



FAIRTRADE
FOUNDATION



FAIRTRADE LOBBY YOUR MP GUIDE

Image: [Dan Johnston](#) from [Pixabay](#)

FAIRTRADE AND ENGAGING YOUR MP



By engaging your MP, you can drive policy changes that promote a fairer global economy and a more sustainable planet.

What is Fairtrade? How to summarise for your MP

Fairtrade is a global movement dedicated to ensuring fair prices, empowering communities, and promoting environmental sustainability for farmers and workers in lower-income countries.

By offering a more equitable trading system, Fairtrade enables over 2 million farmers and workers across Africa, South America, and Asia to earn a fairer income, improve their livelihoods, and contribute to sustainable development.

Fairtrade certification ensures that products meet rigorous social, economic, and environmental standards, benefiting both producers and consumers.

Why engage with your MP?

Engaging your MP is key to driving systemic change in trade policies affecting smallholder farmers globally. As a constituent, you have the power to influence your MP to support fairer trade practices and policies that promote sustainability and a fair global economy.

MPs can advocate for responsible business practices, address climate change, and push for greater trade fairness through legislation and parliamentary action.

You have the power to make a difference

Your role as a supporter is vital. By using your voice as a consumer and voter, you can hold businesses and the government accountable.

Advocate for Fairtrade and engage your MP to ensure the needs of farmers and workers in lower-income countries are prioritised in policy decisions. Through collective action, we can create a fairer and more sustainable global trade system.



Image: Be The Change Lobby Day, September 2024. Marie Rumsby, Jenipher Sambazi, Alexander Carnworth, Imogen Suett and Sarah Brazier

LOBBYING TOP TIPS

These tips are designed to help you feel confident in your meeting. But you don't need to know everything – it's your role as a constituent to bring issues to your MP. You don't need to be an expert or have all the answers. You can always direct your MP to the Fairtrade Foundation to find out more.

Researching MP's Background and Interests

Conduct thorough research on the MP's voting history, public statements, and key interests. Identify areas where Fairtrade's mission intersects with their policy priorities, such as sustainability, climate action, or international development.

Setting Objectives and Anticipating Challenges

Clearly define the objectives you want to achieve from the meeting. Prioritise key discussion points and anticipate any questions the MP may raise. Be prepared with well-reasoned responses and supporting documents. For more support regarding this, drop us an email at hello@fairtrade.org.uk.

LOBBYING TOP TIPS

Introduction and Rapport Building

Start by clearly introducing yourself and your role as a Fairtrade campaigner. Establish rapport by identifying common ground or shared interests with the MP, particularly around issues relevant to fair trade, such as sustainability, reducing poverty, or ethical trade.

Tailoring the Message

Craft your message to resonate with the MP's interests and the needs of their constituency. Emphasise how supporting fairer trade aligns with their policy priorities and benefits their constituents, including access to ethically sourced products and supporting global social justice.



Image: Jenipher Sambazi and MP Carla Denyer in Parliament Sept 2024.

Documenting and Ongoing Engagement

After the meeting, take detailed notes and share a summary with all relevant parties, including the MP. Maintain regular communication to keep the MP informed about developments and how they can continue to support Fairtrade initiatives.

LOBBYING TOP TIPS

Using Data and Stories for Impact

Present key statistics to underscore the effectiveness of Fairtrade practices. A good place to find these is [Fairtrade's 2023 Annual Report and Financial statements](#).

Complement these with [compelling stories from Fairtrade farmers](#) that humanise the issue and illustrate the real-world impact of fair trade practices on communities.

Here are some additional links that could be useful:

[Guardians of the Rainforest](#) -

Fairtrade Schools A great film resource for schools, looking at cocoa farmers in Sierra Leone.

[Fairtrade Farmers and workers](#) -

Fairtrade Foundation Find out more about the farmers and workers behind the different Fairtrade produce.

[Fairtrade Youth in Solidarity](#) -

YouTube An online discussion from a previous Fairtrade Fortnight between UK based Youth for Fairtrade members and Youth Ambassadors from our producer and worker networks.

KEY FAIRTRADE TALKING POINTS

Point 1:

Fair Prices and Power Dynamics



Fair prices are essential for combating poverty and ensuring sustainability. There is also an urgent need for power redistribution in global supply chains to give farmers a greater voice in pricing and trade decisions.

Fair Prices Combat Poverty and Promote Sustainability

Fair prices are essential for lifting farmers out of poverty and enabling them to invest in their communities and sustainable practices. Without fair compensation, farmers cannot afford necessary climate adaptation measures, threatening their livelihoods and global food security.

Power Redistribution in Supply Chains

Addressing power imbalances in global supply chains is crucial. Currently, farmers often lack influence over pricing and trade conditions. By redistributing power, Fairtrade ensures that farmers can advocate for their rights, contributing to a more equitable and resilient global food system.

KEY FAIRTRADE TALKING POINTS

Point 2:

Climate Resilience and Environmental Sustainability



Fairtrade has an important role in helping farmers adapt to climate change through sustainable practices. It is important to support these efforts to ensure the long-term viability of agricultural communities and global food security.

Supporting Climate Adaptation

For many farmers, climate change already impacts daily life and work conditions—these conditions are predicted to intensify in coming years with the increase in extreme heat and severe droughts. Fairtrade helps farmers adapt to climate change by providing resources and training in climate-resilient practices like crop diversification and water management.

Promoting Sustainable Agriculture

Fairtrade incentivises sustainable practices that not only mitigate the effects of climate change but also preserve vital ecosystems. This is achieved through rigorous Fairtrade Standards, which supports farmers to adopt environmentally friendly practices, such as reducing pesticide use, enhancing soil health, and promoting biodiversity. Additionally, by ensuring that farmers receive a fair price for their products, Fairtrade provides them with the financial stability necessary to invest in best-practice farming methods.

KEY FAIRTRADE TALKING POINTS

Point 3:

Responsible Business Practices



Advocate for laws that require businesses to uphold human rights and environmental standards in their supply chains. New regulations aimed at tackling human rights abuses and climate change should not place undue burdens on smallholder farmers, ensuring ethical practices are maintained without disadvantaging the most vulnerable.

Legislative Accountability

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Including Farmer Voices

Farmers must be active participants in shaping the policies that affect their livelihoods. Their input ensures that regulations are practical, fair, and aligned with their needs, promoting a more just and effective compliance process.

KEY FAIRTRADE TALKING POINTS

Point 4: Strengthening UK Aid



UK aid can play a crucial role in supporting smallholder farmers and workers in UK supply chains, and their families, with programmes to boost incomes, strengthen workers' rights, build resilience to climate change and shift to low carbon production.

Targeted Support for Smallholder

Farmers

UK aid should focus on programs that boost incomes, enhance workers' rights, and build resilience to climate change for smallholder farmers in low-income countries. Aid should also help farmers transition to low-carbon production, aligning agriculture with global climate goals.

Fulfilling Climate Finance Commitments

The UK government must honor its climate finance commitments. This funding should prioritise smallholder farmers, enabling them to implement sustainable practices and adapt to climate impacts, ensuring they are not left behind in global climate efforts.

THANK YOU

We're so grateful to the Fairtrade campaigners who keep the movement going and continue to advocate for a fairer trade system. We couldn't do it without you. Only with your support will the future be fair for everyone.

If you have any more questions about campaigning with Fairtrade, please check out our campaigner FAQ webpage, and if your question isn't answered there, please email hello@fairtrade.org.uk.

We'd love to hear from you.

fairtrade.org.uk

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