

## Fairtrade Fortnight Celebrated at Westminster

28 February 2017

**London, UNITED KINGDOM:** To celebrate Fairtrade Fortnight 2017, which runs from February 27 to March 12 and the theme: “Don’t Feed Exploitation”, activities are happening across the UK to encourage everyone to put Fairtrade in their breaks to take exploitation out.

The All Party Parliamentary Group (APPG) on Fairtrade, co-chaired by Jason McCartney MP (Con) and Holly Lynch MP (Lab), Fairtrade Foundation as secretariat and support by Traidcraft and The Co-operative hosted a reception. This included campaigners and representatives from the regions (England, Northern Ireland, Wales and Scotland) to engage with MPs related to Fairtrade in their constituencies.

Speeches were delivered by Rory Stewart MP – Department for International Development (DFID) Minister of State, Leonard Kachebonaho - Tanzanian Fairtrade coffee producer, The Co-operative and other short contributions from Fairtrade campaigners.

Photography courtesy of Alex Rumford





Fairtrade simply means offering fair prices for farmers in the developing world. This enables them to get a sustainable price on the produce they grow and a premium incentive to invest in their own communities.

From swapping to Fairtrade bananas and tea in your weekly grocery shop, to hosting a Fairtrade breakfast or campaigning with your local school, doing your bit couldn't be easier. Still not convinced here are five great reasons why this is a cause you shouldn't ignore.

### 5 reasons why it is worth buying Fairtrade

1. **Fairtrade means fair prices for farmers in the developing world.** When farmers sell on Fairtrade terms, they get a sustainable price and a premium to invest in their communities - a fair return for all their hard work.

2. **Farmers who get a fair price can invest in their communities and businesses** and are empowered to build a better future. They get a better deal and you can reduce poverty through their everyday shopping.
3. **Millions of farmers and workers who produce our first meal of the day miss out on breakfast themselves** . 80 per cent of the world's coffee is produced by 25 million smallholders who live on less than \$2 a day (£1.40). If farmers are guaranteed to receive at least the Fairtrade Minimum Price for their coffee, they have a safety net when times are tough.
4. **Buying Fairtrade doesn't have to cost more** – there's such a wide range of Fairtrade products from gold to breakfast bananas that there's something for everyone. Most major retailers stock Fairtrade produce, for example the Co-op, ASDA, Tesco, Waitrose and Sainsbury's.
5. You should look out for the Fairtrade logo. **Products with a FAIRTRADE Mark have met internationally agreed Fairtrade Standards** designed to address the imbalance of power of conventional trade.

