon, France
www.salon-europeen-commerce-equitable.org

7 February 2008
Fairtrade Universities and Colleges Conference at the University of Derby
www.fairtrade.org.uk

25 February – 9 March 2008
Fairtrade Fortnight
www.fairtrade.org.uk

At the Fairtrade Foundation website you can:

- sign up to campaigns emails
- save paper by changing to an online version of Fair Comment
- amend your contact information
- order resources and materials and make donations

Please visit www.fairtrade.org.uk/resources.htm

If you are an existing supporter of Fairtrade and have been in touch with us before, your details may already be on the system so you'll need your logon ID and password before proceeding. You can obtain this by emailing orders@fairtrade.org.uk with your full name and address or by calling us on **020 7440 7676**.

The Fairtrade Foundation
Room 204
16 Baldwin's Gardens
London EC1N 7RJ
T 020 7405 5942
mail@fairtrade.org.uk
www.fairtrade.org.uk