



FAIRTRADE

Fairtrade Fortnight 2023

Monday 27th Feb - Sunday 12th Mar

**Protect the future of food, our planet and countless communities.
Choose Fairtrade.**



Hello!





Reality of the climate crisis





I joined Kuapa Kokoo (a Fairtrade co-operative)
around seven or eight years ago

The reality of the climate crisis

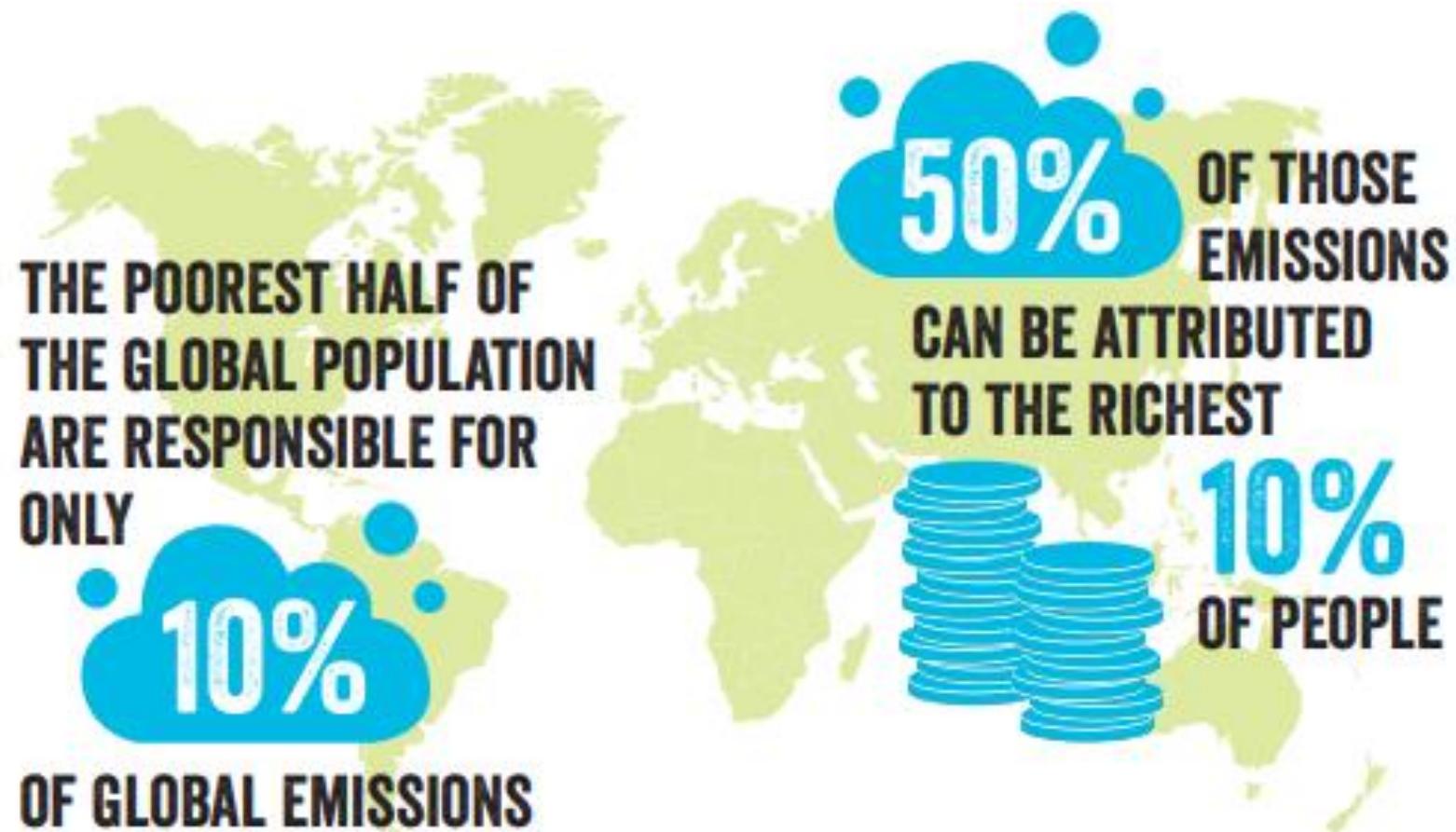
Areas where many Fairtrade products are produced, including Central America, East Africa and the Caribbean, are very likely to experience increasingly extreme weather which will negatively affect their ability to grow crops.

This puts farmers' livelihoods in danger.



Fairtrade banana growers in the Dominican Republic have seen almost their entire crops destroyed by increasingly frequent natural disasters. They have used Fairtrade Premium to power their recovery.

The Climate Crisis isn't fair



THE POOREST HALF OF
THE GLOBAL POPULATION
ARE RESPONSIBLE FOR
ONLY

10%

OF GLOBAL EMISSIONS

50%

OF THOSE
EMISSIONS
CAN BE ATTRIBUTED
TO THE RICHEST



10%
OF PEOPLE

"Many prices have increased due to the rise in fuel costs ... fish, oils, rice and flour. It is also very difficult on the farm because the cost of living increases every day and it is necessary to pay a little more to the people who work with us." **Hugo Guerrero, Fairtrade coffee farmer, Peru.**



The impact of the cost of living crisis



How Fairtrade helps tackle cost-of-living across the world

- Research proves that farmers that are members of Fairtrade certified organisations report greater economic resilience than non-Fairtrade farmers.
- This is due to the Fairtrade Minimum Price and Premium, which can deliver fairer incomes for farmers and workers
- But it's also due to low- or no-interest loans, co-operative support for its members, and support in earning money from other sources and other training opportunities.
- With the extra income and extra security Fairtrade can offer, farmers like Hugo can better plan for and adapt to the cost of living crisis and the effects of climate change.

What about the cost of living in the UK?

So do we need to choose between good value for us and a fair deal for farmers and workers?

In short: no!

Many Fairtrade products are as cheap – or cheaper – than non-Fairtrade alternatives.

Fairtrade doesn't have to cost you more

Fairtrade is all about pay, protection and power **for farmers and workers** across the world. It's **not about how much you pay**.

That's why so many supermarket own-brand ranges have Fairtrade options, and why you can find Fairtrade options in so many discount retailers.

CHOCOLATE – LOTS OF CHOICE AT LIDL



Check out a few great value Fairtrade options on the Fairtrade Foundation website: <https://bit.ly/FairtradeValue>

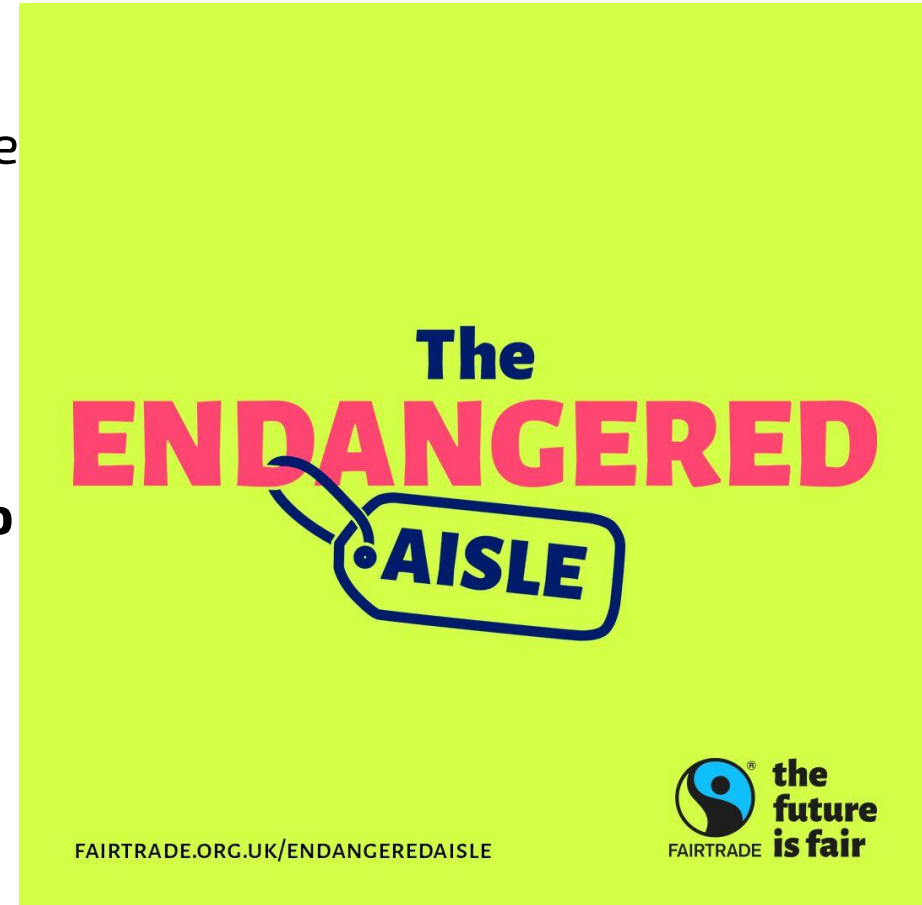
Endangered Aisle campaign

This year our **Endangered Aisle** campaign highlights the urgent threat to the future of the foods we love and the livelihoods of the people who grow them, as they face the worst effects of the climate crisis.

Smallholder farmers simply can't foot the bill for adapting to economic and climate change on their current incomes. Without urgent action, **our favourite foods could soon be much harder to find on UK shelves.**

By choosing Fairtrade now, you're taking a stand with farmers and workers worldwide for fairer incomes, so they can protect the future of our food.

Visit [fairtrade.org.uk/endangeredaisle](https://www.fairtrade.org.uk/endangeredaisle) to find out more!



Which foods could be endangered?

Coffee

93% of the Fairtrade coffee farmers in Kenya surveyed are already experiencing the effects of climate change, including more plant diseases and increasingly erratic rainfall.

By 2050 up to half of the land currently used to farm coffee may be unusable.

Between 2012 and 2017, plant disease Coffee Rust caused **more than \$3 billion in damage** and **forced almost 2 million farmers off their land.**



Esperanza Suazo Sáenz, Fairtrade coffee farmer, Honduras.

Which foods could be endangered?

Bananas

2017 **floods in Peru** which destroyed many banana crops were made more likely by the effects of climate change

Scientific reports have shown banana growers in the Caribbean and Latin America are being forced to prepare for **more frequent heatwaves and droughts** which will threaten their crops.

Although not directly related to climate change, the plant disease **TR4 threatens the future of the world's most common banana species** – the Cavendish banana.



Reymundo Villarreal, Fairtrade banana grower in Peru. He is taking on climate change by using natural fertilizers to make the plants more resilient

Which foods could be endangered?

Tea, chocolate and lots more

Increased heatwaves and drought will **force cocoa farmers in Côte d'Ivoire and Ghana to adapt their farming methods to survive**– something they need money to do sustainably

Fairtrade tea growers in India are already reporting more flooding, along with extreme temperatures and water scarcity, due to climate change.

In fact, **80 percent of the world's food comes from 500 million family farms**, where people are increasingly facing the worst effects of the climate crisis.

Those earning the least are most likely to be unable to continue. So climate change and unfair trade is a huge threat to the future of many of our favourite foods.



Sadick Abanga, 39, Fairtrade cocoa farmer, Ghana. Following a recent training project, Saddick has adopted more sustainable farming methods to take on the effects of climate change.

Endangered Aisle – find out more!



Want to find out more about the threat climate change poses to the future of food and the communities who produce it?

Visit www.fairtrade.org.uk/endangeredaisle during Fairtrade Fortnight to find out more.



**You are part of
the solution**



Buying & supporting Fairtrade

- Buying Fairtrade leads to higher incomes for farmers, who can take positive steps to tackle climate change. For example, in 2022, **Fairtrade producers across Latin America and the Caribbean have planted more than 300,000 trees** in a six-month tree-planting drive.
- **Supporting Fairtrade products contributes to Fairtrade Premium spent on projects with an environmental impact** included: clean water and sanitation facilities, composting programmes, crop diversification programmes
- The **Fairtrade Standards involve many environment protections**, including promoting bio-diversity, preventing water waste and minimising carbon emissions



The ATAISI Co-operative in El Salvador (above), who produce Fairtrade coffee, honey and sugar, helped launch the Tree Challenge in 2022.



FAIRTRADE

Emelia Debrah's story



Emelia Debrah

Cocoa farmer from Ghana

Emelia Debrah, is a cocoa farmer who had previously struggled with debt and was able to turn her finances around with the support of her Fairtrade co-op.

Emelia received training and support which allowed her to increase the productivity of her land and become more self-sufficient, meaning that she can better manage rising living costs and continue to protect the future of our cocoa.



About Cocoa production before co-op

In 2018, life looked quite different for Emelia. The land she farmed wasn't fertile, it became very water-logged and she struggled to make a decent living. She describes how she got into debt and suffered serious hardship for a time.



Joining the Sankofa project

Emelia then joined the Sankofa project.

This project, currently only available to members of the Fairtrade cocoa-growing co-operative Kuapa Kokoo, is all about equipping farmers to face the crises of climate and cost of living head-on. It does this by offering in-depth training and support in agroforestry, a type of farming using a variety of crops, all grown on the same plot, to maximum efficiency.



Managing cost of living & future of cocoa

- This increased income from her own land was how she was able to overcome her own debt crisis.
- In fact, she's taken agroforestry so strongly to heart that she is now a lead farmer in the project and trains others.
- Her own small plot is a beautifully ripening example of agroforestry principles in practice, with beans growing for nitrogen for healthy soil, and annual crops including tomatoes, pineapple, turmeric and ginger.
- She can also save money by not having to pay for help on her farm, again thanks to labour-efficient farming methods.





Next Steps



The Future is Fair

"Women deserve power and ownership."

Odessa Michelle Grant, Fairtrade coffee farmer, Honduras. As her community rebuilt after a hurricane, Odessa has used Fairtrade to shake up traditional land ownership, so women have more rights and power to manage land and resources.

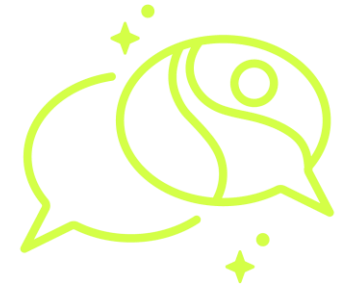


The Future is Fair

- The very future of food and the communities who grow it are in danger. But a fairer future is possible
- **If we take action now** – and back women like Odessa building that fairer future.
- Choose Fairtrade to back farmers building sustainable livelihoods and driving positive change in their communities.
- Go one step further by becoming part of our **global Fairtrade campaigning community**.

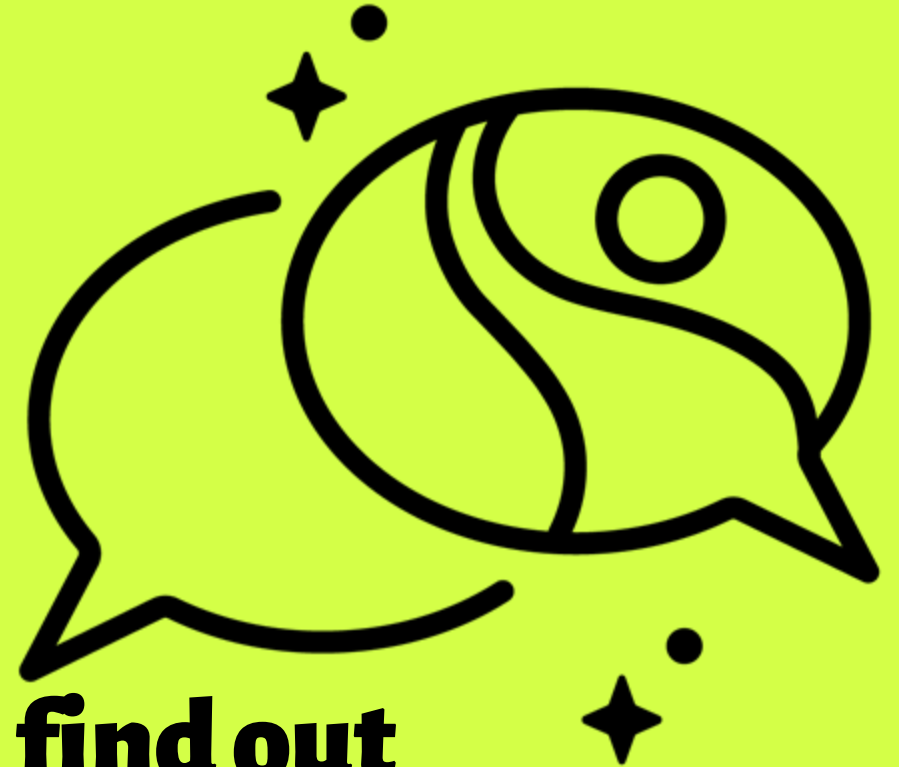
Take action

- 1. Choose Fairtrade whenever you can.** Choose to invest in the farmers doing amazing work to secure a sustainable future for food.
- 2. Spread the word.** If more of us choose Fairtrade we can make an even bigger difference. Visit our social media channels, including Facebook, Twitter and Instagram, or sign up for emails by visiting fairtrade.org.uk/join
- 3. Make a Community Declaration of Solidarity.** In every single UK constituency, Fairtrade supporters have started a Community Declaration of Solidarity for farmers taking on the climate crisis. Visit Fairtrade.org.uk/ClimateJustice to join them today.





Thanks!



Visit www.fairtrade.org.uk to find out
more

Sources for all statistics and facts in this presentation are available on the Resource Library section of our website.