



30th Anniversary Guidance Document for Businesses and Supporters

This Guidance Document can be used by anyone in the Fairtrade Movement who wants to celebrate their Fairtrade commitment in our 30th year. It includes some copy ideas for social media posts as well as copy which can be used in longer written pieces.

Background

2024 is a year for celebration. We're proud of 30 years of standing with farmers for trade justice. But we all need to keep working together to build a fairer, more sustainable future for food. We'll be marking three decades of Fairtrade at events and highlights throughout the year, from Easter chocolate and Glastonbury to Great Big Green Week and Fairtrade Fortnight. Fairtrade's success in the UK to date and feasibility in the future is dependent on the individuals, groups and businesses who form part of the Fairtrade movement along with farmers and workers globally. Please use the information below to join us in inspiring the British public to be the change by choosing Fairtrade every time.

The future is fair.

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Copy ideas for social media

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In Fairtrade's 30th year	I'm	proud to	choose	Fairtrade products because	when farmers earn a fairer price for what they grow, they can work towards creating a better future for their families and communities.	Be the change. Choose Fairtrade
					I want to be part of building a fairer, more sustainable future for food.	
	we're		offer / sell		behind the label, a global community of millions has been working towards more responsibly produced and fairly priced goods, as part of a fairer world for everyone.	Be the change. Choose Fairtrade
					Fairtrade sets off a ripple effect that has seen children go to school and university, women take the lead and reforestation projects supported.	
					a better price enables farmers to build resilience, adapt to climate change and withstand shocks.	
					we want to be part of building a fairer, more sustainable future for food.	
we all need to keep working together to build a fairer, more sustainable future for food.						



Information for inclusion in longer written pieces

For our commercial partners - Please add additional copy to your promotional material that explains how you work with Fairtrade. Examples include "We stock over 100 products in-store", and "Find a range of Fairtrade products in-store – just look for the FAIRTRADE Mark."

It's 30 years since the first Fairtrade certified products hit supermarket shelves. Since then, Fairtrade has not only pioneered a unique way of doing trade – and shown how it makes a tangible difference – it has become the world's most recognised and trusted ethical label.

Behind that label, a global community of millions has been working towards more responsibly produced and fairly priced goods, as part of a fairer world for everyone. That includes more than 2 million farmers and workers in 58 countries, supply chain partners, some of our most loved brands of tea, coffee and chocolate, and towns, cities, schools, places of worship and supermarkets.

Through the strength of Fairtrade's community, millions of Fairtrade farmers have secured a fairer price for what they grow. Workers have been able to improve their living standards. Fairtrade sets off a ripple effect that has seen children go to school and university, women take the lead and reforestation projects supported.

Despite this success, our global food system still isn't fair. Farmers are part of a chain in which power is unfairly distributed. They are frequently forced to sell their crops for less money than they cost to grow. The climate crisis is making conditions more and more challenging.

"We live from coffee. We fight for coffee so that we can have this tradition in the future for our children... we are in danger because of climate change. It's really here. The temperature is too high so we have had to replace coffee with cocoa and plant trees between our remaining coffee bushes to give them shade. We are the first generation to feel the change and the last generation to be able to change it." **Jaime Alberto García Flórez, coffee farmer from Red Ecolsierra Co-operative in the Sierra Nevada region of Colombia**

Global shocks such as the pandemic and conflict are exposing the fragility of our supply chains. All this threatens not just farmers' livelihoods, but the long-term availability and affordability of our food. We need urgent change.

Fairtrade reports that farmers tell them that a fair price for their produce is the most important factor in improving their lives. A better price enables farmers to build resilience, adapt to climate change and withstand shocks. Farmers also need to help set the terms of trade to rebalance power in supply chains. But they can't do it alone.

2024 is a year for celebration. Fairtrade is proud of 30 years of standing with farmers for trade justice. But we all need to keep working together to build a fairer, more sustainable future for food.

The future is fair.



Artwork approval process (relevant for Commercial Partners/large campaigner groups only)

Please note the messaging in these guidelines are for use on promotional activity only – the messaging cannot be used on packaging.

All artwork that includes references to Fairtrade, uses Fairtrade brand assets or the FAIRTRADE Mark(s) must be submitted to the Fairtrade Foundation artwork team for approval, prior to online or print publication.

Written approval is needed for all promotional and packaging materials, so that we can maintain the Mark's incredible brand trust and awareness in the UK.

Please email your promotional artwork in PDF format to artwork@fairtrade.org.uk for approval.

We will aim to get back to you within five working days, and to approve the artwork within three weeks during our busiest periods. Wherever you can, please don't forget to add your contact details, any deadline and where the artwork will appear, with any expected reach numbers.