

**Newsletter – February/March 2014**

# Paint the Town Green

Join us to Celebrate  
the successes of



6pm Saturday 15th March  
at Ludlow Brewery

watch our new short film

Join in with our jolly quiz

Dance to Bandamania

Food available

Children's activities

## Fairtrade Fortnight 24<sup>th</sup> February – 9<sup>th</sup> March

### WHAT IS A FAIR BANANA?

In the UK alone we eat over five billion bananas a year but only a third are Fairtrade.



In the last 10 years, the UK supermarket sector has almost halved the shelf price of loose bananas while the cost of producing them has doubled, trapping many of the farmers and workers who grow them in a cycle of poverty.

**Is this fair?**

The campaign **Make Bananas Fair** launched this Fairtrade Fortnight aims to transform the banana industry. This means that every banana farmer and worker earns enough to have a decent standard of living, works in conditions that are safe and has rights and benefits. It also means bananas are produced in a way that is environmentally sustainable too.

Albeiro Alfonso “Foncho” Cantillo is a 43-year-old banana farmer from Colombia. This Fairtrade Fortnight Foncho is visiting UK with a mission to make bananas fair. Before Foncho's co-operative Coobafrio was certified as Fairtrade, he often struggled to make ends meet - it was a hard life. All banana farmers and workers need to get a fair deal.

### **Ludlow Fairtrade Town Group is organising activities during the Fortnight including**

- a Traidcraft Stall at St Laurence’s throughout;
- a Banana Stall at the Local Produce Market on Thursday 27th Feb with banana campaign information and petition signing;
- Display in the Library;
- campaigning in the Co-op store; Schools and College activities and more...

Please support Fairtrade in shops and cafes and Traidcraft stalls during Fairtrade Fortnight and throughout the year.

**Of course only buy Fairtrade bananas!**

### **TRADCRAFT LAUNCHES THE FIRST FAIRTRADE MARK HOUSEHOLD CLEANING RANGE**

**Clean and Fair** is a range of cleaning products containing a commodity that is one of the most widely produced and traded in the world - palm oil.

Palm oil is in almost half the packaged grocery products in the shops - often listed as vegetable oil. BUT IT’S NOT FAIRTRADE.

Most of the palm oil is comes from huge plantations in the Far East where ecosystems are being destroyed. Not so well known is the fact that palm oil originated in Africa where it’s a perfect crop for smallholder farmers and can be farmed and produced on Fair Trade terms. Traidcraft has been working for the last two years with a supplier to bring FairPalm to the UK from Ghana.

Traidcraft is hoping the Clean and Fair range is a success with consumers who are concerned their purchases are ethically sourced, fairly traded products. Traidcraft is also encouraging retailers to think about how the products they sell are produced, right from the start of the supply chain

## Goodbye Grow Cook Share, Hello Grow Cook Learn!



The Steering Group of Grow Cook Share had their final meeting on 4th February. The main item was a report from independent evaluators - Sam Hine and Rosemary Collie - highlighting the effectiveness of the project in enhancing the material, personal and cultural capacities of the communities within which the project has worked and drawing out lessons for the future. Staff are now preparing end of project reports to the Lottery and remaining funds will be spent by the end of March. A celebration for participants is being planned!

Meanwhile the successor organisation - Grow Cook Learn - is awaiting formal registration as a charity and negotiating terms for management of the Craven Arms Discovery Centre and Onny Meadows with a target date of April 1st. Formal approval of the asset disposal was agreed by Shropshire Council Cabinet on 15th January but there are still many complex legal and financial details to be sorted out. Ludlow 21 has a reserved place on the board of Grow Cook Learn to which Peter Norman is the current nominee.

If you would be interested in seeing a full copy of the report by Sam Hine and Rosemarie Collie please contact Kate Norman

## What is Fracking and do we need it?

This Ludlow 21 event at the Charlton Arms on Thursday 13<sup>th</sup> Feb was extremely well attended (standing room only!) and informative. Full report to follow in the next newsletter!

The event has generated much response, including a request to Ludlow 21 members from Vanessa Spedding (who was the driving force behind Inspired Wigmore). Vanessa is a currently a scientific columnist in the national press and a former student at Ludlow College.

Vanessa says:

“Inspired in part by the uplifting solutions discussed at your meeting on Thursday (and driven by frustration at hearing Nigel Lawson deny climate change yet again on Radio 4), I've created a petition to the UK media. It asks them to debate constructive responses to climate change - rather than its existence. It's as if they're still pretending that climate change isn't quite certain, and meanwhile are turning a blind eye to the inspiring grassroots work that's going on, and the battle against the authorities that has to be waged in order to succeed. I really would like to see this corrected ... so here's my attempt.”

Please consider signing Vanessa's [petition here](#)

On a related note, Stretton Climate Care are hosting the following talk:

### **Climate Change - evidence and denial.**

Church Stretton Secondary School

7.30pm Friday 7th March

**Mark Lynas, international environmental campaigner, author and broadcaster** will be speaking at the Secondary School. Why is it political ideology continually trumps scientific evidence on some of the key issues facing us today? How might this affect the future of the planet and its people?

Mark will also talk about his changing views on GM foods and Nuclear Power

Admission free, no tickets required, just turn up. For further information contact 01694 723205

## Dates for your Diary

Below are events we are aware of at the time of producing the newsletter but check the *News and Forthcoming Events* section of the Ludlow21 website regularly for an up-to-date list.

### February

24 <sup>th</sup> Feb - 9 <sup>th</sup> March	See article above	<b><u>Fair Trade Fortnight</u></b>	
Thursday 27 <sup>th</sup>	9:00am – 2:00pm	<b><u>Local to Ludlow Market</u></b> featuring Fair Trade banana stall	Market Square

### March

Saturday 1 <sup>st</sup>	8.30pm	<b><u>Save Money, Be Sustainable</u></b> An event to help small businesses, farmers and domestic consumers	Discovery Centre, Craven Arms
Friday 7 <sup>th</sup>	7.30pm	<b><u>Climate Change – Evidence and Denial (Stretton Climate Care)</u></b>	Church Stretton Secondary School
Thursday 13 <sup>th</sup>	9:00am – 2:00pm	<b><u>Local to Ludlow Market</u></b>	Market Square
Sat 15 <sup>th</sup>	6.00 pm onwards	<b><u>Paint the Town Green</u></b>	Ludlow Brewery
Friday 21 <sup>st</sup>	from 7:30pm	<b><u>Green Drinks</u></b>	Rose and Crown
Thursday 27 <sup>th</sup>	9:00am – 2:00pm	<b><u>Local to Ludlow Market</u></b>	Market Square
Sat 29 <sup>th</sup>	8.30pm	<b><u>WWF's Earth Hour</u></b>	Earth

### Contacts

Ludlow 21 Chairman	David Currant	01584 875501	<a href="mailto:coordinator@ludlow21.org.uk">coordinator@ludlow21.org.uk</a>
Ludlow 21 Company Treasurer & Board	Peter Norman	01584 878398	<a href="mailto:peter@ledwyche.demon.co.uk">peter@ledwyche.demon.co.uk</a>
Ludlow21 Company Secretary	Peta Sams	01584 876818	<a href="mailto:Peta.Sams@btinternet.com">Peta.Sams@btinternet.com</a>
Ludlow 21 Membership Secretary	Juergen Bridstrup	01584 876992	<a href="mailto:membership@ludlow21.org.uk">membership@ludlow21.org.uk</a>
Fairtrade and Human Rights & Board:	Liz Taylor	01584 831149	<a href="mailto:fairtrade@ludlow21.org.uk">fairtrade@ludlow21.org.uk</a>
Food and Farming Group & Board	Kate Norman	01584 878398	<a href="mailto:foodandfarming@ludlow21.org.uk">foodandfarming@ludlow21.org.uk</a>
Events Group& Board	Roger Furniss	01584 874205	<a href="mailto:events@ludlow21.org.uk">events@ludlow21.org.uk</a>
Other Board members	Tish Dockerty Denise Thompsen	01584 872043 01584 875017	<a href="mailto:tish.dockerty@tdky.co.uk">tish.dockerty@tdky.co.uk</a> <a href="mailto:denisethompsen40@hotmail.com">denisethompsen40@hotmail.com</a>

	Nina Walmsley Alan Stewart Kim Holroyd	07824 508 536 07929 062 691	<a href="mailto:nina.m.walmsley@googlemail.com">nina.m.walmsley@googlemail.com</a> <a href="mailto:alan-stewart@hotmail.co.uk">alan-stewart@hotmail.co.uk</a> <a href="mailto:kimholroyd@hotmail.com">kimholroyd@hotmail.com</a>
Ludlow 21 Website			<a href="http://www.ludlow21.org.uk">www.ludlow21.org.uk</a>
Green Festival Website			<a href="http://www.greenfestival.co.uk">www.greenfestival.co.uk</a>
Local to Ludlow Website			<a href="http://www.localtoludlow.co.uk">www.localtoludlow.co.uk</a>
Ludlow Open Days			<a href="http://www.ludlowopendays.org.uk">http://www.ludlowopendays.org.uk</a>