

Don't Feed Exploitation. Choose Fairtrade.

Supporting the World's Poor through Fair Trade has been worked at by islanders for many decades, typically through small scale initiatives, niche events and private sales. But that's not to imply that the efforts are at all insignificant with Sara and Peter Dorey for example selling very significant quantities of Traidcraft products.

Back in March 2005 the States resolved to carry a Requête by Deputy M W Torode, the result of which the States of Guernsey support all goals, targets and initiatives to enable the island to be recognised by the Fairtrade Foundation. As a result, Guernsey was able to obtain Fairtrade Island Status in March 2006.

The principal vision of the Fairtrade Foundation is of a world in which justice and sustainable development are at the heart of trade structures and practices, so that everyone, through their work, can maintain a decent and dignified livelihood and develop their full potential.

It may be hard to swallow but many of the people behind our most-loved food still live in extreme poverty. It is a scandal that behind the sweet delight of chocolate lies the bitter taste of exploitation. The UK chocolate industry is worth at least £4 billion each year. And yet the average cocoa farmer in Côte d'Ivoire and Ghana, where 60% of all cocoa is grown, makes less than 75p a day - well below the extreme poverty line of around £1.40 per day.

If this wasn't enough to cope with, the climate crisis is already wreaking havoc on global food production. Farmers are battling less predictable seasons, more plant diseases and weather extremes, leading to a lack of food. They are suffering, struggling to harvest crops and working longer hours, for lower prices.



Therese deserves Fairtrade.

As an Ivorian cocoa farmer and a woman at that, Therese is one of the fortunate ones. Both she and her husband own their own cocoa farms. She belongs to a group of farmers who have a market for their beans through Fairtrade. Most importantly, this means that she has a safety net in the form of a minimum price for her crop. This is vital, as prices for cocoa are some of the most volatile on the market and frequently plunge to levels that leave farmers like Therese hungry and out of pocket. It's this security that allows Therese and her husband to support their children. The oldest is at university in Côte d'Ivoire's capital city, Abidjan. The others study in the biggest nearby town, which is still a bumpy two-hour drive away. They stay there, which means not only that she must pay for their fees and books, but that she must find a place for them to stay and pay for their food. Most of her money goes on their education.

Fairtrade supports farmers like Therese, pushed into poverty by unfair and unsustainable low prices.

Since Fairtrade Island Status was achieved major organisations have committed to support Fairtrade. The Channel Islands Co-operative Society is at the forefront of this, particularly via their St Martin's Grande Marche store, along with M&S St Martin's. Other organisations supportive include in St Martin's: St Martin's Parish Church, Hansa, Les Camps Methodist Church, The Tearoom at Sausmarez Manor, St Martin's Junior School, Blue Horizon Hotel, Moulin Huet Tearoom and Fermain Valley Hotel.

We do not want poverty and exploitation to be part of the price of our chocolate bars. As shopper, we are asking more questions about where our products come from, and how the people involved were treated and paid. We know farmers deserve Fairtrade. So, please support fair-trade.

www.fairtradeguernsey.com