**Please Support Fairtrade Fortnight 2021, Monday 22nd February - Sunday 7th March**

**Trade justice**

Fair trade is about social, economic and environmental justice. We know that the producers of many of the things we buy live in poverty. The effort of big businesses to increase shareholder profits at the same time as driving down shop prices is a root cause of this poverty. As well as promoting fairtrade co-operatives which bypass profit-orientated companies, fairtrade organisations campaign to persuade big companies to take more responsibility for the welfare of their producers. We can all do our part by asking whether the producers of goods we buy are receiving a living wage. The more the questions are asked, the more the answers will be provided, and companies will be prompted to take action.

**Producers are in crisis**

Currently two further major factors are increasing the severity of producer poverty. One of these is the pandemic, and the other is climate change. Producers who are already struggling for survival need additional resources if they are to combat these challenges effectively. It is therefore more important than ever that we should support fair trade.

**Choose the world we want**

For this year’s Fairtrade Fortnight, the Fairtrade Foundation is putting particular emphasis on their commitment to helping tackle climate change. Their eco-friendly fairtrade standards include bans on deforestation, commitment to reduce carbon footprints, and protections for biodiversity. Their producer networks provide support and expertise to producers to help them develop sustainable farming techniques. This means that when we buy fairtrade items we are promoting action against climate change. This is one of the ways we can, as they put it, ‘Choose the world we want.’ We can also consider ways we might reduce our own carbon footprint.

**Fairtrade Yorkshire’s Community Arts Festival**

Fairtrade Fortnight will inevitably be different this year, but although we cannot meet in person, most of us will have the opportunity to attend a wide range of online events from the comfort of our own homes and learn more about fairtrade producers and campaigners. Fairtrade Yorkshire is hosting a Community Arts Festival entitled ‘Fairtrade Connections,’ and has a varied and exciting programme of events. This includes a tour of a craft workshop in Palestine, a demonstration of Caribbean cooking, an evening with a young Ghanaian musician and activist, a talk about how Fairtrade is helping producers survive through the pandemic, and much more. See <http://www.fairtradeyorkshire.org.uk/> for details.

**Have a Fairtrade Break!**

At Pocklington Fairtrade and Local produce Action Group (Pocklington FLAG) we would like to invite everyone to have a fairtrade break. This simply means providing yourself with a cup of fairtrade coffee, tea, cocoa etc. (all these are readily available in mainstream shops) and a fairtrade snack. You can include fairtrade ingredients like sugar, cocoa, chocolate or bananas in your baking to make tasty fairtrade treats. Please look at our website (<https://pocklingtonflag.wordpress.com/> ) for some recipe ideas. You may also be able to find fairtrade nuts or biscuits in your local shops or online. In the York area, a wider variety of fairtrade products is available to order from Fairer World (see <http://www.fairerworldyork.co.uk/> ). You can of course have your break at any time that is convenient to you, and it doesn’t have to be a one-off.

**Pocklington FLAG Online Fairtrade Coffee Morning**

We are also hosting an online fairtrade coffee morning on Saturday 6th March, from 9.30 to 11.00am, to which all are invited. This will include a quiz, and a short film about a cocoa-producing fairtrade co-operative in Sierra Leone. There will also be plenty of time for chat, and your chosen fairtrade refreshment. This is a Zoom event and you can register for a free ticket via Eventbrite: go to 'events' on the Eventbrite website, select Charities and Causes and search for Pocklington or Pocklington FLAG in the events listings, or copy this address into your browser: <https://www.eventbrite.co.uk/e/pocklington-flag-online-fairtrade-coffee-morning-tickets-138444540347?aff=ebdssbonlinesearch> .

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