

STOCKPORT

FAIRTRADE

www.stockport-fairtrade.org.uk

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GROUP

Fairtrade Fortnight 2024

This hasn't yet happened as the event has been moved from its usual timing in February to Monday 9 – Sunday 22 September this year. The Fairtrade Foundation is celebrating its 30th birthday in 2024 and their website states that it wants "to use the occasion to highlight how 30 years of working together has made the FAIRTRADE Mark a leader of life-changing impact for farmers and workers across the world." The rescheduling of Fairtrade Fortnight from February to September is a permanent move.

The Fairtrade Foundation is currently working on the 2024 theme for the Fortnight, so check the website for more information: www.fairtrade.org.uk

2023 SFTG Fair

Last year's fair saw one of the largest number of visitors to the event and the atmosphere positively buzzed for much of the day. Manchester Community Choir proved as popular as ever and Stockport's Mayor and Mayoress visited all the stalls packed into the hall. The fair relies heavily on volunteers to staff some of the stalls and SFTG is grateful for their support. Unison's financial help towards printing and venue hire costs is also much appreciated, as is the continuing number of traders and visitors to the fair. The event's success is very much a combined effort and a great example of all round co-operation.

Here's what some of the 2023 fair traders had to say about their experience:

The Jolly Upcycler: "It was the best event I went to! It's rare to have organisers caring for the makers and making sure we are comfortable and doing well, thank you so much for that."

The Good Life: "I have to say I love this fair. Populated with like-minded individuals who genuinely want to support businesses which represent Fairtrade products. I love the atmosphere - positive and uplifting. It was great to see faces from the year before and catch up. Looking forward to the next one already. It really is a unique and special event in my calendar."



SFTG's 2024 Fair Trade & Eco fair will be held on Saturday 16 November at Stockport Guildhall, 169 Wellington Road South, SK1 3UA. Make a note in your diary.

What's been happening

Members of SFTG recently coordinated the successful renewal of Stockport Borough Council's Fairtrade Borough Certificate. The Group are hoping to hand over a copy of the certificate at the start of a Council

meeting after which the certificate should be displayed in the council offices.

The Women's Institute was one of the founders of the Fairtrade Foundation and in February 2024, two SFTG members spoke at a meeting of the Great Moor & District WI. Their talk was very well received and this WI group is now going to ensure they use Fairtrade tea and coffee for future meetings.

After the success at the Great Moor & District WI's recent meeting, it is hoped that other organisations might welcome the chance to learn more about Fairtrade and how their members could help support the producers of our much-loved and taken for granted daily food and drink. If you are a member of a group who would like to hear more about Fairtrade, please get in touch.

Looking ahead

SFTG are hoping to arrange for the Mayor of Stockport to welcome children from one Fairtrade Stockport school into the Mayor's parlour during the summer term. This is always a popular event for the children who enjoy the opportunity to see inside the Town Hall and to show the Mayor some of their work on Fairtrade themed projects.

As Fairtrade Fortnight is now in September, SFTG are in the planning stage for their contribution to this event

Traidcraft update

We Are Fair Trade Ltd started operating from the old Traidcraft plc Gateshead premises after Traidcraft plc announced its closure last year. Since then, some Traidcraft goods have still been available from We Are Fair Trade and other suppliers. We Are Fair Trade are leaving the Gateshead site and the property will be put up for sale. Unfortunately, after the closure of the business and sale of the property, it is unlikely that Traidcraft plc's Third World producers will receive any income they are owed by the company.

The Traidcraft brand name has been purchased by Transform Trade and will have a different purpose. The new Traidcraft website states that Transform Trade's "vision for the Traidcraft brand is not to set up another online shop, but to support producers directly. We want to use the brand to help producers find routes to market and new opportunities to sell their products, and to attract social investment for these producers and give them a platform to share their story to reach new audiences and new networks."

Greater Manchester Fairtrade Network

This group started early in 2023 after Traidcraft plc ceased to operate and Fairtraders nationally began linking up to ensure that Fairtrade goods could still be made available to their customers. Working together and sharing knowledge has proved very successful and the Greater Manchester group now meets about four times a year in Salford to discuss ideas for promoting Fairtrade and share details of new fairly traded goods suppliers found, keeping in touch via WhatsApp in between face-to-face meetings. Several SFTG members attend meetings whenever possible.

The Greater Manchester Fairtrade Network held a celebration event in Rochdale Parish Church on 16 March 2024. This included various speakers such as Bruce Crowther, who started off Fair Trade town status and was largely responsible for Garstang becoming the first Fair Trade Town. There was a smoothie-making bike which proved very popular, stalls selling Fairtrade products and the entertainment included school choirs and children's activities. The mayor of Rochdale, the Bishop of Middleton and Co-op representatives also attended the event. It confirmed the importance of the Fairtrade movement which is as relevant today as it has always been.

To find out more about the Greater Manchester Fairtrade Network, email Hilary on tom-hil@talk21.com



Working up a smoothie appetite

Connect with us!

TAKE A LOOK AT OUR WEBSITE

Our website is regularly updated, so take a look if you haven't visited it for a while.

-  [stockportfairtrade](https://www.instagram.com/stockportfairtrade)
-  [@Stockportft](https://twitter.com/Stockportft)
-  [Stockport Fairtrade Group](https://www.facebook.com/StockportFairtradeGroup)
-  info@stockport-fairtrade.org.uk
-  schools@stockport-fairtrade.org.uk
-  www.stockport-fairtrade.org.uk

About Easter Eggs

From the Fairtrade Foundation's website:

"The cocoa industry currently faces turmoil as the price of cocoa beans rockets and farmers face climate challenges amid continually changing weather patterns, which threaten the future of chocolate. As a nation, we clearly adore chocolate and our appetite for the confectionery results in about 80 million Easter eggs being sold in the UK each year, with 94% of us saying we buy at least one. However, new consumer research shows that taste and quality (47%) are our main priorities when making our selection, with price (36%) and convenience (25%) also key factors.

"Although we are becoming more switched on when it comes to ethical consumption, there is more work to be done. A fifth (21%) of us are eager to support products made to a high standard. Additionally, 18% believe in the importance of fair pay for farmers, and a further 18% only buy products that reflect their values around sustainability and climate change.

"However, almost a third (31%) of us would overlook an ethical brand because we mistakenly assume that it costs more, while one in nine (11%) don't know what Fairtrade stands for, with one in 14 wondering if it supports the farmers who grow our cocoa."

There is obviously a lot more awareness-raising to be done in the UK.

WHERE TO FIND US

We are currently meeting via Zoom. If you would like to get involved, please email: info@stockport-fairtrade.org.uk