

MEDIA RELEASE



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[Get a taste for fair trade at 'Fair Trade Fortnight'](#)

Australians with a taste for fairness will have a better opportunity than ever before to celebrate with *Fair Trade Fortnight*.

Fair Trade Fortnight is the biggest ever promotion of fair trade in Australia and New Zealand and runs from 29th April to 13th May 2006. From coffees, teas & chocolate to rice and even footballs, fair trade fans will have new opportunities to get the taste for a wide range of Fairtrade labelled products that guarantee a better deal for Third World producers. Food fans will also have a unique chance to meet the farmers and hear the real-life stories of people behind the famous FAIRTRADE Label.

"Fair Trade Fortnight is bigger than ever this year, where we have more than 100 events, tastings and promotions throughout Australia" says Neil Bowker of FTAANZ, "so there's never been a better time to get a taste for fair trade".

Highlights of the Fortnight include:

- A national speaking tour of Coffee farmers from PNG
- A national speaking tour of Cocoa producers from Ghana
- Sydney chef, Kylie Kwong, is supporting a range of functions and tasting-sessions in Sydney & Melbourne
- The first ever National Fair Trade Conference is being held at Melbourne University organised by Hooked
- Coffee lovers will have a chance to taste Fairtrade certified coffees at a wider range of cafes and markets than ever before
- Customers seeking Fairtrade goods will be able to choose between their favourite speciality-store to major supermarkets, with Fairtrade promotions at a wider range of retailers and shopping centres than ever before.
- Plus a wide range of tastings, product samples, film evenings, talks and activities.

"We're really looking forward to 2 weeks of celebrating fair trade. It's a unique time that brings the Third World Farmers, the fabulous fairtrade products face-to-face with Australian customers" says Natasha Lewis, Chair of FTAANZ. "It really is a fantastic time for Australians to get a taste for fair trade".

For a full list of events and retailers in your community, contact www.fairtrade.com.au
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

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Note for Editors



What is Fair Trade?

The Retail Revolution

- Overseas, the Fairtrade market is a booming sector valued at \$1bn in sales across the developed world. In the UK, sales are rising in the UK by 50 per cent each year and now total £140m in Britain. The UK market has been actively supported by major retailers including Tesco, ASDA, Sainsburys, Marks & Spencers to Virgin Trains.
- The Australian market has quickly grown from 26 licensees in 2004, with the 2006 figures already showing over 65 companies licensed to sell Fairtrade products in Australia and New Zealand.
- Demand for Fairtrade is expected to grow as Fairtrade labelled goods generated over A\$1.4million in retail sales in 2004, and is estimated to exceed A\$4million in 2005 for Australia and New Zealand

The Fairtrade Label

- The **FAIRTRADE Label** (shown above) is an independent certification label awarded to products, which guarantees that disadvantaged producers are getting a better deal. Consumers look for this label as it means high standards, great products and real change.
- Today, more than 5million farmers, workers and families across 49 developing countries benefit from the international Fairtrade system.

The Fairtrade movement in Australia

- 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.fta.org.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.fta.org.au/FTAANZ>
- Fair Trade Fortnight is the annual event that celebrates all things Fairtrade across Australia and New Zealand. Similar events overseas are popular for new product launches, major retail announcements and international speaker tours. <http://www.fairtrade.com.au/fff06>

The Famous Fairtrade Supporters

- Worldwide, the Fairtrade movement attracts the support of leading chefs, rock-stars and actors. From Coldplay's Chris Martin (on tour in Australia in June), to actor Colin Firth, to chef Jamie Oliver.



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“4 Ways to celebrate Fair Trade Fortnight”



**It's easy to support Fair Trade Fortnight and enjoy
Fairtrade labelled goods that guarantee a better deal for Third World farmers.**

1. Buy Fairtrade labelled products

Look out for the FAIRTRADE Label at your local shop. Whether it's your local corner store or your supermarket, with this Fair Trade Fortnight, it's easier than ever to get a taste for Fairtrade certified goods.

2. Switch to Fairtrade

Join the hundreds Australians who are switching to Fairtrade-certified coffee or tea at your workplace or local cafe. The Fortnight has growing support from schools, universities, local councils and church groups. Contact us for details to make the switch in your community.

3. Join in a Fairtrade celebration

From free food-tastings, to film nights, to meeting the farmers behind the Fairtrade label, there's lots of fun ways to celebrate Fair Trade Fortnight across Australia. See our website for events for you and your friends to celebrate in your town.

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4. Host a Fairtrade Feast

Dine in or eat out – seek out the many new cafes and restaurants supporting Fairtrade, or host your own Fairtrade feast at home. Contact us for recipes and ideas.

For more information on Fair Trade Fortnight
click onto www.fairtrade.com.au