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FAIRTRADE FORTNIGHT 2024

Choose a Fairer Future

Fairtrade Fortnight
9th-22nd September

FAIRTRADE FORTNIGHT 2024

Happy Fairtrade Fortnight!

This year's Fairtrade Fortnight celebrates 30 years of Fairtrade and will take place from the 9th to the 22nd September.

Driven by our passionate member owners, Co-op have championed the Fairtrade movement for 30 years, supporting trade justice through better prices, working conditions and terms of trade. As a co-operative, Fairtrade's values and principles of fairness, democracy and justice match our own.

We are proud to have played a key role in pioneering Fairtrade in UK retail over 30 years. Today, Co-op are the largest convenience retailer in the world for Fairtrade products as well as being the biggest Fairtrade wine seller. Co-op is the world's second largest seller of Fairtrade. In 2023 this meant:

Co-op's Fairtrade sourcing supported **182 producer organisations across 27 countries** worldwide.

£4.3 million in Fairtrade Premium generated for Fairtrade producers and their communities.

Fairtrade estimate there are **at least half a million farmers and workers benefiting** from Co-op's Fairtrade commitments.

Yet, whilst there is much to celebrate, producers and workers who grow our food and drink face challenges greater than ever before. The world is facing a climate crisis - it is affecting the foods we love and the communities who produce them. But by choosing Fairtrade, you can support farmers on the frontline of the climate crisis and help to protect the future of our food.

So we encourage you to take part in Fairtrade Fortnight by simply choosing Fairtrade, by spreading the word, asking your MP to pledge to 'Be the Change' or by hosting a Fairtrade Fortnight event.

Don't forget to promote your Fairtrade Fortnight activity on social media by tagging @coopuk and @FairtradeUK in your posts. Use the hashtags: #FairtradeFortnight, #ChooseFairtrade, #BeingCoop, #BeTheChange.

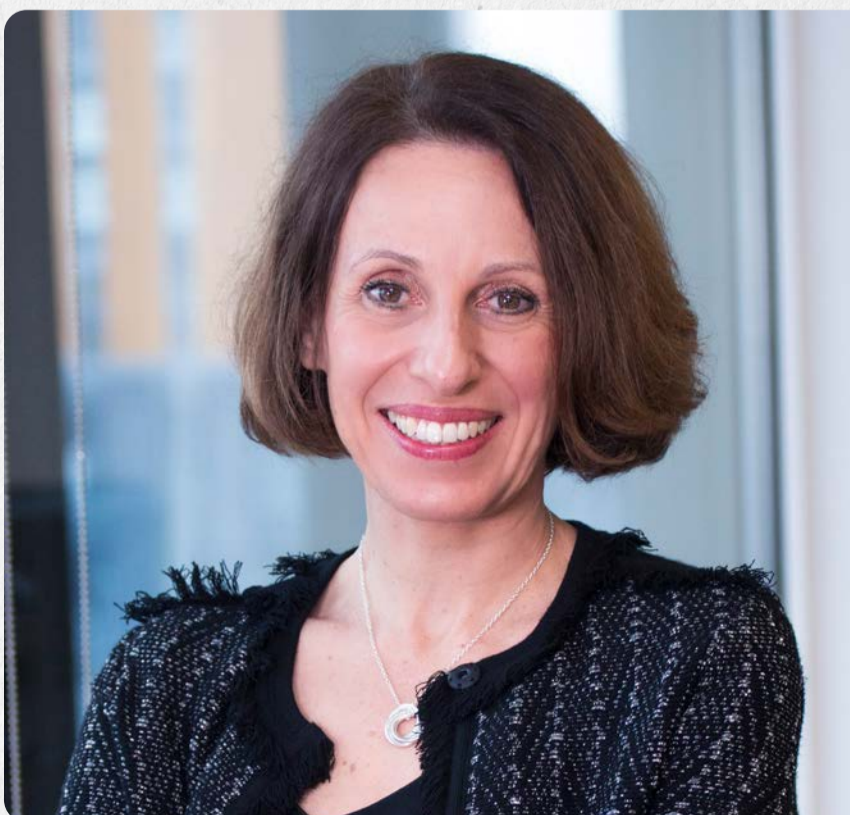
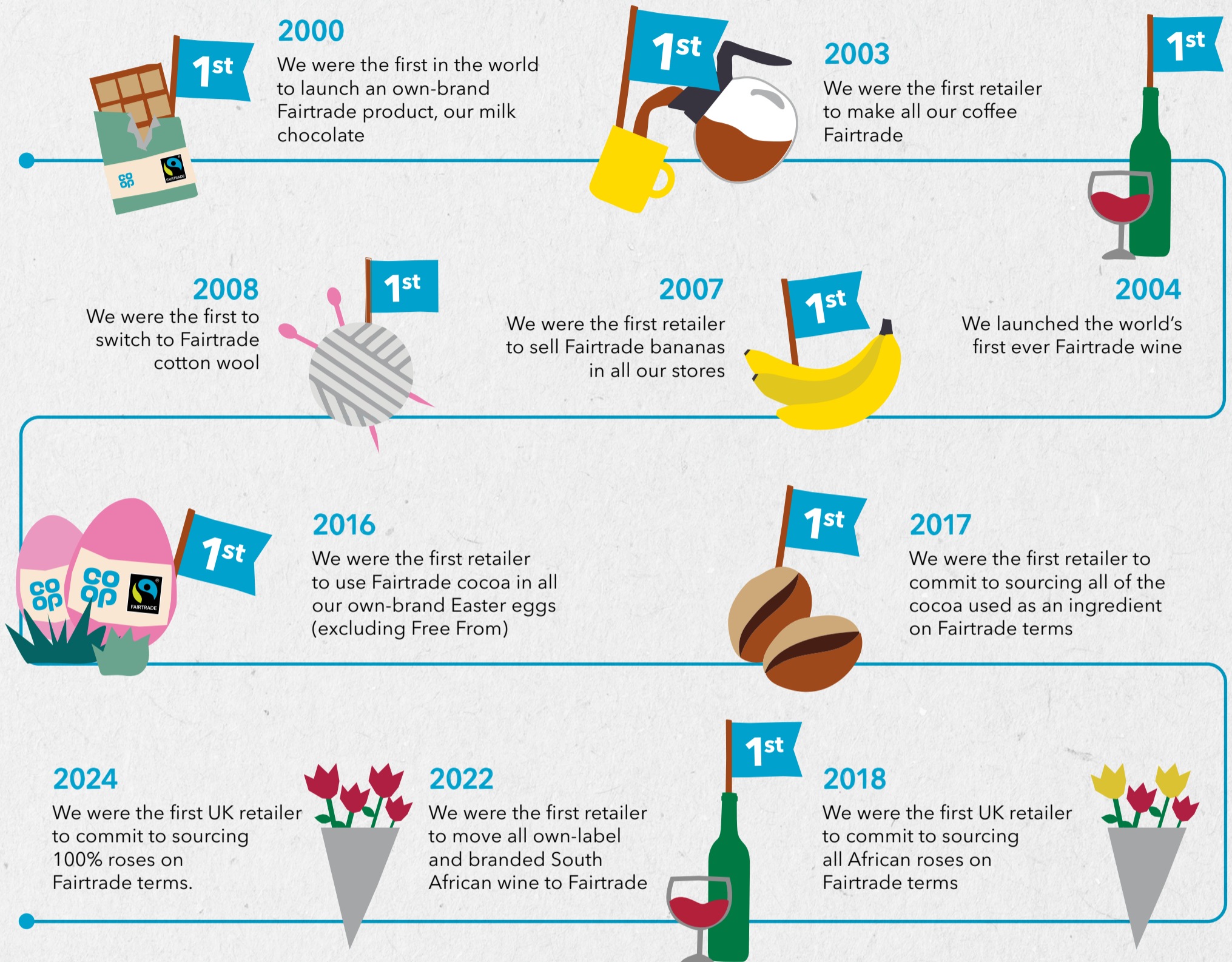
Remember, what you put in your basket supports the people producing it to drive positive change in their communities, and the planet we love!

Choose a fairer future - choose Fairtrade.

Kate McCrindle,
Fairtrade Manager at Co-op

CO-OP'S FAIRTRADE LEADERSHIP

At Co-op, we have been championing Fairtrade for over 30 years.



“Co-op are incredibly proud to have pioneered Fairtrade since the FAIRTRADE Mark launched in 1994. 30 years of Fairtrade signifies 30 years of the difference our Co-op member owners have made through using their voices to champion Fairtrade from the very beginning. This also signifies 30 years of a different way of doing business through co-operation.”

Shirine Khoury-Haq, CEO, Co-op Group

HOW TO TAKE PART IN FAIRTRADE FORTNIGHT

There are four main ways you can take part in Fairtrade Fortnight:

**CHOOSE
FAIRTRADE**

**SPREAD
THE WORD**

**ASK YOUR MP TO
'BE THE CHANGE'**

**HOST A FAIRTRADE
FORTNIGHT EVENT**

CHOOSE FAIRTRADE

The easiest way you can get involved this Fairtrade Fortnight is by choosing Fairtrade when you shop.

Look out for the FAIRTRADE Mark on products, it looks like this:



Why not make a swap commitment for the rest of the year? Write down what product you are going to buy as Fairtrade this year, why you are making the swap and share your swap commitment with three people or via social media.

At Co-op it's easy to make the switch to Fairtrade. 100% of our own-brand tea, coffee, bananas, cocoa (including as an ingredient), bagged sugar and roses are Fairtrade. Where bananas, tea and coffee are used as an ingredient, we also make sure Fairtrade producers benefit. We're also the world's largest seller of Fairtrade wine!

Choosing Fairtrade is one simple decision you can make to stand with farmers and workers on the front line of the climate crisis and fight for climate justice.



SPREAD THE WORD

Tell stories! Whether it's to your friends, family, colleagues or local community, you can play a part in championing Fairtrade by sharing the stories of producers and what Fairtrade means to them. You can read some stories on pages 7 and 8 and take a look at our videos and producer quotes on our [Fairtrade web pages](#) too.

Spread the word on social media by using the following hashtags: #FairtradeFortnight, #ChooseFairtrade, #BeingCoop, #BeTheChange and tagging @coopuk and @FairtradeUK.

Let us know your favourite thing about Fairtrade on social media and tag your friends so that they can do the same.



ASK YOUR MP TO 'BE THE CHANGE'

30 years of Fairtrade sales across the world have meant over £1.7 billion in Fairtrade Premium payments to producers. That means more power in the hands of the farmers, driving real change in their communities. If we could convince politicians to change the rules of trade, so all trade was fair, there could be millions more positively impacted.

We're supporting Fairtrade Foundation's campaign and you can too. Ask your MP to be the change by pledging their support for fairer trade via [Fairtrade Foundation's online tool](#) and find lots of useful resources too.



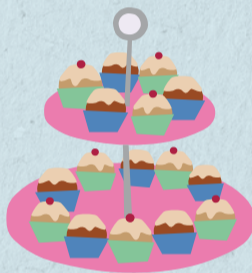
HOST A FAIRTRADE FORTNIGHT EVENT

Hosting a Fairtrade Fortnight event is a great way to spread the word about Fairtrade and try some delicious Fairtrade products! Fairtrade Foundation have lots of [resources and tools](#) to help you campaign in your community.

Here are some ideas of activities you can get involved in or host:

Fairtrade Bake Sale

Organise a bake sale with delicious bakes using Fairtrade ingredients such as bananas, coffee, cocoa and sugar.



Why not make our [ultimate chocolate cake](#) or [cappuccino cupcakes](#)?

Fairtrade Wine Tasting

Why not host your own Fairtrade wine tasting masterclass, sampling a selection of Fairtrade wines.

We are hosting our own tasting masterclass on the 26th September so why not join us for some ideas on how to host your own.

[Register to join](#)

be [drinkaware.co.uk](#)



Fairtrade Quiz Night

Why not put your knowledge to the test and arrange a Fairtrade and climate justice quiz? A bar of our Co-op Irresistible Fairtrade Chocolate would make a great prize for the winner.



Fairtrade Dinner Party

Invite friends and family round for a Fairtrade dinner party. Cook a crowd-pleasing [Fairtrade Tomato and Chicken Curry](#) or for vegetarians there's our [Fairtrade Tea and Chickpea Curry](#).

You can even pair your curry with one of our award-winning Fairtrade wines.



SPOTLIGHT ON OUR NEW FAIRTRADE PACKAGING

To celebrate the 30 years milestone, we have rebranded over 30 Co-op Fairtrade products in exciting, bold packaging, encouraging our member owners and customers to 'Choose a Fairer Future'. We hope you love the new look as much as we do! Pick up these products in store to support farmers and workers having a fairer future.



FAIRTRADE

Fairtrade is more than a certification, it's a movement for trade justice that works with businesses, consumers, campaigners and producers to make trade work for everyone.

Choosing Fairtrade means standing with farmers and workers for fairness and equality, against some of the biggest challenges the world faces. It means farmers and workers can create change, from investing in more sustainable farming practices to women becoming leaders in their communities.

At Co-op, we believe that Fairtrade is the gold standard of ethical and sustainability certifications.

Fairtrade:

1

Pays producers fairly

Fairtrade means a fairer price for farmers and workers. The internationally agreed Fairtrade Minimum Price aims to protect farmers against market shocks and fluctuations in commodity prices.

2

Producers have a say in their future

Fairtrade is 50% governed by producers. Fairtrade is a movement for trade justice, advocating for producers rights and developing co-operatives to strengthen farming communities. With Fairtrade, farmers and workers improve their lives and have greater control over their futures.

3

Does the right thing by both people and the planet

Fairtrade works alongside producers to tackle the impacts of climate change, through adaptation and mitigation projects, including reforestation.

4

Strengthens communities around the world

The **Fairtrade Premium strengthens communities** socially, economically and environmentally, providing additional funds to producers who choose how to invest it in projects that benefit their business, families or local communities.



“We were certified Fairtrade in 1996 and we've remained certified since then. We entered into trade relationship with Co-op in 2000 and again have remained partners since then until now... we are so happy to be partner of Co-op's and to be the first producer to introduce Fairtrade bananas on shelves in Co-op shops. I want to urge members of Co-op to continue to along this path and show the example when it comes to ethical trade so that at the end of the day trade is meaningful, trade is impactful, and trade is bringing a lot of relief to people in Global South.”

Anthony Blay, Agriculture Director, Volta River Estates Limited (VREL)
Fairtrade banana producer

FAIRTRADE AND CLIMATE JUSTICE

Choose to fight the effects of climate change. Choose the future of our food. Choose Fairtrade

The climate crisis is the biggest threat to the livelihoods of millions of small-scale farmers and agricultural workers in low-income countries worldwide, who grow the foods we need and love. Changing weather patterns and the emergence of pests and diseases are devastating crops and putting livelihoods at risk.



CLIMATE JUSTICE

Climate justice is a **people-centred approach to fighting climate change**. It acknowledges that people on the frontline of the climate crisis have done the least to cause climate change, yet are the most vulnerable to its impacts.

Fairtrade supports producers with training and fairer pay and prices to adapt to climate challenges. By choosing Fairtrade, you can support producers on the frontline of the climate crisis and protect the future of our food.



HOW WE'RE SUPPORTING PRODUCERS ADAPTING TO THE CLIMATE CRISIS



FAIRTRADE BANANA PRODUCTIVITY INCREASE PROGRAMME (PIP)

In partnership with our supplier, over the past few years Co-op has co-funded the Fairtrade Banana Productivity Increase Programme (PIP) in the Dominican Republic and Colombia.

The programme supports small-scale banana farmers to recover the health of depleted soils through the use of organic fertilisation and good agricultural practices. As these farmers are on the front line of the climate crisis they face a lot of challenges, including the growing threat of pests and diseases.

By improving the productivity of banana farms in a sustainable way, PIP has increased farmers' incomes whilst reducing the environmental impact of banana production.



“Through the PIP program and the new organic fermented soil we are using, we have seen the soil's health improve, and the production has increased. The project on increasing productivity came at a crucial time for us because the input prices have increased, so with the use of organically fermented soil, they [the Fairtrade PIP programme] have guaranteed the sustainability of the production and the health not only from the soil, but also of the producers and workers on the farm.”

Ana Anjelica Lopez, Fairtrade banana farmer and Member of EMPREBANCOOP Co-operative, Colombia.

Find out more about Co-op's Fairtrade programmes [here](#).

FAIRTRADE ALLIANCE FOR CLIMATE-SMART SUPPLY CHAINS IN AFRICA (FACSCA)

We are at the final stage of our 28-month flagship programme supporting tea, coffee and flower producers in Kenya, Ethiopia and Rwanda. Through this programme, we partnered with Fairtrade Africa to help improve crop yields and income, increase climate resilience, and protect the local environment.

2024 has been the last phase of the project. This has focused on:

- The promotion of income diversification initiatives through value addition and providing seed capital for youth ambassadors to incentivise climate change projects.
- Demonstration learning through the establishment of farmer learning Centres of Excellence and tree nurseries
- The promotion of clean energy through support for increased cookstove production and provision of clean energy solutions for flower farm workers.

FACSCA was designed to support the path to sustainable livelihoods for coffee, tea and flower producers experiencing the impact of climate change. To date, we have reached

almost 20,000 farmers and workers, and the programme has supported a Train the Trainer model. This has cascaded training to farmers and workers in areas such as: sustainable agricultural land management (SALM) practices, agroforestry, soil and water conservation, climate change awareness and sensitization, and promotion of income diversification initiatives.

Even though these farmers and workers have contributed the least to the climate crisis, they are highly vulnerable to it. FACSCA has supported producers to take meaningful action against climate change for the security of their own livelihoods, environments and protecting the futures of key commodities for the long-term benefit of us all.



“The FACSCA project came, and we were trained on using the coffee varieties that are resistant to climate change. We were also taught about shade trees...It was possible for us to even increase our production. After the training we were able to pass the information to other people in the community. Because climate change is here, I hope everybody and the community around would have this information, and they would know how to mitigate it.”

Evalyne Nyawire Njiraini, Mutira

THANK YOU FOR SUPPORTING FAIRTRADE



“Fairtrade has given me a lot. I’ve benefited as a person and as a producer... Fairtrade is providing what we need to make our lives better.”

Celenia Orozco, from Asobanarcoop co-operative in Co-op’s Fairtrade banana supply chain.

Thank you for choosing to support Fairtrade and Fairtrade Fortnight. By standing in solidarity with farmers and buying their produce, they can drive change in their farms and communities.

You can also find out more at the links below:

For Fairtrade Foundation’s website, [click here](#).

For Fairtrade Foundation’s schools’ website, [click here](#).

For Co-op’s Fairtrade campaigning webpage, [click here](#).

Get in touch

We’d love to hear your Fairtrade stories and see your pictures

f @Coopuk X @Coopuk

Let us know what you’re doing using the hashtags, #ChooseFairtrade #FairtradeFortnight #BeingCoop and #BeTheChange

