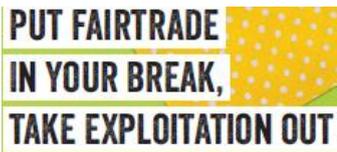


Fairtrade Fortnight 27 Feb – 12 Mar 2017



INTRODUCTION

The food on our tables, the tea and coffee in our mugs, are grown by farmers who toil, sweat and slog.

Yet these farmers are trapped in a system that is unfair, one that rips them off. However hard they work to provide the things we depend on, they still aren't paid what they deserve. And every time people buy these products, they become part of the problem.

Together we can end this – by campaigning to encourage others to choose Fairtrade.

It's time to get as many people in your community to take a Fairtrade break.

It's time to put Fairtrade in your break.
DON'T FEED EXPLOITATION

YOUR FAIRTRADE FORTNIGHT

YOUR challenge is to...

1 Create as many breaks as possible for people in your community. Whether it's over a tea or coffee, give them a moment in their busy day to stop and reflect on whether they are feeding exploitation or not – and take action.

2 Tell real stories about farmers and workers in poor countries who produce the food and drink that make our breaks so enjoyable.

We want to show how unfair trade impacts their lives, and leave people with the thought: how can I not buy Fairtrade?

3 Take the message beyond your network to the general public.

We need to reach new people to convince them to choose Fairtrade. Think about how your plans will inspire new audiences.

UNCERTAIN TIMES

2017 sees the 23rd Fairtrade Fortnight in the UK. It will also be one of the most uncertain years for a generation when it comes to trade.

Following the vote for Brexit, the UK will be coming to terms with the urgent need to renegotiate more than 50 international trade deals. And no one knows yet what this will mean for farmers and workers in poor countries.

At the same time, the spiralling price wars between supermarkets are set to intensify, putting even more pressure on the most vulnerable producers who deliver so much of what we eat.

It's more crucial than ever that the voices of farmers and workers are heard – to combat the risk of undoing the progress of the past two decades of Fairtrade, and putting farmers in an even worse position in the future.

We need to speak up on their behalf more loudly than ever.

The simple fact we need to get across to as many people as possible this Fairtrade Fortnight is this: that many of the farmers and workers who grow our food aren't getting paid fairly. And the problem is closer to home than people might think.

Thousands of farmers in countries such as Malawi, Kenya and Côte d'Ivoire all contribute to the tea, coffee and cocoa we enjoy in the UK. And yet many of those farmers are still living in poverty. If people really knew the true human cost of exploitation, would they still make the same choices?

Not if you tell them real stories about how farmers and their families are affected.

Low prices paid to farmers can mean:

- They can only afford to feed their families one meal a day. This can lead to health problems for their children such as stunting.
- They can't afford medical care and put off treatment their families really need.
- They don't have enough money to send their children to school. Lack of money also means pressure for children to work.
- They can't afford to invest in better farming. That means they can't improve the quality of their crops and charge a higher price for them.

WHY FAIRTRADE?

Fairtrade exists to change this, but we need more people to know why choosing Fairtrade really matters. We want them to understand that Fairtrade means farmers get a better deal for what they grow. This leads to a better and more stable income, and can help them break the cycle of poverty they are trapped in.

But many companies are only buying a fraction of their crops as Fairtrade, and even more companies aren't buying any Fairtrade at all.

Not enough companies are doing it, not enough people are buying it and not enough farmers are benefiting from it.

Unlike these examples.....

THE FAIRTRADE EFFECT

Edson Maotchedwe, from Malawi, is a Fairtrade tea farmer and father of seven. Edson's co-operative has invested



Fairtrade Premium in building a maternity wing and school, a new bridge, clean water and an ambulance.

This was life-saving when two of Edson's children suffered from malaria. *'I believe Fairtrade has already started playing a role in helping me realise the*

future for my children and children of our area,' he says.

Emma Georgette, member of ECOOKIM, Côte d'Ivoire



"With the support of the co-operative and the agricultural training I could increase my cocoa production and thereby increase our income as well. Last

year I bought my first bed with the additional revenue.

We are really happy."

EXPLOITATION- Some disturbing statistics



The average cocoa farmer in Côte d'Ivoire lives on around 38p a day.



Over 2 million children work in hazardous conditions in cocoa production in Côte d'Ivoire and Ghana

In Malawi's tea growing regions:

- Almost 4 in 10 people live in poverty
- 1 in 10 children dies before fifth birthday



• Over half of the children don't complete primary school

• Tea pickers earn less than £1.46 a day,

not enough to provide decent food, education or healthcare for their families



In Kenya's coffee and tea growing regions:

- 1 in 4 children are malnourished, leading to stunted growth

- 1 in 3 people lives in poverty

**PUT FAIRTRADE
IN YOUR BREAK,
TAKE EXPLOITATION OUT**

Millions of people take a break every day with a cup of tea or coffee, to say nothing of a biscuit.

If more of these breaks included Fairtrade, we could make a real difference. So why not a Fairtrade break....a break from the norm

Your event could be a coffee morning or afternoon tea in your church or workplace, a speaker evening or film screening.

You also could inject a fun with a twist – organise a Mad Hatter's tea party, create a retro school break time or get a group together and go on a café crawl.

More, much more at

<http://tinyurl.com/ACTION-GUIDE-17>