



co
op



FAIRTRADE FORTNIGHT 2025

Choose a Fairer Future

Do It Fair this Fairtrade Fortnight
22nd September – 5th October

FAIRTRADE FORTNIGHT 2025

Happy Fairtrade Fortnight!

This year's Fairtrade Fortnight will take place from the 22nd September to the 5th October.

Driven by our passionate member owners, Co-op have championed the Fairtrade movement for over 30 years, supporting trade justice through better prices, working conditions and terms of trade. As Co-op is a business that operates on co-operative principles, Fairtrade's values and principles of fairness, democracy and justice match our own.

We are proud to have played a key role in pioneering Fairtrade in UK retail over 30 years. In 2024 this meant:

Co-op's Fairtrade sourcing supported **178 producer organisations across 28 countries** worldwide.

Fairtrade producers earned an estimated **£4 million in Fairtrade Premium** through sales of Co-op's Fairtrade products.

Fairtrade estimate there are **over 450,000 farmers and workers benefiting** from Co-op's Fairtrade commitments.

Yet, whilst there is much to celebrate, producers and workers who grow our food and drink face challenges greater than ever before. The world is facing a climate crisis – it is affecting the foods we love and the communities who produce them. But by choosing Fairtrade you can support farmers on the frontline of the climate crisis and help to protect the future of our food.

So we encourage you to take part in Fairtrade Fortnight by simply choosing Fairtrade, by spreading the word, asking your MP to pledge to '[Brew it Fair](#)' or by hosting a Fairtrade Fortnight event.

Don't forget to promote your Fairtrade Fortnight activity on social media by tagging @coopuk and @FairtradeUK in your posts. Use the hashtags: #FairtradeFortnight, #ChooseFairtrade #OwnedByYouRightByYou #Fairtrade #DoltFair.

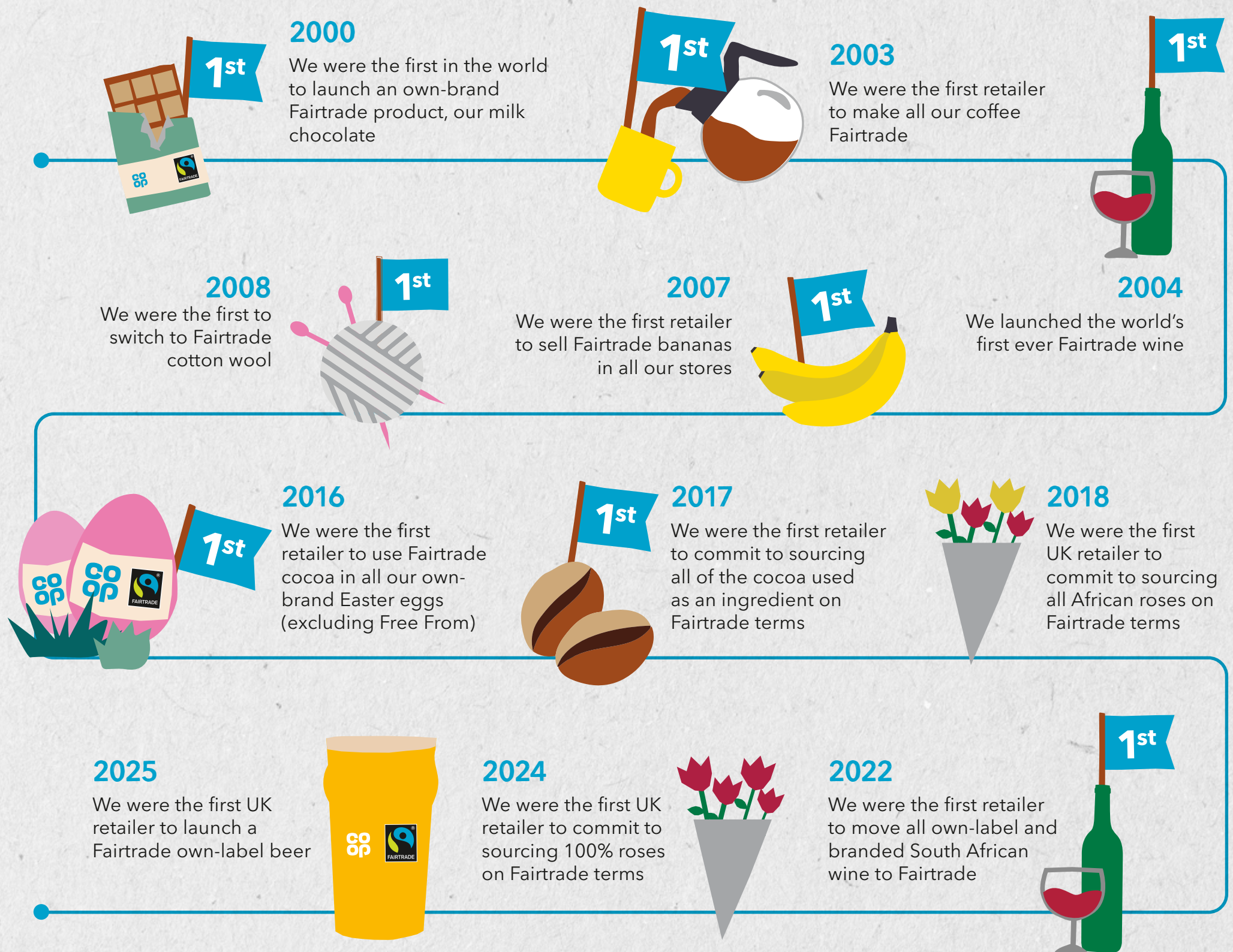
Remember, what you put in your basket supports positive change to the lives of those who produce our food, and the planet we love!

Choose Fairtrade – Do It Fair!

Kate McCrindle,
Fairtrade Manager at Co-op

CO-OP'S FAIRTRADE LEADERSHIP

At Co-op, we have been championing Fairtrade for over 30 years.



“Co-op are incredibly proud to have pioneered Fairtrade since the FAIRTRADE Mark launched in 1994. With 2025 marking the International Year of Cooperatives, our continued partnership with Fairtrade signifies over 30 years of doing business differently through co-operation. Our Co-op member-owners continue to use their voices to champion Fairtrade year after year, driving impact for farmers and producers around the world.”

Shirine Khoury-Haq, CEO, Co-op Group

HOW TO TAKE PART IN FAIRTRADE FORTNIGHT

There are four main ways you can take part in Fairtrade Fortnight:

**CHOOSE
FAIRTRADE**

**SPREAD
THE WORD**

**ASK YOUR MP TO
'BREW IT FAIR'**

**HOST A FAIRTRADE
FORTNIGHT EVENT**

CHOOSE FAIRTRADE

The easiest way you can get involved this Fairtrade Fortnight is by choosing Fairtrade when you shop.

Look out for the FAIRTRADE Mark on products, it looks like this:



Why not make a swap commitment for the rest of the year? Write down what product you are going to buy as Fairtrade this year, why you are making the swap and share your swap commitment with three people or via social media.

At Co-op it's easy to make the switch to Fairtrade. 100% of our own-brand tea, coffee, bananas, cocoa, bagged sugar, roses and South African wine are Fairtrade. 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. We're also the world's largest seller of Fairtrade wine!

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.



SPOTLIGHT ON OUR NEW FAIRTRADE IPA

ANOTHER FAIRTRADE FIRST FROM CO-OP!

This year, Co-op has achieved another Fairtrade first, with our own-label Fairtrade IPA. This beer balances traditional British brewing craftsmanship with the modern, hop-centric character of contemporary IPAs, making it a standout choice for beer lovers. It's sweet news for Fairtrade sugar producers, who will benefit from selling more of their sugar on Fairtrade terms. This means they will receive the Fairtrade Premium, the additional sum of money producers earn to invest in business and community projects of their choice.

be [drinkaware.co.uk](https://www.drinkaware.co.uk)



SPREAD THE WORD

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. You can read some stories on pages 7 and 9 and take a look at our videos and producer quotes on our Fairtrade [web pages](#) too.

Spread the word on social media by using the following hashtags: #FairtradeFortnight #ChooseFairtrade #OwnedByYouRightByYou #Fairtrade #DoltFair and tagging @coopuk and @FairtradeUK.

Let us know your favourite thing about Fairtrade on social media and tag your friends so that they can do the same.



Lucy Klanja Njagi,
Mutira Coffee Farmers
Association, Kenya

ASK YOUR MP TO 'BREW IT FAIR'

In 2024, through Co-op sales, farming cooperatives earned over £4 million in Fairtrade Premium. That means farmers have more power, driving real change in their communities. Like all of us, the people growing our tea deserve to be able to plan for their futures, and to protect themselves from the impacts of climate change. Take action by signing the Fairtrade Foundation's petition and calling on the government to take stronger action in the tea industry.

[Sign the Fairtrade Foundation's petition here.](#)



DO IT FAIR AND HOST A FAIRTRADE FORTNIGHT EVENT

Hosting a Fairtrade Fortnight event is a great way to Do It Fair – spreading the word about Fairtrade and trying some delicious Fairtrade products along the way!

Fairtrade Foundation have lots of [resources and tools](#) to help you campaign in your community, but here's some ideas of activities you can get involved in or host:

Brew It Fair – Fairtrade Tea and Coffee

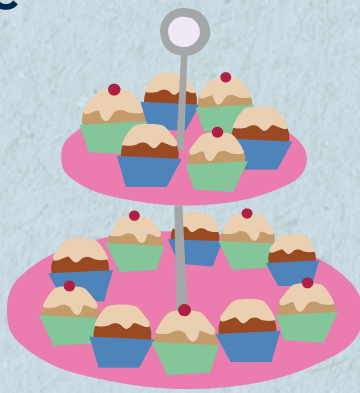
Tea is a big focus for this year's campaign, so why not try hosting a tea party or coffee morning with some of our Fairtrade tea or coffee?



For Co-op members, [check out our Join In page](#) for more information on The Co-op Fairtrade Break-Off, and vote for your favourite breaktime Fairtrade combo.

Bake It Fair – Fairtrade Bake Sale

Organise a bake sale with delicious cakes and sweet treats, using Fairtrade ingredients such as bananas, coffee, cocoa and sugar.



Why not make our ultimate [Fairtrade chocolate cake](#) or [cappuccino cupcakes](#)?

Sip It Fair – Fairtrade Wine Tasting

Host your own Fairtrade wine tasting masterclass, sampling a selection of Fairtrade wines. Learn more about our Fairtrade wine selection here [Fairtrade wine – Co-op](#).



Host It Fair – Fairtrade Dinner Party

Invite friends and family round for a Fairtrade dinner party. Cook a crowd-pleasing [Fairtrade Tomato and Chicken Curry](#) or for vegetarians there's our [Fairtrade Tea and Chickpea Curry](#).



You can even pair your curry with one of our award-winning [Fairtrade wines](#).

be **drinkaware**.co.uk



FAIRTRADE

Fairtrade is more than a certification, it is a movement for trade justice that works with businesses, consumers, campaigners, farmers and workers to make trade work for everyone.

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

At Co-op, we believe that Fairtrade is the gold standard of ethical and sustainability certifications.

Only Fairtrade:

1

Pays producers fairly

Fairtrade means a fairer price for farmers and workers. It sets the Fairtrade Minimum Prices, helping to enable farmers to build resilience to market shocks and fluctuations in commodity prices.

2

Supports producers to decide their futures

Fairtrade is 50% governed by producers. Fairtrade is a movement for trade justice, advocating for farmers' rights and developing co-operatives to strengthen communities. With Fairtrade, farmers and workers improve their lives and have greater control over their futures.

3

Does the right thing by both people and the planet

Fairtrade works alongside producers to tackle the impacts of climate change, through adaptation and mitigation projects, including reforestation.

4

Strengthens communities around the world

The **Fairtrade Premium strengthens communities** socially, economically and environmentally, providing an additional sum of money that goes into a communal fund for farmers and workers to spend how they see fit, such as on their businesses, families or local communities.



“We were certified Fairtrade in 1996 and we’ve remained certified since then. We entered into a trade relationship with Co-op in 2000 and again have remained partners since then until now... we are so happy to be a partner of Co-op’s and to be the first producer to introduce Fairtrade bananas on shelves in Co-op shops. I want to urge members of Co-op to continue along this path and show the example when it comes to ethical trade so that at the end of the day trade is meaningful, trade is impactful, and trade is bringing a lot of relief to people in Global South.”

Anthony Blay, Agriculture Director,
Volta River Estates Limited (VREL), Ghana

FAIRTRADE AND CLIMATE JUSTICE

Choose to fight climate change, Choose the future of our food, Choose Fairtrade

The climate crisis is the biggest threat to the livelihoods of millions of small-scale farmers and agricultural workers in low-income countries worldwide who grow the foods we need and love. Changing weather patterns and the emergence of pests and diseases are devastating crops and putting livelihoods at risk.



CLIMATE JUSTICE

Climate justice is a **people-centred approach to fighting climate change**. It acknowledges that people on the front line of the climate crisis have done the least to cause climate change, yet are often the most vulnerable to its impacts.

The partnership between Fairtrade and farmers means they can access training and improve their livelihoods to build resilience to climate challenges. By choosing Fairtrade you can join this partnership with farmers on the frontline of the climate crisis and protect the future of our food.



HOW WE'RE WORKING WITH PRODUCERS WHO ARE ADAPTING TO THE CLIMATE CRISIS

WOMEN'S SCHOOL OF LEADERSHIP (WSOL)

Since 2017, Co-op have been proud to have supported Fairtrade Africa's Women's School of Leadership (WSOL) and are delighted to see the success of this programme in the 9th year of operation, supporting a vital part of the West African cocoa farming. In Côte d'Ivoire alone, women represent 68% of the active cocoa farming workforce and are essential to the sustainability of the entire cocoa industry. However, women can have limited access to decision-making forums and land rights, and additional household responsibilities can mean leadership roles are often out of reach. In order to strengthen 'women's participation and leadership in the management of their communities, organisations and households', the WSOL is a training, mentoring and coaching programme which supports participants to acquire knowledge of gender issues in their communities, in addition to skills of leadership, negotiation, financial management and entrepreneurship. Women are now leaders in their producer organisations and communities with the confidence and skills to participate in membership and decision-making activities.

In 2024, 133 students in the NORAD Cohort 2 of the Women's School of Leadership in Côte d'Ivoire and Ghana completed the programme and successfully graduated. In Ghana, WSOL students used their graduation ceremony to present a petition to the Department of Cooperatives, requesting amendments to national laws which would make it mandatory for cooperatives to include women and youth at board level.

“I understand better the interest for women to be involved in cooperatives. Only then can we make our voices heard and make our cooperatives stronger.”

Mariam Kanzie, SOCAREBIA Co-operative, Côte d'Ivoire



FAIRTRADE ALLIANCE FOR CLIMATE-SMART SUPPLY CHAINS IN AFRICA (FACSCA)

Our three-year flagship FACSCA programme, which concluded in 2024, was designed to support Fairtrade farmers and workers to become more resilient and adaptable to climate change. The programme was funded by Co-op, implemented by Fairtrade Africa and worked with 12 producer organisations in Ethiopia, Kenya and Rwanda. Through FACSCA, farmers and workers in Co-op's coffee, tea and flower supply chains have implemented climate mitigation and adaptation measures at farm level, while also increasing crop yields and quality. Investments in local youth enterprises have supported participants to implement income diversification initiatives. Through a Training of Trainers model, and the establishment of two Fairtrade Centres of Excellence, local farming communities retain access to training and developmental resources, helping to drive continuous improvement in these supply chains.

The programme reached 19,430 farmers and workers and achieved the following results:

- Out of the 91.4% of the trained coffee farmers, 90.4% are implementing good agricultural practices on their farms, increasing their average annual production by 56%, whilst improving the quality of their coffee.
- Tea farmers have adopted more sustainable practices such as introducing drought- and frost-tolerant tea varieties and effective soil management strategies.
- Flower farm workers now have a good understanding and awareness of the causes and implications of climate change, with 100% of those interviewed taking precautions to manage the impact of daily activities. Additionally, 93.8% were taking precautions to reduce deforestation.
- 12 youth groups received youth seed capital for climate change focused enterprises.
- 255,000 seedlings were distributed to farmers and 785 farmers participated in training on income diversification initiatives.



“Through FACSCA, we have been taught about how to plant indigenous trees, indigenous vegetables, use of organic fertilizers and how to place drainage in the farm. Now when I go to the farm, I get good yields and thus I have money for food, children's clothes and a few things in the house. There is a huge difference.”

Emily Chepng'eno Rotich, Fintea Growers Co-operative Union Ltd, Kenya

THANK YOU FOR SUPPORTING FAIRTRADE



“Fairtrade has given me a lot. I’ve benefited as a person and as a producer...Fairtrade is providing what we need to make our lives better.”

Celenia Orozco, from Asobanarcoop cooperative, Colombia in Co-op’s Fairtrade banana supply chain

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

You can also find out more at the links below:

For Fairtrade Foundation’s website, [click here](#).

For Fairtrade Foundation’s schools’ website, [click here](#).

For Co-op’s Fairtrade campaigning webpage, [click here](#).

To learn more about how buying Fairtrade through Co-op directly supports farmers and workers to secure their future livelihoods, watch the videos below:

30 Years of Fairtrade - [YouTube](#).

Co-op | Supporting banana producers in Ghana - [YouTube](#).

Co-op Fairtrade Coffee - Climate Justice - [YouTube](#).

Get in touch

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

f @Coopuk X @Coopuk

Let us know what you’re doing using the hashtags, #FairtradeFortnight, #ChooseFairtrade #OwnedByYouRightByYou and #Fairtrade #DoltFair

