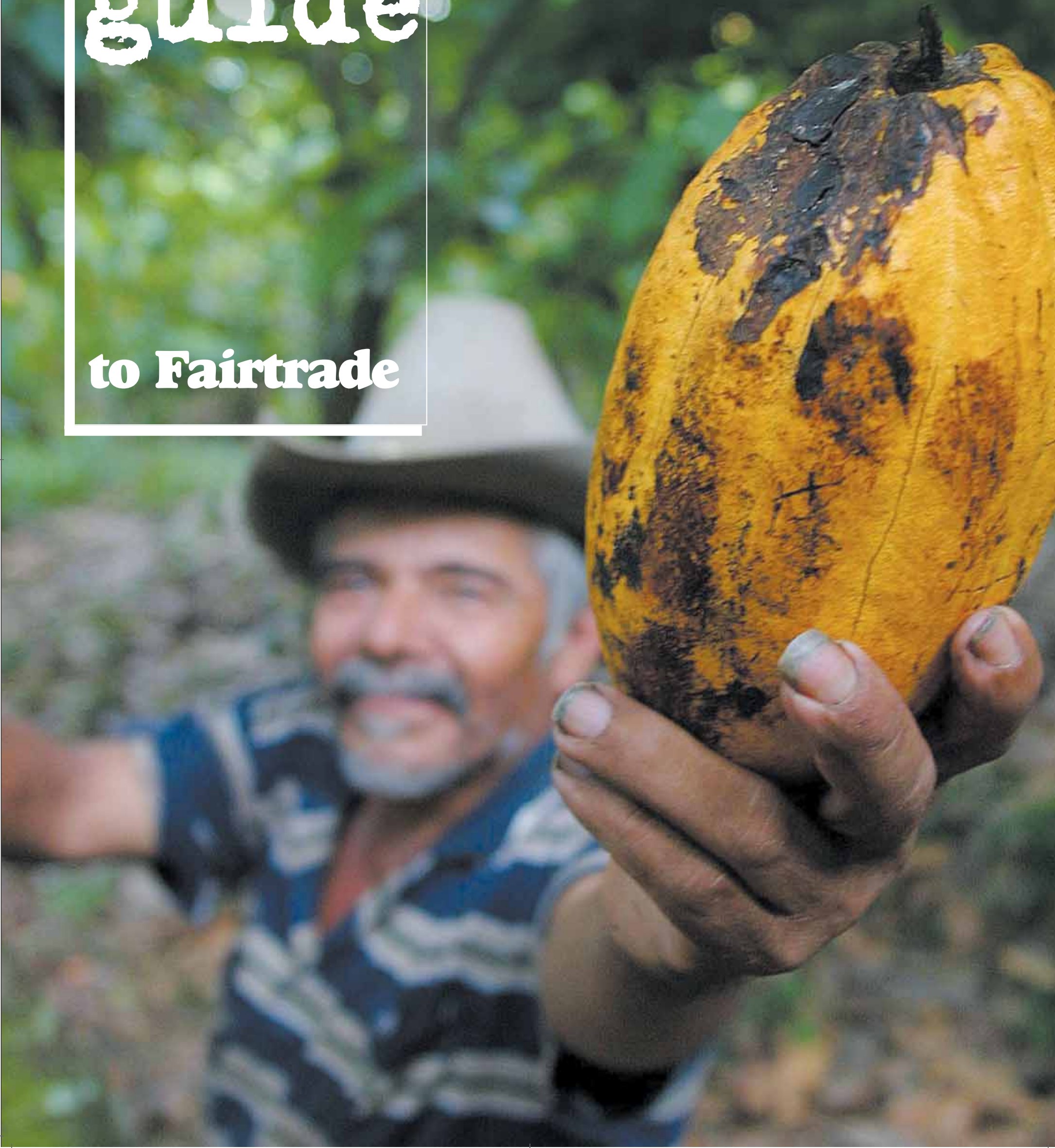




reporter's
guide
to Fairtrade

press
gazette



By Mel Young, *New Consumer* magazine
INTRODUCTION

Those haunting images of people starving to death in the poorer parts of the world always cause us deep upset. No-one wants poverty in the world, yet it seems to be with us all the time. Despite the huge focus on global poverty in the lead-up to this year's G8 summit in Scotland, those images still persist.

The horror of those images and the sheer scale of the numbers — one billion living on less than a dollar a day — leave us numb and often feeling impotent. What can we do? People are demanding that the world's leaders intervene, but governments are often slow and ineffective.

Yet the public are starting to realise that they have real power as consumers and that they can change the world simply by changing their shopping habits.

More people are buying Fairtrade goods in the knowledge that they are lifting people out of poverty as a direct result of their consumer lifestyle choice.

The impact of one person changing to Fairtrade goods is minuscule, but with thousands of people following the same path the impact is significant. The sales of Fairtrade products in the UK doubles year-on-year as awareness and availability increases.

The concept behind Fairtrade is simple. Pay the poor farmer a fair price for the product and you will lift the farmer out of poverty immediately. Make sure that the working conditions are continually improving and invest in the surrounding infrastructure of the village and community. Then you have to sell the goods in the West. You have to sell the concept, create a trademark which guarantees authenticity and then produce a range of goods which people want to buy.

By connecting the producer with the buyer in this way you are creating something that is positive. Consumers now understand this concept and actively seek out the Fairtrade Mark, which is organised by the Fairtrade Foundation.

Coffee is the best-known product to be associated with Fairtrade but there are now a huge and growing range of products with the Fairtrade label. In addition to coffee, foodstuffs such as chocolate and bananas are popular, and you can now kick around Fairtrade footballs, get merry on Fairtrade wine or beer and even make someone happy by buying Fairtrade flowers.

The quality of the goods is crucial. Consumers might be convinced by the concept, but they will quickly turn off if the quality is not right.

In the very early days the struggle was to produce coffee which was acceptable to Western standards. But now the quality is assured across the trademark, with many products coming out top for quality compared with non-Fairtrade goods. And the range of goods keeps increasing. Cotton has just been added and there are fashion designers keen to develop Fairtrade labels.

With this increase in awareness, keeping the authenticity of the



PHOTOGRAPH: REUTERS/OSWALDO RIVAS

Fairtrade label is crucial. Unscrupulous retailers are calling some of their goods "fairly traded" and selling goods under a heading which is not really appropriate and works against the whole ethic of what's being produced. There is a danger that the big-selling chains begin to source their own "fair trade" goods without heeding the supply chain

compliance needed to obtain the Fairtrade label.

However, the big supermarkets such as Tesco and Asda are stocking genuine Fairtrade goods and this has given much greater availability to the Fairtrade products.

To many it might seem a contradiction that Fairtrade companies let supermarkets chains stock their goods, as these very supermarkets are accused of being part of the problem because of their buying and pricing policies. The practical answer is that these supermarkets offer a massive distribution channel. With sales of goods increasing more is being done to lift people out of poverty.

The market leader continues to be the Co-op, which has long championed the cause of Fairtrade. It refuses to stock anything but Fairtrade coffee and many of its advertising campaigns are exclusively about Fairtrade products which raises general awareness of the issue at hand.

Fairtrade remains and will remain a connection between the rich Western world and the poor countries of Africa and South America, but many ask if the concept can be applied locally.

Can a Fairtrade brand be applied to farmers in Britain? With searching questions being asked about the viability of our food chain and concern about the big boys sweeping all before them, new concepts like farmers' markets are growing in popularity. People can buy fresh organic products while supporting their local farmer.

This has to be good news, but the feeling is that by adding local products and issues into the mix it will simply dilute the key issue, however laudable the aim may be.

Fairtrade is all about tackling poverty in the southern areas of the world and the associated label must remain focused on that single issue if it is to continue to be successful.

However, everyone is looking for a fairer and more sustainable world where all people can share in its fruits. We have to protect the environment and everyone on the planet. There is no need for us to endure poverty in the world and we can create viable systems which mean that trade has a level playing field and that the environment is protected in the process.

As consumer awareness continues to grow, so Fairtrade will continue to develop.

The ultimate aim has to be to change the whole way global trade is conducted, but in the meantime consumers have a real opportunity to be empowered and create a change in the world by simply buying Fairtrade goods.

Mel Young,
 editor-in-chief, *New Consumer*

FAIRTRADE AND SUSTAINABILITY FAQ

Laying the fo for a fairer wo

The demand for fairly traded, sustainable products is growing rapidly in the UK, which is now the largest national market for such products. Mel Young answers the questions your readers might be asking

What is Fairtrade?

When commodity prices fall dramatically it has a catastrophic impact on the lives of millions of small-scale producers, forcing many into debt and countless others to lose their land and their homes, creating extreme global poverty.

With the Fairtrade system, farmers are guaranteed a minimum price for their products. Coffee is the best example. Smallholder coffee farmers gain access to long-term relationships — vital in a rapidly changing global market — and receive a premium ("social premium") paid to the co-operative which goes towards development projects such as providing basic facilities including health care or improved access to clean water.

When did the Fairtrade movement start?

In 1986 Max Havelaar launched the first Fairtrade consumer guarantee label on coffee sourced from Mexico. However, the origins of the Fairtrade movement can be traced back to the Seventies when supporters of the Nicaraguan Solidarity Campaign imported Nicaraguan coffee in an attempt to support the rural farmers. It was a very political campaign but the seeds of the Fairtrade concept were born.

What is sustainability and how does it differ from Fairtrade?

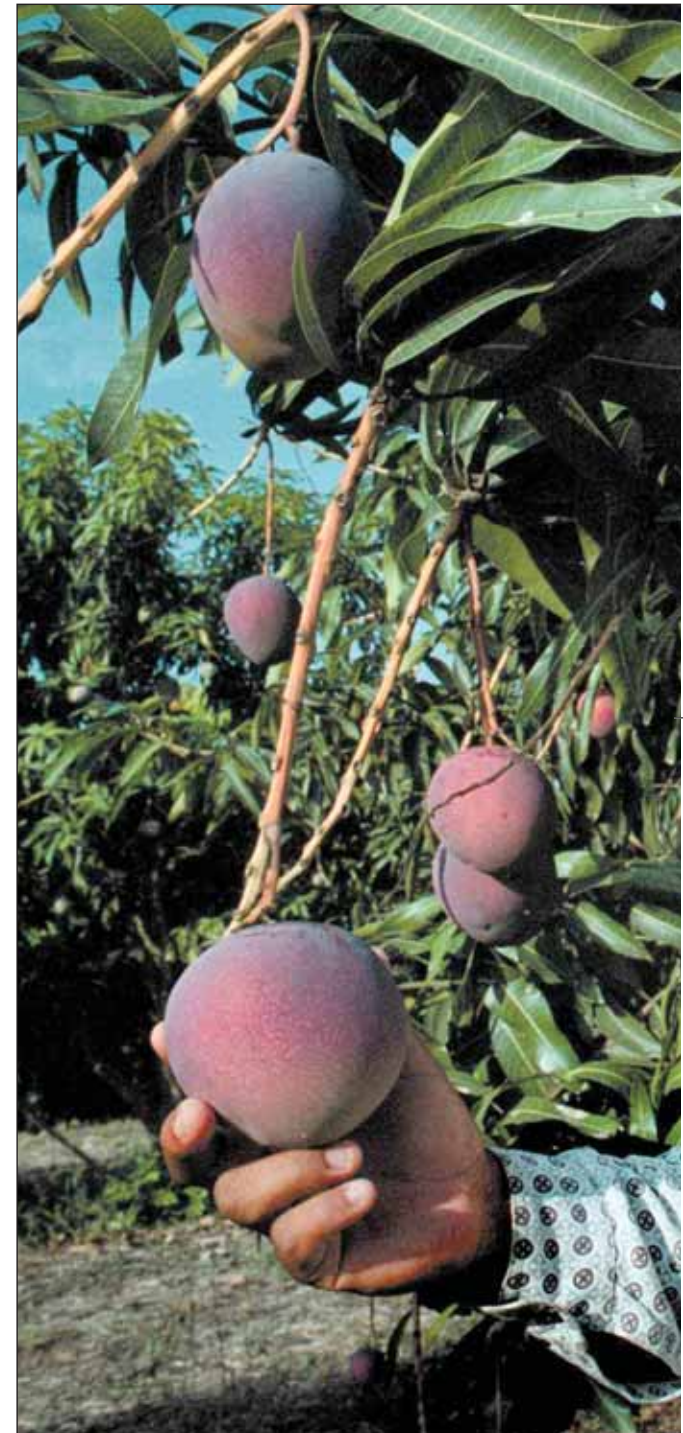
Sustainability means a system which can be kept going on its own over the long-term. Environmental campaigners use this often when they are describing the future of the planet.

They argue that, as the world's resources are finite, we cannot simply keep taking things out without putting something back. A sustainable world is one in which a clear balance is set between what we take out and what we put back in, so that the world can continue forever. We can't keep cutting down trees, for example, without growing replacements at the same speed or we will directly effect the very cycle of life.

Sustainability can be applied to trade as well. If we keep on with unfair trade practices the end result is unsustainable because we end up creating vast swathes of acute poverty around the world. Apart from the obvious misery it creates it also has the very real potential of causing social breakdown. In the long-term this is unsustainable.

Fairtrade simply acts as a very practical method of creating sustainability.

An African village in Ghana, for example, can become sustainable because the purchasers of its cocoa are paying a fair price for the raw materials. Proper wages are paid and working conditions are good. The village is thriving. With Fairtrade a long-term trading relationship is in place and unlike



giving aid, a dependency culture does not exist.

The future of the village is very positive because it is sustainable in the long-term. Fairtrade has made a massive contribution to that outcome.

How can we be sure a product is Fairtrade? What is the Fairtrade Mark?

The Fairtrade Mark is an independent consumer label which appears on UK products as a guarantee that they have given their producers a better deal. The mark is awarded by the Fairtrade Foundation, a registered charity set up by CAFOD, Christian Aid, Oxfam, Traidcraft Exchange and the World Development Movement. It shares internationally recognised Fairtrade standards with initiatives in 19 other countries, working together as Fairtrade Labelling Organisations International (FLO).

What is the value of Fairtrade? Why/how has Fairtrade been so successful in the UK?

The UK is now the largest national market for

Foundations World today



Fairtrade. Total retail value of Fairtrade products rose to £140 million in 2003, from £92 million in 1994. Awareness of the Fairtrade Mark has seen remarkable growth in the UK, with almost 50 per cent of the population in 2005 recognising the Mark — up from 25 per cent in 2003. Awareness-raising campaigns such as Fairtrade Fortnight have a huge role to play. In 2005 7,500 events took place around the UK. The national campaign for Fairtrade towns and cities has now seen the naming of the 100th Fairtrade location and includes major cities such as Manchester, Liverpool, York, Cambridge and Bristol.

What is the range of Fairtrade products available in the market? Is Fairtrade more than bananas, coffee and chocolate?

The range of products with the Fairtrade Mark has grown from three in 1994, when the Fairtrade Mark was launched, to over 900 Fairtrade-certified retail and catering products in the UK in 2005. These currently include fresh fruit, sugar, honey and rice,

which was launched this year from the Himalayas. But it's not just food products, the Fairtrade Mark is now attached to roses, sports balls — from the centre of the sports ball export centre in Pakistan. Cotton is the most recent Fairtrade Mark product and is expected to be launched later this year.

Who are the key Fairtrade businesses leading the way in the UK?

Cafédirect, Traidcraft, The Day Chocolate Company, People Tree and Tropical Wholefoods

Are people really prepared to pay more for Fairtrade products?

In a recent poll (MORI, 2004), more than two thirds of UK consumers have said they are prepared to pay more for Fairtrade products, but goods still account for less than one per cent of their individual markets. The availability of Fairtrade products is one factor still hindering the growth, as well as the perception that "green products" are of inferior quality.

However, in the UK 18 per cent of the UK roast and ground coffee market is now Fairtrade-certified, as is three per cent of overall coffee sales. Fairtrade bananas now account for five per cent of the total UK banana market.

But is Fairtrade a sustainable way forward? What are the criticisms of Fairtrade? Is it a robust system?

The main criticism often cited against the Fairtrade system is that the guaranteed price given to farmers encourages them to maintain their focus on a single product, such as coffee growing, instead of diversifying into other areas. This has the potential to result in an increased glut in the market as well as single-crop dependency. But lack of current alternatives when the trading cards are stacked against them, and the absence of government safety nets for poor producers, makes the current system justifiable. Those involved in the Fairtrade industry are constantly looking at ways to improve and grow the system — with the ultimate aim of creating a sustainable trading system with poverty eliminated.

What's wrong with buying regular coffee?

The global fall in coffee prices — by almost 50 per cent in the past three years — has left an estimated 25 million smallholder coffee producers in the developing world forced to sell their coffee at less than it costs to produce, resulting in widespread poverty. Yet despite this, the four big roasters dominating the global coffee market — Kraft, Nestlé, Procter & Gamble and Sara Lee — control the major brands and made profits worth over \$1 billion in 2001. Between them they buy almost half the world's coffee beans each year.

What five things can an individual do to support Fairtrade?

1. Switch to Fairtrade coffee at home and at work.
2. Find the Fairtrade Foundation Mark on bananas, wine, avocados, grapes, beer, rum, raisins and many other products. The Fairtrade Mark guarantees authenticity in the supply chain. Change your shopping habits accordingly.
3. Find your local Fairtrade shop. Contact the British Association of Fairtrade Shops (www.bafts.org.uk) to find out if there is a local Fairtrade shop near by and go and have a browse and spend some money.
4. Join the *New Consumer Club*. *New Consumer*, the UK's leading Fairtrade magazine, plugs you into a constant drip feed of practical ways to make a big difference to the lives of producers and their families. Members receive a 10 per cent discount at the *New Consumer* Fairtrade shop. Go to www.newconsumer.org
5. If your local supermarket doesn't stock Fairtrade products then ask them to do so. The Co-op stocks the widest range of Fairtrade products, so if there is one near you start shopping there. The Co-op stocks only Fairtrade coffee, for example. If you can't get to the Co-op then ask your local supermarket to stock Fairtrade products — many more are doing so.

Ensuring a fair price for our partners

The launch of its first FAIRTRADE Mark certified coffee, NESCAFÉ PARTNERS' BLEND®, is Nestlé's latest initiative to help the people of El Salvador and Ethiopia

One of the major problems with the world coffee market today is that when there is an excess supply of coffee beans it causes the price of coffee to fall, and in recent times this has reached very low levels. Although prices have improved recently, the underlying problems remain.

Nestlé's long-term commitment is to develop sustainable agricultural practices, and the company has been involved in a number of initiatives for many years. NESCAFÉ PARTNERS' BLEND, its first FAIRTRADE Mark certified coffee, is the latest initiative to help solve this long-standing problem.

NESCAFÉ PARTNERS' BLEND is made from beans supplied by coffee producers who have achieved certification from the Fairtrade Labelling Organisation International.

The FAIRTRADE Mark on NESCAFÉ PARTNERS' BLEND means consumers can be confident that farmers who produce the coffee will be receiving a fair and stable price for their products and that their income and that of the cooperative farmers will be enough to improve their lives.

It also guarantees small farmers a stronger position in the world market, with closer links between consumers and producers as well as giving peace of mind that steps are being taken to protect the environment.

Alastair Sykes, CEO of Nestlé UK and Ireland, said, "We need to ensure that farmers in the developing world not only receive a fair price for the coffee, but that their sources of income are developed to support their families into the future in a manner that respects their lands and communities. These are issues that concern the public and which have led to increasing demand for Fairtrade products. We are therefore delighted to offer consumers a product carrying the approved FAIRTRADE Mark."

NESCAFÉ PARTNERS' BLEND is made from 100% Arabica coffee produced in El Salvador and Ethiopia. The soil and climate in these two countries provide the optimum growing conditions for this type of bean, which is considered to be of superior quality and flavour to other commercial coffee.

An existing Fairtrade supplier in Ethiopia, the Oromia Coffee Farmers Cooperative Union, supplies NESCAFÉ with high-quality beans, which go to make NESCAFÉ PARTNERS' BLEND. Oromia has 74 member cooperatives, of which 11 have achieved Fairtrade certification — together they represent 8,963 farmers and their families.

Oromia's objectives are to improve the

"We need to ensure that farmers in the developing world not only receive a fair price for the coffee, but that their sources of income are developed to support their families into the future in a manner that respects their lands and communities"

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CEO of Nestlé UK
and Ireland

farmers' income, maintain the quality of coffee production and maintain the sustainability of the coffee industry, as well as improving quality and productivity of Ethiopian coffee, regulating the local market, and improving reliability and service. NESCAFÉ is also working with other farmers in Ethiopia to help them achieve Fairtrade certification.

Coffee is the number one export of El Salvador, supporting close to 135,000 jobs and contributing about 30 per cent of the country's revenues. For the small-scale coffee farmers in this tiny country, one of the biggest difficulties has been their reliance on traditional techniques and the continuation of inefficient farming practices which have resulted in unprofitable yields.

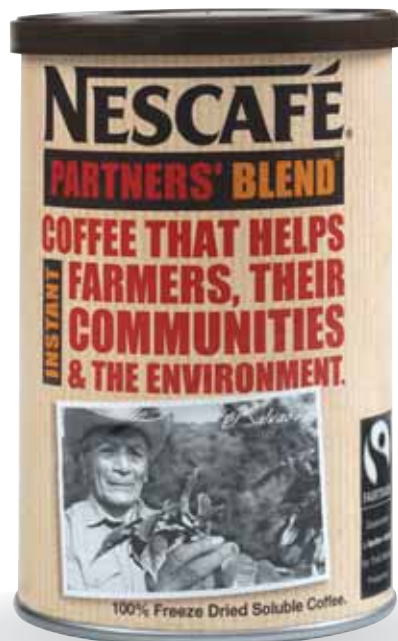
Low market prices of coffee in recent years have meant farmers have little incentive and few resources to invest in improving quality or productivity. Most of the farmers are also entirely reliant on coffee crops, so if they fail they have no other source of income.

Four cooperatives in El Salvador will be supplying coffee for NESCAFÉ PARTNERS' BLEND. Part of a wider cooperative association called Proexcafe, which provides its members with technical assistance, training, market information, and other marketing support, these four cooperatives have recently been certified to international Fairtrade standards.

NESCAFÉ has been working with these four cooperatives to improve their productivity and security by giving them the right resources to grow better coffee more efficiently, and providing them with help to identify which produce to introduce in order to diversify and break their reliance on coffee production.

NESCAFÉ PARTNERS' BLEND will be available from October 2005 in major retailers.

Look for this Mark on Fairtrade products



José Maria Rivas is 64 and the owner of a coffee plantation comprising some five hectares of land.

"My plantation is my life. If I can't sleep in the early hours I come down to the farm and start working. I'm never apart from my two dogs, or indeed my hat or my machete and you'll never see me in clean clothes, as I'm always covered in soil from the land.

Coffee has been my entire life, but it's been a struggle to get by in recent years due to the low prices on the market. We've had a tough winter this year and it's been really hard. Although it rained, the coffee plants sucked up every ounce of water and there still wasn't enough. We finally realised that we simply can't rely on coffee to get by.

I'm one of the founding members of the Tepecunt cooperative, we've been working with some experts from the Project to diversify our produce. The latest addition to my plantation is my new chicken farm. I currently have a hundred chickens and the experts are teaching me how to raise them. They've also advised me on my garden where I now grow fruit trees — at

PROMOTIONAL FEATURE



the moment I've got beautiful bunches of bananas flourishing. Not only can I sell these to make a little extra income, but I can also take them home to eat — it's thanks to my farm that I've been able to support my family.

I truly believe in the cooperative as I've felt the benefits already. Today I sell my coffee with confidence. Previously it went to the middle-men and I was kept in the dark about how much my coffee would fetch at market.

Nowadays, all the members keep up with the price of coffee and the reasons for its fluctuations. Basically, we're all much better informed so no-one can swindle or exploit us. The situation's completely turned around, the Fairtrade certification will mean we get a guaranteed minimum price which is much higher than we receive through the middle-men.

This year's been the first time that we've actually received help from anyone. We certainly never expected the agricultural package that the experts gave us. It included fertiliser, shears, a saw and a large number of coffee plants.



My wife Maria Josefa Perez is my number two on the farm. We married 45 years ago and ever since then the plantation has been our livelihood. While I look after the plantation, she carries out all the domestic chores and prepares the food for the children. We were lucky as we managed to send all three kids to school. One of them is now a trader and the other two are off seeking their fortunes in Italy.

Another good thing to come out of the farm is that we now share more with the neighbours; before we knew each other to say 'hello' but we rarely met up. Now it's different, our futures are tied together and we share all our money worries. I feel like part of one big family. We chat about how we're managing, what more we can do for our farms, and how to make the coffee business work.

I've never been able to leave my hometown of San Miguel Tepezotes, because I know my farm would die. It would be a disaster if I were away for long, so I don't leave. It doesn't matter because I'm happy here."

Helping the hardest hit EL SALVADOR



The tiny central American nation of El Salvador, with a population of 6.4 million people, has been in constant upheaval for a quarter of a century. Following the 1980 assassination of Archbishop Romero, the country erupted into a civil war which claimed the lives of 70,000 people. In 1992, the UN brokered a ceasefire, backed by political reform, which helped the country get back on its feet, only to be brought to its knees once more by a series of natural disasters.

Hurricane Mitch rolled in from the north Pacific in October 1998 causing \$2bn worth of damage, this was quickly followed by a series of earthquakes which further shook the populace, claiming the lives of over 1,200 people and destroying the homes of a million more.

With an economy traditionally dependent on production of coffee, the country's finances have been held subject to vagaries and fluctuations in the price of the world's second-most widely traded commodity — and when the market turns downwards, it is the country's poorest people who are hit the hardest.

NESCAFÉ believes that sustainable agriculture is one approach to help farmers like José. This means helping meet farmers' and their communities' social, economic and environmental needs so that, in the long run, they can become more self-sufficient and can build sustainable businesses. In 2002 Nestlé co-founded the Sustainable Agriculture Initiative, a group that works with farmers to develop sustainable approaches to coffee growing.

This includes advising communities like José's how to grow other crops providing stability for the farmers when fluctuations affect the coffee price. NESCAFÉ also provides farmers with expert agricultural specialists who are on hand with advice to ensure the coffee crop is of good quality.

In El Salvador NESCAFÉ gives technical and financial support to help the farmers become sustainable in the long term. So far NESCAFÉ has provided improved housing for workers, given technical and agricultural assistance to farmers and built a learning centre and clinic which will be visited regularly by a doctor.

An educational project involving 700 pupils is also under way. In addition, farmers have been given chickens to breed and help with growing fruit and vegetables for their own consumption and to trade at local market to make extra money.

NESCAFÉ recognises the important role that Fairtrade plays in helping small holder producers cope in today's global economy. For this reason NESCAFÉ and Fairtrade Labelling Organisation International have worked together to certify the groups of farmers NESCAFÉ has been helping in El Salvador. NESCAFÉ is working to internationally agreed independent Fairtrade standards to demonstrate that these farmers have received a fair deal.

The beans produced by this El Salvador project will be used in the production of NESCAFÉ PARTNERS' BLEND. When people purchase this product it will make a direct and positive difference to José, his family and his community, socially, economically and environmentally.

NESCAFÉ has created a comprehensive website www.growmorethancoffee.co.uk which contains more information on NESCAFÉ's ongoing commitment and vision for NESCAFÉ PARTNERS' BLEND, plus information on how buying the product can provide the farmers of the El Salvador project with a sustainable lifestyle.

A global approach

The map below shows some of the broader activities in which Nestlé is involved across the world, which among others, include initiatives focused on sustainability, direct purchasing and environmental enhancement.

The United Nations defines sustainable development as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

The concept of sustainability embraces three distinct areas — economic, social and environmental. Nestlé along with Danone and Unilever in 2002, formed the Sustainable Agriculture Initiative (SAI-Platform) with a view to intensifying the development of programmes in these three key areas.

The SAI-Platform is currently involved in several pilot projects to test sustainable principles and practices. Similar projects are underway in Ethiopia and El Salvador to encourage

farmers to diversify their crop selection and break their total dependence on the successful growth of coffee. In El Salvador for example, Nestlé provides agronomists who are able to help farmers decide exactly how they should diversify and provide them with initial crops, materials and animals such as chickens.

Farmers are also taught new skills in order to help them improve both the quality and yield of their crops, and long-term soil health increasing their chance of longer-term prosperity.

Nestlé also supports the International Institute for Sustainable Development, a forum that seeks to bring together numerous interests to develop solutions for environmentally

friendly farming, and the “4C” (Common Code for the Coffee Community), an all-stakeholder voluntary group working to define the “minimum conditions” for coffee growing. The company is also the world’s largest direct buyer of coffee — helping, in those cases, to increase the share of total coffee revenue that goes directly to the producers on the ground.

Alastair Sykes, CEO of Nestlé UK and Ireland said, “Nestlé’s long-term commitment is to develop sustainable agricultural practices in order to help alleviate hardship and poverty among small coffee farmers. Increasingly the public expects us to bring this commitment to social responsibility alive in our brands and show them how farmers can be helped to have a better life.”

Mexico — Tezonapa
 Located in the middle region of Veracruz, poverty in Tezonapa was rampant due to poor cultivation management. An integral and sustainable project was established with the support of the state, local government and two farmers' associations. Agronomists provide technical assistance and training to farmers to help them improve the quality of their coffee beans and support diversification projects, such as fish production. Nestlé Mexico has also provided assistance to build a school for 120 farmers' children and also provides food donations.

China
 Nestlé China set up Nestlé Agricultural Services in 1992 to provide technical assistance, training, a demonstration farm and research and development. About 2,200 people have received training so far. The direct procurement of green coffee beans is beneficial to farmers as it improves their revenue by helping them to retain a greater part of the coffee's value. Nestlé China started the green coffee direct procurement in 1994 and is now one of six countries where coffee is bought in this way — in 2004 Nestlé purchased 14 per cent of its green coffee directly from farmers around the world.

Vietnam
 In partnership with local groups, Nestlé established a sustainable coffee project at the Ea Kuang and Hoa Tien communes of the Krong Pak District, which covers about 150 farmers. The main objective is to achieve economic viability and develop an approach for the implementation of sustainable coffee growing at the level of smallholder coffee farmers. This is to include Farmers Field Schools and field days aimed at communicating sustainable coffee growing and the improvement of coffee bean quality. Nestlé Vietnam recently hired an agronomist to provide technical assistance to coffee growers in the area. The direct procurement scheme will also start this year.

Thailand
 Nestlé's Agricultural Services provide technical assistance to coffee growers including training on sustainable coffee growing and diversification. In 1991, Nestlé Thailand established its first green coffee procurement centre in the south, Sawi district, Chumphon province. Nestlé established its Arabica Experimental and Demonstration Project in North Thailand aimed at encouraging sustainable development.

Guatemala
 New, more efficient, stoves have been provided in up to half of the farms that are part of a project 112km west of Guatemala City — replacing the original method of having an open fire in the living areas. The stoves use 75 per cent less wood than traditional fires and are also cheap and locally produced. The old-style fires, which were lit in houses without any chimneys, were also very harmful to the health of the farm workers.

El Salvador
 See previous page.

Ivory Coast
 Nestlé Ivory Coast established several coffee-buying stations in the south. Through these, coffee growers can sell their coffee beans directly.

The Philippines
 An agronomy programme was established in the 1960s to increase the income of coffee farmers by improving growing methods. The Nestlé Agricultural Research and Training Centre (NARTC) was established in Mindanao to propagate high quality and high yielding robusta coffee and to train farmers. The Nestlé Experimental and Demonstration Farm was established in south Mindanao to train farmers.

Nicaragua
 A pilot project has been set up to implement, monitor and document a comprehensive model of sustainable coffee production for medium and small-scale coffee producers at the Bosawas Biosphere Reserve in Northern Nicaragua. There is also additional investment in social and environmental projects, aimed at directly improving the infrastructure of farms. This includes providing latrines for farm workers, small water treatment ponds and the construction of a new school.

Ethiopia
 A project has been established in which facilities for drinking-water are being installed and environmentally friendly pulping and washing equipment introduced to reduce water contamination. In this project leftover pulp is used as fertiliser on the land, reducing risk of damage to the environment. Nestlé is also working to reduce water waste and to minimise pollution and energy consumption from milling equipment.

Indonesia
 Technical assistance is provided to around 300 farmers in quality and safety control and for diversification projects in pepper and ginger. In 2003 Nestlé purchased 3,000 tonnes of coffee beans directly from around 3,500 coffee growers.

Harriet Lamb, director of the Fairtrade Foundation, explains how turning points in the organisation's history have encouraged public and media interest

FAIRTRADE HAS WON a special place in people's hearts. While the complexities of world trade can defeat even specialists, Fairtrade cuts right through to people's kitchen cupboards. Fairtrade centres on the farmer in the field, the manager in the supermarket, the procurement officer at work and each of us with our shopping trolleys. This is also what makes Fairtrade an interesting story for so many different journalists — business, consumer affairs, and local interest.

The Fairtrade Foundation was set up in the early 1990s as a positive practical means for people to address the trade inequalities that spell poverty for too many worldwide.

By choosing goods, from tea and coffee to bananas and oranges, with the Fairtrade Mark, the public can have a direct impact on creating a fair deal for farmers and workers in developing countries.

In the early days, it was a struggle to get a few lines in the back pages as a worthy initiative beloved of the few.

Now journalists are reporting on Fairtrade's rising popularity, with coverage ranging from the celebrity Fairtrade cookbook covered in *OK* magazine last month, references in new glossy monthly *Psychologies* and detailed features in specialised trade press such as *The Grocer*.

Today, with over 1,000 catering and retail products and sales of £140m in 2004, Fairtrade is embedded in the food industry's consciousness. Fairtrade still represents a small slice of the food market, but Fairtrade products are beginning to achieve market shares of four per cent in coffee (with 18 per cent in the premium roast and ground sector) and five per cent in bananas. Not enough by a long way given the problems facing farmers — but enough to be noticed.

Key turning points in the rise of Fairtrade have sparked media interest — notable stories include the Co-op's decision to switch all their own-brand block chocolate and coffee to Fairtrade, M&S selling 100 per cent Fairtrade coffee in their cafés and Tesco's introduction of Fairtrade roses.

Stories about the human impact of unfair trade rules also attract significant interest. As *The Economist* wrote (3 July 2004), "sharpening social consciences" is one reason driving Fairtrade chocolate sales. Certainly Fairtrade is part of a growing public interest in how their food, clothes and other goods are produced and their reluctance to have bargains at someone else's expense.

Faced with the anonymity of a vast globalised economy dominated by huge multinational companies, consumers are seeking out the people at the heart of trade — from local farmers' markets and Jamie Oliver's school dinners to Fairtrade.

At the Fairtrade Foundation we are part of an international umbrella body setting global standards including minimum prices that cover the costs of sustainable production, with a premium to invest in the future.

Smallholders, or workers, must be organised and decide democratically how to invest the Fairtrade premium — in healthcare, education, training, better

FAIRTRADE FOUNDATION

An appetite for trade justice



What the mark means

FAIRTRADE GUARANTEE

The **Fairtrade Mark** guarantees farmers a fair and stable price for their products

The **Fairtrade Mark** guarantees extra income for farmers and estate workers to improve their lives

The **Fairtrade Mark** guarantees a greater respect for the environment

The **Fairtrade Mark** guarantees small farmers a stronger position in world markets

The **Fairtrade Mark** guarantees a closer link between consumers and producers



production methods or diversification — activities which enable a process of development and change to take place. It is a unique system.

Awareness of the Fairtrade Mark, now recognized by one in two people, has mainly spread by word of mouth thanks to a national network of committed supporters who are active locally in their town halls, workplaces, schools and universities.

The beauty of Fairtrade for them, and for the local and regional press, is the direct link between concrete local activity (for example, a council deciding to drink only Fairtrade coffee) and tackling global poverty. As John Vidal wrote in *The Guardian* (26 February 2003), Fairtrade is "one of Britain's most active social movements".

The result? The mark now has mass appeal and over the past five years sales have been growing by around 40 per cent a year.

Our major promotional push is Fairtrade Fortnight every March. Supporters, including founding organisations such as Oxfam, Christian Aid and the Women's Institutes, organise activities which generate national and regional media coverage. Events range from local debates, eye-catching stunts or open-air fairs to tasting stands in offices, churches and schools.

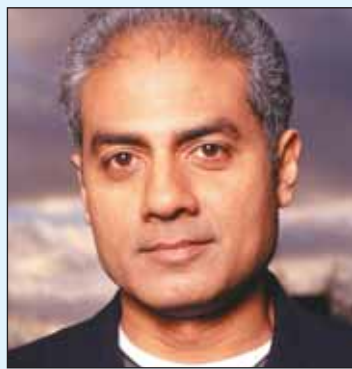
But the highlights are always the visits from farmers who tour the country, explaining in person the impact of Fairtrade for their families and communities and giving media interviews. The farmers gain as much from meeting at first-hand those at the other end of the supply chain — the people who buy their produce.

Fairtrade is at heart all about such partnerships with producers, and the scale of the task before us is immense.

Our vision is to make Fairtrade the norm. To do that we will continue revealing to companies, government and the media the unstoppable public appetite for trade justice.

By **George Alagiah, BBC news presenter and patron of Fairtrade Foundation**

REPORTING ON THE EARLY DAYS OF FAIRTRADE



As the BBC's first developing world correspondent between 1989 and 1994 my work was to bring some of the same issues that the Fairtrade Foundation deals with in a practical way to the attention of the TV-watching public.

When you do ten years of reporting on disaster you do end up asking yourself when the phone goes again "Why? Why is it happening again and again?" Instead of just reporting it, you begin to want solutions.

I came to the conclusion during

that time that so many of the wars and disasters that I had reported on could have been prevented if only people had what I call the financial freedom to say "no". A regular steady income is the best guarantee against social and political upheaval.

There seemed a link between what I was doing in Africa and the work of the Fairtrade Foundation.

It is the desperate and the poor who are most susceptible to unscrupulous politicians.

The Fairtrade movement is about putting money in the backpocket. It's not instead of aid, but I do think it has something that aid doesn't have, which is a direct exchange between a consumer here and a producer there, and to my mind cuts out an awful lot of the bureaucracy and the middle-men and women who can get in the way of aid.

The perception of Fairtrade has changed enormously. When I was developing world correspondent, it was such a challenge to mention on

air things like Fairtrade. Now, instead of a maverick subject, it has become much more part of the mainstream.

But you have to keep working at it — there are lots of issues that still need to be explained. Live8 was an easy thing to do, and I was pleased to be part of the BBC whole Africa season. But because Live8 was built around celebrities and a fairly joyous theme, it was fairly easy. The tough stuff is to follow it up and that's the challenge — to explain the issues behind it, such as debt and trade.

Fairtrade contacts

GENERAL ETHICAL CONSUMER/TRADE ADVOCATES

www.maketradeair.com
Oxfam House
274 Banbury Rd
Oxford OX2 7DZ
0870 333 2700
Campaign led by Oxfam to reform international trade rules

www.foe.org.uk
26-28 Underwood Street
London N1 7JQ
020 7490 1555
Friends of the Earth have a catalogue of environmentally friendly products

www.ethical-junction.org
Ethical consumerism portal

www.thegoodshoppingguide.co.uk
Ethical shopping online

www.worldwatch.org/pubs/goodstuff
Looks at human and environmental costs behind everyday products

www.greenchoices.org
Advice on ethical living

www.greendirectory.net
Everything green — from courses to shops

www.greenscore.org.uk
Measure "how green are you?"

www.redefiningprogress.org
Information on the ecological footprint system

www.myfootprint.org
Calculate your own ecological footprint

www.openoffice.org
Free alternative to Microsoft Office suite

www.linux.org
Free alternative to Microsoft

www.ethicaltrade.org
Information on the Ethical Trading Initiative — a corporate social responsibility initiative

www.makepovertyhistory.org
Brings together a wide cross-section of over 500 organisations set up to press the government for global change on trade, aid and debt

www.tradejusticemovement.org.uk
Group of UK organisations campaigning for trade justice

www.cleanclothes.org
Working to improve conditions in the global garment industry

www.christian-aid.org.uk
Campaigns for trade justice

FAIR TRADE RESOURCES

www.bafts.org.uk
Unit 7
8-13 New Inn Street
London EC2A 3PY
020 7739 4197

British Association for Fairtrade Shops is a network of Fairtrade or world shops across the UK

www.fairtrade.org.uk
Room 204
16 Baldwin's Gardens, London EC1N 7RJ
020 7405 5942
The Fairtrade Foundation is responsible for awarding the Fairtrade Mark to products in the UK

www.ifat.org
Global network of fair trade organisations, which can provide sources for handicrafts and gifts

www.traidcraft.co.uk
Offers a wide range of fairly traded products.

www.oxfamunwrapped.com
Oxfam gifts ideas and catalogues

FOOD & DRINK

www.ifoam.org
International Federation of Organic Agricultural Movements

www.defra.gov.uk/farm/organic
List of organic certifying bodies

www.leafmarque.com
UK farm certification, linking environment and farming

www.wholesomefood.org
The wholesome food association

www.greenpeace.org.uk/Products/GM
Canonbury Villas
London N1 2PN
020 7865 8100
International campaigning group
Greenpeace rates supermarket prices

www.foodstandards.gov.uk
Aviation House
125 Kingsway
London WC2B 6NH
020 7276 8000
Food standards agency

VEGETARIANISM AND VEGANISM

www.vegsoc.org
Parkdale
Dunham Road
Altrincham
Cheshire WA14 4QG
0161 925 2000
Vegetarian Society

www.vegansociety.com
Vegan Society

www.fruitarian.com
The Fruitarian site

www.beyondveg.com
Beyond vegetarianism

OTHER FOOD SITES

www.co-op.co.uk
The retailer with the biggest range of Fairtrade products

www.clipper-teas.com
Clipper Teas markets its teas, coffee and infusions as "without exploitation of people or planet"

www.divinechocolate.com
The Day Chocolate company is part-owned by the Kuapa Kokoo cooperative in Ghana

www.windwards-bananas.co.uk
Banana farmers who are concerned about the impact of the pending EU Banana Regime change

www.growmorethancoffee.co.uk
For information on Partners' Blend

www.bananalink.org.uk
For information on the banana trade

www.pan-uk.org
Pesticide Action Network

www.soilassociation.org.uk
Soil Association

www.progreso.org.uk
Forthcoming café chain set up by two Honduran coffee co-operatives, Oxfam and the UK's leading independent coffee roaster

www.cafedirect.co.uk
The UK's largest Fairtrade hot drinks company

www.ico.org
For information on the coffee trade and crisis

www.maketradeair.com
Oxfam site on coffee trade and crisis

www.tearesourcingpartnership.org.uk
Monitors and improves ethical standards across the supply chains of the participating companies

www.farmersmarkets.net
List of farmers' markets in the UK

www.lfm.org.uk
London farmers' markets

www.soilassociation.org
Publishes annual organic directory

www.alotoforganics.co.uk
For smaller but user-friendly organic lists

www.goodnessdirect.co.uk
Over fifty fairly traded products on sale

www.ethicalshopper.co.uk
Organic and Fairtrade foods plus ethically traded goods

www.bigbarn.co.uk
A portal for your nearest local-food suppliers and deliverers

ANIMAL WELFARE

www.littleredtractor.org.uk
National Farmers' Union scheme labelling foods that conform to British farm standards

www.redtractortruth.com
Questions the legitimacy of the NFU scheme

www.rspca.org.uk
RSPCA runs a monitored Freedom Food scheme, which labels products from animals that haven't been denied their basic freedoms

www.livefastdieyoung.org
Compassion in World farming sites with campaigns

www.whiteandwild.co.uk
Scheme to obtain environmentally conscientious farmers a better deal

www.fishonline.org
List of "do eat" and "don't eat" fish

www.viva.org.uk
Animal rights group

GENERAL RESOURCES

www.advocacyonline.net
Support e-campaigning communities in the UK and Canada with software to help people interact with politicians, the media and each other

www.amnesty.org.uk
99-119 Rosebury Avenue
London EC1R 5RE
020 6814 6200

Independent worldwide movement working towards universal practice of the Universal Declaration of Human Rights

www.sustainweb.org
94 White Lion Street
London N1 9PF
020 7837 1228

Merger between two groups on agriculture, food and trade — the National Food Alliance and the Sustainable Agriculture Food and Environment Alliance

RESEARCHING COMPANIES

www.business-humanrights.org
Index of web resources on companies' human rights and environmental records

www.ethicconsumer.org/research/ecis.htm
Corporate ethics database with thousands of references to good and bad corporate behaviour

www.idealswork.com
Rates companies against ethic criteria

www.responsibleshopper.com
Run by Co-op America, this has a list of companies and brands with information on their criticism and praise

www.corporatewatch.org
16b Cherwell Street
Oxford OX4 1BG
01865 791 391

Independent research and publishing group which undertakes research on the social and environmental impact of large corporations

MAGAZINES

www.ethicalconsumer.org
Alternative consumer magazine and website of the Ethical Consumer Research Association which helps individuals and organisations make ethical choices

www.ergo-living.com
Ethical consumerism magazine

www.new-consumer.co.uk
Fairtrade magazine

www.theecologist.org
Environmental affairs magazine

A small selection of the more than 1,000 certified products

SELECTED FAIRTRADE PRODUCTS

Traidcraft Double Choc Chip Cookies — 200g	Fruit Passion Apple Juice	Union Coffee Roasters Rwanda Café Maraba Bourbon Ground Coffee — 227g
Traidcraft & Alara Muesli — 500g	JP Juice Orange Juice	Sainsbury's & Tesco Bananas ²
Tropical Wholefoods Banana & Honey Snack Bar — 40g	Crazy Jack's Basmati Rice — 500g	Waitrose Fairtrade Mango ³
Geo-Organic Mango Chutney — 300g	Equal Exchange Organic Amazon Flame Whole Brazils & Brazil Nut Oil — 250g, 250ml	Los Robles Fair Trade Chilean Carmenera — 750ml
The Day Chocolate Company Divine Drinking Chocolate — 125g	Utkin's White Rum — 700ml	The Day Chocolate Company Divine Dark Chocolate Bar — 100g
Traidcraft Raisins — 500g	Billington's Demerara Fairtrade Sugar — 500g	Thandi Chardonnay, Cabernet Sauvignon, Pinot Noir — 750ml
Tesco Fair Trade Mixed Rose Bouquet	Whitworths Fairtrade Granulated, Golden Granulated and Demerara Sugar — 1kg	Percol Organic Americano & Espresso Ground Coffee — 227g
Co-op Fresh Fruit (no image available) ¹	Clipper English Breakfast & Original Fairtrade Tea Bags (80s) — 125g, 250g	1 Fairtrade-certified fresh produce is stocked in: Co-op, Booth's, Budgen's, Morrison's, Safeway's, Sainsbury's, Tesco, Asda, Marks & Spencer and Somerfield.
Swallow's Organic Clear Mexican Honey — 340g	Teadirect (160s) — 500g	2 Fairtrade bananas are stocked in: Co-op, Booth's, Budgen's, Morrison's, Safeway's, Sainsbury's, Tesco, Asda, Marks & Spencer and Somerfield.
Rowse Clear Chilean Honey — 340g	Green & Black's Maya Gold Organic Dark Chocolate Bar — 100g	3 Fairtrade certified fresh produce is stocked in: Co-op, Booth's, Budgen's, Morrison's, Safeway's, Sainsbury's, Tesco, Asda, Marks & Spencer and Somerfield.
Duerr's Strawberry Jam & Marmalade — 340g	Cafédirect 5065 Premium Freeze-dried Instant Coffee — 200g	