

Take a step for Fair Trade.... A Fairtrade Fortnight Trail

Preview Pack

Thank you for requesting our Take a step for Fairtrade... A Fairtrade fortnight trail preview pack. This year's theme for Fairtrade Fortnight is 'Take a Step for Fairtrade'. A step can be anything that you do for Fairtrade from swapping your tea to selling a 90kg rice challenge.

JTS are suggesting that you may want to get involved by setting up a Fairtrade Trail. This could be around your building: church, school or around your neighbourhood. This pack is designed to give you an insight in to what our resource pack offers and consists of.

Within the pack we have enclosed a price list for Just Trading Scotland. You can place an order with us by emailing us at info@justtradingscotland.co.uk or phoning 0141 887 2882. Orders can be dispatched as soon as the following working day.

SECTION 1

Product Information (*resource pack includes: sales / order forms, various leaflets*)

For JTS full price / product list and order form please see other attachment

SECTION 2

Swazi Challenge (*resource pack includes some of the below and much more*)

Slideshow of pictures:



Left: the workers at Eswatini packing our Eswatini jams, sauces and marmalades. Our resource pack includes a full slideshow of pictures like these!

Eswatini Worker Profiles: 5 personalised profiles completed by the women themselves and in their own words, with pictures of the ladies to go along with them.

Fact Sheets: Our resource pack includes fact sheets on Swaziland, Manzini Youth Care & Eswatini – below is just a couple of facts from each section:

Manzini Youth Care (MYC)

- For more than 30 years MYC has provided accommodation, support, care and education for marginalized and homeless young people at risk through poverty.
- It is a Salesian organisation that believes education is the key to unlock poverty. [The Salesian Order is a Roman Catholic religious order founded in the late nineteenth century]

Swaziland

- Swaziland, officially the Kingdom of Swaziland (Umbuso weSwatini), and sometimes called Ngwane or Swatini, is a landlocked country in Southern Africa, bordered to the north, south and west by South Africa, and to the east by Mozambique.
- Suffers from widespread rural poverty (over 60% of the population below the international poverty line of US\$1.25 per day, www.unicef.org/infobycountry)

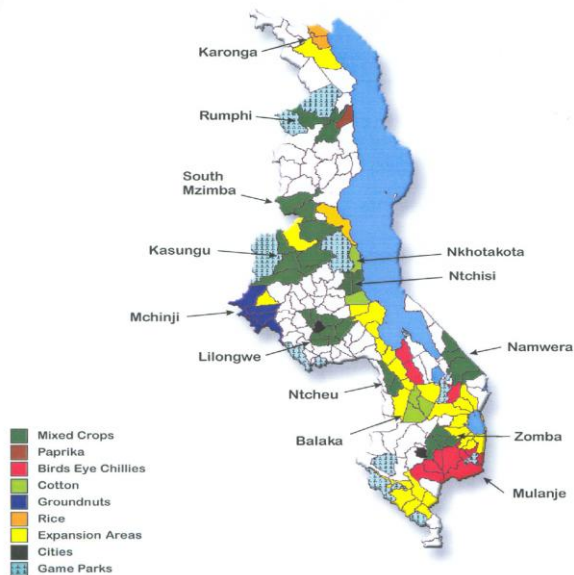
Eswatini Swazi Kitchen (ESK)

- ESK is a small factory which for 19 years has been supplying jams, jellies, marmalades, chutneys, atchars, and sauces to the Fair Trade markets in Europe, Australia, North America, and Japan, as well as regional markets in Southern Africa. For each of the past 6 years its annual turnover has been between ~£285k and ~£375k.
- ESK provides employment for 27 female/6 male staff (mostly from disadvantaged backgrounds, each supporting 3 to 8 dependants) and a market for around 200 rural women and 50 rural men who make gift baskets and around 20 disabled people who carve spoons.

SECTION 3

90kg Challenge Pack includes:

Power point presentation that includes slides such as:



Malawi is one of the poorest countries in the world. It is landlocked, densely populated, has limited natural resources, suffers from severe environmental degradation and is being ravaged by HIV/AIDS.

Challenge also includes: Posters, leaflets and many information / fact sheets.

SECTION 4

Alastair Smith PHD

It's not every day you get a PhD written about the business you're involved in, so it came as a surprise when three years ago, Alastair Smith, an Oxford

graduate working at the University of Cardiff approached us to see if we would be willing for him to do a study of our rice project. Alastair was studying at BRASS (the ESRC Centre for Business, Relationship, Accountability, Sustainability and Society) is a member of Fairness UK and is involved in organising the Fair Trade International Symposium which will meet next year in Liverpool. He completed his PhD this summer after conducting extensive interviews with councils, Fair Trade organisations, including the Fairtrade Foundation, and JTS in the UK and then travelling round Malawi speaking to our suppliers, NASFAM and their members and farmers.

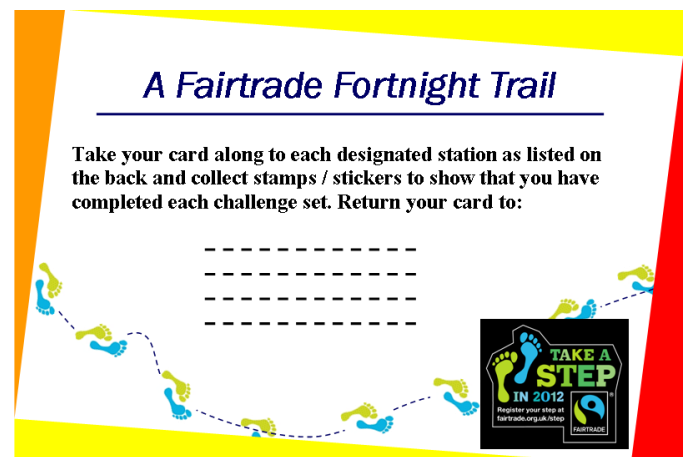
The whole PhD dissertation is long but a fascinating read and teaches you a huge amount about how fair trade has been developing and continues to develop by focussing on the way in which Malawi rice, though not yet FLO certified, has nevertheless been accepted on all sides, by fair trade groups, by public bodies and even by the Fairtrade Foundation. Alastair has just produced a short information pack that discusses:

- *What fair trade is and why is it needed?*
- *How have these activities developed?*
- *What are the differences between different approaches to fair trade?*
- *How does the case of Just Trading Scotland's 'fairly traded' Kilombero rice fit into these differences?*

SECTION 5

Trail tools including:

Trail stamp / sticker cards as pictured right.



- Recipe Cards
- Leaflets
- Other resources sheet

SECTION 6

Kasinthula sugar & Buchanans Sweets:

Our pack brings you the story of Kasinthula sugar as well as their workers profiles along with pictures.



Chikafa Kachingwe, Kasinthula © Anette Kay

Buchanan's used to manufacture Fairtrade sweets using sugar from Kasinthula for Traidcraft. Now they have launched their own range of Fairtrade sweets which is available through Just Trading Scotland. The range can be ordered direct from JTS and includes:

Assorted Toffees
Vanilla Fudge
After Dinner Mints
Blackcurrant & Liquorice
Buttermints
Mint Humbugs
Old Favorites
Calypso Fruits
Liquorice Whirls
Butterscotch



The more you buy, the more you sell, the greater the income for the Kasinthua farmers!