

The University of Edinburgh
Fair Trade Steering Group (FTSG)

37th Meeting: 14:00 - 15:30 Monday 4th February 2013, Seminar Room 1, Chaplaincy

Members:

Karen Bowman	Director of Procurement (Convener)	KB
Dr Kenneth Amaeshi	Snr Lecturer, Corporate Responsibility & Governance Network	KA
Evelyn Bain	Procurement Manager	EB
Liz Cooper	Fair Trade Co-ordinator	LC
Eleanor Cowie	Press and PR Officer, Communications and Marketing	EC
Max Crema	EUSA Vice-President Services	MC
Davy Gray	EUSA Environmental Officer	DG
Stephannie Hay	Development and Alumni	SH
Prof Tim Hayward	Director of the Just World Institute, SSPS, CHSS	TH
Matthew Lawson	Sustainability Office	ML
Angela Lewthwaite	Estates and Buildings Office	AL
Ian Macaulay	Asst. Director of Accommodation Services, Catering	IM
Rev Ali Newell	Associate Chaplain	AN
Jane Rooney	Minute Secretary	JR
David Somervell	Sustainability Adviser	DS
Lewis White	People & Planet	ES
Sophie Whitehead	Former Fairtrade Intern	SW
Co-conveners of Fairtrade Café students	Edinburgh University People and Planet Society	FCS

University Fair Trade Website is now at: <http://www.ed.ac.uk/fairtrade>

Minutes and Papers of FSG can be found at: <http://www.seagfsg.estates.ed.ac.uk>

Fairtrade Foundation www.fairtrade.org.uk / www.fairtrade.org.uk/resources/downloadable_resources.aspx;

Corresponding:	Dan Abrahams; VP Professor Mary Bownes; Professor Pete Higgins; James McAsh, EUSA President; Prof Michael Northcott; Mr Nigel Paul; Dr Neil Thin; Prof Jan Webb
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Agenda

Apologies and welcome to new members

1	Minute and actions from previous meetings held on 29 th November 2012 and 28 th January 2013.	Paper 1 & 2
2	Fairtrade Fortnight Plans updates from members	(Verbal)
3	Make Food Fair Campaign	Paper 3
4	Workers' Rights Consortium (standing item)	(Verbal KB)
5	Fairtrade Campaign Awards – for information	(Verbal)
6	AOB <ul style="list-style-type: none"> • FT Pop Up Banners • Any other Fair Trade news 	
Date of next meeting – Thursday 21 st March, 15:00 – 16.30, Cuillin Room, Charles Stewart House		

Note: The Fairtrade Foundation has advised on use of its brand name i.e. any commodities or services not accredited with the Fairtrade Foundation should be termed 'fair trade' (two separate words with no capital "F")

The University of Edinburgh

Fair Trade Steering Group (FTSG) - Minute

35th Meeting: 15:00 - 16:30 Thursday 29th November 2012, Cuillin Room, Charles Stewart House

Members:

Karen Bowman	Director of Procurement (Convener)	KB
Dr Kenneth Amaeshi	Snr Lecturer, Corporate Responsibility & Governance Network	KA
Evelyn Bain	Procurement Manager	EB
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Max Crema	EUSA Vice-President Services	MC
Davy Gray	EUSA Environmental Officer	DG
Stephannie Hay	Development and Alumni	SH
Prof Tim Hayward	Director of the Just World Institute, SSPS, CHSS, Convenor FTAN	TH
Matthew Lawson	Sustainability Office	ML
Angela Lewthwaite	Estates and Buildings Office	AL
Ian Macaulay	Asst. Director of Accommodation Services, Catering	IM
Rev Ali Newell	Associate Chaplain	AN
Jane Rooney	Minute Secretary	JR
David Somervell	Sustainability Adviser	DS
Lewis White	People & Planet	LW
Sophie Whitehead	Former Fair Trade Intern	SW
Fairtrade Café students	Bryony Budd for Fairtrade Café	BB

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FTAN Fair Trade Academic Network at: http://www.sps.ed.ac.uk/jwi/knowledge_exchange/fair_trade_academic_network

University of Edinburgh Fair Trade Facebook <https://www.facebook.com/UniversityOfEdinburghFairTrade> and Twitter <https://twitter.com/UoEFairTrade> are now live.

Corresponding: VP Professor Mary Bownes; Professor Pete Higgins; James McAsh, EUSA President; Prof Michael Northcott; Mr Nigel Paul; Dr Neil Thin; Prof Jan Webb

Apologies and / or unable to attend: Dr Kenneth Amaeshi, Eleanor Cowie, Davy Gray, Prof Tim Hayward

0	Welcome and introductions <ul style="list-style-type: none"> Convener welcomed Liz Cooper, Fair Trade Coordinator, to the group. Noted National Fairtrade Campaign Award received by the group and collected on its behalf by Procurement Manager. Noted along with the award the sum of £600 which was now available for the group to spend. 	
1	Previous minute of meeting held on 29 th November 2012 – agreed .	(Paper 1 - KB)
1.1	Action – KB, EB & MC to meet with Jim Aitken at CSE to discuss the issue.	KB, EB & MC
2	SEAG Policy Tracker - SRS Implementation plan Progress Log 12/13 <ul style="list-style-type: none"> Sustainability Programme Coordinator outlined the background to the document; produced on an annual basis and updated in January, May and August to guide the work of SEAG throughout the upcoming year, in accordance with SRS and University Strategy. Noted Fair Trade Academic Network, Engagement, and links to Procurement as the main issues focused on. 	(Paper 2 - ML)
2.1	Action – ALL to contact ML / AL with any missing actions, specifically fair trade tasks.	ALL

3	<p>Fair Trade Action Plan 2013 summary report</p> <ul style="list-style-type: none"> • Fair Trade Coordinator presented the plan, noting that it was not based on her ideas for the group but on recommendations arising from the Fairtrade Foundation, MSc PPP study, the Fair Trade Intern Report, the SEAG Away Day, and the FTSG workshop. • Noted 4 key messages, relating to Procurement (including increased visibility in the cafes/shops), Engagement (with staff, students and alumni), the Fair Trade Academic Network (relating to issues of trade justice, ethics and business) and the Wider Community (including the use of social media to help engagement and communications). • Convener noted that a draft of the Scottish Government Procurement Reform (formerly Sustainable Procurement) Bill would be available in January, which was an add-on to European Law, which would itself change in 2014, and that all the others were moving in the direction towards social responsible public procurement. She thanked those members who attended a Workshop to help University Response to the Bill. • Noted discussion of the percentages of University contracts under Scots rather than English law, if the legal frameworks end up in different position on this. • Convener noted the addition of a Procurement Lawyer to the team who would track all contracts and get them in order. • Noted the influential position held by the University enabling it to ask upfront for its sustainability policy to be met. • Noted compliance to central contracts at 80%. • Noted that engagement was identified as the biggest challenge in all reports, and that it was time for the group to either consider new suggestions or take current ones on board and prioritize them. <p>Action: EUSA to consider e.g. the various recommendations for student engagement and suitable events e.g. with new ethical forum and societies</p>	(Paper 3 - LC)
3.1	<ul style="list-style-type: none"> • Sustainability Programme Coordinator recommended EUSA liaising with Joe Farthing in better coordinating and communicating eg OurEd promotion of students' events. • Representative from Development and Alumni noted that there was no fair trade engagement plan for alumni and no immediate plans for an alumni survey, although Principal's tea parties would continue to offer fair trade produce (via Accommodation Services/Edinburgh First). • Noted the option of using D&A social media during FT14 to promote fair trade messages. • Noted that an article in Edit was a possibility, perhaps reviewing FT14 activities and events. Although editorial control is independent of D&A. 	MC/DG
	<p>Action – SH to check timescale between FT14 and when an item would need to be submitted in order to make the next issue.</p>	SH
3.2a	<p>Action – SH to liaise with LC re: digital communications (social media, fair trade in D&A monthly e-newsletter?)</p>	SH
3.2b	<p>Action – SH to put together a plan for this year and the next (NB the 10th anniversary, to tie in with alumni memories of that time).</p>	SH
3.3	<p>Action – LC to meet MC/DG to assist EUSA plan of action for engaging with student groups outwith those already involved, which could include large scale debates and appropriate marketing campaign to Freshers.</p>	SH/LC
3.4	<ul style="list-style-type: none"> • Noted EUSA Marketing Officer Niamh Maynard as contact for the Freshers Handbook, to consider inclusion of a fair trade flyer for the Freshers Fair. 	LC/MC/DG

	<ul style="list-style-type: none"> • Noted that EUSA did not have the capacity to design a flyer. • Noted that new alumni or staff attending any Principal's Tea Parties should be aware that some of the catering was fair trade. <p>Action – KB & LC to meet to discuss embedding the fair trade message within existing structures such as sustainable procurement (Marrakech route).</p>	<p>MC/DG</p> <p>IM</p>
3.5	<p>Action – EUSA and LC to liaise with Societies Development Coordinator Lizzie Brough to ensure campaigning societies receive information on fair trade and to keep Lizzie informed of events.</p>	<p>KB & LC</p>
3.6a	<p>Action – AN and BB to take back information to the Fairtrade Café.</p>	<p>MC/DG&LC</p>
3.6b	<p><u>Fairtrade Fortnight 2013</u></p> <ul style="list-style-type: none"> • Convener noted the need to develop a plan of key actions for events and activities in FT14. • Noted that the main City of Edinburgh event would be a fair trade brunch on Saturday morning, 9th March, at Out of the Blue which FTSG would promote. • Noted that a schools event, to be held on the evening of Tuesday, 5th March at Holyrood High School in Duddingston, is expected to have Fairtrade producers in attendance • Associate Chaplain proposed inviting a speaker to tie in with the Fairtrade café on each Monday. Convener noted that the producer attending the schools event could fulfill this role. <p>Action – KB to ask the City Education subgroup who would be attending and work with AN on how to facilitate a visit.</p>	<p>MC/DG/LC</p> <p>AN/BB</p> <p>KB & AN</p> <p>ALL/JR</p>
3.7	<p>Action – ALL to bring along details on plans for FT14 to the meeting on 21st January so that a start could be made on publicizing them.</p> <p>Action – ALL to email Secretary with details of events so that scheduling could be organized to avoid clashes.</p>	<p>ALL</p>
3.8	<ul style="list-style-type: none"> • Convener noted that although it was important to have cohesion, each group should focus on activities and events that were appropriate to them, and that permission not needed but aim to share communications and support events 	<p>MC</p>
3.9	<ul style="list-style-type: none"> • Noted proposal that the Ethics and Environment Forum hold a meeting during FT14 (25 Feb – 10 Mar). <p>Action – MC to influence various student groups to think about fair trade.</p>	<p>IM</p>
3.10	<ul style="list-style-type: none"> • Noted MC involvement in Innovative Learning Week (18-22 Feb), TEDx event is mooted - to include one room themed around fair trade. • Procurement Manager emphasized that time was limited and that it was essential to get events noted down so that promotion can start in January. • Convener noted the need to focus on a few good events, to support two Monday lunchtime events in the Chaplaincy to coordinate with fairtrade café. <p>Action – IM to think about ideas for outlets during FT14, to include free products and tie-in promotions.</p>	<p>LC</p> <p>IM</p> <p>DG</p> <p>IM / Chris Beddows</p>
3.11	<ul style="list-style-type: none"> • Noted discussion of the incompatibility of Fairtrade Foundation recommendations with large scale catering. • Noted discussion of visibility in the cafes outwith FT14, given competing promotional materials and limited wall space. • Convener advised using social media to relieve the pressure. 	

<p>3.12</p> <p>3.13</p> <p>3.14</p> <p>3.15</p>	<ul style="list-style-type: none"> • Sustainability Advisor asked the group to remember to promote Malawi Rice internally. <p>Action – IM to pass Malawi Rice information on to Chris Beddows, catering at EUSA <i>Post Meeting Note: Convenor agreed EUSA can invite Chris Beddows to attend next FTSG, thereafter if he wishes to become a member will write to Secretary</i></p> <ul style="list-style-type: none"> • Noted discussion of the problems of badging non-wrapped product and the suggestion that cards or stickers be used, as with delivered catering, or information put over the entrance signposting fair trade produce. • Procurement Manager noted that fair trade cotton clothing was not being badged as ethically sourced. • EUSA VPS noted that as the EUSA marketing team became more embedded they would be in a better position to balance messages. • Sustainability Programme Coordinator noted that the Edinburgh Sustainability Awards included fair trade criteria and that the catering outlets had signed up. • Noted that the JMCC should be awarded bronze following the Food for Life audit on 21 November. <p>Action – LC to work with TH on getting academic network information in one place on the University website. <i>Post meeting note: this has begun and details are at:</i></p> <ul style="list-style-type: none"> • http://www.sps.ed.ac.uk/jwi/knowledge_exchange/fair_trade_academic_network • Convener noted key priorities including improved signage in food outlets, creating clear links to SRS Strategy and the Procurement Reform Bill, and looking at how the group supported the fairtrade café. <p>Action – ALL to look over the summary document, decide what to retain and how to move forwards.</p> <ul style="list-style-type: none"> • Convener thanked the Fair Trade Coordinator, noting that the key actions outlined in the plan would help the group to identify what could be done. • Convener proposed changing the name of the group from the ‘Fairtrade’ (as per label) to the ‘Fair Trade’ Steering Group to reflect its extended remit, to co-ordinate with the Fair Trade Academic Network, and in order to reclaim the words. <p>Group agreed to take its new two word name, Fair Trade Steering Group, on to SEAG for approval. This form to be used in social media (re copyright on Fairtrade label). <i>Post meeting note: Communications and Marketing and Joe Farthing agreed to University of Edinburgh Fair Trade Facebook and Twitter design and management. Group informed of links and invited to ‘like’ and add material, tweets via editor (LC).</i></p> <p><i>Noted: LC to recruit 2 student volunteers, through EUSA volunteer centre, in January to work on fair trade events and on fair trade media and communication.</i></p>	<p>LC</p> <p>ALL</p> <p>KB</p> <p>LC</p> <p>LC</p>
<p>4</p>	<p>EUSA Referendum – Ethical Electronic Procurement</p> <ul style="list-style-type: none"> • EUSA VPS presented the paper which reflected the study body’s desire to put down a marker regarding the electronics supply chain workers rights. • Noted EU Commission funding awarded to People and Planet (as an NGO). • Noted discussion of an academic paper on the benefits and impact corporate codes of conduct (identified by LC) Secretary to circulate to the group. 	<p>(Paper 4 - MC)</p> <p>JR</p>
<p>5</p>	<p>Workers’ Rights Consortium</p> <ul style="list-style-type: none"> • Noted that membership of the WRC would run until April 2013, at which time the group would need to feed back on whether membership was beneficial and a formal decision would need to be taken at the next meeting after January one, which would focus on FT14. 	<p>(Verbal - KB)</p>

<p>6</p> <p>6.1</p> <p>6.2</p>	<p>Fairtrade Campaign Awards (CA funds)</p> <ul style="list-style-type: none"> Group agreed to allocate one third of the £600 awarded to producing pop up banners via internal Printing Services (EB to order 2 banners, plus additional 4 for IM, plus (tbc) 2 for EUSA and arrange eITs) . Also will reuse existing one (shown) Remaining £400 is to promote fair trade in other ways, e.g. academic network events, producer visits. Proposals to be sent to the Secretary and agreed by Convenor if urgent, or next FTSG meeting. Secretary to organise banner placements. <p>Action – LC to send banner artwork to MC to take to EUSA marketing to ok. Convenor noted original was designed by EUSA.</p> <ul style="list-style-type: none"> Noted that the various elements could be re-ordered. Noted that a report outlining and accounting for the expenditure would need to be written. 	<p>(Verbal - KB)</p> <p>EB</p> <p>JR LC/MC</p> <p>LC</p>
<p>7</p> <p>7.1</p>	<p>AOB</p> <ul style="list-style-type: none"> <u>Fair Trade Flag</u> Noted that the Fair Trade flag would be flown from the City Chambers during FT14 and that permission had been secured to fly the flag from Old College during this period. Noted that flags would cost about £50 each, and that a budget had not yet been agreed with City. Agreed that [Old College] can be from CA funds. Noted debate on colour and layout ongoing but will be decided by Fairtrade City group. Noted that convener had followed up with Heriot-Watt, Napier and QMUC who had agreed to follow suit. EUSA VPS requested an additional two flags for Teviot Row & KB House. <u>Fair Trade Academic Network – issues arising</u> Sustainability Adviser noted alignment opportunities with the Global Development Academies and highlighted funding available for study and teaching within this area. Fairtrade Coordinator had met with Jake Broadhurst. TH is liaising with Christine Bell, Global Justice Academy Noted the aim to raise awareness of justice of other kinds to fair trade, including climate justice as per recent Dr Mary Robinson public lecture. Sustainability Adviser noted the importance of good links between groups researching and in operational areas. <p>Action – ALL to email LC with anything to be added to FTAN materials.</p> <ul style="list-style-type: none"> <u>People & Planet</u> Noted P&P Scotland Sustainable Futures Conference to be held in Glasgow at the end of February 2013. <u>Events and other matters of possible interest to group members</u> Noted the Edinburgh ‘Do’, to be held from 22 – 24 March, focusing on practical activities and co-hosted by EUSA. Noted possible shop front for the Free Shop at 13 Guthrie St which would provide an opportunity for year-round reuse and recycling in association with Remade. Noted discussion of a permanent home for the Hearty Squirrel in George Square car park. Noted Iris Aitchison, now working freelance though formerly of Falkirk College, to meet with KB & LC to discuss partnership working with the University, in order to learn and to help Scottish colleges embrace fair trade or Fairtrade status. Sustainability Adviser proposed tying this in with the ‘Do’ <i>Post-meeting</i> 	<p>KB</p> <p>MC/DG</p> <p>TH/LC</p> <p>ML/LC</p> <p>ALL</p> <p>MC/DG</p>

7.2	<p><i>note</i>: bid not in yet. Noted discussion of the removal of Costa Coffee from Kings Buildings and replacement with local supplier 'Myrtle'. AS Assistant Director Catering recommended Coffee Consciousness who also provide local community work, apple trees.</p> <ul style="list-style-type: none"> • Noted discussion of transfer of waste contract from Shanks to Viola. Noted that as Viola did not have the capacity to deal with food waste, Accommodation Services were working with Biffa. • Noted no food waste to landfill from the John McIntyre Centre. • Noted that the whole of Pollock Halls, not just JMCC, had now received a Green Business Award. <p>Action – KB & LC to develop the Action Plan and JR to circulate.</p>	<p>KB/LC</p> <p>KB, LC, JR</p>
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Date of next meeting– Monday 21st January **14:00 – 15:00**, Seminar Room 1, Chaplaincy
Fairtrade Café open for lunch **12:30-1:30** – <http://www.eusa.ed.ac.uk/societies/society/fairtradecafe/>

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Corresponding:

VP Professor Mary Bownes; Professor Pete Higgins; James McAsh, EUSA President; Prof Michael Northcott; Mr Nigel Paul; Dr Neil Thin; Prof Jan Webb

In attendance:

Anna Donegan (Sports Union President)

Apologies and / or unable to attend:

Dr Kenneth Amaeshi, Eleanor Cowie, Prof Tim Hayward, Ian Macaulay

0	Welcome and introductions	
	<ul style="list-style-type: none"> • Convener welcomed Anna Donegan, Sports Union President, to the group. 	
1	Minute and actions of meeting held on 29 th November 2012 – carried forward to next meeting.	(Paper 1)
2	Fairtrade Fortnight Plans <ul style="list-style-type: none"> ○ <u>Link to Schools</u> • Noted discussion of Schools event on the evening of Tuesday, 5th March, and the need to quickly establish who should attend in order to report this back to the City of Edinburgh Group meeting on 4th February. • Action – ALL to check with their networks regarding possible attendance at the event and feed back names to secretary. • Noted discussion of a potential soup-making stall for the Fair Trade Caf�, though this would need to be firmed up as stalls were limited and primarily intended for use by schools. • Noted the need to clarify what the group wanted to get out of this involvement with schools. • Noted recognition of the greater importance of student visits to schools. • Noted discussion of the People & Planet schools connection and the impact of individuals having graduated. 	(Verbal) ALL

	<ul style="list-style-type: none"> • Action – AN to liaise with Bryony Budd re: following up on the Emma Saunders link. • Former Fairtrade Intern noted the importance of combining 4th and lower years in school visits to preserve and sustain links after individual students graduate. • Noted City of Edinburgh Group to make school visits part of its Education Sub-Group (to which Dorothy Watson from the International Office belongs). Noted that it would need to be clear what the University could offer in terms of these visits in order to ensure it could satisfy demand. • Action – ALL to contact secretary re: involvement in the Schools event by 4th February. <p>○ <u>Other City events</u></p> <ul style="list-style-type: none"> • Noted Fairtrade Brunch on Saturday 9th March, to include jazz and 10 stalls; attendance open to all. • Noted potential for UoE/EUSA stall celebrating ‘Edinburgh – Fair Trade City’. • Action – ALL, once details firmed up, to promote event and encourage contacts to attend. • Noted Edinburgh City of International Learning offering potential link to students. <p>○ <u>UoE events</u></p> <ul style="list-style-type: none"> • Action – AN to arrange for a speaker to tie in with Fair Trade Café on the Mondays. • Noted cashew nut producer from the Indian organisation ‘Elements’ for Traidcraft and Equal Exchange would be available to attend on the 4th March, 12:00 – 14:00. Noted the need to be clear about times as producers would be on a tightly scheduled programme. • Noted discussion of holding the talk in the auditorium, with notification of the event on the door, as moving upstairs could lose attendees and make it too formal to encourage questions. • Noted the University would be hosting the AGM of the Chartered Institute of Purchasing and Supply on Thursday 7th March, 6pm for 6:30, in the Raeburn Room, followed by Fair Trade wine tasting in partnership with South Queensferry FTSG and tour of Old College. Noted request for speakers. Noted potential speaker from Scotmid to tie in with the wine supplied. • Noted Tedex launch in the week after FT14, which would heavily advertise its food and drink as fair trade. • Noted discussion of marketing around the People & Planet Fairtrade Football event, and the event as a good opportunity for the Sports Union to tie in and get involved. • Noted the potential to expand outwith FT14 and possibly develop into a football league. • Noted People & Planet had not yet discussed a date but recognised that Saturday 2nd March would be better to ensure an even spread and not take focus away from City events. • Noted discussion of the possibility of organising walks or runs to tie in with the theme ‘take another step’, including walking tours highlighting fair trade vendors in the city, though the organisation and red tape involved would be considerable. • Noted the Meadows Marathon on 3rd March would fall within FT14 and that all admin associated with the start of the race was to be hosted in the Dome. Noted scope for promotion if ideas could be crystalized in time. • Noted potential tie in for Hearty Squirrel Co-op. 	<p>AN</p> <p>ALL</p> <p>ALL</p> <p>AN</p>
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	<ul style="list-style-type: none"> • Noted concern about the lack of any unsolicited contact regarding FT14, which had become less important to students since the fees issue arose. • Noted discussion of communications around fair trade received by students as part of the induction process. ○ <u>Alumni</u> • Noted the Principal’s Tea Party had gone well, and that tea and coffee had been identified as fair trade. • Noted all events would be open to alumni. • Action – SH to communicate with alumni re: fair trade football and feed back to LW. ○ <u>Retail and Catering</u> • Noted EUSA Retail Manager Paul Vincenti usually builds a fair trade display in front of the Dome shop with tie in promotions on chocolate and fruit but was keen to do something different this year. • Noted discussion of issues around point of sale promotional material. • Action – JR to order Cafédirect samples. • Noted EUSA Catering Manager Chris Shrive keen to promote hot beverages without conflicting with Ian Macaulay’s promotions. • Noted discussion of Switch & Save style coffee and a bun promotions given associated impact on profit and EUSA embargo on bake sales given allergens and related legal issues. • Action – LW & DG to liaise re: possibility of Ubuntu Cola tasting or similar event. • Noted Keepcup promotion still offering 10% discount in UoE outlets. • Noted discussion of tailored menu options featuring fair trade fruit and veg. • Noted Hearty Squirrel fair trade workshop on 1st March led by Astrid Mooney. • Noted discussion of the possibility of repeating last year’s successful Afternoon Tea event hosted by ChocSoc, SocieTea and the Baking Society. • Action – SW to take the lead on organising Afternoon Tea. • Noted Chaplaincy could host if EUSA venues were out. • Noted possible events around the second producer (cotton), though this had not been confirmed yet. 	<p style="text-align: center;">SH</p> <p style="text-align: center;">JR</p> <p style="text-align: center;">LW / DG</p> <p style="text-align: center;">SW</p>
3 - 6	<ul style="list-style-type: none"> • Additional agenda items carried forward to next meeting. 	
<p>Date of next meeting: Monday 4th February 14:00 – 15:30 Seminar Room 1, Chaplaincy</p> <p>Fairtrade Café open for lunch 12:30-1:30 - http://www.eusa.ed.ac.uk/societies/society/fairtradecafe/</p>		

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21st January 2013

Dear Fairtrade Town group

Make Food Fair campaign

2013 is set to be an exciting year for Fairtrade! We are writing to you as a Fairtrade Town contact so that you can share the news with your steering group and wider community.

Starting in Fairtrade Fortnight, we will be launching a major new campaign, **Make Food Fair**, to tackle the injustices in our food system. Our current food system is out of control for farmers, consumers and companies. Too many farmers are going hungry while the rich world is consuming too much. Supermarkets are trapped by their own low prices which prevent them from investing in farmers and paying them fair prices.

Make Food Fair calls for a sustainable food system, which works for everyone and ensures that farmers can get a decent livelihood from the crops that they grow. Did you know:

- Half of the world's hungry are smallholder farmers who are unable to earn a living from the crops that they grow.
- Smallholder tea growers often receive less than 3 per cent of the retail value of tea, and sometimes less than 1 per cent.
- UK supermarkets sell bananas more cheaply than anywhere else in the developed world, even though the cost of growing bananas has shot up for the producers.
- Each year consumers in rich countries waste as much food as the total annual food production of sub-Saharan Africa.

The **Make Food Fair** campaign will build a powerful movement of people demanding an end to the unfairness in our food system. It will challenge decision makers to go further to support smallholder farmers in crisis, and it will take the call for trade justice to business leaders. Winning this campaign will mean transforming the lives of millions – but we need to start building overwhelming pressure for change among the UK public. Find out more at www.fairtrade.org.uk/makefoodfair

What are we calling for?

To start the campaign, we are calling on Prime Minister David Cameron to champion action for smallholder farmers. This year the UK holds the chair of the G8 group of world leaders, and will host a summit in Northern Ireland in June. David Cameron will also host a major hunger event alongside the summit. We want to make sure the UK champions action to build a fairer, more sustainable food system for all, including major investment in smallholder agriculture - critical for feeding the world in the future. Add your name to our online petition by creating a mini paper character at www.fairtrade.org.uk/gofurther



What are we asking you to do locally?

Whatever you are doing during Fairtrade Fortnight, please use the opportunity to tell people about the new campaign. From 15th February you can order Make Food Fair postcards which give people a chance to sign up and get involved from the very start, at <http://online.fairtrade.org.uk>

We are also encouraging campaigners to bring Fairtrade alive by creating an eye-catching work of art. It's a fun way to get people involved and build support for our campaign. By uploading a picture of your artwork on our website you will join thousands of others in the petition to David Cameron. See pages 7-8 of the Action Guide.

You could also hold a local debate or panel event to get people talking about the challenges and potential solutions to our broken food system. Get in touch if you'd like ideas or advice on organising something. Visit <http://step.fairtrade.org.uk/get-involved/i-am-a-supporter> for all the Fairtrade Fortnight resources.

ENOUGH FOOD FOR EVERYONE

This week you will also be hearing about a major, new, one year coalition campaign calling on world leaders to make dramatic progress towards ending global hunger. The Fairtrade Foundation is proud to be a part of this alongside more than 80 other UK organisations. Plans include a campaign push in the run up to the UK Government's Budget in March, and a major rally ahead of the June G8 summit.

The campaign will also encourage individuals to make a difference in their own lives in three ways: by buying Fairtrade, looking for ethical and environmentally sustainable food, and avoiding food waste. This is a great opportunity to get more people buying more fairtrade products. Visit www.enoughfoodif.org to find out more.

Thank you for your continued support at this exciting time!

Yours sincerely



Joanna Milis

Head of Campaigns