



Fair Trade Fiesta 2007

Paddington Town Hall, Sydney
Thursday May 10, 2007 from 6-9pm



Join Sydney's dazzling night of celebration and discover why around the world Fair Trade is HOT!

At the 2007 **Fair Trade Fiesta**, Sydneysiders are invited to join Sydney's dazzling night of celebration and discover why around the world **Fair Trade is HOT!** They'll savour delectable dishes made by Kylie Kwong using the finest Fairtrade ingredients, taste a wide range of Fair Trade foods and discover beautiful Fair Trade gifts for Mothers Day, as well as come face-to-face with Fairtrade coffee farmer, Guillermo Vargas from Costa Rica, on his Australian speaker tour.

The **FairTrade Fiesta** is a Sydney highlight of **Fair Trade Fortnight**, where around the nation, Australians will enjoy a wide variety of events, tastings and 'guilt-free' shopping trips. Fairtrade is the guarantee of a better deal for Third World producers, and in Europe it's the hottest new retail & dining trend, with support from major celebrities from Chris Martin & Colin Firth to Jamie Oliver. Top retailers from Marks & Spencers to Tescos and Sainsburys are leading with Fairtrade produce in the UK, plus there's also over 100 Fair Trade local communities, councils and towns in the UK.

Visitors to Sydney's **Fair Trade Fiesta** will experience over 30 different Fair Trade stalls, taste fairtrade coffees, teas, chocolate & rice, hear from Kylie Kwong, the Fairtrade Ambassador for Australia & New Zealand and Guillermo Vargas from Costa Rica, as well as be entertained by brilliant pianist composer, Elena Katz Chernin.

CHANGE TODAY. CHOOSE FAIR TRADE

At the **Fiesta**, Sydneysiders can discover the latest trends, and see how easy it is to make a direct and positive impact on farmers in Third World countries, by simply purchasing a FAIRTRADE certified product.

"We're calling on Sydneysiders to **Take the Fair Trade Challenge** to change today and choose Fair Trade" says Natasha Lewis, chair of the Fair Trade Association of Australia & New Zealand. "This is a unique time that brings the Third World Farmers and the fabulous fair trade products face-to-face with Australian customers. So come along to the Fair Trade Fiesta and see for yourself why Fair Trade is hot"

Details:

**Fair Trade Fiesta will come alive to the public
from 6pm on Thursday May 10 at Paddington Town Hall.**

Entry is \$10. Tickets are limited so get there early to avoid disappointment.

Further information : <http://www.fairtrade.com.au/ftf/index.html>

ENDS

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Fair Trade Association of Australia & New Zealand <http://www.fairtrade.com.au/ftf/index.html>

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Note for Editors

Who's at the Fair Trade Fiesta?

Due to the phenomenal success of last year's inaugural Fiesta, 2007 will be expanded to include a wide range of speakers, business owners and retailers who are the forefront of Fairtrade in Australia and New Zealand. These include:

- Over 30 stalls from people who are either selling licensed Fairtrade products, who are retailers, or who are working directly with communities in developing countries to generate income and sustainability
- A wide range of certified Fairtrade certified foods, including coffee, tea, chocolate and rice
- A range of handicrafts, homewares, textiles, clothes and toys that support communities in developing countries.
- Together, these stallholders assist, amongst others, communities in East Timor, Vietnam, Laos, Cambodia, Columbia, Peru, India, Bangladesh and South Africa.

Guest speakers on the night will include:

- Fairtrade certified coffee farmer Guillermo Vargas from the Coopesanta co-op in Costa Rica. Guillermo will be attending Fair Trade events around Australia before visiting Sydney for the Fiesta. <http://www.fairtrade.com.au/ftf/ausspeaker.html>
- Sydney chef and Fair Trade Ambassador, Kylie Kwong, and Natasha Lewis, Chair of FTAANZ (Fairtrade Organisation Australia and New Zealand, part of a global network of Fairtrade organizations and a member of IFAT).

What's the fuss about Fair Trade?



- **What's the fuss about Fairtrade?** Overseas, the Fair Trade market is a booming food, clothing & crafts 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 UK pounds 300m in Britain. <http://www.fairtrade.org.uk/pr260207.htm>
- **Who supports Fairtrade?** The UK market has been actively supported by major retailers including Tesco, Marks & Spencers, Sainsburys, Co-Op to Virgin Trains. http://www.fairtrade.org.uk/news_latest.htm
- 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.fta.org.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.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>

Take the Fair Trade Challenge - in 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.

Take the Challenge and change to Fair Trade for the Fortnight.

1. Come to the Fair Trade Fiesta

The Fair Trade Fiesta is the easiest way for Sydneysiders to get an insight into why Fairtrade is hot. Get a taste for Fairtrade foods, discover great Fair Trade gifts for Mothers Day, and come face-to-face with a Costa Rican Fairtrade farmer.

<http://www.fta.org.au/ftf/index.html?PHPSESSID=b06b1afc179dc2a421ef4f26857d98ca>

2. Buy Fairtrade labelled products

Look out for products with the FAIRTRADE Label at your local shop or café in May. 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. Search for your local suppliers

<http://www.fairtrade.com.au/?q=locator>

3. Switch to Fairtrade

Switch to Fairtrade-certified coffee or tea at your workplace or local café during the Fortnight. You'll join the hundreds of Australians in offices, schools, universities, sports clubs, local councils and church groups who make the switch. Contact us for details to make the switch in your community.

<http://www.fta.org.au/ftf/convertwork.html>, <http://www.fairtrade.com.au/ftf/convertschool.html> and <http://www.fairtrade.com.au/ftf/convertuni.html> and get free downloads to support your event here <http://www.fta.org.au/ftf/downloadable.html>

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.

<http://www.fta.org.au/ftf/index.html?PHPSESSID=b06b1afc179dc2a421ef4f26857d98ca>

4. Host a Fairtrade Feast or Football Match

Dine in or eat out, or even play Fair Trade football. There's lots of ways you can create your own fairtrade fun. Contact us for ideas. <http://www.fta.org.au/ftf/whatcanido.html>

For more information on Fair Trade Fortnight
click onto <http://www.fairtrade.com.au/ftf/index.html>