

JEWISH ACTION GUIDE 2010



Fairtrade Fortnight is about getting more people talking about and buying Fairtrade and we want you and your community to be involved. For Fairtrade Fortnight this year (22 February – 7 March 2010) we want **everyone** in the UK swapping for Fairtrade. Your usual bananas for Fairtrade bananas, your usual cotton socks for Fairtrade cotton socks, and **most of all** your usual cuppa for a Fairtrade cuppa. Each and every swap proves that the people of the UK want producers in the developing world to get a fairer deal.



Vivian Wineman, President,
The Board of Deputies of
British Jews

The integral Jewish principle of 'tzedakah', 'justice', steers us not just to focus our activities for our own communal benefit, but externally towards the improvement of wider society. The principles of Fairtrade therefore are a natural extension of this philosophy, providing us with an opportunity to have a positive effect on a large number of people far less fortunate than ourselves.

FAIRTRADE SYNAGOGUES

Becoming a Fairtrade Synagogue is a great way to let your community know that your Synagogue is taking a stand for poor farmers and their families in the developing world. To sign up you need to meet these goals:

- Use Fairtrade tea and coffee for all Synagogue meetings for which you have responsibility
- Move forward on using other Fairtrade products such as sugar, juice and fruit
- Promote Fairtrade during Fairtrade Fortnight and other times of the year through events, worship and other activities whenever possible.

Visit www.fairtrade.org.uk/faiths to complete the application form so we can send you a certificate.

WHY YOU SHOULD SWAP TO FAIRTRADE TEA

At fifteen, most of us begin to dream up the ambitions that shape the rest of our lives. Monish, Jagadish, Harish, Jenifer, Chadini and Keesthana are six fifteen year olds whose parents work on the Chamraj tea estate in India. They spoke to us about how the Fairtrade premium has set them up to succeed.



Jenifer's school acquired a computer lab, funded by the Fairtrade premium. It has fired up hope in her of becoming a software engineer. At first there were 12 computers but the company that owns the estate, United Nilgiri, 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 Nilgiris) have these facilities so we are very lucky.' The joint body at Chamraj, that oversees the investment of the Fairtrade premium, has put funds into health, as well as education. All six friends have used the estate hospital at some point in their lives, and have had free vaccines funded by the premium. The premium has also been used to fund school buses for children who live further away. Keesthana says 'The school buses mean that students get to school and home again on time and don't have to hang around for government buses. It's also very safe as it's dangerous walking on the roads, especially for the younger ones.' Being fifteen is challenging and some find it more difficult than others. But when the six friends were asked how confident they were of achieving their employment ambitions they chorused 'Very confident!'

Go to www.fairtrade.org.uk/film to learn more about how Fairtrade has helped other students in Chamraj.



There are lots of kosher Fairtrade products, including Divine chocolate, Rowse honey, Ben and Jerry's ice cream, as well as all Fairtrade tea and coffee. Email fairtrade@jhub.org.uk for a full list.



FAIRTRADE COTTON KIPPOT

The Jewish Social Action Forum have launched a new website www.fairtradekippot.org where you can buy kippot made with Fairtrade cotton. For more information see www.fairtradekippot.org



WHAT CAN YOUR COMMUNITY DO FOR FAIRTRADE?

- Organise a Fairtrade tea event – whether it be a Mad Hatter's tea party, a tea dance or a teddy bears Fairtrade picnic! Invite local schools and the whole community to take part. Get more ideas from www.thebigswap.org.uk
- Hold a film showing of Black Gold, The Great African Scandal or other films about Fairtrade. You can also find several short films on our website www.fairtrade.org.uk/films
- Put up posters letting your community know about Fairtrade events in your area. From tea dances to film shows, see what's on at www.fairtrade.org.uk/events

Throughout the year:

- Use Fairtrade products in your Synagogue, at your Bar/Bat Mitzva celebrations, weddings and other events
- Sell Fairtrade products regularly at your Synagogue. Find out about Traidcraft schemes to help you here: www.traidcraft.co.uk/fairtrader and www.traidcraft.co.uk/caterer
- Run a Fairtrade session with your youth group or *cheder* – download educational resources from www.tzedek.org.uk

Resources

- Order *A Jewish Guide to Fairtrade*, packed with Jewish sources on fair trade, information, resources and a list of Fairtrade kosher products, to help you take Fairtrade to your community. Visit www.fairtrade.org.uk/eshop or email fairtrade@jhub.org.uk
- Order promotional materials and merchandise for your Fairtrade event from posters and leaflets to inflatable mugs and Fairtrade cotton tea towels. Visit www.fairtrade.org.uk/eshop



Harriet Lamb,
Executive Director,
Fairtrade Foundation

We've seen some big Fairtrade swaps – from the Houses of Parliament swapping to Fairtrade tea and coffee in 1997 to Cadbury swapping its Dairy Milk to Fairtrade in 2009. Everyone in the Fairtrade movement can be proud of all we have achieved but there is still so far to go if we are going to tip the balance in favour of disadvantaged farmers and workers. Millions of farmers across the world struggle to feed their families and yet they supply us with everyday items which we enjoy. I have just been in India where tea workers told me how workers face an uncertain future, always fearing that the tea estate may close, leaving them without any livelihood. In this insecure environment, Fairtrade has given them what one worker called 'sustainability of life' – security for the future, funds to invest in education, health and economic development and has 'opened the vista for a sense of belonging and self-development.' But for their dreams to become a reality, we need to ensure that more people buy Fairtrade more often. So in Fairtrade Fortnight 2010, let's get swapping, really build on the progress we have made and make a difference for more farmers and workers than ever.



Campaigners dress up for a Fairtrade tea party

Want to get more involved?
Join the Fairtrade Jewish campaign by contacting fairtrade@jhub.org.uk

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