



IT'S TIME TO PUT FAIRTRADE IN YOUR BREAK.

27 FEBRUARY – 12 MARCH 2017
FAIRTRADE FORTNIGHT ACTION GUIDE



**DON'T FEED
EXPLOITATION**



THE FOOD ON OUR TABLES, THE TEA AND COFFEE IN OUR MUGS, ALL FROM 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.

**Don't feed exploitation.
Choose Fairtrade.**



**YOUR
FAIRTRADE
FORTNIGHT
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.



**IF EXPLOITATION LEFT
ITS MARK ON YOUR FOOD,
WOULD YOU STILL BUY IT?**

Many farmers who grow our food are being ripped off. It's a big deal. Make sure you choose the right mark. Choose Fairtrade.



CAMPAIGN POSTER CONCEPT

Campaign resources will be available at shop.fairtrade.org.uk

MEET EDSON



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.

But there is more to do.

'My thoughts almost every night are preoccupied by worries of how I can improve the welfare of my family. I have children and a wife to look after and it is difficult to raise proper income in our country. So I always ponder how or what I can do to improve our lives as a family.'



1 in 3 people in Kenya's coffee and tea growing regions live in poverty¹



Tea pickers in Malawi earn less than £1.46 a day,² not enough to provide decent food, education or healthcare for their families



1 in 4 children in Kenya's coffee and tea growing regions are malnourished, leading to stunted growth³



Over half of the children in Malawi's main tea growing areas don't complete primary school⁴



Over 2 million children work in hazardous conditions in cocoa production in Côte d'Ivoire and Ghana⁵



The average cocoa farmer in Côte d'Ivoire lives on **around 38p a day**⁶



1 in 10 children in the tea growing regions of Malawi die before their fifth birthday⁷



Almost 4 in 10 people in Malawi's tea growing regions live in poverty⁸

WHY IT'S

CRUNCH TIME

FOR FARMERS

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.

CAUGHT IN THE POVERTY TRAP

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.

THE HUMAN COST

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.

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.

THAT'S WHERE YOU COME IN.

¹ Fairtrade Foundation analysis, based on data from *Country Population Statistics*, Kenya National Statistics Bureau, 2010

² Fairtrade Foundation analysis, based on 'Understanding Wage Issues in the Tea Industry, Oxfam GB', *Policy & Practice* [accessed 9 August 2016] (converted from USD)

³ Fairtrade Foundation analysis, based on Kenya Office of National Statistics, Unicef and World Health Organisation, *Kenya 2014 Demographic Health Survey Report*, 2014

⁴ District level data from 2014 MDG progress survey, Government of Malawi and others

⁵ *2013/14 Survey Research on Child Labor in West African Cocoa Growing Areas*, School of Public Health and Tropical Medicine, Tulane University, July 30, 2015

⁶ Fairtrade Foundation analysis, based on *Cocoa Barometer 2015*, cover page and p.16 (converted from USD)

⁷ 2014 MDG progress survey

⁸ Fairtrade Foundation analysis, based on National Statistical Office, Malawi, *Integrated Household Panel Survey 2010-2013: Household Socio-Economic Characteristics Report*, 2014

PUT FAIRTRADE

IN YOUR BREAK,

TAKE EXPLOITATION OUT

27 FEBRUARY – 12 MARCH 2017

Here are a few ideas for breaks to get you started, but we'd love to hear yours too.

THINK about who you want to target and why – don't just invite the people who came to your breakfast during the last Fairtrade Fortnight.

DREAM BIG – there are plenty of people out there who could be moved to act because they don't want to feed exploitation.

DRAW UP your target audience – where do they work, and what are they interested in, for example?

PLAN your activities based on what you think will grab their attention.

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 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. Get your thinking cap on!

GIVE IT YOUR STALL

Turn your Fairtrade stall into a 'break stop'. You could provide comfy seats and offer free samples of Fairtrade products. Who could resist a steaming cuppa and a sit down? It's your chance to hand out a flyer or give shoppers more information about the campaign.





KEEP IT COSY

February might be cold. Creating a cosy space will entice the public to take a break – especially if you're in a shopping area. Think beanbags, inflatable chairs and armchairs. It's the perfect opportunity to deliver the message that consumers can choose not to feed exploitation by choosing Fairtrade.

TAKE A BREAK AT WORK

Many workplaces now serve Fairtrade products. You could inspire them to hold a special Fairtrade break to engage their staff. You could add a baking competition or simply put up a poster to get people thinking.



TIME FOR A FLASH MOB

Want to catch the attention of busy passers-by? You could arrange an eye-catching flash mob in shopping centres and town squares. Disruptive breaks like this really have an impact, and can sometimes attract media coverage. They can be a lot of fun to take part in and a great way to involve young people.



BREAKING NEWS

Reach people on their break through radio and newspaper coverage. Check out the template press release at fairtrade.org.uk/fortnight and our top tips for getting the press interested. It's easier than you think – there were around 1,200 pieces of media coverage driven by campaigners during Fairtrade Fortnight 2016. We also have a brand new guide to holding a press stunt to help you get creative and really make a splash.



GET SOCIAL



Invite people to take a picture of their break and share it via Twitter, Facebook and beyond – to make the statement that they aren't feeding exploitation.

You can do this most effectively as part of an event or stall. With a simple prop and a tiny incentive, you can spread the reach of your work to thousands more. Just use the hashtag [#fairtradefortnight](https://twitter.com/fairtradefortnight)

FUNDRAISE FOR FAIRTRADE

Donations to the Fairtrade Foundation help to bring a fair deal to more farmers and workers. Funds go towards projects that support producers to improve their livelihoods, and tackle some of the problems that trap them in poverty.

For more fundraising ideas, and information about the difference your money can make, visit fairtrade.org.uk/fundraise



RESOURCES

There are plenty of resources on their way to help you in your campaigning, including:

- **Event packs** with everything you need to put on a fun and impactful break, including posters, table talkers, postcards and fun, all-age activities.
- **Stories of farmers** who are benefiting from Fairtrade.
- **A new short advert-style film** that shows the consequence of not choosing Fairtrade. It will be ready in time for Fortnight and last under a minute – ideal for sharing online, or to advertise and introduce an event.
- **Updates** on campaign actions to share with other campaigners.

GO TO...

[SHOP.FAIRTRADE.ORG.UK](https://shop.fairtrade.org.uk)

to order your campaign resources

[FAIRTRADE.ORG.UK/FORTNIGHT](https://fairtrade.org.uk/fortnight)

for more ideas and resources to download

[FAIRTRADE.ORG.UK/CAMPAIGNS](https://fairtrade.org.uk/campaigns)

for our current campaigns



“ 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. ”

Emma Georgette, member of ECOOKIM, Côte d'Ivoire



[fairtrade.org.uk](https://www.fairtrade.org.uk)

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