

**FOURTH
EDITION**

THE TOWN CRIER



Edition 4 • Spring 2013

Dear Fairtrade Town contact,

We hope you and your group had a successful and enjoyable Fairtrade Fortnight. It's a busy time for us all, so do take a break to recover but also to review how it has gone. We rely on your feedback to make future campaigns even more effective and inspiring, so please take a few minutes to fill in our evaluation survey. We're already planning for 2014 so your input will make a difference. Find the survey at: surveymonkey.com/s/fairtrade fortnight 2013

Don't forget to enter your group in the Fairtrade Campaign Awards too; there is more information on page 6 and at fairtrade.org.uk/awards

Read on for more ways to go further for Fairtrade this year, including some exciting new campaign news and ways to get involved in your area to win a better deal for farmers and workers.

The Town Crier is sent to you as the listed contact for your Fairtrade Town Steering Group. Please share the news with your group as appropriate, and find an electronic version at fairtrade.org.uk/towns/resources

With best wishes

Adam, Anna, Rosie and Kevin
(The Fairtrade Towns Team)



TOP NEWS FROM ACROSS THE NETWORK



Congratulations to: **Stanford and Corringham, Lake District National Park, South Lanarkshire, Aberdeenshire, Yorkshire, Alford and Bonnyrigg, Lasswade and Pontonhall** who've recently achieved Fairtrade status – taking the total number of Fairtrade Towns in the UK to 563!



Did you know that there are over 1,100 Fair Trade Towns worldwide? You can share ideas and be inspired with activists from across the global movement at the annual International Conferences, taking place in Oslo, Norway in September 2013 and Kumamoto, Japan in March 2014.

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

MEET THE PRODUCER: JUSTINE WATALUNGA

In Africa women grow 80 per cent of the staple food yet own just 1 per cent of the land. Why are women so important to economic and social development? We had the pleasure of welcoming Justine Watalunga, a Fairtrade coffee farmer from Uganda to the UK this Fairtrade Fortnight, and her story helps to answer the question.

Justine's organic coffee is used in Cafédirect instant coffee and in Equal Exchange's Mt Elgon Gumutindo Ground Coffee, part of its range of 'Coffee Grown by Women'.

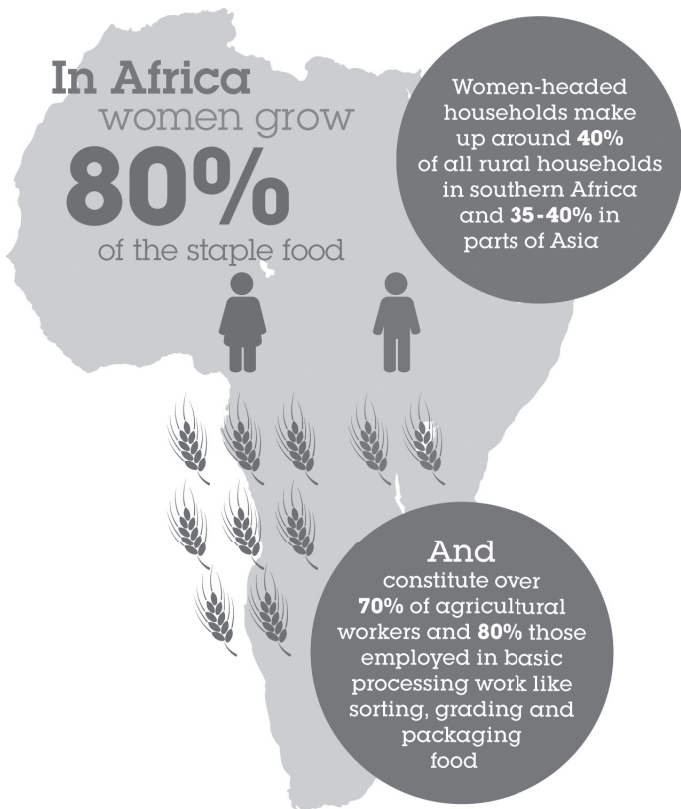
As Chair of a women's group overseeing the distribution of Fairtrade Premium funds, Justine speaks passionately about the importance

of women to farming communities in her country:

'Women work hard on their farms and in the houses. Women carry heavy bags, they work from sunrise to sunset. They work without pay, as housewives. They are farmers, mothers, daughters and wives. They always want everything to be right, so they spend money across their communities.'

Justine and her fellow farmers are paid the Fairtrade Minimum Price of \$1.70 a pound for organic Fairtrade coffee, or the market price if higher. Gumutindo also receives the Fairtrade Premium of 20 cents a pound to invest in business improvements or community projects. Justine's group of women coffee farmers run a nursery and primary school for 200 pupils which allows women to concentrate on their farms – it's hard work growing coffee on a mountain!

'With the Fairtrade price they can care for their children, and for their families. With the Fairtrade Premium, they can help their communities and everyone who needs them by starting schools, caring for orphans, getting clean water for their villages or renovating roads and bridges. For example, in my community we have



built a school for orphans, which helps them to access good education and eat every day. When a woman is happy, everyone in the family is happy, everyone in the community is happy.'

Justine is treasurer of Konokoyi Growers Co-operative Society, one of 11 societies affiliated to Gumutindo Coffee Co-operative, in the Mbale district of Uganda.

Since liberalisation of the Ugandan coffee industry in the 1990s most of the co-operative unions in the country collapsed, lacking the business structures and market knowledge necessary to compete with the many private traders who entered the market.

In Africa women own only

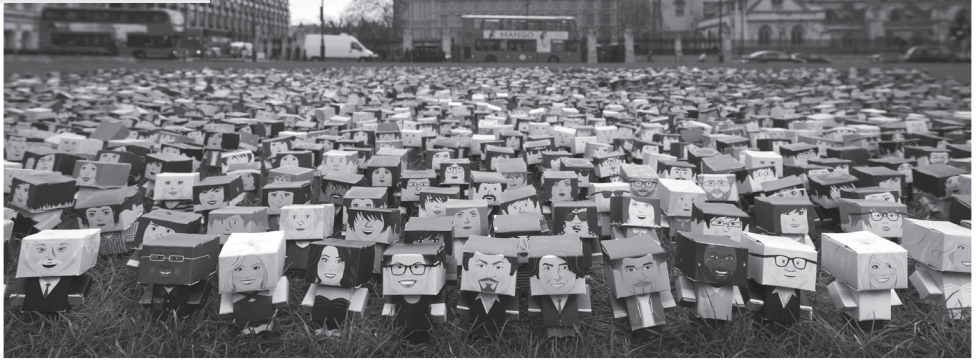
- 1% of the land
- Receive only 7% of extension services
- And 1% of all agricultural credit



Justine tasting coffee at Masteroast during Fairtrade Fortnight

Since being established in 1998 and Fairtrade certified in 2004, Gumutindo (which means 'excellent quality' in the local language) now operates as an independent farmer business and has grown from 200 farmers to 7,000 farmers. They now control all activities from farm to export, having purchased their own processing and warehouse premises and installed hulling equipment so that they can now mill the coffee, ready for bagging and export – capturing a larger share of the value of their coffee beans.

CAMPAIGN UPDATE



We launched a brand new campaign this Fairtrade Fortnight – Make Food Fair – calling on government and business to take steps to tackle the injustices in our food system. There are an estimated 500 million smallholder farmers globally who produce 70 per cent of the world’s food, yet half of the world’s hungriest people are also smallholder farmers themselves.

The first step for the campaign is a petition

to Prime Minister David Cameron, to ensure he champions smallholder farmers at the G8 meeting in Northern Ireland this year. The petition got off to a great start during Fairtrade Fortnight with over 10,000 people signing. The first 5,000 represented by a real-life paper protester descending on Parliament Square on 4 March. It was quite a sight!

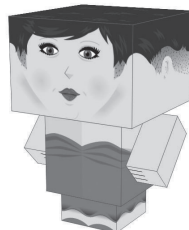
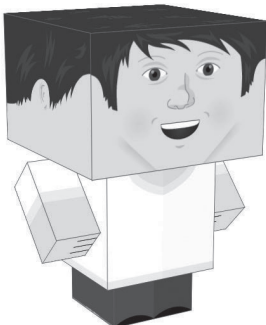
The mini marchers are not done yet however; **we need**

many more signatures on the petition to ensure our message is heard loud and clear by the Prime Minister.

The mini marchers are on a mission to spread the word across the UK over the next six weeks until World Fair Trade Day to help gather lots more signatures for the petition – and they need your help!

Once you have signed the petition yourself, order your own trusty band of mini marchers to help you communicate the aims of the campaign in your community and get many more people on board to Make Food Fair.

Read up on the aims of the campaign – including our five point agenda which forms the basis of the petition and our brand new report *Powering up smallholders to make food fair* at fairtrade.org.uk/makefoodfair

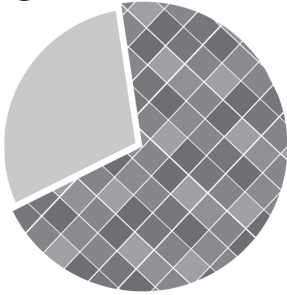


THE POWER OF THE SMALLHOLDER

Find out how you can take action to make food fair and read Fairtrade's five point agenda for change at fairtrade.org.uk/makefoodfair

Small farmers grow around

70%
of the planet's food



Over

90%

of the world's cocoa is grown on

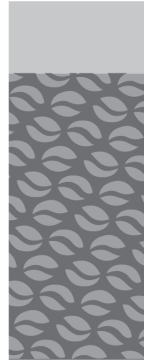
5 million
small farms



Some

30 million

smallholder farmers produce most of the world's coffee and cocoa



80%

of the world's coffee is grown by smallholders

**MAKE FOOD
FAIR** 

fairtrade.org.uk/makefoodfair

Around
17 out of 20
of the
world's farms
are still
2 hectares
or less in size





FOCUS ON: CAMPAIGN AWARDS

The Fairtrade Campaign Awards are back!

Recognising the hard work, creativity and achievements of grassroots campaigners across the UK, these awards not only give national recognition to your own activities, but winners also receive a cash prize to reinvest in their local campaign.

This year's categories are:

Best Outreach and Networking

Best Media Campaign

Most Creative Campaign

Entries are open now and you can enter as many categories as you like. Find out what last year's winners got up to and download an entry form at: fairtrade.org.uk/awards

The judges also select one Highly Commended and one Outstanding Achievement award winner from all of the entries received and all winners are presented their awards at the annual Supporter Conference on 5 October in London.



FAIR TRADE BEYOND 2015 DECLARATION

In 2000, 189 nations made a promise to free people from extreme poverty and multiple deprivations through the eight United Nations Millennium Development Goals to be achieved by 2015.

As the deadline approaches, the United Nations and its members are discussing what kind of framework they wish to have after 2015. We believe that trade (or rather, fairer trade) plays an important role.

The Fairtrade Foundation is joining the global Fair Trade movement in calling for a future global development framework that supports concrete means to achieve sustainable and inclusive development.

To take this message to decision makers, we are calling on community leaders and civil society organisations to sign the Fair Trade Beyond 2015 Declaration.

What can I do?

Please contact your Mayor, Council leader or MP (the highest elected official to represent your area) and ask them to sign the declaration. You could just write to them, or if you have time, go to meet them.

Let us know they have signed and we'll be presenting a list of signatories to the UK's UN representative after World Fair Trade Day on 11 May.

To download the declaration and find out more about the campaign, visit fairtrade.org.uk/beyond2015



FAIR TRADE BEYOND 2015 DECLARATION

I call on the world leaders gathering in New York in September 2013 at the United Nations General Assembly High-Level Meeting on the framework to replace the 2015 Millennium Development Goals to put in place a new global development framework that:

- Aims to create a just, equitable and sustainable world, in which every person can realise their human rights, fulfil their potential and live free from poverty. This framework must be based on the three pillars of sustainable development (social, environmental, economic) and must ensure that all actors, at all levels, put in place coherent policies for development.
- Addresses the need to reform trade rules and practices with the aim to overcome inequalities and empower small producers and workers in developing countries to trade their way out of poverty.
- Supports partnerships for development between governments, local authorities, business and citizens, such as Fair Trade, which ensure market access for disadvantaged producers, guarantee sustainable livelihoods, respect labour standards, phase out child labour and encourage environmentally-sustainable farming and production practices.

DATES FOR YOUR DIARY



- **11 May 2013:**
World Fair Trade Day
- **28-29 September 2013:**
International Fair Trade Towns Conference, Oslo, Norway*
- **5 October 2013:**
Fairtrade Supporter Conference, London
- **24 February to 9 March 2014:**
FAIRTRADE FORTNIGHT 2014
- **28-30 March 2014:**
International Fair Trade Towns Conference, Kumamoto, Japan*

*Would you like to link up with the global Fair Trade Town movement at the inspiring annual conference? We have some travel subsidies available to assist UK delegates so please get in touch

CONTACT

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Fairtrade Town Discussion Group:
groups.yahoo.com/group/FairtradeTown

Order resources:
online.fairtrade.org.uk • 020 7440 7676

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