

STOURBRIDGE FAIRTRADE TOWN NEWSLETTER :
MARCH 2011



Look for the FAIRTRADE Mark on products when you shop
www.Fairtrade.org.uk

The Fairtrade Logo on a product guarantees that the producer has received a Fair and Stable price which covers the cost of sustainable production. There are now over 4500 products certified as Fairtrade.

We are pleased to announce that at the end of September 2010 Stourbridge was awarded "Fairtrade Town" Status by the Fairtrade Foundation. The national Fairtrade Foundation agreed that Stourbridge had met the 5 Goals required for Fairtrade Town Status.

This makes Stourbridge the 1st Fairtrade Town in Dudley Borough !

We must thank the 22 local shops and 10 catering outlets who offer at least 2 items of Fairtrade to Stourbridge shoppers : they were all mentioned in our submission. We must also thank all those shoppers in Stourbridge who choose Fairtrade

Please continue to support farmers in developing countries by buying and asking for Fairtrade when you shop, eat or drink in Stourbridge.

What can I buy? Even Fairtrade Baked Beans and Body Lotions!

Apart from many Fairtrade teas, coffees and hot chocolate, you can choose Alara Fairtrade Muesli in Holland and Barrett and Geo Muesli in Waitrose, and Fairtrade Bath and Body products in "Purge" and Boots. Waitrose now sells also Geo Organic Baked beans: made from white kidney beans grown by 39 farmers in a Co-operative in Inner Mongolia , the Fairtrade cash will bring books and equipment into their schools.

Fairtrade footballs, other Sportsballs, trainers, flip flops and wellies can be found at www.Fairdealtrading.com. The Ethletic funball is particularly colourful.

Fairtrade wines can now be found in many supermarkets like the Co-Op, Sainsbury's and Waitrose ; you can also find Fairtrade Nuts in Waitrose and Sainsbury's....peanuts and cashew nuts And , of course, there's loads of Fairtrade chocolate bars!

Where Can I find Fairtrade in Stourbridge?

Food Shops

Boots, Ryemarket
The Co-Op Store, Witton Street, Norton

Holland and Barrett, Ryemarket
Iceland, Ryemarket

Waitrose , Ryemarket,
Stourbridge Health Food Store, Victoria Passage

Purge, Victoria Passage
Co-Op, High Street

Stourbridge Post Office, High Street
Wilkinson's High Street
Costcutter, Hagley Road, Oldswinford
Costcutter, Texaco Garage, Oldswinford
Tesco Express, Hagley Rd, Oldswinford,

Costcutter, Murco Garage, Gauden Road, Wollescote
Sainsbury's, Sandringham Way, Withymoor Village

Spar, Bridgnorth Road, Wollaston
Spar, Brettell Lane, Amblecote
Spar, Wollescote,
Spar, High Street, Lye

Sonars, Vicarage Road, Amblecote
Londis, Chawn Park Road
NISA, Lye

Cafes and Restaurants

Café at the Glasshouse Arts Centre Wollaston Road,
Amblecote
The Well Coffee Shop, High Street, Stourbridge

Greggs, High Street, Stourbridge
Coffee Eclipse, Ryemarket

The Bell, Market Street
Café in Sainsbury's at Withymoor

The Crabmill, Hagley Road, Oldswinford
The Retreat Italian, Hagley Road, Oldswinford

The Plough, Bridgnorth Road, Wollaston
Cockleshell Craft Centre, Worcester Street

If you know of any other shops or "eateries" offering Fairtrade please let us know. Contact us on 7866 171784 or email : mvfairtrade@btinternet.com

Why Choose Fairtrade?

Supporting Fairtrade makes a huge difference to struggling producers in the developing world. Because Fairtrade growers get a fair and a stable price they can plan for the future. They are guaranteed a "floor price" for whatever they grow so they know that what they receive will cover the costs of production and not suddenly fall through the floor. Included in the price is an extra amount of money (the "premium") that their communities can use as they wish. They might build a new school room, health-centre or buy a new truck.

Millions of farmers across the world struggle to feed their families and yet they supply us with everyday items which we enjoy. Just think how much you use cotton during the day....sheets, towels, curtains, T shirts, under-wear and many other articles of clothing. If we rely on cotton all day and everyday, an estimated 100 million rural households in 70 countries rely on cotton to get them through the day and into the future. Two thirds of cotton is produced in the developing world and cotton makes up 40% of West Africa's export income. Most of them are small scale farmers.

They are up against unstable world prices for cotton, pushed down by cheap, subsidised cotton from China, the US and the EU dumped on world markets. This can destroy livelihoods and drive people into shanty towns or abroad.

But there is an alternative. Moussa Keita, a Fairtrade cotton farmer in Mali says "Since selling our cotton as Fairtrade, we are able to eat every day and all of my children go to school. With the premium we have built two classrooms".

In India Sainathan works with the Agrocel Pure and Fair Cotton Growers Association. He has seen the Fairtrade premium invested in short term loan schemes for farmers to finance agricultural improvements, funding medical costs for poor farmers and installing solar street lamps in villages.

In order for Moussa , Sainathan and many others like them to flourish, UK shoppers need to ask for and buy Fairtrade cotton from local stores like Debenhams, Marks and Spencers and others. Steve Redgrave has championed Fairtrade cotton from Mali with his 5G range of menswear in Debenhams. Fairtrade cotton clothing can also be found in catalogues like "Traidcraft", "People Tree" and "Piccalilly".

And of course, there is Fairtrade tea, coffee, sugar and hot chocolate! Monish, Jagadish, Harish, Jenifer, Chadini and Keestahana are six fifteen year olds whose parents work on the Chamraj tea estate in India. With the Fairtrade premium the local community has bought computers for their school , provided free vaccines for the children and funded school buses. 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."

In December 2008 the Fairtrade Foundation reported that "The value of UK Fairtrade sales has grown more than tenfold since 2001, reaching nearly £500 million in 2007 and now helps more than 7.5 million people, farmers, workers and their families, to have more security and control over their lives. "

When you buy Fairtrade products such as tea or toffee, coffee, chocolate or cotton, fruit or footballs, roses or rice you are part of this global campaign to make a difference to more than 7.5 million peoples' lives.

So "Show Off Your Fairtrade Label" as you shop!!



People in Stourbridge can be part of a chain using their power as consumers to directly support small producers and businesses in the developing world.

For more information visit
www.Fairtrade.org.uk