

**FLYING THE FLAG FOR FAIRTRADE FORTNIGHT 2014!
THE POWER OF YOU!**

*REPRESENTATIVES OF FAIRTRADE AND DUBLIN CITY COUNCIL CELEBRATE THE LAUNCH OF
FAIRTRADE FORTNIGHT ALONG THE RIVER LIFFEY.*

International Fairtrade Representatives, Alfredo Ortega and Alex Flores were joined by Cllr Michael O'Sullivan representing the Lord Mayor and Executive Director of Fairtrade Ireland Peter Gaynor to raise Fairtrade flags high over the Liffey this morning, to celebrate the launch of Fairtrade Fortnight 2014.

The nationwide programme of events and activities got off to a good start with the publication of research conducted by Globescan, which has revealed that Fairtrade awareness and appetite is at a high of 82% (this figure was second only to the UK). This level of awareness and interest is reflected in a positive trend in growth of sales for Fairtrade products in Ireland. Sales of Fairtrade products increased by **15% from €174 million to €200 million in 2013**, with a 21% rise in Fairtrade banana sales, 14% rise in Fairtrade coffee sales and 22% rise in Fairtrade chocolate sales.

Lidl Ireland has revealed that **one in four bananas** sold across each of the 140 stores nationwide are certified Fairtrade Bananas, which positions the discounter top of the leader-board of Fairtrade commitment compared to other Irish retailers. **In fact Lidl sell 44% of the Fairtrade bananas sold in Ireland.**

The 12th Fairtrade Fortnight, which this year focuses on 'The Power of You', commenced today (24th February), and continues until the 9th March. The international and annual event focuses on the work and current challenges of Fairtrade, and the supporters of the organisation and encourages people to purchase products which bear the Fairtrade Mark.

Alfredo Ortega, Vice-Chair of the Belize Sugar Cane Farmers' Association and Alex Flores, Fairtrade Cashew Nut Co-op Manager from El Salvador, will travel throughout the country to speak to the supporters of Fairtrade, and each official Fairtrade Town will host events and activities. Derry and Clondalkin will be awarded official Fairtrade City/Town status respectively.

Further positive news reveals the value of Bewley's Fairtrade coffee sales has risen by 9%. Bewley's has also purchased its first container of Fairtrade coffee from the Gumutindo Co-op, Uganda, some of which will be sold through Topaz service stations. The value of the Insomnia coffee chain's Fairtrade coffee sales has risen by 18%.

Executive Director of Fairtrade Ireland Peter Gaynor commented:

"We are delighted to launch an exciting programme of events and activities for Fairtrade Fortnight 2014, we are particularly happy to have Alfredo and Alex with us for the two weeks, as 2014 has been designated as 'The International Year of Family Farming (IYFF)' which aims to raise the profile of family farming and smallholder farming by focusing world attention on its significant role in eradicating hunger and poverty, providing food security and nutrition, improving livelihoods, managing natural resources, protecting the

environment, and achieving sustainable development, in particular in rural areas. This is an issue that resonates with Irish people, and I would like to take this opportunity to say a big thanks to all of the Fairtrade supporters around the country, and to encourage people to look for the Fairtrade Mark when shopping, and urge Irish retailers to step up to the mark by increasing their commitment to supporting Fairtrade in 2014 and beyond”

“Dublin as Capital City is proud of its Fairtrade status and also to support Fairtrade fortnight” says Cllr Michael O’Sullivan. “With the range of goods available growing all the time it is becoming more of an option for people to switch permanently to Fairtrade products, supporting workers throughout the developing world to get a fair price for their efforts. Throughout the next two weeks I encourage all shoppers to make an extra effort to try out new Fairtrade products”.

Highlights of this year’s fortnight include:

- A national visitor tour with Alfredo Ortega (Vice-Chair of the Belize Sugar Cane Farmers’ Association (BSCFA)) and Alex Flores (a representative of APRAINORES, a cashew nut cooperative established by former combatants in the civil war in El Salvador.)
- ‘Power of You’ Photo Wall available to members of the public who want to upload pictures to demonstrate their support for Fairtrade.
- Derry and Clondalkin receiving their Fairtrade City and Fairtrade Town status respectively, celebrated through a series of events and activities in both locations throughout the Fortnight.
- A series of Fairtrade cotton exhibitions by photographer Sean Hawkey, which captures the day to day lives and experiences of Fairtrade Senegalese cotton farmers in West Africa, on display in venues across: Greystones, Co. Wicklow, Limerick City, Waterford City, and Letterkenny, Co. Donegal.

For more information on any of the activities taking place, or to find out how to get involved, simply log on to www.fairtrade.ie. Become a fan on www.facebook.com/FairtradeIreland, follow the conversation on.

– ENDS –

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.

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