

FAIRTRADE NEW ZEALAND

MAKE YOUR MARK

FOR PEOPLE AND THE PLANET WITH THESE
FAIRTRADE PRODUCTS



WELCOME TO FAIRTRADE FORTNIGHT:

TWO WEEKS TO SET THE STAGE FOR THE YEAR AHEAD

Thanks for joining us for Fairtrade Fortnight, two weeks in August when we take a moment to celebrate the labour and love that goes into producing products we cherish and savour.

Here, we'll unearth some interesting facts about several popular Fairtrade products while sharing how you can support people and the planet through your everyday actions by purchasing products that feature the Fairtrade Mark.

Here are some of the products we'll discuss:



Cotton



Coffee



Tea



Chocolate



Bananas



In addition to sharing some of our favourite brands with you, we'll explore popular retailers where you can find Fairtrade products.

WELCOME TO FAIRTRADE FORTNIGHT!

We hope you're ready to explore with us. Stick around, won't you?





IT TAKES A LOT OF WORK TO CLOTHE THE WHOLE WORLD.

If you had to guess, how many households would you say are involved in the production of cotton?

5 million? Maybe 20 million?



The real answer is
**100 MILLION
HOUSEHOLDS**



Cotton is crucial for the worldwide textile industry, but unstable product prices mean that many small farmers have to sell their crop at undesirable rates, sometimes even at a loss.

Organised groups of farmers in India and elsewhere come together to improve their farming practices and raise their incomes, by joining the Fairtrade movement. Along the way, they have the opportunity to reinvest Fairtrade Premium payments into their communities.

SOME OF THE TOP NEW ZEALAND APPAREL BRANDS SELL CLOTHING MADE FROM FAIRTRADE COTTON.

- Liminal
- Kowtow
- Thunderpants
- Macpac

ARE YOU A FAN OF FLAT WHITES OR A BELIEVER IN LONG BLACKS?

Recently, the rest of the world has grown to appreciate a beverage that's been beloved for years by coffee drinkers on either side of the ditch: the venerable flat white.

But where does this caffeinated treasure hail from originally?

Kiwis claim it was invented by mistake in 1989 when Wellington's Fraser McInnes fell short of crafting a frothy cappuccino by using low-fat milk.² Some Aussies, on the other hand, support Sydney's Alan Preston who says he created the name in 1985 to describe a modified version of a drink that originated in Queensland during the previous decades.³

We'll refrain from offering an opinion on this matter and simply point out some of the brands that are coming together to produce exceptionally bold, Fairtrade coffee varieties.



FOR YOUR NEXT COFFEE, TRY OUT SPECIAL BLENDS FROM:

- Good Fortune
- IncaFé
- Coffix





IT TAKES A LOT OF WORK TO MAKE A LITTLE CUPPA.



Care to guess how many people earn their income from producing tea?

Let's break down the numbers by country.⁴



2 MILLION

Seasonal labourers in India.



3 MILLION

People work in tea cultivation in Kenya.



80 MILLION

Tea growers in China.

In many tea-producing regions, wages are low, hours are long and women in particular are vulnerable to exploitation.

Fairtrade helps support both small-scale farmers and workers on plantations to improve the working and living conditions for thousands of people who work to produce tea.

WHY NOT TRY OUT FAIRTRADE VARIETIES FROM THE FOLLOWING BRANDS DURING YOUR MORNING TEA?

- Fine & Dandy
- Scarborough Fair Tea
- Ritual Tea Company

SAVOUR THE FLAVOUR OF THESE TASTY CHOCOLATE TREATS

Caramel Chocolate Bites

Ingredients

- Caramel:
 - 30-40 pitted dates (soaked in boiling water for two hours)
 - 3 tablespoons of coconut milk (more or less as needed)
 - Sea salt to taste
- Two 100-gram bars of Bennetto Intense Dark
- Macadamia nuts as an optional extra

Directions

1. Blend all caramel ingredients in the food processor, adding coconut milk slowly as you go. You want the mixture to be thick enough that you can pick it up with a teaspoon.
2. Press into confectionery moulds or just form into small balls and place on baking paper. If using, press a single macadamia into the centre of the caramel.
3. Place caramel in the freezer overnight. It won't freeze solid, but it needs to be cold enough to not melt when placed in the chocolate.
4. Melt chocolate in a bowl over a saucepan of boiling water.
5. Remove the caramels from the freezer and take out of mould (if using). Keep only a few at a time out, and return the rest to the freezer while you work on coating them in chocolate.
6. Turn down the heat, and using two forks, quickly coat the caramels in a thin layer of chocolate. Place in the fridge to set.

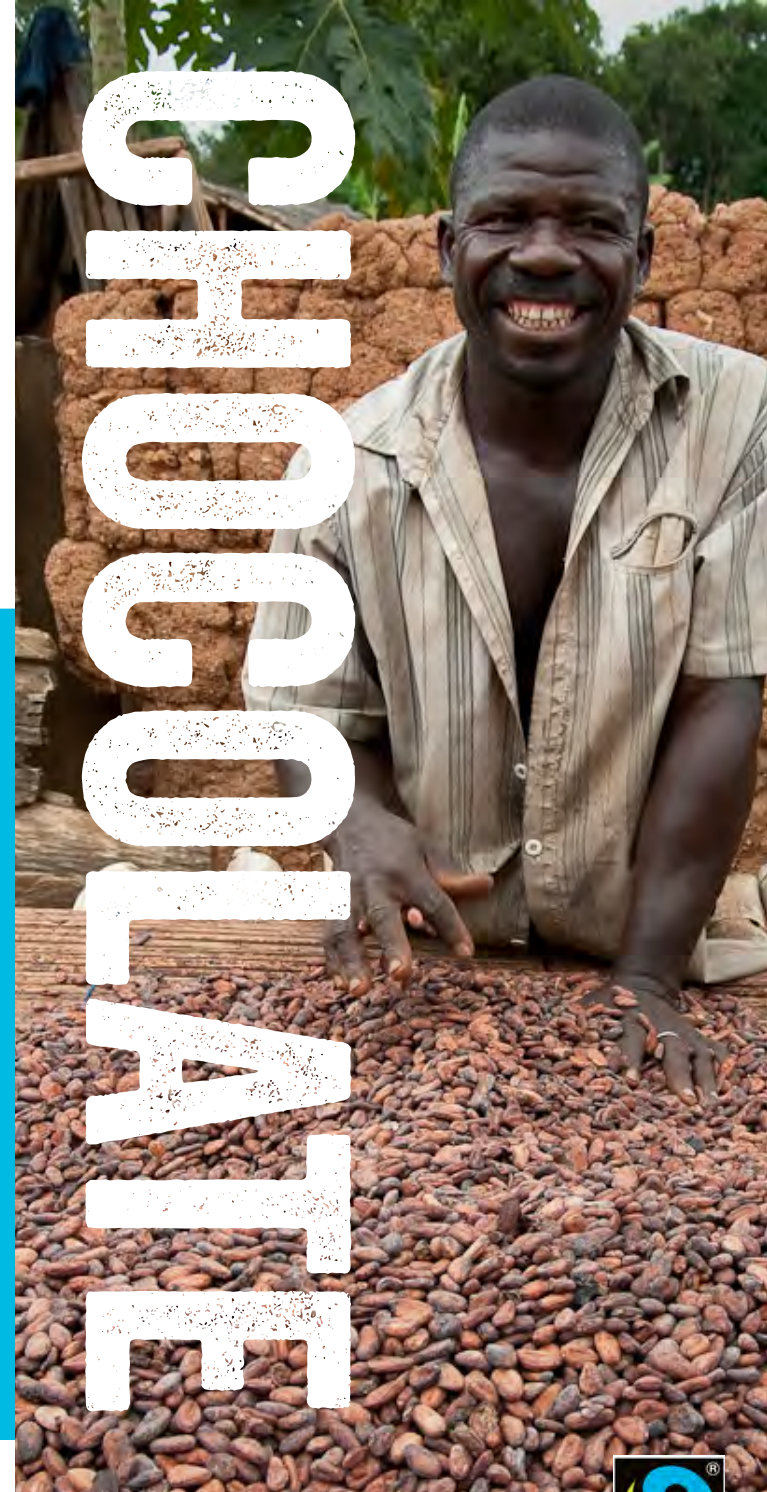


This recipe makes quite a lot of caramel, so put the leftovers in a jar and enjoy it with pancakes, on top of porridge, with ice cream or yoghurt, or in other recipes. It will last in a jar in the fridge for up to two weeks.

These instructions for caramel chocolate bites come courtesy of our friends at **Bennetto Natural Foods**. The recipe was created by Elise Dalrymple-Keast, whom you can find on Instagram with the handle @everyday_elisegala.

TO GET YOUR FAIRTRADE CHOCOLATE FIX, TRY OUT THESE BRANDS:

- Wellington Chocolate Factory
- Green & Black's
- Bennetto Natural Foods Co.





DELECTABLE BANANA BREAD

FOR THE BAKING

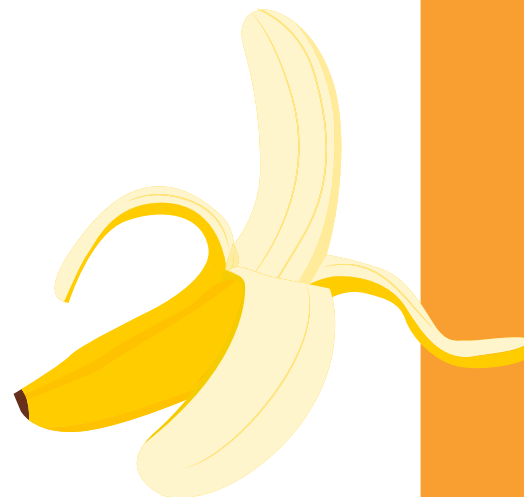
Maple walnut banana bread

Ingredients

- Two eggs
- 1/3 of a cup of butter, softened
- 1/3 of a cup of maple syrup
- Two brown All Good bananas, mashed
- 1 teaspoon of vanilla essence
- Half a cup of Greek yoghurt
- 1 teaspoon of baking soda
- 1 ½ cups cups of gluten-free flour
- A pinch of salt
- Half a cup of chopped walnuts

Directions

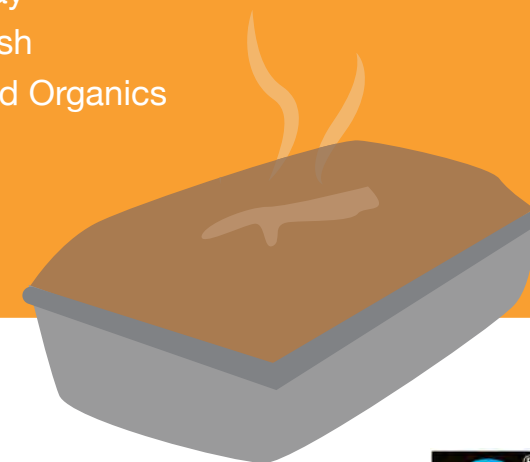
1. Preheat the oven to 180 degrees Celsius.
2. Whip the eggs, then add the butter and maple syrup and mix well. Add the mashed bananas, yoghurt, baking soda, vanilla and salt.
3. Mix in the flour until combined, and stir through chopped walnuts, or chocolate chips. Pour the batter into a lined loaf pan, and, if desired, place an extra banana, sliced in half, on top.
4. Bake for 50 minutes or until a skewer comes out clean. Let the bread cool in the tin.



This recipe comes to us from All Good Organics. It was created by Rachel, who shares recipes on Instagram as @fanbaked.

SAMPLE A RIPE FAIRTRADE BANANA FROM THESE POPULAR BRANDS:

- BanaBay
- Purefresh
- All Good Organics



WE'RE RIGHT WHERE YOU ALREADY SHOP.

Are you worried that Fairtrade shopping means making long trips to far-flung specialty stores or ordering all of your supplies online from boutique retailers? Think again!


Also, in addition to the products mentioned throughout this guidebook, make sure to look for fizzy drinks and treats from **Karma Cola** and **Batchwell**, as well as **Ben & Jerry's** ice cream.

NEW WORLD


Fairtrade products they offer: There's no shortage of Fairtrade products at New World. In fact, they've created a variety of recipes based around them, like this Scarborough Fair green tea cake.

COUNTDOWN

Fairtrade products they offer: Pick up Fairtrade products like bananas from Countdown during your next shopping trip.



SEVERAL MAJOR OUTLETS ACROSS AUSTRALIA STOCK FAIRTRADE PRODUCT LINES THAT YOU CAN INCORPORATE INTO YOUR REGULAR ROTATION.



EASY



CONVENIENT SHOPS FOR FINDING FAIRTRADE GOODS



THERE'S NO SHORTAGE OF POPULAR STORES WHERE YOU CAN FIND FAIRTRADE PRODUCTS IN NEW ZEALAND. KEEP RUMMAGING THROUGH THE AISLES WITH US AT THESE SPECIAL SUPERMARKETS.



PAK'NSAVE

Fairtrade products they offer: Look for Fairtrade coffee at PAK'nSAVE.

HUCKLEBERRY

The store: Describing themselves as 'Your Organic Grocer', Huckleberry emphasises healthy, organic offerings, gluten-free goods and natural products. This store believes organic produce is important for sustainability.

Fairtrade products they offer: You'll definitely find something to enjoy among their Fairtrade chocolate and tea selections. Time to relax!

CARRY FAIRTRADE FORTNIGHT WITH YOU ALL YEAR LONG.

Think we were out of convenient places to pick up popular Fairtrade products? Think again!

COMMONSENSE

The store: With a total of five stores in Wellington and Auckland, Commonsense might not be the biggest chain we've featured, but they're definitely a quality purveyor of organic, sustainable and Fairtrade products.

Fairtrade products they offer: Commonsense would like you to take note of their Fairtrade **coffee, chocolate and bananas.**

As you've seen, several major outlets across New Zealand stock Fairtrade product lines that you can incorporate into your regular rotation.

Thanks for taking a journey with us through the world of Fairtrade product types. While Fairtrade Fortnight is a once-a-year celebration, the Fairtrade movement continues all year long.



VISIT THE FAIRTRADE FORTNIGHT PAGE AND SIGN UP TODAY FOR UPDATES ABOUT HOW YOU CAN HELP SUPPORT INITIATIVES FOR ECONOMIC JUSTICE AND SUSTAINABILITY THROUGHOUT THE YEAR.





1. <https://fairtrade.org.nz/Fairtrade-Products/Cotton/Why-buy-Fairtrade-cotton>
2. <https://www.nzstory.govt.nz/stories/who-invented-the-flat-white/>
3. <https://www.independent.co.uk/life-style/flat-white-coffee-culture-antipodean-mcdonalds-advert-starbucks-latte-a8246111.html>
4. <https://fairtrade.org.nz/Fairtrade-Products/Tea/Why-buy-Fairtrade-Tea>

<https://fairtrade.org.nz/Fairtrade-Products/Cotton/Why-buy-Fairtrade-cotton>
<https://www.nzstory.govt.nz/stories/who-invented-the-flat-white/>
<https://www.independent.co.uk/life-style/flat-white-coffee-culture-antipodean-mcdonalds-advert-starbucks-latte-a8246111.html>
<https://fairtrade.org.nz/Fairtrade-Products/Tea/Why-buy-Fairtrade-Tea>
<https://www.countdown.co.nz/about-us/our-company>