



Producer focus

fairtrade.org.uk/producers



Harvesting olives. All images © Simon Rawles. Crossing the checkpoint. Mahmoud Issa.

Forty-two year old olive farmer Mahmoud Issa looks out across the 150 dunams (15 hectares) of olive groves that provide his living. As a member, he says he speaks for all the farmers in the Anin Co-operative when he describes his excitement at his co-op becoming Fairtrade certified.

The passion for his work is clear. 'The zaytoon, the olive, means everything to us,' he says. 'My father and my grandfather farmed on this land, and now my children work alongside me harvesting. Our olive oil is of the highest quality because of the fertility of the land and we use traditional farming methods.'

In Palestine, the zaytoon or olive tree is revered and symbolizes many things, including family, land and hope. But it doesn't just have spiritual significance, olive and olive oil production is a vital source of income for many farmers in the region. Often the land has been in their family for generations and extended families rely on olives for their livelihood. As well as financial support, olive oil is enjoyed by the family and bottles are sent to family members working in other towns or countries. There is a high yielding harvest every other year. From October to November, most members of the family will be involved in picking from early

morning to dusk. Schools begin their lessons earlier or even close so that everyone can help with the harvest.

Mahmoud's home village of Anin sits in a picturesque valley just outside Jenin. There is just a single road into the village as Anin borders an illegal Israeli settlement area, so is surrounded on three sides by a wire fence. Around 40 farmers belong to the Anin Co-operative. Some of the farmers in the village own olive groves in the settlement area and have to cross an Israeli army checkpoint to tend their crop. The checkpoint is open for a few hours in the morning and early evening and is patrolled by soldiers in tanks.

Some of the farmers used to work in a nearby larger village to earn extra income when harvesting ended, but as that village too now lies within the settlement area and getting a permit can take as long as three or four years, they can no longer do this. Faced with increasing financial hardship, farmers are forced to look for work elsewhere, which means leaving their land for long periods of time. They worry about the deteriorating quality of their olives if they leave their groves unattended for too long. Mahmoud says 'All I want is a fair price for my olives so I can continue to farm and support my family.'

The olives are harvested by a combination of shaking the trees

and climbing up to pick them. Then they are transported to a nearby oil press. The olives must be pressed as quickly as possible and then stored in stainless steel containers to control the level of acidity. The farmers in the Anin Co-operative use the local village press, storing the olive oil in mobile storage containers before transferring the oil to their exporter in Jenin. Among the first things the farmers say they would like to buy with their Fairtrade premium are more mobile storage containers to retain the quality of their olive oil. The Anin Co-operative is one of the first farmers' organisations to be certified and is a member of the Palestine Fair Trade Producers Company (PFTPC). In all eight co-operatives, consisting of about 265 farmers, have just become Fairtrade certified.

As this begins to happen in 2009, Mahmoud says the benefits to small farmers like him will be significant. 'In the past, we were often forced to sell our products at a loss due to the economic situation, but we are hoping that Fairtrade will help re-establish small farmers' faith in the sustainability of the agricultural sector in Palestine.'

The oil is available from Zaytoon, Equal Exchange, Traidcraft and Essential Trading amongst others. Look out for the oil on supermarket shelves soon. www.zaytoon.org www.equalexchange.co.uk

Olive oil – the lifeblood of Palestine

Breaking banana records in Ashbourne



Why did you decide to do this? We wanted to do something that would be great fun, but which would help people realise that Fairtrade can be an everyday choice. The idea of a world record came because we wanted to reach as many people as possible with this very simple message - and we know that Ashburnians love a challenge!

What worked well about your event?

The way it caught people's imaginations - people of all ages and those not involved in Fairtrade. Having people in banana suits running around Ashbourne's Victoria Square beforehand helped attract people on the day - and also provided some of the most memorable press photos!

What are your top tips for organising a banana eating event?

1. Plan big! Estimate how many people you think you'll attract and then get at least double that number of bananas.
2. Spread the word - get your press release to every local and regional media outlet (TV, radio, newspapers) and be ready to do

live broadcasts at all hours of the day.
3. Be prepared - think through every eventuality and make sure you have plenty of stewards who have been well briefed on what to do.
4. Keep it simple - Make registering easy and fast to avoid delays.

What do you think your event achieved?

For Ashbourne, the benefits were that it made Fairtrade the talk of the town. It seemed everyone was talking about the banana world record - and helped show the town that our campaign was about raising the profile of Ashbourne too. For farmers, it helped spread the word of Fairtrade wider than we had imagined possible - and in more detail than we had expected too. We used the event to repeatedly echo the message that people can easily change today by choosing Fairtrade for everyday items.

Finally, what was your favourite memory from the day?

The sight of Ashbourne's Victoria Square packed full of people all doing a countdown from 10 to 1 - only to be followed by silence as they munched their bananas!

Company story

Sweet talking

Justine Cather, founder of Burnt Sugar, makers of delicious Fairtrade sweets, tells us how the company will be celebrating Fairtrade Fortnight.



What are you up to during Fairtrade Fortnight?

I'll be involved in a few different ways. As a company we'll be at the London launch on 22 February hosting a fun quiz about Fairtrade sugar. Lots of fudge and sweets to be won! We'll also be providing prizes for a quiz and samples at Waitrose Head Office to educate their staff - we sell our sweets in their stores.

Burnt Sugar will be part of the Fairtrade trail at Oxford University Botanic Gardens and providing free fudge to our local Oxfam shop (the very first one - Broad Street, Oxford). I'll be visiting my son's primary school to do some cooking with Fairtrade ingredients. Last year the children were really interested. They understand the concept of fairness from a young age. Lots of mums said to me

afterwards that they now buy Fairtrade because their kids insist on it!

Why do you feel it's important to get involved?

There is still confusion about Fairtrade and what it means and I want to help people understand the difference they can make by buying Fairtrade. I love talking to children about it as they are very keen supporters as soon as they understand that not all children in the world have the privileges they do.

What about healthy eating?

Burnt Sugar promotes a 'sweetie sharing policy' because we all know too much sugar isn't good for us, but indulging in moderation is fine.

Where does the Fairtrade sugar you use come from?

It's from Kasinthula Cane Growers in Malawi, one of the poorest countries in Southern Africa. I visited the farmers from WEKO (West Kenya Outgrowers Company), before the recent political unrest happened. It was fascinating to see how the sugar was grown and harvested and milled - with very little modern machinery.

How has Kasinthula benefited?

The social premium paid by Burnt Sugar to KCG last year for their sugar was the equivalent amount to pay for a bore hole to be dug. Bore holes provide the villagers with fresh, clean water, which reduces water borne diseases. They also protect the villagers (mostly women as it is their job to collect water) from being attacked by crocodiles when they collected water from the river.



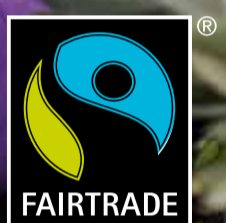
MAKE IT HAPPEN CHOOSE FAIRTRADE

Facing the crisis

fair comment

The Fairtrade Foundation newsletter

Spring 2009 fairtrade.org.uk



fairtrade.org.uk



Tomy Mathews speaks at a Liberation Board meeting © Liberation



Bruce Crowther campaigning in Garstang © Tom Bamford



Choose Fairtrade bananas © Marcus Lyons

Top Fairtrade news

Producer voice louder on Board

All producer networks now represented

Bringing his expertise from Fair Trade Alliance Kerala (FTAK), cashew nut farmer Tomy Mathews is the third Fairtrade producer representative to be elected onto the Fairtrade Foundation's Board. He joins Merling Preza Ramos, General Manager of PRODECOOP in Nicaragua and Silver Kasoro, Director and Board member, Mabile Growers Tea Factory in Uganda. A strong producer presence on the Board reflects the principles of Fairtrade, of involving producers at every level of the organisation and in decision making.

MBEs for Bruce and Sophi

Fairtrade work recognised

Bruce Crowther, the founder of the Fairtrade Town movement, has been awarded an MBE in the 2009 New Year honours list. The honour recognises his work supporting developing countries through Fairtrade Towns, Oxfam and his twinning link between his home town of Garstang in Lancashire and New Koforidua in Ghana. Bruce said, 'I'm just one of millions of people who care about the poverty and inequality that underlies most, if not all that is wrong in our unjust world. I hope by accepting this award on behalf of this mass movement of people it will help to promote even greater awareness of poverty and the part we all play in it.' Bruce established Garstang as

Go bananas this Fairtrade Fortnight

Join events across the UK

Why not show your support for Fairtrade by taking part in our go bananas event, the finale of Fairtrade Fortnight 2009? You could even invite friends and family to join you to break the world record for simultaneous banana eating in a 24 hour period. The attempt will take place between noon on Friday 6 March and noon on Saturday 7 March and aims to raise awareness about the need for Fairtrade, particularly in the banana industry, and the availability of Fairtrade bananas. It is also part of the Fairtrade Foundation's strategy, Tipping the Balance, which aims to double the number of producers benefiting from Fairtrade. Every part of the Fairtrade movement will be involved, from producers to school children. Thousands of events are expected to take place, in workplaces such as KPMG and the Wellcome Trust, and Tesco, Sainsbury and Waitrose will be stocking specially stickered banana packs for the event. Harriet Lamb, Executive Director of the Fairtrade Foundation said 'We want everyone to go bananas this Fairtrade Fortnight and give a clear message to politicians about how we want trade to work, not just for banana farmers, but for the world's marginalized workers.' If you would like to declare your support for the record attempt, please register at www.fairtrade.org.uk/gobananas



Facing the crisis

All over the world, tens of millions of people are suffering from increased food and fuel prices. While some of us might feel the pinch of a few more pennies on our supermarket bill, rising food prices have pushed millions of people deeper into poverty. These people include the world's 450 million smallholder farming households, who cultivate two hectares or less.

It was tough being a small scale farmer in a developing country before food and fuel prices started to rise due to degraded land, lack of access to affordable credit and unfair global trade rules. But these new challenges combine to make life very difficult indeed. The soaring cost of fuel increases the costs of transporting produce to markets, makes fertiliser prohibitively expensive and in turn makes food prices higher. In Uganda, some tea growers now spend more than 50% of income on food, up from 30%. Some estimate the price of maize will rise by 27% over the next ten years.

Eggs twice a year
A member of Mabale Growers Tea Factory in western Uganda, Beatrice Kunihira usually produces 300kg of tea a month, but has been unable to afford fertiliser recently and is only producing roughly half as much. On top of this, price rises mean the family is spending double what it was last year on food. She says 'We can only afford eggs twice a year, at Easter or Christmas. We are in poverty. Sometimes we want to put on shoes but we can't afford them. Sometimes, we want to eat meat, but we can't afford it.'

Stability and security
However, the situation for Fairtrade coffee farmers in the same part of Uganda is different. Most members of Ankole Coffee Producers Cooperative Union are subsistence farmers, self sufficient in food. Sometimes they are even able to sell a surplus into the market, and so benefit from the higher food prices. The Fairtrade price they get for

their coffee means relatively speaking, they are prospering. It's the guaranteed Fairtrade minimum price that has given them the security to deal with this uncertain period. Coffee prices are notoriously volatile, making planning ahead difficult for growers. John Nuwugaba, chair of the Union, explains 'Fairtrade gives us a guaranteed price whatever happens. This means more consistent income. Farmers can conduct their business better by planning ahead.'

Although Fairtrade was conceived in response to low commodity prices, it is just as vital now in this time of high food prices, because it provides producers with more stability in a constantly fluctuating market, allowing them to plan for the future. At the heart of the Fairtrade model are the producer cooperatives and organisations, which increase collective power and reduce costs at times of high commodity prices. The Fairtrade premium too, is vital in unpredictable times, allowing

communities to continue investing in development projects or improving their businesses. It can be used to fund projects to address food security or improve production so Fairtrade farmers can benefit from higher commodity prices.

Food and fuel price rises affect us all but if the world's poorest are to weather these storms, we must continue to choose Fairtrade at every opportunity, and speak out in support of change to the way international trade is done.

We must urge governments and international donors to refocus support on agriculture in these tough times, putting small-scale farming at the heart of their policies, because after all, one third of humanity depends on it.

Action

Read our new report The global food crisis and Fairtrade: Small farmers, big solutions? at www.fairtrade.org.uk from 19 February.

Food and fuel price rises affect us all but if the world's poorest are to weather these storms, we must continue to choose Fairtrade at every opportunity...

80%

Kasinthula Cane Growers Malawi, families now spend 80% of income on food (was 50%)

1/3

of humanity is reliant on small-scale agriculture

\$3.7bn

the drop in aid to agriculture. Reduced from \$7.6bn in 1980 to \$3.9bn in 2006.

Spring fresh Fairtrade cotton

1. Red Nose Day T-shirt for Comic Relief
Designed by Stella McCartney
www.tkmaxx.com/comic-relief
2. ASDA/George skirt
From a range
www.george.com
3. Marks & Spencers Model bags
www.marksandspencer.com
4. Laura Ashley scoop neck top
Other colours available
www.lauraashley.com
5. Natural Collection Organic Fairtrade bathrobes
Other colours available
www.naturalcollection.com
6. Cotton wool pads
Balls and cotton buds also available
www.co-operative.coop
7. Blah print boxers
www.peopletree.co.uk
8. Christy towels
Other colours available
www.christy-towels.com

Five G Socks (not featured)
2 for 1 offer
www.sockshop.co.uk/fairtrade

Have you tried?

Tropical Wholefoods Organic Dried Mango
Sundried apricots and apricot kernels (in natural, tamarind and chilli roast flavours) also available.
www.tropicalwholefoods.co.uk

Harry's Fairtrade salted cashew nuts
Peanuts also available
www.chooseliberation.com/harry/

Co-op Milk Chocolate Bunny
www.co-operative.coop/food/

Fairtrade white seedless grapes
www.sainsburys.co.uk

Organic Fairtrade Fusilli pasta
Fairtrade quinoa Penne pasta and Thai jasmine rice also available
www.traidcraft.org.uk

Green & Black's Maya Gold Easter egg
www.greenandbeautiful.com

Divine milk chocolate Easter egg with 6 hand finished milk chocolate Marc de Champagne truffles
Other Divine Easter products available
www.divinechocolate.com

My World organic milk chocolate egg
Pirate version also available
www.myworldchocolate.co.uk

Waitrose organic milk chocolate Easter egg
www.waitrose.com/organic

African Baobab Fruit Jam
Other flavours available
www.yozuna.com

AMT Eccles Cake
www.amtcoffee.co.uk

Milk chocolate spring rabbits
Also available: chicks, lambs, and chickens
Available at Oxfam

Clipper Everyday Tea
New look packaging for range
www.clipper-teas.com

Ehrmanns Stellar Organics Running Duck
Re-brand with a new name and label
www.fairtradewine.co.uk

Organic Fairtrade hibiscus tea bags
Other flavours available
www.essential-trading.coop



Take action

FAIRTRADE FORTNIGHT
23 February – 8 March 2009

Fortnight launch – South Bank

Fairtrade Fortnight (23 February – 8 March) gets off the starting blocks at our Fairtrade games event on 22 February on London's South Bank. It promises to be a great day out for all the family with the chance to win a Fairtrade chocolate medal, meet producers, taste and buy lots of Fairtrade products. For more see www.fairtrade.org.uk/launch

Get out and about during Fairtrade Fortnight – check the events calendar for events near you at www.fairtrade.org.uk/fortnight There's loads going on, from fashion shows and debates to tastings and film screenings.

Get baking

Win great prizes and the glory of seeing your name and recipe in print in the new Fairtrade baking book, due to be published in time for Fairtrade Fortnight 2010. For more details and an entry form, please visit www.fairtrade.org.uk/dk

New film

Fruits of Fairtrade in South Africa
www.fairtrade.org.uk/resources/films

The new Fairtrade Towns guide is here!

All you need to get you started on the five goals, keep you going after your declaration event and lots of top tips and ideas from other Fairtrade Towns. Order your free copy by calling 020 7440 7676 or download a copy from <http://tinyurl.com/7f35dt>

Order Fortnight materials from: 020 7440 7676
www.fairtrade.org.uk/resources

MAKE IT HAPPEN
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Fairtrade Fortnight Awards 2009

Check the website for details of the Fairtrade Fortnight Awards and find out how your group could win a cash prize to help with your local campaign! Thanks to Shared Interest Foundation for their kind support of the Awards. Read more at www.fairtrade.org.uk/awards and www.shared-interest.com

SHARED INTEREST FOUNDATION
building a fairer world

Be a trade hero!

Sign and send the action card to European Trade Commissioner Baronesse Ashton calling for a new approach to trade policy. Order yours from www.fairtrade.org.uk/resources



Caribbean banana salad



Serves 4
Preparation time: 15 minutes
Cooking time: 15 – 20 minutes

Ingredients
4 cloves garlic, crushed
60g (2oz) sliced pimento-stuffed green olives
2 small red onions, thinly sliced
1 bay leaf
120ml (4fl oz) olive oil
120ml (4fl oz) white wine vinegar
Juice of one Fairtrade lime
Salt and Fairtrade black pepper to taste
1kg (2 1/4lb) very green, underripe Fairtrade bananas

Method
Combine garlic, olives, onion, bay leaf, olive oil, vinegar, lime juice, salt, and pepper in a large bowl and set aside.
Bring a large pot of water to the boil. Meanwhile, cut the ends from the green bananas and slit peel lengthways; keep peel on.
Boil the bananas for a few minutes until they are soft, yet firm. Drain bananas and place in a pan of icy water for approximately 5 minutes or until they are completely cold.
Peel bananas and cut into 2.5 cm (1in) rounds. Add banana rounds to the bowl of garlic and onion mixture and toss to coat well. Sprinkle with the sliced red onion.
Tip: For a more substantial salad, serve on plates lined with chopped lettuce and add tomato, Fairtrade avocado, carrot sticks, a Fairtrade pepper cut into strips, and some broccolini florets. This dish would make a delicious accompaniment for a curry.

This recipe features in *The Fairtrade Everyday Cookbook* alongside more than 100 mouth-watering dishes using Fairtrade ingredients with contributions by supporters, producers and celebrities.

Published by Dorling Kindersley, available in all good bookshops RRP £16.99.

