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If it's not
it's **NOT** Fairtrade.



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campaigner

SPRING EDITION 2009



THIS EDITION

**Fairtrade Fortnight - Latest on global trade talks
- Is your favourite coffee shop **really** Fairtrade?**



IN BRIEF

RICH COUNTRIES STILL PUSH FOR UNFAIR TRADE DEALS

Sign-up to use your power: Coldplay and Oxfam

Having been invited to join Coldplay on their mammoth Viva la Vida World Tour in 2008, Oxfam volunteers across 3 continents and 18 countries were with Coldplay every step of the way, talking to hundreds of thousands of fans about how they can get involved with Oxfam's campaigning work to overcome poverty and injustice. A total of 77,297 people from around the world added their name to support Oxfam's campaigns for a fair and just world.



Enthusiastic volunteers campaign at the Dublin Coldplay concert on Sunday December 21st 2008.



Here in Ireland, we had two gigs in Belfast and two in Dublin, with 20 volunteers each night. The volunteers managed to sign-up an amazing 4,111 people, one in eight of the people who went to the gigs. These were 4 fun-filled, feet-stomping nights! Thanks to all of the volunteers for their hard work and enthusiasm and here's to a big year of campaigning for global justice in 2009.



Coldplay singing at their Dublin gig

Gaza humanitarian crisis

Following 24 days of intense conflict in Gaza, Oxfam welcomed the cessation of violence by both Israel and Hamas.

- 13 Israelis and 1,366 Palestinians killed and 5,380 Palestinians injured*
- 40,000 people displaced
- 200,000 homes damaged



REUTERS/Ibraheem Abu Mustafa. Gaza, January 2009

The Israeli military offensive has further deepened the humanitarian crisis facing the 1.5 million people of Gaza. Following the ceasefire, getting basic humanitarian relief into Gaza is the priority. There is a major humanitarian crisis on every level in Gaza. People are in urgent need of food, water, medicines and shelter; health, fuel and water infrastructure, which were already heavily under strain before the Israeli offensive, are now close to collapse. Oxfam is responding, supporting partners to meet the basic needs of people in Gaza and continues to call for a lasting solution to this crisis.

* According to UN OCHA Gaza Situation Report, 29 January 2009

In an effort to respond to the global financial crisis, world leaders promised a resumption of the stalled global trade talks. These talks, now seven years old, show few signs that the wealthiest countries are truly interested in fair trade rules.

The EU, the US and other rich countries have pressured poor countries to open up to foreign banks and businesses and have demanded rules that would hinder the ability of poor countries to act in the interests of their own people.

The EU continues to push for its own trade deals - Economic Partnership Agreements (EPAs) - with countries in Africa, the Caribbean and the Pacific. These agreements go even further than the global trade talks, pushing for rules that have already been rejected by poor countries.

In 2008, thanks, in part, to the work of campaigners, no new EPA agreements have been concluded and many developing countries have

continued to resist signing these damaging agreements. There have been some setbacks though: in a blatant act of bullying, the EU refused to change an agreement with the Caribbean despite direct requests to do so. These negotiations continue so campaigners have a vital role to play in stopping the EU from bullying more poor countries into unfair trade deals.

New European Trade Negotiator

In October, Peter Mandelson the European Commissioner for trade and Europe's chief trade negotiator left his post and returned to British politics as a Minister in Gordon Brown's cabinet. He was replaced by another British politician - Catherine Ashton, the former Leader of the House of Lords. We look to Commissioner Ashton to take a leading role in seeking fairer trade deals with developing countries.

Overseas Aid budget cut again

Oxfam Ireland was dismayed this month when the Irish government chose to cut its spending on overseas aid for 2009 by €95 million - a 12% cut on top of previous cuts in July and October of last year. This disproportionate cut in the aid budget will affect the poorest people already being hit by the global recession. Government spending is now receding from the target of 0.7% of GNP for aid by 2012.

Oxfam Ireland will be campaigning to ensure the government keeps its commitment to reach the UN target by 2012 and to prevent those already in poverty being further targeted by such drastic cuts.

* Ireland will spend 0.53% of its GNP on overseas aid in 2009 compared with 0.57% in 2008. The government will be spending not just less money but a smaller proportion of what money it has on aid.



Two billion people - a third of humanity - still survive on less than \$2 a day. Unfair trade rules keep them in poverty, and they also face the global challenges of food shortages and climate change. Fairtrade is a movement for change that aims to tip the balance of trade in favour of poor producers. Oxfam Ireland has been supporting Fairtrade for over 20 years and believes that everyone has the power to create positive change by making the right consumer choices.

What's happening during FAIRTRADE FORTNIGHT 2009?

St George's Market, Belfast, Saturday, 28th February, 9am-3pm

Oxfam Ireland will be hosting David Greenwood-Haigh, from Divine Chocolate Company. David is Divine's very own chocolatier and will be at the market demonstrating some of his chocolate tempering skills, and creating lots of chocolate goodies to sample. Come along and meet David at the market and sample some of his delights!

Oxfam Ireland Fair Trade Shop, South King Street, Dublin Sunday, 1st March, 1.30-5pm.

David will be travelling to Dublin to demonstrate more of his chocolate creations so pop in and have a sample.

Oxfam Ireland Fair Trade Shop, South King Street, Dublin Monday, 2nd March, 4-6pm

Come along and sample the finest high quality extra virgin olive oil from the Zaytoun range, which consists of a number of fairly traded products from Palestine. Meet with one of the olive oil producers from Palestine who will be there to answer any of your questions or simply have a chat.

Oxfam Ireland's 4 Fair Trade shops in Cork, Galway, Dublin and Belfast will all be holding special tastings and promotions throughout the fortnight so please call in and support us during Fairtrade Fortnight.

For more information about Oxfam Ireland and Fair Trade visit www.oxfamireland.org/fairtrade



Join thousands of people and eat a Fairtrade banana between noon on Friday 6 March to noon on Saturday 7 March to set a world record for the largest number of Fairtrade bananas eaten over a 24 hour period!

Visit www.fairtrade.ie for more information

**MAKE IT HAPPEN
CHOOSE FAIRTRADE**



IF IT'S NOT IT'S NOT FAIRTRADE



Did you know that many coffee shops in Ireland still do not serve Fairtrade coffee?

All of the coffee, tea and sugar in EVERY coffee shop in Ireland can and should be 100% Fairtrade.

Many coffee shops, like *Insomnia*, *Brambles*, *Clements* and *Esquires* serve 100% Fairtrade coffee in all of their outlets. There are no excuses for choosing not to serve Fairtrade coffee.

With an increasing number of products that claim to be "ethical" and "sustainable", it can be confusing for consumers when it comes to deciding where to shop and what to buy. **If you don't see the Fairtrade logo on your food products, it is not Fairtrade.**

When we purchase a product - such as coffee - that claims to respect core labour standards in its production and guarantees a fair price for producers, these declarations must be independently verified and certified.

FAIRTRADE IS THE INDEPENDENT GUARANTEE; IT IS THE GOLD STANDARD.

Please complete the postcard in this edition of Campaigner, drop it into your local coffee shop to demand that it ensures that all of its coffee, tea and sugar is 100% Fairtrade. Otherwise, you'll take your business to a coffee shop that is 100% Fairtrade.

For more information, please visit: www.oxfamireland.org/fairtrade

Coffee Shop	Number of shops*	100% Fairtrade Coffee
O'Briens	128 (ROI & NI)	NO
Insomnia	51 (ROI only)	YES
Starbucks	40 (ROI & NI)	NO**
The Streat	27 (NI only)	NO
Brambles	18 (ROI only)	YES
Café Sol	13 (ROI only)	NO
Esquires	10 (ROI & NI)	YES
Clements	10 (NI only)	YES
Mc Café	5 (ROI & NI)	NO
Westcoast Coffee	5 (ROI only)	NO

* Coffee shops are ranked by number of stores in the Republic of Ireland and Northern Ireland.
** Starbucks coffee will be 100% Fairtrade by the end of 2009... our campaign worked!



23 YEARS AND STILL AT THE FOREFRONT...

Oxfam Ireland is a Fair Trade pioneer - we've been retailing Fair Trade products here since 1986. For many years, Oxfam was really the only place you could buy fairly traded products. With the introduction of the Fairtrade Mark, however, things have really changed. Now there are hundreds of outlets stocking thousands of Fairtrade certified products. What Oxfam pioneered 23 years ago has grown and expanded to become part of the mainstream shopping experience, thanks to the support and campaigning of thousands of Oxfam Ireland campaigners as well as many others.

PROBLEMS AND SOLUTIONS:

- In some cases the women have to walk up to 5 miles to find the milulu reeds; the planting of a closer supply would enable them to save considerable time in their work.
- Transportation of baskets is difficult due to their bulky nature; a bicycle would be a much easier method of getting their baskets to the central storage depot in Njombe.
- It is impossible to make the baskets in advance and store locally in the villages; a simple covered space for warehousing in the villages would allow the women to work all year round.



These are just some simple things that could help WAWATA to increase its business. However, without cash it is impossible for the women to make even these simple changes, and often local money lenders charge exorbitant rates of interest. Linking the WAWATA basket weavers with legitimate micro-credit at reasonable interest rates would allow them to invest in their business.

Oxfam Ireland is working with WAWATA to determine specific needs and priorities so the business can grow in a sustained way and provide a reliable, secure income for the women of the region. Pop in to any of our 4 Fair Trade shops to get your Iringa basket.

producers in Tanzania, who supply products to our 4 Fair Trade shops in Ireland. Oxfam Ireland wants to improve the ability of these small companies to sell more products and improve the livelihoods for more people.

As there is currently no Fairtrade Mark available for handicraft products, they are often overlooked by commercial retailers, but Oxfam Ireland is at the forefront of a new and innovative program to support handicraft



Photo: Margaret Carr/Oxfam

Basket weavers in Nyombo village

WAWATA - one of our Tanzanian producer partners which makes traditional Iringa baskets, based in Njombe. The baskets are valued for their traditional hand-made beauty as well as their practicality for handy storage. The women collect the milulu reeds from which the baskets are made and work in their own homes.

FOCUS ON FAIRTRADE SUGAR



Photo: Annette Kay

Chikafa Kachingwe from Kasinthula Cane Growers

As we celebrate Fairtrade Fortnight 2009, there are now thousands of certified products available.

Many of these products contain Fairtrade sugar - chocolate, fudge, cookies, sweets, snack bars, jam and marmalade. Every purchase supports Fairtrade sugar farmers to secure a sustainable livelihood for their families and communities.

Despite the fact that sugar is one of the most important world commodities, sugarcane farmers in developing countries still struggle to secure their livelihoods. Sugarcane farmers in richer countries are heavily subsidised by their governments so they can sell their sugar for low prices. Farmers from developing countries are unable to compete with these low prices and in some cases they are forced to sell their crop for less than the cost of production.

Fairtrade sugar is different. It guarantees a fair price for sugarcane farmers. There are 16 registered producer organisations that supply Fairtrade including the Kasinthula Cane Growers project in Malawi (KCG). In the face of many difficult challenges, the organisation is growing from strength to strength and farmers can now afford to pay themselves a living wage. With any profits generated, KCG plans to provide clean water for three villages and it is looking forward to building a secondary school and health clinic.

Cane grower Exford Dimo welcomes the partnership with Fairtrade: *"It is so exciting because I understand that the aim of Fairtrade is to help us improve conditions in our community. There is so much we need to do."*

Buying Fairtrade sugar, or other products that contain it, does make a real difference to farmers around the world... so go on - embrace your sweet tooth!