



Eco Tips September

Embrace Fairtrade Fortnight!

This September, we are dedicating our efforts to promoting Fairtrade during Fairtrade Fortnight, which takes place from 22 September to 5 October 2025. Over these fourteen days, we encourage everyone to embrace the theme: "Do it Fair."

The concept of Fairtrade was founded in 1992, following appeals from small-scale coffee farmers in Mexico. Over the years, significant progress has been made. The first Fairtrade Foundation was established by several organizations including CAFOD, Christian Aid, Oxfam, Tradedcraft, the World Development Movement, and the National Federation of Women's Institutes. This collective effort highlights the recognition that global trade is not always fair.

Fairtrade is the most recognized and trusted sustainability label working towards making trade fairer for the farmers and workers who grow our food. In a world fraught with challenges, fairness is not a given; however, we have the power to make a difference. Our collective actions can positively impact real people's lives. Fairer pay, fairer treatment, and fairer futures—this is the essence of Fairtrade. It's not just a label; it's a movement. So, whatever you do and however you do it: Do it Fair.

While we celebrate Fairtrade Fortnight, let's extend our commitment to 365 days a year. Here are some ways we can support Fairtrade:

1. Purchase products with the Fairtrade Mark, ensuring fairer prices and better conditions for farmers and workers in developing countries. Common items include coffee, tea, fruit, and chocolate.
2. Support businesses that back Fairtrade by encouraging your local shops, cafes, and schools to increase their use of Fairtrade products.
3. Engage your friends, family, and workplace, motivating them to buy products with the Fairtrade Mark.
4. Explore beyond common items and consider options such as flowers, wine, gold, and cotton, especially clothing.
5. Host a coffee or tea morning featuring Fairtrade products to spread awareness.

Remember, every small action helps support small farmers and producers in developing countries. Together, let's make a difference.