



Fair Trade Association of Australia and New Zealand
ABN: 83 962 988 499
PO Box 306, Flinders Lane PO, VIC 8009
T: +61 3 9662 2919
F: +61 3 9663 3482
E: aust@fta.org.au
W: www.fta.org.au

MEDIA RELEASE

Date: Sydney: (date)

Contact: Natasha Lewis, Chair
Fair Trade Association of Australia & New Zealand
Tel: +61 2 8399 0122 Fax: +61 2 8399 1766
Email: Natasha@fta.org.au



Celebrate a Fairtrade Christmas

This Christmas Australians have an even better reason to indulge on Christmas shopping by choosing quality Fairtrade products that helps the producer as well as your shopping list.

For the first Christmas in Australia, shoppers can choose from fine-foods to footballs in their search for the FAIRTRADE Label.

"Christmas is a time for generosity, and with over 62 companies in Australia & New Zealand being licensed to sell Fairtrade goods this year, you can be an indulgent shopper and guarantee a better deal for the producers at the same time" says Natasha Lewis, Chair of the FTAANZ (Fair Trade Association of Australia & New Zealand).

"Compared to last year, it's now easy to buy products with the FAIRTRADE Label, from fine-food outlets as well as major supermarkets" she says. "And with Australia's success in soccer, we see a huge demand for the Fairtrade footballs'.

While the growth in Fairtrade produce in Australia is still in its early stages, FAIRTRADE Labelling is a rapidly growing global brand. In Australia the market has grown from 26 companies in 2004 to 62 companies in 2005 who are licensed to sell Fairtrade goods. The FAIRTRADE label is a practical and popular way for consumers in developed countries to purchase sustainably produced goods, that drive a better deal and stable livelihoods, for the world's poorest producers.

Steve Knapp, FTAANZ Director explains, "In the UK there are now over 1,000 Fairtrade certified retail products from tea to fresh fruit to wine¹." He has seen how certified Fairtrade produce has grown support from the gourmet food market and now includes UK's major retailers including Tesco, ASDA and Marks & Spencers. This growth trend is reinforced by the popularity of the FAIRTRADE Label in the UK, where it has just been recognised in the SuperBrand awards².

"It's easy to be an indulgent Christmas shopper this year" says Natasha Lewis "we've created the "Five Ways to Celebrate a Fair Trade Christmas" (see attached) "and just look for the FAIRTRADE Label and buy one for yourself & one as a gift, and you'll have the added benefit of helping farming & producer communities too."

To find your local Fairtrade suppliers, go to: <http://www.fta.org.au/locator>

Ends

Further information, photos and interviews are available with Natasha Lewis, Chair of FTAANZ, please phone Caroline Thomas on (+61) 0411 889 773 or email caroline@fta.org.au

¹ <http://www.fairtrade.org.uk/products.htm>

² <http://www.fairtrade.org.uk/pr290905.htm>



Fair Trade Association of Australia and New Zealand
ABN: 83 962 988 499
PO Box 306, Flinders Lane PO, VIC 8009
T: +61 3 9662 2919
F: +61 3 9663 3482
E: aust@fta.org.au
W: www.fta.org.au

“Five Ways to Celebrate a Fair Trade Christmas”



1. Give Fair Trade Gifts

This Christmas, you can buy great fair trade gifts ranging from fine foods to footballs! See FTAA NZ for more information www.fta.org.au

2. Bake a Fair Trade Christmas Chocolate Cake or Tiramisu

The fair trade movement has attracted support from leading chefs from Jamie Oliver to Nigella Lawson, and from Delia Smith to Sir Terence Conran. Create your own favourite recipe or:

See Jane Asher's recipe http://www.fairtrade.org.uk/resources_recipes.htm#fairtrade_chocolate_cake

See Michael Barry's recipe http://www.fairtrade.org.uk/resources_recipes.htm#fairtrade_tiramisu

3. Create a “Fair Trade Christmas Hamper”

Create your own scrumptious picnic hamper or “Chocolate Lovers Gift Set” for you and your family with a Fairtrade collection of coffees, teas & chocolate or look out for the Fair Trade Hampers at www.fta.org.au

4. Cool off with a Fair Trade Iced Tea or coffee

Iced Tea is the perfect refresher for a hot Christmas, so choose a certified Fairtrade tea or coffee for a cool time www.fta.org.au

5. Celebrate a Fair Trade workplace

Spread some Christmas cheer in your workplace this season, by switching to certified Fairtrade teas and coffees in your local café, canteen or kitchen. www.fta.org.au and

<http://www.oxfam.org.au/campaigns/mtf/coffee/takeaction/workplace.html>

www.fta.org.au

Note for Editors



What is Fair Trade?

- The **FAIRTRADE Label** (shown above) is an independent certification label awarded to products, which guarantees that disadvantaged producers are getting a better deal. Consumers look for this label as it means high standards, great products and real change.
- Today, more than 5million farmers, workers and families across 49 developing countries benefit from the international Fairtrade system.
- The Australian market has quickly grown from 26 licensees in 2004, with the 2005 figures showing over 62 companies licensed to sell Fairtrade products in Australian and New Zealand. Demand for Fairtrade is expected to grow as Fairtrade goods generated over A\$1.1million in wholesale sales in 2004. <http://www.fta.org.au/FLO/System>
- FTAA NZ (Fair Trade Association of Australia and New Zealand) is a not for profit association established in June 2003 to represent suppliers and consumers of Fair Trade goods in the region. www.fta.org.au It is part of the global network of Fairtrade organizations formed since the first Fairtrade Label was launched in 1988 in the Netherlands. <http://www.fta.org.au/FTAANZ>



Fair Trade Association of Australia and New Zealand
ABN: 83 962 988 499
PO Box 306, Flinders Lane PO, VIC 8009
T: +61 3 9662 2919
F: +61 3 9663 3482
E: aust@fta.org.au
W: www.fta.org.au

FAST FACTS

What is Fairtrade?



FAIRTRADE guarantees a better deal for Third World Producers

The FAIRTRADE Label is an independent certification label awarded to products, which guarantees that disadvantaged producers are getting a better deal. It means high standards, great products and real change.

- Today, more than 5 million farmers, workers and families across 49 developing countries benefit from the international Fairtrade system.
- The Australian market has quickly grown from 26 licensees in 2004, with the 2005 figures showing over 62 companies licensed to sell Fairtrade products in Australian and New Zealand. Demand for Fairtrade is expected to grow as Fairtrade goods generated over A\$1.1million in wholesale sales in 2004. <http://www.fta.org.au/FLO/System>
- In the UK, Fairtrade produce in 2004-5 has expanded into a UKP140million (A\$332million) market of fresh fruits, cereals & biscuits, beers & wine and over 1,000 different product lines. (Oct 05).
- In the USA, the Fairtrade market is growing into mainstream markets, where McDonalds is the latest large retailer to stock Fairtrade coffee (Oct 05)
- IN the UK the Fairtrade produce is carried both by specialty stores and is now supported by major retailers including Tesco, ASDA, Co-Op, AMT and Marks & Spencers.

Why Fairtrade?

The first Fairtrade Label was launched in 1988 in the Netherlands and applied only to coffee. It was a specific response to the collapse of the world coffee price, which fell for some years to far less than the cost of production, and led to much suffering for coffee farmers and their families.

Today, Fairtrade standards are set for a range of commodities from the developing world. In Australia, FTAANZ (Fair Trade Association of Australia and New Zealand) was established in 2003, to support the fair trade movement in the region. In November 2005, the market includes coffee, tea & cocoa, and has grown to 62 licencees.

Fairtrade standards include a guaranteed minimum price that covers the cost of production and a living wage, and a premium which is invested in the local community.

The FAIRTRADE Label is the ONLY independent guarantee of a fair deal for farmers and workers in the developing world

Fairtrade Standards: The Five Guarantees behind the Fairtrade Label



The core standards and practices behind the Five Guarantees are:

1. The FAIRTRADE Label guarantees farmers a fair and stable price for their products
2. The FAIRTRADE Label guarantees extra income for farmers and estate workers to improve their lives.
3. The FAIRTRADE Label guarantees a greater respect for the environment
4. The FAIRTRADE Label guarantees small farmers a stronger position in world markets
5. The FAIRTRADE Label guarantees a closer link between consumers and producers

Contact FTAANZ for more information at: www.fta.org.au