**PRESS RELEASE**

**[insert date]**

**[XXX – insert name of Fairtrade group] will host a Fairtrade Fortnight event to urge citizens to use their consumer power to contribute to a better tomorrow**

**OR**

**Fairtrade Fortnight encourages consumers to *Be the Change. Choose Fairtrade* to protect the future of British staples produced overseas**

**Fairtrade Fortnight:** 9th – 22nd September 2024

**[OPTIONAL INTRO IF YOUR LOCAL GROUP IS HOSTING AN EVENT] To celebrate Fairtrade Fortnight 2024 XXX [INSERT NAME OF ORGANISATION], is holding an XXX [INSERT MORE DETAILS] event designed to raise awareness of the critical need for fair prices for farmers and workers overseas. The event, taking place on XXX [INSERT DATE, TIME] at XXX [INSERT VENUE, CITY], is part of the Fairtrade Foundation’s annual campaign to celebrate the farmers abroad who grow some of Britain’s everyday staples.**

**FAIRTRADE FORTNIGHT 2024 (9th – 22nd September 2024)** will highlight the stark reality that many non-Fairtrade farmers and workers are facing, with households continuing to earn below the poverty line.

Entitled *Be the Change. Choose Fairtrade*, the campaign has moved to September for the very first time, as the Fairtrade movement marks 30 years since Fairtrade products first hit shelves in the UK. It will emphasise how the cumulative effect of our shopping choices have contributed to change, allowing farmers and agricultural workers overseas to create a better future, but more is urgently needed.

Meanwhile the Fairtrade Foundation will encourage retailers to drive visibility and amplify its messaging in-store, online and out of home. Buying Fairtrade products is helping contribute to a better tomorrow for millions of farmers.

**INSERT ORGANISATION OR SPOKESPERSON QUOTE:**

**[EXAMPLE QUOTE*]:*** Marie Rumsby, Fairtrade Foundation’s Communications and Advocacy Director, said: “Each time you choose Fairtrade when you shop, you are acting in solidarity with farmers who grow your food. Fairtrade means producers receive a fairer price, can afford to feed their families, send their children to school, and cover their farming costs.”

There are now [around 5000 Fairtrade products](https://www.fairtrade.org.uk/buying-fairtrade/) available to buy in the UK, and all major retailers and many brands use Fairtrade certified ingredients.

Over three decades, 10 million people – farmers, workers and their families - have built healthier, stronger, and more resilient communities, with improved choice and better life chances through access to healthcare and education. They have responded to climate crises by investing in better farming practices. This is a seismic shift in the way trade works, and it has been achieved thanks to public support and company commitments which generated £1.7 billion in Fairtrade Premium payments globally between 1994 and 2022.

Shoppers continue to support Fairtrade, with 2023 retail sales of Fairtrade products generating around £28 million in Fairtrade Premium payments for producers to invest in business, community and projects of their choice including healthcare, education and environmental initiatives.

We can all *Be The Change* by choosing to buy more Fairtrade products, and in turn help more farmers and their families benefit through receiving a better price for their hard work, and through the Fairtrade Premium payments.

**Fairtrade is helping to protect some of the UK’s most loved food and drinks products – including coffee, tea and cocoa – and the farmers that grow them, which are at risk from the impacts of unfair trade in the face of climate change.**

**[EXAMPLE QUOTE*]:*** Rumsby warned: “The world is far more insecure than it was in the mid-1990s. Climate change, global conflicts and the pandemic have heightened threats to farmers’ livelihoods whilst simultaneously exposing the fragility of our shared food system. There is urgent need for immediate action for the sake of producers’ livelihoods and for the availability and affordability of supermarket staples. As we look towards the next 30 years and beyond, there is so much more we can all do to improve lives and the land that sustains us.”

The UK is food insecure, importing almost half its food, and with 16 per cent coming from countries which are exposed to climate change and lacking the capacity to adapt and respond.

Last Fairtrade Fortnight, we [revealed](https://www.fairtrade.org.uk/wp-content/uploads/2023/02/Endangered-Aisle_Fairtrade-Fortnight-briefing-paper_2023.pdf) how environmental shocks in one part of the world can lead to empty shelves and food price inflation in our supermarkets. Communities in climate-vulnerable nations are left to the mercy of the unpredictable forces of climate breakdown: extreme temperatures, prolonged droughts, water scarcity, catastrophic floods and hurricanes. Research shows that Fairtrade can play a major role in addressing the climate crisis and environmental sustainability of many of our beloved food staples.

To find out more about how to take part in Fairtrade Fortnight, visit: [www.fairtrade.org.uk/get-involved/current-campaigns/fairtrade-fortnight/](file:///C:\Users\Olivia.Hayne\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\4YQVVX61\www.fairtrade.org.uk\get-involved\current-campaigns\fairtrade-fortnight\)

#FairtradeFortnight

-ENDS-

**[AMMEND AS APPLICABLE]** For interviews, to RSVP and for more information about the event contact **XXX** **[INSERT NAME AND CONTACT DETAILS OF ORGANISATION SPOKESPERSON WHO IS ABLE TO PROVIDE COMMENT/FURTHER INFORMATION/GIVE PRESS BROADCAST INTERVIEWS – INSERT MULTIPLE NAMES IF PREFERRABLE]**

**NOTES FOR EDITORS**

* **About Fairtrade:** Fairtrade changes the way trade works through better prices, decent working conditions, and a fairer deal for farmers and workers in low-income countries.
* Fairtrade International is an independent non-profit organisation representing 2 million small-scale farmers and workers worldwide. It owns the FAIRTRADE Mark, a registered trademark of Fairtrade that appears on more than 30,000 products. Beyond certification, Fairtrade International and its member organisations – including the Fairtrade Foundations - support producers, partner with businesses, engage consumers, and advocate for a fair and sustainable future. [Fairtrade.org.uk](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.fairtrade.org.uk%2F&data=05%7C02%7CLaura.Ouseley%40fairtrade.org.uk%7C07d8e59d52304a17187608dc8b95380e%7C2cdd2414d03b4d28bcab551ebb489a59%7C0%7C0%7C638538720275901021%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=a6JP5WQfEcW%2FG9EBouQfEeBo8pwBtlCbX9VYXC02u%2BE%3D&reserved=0)
* **Fairtrade Premium** payments are unique to Fairtrade certified products. Over and above the Fairtrade price, the Fairtrade Premium is an additional sum of money which goes into a communal fund for workers and farmers to use – as they see fit – to improve their social, economic and environmental conditions.