

# THE TOWN CRIER

THIRD  
EDITION



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Dear Fairtrade Town contact,

It was great to see so many of you at the Supporter Conference last month and if you missed it, read on and find video footage on our website to catch up on the day.

The afternoon debate on 'Power and Food' is one of the highlights captured on video that you can watch, and some of the issues discussed are helping to form a new campaign around food that we'll be launching next year. We're still working on the campaign targets and activities, but you'll be the first to hear, so watch this space.

Another thing keeping us busy is Fairtrade Fortnight 2013. We're a little late getting the information to you this year, and would like to apologise if this has set your planning back. You'll be pleased to know we're already working on Fairtrade Fortnight 2014, so we should have lots more information for you in advance of the next year. There's more information later in the Town Crier and in the Action Guide enclosed.

With best wishes

**Adam and Bruce**  
*(and the Fairtrade Towns Team)*

## TOP NEWS FROM ACROSS THE NETWORK



Ten groups have been Fairtrade Towns for over ten years: Garstang, Chester, Leicester, Wells, Ammanford, Nailsworth, Stroud, Haworth, Aberfeldy and Strathaven. Congratulations on all your achievements!



Congratulations to: Potton, Dunbar, Whittington and Fisherwick, Clackmannanshire, Highlands of Scotland, Arbroath and Peterhead and Buchan who've achieved Fairtrade status – taking the total number of Fairtrade Towns in the UK to 548

**Do you have some top news you'd like to share in next February's edition? Please let us know through the contacts on page 8.**



## CAMPAIGN PROFILE



### LUTON FAIRTRADE TOWN CAMPAIGN

'Luton was officially launched as the 528th Fairtrade town in November 2011 following a robust campaign across Luton's faiths and cultures, since the inception of the idea in 2004. Besides various Luton businesses using and serving Fairtrade products now, we also have the UK's first Fairtrade Hindu Temple in Luton, the UK's second and third Fairtrade Mosques, in addition to over 35 Fairtrade churches, two Synagogues and a Gurdwara (the Sikh Temple). This long journey has been led by a vibrant grassroots movement and Luton Council of Faiths.

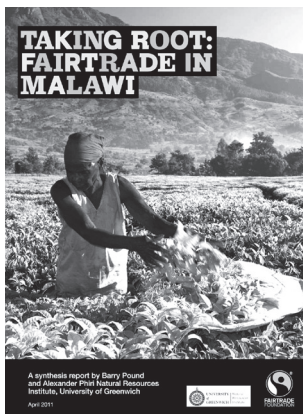
The Luton Fairtrade Steering Group continues with its core membership, drawn from different faiths and those with no particular faith affiliation, who bring creativity and physical support. Luton's diversity, being social capital, has worked on common values, thus moving from dialogue to action for social justice. We have gathered momentum now and we are delighted to get the Outstanding Achievement Award of The Fairtrade Foundation in UK.

We also recognise that much still needs to be done, especially in the current climate of socio-economic turmoil and ideological crisis. Therefore, we believe Fairtrade makes a lot of sense as it seeks to promote an economy of peace by putting human beings at the centre of development. People question why they should spend more on Fairtrade products when there are cheaper alternatives. As faith carries much influence in Luton's diverse communities, many have found answers and inspiration from within their own respective religious traditions. Others have found answers in the universal human values. People are realising that Fairtrade is more than charity; it is a matter of justice – giving people their right to a life with dignity. It is all about thinking globally and acting locally in an interconnected world.'

This is an extract from a blog that Ryad Khodabocus wrote for **[www.fairtradeblog.tumblr.com/](http://www.fairtradeblog.tumblr.com/)** celebrating Luton's Outstanding Achievement Award in the 2012 Fairtrade Campaign Awards.

## FAIRTRADE IN MALAWI

At last month's Fairtrade Commercial Conference – the annual get together for Fairtrade licensees – one of the keynote speakers alongside other prominent figures was Doreen Chanje, Chair of the Malawi Fairtrade Network (MFN) and board member of Fairtrade Africa. MFN is an umbrella organisation to nurture the growing movement of smallholder farmer organisations, tea estates and other organisations in Malawi. In the capital city Lilongwe, MFN hosted the first ever Fairtrade Breakfast in the country in June, bringing together sixty participants from the Malawian Parliament, Fairtrade producer groups,



exporters and traders, the donor community and civil society to discuss the opportunities Fairtrade offers to build the Malawian agricultural sector.



The rich discussion at the event comes after a steady increase in exports of Fairtrade certified produce from Malawi, since the launch of Fairtrade there in 2004. The three main commodities exported are tea, sugar and ground nuts with associated benefits now reaching 40,000 rural households in the country.

Malawi is also the focus of a longitudinal research and impact study; the first instalment of which was published earlier in the year entitled: Taking Root: Fairtrade in Malawi (available at [www.fairtrade.org.uk/reports](http://www.fairtrade.org.uk/reports)). Further studies of the same sectors and organisations are planned for 2012 and 2014 to learn lessons from the ongoing progress of Fairtrade in Malawi.

Read up on the impact Fairtrade is having in Malawi,

the MFN, and find out more about the products. If there's anything we can do to help communicate this information in your campaigning activities, get in touch.

### Some facts and figures:

**85%** of Malawians live in rural areas

**Over 50%** of Malawians live below the poverty line

**9** certified Fairtrade producer organisations in Malawi

**4** producer organisations seeking Fairtrade certification

**Over 12,400** smallholder farmers benefitting from Fairtrade

**9%** of tea exports are Fairtrade

**25%** of sugar exports are Fairtrade

# FAIRTRADE FORTNIGHT

25 FEBRUARY – 10 MARCH 2013

**This Fairtrade Fortnight it's time to take a stand for the food we love and the people who grow it. Without our support now, farmers in developing countries face an uncertain future.**

Together we're making steady progress towards a fairer deal for farmers and workers in developing countries. But there's still a lot to be done to support the millions of people who grow the food we take for granted. Choosing and asking for Fairtrade is one way to ensure they can farm sustainably and earn enough from their crops to provide for their families and communities. This year we want to take Fairtrade further, and we need your help to reach more farmers and workers who urgently need a better deal. Together, we'll be part of a UK-wide movement speaking up about the injustices that mean farmers in poorer countries struggle to make ends meet.

January 2013 will also be the start of a new multi-NGO national campaign, which aims to tackle hunger and its causes, involving a group of UK development organisations, including the Fairtrade Foundation. The campaign will seize the opportunity offered by the UK hosting the G8 meeting of world leaders in summer 2013, and call on governments, citizens and companies to fix the broken food system and reduce the millions currently going hungry, by building a future where everyone is able to grow or buy enough food to eat. Part of this will be about making sure small-scale farmers can grow enough nutritious food, access investment and adapt to the challenges of climate change.

**In spring 2013 we'll also launch our own new ongoing campaign to make food fair.**

Together we need to challenge a deeply unfair system where the majority of farmers are still not getting a fair share. With your help, we can change this. Buying more Fairtrade products is one way to spread the benefits of Fairtrade to more producers, however to go further for farmers in 2013 we will launch a new ongoing campaign targeting key organisations and decision makers.

Watch this space for how you and your community can get involved over the next few years – starting with sending us a picture of your sculpture during Fairtrade Fortnight.





# HOW WILL YOU GO FURTHER FOR FAIRTRADE IN 2013?

Help us take Fairtrade further in Fairtrade Fortnight by taking the Fairtrade message to the people who can make this happen – from supermarket managers and coffee shop owners, to the people who decide which coffee goes in the vending machines in the Town Hall.

The action guide enclosed with this Town Crier contains lots of ideas, but we'd love you to join with these nationwide activities:



## GET CREATIVE

Are you up for a challenge? To help more small farmers in the global south enjoy the benefits of Fairtrade, we're calling on you and your community to get creative. Create an artistic depiction of going further for Fairtrade through sculpture, or other artistic creation and use it to tell others to go further.

You could work with a local artist, students or make a sculpture at a school or in the high street by recycling Fairtrade product wrappers. Whatever you do, get the most attention you can for your creation and make sure it tells everyone about Fairtrade!

Share a picture of your creation through our website and you'll be part of a UK-wide movement speaking up about the injustices that mean farmers in poorer countries struggle to make ends meet.

## GO FURTHER INTO THE ISSUES

There is a time to be creative and there is a time to get stuck in to the issues – either to convert sceptics to Fairtrade supporters through debate, or to reach new audiences by discussing Fairtrade in the context of wider issues of sustainability or trade justice.

We're expecting quite a lot of interest in food issues with a multi-NGO campaign mobilising in early 2013, so it's the ideal time to get lots of people together to tackle the issues at the heart of Fairtrade: unfairness, imbalance of power, and sustainability of livelihoods and the planet.





## FOCUS ON: SUPPORTER CONFERENCE



Over 300 Fairtrade campaigners from across the UK came together in London on 6 October for the Annual Fairtrade Supporter Conference. For the first time, the conference was jointly hosted by the Fairtrade Foundation and the new National Campaigner Committee (NCC). Becca Rowland, chair of the NCC, gave a keynote speech on the role of the Fairtrade campaigns movement 'coming of age' followed by Harriet Lamb, CEO of Fairtrade International.

Winners of the Fairtrade Campaign Awards were presented their awards for campaigning excellence in 2012, and you can read more about them at [www.fairtrade.org.uk/awards](http://www.fairtrade.org.uk/awards).

As ever the atmosphere was buzzing with ideas being

shared and connections made between attendees, between the main sessions, and during the skill sharing workshops and seminars.

The day culminated in a public debate entitled Power and Food, and expert panellists explored where the power lies in food supply chains and how this could be tackled. This stimulated a lively session with plenty of audience participation, and lots of ideas for where the Fairtrade movement could go in the future, and the role of us all – from the committed campaigner, to the busy shopper, to the national company.

You can watch the speeches, debate questions answered, and find notes from the day at: [www.fairtrade.org.uk/supporterconference2012](http://www.fairtrade.org.uk/supporterconference2012)

## ASK THE EXPERTS

Send in your questions to [volunteer.towns@fairtrade.org.uk](mailto:volunteer.towns@fairtrade.org.uk)

**Q: BBC Watchdog recently asked does the FAIRTRADE Mark on your chocolate bar mean 100% Fairtrade cocoa beans?**

**A:** It is not always able to keep Fairtrade and non-Fairtrade cocoa beans separate throughout the making of a chocolate bar, so it's not possible to insist on physically tracing every bean without removing the benefits of Fairtrade from cocoa farmers. This doesn't mean companies are not required to buy Fairtrade certified beans. If making a chocolate bar needs 500 tonnes of cocoa, then the company must purchase 500 tonnes of Fairtrade cocoa, including the additional \$200 Fairtrade Premium per tonne, to be able to put the FAIRTRADE Mark on the wrapper. So even if the beans are later mixed with non-Fairtrade beans – as often happens – Fairtrade cocoa farmers still get 100% of the benefits, and the better deal that the FAIRTRADE Mark stands for. Read the cocoa commodity report at [www.fairtrade.org.uk/reports](http://www.fairtrade.org.uk/reports) for more on cocoa, and our response to Watchdog at [www.fairtrade.org.uk](http://www.fairtrade.org.uk).



## THE NATIONAL CAMPAIGNER COMMITTEE

It has been a busy few months for NCC members. After the third meeting of 2012 at Fairtrade Foundation offices discussing various areas of work, the next day saw the NCC co-host the annual Fairtrade Supporter Conference. Becca Rowland, Chair of the group, opened the keynote speeches in front of over 300 attendees, talking about a Fairtrade movement that has 'come of age', and can start to drive the agenda of our shared campaign for trade justice. Other NCC members facilitated workshops and networked throughout the day.

A few weeks later, Vice-Chair Rick Norman recorded a video message for colleagues in Bangalore, where civil society came together for a meeting to set about establishing a market for Fairtrade products in India.

As this edition goes to print, the Public Engagement Team at the Fairtrade Foundation, which includes the Campaigns Team, will be on a planning away day, assisted by a session led by Tom Allen, London's representative on the NCC.

Aliceja Fisher from Basingstoke and Deane Fairtrade Borough will be joining other Fairtrade activists from the UK and over 22 countries at the International Fairtrade Towns Conference in Poznan, Poland in November, whilst Sarah Shepherd, NCC member from Leicester, will be speaking with Henry Matenda, sugar cane farmer from Malawi at the East of England Regional Campaigns Day in Cambridge (24 November), where the first representative for the East of England will be elected to the NCC.

Having become a fully fledged member organisation of the Fairtrade Foundation, the NCC are also now looking to make nominations to the Fairtrade Foundation's Board of trustees for the first time.

The Fairtrade Foundation is hugely grateful to all former CAG members, and current NCC members who give their time, passion and wisdom to help drive our thinking forward.

Visit [www.fairtrade.org.uk/ncc](http://www.fairtrade.org.uk/ncc) to find out more about the group, find out how you can vote for your representative, and consider standing for election to the group yourself. In 2013 we will be seeking representatives for the South East, Wales, East and West Midlands and Yorkshire to join the democratically elected group.



## DATES FOR YOUR DIARY

- **24 November:**  
East of England Regional  
Campaigns Day,  
Cambridge  
  
Register at [www.angliaruskcommunity.eventbrite.co.uk/](http://www.angliaruskcommunity.eventbrite.co.uk/)
- **January:**  
Multi-NGO campaign  
launching! Details tbc
- **25 February to –  
10 March:**  
Fairtrade Fortnight  
2013
- **Spring 2013:**  
New Fairtrade Foundation  
campaign to make food  
fair launched. Watch  
this space!
- **11 May 2013:**  
World Fair Trade Day

## CONTACT

General Fairtrade Town enquiries:  
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Fairtrade Town Discussion Group:  
**[groups.yahoo.com/group/FairtradeTown](http://groups.yahoo.com/group/FairtradeTown)**

Order resources:  
**[online.fairtrade.org.uk](http://online.fairtrade.org.uk) • 020 7440 7676**

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

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