



# Fair beginnings

Sue Fisher, an early Traidcraft Fair Trader, shares memories of fair trade going back 30 years.

Above: Sue Fisher (left) and Anasomer (right) with members of the Fairtrade premium committee.

'In 1979 the first Traidcraft catalogue came through my door. I was fascinated by the exotic artefacts, speaking plainly of a life so different from ours. By becoming a Fair Trader I saw a way to connect consumer and producer, and to put into action the self-help and empowerment embodied in the slogan of 'aid through trade'.

In 1981 I visited jute workers on a tour to Bangladesh and saw their emerging confidence, built by the power of a dignified wage. After I retired I went on more Meet the People tours run by Traidcraft. Seeing worker empowerment, particularly of women, remains the most thrilling aspect of these visits. I saw this recently at the Peermade Tea Factory, Kerala,

source of Equal Exchange's Fairtrade organic tea. To meet Fairtrade criteria, women farmers must be included as Fairtrade premium committee members. Twenty-eight years on, I saw again the excitement of a new empowerment for these tea-pickers and growers. One brave woman, Anasomer, had accepted her nomination and actively encouraged other women to take part.

I'm a speaker for the Wales Fair Trade Forum and a schools assessor for the Fairtrade Foundation. Seeing the interest of pupils is rewarding and encouraging, from the recognition of the FAIRTRADE Mark in the very young to the realisation of trade justice issues in 6th forms. Sometimes I'll run a stall in a

school where I previously spoke. Children come and tell me their mum now buys from the Co-op, or show me their Fairtrade posters, or their parents say 'I've got to buy Fairtrade bananas or I'm in trouble at home!' or 'I'm glad I found out about Divine chocolate'. The next generation is crucial to the continuing success of Fairtrade. Thanks to the Fairtrade Schools scheme, this is a developing and enthusiastic reality.

The work of the Fairtrade Foundation, the FAIRTRADE Mark and the schools initiative are a means of education scarcely envisaged by those who supported fair trade in the early days.'

For more on Traidcraft's tours, go to [www.traidcraft.co.uk/get\\_involved/meet\\_the\\_people.htm](http://www.traidcraft.co.uk/get_involved/meet_the_people.htm)



# fair comment

The Fairtrade Foundation newsletter

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fairtrade.org.uk



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## Growing up with Fairtrade

At fifteen, most of us are beginning to dream about the ambitions that shape the rest of our lives. On Chamraj Tea Estate in India, six fifteen-year-olds are explaining how the Fairtrade premium has helped set them up to succeed.

Meet *Monish*. He wants to be a doctor. As does his friend *Jagadish*. *Harish* fancies computer engineering. *Jenifer* would like to be a software engineer. *Chandini* has her sights set on a senior position in local administration and *Keesthana* aims for a career in civil engineering. Standing outside their school, they are timid and quiet. *Jenifer* speaks first. Her hopes have been fired up in the school's computer lab, funded by the Fairtrade premium. At first there were 12 computers. Later the company that owns the estate, United Nilgiris Tea Estates, was so impressed with the results the new computer lab

produced in the schoolchildren, they paid for 28 more computers for the lab themselves. *Jenifer* explains: 'Our standard of education has improved. The computer training has really improved our chances of going to college and getting a good job. Only a few schools in this area (the Nilgiri Hills of south India) have these facilities so we are very lucky.' The Chamraj Tea Estate was certified Fairtrade 15 years ago and their tea goes into Clipper Fairtrade products, among others. *Tony Revill-Johnson*, Chief Executive of Clipper Teas, says 'Fairtrade addresses one of the most significant issues that we all face, sustainable and decent livelihoods for workers. These ethics are also at the heart of Clipper's trading principles and we were the first Fairtrade tea brand in the UK.' It is a partnership that has brought great benefits for Chamraj estate, among others. The joint body committee at Chamraj which oversees the investment of the Fairtrade



## Company story

Anna MacCaig, CEO of Cafédirect and winner of the best female-led ethical business award at this year's Triodos Women in Ethical Business Awards, talks about the 15 years since her company supplied one of the first FAIRTRADE certified products to the shops

**How did Cafédirect start?** When the International Coffee Agreement collapsed in 1989 market prices plunged, and millions of smallholder farmers around the world faced a very uncertain future. Three coffee growing communities - in Peru, Costa Rica and Mexico - each shipped a single container of coffee, loaned on trust, to charitable groups in the UK. The beans were roasted and sold through church halls, charity shops and at local events. Cafédirect grew out of the passion of individuals and small organisations to help make trade fairer and that passion is still evident. We have a lot of committed grassroots supporters and we have lots of small shareholders.

**Tell us about yourself** I arrived at Cafédirect in March 2008. My background includes working in the UK and internationally with brands like Persil, Dove and Age Concern. As Marketing Director of Ribena, I worked with British blackcurrant farmers and The Wildlife Trusts to increase biodiversity on British blackcurrant farms. Cafédirect is my perfect role, combining small-scale agriculture with social justice and working across different cultures.

**Do you still have links with Coocafe in Costa Rica, the first producer of FAIRTRADE certified coffee?** We do. Alvaro Gomez from Coocafe has recently joined our Board.

**What does the future hold for Cafédirect?** We want to carry on being innovative and pioneering, for example, we want to work more in partnership with our growers and give them a more central role in the company. We must continue to evolve in order to best represent the concerns of the growers and, right now, one of the most important issues facing them is climate change. This is why, over the course of the past three years, we've invested almost half a million pounds in a pioneering new venture known as AdapCC - a series of replicable adaptation strategies to tackle problems that smallholder farmers are already facing such as droughts and new types of pests. We are also placing quality and taste at the top of the agenda and I'm looking forward to helping our producers bring more products to the market.

**www.cafedirect.co.uk**



Dyborn Chibonga and Alice Kachere accept Yara Prize © Nisan Munch



Harry Hill with Justina Peck and campaigners outside Number 10 © Mae Kalfar



Launch of Oromo Coffee © Lorna Young Foundation

## Top Fairtrade news

### Hats off to NASFAM

Award honours smallholder farmers in Malawi

Congratulations to the National Smallholder Farmers' Association of Malawi, members of which grow the nuts that go into packs of Liberation and Harry's Nuts. They have won the highly acclaimed Yara Prize in recognition of their role in supporting smallholder farming in Africa. NASFAM's ground breaking work aims to improve the livelihoods of its smallholder members - most of whom are women. NASFAM gives farmers a say in policy making, helps them build their businesses and farm with an eye on the future. Dyborn Chibonga, CEO of NASFAM, and Alice Kachere, NASFAM Chairperson, received the prize at a ceremony in Oslo. Dyborn said: 'We are delighted to accept this prize on behalf of NASFAM. Through our unique network of smallholder owned organisations, we are empowering more than 100,000 farmers to develop their businesses and be part of making the voice of the smallholder heard loud and clear in Malawi.' The Yara Prize for a Green Revolution in Africa is awarded annually by a foundation set up by Yara International ASA, which has been doing business in Africa for 30 years. It honours significant contributions to the reduction of hunger and poverty in Africa.

### Celebrating Fairtrade at Number 10

Sarah Brown hosts 15th anniversary tea party

Campaigners, celebrities and Fairtrade pioneers attended a tea party hosted by Sarah Brown at No 10 Downing Street on 12 October to celebrate 15 years since the first products to carry the FAIRTRADE Mark arrived on our shelves. Guests including Harry Hill, Allegra McEvedy and Sophie Grigson rubbed shoulders with 15-year-old Fairtrade campaigners while enjoying a menu full of Fairtrade food and drink. Jake Mairs from Stockport School, Zoë Cooke from Thornleigh Salesian College in Bolton, and Jordon Day from St George's College in Sleaford are all active and committed members of award-

### Get the taste of direct trade

First for Ethiopian coffee farmers

Straight out of Ethiopia - the country that invented the stuff - is a new brand of Fairtrade coffee. Oromo Coffee Company is the first ever Ethiopian community-to-community direct trading initiative. The company is run by members of the Ethiopian community in northwest England, who buy all their coffee directly from the smallholder coffee farmers in Ethiopia. The farmers belong to the Oromia Coffee Farmers' Co-operative Union, made famous by the documentary Black Gold. This unique social enterprise is supported by the Lorna Young Foundation, which works with farming communities across Africa, and by roasters Bolling Coffee. The aim of the business is to trade more directly, shortening supply chains to make sure maximum benefits reach both ends of the chain. The coffee was launched in May at a reception at Portcullis House in London, attended by James Purnell, then Secretary of State for the Department of Work and Pensions. Mr Purnell said: 'This is a unique initiative that could make fair trade even fairer - and the coffee tastes great too.' For details on how to place orders, see [www.oromocoffee.org/contact.asp](http://www.oromocoffee.org/contact.asp)

# Fairtrade – for the future

## Justino Peck, Chairman of Toledo Cacao Growers' Association in Belize, looks back on 15 years of the FAIRTRADE Mark.

Justino Peck has always been a forward thinking man. In his line of work he can't afford not to be – as a cocoa farmer he has to wait five years before new cocoa plants bear fruit. Back in 1993 he became Chairman of Toledo Cacao Growers' Association (TCGA) 'to help rescue myself and the farmers from the dire situation we faced.'

At that time, the price of cocoa had plunged very low and for Justino and his cocoa growing colleagues, harvesting their crop had become a waste of time and energy. The community of cocoa farmers was in danger of giving up and trying their hands at something else, when buyers from Green & Black's, attracted by the group's organic techniques,

offered them a deal with a five-year guarantee to buy their cocoa.

**Turning point**  
Shortly after this deal was struck, Green & Black's Maya Gold chocolate bar, containing TCGA cocoa, became the first to carry the FAIRTRADE Mark to be sold in the UK. It was the start of something beautiful for TCGA, a new-found confidence.

Justino says: 'For the farmers, Fairtrade means the security of knowing that they will be paid a set price for their cocoa. If not for the Fairtrade deal, a lot of farmers would have moved away, breaking up families and communities, to earn a living doing something else.'

Part of this security comes from the strong relationship TCGA has with Green & Black's. Neil La Croix, Head of Supply Chain for Green & Black's, explains: 'The relationship... is essentially a simple one – they grow the

cocoa and we buy it. The key points are: one, there's a five-year rolling contract; two, there's a minimum guaranteed price; and three, we pay the farmers directly when we receive the cocoa. If you're a farmer, that's a lot of security.' Through the tough times though it's not just about being able to rely on a fair price. When Hurricane Iris devastated cocoa crops in 2001, the technical support TCGA was able to offer to its members was vital in getting their farms up and running again and new trees planted.

With membership now at 1,088 farmers, TCGA is still looking ahead. For Justino, this is embodied in his hopes for his children. The Fairtrade premium has funded scholarships for farmers' children and supported a school in the cocoa farming community. He says: 'They say the key to success is education. We want to provide the education necessary for our children to succeed.'



Justino Peck © Zed Nelson

## Festive and Fairtrade

- Divine Chocolate Advent calendar**  
Also available with dark chocolate  
[www.divine.co.uk](http://www.divine.co.uk)
- Vodka made with quinoa**  
[www.fairtradespirits.com](http://www.fairtradespirits.com)
- Fairtrade fruit and nut mix**  
Cashews and brazil nuts also available  
[www.sainsburys.co.uk](http://www.sainsburys.co.uk)
- Oromo Harar coffee**  
Other types available  
[www.oromocoffee.org](http://www.oromocoffee.org)
- Earl Grey loose leaf tea in caddy**  
Winner of Soil Association Organic Food Award 2009  
[www.hampsteadtea.com](http://www.hampsteadtea.com)
- Marks & Spencer Strawberry Conserve**  
[www.marksandspencer.com](http://www.marksandspencer.com)
- Morrisons roast and ground coffee**  
All Morrisons' roast and ground coffee is now Fairtrade  
[www.morrisons.co.uk](http://www.morrisons.co.uk)
- Machu Picchu freeze dried coffee**  
[www.cafedirect.co.uk](http://www.cafedirect.co.uk)
- Bombay Mix**  
[www.traidcraftshop.co.uk](http://www.traidcraftshop.co.uk)
- Fruit Passion orange, pineapple and passion fruit juice**  
Other flavours available  
[www.fruit-passion.com](http://www.fruit-passion.com)
- Organic Christmas Tea**  
[www.steenbergs.co.uk](http://www.steenbergs.co.uk)



## Perfect for Fairtrade giving

- Ethletic trainers**  
Made with Fairtrade cotton uppers and laces.  
Other colours and styles available [www.fairdealtrading.com/footwear](http://www.fairdealtrading.com/footwear)
- Plaited zip-through top**  
Other colours and styles available [www.debenhams.co.uk](http://www.debenhams.co.uk)
- Warehouse black lace dress**  
Tunic also available [www.warehouse.co.uk](http://www.warehouse.co.uk)
- Glasses case**  
Other styles available [www.bishopstontrading.co.uk](http://www.bishopstontrading.co.uk)
- Akoma shea butter**  
Full range available [www.akomaskincare.co.uk](http://www.akomaskincare.co.uk)
- Orange lip balm**  
Many other products available [www.visionarysoap.co.uk](http://www.visionarysoap.co.uk)
- Boots Fairtrade beauty gift set**  
Full range at [www.boots.com](http://www.boots.com)

## Take action

# FAIRTRADE FORTNIGHT THE BIG SWAP 2010

Order Fortnight materials from: 020 7440 7676  
[www.fairtrade.org.uk/resources](http://www.fairtrade.org.uk/resources)

### Fairtrade Fortnight – The Big Swap

The theme of this year's Fortnight is The Big Swap, visit [www.thebigswap.org.uk](http://www.thebigswap.org.uk) to find out more. Order your resources now using the enclosed action flyer or via the website.

### Take action for tea

Be a part of Traidcraft's Make it Fair campaign, calling for a better deal for tea workers, by filling out the enclosed card and visiting [www.traidcraft.co.uk](http://www.traidcraft.co.uk)

### Follow us on twitter, become a fan on facebook

Go to [www.fairtrade.org.uk/online](http://www.fairtrade.org.uk/online) to sign up

Find us on:

### New Fairtrade Towns website

Join the online community of Fairtrade Towns campaigners at [www.fairtradetowns.org](http://www.fairtradetowns.org). You'll soon be swapping tips on the five goals with people from around the world.

## Fairtrade Towns

All you need to know

# Easy rich chocolate cake

by Hugh Fearnley-Whittingstall

Long-time Fairtrade supporter Hugh has sent us this recipe to celebrate 15 years of the FAIRTRADE Mark. It goes without saying that Fairtrade chocolate and sugar are a must!

### Method

- Preheat the oven to 170°C/Gas Mark 3. Grease and line a 23cm springform cake tin with baking parchment.
- Put the chocolate and butter together in a heatproof bowl and melt over a pan of barely-simmering water. Or, if you're careful, you can do it in a small but fairly heavy saucepan over a very low heat. In either case stir occasionally until the butter and chocolate are blended.

### Ingredients

Serves 10

- 250g plain chocolate, around 70% cocoa solids, broken into chunks
- 250g unsalted butter, cut into cubes
- 4 medium eggs, separated
- 200g caster sugar (or 100g caster sugar mixed with 100g light Muscovado sugar)
- 50g plain flour
- ground almonds

Meanwhile, whisk the egg yolks together with the sugar until well combined. If you use the caster and Muscovado mix, the cake will have a lovely hint of caramel flavour, but caster sugar on its own is absolutely fine.

Stir the melted chocolate and butter into the egg and sugar mixture. Combine the flour and almonds and stir

these in too. Whisk the egg whites until they hold firm peaks. Stir a spoonful of egg white into the chocolate mixture to loosen it, then carefully fold in the rest with a large metal spoon or spatula, trying to keep in as much air as possible.

Pour the mixture into the tin and bake for about 30 minutes until only just set. It should still wobble slightly in the centre – this means the cake will have a divine, sticky, fudgy texture once it's cooled down. Allow to cool slightly before turning it out and serve warm or cold, by itself or with a dollop of thick cream, crème fraîche or Greek yoghurt. For a more adult variation, you could stir a slug of whisky into whipped cream sweetened with a little icing sugar and serve it spooned over each slice of cake.