

# JEWISH ACTION GUIDE 2011



In Fairtrade Fortnight (28 February – 13 March) we want the whole nation to get loud and proud about Fairtrade by asking everyone to **Show off your label**. Show off your passion, your favourite product and the story behind it. Two weeks to load the FAIRTRADE Mark with meaning and get more people excited about the difference their everyday choices can make. Let's show off a different way of doing trade and why we campaign for it!

## Harriet Lamb

Executive Director, Fairtrade Foundation

The Jewish Fairtrade movement has grown into a vibrant and exciting campaign for greater equality in trade. I want to congratulate schools who have switched to wearing Fairtrade cotton kippot, offices that are now serving Fairtrade tea and coffee and Synagogues that continue to put Fairtrade at the heart of their community. Your actions are having a real impact for one million poor producers in developing countries but there is still a way to go.

I was in Africa recently speaking to producers about their vision for Fairtrade. The message is clear – they want, and plan, 'to grow and grow and grow' their businesses. But that can only happen if we continue to raise awareness here and buy their products. I want to see Fairtrade go further, so that more children like Alan can attend university. Alan is son of single mother Sarah who works on a flower farm in Kenya, whose education has been subsidised right through secondary school by the Fairtrade premium. So in Fairtrade Fortnight 2011 let's shout loud to our communities and show off the change we're proud to be part of.



## MOUSSA'S STORY

Growing cotton in Mali is not easy. It's a very thirsty crop, and soaks a huge amount of nutrients from the soil. But because it's the only cash crop grown in the area which sells for a decent price, the farmers need to keep investing in it. With farmers reporting lower rainfall each year, they are seriously concerned for their livelihoods.



Moussa Keita has eight children and two wives. Like other farmers in the region he struggled to fend for his family on a low income and with poor access to healthcare and education. On top of this, lack of agricultural equipment and poor roads made it impossible to earn a living. But six years ago he started farming Fairtrade cotton and has seen the positive changes over time.

Moussa is part of the Dougourakoroni village co-op but he is also the Secretary of UC-CPC de Djidian, which is the umbrella co-operative for the 37 smaller, village-level co-ops. Moussa said it was difficult to get by before and he was only able to send three of his children to school. 'Today, all my children can go to school because I can afford to pay the school fees; we eat every day, we are able to eat when we are hungry. I can also meet the costs of medicines should we need them.'

As well as earning enough money to meet his basic needs through the Fairtrade minimum price, Moussa's co-operative receives a Fairtrade premium – extra money to invest in the business or community. Children used to have to walk 2.5km to get to school each day so part of the premium money was used to build two classrooms and a staffroom, which has benefitted 119 children so far. Moussa says: 'Thanks to the profits from Fairtrade many parents are able to meet school fees and the number of children going to school has increased.'

The co-operative have a long list of other projects they would like to invest in and people in Moussa's village are generally feeling more secure in their future and their livelihoods with Fairtrade.

# YOUR FAIRTRADE JOURNEY: WHAT CAN YOU DO?

Ideas for during Fairtrade Fortnight

## SHOW OFF YOUR BUNTING

This year we want to break the world record for the longest-ever line of handmade bunting and show our support for cotton farmers in developing countries. We are asking you to get creative in your Synagogue, school or community group, and hold a bunting party, getting everyone designing and decorating pieces of Fairtrade cotton bunting to contribute to the world's longest piece of bunting. We need to create a line of bunting more than 1.65 miles long to break the record, so get creative!

- ▶ Order your bunting kit with full instructions at [fairtrade.org.uk/fortnight](http://fairtrade.org.uk/fortnight)



## SHOW OFF FAIRTRADE COTTON

Whether through a sermon, a fashion show, or a quiz, show off all the benefits of Fairtrade to your friends and family. From greater access to clean water to a small loans scheme to help small-scale farmers improve their businesses, Fairtrade is making a real difference for communities in India and West Africa, and your community can help take it even further.



*'I am happy that my children will get a better education and my hope is that they will go to university. This wouldn't have been possible before Fairtrade.'*

Moussa Keita, Fairtrade cotton farmer in Mali

## SHOW OFF YOUR KNOWLEDGE

We want to get people thinking and talking about Fairtrade in 2011 – giving everyone the chance to understand how Fairtrade helps tackle the injustices of conventional trade and what they can do to be a part of it. You can organise a talk on Fairtrade, reminding people what the label really means, or organise a fun quiz or treasure hunt for the kids.

We'd love to hear your plans and help if we can so e-mail us at [fairtrade@jhub.org.uk](mailto:fairtrade@jhub.org.uk). We can also send you *A Jewish Guide to Fairtrade* with lots more information and ideas.



**VISIT**  
**FAIRTRADE.ORG.UK/**  
**RESOURCES**  
to download films, quizzes,  
PowerPoint presentations  
and more!

## BECOME A FAIRTRADE SYNAGOGUE

Becoming a Fairtrade Synagogue is a powerful statement. It lets your community know that you are taking a stand for farmers in developing countries. On becoming a Fairtrade Synagogue you receive a certificate so you can proudly display your Synagogue has made a commitment to Fairtrade.

The goals to be a Fairtrade Synagogue are:

- ▶ 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.

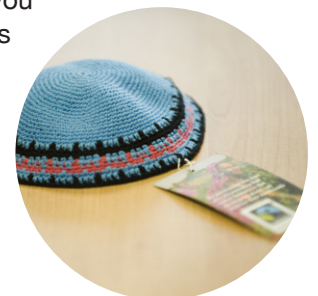
To apply, simply complete an application form from [www.fairtrade.org.uk/faiths](http://www.fairtrade.org.uk/faiths) and return it to us by email or post.



## FAIRTRADE KIPPOT

The Jewish Fairtrade campaign has produced kippot, using Fairtrade cotton yarn which has

been ethically sourced and made by a co-operative in India. By purchasing a kippah you are ensuring that cotton farmers in the developing world can improve their livelihoods. To order Fairtrade cotton kippot to give as presents or have them individualised for a simcha or in your Synagogues, email [fairtrade@jhub.org.uk](mailto:fairtrade@jhub.org.uk) or visit [www.fairtradekippot.org](http://www.fairtradekippot.org)



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[www.fairtrade.org.uk](http://www.fairtrade.org.uk)

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