

'Welcome to Fairtrade Belfast' signs unveiled by Lord Mayor and SVG Consul

18 December 2014

Belfast, NORTHERN IRELAND: The first in a series of road signs proclaiming Belfast's status as a Fairtrade City has been unveiled on one of the city's main arterial routes.

The sign was unveiled this morning by Cllr. Nichola Mallon - Lord Mayor of Belfast and Dr Christopher Stange – Hon. Consul for St. Vincent and the Grenadines to Northern Ireland & Chair – Fairtrade Belfast on the Antrim Road, opposite the entrance to Belfast Zoo.

The initiative marks the award of Fairtrade City status to the capital city of Belfast for the ninth year in a row, and its ongoing commitment to developing world farmers, specifically from the Caribbean and Africa.



L-R: Cllr. Nichola Mallon - Lord Mayor of Belfast; Dr Christopher Stange – Hon. Consul for St. Vincent and the Grenadines to Northern Ireland & Chair – Fairtrade Belfast; Reginald Clark – Treasurer, Fairtrade Belfast

The strapline 'A Fairtrade City' has been added to the existing Welcome Belfast signage on main roads into the city, including the Ormeau Road, Crumlin Road and the Upper Newtownards Road. In addition, it will be added to the M1 Motorway signage in early 2015.

Fairtrade is about guaranteeing better prices, decent working conditions, sustainable ethical practices and fair terms of trade for farmers and workers in the developing world.

The Lord Mayor added: "The Fairtrade City status, conferred by both the UK Fairtrade Foundation and Fairtrade Ireland, recognises the work done by the voluntary Fairtrade Steering Committee for over a decade in raising the profile of Fairtrade in the city. Since 2005, the number of city centre shops, cafes, and businesses offering Fairtrade certified products has grown to more than 100 - and continues to grow. Most of the major high street stores as well as the smaller independent retailers are now stocking many of the more than 3,000 high quality Fairtrade products available on the market."

Dr Christopher Stange, Hon. Consul for St. Vincent and the Grenadines & Chair of Fairtrade Belfast, concluded: "I would like to thank Belfast City Council and all stakeholders in having the Fairtrade accolade of City status highlighted, particularly the efforts made for those less fortunate and extremely hard working farmers in the developing world that produce high quality items we all readily consume."



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NOTE TO EDITORS:

The Belfast Fairtrade City Steering Group plays the leading role in the successful campaign to make Belfast a Fairtrade city since 2005. A team of volunteers oversees the running of this campaign and the renewal of Fairtrade status every two years. The Fairtrade Belfast Committee is hosted by Belfast City Council (BCC) and includes members of local and foreign government, non-governmental organisations (NGOs), charities, black and minority ethnic (BME) community, supermarkets, educational institutions, business and private individuals.