

**FIRST
EDITION**

THE TOWN CRIER



Edition 1 • February 2012

Dear Fairtrade Town key contact,

Welcome to the very first edition of the Town Crier, a new initiative to bring the latest news, ideas and support for your Fairtrade Town campaign to your doorstep. You are receiving this as our key contact for your local Fairtrade Town campaign, but please let us know if someone else in your steering group would be more appropriate. In the age of facebook friends and email overload, we hope that this tri-annual newsletter is useful. If you have any suggestions for content, or would like to contribute, please do let us know. Our monthly e-newsletter remains another invaluable resource for all Fairtrade Town activists, along with the Fairtrade Towns Yahoo discussion group.

Make sure your group is represented at <http://groups.yahoo.com/group/FairtradeTown> and encourage all steering group members to sign up to the e-newsletter at www.fairtrade.org.uk/newsletters.

Thank you for the part you play in this Fairtrade journey, we look forward to your participation in this year's take a step campaign so we can reach 1.5 million marginalised farmers and workers.

Adam and Bruce



TOP NEWS FROM ACROSS THE NETWORK



Congratulations to the newest Fairtrade Towns: Shrewsbury, Mossley, West Lothian, Prestonpans, Port Talbot, Thatcham, Luton, Berwick Upon Tweed, Brentwood, Newcastle-Under-Lyme and Brent who've achieved Fairtrade status in the past four months, bringing us to 530 Fairtrade Towns in the UK. Check out the latest list at www.fairtrade.org.uk/townslist to see if there are any groups in your area you could link up with.



We're also delighted to announce the 700th Fairtrade School, the 7,000th Fairtrade church, and 150th Fairtrade University in the UK!



Congratulations to the Cumbria Fair Trade Network on a successful conference: Cumbria Local and Fair. Read about the conference outcomes at www.cumbriafairtrade.org.uk.

Please send us your news, requests and suggestions for the Town Crier – contact details on page 8

CAMPAIGN PROFILE



Westray, one of the northern most of the Orkney Islands, has a population of 600 and celebrates five years as a Fairtrade Island this year. 90% of all businesses and community organisations on the island are signed up to their Fairtrade charter, including the chip shop selling Ubuntu Cola and Divine chocolate, the fire station and Tourist Association using Fairtrade refreshments as a direct result of their campaigning. The group have been scaling up their campaign outside the island by lobbying ferry companies serving the island to switch to Fairtrade. They also plan to work with the neighbouring Fairtrade island of Papay, and fledgling campaigns in other islands, replicating their

success across the entire Orkney Islands.

One of the notable spin offs has been for those involved in the island's tourist industry with service and accommodation providers reporting visitor enquiries specifically related to Fairtrade provision. Westray Fairtrade Group Chairperson, Iain MacDonald said, 'Westray enjoys a very strong sense of community and this is reflected in the work of the Fairtrade Group and the awarding of Fairtrade Island status. It's been very much a cross community thing – school, Churches, businesses and organisations all pulling together and encouraging folk to be fair and buy fair in Westray'.



ASK THE EXPERTS

Send in your questions to volunteer.towns@fairtrade.org.uk

Q: Our group has been told we need public liability insurance to host events, can the Fairtrade Foundation help?

A: Yes! We are pleased to subsidise annual public liability insurance cover up to £5 million for Fairtrade Town Groups (whether you've achieved Fairtrade status or not), through CaSE Insurance. The premium varies from £25 to £125 depending on the population of your area, and more details are available at www.fairtrade.org.uk/towns.



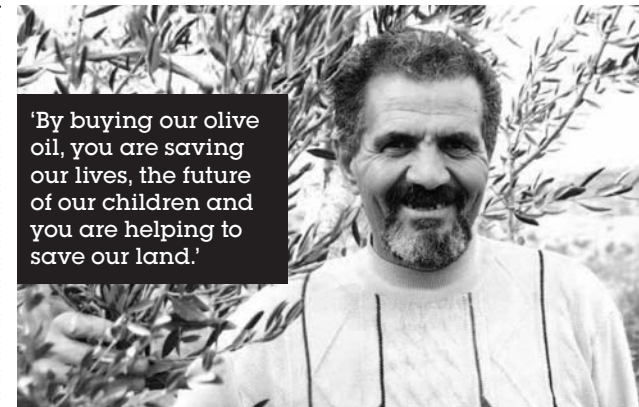
PRODUCER STORY

Zaytoun works with over fifty farmer co-operatives throughout the West Bank, Palestine, sourcing Fairtrade olive oil and almonds, fairly traded dates, couscous, herbs and soap. One such co-operative, Deir Istya was established in 2004 with 28 members, and is vital to the local economy. There are three oil presses and two processing plants in the village – and it was one of the first cooperatives to gain Fairtrade and organic certification for its olive oil production.

However, the village has lost most of its land and olive groves to Israeli settlements and the separation wall, meaning families have had to move from the fertile valley to the hilltop village, losing 2,000 olive trees in 2011 as a result. It's hard to overstate the importance of olive trees to Palestinian livelihoods, as Oxfam director Jeremy Hobbs said in a recent report 'Over 100,000 Palestinian families depend on the money they earn during harvest season.'

Zaytoun supports an olive tree planting project on Deir Istya lands, with support from activist and comedian Mark Thomas. Deir Istya farmer and father of three, Riziq Abu Nasser, says:

'The people of Deir Istya face a long list of problems, including the destruction



'By buying our olive oil, you are saving our lives, the future of our children and you are helping to save our land.'

of our olive groves. I hope that this project will enable the farmers of Deir Istya to increase their production, improve the use of what remains of their land, and strengthen the bonds of friendship between the people of Britain and Palestine.'

Riziq currently has 90 olive trees. Some of those inherited from his father are 'Roman trees'; 2000 years old with a girth of three metres and some he planted himself in 1986 and he has plans to plant more.

Still, despite losing some of his own trees, Riziq remains optimistic about the opportunities that Fairtrade offers his community:

'The process of marketing olive oil through Fairtrade has made me optimistic. In Palestine farmers have complicated problems. But, with Fairtrade, I feel that, as a farmer, there is a solution for every problem

that we have,' he said. Since selling their oil to Fairtrade markets in Europe, there has been investment in new equipment (stainless steel containers instead of recycled jerry cans) and during harvest season each day's pickings are taken to the oil press to be cleaned and milled. The better price benefits local farmers who feel that their produce and labour is respected by those who buy it, and the social premium for the community is used for the health clinic and his children's school. There are hopes to buy a shared tractor.

'By buying our olive oil, you are saving our lives, the future of our children and you are helping to save our land.'

During Fairtrade Fortnight 2012, Riziq and two other olive farmers will visit the UK with Zaytoun. Find out where you can meet them, and explore how Fairtrade has benefitted their communities at www.zaytoun.org.

CAMPAIGN UPDATE

We'd like to thank everyone who took part in the Great Cotton Stitch-up campaign by decorating bunting, lobbying MEPs, emailing Caroline Spelman MP, sending a post card to Ed Davey, or supporting Traidcraft's campaign actions.



Despite securing support from the UK government and MEPs, achieving a Guinness World Record for bunting and engaging many thousands of UK citizens along the way, we haven't yet succeeded in bringing an end to unfair cotton subsidies. A combination of the disastrous tenth year of WTO negotiations, and the spiralling economic crisis in the Eurozone has meant that the EU has failed to take the necessary action to redress the balance between desperately poor West African cotton farmers and European cotton farmers. We'll be monitoring the

situation, and as soon as the next opportunity to influence arises, you'll be the first to know. Read a full summary of the cotton campaign at www.fairtrade.org.uk/greatcottonstitchup.

In the meantime, Fairtrade remains a lifeline for thousands of cotton farmers in India and Africa, but there are so many more farmers we need to reach. This summer we'll turn our attention to school uniforms, and get more pupils than ever kitted out in Fairtrade cotton ready for the new school year in September. Watch this space for how you can get involved.



TAKE A STEP FOR FAIRTRADE

Fairtrade Fortnight is just around the corner, and we can't wait to see how you are all going to be taking steps for Fairtrade. At the beginning of February a fabulous 'stepometer' will take pride of place at www.fairtrade.org.uk/step – where Fairtrade enthusiasts and converts alike can register all their steps for Fairtrade – and see what steps others are taking. You can also register your steps by post, by ordering 'Take a step' postcards for use at events and in the community.

We're aiming to collect 1.5 million steps – one for every farmer and worker we aim to work with in 2012 – so please encourage as many people as you can at your events and in your communities to register their steps for Fairtrade.

Unlike previous years, the 'Take a step for Fairtrade' campaign will run all year long, so we'll keep the ideas and resources coming for World Fair Trade Day in May, the summer festival period and the Autumn harvest/return to school season. And of course, we'll be collecting steps all year long too.



Make sure you upload your events at www.fairtrade.org.uk/step. That way we can see the broad range of activities going on, and promote them to a wider audience.

Best wishes for another successful Fairtrade Fortnight, and don't forget you can win cash prizes for your campaign through the Fairtrade Campaign Awards (www.fairtrade.org.uk/awards), we'll let you know more about previous award winners in the next issue!



FOCUS ON: REGIONAL NETWORKING

From Fairtrade County networks, to the Fair Trade Nation campaigns of Wales and Scotland, networks of Fairtrade groups have been springing up organically to offer each other support and inspiration. The recent consultation we carried out with campaigners told us that regional networking should be at the heart of any future support the Foundation provides.

We've listened, and plan to facilitate six regional conferences around the UK in May/June 2012 and another six in 2013, and we very much hope to see you there, with other Fairtrade campaigners from your region.

By the time you read this, the regions will be decided and announced at www.fairtrade.org.uk/regionalconference.



CAMPAIGN ADVISORY GROUP

The Campaign Advisory Group (CAG) first met in June 2010 as the first part of the process of increasing Campaigner voice in the governance of the Fairtrade Foundation, and ensuring Fairtrade continues to go from strength to strength, with the grassroots movement at its heart. There have since been some major developments including the election of Joe Human (of Keswick Fairtrade Town, Cumbria Fair Trade Network and the CAG) to our Board of Trustees, and a wide consultation on campaigner membership and voice in the organisation. CAG members will in future be elected as part of the consultation recommendations, continue to advise our organisational projects and direction, and ensure the Foundation is held accountable to the grassroots. Find out more about the CAG, members and meetings at www.fairtrade.org.uk/campaigneradvisorygroup.



INTERNATIONAL TOWNS

There are now 1,074 Fair Trade Towns worldwide! The Fifth International Fairtrade Towns Conference took place in Malmo, Sweden on the theme: 'Beyond 1,000 Fairtrade Towns'. A dozen UK delegates joined over 200 Fairtrade Town activists from around the world discussing the development of Fair Trade Towns in the global south, joined-up campaigning by Fair Trade Towns across borders, through North-South links, and sharing best practice. 2011 saw the first

Fair Trade Towns in Luxembourg, Japan, Ghana and the Czech Republic and the continued development of Fair Trade Towns in North America, Australia and New Zealand, Brazil and across Europe.

You can access notes from the conference, find out more about the International movement and network with Fair Trade Towns from across the world on the International Fair Trade Towns website: www.fairtradetowns.org.



FOCUS ON: CREATE YOUR OWN MATERIALS



Fairtrade Town groups create fantastic materials to get the

Fairtrade message out in to the community, from directories, to posters, to pull-up banners. We've created a few template resources, that you can download, personalise, and print to use in your own campaign at: www.fairtrade.org.uk/campaignertemplates.

If you'd like to create materials from scratch, there are also guidance, images and slogans available to help you, and a photo library of best practice examples from other Fairtrade Town groups.



DATES FOR



YOUR DIARY

- **27 February – 11 March:**
Fairtrade Fortnight, as if you didn't know!
- **Sun 8 April:**
Get your Fairtrade chocolate eggs ready for Easter
- **Wed 4 May:**
Local elections in parts of the UK
- **Sat 12 May:**
World Fair Trade Day – watch this space for ideas on getting involved
- **May/June 2012:**
Regional networking conferences around the UK
- **Sat 6 October:**
Fairtrade Supporter Conference, in London

CONTACT

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Fairtrade Town Discussion Group:

groups.yahoo.com/group/FairtradeTown

Order resources:

online.fairtrade.org.uk • 020 7440 7676

www.fairtrade.org.uk

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