**(Name of group or town)**

**Press Release**

**SUGGESTED HEADLINE**

**[NAME OF CITY/ town/ BOROUGH] CELEBRATES XX YEARS OF FAIRTRADE [OR INSERT AS RELEVANT]**

**[Name of the group]** celebrates the XX anniversary **[insert the anniversary]** of becoming a Fairtrade Community.

The XX-year **[insert as applicable]** milestone is down to the hard work and commitment of the group to champion Fairtrade and the rights of farmers in developing nations around **[the city/ town/ borough].**

**[Name of the group]** has achieved **[please outline particular achievements eg. mobilised xxx cafes/ restaurants to serve Fairtrade tea and coffee/ shops to sell Fairtrade-certified products/ held xxx events and ran campaigns/ achieved impactful media coverage etc..]**

Farmers around the world face many challenges ranging from unfair trading practices to poverty and climate change. Fairtrade has paved a way for fairer, ethical trading. Currently it works with 1.66 million farmers and workers in poorest nations to enable them to earn a sustainable income and the Fairtrade Premium that they can invest in community, business and environmental projects.

As part of the celebrations, **[insert the name of the group]** will be **[insert what you will be doing to celebrate the milestone, if applicable].**

***Suggested quote***

**[Insert name]** from **[insert the name of the group]** said ***[suggested comment]***: “We are very proud of our Fairtrade Town status and our commitment to the values of the movement: fairness, justice and empathy.

“This fantastic milestone is a collective achievement and reflects the continued support of local campaigners, businesses, retailers and community groups. We have some exciting plans for the future and today I invite local residents to get involved to help drive change for the farmers who need our support most.”

Sarah Brazier, Communities Campaigns Manager at the Fairtrade Foundation said: “We all have huge power to change things for the better through our shopping choices and business practices. With the support of campaigners such as **[insert name of the group]**, the Fairtrade movement has helped to transform the lives of millions of farmers and workers, their families and communities in the world’s poorest countries.

“Trade is not working for everyone and so we need to keep driving change for more farmers and their families. I hope the group will continue their much needed work and I wish them many more years of success.”

The Fairtrade Town campaign started in 2001 in Garstang, Lancashire, to promote Fairtrade-certified goods in the town. The Fairtrade network currently includes over 600 Fairtrade Communities in the UK, and over 2,000 worldwide.

To find out more and join the local Steering Group, contact **[insert your email address or telephone number, or relevant URL]**.

**– ENDS –**

**(Name of group /town) contact:**

*Details*

For the Fairtrade Foundation: media@fairtrade.org.uk / 020 7440 7692

**Notes to Editors**

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 appears on products to show that disadvantaged producers are getting a better deal from trade. Today, more than 1.66 million people – farmers and workers – in 1,411 producer organisations across the Fairtrade system.

Over 6,000 products have been licensed to carry the FAIRTRADE Mark including coffee, tea, herbal teas, chocolate, cocoa, sugar, bananas, grapes, pineapples, mangoes, grapefruit, lemons, oranges, satsumas, lychees, coconuts, dried fruit, juices, smoothies, biscuits, cakes & snacks, honey, jams & preserves, chutney & sauces, rice, quinoa, herbs &  spices, seeds, nuts & nut oil, wines, rum, confectionary, muesli, cereal bars, yoghurt, ice-cream, flowers, sports balls, sugar body scrub and cotton products including clothing, homeware, cloth toys, cotton wool, olive oil, gold, silver and platinum.

Public awareness of the FAIRTRADE Mark continues to be high in 2020, at a level of 91%.

**To achieve and retain Fairtrade Status, the Fairtrade Town must meet the following standards:**

* The Council must pass a resolution supporting Fairtrade and serve Fairtrade coffee and tea in its meetings, offices, and canteens.
* A range of Fairtrade products must be readily available in the area’s shops and be served in local cafes and catering establishments
* Fairtrade products must be used by a number of local work places and community organisations
* Attract media coverage and popular support for the campaign
* A local Fairtrade steering group must be convened to ensure continued commitment to Fairtrade borough status