

PRESS RELEASE

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Business is Good - Fairtrade Fortnight 2011 (28th February - 13th March)

Contrary to what might be expected during the recession, Fairtrade sales continue to grow in Ireland. In 2010 consumer spending on Fairtrade Certified products grew by an impressive 17%, from €118 million in 2009 to €138 million in 2010. Ireland now has one of the highest per capita spends on Fairtrade Certified products anywhere in the world.

And in 2011 this growth is set to continue:

- the MACE retail group has just announced that 120 of their outlets are converting to Fairtrade Certified coffee provided by Bewley's,
- Java Republic Coffee Company has seen growth of 7% in their Fairtrade coffee sales
- the Insomnia Coffee Company has announced the conversion of all its hot chocolate drinks to Fairtrade
- Other initiatives like the conversion of all Ben & Jerry's ice-cream to Fairtrade by the end of the year support this trend

Peter Gaynor, Executive Director with Fairtrade Mark Ireland, said; "It's good to see that people in Ireland continue to support initiatives like Fairtrade. Volunteer groups all around the country have committed their time over many years and we are delighted with how sales are holding up in the teeth of the recession."

Irish people are being asked to 'Show Off Your Label' for Fairtrade Fortnight! The campaign will be supported by guests from Ghana, [Isaac](#) Baidoo and [Stephen](#) Boadi, who are cocoa farmers as well as by [Miguel](#) Mateo, a member of a Fairtrade coffee Coop in Guatemala.

Ireland has the highest number of Fairtrade Towns groups per capita of any country in the world. There are now 48 officially recognised Fairtrade Towns and Cities that have met the Fairtrade Towns criteria. Donegal and Carrick-on-Shannon will be officially recognised Fairtrade Towns during Fairtrade Fortnight. And 30 more towns are seeking Fairtrade Town status – adding up to a total of 78 volunteer Fairtrade Town groups around the country.

FURTHER INFORMATION

If you would like to know more about Fairtrade Fortnight or to arrange an interview please contact; Fairtrade Mark Ireland, Melanie Drea, melanie@fairtrade.ie, 086 086 9778

/ See notes below

NOTES

Some of the activities being organised during Fairtrade Fortnight are:

- Friday 4th March – Carrick-on-Shannon host a Fairtrade Carnival to celebrate being Ireland's 47th Fairtrade Town and Leitrim's First Fairtrade Town!
- ICTU at their annual international Women's Day Conference are organising a 'Show Off Your Label' Competition amongst delegates.
- A Fairtrade Chocolate Wagon will be touring the country for the two weeks. Discover the history of chocolate, how it is made (the story from bean to bar) and meet two very special guests Stephen Boadi and Isaac Baido, cocoas farmer from Kuapa Kokoo in Ghana. Visit www.fairtrade.ie/fortnight for more events.
- Saturday 5th March – Donegal becomes Ireland's 48th Fairtrade Town; there will be celebration at Farmer's Market.
- 1,000's of Fairtrade Cotton Bunting are being creatively designed by school children all over the country.
- Oxfam Ireland host a coffee morning with newly elected TD's on Wednesday 9th in Dublin City Centre.

See www.fairtrade.ie/fortnight for a fuller list of activities.

- FAIRTRADE Mark Ireland was established in 1992 to promote justice in trade between Irish consumers and producers and workers in developing countries. Fairtrade products ensure the producer receives a fair and stable price for their products.
- The organisation is supported by all the main development agencies including Actionaid Ireland, Concern, Christian Aid, Comhlámh, Friends of the Earth, Oxfam Ireland, Trócaire, Amnesty International, and by the ICTU.
- The first two tonnes of Fairtrade coffee beans were imported into Ireland in November 1996. This increased to over 667 tonnes in 2010.
- An IMS consumer survey conducted in April 2009 found that 64% of respondents were aware of the Fairtrade Mark compared to just 16% in 2002.

- 48 Irish towns and cities have been awarded Fairtrade town status, they are: Athlone, Ballymun, Baltinglass, Bandon, Bantry, Belfast, Bray, Carlow, Carrick-on-Shannon, Carrick-on-Suir, Cashel, Castlebar, Clonakilty, Cork, Donegal, Dublin, Dundonald, Ennis, Galway, Gort, Greystones, Kilkenny, Kinsale, Leighlin, Limerick, Longford, Maynooth, Middleton, Mullingar, Nenagh, Newbridge, Newry, Portlaoise, Roscommon, Roscrea, Skibbereen, Sligo, Thurles, Tipperary, Tralee, Tuam, Tubbercurry, Warrenpoint, Waterford, Westport, Wexford & Youghal
- An additional 30 towns are working towards Fairtrade status: Banbridge, Bangor, Bunclara, Cavan Town, Clarinbridge, Clonmel, Clones, Coleraine, Derry, Downpatrick, Dun Laoghaire, Dundonald, Dungarvan, Enniscorthy, Kells, Kileagh, Kinvara, Leixlip, Limavady, Malahide, Mallow, Naas, New Ross, Portadown, Portlinton, Rathfarnham, Rathlin Island, Temple Bar, Trim & Tullamore