



co
op



Fairtrade Fortnight 2023

Choose the future of our food

Fairtrade Fortnight
27 February to 12 March

Fairtrade Fortnight 2023

Happy Fairtrade Fortnight!

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 producers on the frontline of the climate crisis and help to protect the future of our food.

At Co-op, Fairtrade is core to our vision of Co-operating for a Fairer World. Co-op’s commitment to Fairtrade means producers are provided with better incomes and training to adapt to climate challenges.

You can take part in Fairtrade Fortnight by simply choosing Fairtrade, by spreading the word or by hosting a Fairtrade Fortnight event. Together, we can champion Fairtrade.

Remember, what you put in your basket can make a positive change to lives around the world and the planet we love.

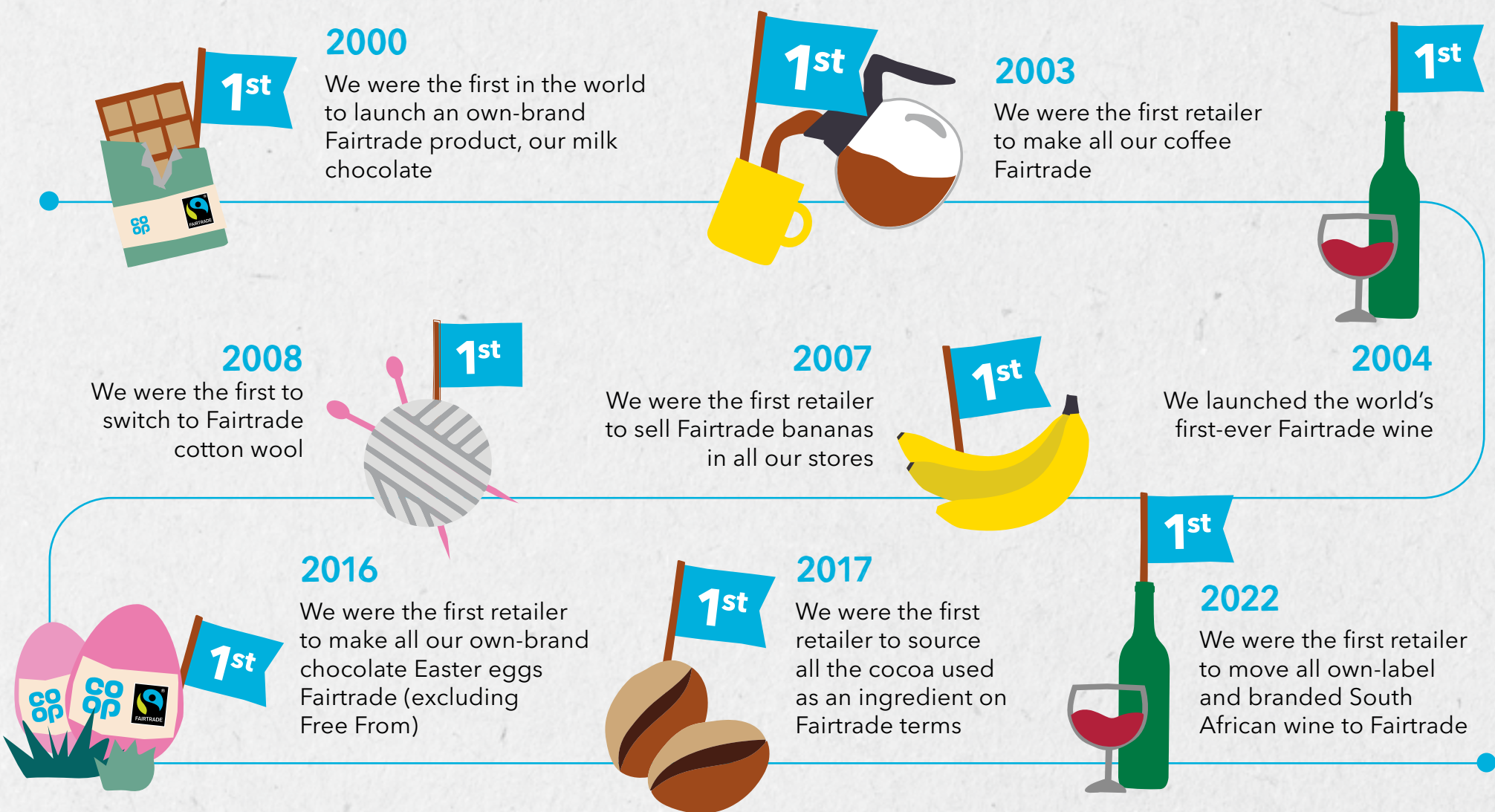
Cate Hickey, Fairtrade Manager at Co-op



L to R: Sophie Long (Fairtrade Foundation’s Partnership Manager), Alberio Alfonso Cantillo (Fairtrade Banana Farmer, Manager and Member of COOBAFRIO Co-operative in Colombia) and Cate Hickey (Co-op’s Fairtrade Manager)

Co-op’s Fairtrade leadership

At Co-op, we have been championing Fairtrade for over 29 years.



How to take part in Fairtrade Fortnight

There are 3 main ways you can take part in Fairtrade Fortnight:



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.



Why not make a swap commitment for the rest of the year?

At Co-op, it’s easy to make the switch to Fairtrade. 100% of our own-brand tea, coffee, bananas, cocoa, bagged sugar and African roses 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!

Spread the word

Tell stories! Whether it’s to your friends, colleagues or community, you can play a part in championing Fairtrade by sharing the stories of producers. You can read some stories on pages 6 and 7 or check out our videos and producer quotes on our [Fairtrade webpages](#).

Spread the word on social media by using the following hashtags: [#FairtradeFortnight](#), [#ChooseFairtrade](#), [#ItsWhatWeDo](#) and [#BeingCoop](#) and tagging [@coopuk](#) and [@FairtradeUK](#).

You could post your favourite thing about Fairtrade on social media and tag 5 friends to do the same!



Graduate nurses from a programme supporting better maternity services for flower growing communities in Navaisha, Kenya

How to take part in Fairtrade Fortnight continued

Host a Fairtrade Fortnight event

Hosting a Fairtrade Fortnight event is a great way to spread the word about Fairtrade and try some delicious Fairtrade products!

Fairtrade bake sale

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

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

Fairtrade coffee tasting masterclass

Host your own Fairtrade coffee tasting masterclass. Sample a selection of Fairtrade coffee, from our Co-op Honest Value Fairtrade Instant Coffee to our Irresistible Fairtrade Kenyan Roast Ground Coffee sourced from Mutira Farmers' Cooperative.

Need some help? Follow along with our coffee experts [here](#).



Zachariah Mwangi, Coffee Farmer at Mutira Farmers' Co-operative, Kenya

Fairtrade games night

Why not put your knowledge to the test and arrange a Fairtrade and climate justice quiz?

Or stick to a game of chance by playing a game of bingo using our [bingo activity sheet](#).

A bar of our Co-op Irresistible Fairtrade Chocolate would make a great prize for the winner.

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](#).



Spotlight on our Honest Value range

At Co-op, you can find Fairtrade products at a range of prices. Did you know our Honest Value Tea, Coffee and Hot Chocolate are all Fairtrade? Why not pair your hot drink with our Honest Value Milk Chocolate Digestives, which are also made with Fairtrade cocoa.

Pick these products up in store to support producers on the frontline of the climate crisis.



Championing Fairtrade

Fairtrade is more than a certification. It's a movement for change that works with businesses, consumers, campaigners and producers to make trade work for everyone.

Choosing Fairtrade means standing with producers for fairness and equality, against some of the biggest challenges the world faces. It means producers 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

The Fairtrade Minimum Price means that producers get a fairer price, despite changes to the market.



2. Gives producers a say in their future

With Fairtrade, producers 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 provides additional funds to producers, who choose how to invest them in projects that benefit their businesses, families or local communities.



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 producers in low-income countries 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 frontline of the climate crisis have done the least to cause climate change, yet are the most vulnerable to its impacts.

Fairtrade supports producers by providing them with training and better incomes to adapt to climate challenges. By choosing Fairtrade, you can support producers on the frontline of the climate crisis and protect the future of our food.



Fairtrade and climate justice continued

“What I am afraid of is where we are going to be in five to ten years if we do not do anything about climate change. There is drought, flooding, low yields and infestation of pests and diseases and if the farm produce does not do well, there’s going to be scarcity of food.”

Mary Warau, Fairtrade Flower Worker at Rainforest Farmlands Kenya Limited.

Did you know.....

cocoa, bananas and coffee could soon be much more difficult to find on our shelves? Climate change is making crops like these harder and harder to grow. Combined with deeply unfair trade, communities growing these crops are being pushed to the brink.



How we're supporting producers to adapt to the climate crisis

Fairtrade Alliance for Climate-Smart Supply Chains in Africa (FACSCA)

Co-op has partnered with Fairtrade Africa to support tea, coffee and flower producers in Kenya, Ethiopia and Rwanda to:

- Farm as sustainably as possible
- Improve crop yields and income
- Become more resilient to the climate crisis
- Protect their local environment

So far, over 1,400 farmers have learnt about the causes of climate change and how to reduce their environmental impact. Even though these producers have contributed the least to the climate crisis, they are trying to protect the future of key commodities for everyone by reducing their carbon footprint.



“FACSCA has really supported me. When I go to the farm, I get good yields and thus I have money for food, children’s clothes... There is a huge difference.”

Emily Rotich, Tea Farmer at Fintea Growers Co-operative Union Ltd, Kenya

Fairtrade Banana Productivity Improvement Programme (PIP)

In partnership with our supplier, Co-op has co-funded PIP in the Dominican Republic and Colombia.

The programme supports small-scale banana farmers to recover the health of depleted soils through organic fertilisation and good agricultural practices. As these farmers are on the frontline of the climate crisis they face a lot of challenges, including the growing threat of pests and diseases.

By improving the productivity of banana farms in a sustainable way, PIP has increased farmers’ incomes whilst reducing the environmental impact of banana production.



“Our desire is to continue working the land, to maintain the soil’s health especially, [and] to have that food security, not only for us but for the whole world, that’s our hope”

Ana Anjelica Lopez, Fairtrade Banana Farmer and Member of EMPREBANCOOP Co-operative in Colombia

Thank you for supporting Fairtrade



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

Celenia Orozco, Fairtrade Banana Farmer and Member of Asobanarcoop Co-operative, Colombia

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

You can also find out more at the links below:

- [Fairtrade Foundation’s website](#)
- [Fairtrade Foundation’s schools’ website](#)
- [Co-op’s Fairtrade campaigning webpage](#)

When celebrating Fairtrade Fortnight 2023, please share it with us on social media so that we can spread the word far and wide, using the hashtags (right) and tagging @coopuk and @FairtradeUK.

Get in touch

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

f @Coopuk @Coopuk

Let us know what you’re doing using the hashtags #ChooseFairtrade #ItsWhatWeDo #FairtradeFortnight and #BeingCoop