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FAIR COMMENT

All the latest from the Fairtrade Foundation

WINTER 2012



**FAIRTRADE
FOUNDATION**



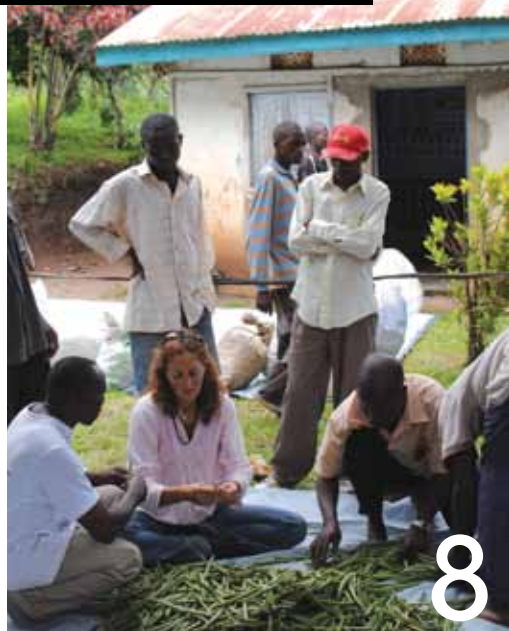
**SEEING
FAIRTRADE
DIFFERENTLY
IN UGANDA**

**MARY BERRY
RECIPE INSIDE!**



**HOW FAR
WILL YOU GO
FOR FAIRTRADE?**

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MUST-DO ACTION
Add your steps for Fairtrade to our stepometer at fairtrade.org.uk/step
JOIN IN ▶



Let us know what you think about this edition of **Fair Comment**. Email us at fair.comment@fairtrade.org.uk

SPICE UP YOUR STEP AND GET BAKING WITH FAIRTRADE VANILLA



**VANESSA KIMBELL VISITS FAIRTRADE
VANILLA FARMERS IN UGANDA AND FINDS
OUT THE DIFFERENCE FAIRTRADE MAKES**



- ▶ Watch Vanessa's collection of short films about Ndali estate in Uganda
http://www.youtube.com/user/libianamaria?feature=results_main
- ▶ Feel inspired? Bake something delicious with Fairtrade vanilla
<http://step.fairtrade.org.uk/get-involved/campaign/the-big-fair-bake/855>

DAVID GOES THE EXTRA 986 MILES FOR FAIRTRADE

Fairtrade Foundation Director of Product Integrity and ball of energy David Meller undertook an amazing challenge in the name of Fairtrade in September and cycled the full length of the country to raise money for the Fairtrade Innovation Fund. After months of training David set off to tackle the famous Lands End to John O' Groats journey, raising over £2,000!

As he whizzed past many Fairtrade Towns and Villages on the way, David was supported online through social media, which also helped spread the word and boost the fundraising total. 'Picking up twitter followers became a welcome distraction from the physical task in hand,' he said.

The money David has raised will go straight into the Fairtrade Innovation Fund, which works to bring the benefits of Fairtrade to more farmers and workers, by supporting those currently outside Fairtrade to be able to participate. We do this by developing new Fairtrade products and working with farmers to enable them to sell on Fairtrade terms. 'As I ended my journey I thought of the people that the Fairtrade Innovation Fund would now be able to reach, of the producers'



The Fairtrade Innovation Fund helps some of the world's poorest farmers enjoy the benefits of Fairtrade certification. Here, Fairtrade coffee farmers in Neknasi Co-operative, Papua New Guinea take part in a community vote.

lives changed by Fairtrade,' said David. You can donate to David's fundraising total at www.justgiving.com/davidmeller or directly to the Innovation Fund at www.fairtrade.org.uk/donate Every pound you donate until the end of 2012 counts as a step towards our target of 1.5 million steps for Fairtrade in 2012.

■ www.fairtrade.org.uk/step





CAMPAIGNERS ATTEND ANOTHER LIVELY CONFERENCE

Over 250 Fairtrade campaigners from all over the UK came to London on 6 October for the annual Fairtrade Supporter Conference. This year the event was jointly hosted by the Fairtrade Foundation and the new National Campaigner Committee. Highlights of the day included the Campaigns Awards, which recognise the energy, creativity and innovation of local Fairtrade campaigns. Congratulations to winners Luton (Outstanding Achievement), Eastbourne

(Most Creative), Wolverhampton (Best Outreach), Stourbridge (Best Media), Gosport and University of Edinburgh (Take a Step campaign).

Speakers included David Croft (Waitrose), Deborah Doane (World Development Movement), and Arun Ambatipudi (Chetna Organics Association, India) and there were lively discussions and workshops covering topics such as food miles. The day culminated in a

public debate entitled Power and Food, which explored where the control lies in food supply chains and how this could be tackled.

Sarah Jewell, Campaigns Manager at the Fairtrade Foundation said 'Today's conference was a great opportunity for campaigners to come together to inspire each other by sharing their ideas and enthusiasm, not just about what's happening in their local communities but also about the direction of the Fairtrade movement as a whole'.



How far will you take Fairtrade in 2013?



Fairtrade Fortnight
– 25 February to 10 March 2013 –
is the perfect time to ask others
to take the next step for Fairtrade!

Together we're making steady progress towards a fairer deal for farmers and workers in developing countries. But there's still a lot to be done to support the millions of people who grow the food we love. Choosing and asking for Fairtrade is one way to ensure they can farm sustainably and earn enough from their crops to provide for the future of their families and communities. So that's why we're asking the nation to go further for Fairtrade in 2013!

There are so many ways to go further, whether you're trying a Fairtrade product you've not tasted before, making a creative splash to demand change or spreading the message online. Get together as a local campaign to target those you think could do more for Fairtrade and present them with a beautiful, original work of Fairtrade-themed art to make your point. Hold a public event to get as many people involved as you can and spread the word.

Get ready for Fairtrade Fortnight by downloading the campaign action guide from www.fairtrade.org.uk/gofurther. It's got loads of ideas to inspire you to take the next step for Fairtrade, during Fairtrade Fortnight, on World Fair Trade Day and beyond. Choose to take action on your own, with your local campaign group, school or workplace. Use the handy year planner to help you plan your actions.

Keep checking www.fairtrade.org.uk/gofurther for more ideas, resources and campaign updates. Sign up there to get them straight to your inbox.



Top: Diocese of London
This pic: Brent Fairtrade Borough

- In 2013 we'll also launch our own new campaign: **Make Food Fair**
- Together we need to challenge a deeply unfair system where the majority of growers are still not getting a fair share. With your help we can change this. Look out for new campaign actions in the new year.
- January 2013 will also be the start of a new national joint NGO campaign on food and hunger. It's being run by a group of major UK development organisations, including the Fairtrade Foundation.
- The campaign will seize the opportunity offered by the UK hosting the G8 meeting of world leaders in summer 2013. We'll call on governments, citizens and companies to fix the broken food system and reduce the millions currently going hungry, by building a future where everyone is able to grow or buy enough food to eat. Part of this will be about making sure small-scale farmers can grow enough nutritious food and adapt to the challenges of climate change.



Graham Hulme, long-time Fairtrade supporter, explains what lies behind the new long distance heritage trail – the Fair Trade Way.



What inspired the Fair Trade Way?

Bruce Crowther, the man behind Fairtrade Towns, came up with the idea. He was inspired by how walking has been a successful vehicle for change in the past – Gandhi's March, the Jarrow March and the Kinder Trespass.

I have been a walker for many years and I know the north west of England very well. I am also a Geography teacher – Bruce is no fool, he knew I would take the bait and design the route. We got sponsorship from our long-time Fairtrade supporters – The Cooperative Group – to establish a website and make the way markers.

I spent six months checking the route I had planned from the map. This was great fun and we had to make many changes to join together the sections I really wanted to include. In August 2012, six of us walked the whole route with up to 20 people joining us on each day. Each night we had a story-telling event where we spread our vision to many others.

What were the high points?

Completing the walk – it is a tough walk averaging 15 miles per day! We had the most

fabulous support from local Fairtrade groups, media, MPs, local Council officials including the Mayor of Garstang who saw us off and met us in Keswick. The camaraderie on both walks was the real highlight. We were joined by two amazing characters, both representing OXFAM UK. Pushpanath Krishnamurthy has been involved in major campaign walks in Southern India, (where he represents coffee farmers facing climate change) and also between Oxford and Copenhagen. Nicola Sansom campaigns for OXFAM and runs her own charity for street children in Uganda. These two took this walk to a higher level as they both made huge impacts on the media coverage. The final walk into Keswick was in brilliant sunshine and we were led in by two llamas that really attracted the crowds.

Do you have any advice for others thinking of doing something similar?

Yes – do it! The basics are that you need to link two Fairtrade destinations together. These can be Towns, Schools, Boroughs. We want the country to be linked by the Fair Trade Way sections.



From top, Graham susses out the route, Push walks bare foot with a llama into Keswick

You need a route that uses public footpaths, avoids busy roads where possible, takes in Fairtrade businesses like cafes, shops and accommodation. Check the criteria at www.fairtradeway.org.uk

Once you have it planned, contact us through the website and as long as it meets the ethos of the Fair Trade Way we can supply you with official way markers. Each section can be opened with a campaign walk, but we also leave the route as a Heritage walk for future walkers. The signage reminds them that they can help people by simply eating, drinking, wearing or using Fairtrade products. Get your maps out now and start planning – Fairtrade makes a difference to the lives of many people who suffer at the hands of unfair trading systems. This is one way to bring about lasting change whilst having great fun and leaving a local legacy.

.....
We don't want charity, we
just want a fair price for
what we have grown
.....

A NEW PERSPECTIVE AT NDALI

Vanessa Kimbell, who blogs as Goddess on a Budget, visited Ndali estate in Uganda, which is where Ndali vanilla comes from. She describes how the trip affected her view of the importance of Fairtrade.

“ On my return from Uganda I felt so different. It's hard to describe, somehow I am haunted and the feeling just won't go away. It wasn't the poverty and it wasn't the desperate need of basics. It was the unfairness. The unfairness as decent hard working farmers stood in front of me, looked me in the eye and said we don't want charity, we just want a fair price for what we have grown. It doesn't seem like an outrageous request.

Interviewing the vanilla farmers I learned that vanilla is a cash crop. The slender green pods are easy to steal. One poor farmer I spoke to in particular had been tied up whilst a gang stripped his harvest in front of him. They damaged the orchids so the next crop was done for too. There are no state benefits in Uganda. The result of such actions then mean the other farmers are approached by unscrupulous buyers to sell the vanilla unripe, often for less than it cost to grow,

out of fear. This cheap vanilla has not had the time to mature into the beautiful, plump, dark, rich vanilla that should make food taste amazing.

Lulu Sturdy, who owns Ndali estate, throws her entire energy and effort into her estate, the community and the people, and she already has 20% of the vanilla farmers on a Fairtrade deal. She is amazing and it is a truly amazing achievement... but if we (and I actually mean you when I say we) demanded more Fairtrade vanilla then more of the people I met could benefit from a decent price for their crop. It's not just about a decent price though Fairtrade is changing the structure of trading vanilla for the better. As I interviewed Joseph Mbusa, chairman of MVFA, the farmers' umbrella group, he said: 'We want Fairtrade. Not donations. Most charity does not reach the farmer and we are proud. We are farmers and now we are co-operating with Fairtrade we can stop the stealing by closing down where the thieves sell stolen crop. This is the right way and we are strong against thieves and the people who want to take advantage'.

When you see just how a decent rate of pay from Fairtrade really affects the families and




Joseph Mbusa (left), chairman of vanilla farmers' group



communities there is no question of ever buying any other. We all expect to get a fair day's pay for a fair day's work. Keeping people in poverty for the sake of a relatively small amount of money seems utterly selfish and I believe that we all have the opportunity to make a difference when we see Fairtrade products on the shelves. I've decided

that this feeling... this absolute seismic shift in the way I understand what Fairtrade means on real terms... has to be put to use.

I know that on all too many occasions we are guilty of looking at the Fairtrade Mark and just seeing a marketing logo. I had people cynically informing me with conviction in the weeks leading up to my trip that it's all a sales gimmick! Before my trip there were occasions when I have saved a few pence and bought a non-Fairtrade product. So I am taking a deep breath and saying now... never again. This Mark is literally a life for the farmers and their families behind the product. To see for myself the impact a decent wage has on real families is sobering. It's a far cry from cupcakes I can tell you. Where life is hard, not to pay a fair price is wicked. You see, a decent price means the world to the people who grow the headiest, deep, sweet, sleek, intense, black vanilla imaginable. 

■ www.goddessonabudget.co.uk

Ndali is available in Waitrose and Tesco
www.ndali.net

NEW WAYS TO ENJOY FAIRTRADE



Ask for Fairtrade and look for this Mark on products
www.fairtrade.org.uk



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DIVINE AND COMIC RELIEF PROUDLY ANNOUNCE A FAIRTRADE FIRST!

Dubble, the Fairtrade chocolate bar from Divine Chocolate, is doubling its appeal by introducing a delicious new chunky white chocolate bar with a crispy crunch, and delivering a 2p donation to Comic Relief with every bar. Once again Dubble can boast a Fairtrade first – originally the first Fairtrade chocolate bar to be created especially for kids, and now the first Fairtrade product to be a year-round fundraiser for Comic Relief. Enter to win chocolate! www.dubble.co.uk/fairtrade-giveaway

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AS
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James with quinoa farmers



James Livingstone-Wallace of Altiplans shares the secrets of quinoa

What makes your company different?

We take quinoa seriously. Given most people don't know what quinoa is, that sounds a bit crazy. But when it is such a tasty and versatile food, which also happens to be super healthy, we think that focus is merited. We work with a single farming co-operative perched 4000m up in the Altiplano of Peru, so that there is a lasting and implicated relationship. We also look after the whole supply chain to ensure that the farmers get as big a slice of the action as possible. And the ethical side of the business doesn't stop at the Peruvian border. Disabled people pack all our products in France.

Why did you decide to work with Fairtrade?

Because it is the best way for a consumer to recognise the ethics in the product, and offers a tried and tested framework in which co-operatives are followed. When you are dealing with 500 small holder farmers on the other side of the planet there is only so much checking that we can do on the ground. By having Fairtrade look over the structures and governance with the practised eye of an organisation that has been

doing it for a long time, it gives us that added confidence that what is written on the label is what you will find in the tin.

What have been the challenges?

Starting a business is always a challenge at the best of times. Even more so when you are the first European client of an Andean co-operative. Those two worlds are really pretty far apart. After a few bumps in the road it is all running relatively smoothly now. The next big challenge is getting enough consumers to discover how easy and tasty the best Peruvian quinoa is. If they also buy into the organic and ethical side of the product, then so much the better.

What's next?

Given how excited we are about quinoa – the future everyday superfood – our pipeline is bursting with quinoa-based products. First up will be some organic and wholesome baby food recipes early in 2013. They will taste great, without sticking in sweet fruit to get the vegetables down. You can find out more by visiting us at www.quinola.com or following Alice & Oscar's entry into the world of advertising on our Facebook page: www.facebook.com/pages/Quinola



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A close-up photograph of a woman with a joyful expression, looking down at a large quantity of cacao beans she is holding in both hands. The beans are dark and appear to be freshly harvested. The woman is wearing a white sleeveless top with a colorful pattern. The background is slightly blurred, showing an outdoor setting.

POWER IN THE FOOD CHAIN

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Power and food was the theme hotly debated at this year's Fairtrade Supporter Conference. Robert Craig, a dairy farmer from Cumbria, asks who is really in control, and do they care?

.....

When did we cease to value the food we eat? During the past 40 years or so the link between food, its cost and who produces it has all but disappeared. Too many of us now see food as a commodity, with endless supply of plenty which we can easily discard at will in massive quantities. Habits will have to change or at least they must if we are to believe all the predictions about population growth and ever decreasing finite global resources. The current situation is surely unsustainable. It's almost as if the more we produce the more we're able to waste. I would estimate that between 30 and 50 per cent of food is never eaten and ends up being wasted, because we can.

So whose responsibility is it to drive change? The government? The retailers? Or us, the consumers? In reality everyone needs to address how responsibly we consume, choose and source our food. It's becoming clear that leaving it up to the free market economy to take care and deliver the future proofing that is so badly needed in the food industry just isn't going to happen, as each year we become more and more dependent on others in the world feeding us.

Harriet Lamb, now CEO of Fairtrade International, says we all need to become change agents and she is absolutely correct. We can take back the power in the food chain if we really want it. Food and food chain sustainability needs to be catapulted to the heart of the political agenda very soon. Urgent steps need

to be taken that begin to arrest the continual decline in the way so many of us devalue our food.

It's clear to me that by far the most effective way of changing the eating habits, of what is almost two generations that have grown up with scant disregard for their food value, is through education. The growth and success of the Fairtrade movement is largely down to education and encouraging responsibility through making a clear connection between food value and food producer. It's taken only four decades to strip so much of the value from everyday food, taking as long to reverse it isn't an option.

We need to see food as a central part of our children's learning experience. Great opportunities are missed during a child's early years. The obesity epidemic is already costing the health service a fortune and only set to get dramatically worse in coming decades. So what are we waiting for? The power is ours to use. We need greater food chain transparency so our consumers can easily learn both the origin and economics of the food they eat.

Loss of consumer loyalty is one of the retailers' greatest fears, their highly complex computer analysis of consumer buying habits and sector trends would certainly be challenged by a growing revolt where we make our ever more conscious choices based on the sustainability and the real value of the food we eat, and the livelihoods of those who produce it.



MARY'S VERY BEST CHOCOLATE CAKE



A CAKE MADE IN THE PROCESSOR OR MIXING MACHINE AND THEREFORE VERY EASY

INGREDIENTS

50g Fairtrade cocoa

6 tablespoons boiling water

3 eggs

125ml milk

175g self-raising flour

1 rounded teaspoon baking powder

100g soft baking margarine

275g Fairtrade caster sugar

ICING AND FILLING

125g good Fairtrade chocolate broken into small pieces

5 fl oz double cream

3 tablespoons apricot jam

Grease two 8" sandwich tins and line the bases.

Chef: Mary Berry

Serves: 8 – 10

Cooking time: 30 mins

METHOD

Pre-heat the oven to 180°/350°/Gas 4.

1 First process the cocoa and boiling water till well mixed.

2 Add the remaining ingredients to the processor and whizz for 1 – 2 minutes, scraping down the inside of the bowl if necessary – the mixture will be a thickish batter. Be careful not to over whizz.

3 Divide the cake mixture between the prepared tins.

4 Bake in the pre-heated oven for 25 – 30 minutes until well risen and shrinking away from the sides of the tin.

ICING AND FILLING

1 Measure the chocolate and cream in a bowl. Stand the bowl in a pan of simmering water for 10 – 15 minutes.

2 Stir from time to time until the chocolate has melted. Allow this mixture to become cold and almost set.

3 Spread the tops of each cake with apricot jam. Fill the cakes with half of the icing, spread the remainder on the top.

4 Take a small palette knife and from the centre of the cake, draw large shapes to give a swirl effect.



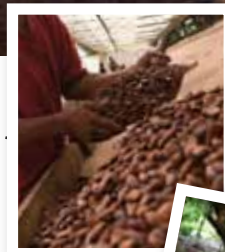
Grace Addai, cocoa farmer, Ghana

Member of the Kuapa Kokoo co-operative

The best thing about Fairtrade is that it doesn't cheat. I can provide for myself and take care of my children. My six children have done very well: one is a doctor, another a nurse, the third a policeman and the others are still studying. I am proud of them but I know they are also proud of me as I am the secretary of the women's group, which provides advice and loans to poor families in the community.



HELP FAIRTRADE GO FURTHER IN 2013



Pilar Veloria, cocoa farmer, Dominican Republic

Did you know that Fairtrade supporters across the UK raised over £40,000 last Fairtrade Fortnight?

From cake stalls to coffee mornings to balloon races, we're constantly delighted by the creative ways supporters raise money to bring a fair deal to more farmers. For example, this year Selkirk Fairtrade held a fashion show. Their models – including school students and the local MSP – sported Fairtrade cotton clothing. They raised an amazing £1,026 from ticket sales, a raffle,

Fairtrade refreshments and auctioning modelled clothing.

Organiser Heather Sceats said 'This was one of our most successful fundraising events, in terms of the profits made and in raising awareness of Fairtrade. It made the front page of the

local newspaper and was talked about for months. Some folk thought it was ambitious for a small town, but you never know what you can achieve until you try'.

We truly appreciate the effort that goes into everyone's fundraising, and we know your support is going to do great things.

So what does donating to the Fairtrade Foundation achieve?

Well, it starts with the simple principle at the heart of Fairtrade: that the people who produce the goods we enjoy deserve a fair deal. There are millions of farmers and workers in the developing world receiving a fair price through Fairtrade. This makes a massive difference to their lives. As Pilar Veloria, a cocoa farmer from Dominican Republic, told us 'Fairtrade has stopped small farmers being held to ransom by the middle men'.

But we have a lot more to do, and in a world where 1.2 billion people live on less than a dollar a day and trade rules are stacked ever higher against those who grow the products we love, the need for Fairtrade has never been greater. We must expand our work and reach more people in order to transform the way trade works.

This is where your donations come in. We spend the money you raise on bringing Fairtrade to more of the world's poorest people, so they too get a fair deal. So why not go further at your Fairtrade event and fundraising for Fairtrade?



Selkirk Fairtrade fashion show

.....
Visit www.fairtrade.org.uk/fundraise for information and a guide, or pick up the phone and give us a call on 020 3301 5034!

TAKE ACTION FOR FAIRER TRADE



It's not too late to take a step in 2012!

At the beginning of this year we took the first of 1.5 million steps on our 2012 journey for Fairtrade farmers and workers and asked the UK to come with us.

As 2012 draws to a close, we're asking you to take your final steps for Fairtrade to help us reach our grand total – which is the number of farmers and workers we've aimed to work with around the world this year. At the time of going to print, our step-o-meter stands at a whopping 914,411 steps.

As you probably know by now, taking a step is as easy as swapping your sugar to Fairtrade, or telling your friends about the difference choosing Fairtrade makes. As the nights draw in, winter offers yet more opportunities for you and your community to take steps for Fairtrade. Here's a few ideas:



Be a shining example during Hanukah and give Fairtrade chocolate coins, or get creative with Fairtrade toppings for your doughnuts.



Celebrate Diwali with Fairtrade sugar in sweets or dried Fairtrade fruits.



Keep out the cold and usher in the festive spirit with exclusively Fairtrade sourced mulled wine. Mix Fairtrade caster sugar with Fairtrade cinnamon, cloves, cardamom pods, nutmeg, red wine, a splash of Fairtrade orange juice (optional) and garnish with a Fairtrade orange. Enjoy with Fairtrade nuts, dates, and maybe a Fairtrade chocolate Yule log!



Struggling for stocking fillers? How about a fantastic KeepCup for Fairtrade, order yours at online.fairtrade.org.uk – or Fairtrade chocolate coins, or a lovely bag of Fairtrade coffee...

However you take a step for Fairtrade this winter, remember to add them to our step-o-meter at www.fairtrade.org.uk/step – every single one counts for farmers and workers, and helps us towards that 1.5 million grand total!

Review the year in Fairtrade

You can read a round-up of what we've been up to this year in our Annual Review, available at http://www.fairtrade.org.uk/what_is_fairtrade/annual_reports.aspx



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