



Fairtrade Fortnight 2021

Choose the world you want

Fairtrade Fortnight
22 February to 7 March

Thank you for choosing to take part in Fairtrade Fortnight 2021.

At Co-op, we care about the world that we share, and are passionate about treating people fairly and doing our bit to protect the planet. The Co-op are proud to have been leaders in Fairtrade for more than 25 years. Our long-standing commitment goes beyond having Fairtrade products in our stores - it means campaigning for and championing a better way of doing business.

Amidst the Covid-19 pandemic, communities across the world have been affected. To support the most vulnerable in our supply chain in this time, we launched our Co-op Global Wellbeing Charter, which included repurposing £310,000 of funding to help Fairtrade producers. The money has helped producers to access emergency relief food parcels, supplied essential PPE equipment and medical supplies for health personnel to deal with Covid-19.

Our support for Fairtrade is more important now than ever, and we need your help. We need to come together and use our voices to champion Fairtrade and change lives through the choices we each make.

This pack will help you to do that, particularly during Fairtrade Fortnight 2021. It includes information about Fairtrade, and inspirational stories about the producers who make the delicious products that we love.

You can also order a separate pack from our [website](#) that includes materials for you to celebrate Fairtrade Fortnight such as stickers, posters and banners. Of course, due to Covid-19, Fairtrade Fortnight 2021 will be a different campaign to ever before, so please ensure that you are celebrating safely.

Please remember to promote your Fairtrade Fortnight activity on social media channels too. Tag us and Fairtrade Foundation in your posts so that we can spread the word, at @CoopUK and @FairtradeFoundation. Don't forget to use hashtags: #FairtradeFortnight, #ChooseFairtrade, #ItsWhatWeDo and #BeingCoop.

Happy Fairtrade Fortnight!

Emily Pearce - Fairtrade Officer



Belize Sugar Cane Farmers Association, Progressive Sugar Cane Producers Association & Corozal Sugar Cane Producers Association, Belize, with Co-op colleagues John Dickson and Emily Pearce in October 2019.

A foreword from Jo

I'm so proud that as we go into Fairtrade Fortnight 2021, Co-op's support for Fairtrade is stronger than ever. At a time when we have been facing into the Covid-19 pandemic for almost a year, the inequality and poverty that producers around the world were already experiencing have been exacerbated.

We are extremely passionate at the Co-op about creating a better future for people and the planet, and champion this through our Future of Food ambition. Only the Fairtrade Mark guarantees both these things - a fair deal and empowerment for farmers, whilst also protecting the environment and forests that they source from. This Fairtrade Fortnight we want to help people to understand the difference choosing Fairtrade makes, at a time when irreversible destruction of natural habitats is being seen across the world.



Fintea Growers Co-operative Union, Kenya

Covid-19 has showed us now more than ever before how interconnected the world is, and how important it is that we champion a fair deal for all in global supply chains. I've been lucky enough to witness for myself the difference Fairtrade can make, when I went to meet Co-op Fairtrade tea and flower farmers in Kenya in October 2019. This trip was inspirational, and it made me reflect on how I live my life currently. Fairtrade is incredibly important to me, and to the Co-op as it plays such a vital role in people's lives. Fairtrade Premium projects help to contribute to a more sustainable future for our producers and their communities.

I hope that this pack will inspire you to come together and share the difference Fairtrade makes in your own community, as we continue to put the people who produce our food at the heart of what we do. My ask of you this Fairtrade Fortnight is to choose Fairtrade and encourage others to do the same, sharing the stories of producers found in this pack. This is more important than ever in the challenging and unpredictable times that we are currently living in.

Jo Whitfield,
Food CEO



Choose to fight climate change. Choose the world you want. Choose Fairtrade.

Fairtrade is more than a mark on a pack - it's a movement. Through the Fairtrade Standards, Minimum Price, Premium, producer voice that puts producers at the heart of decision making, and campaigners, it delivers a unique proposition.

Farmers in the global south are on the frontline of the climate crisis, but they can't address these challenges if they can't afford basic human rights like a nutritious diet, children's education or healthcare. Fairtrade ensures farmers receive fairer prices so they are better able to invest in adapting to climate challenges and protecting the environment around them. So, simply through your Fairtrade purchases, you're choosing to fight climate change.

Armida Casteneda, a sugar farmer from Corozal Sugar Cane Producers Association in Belize, tells us what Fairtrade means to her:



"I am happy because I never thought or dreamt we would have an organisation like Fairtrade, which has helped us receive important benefits. As farmers we promise to do everything possible to reach the standards from Fairtrade to be great responsible cane farmers."

At Co-op, we believe that Fairtrade is the gold standard. Only Fairtrade:

- 1 Pays producers fairly**
 Fairtrade Minimum Pricing means that farmers and producers get a fair price, despite changes to the market.
- 2 Gives producers a say in their future**
 The Fairtrade Premium provides additional funds to producers who choose how to invest it in projects that benefit their communities.
- 3 Does the right thing by both people and the planet**
 Fairtrade tackles the impact of climate change on producers and more widely, through adaptation, mitigation and reforestation projects.
- 4 Strengthens communities around the world**
 Through empowering producers to have a voice in investing their communities, communities are strengthened and brought together.



Doing the right thing by both people and the planet

Fairtrade is the only certification which empowers farmers and protects the environment, including preventing the destruction of forests.

Fairtrade has strong environmental standards that define where farming is permitted, what pesticides are used and biodiversity regulations. An amazing 2.38m hectares of farmland - an area larger than Wales - is protected by Fairtrade Climate Change adaptation plans globally. These standards are audited by FLOCERT, an independent audit body of Fairtrade, ensuring the certification remains one you can trust. Not only is environmental protection built into the core of Fairtrade Standards, but many Premium projects led by co-operatives tackle climate change, deforestation and environmental issues head on.

Farming is not permitted on forested land



In the UK most cocoa (around 70%) comes from Côte d'Ivoire and Ghana. As an example, in Côte d'Ivoire, there are extensive areas of land classified as protected forests. The government has now banned any sourcing of cocoa claimed to be sustainable from protected forests such as these. This means that in Fairtrade certification, members must have their farms outside of protected forest areas, and Fairtrade have strict measures in place to monitor this.

Co-op's legacy on Fairtrade

In 2019, Fairtrade celebrated its 25th anniversary in the UK. We've been there every step of the way, meaning we have now been championing a better way of doing business for over 25 years.

We're the UK's largest convenience seller of Fairtrade products and have delivered many 'Fairtrade Firsts' over the years, right from being the first retailer to stock Fairtrade products in all stores in 1998.

100% of our tea, coffee, bananas, cocoa, bagged sugar and African roses are Fairtrade, and we are the largest seller of Fairtrade wine in the world. 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.

Some of our Fairtrade firsts...



Mutira Farmers Co-operative Society, Kenya

Co-op's commitment to Fairtrade coffee

We were the first to start selling ethically-traded Cafedirect coffee, one of the world's first Fairtrade products. In 2003, coffee prices were at a 30-year low, causing farmers to struggle to afford to produce coffee. That's when we decided to switch our entire own-brand range to Fairtrade - a first for any retailer. In 2018, we took our commitment even further, committing that whenever Co-op uses coffee as an ingredient, Fairtrade producers will benefit.

Visit www.coop.co.uk/our-suppliers/fairtrade/fairtrade-coffee to find out more.



Coffee and the climate

The climate crisis has caused coffee farmers to be facing into a difficult future. Alarming changes in weather patterns and temperatures seen in recent years, coupled with pests and diseases becoming more prevalent, means that farmers must adapt by farming at different altitudes or changing the type of coffee they grow. Thanks to the Minimum Price and Premium, Fairtrade coffee farmers are able to invest in climate resilience.

Segundo Guerrero is the founder of Fairtrade co-operative Norandino in Peru. He works there as a coffee producer, along with his son, Hugo Guerrero.

Thanks to Fairtrade, Hugo benefitted from a good education, through which he learnt more about agriculture and coffee production. Hugo brought his skills and his expertise back to his family farm where he now experiments with new techniques, which he shares with neighboring communities.

“Everything I learn here, I disseminate all over the province in some way. If what I do is successful, then other farmers can have access to that type of product, which they themselves could even make.”

Segundo is grateful for his son's expertise, and explains how a lack of Fairtrade impacts some farmers:

“I wish that more farmers could join the co-operative as many have similar problems, like low education, no training, no access to technology to help them work, and they do not have support to help manage plagues and diseases...it's very difficult for many farmers to grow the high-quality coffee plants.”



Hugo Guerrero, far left and Segundo Guerrero, far right.



Hugo Guerrero with Jo Whitfield, on a trip to Co-op's Support Centre in 2019.

East Africa Youth Engagement Project

In 2020, the Co-op funded a project at Mutira Farmers Co-operative Society in Kenya, as part of Fairtrade Africa's wider approach to engage more young people in coffee farming and to tackle the effects of climate change. In Mutira co-op, there are 9786 members, of which just 675 are young people. The project includes:

- Engaging more young people in coffee farming;
- Training farmers in environmentally friendly agricultural practices;
- Providing them with climate resilient bean varieties to protect yields and mitigate climate risk.

As a result of the project, Boniface Muchiri, Mutira FCS' Secretary Manager tells us:

“150,000 seedlings will be given to our farmers for free for them to boost production. Each stem is expected to produce 10 kgs meaning our farmers will realize 1.5 million more kgs of cherry in the next 3 years.”



Expanding our coffee range

In 2019, the global market price for coffee dropped to its lowest since 2003. In response, the team at Co-op expanded and revitalised the range, including new origins and limited editions. Limited Edition lines include Monsoon Malabar, Rwandan and Ugandan.

Bananas

In 2000, we became the first retailer to bring Fairtrade bananas to the UK. These were sourced from Volta River Estates Limited (VREL), a small banana growing association in Ghana, who successfully went on to become one of the first Fairtrade certified banana suppliers in the world. Amazingly, many of our bananas still come from VREL today.

You can find out more at www.coop.co.uk/our-suppliers/fairtrade/fairtrade-bananas



Anthony Blay at Volta River Estates Limited, Ghana

Our Fairtrade banana journey may have started in 2000, but we've made huge leaps since then:



Supporting smallholder banana farmers in Dominican Republic

As part of our commitment to ensure that Fairtrade producers benefit whenever banana is used as an ingredient in Co-op own-label products, we funded the Productivity Increase Programme (PIP) in Dominican Republic in 2018.

This project shares technologies and knowledge with producers to mitigate risks of lower productivity and demand due to the climate crisis. As a result, producers saw an increase in their productivity from 2018, which has improved producer conditions in a number of ways. Marike de Peña, Director and Co-founder of small producer organisation Banelino Co-operative, tells us about this:

What is the impact of climate change on banana production?

“The Dominican Republic is highly impacted by climate change. The island is frequently hit by hurricanes and tropical storms. The combination of wind and heavy rains and subsequent flooding cause high damage to the crops and result in financial losses to farmers. Also, extensive periods of drought affect the banana production, as water is scarce and prioritised for human consumption.”

How does the act of a Co-op customer buying a Fairtrade banana support lives of the producers?

“When a customer buys a Fairtrade banana, they demonstrate a commitment to human dignity, fairness and sustainability for current and future generations of farmers... Thanks to commitment from businesses like Co-op, farmers have invested in climate friendly technologies and the responsible management of natural resources.”

The Fairtrade Premium has enabled children to go to school, including those with special needs. Health services are now accessible even in the most remote areas. Investments have also been made in housing and community services. Banelino and Fairtrade benefits reach over 30 rural communities, 12,000 patients, 1,000 school children and 100 university scholarships.



Pictures of banana producers at Asoanor co-operative, another co-op implementing the PIP

Cocoa

Supporting cocoa producers through the Women's School of Leadership of Leadership

As part of our commitment to Fairtrade cocoa, we have been investing in Fairtrade Africa's Women's School of Leadership (WSOL) in Cote d'Ivoire since 2017, supporting empowerment of female cocoa farmers, through a programme of training, mentoring, and coaching in leadership and human rights, so that they can go on to take up more important roles in their organisations and communities.

While equality for women is part of the Fairtrade Standards - there are often social norms and structural barriers that prevent women from being able to make their voices heard in large numbers in their communities.

According to a Fairtrade Foundation report released in 2019, the average West African cocoa farmer earns less than 74p a day, far from the £1.86 they need for a sustainable income. For women this is even worse: on average they are paid as little as 23p a day.

Fairtrade Sourced Ingredient (FSI)



In 2017, we extended our Fairtrade cocoa commitment to become the first supermarket to source all our cocoa as an ingredient in all own-brand products on Fairtrade terms. This means that at Co-op, FSI requires all cocoa in all its forms and in all own-brand products to be sourced under Fairtrade terms.

This increased our Fairtrade cocoa purchases fivefold at the time, making a huge difference to farmers. FSI is extremely impactful as it allows big companies and retailers to commit across whole ranges in one specific commodity.

In 2020 we continued our commitment to Fairtrade Producers with our ingredient sourcing work by launching FSI Cocoa Labelling in store. You'll start to see products with the FSI cocoa mark roll out across cocoa ingredient products in store.

To find a breakdown of the different Fairtrade Marks, you can visit our webpage <https://www.coop.co.uk/our-suppliers/fairtrade/understanding-fairtrade-marks>



Women's School of Leadership 2020 Graduation

In July 2020, 32 women and 8 men graduated from the WSOL programme. We've shared some of their reflections below.

Diakite Salimata, a member of Co-op SCAANIAS, stated:

“The two most important things I've learned are self-confidence and budget management. But everything else was important too. I apply all these learnings to everything I do. I saw women's roles in the community differently. Women used to be buried in the past, we didn't know we had potential, we didn't know we had value.”



Kouame Ehui Edith, member of the Cooperative SCAEK COOP-CA in Kotobi, told:

“I used to be very shy, [but now] I can confidently talk in front of an audience. I realised I have something hidden within myself and I now draw on that power. I used to be impatient, but now I master my mind and I manage my household with patience and understanding.”



WSOL is a brilliant example of how by choosing Fairtrade, we can change lives.

To conclude with a statement by Anne-Marie Yao, the regional cocoa manager of Fairtrade Africa's West Africa Network:

“This graduation is not the end. On the contrary, it is for us the beginning of another phase of the training, a practical phase. We remain convinced that this project will contribute to improving the image of women at the co-operative level so that their voices are increasingly heard in their co-operatives.”



Choosing Fairtrade and the world you want

Fairtrade is more than just a certification, it is a movement for trade justice. You can help to make a difference with us for people and the planet. Here's how:

Campaigning

- 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.
- Share Fairtrade stories and spread the word on social media. You can use the following hashtags to do this: #FairtradeFortnight, #ChooseFairtrade, #ItsWhatWeDo and #BeingCoop.
- If you haven't already, you can order a Fairtrade asset pack on [our website](#), including posters and banners to help you celebrate Fairtrade safely in your community.

Products

- Swap your favourite treat to Fairtrade. Next time you're buying a chocolate bar, choose one that's certified Fairtrade. They're delicious and ethical!
- Try a Fairtrade tippie. Why not try our award-winning Fairtrade Malbec, or our Fairtrade South African White if you're after a cheaper option?
- Never compromise on a Fairtrade banana. When you're buying a banana, make sure you choose Fairtrade. Every banana bought at Co-op changes lives.
- Stock your home with Fairtrade tea, coffee and sugar.
- Next time you need a perfect gift, give back to producers with Fairtrade flowers!
- When buying non-food goods, look for fairly traded products. You can visit us at www.coop.co.uk/our-suppliers/fairtrade/fairtrade-businesses to find out about other places to buy Fairtrade certified products, such as Traidcraft and Oxfam.

You can also find out more at the links below

www.coop.co.uk/our-suppliers/fairtrade

www.coop.co.uk/our-suppliers/fairtrade/fairtrade-businesses

www.coop.co.uk/environment/sustainability

www.fairtrade.org.uk

<https://schools.fairtrade.org.uk/resources/>

www.coop.co.uk/podcast

<http://www.fairtradetowns.org/>



Thank you for supporting Fairtrade

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

To finish with a quote from Grace Otieno, a Fairtrade flower producer from Flamingo Horticulture co-op in Kenya:

“I would ask anyone who can to choose Fairtrade, because it can change and save lives. If you are buying flowers you should choose those that are Fairtrade-certified, because a flower is meant to show love, and when you're showing love to your friends, wives and husbands, when you buy from Fairtrade you are also showing love back to the producers who harvest the flowers for them. It is all-round love showing because it touches a life, it improves the lives of many.”



Get in touch

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

[f](#) @Coopuk [t](#) @Coopuk

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

You can also download more resources at co-op.co.uk/fairtrade

When celebrating Fairtrade Fortnight 2021, 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 @FairtradeFoundation.