



FAIRTRADE FORTNIGHT 2019

25 FEBRUARY – 10 MARCH

SHE DESERVES A LIVING INCOME

GET READY FOR FAIRTRADE FORTNIGHT WITH THIS
GUIDE TO GETTING YOUR COMMUNITY INVOLVED

**DON'T FEED EXPLOITATION.
CHOOSE FAIRTRADE.**



FAIRTRADE



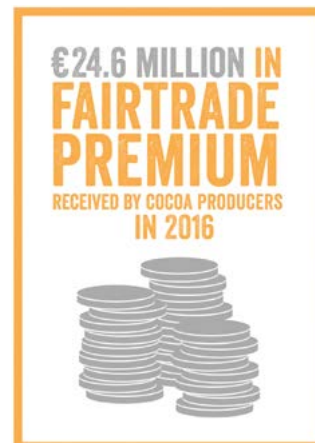
RAISING THE BAR IN COCOA

Thanks to consumers choosing Fairtrade chocolate (and other cocoa-based treats!), many cocoa farmers have been able to make a real difference in their communities.

Money from the Fairtrade Premium – more than £22 million in 2016 – means farmer organisations have invested in new farming methods to be more productive and better equipped. They also invest in schools, clean water, healthcare, roads and infrastructure to transform their communities.

The Fairtrade Minimum Price safety net also protects more than 200,000 farmers from a cruelly volatile market.

Find out more about the positive impact of choosing Fairtrade cocoa.

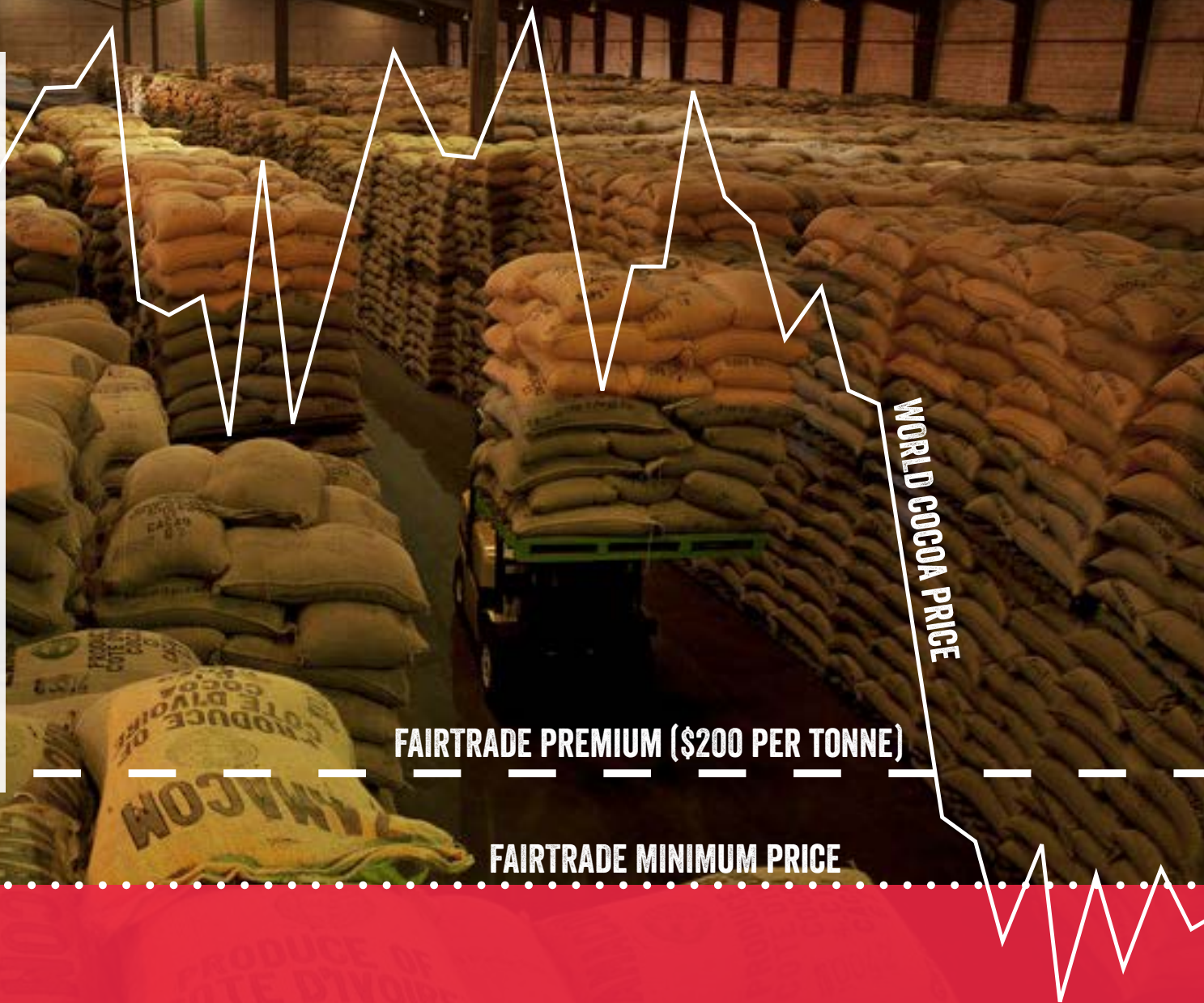


CRISIS IN COCOA

These success stories, sadly, remain the exception and not the rule. Only eight percent of UK chocolate bars are Fairtrade certified. And in the past two years, a catastrophic drop in world cocoa prices has pushed many farmers further into poverty.

In Côte d'Ivoire, the world's biggest producer of cocoa, where only six percent of the output is sold on Fairtrade terms, farmers have seen their income fall by 30-40 percent from one year to the next.

Despite cocoa farmers' incomes falling, the price we pay for our chocolate has remained steady, which means the value of a chocolate bar is being shared amongst others in the supply chain, the share going to farmers continues to slide.



2013

2014

2015

2016

2017

COMPLICATED PROBLEMS NEED MULTIPLE SOLUTIONS

The reasons behind the injustice at the heart of chocolate are deep-rooted and systemic. Fairtrade has made real progress, but we know too that certification alone can't solve all of the problems, even if it's the best way to make a difference right now.

Buying Fairtrade supports farmers to be more productive, to diversify their income sources and strengthen the co-operatives that are so important in representing the interests of millions of individual smallholder farmers. Greater investment and targeted support could drastically increase the pace of change.

Governments – both ours and in countries like Côte d'Ivoire – can take policy decisions that favour smallholders and prevent exploitation at the hands of a ruthless world market. And citizens can demand it.

Companies, manufacturers, traders and retailers all take a share of the profits from our chocolate treats, while most cocoa farmers still struggle to make a decent living. Of course, there are those we know and love in the Fairtrade movement showing how profit, and the effects of price volatility, can be shared differently.

So despite a complex and heartbreaking set of problems, there is a simplicity to be found. The price farmers receive for their cocoa is too low and keeps them in poverty. Choosing Fairtrade is making a difference, and together we can make even more of a difference. And by supporting our petition in Fairtrade Fortnight, you'll be taking the next urgent steps to bring about the change we can't deliver with our purchases alone.

INVOLVE YOUR MP
We'll be launching a petition in Fairtrade Fortnight 2019 calling on the government to take greater action to make fairer trade possible.
Get your MP involved and invite them to your events. There will be an MP briefing for you to share with them too.

COCOA BEAN TO BAR



SMALLHOLDER FARMER



CO-OPERATIVES



GOVERNMENT (EXPORTING COUNTRY)



TRADER / GRINDER



MANUFACTURER



RETAIL



GOVERNMENT (IMPORTING COUNTRY)



CONSUMER

TOWARDS A LIVING INCOME

We know that buying more Fairtrade cocoa can catalyse transformative change for farming communities. But we also know that we need to encourage others to do more to truly overcome the injustice at the heart of this much-loved product.

And it won't happen unless the chocolate-consuming UK public demand it. Fairtrade supporters and community groups, along with companies and other decision-makers, are the key to making this happen.

That's why we're launching a three-year campaign which will concentrate our efforts to go further and faster for farmers to achieve living incomes.

We'll start this journey in Fairtrade Fortnight next year by focusing on the themes of cocoa (chocolate), women's empowerment and a living income.

You can expect petitions, pledges and other actions over the course of the campaign. But to kick things off next year, the main message to share in your community is simple: **BUY FAIRTRADE CHOCOLATE!**

What is a living income?

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





SHE DESERVES FAIRTRADE

Women are central to the cocoa story.

Many farmers – both men and women – are underpaid and exploited. That means they can't earn enough for the basic human rights that many of us take for granted, including food, education and housing.

For the women who work in the fields and in the home, it's even worse. They may plant and harvest, look after children, carry water and transport the cocoa beans to market. But despite all that hard work, they are likely to see even less of the money for their crop. They deserve more.

Here in the UK, there's a growing movement calling for equal pay and respect for women. Ideas like living incomes, fairness and

dignity are already at the heart of the public conversation.

Women everywhere deserve respect, dignity, rest, relaxation and appreciation. Fairtrade supports women's empowerment.

So, we'll be featuring the voices of women cocoa farmers at the heart of Fairtrade Fortnight to help us spread the message next year.

By recognising those special women around us during Fairtrade Fortnight, we can create a platform for the amazing and inspiring women farmers across the Fairtrade network. They are leading the way in changing attitudes, behaviours and, ultimately, their communities.

Let's get more people choosing Fairtrade chocolate and signing our Fairtrade Fortnight petition to support them.

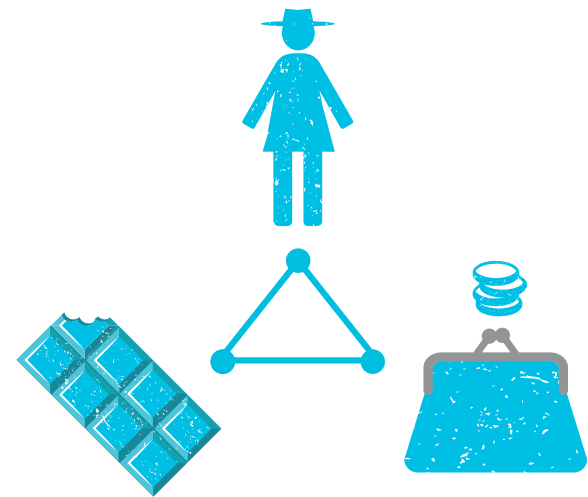
**She deserves Fairtrade.
She deserves a living income.**



GET YOUR COMMUNITY INVOLVED

There's no one type of event you need to hold – we all have different opportunities, interests and strengths. Lots of groups run the same kinds of events year-on-year because they know they work, and some like to try something fresh to grab attention.

What can unite them all is Fairtrade chocolate, and the opportunity to celebrate women all over the world who are at times underappreciated.



READY, SET, COCOA!

Could you bake – or find someone else to bake – delicious Fairtrade chocolate treats to share?

You can create many kinds of events or photo opportunities around this. Is there a woman – or group of women – you can celebrate with your chocolate creation?

Bake-off competitions, coffee and cake events and photos capturing the moment of appreciation are ways we can take this serious and complex problem and make it relevant for our communities.

International Women's Day falls during Fairtrade Fortnight, and Mother's Day shortly after, so there are great hooks to pin your activities on.





SHARING IS CARING

We want to see and share all the delicious cocoa creations, the moments of communities coming together, and any other creative ways you decide to stand with cocoa farmers this Fairtrade Fortnight.

We'll be collecting as many **#shedeserves** moments as possible on our website, so be sure to take a picture and share yours. It's a message of solidarity to cocoa farmers in the midst of a crisis, and a message of intent to everyone that we believe cocoa farmers deserve a living income.

When we deliver the petition to Parliament, it really helps to show visually just how much the UK cares. Whatever you do, don't be shy – tell the world!

SHARE ON SOCIAL WITH #SHEDESERVES
EMAIL US AT HELLO@FAIRTRADE.ORG.UK



FUNDRAISING

Want to do more? Why not fundraise from your bake sales or coffee mornings?

Fundraising ensures that the Fairtrade Foundation can continue to fight on behalf of farmers and workers, creating a movement for change. Donations allow us to support farmers through an unbiased and independent approach, working towards living incomes and ultimately, towards our goal of making trade fair.



RESOURCES

Available to pre-order from 15 November 2018.

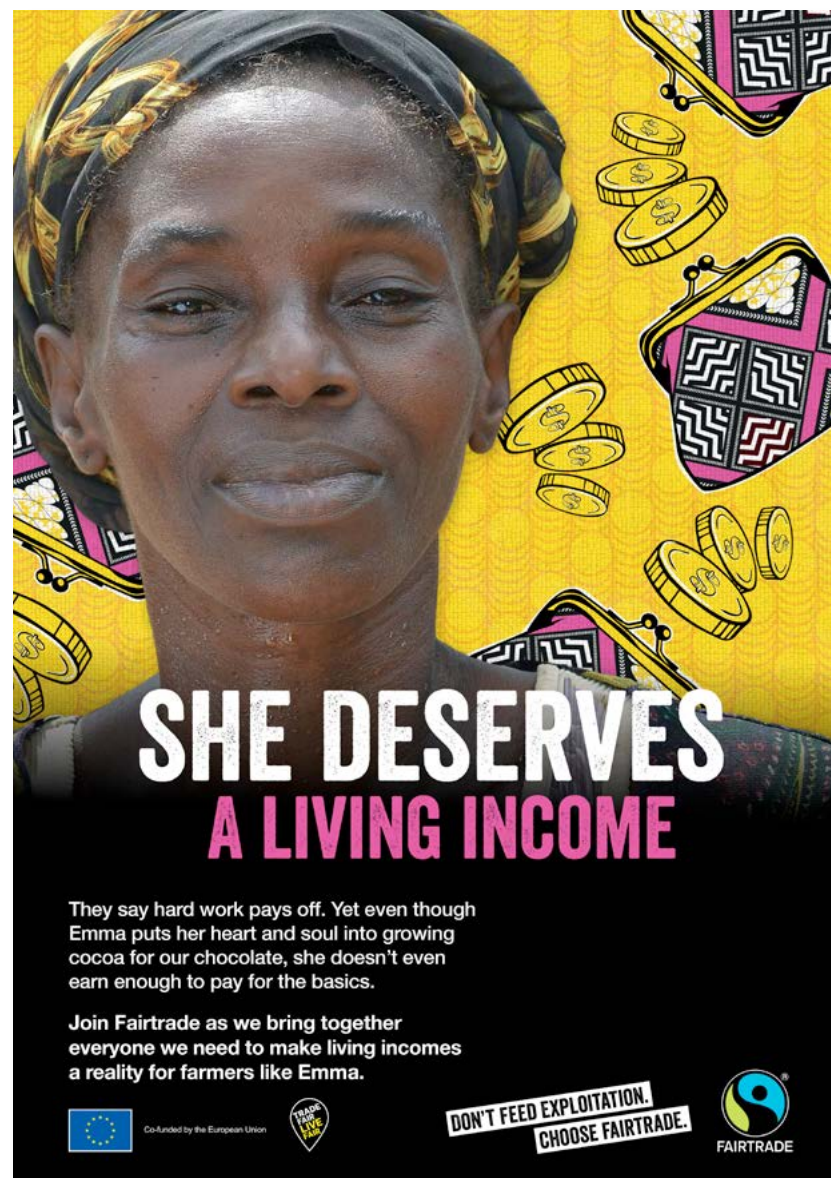
Visit shop.fairtrade.org.uk for event packs, posters, games, postcards and more. You can also order action cards and download images.

Look out for a new briefing on our three-year campaign, and a briefing to share with your MP, in January 2019.

Visit fairtrade.org.uk/fortnight to find out more.

Stay in touch


Make sure you're signed up to receive the latest news and updates on the campaign at fairtrade.org.uk/newsletters




**SHE DESERVES
A LIVING INCOME**


They say hard work pays off. Yet even though Emma puts her heart and soul into growing cocoa for our chocolate, she doesn't even earn enough to pay for the basics.

Join Fairtrade as we bring together everyone we need to make living incomes a reality for farmers like Emma.

 Co-funded by the European Union



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FILMS AND MORE

We have some exciting digital plans to help you tell the story. There will be short, snappy films to share online, and more in-depth ones to show at events.

We're making:

- A feature film – around two minutes long – to share on social media and at events. Launch date: February 2019
- A longer film for schools and communities – around six minutes long. Launch date: January 2019

- Short clips covering various themes and featuring individual farmers. Launch date: January 2019

Make sure you're signed up to Fairtrade Towns news to get these films as soon as they're available – along with tips on how to get lots of people in your community to see them.

[Hear from Traoré Awa, cocoa farmer from CAYAT, Côte d'Ivoire, on why it's important to get involved in Fairtrade Fortnight 2019.](#)



fairtrade.org.uk

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