

## Fairtrade Fortnight 2017 Festival Launched in Northern Ireland

20 February 2017

**Belfast, NORTHERN IRELAND:** Fairtrade Fortnight has become a significant and engaging regional highlight annually, ever since Belfast became a Fairtrade City in 2005, with events taking place across Northern Ireland.

Through local action the Caribbean, Latin American, Africa and Pacific countries are better able to participate in global trade, assisting these regions in their own international development and poverty reduction.

Purchasing items bearing the Fairtrade symbol you ensure a guaranteed minimum set price for developing world farmers as they are not subsidised like developed world farmers. The products are grown under strict social and environmental best practices, tackling exploitation, not only the price paid but child labour and human trafficking. Consumers want to know where their products come from but they are grown ethically.



R-L: Dr Christopher Stange, Consulate of St. Vincent and the Grenadines to Northern Ireland with Joseph Ricketts, ACSONI Manager launching Fairtrade Fortnight 2017 Festival Billboards in Northern Ireland

Fairtrade Fortnight 2017, which runs from February 27 to March 12, brings together individuals, government, business, schools, places of worship, universities, colleges, and communities to create awareness and support for developing world farmers who grow much of our food.

This Festival is part of the main agenda to make Northern Ireland a Fairtrade region: [www.northernirelandfairtrade.org](http://www.northernirelandfairtrade.org)

The African Caribbean Support Organisation Northern Ireland (ACSONI) - a member of the Belfast Festivals Forum and stakeholder in the Festival and Fairtrade, billboards were made available located in key locations across Belfast to promote Fairtrade Fortnight 2017. Additional key support was provided by the UK Fairtrade Foundation, Fairtrade Ireland and the Consulate of St Vincent and the Grenadines to Northern Ireland.

Dr Christopher Stange – Hon. Consul for St. Vincent and the Grenadines to Northern Ireland & Secretariat of the All Party Group on Fairtrade said: “Fairtrade Fortnight 2017 combines events with engagement from developing world producers and the community. This year we will have a Fairtrade coffee and cocoa producer tour provided by Fairtrade Ireland. This creates awareness of the plight of marginalised producers, getting people to think about trade and the influence in purchasing the public has in considering products on our shelves. We thank ACSONI, Belfast Festivals Forum and the Fairtrade Foundations as without their continued support this would not be possible and is making a real difference on the ground to developing world farmers across the globe.”

**ENDS**