



Fairtrade Fortnight 2022

Choose the world you want

Fairtrade Fortnight  
21 February to 6 March



# Thank you for joining us and taking part in Fairtrade Fortnight 2022.

Our Co-op vision, 'Co-operating for a fairer world', recognises that we are stronger and more effective when we work together. Fairtrade is core to our vision and, for over 26 years, we have championed the Fairtrade movement, supporting a better way of doing business, paying producers a fairer price and doing the right thing by people and the planet.

We are currently facing devastating climate change - it is affecting the foods we all rely on and the communities who produce them. Protecting producers and their communities on the front line of the climate crisis is essential to support the farmers who grow our food and ensure we can continue to enjoy Fairtrade products for years to come. Co-op's commitment to Fairtrade means producers can improve their lives and have greater control over their futures through the Fairtrade Minimum Price, Premium and training to adapt to climate change.

We recognise the need for climate justice - finding solutions to the climate crisis that not only reduce emissions or protect the natural world, but do so in a way that creates a fairer and more equal world in the process. Read more on page 5.

Last year we launched our Ten-Point Climate Plan, campaigned for climate justice and pledged to support producers on the front line of the climate crisis. We became the UK's first retail partner of Fairtrade Africa's climate strategy, investing in a three-year programme to support at-risk tea, coffee and flower producers to become more climate resilient and help secure their livelihoods.

This Fairtrade Fortnight and beyond, let's come together to co-operate for a fairer world - using our voices to champion Fairtrade and change lives through the choices we each make. This pack will explain the Fairtrade difference, what climate justice means, why it is so important and share inspirational stories about the producers who make the delicious products that we love.

You can also order a separate pack from our website that includes materials for you to share and celebrate Fairtrade Fortnight, such as posters and bunting. Don't forget to promote your Fairtrade Fortnight activity on social media channels too by tagging @CoopUK and @fairtradeuk in your posts so that we can spread the word. Use our hashtags: #FairtradeFortnight, #ChooseFairtrade, #ItsWhatWeDo and #BeingCoop.

What you put in your basket can make a positive change to lives around the globe. With Fairtrade, you change the world a little bit every day.

Happy Fairtrade Fortnight!

Emily Pearce,  
Senior Sustainable Sourcing & International Development Manager



Belize Sugar Cane Farmers Association, Progressive Sugar Cane Producers Association & Corozal Sugar Cane Producers Association, Belize, with Co-op colleagues John Dickson and Emily Pearce in May 2019.

## A foreword from Jo

This Fairtrade Fortnight, I am proud to say that we're committed to becoming the UK's biggest supporter of Fairtrade. We know that now, more than ever, our continued support for Fairtrade is crucial - not only are Fairtrade producers still dealing with the unprecedented changes of the COVID-19 pandemic, they are also facing increasing hardship due to the impacts of climate change.

We hear loudly and clearly from our Fairtrade producers that they are already seeing first-hand the ravaging impact of the climate crisis. Changing weather patterns and emergence of pests and diseases that are devastating crops and putting livelihoods at risk.

Here at Co-op, we're committed to playing our part in tackling these issues. Last year, we used our collective voice to amplify the voices and experiences of producers in our supply chain and joined Fairtrade in the call for climate justice, campaigning for governments and businesses to step up and invest in climate resilience with us.

I am proud to have spoken at COP26 (Climate Change Conference in Glasgow) in November, alongside Mary Kinyua, Chair of Fairtrade Africa and also a Fairtrade flower producer herself, about how we can drive momentum and action towards real change through Fairtrade. I shared my experience of witnessing for myself the difference Fairtrade can make when I went to meet Co-op Fairtrade tea and flower farmers in Kenya in October 2019. Fairtrade is incredibly important to me, and to Co-op, as it helps to create a better future for both people and planet.



Fintea Growers Co-operative Union, Kenya

This Fairtrade Fortnight we want to help people to understand the difference choosing Fairtrade makes, at a time when the devastating impacts of climate change are being seen across the world. We're grateful to our Fairtrade producers for sharing their stories with us and we hope that their experiences and messages in this pack inspire you to use your voice by sharing the importance of choosing Fairtrade with your family, friends and communities - because together we can help change lives and protect our wonderful planet.

Jo Whitfield,  
Food CEO



## Choose to act for climate justice. Choose the world you want. Choose Fairtrade.

Choosing Fairtrade means standing with farmers for fairness and equality, against some of the biggest challenges the world faces. It means farmers creating change, from investing in climate-friendly farming techniques to developing women in leadership.

### At Co-op, we believe that Fairtrade is the gold standard. Only Fairtrade:

- 1 Pays producers fairly**  
Fairtrade Minimum Pricing means that farmers and producers get a fairer price, despite changes to the market.
 
- 2 Gives producers a say in their future**  
With Fairtrade, farmers and workers improve their lives and have greater control over their futures and are investing in their communities.
 
- 3 Does the right thing by both people and the planet**  
Fairtrade works alongside producers across the world to tackle the impacts of climate change, through adaptation, mitigation and reforestation projects.
 
- 4 Strengthens communities around the world**  
The Fairtrade Premium provides additional funds to producers who choose how to invest it in projects that benefit their communities.
 

Hear from Marike de Pena, a Fairtrade banana producer from Banelino Co-operative in the Dominican Republic, on the importance of Fairtrade in a country highly impacted by climate change, hurricanes, and tropical storms which damage crops:

“Thanks to Fairtrade and investment from businesses like Co-op, farmers in Banelino have invested in climate-friendly technologies and the responsible management of natural resources. Banelino farmers have built some climate resilience by introducing other crops that are less sensitive to wind and flooding, by planting trees as wind barriers and by increasing soil protection so the soil is more resistant in the dry season.

Ultimately, climate resilience and adaptation measures require resources and income stability to invest in the farm and pay loans. Fairtrade, long-term commercial relationships and financial support are therefore key to supporting small farmers in fighting climate change and helping them to remain in agriculture.”



### Doing the right thing by both people and the planet

The climate crisis is the biggest threat to the livelihoods of millions of small-scale farmers and agricultural workers in low-income countries worldwide. Fairtrade farmers are among the people who have contributed the least to the climate crisis - but are already feeling the worst effects and need better incomes and financial support to adapt.

Fairtrade is the only certification that is equally managed and owned by producers for producers, and works directly with producers to strengthen environmental and climate protection, to provide resources, training and knowledge so they can face climate challenges, and earn better incomes.

Fairtrade has strong environmental standards, including preventing the destruction of forests, that define where farming is permitted, what pesticides are used and biodiversity regulations. Not only is environmental protection built into the core of Fairtrade Standards, but many Premium projects led by co-operatives tackle climate change, deforestation and environmental issues head on.

An amazing 2.38m hectares of farmland - an area larger than Wales - is protected by Fairtrade Climate Change adaptation plans globally. These standards are audited by FLOCERT, an independent audit body of Fairtrade, ensuring the certification remains one you can trust.

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.



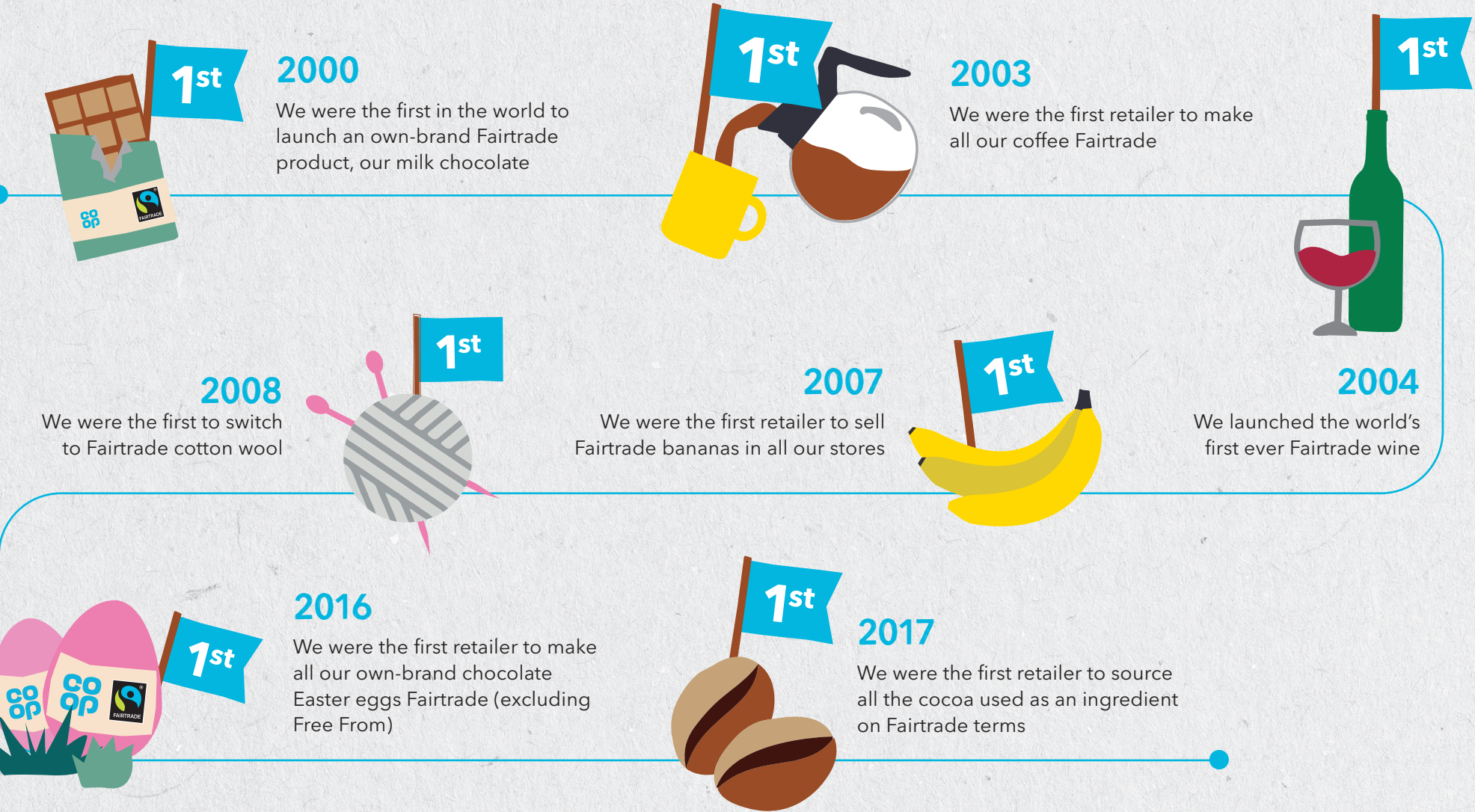
# Co-op's Fairtrade leadership

## At Co-op, we have been championing Fairtrade as a better way of doing business for over 26 years.

We're the UK's largest convenience seller of Fairtrade products and have delivered many 'Fairtrade Firsts' over the years, from being the first retailer to stock Fairtrade products in all stores in 1998 to being the first retailer to sell Fairtrade sugar back in 2004. Our ambition is to be the UK's biggest supporter of Fairtrade.

100% of our tea, coffee, bananas, cocoa, bagged sugar and African roses are Fairtrade, and we are the largest seller of Fairtrade wine in the world. All the cocoa used as an ingredient in any own-brand Co-op product is sourced on Fairtrade terms, and where bananas, tea and coffee are used as an ingredient, we also make sure Fairtrade producers benefit.

### Some of our Fairtrade Firsts...



## Growing our Fairtrade range

In 2020 we developed a bold new strategy setting out our objective to become the UK's biggest supporter of Fairtrade by growing the contribution we make to Fairtrade producers.

Since then, we've developed new, more sophisticated measures for assessing our Fairtrade impact and performance to track the material effect of our sourcing on Fairtrade producers, in terms of volume of Fairtrade ingredients and range. You can find out more in our annual **Co-operate Report**.

In 2021 we expanded our range, launching a new retail own-label Fairtrade First - our frozen milk chocolate stick.

We have also increased our Fairtrade fresh produce offerings by introducing Fairtrade baby plum tomatoes, green beans, oranges and grapes into the range.

# Campaigning for climate justice

The climate crisis continues to have a devastating impact on our communities both here in the UK and across the globe.

Unfairly, the smallholder farmers and workers across the world who provide us with our essential food and drink are some of the most vulnerable to the shocks of extreme weather and disease outbreaks. They are without the capital or resource to protect themselves and cannot afford basic human rights, like a nutritious diet, children's education or healthcare.

*“There is a chain on earth that starts at the bottom where the producers are. They are the ones who suffer the consequences of climate change, the ones who get the least help, and carry all of the burden. It's not fair.”*

Bayardo Betanco, Fairtrade coffee producer at Prodecoop Cooperative, Nicaragua

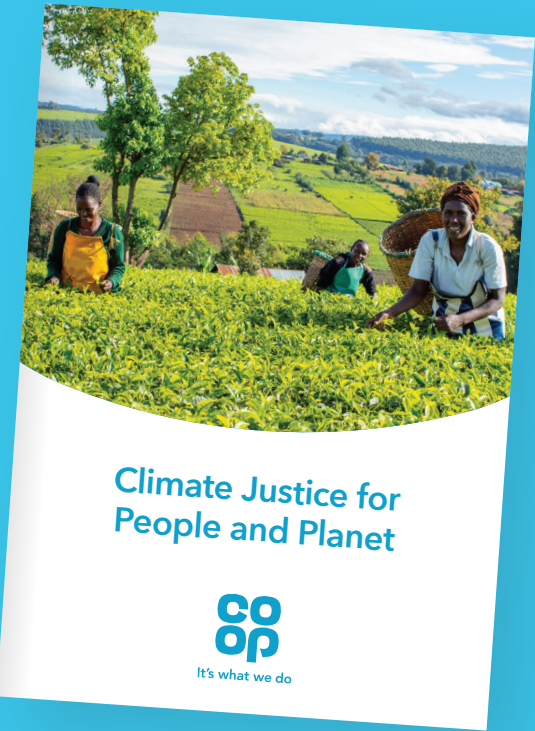
When the COVID-19 pandemic hit, the fragility of global supply chains was exacerbated, and these vast inequalities exposed. Now more than ever, we know that Co-op's investment in producers on the front line of the climate crisis is essential, both to safeguard food security and to protect the most vulnerable communities in our supply chain. That's why this year we have ensured that climate justice is central to our Ten-Point Climate Plan, which is our blueprint for how we will reach net zero emissions by 2040.

- 1 Make long-term changes to how we do business
- 2 Set clear short-term milestones
- 3 Rapidly reduce carbon from our operations and products
- 4 Compensate for our climate impact
- 5 Make lower carbon choices easier for customers
- 6 Direct our finance to reducing carbon
- 7 Help suppliers on the front line of the climate crisis (including Fairtrade)
- 8 Campaign for climate action
- 9 Co-operate for change at scale
- 10 Make our climate plan a priority

## We're committed to playing our part to tackle the climate crisis and are leading the call for climate justice.

Last year, Co-op launched the **Climate Justice for People and Planet** report, a campaign calling on governments and businesses to invest in more sustainable economies in a way that's fair to everyone across the supply chain. The report, which advocates for system change, was endorsed by the Fairtrade Foundation and features case studies from our partners The One Foundation and suppliers Cafédirect. In this report we called on the government to:

- Return to the world-leading commitment of 0.7% Gross National Income spend on international aid and development, without delay.
- Prioritise the \$100bn per annum international climate fund commitment from the COP26 talks.
- Take steps to ensure all businesses step up and invest in climate resilience and a just transition.



In October, Co-op also signed Fairtrade's climate pledge, alongside leading Fairtrade business partners around the world, committing to do more to protect and invest in the resilience and green transition of global supply chains in the face of the climate crisis. The business pledge followed the publication of an open letter and petition from representatives of over 1.8 million Fairtrade farmers and workers across Africa, Asia, Latin America and the Caribbean. The letter warned governments that their decisions are deepening poverty, as well as threatening farmers' livelihoods and global food supplies.

Amongst the devastation of climate change there is reason for hope. Producers are already using Fairtrade Premiums to invest in adapting to climate challenges and protecting the environment around them. With our additional support to producers (see page 7) and your Fairtrade purchases, we're fighting climate change together.





# Action for more sustainable livelihoods for cocoa farmers

## Campaigning for climate justice at COP26

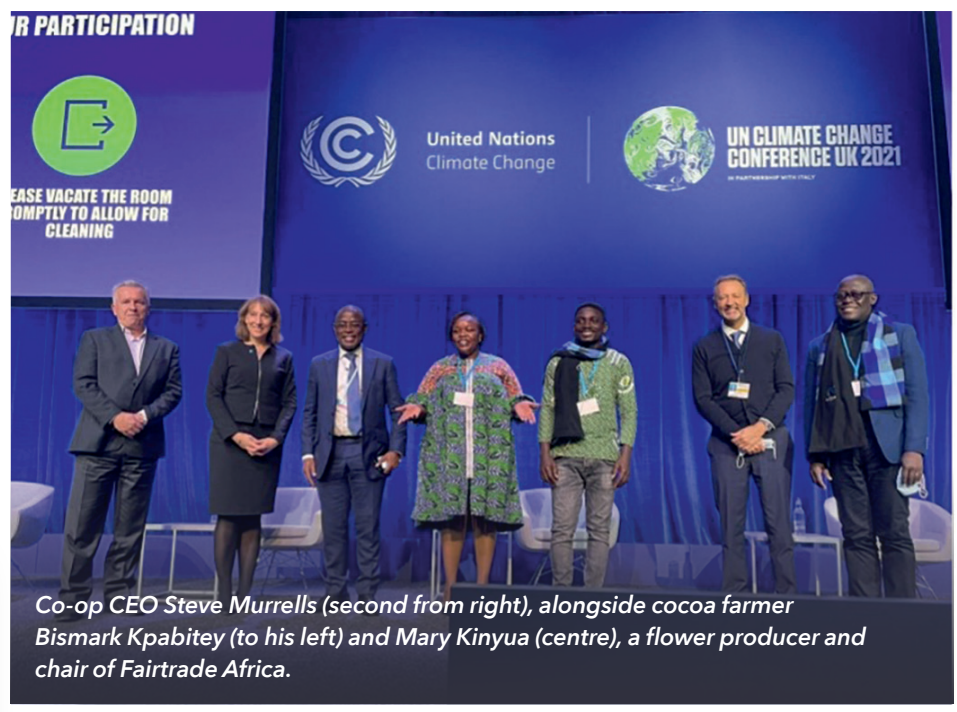
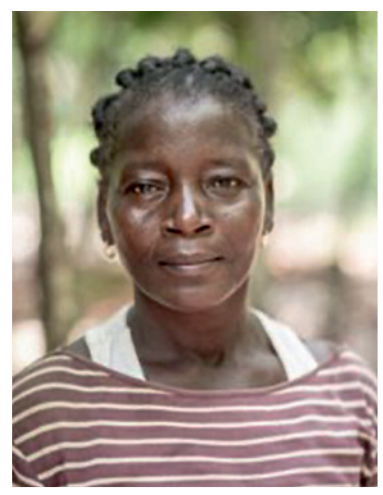
In 2017, we became the first UK retailer to source all our cocoa on Fairtrade terms – that means that every spoonful of cocoa we use, including as an ingredient, is benefiting Fairtrade cocoa farmers.

Whilst chocolate is one of the UK’s favourite foods, farmers growing cocoa face some serious challenges. For example, farmers are seeing changes in weather patterns and, if climate change continues at the current rate, 30% of cocoa land will be unfarmable by 2050.

75% of cocoa farmers live in extreme poverty and, according to a Fairtrade Foundation report released in 2019, the average West African cocoa farmer earns less than 74p a day, far from the £1.86 they need for a sustainable income. For women this is even worse: on average they are paid as little as 23p a day.

“ Before our co-op, we used to have private buyers, who were hiding, to come and buy, but who would not respect or enforce the price... When I am selling through CAVA co-op, the price is respected, and I really appreciate that.”

Therese N’Guessan, cocoa farmer, CAVA co-operative, Côte d’Ivoire



In November, the UN Climate Change Conference, COP26, brought global leaders together in Glasgow to address the climate crisis. As part of our climate justice campaign, we’re proud to have had Co-op CEO Steve Murrells speak to world leaders and businesses at COP26, alongside a Fairtrade cocoa farmer, Bismark Kpabitey, to provide an industry perspective on the vital role that Fairtrade plays in tackling poverty and climate change.

## Farming is not permitted on forested land

The ongoing destruction of forests impacts producers in two main ways. Firstly, deforestation contributes to the continued release of carbon dioxide into the atmosphere, leading to changing, and more severe, weather conditions. Increased instances of floods, droughts, storms and crop disease are already occurring, making life extremely difficult for communities in climate-vulnerable countries.

Secondly, in the long-run, deforestation damages the productivity of the land, and the communities who live on and are dependent on it. Evidence shows that deforested land reduces a community’s access to clean water, for example.

Tackling deforestation is therefore vital – not only to ensure the UK meets its climate commitments, but also to help the smallholder farmers and workers who produce many of the UK’s best-known foods continue to farm sustainably. This, in turn, contributes to long-term food security here in the UK.

Deforestation and poverty are intertwined issues that fuel each other, and you can’t address one without the other. Poverty can fuel deforestation when farmers are caught between letting their family go hungry or cutting down more trees to create room to grow more crops: it is not a fair choice.

In the UK most cocoa (around 70%) comes from Côte d’Ivoire and Ghana. As an example, in Côte d’Ivoire, there are extensive areas of land classified as protected forests. The government has now banned any sourcing of cocoa claimed to be sustainable from protected forests such as these. This means that in Fairtrade certification, members must have their farms outside of protected forest areas, and Fairtrade has strict measures in place to monitor this.



## Empowering women in Africa

As part of our commitment to Fairtrade cocoa, we are proud to have been investing in Fairtrade Africa’s **Women’s School of Leadership (WSOL)** in Côte d’Ivoire since 2017. Equality for women is part of the Fairtrade Standards. In Côte d’Ivoire, women represent 68% of the workforce involved in cocoa farming as owners or workers, yet despite their essential role, they are often invisible, disempowered and marginalised.

WSOL is a training, mentoring and coaching programme that focuses on building skills in leadership, business skills, decision-making, human rights and gender issues. Through the training, both women and men are empowered to take control of their lives, and increase their confidence to make decisions and act by themselves. They can take control and manage resources by being supported to actively participate and voluntarily assume leadership roles in their producer organisations and their communities.

“ I used to be very shy, [but now] I can confidently talk in front of an audience. I realised I have something hidden within myself and I now draw on that power. I used to be impatient, but now I master my mind and I manage my household with patience and understanding.”

Kouame Ehui Edith Laure (Edith), WSOL graduate, SCAEK co-operative. Copywrite Chris Terry.



# How we're supporting producers in Africa to adapt to the climate crisis

We’ve pledged to stand side-by-side with Fairtrade, as a leading investor and partner in Fairtrade Africa’s climate strategy.

Point 7 of our **Climate Plan** outlines how we will support producers in Co-op’s supply chain in adapting to climate change realities and becoming more climate resilient. In August last year, we announced our **new partnership with the Producer Network, Fairtrade Africa (FTA)** as a leading UK investor and partner in driving forward their climate strategy over the next three years, ensuring a farmer-centric approach to adapting and mitigating the very worst effects of climate change and channelling funding to areas of greatest need.

We’re proud to lead the way by investing almost £400k in FTA’s climate strategy, founding the Fairtrade Alliance for Climate Smart Supply Chains in Africa (FACSCA) which will be working with 12 at-risk producer organisations in tea, coffee and flower supply chains in sub-Saharan Africa to take meaningful action against climate change. This will ensure the security of their own livelihoods and environments, as well as protect the future of key commodities for the long-term benefit of us all. This partnership will support over 16,000 smallholder farmers and workers, as well as directly impacting over 67,000 beneficiaries.



“ My appreciation goes to Co-op UK and Fairtrade Africa for encouraging us and taking time to train and encourage young people to get into coffee farming, because we are getting a good income at the end of the year with which we are able to do other things, and it is improving our livelihoods.”

Nyawira Njiraini, coffee farmer, Mutira co-operative, Kenya

Mutira Farmers Co-operative Society, Kenya

## Pioneering smallholder farmer adaptation in coffee

For coffee farmers, the impact of the climate crisis is immediate and pressing. It not only impacts the environment they live and work in, but also their livelihoods, many of which their families are dependent on. Extreme weather patterns, such as prolonged drought and heavy rainfall, are becoming more frequent in coffee growing regions, leading to an increase in bugs and diseases, and resulting in decreased returns. Coffee farmers are forced to migrate to higher altitudes for better climates, leading to deforestation and subsequently exacerbating the climate crisis.

As a devastating consequence of climate change, it is expected that without strong action to reduce emissions, as much as 50% of the total area of land used for coffee growing may no longer be suitable by 2050. Certain varieties of coffee could also become extinct by 2080, making coffee crops less rich in flavour and more vulnerable to disease.

Alone, coffee farmers have little capacity to adapt to rising temperatures. In addition to this, coffee farming populations are ageing, as increasingly fewer young people are taking up coffee farming. Through partnerships with Fairtrade, coffee farmers are able to increase their resilience, are better equipped to protect the environment in which coffee is grown and can advocate for climate justice on the world stage.

Co-op has been supporting Fairtrade Africa’s East Africa Youth Programme, aiming to increase the involvement of young people in the coffee value chain.

The first year of FACSCA prioritises coffee supply chains, using the learnings from Fairtrade Africa’s East Africa Youth Programme and will include key interventions such as:

- Training on Good Agricultural Practices (GAPs) and quality control
- Climate change awareness and sensitisation training for farmers and workers
- Establishing seedling nursery sites for environmentally friendly tree seedlings
- Promoting Green House Gas (GHG) reduction practices, e.g. clean cooking stoves

The project intends to improve farmers’ resilience to climate change, strengthening their capacity to take action to tackle climate change effectively and increasing opportunities for farmers and workers to diversify and engage in alternative income-generating activities.



# Choosing Fairtrade and the world you want

Fairtrade is more than a certification; it is a movement for trade and climate justice. You can help us to make a difference for people and the planet. Here's how:

## Campaigning

- 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.
- Share Fairtrade stories and spread the word on social media. You can use the following hashtags to do this: #FairtradeFortnight, #ChooseFairtrade, #ItsWhatWeDo and #BeingCoop.
- Check out the Fairtrade Foundation's campaigning groups and opportunities to get involved.

If you haven't already, you can order a Fairtrade asset pack on our website, including posters and banners to help you celebrate Fairtrade safely in your community.

## Products

- Swap your favourite treat to Fairtrade. Next time you're buying a chocolate bar, choose one that's certified Fairtrade by looking out for the FAIRTRADE mark. They're delicious and ethical!
- Try a Fairtrade tipple. Why not try our award-winning Fairtrade Malbec, or our delightful Fairtrade South African White?
- Never compromise on a Fairtrade banana. When you're buying a banana, make sure you choose Fairtrade. Every banana bought at Co-op helps to change lives.
- Stock your home with Fairtrade tea, coffee and sugar.
- Next time you need a perfect gift, give back to producers with Fairtrade flowers.
- When buying non-food goods, look for fairly traded products. You can visit us at [coop.co.uk/our-suppliers/fairtrade/fairtrade-businesses](https://coop.co.uk/our-suppliers/fairtrade/fairtrade-businesses) to find out about other places to buy Fairtrade-certified products, such as Traidcraft and Oxfam.

## You can also find out more at the websites below

[coop.co.uk/our-suppliers/fairtrade](https://coop.co.uk/our-suppliers/fairtrade)

[coop.co.uk/our-suppliers/fairtrade/campaigning-tools](https://coop.co.uk/our-suppliers/fairtrade/campaigning-tools)

[coop.co.uk/our-suppliers/fairtrade/fairtrade-businesses](https://coop.co.uk/our-suppliers/fairtrade/fairtrade-businesses)

[coop.co.uk/environment/sustainability](https://coop.co.uk/environment/sustainability)

[fairtrade.org.uk](https://fairtrade.org.uk)

[schools.fairtrade.org.uk/resources/](https://schools.fairtrade.org.uk/resources/)

[fairtradetowns.org/](https://fairtradetowns.org/)



## Thank you for supporting Fairtrade

Thank you for choosing to support Fairtrade and Fairtrade Fortnight. Your support goes a long way in changing lives for producers around the world.

To finish, hear from Grace Otieno, a Fairtrade flower producer from Flamingo Horticulture co-op in Kenya:

“ I would ask anyone who can to choose Fairtrade, because it can change and save lives. If you are buying flowers you should choose those that are Fairtrade-certified. A flower is meant to show love, and when you're showing love to your friends, wives and husbands and you buy from Fairtrade, you are also showing love back to the producers who harvest the flowers for them. It is all-round love-showing because it touches a life and it improves the lives of many. ”



When celebrating Fairtrade Fortnight 2022, please share it with us on social media so that we can spread the word far and wide, using the hashtags (right) and tagging @CoopUK and @fairtradeuk.

## Get in touch

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

@Coopuk @Coopuk

Let us know what you're doing using the hashtags #ChooseFairtrade #ItsWhatWeDo #FairtradeFortnight and #BeingCoop

You can also download more resources at [co-op.co.uk/fairtrade](https://co-op.co.uk/fairtrade)