

Dear catering or shop manager,

I am writing to you to ask if you could please consider stocking a wide range of Fairtrade food products.

Many people who produce the food we buy are living in poverty, as they are not paid a fair living wage for the work they do. Fairtrade works by paying small-scale producers a secure, guaranteed price for their crops and the security of knowing that they can plan for their future.

Tearfund, a Christian relief and development agency, carried out a survey as part of an ethical living campaign called Lift the Label. The survey results show that 89% of young people and students would like to see school and university canteens and shops stocking a wide range of Fairtrade products. 71% said they would be willing to pay extra money for Fairtrade products knowing that it would help people who are living in poverty.

If you already stock some Fairtrade items then thank you for choosing to do so – but may I encourage you to ensure that you are stocking as wide a range as possible? If you don't currently stock Fairtrade products, then please consider starting soon. Your decision could make a big difference to the lives of many people living in poverty in the developing world.

To receive a complete list of Fairtrade suppliers and products available for your canteen or shop simply contact Tearfund at the address below.

Email: fairtrade@tearfund.org **putting 'Fairtrade products and suppliers' followed by the word 'canteen' and/or 'shop' in the subject box.**

Call: 0208 943 7859

Write: Lift the Label
Tearfund
100 Church Road
Teddington
TW11 8QE

Thank you for taking the time to read this letter,

Best wishes,
Signed

QUESTIONS AND ANSWERS (on reverse of campaign letter to hand in)

Fairtrade – your questions answered – [heading]

What is Fairtrade and why should I stock Fairtrade food items?

International trade affects the lives of millions of the world's poorest people every day. When commodity prices fall it can have a catastrophic effect on millions of small-scale producers, forcing many of them into crippling debt and to lose their land and their homes.

Fair trade works by paying small-scale producers a secure, guaranteed price for their crops and the security of knowing that they can plan for their future.

How can I tell which food items are fairly traded?

The Fairtrade Foundation, which was set up by major development agencies in 1992 launched an independent Fairtrade mark in 1994. This mark guarantees that people producing the food we buy are guaranteed a fair wage and that they and their environment will be treated with respect.



Is chocolate available in the Fairtrade range?

Yes, there are lots of different varieties of chocolate available. There are a wide variety of chocolate bars, cookies and snacks available including Dubble chocolate bars which are designed especially for young people. All of these products taste great, are well packaged and are at very reasonable prices for young people and students.

What if my supplier doesn't stock Fairtrade?

Either ask your supplier to stock it or consider changing to one who does! It is now easier than ever before to use Fairtrade products for catering purposes. More than twenty national suppliers offer a wide variety of Fairtrade products and services to the catering trade.

To get a full list of Fairtrade suppliers and all of the products available please email: fairtrade@tearfund.org putting 'fairtrade suppliers and products list' followed by 'canteen' or 'shop' in the subject box.

When contacting suppliers, please specify that you are interested in products carrying the Fairtrade mark, and say that you saw their company listed in the Fairtrade Foundation's catering directory.

Doesn't Fairtrade coffee or chocolate cost a lot more than other products? Isn't it too expensive for young people and students to buy?

Not necessarily. In the case of coffee it depends on the type of coffee and service the venue normally gets. Some Fairtrade coffees currently on offer are cheaper than some well-known brands. Even if Fairtrade coffee is as much as 10% more expensive than the venue's current coffee, that would still probably work out at no more than a penny per cup more.

Our survey research shows that young people and students feel it is worth paying extra to know that the poor will benefit as a result. Young people and students will view selling Fairtrade products positively and you may find that it attracts more customers and encourages more business as a result.

How can I promote Fairtrade coffee to our customers?

The more young people and students understand about the issues involved and the difference Fairtrade makes, the more likely they are to choose Fairtrade when they shop.

The Fairtrade Foundation offers a range of free promotional materials, which publicise the availability of Fairtrade products, and explain what Fairtrade means. They include posters (various sizes), tent cards for tables, postcards and leaflets. Fairtrade Fortnight is organised each year in March – to draw attention to the issue of Fairtrade and encourage more people to choose Fairtrade products when they shop. You can order a Fairtrade Fortnight pack with ideas and resources for promotion in your school, college or university from the Fairtrade foundation on www.fairtrade.org.uk or call their order line on: 0207 242 9632