**SAVE THE DATE FAIRTRADE’S SILVER ANNIVERSARY October 2019**


[www.fairtrade.org.uk](http://www.fairtrade.org.uk)
@FairtradeUKNews

**YORKSHIRE CREATES GIANT FAIRTRADE MARK TO CELEBRATE SILVER ANNIVERSARY AT Trinity Square, Hull**

This October Hull kicks off Fairtrade’s 25th birthday celebrations by creating one giant FAIRTRADE Mark at Trinity Square with over 150 people, mirroring similar activities up and down the country on the same day. Highlighting the grassroots supporter network behind the Fairtrade movement, and showing campaigners in Yorkshire flex their creative muscles in the ‘Make Your Mark’ movement and create a suitable opening to a long weekend of parties, activities and events to celebrate Fairtrade on its Silver Anniversary this October.

On Saturday 5 October local people are invited to join Fairtrade Yorkshire to ‘Make Your Mark’ for Fairtrade in a moment of unity. Over 150 volunteers will recreate the Fairtrade mark in a giant human mosaic at Hull’s Trinity Square. The volunteers will be dressed in the iconic colours of the Fairtrade mark – black, green and blue and in hats which have been made by local knitters and crocheters.

Stalls selling fair trade food and crafts will be open in a special pop-up market inside Trinity Market Hall and you can find out more about Hull as a Fairtrade City and Yorkshire as the UK’s biggest Fairtrade region.

Join us in sharing each unique Fairtrade Mark created for the event with the hashtag #Fairtrade25 – linking with huge nationwide support for the 1.6million farmers and workers behind the UK’s most visible ethical label.

Celebrating the 25th anniversary since the first few FAIRTRADE Mark certified products were launched by Cafédirect, Clipper tea, Green & Black’s and Percol Coffee in 1994, the Fairtrade Foundation thanks the public for fighting for the rights of vulnerable people who are exploited by trade. Thanks to the demands of consumers today there are around 6,000 Fairtrade-certified products on sale in the UK.

Joanna Pollard, Co-ordinator of Fairtrade Yorkshire says:

*“I’ve been working to promote Fairtrade for 15 years and I’ve seen how much lives have been changed by Fairtrade. When we choose Fairtrade as part of our everyday shopping, we are making sure the people all around the world who grow the foods we love are paid properly. Fairtrade helps farmers invest in their own futures, their children’s futures and the planet. The simple act of buying a Fairtrade coffee or chocolate bar can be one of the most important things you do today.”*

**Julia Nicoara, Director of Public Engagement at the Fairtrade Foundation said:**

*“Today the FAIRTRADE Mark is the best known and most trusted ethical label in the UK. Because of people like you in Hull more Fairtrade products are sold and more people benefit directly from a fair price from the Fairtrade Minimum price and premium for their hard work. It is testament to Fairtrade campaigners that the movement has such strength and the Mark is now visible on over 6,000 products. And whilst celebrating how far Fairtrade has come, we must continue to look ahead for the next 25 years. Sadly, with growing risks such as climate change and unstable prices, farmers and workers are still at risk of an uncertain future. Exploitation is still rife and we cannot stop until there is a balance of power in global trade. This is a huge challenge, but Fairtrade is proof of what is possible when millions of people pull together.”*

This event will mirror similar activities taking place in five regions across the UK where campaigners will be leading a celebration to ‘Make your Mark’ count. In addition, thousands of Fairtrade communities, including churches, faith groups, schools and universities are throwing local birthday parties, bake-sales, talks and activities from Friday 4th October to celebrate the people behind some of Fairtrade’s most iconic products.

Activities will also highlight the ongoing poverty experienced by millions of people who continue to lose out from trade, such as the cocoa farmers who earn as little as 74p per day and coffee farmers who have to live on the shocking price of $1 a tonne of their hard grown product. Since global market prices for cocoa and coffee crashed in 2017, the people who grow these crops have been receiving historically low returns and cannot pay for life’s basic needs.

The international Fairtrade movement was a reaction to the crises facing coffee farmers when the price they received for their crops collapsed. Despite the success of the global Fairtrade market, the problems facing farmers and workers around the world continue, which is why the organisation is campaigning for living incomes to become a reality for all farmers and workers.

Find out about the Fairtrade 25th anniversary here: <https://www.fairtrade.org.uk/get%20involved//Current-campaigns/Fairtrade-at-25>

-END-

**Editors’ Notes**

The growth of the market over 25 years has made Fairtrade the most visible ethical label in the UK, recognised by 9 out of 10 people and trusted by 84% of consumers.[[1]](#footnote-1)

In 1992 the Fairtrade Foundation was established by a group of charities including Oxfam, Traidcraft, two years later the following brands launchedthe first Fairtrade productsin the UK in 1994:

**Cafédirect**

* Cafêdirect sources 100% Fairtrade coffee, tea and hot chocolate from 13 countries and works directly with 18 coffee growing co-operatives.
* Cafêdirect was founded by 4 UK charities in 1991 and today gives 50% of its profits directly to a farmer-led charity, Producers Direct, which supports over 600,000 farmers in improving the quality of their crops and their livelihoods.
* Cafédirect became the first UK coffee company to be B Corp certified in 2018.

**Clipper Tea**

* Clipper Tea was the UK’s first and today is the world’s largest Fairtrade tea brand.
* Clipper’s Fairtrade premium contributions actively support 114,000 tea producers and their families annually by investing in education, healthcare and topping up workers’ pension pots
* Clipper was the first brand to offer green tea to consumers in UK supermarkets and in 2018 Clipper introduced the world’s first plastic-free, non-GM & unbleached heat-sealed tea bag made from all plant-based materials

**Percol Coffee’s Fairtrade Story**

* Since its launch in 1987, Percol Coffee has always been dedicated to supporting the farmers who grow its award-winning coffee beans.
* Percol’s new campaign **-** “Coffee on a Mission” **-** is to be the most ethical and sustainable coffee company. Plastic-free. Carbon-neutral. Fairtrade-certified: <http://www.percol.co.uk/coffee-on-a-mission/>
* Percol was the **first** coffee brand to receive the ‘**Plastic Free** Trust Mark’ from A **Plastic** Planet, which now appears on their home compostable Ground, Beans and Coffee packaging

**Green and Black’s**

* Green and Black’s became the first to launch a chocolate bar with the FAIRTRADE Mark on it with Maya Gold made with cocoa and spices from Belize
* Today Green & Black’s Classic range is Fairtrade certified and is made with organic cocoa beans from the Dominican Republic.

For more information, images and spokespeople please contact

|  |  |  |  |
| --- | --- | --- | --- |
| Justin Avern Head of Media Relations020 7440 7686/ 07770 957 451justin.avern@fairtrade.org.uk | Martine ParrySenior Media and PR Manager020 7440 7695martine.parry@fairtrade.org.uk | Susannah HentySenior Media and Comms Manager020 7440 8588susannah.henty@farirtrade.org.uk  | Emily McCoyMedia Manager020 7440 7692emily.mccoy@fairtrade.org.uk  |

**About Fairtrade**

The international Fairtrade system exists to end poverty through trade. The Fairtrade Foundation is an independent certification body and NGO which licenses the use of the FAIRTRADE Mark on more than 6,000 products which meet its rigorous social, economic and environmental standards. This independent label signifies to consumers that farmers and workers across 73 developing countries are getting a better deal from trade.

Today, more than 1.6 million people who work hard to produce coffee, tea, cocoa, bananas, wines, flowers, cotton, gold and many other products benefit from Fairtrade, which campaigns for as well as enables a fairer system of global trade.

Beyond certification, the Fairtrade Foundation is deepening its impact by delivering specialist programmes to help disadvantaged communities boost productivity in the face of challenges such as climate change.

**Fairtrade Foundation**

5.7 The Loom | Gowers Walk | London | E1 8PY

Tel: +44 (0)20 7405 5942 │ Fax: +44 (0)20 7977 0101  │www.fairtrade.org.uk

Company Registered in England and Wales number 2733136. Registered Charity number 1043886. VAT number 672 5453 23

1. Kantar TNS Q4 2018 [↑](#footnote-ref-1)