

Fairtrade Fortnight

Monday February 21st ----- Sunday March 6th 2022

“Choose the World You Want”

This strapline for Fairtrade Fortnight 2022 indicates that we can all make a difference to the fortunes of farmers and producers around the world who grow our food. We can support them by choosing products and food bearing the “Fairtrade Mark”

Mr Kouamé N’dri Benjamin-Francklin, a cocoa farmer from Côte D’Ivoire, attended COP26 as part of Fairtrade’s farmer delegation. He explains financial support is a vital element of ensuring that farmers in low-income nations have the tools to tackle the destructive impacts of the climate crisis:

“If we carry on planting when we have always done before, when there is no rain and it is so hot, whatever we try to grow is destroyed. Then there is nothing to harvest. That has been happening now for years and production has massively decreased. Because of that, our incomes have massively decreased.’ He added: ‘What is more, the little that we can sell isn’t paid at the price it should be paid. Cocoa farmers only earn 3% of the price of a chocolate bar. That’s really sad, being a farmer shouldn’t be a route to poverty.’



The Fairtrade Mark on a product means that farmers in the developing world have been paid a fair guaranteed amount that covers their costs of production and also gives them extra money, called the “Fairtrade Premium”. The Fairtrade Premium helps them fund improvements for their communities. These might be educational and health projects or important adaptations that farmers must now make to cope with Climate Change.

**Stourbridge Fairtrade Town Group invites you to
“Choose the World You Want” by buying Fairtrade and visiting their
event at St Thomas’s Church Hall, opposite Waitrose in Market Street
on Saturday March 5th from 10am-----1.30pm.**

Other local organisations, like Friends of the Earth, Transition Stourbridge and the Repair Café, will showcase their work. Also invited are local shops, who sell Fairtrade, to display their Fairtrade goods. Traidcraft goodies will be on sale and there will be activities for children and Fairtrade refreshments to enjoy.

Please Come Along, Taste Fairtrade and “Choose the World You Want!”