

Fairtrade Foundation

Press Release



22 March 2009

Make Mother's Day special with a Fairtrade gift (22 March 2009)

Let your Mum know how much you care this Mother's Day with the finest bouquet of Fairtrade flowers or chocolates for her and the guarantee a fair price and additional Fairtrade premium for people in the developing world behind the pressie.

With over 4,500 products that now carry the FAIRTRADE Mark, there's plenty to choose from. Look out for the colourful array of Fairtrade flowers, which include lavender, oriental lilies, sunflowers and lisianthus to light up mum's face. New for this Mother's Day, look for heavenly treats from Divine Chocolate or the softest bed linen and towels made from Fairtrade cotton from MUJI, John Lewis and Liv.

Fairtrade is good news for mums in the developing world too – it means that mothers across Africa, Asia and South America who grow the roses, cocoa, vanilla and other products that make the perfect Fairtrade Mother's Day gift can provide their families with a better future and enjoy a stronger voice in their communities. Through Fairtrade, farmers earn a fair and stable income, taking away worries of putting food on the family table, and allowing them to look forward towards a brighter future for themselves and their children. What many don't know is that in addition to a fair price, Fairtrade also empowers women to take an active part in their local economy and work as equals alongside men in often male dominated societies. Fairtrade standards encourage women's representation on worker Joint Bodies or Fairtrade premium committees, requiring proportional representation wherever possible.

Silvia Ramirez, a banana farmer from the El Guabo Association of Small Banana Producers in Ecuador said: 'Fairtrade has given us the space to organise as women – to meet and discuss things. For us and our families, for the community and the environment, this is the future; it is the way forward.... The biggest difference with Fairtrade is that before we never had any money. We had to take out loans. Now we can

spend on better education for the kids, on better groceries for the family, better clothes. Our children can go to better schools. We always want to get a better education for them'.

Flowers

Mother's Day and flowers go together stem in hand and flowers are the most beautiful gift that bring to life the changing of the seasons. The range of Fairtrade flowers continues to grow and stunning Fairtrade bouquets are available at M&S, John Lewis and through Interflora. Sainsbury's, Waitrose and other supermarkets also offer a fantastic selection. (Fairtrade Pink Nora, Olympia bicolour and Antille bicolour carnations pictured below).



Homeware

A range of luxurious Fairtrade cotton bed linen is available from M&S including their beautiful brand new Garden Rose Bedset with duvet cover and two pillow cases (£25 for single and £45 for a double set). Striking stripy bed linen is also available from MUJI and gorgeous crisp white cotton sheets from LIV. For a touch of sophistication opt for Fairtrade towels by John Lewis, available in Amethyst and Pebble.



If your mum's a dab hand in the kitchen, put a little thought into your present with Sarah Smith's range of Fairtrade cotton aprons, oven gloves and tea towels, all of which come in vibrant designs including butterflies, chrysanthemum and spots. www.sarah-smith.co.uk



Chocolate

Nothing says 'I love you' like the gift of chocolate. Divine's dark chocolate hearts are heavenly heart-shaped 70% dark chocolate wrapped in bright red foil. At £2.99 a pack they look a million dollars, but won't break the bank (gold hearts also available in milk chocolate). Divine is 45% owned by the farmers who grow the cocoa, so buying Divine is as good for development as it is for your taste buds. www.divinechocolate.com



For the irresistible temptation that comes with the choice of chocs in a selection box, give her luxury Belgian Fairtrade Chocolates from Plush. Another mmmmm for mums comes in the range of crumbly fudge from Burnt Sugar. www.burntsugar.co.uk

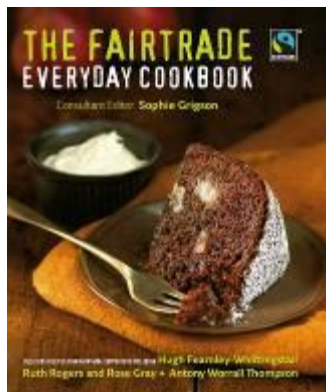


Tea

If your mum's always got the pot on the boil, treat her to cuppa a little more special than her usual brew. Hampstead tea's Fairtrade organic peppermint, royal camomile, lemon valerian and rosehip hibiscus teas add a touch of finesse. Dragonfly's Fairtrade organic Rooibos tea will help sooth and calm and Fairtrade organic detox China green tea from Qi brings health and vitality.

Cooking

Encourage her culinary creativity with the *Fairtrade Everyday Cookbook* published by Dorling Kindersley and edited by Sophie Grigson. The compilation of delicious recipes from celebrity supporters and chefs as well as competition winners would be a fantastic accompaniment to the gorgeous range of Fairtrade spices now available. Steenbergs Fairtrade organic cinnamon quills and Suma's Fairtrade organic whole cloves would make a welcome addition to any spice rack as well as Suma's Fairtrade organic range including ground ginger, cloves and turmeric.



Jams and preserves

It might be a bit mumsy, but that's the idea, right? Check out Traidcraft's range of jams including the deliciously simple Fairtrade organic strawberry jam and marmalade. From M&S, and perfect for Mother's Day, is the Breakfast Larder gift set which includes Fairtrade strawberry conserve and two egg cups with cosies. Equal Exchange Fairtrade organic clear and orange blossom honey really do taste as good as they sound.



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Notes to Editors

1. The FAIRTRADE Mark is a certification mark and a registered trademark of Fairtrade Labelling Organisations International (FLO) of which the Fairtrade Foundation is the UK member. The Fairtrade Foundation is an independent certification body which licenses the use of the FAIRTRADE Mark on products which meet international Fairtrade standards. This independent consumer label is now recognised by 70% of UK consumers and appears on products as a guarantee that disadvantaged producers are getting a better deal. Today, more than 7.5 million people – farmers, workers and their families – across 58 developing countries benefit from the international Fairtrade system.
2. Over 4,500 products have been licensed to carry the FAIRTRADE Mark including coffee, tea, herbal teas, chocolate, cocoa, sugar, bananas, grapes, pineapples, mangoes, avocados, apples, pears, plums, grapefruit, lemons, oranges, satsumas, clementines, mandarins, lychees, coconuts, dried fruit, juices, smoothies, biscuits, cakes & snacks, honey, jams & preserves, chutney & sauces, rice, quinoa, herbs & spices, seeds, nuts & nut oil, wines, beers, rum, confectionary, muesli, cereal bars, yoghurt, ice-cream, flowers, sports balls, sugar body scrub and cotton products including clothing, homeware, cloth toys, cotton wool and olive oil.
3. 7 in 10 households purchase Fairtrade goods, including an extra 1.3 million more households in 2008, helping Fairtrade sales reach an estimated £700m in 2008, a 43% increase on the previous year. By the end of 2007 there were over 430 producer organisations selling to the UK and by 2008 872 certified producer groups were in the global Fairtrade system, representing more than 1.5 million farmers and workers.