



# IT'S CRUNCH TIME FOR FARMERS AND WORKERS

27 FEBRUARY – 12 MARCH 2017  
FAIRTRADE FORTNIGHT ACTION GUIDE



**DON'T FEED  
EXPLOITATION**

# WHY IT'S

# CRUNCH TIME

# FOR FARMERS

## CAUGHT IN THE POVERTY TRAP

The simple fact we need to get across to as many people as possible this Fairtrade Fortnight is this: that many of the farmers and workers who grow our food aren't getting paid fairly.

And the problem is closer to home than people might think.

Thousands of farmers in countries such as Malawi, Kenya and Côte d'Ivoire all contribute to the tea, coffee and cocoa we enjoy in Ireland. And yet many of those farmers are still living in poverty.

If people really knew the true human cost of exploitation, would they still make the same choices?

Not if you tell them real stories about how farmers and their families are affected.





1 in 3 people in Kenya's coffee and tea growing regions live in poverty



Tea pickers in Malawi earn less than €1.50 a day, not enough to provide decent food, education or healthcare for their families



1 in 4 children in Kenya's coffee and tea growing regions are malnourished, leading to stunted growth



Over half of the children in Malawi's main tea growing areas don't complete primary school



Over 2 million children work in hazardous conditions in cocoa production in Côte d'Ivoire and Ghana



The average cocoa farmer in Côte d'Ivoire lives on around 44cents a day



1 in 10 children in the tea growing regions of Malawi die before their fifth birthday



Almost 4 in 10 people in Malawi's tea growing regions live in poverty



**SHOW YOUR COMMITMENT TO THE FIGHT FOR  
WORKERS RIGHTS, LIVING WAGE, AND LIVING  
INCOME.**



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# DURING FAIRTRADE FORTNIGHT, WE WOULD LIKE YOU TO

## LOBBY YOUR RETAILER

Ask retailers why they don't do more Fairtrade! Send our postcard to your local retailers asking for more Fairtrade bananas, tea, coffee, chocolate and other Fairtrade products to be stocked.

## FAIRTRADE @ WORK

Take part in our Fairtrade@Work campaign by getting work places in your locality to switch to Fairtrade tea, coffee, and sugar in their canteens. Plus, contact your local coffee wholesalers and ask them to do more Fairtrade coffee with their customers.

Fairtrade Ireland has created materials that you can use to help you lobby your local workplaces and businesses.

## HOST AN EVENT

Host a Fairtrade Fortnight event in a coffee shop, hotel, or business that serves Fairtrade coffee and tea! Show comradery with your local businesses and share ideas about how we can work together to support Fairtrade in Ireland.

## TAKE TO SOCIAL MEDIA

Use Facebook, Twitter, Instagram (and even Snapchat) to project your voice! Post about your events during Fairtrade Fortnight, like and share each other's posts, and start having conversations about Fairtrade.

Make sure to like and share Fairtrade Ireland's posts! Throughout Fairtrade Fortnight we will be posting about events, research, and issues regarding trade, gender, transparency and livelihoods. By sharing our posts or commenting underneath, we can grow the Fairtrade network in Ireland and make sure the conversation reaches the masses.

## BUY FAIRTRADE

Don't forget the most important of them all...buy Fairtrade! When you purchase a Fairtrade product, you are supporting the farmers and workers who helped to produce it. It means that the famers and workers received the Fairtrade Price and Premium, which helps to build communities. And, you are ensuring that these companies continue to buy on Fairtrade terms, creating a more sustainable future for farmers and workers in developing countries. It's all about positive choices, by us as consumers, and by the retailers and companies who are making the purchasing decisions.

# MEET EDSON



Edson Maotchedwe, from Malawi, is a Fairtrade tea farmer and father of seven. Edson's co-operative has invested Fairtrade Premium in building a maternity wing and school, a new bridge, clean water and an ambulance. This was life-saving when two of Edson's children suffered from malaria.

'I believe Fairtrade has already started playing a role in helping me realise the future for my children and children of our area,' he says.

But there is more to do.

'My thoughts almost every night are preoccupied by worries of how I can improve the welfare of my family. I have children and a wife to look after and it is difficult to raise proper income in our country. So I always ponder how or what I can do to improve our lives as a family.'



**WOMEN MAKE UP 48% OF ALL WORKERS ON FAIRTRADE CERTIFIED PLANTATIONS. THIS FAIRTRADE FORTNIGHT SUPPORT WOMEN FARMERS BY ASKING YOUR LOCAL STORE TO DO MORE FAIRTRADE BANANAS AND FLOWERS.**



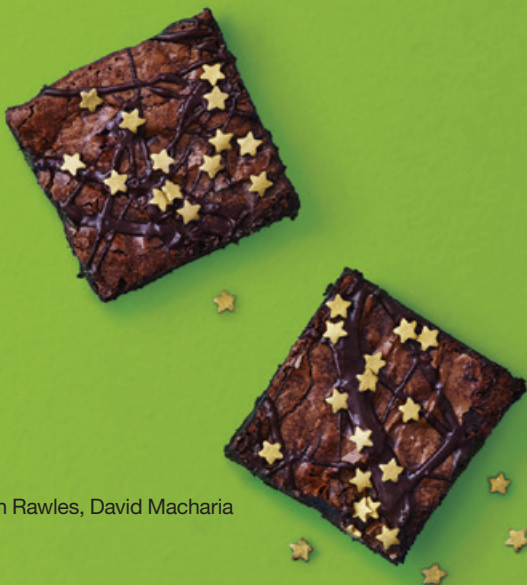
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## RESOURCES

There are plenty of resources on their way to help you in your campaigning, including:

- Event packs with everything you need to put on a fun and impactful event, including posters, postcards, stickers.
- See who our Fairtrade Fortnight guests are by visiting [www.fairtrade.ie](http://www.fairtrade.ie)
- Order your resources by visiting our online shop at [www.fairtrade.ie](http://www.fairtrade.ie)



Fairtrade Ireland  
Carmichael Centre, Dublin 7.  
[www.fairtrade.ie](http://www.fairtrade.ie)  
Email: [info@fairtrade.ie](mailto:info@fairtrade.ie)  
Tel: 01 475 3515

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