



1, Beech Mount
High Street
Garstang
PR3 1EB
+44 (0)1995 602637
www.fairtradecentre.org

Patron: Joanne Harris

27 April 2015

To whom it may concern,

Letter of support for The Little Fair Trade Shop Ltd
and the fair trade movement of the United Arab Emirates

I am the founder of the Fair Trade Towns movement that started when the people in my hometown of Garstang, Lancashire, UK voted to make their town the world's first Fair Trade Town at a Public Meeting in April 2000. There are now over 1,600 Fair Trade Towns in 25 countries across all six major continents. Current and prominent Fair Trade Cities include London, Paris, Rome, Madrid, Brussels, Amsterdam, Bonn, Copenhagen, Oslo, Chicago, San Francisco, Boston, Vancouver and Wellington in New Zealand.

Since the creation of Fair Trade Towns I have had the privilege to travel across the world to support the movement including visits to: Sweden, presently exploring becoming a Fairtrade Nation; Seoul, South Korea, soon to become the world's largest Fair Trade City; Kumamoto, Japan, the first Fair Trade Town in Asia; Media PA, USA, the first Fair Trade Town on the American continents; New Koforidua, Ghana, the first Fair Trade Town in Africa and Rio de Janeiro, Brazil that launched their campaign to become a Fair Trade City last month. In June I will visit The Lebanon where they hope to declare their first Fair Trade Town this year. In all these places and more I have enjoyed the enormous pleasure in meeting with the grassroots campaigners who make this happen; ordinary men and women who do the most extraordinary things, often in very difficult circumstances. Sabeena Ahmed is one of these people who I am proud to call my friend and Fair Trade colleague.

Sabeena supported The FIG Tree International Fair Trade Centre when it first set up in Garstang in 2011 and has continued to do so ever since. The FIG Tree now specialises in running its unique chocolate making workshops for schools using our link with the cocoa farming community of New Koforidua in Ghana. We have taken these workshops to Norway and hosted school visits from France and Japan. We understand that Sabeena is planning to go into schools in Dubai to promote fair trade and in particular Fairtrade bananas which as yet are not available for sale in the United Arab Emirates. I remember when Fairtrade bananas were first introduced to Britain in January 2000 which inspired us to hold the community meal that eventually led to the International Fair Trade Towns movement. Over 50% of all bananas sold in the UK are now Fairtrade certified bananas.

Sabeena has the vision, passion and commitment to want to see a fairer better world. Who knows where her work will lead? But one thing is certain; it can only bring immense benefits to the schools and children in Dubai and I wish her every success.

Yours faithfully,

Bruce Crowther MBE
Executive Director, The FIG Tree
International Fair Trade Towns Ambassador