



## **Guess the Number of Fairtrade Coffee Beans in the Jar Competition April 28-May 13, 2007**

As part of Fair Trade Fortnight (April 28 – May 13, 2007), the WA Fair Trade Collective is encouraging workplaces / businesses / organizations who sell, distribute, promote or use fair trade products, to host a “Guess the Number of Fairtrade Coffee Beans in the Jar Competition”. This will encourage folks to think and talk about fair trade. It is a simple and effective way to have busy people involved at a local level during Fair Trade Fortnight.

How it works:

1. Choose a jar and put in it Fairtrade coffee beans.
2. Count those beans.
3. Put a list of numbers (e.g. 1000-1200) that folks can sign against (you’ll be surprised how many beans are in small jar).
4. Suggest a gold coin donation.
5. Provide a worthwhile (Fairtrade) prize.
6. Funds raised will go to the “Build a Fair Trade House” effort (see accompanying leaflet).

After the fortnight, announce your winner.

We encourage any other additional promotional activity you will be undertaking during Fair Trade Fortnight to raise awareness of fair trade.

The WA Fair Trade Collective thanks you for your participation.

For further details or to send funds at completion of Fair Trade Fortnight,

Please contact:

---

---

Or Robert Roberts on (08) 9228 2610.