

Limited Edition Fairtrade Certified Poinsettias stocked in ALDI Stores this December.

Ethical Blooms Sourced from the Wagagai Fairtrade farm in Uganda.

Fairtrade Ireland is delighted to announce that ALDI stores in Ireland will stock the limited edition Fairtrade certified Poinsettia potted flower from 15th December for €11.99, and will be available nationwide while stocks last.

The Fairtrade certified Poinsettia cuttings comes from the Wagagai Fairtrade farm in Uganda and are finished in O'Connor Nurseries in Gorey Co Wexford. The farm started in 2000 selling roses, and started to cultivate a wider variety of blooms, including poinsettia cuttings, to increase sustainability. Wagagai is the largest employer in Uganda in the floricultural sector, and currently employs over 2100 people, 70% of whom are women.

Peter Gaynor, Executive Director of Fairtrade Ireland commented,

'We are delighted that ALDI will be supplying Fairtrade poinsettias from the Wagagai farm in Uganda. This makes them the only retailer selling Fairtrade poinsettias this Christmas in Ireland. There are over 2,000 workers on the Wagagai farm and they only earn about €30 a month. If we can hugely increase the number of plants sold as Fairtrade we can help to improve these workers wages - that really would make the poinsettia a Star Flower.'

For more information on Fairtrade simply log on to www.fairtrade.ie. Become a fan on [facebook.com/FairtradeIreland](https://www.facebook.com/FairtradeIreland), or follow the conversation on @Fairtrade_ie

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Note to Ed:

Fairtrade Ireland awards a consumer label, the Fairtrade Mark, to products which meet internationally recognised standards of Fairtrade. It is supported by ActionAid Ireland, Amnesty International (Irish Section), Christian Aid, Comhlámh, Concern, Friends of the Earth, Irish Congress of Trade Unions, Oxfam Ireland and Trócaire. It is active throughout Ireland via a network of dedicated volunteers involved in the promotion of Fairtrade, the Fairtrade Towns project, and Fairtrade certified products.

Fairtrade Ireland is the Irish member of the Fairtrade International.

For more information please contact;

Deirdre Hynds / Deirdre@soundpr.ie / [087 627 5427](tel:0876275427)

Pat McIntyre / Pat@soundpr.ie / [087 317 9144](tel:0873179144)