



Fair Trade Association of Australia and New Zealand

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“Choose a Fairtrade Chocolate Egg this Easter”

This year you can enjoy Fairtrade certified Easter Eggs and a wider range of chocolates that guarantee a better deal for Third World farmers.

This Easter, chocolate-lovers in Australia will for the first time be able to enjoy fairtrade certified Easter Eggs as well as a wider choice of Fairtrade chocolates.

“Easter is such a good time to share chocolate with your family and friends, and this year by buying Fairtrade labeled Easter Eggs and chocolate, you’re helping farmers in the third world countries as well ” says Neil Bowker, Executive Officer of the FTAANZ (Fair Trade Association of Australia & New Zealand).

Scarborough Fair has just launched the first Fairtrade certified Easter Egg in Australasia, and there’s a wider range of new chocolate varieties on the shelves.

“Compared to last year, there’s now a wider variety of Fairtrade chocolate available” he says. “There’s the ever-popular milk chocolate and the specialty orange & dark chocolate, plus white chocolate and 80% strength cocoa-chocolate bars. We’re also delighted that the major retail chains such as Coles and Target are supporting Fairtrade Easter Eggs this year”.

While the growth in Fairtrade produce in Australia is still in its early stages, Fairtrade labelling is a rapidly growing global brand. In Australia the market has quickly grown from 26 companies in 2004 to over 90 companies in 2006 who are licensed to sell Fairtrade goods. The FAIRTRADE Label is a practical and popular way for consumers in developed countries to purchase sustainably produced goods, that drive a better deal and stable livelihoods, for the world’s poorest producers.

“It’s easy to be generous with your Easter basket this year’ says Natasha Lewis, Chair of FTAANZ “and so we’ve created ideas to create your own “Fair Trade Easter Basket” (see attached).”

To find your local Fairtrade suppliers, go to: <http://www.fairtrade.com.au/locator>

Ends

Further information, photos and interviews are available with Neil Bowker, Executive Officer of FTAANZ, please phone Caroline Thomas on (+61) 0411 889 773 or email caroline@fta.org.au

Note for Editors

What is Fair Trade?



- **What's the fuss about Fairtrade?** Overseas, the Fairtrade market is a booming food & clothing sector valued at \$1bn in sales across the developed world. In the UK, sales are rising in the UK by 40 per cent each year and now total \$300m in Britain.
- **Who supports Fairtrade?** The UK market has been actively supported by major retailers including Tesco, Marks & Spencers, Co-Op to Virgin Trains. Celebrity endorsements range from chef Jamie Oliver, to actor Colin Firth, to musician Chris Martin from Coldplay.
http://www.oxfam.org.au/campaigns/mtf/wto/dump_photos.html
- **What is Fairtrade?** The **Fairtrade label** (shown above) is the independent certification label awarded to products. It guarantees a better deal for Third World farmers. A growing number of consumers look for this label as it means high standards, great products and real change for the farmers and their families.
- **What difference does it make?** Today, more than 5million farmers, workers and families across 50 developing countries benefit from the international Fairtrade system.
<http://www.oxfam.org.au/campaigns/mtf/coffee/fairtrade/index.html>
- **What's happening in Australia & New Zealand?** The Australian market has quickly grown from 26 licensees in 2004, with the 2006 figures showing over 90 companies licensed to sell Fairtrade products in Australian and New Zealand. Demand for Fairtrade is expected to grow as Fairtrade goods generated over A\$1.1million in wholesale sales in 2004 and \$10m in 2006-07.
<http://www.fairtrade.com.au/FLO/System>
- **Who to contact?** FTAANZ (Fair Trade Association of Australia and New Zealand) is a not for profit association established in June 2003 to represent suppliers and consumers of Fair Trade goods in the region. www.fairtrade.com.au It is part of the global network of Fairtrade organizations formed since the first Fairtrade Label was launched in 1988 in the Netherlands. <http://www.fairtrade.com.au/FTAANZ>

Where to find Fairtrade certified Easter Eggs and chocolate

To find local suppliers, retailers and wholesalers, go to the Fairtrade Product Locator at <http://www.fairtrade.com.au/locator> or contact these suppliers:

- **Scarborough Fair** – Paul Grundy T:02 9648 1474 E: paulg@lighthouse-ventures.com
www.scarboroughfairfoods.com
- **Alter Eco** – Ilse Keijzer T: 02 9340 1080 E: ilse@altereco.com <http://www.alterecopacific.com/>
- **Cocolo** – Natasha Lewis e: natasha@organictrader.com.au t: 02 8399 0122 www.cocolo.com.au
- **Black & Gold chocolate** - Steve's organics <http://www.stevesorganics.com.au>
- **Oxfam Trading** – T 08 8341 1422 e: enquire@oxfamtrading.org.au www.oxfamtrading.org.au

Where to shop for Fairtrade certified Easter Eggs and chocolate

- Coles, Target, Target Country and Macro Wholefoods Markets are stocking Fairtrade Easter Eggs from Scarborough Fair
- David Jones stores stock a selected range of Fairtrade chocolates
- Oxfam Shops stock their own brand and other chocolate bars
- Plus look for the fairtrade label on chocolate at speciality stores, health-food shops