



## **PRESS RELEASE FOR IMMEDIATE RELEASE: 1<sup>st</sup> March 2022**

To celebrate Fairtrade Fortnight 2022, Folkestone Town Council is holding a Fairtrade Awareness event designed to engage, inform and educate people around the urgent message of Fairtrade and climate change, the future of our food and those who produce it.

This small event will be held on Saturday 5<sup>th</sup> March at Folkestone Town Hall, Guildhall Street from 12 – 3pm and we look forward to welcoming attendees offering free Fairtrade tea, coffee and refreshments. Informational literature and surveys will be available and we will also be giving away badges, stickers etc. and holding a tombola with prizes of Fairtrade products.

The event will be hosted as part of Fairtrade's Choose the World You Want online festival, returning for a second year aiming to highlight why farmers in low-income countries need resources to fight the ever-increasing threat of the climate crisis.

It features a series of virtual events designed to engage, inform and educate people around the urgent message of Fairtrade and climate change, the future of our food and those who produce it. The online initiative will bring the Fairtrade movement together and feature panel discussions, performances, workshops and collaborations between the Fairtrade Foundation and retailers, chefs and high-profile names in the world of food and sustainability.

Fairtrade Fortnight 2022 will this year be a show of solidarity with communities overseas on the frontline of the climate crisis. November's COP26 summit didn't deliver the change needed to limit global warming to 1.5 degrees, nor did it secure finance to directly support farmers and workers on the frontline, but the Fairtrade Foundation believes there is hope if we all act together. Fairtrade Fortnight is an opportunity for individuals, communities, and businesses around country to stand with farmers in low-income countries such as Honduras and Uganda who are affected daily by climate change. Together, by keeping the pressure on government and businesses, we can all play a role in ensuring farmers can benefit from fairer prices, fairer trading practices and the resources needed for tackling the climate emergency, says the Fairtrade Foundation. The climate crisis is the biggest threat to the livelihoods of millions of small-scale farmers and agricultural workers in low-income countries worldwide. Without a fairer income, they are unable to invest in the types of mitigation and adaptation techniques needed to protect the environment, and their businesses. This represents a vicious cycle of poverty in which steps towards environmental protection and decarbonisation are likely to be beyond reach for those who aren't even able to earn a living income because the price they receive for their produce is far too low. COP26 fell short of what farmers and workers need but together we can still make a difference, participants at Fairtrade Fortnight events nationwide will hear.

Each year, thousands of schools, organisations and communities nationwide play a key role in promoting Fairtrade Fortnight through their own campaigns, events and materials, in order to help raise awareness of the link between trade and poverty. The Fairtrade Foundation hopes people will engage with Fairtrade Fortnight once again this year, as part of their ongoing efforts to protect people and planet. As valued members of the Fairtrade movement, thousands of Fairtrade towns, villages, schools and churches are proud to use Fairtrade products, including tea, coffee, sugar and biscuits, and to supporting Fairtrade as a key solution for making trade fairer for those in lower-income countries. 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. Join us this Fairtrade Fortnight and choose to act for climate justice.

To find out more about how to take part in 2022, visit [www.fairtrade.org.uk/fortnight](http://www.fairtrade.org.uk/fortnight) #ChooseFairtrade #FairtradeFortnight

## **ENDS**

### **FOR MORE INFORMATION PLEASE CONTACT:**

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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. 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>