

Fairtrade Fortnight 2022 Communities Presentation Speaker Notes

Thank you for taking the time to inspire and engage communities, places of worship and local businesses with Fairtrade Fortnight 2022. By the end of this session, your audience will learn...

- The reality of the climate crisis
- The effects of climate change on small hold farmers
- How being Fairtrade can support small hold farmers through co-operatives
- How to take action in Fairtrade Fortnight 2022

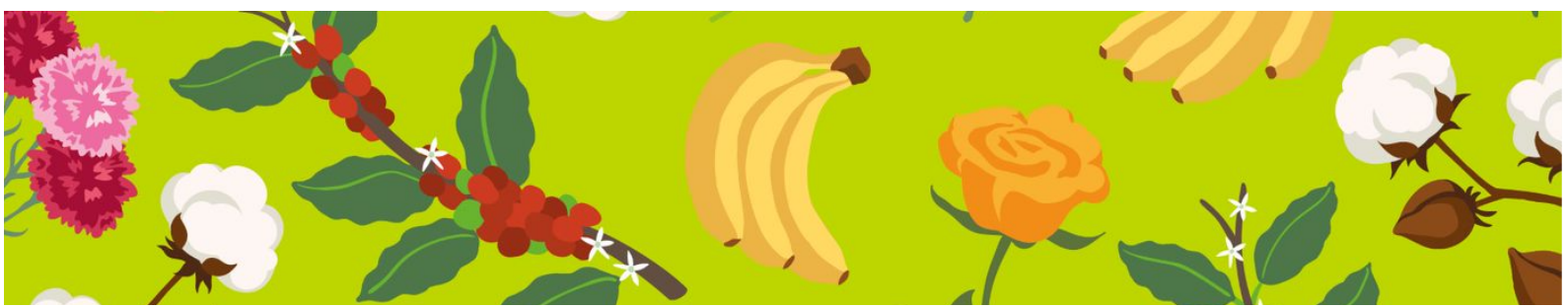
These speaker notes have been designed to support you when doing presentations to community groups over Zoom. Please contact sarah.hazlehurst@fairtrade.org.uk if you need any further support or have any additional questions.

Presentation Notes

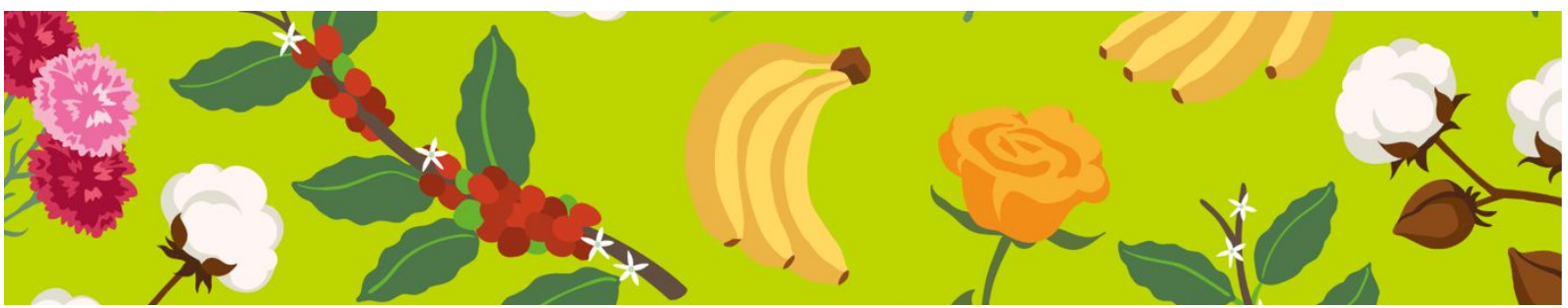
Before you begin....

- Introduce yourself to the audience and tell them about yourself/your role – they'll enjoy knowing who is speaking to them!
- Make it personal – let them know how pleased you are to be at their group.
- Utilise your knowledge and your role! Feel free to follow the script we give you but if you're passionate or knowledgeable about something add this in.
- Share what you will be doing – Share that you will be speaking with them for X minutes and there will be a chance for questions at the end.
- The presentation itself should last about 40 minutes. Take your time and talk through the script that we provide at a calm and easy pace.

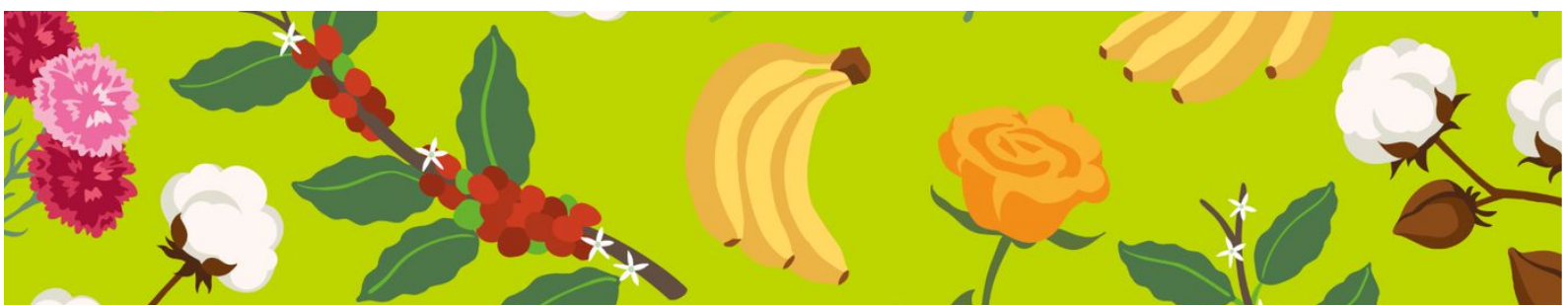
N.B. Additions to the script marked in **purple** can be delivered if you have a longer time. [Click here](#) to download a copy of your PowerPoint presentation.



Slide	Speaker Notes
<p>Slide 1</p>	<p><u>Fairtrade Fortnight 2022 – Fairtrade and Climate Justice</u></p> <p>I am delighted to join you today as part of Fairtrade Fortnight 2022; this is our chance to shine a spotlight on what the climate crisis means for the people around the world who produce the things we love to eat and drink here in the UK.</p> <p>For almost 30 years, farmers, and workers in the most climate vulnerable countries have been the fundamental reason Fairtrade exists. The climate crisis is now one of the biggest threats to the livelihoods of millions of small-scale farmers and agricultural workers in low-income countries worldwide even though they have done the least to cause it. And not only are their livelihoods under threat, so too is the food we all love. We all rely on farmers to produce the food we need for a growing global population</p> <p>Urgent action on climate is a matter of justice and a matter of science. We cannot rely on global summits and governments to act fast enough to solve the climate crisis. It is up to all of us – citizens, producers, businesses, and civil society organisations to come together to play our part in cutting emissions and building more pressure for real climate action to be delivered not promised at COP27 next year.</p>
<p>Slide 2</p>	<p><u>What will we be talking about today?</u></p> <p>Today we are going to be talking in greater detail about the reality of the climate crisis and what effects of climate change on small hold farmers.</p> <p>From this, we will discuss how being part of Fairtrade can support these farmers through the co-operative model.</p> <p>We'll also find out how we can all take action within our communities.</p>
<p>Slide 3</p>	<p><u>The reality of the climate crisis on smallholder farmers</u> <i>[Read quote on slide]</i></p> <p>For generations the exploitation of people and planet has caused extreme global inequality and climate emergency. Small hold farmers;</p> <ul style="list-style-type: none"> - are crucial to global food security - have contributed the least to climate change but are disproportionately affected by it - For generations have experienced chronic poverty. <p>The above means that these farmers face an:</p>



	<ul style="list-style-type: none"> - Inability to cover basic needs - Inability to respond to environmental shocks - Further environmental degradation <p>In other words, these farmers earn low incomes and live-in vulnerable locations that are prone to climate-related disasters and so they are less resilient to the impacts of climate breakdown. For example, the average income for many cocoa farmers, currently 74p per day, is less than half of what is required to achieve a living income.</p> <p>Effectively, this means that farmers are not able to cover basic needs such as a nutritious diet, children’s education and healthcare. It also inevitably means that there is little to no disposable income to respond to shocks brought by climate change. Poverty also often means further environmental degradation as farmers are forced to farm in unsustainable ways just to make enough money to survive.</p>
<p>Slide 4</p>	<p><u>What climate change means directly for farmers</u></p> <p>The photos here show damage caused by flooding along riverbank and damage to leaves of crops caused by large hail stones in Kericho, Kenya.</p> <p>Climate change means that farmers are experiencing;</p> <ul style="list-style-type: none"> •More volatile, less predictable seasons •Floods/droughts •High temperature •More plant diseases •Loss of fertile land •Crop destruction •Lack of food <p>Smallholders in developing countries are disproportionately affected by increasingly frequent weather events, loss of fertile soil and crop diseases. The farmers that Fairtrade works with have seen their crops of coffee, cocoa, honey, and vegetables in Honduras, Guatemala and Nicaragua be completely devastated. And many other Fairtrade crops, like coffee, are extremely vulnerable even to small changes in temperature.</p> <p>At 1.1 degrees, current levels of global heating, are causing communities to suffer hurricanes in Central America, floods and landslides in India, sweeping away people’s homes, destroying entire livelihoods in seconds, while swarms of locusts affect East Africa and extreme drought continues in Southern Africa.</p> <p>For example, Malawi is the fourth poorest country in the world (according to the IMF) and in 2019, sugar farmers in Malawi awaited a bumper harvest after 2</p>



years of dry weather. What they experienced instead was a devastating climate disaster, Cyclone Idai, which wiped out any remaining crops they had and ruined livelihoods.

Slide 5

The climate crisis: the facts
 Fairtrade farmers see three main issues as their greatest challenges: limited markets, changing climate/weather and low prices. But the pattern of top challenges varies by region and by the type of product. For example, for coffee farmers, climate change is right at the top of concerns.

[Read three “by 2050” statistics on screen]

The outlook for some of our favourite foods shows that we need to change things fast! This is also gaining coverage in the media, with the headlines on the right becoming more common.

Slide 6

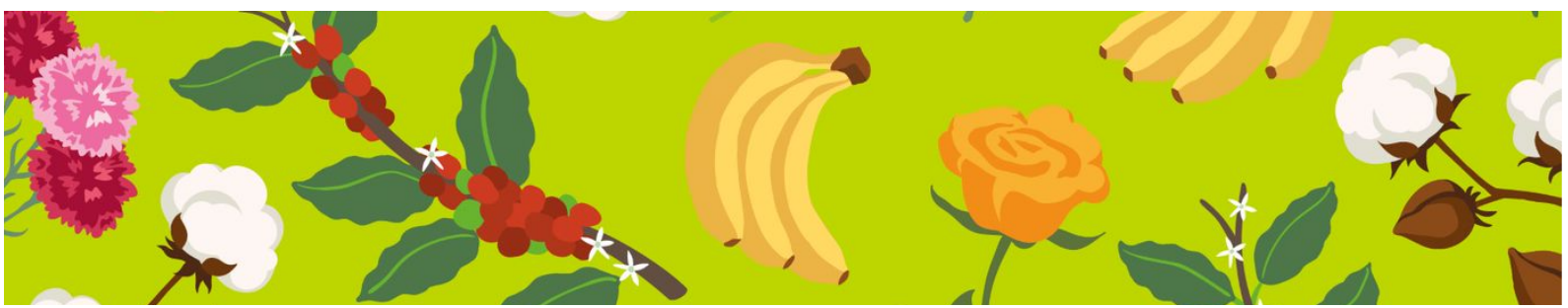
The impact of Covid 19
 This photo shows workers at Sewpur tea estate in the Dibrugarh district in the north-eastern state of Assam, India.

With the continuing global COVID-19 pandemic, these communities also face rising debts, falling commodity prices and widespread shocks in the global supply chains.

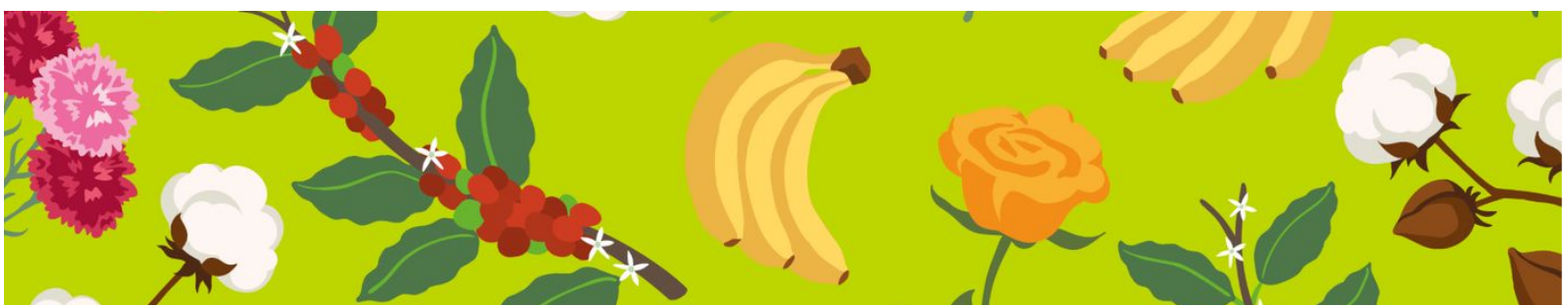
- Falling crop prices
- Loss of access to markets
- Direct impacts in vulnerable communities such as loss of jobs or decreased incomes (According to the Kenya Flower Council, in April 2020 an estimated £300,000 a day was being lost to the industry as a result of COVID-19 and approximately 90% of Kenya flower workers have been affected by losing their jobs, receiving less income or working less hours.)

These huge challenges, alongside already low incomes, mean these communities are unable to invest in ways to adapt to the widespread effects of a changing climate, let alone plan for mitigation solutions such as clean energy and climate-smart farming methods needed to protect the planet’s forests and help restore biodiversity.

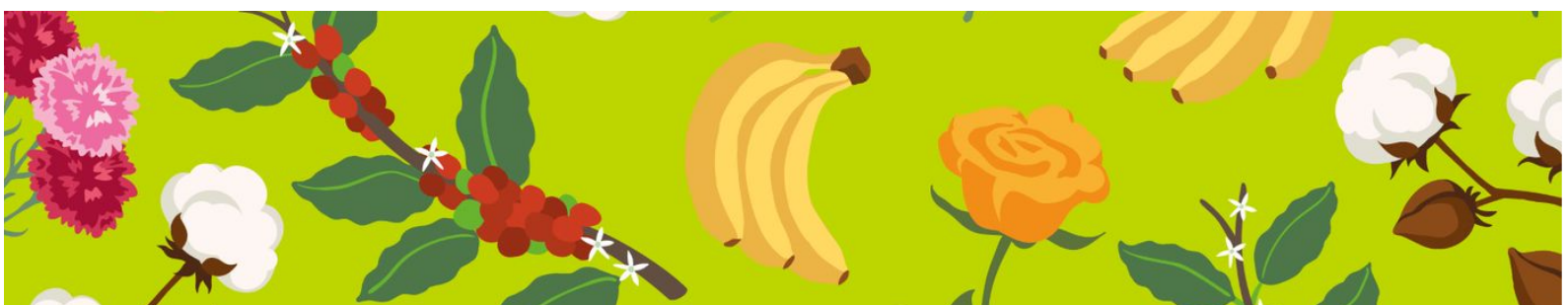
It’s also important to stress that farmers are often living in communities with weak or non-existent safety nets and they have to deal with inadequate health care, poor water quality and sanitation, and at risk of hunger and malnutrition which exacerbate challenges in times of crisis.



<p>Slide 7</p>	<p><u>Your support of Fairtrade is part of the solution</u></p> <p>So how does choosing Fairtrade support farmers facing the climate crisis now?</p> <p>These pictures show Alice Jeptoo and Micah Tarus Kapkiyai Multipurpose Co-operative Ltd, Kericho, Kenya.</p> <p>Choosing Fairtrade means choosing improvements in farmers' livelihoods with collective strength through co-ops and their bargaining power, the protection of a minimum price and Fairtrade Premiums.</p> <p>Fairtrade enables improvements in livelihoods through:</p> <ul style="list-style-type: none"> - Bringing farmers together into co-operatives - The protection of a minimum price for their crops - Extra money from Fairtrade premiums that farmers control <p>More money means more climate resilience into the future and these improvements mean that these farmers are able to;</p> <ul style="list-style-type: none"> - Put money aside for when disasters hit for immediate needs - Invest in diversifying their crops for climate adaptation (if a crop is hit by disease or fails due to unpredictable weather, by diversifying their production, farmers have other crops to earn income from) - Invest in sustainable farming practices for mitigation
<p>Slide 8</p>	<p><u>Norandino coffee co-operative. Peru</u></p> <p>Peruvian farmers are on a quest to continue to grow coffee.</p> <p>This is a photograph of Juan Justo Humamam, a member of the Norandino coffee co-operative.</p> <p>In Peru's northeast countryside, farming communities have overcome land disputes, fluctuating prices for their crops and a global pandemic but the climate crisis continues to threaten their future.</p> <p>Over the past decade, one coffee co-operative, Norandino, and it's 7,000 smallholder farmers, have struggled with heavy floods, which have caused devastation in rural areas and exacerbated plant diseases that have wiped out entire crops.</p> <p>Juan Justo Humamam, a member of the co-operative, is the President of his town association. He's been a member of Norandino since 2000 but has been farming for more than 30 years and his father farmed the land before him. Juan</p>



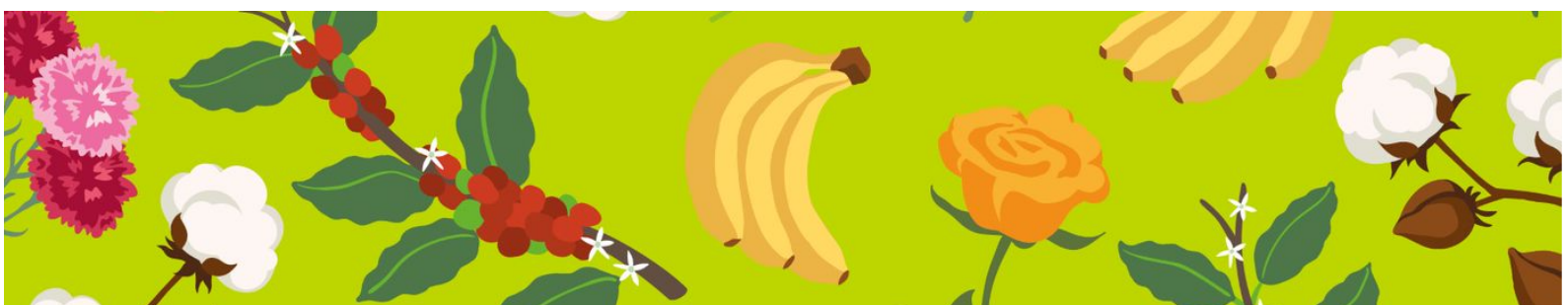
	<p>says, 'We're suffering from climate change - from plagues and sickness... Before fruits were produced for the family's income (and consumption) but now we depend on coffee for our income. Subsequently the soil degrades because only one crop is grown.'</p> <p>The members of Norandino co-operative are resilient, and through access to the Fairtrade premium the co-operative has built itself a robust business model to support its farmers and there are many ways that they are overcoming the challenges they continue to face.</p> <p>That's why Juan says 'we've chosen to implement organic production facilities.'</p>
<p>Slide 9</p>	<p><u>Norandino coffee co-operative, Peru</u></p> <p>Communities in the co-operative are supported by technical assistants who are professional agronomists.</p> <p>They work on testing different varieties of coffee including which varieties might be stronger against 'La Roya', also known as 'Coffee rust disease.' It is so described because when you rub the underside of the coffee leaves, a rust-like yellow powder appears.</p> <p>It affected the highlands of Peru in 2014 and attacked the traditional 'Tipica' variety of coffee, which attracts high prices, but is sensitive to high humidity and lack of shade.</p> <p>Most of the farmers here have now chosen to work with other varieties that fetch lower prices but produce more quickly, but after planting them have discovered they too are weakened by climate change.</p>
<p>Slide 10</p>	<p><u>Norandino coffee co-operative, Peru</u></p> <p>Through the co-operative Juan Justo was able to start up an enterprise producing organic compost which has reduced the costs for farmers by 50%. As well as helping the soil recover this also means that they no longer have to buy it from a commercial company.</p> <p>It also generates an income for them to continue producing this compost, which means they can grow this part of their business and sell it to other buyers. This is just one example of the ingenuity of farmers and why being part of a co-operative can help its members to expand and develop their local economies.</p> <p>What is evident from Juan's experiences of the Norandino co-operative is that</p>



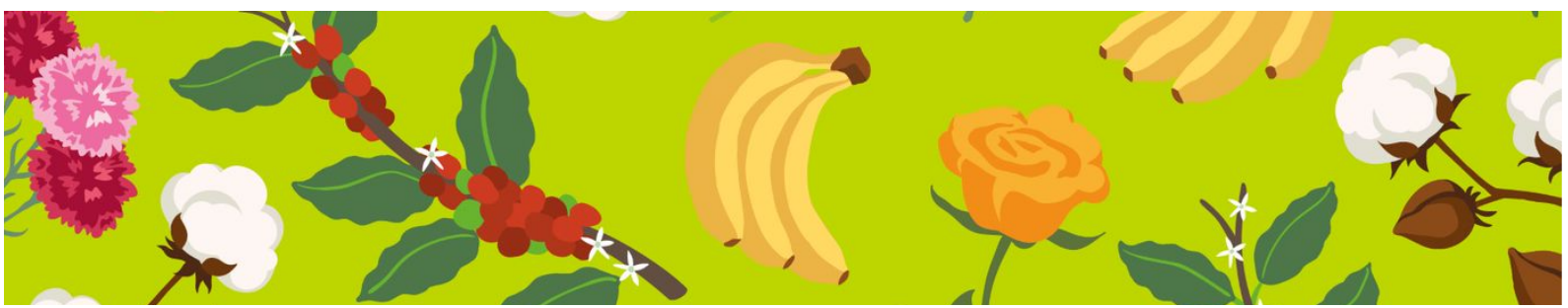
	<p>when you choose Fairtrade, you're offering farmers and their communities more choices about how to respond to the challenges of the climate crisis.</p> <p>You're choosing the protection of a minimum price, and the power of the Fairtrade Premium.</p>
--	--

Slide 11	<p><u>You are part of the solution</u></p> <p>So what can we do?</p> <p>The Fairtrade movement – from activists on the ground here to staff supporting farmers in the fields around the world – has a big role to play. We are all part of the solution however small our role feels sometimes.</p>
-----------------	---

Slide 12	<p><u>Global justice and climate summits in 2022</u></p> <p><i>[Read quote on screen]</i></p> <p>In 2021 there were two big moments when the world expected world leaders to keep their promises and take decisive action (G7 and COP26). But both were missed opportunities for farmers and the planet.</p> <p>The G7 (Group of Seven) summit is an inter-governmental political forum consisting of Canada, France, Germany, Italy, Japan, the United Kingdom and the United States. It was hosted by the UK in June 2021.</p> <p>COP, the Conference of the Parties as it is called is a critical global UN summit in the fight against climate change. Both summits were opportunities to commit to change with decisive action and protect the planet and people but both were missed opportunities.</p> <p>Political leaders at COP26, despite some new pledges to curb emissions which revise projected temperature rises from 3.0 to 2.4 degrees, were unable to commit to realistic targets to keep them to 1.5 degrees. Commitments were also expected to compensate impacted communities for loss and damage due to extreme weather and these were also notable in their absence from the final agreement.</p> <p>We can't rely on global summits and governments to act fast enough to solve the climate crisis. Ahead of COP27, we must build pressure on governments to keep 1.5 alive and commit to financial support for vulnerable communities. By doing so, we stand in solidarity with people in climate vulnerable nations who will be most impacted by temperature rises.</p>
-----------------	--



<p>Slide 13</p>	<p><u>Choose the world you want</u> Actions you can take:</p> <p>Choosing Fairtrade This is one simple decision UK shoppers and businesses can make to stand with farmers and workers on the frontline of the climate crisis. Fairtrade works with farmers to strengthen environmental and climate protection, to provide resources, training and knowledge so they can face climate challenges right now.</p> <p>Join us in Fairtrade Fortnight 2022 To show support for those who depend on the land – farmers, workers, miners – and join their outraged voices, by sharing their concerns and campaigning to achieve the change we want to see for the planet. Fairtrade Fortnight 2022's Choose the World you Want festival, will continue to amplify the voices of farmers and workers, the steps they are already taking to fight the climate crisis, and highlight the role of businesses, shoppers, governments and citizens in supporting them to win the fairer future that we all know they deserve.</p> <p>Email your MP during Fairtrade Fortnight 2022 Fairtrade is engaged at political level and working in alliance together with other civil society groups demanding more environmental and climate protection. Politicians must listen to and respect farmers' expertise, needs and ambitions.</p> <p>Ask your MP to demand urgent delivery of the climate funding promised by the UK government. Farmers can use this funding to take on the climate crisis with innovative eco-friendly techniques.</p>
<p>Slide 14</p>	<p><u>Take climate action in 2022</u></p> <p>Four months on from the promises of COP26, and as we prepare for Fairtrade Fortnight, it's time for action.</p> <p>Around the world, the people growing our foods and goods are working hard in taking on the climate crisis. Work like sharing climate-friendly farming practices across continents through Fairtrade Producer networks, huge tree planting initiatives on Fairtrade farms, protecting local biodiversity with the Fairtrade Standards and teaching whole communities through Fairtrade Climate Academies. If we invest in this expertise, farmers can scale up their work and make a real difference in the fight against climate change.</p> <p>It is time to ask our MPs to find out how and when farmers on the front-line of</p>



the climate crisis can access these promised funds. With the power and the money to invest in a sustainable future, we know Fairtrade farmers and workers will take a lead on choosing the fairer future for people and planet which we all want

Take action this Fairtrade Fortnight 2022 by emailing your MP to demand urgent delivery of the climate funding promised by the UK government. Farmers can use this funding to take on the climate crisis with innovative eco-friendly techniques.

Slide 15

Thank you

**Discussi
on**
Optional

Q&A

Agree before your session whether a Q&A session would be appropriate.