



## Ludlow Fairtrade News

January 2019

### **Fairtrade Fortnight 25 February – 10<sup>th</sup> March 2019**

The national focus in 2019 is on supporting fairtrade producers especially cocoa farmers and women workers.

If you are interested in knowing more about the issues involved, you may like to visit [www.fairtrade.org.uk](http://www.fairtrade.org.uk)

The following events will be taking place in Ludlow, which we hope you will be able to support:

**Traidcraft Exchange Big Brew** – There will be an event at Wesley's Café on Saturday 2<sup>nd</sup> March 10.00 – 2.00 celebrating 40 years of Traidcraft trading. Look out for Wesley's Fairtrade Lunch Special, hot chocolate and lots more..

**Volunteers to help would be welcome** – contact Liz [liz@lizinludlow.co.uk](mailto:liz@lizinludlow.co.uk)

**St Laurence's church** will have a Traidcraft stall from 20<sup>th</sup> February to 10<sup>th</sup> March. There will be considerable work going on in St Laurence's at the time, but they ask that visitors are not put off by this. Accessing the stall will always be possible, though you may sometimes have to take a rather roundabout route!

We will have a special **Market Stall on 28<sup>th</sup> February** with a chocolate theme;

**Schools** will be gathering at the Methodist Church in Broad Street on Friday 8<sup>th</sup> March for a Study Day in which they will be learning more about how buying fairtrade helps producers from Clive and Cynthia Prior and meeting local retailers who sell fairtrade products. We are grateful to the following retailers who are taking part in this event: Traidcraft, Oxfam, La Jewellery, Bensons, Broad Bean, Myriad Organics, Kaboodle, Tesco.

The children will be taking part in a competition to design fairtrade shopping bags. These will be on display at the Methodist church immediately after the event and will then be distributed to our local fairtrade retailers to use in their shops. The bags for this competition have been kindly donated by La jewellery, one of our very committed local fairtrade businesses.

**Green Drinks** on 21<sup>st</sup> February will have a Fairtrade theme.

### **Forthcoming Event**

Sally Seddon from **Shared Interest** will be giving a talk on **Thursday 21<sup>st</sup> March** at 4.00 at St Peter's Church, Ludlow. This is preceded by fairtrade tea and cakes at 3.30.

St Peter's have asked us to mention that immediately before this event, they will be holding a Lenten meditation from 2.30 to 3.30. You are of course welcome to come to this, but if you are just coming for the fairtrade event, please could you be aware of the need for quiet if you arrive early.

For those of you who are not familiar with Shared Interest, they are an investment company who invest their money in loans to people in developing countries who are wanting to get into fairtrade but need some help to get started. You can invest anything from £100 to £100,000. Your money does earn interest and can be withdrawn at any time.

We are confident that people reading this newsletter already support fairtrade through their purchases, but this gives you an opportunity to find out about how you can also support fairtrade through the way that you invest some of your money. We do hope that you will find this of interest.

Sally says this about the work that they do:

Shared Interest transforms the lives of smallholder farmers and artisans. Based in the UK we aim to alleviate poverty by helping people in remote and disadvantaged communities in developing countries, to trade, and earn a living.

Last year we lent over £60 million to nearly 400 organisations across 60 countries. Our UK members, who may be individuals, organisations, small groups or networks such as Fairtrade Towns, invest from as little as £100 in a Shared Interest Share Account. These vital funds are used to provide finance to fair trade farmers and craftspeople in 59 countries around the world. It is simple: investing in Shared Interest will change lives.

### **Traidcraft update**

Traidcraft is currently restocking a number of food products but there has been a delay on some of these partly because of the earlier decision to turn off future supplies when Traidcraft thought it was going to be ceasing trading.

The future focus of Traidcraft is going to be on groceries while crafts are going to be much reduced. Traidcraft will continue to stock Traidcraft labelled goods and Liberation, Zaytoun, Café Direct and Divine products. The new model continues to evolve.

At present, there is a **sale of craft items** on at the Traidcraft shop in the Ludlow Mascall Centre.

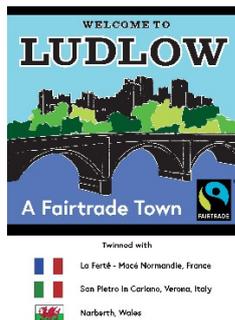
With the delay by Traidcraft in ordering new spring craft stock, we are not organising a **Spring Fair** as we usually would during Fairtrade Fortnight, but will instead hold one on **Saturday 4<sup>th</sup> May** at the **Ludlow Mascall Centre**. Please keep this date free.

### **Traidcraft Exchange Tea Campaign update**

Two tea brands, PG Tips (owned by Unilever and the biggest UK tea brand) and Typhoo Tea have still to release the names of the tea estates in Assam they buy from. Typhoo tea packs tea for supermarkets like Tesco and Co-op and their influence extends beyond its own brand. **Traidcraft Exchange is launching new actions for us to take** The special PG Tips postcards will be available soon in the Ludlow Mascall Centre Traidcraft shop or you can email PG Tips and Typhoo via: [www.traidcraft.org.uk/take-action](http://www.traidcraft.org.uk/take-action)

### **Update on Town Sign**

As you know, we have gained all the necessary approvals to change the town signs on the entrances to our town from the A49 to these new ones that show our status as a Fairtrade Town



So far, we have raised £550 towards our target of £1700 to erect these signs. We are grateful to individual supporters and to Wesleys Café and the Residents' Association for their contributions. We also have a grant application in for a further £250.

We are still seeking funding for this project – we need to raise a total of £1700 - and would be grateful for donations from any individuals, organisations, businesses or groups who would like to contribute.

### **Fairtrade Shopping Guide**

We are thinking of producing a Ludlow Fairtrade Shopping Guide, detailing which retailers stock fairtrade products and the types of products that can be purchased there.

We thought that it might also be helpful to include an 'online shopping guide' for those of you who want to know how to source items that cannot be purchased locally.

We would be grateful if you could let us know

- If you would find this helpful
- Details of any retail outlets – either local or online – that you would particularly recommend

Jenny Hume

Chair – Ludlow Fairtrade Town Group