**PRESS RELEASE**

**[insert date]**

**[XXX – insert name of Fairtrade group] to host a Fairtrade Fortnight event highlighting the urgent threat to the future of British staples produced overseas**

**OR**

**Fairtrade Fortnight highlights the urgent threat to the future of British staples produced overseas**

**Fairtrade Fortnight:** 27th February – 12th March 2023

**[OPTIONAL INTRO IF YOUR LOCAL GROUP IS HOSTING AN EVENT] To celebrate Fairtrade Fortnight 2023 XXX [INSERT NAME OF ORGANISATION], is holding an XXX [INSERT MORE DETAILS] event designed to engage, inform and educate people on the urgent threat to the future of food grown 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 2023 (27th February – 12th March 2023)** will once again shine a spotlight on the climate crisis and the increasing threat it poses to some of the planet’s most beloved food products as well as the livelihoods of the farmers and agricultural workers who grow them. It will show how the future survival of the world’s most popular foods – such as bananas, cocoa, and coffee – hangs in the balance unless we achieve inclusive and equitable climate solutions, with farmers and agricultural workers playing a central role in the climate response.

Bananas are the world’s most popular fruit – and with an estimated global export value of $7 billion dollars per year, the banana trade remains the cornerstone of many countries’ economy. For more than 450 million people around the world, bananas and plantains are vital staple crops, particularly in lower-income nations. But amid the impact of climate change and the resulting threats posed by plant diseases like Fusarium TR4, the future of bananas is increasingly at risk, according to Fairtrade’s [Fairtrade and Climate Change](https://files.fairtrade.net/publications/Fairtrade-and-climate-change_October2021.pdf) study.

The study warns that dramatic weather patterns spurred by climate change will likely deliver severe blows to agricultural production in key regions around the world, from Latin America to the Asia-Pacific. Banana producers in the Caribbean and in Central America, for instance, are expected to experience less rainfall and more extreme temperatures, while those in Southeast Asia and Oceania will see an increased risk of tropical cyclones.

**INSERT ORGANISATION OR SPOKESPERSON QUOTE:**

**[EXAMPLE QUOTE*]: Jackie Marshall, Head of Brand and Marketing at the Fairtrade Foundation, said:*** *“Fairtrade Fortnight highlights the urgent threat to the future of British staples produced overseas. 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 have a critical role in addressing climate change and have the expertise and knowledge to do so – but they simply can’t afford to foot the bill for adapting to economic and climate change on their current incomes. There is a huge amount we can all do. Fairtrade is asking* *each and every one of us to act now and shop Fairtrade so farmers can keep going through these tough times. By choosing Fairtrade now, you are helping protect nature now as well as the future of our food.”*

Hundreds of exciting events traditionally take place across the country during Fairtrade Fortnight, organised by Fairtrade supporters and ethical shoppers in local communities who are committed to campaigning for social justice. From Belfast to Bournemouth and Aberdeen to Aberystwyth, Liverpool to London, each one will bring home the message that choosing Fairtrade, whatever your budget and wherever you shop, means a more sustainable future for our favourite foods and an investment in farmers to take care of the environment.

As well as dozens of classic Fairtrade coffee mornings, pub quizzes, film screenings and special school assemblies, local activists are linking up directly with Fairtrade farming communities, building online databases of Fairtrade cafes, doing Park Runs in their Fairtrade banana suits and running many more innovative initiatives to spread the word on Fairtrade.

To find out more about how to take part in Fairtrade Fortnight 2023, visit: [www.fairtrade.org.uk/get-involved/current-campaigns/fairtrade-fortnight/](http://www.fairtrade.org.uk/get-involved/current-campaigns/fairtrade-fortnight/)

#FairtradeFortnight

#ChooseFairtrade
#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 organization representing 1.9 million small-scale farmers and workers worldwide. It owns the FAIRTRADE Mark, a registered trademark of Fairtrade that appears on more than 37,000 products. Beyond certification, Fairtrade International and its member organizations empower producers, partner with businesses, engage consumers, and advocate for a fair and sustainable future.

Fairtrade is committed to fighting the climate crisis. Fairtrade Standards encourage producers to protect the environment by improving soil, planting trees, conserving water and avoiding pesticides, while Fairtrade’s programmes include climate academies for farmers to share best practice. At the same time, Fairtrade makes training available to producers so that they can use the latest agricultural methods, such as intercropping and shade-grown coffee to adapt to conditions.

The FAIRTRADE Mark on a product means that the Fairtrade ingredients in that product have been independently verified by FLOCERT, an independent certifier accredited by the International Organization for Standardization (ISO). FLOCERT can and do suspend or, in some cases, even decertify Fairtrade producer organisations if their audit shows that Fairtrade Standards are not being complied with.

Find out more at [http://www.fairtrade.net](http://www.fairtrade.net.)