PRESS RELEASE

[insert date]

**[XXX – insert name of MP] pledges to ‘Be the Change’ to make trade fair this Fairtrade Fortnight**

**OR**

**Fairtrade Fortnight: [XXX – insert name of MP] takes ‘Be the Change’ pledge to support farmers and protect the future of British staples produced overseas**

This Fairtrade Fortnight (9th – 22nd September 2024), [XXX – insert name of MP], MP for [XXX – insert name of constituency] has signed the Fairtrade Foundation’s ‘Be the Change’ pledge - showing their support for Fairtrade and recognising that farmers who produce our most loved products like coffee, tea, chocolate and bananas, should receive a fair price for their hard work.

The ‘Be the Change’ pledge asks MPs to commit to working with fair trade campaigners in their constituency and in Parliament, to support farmers and workers affected by unfair trade all around the world and to build a fairer future.

The pledge also recognises that farmers and workers in lower-income countries urgently need fair pay and must be part of the conversations on how to tackle the poverty and climate crisis that threatens their future.

[EXAMPLE QUOTE]

[XXX – insert name of MP] said: *“I’m proud to take Fairtrade’s ‘Be the Change’ pledge and will do all I can to make sure the UK Government’s trade, development and climate policies contribute to a fairer future that benefits everyone.*

*“With unfair terms of trade and the climate crisis making it harder for farmers to grow our much-loved products, supporting Fairtrade is more important than ever.*

*“Fairtrade supporters living here in [XXX – insert name of constituency] have made it clear to me they care about Fairtrade, and I will do all I can to support their efforts in raising awareness of the need for fairer trade.”*

With hundreds of events taking place around the country focusing on the theme ‘*Be The Change. Choose Fairtrade’* , Fairtrade Fortnight is taking place in September for the first time this year, as the Fairtrade movement marks 30 years since Fairtrade products first hit shelves in the UK. The campaign emphasises 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.

There are now [almost 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, an estimated 10 million people – farmers, workers and their families - have built healthier, stronger, and more resilient communities, with improved choices and better life chances through access to healthcare and education. They have responded to climate crises by investing in better farming practices.

This has been achieved thanks to public support and company commitments, ensuring farmers and workers received the Fairtrade Minimum Price for their produce, and generating £1.7 billion in Fairtrade Premium globally between 1994 and 2022– an additional sum paid into a communal fund for producers to spend on improvements to their businesses and communities.

Jenipher Sambazi, a Ugandan Fairtrade coffee farmer who met with MPs during Fairtrade Fortnight, said: *“The Fairtrade Premium really helps our communities. Because of climate change, we are having to move up the mountain to reach cooler climates. But to help, we are growing seedlings and using agroforestry techniques. We plant larger trees to protect the coffee trees, for example from hailstones, and the shade protects them from being burnt from extreme sunlight.”*

Marie Rumsby, Fairtrade Foundation’s Director of Advocacy, said: *“This Fairtrade Fortnight everyone can Be the Change. Shoppers can play a really important role by buying Fairtrade, but they can’t do it on their own. We need the support of businesses and government to transform our global trade system so that it supports the millions of farmers and workers who produce our food.*

“*Thank you to all the campaigners who have joined us in calling on their newly elected MPs to ‘Be the Change’, and to all the MPs who have taken the pledge to make trade fair.”*

The UK public support this call, with new YouGov research this Fairtrade Fortnight revealing 60% of adults think politicians should be doing more to ensure farmers and other agricultural workers in low-income countries are paid fairly.

Over the course of 30 years, Fairtrade has worked with more than 10,000 local Fairtrade groups and institutions in the UK, including almost 7,000 Fairtrade Places of Worship and more than 2,500 Fairtrade Schools.

This Fairtrade Fortnight, over 550 local community events will be taking place, including talks, coffee mornings, breakfasts, film screenings, stalls, town displays and church services.

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\laura.ousley\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\ZCW1P0IJ\www.fairtrade.org.uk\get-involved\current-campaigns\fairtrade-fortnight\)

#FairtradeFortnight

#BetheChange

-ENDS-

NOTES FOR EDITORS

* Fairtrade changes the way trade works through better prices, decent working conditions, and a fairer deal for farmers and workers in low-income countries. Visit: Fairtrade Foundation website: fairtrade.org.uk
* YouGov survey commissioned by Fairtrade Foundation **-** All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2,159 adults, of which 208 live in London. Fieldwork was undertaken between 26th - 28th July 2024. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).