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| MAIN CAMPAIGN MESSAGING  |
|  Fairtrade Fortnight this year will highlight the urgent threat to the future of the foods we love and the livelihoods of the people who grow them, as they face the worst effects of the climate crisis. Without our support for fairer prices today, farmers will find it even harder to tackle the climate and economic challenges of the future. ​​   |
| ​  Smallholder farmers simply can’t foot the bill for adapting to economic and climate change on their current incomes. This fortnight and beyond, Fairtrade is asking shoppers to act now and choose Fairtrade to back the farmers behind some of our favourite products to ensure they are paid fairly and can keep farming through these extremely tough times.    ​​  |
|  Whatever your budget and wherever you shop, consumers can choose Fairtrade products today to support farmers by ensuring they have fairer pay to face the climate crisis and continue producing the foods we love.   |
| ​ By choosing Fairtrade now, you’re taking a stand with farmers and workers worldwide for fairer incomes, so together we can protect the future of our food. ​​   |
| SPECIFIC COST OF LIVING FOCUS  |
|  The current financial crisis is taking a heavy toll on smallholder farmers and workers, with the costs of fuel, fertiliser and food all increasing beyond what is affordable. If they aren’t getting a fair price to cover their costs at this critical time, it means they won’t be able to grow food in the future.   |
|  A fair income for farmers and workers is vital now, not only so they can keep farming, but so they can afford to invest in making changes to adapt to the worsening climate and economic crises. It’s simply not fair to expect them to do both without our support.   |
| COMMUNITY DECLARATIONS OF SOLIDAIRTY |
| In every single Westminster constituency, Fairtrade campaigners have started Community Declarations of Solidarity in support of Climate Justice. These challenge local MPs to act on the support within their communities for fair, global action on climate change. Throughout Fairtrade Fortnight, campaigners will continue to collect signatures and meet with their MPs to establish to discuss how the UK can deliver on it’s promises made at COP27 and elsewhere to deliver fair funding for communities.  |