

ISLE OF WIGHT FAIRTRADE FORUM AUGUST 2006

**The Island will have to re-apply for
Fairtrade Status in October 06.**

After a splendid 2005 how far have you moved on this year.

More IW Council managed outlets have taken up Fairtrade.

Both Portsmouth Dioceses awarded Fairtrade Status.
We are hoping other denominations will follow that example.

Fairtrade is making a huge contribution to combating world injustice and poverty. It is changing business viewpoints by proving that we can give people a fair deal and make a profit.

The real heroes, including many on the Island, are those ordinary people, who have supported Fairtrade products through the starting stages, when the products were not of high quality and were much more expensive than the average.

The leaders in this group sourced and still sell an amazing variety of products in Churches and community gatherings.

Please do not stop. Although there is an increasing variety available in regular shops, there is still a great service to be done for Traidcraft and other Fairly Traded products, including clothes.

Chris Murphy will be retiring from The Traidcraft shop Freshwater in December, there is a real need for someone to take on this business, supplying his faithful customers, especially as many of his products are still not available anywhere else.

BOOKERS now have a reasonable range of Fairtrade products, see later item. This gives us Four Wholesale outlets on the Island.

More than enough to enable any business to use at least two Fairtrade Products. We hope to see this range expand quickly as Nationwide they will see a benefit from stocking very popular products.

The Co-op has expanded its presence on the Island by taking over and converting the eight David's Stores, Co-op now has 14 stores on the Island and is our biggest company.
Fairtrade is at the heart of the Co-op groups ethical trading policy.

We see are continuing expansion in product range in other stores.

Some very innovative ideas introduced, such as bunches of small bananas for children lunch boxes in Sainsburys.

Following the Isle of Wight achieving Fairtrade status in 2005, our good example was followed by =

The European Parliament, who recently adopted a resolution on Fair Trade and Development, with an overwhelming majority. The text calls on the European Commission to come forward with a recommendation and step up public support for Fair Trade.

Peter Mandelson, EU Commissioner for External Trade, said, "Fair Trade makes the consumers think and therefore it is even more valuable. We need to develop a coherent policy framework and this resolution will help us."

Fairtrade Reaches Booker Cash & Carry

Booker, the UK's biggest cash & carry, has launched its first range of Fairtrade products.

The new Fairtrade range covers coffee, tea, hot chocolate, sugar, snacks, confectionery and wine. It provides a great choice, offering roast & ground and instant coffee, sugar sticks and tagged teabags. More Fairtrade products will be introduced into Booker throughout the year.

This is an exciting development, as it offers more opportunities for smaller retailers and caterers to purchase Fairtrade products in the quantities they require. There are branches of Booker all over the country.

Two on the Isle of Wight

Three Gates Road, Cowes and

College Farm Estate, Off Avenue Road, Sandown

Dubble Trouble

Dubble Agents are a community of over 50,000 young people who have signed up at www.dubble.co.uk to change the world through Fairtrade! One of their key missions is to campaign for local shops and supermarkets to stock Fairtrade products. In an amazing month, Dubble Agents have campaigned for Budgens stores to put Fairtrade chocolate in more outlets and convinced the 'Habbo Hotel' website (www.habbohotel.co.uk) to feature Fairtrade products in their 'virtual' cafes and eateries.

Action:

* Join the latest Dubble Agent campaign to convince Jackson's stores to stock more Fairtrade products.

Other Fairtrade News

♦ The Fairtrade Foundation is rolling out a new campaign in the autumn, which will aim to get more workplaces switching to Fairtrade. Keep an eye on the website for details and make sure your workplace switches.

♦ Global sales of Fairtrade certified products reached €1.1 billion in 2005 representing a 37% increase on 2004.

The number of producer groups selling into the UK market has increased from 197 last year to 301 this year with a particular increase in the numbers of groups in Africa now selling to UK Fairtrade markets.

♦ The Make Poverty History Global Month of Action takes place from 14 September to 17 October. Stand Up Against Poverty is the theme and there will be a global attempt to set an official Guinness World Record for the most number of people ever to "stand up" against poverty on 15-16 October.

Check the Fairtrade Foundation website for more info in the coming weeks.

♦ Fairtrade Fortnight 2007 will take place from 26 February to 11 March. Get the dates in your diary!

New Products

Here are some of the latest products to get the FAIRTRADE Mark:

Tropical Wholefoods have a range of new products including Sun Dried Apricots, Mountain Mix and a Date & Walnut snack bar.

You might not be thinking about Christmas yet, but it will be here before you know it. Make sure our mulled wine is made with sachets from Old Hamlet Wine & Spice with the FAIRTRADE Mark.

For parties and catering, Los Robles Carmenere Fairtrade red wine is now available in a three-litre box.

The Handmade Flapjack Company has a range of Fairtrade muffins.

Save the Children are selling Fairtrade footballs in their shops.

Doves Farm Foods have added to their Fairtrade range with an Organic Spelt Waffle and an Organic Chocolate Waffle.

Sainsbury's now have loose Fairtrade bananas available in some stores – if they are not in your store, why not ask the manager.

Campaign Days

We are pleased to invite you to attend one of two Campaigns Days this autumn. These days are a chance for you to get more in-depth knowledge on issues around Fairtrade, learn about the latest developments in the Foundation and Fairtrade internationally and gain new skills to help you to promote Fairtrade in your community.

The events will take place during the Make Poverty History Global Month of Action on **Saturday 30 September in London** and **Saturday 14 October in Leeds**. They are free of charge and open to everyone who has an interest in Fairtrade.

The day consists of speakers, debates and a variety of workshops on issues ranging from the Fairtrade supply chain to how to get more and better media coverage for your Fairtrade Town campaign.

New figures released today by the Fairtrade Labelling Organisations International (FLO) reveal that global sales of Fairtrade certified products reached €1.1 billion in 2005. This represents an increase of 37% over 2004.

Meanwhile in the UK, the Fairtrade Foundation recently announced that sales topped £195m for 2005 – a 40% rise in one year - and are now running at a rate of £200m a year. The Fairtrade Foundation is the UK member of FLO which unites 20 national initiatives across Europe, Japan, North America, Mexico and Australia/New Zealand. Global Fairtrade trade figures are unveiled to coincide with the publication of FLO's annual report for 2005.

The speed at which the sales are growing shows an increasing demand from consumers for a positive model of trade which is fairer and more sustainable for farmers and is helping them to bring development to their communities.

“Fairtrade’s significant worldwide growth in 2005 also shows that more and more producers, traders and suppliers trust the Fairtrade Certification Mark and look to join the system. Increasingly companies are knocking on the door of the labelling organizations because they want to have the Certification Mark on their products. In the past year alone, the number of companies offering Fairtrade Certified products increased by 29%. The certification system behind the cheering person in the Certification Mark is absolutely independent from any interest, and this is what people trust”, says Luuk Zonneveld, managing director of FLO International.

One of the more recent companies to join is Marks & Spencer, one of the largest food and clothing retailers in the UK. The entire range of Marks & Spencer’s coffee switched to Fairtrade in March 2006 in a move which is estimated to increase the value of all Fairtrade instant and ground coffee sold in the UK supermarkets by 18%. Work now underway

to repeat the 100% switch with their tea looks set to increase the value of Fairtrade tea by approximately 30%. But Marks and Spencer is only one of almost 300 companies around the world that have become involved in Fairtrade in 2005, which has grown from 1151 in 2004 to 1483 in 2005.

The increase in the Fairtrade range and Fairtrade sales means that more producer organizations are able to sell to the UK Fairtrade market. The number of producer groups who supply the UK has risen to 301, up from 197 last year, with a particularly welcome increase in the numbers of groups from Africa. Globally, the number of certified producer organizations has grown by 127% since 2001 to 508 groups in 58 countries and the number of registered traders has increased by 132% in the same period.

“The Fairtrade system encourages farmers in Africa, Asia and Latin America to organise into democratically run groups and implement changes in agricultural practice. This ensures that the gradual improvements which Fairtrade makes possible are sustainable, giving communities a real chance to build a brighter future”, Luuk Zonneveld added.

FLO is investing ever more resources back into producer organizations, and in 2005 set up the Producer Business Unit to increase the support to Fairtrade-certified producer organizations. The Unit now numbers 10 people in Bonn, Germany, with a growing number of locally-based “Liaison Officers” to work directly with certified organisations and those seeking to enter the system. Thanks to a partnership with the Dutch business advisory organization SNV, there are now 25 liaison officers on the ground and this is expected to increase to 30 by the end of 2006.. It is expected that 370 producer organizations, representing 600,000 families, will benefit from the cooperation between SNV and FLO.

When one considers the above wonderful news, it is somewhat disappointing to find that there are organisations and groups on the Island that are still reluctant to support Fairtrade.

The way forward

What we need now is active support on the Island from all sections of our community. As we value and support our own community, we should support weaker ones to help themselves.

This is the simplest and most effective way to assist in the fight against injustice and poverty

Jim Curtis, Isle of Wight Fairtrade Forum 526574 www.iwff.org.uk

convert your workplace

There are hundreds of Fairtrade certified [teas](#) and [coffees](#) to choose from, as well as Fairtrade [hot chocolate](#), [sugar](#), [bananas](#), and vending machines, all at competitive prices.

These are some nation-wide companies and government departments that offer a Fairtrade option to their staff and visitors:

- AstraZeneca
- The British Medical Association
- The British Film Institute
- The Co-operative Group
- Department for International Development
- Department of Trade & Industry
- The European Commission (selected canteens)
- Eversheds
- Foreign and Commonwealth Office
- Greater London Authority
- House of Commons
- Merrill Lynch Head Office
- Microsoft Head Office
- Nationwide Building Society Head Office
- Orange
- The Salvation Army
- Scottish Parliament
- The Youth Hostels Association

convert your school

The concept of fair trade fits beautifully into the key curriculum areas of Citizenship, Geography and Religious Studies, and allows students to learn about fairness, social justice and diversity.

- Make Fairtrade foods available to staff and students
- Present an assembly or lesson on Fairtrade
- Set up a Fairtrade tuck shop selling Fairtrade [chocolate](#), [bananas](#) and [snack bars](#)
- [Get involved in the PrintIT! competition for secondary school students](#)

convert your cafe or restaurant

It's easy to make Fairtrade available to your customers. There are hundreds of Fairtrade [teas](#) and [coffees](#) to choose from as well as Fairtrade [hot chocolate](#), [sugar](#), and [bananas](#), all at competitive prices.

Speak to your existing supplier about Fairtrade foods. You may be able to source from them. Otherwise, the [Out of Home Directory](#) lists nationwide suppliers who are registered with the Fairtrade Foundation to supply the out of home market.

If you are a cafe or restaurant you can order a Fairtrade Point of Sale Pack which includes tent cards, tissue coasters, window stickers and poster, from your supplier listed in the Out of Home Directory.

convert your church, mosque or synagogue

- Put up a Fairtrade display, and give out leaflets
- Include [prayers and info on Fairtrade](#) in a service
- Use our [ideas for churches](#) to put together a church magazine article
- Serve Fairtrade [tea](#) and [coffee](#) after services

You can apply for a Fairtrade Poster Certificate for your church from the Fairtrade Foundation if the appropriate Council or Church meeting has agreed to:

- Use Fairtrade tea and coffee for all meetings for which you have responsibility.
- Move forward on using other Fairtrade products (such as sugar, biscuits and fruit)
- Promote Fairtrade during Fairtrade Fortnight - and through other activities whenever possible.

convert your shop

It's easy. There are hundreds of Fairtrade [teas](#) and [coffees](#) to choose from as well as Fairtrade [hot chocolate](#), [sugar](#), and [bananas](#), all at competitive prices.

Speak to your existing wholesaler about Fairtrade foods. You may be able to source from them. Otherwise, see the Fairtrade list of [wholesalers](#). On www.iwff.org.uk

THE FIRST FAIRTRADE ICE CREAM

A sugar farmer from a co-operative in Paraguay will join the legendary founder of Ben & Jerry's ice cream on Monday 31 July to celebrate the launch of the first ice cream to carry the FAIRTRADE Mark, the certification label awarded by the Fairtrade Foundation in the UK.

Luis Ruiz Diaz, from the Manduvirá farmers' co-operative in Paraguay, will share first hand with Jerry Greenfield the importance of Fairtrade for the hard working sugar cane growers who are amongst the first to benefit from Ben & Jerry's commitment to include Fairtrade ingredients into their ice cream. As well as sugar, the ice cream contains Fairtrade certified vanilla sourced from four co-operatives of smallholders in India.

"I am very pleased to be meeting Jerry to congratulate him on Ben & Jerry's being the first company to take up the challenge of producing an ice-cream made from our Fairtrade certified sugar," says Luis. "With Fairtrade, the farmers have more motivation for the future, and they are caring for their land. They can now improve the standard of living for their families and the community, and ensure more education for their sons and daughters."

This is the first ice cream product to carry the FAIRTRADE Mark in Europe. In an international agreement with the Fairtrade labelling network, Ben & Jerry's will launch the Vanilla ice cream simultaneously in the UK, Ireland and Belgium, then in the Netherlands in August, with other European markets to follow.

"We're delighted that shoppers can now get their first taste of an ice cream made with Fairtrade sugar and vanilla. While we enjoy the delicious vanilla flavour, the growers can enjoy using the Fairtrade premium to improve their communities," says Harriet Lamb, Executive Director of the Fairtrade Foundation.

The Vermont-based ice cream makers say this is the beginning of a long-term commitment to introduce Fairtrade ingredients into their range, and work is already underway on the conversion of further flavours over the coming year.

"Fairtrade is about making sure people get their fair share of the pie. The whole concept of fair trade goes to the heart of our values and the sense of right and wrong. Nobody wants to buy something that was made by exploiting somebody else", says co-founder Jerry Greenfield who has flown into London for the Vanilla launch and to attend Ben & Jerry's Sundae on Clapham Common.

Ben & Jerry's Vanilla is available from August at the same retail price as regular Ben & Jerry's products - £3.79 (500ml) and £1.49 (150ml). It will be on sale in Sainsbury's and selected Co-ops.