

Fareham Fairtrade Borough Press Release



FAREHAM FAIRTRADE CAMPAIGNERS OPEN THEIR DOORS TO 'COME ON IN' TO FAIRTRADE

FAIRTRADE FORTNIGHT 2018

26 FEBRUARY – 11 MARCH

Fairtrade campaigners in Fareham are calling on the local community to open their doors to Fairtrade this Fairtrade Fortnight and close the door on the exploitation facing the people who produce the things we love to eat, drink and wear.

The nationwide Fairtrade Fortnight campaign 'Come On In' runs from Monday 26 February to Sunday 11 March and Fareham invites you to come in to the world of the people who grow our food to see what life can be like when farmers and workers aren't paid fairly.

Across the world millions of the farmers who produce our favourite products are struggling to make a living. However hard they work they still aren't paid enough to provide decent food, education or healthcare for their families or to invest in better farming.

Marcial Quintero is a member of Coobana, a Fairtrade banana co-operative in Panama. He said: *"Before joining Fairtrade we didn't see any benefits, development or profit. The price we used to receive per box wasn't enough to cover our costs – and for 17 years the price didn't change. Since starting with Fairtrade it's made a mega-revolution in our lives."*

The Fareham Fairtrade Borough group held a stand in Fareham Shopping Centre on Saturday 3rd March, at which shoppers were invited to 'Come On In' and see the difference choosing Fairtrade makes, by supporting farmers like Marcial working hard for a fairer deal to bring resilience and hope to their communities. Visitors to the stall, who included Deputy Mayor of Fareham Cllr Susan Bayford, Executive Leader of Fareham Borough Council Cllr Sean Woodward and several other borough councillors, were also invited to "dive in" to our big banana bran tub.

Chair of the group Rachel Hicks said: "So many of our favourite drinks, snacks, clothes and even special jewellery are produced at the expense of someone else.

"Whether in the UK or Panama, everyone should have the best opportunity to make a decent living. Our simple choices like our morning cup of tea or coffee can be the difference between fair wages and poor living standards for a farmer like Marcial. If we don't consider the impact of these choices we may unconsciously be feeding exploitation.

"We have the opportunity to make things better. In Fareham we have been campaigning for 13 years and have seen what a difference it can make around the world. Yet still not enough people are choosing

Fairtrade and not enough farmers are benefiting. We need everyone in the community to get behind farmers and their families this Fortnight.

“Choose Fairtrade when you next shop, or ask your local store to stock Fairtrade products. ‘Come On In’ and choose to make a difference – because farmers deserve sustainable incomes.”

Adam Gardner, Communities Campaigns Manager at the Fairtrade Foundation said: “It’s a scandalous reality that millions of farmers and workers are being ripped off despite working hard to provide the products we love. Unfairness in global trade is rooted in centuries of exploitation. Yet across the globe, millions of hard-working producers like Marcial are unravelling this legacy. They’re fighting for a fair deal, supported by Fairtrade, earning their way out of poverty and transforming their communities.

“More people choosing, sharing and shouting about Fairtrade in the UK during Fairtrade Fortnight will open doors for more producers like Marcial to break the stranglehold of poverty prices.”

Fairtrade is the most widely recognised ethical label in the world and one that has paved a more conscious way of shopping since it started over 22 years ago.

It currently works with 1.6 million farmers and workers across 74 developing countries, providing a safety net against volatile market prices and the Fairtrade Premium – a crucial resource to improve their social, economic and environmental conditions.

Fairtrade Fortnight is the biggest annual campaign coordinated by the Fairtrade Foundation. Campaigners across the UK will be holding hundreds of Fairtrade breaks, bake-offs, and ‘Come On In’ events using #FairtradeFortnight to raise awareness and encourage more people to buy Fairtrade.

For more information about the campaign and how to get involved, visit www.fairtrade.org.uk/fortnight or contact **Rachel Hicks – 01329 312895 or chair@fftb.org.uk**.

-ENDS-

Notes to Editors

Images of Marcial Quintero [are available here](#).

A photograph taken at the stall mentioned in the release [is available here](#). From left: Cllr Tina Ellis, Cllr Louise Clubley, Rachel Hicks, Cllr Pam Bryant, Cllr Susan Bayford, Cllr Brian Bayford and Cllr Sean Woodward.

For more information, images and interviews, please contact **Rachel Hicks – 01329 312895 or chair@fftb.org.uk**.

For information about products, see out the [Fairtrade Foundation's product press release](#)

About Fairtrade

The international Fairtrade system exists to end poverty through trade. The Fairtrade Foundation is an independent certification body and NGO which licenses the use of the FAIRTRADE Mark on more than 5,000 products which meet its rigorous social, economic and environmental standards. This independent label signifies to consumers that farmers and workers across 75 developing countries are getting a better deal from trade.

Today, more than 1.6 million people who work hard to produce coffee, tea, cocoa, bananas, wines, flowers, cotton, gold and many other products benefit from Fairtrade, which campaigns for as well as enables a fairer system of global trade.

In 2016, UK retail sales of Fairtrade certified products exceeded £1.65 billion. Volume growth also increased, meaning that an estimated financial premium totalling around £30 million will go to farmers and producers across Africa, Asia, Latin America and Caribbean to allow them to continue delivering improvements for themselves and their communities.

Beyond certification, the Fairtrade Foundation is deepening its impact by delivering specialist programmes to help disadvantaged communities boost productivity in the face of challenges such as climate change.