

Fairtrade Talk (to be used alongside Fairtrade_Adults PowerPoint)

SLIDE 1 Introduction to Fairtrade

Hi, I'm ... and I am representing the Jewish Fairtrade campaign. I'm here to talk to you about Fairtrade and why it is important to think before you buy!

We're going to talk about a community-wide campaign to promote Fairtrade.

The organisations working on the campaign are:

- Tzedek, which is an overseas development charity working to support some of the world's poorest across Asia and Africa
- Board of Deputies – the governing body of the Jewish community in the UK
- JCC, who run social, cultural and recreational activities for Jewish people in London
- The Pears Foundation - a funder in the Jewish community, particularly interested in social action
- UJIA, which is a charity investing in young people and education in Israel and the UK

All these organisations are involved in the Jewish Social Action Forum, which is where the Jewish community's Fairtrade Campaign was born.

I will talk briefly about why Fairtrade is a Jewish issue, give you an introduction to Fairtrade and what you can do to play a part

SLIDE 2

There are many products available in supermarkets that have the Fairtrade mark – this means the product is Fairtrade certified. This label is licensed out by the Fairtrade foundation.

Many of you will have seen the Fairtrade mark on products such as tea, coffee, sugar, chocolate and bananas.

SLIDE 3

When you buy a product with a Fairtrade mark on it, it guarantees two things in particular:

- The people selling the goods will be guaranteed a fair price for them i.e. a minimum price is set which they will never receive below. If market price is higher they will get more
- A premium on top of the price will be paid which is for reinvesting back into social and environmental projects e.g., schools, hospitals, teachers

SLIDE 4 Case study

This is an example of a cooperative of banana producers in the Caribbean called WINFA.

For each box of bananas, farmers will receive \$5.75. This is around \$1 more per box than the farmers would receive in the conventional market.

Farmers then receive a further premium \$1.75 per box to be invested into community projects.

In the case of WINFA, the \$1.75 premium is divided into: \$1 for social, environmental and business development, and \$0.75 for the implementation of Fairtrade criteria and business support.

SLIDE 5

The sales of Fairtrade products has increased rapidly over the past few years.

This is because people like you are buying Fairtrade products, and therefore, more varieties are entering the market place.

SLIDE 6

More and more Fairtrade products are constantly being introduced into the UK market (some of which are also certified as Kosher).

Part of the current campaign is to encourage consumers to ask for more Fairtrade Kosher products in their shops. Demand will increase supply.

This campaign is accessible to everyone. We all shop, we all buy. Think before you buy and ask for Fairtrade!

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Why has the Jewish community got involved in Fairtrade?

Tzedekah is translated as charity – the root of this word is Tzedek, meaning justice or righteousness. Charity for Jews is more than giving money, its about creating a just society.

We live in a world where 10 million children a year die before their 5th birthday from preventable diseases and 1 billion people at the turn of the 21st century could not read or write.

Fairtrade is a growing international movement which tries to guarantee a better deal for poor famers in developing countries.

Fairtrade attempts, through the power of the consumer, to help redress this situation. Unfair trade rules mean that farmers in the developing world often do not receive a sustainable price for their goods.

By paying a fair price for imported products, you can make a difference to those living in poverty. As consumers, we ALL have a responsibility.

SLIDE 8 Actions to be taken

I'd like to give you a few ideas and examples of things you can do to promote Fairtrade and make a difference.

Next time you go shopping try and add one new Fairtrade product to your shopping list. If you cannot find what you are looking for, speak or write to the store manager. Fairtrade isn't just about food either. Marks & Spencer and John Lewis both do Fairtrade ranges of t-shirts, towels and bed linen.

At your/your child's school: run assemblies on Fairtrade or use Tzedek's educational resources to engage your students, available from the website

If you are having an event or *simcha*, bar/bat mitzvah or wedding - ask the caterers to use Fairtrade ingredients.

JSAF have made some fairtrade *kippot* - made in india using Fairtrade cotton. Buy these as gifts or have personsled for your simcha

Become a Fairtrade Synagogue or renew your pledge to use, promote and raise awareness about Fairtrade products, to help ensure a fair deal for producers in developing countries.

All these ideas and more can be found in the newly produced 'A Jewish Guide to Fairtrade', which contains Jewish sources and ideas for actions you can take to let your family, friends and the wider community know about Fairtrade.

SLIDE 9

Does anyone have any questions?