

FAIRTRADE fortnight 26th February – 11th March 2007

Do you recognise this label?



'FAIRTRADE' is a growing movement, which ensures that farmers who live in poorer countries get a fair deal for the things that they grow. The payments must cover the cost of growing and of harvesting as well as give the growers and their workers a decent income. It is about reducing poverty in the third world. The income from exporting (selling things to us) is very important to Sub Saharan Africa.

We are beginning to hear lots of talk about 'food miles' – or the cost (including in pollution) of transporting food from the fields all the way to your plate. Perhaps we should buy local but buying flowers and food from poorer countries, helps the people there who may have no other jobs.

There are lots of 'FAIRTRADE' products and customers are becoming more interested in buying them. It means that poorer communities, and not just big companies, are benefiting.

You can buy lots of 'FAIRTRADE' products; it is not just food there are also 'FAIRTRADE' clothes and toys. You can find 'FAIRTRADE' in supermarkets, local stores, and charity shops like Oxfam. When you are in a café find out whether the coffee that the grown ups drink is 'FAIRTRADE', and if you go out to a restaurant look on the wine bottles – even some of those are 'FAIRTRADE'.

Check out the 'FAIRTRADE' website (www.fairtrade.org.uk) for a list of products and see how many 'FAIRTRADE' labels you can see over the next fortnight. Why not try to have a 'FAIRTRADE' snack at snack time? You could eat fruit, a biscuit or even a 'FAIRTRADE' snack bar – [Tropical Wholefoods](http://www.tropicalwholefoods.co.uk) make some of these. You can buy them over the internet (www.tropicalwholefoods.co.uk), or from a food co-op like Suma or a local stockist.

Last year I was asked to run a 'FAIRTRADE' cookery workshop as a prize for a competition that the Scottish Co-op ran. It was won by a nursery school and I was amazed at just how easy it was to find products that had the 'FAIRTRADE' logo. This year there are even more around. Thebabywebsite.com likes to work with companies who have high standards of 'ethical and social responsibility' (who are honest and look after the land). If you have got younger brothers and sisters and your Mum or Dad use 'FAIRTRADE' baby products tell them about Thebabywebsite.com!

The entire Co-op 'own brand' block chocolate range is now 'FAIRTRADE'.