Welcome to the Tearfund Youth Team Fairtrade action pack

The resources and ideas in this pack are designed to equip and inspire you to take action during Fairtrade Fortnight 2006 taking place March 6th – 19th.

Fairtrade is key to helping farmers in poor countries earn their way out of poverty, as it ensures they receive a guaranteed price for their produce. Through the simple step of buying a product with the Fairtrade Mark we ‘defend the rights of the poor and needy’ (Proverbs 31:9), upholding their right to a living wage. For more on the history and guarantees of Fairtrade please visit www.tearfund.org/liftthelabel and click on food.

In this pack you will find the following:

► A fair trade quiz
► Case studies of farmers producing goods for our supermarkets
► A list of Fairtrade products and where you can buy them
► Ideas for setting up a stall on the high street or in a supermarket to promote fairtrade
► A sample letter to your school or university, asking them to switch to fairtrade
► Two delicious Fairtrade recipes
► A bible study on fairtrade, to use on your own or in a group
► A letter to your MP, asking them to ensure big companies play fair

Thank you for taking action this Fairtrade Fortnight, please continue to do so throughout the year.

Please visit www.tearfund.org/liftthelabel to find out how you can lift the label on food, fashion and finance.

The Tearfund Youth Team
Test yourself with this fair trade quiz or use it as part of a slot at church.

1. How many cups of coffee do we drink in the UK each year?
   a) 20 bn  b) 30 bn  c) 40 bn

2. How much more could you expect to get for your coffee as a Fairtrade farmer as opposed to a usual farmer?
   a) 150%  b) 250%  c) 500%

3. The banana is the most popular food item in the supermarket. Only petrol and lottery tickets out sell them. How many do you think the average person eats in a year?
   a) 30  b) 45  c) 60

4. If a kilogram of bananas costs about £1, how much do you think the average producer gets?
   a) 5p  b) 7p  c) 12p

5. As a banana plantation worker in Ecuador how much would you expect to earn a day?
   a) 65p  b) 95p  c) £1.25

6. How much were sales of Fairtrade products worth in 2004?
   a) £50m  b) £90m  c) £140m

7. In which country are sales of Fairtrade products the greatest?
   a) UK  b) Holland  c) USA

8. How many producers are currently benefiting from Fairtrade?
   a) 200,000  b) 400,000  c) 800,000

9. How many products now carry the Fairtrade Mark?
   a) 200  b) 450  c) 850

10. Which of these products are available with the Fairtrade Mark?
    a) Roses  b) Mushrooms  c) Carrots
Durjimoni works as a tea picker in a plantation in the Sylhet region of Bangladesh

For the past five years Durjimoni has been working in a cooperative that has brought many benefits.

‘I have a cow, and savings of 1600 Taka (about £15),’ she says.

Durjimoni works eight hours a day, six days a week, and earns 170 Taka per week. She has worked on the plantation for more than 15 years and has lived in ‘the colony’, the name given to the very basic houses in which the tea pickers are housed since she was born. Durjimoni started working when she was 12 years old and, as she has been picking tea in the same way for so long, her hands are swollen and sore from the same action.

We managed to catch up with Durjimoni to see how she was…

Are you happy with your pay?
‘If I pluck more tea leaves, I get more money. More than 170 Taka is good, but if it’s less than this I am not happy.’

What problems does that create?
‘It’s difficult to get food. It costs 130 Taka per week just to buy food each week - for rice, wheat, dhal, salt and other basics – then there is only 40 Taka or less to live off.’

Durjimoni’s house has no electricity and no running water, but Tearfund partner HEED has helped her by providing medication and has built slab latrines and has provided 10 wells for clean water. There is no doctor in the plantation, only a paramedic, and so Durjimoni, like most workers, can’t afford most medicines - only cheap tablets like paracetamol.

What religion are you?
‘I am a Christian and worship in the nearby Presbyterian church. My grandfather was a Hindu - and so was my father too - but my father became a Christian because he was a leprosy patient and was neglected by the community. A Christian called Dr Cochrane came to the house and brought blessing in Jesus’ name. My father was cured of his leprosy! I became a Christian as a result.’
Manuel and his family have been growing bananas in Peru for almost twenty years; but it’s not always been easy. For many years he struggled to scrape a living from his crop. He tried selling to a company that shipped them overseas, but he says, “They left us without payment, they weren’t working right, we were cheated.”

He then tried selling within Peru but the money he received constantly changed, often dropping far too low.

There is lots of money to be made from bananas, in Britain alone we buy seven billion every year. As is often the case it is the big companies supplying the bananas that are making the big profits. Despite the large amount of money involved, not everyone involved in banana production is reaping the benefits. Many of the those who grow and harvest bananas work on large plantations where dangerous chemicals are widely used and wages are low.

But Manuel’s story shows that it doesn’t have to be this way. In 2001 he joined with other small-scale banana farmers in his area to form a cooperative. In 2002 this cooperative was registered as fairtrade and began working with Biorganika, a fairtrade export company. In only a few years, Manuel and his fellow farmers have seen results. “We’re working with them well.” Manuel explained, “They pay us on time. We are better now. Weekly we cut our trees and we get paid every Saturday. The price is better now.”

So what difference has the higher price made to Manuel? “I’ve bought things to improve my home: a stove, bicycles for my sons and a battery-powered TV. Before having a stove, we used to use kerosene and wood. My sons are now able to get to our plot of land on their bicycles. We are better off now.”

As well as guaranteeing a better price for farmers, fairtrade also gives producers extra money to be used for community development. The farmers in Valle de Chira, where Manuel lives, have used this additional money to improve the roads around their plots of land.

José Alama, a fellow member of the cooperative explains the importance of this: “Before, when it rained, we couldn’t transport our bananas from our fields. With the improved roads, we can.” The premium has also paid for equipment for their cooperative head quarters: a computer, two desks, accounting books and a phone line.
Fairtrade is no longer restricted to just tea, coffee and bananas. The range has been expanding every year and Fairtrade products are now available in major supermarkets. The table below should give a rough guide to their availability. If you can’t find the product in your local store, make a point of asking the manager.

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Download the **Lift the Label Ethical Directory** for a comprehensive guide to fair trade food, ethical clothes and much more.

Available from [www.tearfund.org/liftthelabel](http://www.tearfund.org/liftthelabel)

Source: Fairtrade Foundation
Maybe your friends have got the message, and you feel it is time to take the message of fairtrade a bit wider…

Running a stall on the high street, at your church or in a local supermarket is a great way to introduce people to Fairtrade.

**Plan of action**

1. Decide where. If you go to a big church and fairtrade is low on the agenda, that might be a good place to start. High streets are great for raising awareness; at a supermarket you can encourage people to buy on the spot.

2. Find a couple of people willing to help. Contact us using the details below if you are struggling with this.

3. Make the phone call. It’s no good turning up with a stall if you haven’t asked permission. Most supermarkets and councils will be very accommodating. Contact numbers are listed in your local phone book, or for councils visit www.direct.gov.uk

4. Get hold of resources. If you have time order a Fairtrade Fortnight Event Pack from www.fairtrade.org.uk. If not print out a list of known fairtrade stockists in your area.

5. Design your stand. Think of some creative ideas to make the stand look interesting. You might want to use any or all of: packaging from Fairtrade products, balloons, print outs of trade statistics, etc. Don’t forget to check if a table and chairs are available.

6. Buy free samples to give out. You might even want to do a taste test. Chocolate is always a winner.

**On the day**

- Use your free samples to get people interested; very few people will answer ‘no’ to ‘Would you like a free piece of Fairtrade chocolate?’
- If people show a particular interest, make sure you take down their details. You might want to email keen people after the event to discuss any future plans
- Smile, don’t be afraid to approach people and have fun!

If you are planning a stall, make sure you get in touch with the Tearfund Youth Team at liftthelabel@tearfund.org. We can put you in touch with other volunteers and Tearfund staff in your area that may well be able to give you a hand.
Letter 1: Go Fairtrade!

Thanks to the efforts of thousands of people, who took the small step of writing a letter or asking a question, Fairtrade is now widely available. Despite this, it still only accounts for a tiny share of the market. Think of a shop, café or food outlet near you that has yet to stock Fairtrade, and use the sample letter below as a guide for asking them to do so.

Dear catering or shop manager,

I am writing to you to ask if you could please consider stocking a wide range of Fairtrade food products.

Many people who produce the food we buy are living in poverty, as they are not paid a fair living wage for the work they do. Fairtrade works by paying small-scale producers a secure, guaranteed price for their crops and the security of knowing that they can plan for their future.

Tearfund, a Christian relief and development agency, carried out a survey as part of an ethical living campaign called Lift the Label. The survey results show that 89% of young people and students would like to see school and university canteens and shops stocking a wide range of Fairtrade products. 71% said they would be willing to pay extra money for Fairtrade products knowing that it would help people who are living in poverty.

If you already stock some Fairtrade items then thank you for choosing to do so – but may I encourage you to ensure that you are stocking as wide a range as possible? If you don’t currently stock Fairtrade products, then please consider starting soon. Your decision could make a big difference to the lives of many people living in poverty in the developing world.

To receive a complete list of Fairtrade suppliers and products available for your canteen or shop simply contact Tearfund at 100 Church Road, Teddington, Middlesex TW11 8QE or email fairtrade@tearfund.org

Letter 2: From Fairtrade to trade justice

Tearfund’s Trade Campaign is now focusing on the behaviour of UK companies working overseas. As it stands, these companies don’t have to report back on how their actions impact the environment and local community. There is a major opportunity for the government to ensure they do this, and it is essential that we write to our MPs encouraging them to make this a reality. Here’s how:

► Have a read of the letter on the next page of this pack
► Visit www.tearfund.org/trade for more information on the campaign
► Fill in the date, and your name, address and MP’s name
► Send the letter to your MP. You can find their address at www.locata.com/commons

Both letters are available to download, just visit www.tearfund.org/liftthelabel and click ‘food’
Dear

Parliament will debate the Company Law Reform Bill this spring. This is a unique opportunity to help deliver trade justice and make UK companies accountable for the impact of their activities in the UK and overseas.

At present, the proposed bill only obliges company directors to deliver profits to shareholders. It misses a major opportunity to deliver justice for people overseas whose health, livelihoods and environment are being harmed by irresponsible UK companies.

As a supporter of Tearfund, part of the Trade Justice Movement, I am writing to ask you to back amendments to the bill so that:
- Companies are legally required to report on their social and environmental impacts.
- Directors are legally obliged to minimise any damage their company does to local communities and the environment.
- People overseas who are harmed by the activities of a UK company are able to take action against them in a UK court.

I am a supporter of Fairtrade and take steps to buy items that have been produced without exploitation. However, simply buying Fairtrade products is not enough. We need laws that ensure business does not profit at the expense of poor people and the environment.

Please sign Early Day Motion 697 ‘Modernising Company Law’ and write to Alun Michael MP, Minister for Industry. Please urge him to amend the Company Law Reform Bill to hold companies accountable for their impact on workers, communities and the environment.

Yours sincerely
Crumbly Banana Squares (as shown above by our enthusiastic team cooks!)

- 175g Fairtrade sugar
- 175g margarine
- 225g self raising flour
- 100g porridge oats
- 2 medium Fairtrade bananas, mashed
- 25g Fairtrade sultanas (or similar)
- A little more Fairtrade sugar for sprinkling

- Warm your oven to 200°C.
- Cream the sugar and margarine together.
- Cut in the flour and oats to make a crumbly mixture.
- Sprinkle half into a baking tray (12 by 8 inch) and press down lightly.
- Spread over the bananas and sprinkle the dried fruit.
- Sprinkle the rest of the mixture over and again press down lightly. Bake it for 25 to 30 mins until golden.
- Sprinkle with sugar.
- Wait until it cools (if you can) and cut into appropriately-sized chunks. Eat!

Chocolate Cake with Candied Ginger

- 340g dark Fairtrade chocolate, broken into pieces
- 142g unsalted butter
- 125g Fairtrade sugar
- 50g crystallised or candied ginger, very finely chopped
- 4 large egg yolks
- 6 large egg whites
- 40g plain flour
- Unsalted butter to grease tin

- Preheat oven to 180°C/350°F/Gas Mark 4.
- Combine the chocolate, sugar, butter, and ginger in a bowl in a pan of hot water. Melt over a medium heat, stirring until the ingredients are thoroughly blended.
- Allow the mixture to cool, then whisk in the egg yolks, then the flour. Mix thoroughly.
- Beat the egg whites until they form firm peaks.
- Add one third of the egg whites to the chocolate batter and mix vigorously. Then gently fold in the remaining egg whites.
- Butter the tin and add the mixture. Bake for 35-40 minutes until the cake is firm.
- Allow the cake to cool for several hours before removing from tin. Dust with powdered sugar. Eat!
Amos 8: 1-6

1 This is what the Sovereign LORD showed me, a basket of ripe fruit. 2 ‘What do you see, Amos?’ he asked. ‘A basket of ripe fruit’ I answered.

A basket of fruit is a good starting point for a Bible study on fair trade. Brainstorm a list of fruit and foodstuffs in your home – and which countries they might have come from.

Then the Lord said to me, ‘The time is ripe for my people Israel; I will spare them no longer. 3 In that day,’ declares the Sovereign LORD, ‘the songs in the temple will turn to wailing. Many, many bodies – flung everywhere! Silence!’

Why do you think the prophets consistently condemn worship because of behaviour in the market place?

4 Hear this, you who trample the needy and do away with the poor of the land, 5 saying ‘When will the New Moon be over that we may sell grain, and the Sabbath be ended that we may market wheat?’

In what ways does modern trading practice reflect the battle between worshipping God and money?

…skimping the measure, boosting the price and cheating with dishonest scales, 6 buying the poor with silver and the needy with a pair of sandals, selling even the sweepings with the wheat.

What are the modern equivalents of these practices?