

# CHURCH ACTION GUIDE

Fairtrade Fortnight is about getting more people talking about and buying Fairtrade and we want you and your church to be involved. For Fairtrade Fortnight this year (22 February – 7 March) we want everyone in the UK swapping for Fairtrade. Your usual bananas for Fairtrade bananas, your usual cotton socks for Fairtrade cotton socks, and most of all your usual cuppa for a Fairtrade cuppa. Each and every swap proves that the people of the UK want producers in the developing world to get a fairer deal.

We've seen some big Fairtrade swaps – from the Houses of Parliament swapping to Fairtrade tea and coffee in 1997 to Cadbury swapping its Dairy Milk to Fairtrade in 2009. Everyone in the Fairtrade movement can be proud of all we have achieved but there is still so far to go if we are going to tip the balance in favour of disadvantaged farmers and workers.

Millions of farmers across the world struggle to feed their families and yet they supply us with everyday items which we enjoy. I have just been in India where tea workers told me how workers face an uncertain future, always fearing that the tea estate may close, leaving them without any livelihood. In this insecure environment, Fairtrade has given them what one worker called 'sustainability of life' – security for the future, funds to invest in education, health and economic development and has 'opened the vista for a sense of belonging and self-development.' But for their dreams to become a reality, we need to ensure that more people buy Fairtrade more often. So in Fairtrade Fortnight 2010, let's get swapping, really build on the progress we have made and make a difference for more farmers and workers than ever.

Harriet Lamb, Executive Director, Fairtrade Foundation



**FAIRTRADE  
FORTNIGHT  
2010**  
THE BIG SWAP



**22 FEBRUARY - 7 MARCH**

# FOR TEA PRODUCERS IN INDIA

At fifteen, most of us begin to dream up the ambitions that shape the rest of our lives. Monish, Jagadish, Harish, Jenifer, Chadini and Keesthana are six fifteen year olds whose parents work on the Chamraj tea estate in India. They spoke to us about how the Fairtrade premium has set them up to succeed.

Jenifer's school acquired a computer lab, funded by the Fairtrade premium. It has fired up hope in her of becoming a software engineer. At first there were 12 computers but the company that owns the estate, United Nilgiri, was so impressed with the results the new computer lab produced in the school-children, they paid for 28 more computers for the lab themselves. Jenifer explains: 'Our standard of education has improved. The computer training has really improved our chances of going to college and getting a good job. Only a few schools in this area (the Nilgiris) have these facilities so we are very lucky.' The joint body at Chamraj, that oversees the investment of the Fairtrade premium, has put funds into health, as well as education. All six friends have used the estate hospital at some point in their lives, and have had free vaccines funded by the premium. The premium has also been used to fund school buses for children who live further away. Keesthana says 'The school buses mean that students get to school and home again on time and don't have to hang around for government buses. It's also very safe as it's dangerous walking on the roads, especially for the younger ones.' Being fifteen is challenging and some find it more difficult than others. But when the six friends were asked how confident they were of achieving their employment ambitions they chorused 'Very confident!'



# FAIRTRADE CHURCHES

Nearly 6,000 churches in the UK have met the goals to become a Fairtrade Church. On becoming a Fairtrade Church you receive a certificate to display to tell people you have made a commitment to Fairtrade.

The three goals a church must fulfill are:

- Use Fairtrade tea and coffee after services and in all meetings for which they have responsibility
- Move forward on using other Fairtrade products such as sugar, biscuits and fruit
- Promote Fairtrade during Fairtrade Fortnight – and through other activities whenever possible.



## Fairtrade denominational areas

Denominational areas like dioceses are getting together to give their campaigns a louder voice and a bigger impact. Take your campaign to the next level by joining a Fairtrade denominational area. It could be a diocese, district, circuit, or other area.

For these campaigns, you'll need to meet the following goals:

- To support and promote Fairtrade, further encourage the use and sale of Fairtrade products and to serve only Fairtrade coffee and tea at meetings it is responsible for.
- Ensure that at least half of the churches or places of worship in your denominational area have become a Fairtrade Church.
- Encourage other local churches, parishes, circuits to adopt a Fairtrade policy. As far as possible, display literature advertising the fact that Fairtrade products are used and served there.
- Attract further media coverage and continue raising awareness of the FAIRTRADE Mark. If possible, make reference to denominational area's Fairtrade status on the relevant website.
- Set up a Fairtrade steering group to take responsibility for ensuring goals continue to be met and developed over time.



# WHAT ROLE DOES FAIRNESS PLAY IN SUSTAINABLE CONSUMPTION?

As shoppers, we are faced with dilemmas about carbon footprints and food miles. So how does Fairtrade fit into an urgent need for sustainable consumption?



Is there a moral conflict between the choice to buy Fairtrade products and the need to tackle climate change? Both buying Fairtrade and taking action against climate change lead towards the good of the human community in harmony with its environment. They are both a rejection of the system that encourages economic growth and excessive consumption as the only road to happiness.

To live a good life we take the principles of justice and apply them in real situations, where there may be downsides even to just choices. In this case, the most ethical decision is to act for the immediate good of the poorest first – by buying Fairtrade products. Secondly, it means building sustainable livelihoods into Fairtrade projects. Thirdly, we could reduce our carbon footprint in ways that have less impact on the flourishing of the poorest people.

Linda Jones, Spirituality Team Leader, CAFOD

God is a God of love but he is also a God of justice. Trade justice is not a kind of naive idealism but a response to the urgent need to make global trade fair for the world's poor.

Revd Nicky Gumbel Vicar,  
Holy Trinity Brompton, Pioneer of the Alpha Course



Fair trade has traditionally focused on the need to promote justice in the world of trade, enabling poor producers to benefit from their labour. However, fair trade approaches are increasingly promoting more sustainable forms of production. The additional money gained from fair trade, along with the capacity building and knowledge transfer that comes from trading relationships, helps farmers take better care of the environment and improve productivity – vital at a time of growing food insecurity. In future, fair trade will provide a crucial lifeline in helping producers adapt to the challenges of climate change.

Sustainable consumption rightly suggests that we in the rich world should consume less. What we buy and use should be procured in ways that are fair, ethical and green, so that we can mirror sustainable consumption patterns with sustainable approaches to production.

**Paul Chandler, Chief Executive, Traidcraft**



Climate change is not just an international debate on ecological or environmental matters. For farmers in developing countries, especially small, ecologically and economically fragile island-states, it is already a harsh reality, another formidable challenge to be faced. It is no longer a question of 'possible effects' on the environment, but rather to what degree are the effects being felt, and how are they affecting the livelihood of farmers and rural communities. Changing weather patterns for instance, in the Eastern Caribbean are already affecting crop cycles. Fairtrade is already helping farmers, not only by providing more rewarding returns for their produce, but also by helping them to develop a greater environmental awareness. They are therefore in a better position to appreciate the effects of climate change and to adopt measures to try and cope with them.

**Renwick Rose, banana producer and co-ordinator of Windward Islands Farmers Association**

In the Pentateuch and the prophets there are insistent demands that we do justice by our neighbour, especially in matters of trade. For Paul, Jesus was 'the justice of God', the one who demanded we serve God with our whole heart, and not mammon. Traditionally justice meant honesty in trade, and more radically giving priority to the poor. Today we realise more clearly than before that it involves our care for the planet, which in turn affects both future generations and the poor. Though all forms of trade have a carbon footprint, fair trade, unlike many other forms, helps the small farmers who still feed one third of the world's population to farm sustainably and to adapt to climate change. It represents the mutual support which Paul called for from his wealthy Corinthians, and is a small, modest, but indispensable first step towards realising the justice demanded of us by both Scripture and Christian tradition.

**Professor Tim Gorringe, Department of Theology, University of Exeter**



# FOR OLIVE FARMERS IN PALESTINE

In Palestine, olive and olive oil production is a vital source of income for many farmers. Olive farmer Mahmoud Issa, a member of the Anin Co-operative, is ecstatic about his co-op becoming Fairtrade certified in 2009.

Mahmoud's home village of Anin is surrounded on three sides by a wire fence and has just a single road entering it, as it borders an illegal Israeli settlement area. Because some farmers have olive groves which lie on the other side of the fence they have to cross an Israeli army checkpoint to tend their crop, but this is only open for a few hours in the morning and early evening. Earning extra income when harvesting is also harder as the nearby larger village which farmers previously relied on for work now lies within the settlement area too, and getting a permit can take as long as three or four years.

Faced with increasing financial hardship, farmers are forced to look for work elsewhere, which means leaving their land and crops for long periods of time. This can have a deteriorating impact on the quality of their olives. Mahmoud says 'All I want is a fair price for my olives so I can continue to farm and support my family.'

Among the first things the farmers say they would like to buy with their Fairtrade premium are more mobile storage containers. The quicker the olives are pressed after harvesting and transferred to the stainless steel containers, the better the quality of the oil. Mahmoud says the benefits of Fairtrade certification to small farmers like him will be significant. 'In the past, we were often forced to sell our products at a loss due to the economic situation, but we are hoping that Fairtrade will help re-establish small farmers' faith in the sustainability of the agricultural sector in Palestine.'

Fairtrade olive oil is available from Zaytoun, Equal Exchange, Traidcraft and Essential Trading amongst others. Look out for the oil on supermarket shelves too.

[www.zaytoun.org](http://www.zaytoun.org)  
[www.equalexchange.co.uk](http://www.equalexchange.co.uk)



# WHAT CAN YOUR CHURCH DO FOR FAIRTRADE?

**Fairtrade Fortnight (22 February – 7 March 2010)**

- Download the Swap It Action Guide for loads of ideas on what to do in Fairtrade Fortnight [www.thebigswap.org.uk](http://www.thebigswap.org.uk)
- Send a postcard to five big tea companies asking them to swap their tea for Fairtrade tea. Order postcards from Traidcraft [www.makeitfair.org.uk](http://www.makeitfair.org.uk)
- Swap your coffee or tea morning for a Fairtrade Mad Tea Hatter's Party or even a Tea Dance. You can also find resources at [www.traidcraft.co.uk/bigbrew](http://www.traidcraft.co.uk/bigbrew)
- Organise a cooking or baking competition using Fairtrade products. Download a guide to help you from [www.fairtrade.org.uk/eventguides](http://www.fairtrade.org.uk/eventguides)

## Throughout the year

- Order Swap Your Shop cards and let your local store managers know you want to see more Fairtrade products available. The cards are free from [www.fairtrade.org.uk/eshop](http://www.fairtrade.org.uk/eshop)
- Encourage your priest or minister to wear a Fairtrade cotton clergy shirt. These are available from [www.fairtradeclergyshirts.co.uk](http://www.fairtradeclergyshirts.co.uk) or [www.reliantshirts.com](http://www.reliantshirts.com)
- Tell your wider community about Fairtrade by running workshops about Fairtrade with local schoolchildren or invite them to take part in a Harvest, Christmas or Easter Service with a Fairtrade theme.



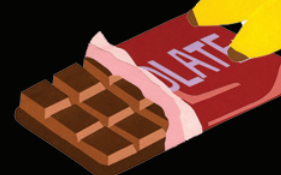
Order everything to make your event go with a swing, including Fairtrade cotton tea towels!  
[www.fairtrade.org.uk/eshop](http://www.fairtrade.org.uk/eshop)



# SUPPORTED BY



commitment for life



Fairtrade Foundation, 3rd Floor, Ibox House,  
42-47 Minories, London, EC3N 1DY  
Tel: 020 7405 5942 Fax: 020 7405 5943



The Fairtrade Foundation Registered Charity Number: 1043886.  
VAT Reg No: 672 5453 23. Company Reg. in England & Wales No. 2733136

Picture credits: Peterborough Diocese, Jacinta Evans, Fairtrade Foundation, Brian Harris,  
Leona Patterson/Iennscape, Eduardo Martino, Julia Powell, Simon Rawles, St Aldhelm's Church,  
St Michael's Church, Zaytoun

Product code: CAG3

