



## What is Fairtrade?

Fair Trade goods include products like **Café Direct, Tea Direct and Traidcraft**. The producer is **guaranteed a fair and stable price, and any surplus is invested in the producer communities. Fair Trade helps tens of thousands of small farmers in poor countries build a better life for themselves, their families and communities, and builds links of friendship and solidarity across the world.**

The FAIRTRADE mark independently guarantees:

- Decent wages.
- Minimum health and safety standards.
- A fair minimum price and a social premium for the community.
- A longer term trading relationship.
- A commitment to better environmental standards and working towards sustainable production.
- The right for workers to join trade unions.

## What you can do to be a Fair trader

- **Buy Fairtrade** - Look for the FAIRTRADE Mark in shops and cafés. Product choice is growing all the time. Tea, coffee, cocoa, chocolate, sugar, honey, biscuits, cakes, fresh fruit (bananas, mangos, pineapples) and juices are now available.
- **Choose Fairtrade at work** - use Fairtrade tea and coffee for meetings and buy Fairtrade products for your tea breaks.
- **Take a Fairtrade cappuccino break** - request Fairtrade from your coffee maker - Fairtrade is now on offer at many of the high street coffee shops.
- **Lobby your local supermarket or shop** - if you don't see Fairtrade foods on the shelf - ask!
- **Encourage your school** to learn about Fairtrade, buy the products and use the educational materials available.
- **Share Fairtrade with your friends and family** - buy Fairtrade food gifts for them!

## What we are doing in Brent

In Brent we are working on Fairtrade issues with the community, local schools, colleges and universities, local businesses, faith groups and other organisations in the Borough.

- **We** have set up a Fairtrade steering group that will take forward our work on Fairtrade issues.
- **We** have set up a Brent Fairtrade Network - open to all who live, work and study in the Borough.
- **We** are progressing the use of Fairtrade products in council catering contracts, staff canteens, vending machines and staff tea clubs.
- **We** are holding awareness raising events, sampling days and fairs around the Borough -and celebrating Fairtrade Fortnight (usually in the first two weeks in March each year).
- **We** are seeking publicity and media attention.
- **We** are collating a list of shops and cafés that sell Fairtrade products in Brent.

## Five Goals for a Fairtrade Town, City or Zone

The purpose of a Fairtrade Town is to help tackle poverty by giving disadvantaged producers from poor countries a better deal, by encouraging support for the FAIRTRADE Mark. To get this, we aim to ensure that:

- The Council passes a resolution supporting Fairtrade, and agrees to serve Fairtrade coffee and tea at its meetings and in its offices and canteens.
- A range of (at least two) Fairtrade products are readily available in local shops. Fairtrade products are served in local cafés and restaurants.
- Fairtrade products are used by a number of local work places (estate agents, hairdressers etc) and community groups (churches, schools etc)
- We attract media coverage and popular support for the campaign.
- A local Fairtrade steering group is set up to promote Fairtrade goods.



# Help us make Brent a Fairtrade Borough

To find out more about Fairtrade in Brent and getting involved in the Brent Fairtrade Network contact: 020 8937 5326 or email: fairtrade@brent.gov.uk

Alternatively check out the Brent Fairtrade Network web pages via the Council's web site on [www.brent.gov.uk/fairtrade](http://www.brent.gov.uk/fairtrade)



**Building a Better Borough**



## Fairtrade Foundation

The Fairtrade Foundation builds awareness of Fairtrade among consumers through campaigns (including Fairtrade Fortnight), encourages industry and business to offer a wide choice of fairtrade goods and monitors and awards the FAIRTRADE Mark. The Fairtrade Foundation is a member of the Fairtrade Labelling Organisation (FLO), governing body of international Fairtrade standards. Visit [www.fairtrade.org.uk](http://www.fairtrade.org.uk) for more information.

## Brent Council



The Council works with residents, community groups, businesses and other agencies to promote the economic, social and environmental well-being of the area. To learn more about how to get involved and make your views known go to [www.brent.gov.uk/consultation](http://www.brent.gov.uk/consultation). To find out about the Council's corporate strategy visit [www.brent.gov.uk/corpstr3.nsf](http://www.brent.gov.uk/corpstr3.nsf) and for details on its approach to green issues [www.brent.gov.uk/greenbrent.nsf](http://www.brent.gov.uk/greenbrent.nsf)

## the Co-operative Group

The Co-operative Group is firmly committed to promoting and developing Fairtrade and wishes Brent every success in achieving Fairtrade status. For details of our work to support Fairtrade, our latest Fairtrade food and wines or to find your local store see our website: [www.co-op.co.uk](http://www.co-op.co.uk)



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