

# ACTION GUIDE

2016



WAKE UP TO THE BIG FAIRTRADE BREAKFAST!

29 February – 13 March

**BEFORE YOU FINISH  
EATING BREAKFAST  
IN THE MORNING,  
YOU'VE DEPENDED  
ON MORE THAN  
HALF THE WORLD**



Teresa Kurgat, tea farmer, Sireet OEP co-operative, Kenya

Martin Luther King Jr, A Christmas sermon on peace, 1967

MAYBE THIS MORNING YOU ENJOYED...



Fifty years on from Martin Luther King's famous speech, our lives are more closely entwined than ever.

That's why it's a scandal that the people who grow the food we take for granted can't always feed their own families.

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WE NEED YOUR HELP

SIT DOWN FOR BREAKFAST STAND UP FOR FARMERS

Millions of farmers and workers in developing countries who work hard every day to grow the food we eat still don't earn enough to know where their next meal is coming from. In other words, they do not have food security.

But we can all do something to tackle this injustice and support **farmers and workers to put food on their families' tables, by harnessing the power of a Fairtrade breakfast.**

When people are paid a fair price, they can have more control over their lives when times are hard, and worry less about how they will feed their families. Whether it's the extra cash in their pockets or being able to expand their farms to grow more food to eat, Fairtrade means many farmers and workers are able to fulfil a basic human need – to put enough food on the table for the people they care about, all year round.

**Get behind Fairtrade Fortnight and join in the...**

# BIG FAIRTRADE BREAKFAST!



## MEXICO, GUATEMALA

## AND NICARAGUA

### COFFEE

Research in 2013 found that the majority of coffee farmers interviewed across Mexico, Guatemala and Nicaragua consider that they have no guarantee of food security for 3-4 months out of the year.<sup>1</sup>



## CÔTE D'IVOIRE

### COCOA

In Côte D'Ivoire, food insecurity rises significantly between June and September for smallholder cocoa farmers. One study found those unable to buy enough food for their family increased to **66%** in August and peaked at **70%** in September.<sup>2</sup>

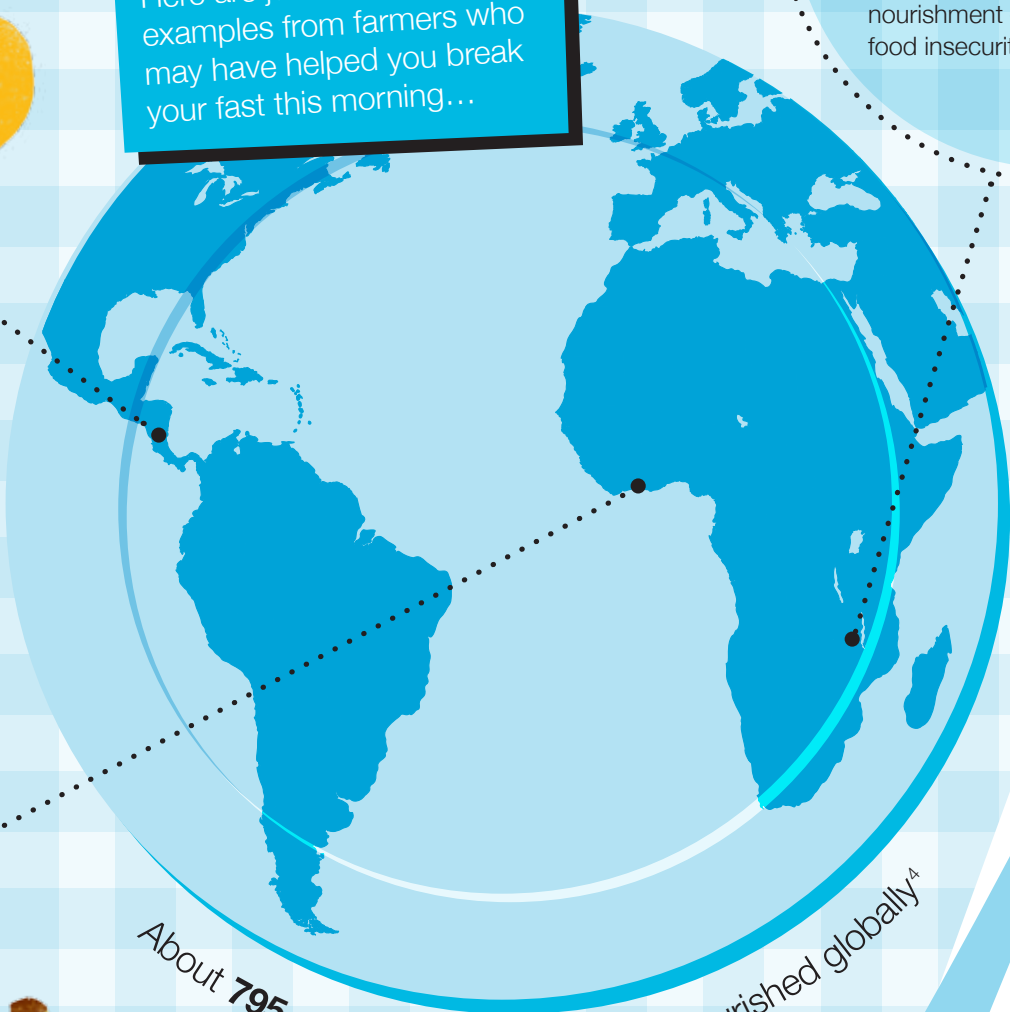


# FARMERS WITHOUT FOOD SECURITY

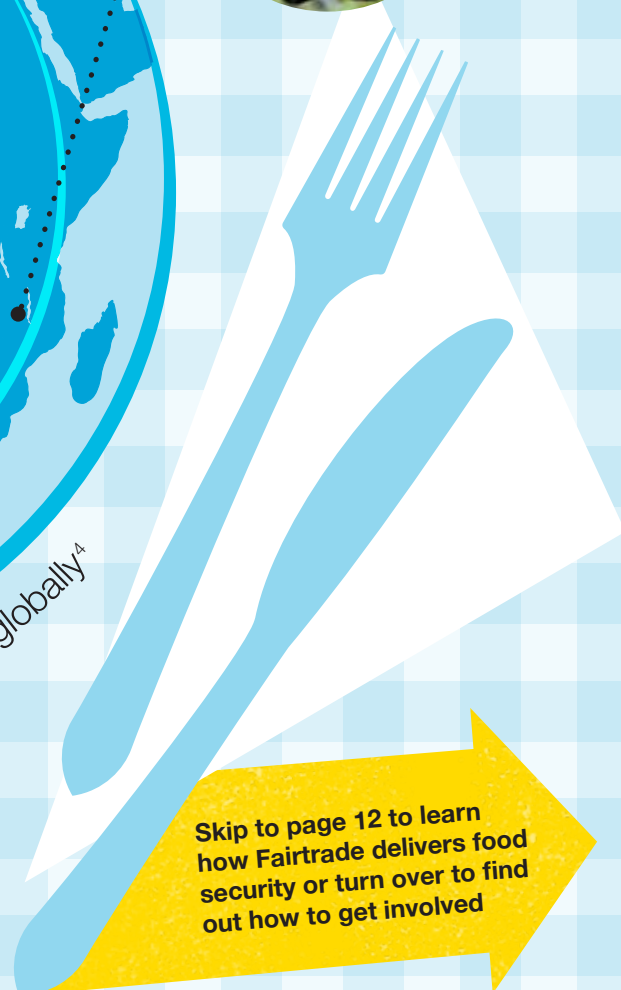
Here are just a few examples from farmers who may have helped you break your fast this morning...

## MALAWI TEA

In tea growing regions of Malawi, stunting rates are extremely high at about **50%**. Stunting rates (where children are too short for their age as a result of poor diet and poor health circumstances) are a sign of under nourishment – a common result of food insecurity.<sup>3</sup>



About **795 million** people are undernourished globally<sup>4</sup>



Skip to page 12 to learn how Fairtrade delivers food security or turn over to find out how to get involved

<sup>1</sup> Caswell, et al. (2014) Revisiting the 'thin months' – A follow-up study on the livelihoods of Mesoamerican coffee farmers CIAT Policy Brief No.19

<sup>2</sup> International Finance Corporation (2013) Inclusive Business insights and analytics: Using market insights to improve local supply chains: The case of cocoa smallholders in Côte D'Ivoire #Case 3

<sup>3</sup> Stunting rates of 25% or more are considered an indicator for systemic, widespread malnutrition. Misereor, IUF and FIAN (2014) Harvesting Hunger: Plantation Workers and the Right to Food

<sup>4</sup> FAO (2015)

# YOUR FAIRTRADE FORTNIGHT

# CHALLENGE IS...

**TO INSPIRE A MULTITUDE OF FAIRTRADE BREAKFASTS IN YOUR COMMUNITY – AND WAKE OTHERS UP TO THE CHALLENGES FACING FARMERS AND WORKERS.**

This will not only mean more Fairtrade sales for producers, but also spread understanding that we can support hard-working farmers and workers to put food on their table – **by choosing Fairtrade all year round.**

We'll be adding up all of the Fairtrade breakfasts eaten across the UK to show the government, businesses and consumers how strongly the UK believes that no farmer or worker should go hungry. The more breakfasts we eat, the stronger our voice, and with the support of communities and individuals up and down the UK **we think it'll be the biggest breakfast the world has ever seen!**



**WILL YOU HELP US GET AS MANY PEOPLE AS POSSIBLE TO EAT A FAIRTRADE BREAKFAST IN YOUR COMMUNITY DURING FAIRTRADE FORTNIGHT?**

# BRING THE

# BIG FAIRTRADE BREAKFAST!

## TO YOUR COMMUNITY

There are three simple steps to get involved – organise, inspire and register! There's nothing to stop you doing them all or adding your own ideas:

# 1

## ORGANISE

your own Big Fairtrade Breakfast – check out the tips in this guide.



# 2

## INSPIRE

others to host a breakfast (for example, in a school, workplace, town hall or individuals at home) – send people to [fairtrade.org.uk/breakfast](https://www.fairtrade.org.uk/breakfast) to find everything they need.



# 3

## REGISTER

During and after Fairtrade Fortnight be sure to make your breakfasts count and register them on the Big Fairtrade Breakfast totaliser at [fairtrade.org.uk/breakfast](https://www.fairtrade.org.uk/breakfast)



## SIT DOWN FOR BREAKFAST

## STAND UP FOR FARMERS



## WHAT COUNTS AS A FAIRTRADE BREAKFAST?

Each person that eats one Fairtrade foodstuff and drinks one Fairtrade beverage qualifies as part of the Big Fairtrade Breakfast. It could be at any time of the day (the chocolate cake in the picture opposite was eaten at a fun afternoon breakfast!).

Here are some more examples – sitting down to a bowl of Fairtrade muesli with a cup of Fairtrade tea at home, a coffee break with Fairtrade chocolate muffins at work, attending a Big Fairtrade Breakfast, or grabbing a Fairtrade banana and Fairtrade orange juice from a market stall. They all count – as long as they are registered at [fairtrade.org.uk/breakfast](https://www.fairtrade.org.uk/breakfast)

# 1 ORGANISE YOUR OWN BIG FAIRTRADE BREAKFAST

Holding a big breakfast event will bring your community together to get behind Fairtrade Fortnight – and is the best opportunity to pass on the message that Fairtrade means supporting farmers and workers to put food on their table, all year round. It can also be a lot of fun for everyone involved!

## 1. INVITE THE RIGHT PEOPLE

Think about who you're targeting with your breakfast first. The bigger the better, but it's also a good idea to invite key local figures such as business owners and staff, store managers, local celebrities, MPs and mayors.



## 2. CHOOSE A VENUE

From church halls to town squares and local landmarks, there's no shortage of locations for a Big Fairtrade Breakfast. Choose the one that works best for you and the audience you'd like to attract. It might be a central point with a kitchen, or it could be a landmark where you live to give your breakfast a local flavour and excitement, plus the backdrop for a winning photo opportunity.



## 3. SERVE UP A FAIRTRADE BREAKFAST

Offering a breakfast is sure to attract people to your event. Check out recipes and products available from Fairtrade-friendly businesses at [fairtrade.org.uk/fornight](http://fairtrade.org.uk/fornight). Include at least one Fairtrade drink and one Fairtrade food item to qualify as a Fairtrade breakfast – beyond that, it's up to you!



## 4. RAISE MONEY FOR FAIRTRADE

Raising money at your event can cover the cost of organising it, but can also enable more farmers and workers to get a fairer deal. The Fairtrade Foundation needs donations from the public to bring more farmers and workers into the Fairtrade system and overcome the problems they face. See page 10 for more information about how donations are used, and the difference your fundraising could make.



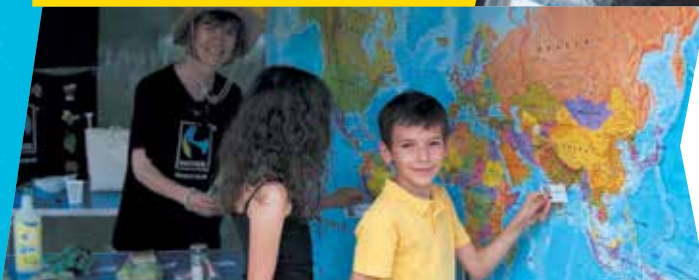
## 5. RESOURCES

We've got a variety of resources to make your breakfast a success. Order your event pack, posters and other resources from [shop.fairtrade.org.uk](http://shop.fairtrade.org.uk) and download digital assets from [fairtrade.org.uk/fornight](http://fairtrade.org.uk/fornight) to help with promotion.



## 6. HELP US PROMOTE YOUR EVENTS

Be sure to add details of your breakfast, and any other Fairtrade Fortnight events, to the new and improved event map at [fairtrade.org.uk/events](http://fairtrade.org.uk/events). We'd love to know what's going on, but more importantly, lots of potential attendees can find out what you're up to so that they can help reach new supporters near you.



## 2 INSPIRE OTHERS TO HOST THEIR OWN

Use the power of your networks to help us make it the world's biggest breakfast.

You can get many more Fairtrade breakfasts consumed in your community by encouraging workplaces, schools, places of worship, local authorities and individuals at home to hold their own.

Send people to [fairtrade.org.uk/breakfast](http://fairtrade.org.uk/breakfast) to find out more about Fairtrade and food security, and how to register their breakfast.

We've got handy action cards that you can order and give out to spread the word – take a look at page 16.

## 3 REGISTER AND MAKE IT COUNT

We'll be totting up the total number of Fairtrade breakfasts eaten across the UK during Fairtrade Fortnight, adding them to our map so we can show just how big the Big Fairtrade Breakfast is – and where in the UK the quirkiest, biggest, tallest, longest (and so on) Fairtrade breakfasts are being eaten.

Make sure your area is represented by letting us know how many people joined your breakfast at [fairtrade.org.uk/breakfast](http://fairtrade.org.uk/breakfast) after the event, or fill out the feedback form in the Big Fairtrade Breakfast pack. We'll be collecting pictures and stories to add to our online breakfast totaliser – so please do send us yours.



## WHEREVER YOU ARE, MAKE IT COUNT

**Holding stalls or piggybacking on other events? You can still take part in the Big Fairtrade Breakfast!**

- Source some breakfast items for people to try – for example, everyone who eats a banana and takes a Fairtrade drink can be counted.
- Give out Big Fairtrade Breakfast action cards to encourage individuals to register their own breakfasts.
- Speak to people about Fairtrade and food security. Use the resources available and the information in this pack to tell the story of how Fairtrade supports farmers and workers to feed their families.



# TOP TIPS

## TO MAKE YOUR BREAKFAST SHINE

Add some fun to your breakfast recipe. It'll get more people involved, get your message out and give you some great photos to make an impression online and in the press. Plus, we'll be collecting and shouting about all of the creative and fun breakfast events taking place during Fairtrade Fortnight.



### DRESS UP AND SIT DOWN

Invite your breakfast guests to come in fancy dress – it's a great photo opportunity and attracts attention. Who doesn't want to have breakfast in a banana suit? You could ask people at work or school to wear their onesies, dressing gowns and PJs. If they want to get sponsored to wear fancy dress for the day, they could also raise money for Fairtrade.



### PUTTING THE FUN IN FUNDRAISING

Holding a raffle for tasty Fairtrade breakfast products is a great way to get your guests involved. You could also raise money by running other activities or selling Fairtrade tea, coffee and other products at your event. On page 10 you'll find information about the difference your fundraising will make.



### MAKE IT A RECORD-BREAKER

There are lots of breakfast-related world records just waiting to be beaten! It could be the tallest stack of pancakes (just add Fairtrade toppings), an all-night breakfast-athon for the longest-lasting shared breakfast, the most people eating a cereal breakfast together, or the biggest number of nationalities eating a continental breakfast in union...

Everyone loves being part of a world record, so let your imagination run free, do a little research online, consider making it an official Guinness World Record and have fun spreading the word about Fairtrade!

### COMPETITIVE BREAKFAST?

How about a baking competition to create the breakfast with the most Fairtrade ingredients (perfect for a bring-and-share breakfast)? Or try an outreach challenge to schools or workplaces to see who can get the most Fairtrade breakfasts registered by their pupils or staff.

### CHOOSE AN UNUSUAL LOCATION

Is there an iconic or unusual location where you could host a breakfast near you? It might be the top of a tower or in a well-known sporting location such as a football stadium. It adds a quirky element to attract more people, as well as providing a creative photo opportunity for the press.

### GO FAIRTRADE AND GO LOCAL

There's great potential for making your breakfast count for local producers too – think milk, bread, jam, eggs. Making it a Fairtrade and local breakfast can demonstrate the shared challenge faced by farmers in the UK and overseas in getting a fair price for their produce, and farming sustainably. This isn't just interesting, but can really help reach out to new audiences, and build lasting partnerships with other interested local groups or individuals.





## MAKE THE MOST OF THE MEDIA

Online, print and broadcast media (or websites, newspapers and radio) can offer the chance to reach a really large audience. For the local press (visit [fairtrade.org.uk/fortnight](http://fairtrade.org.uk/fortnight) for template press releases that you can adapt and use), try adding a line challenging residents of your town to outdo those of your closest neighbours in the Big Fairtrade Breakfast challenge (a bit of friendly competition can go a long way!). And don't forget to invite them to attend any breakfast events taking place.

Approaching local and regional radio stations can be a great way of getting the word out – especially breakfast shows. Some presenters welcome guests into the studio during the show. We're sure many wouldn't be able to resist mentioning your message on their show if it's delivered with some delicious homemade Fairtrade breakfast muffins, for example!



## AND FINALLY...

Don't forget to check out the **Fairtrade Campaign Awards** (page 10) before you start organising – if you incorporate any of these ideas you'll be in with a chance of making your Fairtrade Fortnight an award-winning one!



## RECIPE FOR SUCCESS: BANANA AND CHOCOLATE MUFFINS

**Preparation time:** 20 minutes

**Cooking time:** 20-25 minutes

*Makes 12 large muffins*

### Ingredients

300g plain flour

1tbsp baking powder

125g Fairtrade Demerara sugar

225ml milk

2 large free range eggs

125g butter, melted

2 Fairtrade bananas, mashed

100g Fairtrade chocolate, chopped into small pieces

### Method

Preheat the oven to 200C/400F/Gas 6. Place 12 muffin cases in a 12-hole muffin tin. Sieve the flour into your mixing bowl. Add the baking powder and stir. Add in the Demerara sugar, stir to combine, and set the bowl aside. Pour the milk into a separate bowl or jug. Crack in the eggs and beat the mixture. Stir in the melted butter. Add the bananas and chocolate and stir to combine. Add the wet mixture to the dry mixture and stir well. Spoon the batter into the muffin cases, dividing it equally. Place in the oven and bake for 20-25 minutes until well risen and golden. Enjoy. We did!

*Beth and Gail Richards from Bristol*

The Fairtrade Everyday Cookbook, Dorling Kindersley, 2008





# THE **BIG** FAIRTRADE BREAKFAST AWARDS

The theme for the annual Fairtrade Campaign Awards will be breakfast, with prizes up for grabs:



## THE BIG FAIRTRADE BREAKFAST CHAMPION

For the all-round most impressive Fairtrade Fortnight campaign, this category is chosen by the judges from all award entries.



## THE BEST LOCAL FAIRTRADE BREAKFAST

For the Big Fairtrade Breakfast which combines a local sense of identity with the breakfast while still communicating the primary message: that Fairtrade supports farmers and workers to feel secure feeding the people they care about.



## THE BIGGEST FAIRTRADE BREAKFAST

For the biggest and best single breakfast event – judged by the number and spread of people reached with the Fairtrade message through a Big Fairtrade Breakfast event.



## THE MOST CREATIVE FAIRTRADE BREAKFAST

For the breakfast with the most original and innovative idea to get more people taking part and understanding about Fairtrade.

**Cash prizes to reinvest in your campaign will be awarded to the winners in each category. Visit [fairtrade.org.uk/awards](http://fairtrade.org.uk/awards) for more details.**



# FUNDRAISE FOR THE FAIRTRADE FOUNDATION, AND YOUR EVENT COULD HAVE AN **EVEN GREATER** **IMPACT** FOR FARMERS AND WORKERS.

Fairtrade can make a huge difference to farmers and workers' lives. Buying Fairtrade products means farmers receive a fairer price for their work and a little extra to invest in their community or business. And it's more important than ever that we continue to wake people up to Fairtrade in communities around the UK, so more and more people choose Fairtrade products when they shop.



But there's a lot more that Fairtrade can do. There are currently over 1.5 million farmers and workers in the Fairtrade system. We are not only working to deepen the benefits for these existing Fairtrade producers, but also trying to reach many more of those who rely on farming to make a living are struggling against unfair trading practices. We must make Fairtrade work harder and for more producers, and we are doing exactly that.

Over the coming years, we'll be doing more work with them to get a fairer deal and overcome some of the problems they face. But we need donations from the public to help make this work possible.

**If you're able to raise money at your event, your donation to the Fairtrade Foundation will help pay for:**



**Assistance to farmers and workers to join Fairtrade**



*better prices, working conditions and the Fairtrade Premium*



**Training to increase yield and quality of crops**



*more money to spend on basics like food and education*



**Climate change adaptation programmes**



*farmers can continue to produce the crops they rely on*



**Supporting women farmers to take more equal roles**



*the chance to earn an independent income*

## HOW DONATIONS HAVE SUPPORTED COFFEE FARMERS TO TACKLE THE LEAF RUST CRISIS IN LATIN AMERICA

Known locally as *la roya*, *Hemileia vastatrix* is a fungus that affects coffee bushes and can prevent the growth of berries or even kill trees. As climate change kicks in and temperatures rise, *la roya* thrives. In Latin America, roughly 81 percent of coffee farmers have been affected, and for farmers who rely on selling coffee for a living, this can have a devastating effect on their income.

These are challenging times, but Fairtrade is making a difference. A project funded in part by donations to the Fairtrade Foundation helped train coffee farmers in El Salvador on how to deal with *la roya*. The training taught farmers how to save some trees, diagnose the disease early, and how to isolate affected trees to reduce its spread. Shared action is crucial to halt the spread of this devastating fungus when it strikes. Those who received this training shared their new knowledge with fellow farmers, meaning that their co-operatives are now much better equipped to deal with further outbreaks of *la roya*.

**This is just one of the projects that donations to the Fairtrade Foundation have helped make possible. If you're able to fundraise at your event, you can help to pay for more of this vital work. To find out more, visit [fairtrade.org.uk/fundraise](https://www.fairtrade.org.uk/fundraise)**

# UNDERSTANDING FOOD SECURITY

**FOOD SECURITY EXISTS WHEN ALL PEOPLE, AT ALL TIMES, HAVE PHYSICAL AND ECONOMIC ACCESS TO SUFFICIENT, SAFE AND NUTRITIOUS FOOD THAT MEETS THEIR DIETARY NEEDS AND FOOD PREFERENCES FOR AN ACTIVE AND HEALTHY LIFE.**

World Food Summit, 1996



For farmers and workers, being food secure is knowing they can get nutritious food for all their family to be healthy, all year round. It means they have access to the food they need, when they need it.

A key reason for food insecurity in developing countries is financial insecurity – in other words, when people do not even get paid enough to be able to cover all their household expenses. If there's more money going out of the household than coming in, this can lead to some difficult decisions. Parents may skip meals to save money to be able to send their children to school. When the unexpected happens, such as illness in the family or an accident, this might mean a medical bill has to be paid, leaving less money for food. If a harvest fails or can't be sold for a high enough price, incomes have to stretch further. But being able to grow some of the household's food themselves, or having some savings or getting better prices means that families can cope better with these emergencies.

Food security is about more than just hunger. It's about how confident people are about being able to put food on the table, combining job/income security, food availability and sustainability, predictions about crop yields, market data and much more.

## LOS MESES FLACOS THE THIN MONTHS

In many parts of the world, there is no guarantee of food security. In coffee-growing communities, there may not be enough food available for up to five months a year. It's so common that in Latin America the phenomenon has its own name: *los meses flacos* (the thin months). It usually happens in the period between harvests, when the payment farmers received for the previous crop has run out. This can also coincide with higher local food prices and producers will still need to spend precious resources on agricultural inputs such as fertilizers for the next crop. It means families eat a basic diet of maize and beans if they are available, or parents skip meals altogether and children can't concentrate at school because they're hungry.

Nicaragua is the second poorest country in Latin America after Haiti and during the 'thin season' farmers in central Nicaragua often rely on food programmes to feed their children. To tackle this, coffee co-operative COOPROCOM has invested its Fairtrade Premium in making its community more food secure. One project is a revolving fund of quick loans for farmers to make emergency purchases of food. Another is a child nutrition project that encourages farmers to grow food crops (such as beans, rice, tomatoes and corn) and eat a wider variety of foods so that they are less reliant on buying food.

**...FOR THE PAST TWO YEARS I HAVE USED THE SOCIAL PREMIUM IN A POMEGRANATE PROJECT. THANKS TO IT, I HAVE BEEN ABLE TO BUY POMEGRANATE, SOME SMALL ANIMALS, A CALVING COW – SO NOW I HAVE MILK AT HOME – I HAVE A BETTER HOUSE AND ALL THIS THANKS TO FAIRTRADE**

Jose Cruz Mercado,  
President of COOPROCOM, Nicaragua



# WAKING UP TO THE POWER OF A FAIRTRADE BREAKFAST



## Getting a fairer price, and a little extra

There is enough food in the world for us all, even in many food insecure regions where Fairtrade operates. But with some farmers and workers earning so little, they simply can't afford to buy it.

Fairtrade works to change this, by making sure companies pay a fairer price for what people grow, plus a little extra for farmers and workers to invest in their businesses or communities.

When people get a fairer price, they can take more control over their lives when times are hard, and worry less about how they will feed their families. Whether it's the extra cash in their pockets or being able to improve their farms to grow more food to eat, Fairtrade means many farmers and workers are able to do what we take for granted – put enough food on the table for the people they care about, all year round.

Fairtrade is best known for providing producers with a minimum price for their product, one which covers what it costs them to grow it, and an additional amount, the Fairtrade Premium, to be invested by the producers as a group, however they see fit.

Read on to learn more about Fairtrade and stories from farmers and workers. You can also visit [fairtrade.org.uk](http://fairtrade.org.uk)



# FAIRTRADE

# PREMIUM

More Fairtrade sales equal more Fairtrade Premium for producer organisations to decide how to invest. More Fairtrade Premium means more freedom to invest in their business and community, including reducing the sense of insecurity around providing food for their families.

## Training to diversify

Farmers have used Fairtrade Premium funds to support farmer training as well as offering resources, such as crop seeds or beehives, for farmers to begin branching out into other crops.

Jane Sepkazi (below left), a member of Sireet OEP tea co-operative in Kenya, is one of the farmers who has been trained to grow different crops. It's part of her organisation's plan to increase food security for farmers. The idea is to make farmers less reliant on tea for their income and offer ways to use their land to produce food. Jane says: 'I've been taught on poultry keeping, other than just relying on tea plant.'

Jane lives on her 0.2-hectare farm with her parents and two children and as well as tea, she has chickens and a kitchen garden.



Diversifying includes creating kitchen gardens to grow food for the household and keeping animals such as cows, poultry and bees. Any harvest left over can be sold, bringing in extra income.

## Supporting locally grown food

At Kibena Tea Estate, Tanzania, workers have used the Fairtrade Premium to offer loans to workers to buy fertilizer. Many workers have their own small pieces of land (in home villages or on the estate) where they grow crops such as maize for their families. Fertilizer is essential to increase harvests, but is often too expensive. But with loans for fertilizer, workers at Kibena have substantially increased their maize yields. They used to get two bags of maize per acre but now get 10. Households are more food secure, plus they can sell any extra they don't need.

Rahel Mhabuka (above right), is a tea plucker at Kibena and a member of the Premium Committee, a democratically elected group which decides how to invest the Premium. She receives subsidised fertilizer through the Premium, which has increased the amount of food she can grow for her family.



**INITIALLY I USED TO GET LESS THAN ONE BAG OF MAIZE BUT AFTER I RECEIVED THE FERTILIZER THIS YEAR I MANAGED TO GET UP TO 10 BAGS OF MAIZE... BUT NOW WITH FERTILIZER I'VE GOT ENOUGH FOOD FOR MY KIDS.**

*Rahel Mhabuka, tea worker at Kibena Tea Estate, Tanzania*

## Saving time = saving for the future

Meet Teresa Kurgat (top right), from Kapsean village in the Nandi Hills region of Kenya. She farms tea with her husband and he is a member of Sireet OEP, a Fairtrade certified co-operative. They have lived on their 2.5-acre farm with their three children (and now grandchildren) for 17 years. Teresa has benefited from a water tank constructed using Fairtrade Premium in 2011. Before this, she had to collect water for her family and animals every day from a stream 1.5km away. It was tiring and she got bad headaches from carrying the water.

Teresa says she feels healthier now. Also, because her cows can now drink whenever they want, they produce almost double the amount of milk. This means more milk for the family and some to sell to bring in more money to the household. Teresa can water her kitchen garden during the dry season, which means she can grow more vegetables. This means the household has more food available to eat, as well as more money available that would have been spent on food.

With the extra time in her day she can focus more on her small business, running a local kiosk. She earns an additional income from this, on top of selling their tea, which goes towards school fees and saving to buy a car.



# A FAIRER PRICE

**I'M HAPPY BECAUSE I HAVE A LOT OF TIME IN MY KIOSK... THE TIME I WAS WASTING GOING TO FETCH WATER I'VE SAVED AND I'M ALSO SAVING MONEY FROM THE KITCHEN GARDEN AND FROM THE DAIRY, THE MILK HAS INCREASED... AFTER THE TANK HAS COME I HAVE SAVED SOME MONEY.**

Teresa Kurgat, tea farmer, Kenya

Cleaner water from these tanks also reduces waterborne diseases, meaning households are healthier and they save money on medical expenses. Other Premium projects, such as support with school fees and healthcare facilities, enable families to reduce household expenses, meaning there is more money for food.

## Banana farmers and the Fairtrade Minimum Price

Small producer groups (co-operatives or associations) really value the Fairtrade Minimum Price. It acts as a safety net, as it is calculated to cover the average cost of sustainable production for their region. This is important for their role as an intermediary between their members and exporters. This price can help them get finance to pay their members regularly. Recent research in Colombia found that there was noticeably smoother cashflow for smallholders belonging to co-operatives.

This research also found that smallholder farmer co-operatives supplying the Fairtrade market were more likely than other producers to have contracts with exporters and, with experience from these relationships, they could negotiate better prices and trading terms.



*'We experienced very difficult times when we weren't in Fairtrade. We didn't have the resources to provide an education for my children and the banana business barely provided enough for basic meals. It was very worrying to have children and know you couldn't provide the opportunity for the life they deserve. We almost thought of leaving the business, but thank God, there came a big help. Being in Fairtrade makes me very happy, knowing that there are opportunities to achieve some of the goals I had planned. If we weren't in Fairtrade we would always be making a loss... we wouldn't have profitability in our business. Thank God we are in the scheme because if we weren't... we'd be a group of producers on the way to being out of business.'*

Albeiro Alfonso 'Foncho' Cantillo, banana farmer, Coobafrio co-operative, Colombia

## A safety net for farmers

Christian Dubon's family has been farming coffee for three generations. He's a member of the COMSA co-operative in Honduras. After completing school he wanted to follow in his father's footsteps, but in a different, more profitable way. For Christian, the Fairtrade Minimum Price provides the security for him and fellow farmers to be able to invest in growing coffee organically, knowing the price they receive will allow them to put food on the table for their families.



*'Fairtrade gives us the Minimum Price and the security that when we spend time and money investing in turning conventional chemical farms into organic farms, in some cases lowering the productivity, Fairtrade gives us the security that we will get at least the minimum to be able to have a decent life in the future, to learn how to invest better and use all the Premium to live in a different way, not just buying things but instead thinking a little more and making better use of those resources, so that there are better opportunities for us. I think the timing was perfect and we are proud of that and we are now seeing the results.'*

**RESOURCES AND**

**LINKS FOR MORE**

**INFORMATION**

**VISIT**

**[SHOP.FAIRTRADE.ORG.UK](http://SHOP.FAIRTRADE.ORG.UK)**

for all the merchandise and printed materials you may need, including T-shirts, aprons, stickers and other general merchandise. The short film *Fairtrade Matters* is also available on DVD along with film programmes and posters. Order individual action cards, event packs, posters and other resources for Big Fairtrade Breakfast events.

**VISIT**

**[FAIRTRADE.ORG.UK/EVENTS](http://FAIRTRADE.ORG.UK/EVENTS)**

to add your events to our new and improved online events map and reach many more potential supporters in your area.



**VISIT**

**[FAIRTRADE.ORG.UK/FORTNIGHT](http://FAIRTRADE.ORG.UK/FORTNIGHT)**

for more information and downloadable resources for Fairtrade Fortnight, including images and other digital assets to help you plan and promote Fairtrade Fortnight.

**USE**

**[FAIRTRADE.ORG.UK/BREAKFAST](http://FAIRTRADE.ORG.UK/BREAKFAST)**

to signpost any other organisations or individuals for information on why and how to join the Big Fairtrade Breakfast, and to register your breakfast activities during or after Fairtrade Fortnight.

We'll keep on updating the page with more stories and useful facts up until Fairtrade Fortnight, including our totaliser – so you, other supporters in your community, and the rest of the world can see the scale and depth of the Big Fairtrade Breakfast.



**fairtrade.org.uk**

Fairtrade Foundation, 3rd Floor,  
Ibex House, 42-47 Minories,  
London, EC3N 1DY

Tel: +44 (0) 20 7405 5942 Email: [mail@fairtrade.org.uk](mailto:mail@fairtrade.org.uk)

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